

Content Marketing Ideas

- **A day in the life of a XXXXX (whatever it is you do).** For you, what you do every day might seem mundane – you do it every day, so why would that be interesting to anyone else? Believe me, it would. Take your phone and start a video – show them round your work area and explain what you do and where/when. If you have a workshop or craft room, show them where you keep things and what they're for – show them the tools of your trade. You might think this is boring, but your audience will be genuinely interested!
- **Tell a story** – that's what this session has been about and people love stories. Take one of your best selling products and tell the story behind it – how did you come up with the idea? What inspired you to make it?
- **Share a mistake you've made** – You might be an expert in your field now, but I bet that you have made some mistakes in the past with your craft, no matter what it is. Share the mistake and tell your audience how to avoid doing that themselves.
- **Share a secret** – Share something that might benefit your audience. You might have a list of suppliers for a particular item, or you might know of a great book that gives fabulous tips about what you do. Share it so others can benefit from it.
- **Have you learned a lesson about something? Share it!** Maybe you had a stall at a local market and learned something you didn't know before. If you can share a list of dos and don'ts for having a stall, that would be teaching your audience something useful.

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- **Answer a question.** Do your customers ask you questions? If they do, is there one that keeps coming up – or is there a question you found invaluable when you started? Answer that question – go into as much depth as you can – if it's something you can show people, do a video around it.
- **Create a list** – Share a list of the top ten books people can read about in your niche – or list the top ten tools you use.
- **Work in progress** – for example, if you are an artist, you could show a painting in stages over the course of the time it takes you to finish it. You could do a video of the whole process and speed up the film, or you could do a series of photos or videos showing each stage of the process, step by step. You could do this for any business.
- **Give tips** – create a weekly tip post, where you give away a business or craft tip. Post on the same day each week – could be Tuesday Tip for example. Post them for a few months and see what happens. You'll find that people will realise you're doing a tip and will be waiting for the next one. This is great for building interest and trust in your brand.
- **Create a calendar of events** – I love these posts. Every month, two people I follow on IG post events that are coming up that month with dates – such as Mother's Day, Valentine's Day, take your kid to work day, coffee lovers day. These are just examples, but there will always be some of these you can incorporate into your posts, but by sharing the dates with your followers, they'll be likely to share your post or save it, which helps your algorithm.

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- **Write an A-Z** – Make it about what you do – can be tips or funny posts, informative or inspiring...all based around what you do. I did this – one a week for 26 weeks with marketing tips. The first few weren't very popular, but people realized after a few and started commenting and asking questions.
- **Write a guide** – if you are feeling really adventurous, you could write an e-book or guide on what you do – or an aspect of what you do. You could do a short one and give it away to help build your email list or, if you write a really in-depth guide, you could sell it on your website or on Amazon.
- **Jargon buster** – this is a great one. In every business there are jargon terms or acronyms that people use without thinking. Not everyone know what they mean. For example in my business, I talk about CTAs. I always clarify what that means (call to action) with an explanation, but not everyone does. So you could take examples of jargon in your niche and do a jargon buster post, or series of posts.