

Content Ideas

Get Inspired

All your content doesn't need to be designed to drive traffic to your website etc every time. Remember you will have followers at varying points in the buying cycle so you will need to nurture, educate, increase trust, and slowly convince your audience that they have a problem, and you are the company that can help them solve it.

Ask Your Existing Clients

Your existing clients were your target client in the past, who better to ask what they searched for, what problems they faced and what information they were interested in seeing. Don't forget to find out what content they *don't* want to see!

Tips, Tips, and More.... Yep... Tips!

We all like to feel like we are getting something for nothing. People will save your posts, like your posts, add your tips to a never-ending list of things they now know how to do... they feel empowered. Then...they do nothing with it.

But, they will consistently see and begin to trust that you do know what you are doing, that you are capable of implementing the new idea or actioning the 'tip'. And, if they see this often enough a percentage will get frustrated that they aren't also benefiting from using your tips and will enquire with you to see how you can help do it for them. Don't be scared to give your knowledge away.

National Holidays and Celebrations and Events

Don't restrict yourself to Christmas and Easter, can you relate your business to the Queens Birthday, Wimbledon or the Grand National for example.

Information About Your Day

Record a short video, take a snap of what you are doing... your potential clients will feel they get to know you, they will feel a connection regardless of if you have ever met or spoke. And the more they get to see you and get a feel for your personality as an individual or a business the more likely they are to think of you when they need the services you offer.

What does your ideal client want to know?

Use [Answerthepublic.com](https://www.answerthepublic.com) or Reddit to find out what questions people are asking.

Start to search for a term relating to your business and you will likely get some suggestions from Google that other people have been searching for. Answer these questions or cover those topics

Ask a question

It is called social media for a reason, so engage with your audience, ask a question, what are their thoughts on a topic, what is their advice on a subject. Encourage your audience to add comments, take part in a poll etc.

Book Reviews

Read an informative book that can benefit your clients and target audience, give them a little review, tell them something that you have learnt or that will benefit them.

Don't read books? why not! Audio books are fantastic, and you can be learning while you get on with walking the dog, cutting the grass, or cleaning the car. Not only will you learn innovative ideas, but your writing will also improve, and you will gain more knowledge that you can implement into your business.

Top 5 / Top 10 XYZ

Share your Top anything! As long as it is relevant to your business and your customers and will add value to their day or make them smile!

Share a Meme

Seen a meme that fits your business or is relevant in that moment? Share it! Just ensure it will not offend and it is

Testimonials or Case Studies

You can't beat a testimonial to demonstrate your experience. They help promote trust in you and your business.

People are like sheep and like to follow each other, very few people want to think they are going where no one has been before. So, show off those nice comments and watch the enquiries come in.

Giveaways, Freebies and Competitions

These will all increase engagement, and let's face it, we all love getting something for nothing. Build an urgency with your posts, let your audience know they are running out of time, there are limited spaces available, last chance etc. Heard of **FOMO** before, well if you haven't it means Fear of Missing Out and creating this urgency in your posts will create this fear in your potential audience and increase the likelihood of them doing what you ask.

Lead Magnets are perfect for this category. A lead magnet is something that offers value to a potential client, they get access to the item (A Checklist, a Free Webinar etc) in exchange for giving you their email or contact details. You are then able to keep your business in the forefront of their mind via another channel!

Promote your Products or Services

It's not all about being funny, helpful, and growing your brand, at the end of the day we are all in business to increase profit and ultimately live the lifestyle we dream off. There is nothing wrong with the occasional post promoting what you do. Just ensure it is focused on the problems your clients face and how you solve them with your product or service.

Remember: Stick to the 80 /20 rule, which is 80 % of your posts should be educational, entertaining and be of help to your audience, 20% of the time you can actively promote your products and services. This ensures your audience don't get bored of your content, nobody likes a pushy salesperson!

News and Topical Stories

What's happening locally, Nationally, and Internationally, can you show sympathy, relate to an event, or experience you have to what is happening around you. What are your thoughts and feelings?

Quotes

From quotes (have a look at Brainyquote.com for motivational quote) to inspirational stories, you can use quotes to show your audience what your business is about and can relate to your business or industry. Industry quotes can be used to open conversations and keeps your quotes relative to your business and your clients' interests.

Awareness Days and Awareness Weeks

These can be local, national, and international.

Videos

While a lot of the content above could be created using video, it is worth us mentioning here that video is hugely popular on social media. So, from giving your followers a peak into your day, to video testimonials, wherever you can include some video. Reels on Instagram are massive right now, so don't be shy, show your personality and just do it!

Corporate Responsibility

What do you do to help the wider community, the environment, or charities? What you do and how you support others will help highlight your business and personal values. We like to associate with people and businesses that have the same vision and values as ourselves. So, this is a fantastic way to help people see who you are and what you are about.

Product or Service Comparison

Compare your product or service (honestly) with an option your client may be considering purchasing from a competitor. For example, you sell a service, what are the differences between you and your competitor?

The important thing to remember is to discuss the facts, highlight the differences. There is no need to try and sway the reader to pick you, they will have their own needs so by laying out the differences you will either convince them that you are honest, open and have the right features they need, or they will respect your honesty, but you won't have the features they require (right now).

They may go to your competitor in this instance, but they could well be a client of the future, possibly even recommending people to your business that are the right fit for your services today.

Newsletter Sign up / Notifications / Other platforms

Encourage followers to be in front of you across as many channels as possible. Be sure to tailor your content slightly for each platform to ensure you are not duplicating content and therefore not adding value to that person for following you on other platforms.

Remind people how to turn on notifications for your posts so they never miss anything and get them on your mailing list!