

Blog Post Ideas for Product-Based Businesses

GENERATING IDEAS

When selecting topics for your blog, ask yourself the following questions:

1. Is my target customer interested in this content? Will it resonate with them?
2. Would other blogs, websites, influencers and my customers want to share this post or is it entirely self-serving?

Creating a list of categories that *specifically* interest your target customer can help you generate content ideas.

Imagine your blog is a magazine for your target customer, not a catalog with the purpose of selling products. What categories would be in the magazine (lifestyle, food, DIY, entertainment, travel, opinion, etc.)?

For more tips on blogging strategy, watch the video, "[Blogging Strategy for Product-Based Businesses](#)".

BLOG POST IDEAS

PROBLEM SOLVE & EDUCATE (Be the Expert)

- How to care for your product category, not your specific product.
ex. *How to Properly Launder Wool Sweaters*
- DIY projects and tutorials (if your customers are DIYers)
- Research-based
ex. If you sell glass water bottles, *Studies Show Drinking Out of Glass Bottles is Better Than Plastic*
- Bust myths and share secrets
ex. *Why Chocolate Really is Good For You*
- How to's and tips indirectly related to your product
ex. If you sell dog collars, *How to Train Your Dog to Sit in Two Days*
If you sell lunch boxes, *Five Healthy Quick Lunches You Can Pack for Your Kids*

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PROBLEM SOLVE & EDUCATE (cont.)

- Share recipes (if it's directly related to your customer's lifestyle or you sell kitchen products)
- Create an infographic (very shareable on Pinterest)

INSPIRE

- Highlight current trends (hint, one of them matches one of your products)
ex. *Six Winter Shoe Trends*
- Interview interesting or influential people who align with your brand
- Respond to a current news story (with caution, depending on the subject)
- Posts about the lifestyle your customers aspire to
ex. *Three Hot Spots to Visit in Europe this Summer*
- City tours highlighting the spots your customer would be most interested in
ex. If you sell a vegan product, *Places to Shop and Eat in New York as a Vegan*

ENTERTAIN

- Celebrate a current holiday or event
- Share a funny story that will resonate with your customers
- Quizzes
ex. If you sell decorative pillows, *What's Your Design Style?*
- Contests and giveaways
- Free downloadables
ex. Mobile wallpapers, editable party invitations, calendars, organizers and trackers

Although blog posts about your company and product are less likely to be shared, they will engage your current following. Post "About the Company" content with discretion.

ABOUT THE COMPANY

- Behind the Scenes
 - Meet the owner
 - Office tour and employee introductions
 - Events - Launch parties, fashion shows, trade shows, networking, charity
 - Photo shoots
 - New product sneak peek
 - The story of how you started the business
- Products
 - How your products are made
 - Highlight a benefit or feature
 - Gift guides (collaborate with other companies)
 - Press mentions
 - Customer success stories or photos using the product
 - Answer frequently asked questions
 - How to use or style your products

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