



# How To Create Killer Content:

## *That Your Audience Will Love ... and Share*

---

We all want to create great content that our customers, prospects, and followers will share. But, how do you do that? You may be scratching your head right now, saying, "I just don't know what works." Or, "I've tried all sorts of topics but it doesn't seem like anyone is interested in my material."

Your audience craves information and if they are your customers they crave information from you. If you sell a customer a product and then largely ignore him or her after the sale, you've lost another sale for the future. And I don't think your management is happy with a one-off deal. I think they would prefer repeat customers. Disseminating content to these customers and individuals who may not know you well at the moment is so important in building a relationship with your customers.

All your efforts have not been done in vain. Maybe you just needed a little spark to help you get the creative juices flowing. Instead of thinking that content development is drudgery, change your mindset and say that you just love to develop content. And to help you, I've compiled 24 action items that you can take away today that will help you create better content that your followers will love. Here are my best tips.

## My Best Tips

1. **Curate:** Compile a list of your 10 favorite blog posts from other people's blogs that relate to your business.
2. **Group Brainstorm:** Collaborate with your colleagues. Bring in coffee and doughnuts. That always brings in collaborators.
3. **Be Consistent:** Don't do a blog article today and wait for a year to do another one. If you can only write an article once a month, do it at that frequency. But just do it.
4. **Be Conversational:** Make your writing conversational, even if you're in a technical field. You don't have to sound like a PhD. Sometimes even PhD's like to have some levity.
5. **Interaction:** Give viewers the ability to interact. Add a comments section at the end of your blog. Ask them to share the information on their social media platforms if they liked the information you provided.
6. **Videos:** Make educational videos. How-to videos are really popular. People crave knowledge and you're the resident expert so share how to operate your product, for example.
7. **Share Other Material:** Never copy anyone's information; however, you can add a link to someone else's website that you think might be interesting to your audience. In other words, you can share other company's information. I would just be careful that they are not direct competitors.
8. **Alignment:** Align your content's message you're your overall marketing and sales message. Be consistent with your tone, style, and terminology. Don't use too much jargon unless your audience understands the definition of those words.
9. **Test Your Content:** Use a few customers as guinea pigs and bounce ideas off of them. They can provide you great feedback. Review the comments to see if a particular topic is relevant to your readers.
10. **Be Different:** Try different types of content. Instead of just writing a blog post, create a short video. People like to put a face to a name. Or try a weekly podcast.
11. **Repurpose:** Repurpose your content as a podcast, YouTube video, or place on your website.
12. **Interviews:** Become the Barbara Walters of your company and Interview someone internally or external to your company. This could be a customer, a vendor, or another subject matter expert.
13. **Guest Writer:** You don't have to do it all yourself. Either hire someone or invite a colleague to be a guest writer.
14. **Case Studies:** Write a case study on how your company solved a customer's problem. Get quotes and testimonials from the customers.
15. **Testimonials:** And speaking of testimonials, if your customers particularly like something about your company, then write about that topic. Or write a story about how they used your product in a unique way.

16. **Product Reviews:** Review a product that is synergistic with your product. Perhaps it is a consumable item that works with your instrument.
17. **Track:** Track your content with Google Analytics to see which content on your website is the most popular to your audience. That way you'll know what topics your audience relates to.
18. **Target Your Audience:** If you haven't already developed a customer persona, please do so immediately. You want to really, really know your customers' likes and dislikes. Every time you touch your customers with content, ensure that you are speaking directly to them. Pretend that persona is sitting right in front of you as if you were having a one-to-one conversation.
19. **SEO:** Don't forget to think about SEO when you are writing content. Don't stack your article with keywords but please ensure that you do use your major keywords within the article. You want your killer content to be found easily.
20. **Series:** Think about writing a series of articles, especially if you have a lot of content for one article. Better to break it up into several parts. Plus, if you create a cliffhanger of sorts, you'll guarantee that they'll come back for more.
21. **Recycle Old Posts:** Old content can be refurbished, dusted off, and recycled. Update it with current information. Many people may not have read your original material, so republishing it with an update is perfectly kosher.
22. **Book Review:** People love reviews especially book reviews. They love getting recommendations from people they trust. So, if there is a new book out about your industry, review it and give your opinion if it's a worthy read.
23. **Tell a Personal Story:** All of your content doesn't have to be about your company or products. Tell a personal story. It shows that you are human. Sometimes it's just nice to have some levity.
24. **Share Your Success:** It's always good to share a success story, but more importantly, how about sharing a failure story? You can then relate what you've learned from this experience.

## Special Offer

We hope you enjoyed this article and found this list of content ideas useful. If you need some help in developing your content, we're offering a **FREE** one-to-one 30-minute consultation. Just complete the short questionnaire at the following link:

<https://kiwi-comm.com/marketing-transformation-session/>

and we'll contact you to schedule your personal session.

**KIWI Communications, Inc. is passionate about marketing. We help C-level marketing executives position their company and tell their story in a way that generates trust, creates credibility, and connects with their customers. By using our unique problem/solution methodology, you'll learn how to resonate with your prospects to generate more leads than ever before and create a level of influence in your marketplace. Are you ready to powerfully position your company so you too can create more opportunities? For more information, visit our website.**