



Content Creation

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Content is the bread and butter of your online presence, but for many business owners, the task of coming up with fresh, engaging content on a regular basis can sometimes feel unrealistic.

Plus, time is money. You don't have hours to spend trying to think of what to post every day, which is exactly why we've created this Content Creation Ideas Guide. Think of it as your content creation cheat sheet.

In it you'll find key tips for creating content, as well as 20 social media post ideas that you can use over and over. Here's to never running out of content ideas again!





Brainstorming

Brainstorming sessions don't have to be long or extensive. Set a timer for 15 minutes and brain dump every possible topic you can think of surrounding your business niche, product, service, and audience. Don't judge what you come up with, just write it down.

Once you're finished with that, you can take your topics and plug them into the 20 content ideas we've provided for you here.

You can repeat this process weekly, monthly, or however often is needed

The basics

01



About Us

"About Us" posts are a great way to connect with your audience on a more personal level and let them know what your business is all about. You can:

- Introduce yourself and share some of your personal stories.
- Share the story of how your business was founded.
- Introduce your team.
- Share your brand's values.
- Share what makes your business unique.

02



Testimonials

There's no better way to build trust and credibility with your audience than with raving reviews and testimonials. So why not incorporate them into your content?

- Use testimonials from a variety of customers, including both new and long-time ones.
- You can mix it up between written and video testimonials.
- Give your customers some kind of incentive to write or record a review for you.



03



Showcase Your Products And Services

This should be an easy one! Create content that educates your audience on your products and services, the problems they solve, and the benefits of using them.

04



Behind The Scenes

Make your customers feel like part of the team by sharing behind-the-scenes content. Consumers love to get a glimpse of how their favorite products are made or just a peek at the day-to-day operations. Use it as an opportunity to show your brand and team's personality.



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05 QUOTES

Quotes are one of the quickest and easiest forms of content to create. A well-chosen quote can:

- Convey your brand message
- Provoke thought
- Inspire action
- Get your audience to share your content

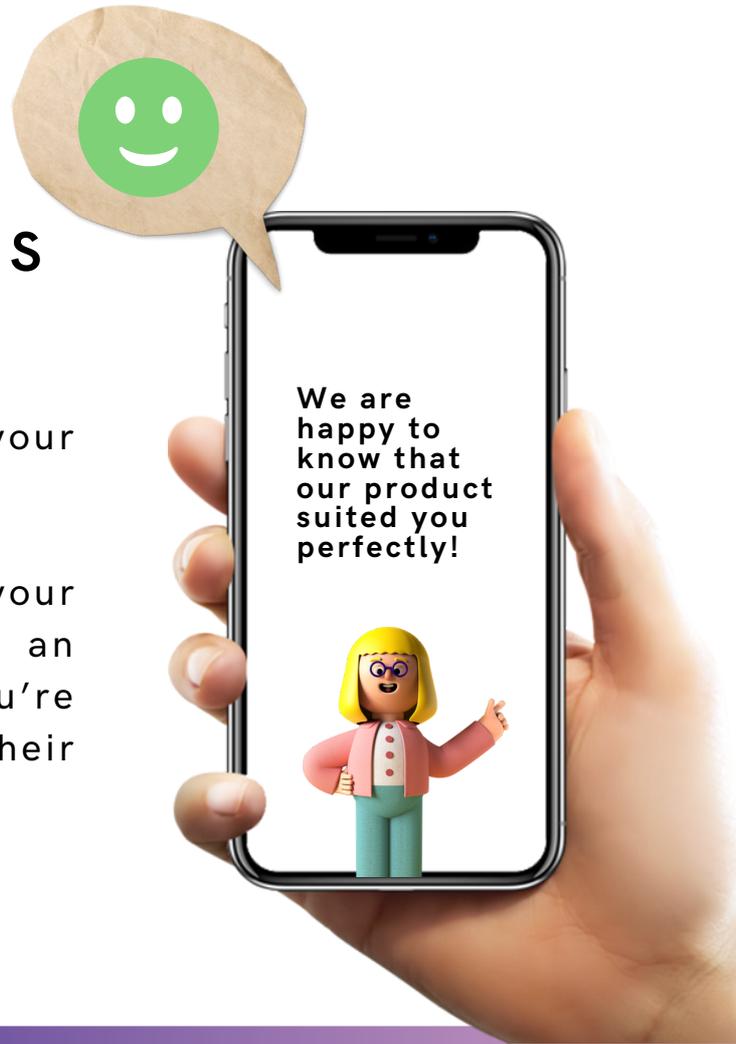
Choose a niche-relevant quote or just one to spread a little positivity!

”

06 ANSWER QUESTIONS

Create content that answers your most commonly asked questions.

This not only educates your audience and positions you as an expert, but it also shows that you're responsive and attentive to their needs.



07 ANNOUNCEMENTS

Use announcement posts to build buzz and excitement. Here are a few things you could create an announcement post for:

- Product or service updates
- Upcoming events or webinars
- New blog posts or articles
- Milestones (e.g., reaching a certain number of followers)
- Change in hours or location



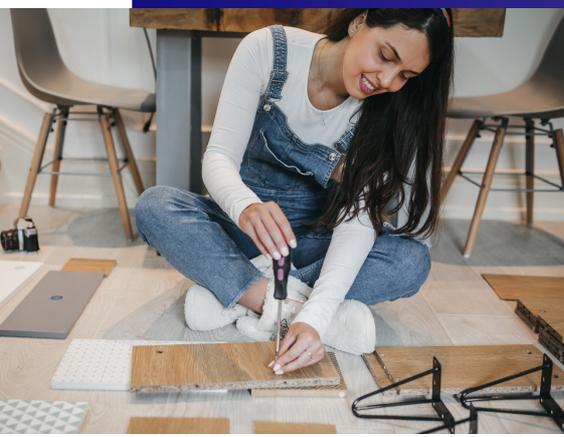
08 TIPS AND TRICKS

It's really important to provide value to your audience. One way to do this is by incorporating tips and tricks into your content.

- Feature tips and tricks that solve common problems. This shows your audience that you understand their challenges and you're always looking for ways to help them overcome them.
- Make it part of your brand identity. If you're known for being the go-to source for useful tips and tricks, it can help you attract new customers and retain existing ones.
- Keep your tips and tricks relevant to your business. While it's important to provide value to your audience, you also don't want to stray too far from your core business offerings. Make sure your tips are related to what you do so that they enhance rather than detract from your main message.

09 HOW-TO OR TUTORIAL

Another way to provide value to your audience is to incorporate a how-to or tutorial into your content mix. These are really popular forms of content. Use them to show your audience how they can use your product or service to solve a problem or achieve a goal.



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Common mistakes

Just as you share tips on what your audience can do to achieve their goals, you can also share tips on what not to do. Create content that highlights common mistakes you see people make and how they can be avoided.

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Promotional

At the end of the day, you are in business to sell something, so promotional posts are a must. But not every post needs to be a selling post. You want to add a lot of value through your content and then sprinkle in promotional posts. Here are a few ideas:

- Share a coupon code or special offer in a post.
- Feature a product or service in a post and include a link to purchase it.
- Use promotional posts to run contests or giveaways.

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New Arrivals

If you sell a physical product, creating content for new arrivals is a fun way to notify your audience of new products and get them excited about it.

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Social Media Holidays

Do you ever see those random holidays that people are posting about on social media like "National Bagel Day" and "Random Acts Of Kindness Day"? Those are referred to as Social Media Holidays.

If you do a Google search you'll find a big long list of them. These are quick pieces of content you can use to stay on trend and have a little fun.





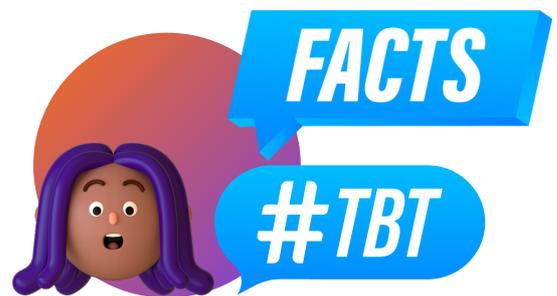
14 USE TRENDING AUDIOS

Speaking of trends, one of the best ways to create content that gets more reach is by creating videos using trending audios. If you spend a few minutes scrolling through your Explore Page on IG or For You Page on TikTok, you'll typically see a pattern of the same audios being used over and over again — these are trending audios. The algorithms on these platforms love for you to use what's trending and will typically push that content out to more people.

15 THEMED DAYS OF THE WEEK

There are endless possibilities when it comes to themed days of the week, but some commonly used themes include:

- Motivational Monday
- Tip Tuesday
- Wisdom Wednesday
- Throwback Thursday
- Fun Fact Friday
- Saturday Shoutout
- Sunday Funday



Feel free to make up your own themes that correlate with your business niche.

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Repurpose Your Content

Content repurposing is the process of taking existing content and repurposing it for use in a different format. For example, a blog post can be repurposed into a series of social media posts. Or you could take a YouTube video or audio clip from a podcast and edit them down into bite sized clips in the form of IG Reels, TikToks, or Stories.

Essentially, you're taking snippets of your long-form content and turning it into social media posts.

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Guest Post / Takeover

A guest post or takeover is when someone else takes over your social media account for a day or longer. This can be done to mix up your content, give exposure to new voices, or simply as a way to have some fun. Guest takeovers usually involve your guest posting content that is related to the theme of your account.

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Before and Afters

Before and afters make for amazing content! Use them to show off your work and highlight your results.



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Take a Poll

Polls are a great way for you to not only engage your audience, but also learn more about them. For example, polls can be used to ask:

- Questions about customer preferences
- Opinions on possible new products or services
- Satisfaction levels
- Suggestions for improvement

By asking questions and soliciting feedback, you can gain valuable insights into what your customers are thinking and how you can improve your products or services.

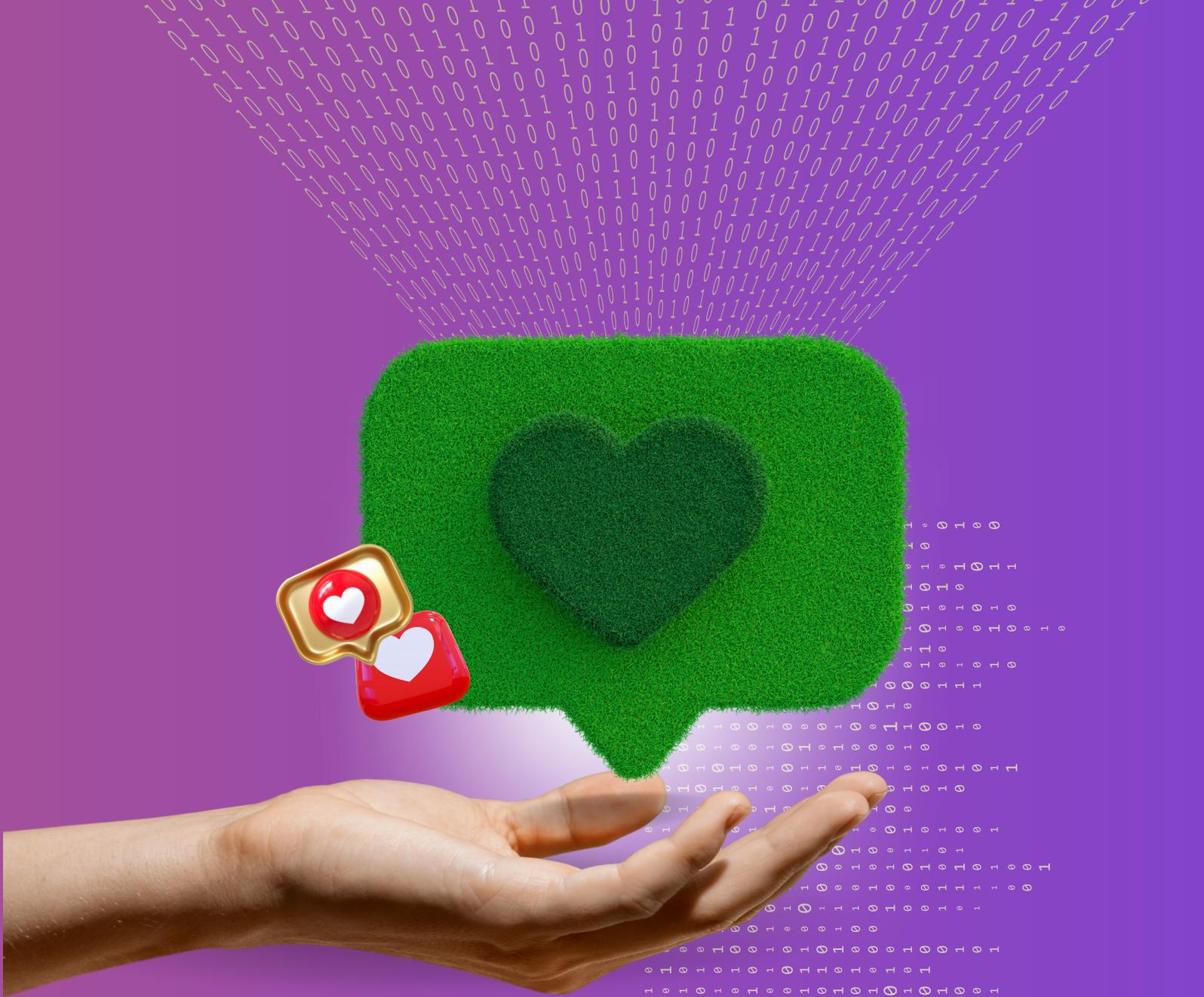
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Feature Your Team

Featuring your employees helps to humanize your brand and allows your audience to get to know you all on a more personal level. There are a number of fun ways you can feature your employees:

- Highlight employee achievements
- Highlight what they specialize in
- Introduce them and share some fun facts about them
- Give a behind-the-scenes look at them working





CONTENT CREATION TOOLS

Now that you have all these ideas, it's time to create some content!
And we already know what you're thinking—creating content is
time-consuming.

But it doesn't have to be complicated.
We're going to share with you one of our favorite content creation
tools that will make your life so much easier.



Canva

If you're looking to create content quickly and efficiently, Canva is your tool! It's simple to use and offers a wide variety of templates that make it easy to create high-quality visuals that match your brand. No design experience is needed!

Don't Forget About Hashtags!

When it comes to actually posting your content, hashtags are an important tool for getting it seen by your ideal audience.

A hashtag is a keyword or phrase with a "#" symbol in front of it. Hashtags are used to categorize content and make it easier for people to find the content they're looking for. So always remember to add relevant hashtags to your posts.

Set A Posting Cadence

A posting cadence is simply the frequency with which you post content. For example, you might post one piece of content daily on Instagram and Facebook but only twice per week on LinkedIn.

While there is no magic posting cadence that will guarantee success, posting too infrequently can lead to followers losing interest while posting too often can be overwhelming. You want to find a posting cadence that strikes a balance and is something you can maintain and stick to. This will help you stay organized and consistent.



We hope this Guide has gotten your creativity wheels turning and that it will not only save you time when creating content but that it will also help you get the most out of your online presence.

But if you're in a situation where you still feel like you don't have the time or resources to create your content, B A S Media can help.

We have an experienced team that can help! We'll work with you to understand your goals, target audience, brand voice, and style. From there, we'll develop a content strategy that will help you achieve your desired results.

So if you're looking for someone to take your content marketing to the next level, B A S Media is your team. Learn more about us on our website, <https://basmedia.net/>, or our social media accounts, or contact us today. We look forward to connecting with you!



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