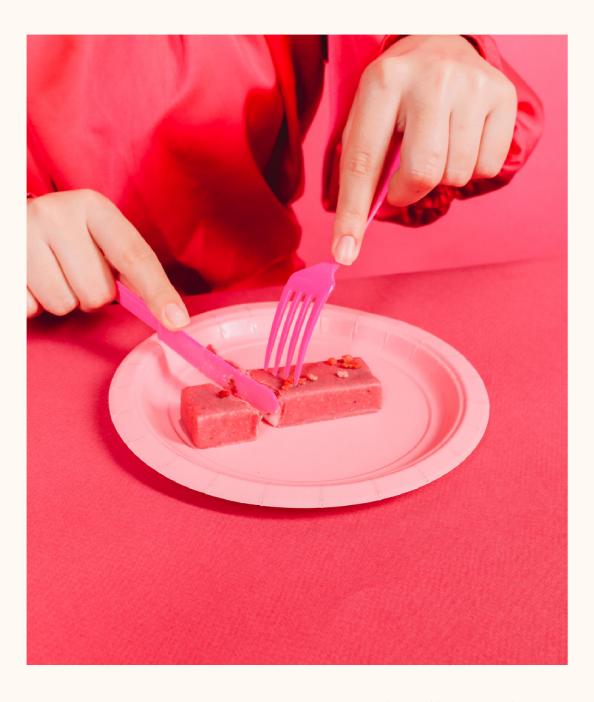
SOCIAL MEDIA IDEA GENERATOR



A WORKBOOK

CREATED AND DESIGNED BY SONJA RASULA X UNIQUE MARKETS

Social media is a great way to reach out to your audience and engage them with interesting content... But with all the different hats you wear, content creation can become a huge pain-point for your business.

Here are some ideas for posts and videos to jumpstart your creativity. Write your ideas down, a few for each topic, so you have lots to move forward with:

Share customer success stories or customer feedback
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Create informative videos about your product or services
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Show BTS (behind the scenes) at your studio/in your workspace
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Create graphics that feature inspirational quotes or fun facts about you/your products/your company
Feature 'top picks' from employees, friends or fans
Share helpful tips and advice related to your industry
Show the process of making something (before/after)

Engage your community by asking them to vote on something, choose their favorite color option for new products, etc.
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Have a little fun and dance
•
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Share your story (previous career, your childhood, your passions, etc.)
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•
Show a reveal or transition, such as raw materials then the product
•
•
•

PUTTING SOMETHING OFF DOESN'T MAKE IT GO AWAY.

YOU'VE GOT THIS.

SHARE WITH US ON INSTAGRAM @SONJARASULA @UNIQUEMARKETS