

# 30 DAYS OF KILLER CONTENT

Hey #GirlBoss! This 30 Day Challenge will encourage you to post valuable content for your audience to create trust, brand recognition, and to increase engagement!

by Kelli Lloyd



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## AN EXCLUSIVE #BTS LOOK

Give your audience a quick peek into your world. This can be a photo of your work space, a sneak peek of a new product that you're about to launch, or a quick update on the status of your customer orders.

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## GIVE A FEW A'S TO SOME Q'S

Chances are a lot of the people who follow your updates on sites like Facebook and Twitter will have a lot of the same questions! Pick one and answer it today.

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## INTRODUCE YOUR SQUAD

People love to see the people who make your business dope. Introduce them to your audience! If you're a one-woman show, introduce yourself and give your followers a chance to get to know more about you!

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## SHARE SOMETHING POPULAR

Got a popular product or service on your website? Share on social media! Old fans of the product will rave about it and that word of mouth will bring in new fans. Don't miss out on these sale opportunities, girl!

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## ROLL OUT THE TESTIMONIALS

People want to do business with people that they know, like, and trust. One of the best ways to build that trust is to show real people using or talking about how amazing your products or services are!

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## 6. PLAY FILL-IN-THE-BLANK

6. Play fill-in-the-blank: Remember those fun fill in the blank questions from when you were little? Those types of questions are a lot more fun on social media. This is a great way to encourage customers to engage with you and share their ideas.

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## SHARE A COMMUNITY EVENT

Small businesses play a huge role in the community. If your business speaks to a local clientele, look for opportunities to connect with your surroundings and be part of the local conversation. Keep your finger on the pulse and be a connector!

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## SHARE A GIGGLE

Entertainment is a big part of why people go on social media in the first place! Look for opportunities to have fun with fans and followers – just be sure to stay true to your brand.

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## SHARE YOUR STORY

Every business and organization has a story. Look for opportunities to share pieces of that story and let people know why you do what you do.

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## SHARE SOMEONE'S DOPENESS

Here's some good news: you don't have to create all of your content from scratch. Sharing other people's content is a great way to build relationships for your business and can also help position you as an insider.

# \*BONUS: FEELING BOLD? POST SOMETHING CONTROVERSIAL.

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## 11 SHARE A #TBT

Share a special memory with your audience! This is a great way to create a personal connection with your followers and customers.

## 12 POST SOMETHING SEASONAL

Adjust your social media posting schedule to reflect the changing seasons. If it's a scorching hot day, offer a way to cool off. If you're looking forward to the fall, post a pic of your Pumpkin Spice Latte.

## 13 INSPIRE!

You could post a picture of your team, an article you read online, or just a quote that you think your audience would connect with. If you're a nonprofit, sharing inspiration could be something simple like an update on your progress for the year or a milestone worth celebrating.

## 14 CUSTOMER OF THE MONTH

Alright.. enough about you. Talk about your customers! Pick one special customer and celebrate them. If they're a fan or a follower, tag them so they can see their feature! If you're feeling really generous, offer them an exclusive coupon code or a free service.

## 15 ABOUT LAST NIGHT..

Hopefully you have time to get out of the office and attend an event. Did you take any pics or video? Have you seen any articles or blog posts about the event that you think your audience would be interested in? Share it!

## 16 STATISTICS & FACTS

You should be in the habit of reading or watching industry-related news. If you ever come across an interesting statistic or fact, share it with your followers! Stats and facts are a great form of shareable content and it's fun to nerd out with your audience.

## 17 MULTIPLE CHOICE

This is a great way to boost engagement and also gives your audience the chance to share their ideas. Make it fun! Ask about their favorite products and services or what movie they're excited to see.

## 18 GO STRAIGHT TO VIDEO

This doesn't have to be a huge production. Just snap a quick 15-second video to keep your audience engaged and updated. Film a project you're working on, a quick highlight from one of your workshops, or just you getting coffee. Be real and keep it fun!

## 19 REPLAY. REPEAT

Don't reinvent the wheel. Create something similar to something that worked well for you in the past and try sharing it again. Not all of your content has to be new. Maybe Monday is "Motivation Monday". If it worked for you and your audience, keep it up!

## 20 SHARE THE LATEST!

Does your business send email newsletters or announcements on a regular basis? Hopefully, you said "yes". Share your latest email on social media and show fans and followers what they're missing out on!

# \*BONUS: HOOK YOUR FOLLOWERS UP! RECOMMEND A (FREE!) TOOL OR RESOURCE.



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## SHARE AN INFOGRAPHIC

Trust us. There is an infographic for everything now. There's even one titled "The Sad Decline of Clowns"! Share one that's relevant to your industry and start a conversation with and among your fans.

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## CREATE A BRANDED IMAGE

Create an image using an app or online software to better introduce and share your brand with your followers. Use text, color, and eye-catching photography. Oh, and a watermark or your name so people know who you are.

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## CORRECT A MISCONCEPTION

Knowledge is power AND wealth! Teach your audience something they didn't know, or even misunderstood, about your industry. This is an easy way to share your expertise and hopefully spark a conversation with fans and followers.

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## WHAT'S ON YOUR READING LIST?

Have you read something so good that you just have to share it and talk about it? Do it! Successful people still read books and are always looking for the next best read to elevate their life and their business.

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## OTHER PEOPLE'S DOPENESS

Here's some good news: you don't have to create all of your content from scratch. Sharing other people's content is a great way to build relationships for your business and can also help position you as an insider.

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## TIPS & TRICKS

Chances are you know a ton of tips and tricks your audience would love. Write down a list of helpful tips related to a particular product or service you provide.

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## CELEBRATE!

Who doesn't love a celebration? Invite your customers to celebrate with you by creating a special offer for them to take advantage of. Whether you're celebrating 1k followers on IG or 5 years in business, celebrate it!

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## GET ON THE LIST

Social Media is great, but if you want to reach your audience even more effectively, encourage them to join your mailing list. Be clear about what and how often you send, so they know what they're signing up for.

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## CROSS-PROMO

Have you gotten started on a new social network lately? Sharing content across your social networks is a great way to bring your social media audiences together.

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## THANK YOU!

This one should be pretty easy - just say thank you! It's never a bad idea to let your customers know how much they mean to you. They'll gladly return the love with their continued business.