

# 25 CONTENT IDEAS

for Newsletters, Emails + Social Media

- 1) Team Member Spotlight (Ask 10 random questions/facts)
- 2) Company milestone
- 3) Contest winner
- 4) Customer success story
- 5) Recipe from an team member
- 6) Seasonal tips and tricks for next season prep
- 7) Community Highlight
- 8) Highlight a unique hobby about someone from your team
- 9) Safety tips relevant to your industry
- 10) Photos and articles of your team in the community
- 11) Coupons specific to the newsletter/email/social media recipients
- 12) Industry changes that would effect the consumer
- 13) Money savings tips
- 14) Fun activities (i.e. crosswords, find Santa's hat)
- 15) Letter from the owner
- 16) Meet the Team (i.e. call center team)
- 17) Community calendar
- 18) Upcoming holiday secrets
- 19) Why efficiency, sear ratings, and scoring matters
- 20) Brand story/history
- 21) Industry specific jokes
- 22) Word of the season
- 23) Focus on IAQ
- 24) Quarterly Offer
- 25) Weather forecast/almanac predictions