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Trying to come up with an idea isn’t easy. You’re probably familiar with this common scenario: “I’m hungry. Want to get something to eat?” “Sure. What do you feel like?” “I don’t know, what do you feel like?” “I don’t know, I’ll do whatever. You think of something.” “I don’t know either. Maybe tacos?” “Nah I’m not in the mood for tacos.” “Well, then YOU think of something.” “I don’t know, I can’t think of anything.” Sigh. Ideas, much as we wish they did, do not come easily. Content marketing ideas come even less easily. Until now. You may have already thought of a couple. But what other content marketing ideas haven’t you considered? Spoiler alert: A lot, and we have all the ideas you need. But even more than that awaits you. To have content marketing, you need content (and more). To use content, you need a good sense of what content marketing will mean (and what makes it hard to do it). In this post, you get to learn about it all: The best ideas aren’t limited to one format. You’re about to get video ideas, social media ideas, blog post ideas, infographic ideas, and even print media ideas. Here are the 16 content marketing ideas: Start your free ActiveCampaign trial Get 14 days of the best marketing automation platform – totally free (no credit card, no obligation. Instant set-up). Good content marketing will result in loyalty and trust from an audience you want. Once you have that, more good content gives you strong customer relationships, increased profits, and an engaged subscriber base. Content marketing extends past the actual content to cover the content marketing strategy. You have to consider things like: Just to name a few. Content marketing is an equal partnership of content and distribution of that content, all towards a common goal. Content marketing takes a lot of work, and a huge part of that is coming up with actual content marketing ideas. So…how the heck do you do that? As content marketers, we not only have to come up with ideas but keep coming up with them—so here are 6 things to help you keep the creative rivers flowing: Right now, I want to call attention to number 6. Because there are some really smart people who can help you come up with great content marketing ideas. Even Picasso was inspired by others. As he famously said: “Good artists copy, great artists steal” Obviously, don’t steal ideas. But DO get inspired by great content marketing. For example, one thing I struggle with is writing headlines. A great blog headline needs to: So, a fellow content marketer sent me this COPYHACKERS article. My thoughts were exactly the same as that microcopy. At first, my eyes popped out of my head reading the headline (which honestly should have been my first clue at it being a great resource) because WHO DOES THIS?