

The 2014 BBA yearlong blogging challenge

<p>Jan. 6: What to expect from your company in 2014; include offers to subscribe to newsletter or follow on social media.</p> <p>Jan. 13: Profile a team member who works directly with customers.</p> <p>Jan. 20: Today is the Martin Luther King, Jr. Day of Service; how have your company and your colleagues participated in community service?</p> <p>Jan. 27: Super Bowl ads cost \$4 million for 30 seconds of airtime (not counting production). What would you tell a billion people about your company in 30 seconds?</p>	<p>Feb. 3: Take your most popular product or service, and illustrate how it has evolved over the years (or why it has remained unchanged).</p> <p>Feb. 10: In honor of Valentine's Day, send a love letter to your customers and fans.</p> <p>Feb. 17: Profile an intern or the newest employee.</p> <p>Feb. 24: Show how your company has solved a problem recently for a customer.</p>	<p>March 3: In like a lion ... How has your company outpaced your competitors?</p> <p>March 10: Profile a longtime customer.</p> <p>March 17: Spring means a new start. Offer a free trial to new customers.</p> <p>March 24: What events — trade shows, grand openings, focus groups, community events — will your company take part in?</p> <p>March 31: Out like a lamb ... What is the biggest challenge your company is working to solve?</p>
<p>April 7: What is the top mistake your customers make, and how can they avoid it?</p> <p>April 14: Set out some Easter eggs: What are the aspects people find most surprising about your company?</p> <p>April 21: Profile a team member in sales or marketing.</p> <p>April 28: Post five YouTube videos that will help customers understand your industry better.</p>	<p>May 5: Q&A with 10 colleagues asking the same question focused on customer issues.</p> <p>May 12: How did your company get started? What are its roots in the community?</p> <p>May 19: Profile the team member who has served the longest at the company.</p> <p>May 26: PowerPoint theater: Post an insider slideshow that reveals interesting info about your company; backup plan: search SlideShare for decks that help your particular customers.</p>	<p>June 2: Share a story of how a colleague has gone the extra mile for someone.</p> <p>June 9: Put together a list of linked resources for fans and customers. Bonus points if you link to competitors.</p> <p>June 16: Summer reading: five must-read books that will make your readers smarter about your industry.</p> <p>June 23: Blue sky thinking: Where will your company be in 10 years?</p> <p>June 30: Today is Social Media Day: Show off your biggest fans in each channel.</p>
<p>July 7: It's too hot outside. What are the coolest things about your company?</p> <p>July 14: Share a white paper in PDF form that offers short-term and long-term solutions for your target audiences.</p> <p>July 21: Profile your human resources director.</p> <p>July 28: Write a "help wanted" ad for your ideal customer.</p>	<p>Aug. 4: Use photos or a video to give a tour of your company.</p> <p>Aug. 11: Back-to-school time: Educate your fans on your services and your prices.</p> <p>Aug. 18: Profile a management team member.</p> <p>Aug. 25: Share testimonials, questions and complaints from customers' emails. (Get their permission first.)</p>	<p>Sept. 1: Offer a prize to the reader who answers the most questions correctly about company trivia.</p> <p>Sept. 8: Profile a new customer.</p> <p>Sept. 15: What is your company culture? Its mission?</p> <p>Sept. 22: Autumn means change. Ask readers what one thing they would change about your company.</p> <p>Sept. 29: Create a screencast that guides visitors through your company website and blog.</p>
<p>Oct. 6: Then and now: Use photos to show your company at the beginning and in 2014. Bonus points if you use a list to show more figures from then and now (number of employees, revenue, etc.).</p> <p>Oct. 13: List job openings at your company.</p> <p>Oct. 20: Profile your CEO.</p> <p>Oct. 27: Tricks and treats: Show off your best tricks for helping customers solve problems; offer treats for their best tips.</p>	<p>Nov. 3: Give a sneak peek at new products in development.</p> <p>Nov. 10: Embed tweets of questions related to your company, products or industry. Then, answer them.</p> <p>Nov. 17: Profile a colleague in accounting or finances.</p> <p>Nov. 24: Show thanks for your customers, your team members, your vendors and others who have helped build your business.</p>	<p>Dec. 1: Create an infographic with your keenest industry insights.</p> <p>Dec. 8: Profile your toughest critic.</p> <p>Dec. 15: Give a "how to" for your product or service.</p> <p>Dec. 22: Share your company Christmas card.</p> <p>Dec. 29: Offer resolutions to help your customers grow in 2015.</p>