

Let's Talk About...

31 SOCIAL MEDIA IDEAS FOR YOUR LOCAL BUSINESS

Helping you show up, stand out and attract your ideal customer



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www.twomarketing.co.uk

"THE ROI OF SOCIAL MEDIA IS WILL YOUR BUSINESS STILL EXIST IN 5 YEARS"

Erik Qualman - Socialnomics

Social Media - love it or loathe it, it's here to stay and if you're serious about growing your business, you need to have a content plan and a steady flow of content.

We know that's the hard part.

The two things most commonly said to us by businesses & organisations when it comes to social media marketing is

1. I don't have the time
2. I don't know what to say

One thing we've learned is the more you plan your content, the more you will know what to say and get quicker at it.

So here we have put together a whole months worth of content ideas for you.

Use it to trigger ideas, to plan and to feel more confident in what to post.

The 31 Ideas will help you map out month after month of great content to keep your audience engaged!

It's time to turn up the volume in your business, stand apart from your competitors, showcase your mission, vision and values and make sure your business is known, loved and trusted.

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#1 SHARE A FUNNY PICTURE

This is a great way to share light hearted content that helps your audience build relationships with you.

Make sure you try to keep the picture relevant to your business values.

#2 A TOPICAL NEWS ITEM

Find relevant news items associated with your industry sector that you can share with your audience.

You can get these from news sites or set up Google alerts (ask in our Facebook Group if you're unsure how to do this).

#3 CUSTOMER REVIEW

This is a great way to tell other people what a great job you're doing.

There's nothing better than your happy customers singing your praises.

#4 SHARE A TIP

Your head is swimming with information around the things you do every day in your business.

Why not break this down into bite size tips that you can freely give to your customers.

#5 RECOMMEND ANOTHER BUSINESS

Have you had great service from another business?

Why not promote them to your audience, you never know they may just do the same thing for you!

#6 BLOG POST

Have you just written a news item or blog post on your website?

Then why not put the link on social media.

#7 CELEBRATE SPECIAL DAYS

Mothers Day, Fathers Day, 1st of the month, all reasons to post and connect with your audience.(check out 'days of the year' app)

#8 SHARE AWARDS & ACCOLADES

You work hard for any awards accolades or accreditations in your business, so make sure you let your audience know that you have them.

Tell them what they mean and use the appropriate picture logo's.

#9 BUSINESS MILESTONES

Tell the world what's going on behind the closed doors of your business.

Things you know about but they won't, eg. 5 years in business or taking on your first employee.

#10 SHARE KNOWLEDGE

In addition to the tips shared earlier, offer insights into other areas of your business, eg. Children's Nursery might also report on recent changes in legislation.

#11 ASK QUESTIONS

A simple question where people can answer without giving it too much thought, eg. a cafe serving bacon sandwiches may ask the question 'red or brown sauce?'

#12 THEMED DAYS

Certain posts going out on certain days.

Motivational Monday could be a start of the week positive quote, Fun Friday may be something to end the working week that's relaxed and casual.

This helps to structure your week massively.

#13 VIDEO

Video is huge across all social media. Get involved by sharing video content.

Be brave and do livestreams too!

#14 NEW STAFF MEMBERS

Let people know who's part of your team, perhaps post a photo and a bit of a bio about them or even better ask the staff member to do a short video about themselves and why they have chosen to work for you

#15 MEMORY LANE

People love nostalgia and looking back.

Post pictures, videos or 'who remembers this' type posts or the popular 'throwback thursday'





#16 COMPETITIONS...

Post a competition to win a relevant prize. Be careful to stick to the Social Media platform's terms and conditions for this.

#17 SHARE SOMETHING REAL ABOUT YOUR LIFE

People buy people, so try and humanise your business where possible by sharing a little insight into your 'outside the business' life.

This doesn't need to be deeply personal, just something light and engaging.

#18 Q & A'S

Invite your audience to ask you questions about your business.

#19 SPECIAL OFFERS

Share offers and promotions you may have running.

You could even come up with an offer specifically for that platform only and cross promote this.

#20 CREATE A POLL

Polls are a great way to get easy interaction and opinion

#21 POST AN EXCERPT FROM A BLOG POST

Rather than posting a link to the whole blog, take a short but relevant excerpt, posting this and asking for comments.



#22 WHAT DO YOU THINK OF?

This is where you can afford to be a little controversial, you may ask about something topical where there are strong opinions on both sides. Great for interaction BUT a word of caution, you need to keep on top of this as it can easily get out of hand.

#23 SHARE AN INFOGRAPHIC

In almost every sector, someone somewhere will have made an infographic relating to it. Have a search around and find one relevant to you and if not, make your own on Canva.

#24 EVENTS

This could be your event or just a local event you want to highlight.

#25 BECOME A LOCALLY TRUSTED BUSINESS

Your social media pages, don't need to be just about your business, in fact it's better if they're not. Tap into what's happening locally with charities, events, etc. and share onto your page.

#26 FAQ'S

You'll be asked the same questions in your business repeatedly, so why not create these as an FAQ series of posts that you can push out.

#27 POST A NEWSLETTER LINK

If you send a newsletter to your customers, make sure you have an online version that you can post a link to.

#28 TOOLS AND RESOURCES

Are there any tools and resources that you use, that you think would be particularly helpful to your audience, then why not let them know?

#29 VIDEO TESTIMONIALS

Mobile phones make it very easy to shoot an upload video on social media. Speak to your most interactive customers to get them to do a video testimonial that you can then share.

#30 GO LIVE!

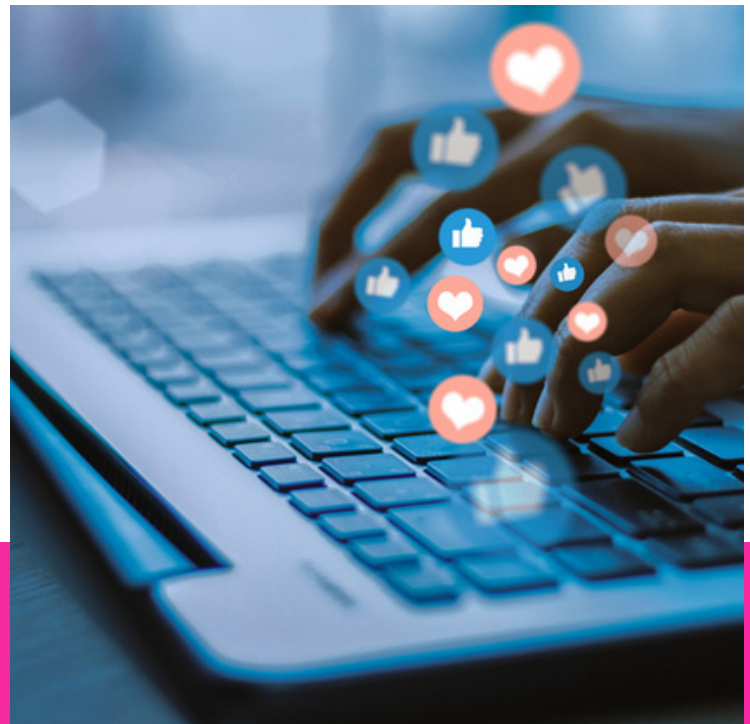
Face the fear, get live on that camera and say hello to your community.

It doesn't need to be any more than that...

#31 THANK PEOPLE

I'm not a fan of 'Fan of the Month' type apps but I do think that thanking people in your community when they contribute to your content is a great way of encouraging them to stick around.

People love to be acknowledged.



#BONUS IDEA

Bonus Post! Promote your products and services...

There's a reason this one's left until the end.

As you can see with all the previous ideas, there is one post for every day of the month, without flooding your pages with lots of sales posts.

Social media is primarily about building relationships, establishing trust and building your reputation as an expert. Once you've built the community and got them engaged, you can then focus on converting the sale.

DAVID & GAYNOR RAMSDEN

WE HELP YOU...

- Communicate** Your Brand!
- Connect** You With The Right People
- Convert** Them Into Paying Customers



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HOW WE HELP

- Social Media Marketing
Copywriting & Content
Creation
- Newsletters and Blog writing
- Sounding Board Biz Coaching
Training and Business Building
Workshops
- One to one social media
training

 www.facebook.com/twomarketing

 https://www.instagram.com/twomarketing_/

 <https://www.linkedin.com/company/twomarketinguk/>

SO WHAT NOW?

We hope you loved all the ideas and have already started to implement some of the ideas already

WANT MORE?

Get in touch with us to discuss any of our services or to book a power hour or discovery call around how we can help you grow your business

JOIN OUR COMMUNITY

We are on Facebook and our group supports other businesses like you to network, learn & grow.

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Checklist

Tick off as you do each one

- | | |
|--|---|
| <input type="checkbox"/> #1 Share a funny picture | <input type="checkbox"/> #17 Share something real about you |
| <input type="checkbox"/> #2 A topical news item | <input type="checkbox"/> #18 Q & A's |
| <input type="checkbox"/> #3 Customer review | <input type="checkbox"/> #19 Special offers |
| <input type="checkbox"/> #4 Share a tip | <input type="checkbox"/> #20 Create a poll |
| <input type="checkbox"/> #5 Recommend another business | <input type="checkbox"/> #21 Blog Excerpt |
| <input type="checkbox"/> #6 Blog post | <input type="checkbox"/> #22 What do you think of? |
| <input type="checkbox"/> #7 Celebrate Special days | <input type="checkbox"/> #23 Share an infographic |
| <input type="checkbox"/> #8 Share awards & accolades | <input type="checkbox"/> #24 Events |
| <input type="checkbox"/> #9 Business milestones | <input type="checkbox"/> #25 Be a locally trusted business |
| <input type="checkbox"/> #10 Share knowledge | <input type="checkbox"/> #26 FAQ's |
| <input type="checkbox"/> #11 Ask questions | <input type="checkbox"/> #27 Post a newsletter link |
| <input type="checkbox"/> #12 Themed days | <input type="checkbox"/> #28 Tools and resources |
| <input type="checkbox"/> #13 Video | <input type="checkbox"/> #29 Video testimonials |
| <input type="checkbox"/> #14 New Staff members | <input type="checkbox"/> #30 Go Live |
| <input type="checkbox"/> #15 Memory lane | <input type="checkbox"/> #31 Thank people |
| <input type="checkbox"/> #16 Competitions... | <input type="checkbox"/> #Bonus Products & Services |



NOTES

