10 Proven Content Ideation Techniques Expert Marketers Use

Content ideation is the process of creating content themes and topics to help you achieve your content marketing goals. Done right, you'll uncover content ideas that will resonate with your readers and generate loads of engagements, sign-ups, and conversions.

Why do you need to ideate content?

✓ Content ideation helps you develop topics that align with your marketing goals.

✓ Content ideation optimizes the content creation process by preventing you from spending time, money, and workforce on creating the wrong content.

✓ Content ideation increases your knowledge about the industry over time, enabling you to craft expert-level content with original ideas.

If you struggle to ideate content marketing topics, try any (or all) of the strategies below. These content ideation techniques are useful in any industry and for companies of all sizes.

Tip: *Prepare a spreadsheet to collect all the amazing content ideas you come up with. Group related topics together and sort them according to priority.*
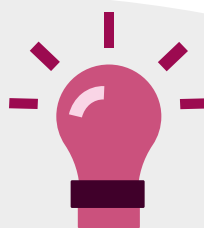
1. Brainstorming

Benefits:

→ Get diversified content ideas
→ Keeps your content messaging on-brand and consistent

To Get Started:

1. Round up appropriate stakeholders from your marketing, sales, customer success, and product teams.
2. Set a timer for the session. Anywhere between 20–60 minutes is good.
3. Record the session for later review.
4. Give every participant time to contribute their ideas uninterrupted then follow-up with a few minutes of questions from others.
5. Capture all of the ideas in a shared document for further expansion.

Brainstorming Session:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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2. Research

Benefits:

→ Identifies engaging content ideas based on data
→ Generates content ideas surrounding data and research to inform your audience

To Get Started:

1. Research 5 broad keywords about your niche.
2. Select the option to view more keyword suggestions.
3. Convert those keywords and questions into content titles.

Content Research:

Content Idea #1

Working Title: _____

Marketing goals:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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3. Sales Funnel Data

Benefits:

→ Helps drive the potential customer into the sales funnel
→ Tailors the content consumption experience to your audience's needs

To Get Started:

1. Collaborate with your marketing and sales teams to obtain sales funnel data.
2. Identify your top-performing content pieces.
3. Model new ideas based on your winning content's format, topic, and tone.

Sales Funnel Data:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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4. Tips and Tricks

Benefits:

→ Easily research tips and tricks through existing content
→ Maximizes the value of your website's content

To Get Started:

1. List your top "how-to" guides and other learning resources.
2. Comb through each step and develop tips that would benefit your audience.
3. Compile those lists into working titles (i.e., Top **#** Tips for **XYZ**)

Tips and Tricks:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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5. News and Trends

Benefits:

→ Builds your reputation as an information source
→ Earns real-time traffic by covering the latest news and trends

To Get Started:

1. Visit news websites in your industry and look for posts in the last 24 hours.
2. Use Google Trends to look for ideas.

News and Trends:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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6. Take a Stand

Benefits:

→ Lets your audience know you're aware of issues that may affect them
→ Shows your support and wins your target audience's trust

To Get Started:

1. Check news and social media sites for the top topics in your industry.
2. Identify causes worth supporting (choose movements that align with your brand).
3. Form an opinion around worldwide events affecting your audience.

Taking a Stand:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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7. Look For Gaps

Benefits:

→ Be the first to serve high-demand content
→ Prevents readers from bouncing to a competitor for the information they need

To Get Started:

1. Review the comments and feedback on your existing owned channels.
2. Review the content your competitors are creating.

   Optional: Use Ahrefs's Content Gap tool to find content your competitors have but you don't.

Look For Gaps:

Content Idea #1

Working Title: _____

Marketing goals:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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8. Find Customer Benefits

Benefits:

→ Emphasizes the importance of your products to generate more customers
→ Helps customers understand how your products benefit them in other aspects of their life

To Get Started:

1. Identify the key features of your product or service.
2. Find ways these features indirectly affect your customers (convenient, user-friendly, etc.).
3. Build listicle ideas that talk about these benefits.
   Optional: Develop a case study that further explores these benefits.

Find Customer Benefits:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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9. Develop Personas

Benefits:

→ Fine-tunes your writing style and maximizes reader engagement
→ Uncovers topics that are relevant to your target audience's daily challenges

To Get Started:

1. Use the free Make My Persona tool from [HubSpot](#).
2. Answer the questions and then review your persona.
3. Identify the daily challenges your persona's face.
4. Come up with title ideas that specifically target them (i.e., Top **#** Tools for Beginners/Developers/Bloggers).

Develop Personas:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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Description:

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10. Know Your Audience

Benefits:

→ Addresses concerns may not appear in search engines
→ Improves the accuracy of your audience personas

To Get Started:

1. Build official brand profiles on social media.
2. Join relevant groups in your niche.
3. Use the built-in search tool to find posts about your industry.
4. Engage in the conversations or forums.

   Optional: Run a survey, poll, or Q&A session to understand what your audience wants to learn.

Know Your Audience:

Content Idea #1

Working Title: _____

Marketing goals:

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Description:

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Content Idea #2

Working Title: _____

Marketing goals:

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Content Idea #3

Working Title: _____

Marketing goals:

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Content Idea #4

Working Title: _____

Marketing goals:

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Content Idea #5

Working Title: _____

Marketing goals:

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You did it!
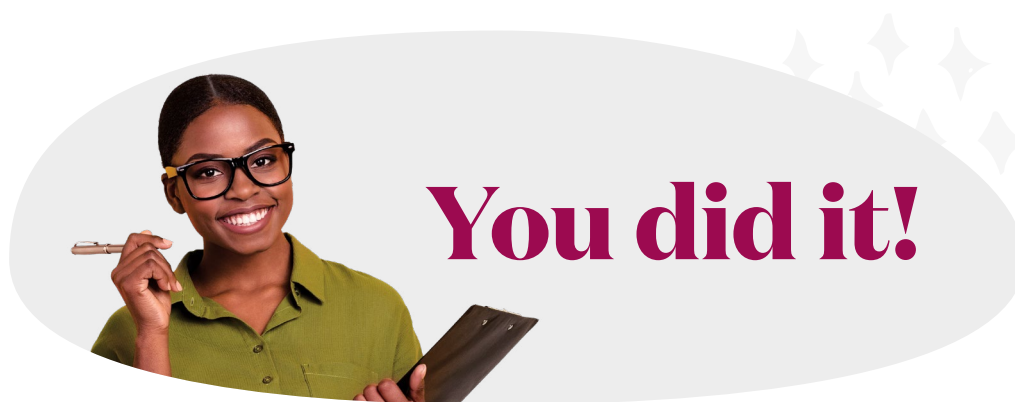
Congratulations!

You should now have a catalog of winning content ideas to supercharge your marketing's success for weeks.

Your next challenge is to turn these ideas into top-quality content pieces ussing our Ultimate Guide to Content Creation.

Do you need to accelerate your content production?

If production is something you need to improve, ClearVoice is here to do the heavy-lifting when it comes to content so you can focus on what matters most: **your customers and your brand.**

Talk to a Content Specialist: **sales@clearvoice.com**