

How To Come Up With

50 Content Ideas

in 30 Minutes or Less





ABOUT

Kim Garst is one of the world's most retweeted people among digital marketers. She is a renowned marketing strategist, keynote speaker, and an international best-selling author of *Will The Real You Please Stand Up*, *Show Up*, *Be Authentic*, and *Prosper in Social Media*.

Kim helps entrepreneurs make more money online using social and digital media strategies. Forbes named her as one of the Top 10 Social Media Power Influencers.

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KimGarst.com



You sit and stare at your computer screen, willing yourself to come up with a great idea for your next blog post or newsletter.

You don't have much time before your next meeting, so you need that stroke of genius NOW!





But what do you do when no ideas come to you?

Everyone should have a list of 'go to' sources of inspiration for new content ideas.

**Here is how to come up with
50 content ideas
in 30 minutes or less!**

1

Use [Portent's Content Idea Generator](#).

A screenshot of the Portent's Content Idea Generator website. The interface has a dark, chalkboard-like background. At the top, the logo "PORTENT'S Content Idea Generator" is displayed in a stylized font. Below the logo, there are four horizontal green lines. At the bottom, there is a text input field with the placeholder text "Enter your Subject here:" and a white arrow button pointing to the right.

2

Answer your most asked question

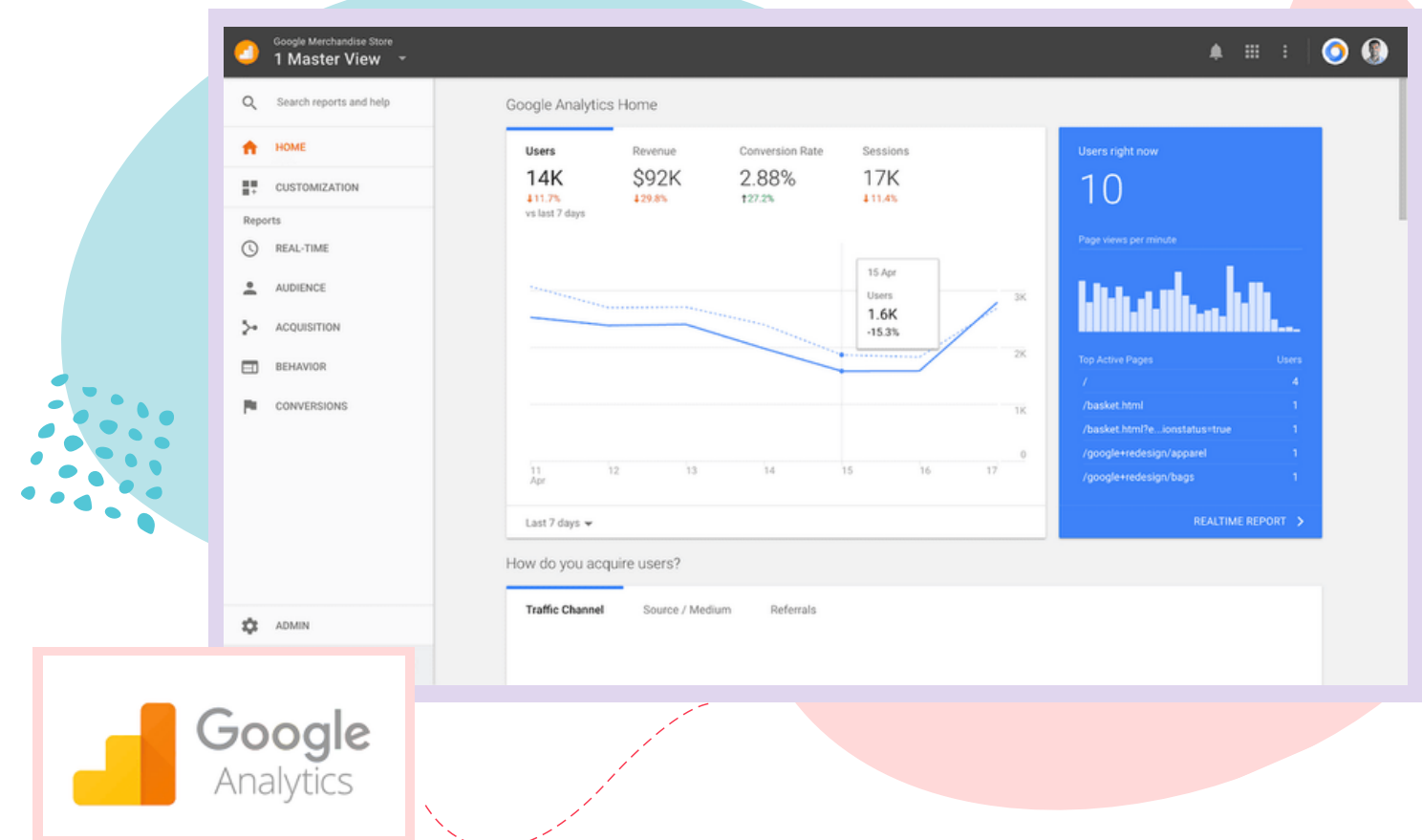
Imagine you are writing for your ideal customer:
What is one of your most asked questions?
Answer that question(s) in a blog post!



3 Visit Reddit to find trending topics.



4 Look through your website analytics to find out which topics are most popular with your audience.



5

Send a short poll or survey to your email list or social media followers to ask them for their most pressing questions.



SurveyMonkey®

6

Set up Google Alerts for keywords related to your business and niche.

🔍 social marketing

🔍 digital content marketing

🔍 content repurposing



Google
Alerts



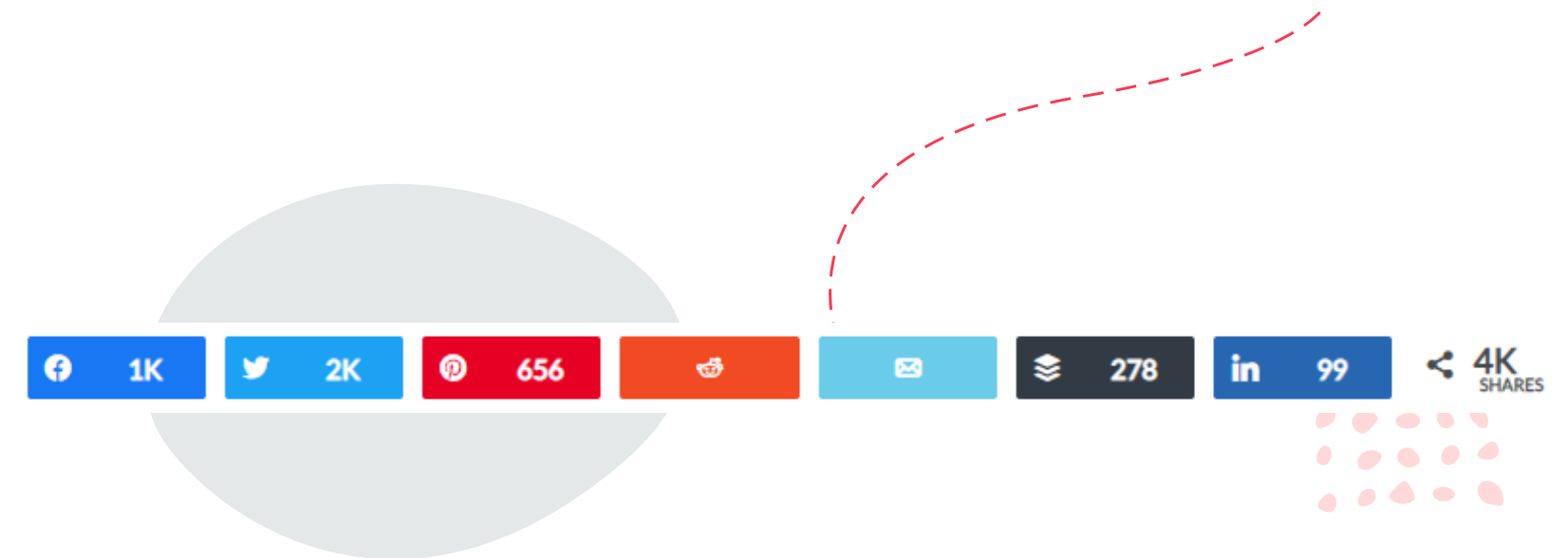
7

Join a Facebook group in your niche to see what your target market is talking about.



8


Ask your social media followers...ask what they want to know and/or learn.





9

Visit popular websites or blogs in your niche to see which topics they are writing about: Find one that jumps out at you, and then spin the title to create your own, original content.

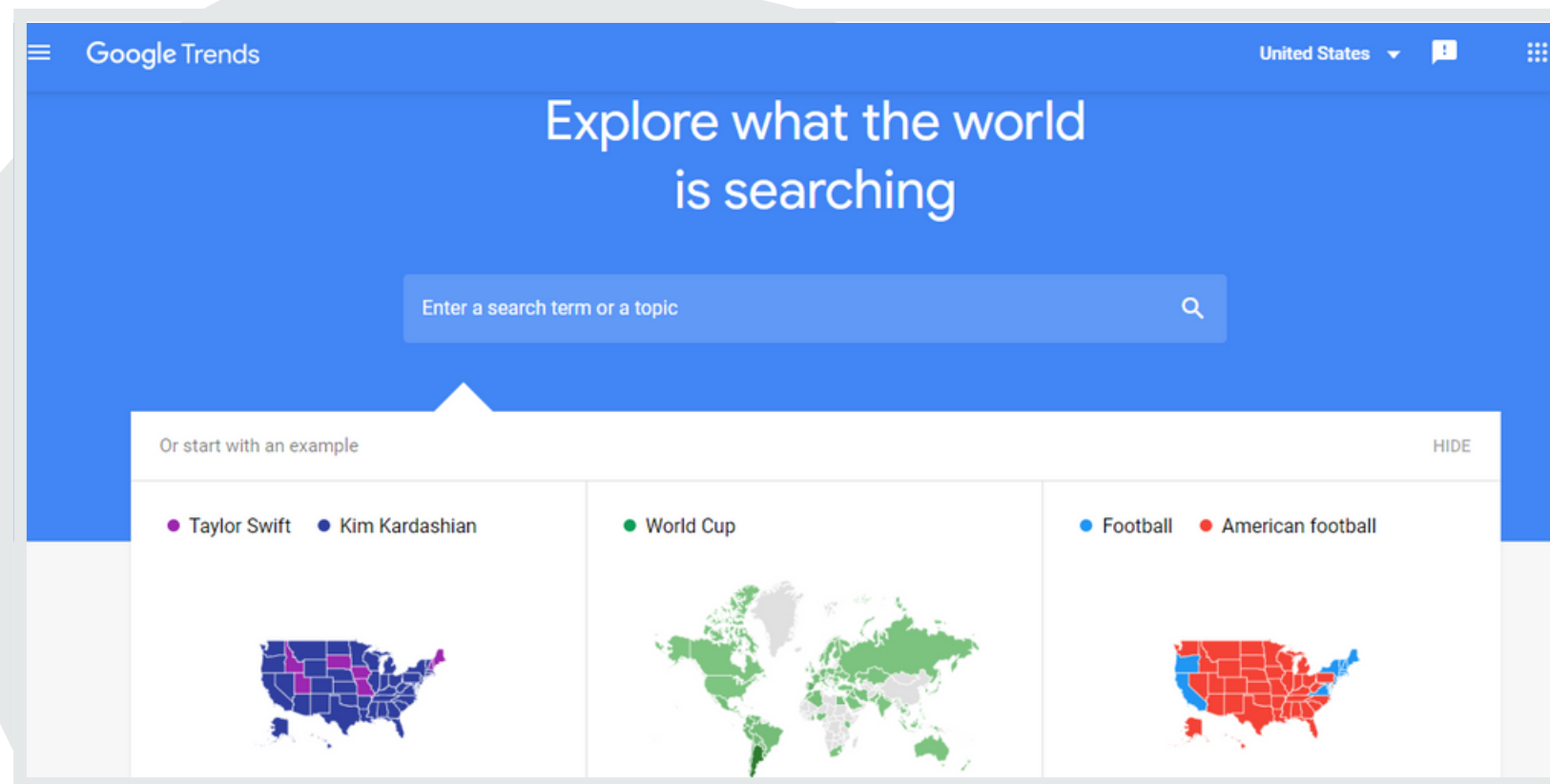


"Psst.. this is what we did at Contellio with this infographic. We repurposed Kim's Excellent List. Everyone benefits."

-Paul Nowak @Contellio

10

Visit [Google Trends](#) to find trending topics.



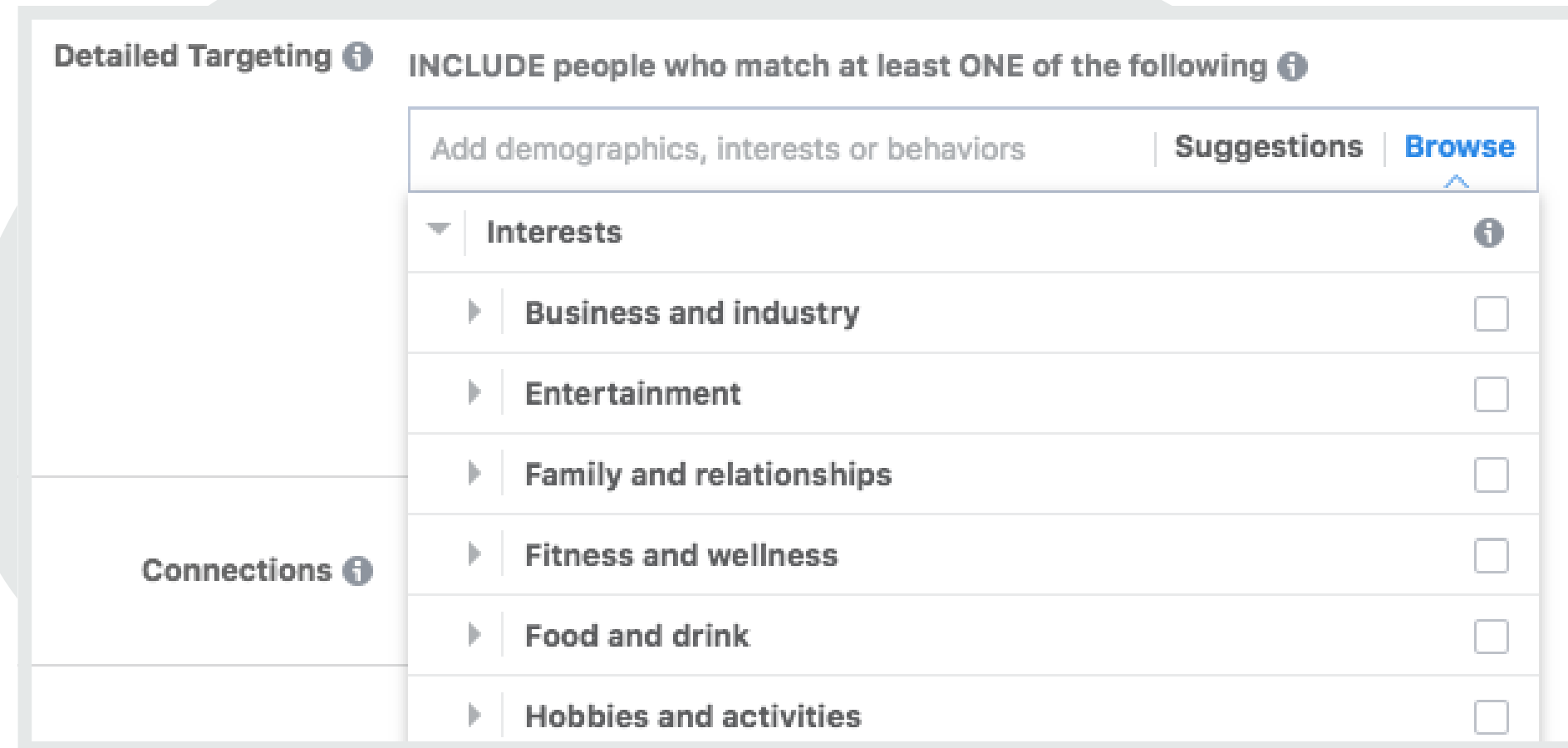
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Use [HubSpot's Blog Topic Generator](#).



12

Use Facebook Interest Lists to find content of interest in your industry. For more on this, see my post [How to Use Interest Lists to Find Content Ideas to Share.](#)



The screenshot displays the Facebook 'Detailed Targeting' section. At the top, it says 'INCLUDE people who match at least ONE of the following'. Below this is a tabbed interface with three tabs: 'Add demographics, interests or behaviors', 'Suggestions', and 'Browse'. The 'Add demographics, interests or behaviors' tab is active, showing a list of interest categories under the heading 'Interests'. Each category has a right-pointing arrow and a checkbox. The categories listed are: Business and industry, Entertainment, Family and relationships, Fitness and wellness, Food and drink, and Hobbies and activities. To the left of the interest list, there is a 'Connections' section with an information icon.

Detailed Targeting ⓘ	
INCLUDE people who match at least ONE of the following ⓘ	
Add demographics, interests or behaviors Suggestions Browse	
Interests ⓘ	
▶ Business and industry	<input type="checkbox"/>
▶ Entertainment	<input type="checkbox"/>
▶ Family and relationships	<input type="checkbox"/>
▶ Fitness and wellness	<input type="checkbox"/>
▶ Food and drink	<input type="checkbox"/>
▶ Hobbies and activities	<input type="checkbox"/>

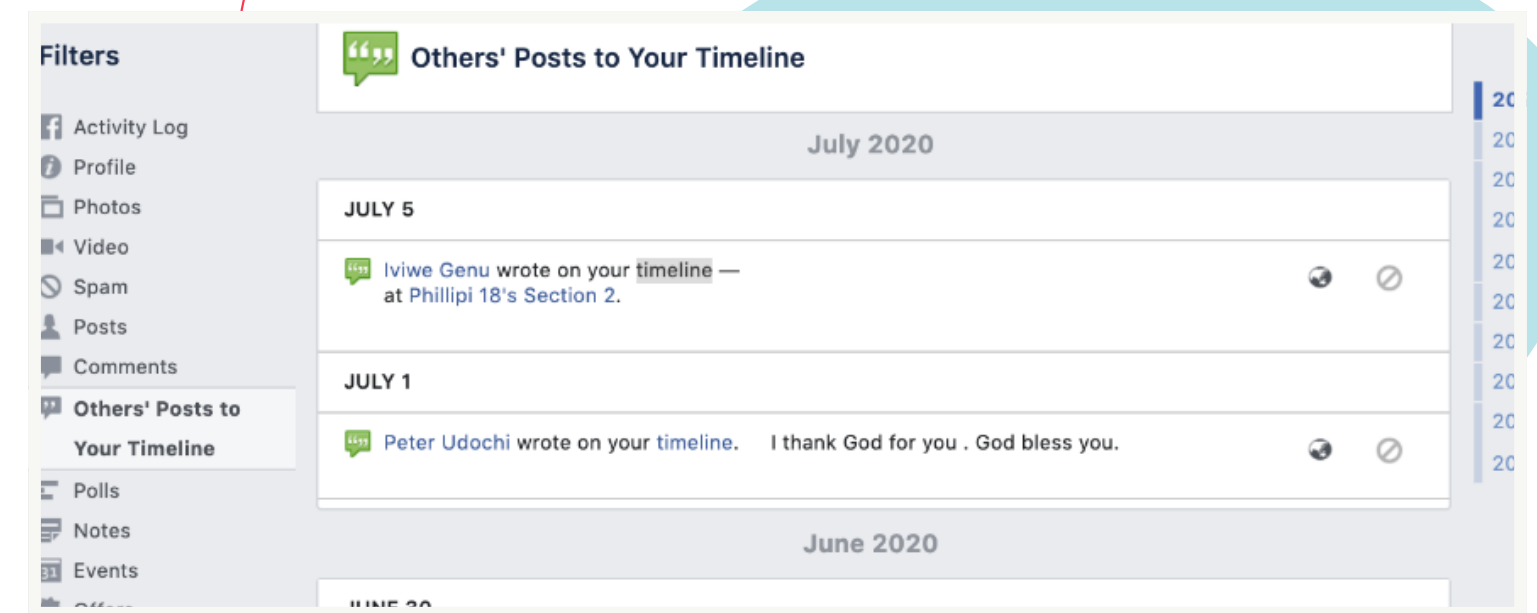
13

Page through a book that would be of interest to your audience and see if any topics jump out at you.



14

Take a look through your Facebook 'Posts to Page' to see if there are any questions you can answer in a blog post.



15

Use BuzzSumo to find top content in your industry.

The image shows a screenshot of the BuzzSumo website. On the left, the site's header includes the BuzzSumo logo and the text 'Content Marketing Intelligence'. Below this, the main heading reads 'BuzzSumo' in large white letters, followed by the tagline 'Analyze what content performs best for any topic or competitor'. At the bottom left, it says 'BuzzSumo | A Brandwatch Company'.

Overlaid on the right side of the page is a screenshot of the BuzzSumo interface. It features a 'Create Brand Alert' modal window with a text input field containing 'Pepsi', a 'Language' dropdown, and a 'Notification Settings' section. Below the modal, there's a 'Add to Slack' button. In the background, the 'Pepsi' monitoring dashboard is visible, showing a table of mentions and a line chart titled 'Total Web Mentions'.

	Pepsi	Coca-Cola
Mentions Today	219	299
Last 7 Days	3,771	5,768
Last 30 Days	17,218	27,322

The 'Total Web Mentions' chart shows a line graph with two series: Pepsi (blue) and Coca-Cola (purple). The x-axis represents days (1 to 30), and the y-axis represents mentions (0 to 1500). A notification states: 'Your alert has been backfilled with 1 month of data from the date you created it; new data is added in real time.'

16

Ask yourself this question: What is the #1 issue my target market struggles with? Attempt to write a blog post that solves this problem.

Passive Income: The Ultimate Guide on How to Stop Trading Your Time For Money to Enjoy More Freedom and Love Your Business Again



Many service based businesses dream about passive income, but few know how to turn it into a reality. Plenty of us have this vision of passive income as lying on a beach somewhere, sipping a margarita while raking in thousands of dollars with little to no work. Another common conception of

[READ MORE](#)

17

Look through your email marketing program's analytics to find out which topics and headlines have gotten the most opens, click-throughs and conversions.



Triggered

Open rate
45.70%

Click-through rate
10.75%

Click-to-open rate
23.52%

Unsubscribe rate
0.58%

Spam rate
0.06%



Autoresponder

Open rate
34.80%

Click-through rate
6.56%

Click-to-open rate
18.85%

Unsubscribe rate
0.37%

Spam rate
0.03%



Newsletter

Open rate
22.83%

Click-through rate
3.48%

Click-to-open rate
15.26%

Unsubscribe rate
0.21%

Spam rate
0.02%

18

Look through your blog comments to find questions or topics you could address.



Andrew Meyer says
June 22, 2020 at 2:09 pm

(Edit)

Cool, I'd love to see some of your favorite integrations in a future post!

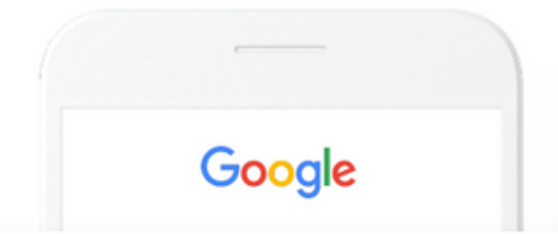
Reply

19

Use the [Google Keyword Planner](#) to uncover other keywords and topics and you can write about.

Grow your business with Google Ads

Be seen by customers at the very moment they're searching on Google for the things you offer. Plus, you can get your spend matched up to ₱2000 in promotional credit.*



online workout classes



Ad · example-business.com

[Online Workout Classes - Get Fit at Home](#)

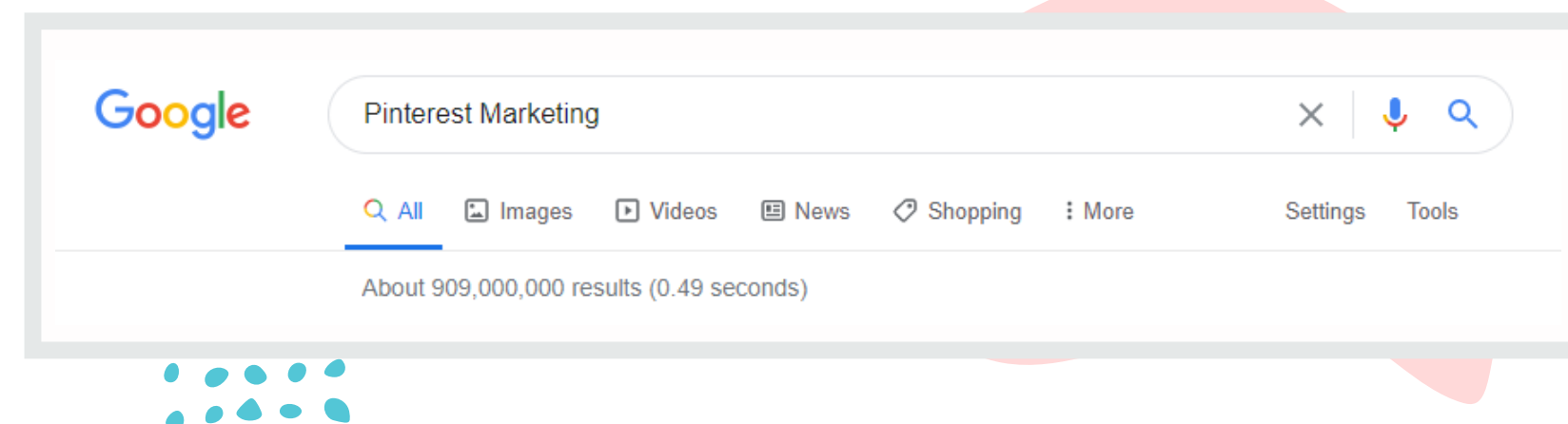
20

Use [Social Mention](#) to listen in on social media conversations: Find out what topics are really of interest to your target market.



21

Do a [Google](#) search for a popular keyword in your niche: See what others are writing about the topic and add your thoughts to the conversation.



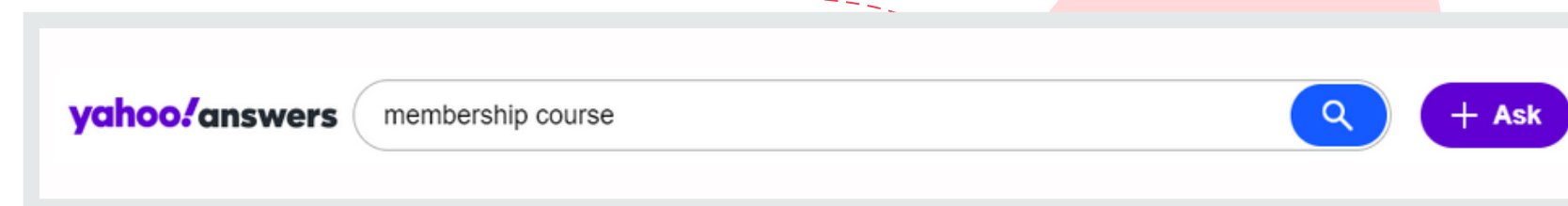
22

Take a current list post (e.g. Top 10 Ways to...) and write a detailed post breaking down just one of your top points.



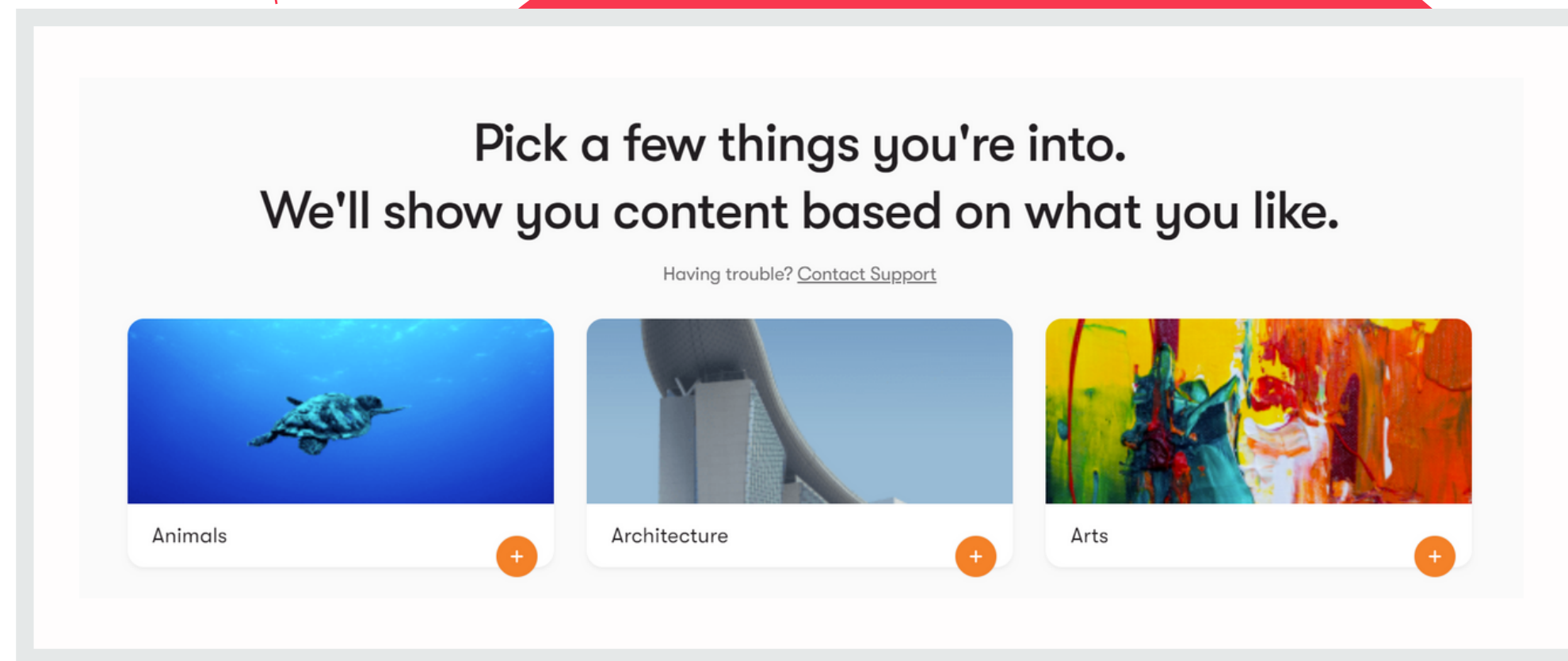
23

Visit [Yahoo Answers](#) to find questions you can answer on your blog.



24

Go to [Mix.com](https://mix.com) and snag some great ideas.



25

Compile current blog posts into a resource list: For instance, on my blog I might create a post called Top 35 Business Tools for Today's Entrepreneur, and include links to my most popular Facebook marketing posts.

Top 35 Business Tools for Today's Entrepreneur



You know I LOVE me some good business tools! Using the right tools can make all the difference in your small business. They can save you time, make you more effective, and free you up to focus on the parts of your business you actually enjoy. The following are 35 top small business tools I

[READ MORE](#)

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Ask a fellow business or website owner for ideas!

27

Find top hashtags in your niche using a tool like [Hashtagify.me](https://hashtagify.me).

 **HASHTAGIFY**
Find, Analyse, Amplify

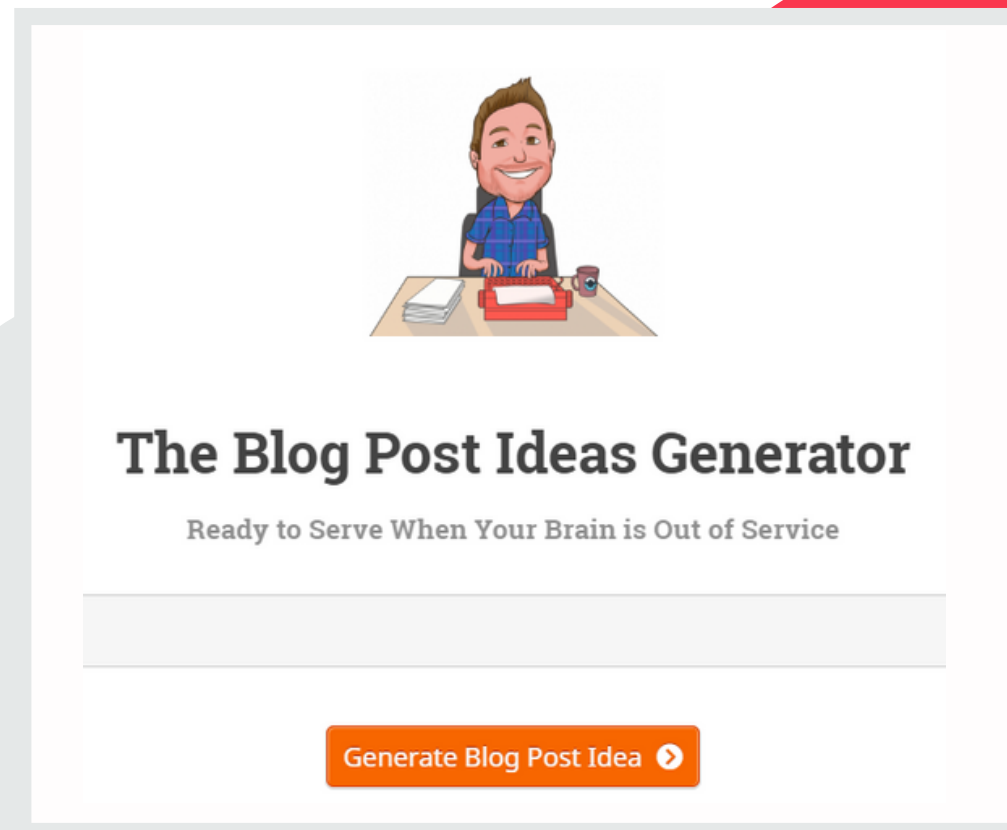
Find

Popular

My Hashtags

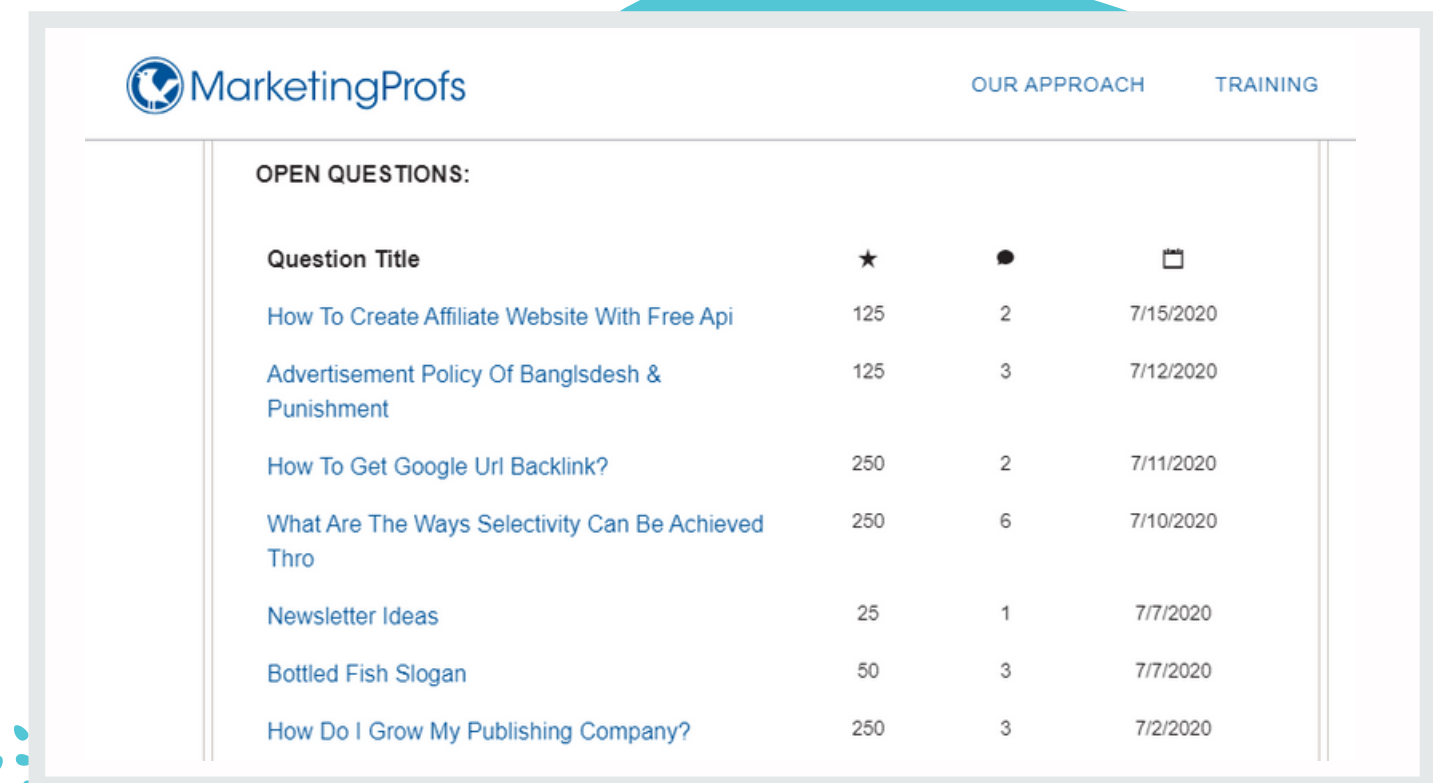
28

Use [The Blog Post Ideas Generator](#) from Build Your Own Blog.



29

Visit an industry forum and read through comments and questions.

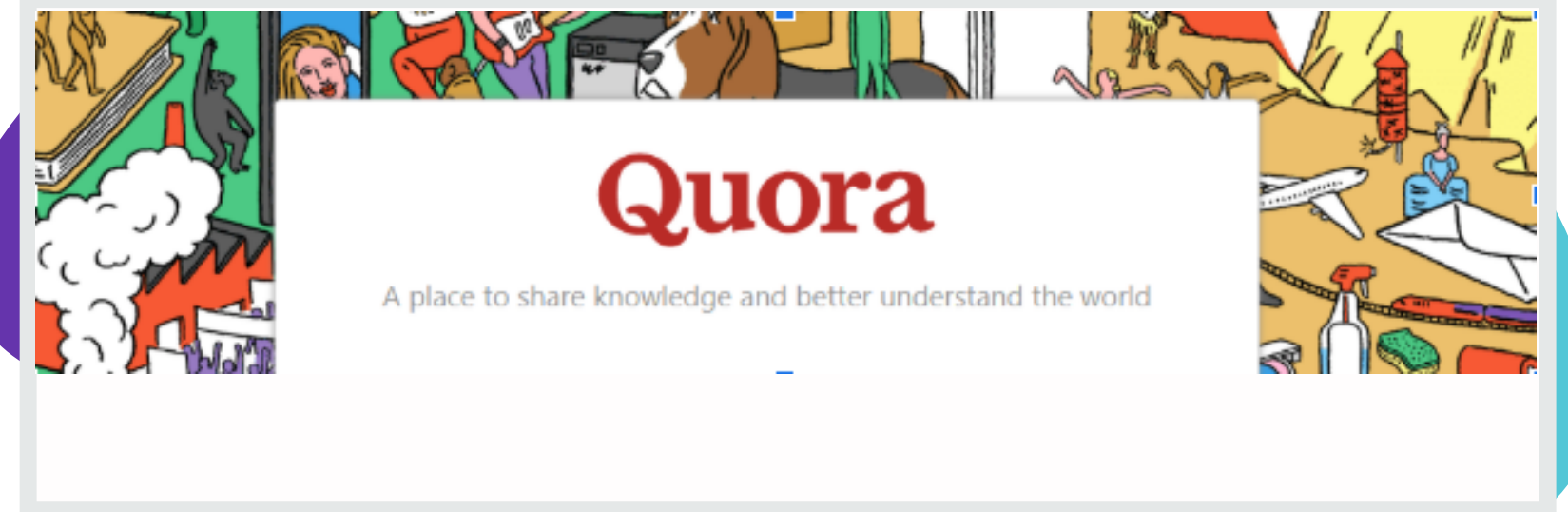


30

Look through your
offline marketing
materials for
content ideas

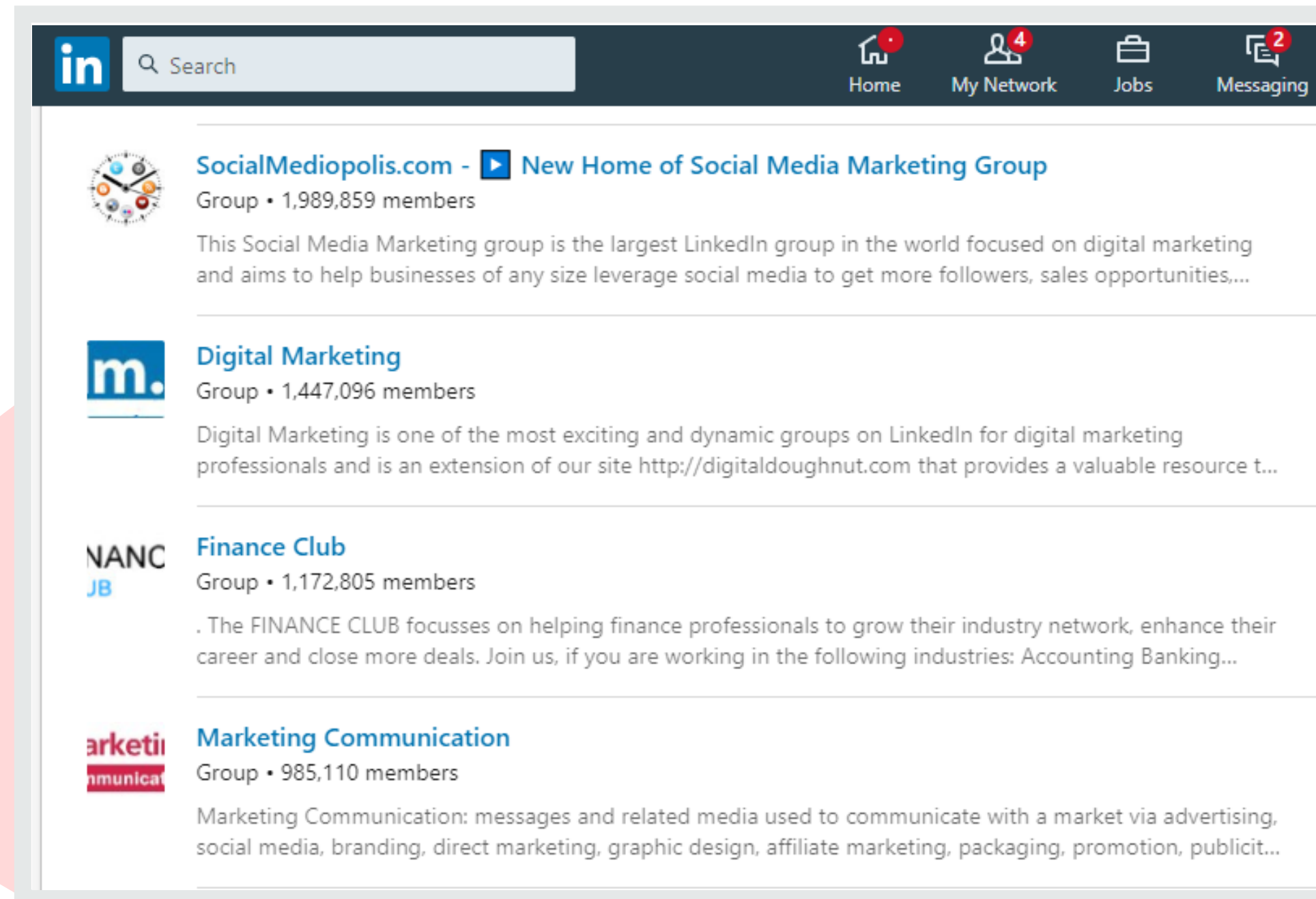
31

Visit [Quora](https://www.quora.com) to find questions you can answer.



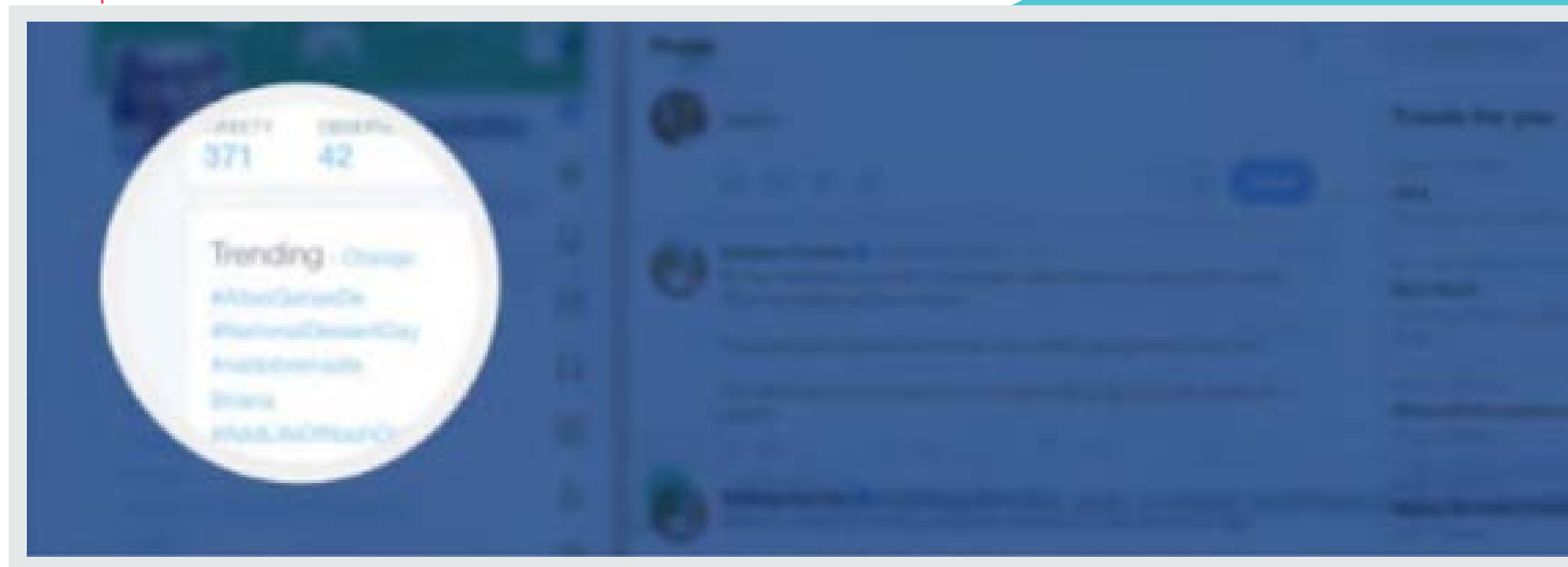
32

Visit a LinkedIn group to find out what people in your industry are talking about.



33

Check out the trending topics in your Twitter sidebar.

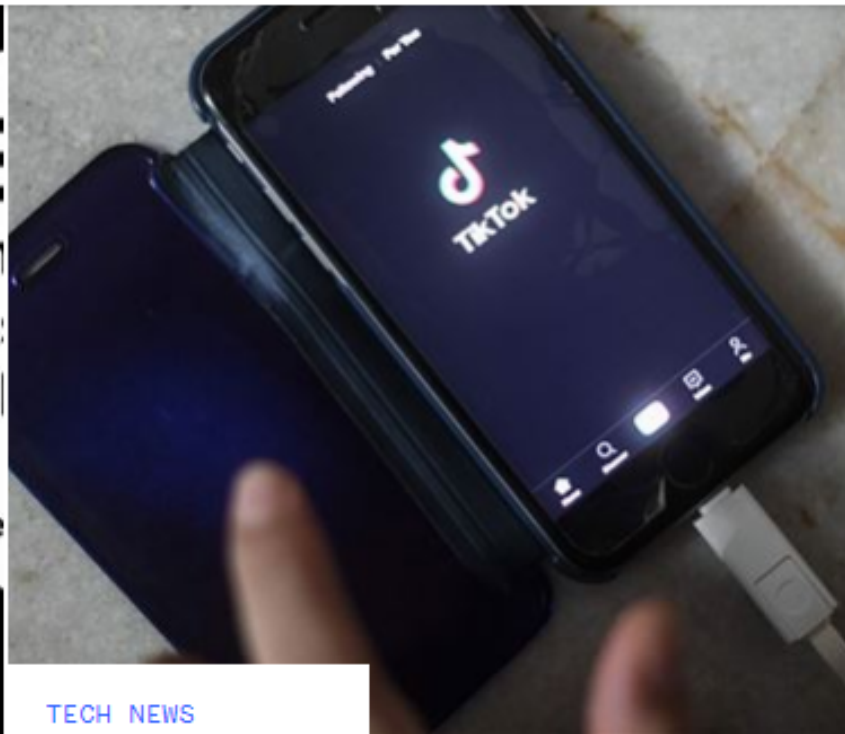


34

See what's happening the news: Write about a current news story as it relates to your niche.



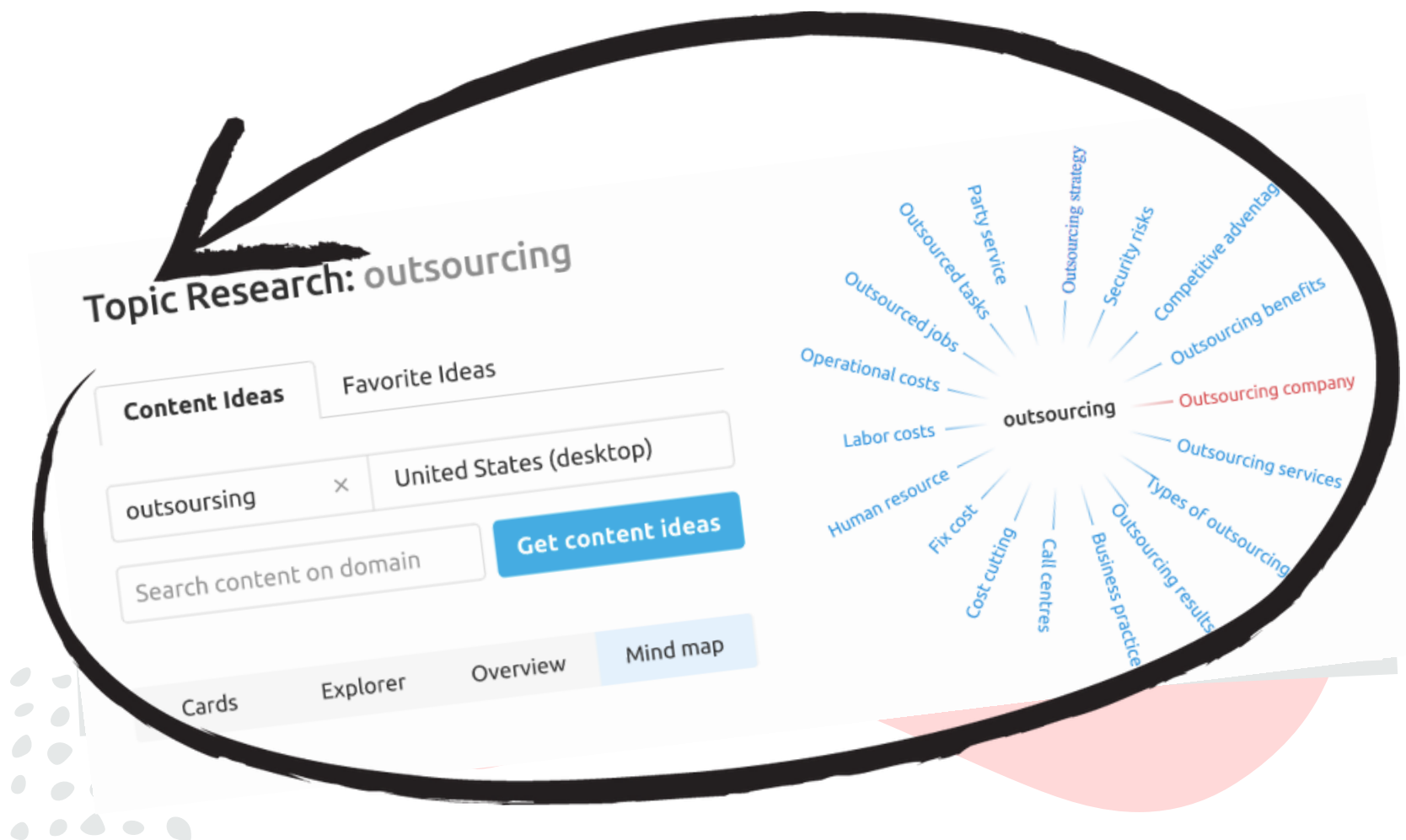
Obama, Biden, Elon Musk, Jeff Bezos targeted in massive Twitter hack



Amazon clarifies it isn't asking workers to delete TikTok, but Wells Fargo says it is

35

Visit [Semrush Topic Research](#) to find questions that will trigger content ideas.



37

Take a brisk walk and see what ideas come to mind!



37



Kim Garst ✓

1h · 🌐

Look through your Facebook newsfeed to see which topics are consistently popping up in your feed

👍 Like 💬 Comment ➦ Share

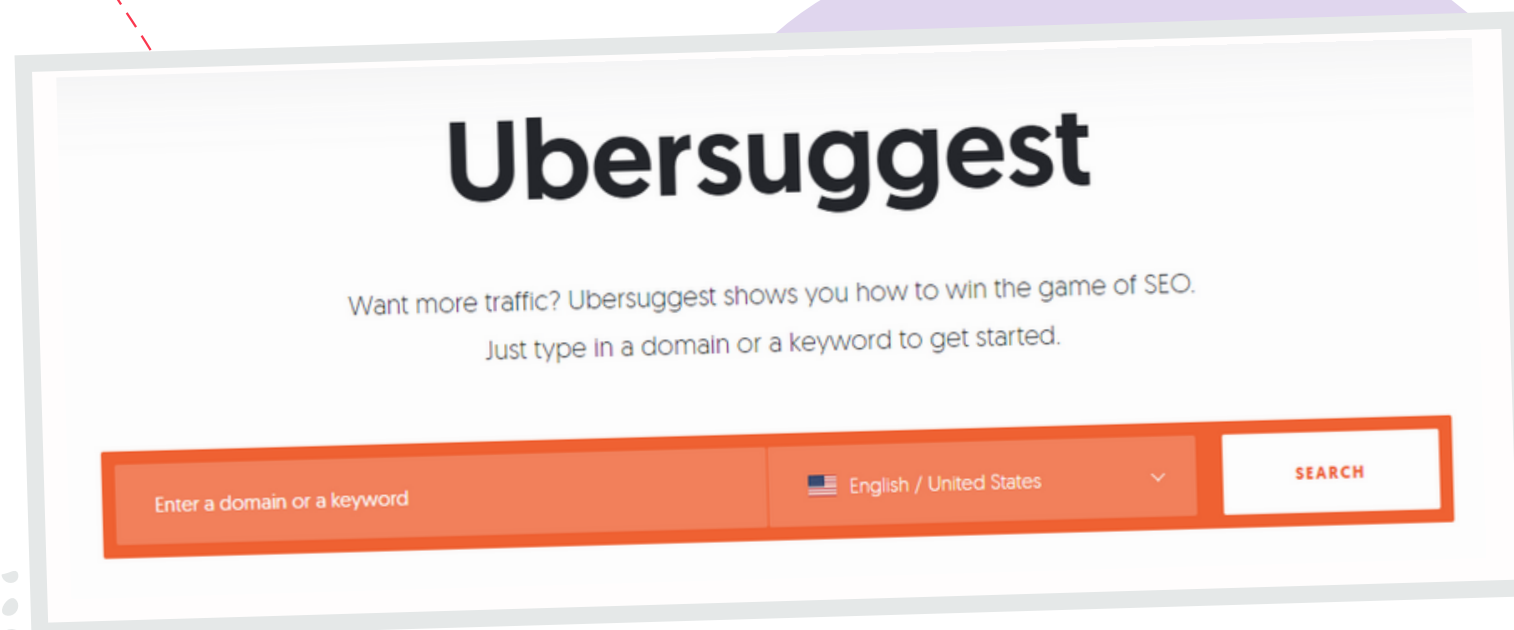
38

Spend 10 uninterrupted minutes with a pen and paper brainstorming possible content ideas.



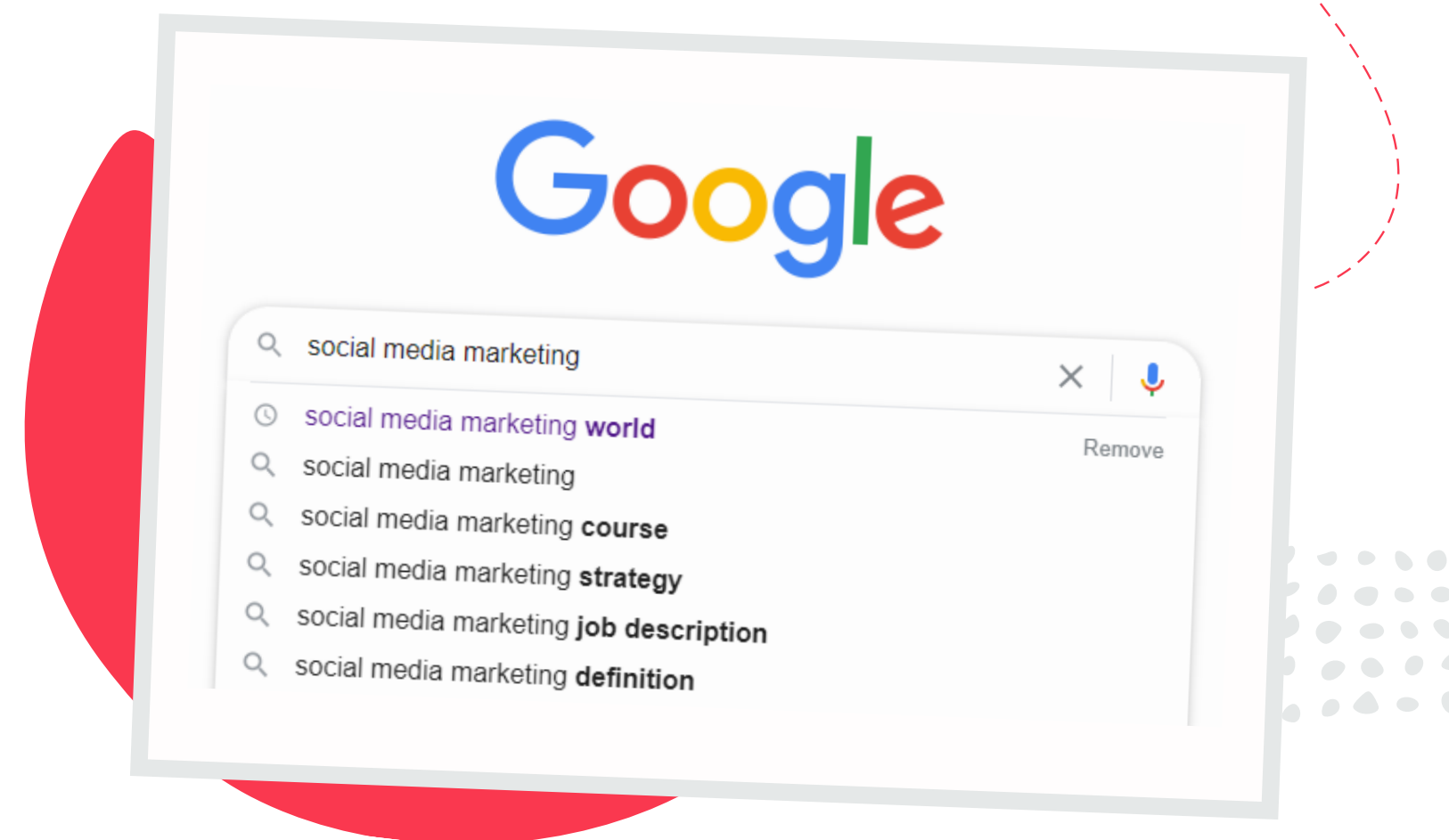
39

Use Ubersuggest to find keywords suggestions and variations based on a particular topic.



40

Use Google auto-complete to find popular content ideas.



41

Attempt to answer a question that you've always wanted to know the answer to!

Q. What's my next post about?

A. Answer a question that you've always wanted to know the answer to!

42

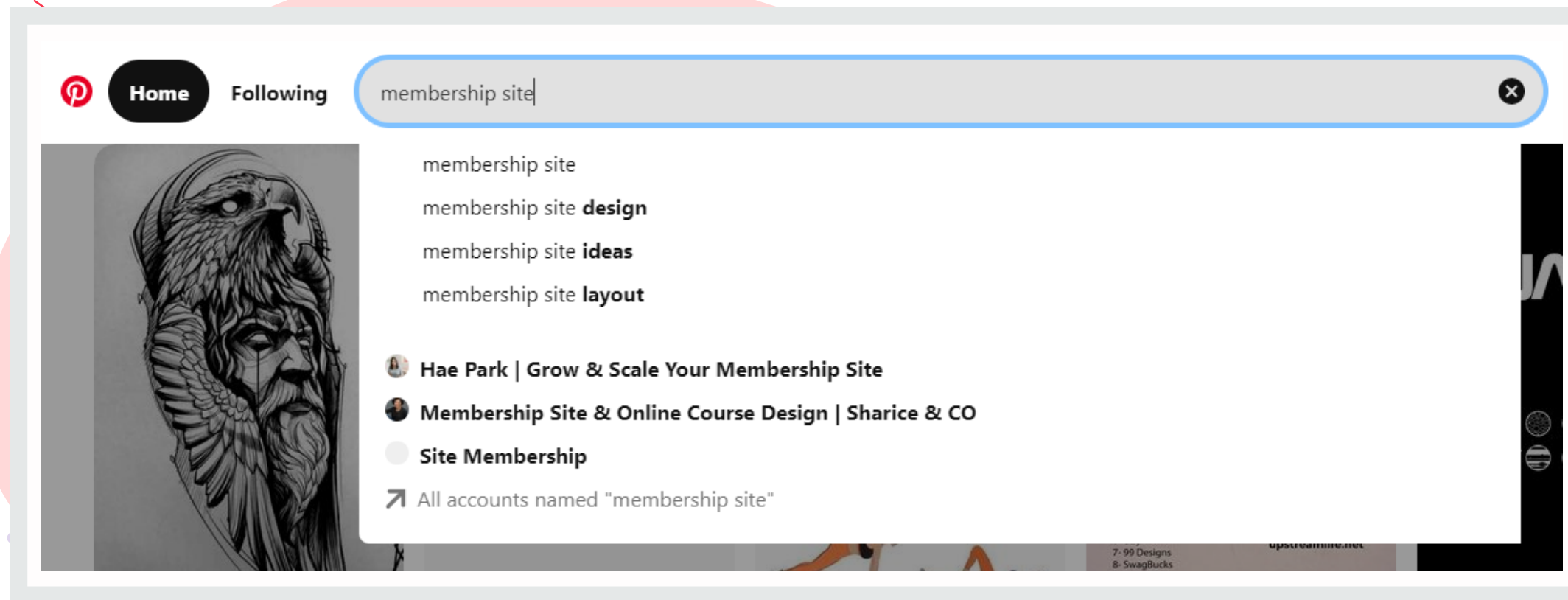
Visit a competing blog and look for a list of their most popular posts (you can often find such a list in the sidebar). Use this as a starting point for your own post.

Most popular

1. [Content Marketing Glossary - 100+ Definitions Explained in Plain English](#)
2. [7 Effortless Ways to Convert Your Blog Posts to Other Formats](#)
3. [Content Repurposing Success Story: Artisan's Road from 200-Views Blog Posts to 13,700-Views SlideShare Presentation](#)
4. [Starting a Company YouTube Channel? Read This Guide](#)
5. [Blogging in English for non-English Speakers](#)

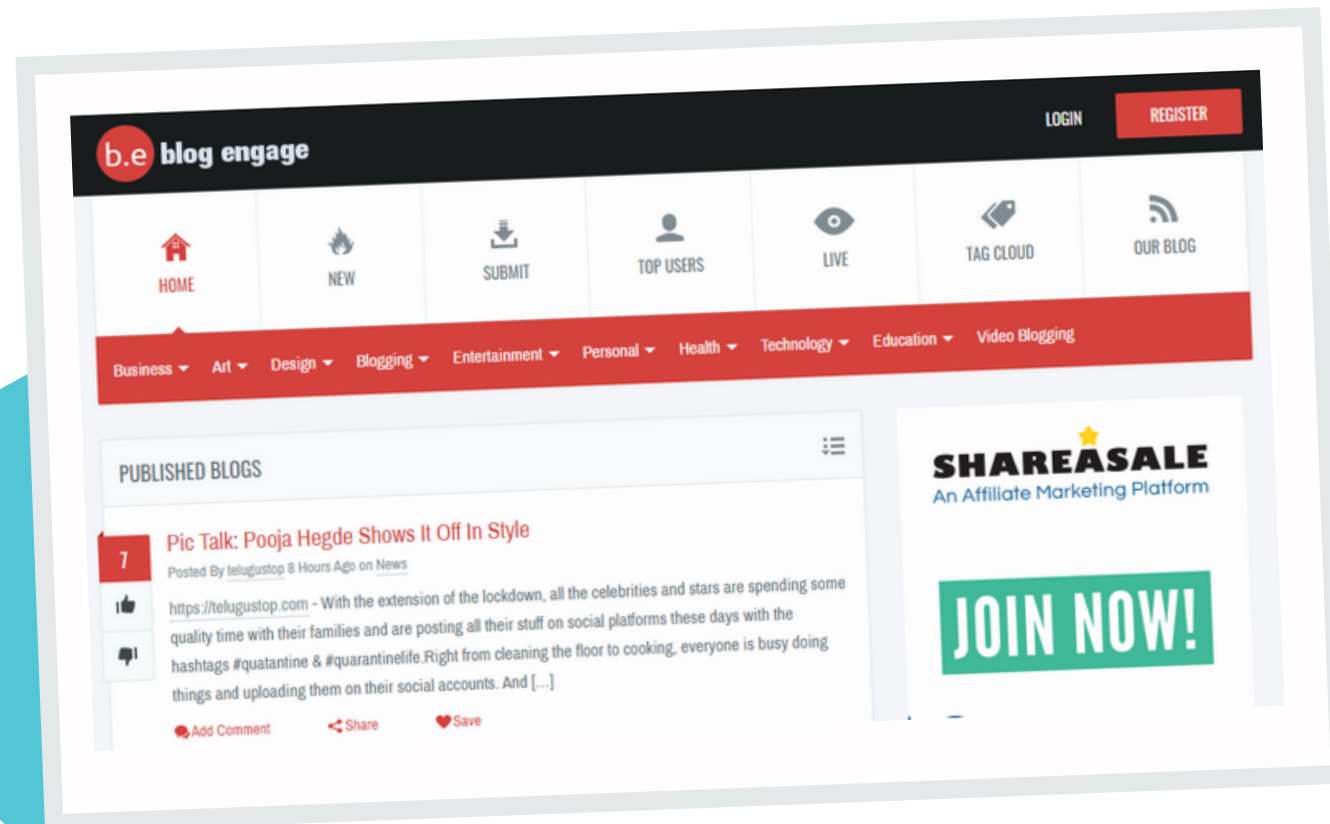
43

Start typing a keyword into Pinterest's search box to find popular searches (it will automatically populate the search box with the most popular searches starting with the letters you type in).



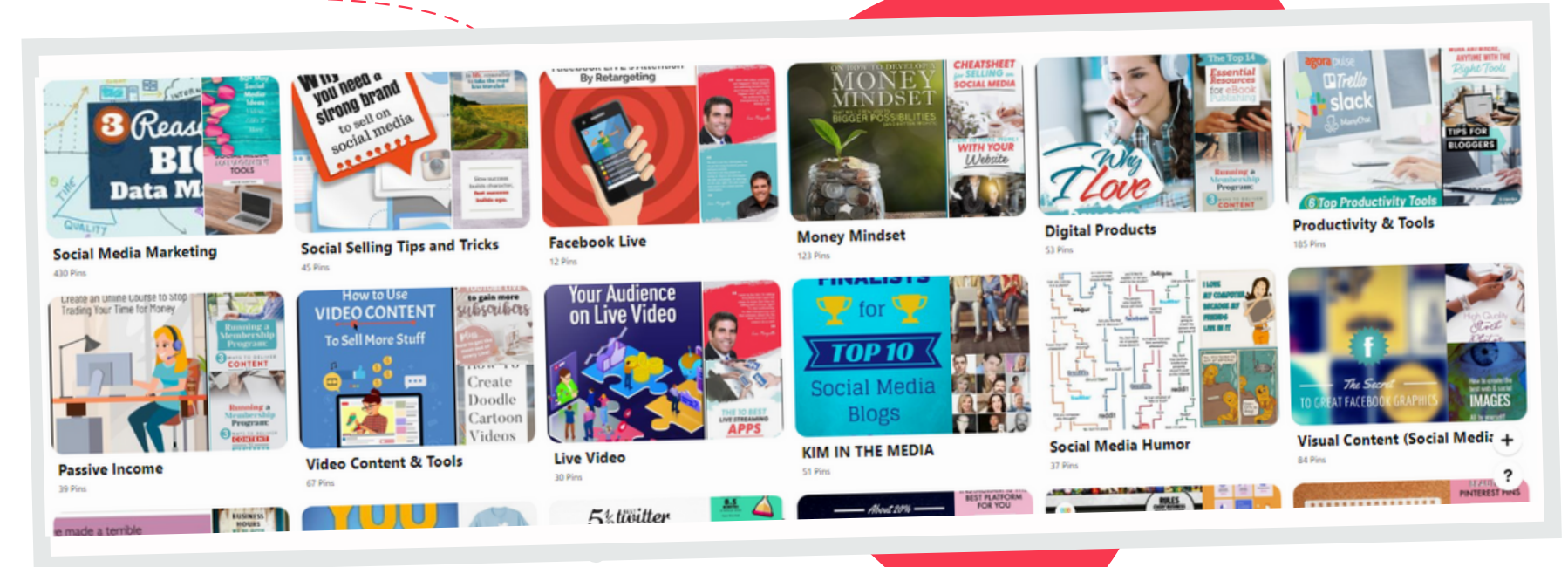
44

Visit [Blog Engage](#) to find popular topics that bloggers in your niche are writing about.



45

Browse through Pinterest to find popular images that inspire your own content ideas.



46

Scour your social media accounts and blog comments and compile a list of FAQ's you can answer in a blog post.



47

Leaf through an industry magazine to see what inspires you.



48

Ask your social media
moderators for
content ideas based
on what they see
every single day



49

Use a plugin like [CommentLuv](#) on your WordPress site to see what your commenters have been blogging about.

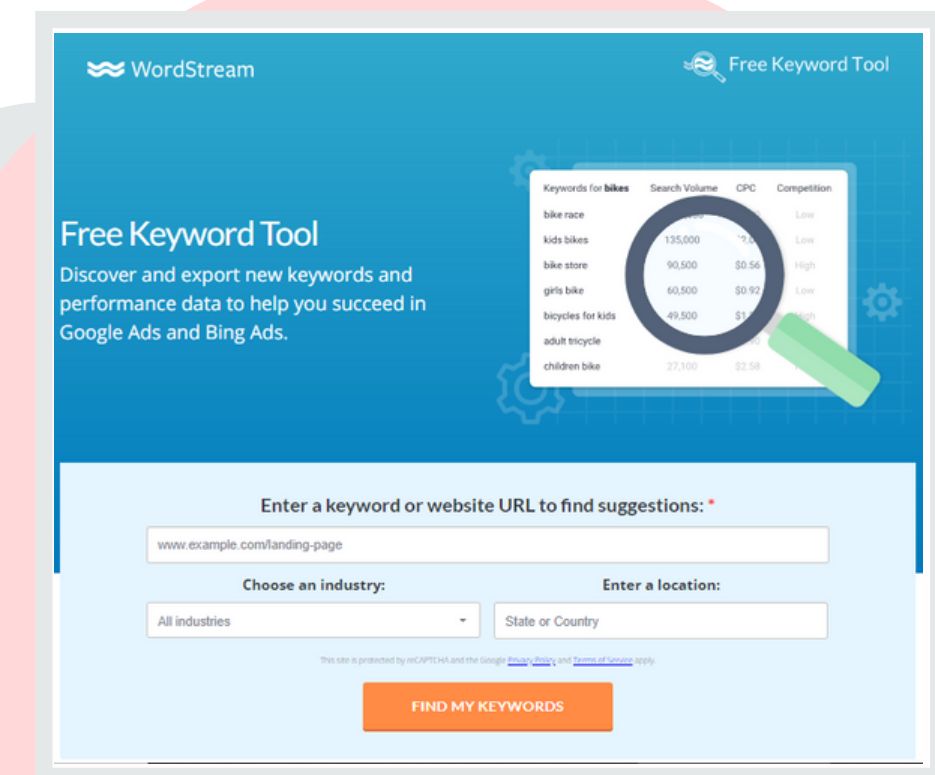


Monetise your blog
Incentivise your comments



50

Use WordStream's [Free Keyword Niche Finder](#) tool to find popular subtopics based on a general keyword search.



Never be without ideas again!