3 Posts Every Small Business <u>Needs</u> 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 PRODUCTSI 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

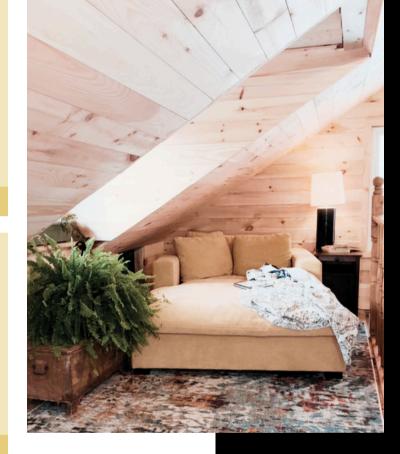
CLICK HERE FOR AN EXAMPLE

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READY TO NAIL YOUR
SMALL BUSINESS
MARKETING STRATEGY?
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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!





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