# Content Marketing Ideas:
# Retail Edition

## Create an Interactive Webpage

Make a page on your website that customers and put their favorite items on.  It would serve like a collective wish list.  That way you see what are top products and customers inspire customers.

## Plan a Shopping Day

Create an ideal schedule for a fun day of shopping.  Add in going to a nice restaurant for lunch and maybe stopping at the part, but make sure you store is feature by being the starting and ending point to the day.

## Employee Approved Items

Get your employees involved by letting them test out some products.  Then have them share their experience online.  Not only will this make the website more personable, but the employees will have better comments about products in the store.

## Show Where the Products Come From

It's always interesting to know and share the history of what you buy.  Knowing the background of the product will make it seem more unique and valuable.

## Must Have Lists

Create a list of Must Haves whether it's the first day of school, moving to a new house, or going on a vacation.  It will make a great reference for individuals and they'll look to your company as not only a service, but also a resource.

## Host a Test Drive Event

Invite customers to test out products in store for one day.  This will not only build up trust, but will make them more likely to want it after playing with it for a while. Get people excited online by previewing what products will be available.

## Show a Day-in-the-Life

Whether it's through video or photos, show customers how interesting the shop is.   Capture the behind-the-scenes and show what goes on at your shop.

## Demonstrate Ways to Use Products

Show customers unique ways to use an ordinary product.  Also try setting the perfect scene in which your product is front and center. Customers will love the perfectly designed room or outfit and see that your product is the key to making it great.

## Get Testimonials

Social proof is huge for any new customers.  A suggestion can go a long way in changing a person's mind.  Try taking quotes from business or even better—a short video.