



## **50 SOCIAL MEDIA CONTENT IDEAS FOR SMALL BUSINESS OWNERS & MARKETERS**

Are you looking for some social media post ideas?  
Congrats, you are in the right place.

Social media certainly is a popular marketing strategy and has evolved from an online communication platform to a treasure trove. It's a powerful tool for growing businesses in many industries.

It has an important role in boosting awareness, connecting with customers, increasing website traffic, and generating leads.

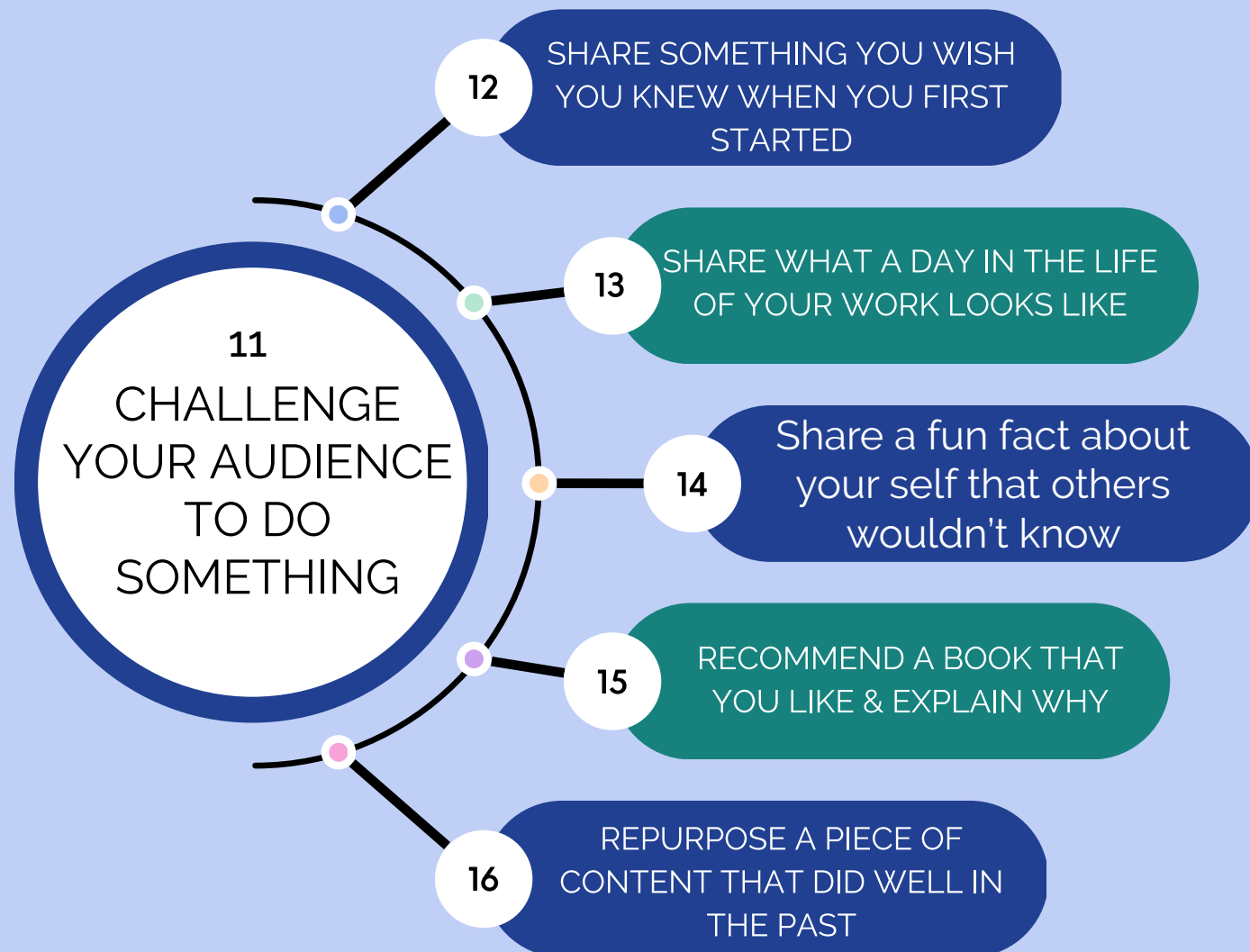
When it comes to small businesses, having a range of creative content ideas can have a great impact on building brand awareness to bringing in sales.

Social media is not about the number of followers, but rather how the brands engage with their followers, in many aspects, small businesses have an advantage over big companies on social media marketing if done right.

Many businesses are still trying to figure out how to make social media work for them. We know social media also takes up a lot of time. It's hard to find enough interesting content to fill up a feed and get engagement. That content is what makes social media work. Without the interesting content, engagement decreases, and as engagement drops off, so do all the benefits – website traffic, the leads, the followers, the sales.

Let's take a look at our 50 content ideas:

- 01 7 reasons to x, y, z
- 02 A short video with a 'how to tutorial'
- 03 A free guide to overcoming a challenge
- 04 A quote that is valid for your industry
- 05 Share a common objection you came across and what your answer to it is
- 06 Share the journey of someone in your industry. Talk about it
- 07 Share your why and your journey so far
- 08 Offer a free tool/resource that can be used in your industry
- 09 Provide industry updates and news
- 10 Share something you wish people in your industry would stop doing



17 Share a common myth about your industry, and what you think about it



18 Repurpose a blog post into a LinkedIn article



19 Talk about the mindset in being a business owner



20 Share a client case study



**21** Share a client testimonial/review

**22** Share an interesting story about something

**23** Website, product, service launch

**24** Share the common questions your customers or prospects ask you

**25** Share an achievement or win that you've experienced

**26** Talk about a reason why people in your industry fail

**27** Talk about a win a client has had since working with your business

**28** Share a lesson that you have learnt recently

**29** Share a conversation you had with someone you have worked with which others would find value in

**30** Share top tips on a particular topic you have expertise in

**31** Talk about a time where you made a big error and what you did to overcome it.

**32** Share exactly what it is that you do as a business and who you help

**33** Share a goal or objective you are working towards (talk about your plan).

**34** Share what you've done today and how you're feeling.

**35** Ask a question in a poll (market research).

**36** Talk about a great experience you've had.

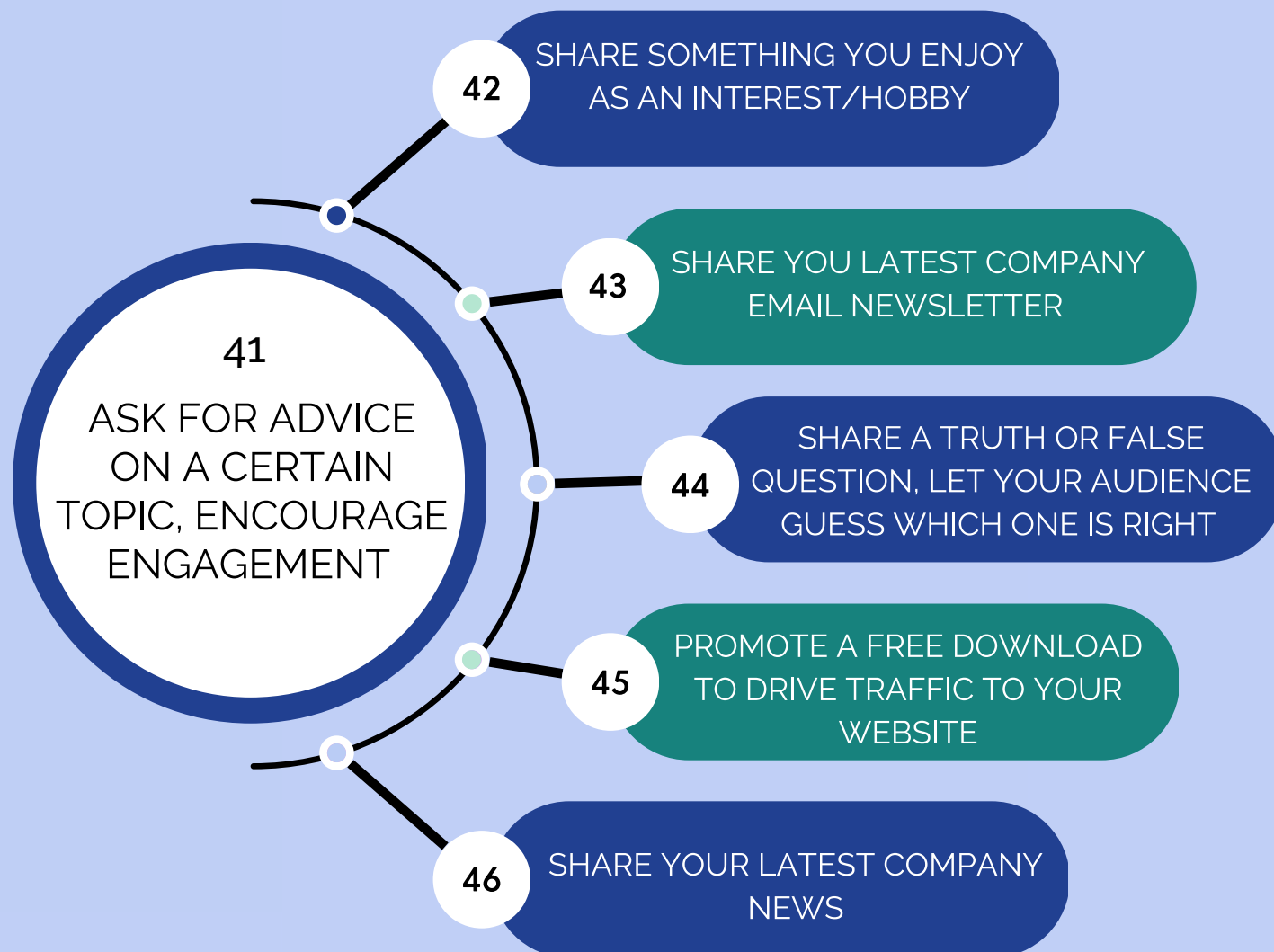
**37** Share a recent event you have attended and why you liked it

**38** Talk about a great customer service experience you have had

**39** Share a helpful resource that you've used and why you love it.

**40** Provide a recommendation and why you've enjoyed working with them.





47 What have you done over the last 7 days that you can talk about?



48 What have you got coming up over the next 7 days you could share?



49 Share a weekly roundup, a list of things you've accomplished and what you've learnt



50 Share an offer or competition that your company is running





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