Bussinesstan

GROWTH AND TECHNOLOGY FOR CROSS-BORDER MONEY MOVEMENT

CL.05 · MARKETING · CHECKLIST

60 corridor blog ideas, sorted by intent

Sixty content angles for remittance and money transfer companies, sorted by search intent and funnel stage, each mapped to a question senders actually ask.

Use this when	Time to run	Length	Category
Building a content calendar, or when the blog has run out of ideas	Reference	8 pages	Marketing

Most remittance blogs fail for one reason: the topics come from a planning meeting rather than from what senders type. This list is organised by intent, because intent decides whether a piece can lead to a transfer or only to a pageview.

Replace {CORRIDOR}, {SEND} and {RECEIVE} with your live markets. A single corridor produces roughly fifteen usable pieces from this list before it repeats.

> Content covering fees, limits, verification requirements or regulatory matters should be reviewed by your compliance function before publication.

How to use this list

Intent decides placement, not topic.

Intent	What it earns	Where it belongs
Transactional	Direct first sends	Corridor and service pages, not the blog
Commercial	Comparison and decision traffic	Blog, linked hard to corridor pages
Informational	Trust and topical authority	Blog, linked to commercial pieces
Navigational	Existing customers	Help centre, not the blog

> Aim for roughly 40% commercial and 60% informational. An all-informational blog builds authority and produces no transfers. An all-commercial blog has nothing to link from.

Commercial intent · 20 ideas

Closest to a transfer. Prioritise these.

- [ ] Cheapest way to send money from {SEND} to {RECEIVE} in {YEAR}
- [ ] How much does it cost to send money to {RECEIVE}? Full breakdown
- [ ] {COMPETITOR} alternatives for sending money to {RECEIVE}
- [ ] Bank transfer vs money transfer app for {CORRIDOR}: real cost comparison
- [ ] Best way to send money to {RECEIVE} for cash pickup
- [ ] Best way to send money to a {RECEIVE} mobile wallet
- [ ] Sending large amounts to {RECEIVE}: limits, fees and what to expect
- [ ] Fastest way to send money to {RECEIVE} and what actually affects speed
- [ ] Exchange rate vs total cost: why the headline rate misleads
- [ ] Sending money to {RECEIVE} from {SEND}: every method compared
- [ ] How to send money to {RECEIVE} without a bank account on either side
- [ ] Business payments to {RECEIVE}: what changes versus personal transfers
- [ ] Sending money for {OCCASION}: timing, limits and cost
- [ ] Weekend and holiday transfers to {RECEIVE}: what actually delivers
- [ ] Recurring transfers to {RECEIVE}: setting up a monthly send
- [ ] Sending money to family in {RECEIVE}: the practical guide
- [ ] First transfer to {RECEIVE}: what to expect step by step
- [ ] Paying school fees in {RECEIVE} from {SEND}
- [ ] Medical payments to {RECEIVE}: what senders need to know
- [ ] Payroll and bulk payouts to {RECEIVE}: options and costs

Informational intent · 25 ideas

Builds authority and answers the questions that precede a decision.

How things work

- [ ] How international money transfers actually work, end to end
- [ ] What happens to your money between sending and receiving
- [ ] How exchange rates are set and why yours differs from Google's
- [ ] What an FX spread is and how to spot one
- [ ] Why transfer fees vary between corridors
- [ ] How cash pickup works in {RECEIVE}
- [ ] How mobile wallet transfers work in {RECEIVE}
- [ ] Bank deposit timelines in {RECEIVE}: what affects them

Verification and compliance

- [ ] Why money transfer services ask for ID, explained plainly
- [ ] What documents you need to send money from {SEND}
- [ ] Why your transfer was held and what happens next
- [ ] Transfer limits explained: daily, monthly and per transaction
- [ ] What source of funds means and why you were asked
- [ ] Verification failed? The most common reasons and fixes

Trust and safety

- [ ] How to tell whether a money transfer service is legitimate
- [ ] Common money transfer scams and how to avoid them
- [ ] What to do if you sent money to the wrong person
- [ ] Keeping your transfer account secure
- [ ] What protection you have if a transfer goes wrong

Corridor and diaspora context

- [ ] Remittance to {RECEIVE}: what the numbers actually show
- [ ] When {RECEIVE} families receive the most money and why
- [ ] Cost of living in {RECEIVE}: what a transfer needs to cover
- [ ] Sending money home during {FESTIVAL}: practical planning
- [ ] The {RECEIVE} diaspora in {SEND}: where communities are and how they send
- [ ] How exchange rate movements affect what your family receives

Comparison and evaluation · 10 ideas

The pieces answer engines cite most often.

- [ ] {YOUR BRAND} vs {COMPETITOR}: an honest comparison
- [ ] Money transfer apps compared for {CORRIDOR}
- [ ] Cash pickup vs bank deposit vs mobile wallet: which to choose
- [ ] App vs agent counter for {CORRIDOR}

- [ ] Fixed fee vs percentage fee: which costs less at your amount
- [ ] Rate lock explained: when it helps and when it does not
- [ ] Same-day vs next-day transfers: what you pay for speed
- [ ] Best money transfer service for {SPECIFIC NEED}
- [ ] Sending $100 vs $1,000 to {RECEIVE}: how cost changes
- [ ] What to check before choosing a money transfer service

Company and thought leadership · 5 ideas

Fewer of these than most teams write.

- [ ] How we set our exchange rates
- [ ] Where your transfer fee actually goes
- [ ] What we learned launching the {CORRIDOR} corridor
- [ ] Our payout partner network in {RECEIVE}, explained
- [ ] How we handle a held transfer

Publishing rules that make this work

- [ ] Every commercial piece links to its corridor page
  The blog earns the traffic, the corridor page earns the transfer
- [ ] Every informational piece links to at least one commercial piece
- [ ] Answer the title's question in the first 60 words
  This is what makes a piece citable by an answer engine
- [ ] Any fee, limit or rate mentioned links to a live source
- [ ] Refresh anything containing a fee or limit quarterly
- [ ] Publish in the corridor's language where the audience uses it
  Written natively, not translated

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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