

52 Topics For Your Professional Blogger

There are 52 weeks in a year. So here are 52 topics for your professional blogger to write about, keeping your business blog fed with fresh content all year long.

Products/Services

- Announce new product/service
- Announce termination of product/service
- Why we chose new product/service (its history)
- Review newly discovered uses for product/service
- How to use product/service in conjunction with another
- Why product/service is better than competitors
- How product/service is unique
- How old product/service has been improved
- How to resolve common problem with product
- Coupons and special offers for the month

Interviews

- Interview with CEO
- Interview with product developer
- Interview entire staff
- Interview with happy customer, upbeat testimonial
- Interview formerly angry customer who now appreciates product/service
- Interview with Customer Service Representative
- Interview with one of our vendors
- Interview with one of our competitors

Business news

- Announce recall information or complaints and how to rectify them
- Announce new staff members
- Our participation at social event
- Employee of the month
- Training methods we use
- How we're involved with community
- Local organizations we support and why

Financial aspects of our company
How we stay on the cutting edge
New laws that will affect our niche
Industry event review
How social media affected our company
Share a case study
What's coming up next for our company

Responsive

What products/services do you want to see from this company next year?
What is your preferred contact means?
How much should our product/service cost?
What do you like best about our product/service?
What do you dislike about product/service?
Where would you like to see us in 3 years?

Miscellaneous

FAQS
How we got started/company history
Respond to a comment made on blog/e-mail
Avoiding impostors/imitators
How we find the product that best suits customers' needs
Product/service relevant to cold, winter months
Product/service relevant to warm, summer months
Product/service relevant to holiday
How customers can follow us via other social media networks
Business lessons learned from book, movie, historical figure, etc.
What it's like to work for us
How we handle your complaints and why we want to hear them
How we handle your compliments and why we want to hear them
How customers save time and money with us