

THE Ultimate List of **AUTHORITY MARKETING** Ideas

The Useful Piece

> These useful communication ideas will endear you to your market and establish you and your business as the authority in your niche.

The FAQ Piece

> If you get repeat questions from customers or prospects there is a good chance they are typing these same questions into Google and other search engines.

Create content around these topics.

The Case Study Piece

> The term 'case study' carries more perceived value than the term article, blog post or video.

Outline & unpack the details of something like a project, event or process.

The Problem/Solution Piece

> This type of post has an easy format
- Define a problem
- Present the solution

This post can cross over into the territory of other blog post types such as the FAQ Post, How-To Post or Checklist Post.

The Ultimate Guide Piece

> The ultimate guide post is just what it sounds like - a detailed, comprehensive post on a topic in your niche.

Don't skip here - take your time and deliver the definitive post on the topic.

The Checklist Piece

> If the content you are delivering can be broken into a 'checklist' it will often perform better.

People like the checklist format because it's easy to digest and take action when the content is itemized in this way.

The 'How To' Piece

> The How-To Post is another staple blog post idea.

Describe how to execute a process & use images, video or audio to enrich the post & make it as easy as possible for your visitor to take action.

The Stats Piece

> This post (like the Research Post) works best when you can use statistics that you have produced.

That said, consider curating and pulling together stats from multiple locations to create a good statistics post.

The Research Piece

> Conducting your own primary research around a topic in your niche is one of the best ways to build blog content that gets attention

The List Piece

> List posts are everywhere & for good reason... they flat out work

Create a list of books, tools, resources or any other thing that your market will find useful.

The Definition Piece

> In niches where the market needs to be educated the definition post is an absolute must.

Consider creating a series of posts that define aspects of your niche.

The Generous Piece

> One of the easiest way to grow your database is to be generous by promoting other people. When you promote others they will promote you.

The Profile Piece

> Write a profile of an influential person in your niche.

Be sure to notify them via email, phone call or social media that you have profiled them - this way they will have an opportunity to share it.

The Crowdsourced Piece

> Bring multiple influencers together to answer a single question in short form.

When you get 10 influencers to give you 100 words each on a single topic you've got a powerful blog post.

The Interview Piece

> It's surprising how willing even the most influential people are to give you an interview - even if you have a small audience on your blog.

Remember that the easiest way for an influencer to give you an interview is through audio - all they have to do is call you and start talking

The Quote Piece

> People love quotes from influential people. Pull together quotes from multiple influencers across a specific topic to create a 'Quote Post'.

Again, if applicable - be sure to notify those that you quote that you have included them in your post.

The Best Of The Web Piece

> The Best of the Web Piece often includes content, tools and other resources that you have curated linked to and described.

The Pick Of The Week Piece

> This is a popular type of content and is usually a relatively short post that describes a single piece of content, tool or other resource that you have curated, linked to and described

The Promotional Piece

> Some organisations use their blogs in a promotional way. This can work very well for the right company.

The Comparison Piece

> Compare the features and benefits of your product to competitive solutions.

The Project Showcase Piece

> Outline a specific project you or your working organisation is working on currently or has completed. Show the process and share results if possible.

The Company Update Piece

> Let your customers and prospects know of new employee hires, acquisitions or major contracts.

The Presentation Piece

> Publish presentations given by employees that contain interesting and valuable content for your audience.

The Best Of Piece

> Pull together the most popular blog posts you have published over a period of time.

The Product Update Piece

> If you have rabid fans of your products and services you might be surprised at how well a post on new product/new feature announcements will do.

The Product Tips Piece

> This post type is both promotional and useful and is very powerful for the right audience.

Create content that helps your customers be more successful with your product or service.

The Timely Piece

> It takes a commitment to stay timely in some niches but if you can pull it off - timely information is among the most effective content you can create

The Review Piece

> Review a product, event or anything else you have access to while it is newsworthy.

For best results, be as honest as possible in your review rather than painting everything you review in a positive light.

The Survey Piece

> Choose a newsworthy/trending topic and survey your audience about it using email, social media or in person events.

The Issue Piece

> Choose issues that affect your audience and create content about them while they are timely and relevant to them.

The News Piece

> Look to create content about events as they are happening. You don't need to "break" the story but for best results, be sure to add a perspective that your audience will find valuable or entertaining

The Trend Piece

> Some content creators are able to predict trends as they are happening.

If you're a trendspotter, create content that rides that trend as it becomes popular.

The Entertaining Piece

> Creating entertaining content can be difficult but, if you can make it work, it can be a very effective type of communication.

The Story Piece

> Create content that tells a story that would be entertaining to your market.

Some blogs only produce this type of content and others create a series around this type of blog post.

The Satire Piece

> Be humorous through the use of irony or extreme exaggeration.

This works well where there are timely issues such as politics or sports.

The Meme Piece

> Meme's are humorous pieces of content that spread virally across the web.

Create your own meme's or pull together a curated set of meme's from across the web.

The Cartoon Piece

> This type of post works well as a series.

Create weekly or monthly cartoons that make your audience laugh and think about issues and events in your niche.

The Engaging Piece

> While engagement isn't necessarily the end goal, it pays to create an engaged audience on your blog

The Question Piece

> Curate and answer questions your audience asks in social media, on forums or in the comments section in your blog

The Answer Piece

> The answer is the sister of Question Post.

In this post type, you will simply ask a question and allow your audience to answer it in your comments section. This type of post is generally very short, allowing your audience to create the bulk of the content

The Challenge Piece

> Pose a challenge to your audience.

This post can work well as a series with updates being made that feature audience members that are participating in the challenge.

The Freebie Piece

> Allow your audience to get access to a relevant giveaway.

The Contest Piece

> Announce a contest.

This can work well as a series as well as updates being made featuring contest results.

The Human Piece

The Behind The Scenes Piece

> If you have a loyal following they will want to see what goes on behind the scenes of the content that you can create.

The Guard Down Piece

> Some of the best content on the web is created by a content creator that lets their guard down by delivering a deeply personal experience that the audience can relate to.

The Inspirational Piece

> Some of the most effective content is neither informational or entertaining - it simply inspires.

This kind of post can work well as a story post, Profile Post or Quote Post among others.

The Holiday Piece

> Some companies go dormant on popular holidays while others use the opportunity to deliver well-wishes to their audience and display their humanity.

The Controversial Piece

> You can get a lot of action on controversial communication - just make sure it fits with your brand.

The 'What If' Piece

> This speculates on what would happen if...

The success of this type of post rests on your ability to choose a "what if" that is interesting and debatable

The Debate Piece

> Present one side of a debatable argument...

Or find someone that disagrees with you and present both sides

The Prediction Piece

> If you take a debatable and speculative approach, a prediction can get a great response.

The Reaction Piece

> React to content created by someone else.

For example, the content might be a blog post, book or presentation.