

## 20 Ways to Brainstorm New Blog Content

This list outlines 20 different strategies you can use to write relevant and compelling blog articles.

1. Ask your sales or customer service teams what questions they most commonly hear from prospects or customers and write a blog article that answers each question.
2. Create a short survey and send it to your customers. Use the data you receive back as topics for different blog articles.
3. Find and read other blogs related to your industry and write reviews of the blog's content in your blog. Be sure to link back to the article you reviewed and leave a comment on the article.
4. Track what's trending in your industry on social media sites, and use trending topics as ideas for blog posts.
5. Blog about recent news developments in your industry.
6. Write an article that answers a question that's asked on LinkedIn. Make sure you comment and link back to your article in the LinkedIn group or discussion. Here are four ways to get traffic to your blog from LinkedIn Answers:  
<http://blog.hubspot.com/blog/tabid/6307/bid/7126/4-Unique-Ways-to-Get-Traffic-to-Your-Blog-from-LinkedIn-Answers.aspx#ixzz1Cu4b5hQe>
7. Have a customer, partner, or employee write a guest blog post. Here are some tips and tricks when recruiting people to write guest blog articles:  
<http://blog.hubspot.com/blog/tabid/6307/bid/6222/Guest-Blogging-How-to-Approach-It.aspx>
8. Create numbered lists of top ideas, trends, or opinions related to your industry.
9. Publish an educational list of links that relate your industry and business.
10. Educate and teach people how to do something related to your industry. For example, create a "how to" guide or checklist.

- 11.** Share a recent experience you had. It might be from a recent tradeshow, event, or customer experience.
- 12.** Write a press release on your blog and create links to related blog articles.
- 13.** Go through your email inbox and use the questions you get asked for blog articles.
- 14.** Find a video on YouTube related to your industry and write a review of the video. Be sure to embed the video into your blog article using YouTube's video embed code.
- 15.** Use an incentive to get company employees to start blogging. Offer a restaurant gift card, free coffee, or other recognition. Here's an article that explains this in more detail:  
<http://blog.hubspot.com/blog/tabid/6307/bid/7080/From-Competition-to-Bribery-Convincing-Coworkers-To-Blog.aspx>
- 16.** Read and respond to your blog comments and use them to write future blogs articles.
- 17.** Take your FAQs website page and turn each FAQ into a separate blog article.
- 18.** Use your keywords in Keyword Grader and complete the following blogging worksheet to create five articles:  
<http://camp.hubspot.com/Default.aspx?app=LeadgenDownload&shortpath=docs%2fBlogging-With-Your-Keywords-Worksheet.xls>
- 19.** Post a question on Facebook and Twitter and write a blog article reviewing the responses. Here's an example:  
<http://www.casasugar.com/Readers-Share-Favorite-Home-Decor-Gifts-Christmas-2010-12929330>
- 20.** Showcase a customer success story and have them do a guest blog post or quote them in the post you write.