

# Content Ideas

## Answer The Public

- Go to <https://answerthepublic.com/>
- Create a FREE account to perform up to 3 searches a day for free
- Enter a topic like 'real estate' and submit your search
- Review the data! Get ideas for what people want to know and use it for starting points on social media, marketing, and ChatGPT

## Google Search Intent

- Go to <https://www.google.com/>
- Enter some keywords or phrases in the search box BUT DON'T SUBMIT YOUR SEARCH
- Look at the suggested search values that appear and review them for ideas. More detailed words or phrases will provide better results. (Ex - east lake Christmas)
- Get ideas for what people want to know and use it for starting points on social media, marketing, and ChatGPT

## Instagram Reels Trends

- Open the Instagram App
- Select the Professional Dashboard action button on your profile and then select Reels Trends (or tap Menu on your profile and select Reels Trends).
- Select reels from Audio or Hashtags.
- You'll be able to see:
  - Trending audio: Discover the latest trending audio and hear what people are engaging with on Instagram.
  - Trending hashtags: Discover the latest trending hashtags to join in the conversation and grow your audience by reaching new people.

## Google Trends

- Go to <https://trends.google.com/trends/explore>
- Enter a topic like 'real estate' and submit your search
- Review the data! Play with location, time, and other filters
- Review related topics and go down the rabbit hole with related topics. Don't be afraid to get granular!
- Get ideas for what people want to know and use it for starting points on social media, marketing, and ChatGPT

## Instagram Trending Topics & Hashtags

- Open the Instagram App
- Select the Search/Explore action button
- Search for topics or hashtags to find out what's popular or trending similar to it
- Find some inspiration and use it for content starting points with ChatGPT or your other marketing efforts

## Pinterest Trends

- Go to <https://www.pinterest.com/>
- Sign up for a FREE business account
- Under the analytics section, find 'Trends'
- Select 'Growing Trends'
- Start with some keywords
- Find some inspiration and use it for content starting points with ChatGPT or your other marketing efforts