



# 10 Ideas For Social Media Posts that Serve Your Customer

V.

# 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.*

A handwritten signature of the letter 'V.' in a cursive, flowing style.

# 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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