ClearVoice
a fiverr company.

Top Blog Formats to Increase Engagement: Ideation Guide

Easily identify 70 potential blog topics for your content marketing. Elevate your brand, increase your audience engagement, and foster brand trust.

Generating blog or content ideas doesn't have to stop you in your tracks! Sure, it may seem that ideation is more of an art than a science, but once you have a strong approach, you'll find yourself generating ideas of what to write quickly and with ease.

We promise! And, we should know.

At ClearVoice, we ideate tens of thousands of ideas for our customers every year in industries ranging from cybersecurity and healthcare to beauty and travel.

Take some time to explore the top blog formats to increase engagement and then ideate five topics for each format. If you want to refresh your knowledge of the blog formats, click here to read **The Definitive Guide to Blog Formats That Increase Engagement.**

Remember to have fun and don't overthink it. Let your creativity and expertise lead the way. That's the secret to ideation.

Let's dive in!

Pro Tip: Set a timer of 25 minutes and see how many ideas you can come up with in that time.

Blog Format: The *"How do I do this?"* Post

Why use it: Great for SEO.

- ✓ Stand out by looking at similar blogs and making yours more helpful.
- ✓ Use it when you want to teach your audience about something.

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"How do I do this?" Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"How do I do this?" Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"How do I do this?" Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"How do I do this?" Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"How do I do this?" Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *"What is it all about?"* Post

Why use it: Great for introducing readers to new topics.

- ✓ Stand out by providing a unique perspective compared to others in the field.
- ✓ Use it when you want to explain something new or complex about your industry or expertise.

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"What is it all about?" Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"What is it all about?" Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"What is it all about?" Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"What is it all about?" Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"What is it all about?" Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *"Why you should care?"* Post

Why use it: To provide your perspective on a topic and how it differentiates you.

- ✓ Stand out by providing content that aligns with what your audience is searching for.
- ✓ Use it when you want to show how you do things or think differently, or to inspire.

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"Why you should care?" Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"Why you should care?" Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"Why you should care?" Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"Why you should care?" Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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"Why you should care?" Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *List* Post

Why use it: Provides helpful, concise information.

- ✓ Stand out by providing value and high-quality content over clickbait.
- ✓ Use it when you want to produce an easy-to-read post with multiple ideas.

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List Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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List Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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List Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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List Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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List Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Curated* Post

Why use it: Perfect for when you're short on ideas.

- Stand out by curating quality content that will interest your audience.
- Use it when there are gaps in your content calendar that need to be filled.

Want a Digital Template for Your Ideation?

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Curated Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Curated Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Curated Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Curated Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Curated Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Q&A* Post

Why use it: Shows your audience you're paying attention to what they're asking.

- ✓ Stand out by gathering questions from a variety of channels (even those Twitter DMs).
- ✓ Use it when you want to answer questions you get over and over.

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Q&A Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Q&A Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Q&A Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Q&A Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Q&A Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Comparison* Post

Why use it: Helps audience with buying decisions.

- ✓ Stand out by providing helpful details as well as your overall perspective.
- ✓ Use it when you want to help potential buyers understand the best choice for them.

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Comparison Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Comparison Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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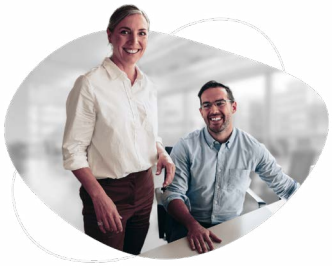

Comparison Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Comparison Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Comparison Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Newsworthy Feature* Post

Why use it: To show another side of your brand.

- ✓ Stand out by being thoroughly researched and using third-party quotes.
- ✓ Use it when you want to comment on recent news relevant to your audience.

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Newsworthy Feature Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Newsworthy Feature Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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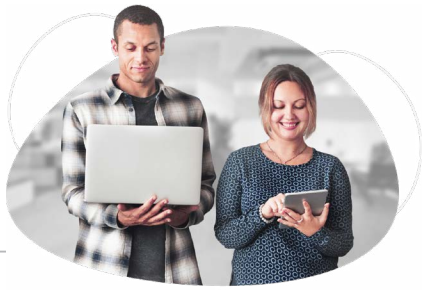

Newsworthy Feature Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Newsworthy Feature Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Newsworthy Feature Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Just-for-fun* Post

Why use it: To be more personal and fun.

- ✓ Stand out by using humor and storytelling that will resonate with your audience.
- ✓ Use it when you feel burned out and want to show something new and engaging.

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Just-for-fun Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Just-for-fun Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Just-for-fun Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Just-for-fun Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Just-for-fun Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Interview* Post

Why use it: To reach a bigger audience.

- Stand out by partnering with an expert that has more reach than you.
- Use it when you want to offer a perspective that complements your offering.

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Interview Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Interview Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Interview Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Interview Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Interview Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Infographic Breakdown* Post

Why use it: Highly sharable.

- ✓ Stand out by ensuring you have quality visuals that pop.
- ✓ Use it when you have a lot of data to present and need a crisp, visual approach.

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Infographic Breakdown Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Infographic Breakdown Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Infographic Breakdown Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Infographic Breakdown Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Infographic Breakdown Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Newsjacking* Post

Why use it: To build brand credibility.

- Stand out by being among the first to post or by waiting but posting in-depth analysis.
- Use it when your knowledge would provide valuable context to the news story.

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Newsjacking Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Newsjacking Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Newsjacking Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Newsjacking Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Newsjacking Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Slideshare* Post

Why use it: Also highly sharable.

- Stand out by crafting the data and other content into a step-by-step experience.
- Use it when you have a lot of data to showcase and need to make it less complex.

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Slideshare Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Slideshare Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Slideshare Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Slideshare Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Slideshare Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Blog Format: The *Thought Leadership* Post

Why use it: Builds trust with your audience.

- ✓ Stand out by narrowing your focus of expertise as you're crafting the post.
- ✓ Use it when you want to show expertise and offer a clear perspective on a topic or trend.

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Thought Leadership Blog Post Idea #1

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Thought Leadership Blog Post Idea #2

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Thought Leadership Blog Post Idea #3

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Thought Leadership Blog Post Idea #4

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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Thought Leadership Blog Post Idea #5

Working Title: _____

Short Overview (1-2 sentences on what the blog will be about):

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Examples (links to similar pieces online):

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You did it!

Congratulations! You now have 70 blog Ideas that will elevate your brand, engage your audience, and increase your leads and sales. Ready to share these ideas with your team? **Click here** to access our Digital Ideation Template.

Now it's time to produce these content ideas for your marketing channels and ClearVoice can help!

Easily scale your content marketing program with managed content services from ClearVoice. We work with you to create and deliver your content so you can focus on what matters most: **your brand.**

Email Us: sales@clearvoice.com

ClearVoice
a fiverr company.

Better content. It's what we do.