



Marketing Complex Products:

8 Questions to Inspire Engaging Topic Ideas for Your Blog

For marketers of complex products, keeping the company blog going month after month can be a real challenge. It's not easy to come up with a steady stream of relevant topic ideas. And when you get stuck, it's too easy to let the blog slip.

At the same time, you recognize that your company blog is an important marketing tool. So how can you make the task easier for your team?

What you may actually need to inspire topic ideas for your blog are questions. Questions that address the concerns and needs of your customers and prospects and get to the heart of your business.

The following eight questions are designed to provoke just that kind of thinking. Use them as a tool to develop blog posts you can be proud of.

1. What questions do prospective customers ask your sales team? What objections do they have?

Your sales team is an excellent resource for understanding what your prospective customers want to know. What questions do prospects have? What's holding them back from taking the next step in the buying process?

2. What misconceptions about your company and/or product stop prospective customers from buying?

Commonly held ideas about your company and/or product may be false. How can you correct these misconceptions?

3. What industries and trends do your customers follow? What insights or research can you share with them?

As a vendor, you have an insider's view into your industry or vertical. What can you share with your customers and potential customers?

4. What decisions do prospective customers need to make before selecting a vendor? How can you help them *without* overtly selling?

Choosing the right vendor isn't easy. Make it easier by giving prospective customers the information they need to make good decisions.

5. Which stakeholders will be affected by the choice of vendor? How can you reassure them?

Complex products often involve multiple stakeholders. What topics could you cover that would make each of these stakeholders feel more at ease?

6. What are your company values? How do they influence your product or customer experience?

Your values help distinguish you from your competitors. What are your values? Why are they important?

7. What applications can your product improve that prospective customers might overlook?

Some specialized applications may not be immediately apparent to prospective customers. What do they need to know?

8. How can your product help customers meet certification requirements for their applications or projects?

How can your product facilitate the certification process? How have other companies used it to achieve certification?

What Must Your Prospects Know?

Your blog is an important means of answering questions, dispelling misconceptions, highlighting product benefits, and building trust with your prospects and customers.

Don't undercut its value by failing to create content or by creating content that's irrelevant.

Instead, use the above questions to come up with blog posts that are clickable and shareable—and encourage prospective customers to reach out to you and your team.

Need Help?

Need help brainstorming blog post ideas? Need someone who can help you publish more consistently to your blog? I specialize in writing blog posts, articles, and other marketing communications for companies that sell complex products.

Let's discuss your situation and see how I could put my expertise to work for you. Email me at hello@sharongwriting.com or call me at (314) 807-6366 to schedule a phone conversation.

