

Content Guidance & Ideas

Be An Authority

List	Research	Case -Study	Problem / Solution
SAQ	How-To	Check List	Ultimate Guide
FAQ	Series	Statistics	Definition

Be Caring

Behind the Scenes	Personal Experience	Something Different
Seasonal	Inspiration	Opinion

Be Generous

Profile	Influence	Interview	Curate & Collect
Quote	Weekly Highlight	List Others	Other Web Blogs

Promote

Compare	Showcase	Income Breakdown	Presentations
Best Of	Product Tips	Business Update	Product Update

Controversial

What If	Debate	Disagree	Predict	React
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Entertain

Story

Humorous Irony

Cartoon

Meme

Imitate

Time

Review

Survey

News

Trend

Issue

Engage

Question

Answer

Challenge

Contest

Free
Access

Customer
Showcase

10 Must Have Topics For The Page

1. Videos: 30 - 60 secs
2. Images Featuring Statistics
3. Product Launches with Feature Enhancements
4. Celebrate Company Wins or Milestones
5. Highlighting Management and The Company Leaders
6. Registrations for Events, Conferences, Workshops or Company Host
7. Promote E-books and/or Whitepapers
8. Third Party Relevant Content
9. Thought Leader Blog Posts - Yours or Others
10. Original Researches