

HOW TO EASILY FIND Awesome Content Marketing Ideas

Before we get started, it's important to have a place where you can note down all your ideas - also known as a "swipe file" - even if they are just half-formed.

Your swipe file could be on a Google Docs spreadsheet, CoSchedule, or recorded with a plain ol' pen-and-paper. If you're ready, let's dive into it.

Grab your swipe file. Okay, are you ready?

1. What are others writing about?

2. How can I do a better job?

Here are some things to think about:

How can I make a post bigger or longer?

Can I make a successful old post more up-to date?

Is there a way I can make the content look nicer?

Can I make it more detailed?

3. What are your customers/readers asking about and for?

Think about:

Asking your sales or support team what people are asking for and about the most.

What are they asking for?

Creating a meet up for your community.

(Hootsuite does Hookups.)

What can you do?

3. What are others in your industry asking for and about?

(Search on social media, quora, and other sites.)

Write down your ideas.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

4. Who are some industry rockstars that you could interview?

5. Be authentic. How can you be unique?

6. How can you refresh your old hits?

Check out our blog content audit on this post: <http://coschedule.com/blog/marketing-on-a-budget/>

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