

3 Posts Every Small Business Needs to Increase Sales



THIS POST CONTAINS AFFILIATE LINKS, WHICH MEANS I MAY EARN A COMMISSION IF YOU MAKE A PURCHASE THROUGH MY LINK. I ONLY RECOMMEND PRODUCTS I TRUST AND USE MYSELF!

GROWTH POSTS



GOAL: Get in front of new people and bring more eyes to your brand.

Content Ideas:

- Short, Punchy Reels, POV
- Controversial Takes
- Shareable quotes or Memes
- Hooks Targeting Ideal Customer

[CLICK HERE FOR AN EXAMPLE](#)

NURTURE POSTS



Goal: Provides value to your current followers so they trust you

Content Ideas:

- Personal/ Origin Story
- Behind the Scenes
- Educational, Value Packed Posts
- FAQ, or Industry Myths

[CLICK HERE FOR AN EXAMPLE](#)

SALES POSTS



Goal: Move people from “interested” to “buying.”

Content Ideas:

- Clear CTA(What You Offer, How to Buy and Why They Need It
- Storytelling the Leads to Your Offer
- Address Common Objections

[CLICK HERE FOR AN EXAMPLE](#)



**READY TO NAIL YOUR
SMALL BUSINESS
MARKETING STRATEGY?**

CLICK THE LINK BELOW FOR A FREE MASTERCLASS ON HOW TO GET CLIENTS FROM INSTAGRAM- FROM THE SOCIAL MEDIA MARKETER THAT HELPED ME DEVELOP MY CONTENT STRATEGY!

[TAP TO WATCH!](#)

[@MYLIFETHISTIMEAROUND.COM](https://www.instagram.com/mylifethistimearound)