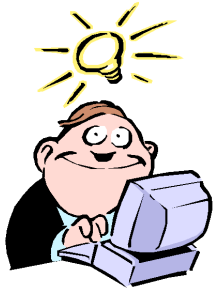


## Social Media For Business: So You Have a Blog. Now What?



### What's the Objective?

1. Earn **TRUST** - *how important are relationships to your business?* 3
2. Merit **CREDABILITY** - *how do you prove expertise?* 8
3. Demonstrate you **CARE** - *do you care enough to share?* 2
4. Invite **FEEDBACK** - *are phone & email enough for your customers?* 8
5. Grow your online **PRESENCE** - *how do your customers find you online?* 6
6. Make someone say **"WOW"** - *is it valuable to be remarkable?* 6
7. Support your **COMMUNITY** - *we all want a business fan club right?* 3



### Sources for Blog Post Topics

1. Industry news & events
2. Questions to customer service & front desk
3. Personal experiences and conversations
4. Posts on other blogs, Twitter & Facebook
5. Ask your customers & readers
6. Stuff from customers (letters, photos, video, cupcakes...)
7. Popular culture
8. Empty spaces and knowledge voids online

### 13 Blog Post Topic Ideas for Your Business

1. Explain how a recent news event will affect your industry.
2. List essential resources related to your industry and summarize why.
3. List and debunk the most common myths in your industry.
4. Promptly deliver a report from an industry related event.
5. Compare something complex or misunderstood to something simple or commonly understood.
6. Deliver timely advice or news relevant to an upcoming holiday or event.
7. Share a list of changes you are considering for your business.
8. Make a list of valuable products or services that are complimentary to your business/industry.
9. Share a list of your favorite replies on Blog, Twitter and/or Facebook.
10. Share a list of your favorite photos or videos related to your business/industry.
11. Answer a list of the most commonly asked questions you receive.
12. Create simple step-by-step directions how to do something.
13. Invite someone interesting to write a post.



### Example Blog Posts

- <http://eroidays.com/2010/01/21/the-why/> - *Drawing from a personal experience*
- <http://fastwonderblog.com/2010/01/10/privacy-illusion/> - *Challenge an industry myth*
- <http://flurrycreations.com/theblog/2010/01/11/ces-2010-surprised-in-vegas/> - *Report on (or from) an industry event*
- <http://vector.tutsplus.com/tutorials/designing/design-a-print-ready-beer-label-in-adobe-illustrator/> - *Step-by-step and how-to*
- <http://www.twinzgear.com/blog/2009/10/5-unique-holiday-gift-ideas-for-twins.html> - *Share a useful list*

