

# LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

May 2020

**Working  
from Home?  
How to  
Boost Your  
Energy  
Levels Every  
Day**

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***Top Email  
Marketing  
Trends in  
2020***

**50 Blog  
Content Ideas  
to Engage  
Your Audience  
During  
Covid-19**

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**The Types of  
Facebook Ads to  
Utilize in 2020**

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***4 Tips for  
Designing  
a Brochure  
for Your  
Business***

**Infographic:**

**50 Great  
Blog Ideas**

**FREE!**

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Greetings!

Thank you for taking a few minutes to read through this month's issue. We develop this magazine each month with the hope that the information we feature will help you achieve (and exceed) all of your goals.

As Local Businesses around the world continue to struggle to find new ways of generating revenue and even staying afloat during the COVID-19 crisis, our hope is that some of the content in this month's issue will provide an idea you can implement to help position your business to come out of this stronger.

We hope you enjoy the articles on Working from Home, E-Mail Marketing, Facebook Ads and more.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

If you find the magazine helpful, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

As always, we welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

Darcy Guello  
Principal  
Guello Marketing

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## A Little About Us

Local Business Marketing Magazine is proudly provided by  
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It's a full-time job for me, an experienced online marketer, to keep up with all the changes and opportunities online. How could you possibly run your business while trying to figure out the online jungle? Where do you even start?

I've seen businesses that paid thousands of dollars for a website that no one visits; or business owners who spend hours each week posting on a Facebook page that they don't get any customers from. You don't want that to happen to you.

If you're interested in finding someone you can trust with online marketing advice, I'd like the chance to prove you can trust Guello Marketing. Consider this a personal invitation for us to talk.

Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours grow revenue:

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- Graphic Design
- Printing

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If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## May

Mental Health Awareness Month  
Military Appreciation Month  
Employee Health & Fitness Month  
National Pet Month  
National Barbecue Month  
National Blood Pressure Month  
National Hamburger Month

May 1 - May Day  
May 5 - Cinco de Mayo (US)  
May 10 - Mother's Day  
May 25 - Memorial Day (US)

1st - Batman Day  
1st - National Space Day  
2nd - Free Comic Book Day  
2nd - Fitness Day  
3rd - Two Different Colored Shoes Day  
4th - Star Wars Day  
5th - Teacher Appreciation Day

5th - Hoagie Day  
6th - Skilled Trades Day  
6th - Nurses Day  
8th - Military Spouse Appreciation Day  
9th - Miniature Golf Day  
9th - Stamp Out Hunger Food Drive Day  
10th - Shrimp Day  
11th - Miniature Golf Day  
13th - Apple Pie Day  
15th - Dinosaur Day  
15th - Pizza Party Day  
15th - Bike to Work Day  
15th - NASCAR Day  
16th - Armed Forces Day  
24th - Scavenger Hunt Day  
24th - Neighbor Day  
24th - Indianapolis 500  
25th - Brown-Bag It Day  
25th - Wine Day  
25th - Hamburger Day  
25th - Missing Children's Day

## June

Camping Month  
Dairy Month  
PTSD Awareness Month  
Great Outdoors Month  
Zoo & Aquarium Month

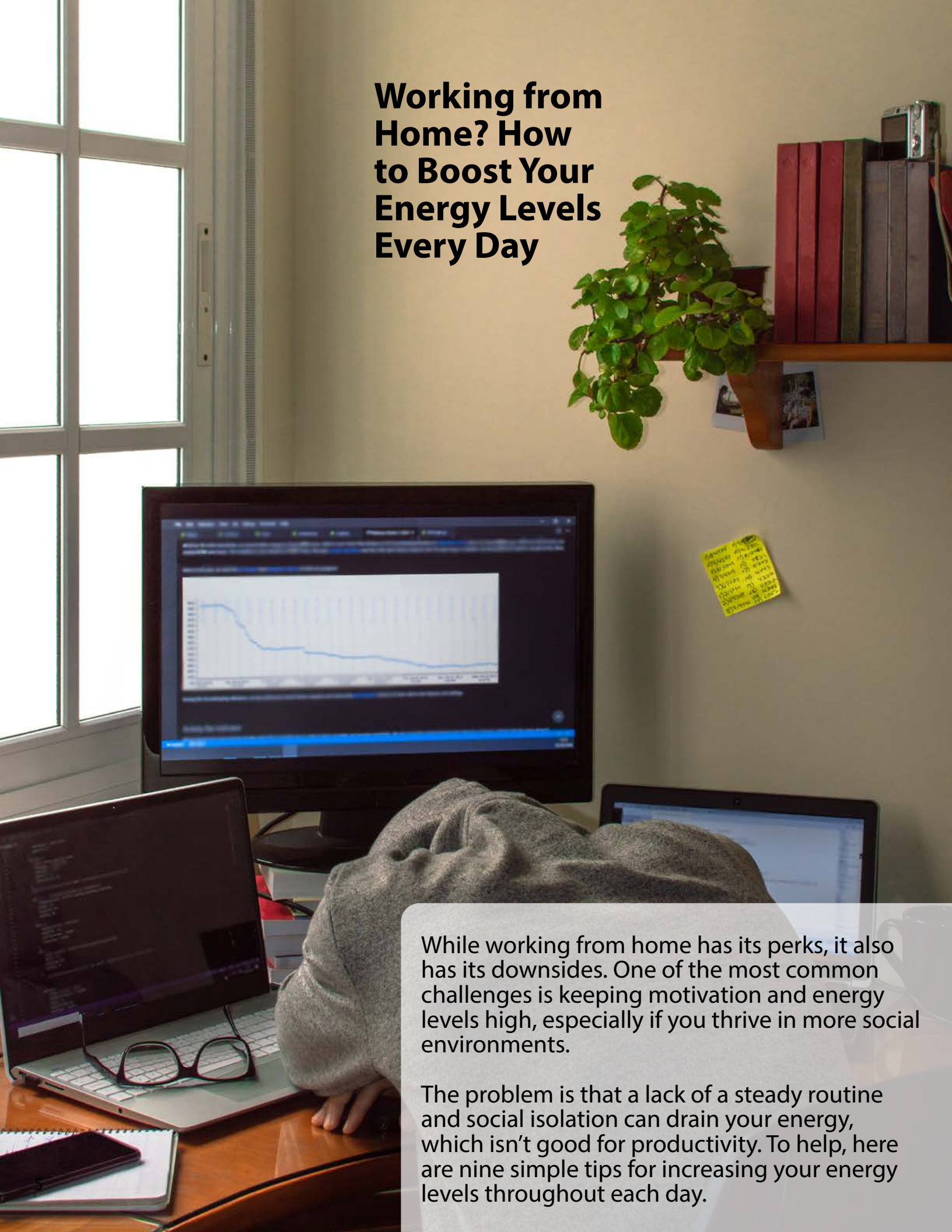
June 14 - Flag Day (US)  
June 21 - Father's Day  
June 20 - First Day of Summer (US)

1st - Oscar the Grouch Day  
1st - Heimlich Maneuver Day  
1st - Go Barefoot Day  
1st - Say Something Nice Day  
2nd - Leave The Office Early Day  
5th - World Environment Day  
5th - Hot Air Balloon Day  
6th - Yo-Yo Day  
7th - Animal Rights Day  
7th - Cancer Survivor's Day

7th - Chocolate Ice Cream Day  
8th - Best Friends Day  
9th - Donald Duck Day  
11th - Corn on the Cob Day  
12th - Superman Day  
14th - World Blood Donor Day  
14th - Bourbon Day  
15th - Nature Photography Day  
15th - Worldwide Day of Giving  
16th - Fudge Day  
18th - Picnic Day  
19th - Garfield The Cat Day  
21st - Handshake Day  
22nd - Smurfs Day  
26th - Take Your Dog to Work Day  
26th - Chocolate Pudding Day  
26th - Food Truck Day  
27th - PTSD Awareness Day  
27th - Sunglasses Day  
30th - Meteor Watch Day



# Working from Home? How to Boost Your Energy Levels Every Day



While working from home has its perks, it also has its downsides. One of the most common challenges is keeping motivation and energy levels high, especially if you thrive in more social environments.

The problem is that a lack of a steady routine and social isolation can drain your energy, which isn't good for productivity. To help, here are nine simple tips for increasing your energy levels throughout each day.

## Focus on One Thing at a Time

In certain situations, multitasking is a great skill, but it can also kill productivity. When we ask our brain to shift attention from one activity to another, it literally drains our mental energy. Instead, list your daily tasks in order of priority and then focus on each one individually.

Doing one thing at a time will not only help you perform each task more efficiently; it will also preserve your energy for the remaining tasks.

## Stay Connected

Regular human contact keeps your brain active and actually helps to boost your energy levels. To help yourself stay focused, keep in touch with colleagues via instant messages, voice calls, and video conferencing tools. Establish communication protocols with coworkers so you don't disrupt other people's time. Even scheduling one meeting per day will help to keep you motivated.

## Eat More Nutritious Food

Eating whole, natural foods and avoiding processed foods with added sugar will help your body maintain optimal performance. Try to do the following:

- Eat one fist-size portion of vegetables with every meal.
- Avoid sugary drinks and snacks.
- Include more healthy fats in your diet, such as avocados, nuts, and fatty fish.
- Include protein in every meal.
- Add nutritional supplements to your smoothies, such as spirulina powder, acai powder, and chia seeds.

## Go for a Walk in the Morning

If possible, start your day with a brisk walk around the block or park. If the sun is shining, even better; sunshine is the best source of vitamin D, which can improve your mood by boosting serotonin levels in your brain. Vitamin D can also improve your sleep quality, lower blood pressure, and improve

brain function. As well as improving your self-esteem, walking may also help you think more creatively.

## Swap Coffee for Alternatives

While the caffeine in coffee may give you a quick energy boost, its effects will quickly wear off and it can lead to an energy slump. Try alternative drinks such as green tea or peppermint tea, which are high in antioxidants and include compounds that improve brain function and reduce stress levels.

## Drink More Water

When you're not properly hydrated, your body can't function at its maximum efficiency. This will quickly lead to you feeling drained and less mentally alert. Drink water throughout the day to prevent dehydration and keep your mind more active all day long.

## Take Regular Breaks

Sitting still for too long in one place can have a significantly negative

impact on your mental and physical health. Try to take a break about once every hour for at least five minutes. It allows you to stretch your legs, gets your blood flowing, and helps you to feel re-energized when you return to work. In five minutes, you could make a drink, stretch, meditate, or even call a friend for a quick chat. Just try to do it away from your regular work spot.

### **Take Naps**

A short nap of around 15 to 30 minutes has been shown to improve concentration levels and performance. If you feel your energy dip in the mid-afternoon, take 30 minutes to lie down in a dark room and try to get some sleep. Even if you don't sleep, the relaxation should help you feel more energized when you get back to work.

### **Aim for Seven or Eight Hours of Sleep**

At the end of each day, it's crucial to get enough sleep to recharge your body and mind. Even though people need at least seven hours of

uninterrupted sleep every night, many people don't manage to get enough. To help you get a better night's sleep, avoid caffeine after midday, drink less alcohol, and avoid using electronics an hour before you go to bed. Once you've worked out a successful routine, stick to this bedtime ritual so that your body and mind are prepared for a good sleep.

### **It's Up to You**

If you lack energy when you're working from home, you're not alone. Fortunately, there are various techniques you can use to improve your energy levels. The strategies highlighted here are just some of the best ways to combat fatigue, but you may find even better ways to feel energized as you learn to adapt to remote working.

Start with these techniques and you'll soon start to feel less tired throughout each day, and you should be able to work more efficiently and effectively as a result.

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## 4 Tips for Designing a Brochure for Your Business



A brochure is the centerpiece of your business' print marketing materials. A quality brochure will explain what your company has to offer in a succinct and organized way. A poorly executed brochure will only serve to confuse and frustrate its reader. The following guidelines will help you create an effective, informative brochure for your potential customers.

## White Space is Your Friend

When designing a brochure, there's a desire to squeeze everything about your business onto it. The problem is, a brochure is supposed to provide someone with a brief overview of your business, not a detailed accounting of everything you do and are. People are more likely to want to look over something short and sweet, rather than dense and lengthy.

If the point of your brochure is to get someone to read it, filling its pages with too much information is exactly the way to ensure no one will. Leaving more white space will make your brochure more pleasing to the eye. White space helps readers better take in information. It makes for improved legibility and understanding. Consider, for instance, the space between the paragraphs in this article. Visually, they help you understand how this article is organized.

## Use Photos

Photos are more likely to attract someone to a brochure than text. The right photo can give a

sense of your business' ethos. It can be tempting to avoid using photos because they take up precious text space in a brochure, but remember the old saying "a picture's worth a thousand words." A single picture can say more about your company than a paragraph or two.

For instance, if you were looking at a company's brochure and there was a picture of smiling staff members wrapping Christmas presents together, what would you think? Perhaps that this business dedicates time to volunteer work, or staff members are important to this business, or that this business's staff are generally happy. Picking the right photos is of high importance. If you use stock photos, be careful that they don't look too staged; this can give off a phony feeling about your business.

## Employ Lists and Bullet Points When Possible

Lists and bullet points are great for summarizing information, which your brochure is supposed to be doing. Readers appreciate lists because they are a quick read. Running your eyes down a

list of services, rather than reading a dense paragraph naming all of them, makes for a more enjoyable reading experience.

The information you decide to put in a bullet list is emphasized because it stands out from the rest of the content, so consider what you want to place that much emphasis on. Are your business' values really important to who you are? Or maybe your services are what you want to highlight? A reader who only skims your brochure is more likely to take in information from the bullet list than from the prose.

## Stick to Your Business' Colors

Your brochure is a key document for your business' brand. For that reason, you want to be sure to highlight your business' colors in the brochure. Is your logo blue and yellow? Try using those two colors at different opacity levels as the main colors for your brochure. If you must add a third color, do so. But try not to use more than three main colors in your brochure; more than that, and it will start to look unprofessional.

# TOP EMAIL MARKETING TRENDS IN 2020



Email marketing is still relevant to digital marketing and will be, well into 2020. However, keep in mind that like other online marketing strategies, email marketing is always adapting, changing, and advancing with the technology around it.

According to Marketo, 94 percent of internet users will go online simply to check their email. One of the reasons for its popularity is its appeal to users across many generations, cultures, and social classes. People have used email for many years and will continue to as the digital landscape evolves.

Even with the rise of social media and certain audio/visual channels such as YouTube, email isn't going anywhere and will be invaluable to any marketing campaign. The Biggest Email Marketing Trends in 2020 There are several key trends to follow if you want to get the most from your 2020 email marketing campaigns. Whether you're a B2B or B2C business, it's important to stay on top of your email marketing strategies to avoid inefficiencies and wasted efforts.

## **An Emphasis on Interactivity**

As more people enjoy interactive media, email marketing will be no exception in 2020. If your email isn't optimized, most

people will likely delete it, making it necessary to optimize for multiple devices including laptops, tablets, and smartphones.

A combination of responsiveness and interactivity will give your campaigns what they need to thrive. While interactivity used to be designed for entertaining recipients, interactivity will entail functionality, encouraging users to engage with your brand and preventing them from simply closing your emails.

People want to be able to effectively engage with your brand through email. Some interactive features in your emails can include:

- Product carousels and interactive images that users can control
- Animated calls-to-action and buttons
- Rollover effects that display product offerings
- Accordion email design features that keep longer emails compact
- User-generated content along with polls, and surveys

## **User-Generated Content**

This type of content can

include any kind of text, video, images, or audio that the user creates. You can use this content to help encourage more engagement with your brand among influencers and potential customers. You can always drive the creation of user-generated content by enticing users with incentives. In turn, you'll benefit from content that adds a touch of authenticity to your emails and can subsequently increase conversion rates.

3dcart, a leading eCommerce company, found that 82 percent of consumers find user-generated company reviews to be extremely valuable and that 70 percent will typically look for ratings or reviews prior to making a buying decision. 3dcart also determined that email users are three times more likely to share content via social media than those who come from another channel, which means that social media shares a kind of symbiotic relationship with email marketing that makes the latter important to utilize as a business.

Today, you can easily get



a start on collecting user-generated content by understanding when, why, and how to gather any feedback. Certain tools out there can automate the process.

You can direct users to broad surveys by asking a simple question, but knowing precisely when to request feedback is key. Make sure the user has ample time to experience your products or services before you ask them to comment on the experience. Email marketing software out there can help with this, sending feedback requests at the appropriate times.

## **The Importance of Accessibility**

You can also expect to see accessibility to remain as important as ever in 2020, particularly as voice assistants such as Alexa read emails aloud to users. Millions of smart speakers will be installed all over the world by 2020, which means that email marketers will want to target these devices with readable emails. One of the reasons for the rise in popularity of email readers

is the number of people living with impaired vision.

In addition to the challenge of reaching people with vision impairments and other disabilities, marketers need to accommodate for people who have limited connectivity and an overall lack of access to today's technology.

Thankfully, assistive technology has made it easier for people to connect via email marketing and other channels.

## **Making Content Accessible**

One of the first steps to take is to make sure that your content is accessible. This means keeping emails brief and succinct. Today, people don't typically have the attention span to read through a long, tiresome email when they can get the same information in a bite-sized format. Ideally, emails should be no more than around 50 words long if you want to hold your readers' attention.

You can make email content accessible by

using shorter sentences, limiting the number of difficult words, and localizing content for worldwide audiences. Accessibility of Design You should also make your email designs accessible for your audiences, which entails relying less on all-image templates while utilizing real text HTML. You should also develop a strong visual hierarchy in your emails, avoid long stretches of center-justified text, implement the right font sizes, and make use of contrasting colors for improved readability.

## **Using Accessible HTML Code**

Code is one of the best tools for improving accessibility for all users. This is key to taking advantage of assistive technologies, which depend primarily on HTML. You'll be able to ensure your email marketing campaigns are accessible with proper code implementation.

First, make sure that all images have alt text descriptions. Next, make sure screen readers can

access any HTML tables. You'll also want to use semantic HTML and be sure to specify a language.

Taking all of these steps to make your email strategy accessible to users will allow you to reach those millions of users you may not be able to market to otherwise.

### **How Automation is Changing the Game**

Over the last 10 years, we've seen many changes to email automation, and the next decade will only see more. It's important these days to integrate email into the rest of your marketing campaigns, and cloud technology makes it easier than ever to

automate your processes.

Apart from cloud tech, you can also leverage machine learning and deep learning to superpower your email marketing platforms. Automated segmentation is another advantage that will help improve performance, accessibility, and customizability.

Reports are also automated, so you never need to remember to manually create a report.

Ultimately, email marketing in 2020 will allow you to spend more time growing your business and less time managing your campaigns with full automation.

### **What You Can Expect with Email Marketing in 2020**

While it's impossible to predict exactly how 2020 will go in terms of marketing, as things always change and evolve in directions we might not anticipate, it definitely looks like email marketing will continue to become both easier and more useful as the year progresses.

You'll be able to effectively improve your marketing campaigns and see increased ROI with an email strategy that's interactive, automated, and accessible, with engaging user-generated content.

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## 50 Blog Content Ideas to Engage Your Audience During Covid-19

All businesses have been impacted by the Covid-19 outbreak in some way, and many are struggling to adapt. However, there is something every business can still offer their customers: blog content.

If you have a business blog and you're not sure what to write about, here are 50 content ideas to keep your audience engaged and strengthen your reputation during these

unprecedented times.

### Trending Topics

Find out what stories are trending right now in your industry. Use social media, Google Trends, trade publications, and content aggregator sites such as Feedly and Reddit to discover what people are talking about.

Content ideas:

1. Breaking news in

your industry.

2. Your reaction to recent industry reports and statistics.
3. How your industry is responding to Covid-19.
4. Seasonal events that you can relate to your product or service.
5. Current industry trends and future opportunities.



6. A list of links to government web pages, regarding Covid-19.
7. A list of the most up-to-date online tools for your niche.

## Company Messages

Update customers on your business and operations.

Content ideas:

8. Showcase your employees and their work, including photos.
9. Explain how you're helping employees during Covid-19.
10. Describe your company history.
11. Write up your mission statement and share it in a blog post.
12. Reveal how your company is helping the local community or charities.
13. Let customers know how you are helping them during Covid-19.
14. Explain new company policies due to the current situation.
15. Share your company goals and vision for the future.

## Working from Home Tips

With many more employees working from home, people are looking for tips on working remotely.

Content ideas:

16. Productivity tips for employees working from home.
17. How to divide work and home life successfully.
18. Ways to transform a home space into a working environment.
19. Best communication tools for remote workers.
20. How to stay mentally focused when working from home.
21. Top collaboration tools for employees working remotely.

## Entertainment

Aside from work responsibilities, many people are looking to fill the void created by social isolation with entertainment. Even if it isn't directly related to your business, people will appreciate the distraction.

Content ideas:

22. A guide on how to find the best entertainment online.
23. Uplifting news stories related to Covid-19.
24. Fun activities to enjoy as a family.
25. Creative hobbies to learn in lockdown.
26. Ideas for fun group video calls when you're stuck at home.
27. Find the best jokes in your niche and share them in a post.

## Educational Content

Can you teach your audience something? Use your industry knowledge to inform, educate, and build your credibility.

Content ideas:

28. An excerpt from a white paper, including a link to the full content.
29. A series of blog posts highlighting individual products or services.
30. Answer your most frequently asked questions.

31. Tips for using a product or service more effectively.

32. Reviews of industry products.

33. Recommend the best books in your niche.

34. Interview an influencer.

35. Create a cheat sheet, featuring tricks of the trade.

## Mental Health Advice

Anxiety levels in the population are higher than ever before, so people are looking for words of comfort and advice. Don't be afraid to offer help and guidance at this time.

Content ideas:

36. Tips on how to relieve stress and stay positive at home.

37. How to talk to children about the coronavirus.

38. The best video conferencing tools to help people connect with others.

39. Physical activities to improve your mental health.

40. Ideas to keep your mind active during Covid-19.

41. A roundup of your most uplifting blog posts of the year.

## Inspirational Content

People are also seeking out positive articles that make them feel better about themselves and the world. Deliver content that offers hope and inspiration.

Content ideas:

42. Positive stories about how employees are dealing with Covid-19.

43. Provide a list of inspirational podcasts.

44. Share positive customer stories.

45. Give your readers a list of inspirational quotes.

46. Share your company's passion for a certain issue.

47. Tell readers what you love about your work.

48. Share the top things you've learned in the past year.

49. Ask employees what inspires them and share the results.

50. Survey your audience. Ask various questions and publish the results.

## Over to You

The last idea is crucial. From time to time, it's important to ask your audience for feedback about your content. What do they want you to write about? Use the feedback as a guide to what you should be posting going forward.

Publishing blog content may be one of the last things on your mind as your business adapts to Covid-19. However, keeping in touch with your audience and offering helpful content is key to building your reputation and making sure your business is not forgotten in these unusual times.

Hopefully, these 50 blog content ideas will help you deliver more meaningful, engaging content for the foreseeable future. Check out this month's infographic for an easily printable list of these topics.



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## The Types of Facebook Ads to Utilize in 2020

Facebook remains one of the best ways to reach your target audience, offering you the chance to connect with millions of users on what continues to be the world's largest social network.



Although Facebook uses an algorithm that's constantly changing to make it more difficult than it used to be to connect with users, the platform's micro-targeting features enable businesses to find the specific people they want to attract. Through Facebook, you can place your business front and center for users who are most likely to be interested in your services or products.

If you want to take advantage of this potentially invaluable marketing resource, there are several ads you can use for your campaigns. The types of ads you use will depend on how you want to connect with your audience.

## **Image Ads**

Facebook image ads are among the best starting points for Facebook advertising. You can create them in very little time by boosting one of your page's existing posts with an image.

While image ads are often simple, you can keep them interesting by using engaging photos

and accompanying text content. Image ads are a potentially eye-catching way to bring more people to your page and, ultimately, your website.

## **Video Ads**

You can also further engage audiences by using video ads, which you can run in either your News Feed or your Stories. You can also have them appear as in-video ads for longer videos with ad breaks. You can use these ads to showcase your products or provide audiences a glimpse of your team at work.

Keep in mind that you don't necessarily need to film anything to create a video ad. Appealing animations can also attract audiences or entice prospective customers with offers. You can also target specific locations with geo-specific offers while showing users which of their Facebook friends already like your page.

## **Video Polls**

In addition to video ads, you can also use polls for further engagement.

Video poll ads are mobile-only ads that feature an interactive poll. According to Facebook, these ads are actually better at increasing brand awareness than traditional video ads.

## **Carousel Ads**

Using as many as 10 videos or images, carousel ads are great for showcasing your services or products. You can even use these ads to highlight specific benefits of one or more products, or use several photos to create a panorama for your business that users can scroll through within a single carousel.

## **Slideshow Ads**

Slideshow ads give marketers a simple easy-to-use method for creating brief video ads made from multiple photos, video clips, or even text. Don't have your own videos to use? Not a problem-- simply select stock photos that are ideal for your ad using the Ads Manager.

Slideshows can feature the same kind of motion as video ads while using

far less bandwidth to allow for faster loading times, which is particularly useful for engaging users with a slower internet connection.

These ads are among the easiest tools to utilize for your Facebook marketing campaigns.

### **Instant Experience Ads**

Formerly known as Canvas, Instant Experience ads are full-screen ads that load around 15 times faster than mobile websites outside of Facebook.

You can use these ads to link to other Instant Experiences to allow more access to additional instant content.

### **Dynamic Ads**

Dynamic ads give marketers the ability to promote targeted products to customers who are more likely to purchase them based on their interests.

Say someone has visited a product page on your website or added an item to their shopping cart via your online store, but then

neglected to finalize their purchase. You can use dynamic ads in these cases to target those specific products the user was interested in, getting them to appear in the user's Facebook feed.

With the help of these ads, you'll be able to remind users of the item they were interested in, potentially bringing them back to make one or more purchases. You can use these in conjunction with collection, image, carousel, and Stories ads.

### **Lead Ads**

These mobile-only ads are designed to make it easier for users to provide contact information without the need to type a lot. You can use these ads to collect subscriptions to your newsletters, product trial signups, or requests for more information about your product or service offerings.

You can also use Messenger bots to qualify prospective customers or clients while lowering the cost of lead generation. Stories Ads

A recent Scientific American study found that 72 percent of millennials don't rotate their smartphones to view widescreen videos, but with Stories ads you can take advantage of the phone's vertical format to take up the entire screen.

### **Augmented Reality Ads**

Augmented reality (AR) ads use features such as animation and filters that encourage interaction with your brand. It's still relatively new, but many people are trying this feature and finding it to be useful to enhance their Stories ads.

### **Collection Ads**

Collection ads are paid ads that are only for mobile devices. They allow businesses to highlight five products that customers can purchase in a single collection.

These ads work with Instant Experience ads to allow people to make a purchase without leaving Facebook. This is particularly useful for those shoppers who don't have the time or sufficient

connectivity to visit your website but still want to buy your products.  
Messenger Ads

Over 1.3 billion people use Facebook Messenger every month, making this a great way to connect with your audience. You can create Messenger ads by simply selecting Messenger and the Facebook feed as the placement for your ads during the ad creation process.

Users also have the ability to push “click-to-Messenger” ads through the Facebook feed. These feature call-to-action buttons that open Messenger conversations with the business’s Facebook page to allow people to engage in a conversation with your customer service reps or salespeople.

### Playable Ads

Playable ads are also becoming more and more popular among users as a

form of brand interactivity. Developers can create a mini-game that functions as an ad while providing entertainment value.

Regardless of the types of ads you use, you can give your Facebook marketing strategies what they need to thrive and dominate the market. Used in conjunction with your other marketing tools, Facebook will continue to be one of the most important assets to utilize in 2020.

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# FUN FACTS

The month of May was named for the Greek goddess Maia. She was the goddess of fertility.

May 4 is Star Wars Day. "May the Fourth be with you."

May 6, 1937 - The Hindenburg exploded over Lakehurst, New Jersey, killing 36 passengers and crewmembers

May 16 1983 - The concert special Motown 25: Yesterday, Today, Forever was broadcast by NBC; Michael Jackson performed his "moonwalk" dance for the first time on television.

May 20 1927 - American aviator Charles A. Lindbergh took off from Roosevelt Field on Long Island, New York, on the world's first solo, nonstop flight across the Atlantic Ocean (New York to Paris.)

May 25th 1977 - Star Wars opened in movie theaters marking the biggest entertainment juggernaut in modern popular culture.

May 26 1897 - Bram Stoker's Dracula novel began being sold in the UK.

May 30 1911 - The inaugural Indianapolis 500 was run at the Indianapolis Motor Speedway in Indiana.

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# 50 Blog Content Ideas to Engage Your Audience During Covid-19

## Trending Topics

1. Breaking news in your industry.
2. Your reaction to recent industry reports and statistics.
3. How your industry is responding to Covid-19.
4. Seasonal events that you can relate to your product or service.
5. Current industry trends and future opportunities.
6. A list of links to government web pages, regarding Covid-19.
7. A list of the most up-to-date online tools for your niche.

## Company Messages

8. Showcase your employees and their work, including photos.
9. Explain how you're helping employees during Covid-19.
10. Describe your company history.
11. Write up your mission statement and share it in a blog post.
12. Reveal how your company is helping the local community or charities.
13. Let customers know how you are helping them during Covid-19.
14. Explain new company policies due to the current situation.
15. Share your company goals and vision for the future.

## Working From Home Tips

16. Productivity tips for employees working from home.
17. How to divide work and home life successfully.
18. Ways to transform a home space into a working environment.
19. Best communication tools for remote workers.
20. How to stay mentally focused when working from home.
21. Top collaboration tools for employees working remotely.

## Entertainment

22. A guide on how to find the best entertainment online.
23. Uplifting news stories related to Covid-19.
24. Fun activities to enjoy as a family.
25. Creative hobbies to learn in lockdown.
26. Ideas for fun group video calls when you're stuck at home.
27. Find the best jokes in your niche and share them in a post.

## Educational Content

28. An excerpt from a white paper, including a link to the full content.
29. A series of blog posts highlighting individual products or services.
30. Answer your most frequently asked questions.
31. Tips for using a product or service more effectively.
32. Reviews of industry products.
33. Recommend the best books in your niche.
34. Interview an influencer.
35. Create a cheat sheet, featuring tricks of the trade.

## Mental Health Advice

36. Tips on how to relieve stress and stay positive at home.
37. How to talk to children about the coronavirus.
38. The best video conferencing tools to help people connect with others.
39. Physical activities to improve your mental health.
40. Ideas to keep your mind active during Covid-19.
41. A roundup of your most uplifting blog posts of the year.

## Inspirational Content

42. Positive stories about how employees are dealing with Covid-19.
43. Provide a list of inspirational podcasts.
44. Share positive customer stories.
45. Give your readers a list of inspirational quotes.
46. Share your company's passion for a certain issue.
47. Tell readers what you love about your work.
48. Share the top things you've learned in the past year.
49. Ask employees what inspires them and share the results.
50. Survey your audience or customers. Ask various questions and publish the results.





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