

SOCIAL MEDIA

5 Content Ideas for Small Businesses Right Now

CONTENT IDEAS

Start with content that build trust.



1 Behind-the-Scenes Content

Show people what goes into your work. Share your setup, process, team, packing orders, or what a typical day looks like.

Why it works:

It makes your business feel reel, personal, and trustworthy.

Try this:

- A day-in-the-life Reel
- A quick workspace tour
- A start-to-finish process post



2 Answer Common Questions

Turn your most frequently asked questions into posts, stories, carousels, or short videos.

Why it works:

It educates your audience and removes hesitation before they buy

Try this:

- Pricing questions
- What to expect
- Timelines or turnaround
- Common myths

Tip: If a customer has asked it once. It can become content.

CONTENT IDEAS

Use proof to build Confidence.

3 Before + After or Results



Show the transformation your product or service creates. Use visuals, numbers, or simple comparisons.

Why it works:

People connect with ourcomes, not just features.

Share things like:

- Before and after photos
- A client result or win
- A mini case study
- A transformation story

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4 Customer Spotlights + Testimonials



Feature a customer, client, or review to let real experiences speak for your brand.

Why it works:

Social proof helps new people trust you faster.

Try posting:

- A favourite review
- A client spotlight
- A photo with a short quote
- A simple success story

Tip: Even one strong review can become a great post.

CONTENT IDEAS

Make it easy to Stay consistent.

5 Quick Tips + Mini Tutorials

Teach something useful in a quick, simple way. Share one practical takeaway your audience can use right away.

Why it works:

Helpful content positions you as the expert and gives people a reason to keep following you.

Examples:

- A quick how-to
- One common mistake to avoid
- A short product or service tip
- A simple checklist



A Simple Weekly Plan

Monday	Answer one common question
Wednesday	Share a behind-the-scenes post
Friday	Post a result, review, or customer story

Done is better than perfect.

Pick one idea, post it this week, and build from there.