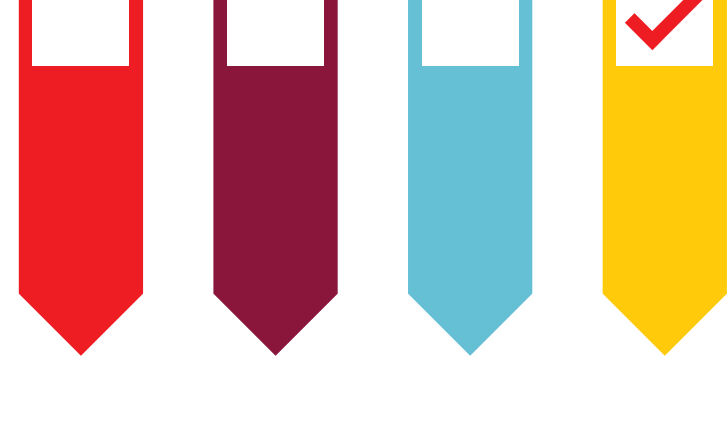


# 12 AWESOME CONTENT MARKETING IDEAS THAT AREN'T BLOG POSTS

## Frame it as a quiz



Does your content help people define their needs? Write it as a fun quiz instead. It's great for segmenting your audience and helping them to identify their knowledge base.

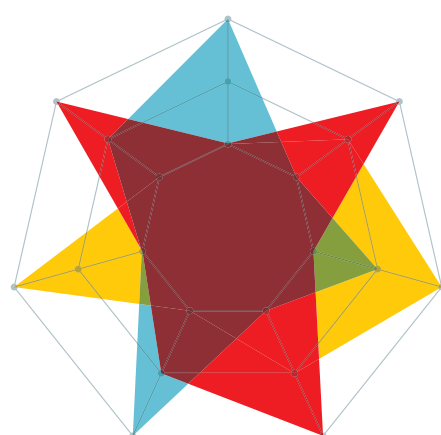
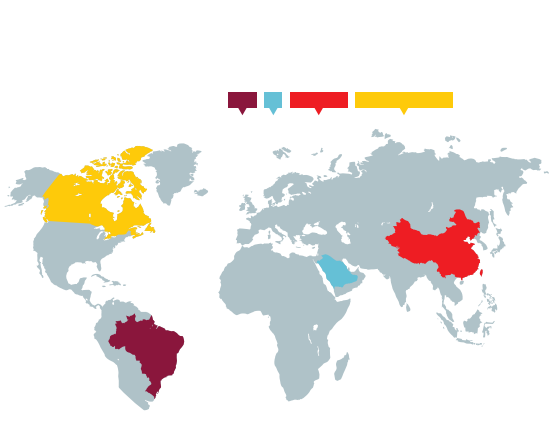
## Use Twitter as a Q&A



Tweeting isn't just for one-offs. Release a sequenced block of content in bite-size chunks. Bring the whole box set together in a blog later.

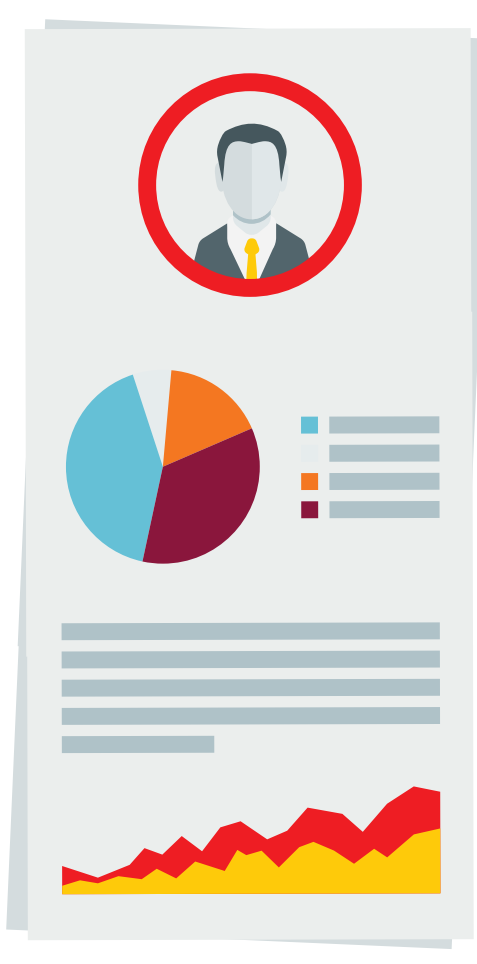
## Explore different charts

There's more to graphics than bar graphs and pie charts. Try less-used charts like the Spidergram and Circumplex to present your data.



## Examine a case study

Need to present a product? Zoom in by imagining how one ideal customer used it to solve one problem. Being specific often has general appeal and can help encourage people to buy your product.



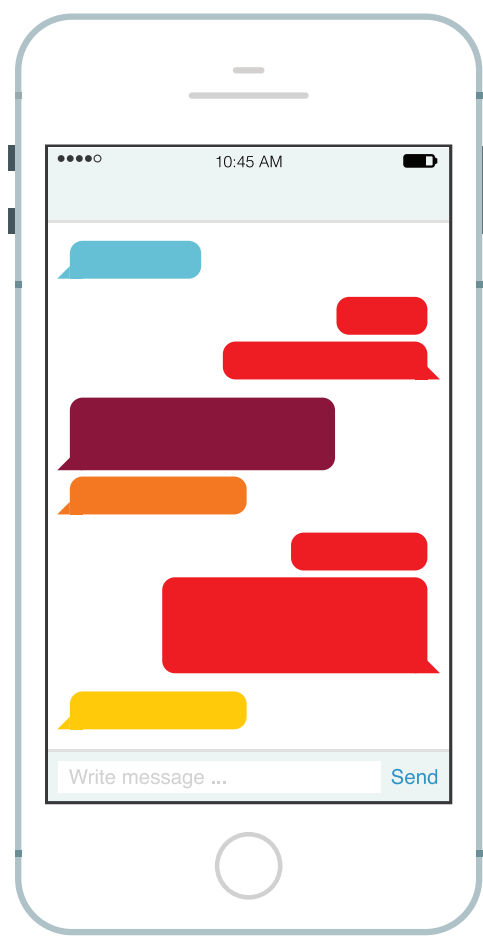
## Scarf up a comic strip



Everyone likes comics. If what you have to say can be presented in snappy one liners, try presenting them with some bright colours, some stick figures, and sequential panels.

## Hit 'em with a text, Y/N?

If you'd like a straight answer from your customer, ask a straight question. SMS applications make it easy to elicit simple responses by text message, driving not just readership but also engagement.



## Think document, not web page



Look bigger by making your content downloadable. A discrete document like a PDF or ebook often has higher perceived value.

## Number each piece of content



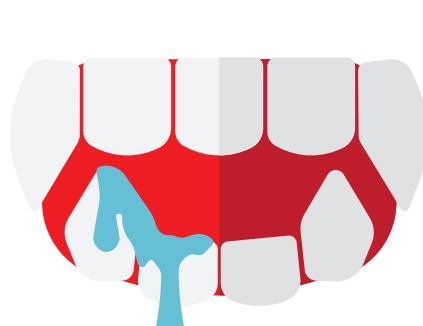
Many people feel an urge to "collect the set" even if they didn't find an individual piece right for them. Numbering gives you more chances to gather those eyeballs.

## Stick your content in a shared space



Scrapbook sites like Pinterest are great for bringing related content together and keeping it one place.

## Interview with the content vampire



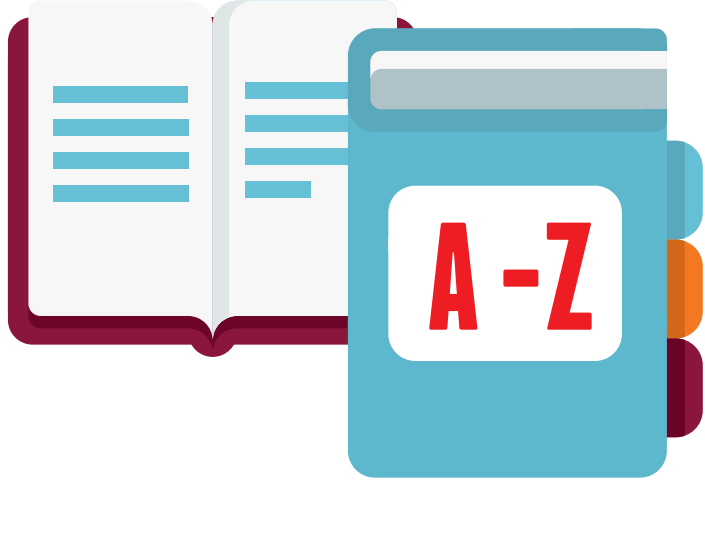
Write your content as questions your audience might pose, with answers from an expert. Which expert? Maybe you.

## Look for unusual content opportunities



Hints, rollover text, ALT text, captions—all these "microcontent" sources can be customised to add a smile to your content. Not only will it optimise your website, but it also makes you look like you really know your stuff.

## Write a guide or glossary



Not only is it great SEO, but reference pages like glossaries are evergreen content that'll get readers' attention year after year.

That's just 12. To find more, think about what draws your eye when you consume content. Is it sidebars, captions, colour? All will give you clues for your next content marketing project that won't rely on a blog!



Explore non-standard graphics and charts to add interest.



Look at platform sites like Pinterest or Instagram.



Give your content gravitas by making it downloadable.