



50 Blog Post Ideas For Business

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Stuck for something to write about?
Here's a bunch of ideas that will get your readers screaming for more.

Product launches

Keep your customers informed about new products or services.

Write About Your Industry

Create a post about your industry and mention a few trade secrets!

Write something controversial

Get the comments flowing by being opinionated and controversial.

Mention Charity Events

Talk about charity events that you or your staff have taken part in - post photo's.

Funny Pictures

Post a picture about something funny that has happened in the office and connect with your readers.

Run a survey

Create a poll or survey and get feedback about your products or services.

Run a competition

Ask your readers to post a comment or follow you on Twitter to enter a draw for a great prize.

Write a 'How To'

Show your readers how to do something. Relate it to your products and services.

Interview someone

Get in touch with someone connected with your industry and interview them by email, voice or video. Skype is great for this!

Create an Infographic

Search Google for an Infographic maker and create some pretty data for your blog. It may get shared around the net and get you extra traffic.

Write a Top 5 or Top 10

Lists are great ideas for blog posts so write a top 5 or top 10 list about something connected with your sector.

Respond to something in the news

Have you seen an article in the news related to your blog's subject? Write a reply and give your thoughts.

Plan your next April Fool post

Always try to amuse and surprise your audience on April 1st. Start planning your post a few weeks before.



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Publish some of your favourite Tweets

Make a list of inspirational Tweets that you've found and they don't all have to be from you!

Share your favourite Facebook posts

Create a list of your favourite Facebook pages or posts and get people sharing.

Thank you for following

Write a post thanking your followers for following you. Tell them how your blog is going to help them in the future.

Write a 'How To Follow Me' post

Tell your readers how to connect with you on Twitter, Facebook and any other Social Media you're on.

Create a series

Write a series of blog posts and publish the next installment on a weekly basis. Your readers will look forward to the next episode.

Record a podcast

Plug in your microphone and record a podcast about a subject close to your readers hearts. It doesn't have to be long and you can use a service like Soundcloud to host it.

Record a Vlog

The Video Blog has come of age so use your webcam or Skype to record video posts and interviews.

Write a seasonal post

Spring, Summer, Autumn or Winter. Write something that relates to the start of a new season.

Create a Special Day post

Say something on a special day like Xmas, Valentines, Saints Days. Find out when your industry's 'National Day' is and make a big deal about it.

Be opinionated

Write about the state of your industry and be opinionated to generate lots of comments.

Talk about your holidays

Write something about your holiday or weekend away and share some photo's.

Plan some Milestone Posts

Put your blogs 1st, 5th and 10th birthday in your diary and write a celebratory post.

Write up some case studies

Talk about your customers and how they have benefited from your products or services.

Create a Gallery post

No words. Just pictures of some of your products or ideas.



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Write a Profile post

Create a bunch of fixed questions and send them out to customers or people within your industry and publish the answers.

Review something

Has a book been released that relates to your blogs subject or have you seen a film that touches on your sector. Review them!

Favourite quotes

Write about your favourite quotes and relate them to the subject of your blog.

Write some Flash Fiction

Surprise your readers by going totally off subject and write a fictional 200 - 300 word story.

Blogroll post

Write a list-type post about your favourite blogs and why you read them.

Generate some guest posts

Ask your customers or readers to write a guest post for your blog.

Write about a failure

Tell your readers about how you got something totally wrong and give them advice on how they can avoid making the same mistakes.

Mention events you've been to

If you've recently been to a trade show or held an event then write all about it and post up some photo's.

Do a proper 'About Me' post

Go into detail and talk about your background and tell your readers how you came to be blogging.

Comments post

Write a post about the best comments on your blog and link to the posts that generated them.

Recipe post

Have you created a wonderful meal? Share it with your readers.

Quick tips

Write about how to do something or get something quicker and cheaper.

Weekly/Monthly round up

At the end of the week or month write a quick round up of your best posts.

Give something up

Write about your experiences of giving something up for a week or month



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Check lists

Create a check list for your products, services or industry and offer it out as a free download.

Return to a post

Refer back to one of your really popular posts and do an update on it mentioning things you may have missed out and bringing it up to date.

Write a funny post or tell a joke

People like to laugh or smile so write about something funny that has happened to you or tell a joke.

Buyers guide

Write an in-depth guide on how to buy something. Mention pitfalls and relate it to your products, services or blogging subject.

Publish video or picture tour

Show your readers around your home, office or factory and give them a behind-the-scenes look at how things are done.

The Green post

Write about how you try to be eco-friendly. Show how your company conserves power or recycles and even go as far as making a 'Green Promise'.

Compare something

Grab two or more products or services and compare them to each other. Mention positives and negatives about each and open up your comments for your readers thoughts.

Go back in time before the Internet began

If you're old enough, go back in time before the Internet existed and explain how you used to run your business.

Sneak peek or tease

If you are launching a new product or service write a few teaser posts to get your customers interested.

Phew! There's fifty blog post idea that you can use to inspire you in writing fantastic articles and content for your website or blog.

If you get comments on your posts make sure you reply to them all even if its just a simple 'thanks for the comment' or 'glad you liked it'.

Enjoy ☐