

# Content Marketing + Blog Checklist for Antique Dealers

A targeted content marketing strategy can drive organic traffic to your website and social media sites and improve your rank and SERPs. Your antique business blog is a marketing channel to help increase your visibility online, build brand awareness, add names to your mailing list and support your business's growth.



## Decide What to Write About

- 1 Do keyword research on what your target audience wants to know
- 2 Write a Content Strategy: What's your goal?
- 3 Create a Content Plan - a blog? social media?
- 4 Choose 2-3 social media platforms
- 5 Make a Content Calendar for the year: what are you going to write about, who will write it, when will you write it, where will it be hosted, and how will you promote it
- 6 Make a Social Media Calendar for the coming month/quarter/year: where and when will you promote your content?
- 7 Schedule your social media posts 1-4 weeks in advance, and further for recurring events ie holidays, sales, and special events
- 8 Engage with your content followers: respond to all questions and comments, Like or Follow back when appropriate

## Build an Antique Business Blog

- 9 Write relevant, useful content about your business that your target audience wants to read
- 10 Optimize your blog so that people and search engines can understand and find it
- 11 Antiques are very visual - so your antiques blog should appeal to visual and creative audiences

- 12 Promote your blog on social media sites that your audience lives on - know your buyer personas

## What to Blog About

- 13 The story behind pieces in your antiques store
- 14 Different styles and trends in antiques
- 15 Advice on buying antiques
- 16 Special events or sales
- 17 Behind the scenes experiences you've had buying antiques in Europe
- 18 Tips for repurposing or caring for antiques
- 19 How-tos for antique restoration
- 20 How to decorate with antiques

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