



FTW! 100 Content Marketing Ideas

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Preview the book

FTW! 100 Content Marketing Ideas will help you discover content ideas for your brand for each stage of the buyer journey. Creating and distributing content on all channels where your customers are interacting can help you engage the audience through the buyer journey.

With FTW! 100 Content marketing Ideas you are set to imagine newer ways to overcome the content marketing challenge.

For content discovery, creating, distributing and amplifying content has become imperative for brands and publishers alike. Using Content Marketing Ideas that increase engagement and interaction rates bring better results for Brands.

Linking your Goals and Metrics to the stages of buyer journey can make you come up with the right content marketing plan.

Some of The Ideas for Content marketing are

Launch a Branded Video Property

GoPro a popular camera brand with the Tagline "Wear it, Mount It, Love It" publishes a series of Video that appear in the followers Native feed with the title "Video Of The Day". Branded Properties help users view content in the format of their choice.

Co-promote your Content

Co-promoting and Co-branded content can help brands engage the brand communities for the two products with content that harnesses the love for their products with a common thread. As seen from the post for Oreo Cheesecake squares where Oreo Cookies tagged Dunkin' Donuts

inspiring audiences to celebrate their Donut moments with the Oreo flavor.

Promote Offers With A Preview

One of the ways to engage users with a preview that content that allows users to experience the product virtually either by providing a free download stream for a limited number of songs that are being released in case of a new music album. Retailers can offer previews of merchandise available in a new collection that users can interact with virtually by uploading an image.

Offer a free download or an early bird offer for users that interact with the content.

Feature Fan Reviews In Apps

As UGC makes campaigns work online, for increasing conversion for your brand, featuring fan favorites creates an engaged in-app experience. In a Fan contest, Nordstrom rack requires users to choose from fan photos and adding the hashtag with a chance to be featured.