

Managing Marketing

ADA's Guidelines for Practice Success™ (GPS™)

BLOGGING: TIPS & TYPES

TIP	TYPE OF BLOG
Offer Information	<ul style="list-style-type: none"> • List: Post/Develop a list on a topic of interest to your readers • How-To: Post/Take readers through a process step-by-step • Case Study: Post/Define a problem and provide a solution • FAQ: Post/Offer answers to questions frequently asked about a topic • Research: Post/Share something you've recently learned • Checklist: Post/Everyone likes checklists and tip sheets
Promote Others	<ul style="list-style-type: none"> • Profile: Post/Introduce readers to someone you think they'd like to know • Interview: Post/Offer a Q&A post on someone readers should know • Quote: Post/Develop a piece based on quotes from influential people
Entertain Readers	<ul style="list-style-type: none"> • Story: Post/Share a fictional story like "<i>Jane's journey through TMJ therapy</i>" • Cartoon: Post/Post a cartoon that makes readers laugh. Or think.
Be Timely	<ul style="list-style-type: none"> • Review: Post/Share information about a product, event or service • Survey: Post/Ask readers to respond to something newsworthy • News: Post/Discuss something that's happening that matters
Be Human	<ul style="list-style-type: none"> • Inspirational: Post/Share something uplifting or encouraging • Holiday: Post/Feature a holiday tradition or offer greetings to readers • Behind the Scenes: Post/Tell readers about A Day in the Life of Someone • Company Update: Post/Announce new staff or services, etc.
Be Engaging	<ul style="list-style-type: none"> • Question: Post/Post a question and share responses with readers • Answer: Post/Let readers answer a questions in the "Comments" field • Challenge: Post/Challenge readers to do, or not do something. Ask them to share responses
Be Controversial	<ul style="list-style-type: none"> • What If: Post/Pose a question like "<i>What if you could have the smile of your dreams?</i>"

*Adapted from "[The Ultimate List of Blog Post Ideas \[2nd Edition\]](#)"

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