



180 POST IDEAS TO START CONVERSATIONS

Confused and frustrated with Social Media Marketing?

oh c'mon!

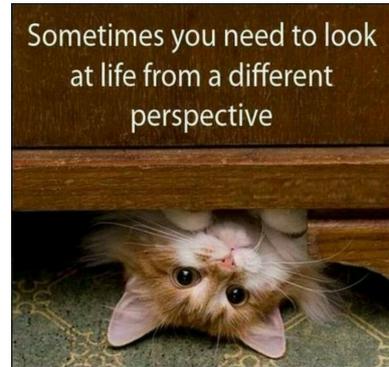
WE CAN HELP!

 Socially engaged



Asking targeted questions or producing thought provoking content is a great way to connect with your community, keep it short, simple, fun, creative, and emotionally impacting, ensuring you are connecting on the pain points of your industry.

Creating a BUCKET LIST of content is a great way to start. Come up with 3-5 content categories, create content based on your categories then turn them into a post. Place the enticing message on your chosen image upload to your social network, website or schedule the content in advance on your planning calendar, include a posing question or thought in the comments section ending with something like, I'd like to know what you think in the comments below. Keep it short.



Bucket List Example:

- Content #1: Informational/Transformational**
 Categories: Benefits, how to's, ask a question, true or false, fill in the blank, thought provoking, video
 Go to Sources: How to (content), Flipboard, Infographics, influencers, My Bookmarks, My Documents & Tips Folder
- Content #2: Inspirational/Quotes**
 Categories: From industry leaders/influencers, fun, seasonal, motivational, informational
 Go to Sources: Marketing documents, researched and shared
- Content #3: Pain Points**
 Categories: Time, struggle with, interaction, business benefits
 Go to Sources: Sensis, Forbes, Facebook, LinkedIn, Customers
- Content #4: Technology/Trends**
 Categories: Focus on client's industry news, system tools, platforms, Technology, major changes
 Go to Sources: Business Insider, Sensis, Brand Watch, Tech Crunch, Forbes, Insights
- Content #5: Personal Interest/Services**
 Categories: Customer success stories, favourite product feature, productivity tips, skills, strategy ideas, tips/wisdom, FAQ, specials, experiences, why you love what you do, photos/fun, milestones, tell a story, business practices/qualities
 Go to Sources: Content Ideas, things you have Bookmarks, Documents & Tips you have saved.

Download the content calendar template to guide you in brainstorming content and filling in your bucket list of ideas. You may also like to download the eBook 'The Ultimate Guide: A Social Media Strategy That Actually Works!' for more inspiration.



180 Conversation Ideas

All the following ideas can be changed to suite your industry, needs and niche.

KEYWORD TARGETTING

1. What is your biggest pet peeve about [keyword]? [Provide a solution or use responses to create another post as pain point then include a click to your website for a solution].
2. What is your biggest challenge around [keyword]?
3. If you could change one thing about [keyword] what would it be?
4. What is your favourite thing about [keyword]?
5. What is your favourite book about [keyword]?

GENERAL CONVERSATIONS AND STARTER QUESTIONS

6. What movie could you watch over and over again?
7. If you could have a super power, what would it be?
8. What is your favourite season?
9. What is your favourite holiday destination?
10. True or False _____
11. When was your last vacation?
12. Apple or PC?
13. The secret to stress free _____
14. Tell me _____
15. Did you know that _____? Well it's in this list, check it out!
16. Which one do you think is most useful?
17. Are you sick of _____? [provide solution]
18. Are you a cat or dog lover?
19. If you could run away for a day and do anything you want, what would you do?
20. What does your perfect pizza look like?
21. Fill in the blanks _____
22. If you had no electricity for 24 hours, what would you do?
23. Why are you using social media in your business?
24. What accomplishment makes you the proudest?
25. What is the number one reason you get up and go to work every day?
26. If someone were just stepping into your industry, what one piece of advice would you give?
27. What business book has inspired you the most?
28. What is your favourite success or inspirational quote?
29. What is the most embarrassing thing that's ever happened to you at a networking event?
30. Are you winter, spring, summer, or autumn person- Why?
31. What three items would you want to have with you if you were stranded on a desert island?
32. What makes you [LOL] laugh out loud?

PROCESS/NICHE

33. When was the last time you [process] eg: eat out?
34. How often do you [process]?
35. Facts or unusual fact about [niche]
36. Top 10 about [niche]

POST IDEAS INDUSTRY – [Example -Real Estate]

37. Cover a celebrity or high dollar home sale in your area.
38. Use census data to give readers a mile-high picture of the council or a neighbourhood.
39. Make a list. Top 10 things to do in Area X when you're retired.
40. Make a list. The 20 most important things to do when staging a home for sale.
41. Make a list. Top 10 ways to get more for your money when buying a home
42. New construction projects, re-development or redistricting
43. Housing prices and market conditions



44. Buyer/Seller resource guides
45. Talk about your local resources. Library, pets, council services
46. Interview with an industry or local big wig
47. Connect with pet owners. Dog friendly parks, vets, shelters, free to good home pets, pet sitters
48. Get a laugh with a humorous post.
49. Create a little fear. 5 Things that will ruin your sale. Are you preventing your home from selling? #Will your open house be a flop?
50. Pen ultimate guides. How to get an offer at an open house. What to do when a seller refuses your offer
51. Write a tutorial. How to qualify for a great mortgage with bad credit. A Real Estate Agent secrets to selling your home for top dollar
52. Gossip a little. There has to be something going on in your town that is gossip worthy.
53. Talk about local sports.
54. Lash out at something. Look for local hot buttons. Are property taxes on the rise? Is a local act that would pass a downtown restoration evicting existing residents?
55. Get the party started. Use entertainment like local gossip, contests, polls, quizzes, restaurant reviews or events to tickle a reader's funny bone, spark participation or commenting.
56. Dispel a myth. Myth: Our new kitchen is a great improvement and will improve our home value. Myth: You can't get home owner's insurance in VIC
57. Tell a secret. The secrets to negotiating like a Real Estate Agent. Secrets of painless OFI's
58. Example marketing establishes that you are a problem solver. Talk about your past experiences and how you have solved the very same problem for other clients.
59. Use a video
60. Talk about builders in your area.
61. Talk about how to select a Real Estate agent or how to get out of a bad Real Estate agent relationship
62. Talk lending. Talk rates, lending, finance, predictions.
63. Talk about your local schools
64. Profile your town, your community, your neighbourhood
65. Architectural tour of the town
66. Be controversial with a feud starting post - a local event that might impact homeowners like the construction of a new road that may devalue homes or a new policy that affects taxes.
67. Show clients how hard you work for them: let them in on your life
68. Attract big spenders with exclusive interest pieces. Blog about hot new technology trends in exclusive homes or how readers can get the glam look in their homes for less.
69. Get a little political - who are your local representatives and what are they doing?
70. Feature local heroes
71. Talk local taxes and council rates
72. Share the beauty of your town with pictures
73. Don't just blog listings, compare listings
74. Feature an exclusive Property
75. Blog listings. Include personal comments
76. Talk home staging
77. Talk about local businesses
78. How to select an investment property
79. Homeowner's insurance
80. Landlords Insurance
81. Become a traffic resource
82. Share the books you are reading
83. Talk local crime statistics
84. Get historical
85. Natural disaster preparation
86. Talk specific credit issues like divorce
87. Invite another respected industry voice to post on your blog
88. Community events
89. Teach sellers how to sell their home during the holidays
90. Don't tell; show sellers how you market their home. Be completely transparent and tell them what you do as an expert to market their home and get it sold.
91. Profile a client



92. Explain your fee
93. Tell sellers what not to do when selling their home
94. Show buyers what the client experience would be like with you
95. Show interesting home improvements in your listings
96. Give resources for rehabbing a dilapidated property
97. Clearly outline the differences between approved and preapproved for a mortgage
98. Talk about the job market and how to find a job in town
99. Get down and dirty with property assessments
100. Break down buying costs
101. Outline the value of buying over renting in your area
102. Talk local school district developments
103. Discuss the short sale. Discuss differences in sale methods.
104. Take readers on a trip to a local attraction like a Zoo, theme park or a Museum
105. Incite participation on your blog with reader awards
106. Create a series of posts that when strung together provide an ultimate, complete or fun guide to a particular topic.
107. Announce your special Open Houses
108. Get personal, tell people about your recent purchases, children's soccer games, new acquaintances or associations...
109. Help your readers through the emotional aspects of buying or selling a home
110. Talk the rules of renting in your area.
111. Explain the importance of pricing a home correctly to sell quickly.
112. Answer reader questions.
113. Create your own glossary of terms for the industry.
114. Give seller's tips on how to spruce up their exterior for a quick sale in small digestible posts with plenty of local resources.
115. Sub-divide and Conquer!
116. Incentives, Incentives, Incentives - freebies, giveaways, specials (could get local shops involved)
117. SOLD! to the highest bidder! Auction education.
118. It's SOOO important to be trendy! What's trendy - cars, fencing, kitchens, holidays, cover the latest craze
119. Investing in property
120. Giving back and getting credit. Who do you sponsor and support?
121. The low-down on high-rises
122. Happy Anniversary! Promote anniversaries of your town or council
123. Flip it Good! How to buy, renovate and sell for profit
124. What Were They Thinking? Cover weird trends
125. What Do You Mean, I Need Insurance for My Mortgage!?
126. Pat Yourself on the Back! Share your great testimonials
127. The Way We Were. Compare prices and homes 10 years ago, 20 years ago
128. To Fix or Not to Fix, that is the Question. Sell it or fix it up?
129. The Importance of great photography for your home
130. What Turns You On? Every one of you has a particular house or buyer/seller that you just LOVED. And that's okay.
131. So, You Think You're Funny, Do You? The easiest blog post available is to simply post a joke you found somewhere else.
132. My Very Own Piece of Dirt. Run a list of possible land releases
133. Understanding loans is a taxing effort. Many homebuyers are first-timers. They have no idea what a mortgage consists of, or what the different types of loans are.
134. I Know Its Summertime, But Please Don't Drown - pool safety
135. What do you WANT? That is a question that, surprisingly, a lot of buyers can't answer. Make a checklist of sorts, asking people to consider all the things they want out of the home they plan to purchase.
136. Be an Energy Star - talk energy ratings
137. Celebrity real estate sales
138. Cool new gadgets for the home
139. And the Winner Is... People like to win things. Give away something cool, like a \$50 gift certificate.



140. Be a How-To Helper. How-To Build a Pond, How-To Paint Faux Finishes, How-To Install Bead-Board... you get the picture.
141. Rent Vs. Own
142. Portrait of a local Family. Half of all your local roads, schools and hospitals are named after them - Who ARE those people, and why are they SO important?
143. What Would You Do? Everyone loves the "What if..." questions. It's fun to try and figure out how you'd act in situations, or what you'd think. Ask your readers a question for them to ponder
144. Feature a film
145. How Does Your City Stack Up Against the Competition? Why not compare and find out?
146. Trivial Trivia about your city
147. Do Your Schools Measure Up?
148. Solar Powers, Activate! Solar power. You remember that? Whatever happened to it?
149. Are You Telling Me That Payments Are Optional? Profile reverse mortgages
150. Real Estate 101 for the Newlyweds - two apartments worth of things and blending it
151. Real Estate 101 for the blended families - two homes worth of things and blending them
152. DIY Gone Wrong
153. Profile the local removalists
154. Moving tips
155. Water saving tips
156. Oh, Behave! Just like any other social function, there are dos and don'ts of Open Houses.
157. Step Right Up for the Greatest Job on Earth! Are you in need of some new agents?
158. Bad Staging 101
159. What Every Seller Should Know
160. Lock Down! Home security tips
161. A Bug's Life. Every part of the country has its own special wildlife, from mammals to cicadas. Wildlife assistance numbers.
162. Make a Tribute. It's always a sad thing when we lose our local hero or celebrity.
163. So THAT'S What It Means! Give explanations of real estate specific terms.
164. Hooray, You've Bought! Now What? Ideas for new homeowners.
165. It's Open House time! Does your seller know what that even means? I've been to a lot of Open Houses in my life, and I have seen some incredibly ill-prepared homes.
166. Does anyone have any questions we could answer for you?
167. Give Kudos to a Buddy or anyone in the industry you admire
168. Be a Fan. Have a favourite sports team? Or support the locals
169. Mortgage payment going up? Not sure what to do? Explain the importance of devising a plan on what a homeowner should do when they feel they are trapped in their mortgage.
170. 55+ Need Homes too. Create a post with the most beautiful Retirement communities in your area and list some of the things to do there.
171. So you're bored? Talk about nightclubs, restaurants, local bars. Find out which of these are for young kids or for a more sophisticated adult. Also, cover events that might be going on at these places.
172. Ready to retire, or just ready for a vacation? Help families find something new and exciting to do on their vacation, list attractions in a city and state nearby. Retirement destinations are very important.
173. Is Your Air Conditioner Blowing Money Right out the Window?
174. You're gonna get in trouble! These are the types of rules and regulations that homeowners like to be aware of so that they don't have to pay that \$35 ticket for watering their lawn at 5:58pm instead of 6pm.
175. What should your child do when moving to a new town?
176. Ever thought if you are talking "geek talk" to a client? Make a glossary of frequently asked questions and terms. This will ultimately be a great tool for potential or new clients. It's a seller, not a vendor.
177. New neighbours mean Housewarming party! Create the ultimate housewarming gift guide filled with gift ideas and maybe even some events to have for the neighbourhood to get together to meet and greet!
178. Profile the local council and its services (hard rubbish, courses, childcare services) Japara house?
179. Profile special offers on Network, phone, gas, electricity,
180. Profile special sales at the local shopping centres, big sales, back to school specials, warehouse outlets sales.

WOW WHAT A LIST!

Don't forget to include #tags with all your posts.

What's involved? Carry out research across a few social networks to find the most suitable #tags [Hashtags] relating to your industry. Widen out your search to industry related #tags and note down all #tags in a word or excel document.

If you have downloaded our content calendar template add your #tags to this template, you may also like to create #tags for each bucket list category.



**Need help creating your
post ideas list?**

**Content ideas
Bucket list creation
Design your posts**

Call to discuss today!

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