



Cheat Sheet

Practical advice to implement 4 best blog post types for IT companies.

Introduction

Business blogging offers an unparalleled opportunity to continuously drive traffic and generate new leads.

But the problem is that often times, you don't know what topic or ideas to focus on to generate results for your company.

If you've read the article this content upgrade accompanies , then you know that the 4 best blog post types for IT companies are: quick tips, industry news, case studies, and how to tutorials.

And from this short eBook, you'll learn how to implement each of those ideas into your content strategy.

The Best Blog Post Types for IT Companies

#1. Quick Tips

Ideas for Quick Tips You Could Offer

- Solve simple technical problems (like improving the strength of a WiFi signal at work)
- Improve efficiency with technology (i.e. reducing toner usage)
- Share a list of things to avoid (i.e. to prevent a computer to get inflicted with a virus)
- Point out common mistakes with using hardware or software
- Offer a list of benefits of doing something a certain way or using a particular feature

#2. Industry News

What Industry News You Should Mention on the Blog

- Emerging security threats
- Software updates (also including potential vulnerability)
- Hardware updates your clients should know about
- New technologies that could impact your clients' work in the future
- Events that introduce new technology (i.e. software or hardware launches)

#3. Case Studies

Two Ways to Use Testimonials and Client Feedback as a Blog Post-based Case Study:

1. Copy the testimonial directly onto your blog, format it so it works as a blog post, and add images as needed.
2. Write up an executive summary of the case study as a blog post, and conclude it with a link to a separate page featuring the full story. You could also offer the full case study as a downloadable PDF to generate leads.

#4. Tutorials

What Tutorials You Should Be Creating:

- Guides to using specific feature in software or hardware
- Instructions to setting up software or hardware to perform specific task
- Instructions to analyze or identify a potential threat or error
- Offer usage advice to make software or hardware more efficient
- Document achieving a specific benefit with software or hardware



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