Social Media Content Planner with 200+ Content Ideas
When you are talking to your customer, you are not always selling to customers. In fact, what you do in between sales and selling is oftentimes more important in order to build a loyal customer base for when you are selling.

These prompts will help you build your content based on the 3 C's: Calendar Content, Conversational Content and Cornerstone Content. They are intended to inspire you and motivate you as you practice speaking on your product and brand messaging - adjust these prompts as you see fit. For the topics that seem to resonate, repurpose them from social media to email, website and other marketing.
Calendar Content is event-based content built around calendar dates. Holiday sales, promotions (discounts). Big industry news, trending events, current events. Timely announcements (such as new product launch dates, features in publications, etc.) Seasons such as football season or back to school.
Conversational Content is content that builds quick and easy engagements or touchpoints - builds rapport with your customer. Social media: ask for answers or poll your audience. Short videos, funny stories, opinions or quick conversations Relevant quotes and re-posts. Always encourage an easy Call to Action, such as comment or short response, even if it’s just an emoji or a few words.
Cornerstone Content is foundational content about your brand that is typically long-term and evergreen. It’s educational or informational content based off your product keywords and customer aligned interests. Relevant product features, brand values, company mission and product benefits. How-to posts, educational blogs, infographics, behind the scenes videos, case studies, user testimonials, expert reviews and before/after transformations. Relevant articles, industry facts, As Seen In. These are topics that matter to your customer that overlap with your brand.
1. Five Tips to using our products/services
2. Top 3 products and why
3. The Story behind my brand
4. The Story of my business
5. Why I created this product for you
6. How I Built This
7. How I created my first product
8. What makes this brand different than the big guys
9. My favorite products (from other brands)
10. What to expect in terms of service from your brand
11. What to expect from purchase to delivery
12. #1 Tip for when they are waiting for their delivery
13. What I realized people didn't know about our product(s)
14. Features of team members and their favorite products from your brand and why
15. Why people love my best selling product
16. Features and benefits of my best seller
17. If you love this product you will love x product
18. Where to use my products
19. How to gift my products
20. Perfect gift for x person
21. Perfect gift for x holiday
22. Why we use these ingredients or materials
23. Behind the scenes of our production process
24. Behind the scenes of our team
25. Behind the scenes of a photo shoot
26. Behind the scenes featuring CEO day to day life
27. Where we see the future of our business
28. What products are coming up in our launches or re-launches
29. What is the owner’s favorite product and why
30. Share customer testimonials
31. Share a case study
32. How to wear or use a product
33. How to store, hang, feature, care for the product
34. 3 Ways to use, wear, gift my product
35. My self care routine
36. My morning routine
37. My night routine
38. Our after work or school routine
39. Fashion style, tips, photos of you when dressed
40. My Style
41. Feature a life event (birthday party, moving, new house, remodel, vacation)
42. Style feature of team members (Check out this team members style)
43. How a sport or activity or experience from your younger years helped influence you as a business owner
44. The top five questions from customers
45. The #1 question from customers
46. The #1 thing customers are saying about your biz/product
47. We were/are featured in or on...
48. The Top Questions My Family asks me about my business
49. My Mom/Dad/Friends/etc still think I am doing X, but I am growing an empire
50. The Coolest Thing that has happened in my business
51. The best thing that has happened in business this year
52. How your purchase will support … (your family, team, mission, charity)
53. Where you can purchase
54. Where you will be in person for trade shows or events
55. How I organize my (desk, house, office, materials, spice rack)
56. How customers are using the products
57. User generated unboxing
58. Awards We’ve Won
59. Behind the scenes of our photoshoot
60. Favorite Books for the season (summer)
61. Favorite beverage for the season (winter)
62. Favorite Book of all time
63. Stop Motion Product Feature
64. Product being used/in action
65. Working from behind your computer
66. Working on making your product
67. Working on shipping your products
68. QVC/HSN Style product feature
69. Live Q and A
70. Live Sale on Video
71. Flash Sale
72. Birthday Sale
73. Anniversary Sale
74. Milestone Sale
75. Birthday Giveaway
76. Anniversary Giveaway
77. Milestone Giveaway
78. Share/Show Us using our product” + Giveaway
79. Share/Show unboxing + Giveaway
80. Customer Votes for scent, color, style
81. Share results of a customer poll
82. Share sneak peeks of special projects, new collections or business planning
83. Share a hack that made your life easier
84. Define your industry’s jargon or technical terms in layman’s terms
85. Share ingredients or things to avoid in your industry (and how your brand avoids them)
86. Customer Lifestyle shots
87. Customer Spotlight
88. Other Business spotlights
89. Share disasters, mistakes, etc to show vulnerability
90. Share family/kids/pets
91. Share how you workout or create movement in your life
92. Share collaborations
93. Share quotes that resonate with your customer
94. Share useful life tips that resonate with your customer
95. Share how your product meets a need
96. Share how your product solves a problem
97. Unexpected use or audience for your product that was discovered
98. Share problems your customer may have and offer your product or other products as solutions
99. Share about the wear and tear of the product
100. Share detailed comparisons of your products
101. Share how to choose what to buy
102. Prep customers for an upcoming sale
103. Prep customers for cutoff and deadlines to place orders for holidays or events
104. Celebrate other small businesses
105. Celebrate Small Business Saturday
106. Sale is coming
107. Sale is on
108. Final countdown until sale ends
109. Sale is extended
110. How I left my day job
111. How I tackle a to do list
112. Story about overcoming Fear
113. Story about kindness
114. Story about generosity
115. Features of stores that carry your product
116. Where to find my products
117. Feature stores that are having events with your products
118. Where I get my inspiration
119. How to unwind
120. Show ideas for future products and ask if customers love it
121. Show development of new products and have customers vote it into the collection
122. Share other business ideas you have had and what came of them
123. Share what you are grateful for
124. Share where you were then and where you are now, reflect.
125. Vacations you have gone on and how they have changed you (relax, recharge, perspective)
126. A story about saving the day for a customer
127. A story about how your company goes above and beyond for customers
128. How to repurpose or upcycle your packaging
129. Share/feature how to overcome objections customers bring up
130. My Top 3 Values in Life
131. 3 Ways We Put Our Customers First
132. How we protect our customers data
133. How we treat our customers differently than the “other guys”
134. How to take a digital detox
135. How you choose gifts (relate qualities to your products)
136. Product Variation Sense Features (discuss colors or scents or tastes or smells or feel)
137. Share how you named your business
138. Share how you give back
139. Share your Mission Statement
140. Feature a person or foundation or charity you have helped
141. Feature a person or foundation or charity you want customers to help
142. Share a Kickstarter you are supporting
143. Shout out to a special person in your life
144. Share the creation of something (rebrand, website, office remodel)
145. Be known for something and share that (target runs, dancing with your kids, vegan food, nail polish colors/manicures)
146. Share a story that creates emotion or sentiment (baby’s first, pass this down to your future daughter, memories created)
147. My Why”
148. Special Customer* feature or story

149. Sneak Peek*

150. Hand Made or Made in the USA*

151. A story about your family and why/how this biz contributes to them

152. Working on the Weekend

153. Your company’s “Golden Rule”

154. Your company’s Top 10 Values

155. Share Life Challenges in real time and the happy ending or not so happy ending

156. How to create traditions and how you create traditions

157. Share As seen on a person, customer, influencer, celebrity

158. Feature New Team Members

159. Share your Secret Sauce*

160. How do you stay inspired?

161. How did you come up with your design for X product?

162. How does X product different from XX product?

163. Year in review, month in review, etc.

164. What product would you not come out with again - and what are you most excited about coming out?

165. Favorite time of year and how your product applies to that time of year

166. Favorite piece in a collection

167. Let customers know where else they can find you on social media or online platforms (Instagram, Pinterest, YouTube, Amazon, Twitter, etc.)

168. Get in the habit of telling customers to sign up for your email list "Get XX% off when you sign up…"

169. Share a piece that is relevant to current trends, eg. a product that uses the Pantone #coloroftheyear, local football colors, etc.
170. Share favorite features of specific products
171. Share about upgraded shipping options, "Get it in two days..."
172. Share other people's posts/stories if it will resonate with your customer and support the other person
173. Share Must Haves for groups within your customer base (new moms, college grads, walking toddlers)
174. Share stories from when you first started I remember when at milestone events
175. When I Was a Little Kid, I Wanted To Be a... When I Grew Up, I became a... and here's why this is relevant to you
176. Create "tag a friend" content (Tag someone who lifts you up)
177. Repurpose Blogs
178. Share Content from other sources (make sure to credit them)
179. Share a Contest and How to Enter and Win
180. Announce Contest winners with a shout out
181. Discuss trending topics (avoid controversial unless you are okay with the reactions you will get)
182. Create a Brand Hashtag and create a daily, weekly, or monthly series
183. Ask Me Anything” #AMA
184. Host a Social Media Takeover on your account
185. #MotivationMonday
186. #ManicMonday
187. #MondayFunday
188. #MondayBlues
189. #TransformationTuesday
190. #TipTuesday
191. #TrendyTuesday
192. #TopicTuesday
193.#TuesdayShoesday
194.#WellnessWednesday
195.#WednesdayWisdom
196.#WisdomWednesday (or 
#WednesdayWisdom)
197.#WayBackWednesday
198.#WoofWednesday
199.#WineWednesday
200.#TBT aka Throwback Thursday
201.#ThinkPositiveThursday
202.#ThankfulThursday
203.#ThursdayVibes
204.#Thursdate
205.#ThursdayThoughts
206.#ThirstyThursday
207.#FreebieFriday
208.#FearlessFriday
209.#FridayNight
210.#FollowFriday #FF
211.#FridayIntroductions
212.#Friyay
213.#SaturdaySwag
214.#Caturday (Saturdays)
215.#ShoutoutSaturday
216.#SalesSaturday #SaturdaySpecial 
#SaturdaySale
217.#SaturdayNight
218.#SelfieSunday
219.#SundayFunday
220.#StartupSunday
221.#SpotlightSunday
222.#SelfcareSunday