



HAMMER AND NAIL
MARKETING

The Hammer and Nail Marketing

Content Idea Generation Rip Sheet For Marinas



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Examine your own experiences:

- What's a boating problem you've solved? How did you do it? What was the solution?
- What's a boating problem you still struggle with? How are you trying to solve it? What are some things that have helped so far?
- What's a big success you've had? What are the lessons? Were there any surprises along the way?
- What's a big failure you've had? What are the lessons? Were there any surprises along the way?
- What's a big challenge you've had? How did you overcome it? What did you learn?

The “Five-by-Five” Method

- What are the top five questions that your tenants ask you the most?
- What are the top five questions they should be asking you?
- Apply the five-by-five method to each subset of your marina or subtopic.
- If a subject is broad or complex enough, expand this to a 10 by 10.

Tenant or Crew Spotlight...

- Profile an interesting or successful tenant.
- Use a reader comment or some tenant feedback as a jumping off point (to reinforce a point, to provide analysis, etc.).
- Relate a boater story or experience and use that as a jumping-off point.
- Do a tenant or crew member case study (more in-depth than a "success story").
- Do a tenant or crew member critique where you frame a problem, make suggestions, and/or prescribe a solution.
- Do an in-depth interview of a particularly noteworthy, instructive, or inspirational tenant or crew member.
- Try to catch someone doing something right and spotlight it.



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Connect a lesson or advice with something or someone famous...

- With a celebrity.
- With a movie.
- With a TV show.
- With a sports figure or sports team.
- With a song or a band or a type of music.
- With a historical figure.
- With a current event.
- With a historical event.

You can be topical here or retro. You can also be serious or humorous.

Example: "5 Things Snooki can Teach You about Effective Branding"

Example: "7 Things I Learned About Productivity from Watching Gilligan's Island"

Write a Link Post...

Link post: A preview post that includes a title, brief description, photo, and external link to the longer article or web page. These are easy-to-read and aesthetically pleasing as a collage when stacked in a newsletter.

- Top [topic] news you should know about this week.
- Best posts on [topic] this week or this month.
- Round-up of best resources on [topic].

Interview an Expert...

- On an always-popular topic.
- On a hot and trending topic.
- On an uncommon, but unique and interesting, topic.
- On a totally bizarre and unusual topic.
- On a narrow topic (deep and specific).
- On a broad topic ("big picture" and strategic).



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- Who comes from an "outside" perspective. (Or flip-flop this and have someone interview you.)

Repurpose some old content...

- Repurpose social content into a video.
- Repurpose video content.

Get inspired. Let one of the following inspire your next piece of content...

- A book you read.
- A movie you saw.
- A song you heard.
- A concert or a play or a dance performance.
- A news story.
- A personal story.
- A TV show.
- A sports game.
- A blog post.
- An online video.
- A podcast.
- A magazine article
- A commercial.
- An advertisement.
- A comic strip or editorial cartoon.
- A new product you noticed.
- A photograph you saw.
- A place you visited.
- A conversation you had.
- An email you received.
- A tweet or an update you read.
- A quotation.
- A speech you heard.
- A seminar you attended.
- A place you visited.
- A person you met.
- An event you attended.



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- A business you frequent.
- An activity you participated in.
- A service you tried.
- A new thing you learned.
- A memory that recently came to mind.
- A person you know.
- A pet you have (or had).
- A dream you have (or had).
- Any of the above you haven't done yet, but WANT to.

Consider one of these...

- Share a resource.
- Give an opinion or a perspective.
- Go off on a rant (with a purpose).
- Explain a theory or a concept.
- Identify a new trend.
- Comment on a new trend.
- Consider whether something new will become a trend.

How about one of these...

- Dig into some statistics and offer some analysis.
- Do some research and report what you find.
- Do a promo piece for a product or service you like.
- Create a "Definitive Guide" or "Ultimate Guide" to something.
- Explain or demonstrate "How to" do something.
- Create a detailed tutorial.
- Tell an inspirational story.
- Tell a funny story.
- Tell a goofy story.
- Tell a bizarre story.
- Tell an instructional story.



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Maybe even of these...

- Start a contest.
- Engage someone (or a bunch of someones) in a challenge to accomplish something.
- Report on your progress towards a specific goal.
- Share something you think is amusing (just for fun...or for a purpose).
- Present a checklist.
- Present a cheat sheet or list of shortcuts.
- Create an infographic (or have one created).
- Create a useful process map.
- Create a "Frequently Asked Questions" around a popular topic (or a troublesome one).
- Create a "How to Choose a..." guide.
- Do a survey or a poll.
- Write about a common problem (or an uncommon, but interesting, one) and its solution.

Create a List...

- "Best of" or "Favorite" list.
- "Best of the year" list.
- "101 ways to... places you must... etc." list.
- "Number of ways to..." list.
- "Common mistakes" list.
- "Number of reasons why..." list.
- Free resources list.
- Useful tips list.
- Most influential people in your industry/niche list.
- Most influential blogs in your industry/niche list.

Review something...

- A product.
- A service.
- A website.
- A book.
- A resource.



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- A piece of software.
- A destination or an event.

Do a straight- up "My experience" or "Pros and Cons" singular-focus review.

Bonus:

Consider a Different Psychographic Perspective:

- "X" for messy people.
- "X" for perfectionists.
- "X" for ambitious people.
- "X" for smart people.
- "X" for impatient people.
- "X" for analytical people.
- "X" for active people.
- "X" for thrifty people.

Consider a Different Demographic or "Life" Perspective.

- From an age perspective (teen, senior, Generation X, Millennial).
- From a "local culture" perspective (a U.S. Southerner, an Aussie, a Londoner).
- From a profession-specific perspective (a teacher, shop owner, outside salesperson).
- From a family or social role perspective (a new grandmother, a volunteer tutor, the father of a special needs child).

Consider things from a Different "Position."

- From a beginner's perspective.
- From an "old-timer's" perspective (old in terms of the niche, not necessarily age).
- From an expert's perspective.
- From a "regular guy" perspective.
- From a "nice guy" perspective.
- From a "straight talk, no BS" perspective.



Newsletter Writing Points to Remember

- On mobile, subject lines cut off around 35 characters. It's around 70 characters on desktop. Put the attention-grabbing "hook" of your newsletter early and keep it short.
- Break up blocks of text with photos and short, chunky prose. Giant blocks of text are intimidating.
- Remember that if you choose topics and language that include personal opinions, you may strengthen some of your customer relationships, alienate others, or it may appear altogether unprofessional. Be aware of the tone you want to project and cultivate at all times.
- We personally do a weekly newsletter cadence. This is pretty stringent, yes. We recommend a monthly newsletter for marinas and marine products. You can do whatever you like, but it's best to be consistent with hard deadlines.
- Create a content calendar in November or December for the upcoming year with the topics you plan to cover. It removes an enormous amount of stress and helps maintain the deadline.
- If you approach your mailing list like you're selling to customers, then they will read it as a customer. If you approach your newsletter with curiosity and conversation, then you will set the same inviting tone with your readership.