



BLOG BUILDER

JUMPSTART PACK RESOURCES

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BUILD AN EDITORIAL CALENDAR IN 10 MINUTES OR LESS

Your blogging life is about to get a whole lot easier.

Want to know why?

Because I'm going to show you a simple trick you can use to ramp up the frequency and quality of your blog posts, big-time.

Think of this like an assembly line for your blog.

Right now, you're probably assembling each blog post one at a time—gathering the various components and putting them together by hand. That's certainly one way to do it, and it can work for one-off blog posts...

But it's NOT the most efficient or sustainable method for growing a blog, and it doesn't scale well when you decide to ramp up your content production.

So what should you do instead?

Well, if your goal is to create a blog consisting of high-quality content that's updated on a regular basis, then you need a *system* for creating that content. An assembly line, if you will.

Here in the content marketing business, we call that your **editorial calendar**.

	Date	Title	Author	CTA	CTA Audit	Content Cluster	Funnel Level	Target Keyword	Link
794	6/19/2020	7 Must-Haves for Starting a Podcast	DM	Latest Promo		Podcast	TOFU	must haves starting podcast	https://www.digitalmarketer.com/blog/7-must-haves-for-starting-a-podcast/
795	6/10/2020	40 Books, Shows, and Other Resources to Educate Yourself About Race	DM DEI	N/A		N/A	N/A	educate yourself about race	https://www.digitalmarketer.com/blog/40-books-shows-and-other-resources-to-educate-yourself-about-race/
796	6/11/2020	6 Questions To Ask Yourself to See if an Online Community is Right For Your Business	Dalton	Latest Promo		Community	TOFU	online community questions	https://www.digitalmarketer.com/blog/6-questions-to-ask-yourself-to-see-if-an-online-community-is-right-for-your-business/
797	6/12/2020	Everything You Ever Needed to Know About How to Get Clients	Zieber (K)	Customer Avatar		Agency	MOFU	how to get clients	https://www.digitalmarketer.com/blog/everything-you-ever-needed-to-know-about-how-to-get-clients/
798	6/15/2020	The First Step in Creating Video Ads That Sell	DM	Latest Promo		Video	TOFU	video ad	https://www.digitalmarketer.com/blog/the-first-step-in-creating-video-ads-that-sell/
800	6/16/2020	5 Steps to Create Your First Facebook Ad	Hardy	Latest Promo		Digital Advertising	TOFU	Create first facebook ad	https://www.digitalmarketer.com/blog/5-steps-to-create-your-first-facebook-ad/
801	6/17/2020	If You Can Only Pick One Thing to Focus On, Focus on Great Content	MacPherson	Latest Promo		Content marketing	TOFU	N/A	https://www.digitalmarketer.com/blog/if-you-can-only-pick-one-thing-to-focus-on-focus-on-great-content/
802	6/18/2020	The Guide to Pride Month Marketing	DM DEI	N/A		N/A	N/A	Pride Month marketing	https://www.digitalmarketer.com/blog/the-guide-to-pride-month-marketing/
803	6/19/2020	Celebrating Juneteenth: Resources to Help You Honor the Holiday	DM DEI	N/A		N/A	N/A	Juneteenth resources	https://www.digitalmarketer.com/blog/celebrating-juneteenth-resources-to-help-you-honor-the-holiday/
804	6/22/2020	The 5 Most Important Metrics to Track Your YouTube Growth	DM	Latest Promo		YouTube	TOFU	YouTube Metrics	https://www.digitalmarketer.com/blog/the-5-most-important-metrics-to-track-your-youtube-growth/
806	6/23/2020	10 Copywriting Tips from Expert Copywriter Joanna Wiebe	Zieber (B)	Latest Promo		Copywriting	TOFU	Copywriting Tips	https://www.digitalmarketer.com/blog/10-copywriting-tips-from-expert-copywriter-joanna-wiebe/
807	6/24/2020	Maximize Your Manpower: Write an Email Newsletter with a Small Team	Gutierrez	SponCon		SponCon	MOFU	write email newsletter small team	https://www.digitalmarketer.com/blog/maximize-your-manpower-write-an-email-newsletter-with-a-small-team/
808	6/25/2020	10 Steps to Improving Internal Communication	Lindner	Recess		N/A	MOFU	improving internal communication	https://www.digitalmarketer.com/blog/10-steps-to-improving-internal-communication/
809	6/26/2020	Is a Podcast Right for Your Business? (5 Questions to Ask Before You Start a Podcast)	DM	Latest Promo		Podcast	TOFU	Podcast right for you	https://www.digitalmarketer.com/blog/is-a-podcast-right-for-your-business-5-questions-to-ask-before-you-start-a-podcast/
810	6/30/2020	How to Use the Customer Avatar Worksheet to Nail Your Copy	Gutierrez	Customer Avatar		Copywriting	MOFU	customer avatar write copy	https://www.digitalmarketer.com/blog/how-to-use-the-customer-avatar-worksheet-to-nail-your-copy/
812	6/30/2020	How to Create a Content Calendar for Your YouTube Strategy	DM	Latest Promo		Copywriting Content Marketing/YouTube	TOFU	YouTube Content Calendar What is	https://www.digitalmarketer.com/blog/how-to-create-a-content-calendar-for-your-youtube-strategy/

Here is a sneak peek at DigitalMarketer’s Editorial Calendar.

And if you don’t know how to create an editorial calendar, don’t worry. I’m about to show you the method I use to create one in mere minutes.

This method is fast, simple, and very powerful. Don’t be fooled by its simplicity, though. In fact, this system is effective *because* it’s so simple.

See, complex processes have a tendency to fall apart at the first sign of adversity. But simple methods like the ones I’m about to teach you are easy and flexible enough to adapt and change along with your needs.

Before we dive into it, though, let me explain a little more about why having an editorial calendar is so important for the long-term success of your blog.

Why Having an Editorial Calendar is So Important

An Editorial Calendar is a key component of a successful blog. In a nutshell, it's what enables you to strategically schedule, systematize, and outsource all the components of your content creation.

When you can see all the upcoming posts in your queue at a glance, along with the most important details of each—like the publication date, the writer, the type of post, the topic, and so on—you'll find it much easier to make sure your content is covering an appropriately diverse range of subjects in a variety of different formats.

(It also helps to focus your attention on some of the most important aspects of each post, like the headline.)

And the good news is, an editorial calendar doesn't have to be difficult to create. In its simplest form, it can just be a list of the blog posts you have planned along with a few key details.

Next, I'm going to go through some of the most important dimensions of your online content. These are some of the things that I recommend keeping track of in your editorial calendar.

The 4 Dimensions of All Blog Content

Pro bloggers know that blog posts come in all shapes and sizes. Here are the 4 most important ways to differentiate between different blog types.

Dimension 1: Blog Posts Vary by *Medium* or *Vehicle*.

- **Text**—Most blog posts are text-based, so this will probably make up the majority of your posts. Keep in mind, we always recommend including related images to break up the text and keep the content visually interesting. *Example:* [What Does It Take to Start a New Digital Project?](#)

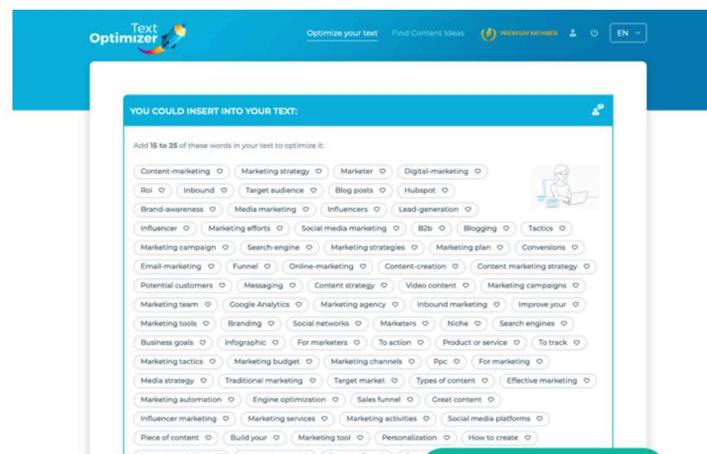
Firstly, start with your audience

A useful way to do this is to describe your perfect customer. What do they read? What are they interested in? What are they worried about? What do they dream about achieving? What are their objections to buying from you? Thinking about your perfect customer will make your content interesting, engaging, and persuasive.

Next, decide what content your perfect customer is interested in

Which questions can you answer? How can you create testimonials? How can you show the benefits of your products and overcome objections? What language does she speak?

[Text Optimizer](#) will give you lots of ideas on what to cover in your content and where to branch out to in the future:



- **Video**—Video is becoming more and more important every year. Of course you should be posting videos to YouTube and Facebook, but your blog is an equally important place to embed your videos for users to see. *Example:* [DigitalMarketer Bloopers & Hilarious Outtakes of 2020](#)

2020 was another year for massive content creation at DigitalMarketer. From our products to our Facebook and YouTube channels, we're creating video content on different platforms, in different mediums, each and every day.

But... we tend to goof... a lot.

This year was a lot. This year, even more than years past, we're grateful for laughter that every day brings. So, with the year coming to a close, we thought we'd take a look back at all our "finest" moments behind the camera.

So sit back and join us for our best outtakes and hilarious screwups...



- **Audio**—Most audio content takes the form of a podcast. Podcasts can be a terrific way to increase your reach and grow your audience! *Example: Any of our [Perpetual Traffic](#) or [DigitalMarketer Podcast](#) episodes*

THE FOLLOWER FALLACY AND ORGANIC MARKETING

Alexandrea Harrelson
CEO of Harrelson Media



May 21, 2021

 34  34 SHARES

[Click here to Listen, Subscribe, and Review DigitalMarketer on iTunes!](#)

[Click here to Listen, Subscribe, and Review DigitalMarketer on Stitcher!](#)

Do you feel like 100,000 followers would help you get more customers? In this episode, Alexandra Harrelson, owner and CEO of Harrelson Media talks about the follower fallacy and why vanity metrics are leading you down the wrong path. Listen to also learn about Alexandra's journey to entrepreneurship and how having a family changed her outlook on what it meant to run her business.

EP153: The Follower Fallacy and Organic Marketing...



- **Image**—Some posts consist primarily of an infographic. Infographics can be a little more time-consuming to create than text posts, but they're usually worth it due to the high shares they tend to generate. Example: [DigitalMarketer 2020 Year in Review \[Infographic\]](#)

So, the DigitalMarketer team took a look back at 2020 and rounded up our best achievements of the year.

This was DigitalMarketer's best year yet, and it wouldn't have been possible without our amazing community—that means YOU!

So, take a gander at our annual DigitalMarketer Year in Review Infographic, and join us as we hit new milestones in 2021!



Dimension 2: Blog Posts Vary by Length.

- **In-depth, Info-heavy Posts**—These are longer, more detailed posts. They can either be a deep dive into a subject, an explanation of a case study, or a [Pillar Post](#). Pillar Posts are often lengthy, detailed posts that explain one of the core messages or subject matters of your blog. These posts are often “evergreen” (which means

they don't age quickly) and are referenced back to frequently. *Example:* [DigitalMarketer's 101 Best Email Subject Lines of 2020](#)

- **Casual Posts**—These are typically shorter, more informal posts. They don't go as in-depth into a topic, but might cover important news or developments in your industry, or a tertiary matter that your audience would be interested in. As a result, they might be less evergreen, but they can also be very timely. *Example:* [7 PowerPoint Tips to Banish Boring Presentations](#)

A good rule of thumb ratio is to publish 1 pillar post or in-depth, info-heavy post for every 5 to 10 casual posts.

Dimension 3: Blog Posts Vary by Source.

In other words, who actually writes the post? Most big blogs get their posts from a diverse group of sources, including...

- **Yourself**—These is content you create in-house (whether it's you or someone else at your company). *Example:* [6 Ways to Actually Track Social Media ROI](#) by DigitalMarketer's social media manager Shannon Goodell
- **Curation**—This is content you have aggregated from other sources. Often, but not always, you will provide an analysis of the curated content. *Example:* [13 Essential Tips and Strategies from Our Interviews with Black Marketing Experts at the Top of Their Field](#)

- **Guest**—This is content someone else created for your blog (paid or unpaid—learn more about [finding guest writers here](#)). *Example:* [Dennis Yu's 2021 Prediction: The Future of Facebook](#)

Dimension 4: Blog Posts Vary by Topic.

In other words, what category does each post fit into? Just about every blog covers a variety of related topics. These are the large, broad categories that describe your content.

As an example, a fitness blogger might have the following broad categories:

- Cardio
- Weight Training
- Diet
- Stretching



Here is what one fitness blog uses as menu categories.

And that's it! Those are the 4 main dimensions you'll want to track on your editorial calendar. At this point you're ready to put your blog planner together.

How to Create Your First Editorial Calendar

The first thing you'll want to do is to **decide on a publishing schedule.**

If you publish content only intermittently—such as “when I have time” or “when I feel inspired”—then odds are you're not going to publish very much at all. And infrequent content tends to have little or no impact.

But if you decide on a schedule ahead of time, and commit to it, you'll find it's much easier to [churn out content week after week after week](#)—which will result in a steady buildup of traffic and authority.

So decide how often you want to publish. The more often you publish, the faster you'll see success. However, you definitely DON'T want to choose a schedule that's unrealistic (this can diminish the quality of content or lead you to feel overwhelmed and possibly stop publishing altogether).

I recommend starting with one of these schedules:

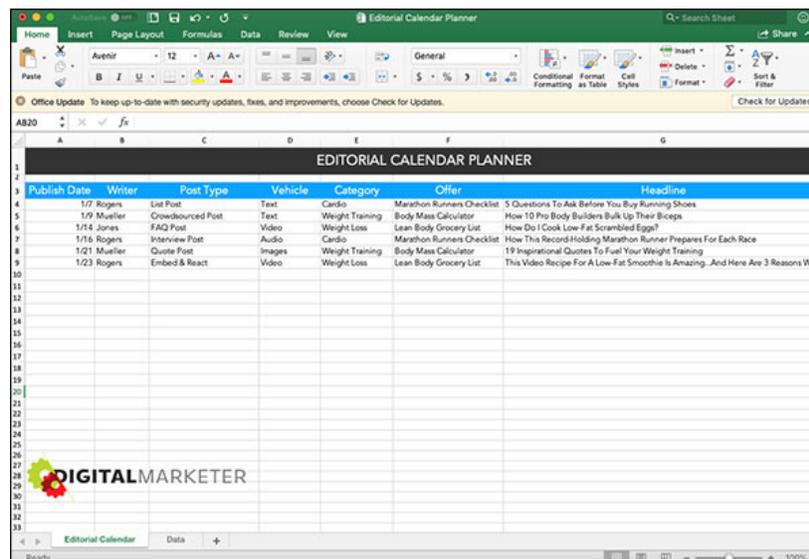
- Once every other week
- Once a week
- Twice a week

You can always increase your frequency once you get the hang of it.

Now Let's Get Your Editorial Plan Organized...

Staying organized is going to be your best bet when it comes to creating and maintaining your editorial calendar. And to make it even easier on you, we have created a quick way to get started.

First, just [download this Excel spreadsheet](#).



The screenshot shows an Excel spreadsheet titled "EDITORIAL CALENDAR PLANNER". The spreadsheet has a header row with the following columns: Publish Date, Writer, Post Type, Vehicle, Category, Offer, and Headline. The data rows are as follows:

Publish Date	Writer	Post Type	Vehicle	Category	Offer	Headline
1/7	Rogers	List Post	Text	Cardio	Marathon Runners Checklist	5 Questions To Ask Before You Buy Running Shoes
1/9	Mueller	Crowdfunded Post	Text	Weight Training	Body Mass Calculator	How 10 Pro Body Builders Bulk Up Their Biceps
1/14	Jones	FAQ Post	Video	Weight Loss	Lean Body Grocery List	How Do I Cook Low-Fat Scrambled Eggs?
1/16	Rogers	Interview Post	Audio	Cardio	Marathon Runners Checklist	How This Record-Holding Marathon Runner Prepares For Each Race
1/21	Mueller	Quote Post	Images	Weight Training	Body Mass Calculator	19 Inspirational Quotes To Fuel Your Weight Training
1/23	Rogers	Embed & React	Video	Weight Loss	Lean Body Grocery List	This Video Recipe For A Low-Fat Smoothie Is Amazing...And Here Are 3 Reasons Why

This [spreadsheet](#) is meant to help you quickly map out outlines for your content, so you can actually get to writing and publishing.

The first page of the sheet (the Editorial Calendar tab) is where your calendar will show up. You will notice there is already data there, but don't worry; that's just an example to show you how to use this sheet.

This page has a column for all the most important dimensions of your upcoming blog posts, including:

- Day of week or month
- Author
- Medium (Vehicle)
- Source
- Category

	A	B	C	D	E	F	G
	EDITORIAL CALENDAR PLANNER						
	Publish Date	Writer	Post Type	Vehicle	Category	Offer	Headline
7	1/7	Rogers	List Post	Text	Cardio	Marathon Runners Checklist	5 Questions To Ask Before You Buy Running Shoes
8	1/9	Muller	Amplified Post	Text	Weight Training	Body Mass Calculator	How To Buy Running Shoes
9	1/14	Jones	FAQ Post	Video	Weight Loss	Lean Body Grocery List	How Do I Cook Low-Fat Scrambled Eggs?
10	1/16	Rogers	Interview Post	Audio	Cardio	Marathon Runners Checklist	How This Record-Holding Marathon Runner Prepares For Each Race
11	1/21	Muller	Quote Post	Images	Weight Training	Body Mass Calculator	19 Inspirational Quotes To Fuel Your Weight Training
12	1/23	Rogers	Embed & React	Video	Weight Loss	Lean Body Grocery List	This Video Recipe For A Low-Fat Smoothie Is Amazing... And Here Are 3 Reasons Why

You may also notice the “Offer” column. If you use calls to action on your blog that go to an offer, this is where those will live. You can also personalize this page to match what you want to track on your own blog (i.e. Keywords, post length, update date).

If you click on a cell, you will see a drop-down menu that has the data you will need for that column. Certain things, like writer, headline, and publish date, don’t have a drop down because they will be different for each post.

EDITORIAL CALENDAR PLANNER						
Publish Date	Writer	Post Type	Vehicle	Category	Offer	
1/7	Rogers	List Post	Text	Cardio	Marathon Runners Checklist	5 Questions To
1/9	Mueller	Income Report Post		Weight Training	Body Mass Calculator	How 10 Pro B
1/14	Jones	Inspirational Post		Weight Loss	Lean Body Grocery List	How Do I Cook
1/16	Rogers	Interview Post		Cardio	Marathon Runners Checklist	How This Recd
1/21	Mueller	Issue Post		Weight Training	Body Mass Calculator	19 Inspiration
1/23	Rogers	Link Roundup Post		Weight Loss	Lean Body Grocery List	This Video Rec

All the data that feeds into these drop-downs is in the second page of the sheet under the Data tab.

The data below is used to populate the drop-down menu in the Editorial Calendar tab.			
Post Types	Vehicles	Categories	Offers
Answer Post	Text	Cardio	Marathon Runners Checklist
Attack Post	Video	Weight Training	Body Mass Calculator
Behind The Scenes Post	Audio	Weight Loss	Lean Body Grocery List
Best of Post	Images		
Best of the Web Post			
Cartoon Post			
Case Study Post			
Challenge Post			
Checklist Post			
Company Update Post			
Comparison Post			
Contest Post			
Crowdsourced Post			
Customer Showcase Post			
Debate Post			
Definition Post			
Embed & React			
FAQ Post			
Freebie Post			
Guard Down Post			
Holiday Post			
How-To Post			
Income Report Post			
Inspirational Post			
Interview Post			
Issue Post			
Link Roundup Post			
List Post			
Meme Post			
News Post			
Off-Topic Post			
Parody Post			

It is this handy equation built into the sheet that makes building your calendar so easy. We've already given you a whole list of post type ideas, and all you have to do

is personalize the categories and offers (and any other factors you want to track) to fit your blog, and then get to planning.

(Check out our [Ultimate List of Blog Post Ideas](#) for more about the post ideas we gave you in this planner!)

Once you get all your category and offer information in the Data tab, all you have to do is select and fill out the information for each upcoming blog post. When you get a single row completely filled out, congratulations—you've just scheduled a blog post!

If you need to reschedule a post, just drag the row to the new spot and change the date.

And that's it! It really is simple once you get the hang of it.

Just follow this quick process and before you know it, you'll have a simple yet effective editorial calendar to help guide your content strategy.

THE ULTIMATE LIST OF BLOG POST IDEAS

If you've ever gotten stuck in a blog rut—you're not alone.

Coming up with weekly blog post ideas starts to get *hard*, especially if you have a small team. We've *all* hit that content brick wall and thought to ourselves—"there's just nothing left to post about."

At DigitalMarketer, we face the same struggle. Publishing content is our thing, but that doesn't mean every now and then we don't sit down and think, *now what?*

So to make sure this happens as infrequently as possible, we've created the [The Ultimate List of Blog Post Ideas](#). You can check out the infographic linked below, or read on to get more explanation and curated examples of many of these post ideas.

We've grouped the ideas based on 8 goals for a blog post. This way you are writing posts that best fit your needs, rather than just churning out posts.

1. Useful Posts
2. Generous Posts
3. Entertaining Posts
4. Timely Posts
5. Human Posts
6. Promotional Posts
7. Controversial Posts
8. Engaging Posts

Here is the ultimate list of blog post ideas so you never face blog writers block again.

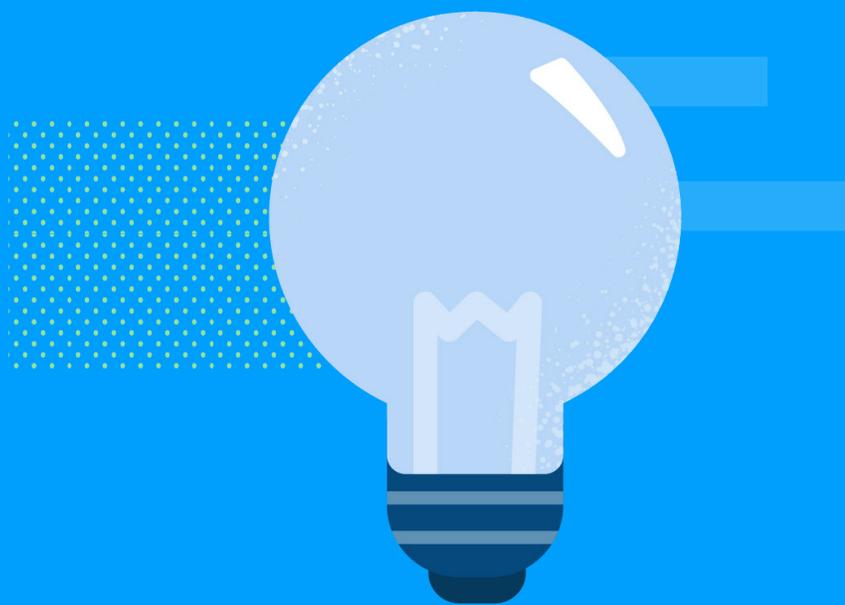
THE ULTIMATE LIST OF BLOG POST IDEAS

BE USEFUL

These useful blog post ideas will establish you and your business as the authority in your niche, as well as help out your audience.

<p>LIST POST</p> <p>List Posts are everywhere, and for good reason... they flat out work.</p> <p>Create a list of books, tools, resources, or any other thing that your market will find useful.</p>	<p>HOW-TO POST</p> <p>The How-To Post is another staple blog post idea.</p> <p>Describe how to execute a process and use images, video, or audio to enrich the post and make it as easy as possible for your visitor to take action.</p>	<p>CASE STUDY POST</p> <p>The term "case study" carries more perceived value than the term article, blog post, or video.</p> <p>Outline and unpack the details of something like a project, event, or process.</p>	<p>PROBLEM/SOLUTION POST</p> <p>This type of post has an easy format:</p> <ul style="list-style-type: none"> -Define a problem -Present the solution <p>This post can cross over into the territory of other blog post types such as the FAQ Post, How-To Post, or Checklist Post.</p>	<p>FAQ POST</p> <p>If you get repeat questions from customers, there is a good chance they are typing these same questions into Google and other search engines.</p> <p>Make a post that answers some of them.</p>
<p>RESEARCH POST</p> <p>Conducting your own primary research around a topic in your niche is one of the best ways to build blog content that gets attention and boosts your authority.</p>	<p>CHECKLIST POST</p> <p>If the content you are delivering can be broken into a "checklist" it will often perform better.</p> <p>People like the checklist format because it's easy to digest and take action when the content is itemized in this way.</p>	<p>ULTIMATE GUIDE POST</p> <p>The Ultimate Guide Post is just what it sounds like—a detailed, comprehensive post on a topic in your niche.</p> <p>Don't skimp here—take your time and deliver a definitive post on the topic.</p>	<p>DEFINITION POST</p> <p>In niches where there may be confusing terms or ideas, the Definition Post is an absolute must.</p> <p>Consider creating a series of posts that define aspects of your niche.</p>	<p>SERIES POST</p> <p>Look for opportunities to break a topic into a series that can be released over the course of a week or month.</p> <p>Link these articles together as you publish them.</p>
<p>STATS POST</p> <p>This post (like the Research Post) works best when you can use statistics that you have produced.</p> <p>That said, consider curating and pulling together stats from multiple locations to create a good statistics post.</p>	<p>PILLAR POST</p> <p>Create a Pillar Post with evergreen content that is core to what your company is based on. Then you can send internal links and backlinks to. This creates a consistent source of traffic for your business.</p> <p>TIP: You can have more than one Pillar Post.</p>	<p>VIDEO REVIEW POST</p> <p>Write a Video Review Post, just review a video that is related to your audience.</p> <p>You can either review the video as a whole or take screenshots, add text explanations, and embed the video onto your post.</p>	<p>TIPS POST</p> <p>For an easy way to create really useful content, compile a list of tips for your audience.</p> <p>These can be tips on how to do something better, tips for getting a good deal, or any other subject relevant to your audience.</p>	<p>SAQ POST</p> <p>The Should Ask Question Post is a variation of the FAQ Post. These are questions that customers or prospects don't ask—but they should.</p>
<p>TOOLS POST</p>				

Download the full infographic [HERE!](#)



USEFUL POSTS

List Post

List posts are everywhere, and 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 DigitalMarketer blog gets a ton of traffic when we post list style articles about book recommendations. So, guess what we keep posting?

You guessed it. [Here's](#) one of our book recommendation articles.



How-To Post

The How-To Post is another staple blog post idea. This post describes how to execute a process and uses images,

video, or audio to enrich the post and make it as easy as possible for your visitor to take action.

An example of a How-To Post is our blog post, [“How to Design Facebook Ad Images Like a Pro \(...When You’re Really an Amateur\).”](#)



Case Study Post

Using “case study” in your headline makes your article sound like it has more value than a regular blog post. Case studies carry weight; you know you’ll learn something from a case study post because they always open the hood on something we’re curious to know more about. The firsthand experience makes these posts extra juicy.

Case study posts outline and unpack the details of a project, event, or process and show you how it turned out.

Molly Pittman wrote [a case study post](#) on the dog walking app Wag for the DigitalMarketer blog:

[Case Study] How One Dog Walking App Turns Busy Dog Owners into Customers and Brand Promoters

ARE YOU *EFFECTIVELY* USING ALL 8 STEPS OF THE **CUSTOMER JOURNEY?**

Seeing something you're missing? Is your roadmap in place to *predictably transform ice-cold prospects into buyers and promoters*? Get everything you need in our newest Execution Plan: [The Customer Value Journey Execution Plan](#).

July 25, 2017 By Molly Pittman

f103 t41 in30 < 174 SHARES

Problem/Solution Post

This type of post has an easy format:

1. Define a problem
2. 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.

You'll start to notice that a lot of the DigitalMarketer blogs are problem/solution posts because *that's our thing*. Our goal is to help marketers solve their problems, so naturally we write a lot of solution-based posts.

If you attended the 2019 Traffic & Conversion Summit, you'll know that one of the biggest problems our attendees have when they leave is that their heads are full of TOO much information. To help combat this symptom of T&C, [we wrote a blog post that showed attendees what to do to organize themselves](#) and start executing on all of the hot tips they got at the summit.

So You Went to Traffic & Conversion Summit 2019... Now What? (5 Next Steps to Help Implement What You Learned)



Since you can't be in multiple places at once, you missed out on more than 80% of the [sessions at T&C](#), and any of them could have contained a strategy to help your business. But don't worry, you can pick up the [T&C notes](#), which contain notes from [every session at T&C](#).

April 8, 2019 By [DigitalMarketer](#)

f120   < 120 SHARES

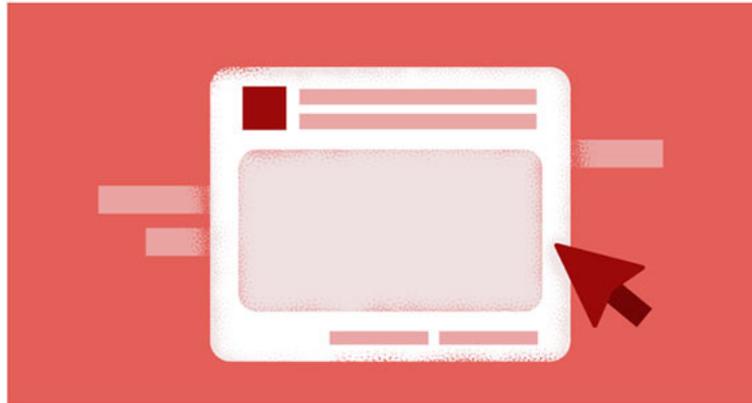
FAQ Post

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. You can also use [online tools](#) to figure out what questions your customers have.

For example, we're big fans of using Quora to figure out what content to create. On Quora, people ask questions and anybody can answer them. You can search for "digital marketing" (or any relevant keyword for your business) and see what the most commonly asked questions are around it. Then you just create content around these topics.

One question we get day after day is *how do I write good headlines for my blog posts?* We answered that question [in this blog post](#).

Learn to Write Headlines That Get More Clicks [Plus FREE Swipe File Download]



The [FREE headline swipe file](#) is designed to help you write better headlines without the need for an expensive copywriter. Just copy and paste the headline and fill in the blanks, and you'll be getting more clicks in no time.

April 16, 2019 By DigitalMarketer

f 73 t in < 73 SHARES

Research Post

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

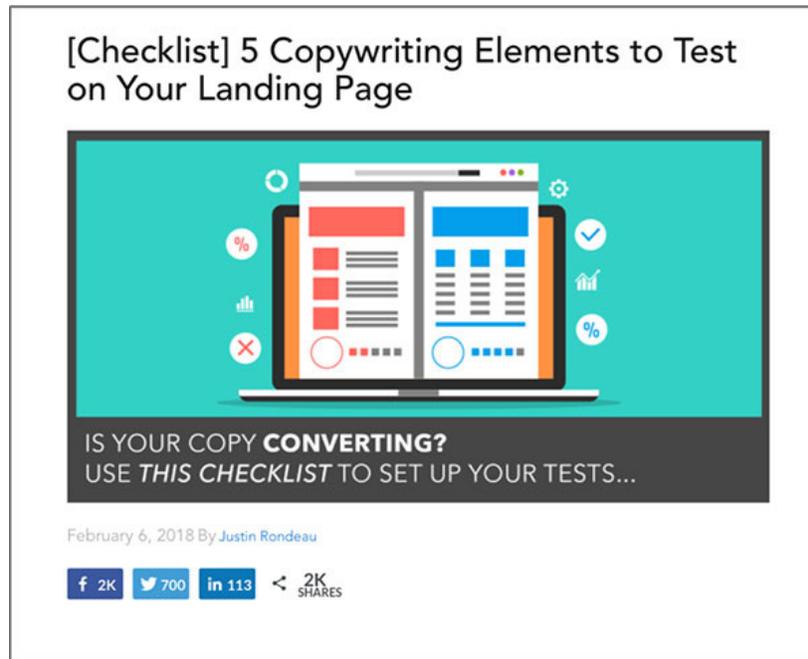
Not only will this frame you as the authority, but this post can also serve as a valuable resource and be linked to by other blogs referencing your research. And we all know what happens when another website backlinks yours—your SEO ranking goes up.

Checklist Post

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 act on when the content is itemized in this way.

For example, we wrote this blog post, "[\[Checklist\] 5 Copywriting Elements to Test on Your Landing Page.](#)"



The Ultimate Guide Post

The ultimate guide post is just what it sounds like—a detailed, comprehensive post on a topic in your niche. The most important part of this post is that you're staying true to your word. If you promise the ultimate guide, *you better deliver.*

For example, our blog post, "[The Ultimate Guide to Ecommerce Email Marketing \(Online Retailers, this One's for You...\)](#)" is 16,000 words long and uses over 70 pictures to make the content as clear as possible.

The Ultimate Guide to Ecommerce Email Marketing (Online Retailers, this One's for You...)



Want a proven plan for truly effortless email marketing that *generates 200% more sales and conversions* from the list you already have—even if it's tiny? Check out DigitalMarketer's Email Marketing Mastery program and become a specialist! [Learn more now.](#)

October 10, 2017 By John McIntyre

f 6K t 4K ir645 < 11K SHARES

Definition Post

In niches where there might be complicated ideas or confusing terms, the definition post is an absolute must. Consider creating a series of posts that define aspects of your niche. The DigitalMarketer blog is full of these types of posts, even including one titled [“What Is Digital Marketing?”](#) Don't forget—just because you know a lot about your industry doesn't mean your customer does.

What basic knowledge does your customer need to know that you're overlooking?

For example, we published the post, [“What is Email Marketing? A Quick Guide to Getting it Right.”](#)



Series Post

Look for opportunities to break a topic into a series that can be released each day over the course of a week or month. Link these articles together as you publish them.

For example, our [“What Is Digital Marketing” blog post](#) is the first in a series of definition posts, the second being our “What is Email Marketing?” post, and so on.



Stats Post

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. These posts are also great reference points for other blogs to use and can help your SEO.

Pillar Post

A Pillar Post uses evergreen content that is core to your company to create a content pillar that you can link back to often. This helps create a consistent source of traffic for you and your business.

This can be a really helpful if you are just starting out with your blog and need a foundation of good content. And

remember, you can always have more than 1 pillar post.

[Learn more about creating a Pillar Post here!](#) This post—yes, about pillar posts—serves as a great pillar post for DM.

3 Simple Steps to Creating A “Pillar Blog Post” That Generates Organic Traffic for Years to Come



Struggling to create shareable content quickly? Get the [Perfect Blog Post Template](#). You can use it to create viral blog posts fast, without ever having to “write” a single line of text. [Check it out here.](#)

August 9, 2018 By Russ Hennebery

f 246 t in < 246 SHARES

Video Review Post

With a Video Review Post, just review a video that’s related to your audience. This can be done as either a review of the whole video, or you can take screenshots, add explanations, and embed the video into your post.

Tips Post

Here is a super easy way to create a blog post. Just compile a list of tips for your audience. These can be tips

on how to do something better, tips for getting a good deal on something, or any other relevant subject for your audience.

We created a post for [tips on how to make PowerPoint less boring](#), that way our audience could create better presentations.



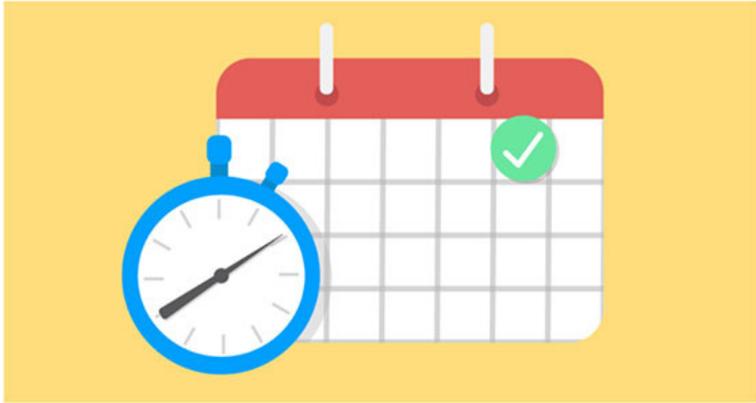
SAQ Post

The Should Ask Question Post is a variation of the FAQ post. This is a question that customers or prospects don't ask—but they should.

What are your customers always overlooking that you can shine a light on?

For example, marketers overlooking retargeting campaigns are missing out on a huge conversion opportunity. We shined the light on retargeting *and* gave [3 easy steps to set up a retargeting campaign](#).

3 Tips to Set Up a Retargeting Campaign in 24 Hours (Even if You Have Never Heard of Retargeting Before)



*Before you set up your retargeting campaign, you need to know who your ideal customer is, where they are, and what they will buy. Download our **FREE** proven [Customer Avatar Worksheet](#) now and get clear on who you're selling to.*

November 8, 2018 By Supriya Gupta

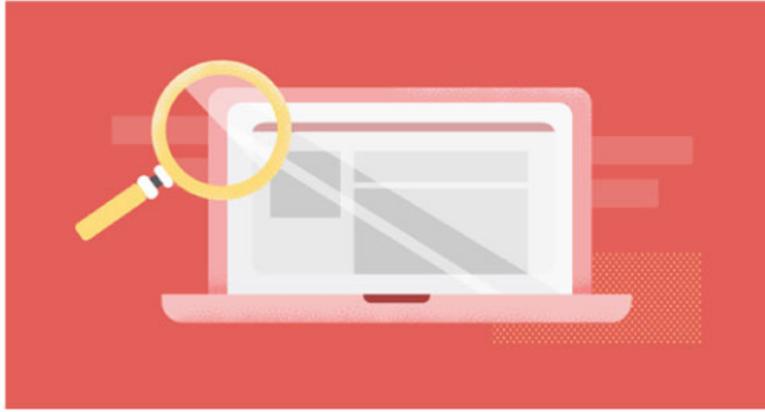
f 90 t in < 90 SHARES

Tools Post

Like the Tips Post, this is an easy way to stay useful with your audience. Just post a list of tools that you think your audience will find helpful. You can rate them, review them, or just make it a simple list.

For example, we created a list of [our favorite keyword research tools](#).

Our Favorite Keyword Research Tools (17 Tools Every SEO Needs)



Need a helping hand with your digital marketing efforts? Or maybe you just want proven, actionable marketing tools, tactics, and templates to implement in your business? [Check out the latest deal](#) from DigitalMarketer, and you will be on your way to helping your business grow.

March 27, 2019 By [DigitalMarketer](#)





HUMAN POSTS

Inspirational Post

Some of the most effective content on the web 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.

At the 2019 Traffic & Conversion Summit, Ryan Deiss dropped major knowledge on the crowd during his Opening Keynote Speech. He talked about the current state of marketing and how everything is poop. Seriously, that is exactly what he said (there were also many poop emojis involved).

In true Ryan Deiss fashion, he made us cry and then he made us laugh. By the end of his speech, everyone at T&C was hungry to be one of the marketers who makes it through the next disruption in the industry.

[Here's the blog article we wrote off of his keynote.](#)

Ryan Deiss on the End of Marketing As We Know It (And I Feel Fine)



Need a helping hand with your digital marketing efforts? Or maybe you just want proven, actionable marketing tools, tactics, and templates to implement in your business? [Check out the latest deal from DigitalMarketer](#), and you will be on your way to helping your business grow.

February 25, 2019 By
Eva Gutierrez

f269   < 269 SHARES

Holiday Post

Some blogs go dormant on popular holidays while others use the opportunity to deliver well-wishes to their audience and display their humanity. For example, you can write articles about holidays and how they affect your industry.

Guard-Down Post

When a content creator lets their guard down by delivering a deeply personal experience that the audience to relate to, the audience is going to feel way more connected to you and your company. So go ahead and get vulnerable.

Behind the Scenes Post

If you have a loyal following, they will want to see what goes on behind the scenes of the content that you can create. Transparency creates a stronger connection between you and your customer.

If you've noticed, DigitalMarketer is *really* transparent. We'll talk about our views, our numbers, and our strategy. During one of Roland Frasier's presentations at T&C, he explained exactly how we make money off of our events and how we're going to keep making more money despite having sold T&C this year.

Behind the scenes post connect us to you. It shows you guys that we're not bigger or better, we're playing the same game and we want to be your teammate, not your competitor.

Off-Topic Post

This can be risky, but if you have a loyal following that has become accustomed to you covering a specific set of topics—this kind of post can shock them and receive a great response.

Rant Post

The rant post shows your human side by revealing your passion and anger about a topic that is relevant to your audience. This type of post is for a specific brand whose

customers aren't going to be appalled by their anger. We don't have any DigitalMarketer examples to show you for this type of post because that's not our brand.

For some brands, this type of post is going to go viral in your community.

Home Runs Post

It's human to celebrate the wins (and it's also one of our core values!) and talk about when things go right. Share your company's home runs in a blog post so that your audience can see what you are doing that is working (and hopefully use that knowledge themselves).

This post works as well as a yearly reflection, or as an event wrap-up. We at DM [do a yearly home run post](#) that includes home runs from our partners as well as our internal employees.

14 Digital Marketing Experts Share Their Marketing Home Run of 2018



To help ensure you hit a digital marketing home run, you need to know who your ideal customer is, where they are, and what they will buy. Download our **FREE** proven *Customer Avatar Worksheet* now and get clear on who you're selling to.

December 6, 2018 By
Matt Douglas

f 2K t 262 in 196 < 2K SHARES

Bloopers/Mess-Ups Post

Just like it's human to celebrate the wins, it is human to mess up and learn from it. Showing your customers that you mess up will help them see you as human, and they will feel more connected to you.

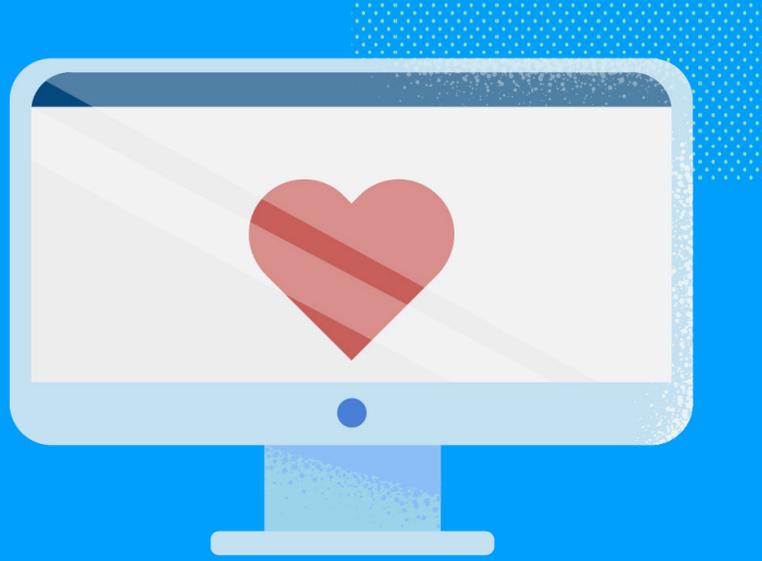
This can be a reflection post about the mistakes your company has made, or it can be a video blooper reel, like [our yearly blooper reel on the DM blog](#).

DigitalMarketer Bloopers & Hilarious Outtakes of 2018



December 27, 2018 By Sam Wardell

[f](#) 63 [t](#) 44 [in](#) 207 < 314 SHARES



GENEROUS POSTS

Profile Post

The Profile Posts profiles an influential person in your niche. The most important part of this post is not to publish it and forget it. Don't expect the person to telepathically know that you just wrote a killer blog post highlighting them.

Tweet them, tag them on your Instagram story promoting the article, tag them on Facebook, email them, and if you can, call them. What you're aiming for is that they see your profile and share it with their audience (so you both get more traffic).

Crowdsourced Post

Crowdsourcing is a great way to get as many experts and influencers as possible in one place at a time. Have each influencer talk about a single topic and then put it together in a blog post.

For example, we had 14 digital marketing experts tell us about [their best campaigns and marketing strategies in 2018](#) (this is also an example of a Home Run Post). Then, we threw it in a blog post and published it so everyone could get the scoop.

Sunny Lenarduzzi, Founder of **YouTube for Bosses**



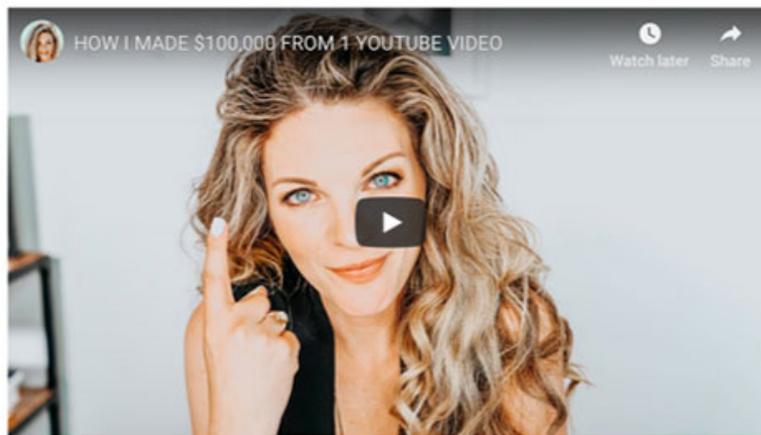
This year, we generated \$100,000 from 1 YouTube video leveraging our signature formula for turning viewers into sales.

I built my business on organic traffic from YouTube, but at first, my strategy was mainly focused on list building as opposed to generating automated sales.

Creating an automated lead gen and sales system from our YouTube channel has allowed us to...

- Diversify our lead gen platforms
- Generate profit without paid advertising
- Build our revenue with an evergreen, automated method

And in the video below, I detail the strategy that helped us achieve this...



We have duplicated the method I shared in the video above on the majority of videos on my YouTube channel, and we are averaging between 10-30% of our revenue directly

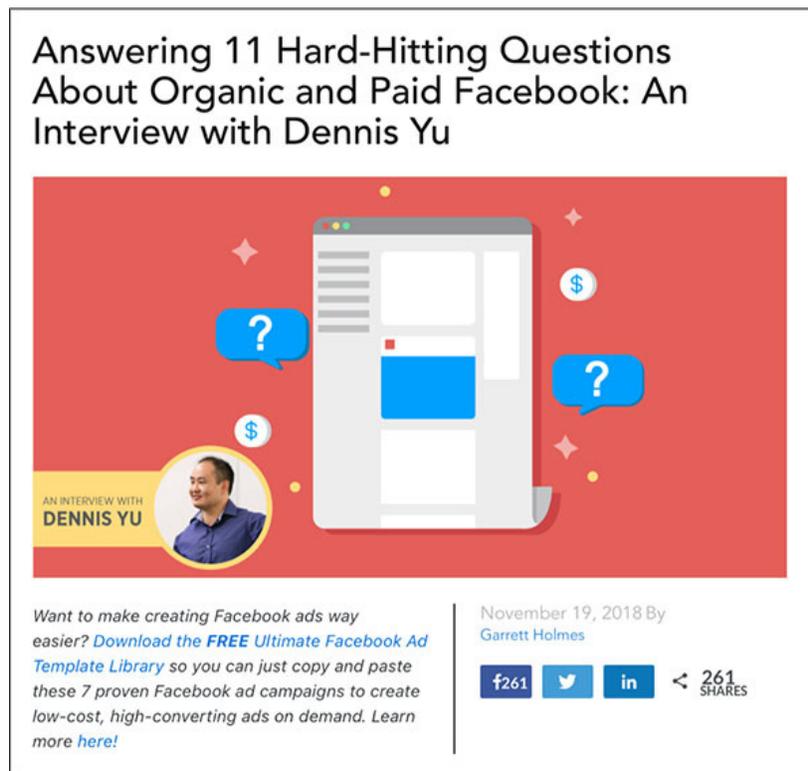
Interview Post

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 an easy way for an influencer to give you an interview is through audio—all they have to do is call you and start talking.

For even more content, you can record this interview through video and post it to YouTube and Facebook, and

then transcribe it into a blog post. If you're feeling really spicy, you can splice up some key talking points (30–60 second videos) and share them on your socials to promote the blog post/full video.

We did this for [an interview with Dennis Yu](#), to great success.



The image shows a screenshot of a Facebook post. The post title is "Answering 11 Hard-Hitting Questions About Organic and Paid Facebook: An Interview with Dennis Yu". The main image features a red background with a central illustration of a computer monitor displaying a webpage. Surrounding the monitor are several icons: a blue speech bubble with a white question mark, a white dollar sign in a blue circle, and a white star. In the bottom left corner of the image, there is a circular profile picture of Dennis Yu with the text "AN INTERVIEW WITH DENNIS YU" below it. Below the image, the post text reads: "Want to make creating Facebook ads way easier? Download the **FREE Ultimate Facebook Ad Template Library** so you can just copy and paste these 7 proven Facebook ad campaigns to create low-cost, high-converting ads on demand. Learn more [here!](#)". To the right of the text, it says "November 19, 2018 By Garrett Holmes". At the bottom right, there are social sharing icons for Facebook (with 'f261'), Twitter, and LinkedIn, followed by a share icon and the text "< 261 SHARES".

Link Roundup Post

This type of post can work well as a series that publishes once a month or once a week. Curate, link to and provide a description of multiple pieces of content that your audience will find valuable.

Find content that is relevant to your customer and put it in one place for them. You don't have to necessarily provide the content, you just need to create the place where it's all conveniently organized.

Quote Post

People love quotes from influential people. They. Love. Them.

Pull together quotes from multiple influencers across a specific topic to create a Quote Post.

Again, if applicable—be sure to notify the people that you've quoted to see if you can get a retweet mention, or share.

Best of the Web Post

The Best of the Web Post often includes content, tools, and other resources that you have curated, linked to, and described. For example, you could have a Friday blog post that rounds up the 5 best most important things that happened in your niche that week.

Pick of the Week Post

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

People to Follow Post

Curate a list of influential people, describe them, and provide links for your audience to connect with them through their website, social media channels, events, books, etc.

DigitalMarketer, for example, wrote a blog post on, [“7 Women in Marketing to Watch Out For.”](#)



We highlighted what their specialty is, where to find them, the things they've achieved that make us say, "woaaaahhhh" and what they're focusing on right now.

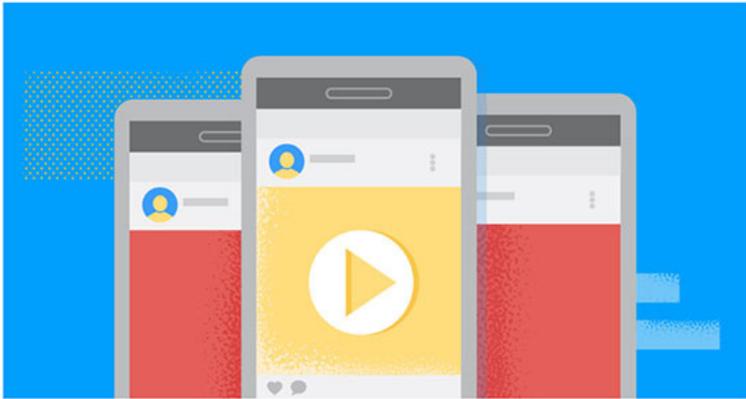
Content Aggregator

This is a hybrid form of the list post that uses other people's content. Find the most socially viral content on a

given topic and aggregate it into one post.

DigitalMarketer does this often when we publish [posts like the one below](#). We'll pull different Instagram video ads from other companies to show you what they're doing right and in some cases, what they're doing wrong.

13 Great Instagram Video Ad Examples



Need a helping hand with your digital marketing efforts? Or maybe you just want proven, actionable marketing tools, tactics, and templates to implement in your business? [Check out the latest deal from DigitalMarketer](#), and you will be on your way to helping your business grow.

January 29, 2019 By
Neil Flinchbaugh

f242   < 242 SHARES



PROMOTIONAL POSTS

Comparison Post

Create a post that compares the features and benefits of your product to competitive solutions. This is the perfect opportunity to:

Highlight what your product does really well

Highlight what your product does poorly

If you feel hesitant to talk about what your product doesn't do—it's normal. But, this transparency builds trust. If you're honest about what you can and can't give your customers, you'll find the right customers who only need what you can provide and will become raving fans of your product.

Project Showcase Post

Use your blog to outline a specific project you or your organization is working on currently or has completed and show the process. Even better—share the results if possible. This post is similar to a case study.

For example, DigitalMarketer posted ["BIG MONEY from Small Marketing Events: How I made \\$500k+ in New Revenue from Running Live Events on a Shoestring Budget."](#)

BIG MONEY from Small Marketing Events: How I made \$500k+ in New Revenue from Running Live Events on a Shoestring Budget



Before you set up your own event, you need to know who your ideal customer is, where they are, and what they will buy. Download our **FREE** proven [Customer Avatar Worksheet](#) now and get clear on who you're selling to.

December 14, 2018 By Oli Billson

f139 t in < 139 SHARES

Income Report Post

Open the books and show your audience a breakdown of the money you and your organization are making. People love to see the backend of your business and again—we know we're a broken record—transparency is a big part of the customer-company relationship. If you're showing your customers the books, they're going to trust you.

Company Update Post

Use your blog to let your customers and prospects know of new employee hires, acquisitions, or major contracts. This is a good time to update them to what's happening and has a similar format to the behind the scenes blog posts.

For example, DigitalMarketer made a major company update when [we announced that we had sold the Traffic & Conversion Summit](#). We wrote a blog post to help T&C attendees understand why and to make sure they knew that it was only going to make the summit bigger and better next year.

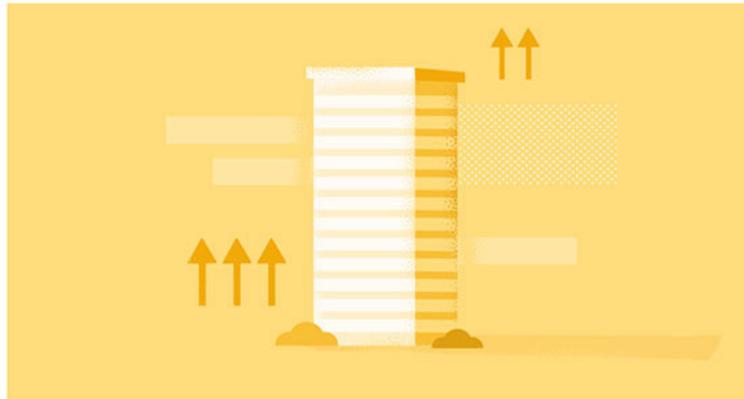


Presentation Post

Publishing presentations given by employees is a great way to create more content without doing a lot of extra work. Presentations can easily be turned into blog posts and you didn't have to do much extra work.

We took a stellar agency training from Brad Martineau and wrote the article, ["Re-align Your Business Purpose with 4 Takeaways from Brad Martineau's Agency Training."](#)

Re-align Your Business Purpose with 4 Takeaways from Brad Martineau's Agency Training



Want even MORE info about how to grow your agency and your recurring revenue? [Reserve your spot in this FREE virtual training](#) to learn about the tools and strategies you (and your agency) have been missing out on.

April 18, 2019 By DigitalMarketer



Best-of Post

Create a blog post that pulls together the most popular blog posts you have published over a period of time. This is a great opportunity to drive more traffic to your highest performing blog posts. When something works, keep pushing it—that's what this strategy is all about.

We found the blog articles we published in 2018 that accumulated the most views and put them in one place in our post, ["DigitalMarketer's 21 Best Articles for Organic Traffic in 2018."](#)

DigitalMarketer's 21 Best Articles for Organic Traffic in 2018



Need a helping hand with your digital marketing efforts? Or maybe you just want proven, actionable marketing tools, tactics, and templates to implement in your business? [Check out the latest deal](#) from DigitalMarketer, and you will be on your way to helping your business grow.

January 10, 2019 By [Becky Zieber](#)

f 1K t 161 ir423 < 2K SHARES

Year-in-Review Post

You can showcase all the things your company has done or made during the year in this reflection post. It not only serves to show your current customers what you have done, but it can also give prospects a snapshot of who you are. And the more your audience knows you, but more they will trust you.

For example, we post the [DigitalMarketer Year in Review](#) every year to show all of our blog readers what's going on behind the scenes at DM.

DigitalMarketer 2018 Year in Review [Infographic]



Need a helping hand with your digital marketing efforts? Or maybe you just want proven, actionable marketing tools, tactics, and templates to implement in your business? [Check out the latest deal](#) from DigitalMarketer, and you will be on your way to helping your business grow.

January 24, 2019 By [Becky Zieber](#)

f 73 t 70 in 43 < 186 SHARES

Product Update Post

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 on your blog. For example, you could announce your new dark mode feature and how your customers can access it.

Product Tips Post

This post type is both promotional and useful and is very powerful for the right blog and audience. Create content that helps your customers be more successful with your product or services.

We create several pieces of content that promote T&C. This year, we created [an entire podcast episode](#) on it and [published this article](#) to help T&C attendees prepare for the summit.

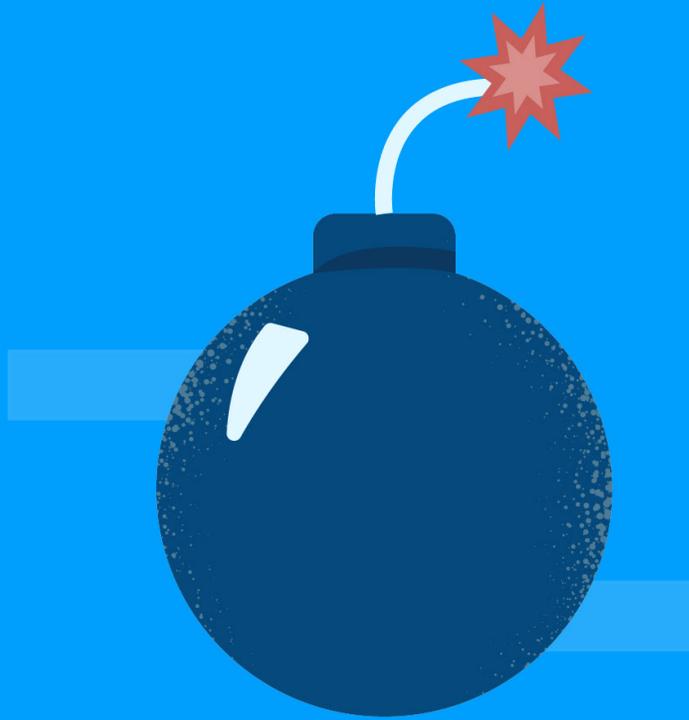
How to Have the Ultimate Traffic & Conversion Summit 2019 Experience



Want to be a part of the largest marketing event in North America? [Reserve your seat today to attend Traffic & Conversion Summit 2019!](#)

February 20, 2019 By Taylor Nelson

f 98 |  |  |  98 SHARES



CONTROVERSIAL POSTS

What If Posts

This type of blog post 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. Use these questions to get the gears moving:

What big changes are happening in my industry that I can speculate on?

What big change could happen in my industry that would make a massive disruption?

What would happen if my entire industry vanished overnight?

Debate Post

Use your blog to present one side of the debatable argument or find someone that disagrees with you and present both sides in the same post.

Attack Post

Disclaimer: Be very careful with this one

Now that we’ve taken all responsibility off of ourselves, here’s what you need to know about attack posts. Picking a fight with the right person/organization/event, etc., will force your audience to choose sides and draw lots of attention.

This type of post, when done right, will create enemies of some and die-hard fans of others.

Prediction Post

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

For example, we published, [“How Digital Marketing Will Change: 17 Predictions for 2019.”](#)

How Digital Marketing Will Change: 17 Predictions for 2019



*Before you launch your own marketing campaign, you need to know who your ideal customer is, where they are, and what they will buy. Download our **FREE** proven [Customer Avatar Worksheet](#) now and get clear on who you're selling to.*

December 20, 2018 By Matt Douglas

f611   < 611 SHARES

Reaction Post

Use your blog to react to content created by someone else. For example, the content might be a blog post, book, presentation, interview, or podcast episode.

Embed Reactor

Find an embeddable video (think Youtube), Slideshare presentation, or infographic that is going viral in your niche right now. Then, embed it in your blog post and post your reaction under it. It can help to use a title that is a variation of the resource you are embedding.



ENTERTAINING POSTS

Story Post

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 it.

Satire Post

Be humorous through the use of irony or extreme exaggeration—this kind of post works well where there are timely issues such as politics or sports.

Cartoon Post

This type of post works well as a series. Create weekly or monthly cartoon posts that make your audience laugh and think about issues and events in your niche.

Meme Post

Memes are humorous pieces of content that spread virally across the web. You can create your own memes or find relevant memes on the web through a Google search.

Parody Post

Create a post that imitates a well-known person or media property in your niche—be sure to exaggerate their strengths and shortcomings in your content.



TIMELY POSTS

Review Post

Review a product, event, or anything else you have access to. The key to a review post is that it has to be published while the product, event, etc., is trending. For example, reviewing a Snuggie in 2019 isn't going to be a viral sensation.

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

Survey Post

Choose a newsworthy/trending topic and survey your audience about it using email, social media, or in-person events. Then, pull the results together into a blog post. You can title it, "We Surveyed 100 People: Here's What They Think About the Impossible Burger."

News Post

Create content on your blog about events as they are happening. You don't need to "break" the story but you want to offer your own insights around the trending topic.

Trend Post

Some content creators are able to predict trends as they are happening. If you're a trendsetter, create content on your blog that rides that trend as it becomes popular.

If you're in an industry where there are always new features or changes happening, use this post style to create pillar content around the topic.

For example, DigitalMarketer published, ["Facebook's Comment-to-Messenger Feature: Everything You Need to Know"](#) when the feature first went live.

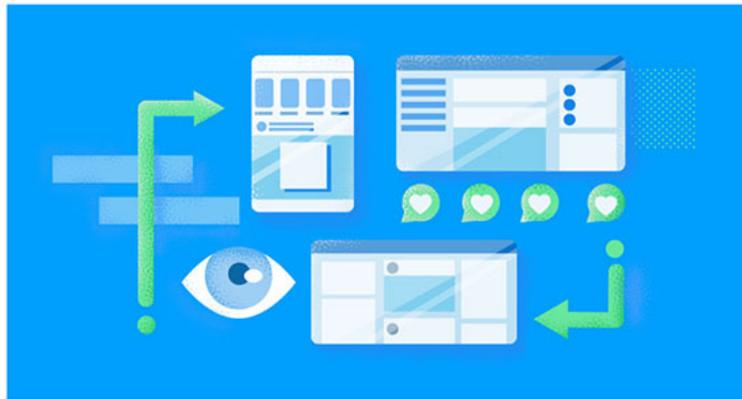


Issue Post

Choose issues that affect your audience and create content around it while it's relevant to them. This doesn't necessarily have to always be a new topic, but it has to be new information.

For example, social media marketing is always evolving. We can keep [writing posts like this one.](#)

9 Surefire Ways to Boost Social Media Following



Want to make sure your social media strategy is helping to grow your business? [Download our FREE Social Media Scorecards](#) and you can quickly find out what's working and why, so you can do more of it! [Learn more here!](#)

March 11, 2019 By
DigitalMarketer

f164   < 164 SHARES

Because our customers always need to know how to get more followers depending on how the algorithm has changed this quarter. The topic stays the same, but the information changes.

Takeaways Post

For the Takeaways Post, you will want to react to an event, presentation, or experience, and then list out your top takeaways from it. This should be done pretty soon after the event, since you want to remain timely and capitalize on that event's popularity.

We posted [a takeaways post](#) right after the end of Traffic and Conversion Summit 2019.

Top 10 Takeaways from Traffic & Conversion Summit 2019 Every Marketer Should Know



Need a helping hand with your digital marketing efforts? Or maybe you just want proven, actionable marketing tools, tactics, and templates to implement in your business? [Check out the latest deal](#) from DigitalMarketer, and you will be on your way to helping your business grow.

February 28, 2019 By
DigitalMarketer

f 356 356 SHARES



ENGAGING POSTS

Question Post

Question posts are created from an interaction with your audience. Ask them on social media or forums to ask questions that will be answered in a blog post. You can also have them comment on another blog post to submit their questions.

Answer Post

The Answer Post is the sister of the 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.

Challenge Post

Use a blog post to pose a challenge to your audience. This post can work well as a series with updates being made that feature audience members who are participating in a challenge.

Customer Showcase Post

This blog post type is partly promotional but also builds engagement. Use your blog to feature a customer or a project you have worked on with the customer. You can use a similar strategy to a case study to showcase the benefits of your product or service.

Freebie Post

Use a blog post to allow your audience to get access to a relevant giveaway.

DigitalMarketer gave away free T&C tickets to anyone who subscribed to the DigitalMarketer podcast, left a rating and review on iTunes and shared the podcast on Facebook or Twitter.

We wrote [this blog post to promote the giveaway](#).



Contest Post

Announce a contest on your blog. This post can work well as a series or with updates being made featuring contest results.

This is your ultimate guide to writing blog posts, so you never have to hit the content brick wall of writers block again. Steal our ideas and use them to make your own content go viral.

THE HEADLINE SWIPE FILE: WRITE HEADLINES THAT GET MORE CLICKS

Have you ever dealt with this?

You have an impressive number of social media followers, but when it comes to shifting those people off of social media to your website, you're just not seeing the conversions.

Or worse, have you ever paid to run an ad and had it fall flat on its little optimized face?

When social media followers aren't turning into website visitors and paid ads aren't doing their job, odds are, you're doing 1 thing wrong.

You're writing bad headlines.

Bad headlines seem to plague the marketing world, especially on Instagram, Facebook, Twitter, and LinkedIn. It's not your fault. *Writing headlines is hard.* There's a reason that copywriters can get paid \$100+ an hour, and it's not just because they smell good—it's because they get clicks.

Writing great headlines is essential for getting social media clicks, but the same headlines can be applied across your landing page, blog, and even sales page.

Once you get a handle on writing headlines, you can use them:

- On your sales page
- As the title for your presentation
- As the title of your blog posts
- With in-person sales communication

But HOW do copywriters turn followers and paid ads into website traffic? And how can you follow their example, even if you are not a professional copywriter?

By using these 3 headline-writing strategies.

The 3 headline writing strategies used by copywriters are:

- Social Proof (Piggyback)
- Threat
- Gain

We're going to give you the formulas you can use to write headlines that get more clicks below. But first, we're going to go over the 3 headline strategies as well as 3 tips you can use to write better headlines. We'll start with...

1. Social Proof (Piggyback) Headlines

Let's do an experiment. Think of the last product you purchased on Amazon—did you check the reviews before making your final decision?

[Ninety-five percent](#) of people age 18–34 read local business reviews, 57% of consumers will only buy from a business with 4 or more stars, and 91% of 18–34-year-olds trust online reviews just as much as personal recommendations.

If statistics tell a story, this one is crystal clear. People want to see that *other people (especially people like them)* like a business or product before they make a transaction.

So by putting [social proof](#) in your headlines, you jumpstart

that process.

Write headlines that showcase social proof look like this:

1. Why Writers Are Obsessing Over This Grammar App
2. \$10k+ MRR Drop Shippers Are Shipping This Automation Tool (Here's Why)
3. 5,000 Digital Marketing Agencies Used This App to Hire Freelance Designers

Copywriters are smart. They leveraged this social proof and then took it a step further. They added high-authority sources.

What if you went to purchase a knife set on Amazon, and while doing your diligent consumer duty of reading reviews you stumbled upon a review from a guy named Gordon Ramsey saying that this is best ****ing knife set he has ever used?

Would you keep shopping for knife sets, or would you buy this one?

Hootsuite leveraged Seth Rogen's celebrity status to push this post on Twitter:



ManyChat used our CEO, Ryan Deiss, and DigitalMarketer's authority in this piggyback headline:

"Ryan Deiss from DigitalMarketer sat down with ManyChat during Conversations and we came out with *5 Questions for Messenger Marketing*"



Copywriters have figured out that by leveraging the social proof of high authority professionals, they can make their headlines *that much more clickable*.

2. Threat Headlines

Threat headlines aren't as scary as they sound. We're not going to threaten to kidnap somebody's puppy if they don't read our article. What we *are* going to do is show them how they can avoid pain by reading our article through the threat headline.

What kind of pain are we talking about?

1. 13 Things to Do so You Don't Lose Your Dog
2. Read This Checklist Before Flying to a Foreign Country
3. The 5 Biggest Mistakes Made by New CrossFitters

Firstleaf uses a threat headline in their Facebook post that asks viewers, "Are you overpaying for wine?" and explains the margins that liquor stores make on bottles to drive clicks.

Firstleaf
Sponsored · 🌐

When you buy wine in a store, it's usually marked up 2-3 times what the winery sold it for. Firstleaf cuts out the middlemen altogether and ships our wines directly to members, saving you up to 60%.

FIRSTLEAF.CLUB
Are you overpaying for wine? [Shop Now](#)

👍👍👍 390 37 Comments 51 Shares

So while Mr. Snuggles is safe for now... using an appropriate threat can get your audience to jump into action.

3. Gain Headlines

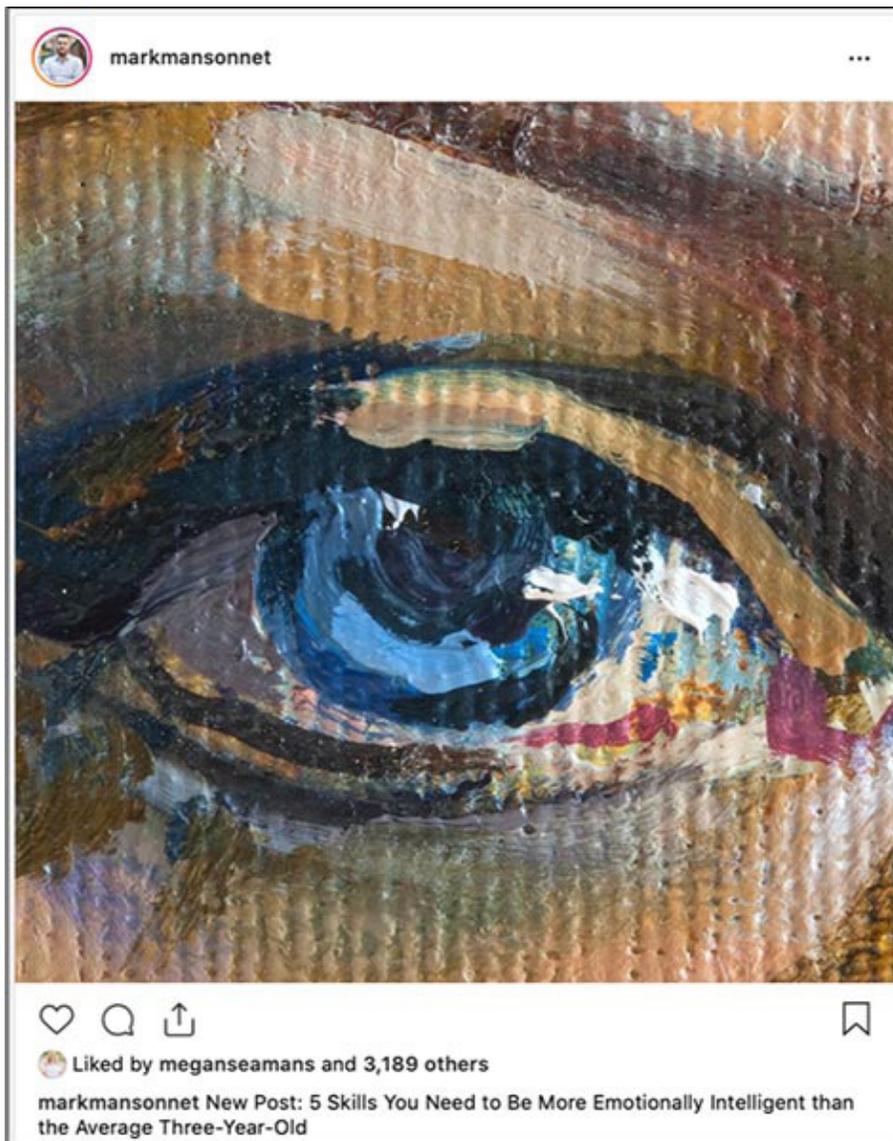
Gain headlines follow a 2-step formula of benefit + promise.

What is the benefit of somebody clicking on this social post, and what is the promise you are making them in return for the click?

1. 10 Last Minute Valentine's Day Gifts You Can Buy Today
2. 15 Dinner Ideas Using Ingredients Already in Your Fridge
3. 10 Easy Workouts for Beginners

For example, NYT Bestselling author of *The Subtle Art of Not Giving a F*ck*, Mark Manson is a master of gain headlines.

His headline, "5 Skills You Need to Be More Emotionally Intelligent than the Average Three-Year-Old," gives the benefit of 5 skills that will make the reader more emotionally intelligent and the promise that they'll have a higher EQ than a 3-year-old after reading his article.



3 Simple Ways to Improve Your Headlines

Now that you know the fundamentals of a good headline, you can start to flex your copywriting muscles. We've scooped the ice cream and now we can add some toppings.

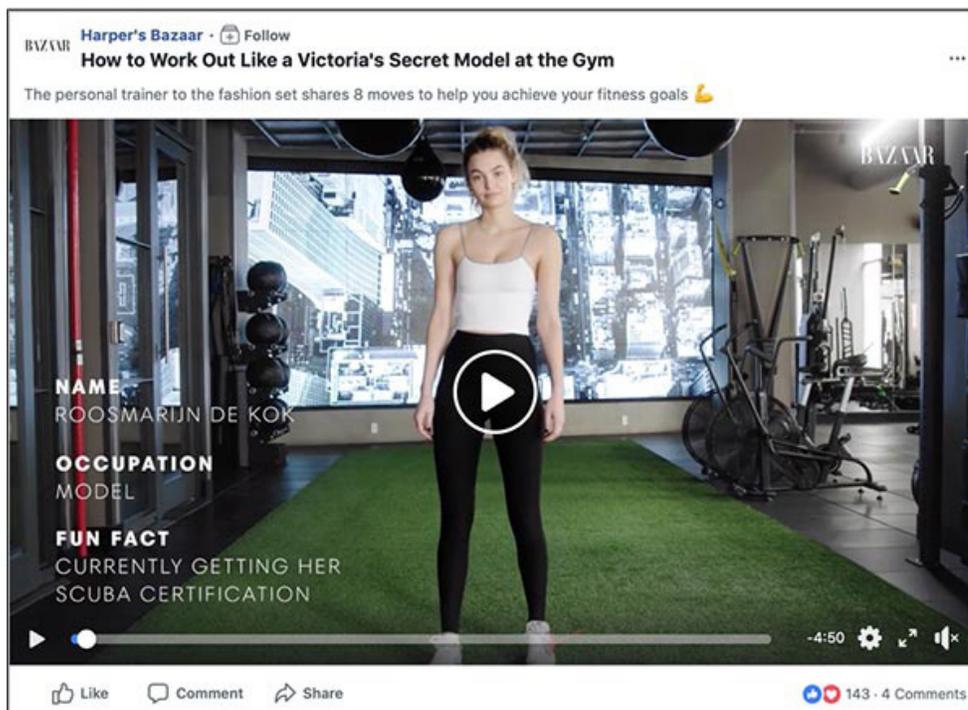
Here are 3 more strategies that you can use alone or integrated with the above strategies to drive action from your headlines.

1. Add the Words “How To”

The “How To” headline can play into the piggyback, threat, and gain strategies mentioned above.

For example:

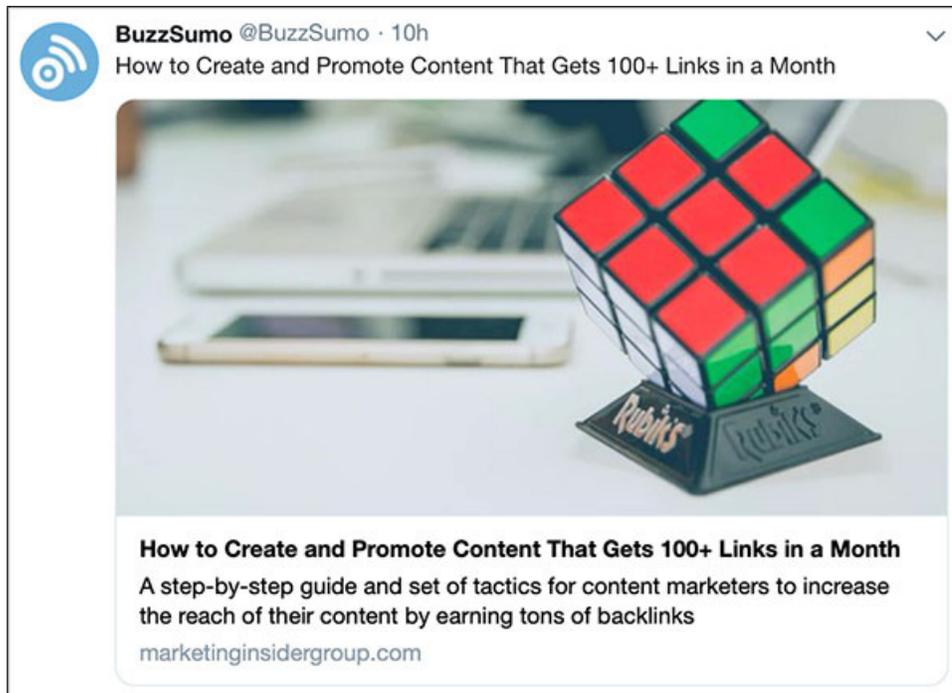
Harper’s Bazaar piggybacked off of Victoria’s Secret’s social proof as leverage to make this Facebook post more clickable by using the headline, “How to Work Out Like a Victoria’s Secret Model at the Gym.”



CNBC merged the threat headline and the “How To” headline to create the headline for a YouTube video titled,

[“How to Avoid the Latest Phishing Scam Targeting Direct Deposit.”](#)

BuzzSumo paired the gain headline strategy with the “How To” to create the headline, “How to Create and Promote Content That Gets 100+ Links in a Month.”



2. Communicate Time

If you can give people a time frame for when they will receive the benefit they are promised in your headline, you’ll skyrocket your headline’s success.

Tasty communicated a time frame with a “quick quiz” that promises the benefit of telling Facebook quiz takers what they want for dinner tonight.

The image shows a Facebook post from the account 'Tasty'. The post includes a profile picture of the Tasty logo, the name 'Tasty', and a timestamp of '6 hrs · 🌐'. The main text of the post reads 'Indecisive? This will help.' Below this text are two side-by-side images: on the left, a person's hands are shown chopping vegetables on a wooden cutting board; on the right, a bowl of a colorful salad with quinoa, tomatoes, onions, and olives. Below the images, the text 'BUZZFEED.COM' is visible, followed by the headline 'This Quick Quiz Will Reveal What You're Craving For Dinner Tonight'. At the bottom of the post, there are icons for likes, comments, and shares, with the number '259' next to them. On the right side, it says '45 Comments 42 Shares'. There is also a small 'i' icon in a circle near the bottom right of the images.

3. Add Fascination

Fascination is the verbiage of your headline that makes people stop scrolling and think, “That’s interesting.” In 2019, this is one of the hardest things to do (the average person has an attention span of 7 seconds—this is not a joke).

The Verge used the fascination strategy to talk about 5G networks, using cows as the bait to get users to stop scrolling and click on their Twitter post.



How to Use the Social Media Headline Swipe File

The headline swipe file is designed to help you write headlines without the need for an expensive, albeit incredibly good smelling, copywriter. Copy and paste the headline, fill in the blanks, and A/B test to see which works best. Use these headlines on blog posts, ads, workshops, social media, and more.

But don't stop there. The more you work at it, the better your headlines will be. We are constantly surrounded by headlines *all day long*. A great practice to move yourself from Headline Jedi to Obi-Writing Kenobi is to pay attention to the headlines on your newsfeeds.

What strategy is being used, and does it make you want to click?

If no, how could you rewrite it to be more clickable?

By using headline strategies that actually work, you make your way toward becoming a headline master.

Which means that you will soon be getting more conversions from your social media followers, more click through on your paid ads, and more pageviews on your blog.

Check out them out below:

SEARCH

HEADLINE SWIPE FILE:

73 HEADLINE FORMULAS TO GET MORE CLICKS

SOCIAL PROOF HEADLINES

- Here Is a Method That Is Helping **[World-Class Example]** to **[Blank]**
- **[Blank]** Hacking with **[World-Class Example]**
- Savvy/Smart/Sexy People Do XYZ
- Why I **[Blank]** (and Maybe You Should Too)
- **[Do Something]** Like **[World-Class Example]**
- The **[Desired Result]** That **[World-Class Example]** Is Talking About
- Join **[Impressive Number]** of Your Peers That **[Take Desired Action]**
- **[Desired Result]** Like a **[Desired Group or Person]**
- How **[Impressive Number]** Got **[Desired Result]** in **[Time Period]**
- Like **[World-Class Example]** You Can **[Desired Result]**
- **[World-Class Example]** Reveals Ways to **[Desired Result]**
- Why **[Impressive Number]** of People are **[Taking Desired Action]**
- A Simple Way to **[Desired Result]** That Works for **[Desired Group/Person]**
- How to **[Desired Result]** Like **[World-Class Example]**

THREAT HEADLINES

- Do You Recognize the **[Number]** Early Warning Signs of **[Blank]**?
- If You Don't **[Blank]** Now, You'll Hate Yourself Later
- I've Lied to You for **[Time Period]**
- The Biggest Lie in **[Your Industry]**
- X Shocking Mistakes Killing Your **[Blank]**
- Don't Try **[Blank]** Without **[Desired Action]** First
- **[Blank]** May Be Dangerous to **[Something Precious]**
- **[Blank]** May Be Causing You to Lose Out on **[Desired Result]**
- The **[Blank]** Risk Hiding in Your **[Blank]**
- Why You Shouldn't **[Do What I Desire Them to Do]**
- Why **[Blank]** Fails and **[Blank]** Succeeds
- Do Not Try Another **[Blank]** Until You **[Take Desired Action]**
- The Ugly Truth About **[Blank]**
- What Your **[Blank]** Won't Tell You and How It Can Save You **[Blank]**
- What Everybody Ought to Know About **[Blank]**
- Your **[Blank]** Doesn't Want You to Read This **[Blank]**
- The Sooner You Know **[Blank]** the Better

GAIN HEADLINES

- At Last, the Secret to **[Desired Result]** Is Revealed
- Where **[Desired Result]** Is and How to Get It
- Discover the **[Desired Result]** Secret
- **[Blank]** Your Way to a **[Desired Result]**
- To People Who Want to **[Desired Result]** but Can't Get Started
- You, a **[Desired Result]**
- Stop **[Undesired Result]**
- You too Can **[Desired Result]** in **[Time Period]** with **[Blank]**
- How to Become **[Desired Result]** When You **[Something Challenging]**
- There's Big **[Desired Result]** in **[Blank]**
- You Don't Have to Be **[Something Challenging]** to Be **[Desired Result]**
- Little Known Ways to **[Blank]**
- How to Turn **[Blank]** into **[Desired Result]**
- How to Build a **[Blank]** You Can Be Proud Of
- Get **[Desired Result]** Without **[Undesired Result]**
- Get Rid of **[Problem]** Once and for All
- Improve/Increase Your **[Desired Result]** in **[Time Period]**

- Imagine **[Desired Result]** and Loving Every Minute of It
- Here's a Quick Way to **[Solve a Problem]**
- Get **[Desired Result]** Without Losing **[Blank]**
- The Lazy **[Blank's]** Way to **[Desired Result]**
- How to Make People Line Up and Beg to **[Blank]**
- How to Get **[Desired Result]** Out of **[Blank]**
- How to **[Desired Result]** When You're Not **[Blank]**
- No **[Undesired Result]** Just **[Desired Result]** Every Day
- Never Suffer from **[Undesired Result]** Again
- The Quickest and Easiest Way to **[Desired Result]**
- If You Can **[Blank]** You Can **[Desired Result]**
- How You Can **[Desired Result]** Almost Instantly
- How to Become **[Desired Result]** When You **[Something Challenging]**
- How to Use **[Blank]** to **[Desired Result]**
- How to Turn Your **[Blank]** into **[Desired Result]**
- See How Easily You Can **[Desirable Result]**
- Now You Can Have **[Something Desirable]** Without **[Something Challenging]**
- How to Take the Headache Out of **[Blank]**

- X Questions Answered About **[Blank]**
- Give Me **[Short Time Period]** and I'll Give You **[Desired Result]**
- Answered: Your Most Burning Questions About **[Blank]**
- Take X Minutes to Get Started with **[Blank]**... You'll Be Happy You Did!
- Who Else Wants **[Desired Result]**?
- How to Fast-Track Your **[Desirable Result]**
- How **[Impressive Number]** Got **[Desired Result]** Without **[Undesired Result]**

BLOG TEMPLATES

THE CROWDSOURCED POST

In this post, you'll send **3 OR MORE EXPERTS** the same question and ask them to provide a short answer to that question. The answers are aggregated into a single post.

Your Awesome Crowdsourced Post

Your Fantastically Fantastic Headline Here

POPULAR POSTS

CHECK OUT THIS COOL PRODUCT

LEARN MORE

Share: f t in

Repeat

End of Post Opt-In

Enter First and Last Name

Enter Email Address

SUBMIT NOW

Spending ample time to create a good headline.

Introduce the question that was posed to the experts.

Place a headshot of Expert 1 and provide their name and company name or title (if applicable).

Place a headshot of Expert 2 and provide their name and company name or title (if applicable).

Place a headshot of Expert 3 and provide their name and company name or title (if applicable).

Place a headshot of Expert 4 and provide their name and company name or title (if applicable).

Don't forget to link to each expert's website if it is applicable. Optionally, link to their social channel like Twitter or LinkedIn.

Have a Lead Magnet CTA or add an email opt-in form to the end of the post.

Have your popular posts in the sidebar so people can continue to interact with your blog.

Make a relevant low-dollar "Tripwire" or Lead Magnet offer in the sidebar.

Give the option to share the post at the top of the page or in the sidebar.

Add each expert's response to the question you posed. This makes for a rich article with many points of view. And don't forget to tag each expert in social media to let them know the post is live on your blog.

Continue to add headshots, names, and titles of experts. Then add their responses.

THE CONTENT AGGREGATOR

In this post, you'll use a tool like Buzzsumo to find the most popular content and aggregate it together. **THESE DO NOT NEED TO BE YOUR ARTICLES.**

Your Awesome Content Aggregator Post

← → ↻ 🏠 🔍

🌸 📄 📄 📄 ☰

Your Fantastically Fantastic Headline Here

Spent ample time to create a good headline.

Quickly introduce the topic.

Use the name of Article 1 as a subheadline and place an image under the headline.

Use the name of Article 2 as a subheadline and place an image under the headline.

Use the name of Article 3 as a subheadline and place an image under the headline.

Use the name of Article 4 as a subheadline and place an image under the headline.

POPULAR POSTS

Have your popular posts in the sidebar so people can continue to interact with your blog.

CHECK OUT THIS COOL PRODUCT

Make a relevant low-dollar "Tripwire" or Lead Magnet offer in the sidebar.

Share: **f** **t** **in**

Give the option to share the post at the top of the page or in the sidebar.

Repeat

Add a link to the original post and a quick description of that post.

End of Post Opt-In

Have a Lead Magnet CTA or add an email opt-in form to the end of the post.

Continue to add images, quick descriptions, and links to articles. The more posts you aggregate, the better this post type will perform.

Enter First and Last Name

Enter Email Address

SUBMIT NOW

THE INTERVIEW POST

This post can be done as **TEXT** as shown at the top of this template. Or, as **VIDEO** or **AUDIO** as shown at the bottom of this template.

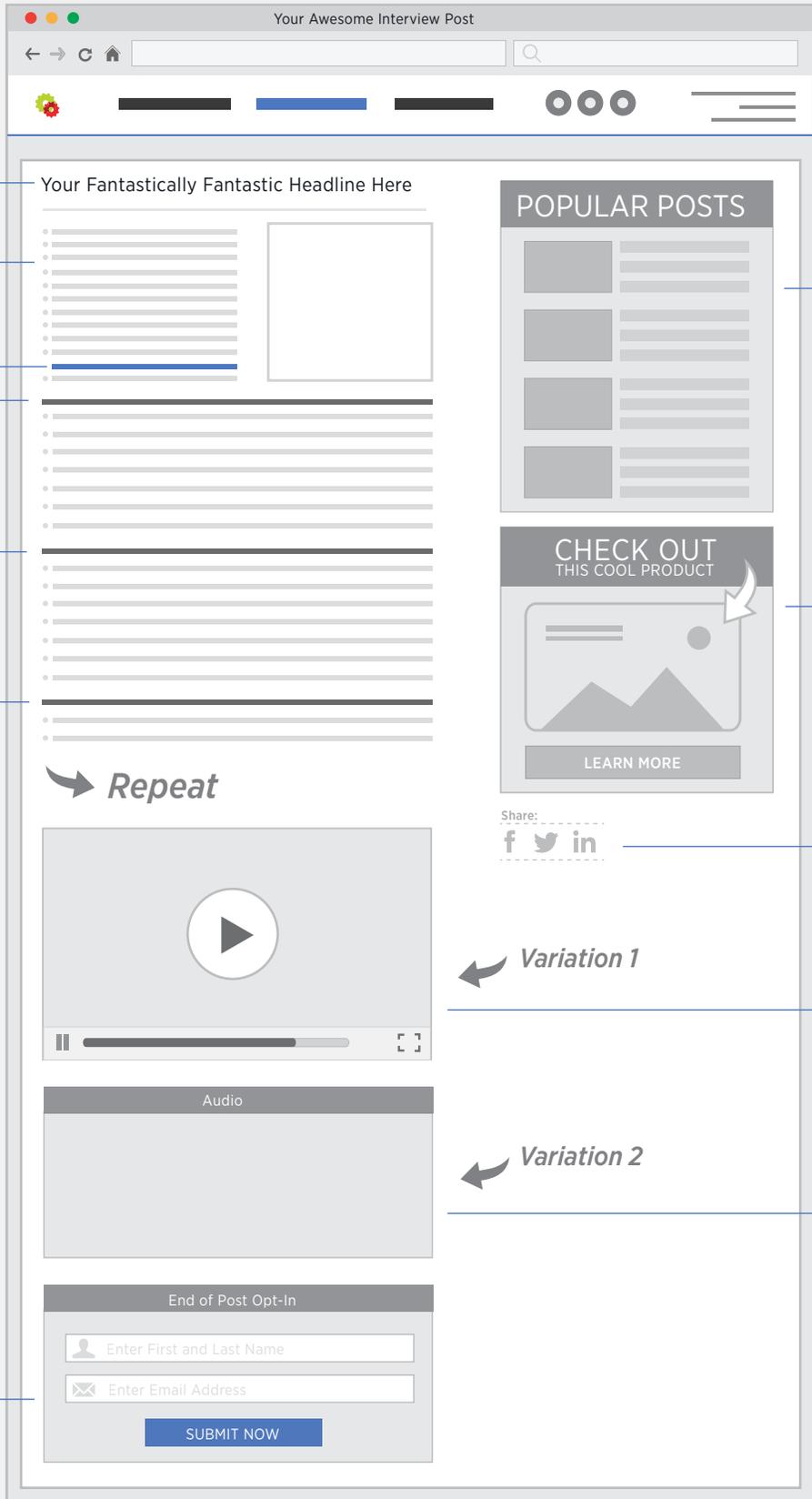
Spend ample time to create a good headline.

Quickly introduce the topic and the expert who is being interviewed.

Link to the expert's website or relevant social media profile.

Make each interview question a subheading and provide the expert's response underneath.

Have a Lead Magnet CTA or add an email opt-in form to the end of the post.



Have your popular posts in the sidebar so people can continue to interact with your blog.

Make a relevant low-dollar "Tripwire" or Lead Magnet offer in the sidebar.

Give the option to share the post at the top of the page or in the sidebar.

As a variation of the text interview—use recorded video from Skype or Google Hangouts.

As a variation of the text interview—use recorded audio with a tool like Skype.

THE QUOTE POST

In this post, you'll find **QUOTES FROM 3 OR MORE EXPERTS** about a particular topic and provide a short reaction or analysis of each quote.

Spend ample time to create a good headline. Your Fantastically Fantastic Headline Here

Quickly introduce the topic.

Add a headshot, title, and/or company name (if applicable) of Expert 1.

Add a headshot, title, and/or company name (if applicable) of Expert 2.

Add a headshot, title, and/or company name (if applicable) of Expert 3.

Add a headshot, title, and/or company name (if applicable) of Expert 4.

Don't forget to link to each expert's website if it is applicable.
OPTIONAL: Link to their social channel like Twitter or LinkedIn.

Have a Lead Magnet CTA or add an email opt-in form to the end of the post.

POPULAR POSTS

CHECK OUT THIS COOL PRODUCT

LEARN MORE

Share: f t in

Repeat

End of Post Opt-In

Enter First and Last Name

Enter Email Address

SUBMIT NOW

Have your popular posts in the sidebar so people can continue to interact with your blog.

Make a relevant low-dollar "Tripwire" or Lead Magnet offer in the sidebar.

Give the option to share the post at the top of the page or in the sidebar.

Add each expert's quote and your quick analysis of their quote. This makes for a rich article with many points of view. And don't forget to tag each expert in social media to let them know the post is live on your blog.

Continue to add quotes, names, company names, titles. Then add your analysis of the quote.

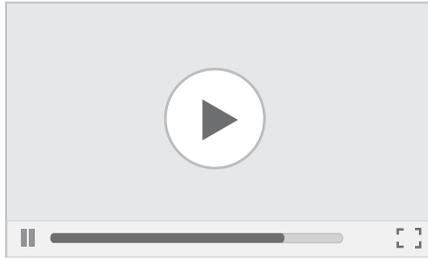
THE EMBED REACTOR

This post can be created very quickly by **EMBEDDING AND REACTING** to just one resource. Or, you could include multiple resources to increase the value.

Spend ample time to create a good headline.

Your Fantastically Fantastic Headline Here

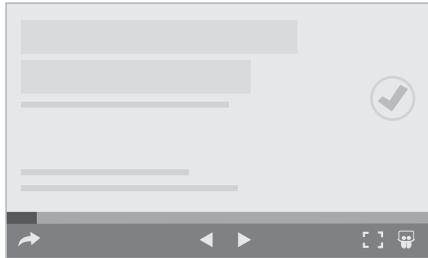
VARIATION 1: Embed a video that is relevant to your audience. If the video is popular, this is a bonus.



Add your analysis or reaction to the video.



VARIATION 2: Embed a Slideshare presentation that is relevant to your audience. If the presentation is popular, this is a bonus.



Add your analysis or reaction to the Slideshare presentation.



VARIATION 3: Embed an infographic from a site like Visual.ly that is relevant to your audience. If the infographic is popular, this is a bonus.



Add your analysis or reaction to the infographic.

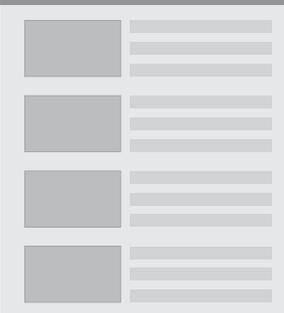


Have a Lead Magnet CTA or add an email opt-in form to the end of the post.

End of Post Opt-In

[SUBMIT NOW](#)

POPULAR POSTS



Have your popular posts in the sidebar so people can continue to interact with your blog.

CHECK OUT THIS COOL PRODUCT



Make a relevant low-dollar "Tripwire" or Lead Magnet offer in the sidebar.



Give the option to share the post at the top of the page or in the sidebar.

WHAT'S NEXT?

*Must Be a Lab Member to Access These Links

Certification



[Content Marketing Mastery](#)

*Playbooks



[Editorial Calendar
Playbook](#)



[Blog Content Engine
Playbook](#)

*Workshops



[Beyond the Blog](#)



[The Content Cluster
Strategy](#)



[SEO 101](#)

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