

# 30 Content Ideas

Marketing Resources for Small Businesses

Creating social media content can be overwhelming at times. If you're feeling stuck, here are 30 content ideas for social media that will help spark creativity and engage your audience.

## Behind-the-Scenes Sneak Peek

- Showcasing the daily operations of your business, introducing team members, and giving a glimpse into your workspace

## Customer Testimonials

- Share positive feedback and testimonials from satisfied customers

## Product Demos

- Highlight the features and benefits of your products through engaging demonstrations

## How It's Made

- Take your audience through the process of creating your products or delivering your services

## Throwback Thursday

- Share a nostalgic post about the early days of your business or the evolution of your products/services

## Trivia or Fun Facts

- Share interesting facts related to your industry or business

### **Team Achievements**

- Highlight the accomplishments of your team members, both inside and outside the workplace

### **Interactive Stories**

- Use Instagram or Facebook Stories to create polls, quizzes, or ask-me-anything sessions

### **Educational Series**

- Break down complex topics related to your industry into a series of informative posts or videos

### **Book or Product Recommendations**

- Share your favorite books, tools, or products that have been beneficial to your business

### **Holiday Wishes**

- Extend festive wishes to your audience during holidays and special occasions

### **Go Live**

- Host a live Q&A session, product launch, or an interactive event to connect with your audience in real-time.

### **Gratitude Posts**

- Express gratitude to your customers, followers, and supporters

### **Milestones and Achievements**

- Celebrate business anniversaries, reaching a certain number of customers, or any other significant milestones

### **DIY Guides or Tutorials**

- Create step-by-step guides or tutorials related to your products or services

### **Day in the Life**

- Take your audience through a typical day in the life of your business

### **Interactive Polls**

- Create polls to gather opinions or preferences from your audience. It's an easy way to engage and collect feedback

### **Caption Contest**

- Post a fun or quirky image and ask your audience to come up with the best caption

### **Meet the Founder**

- Share your entrepreneurial journey, challenges you've overcome, and your vision for the future

### **Share Industry Insights**

- Discuss trends, challenges, and insights related to your industry

### **Spotlight on Local Partners**

- Feature other local businesses or partners. It's a great way to build community and cross-promote!

### **Seasonal Promotions**

- Create content around special offers, discounts, or promotions related to holidays or seasons

### **Question of the Week**

- Pose a question to your audience, encouraging them to share their thoughts and experiences. It will boost engagement

### **Customer Spotlights**

- Showcase your customers using your products or services

### **Industry News and Trends**

- Keep your audience informed about the latest news, trends, or innovations in your industry

### **Ask for Feedback**

- Request feedback on your products, services, or overall customer experience

### **Flashback Friday**

- Share old photos or posts, reflecting on your business's journey

### **Customer Challenges**

- Create challenges or contests for your customers. It could be a photo contest, a challenge related to using your products, etc.

### **Infographics**

- Present information, tips, or statistics related to your industry in a visually appealing infographic

### **Employee Spotlights**

- Feature your team members by sharing their stories, roles, and what they love about working for your business