



25 Quick Content Ideas for Social Media & Email Marketing

Are you stuck? Not sure what to post or how to start “talking” to your community? Take a peek at these 25 ideas and put some into action right away. Test and measure how your community responds and build on that as your company grows.

- 1. Provide Answers to Common Questions:** Think about the questions that your clients & customers ask you about your product or service. What are those questions you answer over and over? Think about those most common questions & then provide the answer. It seems so simple, but it works. Try it today!
 - 2. Ask for Feedback:** Simply **ASK** for feedback or create a simple survey. A great resource for creating a survey is Survey Monkey. You'll get a lot of great information that will help you to understand the way your customers think.
 - 3. Showcase Someone You Respect:** You know how wonderful it feels when another business person gives you props? Why not do the same for someone you respect. It does not cost you anything and you never know if they might return the favor. Make sure you do it with a pure heart and say only what you know to be true about that person.
 - 4. Share A Milestone:** People tend to get excited about things you get excited about. It is also great to celebrate positive & fun things. If you get a new horse at the barn or hire a new trainer and want to showcase those. It gives your customers and potential customers a peek into who you are; a behind the scenes look if you will.
 - 5. Write A Review:** Share your thoughts on a new product or a horse show you just attended. Talk about a great book or clinic you attended. Share in your own words what made it so good, where you got the most impact. How you changed your own way of doing things as a result of the experience. This is a chance to really connect with your readers and to offer some free press to the clinician or trainer that did something worth writing about.
-

6. **Before and After:** Maybe you are renovating your barn or boarding facility or have just rehabilitated a rescue horse. Anything that showcases a before and after is something that feeds the human nature. Inspire people by showing them change for the good.
 7. **Simple Tips:** Think about the things you get asked about often & create a video showing someone how a product works or how a training maneuver is best achieved. Keep this very simple. The goal of this is to create something that provides immediate value and is a tip that is worth sharing.
 8. **Showcase ONE Product or Service:** Your Company may have many products or services to offer but focus on just one. Talk about the benefits of that one product or service. This helps to educate people in a concise manner about **WHY** they need what you have to offer. Each week you could pick one thing and focus on that. This is a very friendly way to educate and not be an "in your face" salesman.
 9. **A or B:** Post a question with two options for an answer. You will pull in responses and get some good feedback as well as engagement. You'll be surprised by how many people will take the time to respond when there is just one seemingly simple question. Example: My Dream Horse would be A. Quarter Horse or B. Warmblood. If you ask it on social media you'll get more open ended answers - all responses are good engagement.
 10. **Don't Be Stingy - Share Your Knowledge:** Tell them what you know and **WHY** it matters. Well, not everything you know but refer to #8 and choose one. But don't hold back. For me, I have done videos on how to create a video for your horse business or how to schedule posts on Facebook. I can be confident that in doing so, I am not giving away super secrets, but I am sharing knowledge to help move my community forward. I am not giving away the farm. I am simply sharing what I have and the likelihood of people trying what I recommend and then coming back to me is huge. This helps to set you apart as the expert in your field (and a generous one at that!)
 11. **Who Works With You:** This is similar to number 3 but this helps to introduce people to your team. By sharing about your employees (with permission of course), their accomplishments and other exciting information you not only shed some light on your staff but encourage them in the process. This is a win-win all around.
-

- 12.** Pictures with Quotes Get Shared: Photos with inspirational quotes are some of the most shared content on the web; especially if relevant to a holiday or big event. You may need to use an app like InstaEditor or Word Swag on your phone to bring photo and text together into one image. It's easy and it's free. There are paid versions for these and in my opinion they are worth it. You have many other options for fonts and backgrounds. Make sure you add your Twitter handle or website address in text on the image as well so that as people share it, they are also sharing your information. You can thank me later.
 - 13.** Pay it Forward {Do something nice!}: This only works if you mean it. Don't fake it - people will see through that. But wouldn't it be nice to do a good deed? For a customer or for your own team - maybe even have a good deed of the week or month and just quietly share it. You don't have to scream "look what I did!" but you can inspire others or challenge others to continue the good vibes.
 - 14.** Highlight A Bad Review: WHAT? Are you wondering what in the world I am thinking? You will not be able to make 100% of your customers happy. I have seen this work brilliantly for many companies. Your loyal fans will step up and talk about all they love about your product or service. You can also post a link to all your happy happy happy testimonials as well!
 - 15.** Bust A Myth: Take a common misconception about your industry or profession and debunk it. Try to do it in a very short format. In fact, that applies to all of these ideas. Short and sweet.
 - 16.** Say It With Video: Whatever you want to say, add a video. Nothing high dollar is needed unless you are a video professional, and even then. Authentic videos get more play. Facebook will tell you how many people watched it. You can easily add video to an email blast too. Don't leave this one out because of that four letter word F-E-A-R.
 - 17.** Play A Game: Post a trivia question, offer a reward for getting the answer right. This works with anyone. Take it as far as you like. Host a game of champions or shout out to participants. People like to play games. And they like to win.
 - 18.** Take A Moment To Really Be Yourself: Tell your audience who you really are, outside of the office. Do you raise chickens on your farm? Have a Breyer horse collection? Speak more than one language? Share what makes you
-

different/special/unique and just put it out there. You'll be surprised by how many people will not just like but identify with you. Don't over share. This is not the venue for your ugly breakup or drama at your barn.

- 19.** Remind Them Of Something They Already Know: Is there advice you give your clients and customers regularly but they forget or just ignore? Restate it once more. Especially if it's something they know they should do - like clean their tack or ensure their horses have preventative health measures taken while traveling. This is content. It feels like nagging but if you say it right it will nurture the relationship. Just like regular life.
 - 20.** Embrace Life Hacks: Not sure what I mean? A life hack is an extremely simple idea that makes something easier, more efficient or more fun. They usually involve items most people have around the house or barn and by using it in a different way, you make some other activity easier or better. Google "life hack" and you'll find a lot of them. Some examples are items you can use around the barn other than what they are made for. Who doesn't use binder twine for a belt or makeshift lead rope- right?
 - 21.** Link to an Event You Will Attend: This can be an official work event like a horse expo, clinic or large scale horse show, but it can also be something fun like the Kentucky Derby. Encourage others to attend. Make sure the event host is able to see that you shared it if you can. (Example - on Twitter include the event hashtag or @handle with your tweet.) This is a public invitation to engage. Try it.
 - 22.** Carry The Flag for A Local Nonprofit: Choose an organization you care about, make a donation or sign up to volunteer and then share that out there with an invite for others to do the same. This is similar to the "Do a good deed" idea but this one is a little more official and involves an actual organization that you want to help. Have a canned food drive or celebrate back-to-school with a school supply drive. Send people to the org's events or send your own team and post pictures. The more you carry the flag for others, the better you look (and feel). Again, this one only works if it's genuine. Be real.
 - 23.** Share Your Music Playlist: Just plain fun! Honestly, this one ends up getting a lot of play in the work world too. If you use Spotify or Pandora or whatever, create a playlist of your favorite music to ride to or clean stalls to. Make the list and then share access to it on social media and in an email. Music brings people together. You probably already have a playlist - send that one out. Nobody is going to judge you for secretly loving Michael Jackson (I mean who doesn't, right?). They might point it out, but that's the essence of true engagement. You'll find out MJ is on other people's lists too. Have you never done the moonwalk?
-

24. Ask For Recommendations: Taking a client out for dinner, need new flooring in your arena or looking for a resource for training a stubborn horse? Ask your friends and followers for their recommendations. Ask your clients. Maybe one of them is a great resource for you, right under your nose. Maybe two. Do you remember to ask what your clients do and what your customers have to offer? This is a fun way to give them a soap box and to build real relationships without having to write a lot of content.

25. Make A List With Helpful Advice or Ideas: Like this one. When ideas are in a list, people can absorb it faster and are more likely to read all the way to the end. Number it if it's more than 7 items. Bullet lists are great too. If it's long like this one, put the whole list on your website or in a blog and then just post one item from the list every few hours online. Or share a short blurb in an email and link to the rest. Lists are easy and get shared. Share this one on Facebook or Twitter and watch how many others share it.

Overall, the best advice for what to write is simple. Share your knowledge and be who you really are. Write in first person as much as possible. Avoid industry terms unless the only people reading your stuff are industry-related. Keep it short. Make it practical, actionable and easy to read on a cell phone. If you keep at it, your clients and followers will see you as a resource. That can only be good for business.

