

Digital.
CONVERSATIONS

social

media

365

DAYS OF SOCIAL MEDIA POSTS

FOR YOUR BUSINESS

365 DAYS

OF SOCIAL MEDIA POSTS FOR YOUR BUSINESS



I know what you are thinking. It is the most common objection I hear from small business owners. “I have no idea what to post on social media”

It can be overwhelming when you are not creative or just plain confused about social media, let alone knowing what posts you should share. After all, you don’t want to get it wrong and embarrass yourself.

But here’s the thing, there is no wrong! Social media is designed as a social platform to interact, share our thoughts, be entertained and connect with a like-minded community. It was not designed as a sales tool.

Your goal on social media is usually to find and attract people who might like to be part of your online community because you add value to their life. So how do you do this? Through content!

But here is where you get stuck right?

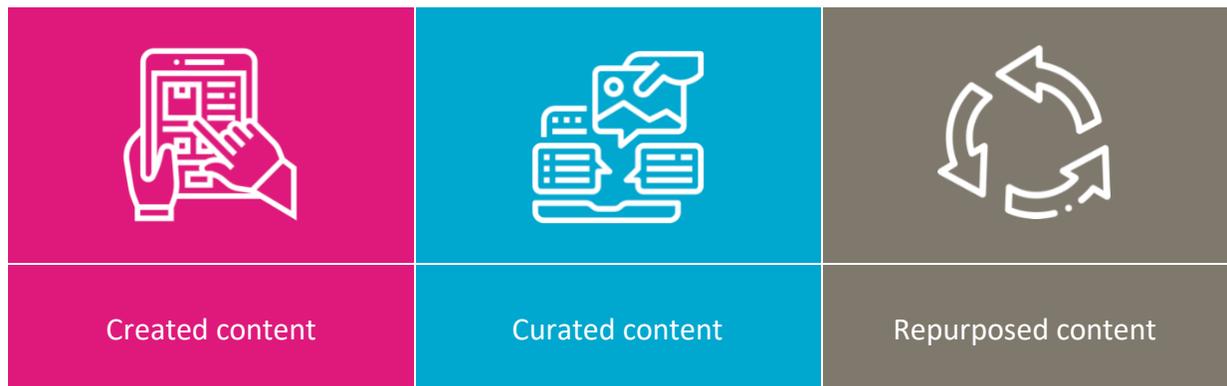
BUT what do I share? I don’t know social media and I don’t want to spend much time on it.

It’s OK you are not alone!

Social media can be used a simple tool to build your personal and business brand. It can drive traffic to your website. It can build an online community of like-minded people.

So where do you start?

Let's start by understanding the **3 main types of content**. These are:



Part of the biggest issue is that you think you have to create everything from scratch yourself, but you don't need to.

To provide inspiration to show you it can be done and also to help you cheat a little, **I have put together over 100 ideas you can use immediately to get social media content.** And I have even colour-coded it to make it super easy!

Then you can repurpose these over and over to give you enough content for a year.

No more excuses! Time to get inspired!

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| 1 | YOUR BLOG POST |
| | <p>Blogs are one of the easiest pieces of content to create and repurpose, so if you can create regular blogs you have a bunch of ready-made content.</p> <p>TIP: Download my Repurposing Content Fact Sheet</p> |

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| 2 | BEHIND THE SCENES |
| | <p>People love looking behind the scenes to get unique insights into how something happens. You might not think it is interesting, but to others it probably is. It could include day-to-day stuff in the office, setting up for events, birthday celebrations, team meetings...show the human side of how your business operates.</p> |

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| 3 | QUICK STATS |
| | <p>Sharing interesting stats is easy (just Google) and can also position you as an industry leader as you are sharing information that can benefit others.</p> |

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| 4 | ASK A QUESTION |
| | <p>People are very happy to share their opinion, just ask them! So, to stimulate conversation and engagement ask questions which encourages two-way conversation. And BTW, engagement and conversation is the number one goal with the new social.</p> |

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| 5 | VLOGS |
| | <p>Video content is going to be 80% of content this year according to Google. Just take a look at your social media feed right now. You are certain to see a bunch of video content on all channels. That is because it engages its audiences.</p> <p>A video blog (vlog) is you sharing information on a valuable topic via video (instead of written form). There are loads of free tools to help and remember to keep them short.</p> |

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| 6 | MILESTONES |
| | <p>There is always something happening in your business. Staff birthdays, new staff, anniversaries, staff achievements, years in business. Share a milestone and let your audiences help you celebrate.</p> |

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| 7 | HOW-TO VIDEOS |
| | <p>A how-to video is a video that shares 'how to' do something (self-explanatory really). Your video could be about how to get the perfect salon looking blow dry, how to build your share portfolio, Tips to manage your BAS ...you get the picture.</p> |

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| 8 | INDUSTRY NEWS OR ARTICLES |
| | <p>Curated content like what is happening in the industry is a simple way to share content from others but at the same time you are sharing content that is relevant. Tag the source in your post to help to amplify it to more people.</p> |

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| 9 | YOUR NEWSLETTERS |
| | <p>Even though you shouldn't call them newsletters (PLEASE DON'T), this is content that you have created and that could be valuable to your audience. This helps to share to more people that subscribe already.</p> |

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| 10 | PODCASTS |
| | <p>Podcasts have gained in popularity and they allow you to learn while you drive, workout or eat your lunch. What are you listening to? Why not share it with your audience – they might find it interesting too!</p> |

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| 11 | Q&A'S |
| | <p>You get asked many questions on a daily basis and probably get a lot of common questions to similar issues. Create content that answers these questions. This can not only be used in a social media but can be collate and used as a blog or video.</p> |

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| 12 | CROSS PROMOTE YOUR SOCIAL CHANNELS |
| | <p>If you are on multiple social channels, there is no reason why you can't cross promote your channels. E.g.: a Facebook post can be promoting your page on LinkedIn, or share your Instagram channel on Facebook. Cross promoting your channels is a no-brainer.</p> |

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| 13 | PROMOTE A STRATEGIC PARTNER OR SUPPLIER |
| | <p>Share the love and promote strategic partners, sponsors or suppliers you work with. Giving them a shout-out and tagging them makes them feel appreciated and can reach a new audience, providing a simple way to amplify your message.</p> |

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| 14 | CHANGES TO LAWS OR LEGISLATION |
| | <p>If there is a new law or changes in your industry, be the authority and let your connections know about it. They will look to you in the future as the 'go to' expert which is a great win.</p> |

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| 15 | TAKE A POLL |
| | <p>LinkedIn, Facebook & Twitter have an option to create a poll. This is a great way to research your audience and get some key insights that can help you with future content creation.</p> |

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| 16 | A HACK |
| | <p>A hack is something that makes a task quicker or easier and might involve some sort of expert insight. What shortcuts can you provide that add value without giving away your IP?</p> |

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| 17 | GOVERNMENT RELEASES IN YOUR FIELD |
| | <p>Sometimes governments do stuff that matters, and isn't just the latest political posturing. If they do, make sure you're on your game and tell people about it.</p> |

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| 18 | QUOTES |
| | <p>Quotes are words of wisdom. These can be motivational quotes, your own personal quotes or snippets from blogs or articles you have written. Use a tool like Canva to create a nice visual and share this on social.</p> |

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| 19 | SNIPPETS FROM LONGER WORK |
| | <p>Many businesses have White Papers, Case Notes or How To Guides that are considered long-form content. Taking snippets, quotes or even a paragraph allows you to repurpose into shorter posts.</p> |

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| 20 | INFOGRAPHICS |
| | <p>Infographics are easy to read because you can break down a lot of information in a way that is easy for your clients to consume. They are engaging and sharable. They might take longer to create but if you create an evergreen version (one that doesn't date) it has a long content timeline.</p> |

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| 21 | SHARE OLD CONTENT |
| | <p>You will no doubt have old articles or blogs so why need recycle them. A simple tip is to update the headline, image and any stats that might be included. This gives it a new lease on life and then you can repost it.</p> |

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| 22 | RECENT DECISIONS WITH COMMENTARY |
| | <p>Is there a recent case that is pertinent to your audience? Share the link to the content with some commentary as to why it is important, is a simple way to curate content and show that you are a 'go to' person in your field of expertise.</p> |

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| 23 | CREATE A SERIES |
| | <p>Creating a series with a common theme can keep your audience engaged over a longer period. Choose a theme title and inform your audience what you are going to be covering in your series and when to expect to see the content. <i>E.g.: Managing Your Money Series, every Friday at 9am.</i></p> |

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| 24 | SCREEN RECORDING / DEMO |
| | <p>If there are technical tasks that your clients require to do, instead of repeating yourself, save time and record a screencast which shows the steps on how to do it. Can be used on social (if relevant) and for internal sharing.</p> |

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| 25 | CASE STUDIES |
| | <p>Show your clients and others in your community, the outcomes you have achieved for other clients. Due to the nature of your business, you might not want to use real names so generalise or use fake names but make sure the facts are real. There is no better way to showcase how well you do your job, than a Case Study.</p> |

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| 26 | COMMON MISTAKES |
| | You likely see common mistakes in your industry so why not do a series of posts that share what some of these are, so clients can avoid making them. |

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| 27 | ASK FOR FEEDBACK ON AN IDEA |
| | People love sharing their opinion so why not ask for it. Getting feedback on an idea can help you to ascertain if it is viable to implement or not worth your time. |

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| 28 | CAPTION THIS PHOTO |
| | There is no reason why you cannot have a bit of fun with your content. If you can use real photos of people in your office to personalise it or an image that is related to what you do but is really interesting. The quality of the photo will impact if people want to caption it. |

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| 29 | MARKET RESEARCH |
| | Social media is a great place to research your target. A simple post would be to ask a question, explaining the importance of the input and why you'd like a response. You can even add an incentive to participate. |

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| 30 | WHAT'S YOUR FAVOURITE? |
| | <p>This can be just about anything. From personal things like colour, food or drink to business things like business mentor or well-known person in your field. A good way to get to know your audience and you can even use the information for client gifts.</p> |

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| 31 | DEVIL'S ADVOCATE |
| | <p>It is OK to be controversial at times and playing devil's advocate will often stimulate conversations and debate.</p> |

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| 32 | GUEST POSTS |
| | <p>Ask strategic partners, suppliers or referrers to do a Guest Post for you. Simple way to curate content and showcase your working partners.</p> |

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| 33 | FILL-IN-THE-BLANK |
| | <p>This can be related to business or more personal. I consider the most high-profile case in history to be _____ Or The best character on Friends is _____.</p> |

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| 34 | WHAT DO YOU PREDICT? |
| | <p>What is currently happening in the world that you provide a prediction on? This is another way to encourage conversation.</p> |

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| 35 | THIS OR THAT |
| | This is a short simple post. The options are endless. Dogs or Cats? Wine or beer? New York or LA? Remember the content doesn't need to always be about Law. |
| 36 | ASK-ME-ANYTHING |
| | Show your expertise and get in front of potential clients by providing advice in an 'Ask me anything" style post. This could be part of a regular series on one platform like Twitter or even done as a Facebook Live weekly or monthly. |
| 37 | IF YOU COULD? |
| | Ask your community an alternative question to get to know them. E.g.: If you could do any other job what would it be? If you could spend \$10,000 on anything this week what would you buy? |
| 38 | HUMUROUS POSTS |
| | Everyone loves to laugh so show your sense of humour with a joke, a funny meme, a cartoon or a video. It's perfectly OK for lawyers to be funny! |
| 39 | MEME OR GIF POSTS |
| | There is no shortage of GIFs and memes online. And no matter how silly, they are an interesting visual that engages people. |

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| 40 | INSPIRATIONAL QUOTES |
| | <p>These are easy to find but don't overuse them! Try and share ones that are unique and relevant to your audience. And don't overuse them (oh right, I already said that - lol).</p> |

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| 41 | JOB OPENINGS |
| | <p>Need staff? Share some information about the role and how they can apply. Personalise the post to appeal to your ideal hire.</p> |

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| 42 | MOTIVATIONAL MONDAY |
| | <p>It sounds catchy and might just be the boost someone needs. Be their motivation and make a positive start to the working week.</p> |

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| 43 | THROWBACK THURSDAY |
| | <p>You will see a theme with these three ideas. Throwback Thursday is a popular one so delve into the Google archive and find some old school stuff that you can share. It could be a photo of the day you launched your business, an image of your local Courthouse 100 years ago, some old tech you used to use in the office...you get the idea.</p> |

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| 44 | FLASHBACK FRIDAY |
| | <p>I don't need to explain this. See above!</p> |

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| 45 | SOCIAL TAKEOVER |
| | <p>A takeover is when someone new takes over a social channel. You can use another staff member or even a trusted supplier. Put some guidelines in place so you are not unpleasantly surprised and you can even talk about that types of posts you'd like to see.</p> <p>TIP: You want it to be as authentic as possible so don't be too strict as you want it to provide a fresh perspective.</p> |

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| 46 | BEFORE AND AFTER POSTS |
| | <p>Self explanatory and can apply to internal projects or client outcomes. Works best on something that has a visual that can go along with it.</p> |

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| 47 | FUNNY OBSERVATIONS |
| | <p>Humour is a great way to lighten the mood. Has something funny happened in your office? Has a staff member done something silly? These funny moments are often right under your nose.</p> |

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| 48 | FAVOURITE BOOK |
| | <p>What are you reading right now? Why do you love it? People are often looking for ideas on what books to read on various subjects so share regularly.</p> |

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| 49 | SOCIAL PROOF |
| | <p>Social proof is a key way that people check you out to see if you are genuine. If other people think you are good at what you do, then that has more power than you telling them. Don't be afraid to brag about how good you are at your job.</p> |

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| 50 | IMAGES OF GOOGLE REVIEWS |
| | <p>Google reviews are powerful so share them again with a simple snapshot and share the image along with some commentary thanking the person for the review.</p> |

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| 51 | RECOMMEND A TOOL |
| | <p>There are so many great tools and technology available and you might be using some in your business that you can share with your audience.</p> |

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| 52 | GRATITUDE |
| | <p>Show the love and say thank you to your staff, your clients or anyone who has done something you appreciate.</p> |

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| 53 | TESTIMONIALS |
| | <p>Just like case studies or social proof, genuine testimonials give insights into your success from a third party. If you don't want to use full names, use first name and location only.</p> |

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| 54 | AWARD WINS |
| | Have you recently won an award of some sort? Then tell people about it. A photo of you with the award or the Award ceremony is a nice way to celebrate your win and showcase your experience at the same time. |

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| 55 | INDUSTRY GUIDE |
| | Are you featured in an Industry guide or website? Don't be afraid to brag if you have been nominated or featured. Great for your credibility and your CV. |

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| 56 | SOCIAL CONSCIENCE |
| | Do you and your team do charity work or work in your local community? Let people know how you give back to your community. |

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| 57 | NEW STAFF |
| | Introduce your newest team members when they start. You could even do a quick Q&A video so your audience gets to know them. Content about people tends to work well. |

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| 58 | SPONSORING AN EVENT |
| | If you have sponsored an event, share some information about it with some images and why you have been a sponsor. Tag the event in your post to give your business additional exposure. |

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| 59 | SPEAKING AT AN EVENT |
| | <p>If you are speaking at an event, on a panel or doing some sort of presentation check into the venue, get some photos or even better get someone to take a short video and tag the organiser, venue and other speakers in your post.</p> |

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| 60 | YOUR FAVOURITE THINGS |
| | <p>Raindrops on roses and whiskers on kittens, Bright copper kettles and warm woollen mittens, brown paper packages tied up with strings, these are a few of my favourite things... (sorry got carried away there). What do you love? This can be things, people, places...Whatever you fancy!</p> |

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| 61 | ATTENDING CHARITY FUNCTION |
| | <p>If you are attending a charity function it is OK to tell people about it. Explain why you are there and what the charity means to you.</p> |

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| 62 | WHY YOU SUPPORT... |
| | <p>If you support a particular charity or communication organisation, share the personal reasons for doing so. Your audience will likely relate to you and it helps them to get to know you in another way.</p> |

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| 63 | CAN YOU SUPPORT THIS? |
| | To piggyback the above idea, you can post and ask your community to support this charity or community group. The occasion post is OK if you are asking for money but don't do it too much. |

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| 64 | BREAKING NEWS |
| | This can be current events, court decisions, a major development in the community... Be the first to break the news and you could even get some media coverage. |

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| 65 | CHARITY OR PRO BONO CAUSES YOU SUPPORT |
| | Many business do a certain amount of free pro bono work or volunteering at charities but most of your community likely have no idea that you do that. Don't be shy about giving back and helping others. Share with empathy and be sensitive to other people. |

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| 66 | SAY WHAT YOU DO |
| | Don't be afraid to tell people exactly what you specialise in. Often websites are full of information that is not clear and can leave the visitor confused. Be direct in what you do and how you solve certain issues for your clients. |

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| 67 | KEY DAYS OF THE YEAR |
| | There a super relevant days of the year like National Lawyer Day or National Pet Lovers Day. Have some fun with it... |

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| 68 | SPOTLIGHT ON YOUR STAFF |
| | <p>You have a great team so tell the world who they are and what makes them great at their job. Personalise with a photo or video. Share their speciality, why they love working for you and even something personal about that team member.</p> |

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| 69 | MAKE A STATEMENT |
| | <p>If you believe strongly in something tell people about it. Be prepared for both support and negative feedback if it is a strong stance that might ruffle some feathers. But remember you can never please everyone.</p> |

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| 70 | NEWSJACKING POSTS |
| | <p>Newsjacking is the process of piggybacking on a current big news event e.g.: Covid19, death of a celeb, national election.... Can you find a common link or add some commentary to a breaking story? The key is being fast to market and making it relevant.</p> |

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| 71 | VLOG ON MAJOR EVENT |
| | <p>Has a major event or announcement happened that you can share an opinion or professional commentary on? Why not do it on video rather? It is quick and easy to record a video on your phone that can be shared on social or hosted on a YouTube channel.</p> |

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| 72 | CURATED NEWS ARTICLES W/ YOUR COMMENT/QUESTION |
| | There is a bunch of news every day. There is likely something relevant that you can share and add some commentary around. |

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| 73 | REAL PEOPLE POSTS |
| | What are you passionate about? What do you do in your spare time? Do you have family? Where do you travel to? People connect with people so don't be afraid to show that. |

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| 74 | COMPANY HISTORY |
| | How long have you been in business? Why did you start your business? How many staff did you have when you opened? What has happened during this time? Share some of that history so people can get to know you and understand more about your firm and why you do what you do. |

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| 75 | COMMISSION FINDINGS |
| | When commission findings are released in your industry, this provides an opportunity to share and add some commentary. |

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| 76 | "ON THIS DAY" |
| | What happened on this day in history that you can share? Maybe it was a major historical event, something in the history of your firm, or one of your staff? Just Google and you will find a relevant event. |

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| 77 | COLLABORATION POSTS |
| | <p>Collaboration with partners, suppliers and other stakeholders is a good way to expand your audience reach, connect with others and build relationships with your collaborators. Make sure you tag them also.</p> |

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| 78 | BUSINESS EVENTS |
| | <p>Are you running an internal or client event? Talk about it and share it with your community. Photos of the event, key outcomes, memorable moments and even tag attendees and ask them to comment.</p> |

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| 79 | USE FACEBOOK'S TRENDING TOPICS |
| | <p>Facebook often shows trending topics. Use only if relevant in a post.</p> |

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| 80 | A PODCAST INTERVIEW |
| | <p>If you have been interviewed by someone in a podcast, tell people about it and share the links on your social, along with commentary about why the interview was important, what you spoke about and any big tips you shared. Tag the interviewers' brand.</p> |

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| 81 | PROMOTE YOUR CLIENTS |
| | <p>Understandably you might not be able to share their name or exact circumstances due to privacy laws, however, you can generalise and share circumstances.</p> |

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| 82 | INDUSTRY SURVEYS |
| | <p>Has your industry body just released a survey result or some sort of key industry finding? Share this with some commentary about how it impacts your audience. Include relevant stats where you can to show relatability.</p> |

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| 83 | TRUE OR FALSE? |
| | <p>You can do something fun or serious with this style of post. You can use it as a way to educate your fans and add value to their interaction with you. Ask them to comment and make sure you check back in to share the answer.</p> |

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| 84 | INDUSTRY LEADER CONVERSATIONS |
| | <p>A simple way to escalate your status is to interview or share quotes from “go to” experts in the industry. (Tag them, too).</p> |

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| 85 | PROMOTIONS OR OFFERS |
| | <p>You might not normally run promotions or offers however maybe you want to promote a new service offering or fill the work calendar of a junior team member. You can share this as a limited time offer.</p> |

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| 86 | DO A COUNTDOWN |
| | <p>Countdown the days to a special event to try and create some excitement, acknowledging key things about the event each day.</p> |

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| 87 | SHARE OR REPOST |
| | <p>An easy way to curate content is to share someone else's. Make sure you don't just hit a share button. You need to add some commentary as to why you are sharing it and why it might impact your fans.</p> |

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| 88 | ASK EMPLOYEES TO GUEST POST |
| | <p>Your staff have different expertise or specialties. Their voice is significant and should be shared. Create a guest posting schedule and include as many team members as you can (even the receptionist if they want to get involved). This is a great way for your online community to get to know your team and help create some loyalty.</p> |

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| 89 | TAG-A-FRIEND |
| | <p>Do you want someone in particular to comment on your post? This is a great tactic on LinkedIn, in particular. Tag multiple people and ask them to contribute to the conversation.</p> |

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| 90 | TIME-OF-YEAR POSTS |
| | <p>Are there key times of the year when your service demand increases? Perhaps around holidays when people are spending more time together? This could also relate to posting out-of-office messages or Opening hours during Easter and Christmas.</p> |

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| 91 | INSPIRING PERSON |
| | <p>People love to be inspired and if you have someone that inspires you share a post that tells others why they inspire you and how they have positively impacted your life.</p> |

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| 92 | GIVE STUFF AWAY |
| | <p>Share a free report, checklist or fact sheet that can help or educate your online community.</p> |

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| 93 | LINKS TO YOUR LEAD MAGNET/S |
| | <p>If you have a lead magnet you need to share it, right? Promote it as a post on your socials and to give it extra exposure, run a campaign to drive traffic to it. Make it downloadable, and where possible gated (so they have to provide an email address to receive it), that can help or educate your online community.</p> |

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| 94 | EVENTS, WORKSHOPS OR PRESENTATIONS |
| | <p>Running workshops or events is a great way to bring in new clients or provide training to others in the industry. Promote pre-event, during and post-event, sharing outcomes of it which will help to encourage people to come to the next one.</p> |

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| 95 | Q&A WITH A GUEST |
| | <p>Q&A's provide information to potential clients and by doing one with an expert in their speciality allows you to share longer content like a blog and also shorter social media posts.</p> |

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| 96 | STAFF PROFILES |
| | <p>Share your team with your community. Keep it relaxed and not 'over the top' formal. Share some interesting personal information about them and tag them in the post.</p> |

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| 97 | ASK FOR RECOMMENDATIONS OR REVIEWS |
| | <p>If you have reviews or recommendations, then share them! You need to get comfortable with self-promotion.</p> |

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| 98 | VIDEO DISCUSSION |
| | <p>Have you recently had an interesting discussion that could be shared with your wider audience? Why not repeat that conversation on video? It could be debate style or simple two people sharing their points of view about a certain topic.</p> |

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| 99 | A ROUNDUP |
| | <p>Some industry websites do a wrap up of weekly or monthly events via email. There is no reason why you cannot do something like this on your social pages. And great to position you as a 'go to' person in your industry.</p> |

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| 100 | INTAKE VIDEO |
| | <p>Do you have a process that you follow when you sign up new clients? A video sharing what this process looks like might help to make them feel more comfortable and to manage expectations for them. Keep it simple so as not to overwhelm.</p> |

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| 101 | FILL-IN-THE-BLANK |
| | <p>This can be fun or professional. Either way it is great way to encourage participation.</p> |

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| 102 | HOW DO YOU PREPARE FOR X? |
| | <p>Many of the issues your clients might be dealing with an important business issue so helping them to prepare by sharing some steps or information on what they can do to prepare. E.g.: How to prepare for a business audit.</p> |

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| 103 | OPINION PIECES |
| | <p>Are you a leader or specialist on a particular topic? Providing an opinion on it and diving deeper, can help your audience to understand the key issues.</p> |

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| 104 | COMPANY NEWS |
| | <p>What has recently happened in the firm you can share? Wins, new staff, promotions, staff leaving, personal achievements... you get the drift.</p> |

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| 105 | OFFICE FITOUT OR MAKEOVER |
| | <p>If your work space has had some changes, why not share with your clients. Share some before and after photos and explain why you made the changes and if it positively affects them.</p> |

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| 106 | SPOTIFY PLAYLISTS |
| | <p>Did you know you can create your own Spotify playlists? You could create one that all the team contribute to then share the link on social so your clients can also follow.</p> |

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| 107 | ASK FOR EMAIL SIGN UP |
| | <p>Don't overdo this type of post but done the right way they can be a simple way to build your list. Explain the key outcomes that they will receive from signing up include that sort of information they can expect to get from you. You need to point out the benefits. It is not about you but them!</p> |

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| 108 | WHAT'S IN YOUR CALENDER? |
| | <p>Do you have something out of the ordinary in your calender or on your schedule that you can share? Maybe there is a challenging case or unusual task you need to do. Try and keep it interesting and of course, you need to be mindful of how much information you share.</p> |

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| 109 | YOUR IDEAL CLIENT |
| | <p>Most businesses will take on clients that are capable of paying however you might have an ideal client you like to work with. Describe your ideal client and why you have expertise in helping this type of client. You cannot be everything to everyone (no matter how much you want to be).</p> |

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| 110 | PERSONAL BUSINESS SHARES |
| | <p>Use a personal angle on your business post. You need to be human so being more personal not only shows you are human but allows people to relate to you as a person, not just a business owner.</p> |

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| 111 | IN YOUR CITY |
| | <p>Showcase your city. Is there a major event like Vivid or Riverfire that you can talk about? Is your business doing something to celebrate that event?</p> |

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| 112 | PETS OR BABIES |
| | Everyone looks at a photo of cute puppy or baby doing something cute. It has that 'awwww' factor. You can share with a 'just because' message. |

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| 113 | PERSONAL STRUGGLE |
| | You might be struggling with something personally that shows your vulnerability. It can be difficult and only you can decide how much you want to share. Just keep it real. |

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| 114 | PERSONAL ACHIEVEMENT |
| | Opposite to this is sharing a personal achievement. Did you finish a triathlon, wrote a book, finished building your dream home? Share it. |

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| 115 | BUCKET LIST |
| | Do you have a bucket list of things you want to see and do? Maybe share a few of them, particularly one you might have achieved recently. |

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| 116 | SHARE A MEMORY |
| | Facebook are great at sharing memories on your feed. A memory for an event you attended 10 years ago, a school photo, your first day as a business owner ... what memory might be relevant for you? |

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| 117 | HOLIDAY |
| | Holidays provide an opportunity to give your online community best wishes or thank you and even to share opening hours. Include a nice image of you or your team to personalise it. |

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| 118 | SHARE A GIF |
| | You will find GIFs all over the internet. Do a quick search and find one that is relevant to your day or situation at this point in time. Sharing a funny GIF is engaging to many. |

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| 119 | MORNING ROUTINE |
| | What is your morning routine? Do you wake up a 5am, go for a 5km run, have breaky on the run on your way into the office? Or do you like to sleep in then usually rush to get the train? Why not share how your day starts to paint a picture of your life. |

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| 120 | SHARE CLIENT TIPS |
| | Is your client an expert in their field that can share some good advice with your community? You don't even have to mention that they are a client if you feel more comfortable doing that. |

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| 121 | WHAT'S YOUR WHY |
| | <p>Why did you become the specialist you are now, and why do you love doing what you do? What is it about what you do that drives you every day? Sharing your why shows your human side and helps people to understand you better.</p> |

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| 122 | COMPELLING STORY |
| | <p>Fact - stories engage people. What have you been involved with that you can share the story about? An event you were part of, a fable, a famous story in history? People love stories especially if they have a happy ending.</p> |

So, that is 122 different post ideas. Do 1 of each type of post 3 times and you get 366 posts so you've got 1 bonus post for the year – lol!

For post ideas that you don't feel comfortable with or aren't relevant, simply swap them out for another type of post. Either way, you have enough content ideas for a whole year.

Your “Get This Done” Next Step

So now you have a tonne of content ideas, your next step is to **get this done**.



Create a content plan using the template in the next page and schedule a little time to create your content.



Save even more time but scheduling it on social using a free tool like Hootsuite, Buffer or Publer.



Remember to be relatable and show your personality. People do business with those they like so don't be afraid to show who you are as a person.

30 DAYS OF CONTENT

| | | | | |
|---------------------------|------------------------|----------------------|---------------------------|----------------------------------|
| Award Wins | Blog Post | Quick Stats | Ask a Question | Vlogs |
| Industry News or Articles | Podcasts | Q&A'S | Snippets from Longer Work | Recent Decisions with Commentary |
| Testimonials | Create a Series | Caption This Photo | Market Research | Compelling Story |
| Guest Posts | What's Your Favourite? | What Do You Predict? | Inspirational Quotes | Devil's Advocate |
| Key Days of the Year | Social Takeover | Doyle's Guide | Fill-in-the-Blank | Recommend A Tool |
| Ask-Me-Anything | Testimonials | Breaking News | Job Openings | Newsjacking Posts |

LEGEND:



Created



Curated



Repurposed



How I Help You

Your marketing needs to represent your company is the right way.

I understand that it can be overwhelming, knowing where to start and what you should do. The truth is, you shouldn't have to think about it. You don't live & breathe marketing everyday but I do.

This is why I want you to eliminate marketing from your To Do list so you can focus on doing what you love and leave the marketing to me!

If the right clients can find you, that equals more people wanting to hire you. Which means more money in your pocket to scale your business, hire more staff or go on a well deserved holiday.

With my **Marketing Made Simple Framework** you will get a strong marketing foundation to make you more visible, get consistent enquiries from your ideal prospective clients and your revenue will grow. This means you can focus on what you love doing and leave the marketing to me!

MARKETINGMADESIMPLE FRAMEWORK



STRATEGY &
CLEAR PLAN
FORWARD



IDENTIFYING
AUDIENCES &
BEST CHANNELS



EXECUTION
OF TACTICS



SOCIAL MEDIA &
CONTENT PLAN



SET UP
AUTOMATION
& TOOLS



REVIEW,
REFINE &
TRAIN

My Marketing Made Simple Framework is perfect for busy business owners + it is simple & affordable. Here is what you get:

- ✓ A clear plan or strategy to show you how to get where you want to be in the next 6- 12 months
- ✓ I work out what digital channels are best for you to reach your ideal clients
- ✓ I set up fully branded digital channels for you to declutter, streamline and simplify your marketing messages
- ✓ I execute the tactics for you so you don't need to spend hours figuring it all out yourself which can be when you make costly mistakes
- ✓ I set up automation of your marketing messages so you have consistency whilst you are busy or when you need to win some new business
- ✓ I share free & low-cost tools to make the entire process easy and inexpensive
- ✓ I review, refine and measure results once set up

LET'S HAVE A DIGITAL CONVERSATION