

25 types of content that make your blog irresistible



By [Amanda Patterson](#)

4 Nov 2015

If you run a business in the 21st century, you will have to venture [online](#). In order to run a successful business, you will have to get people to notice you and your brand with a strong social media presence. But before you even think about that, you need to generate content to share via these media. You do this by creating a [blog](#).

Your blog is your headquarters for content. It where you set ground rules, showcase your brand, establish your reputation, share your knowledge, and show your expertise.

Without a blog, it is difficult, if not impossible, to get a return on investment in social media. You have to create a loyal following and you do this with a regularly-updated interesting blog. If you share content from your blog posts that interests your social media fans, they will follow you all the way back to your headquarters.

And when they do, make sure it is worth their while.

How do you do this?

Make your content matter. People love blogs that provide specific, well-written, entertaining information that they can use. Most of us follow a link because we want to find ways to accomplish a goal, fix a problem, or be entertained.

Your blog should be more than just a pretty place that offers moderately interesting chitchat. To make it fabulous, it should be a worthwhile place that welcomes, nourishes, and serves people. If you provide content that does this, your guests will want to come back for more and you will find out how [creating content leads to sales](#).

We have provided ideas for content in previous posts, but we wanted to share this useful [image](#) with you.

1 HELPFUL CONTENT useful info, presentations, slides, tricks, hacks, "how to"	2 QUOTES your "quotables" and relevant quotes from other sources	3 IMAGES pictures of you, your products, your clients, promotions, etc.	4 ENCOURAGEMENT quick thoughts that will help your ideal readers and audience	5 INCENTIVE CONTENT content that presents a clear benefit to readers
6 QUICK TIPS short thoughts to help your audience with important goals + small concerns	7 SHAREABLE TIPS like quick tips, but items that feel more like secret "hacks"	8 BLOG POST PROMOTION spreading awareness of current and past posts	9 EVENTS virtual and physical events, challenges, contests, or conferences	10 TIME-SENSITIVE OFFERS limited time sales, registration for events, etc.
11 PERSONALITY humor, sharing life's moments, just for fun info + content that shows you care	12 PROMO OF NON-BLOG CONTENT Q+As, videos, or other non-blog content	13 CALLS TO ACTION asking for some type of action you want your audience to take	14 BUSINESS UPDATES tidbits of interest about your business or about you as the blog/business owner	15 LONGER INFORMATIVE POSTS content in between quick social posts and blog posts
16 LONGER THOUGHTS inspiration that is a good fit for readers but not your blog	17 INTERACTIVE CONTENT items that require a response or submission	18 APPEALING VISUALS stunning flyers, graphics, or infographics	19 PROMOS + GIVEAWAYS any specials or promotions that will excite your audience or gain new readers	20 REPUTATION CONTENT interviews, facts, media coverage, or authoritative pieces that help build rep
21 RESPONSES + CONVOS your public replies to others are their own form of content	22 SERVICES + SHOWCASING showing off and displaying your products and services	23 FEEDBACK + IDEA GENERATION asking others for feedback or content ideas	24 SHARING OTHER PEOPLE'S CONTENT valuable posts and social media content from others	25 COMMUNITY-BUILDING CONTENT photo contests, challenges, groups, #hashtags, etc.

The 25 Types of Content to Share on Social Media from **BYREGINA.COM**

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Remember that the content you create has to be true to your brand while it entertains your customer. You should be a good writer if you want to blog regularly. The great news is that writing is not an art, it is a craft, and like all crafts it is something you can learn to do. Taking a [creative writing course](#) inspires confidence in most people who want to blog, so it may be a good place to start.

If you want to learn how to blog and write for social media, join us for [The Social Brand](#), our social media workshop.

ABOUT AMANDA PATTERSON

Amanda is the founder of Writers Write. She creates business and creative writing courses. She has a social media following of more than 300 000 fans.

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