

Social Media Content Brainstorming

Refer to Pages 28-31 in your Social Marketing Guide

Vary your updates with a good mix of different types of content. It keeps things *fresh and fun* for your audience, and allows you to test what your market responds to best.

● Trends, Breaking News or Hot Topics

This draws BIG spikes in traffic, especially when you use relevant hashtags. (Page 42)

● Actionable Tips

Share bite-sized tips and how-to information. Include a link to further instruction. (Examples: Pages 44 and 46)

● Social Shares

Share cool stuff you find in your content stream, but also share *why* it's cool. Include your thoughts and/or a question to encourage discussion. (Example: Page 16)

● Public Conversations

People love to "eavesdrop" on conversations between market leaders, or Q&A and other types of discussions. Don't just post content to your own stream, reach out too. Ask BIG questions, reply with your opinion, share *your* results, etc. (Pages 14, 21, 34, 38, 52-54)

● Humor!

Funny updates get a great response! It should be relevant to your niche, of course, or include a creative angle to *make* it relevant. Ideas include images/photos, YouTube videos, sharing funny updates from others, or even fun lists & "geek humor" (Page 45).

● Strong Opinions

Love it, hate it, agree, disagree? Whatever your stance, share it with your audience. And ask their opinion as well! A good debate can be enlightening, and draw strong responses for a highly engaged discussion with your market.

● Ask Questions

Questions encourage replies. People love to be heard! (Examples: Pages 35, 41, 49)

● Thought-Provoking Quotes

Find quotes relevant to your niche, or current topic of discussion, by searching "keyword quote" on Google (replacing "keyword" with your topic). Try the Image Results as well.

● Announcements

(Page 32-33) Announce things relevant to your market. Including your own content, or from your merchants or other market leaders: events, sales, contests, coupons codes, etc. (Examples: Pages 16, 35, 40, 45, 56) Also see Page 46 where I dissect a *great* post!