

# Retail Blog Topics

RETAIL MARKETING  
ACADEMY

## Why Blog?

Bloggging is a great way to connect with your prospects and customers, but it's also THE BEST way to rank highly in Google search results.

Below are the top 10 most-read blog post types. At the end of this Guide, you'll also find a list of blog subjects specific to your industry.

1. Product Reviews
2. How-Tos
3. Lists
4. Links to Other (non-competitive) Products You Love
5. Customer Stories (These posts always interest readers, and they're a great way to turn a loyal customer into a raving fan. Who doesn't love to be featured on a blog?!)
6. Trending Topics
7. Frequently Asked Questions
8. Inspiration or Motivation
9. Guest Posts (These can be from fellow store owners, customers or even your employees.)
10. Employee Spotlight

## Topics for Clothing Boutiques

1. 10 Ways to Tie a Scarf
2. How Not to Wear Leggings
3. How to Dress Up a Simple Top
4. Product Reviews
5. How One Outfit Works for 5 Different Body Types (with photos)

## Topics for Gift Stores

1. 5 Gifts Under \$20
2. Perfect Gifts for the Hard-to-Buy-For Man on Your List
3. How to Tie the Perfect Gift Bow
4. Gift Wrapping 101
5. Top 5 Gifts for September

## Topics for Salons/Spas

1. Unexpected Date Night? How to Get Glam in 10 Minutes or Less
2. How to Prep Your Hair for Dry Days of Winter
3. How to Heal Your Skin After a Long Summer
4. Top 5 Fall Looks
5. 7 Ways to Pamper Yourself Before the Holiday Rush

