

32 smart ways to quickly create content for your Small Business

Social Media

- 1. Customers** - your customers are your #1 source for content. Feature testimonials from your customers.
- 2. Use Visuals** - get visual, people love seeing images. Show your product in action, and customers using it.
- 3. Share Videos** - videos are more likely to get better engagement. 10-15 second video works well. How to videos are golden.
- 4. Ask Questions** - ask your audience their opinions or a specific question.
- 5. Show what you are working on** - feature any new product or services you are working on. Give a behind the scenes look.
- 6. Employee profiles** - feature your employees hard at work.
- 7. Share a Cause you are passionate about** - its a great way to show others another side of your business.
- 8. A poll** - ask your followers simple yes or no question. Polls popular and can get a lot of engagement.
- 9. Get really local** - look within your local community for what's happening.
- 10. Holidays, Quote of day, Inspiration, or humor** - these work well especially with awesome visuals.

Blogs

- 11. Write how to blogs** - create "how to" blogs. This is one of the most searched tags.
- 12. Answer your customers problems** - write posts that helps to answer a problem your customer might have.
- 13. Re-purpose old content** - turn a blog post into a check list people can download.
- 14. List posts** - create a list. It's a great way to give your readers a glance of what your blog is about.
- 15. Spy on your Competitors** - Review your competitors' sites to see for inspiration.
- 16. Statistics** - use statistics to help make your point.
- 17. Share your own experience** - write about your own experience of how/why you started your business.
- 18. Headlines** - your headline needs to promise something of value.
- 19. Templates** - use templates that have worked for you in the past. For example your readers might love infographics - keep giving it to them.
- 20. Interviews** - interview someone. This could be a customer, a co-worker or another business owner.
- 21. Google It** - you can Google what people are researching the most and write about it.

Emails

- 22. Tell a story** - share a story about your business, your customer, or provide helpful tips and ideas.
- 23. Share your promotional offers or discounts** - this one is a given, but be careful not to over do it.
- 24. Updates** - email your customers about any company updates, hours of operation or changes in services/products.
- 25. Events and happenings** - let your customers know what you are up.
- 26. Competitor Newsletters** - get inspired by your competitors. Sign up for their newsletters.

Website

- 27. Be clear and concise** - your website copy must clearly communicate who you are and how you can help.
- 28. Put the most important information at the at top** - don't make customers dig to find important information.
- 29. White Space** - white space is your friend, keep your website simple and easy to navigate by using lots of white space.
- 30. Make a list of your keywords** - research your keywords using tools like Google's Keyword Planner
- 31. Make it look pretty** - writing online is very different, break up paragraphs, don't use jargon, shorten sentences.
- 32. Keep it cool and friendly** - most of all keep it friendly. Make your reader feel like you are only talking to them.