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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