

# CREATIVE MARKETING IDEAS

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Thinking outside the box.

## 1. Introduction

## 2. Before you start

- a. Consider your personality and style
- b. Consider your audience
- c. You need more than a lot of friends
- d. Have realistic financial expectations
- e. Get outside your comfort zone

## 3. Get Social

### a. Social Media Tips

- i. Know your audience
- ii. Know yourself
- iii. Be selective
- iv. Find your voice
- v. Be consistent
- vi. Get creative
- vii. Don't be afraid to try something new

### b. Social Creative Ideas

- i. Daily/weekly live devotionals
- ii. Show behind the scenes
- iii. Interview someone in your genre or an expert in your topic.
- iv. Branded imagines/quotes
- v. Write a story – (Fiction) – have your followers help you write a short story. Every week give them an option in the story to vote on.
- vi. This and That – Which do your readers like better... a good way for you to get to know them.
- vii. Takeover Instagram – Partner up with another writer and take over each other's brand for a weekend or so. Helps both of you benefit – you cross promote each other and hopefully find a new audience.

- viii. TikTok ideas – scroll through TikTok and see what is trending and then personalize it to your brand. You can use it across all the social media platforms. These bite-sized video clips are increasingly popular and get tons of shares.
- ix. Create a daily, weekly or monthly series – it helps make your feed feel more like an event versus a laundry list of random posts.
- x. Host an AMA (ask me anything)
- xi. Develop how-to tutorials – think about how popular those BuzzFeed recipe videos are.
- xii. Take advantage of trending topics. – Oreo tweet during the Superbowl blackout a few years ago... received nearly 15,000 retweets.