

the Chamber

woodstock district chamber of commerce

15 Awesome Blog Post Ideas & How to Write Them For Your Retail Business



Why Does Your Retail Store Need a Blog?

Blogging for your retail business keeps your website fresh, updated and builds customer relations. It can also be a place to advertise jobs, sales and news. Content is the most valuable form of marketing today. From search engine optimized content to infographics and video there is so much creativity to be had. The truth is that quality, entertaining and valuable content generates leads and business to your retail store. The problem is creating this content isn't always easy, and you may not have a budget to hire a writer or developer. The good news is we have cultivated a list of ideas that you can easily blog about. Every post you create helps you to be found online and eventually in store.

Anatomy of A Blog Post

Trust us that it's better to take the time to write a great post than to just whip one up. Follow these guidelines for a perfect post and soon you'll be a pro.

1. Attention Grabbing Headline!
2. Find a featured image and place it at the beginning of your post. This will make it appear in all your social media sharing.
3. Speaking of social sharing – include links to all of your platforms.
4. Your first sentences are considered your "hook." Make your case for reading the rest.
5. Include real facts, and add data to be more genuine.
6. Font size is best between 14px and 16px.
7. Use sub-headlines to break up text.
8. Keep your story conversational, not academic.
9. Bullet points or numbered lists create high readability.
10. Make your post valuable, educational and entertaining.
11. Always end with a strong conclusion and a call to action.
12. Enable comments to increase conversations with customers.

1 Why not start off with your customers??

You can easily collect their reviews of a product and turn it into a good sized blog post. Using the key words of your product in the post will help you develop savvy SEO content. A customer review is also a great way to encourage potentials to buy from you when they see how excited others are. Offer your reviewers a discount or product for the time it took them to write about your product.

2 Find an Expert.

Along the same lines as asking for reviews, is to find an expert in your product or services field and interview them. Tips from an expert are very effective to build trust in the product and encourage buyers to spend the money. Ask your readers or customers what they want to know about the product ahead of time. This will make your interview go smooth and provide value to your content.

3 Show Off.

Did you just get a hot new product – not even on the shelf yet? Blog it first! Start a buzz and woo people in the store to see it. This is a great time to add gorgeous pictures of the new line and how it will make life better! You can use this time to offer a special if they come that day – or say they read about it on your blog.

4 Top Ten Lists.

It doesn't have to be ten per se, but a list of top performing products you just so happen to have in your store makes a great blog post. You can brain storm a bunch of top numbered lists for upcoming blogs. You are after all, the expert in your field. You know what people like. You can even highlight the top ways to use your products, or the benefits of having one. Depending on your niche – get creative.

5 Staff Picks.

Who better to talk about your product lines than staff. They look at, stock, and dust all of your wares. And they would love a chance to contribute to the blog. Ask them to prepare a written statement about their product of choice and why they love it. Photograph them using the product and keep this type of post upbeat and fun. It is a great way to give your brand a connection to people.

6 Celebrity Sightings.

Have you found a picture of a celebrity using a product you have in stock. This can make a great, readable post that your customers will love. Celebrity power can help you look on target with your choice of items and it doesn't hurt your SEO to have a famous name in your content.

7 Book Review.

While you may not be a bookstore or even sell books, there is a book written about your niche. Read the book and write a review about it. For example if you sell furniture, find a book about current styles and share the pictures or ideas from the book into your blog post. This shows your investment in not only taking the time to read a book but sharing your favourite parts with your readers

8 Give it Away.

Free! Contest! Did I get your attention? People love free. Even if it's a download of a pattern, or instructions – or a coupon. Your customers will love a freebie. A contest is also another way to gather contacts.

9 Lights Camera Action

If you aren't comfortable writing everything down, perhaps grab your camera and shoot some film. You can do a tour of your store, demonstrate a product, document an event. The ideas are endless. Video is a very hot form of content right now and your engagement will go up.

10 Offer Solutions

Do your products solve problems? Of course they do. Can you also think of other solutions that fit your retail genre and discuss them in a blog post?

11 Breaking News.

Are you having a sale, moving, hosting an event or just want to update your customers on the latest and greatest. Use your blog to do this. A great tool for keeping everyone in your loop and in your store.

12 Coming Soon.

What products or services are in the hopper? What will be in for the holidays. If you have stock photos, then start teasing and enticing customers to think ahead. Offer preorders so you know what will be wanted without disappointing anyone.

13 How-To Articles.

Perhaps you have a product that can fit into a "How To" article. If you have a product that needs explaining or seems complicated, conduct a how to video, or a step by step article. Use photos.

14 Conduct a Test.

Can you consider testing a product live on video? Or write about the results of actually using one of your products. If you have chosen great items, then your test should be a wonderful showcase of how you use the product and that it can be trusted.

15 Be Funny.

Does your niche, store or products have comedy value? I bet it could! Look for funny memes or gifs online that relate to your industry and share them. Funny quotes or memes travel far and have potential to go viral.



Once you get the hang of blogging for your business you will develop a voice and get more comfortable. Get creative and have fun. If you find yourself in the mood to write, create several blogs and schedule them for the future. Having a stash of blogs waiting to be published gives you some time to catch up on other things - like running your retail space!