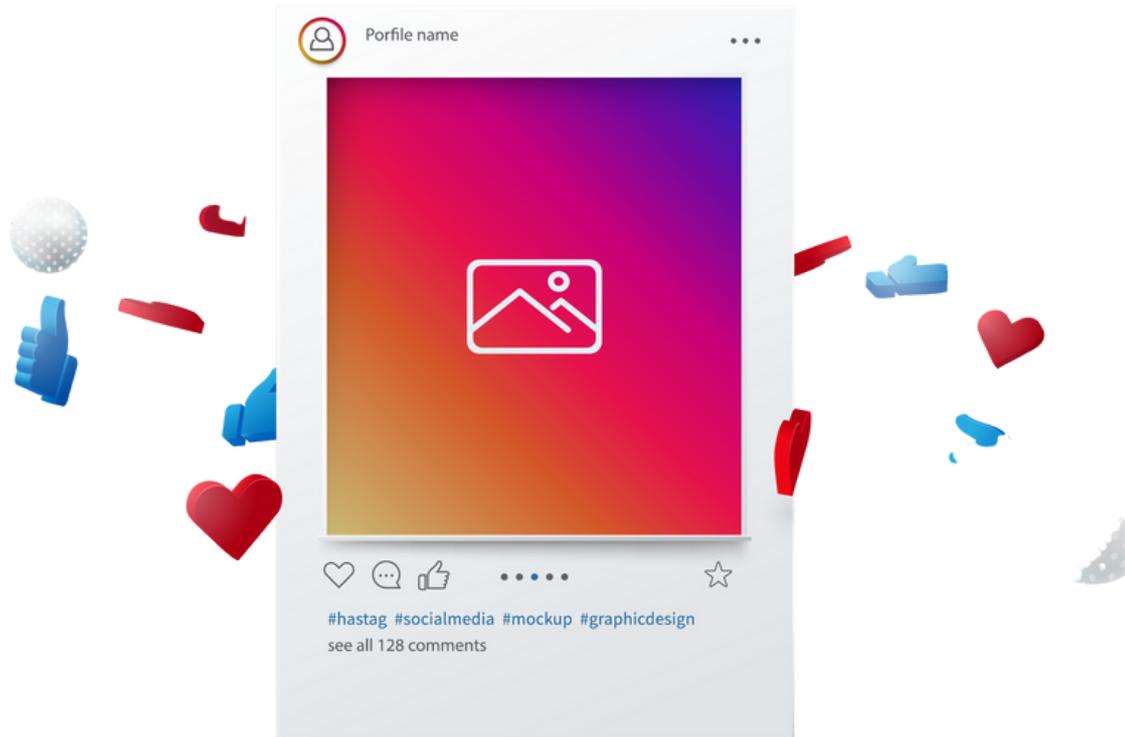




feedalpha

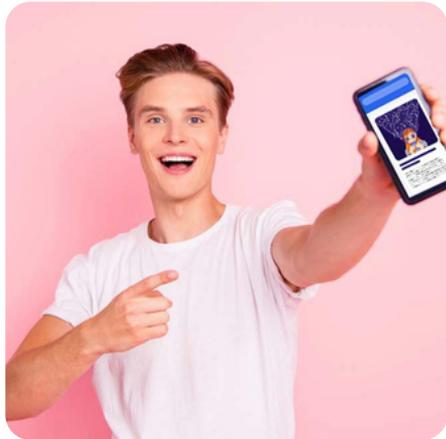
60 SOCIAL MEDIA POST IDEAS TO ATTRACT NEW CUSTOMERS

feedalpha.com



60 social media post ideas

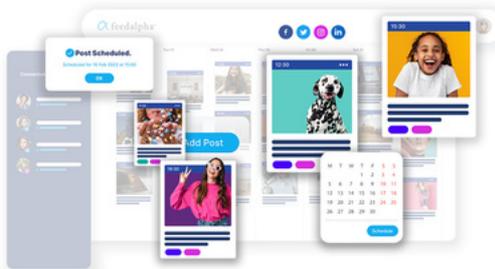
The next few pages will show you 60 examples of posts you can use on social media.



Sales messages

it's crucial to get the right balance between sales messages and other content but you need to utilise your Social Media platforms as a free way to market your business. Include key product or service information and a call to action on what to do next such

as 'visit our website' or 'call now'. Social media posts are a great way to get company information out into the wild but use these types of posts sparingly – you don't want to come across as too sales-focused.



Product updates

Are you changing your product range? Whether it's introducing something new, reminding your customers of an existing product or discontinuing something (is there a final clearance offer alongside this?), be sure to let your customers know with a social

media post! Think about what type of content resonates with your customers. Does it follow your marketing strategy, would a live video work or is it a CTA where you are collecting an email address?



Blog posts

Blog posts are a great way of getting a large amount of information across in one post and driving social traffic to your website. Give your followers a taste of what the blog post includes in your social media update and then direct them to the full piece online.

Create interactive social media posts. Ask questions. Provide a list of tips, perhaps put out a request for user-generated content.



Testimonials

These might come easily from satisfied customers or you may need to bite the bullet and ask for one.

Either way, the best way to build your brand reputation is for other people to do it for you. Share any positive feedback across your social media

platforms for all to see, and potentially get others to share their feedback too! Testimonial videos are a great source of content for social media. Video content with a quote from a customer should form part of your marketing strategy and something your audience will love.



Video demonstrations

Videos have spread rapidly across social media in the past few years so they are super social media friendly and sites such as Facebook and Instagram actively show them. Use these for business posting opportunities on LinkedIn as they get great traction here. Another thing to think about here is that your videos do not have to be blockbuster quality. Often a quick video with a smartphone will get much better traction from your audience, fans and followers, than a high-end production. Remember to smile and have a bit of a laugh where suitable.



Video out-takes

If it takes a few goes to get the video right, then even better! Funny outtakes will likely get a better result than the original video and will bring the fun back to social media. Pair these with a hashtag like #FunFriday. Running a few posts like these in your feeds are great to boost engagement on social media. This type of content shows the real people behind the brand and business.



How-to guides

You know your products better than anyone so a helpful piece of content to share could be a 'How-To Guide'. This might be in the form of video content, blog post or even infographics. Just remember to make each step as

clear and simple as possible and not too text heavy.



Infographics

Infographics are great for sharing information. Try taking your most frequently asked questions or some interesting facts about your business, products or industry and create a more interesting, visual piece of content for your next social media post.

Use a tool like Canva with its built-in templates to create this type of content. A quick tip here is to list out your ideas first as just headings, throw in a question or two early on to spark interest, and then fill in the blanks.



GIFs

In some cases, a video is too long but a static image isn't enough so try playing around with GIFs in your posts to get some movement on the timeline. A slight bit of movement in what might appear to be a static image at first

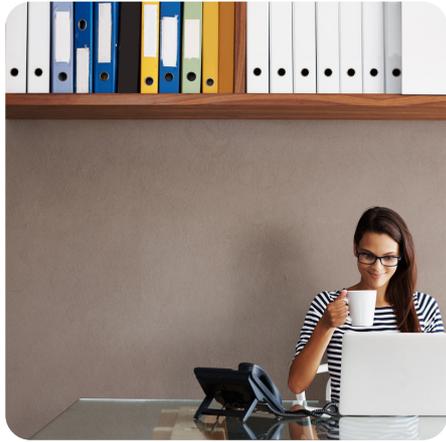
will catch your audience's attention.



Product photo shoots

If you're updating your portfolio and shooting your products or some images showcasing your services then be sure to share them across your platforms too! Invite your audience to comment on what they like or to share

their images using your products. You may have an event or company day out where there is an opportunity to get some really good staff photos or action shots.



Behind the scenes

Similar to outtakes from your video footage, behind the scene shots from photoshoots, the office or even whilst you're out and about will go down well. People are naturally nosy and will love to see what you're up to. These types of posts have formed a

big part of our marketing for social media strategy, and it's the type of content we get the most traction from. Your customer or audience wants to know the real 'you'. Yes, you need to toe the company line but a behind-the-scenes post is easy to create when it comes to social media. Your audience will really engage with it.



Podcasts

Invite your clients or customers to join you in a podcast discussing your business and industry and then share this on your social media to continue the conversation. If you don't want to host a Podcast yourself but enjoy listening to somebody else's then

share this for your followers too. Why not turn your podcast into a blog post? If you are interviewing somebody else, this can be classed as user-generated content and great for your fans and followers.



National Days

There are plenty of #NationalDay's every month so you are sure to find one that's relevant to you and your customers. Have some fun and be topical! Our [Inspire Me Calendar](#) is full of great day ideas!



Punny posts

Be it a cheesy joke or a play on words, it's important to keep social fun and give your audience a reason to keep following you. Punny posts or a clever play on words will make your followers smile.



Industry news

You may be more up-to-date and aware than your audience of the ins and outs of your company, industry and all the latest updates. If something is happening that impacts your business or customers then share it with them on social media too.

Be careful not to post anything too controversial – unless you're ready for mixed reactions!



Award do's

Whether you're attending as a guest, a judge or a finalist, your audience will certainly want to see the glitz and the glam of award do's.



Offline events

If you're visiting a conference, industry event or networking, share snaps and updates with your followers. Twitter is a great way to connect with people at the same event through hashtags.



Online events

Online events could be anything from a dedicated time on Twitter where users use a certain hashtag to communicate on a particular topic to a pre-planned webinar. Share updates and links across your social media channels and invite your audience along.

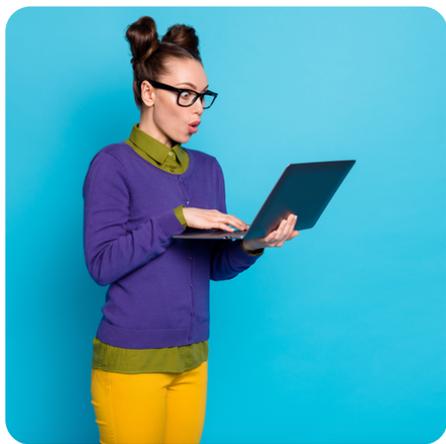


Polls

Polls are a great way for you to get some answers and opinions from your customers and potential users.

Instagram and Facebook have super easy ways of asking a poll with a choice of two answers. It's important to remember that if you're asking

your followers to engage with you, thank them and, where relevant, share the results of the poll.



Webinars

Whether you're hosting one yourself, appearing as a guest or just linking to a relevant one across your platforms, Webinars are a great way of sharing interesting information and

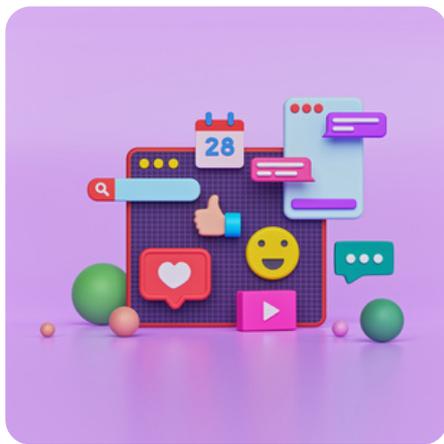
understanding other people's points of view. A webinar is a great way to

reach new customers, grow your audience, provide tips, run a contest, or just engage your audience online. Bring on a customer who has expertise in a completely different area to yours - it may not be directly related to your industry but it's a great way to attract and convert new leads.



Inspirational quotes

If you're struggling to come up with something original to you, borrow someone else's! Are there any quotes or sayings that inspire you? They may well inspire your customers and be a great conversation starter.



Link to your other platforms

Although different platforms are more suitable for different people, you may like to grow your followers by raising awareness of all the places you're active on social media. Convert some of your webinars or Facebook Lives

into a YouTube video and push the link out via social media as well. Embed the video into LinkedIn or create a post on your blog and push this out to all your channels. Spreading your audience across all your social channels is a great way to build a diverse following and open up opportunities for new fans and followers, leads and ultimately more sales.



Customer reviews

If your existing customers are saying good things about your business, let everyone else know! This could give you a competitive edge with potential customers and encourage your existing ones to stay loyal. Twitter is a great source for comments and

messages that can be turned (with permission) into reviews. Why not embed a tweet directly into your post on the site and watch the cross-channel engagement grow?



Team news

Everybody likes a good news story, especially if members of your team are customer-facing and your audience is likely to recognise them.

Put a face to a name and share some team updates such as promotions, marriages, and certifications.



Business milestones

Social media is a great place to sell your business – occasionally. Any business milestones that show how established you are and your level of experience is a great way to subtly show off. If you launch a new company service, tell people about it.



Influencer takeover

If you're connected to a local or industry influencer then how about giving them access to your social media channels for the day? This will generate some fresh, real-time content for your customers and maybe even gain you some of their

following too. Consider planning some content beforehand just to make sure they're getting across the right company message but give them the flexibility to do what they do best!



Support local businesses

Whether you're a small, local business yourself, or in the position to support one, it's great to see people working together to help each other out. See what businesses are close to you and your target customers and start up a conversation.



Corporate social responsibility (CSR)

No matter what size business you are, it's important to consider your CSR. This might be actively recycling in your office, being as 'green' as possible and also ensuring diversity within your workplace.



Charities

If you're associated with any local or industry charities then share the good news with your customers and encourage them to support you. If you or an employee are doing something for charity, like a sponsored walk or 'movember', you don't need to ask for money but you may see people offering it anyway.



Competitions

Competitions are a great way to get your followers to engage with you. Encourage them to like your page and share to win one of your products or perhaps a discount on one of your services. Then ask the contest winner to share the news of their win/experience to grow your reach further.



Frequently asked questions (FAQ's)

You will know best what your audience needs answers to based on your frequently asked questions. Try doing a 'Question Time' or perhaps an Infographic based on your topmost frequent questions.



Case study

If you're seeing great results within a certain demographic, with a key client or whilst using a specific platform then create a 'Case Study' around this to share with others. Upload it to your website and then create a Social post directing people to the full piece. It's an interesting piece of content plus a way of driving traffic to your site. A case study might be a follow on from a question asked on one of your channels. The answer may form part of a 'best of' style tips post or a series of videos.



Questions

If you're super stuck for content ideas then simply ask your audience what they want to see. Do they want more fun, creative content or perhaps more product updates? Leave it up to them and take some of the pressure off yourself! Run an AMA (ask me anything) on Twitter to discover what pain points your users have. These questions will give you plenty of content ideas and have your feeds overflowing with value for your users in no time. Get help from an expert when running an AMA because it's quite difficult to keep track of all the questions and ideas – especially on Twitter because it runs at such a pace.



Caption this

Have you a great picture but no idea what to write? Ask your audience to 'caption this' and see what they have to say. This could also form part of a competition. Turn all the best images into a post and run a separate series of posts across social media.



User-generated content

If you have videos or images of your customers using your products or services (perhaps they've tagged you online) then ask their permission to re-share to your own platforms. Invite others to do the same and not only will you be marketing your products or services; your content will get a fresh take thanks to user-generated posts.



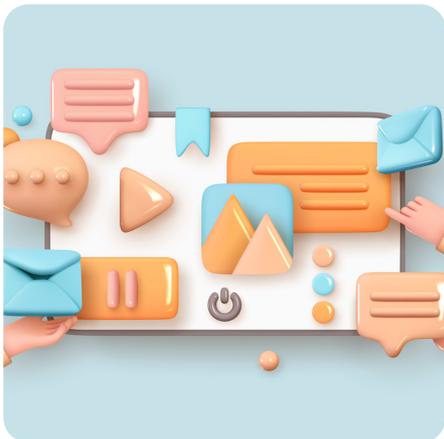
Sponsorships

Do you sponsor or have connections with any local teams? Share updates on them across your platform to help raise awareness for them and show you're a part of the local community.



Client news

If your client is smashing it, or perhaps you are onboarding a new one, don't be worried about sharing across your social media platforms. It just shows that you're adding value to their company and encourages those who are considering your services.



Contact details

Make it as easy as possible for customers or potential customers to contact you or your company by sharing your details online with a clear call to action.



Go live on Facebook and Instagram

Social media platforms are making it super easy to 'go live and communicate in real-time with those who jump on. You could be doing a product or service demonstration, office tour or simply walking the dog but people are nosey and curious about what goes on day-to-day. A Live video presents many future post opportunities. Turn it into a YouTube video, have it running automatically when a visitor hits your page, and push it out to Twitter. Drop a link in your email footer.



Weekly posts

#MondayMotivation

What's motivating you this Monday or what tips can you share with your followers to motivate them too?



#TuesdayTransformation

Has your product range changed or grown over the years? Perhaps your small team or office is now much larger. Share with your followers how you've grown and transformed!



#WednesdayWisdom

What wise words of your own or those who inspire you can you share with your customers?

Perhaps your customers have some words of wisdom to share back to you.



#ThrowbackThursday

Any time you host an event, launch a product or reach a company milestone you will likely post about it a lot on Social Media at the time and then slowly the buzz will die down.

Bring it back to life with a Throwback Thursday post a week,

month or even a year later!



#FactFriday

Utilise your industry knowledge to share some interesting facts.

You'll find that people love to learn and this could spark some interesting conversations. You might even learn a thing or two yourself. The majority of

the above ideas will work all year round so pad out your planner with these at the best time for your individual business needs.



Seasonal - Sales

There are certain times of the year, such as January when people expect to see products in the sale. You should never feel obliged to offer a sale or discount if it's going to negatively impact your business but if you can then be sure to share the

news across your social media.



New Year

New Year, New You, right? These posts spring up constantly in the new year. Be a bit different with your post options. Brainstorm a few ideas with the team. The aim is to share your New Year's Business goals and company aspirations, but not to bore

everybody. Encourage your customers to do the same by simply asking them. This keeps you topical and helps drive engagement. Twitter is awash with these social posts so add in a funny image or Gif to help your ideas stand out in the noise.



Blue Monday

If you have any 'blue' products then play on the phrase 'Blue Monday' which occurs in the new year.

Perhaps you use this to offer some good news or a sales promotion to cheer everyone up! You might find that by searching Twitter for this

hashtag you uncover customer pain points and come up with new ideas for social posts in the future.



Valentine's Day

Share the love on Valentine's Day. Maybe you want to thank your loyal customers or even offer a discount?



April Fools

Can you have some fun with your products and services on April Fools? Maybe you want to share a roundup of the best 'big-brand' April Fools or one that even you fell for!



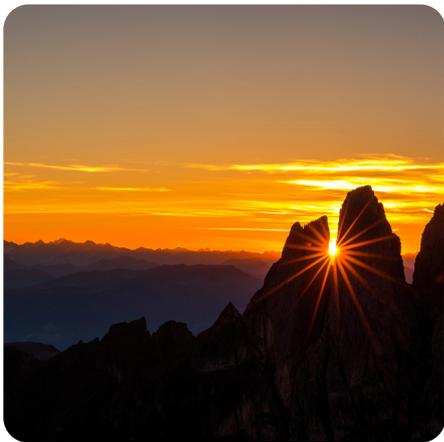
Pancake Day

There's a lot of fun to be had and mess to be made on days like this. Can you have a team pancake flipping contest? Or perhaps draw your logo in a pancake?



Summer Solstice

How do you suggest your audience spend the longest day of the year and how will you be spending it yourself?



Winter Solstice

Time is precious on the shortest day of the year, as above, how will you be spending your time?



Season Change

Spring, Summer, Autumn and Winter all bring with them different colour schemes and a range of possible emojis. Make the most of the changing seasons to bring some topical content to your Social Media platforms!



Clock Change

The clock change can often lead to confusion as to whether it's going back or forward and what that means in terms of light mornings and dark evenings. Help your audience out with a simple reminder of the change.



Bank Holidays

Bank Holidays can mean lots of things, such as Sales or Events, but also different opening hours. If your hours are changing each Bank Holiday don't forget to let your customers know!



Easter

Similar to Bank Holidays, you might have different opening hours across Easter so let your customers know. You may also be hosting an office Easter Egg hunt or treating the team to some sweet treats so be sure to share this too!



Halloween

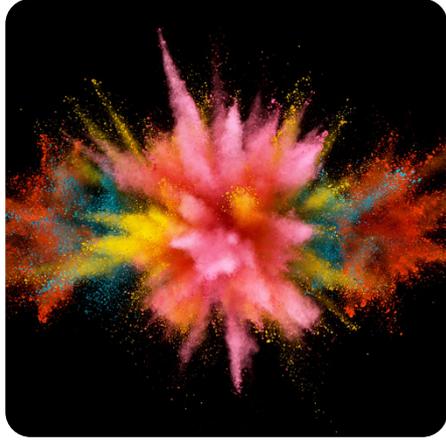
Have you ever tried to carve your logo into a Pumpkin? Or perhaps you're doing a fancy-dress day in the office? Stay topical and play around with some spooky puns. Twitter is usually great fun with all the posts of images and videos of crazy costumes.

Remember, not everything has to be serious so have some fun on Twitter and look for new ideas and opportunities in the feeds.



Black Friday

Black Friday occurs each November and seems to grow in size and momentum each year. If you're able to discount your products or services then let your customers know! Perhaps use a trending hashtag such as [#BlackFriday](#) to spread the news.



Guy Fawkes

Remember, Remember... to show off your November 5th fireworks! For more help on what to post or planning your social media marketing on different social media networks check out our [content ideas](#) page.



Christmas

End the year with a mix of festive content such as office decorations, opening hours and, of course, merry wishes and thanks to all of your loyal customers.

 feedalpha[®]



[14-day free trial](#)