



What do I blog about on my Company Blog?

129 Blog ideas... Just to get you started!

By Scott Stroud

Okay, you're ready to start company blog, but what will you write about? Well, why are you blogging? It should be to create a line of communication with your audience and to create an interactive community that helps you better understand what your buyers and customers want, need and respond to. So, the first rule is to write about things that will be of interest to your community.



The second 'rule' (really, there are no real rules) is to be yourself. Speak with a real, human voice. People like doing business with those they know, like, and trust. So, let your community know who you are and what you stand for. Let them get to know you and your personality (or the personality or your company) so that they can connect with you and begin building rapport.

The third 'rule' is: No Selling on the Blog. If your community sees your blog as a commercial for your company, they'll be gone in a flash. So, go back to Rule #1 – write about *them* as much as you can; make it all about them and how they will feel when they're living in one of your homes.

That said, here are some ideas to get you started:

9 Reasons Why Now is The Best Time Ever to Buy a New Home

Make each a separate post:

1. Housing is Cyclical
2. Interest Rates are at Historic Lows
3. Materials costs are low... but rising.
4. Contractors and Tradesmen are Available now, but...
5. Buy Land at Bargain Prices

6. Housing Demand will Soon Outstrip Inventory
7. Your home should meet your current needs
8. A new home will save you money in energy and maintenance
9. The sooner you build, the longer you'll enjoy it!

10 Advantages of [your company's] homes

List your top 10 consumer benefits, one at a time.

10 Frequently Asked Questions

Answer each main question, one at a time

5 Customer Testimonials

Write about 5 (or more) of your customers, or get them to share their own experiences. These testimonials are powerful and engaging.

5 Local Events you won't want to miss.

Include events in which you'll be participating, such as home shows, fairs, and your open houses and buying seminars.

5 After-Event recaps

Post photos and comments after each event you participate in. Show smiling, happy people engaged in doing business with you and your staff.

12 Design Trends -- Make each a separate post:

1. Smaller, but nicer
2. 'Upgrades' are standard
3. Flex space
4. Open, but private
5. Thoughtful work spaces
6. Connectivity
7. Storage options
8. Entertainment/Media
9. Universal Design
10. Formal vs. Casual
11. Curb appeal
12. Low maintenance by design

5 Décor tips -- Make each a separate post:

1. Colors
2. Lighting
3. Finishes
4. Fabrics
5. Styles & Fashions

6 Ways a new home will cut your energy bills.

Make each a separate post:

1. Hi-tech insulation
2. Sealed envelope
3. High efficiency HVAC
4. Low-E Windows & Doors
5. Hot water systems
6. Energy Efficient lighting systems

20 Steps to the Home of Your Dreams: The construction process.

Outline the construction process in 20 Steps/ 20 individual posts. For ideas, email me at sstroud@builderradio.com

5 Profiles of company owners, employees and staff

Write about one at a time.

5 Profiles of vendors, tradesmen, and suppliers

Write about one at a time.

12 Ways to Sell Your Existing Home Faster and for More Money:

Make each a separate post:

1. Landscaping
2. Have your roof cleaned and brightened
3. Reseal your asphalt driveway
4. Lawn care
5. Get rid of the clutter
6. New paint on the walls, ceilings
7. Make any needed repairs, especially highly visible
8. Stage the home for buyers, not your self
9. Light it up!
10. Refinish cabinets & vanities
11. Clean and seal decks and porches
12. Create privacy in the outdoor spaces

10 Floorplans for Today's lifestyle

Feature one at a time.

About the Author:



Scott Stroud has been involved in selling and marketing new homes since 1979. He has operated an award winning new home distributorship, served as VP of Sales and Marketing for a large national home producer, and overseen a sales team of 120 independent representatives.

Scott is a popular speaker at industry events and has been featured on programs at the NAHB's International Builders Show, the Building Systems Council, The Timber Frame Business Council, Manufactured Housing Institute, and the Structural Insulated Panel Association (SIPA), among others. He also produces and co-hosts a weekly Internet radio show, **The Selling More Homes Podcast** and writes the accompanying blog. Scott is the co-author of *The Insider's Guide to Selling More Homes*, with the late Jerry Rouleau, and *Managing Your Business With 7 Key Numbers*, with Jeff Prager, available through BuilderBooks.com.

Today, Scott serves as Business Development Manager with Power Marketing, a full-service marketing agency, and consults with builders, retailers and communities on marketing technology and automation, sales, and internal process management to maximize cash flow. He can be reached at sstroud@builderradio.com or by phone at 240.420.6343.

