



# 10 Ways to Generate New Content Ideas

**Even the most prolific content marketers run out of ideas now and then.** When the idea well runs dry and you're faced with an empty editorial calendar, here are 10 things you can do to get unstuck and load up that content queue again.

*Need new content ideas?  
Try these 10 tips to get the  
creative juices flowing.*

## 1. Repurpose something you've done before.

- ➔ Use subject matter from an existing blog post and turn it into a video, infographic, or eBook.

## 2. Listen on social media.

- ➔ Look at what your audience is saying on your social media channels or tap into trending topics via industry sources. Questions or trends can become new content.

## 3. Create crowdsourced content.

- ➔ Email industry friends and colleagues a thought-provoking question and create a blog post from their responses.

## 4. Hold a brainstorming meeting.

- ➔ Put your colleagues in a conference room, serve snacks, and keep it short.
- ➔ Follow these [editorial brainstorming rules](#) so everyone stays happy, and you leave content rich.

## 5. Make a prediction.

- ➔ You don't always have to be right, but as long as you are interesting, you will generate buzz and engage your audience.

## 6. Talk to your sales people.

- ➔ Find out what your customers or prospects are asking, and answer those questions in your content.
- ➔ Create blog posts out of each question, then turn them into videos or collect them into an eBook.
- ➔ If appropriate, create a how-to in SlideShare.

## 7. Check out what your competition is doing.

- ➔ Seeing what your peers are producing will spur some ideas that you can spin off.
- ➔ Borrow the really good ideas (*but don't steal content, of course*).

## 8. Recap an event.

- ➔ Use notes from a tradeshow, webinar, or panel presentation, as well as tweets or other already-posted material to create new content.
- ➔ Make sure to attribute what you include to its rightful author.

## 9. Interview an expert.

- ➔ Email a few questions to an expert in your field and turn the answers into a post.
- ➔ Or, set up an in-person interview—and take the opportunity to introduce yourself and your company's expertise while you're there.

## 10. Be newsy.

- ➔ Pay attention to what's trending in your industry.
- ➔ Turn a timely issue into commentary—and content.
- ➔ Tell readers why the issue is important, how the news affects them, and what they should do about it.

**Feel like you've said everything there is to say? Dig a little deeper and try some of these ideas.**

Checklist derived from the original blog post on Marketing Trenches, "10 Ways to Generate New Content Ideas."