



10 Ideas

For Social
Media Posts
that Serve Your
Customer

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Be Genuine. Be Remarkable. Be Memorable.

- Your customers are interested in you and your company – BUT they don't want to see ONLY you marketing about you and your company.
- In order to gain a position in your niche or industry as a thought leader or reliable and trustworthy partner, you need to show it.
- The way to become a thought leader is to be giving – serve your customers with the information they need and become the 'go to' person for whatever they need.
- By creating a content calendar, it will help you plan when to promote your content, product and services.
- In the slides following, I provide 10 ways you can serve your customers with information that will keep your brand top of mind while not bombarding them with only self promoting social media posts.

Make every interaction count, even the small ones. All moments are relevant.



1. Industry Articles

Research and keep tabs on industry happenings, news, technology, events, etc. and share snippets and links with your audience.

Ex. In Google "<digital marketing> news", News Tab

Ask followers what trends or events they are seeing.

2. Technology

Share technology updates and changes that may affect your customer or technology they may be considering.

Ex. In Google "<digital marketing> technology", News Tab

Ask followers if they will use new technology or how the technology will affect their business.



3. Helpful Tips

Create a Top 10 helpful tips document for something you do and would be helpful to your customers.

Ex. 10 Tips for Creating a Powerful Marketing and Sales Strategy

Ask if the document is helpful or what is most useful.

4. Video Explainers

If you provide any product or service that requires training, or you would like to help your audience know the value you provide, create a video explaining the product or service.

Ex. How to Create a Podcast with These 3 Tools

Ask to comment if it was useful or still need help.



5. Tools List

Provide a list of tools that are useful to your industry, perhaps some that they don't know about

Ex. Tools needed to operate online effectively by category and by business size.

Ask followers which is their favorite or others they use and aren't listed.

6. Go-To Resources

List others in your space that would be good resources to reach out to in their area of expertise and areas you don't specialize in or provide.

Ex. Recommended Instagram Expert, LinkedIn Connections, Facebook Group Admins, etc.

Ask followers for who they go to for different areas of expertise.



7. Brand Experiences

Share experiences you've had with various brands to show 1) ideal customer experiences and/or 2) examples of what not to do.

Ask followers to share similar experiences they've had.

8. Opinion

If you have a strong opinion about a change, advance or proposed change that may affect your industry, post about it.

Ask followers to agree or disagree and why.



9. Recognize Others

If there was an awards ceremony or someone in your target audience received an award for something, create a post about the awards show, presenters, and award winners.

10. Public Appreciation

If a brand or someone has gone above and beyond, or you just want to say 'thank you', create a post about it and give them recognition by tagging them in it. This is always a win/win.





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