

# 100 Bulletproof Content Ideas



**Winning social media  
content for businesses**

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# **IDEA 01**

**Write about why you  
started your business**

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# **IDEA 02**

**Teach your audience a  
better way to complete a  
common task**

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# **IDEA 03**

**Discuss trending topics in  
your industry**

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**IDEA  
O4**

**Address a challenge in  
your industry**

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# **IDEA O5**

**Demonstrate with  
diagrams or video, how to  
use your product/service**

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# **IDEA 06**

**Create a hub of resources  
for your industry**

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**IDEA  
07**

**Simplify a common  
process using graphics**

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# **IDEA O8**

**Shoot a short video with a  
key speaker when you  
attend a conference**

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**IDEA  
09**

**Summarise the takeaways  
from a recent event**

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**IDEA  
10**

**Share relevant articles and  
news that you source via  
Google Alerts**

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# **IDEA 11**

**Collaborate with other  
experts to publish a series  
of best practices**

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# **IDEA 12**

**Show people what it's like  
to work for you/with you**

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# **IDEA 13**

**Create designated hashtags  
for your company and for  
key topics that you write  
about on social media**

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# **IDEA 14**

**Use common hashtags in  
your industry (make a list  
of 10-20)**

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# **IDEA 15**

**Answer your customers'  
frequently asked questions**

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**IDEA  
16**

**Invite your online  
community to submit  
guest blogs**

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# **IDEA 17**

**Use HARO to connect with  
reporters looking for  
information in your  
area of expertise**

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# **IDEA 18**

**Write a LinkedIn article  
that showcases your  
company's journey so far**

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**IDEA  
19**

**Tag colleagues and  
collaborators in your  
LinkedIn status posts**

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**IDEA  
20**

**Run a LinkedIn Audio Event  
with guest speakers from  
your senior team**

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# **IDEA 21**

**Use Instagram to develop  
the fun/visual side of your  
business**

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# **IDEA 22**

**Curate a top 10 list of the  
most common topics in  
your  
industry**

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# **IDEA 23**

**Write case studies that  
show how you transformed  
a customer's business**

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# **IDEA 24**

**Use Facebook Live Videos to  
engage audiences on trends  
that impact your industry**

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**IDEA  
25**

**Save your Facebook Live  
Videos and upload to your  
YouTube channel**

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**IDEA  
26**

**Submit articles to business  
sites such as Forbes, Inc  
and Entrepreneur.com**

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**IDEA  
27**

**Address niche topics in  
your industry rather than  
broad topics**

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**IDEA  
28**

**Use Quora questions to  
create content**

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**IDEA  
29**

**Share your content in  
relevant LinkedIn Groups**

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**IDEA  
30**

**Ask influencers in your  
network to share your  
content**

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# **IDEA 31**

**Distribute your blog posts  
+ curated content to your  
email list**

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# **IDEA 39**

**Create explainer videos to show your audience what you do, the benefits and how they can contact you**

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**IDEA  
33**

**Use Instagram stories to  
drive engagement of your  
brand**

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# **IDEA 34**

**Share stats to illustrate  
the impact of the work you  
do e.g. "content strategy  
led to 20% more leads"**

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# **IDEA 35**

**Use exclusive content e.g.  
e-books and reports as lead  
magnets to grow your email  
list**

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# **IDEA 36**

**Create automated sales funnels with content that is targeted at different stages of your buyers' journey**

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**IDEA  
37**

**List the best posts from  
your blog archives**

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**IDEA  
38**

**Write about topics from  
people you follow**

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**IDEA  
39**

**Record a day in the life of  
a team member**

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# **IDEA 40**

**Write about topics  
submitted by people  
following your business  
page**

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# **IDEA 41**

**Repurpose your posts with  
a video summary**

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# **IDEA 42**

**Tell your brand story with  
only pictures**

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**IDEA  
43**

**Write about popular  
authors on Substack**

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# **IDEA 44**

**Run through your favourite  
business apps**

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# **IDEA 45**

**Tell your audience the  
causes you care about**

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# **IDEA 46**

**Highlight friendship  
between co-founders  
with videos**

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**IDEA  
47**

**Write your key takeaways  
from your favourite  
business book**

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**IDEA  
48**

**Unpack a technical  
challenge in your industry  
through expert interviews**

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# **IDEA 49**

**Create a podcast series and  
build a community around  
it**

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# **IDEA 50**

**Be one of the first to try an  
emerging trends e.g.**

**Instagram stories, Tik Tok,  
video marketing**

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# **IDEA 51**

**Share something that  
inspires you**

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**IDEA  
52**

**Share your 12-month  
roadmap for your  
business**

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# **IDEA 53**

**Share**

**the story of how you  
got to where you are**

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# **IDEA 54**

**Share**

**what you learned from  
the last book you read**

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**IDEA  
55**

**Share  
a highlight from your  
favourite podcast**

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# **IDEA 56**

**Humanise  
yourself - share a video  
or personal blog about  
yourself**

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**IDEA  
57**

**Share**  
**your biggest business  
challenge of the week**

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**IDEA  
58**

**Share your biggest  
business win of  
the week**

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# **IDEA 59**

**Call  
out a specific  
misconception in your  
industry**

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**IDEA  
60**

**Spotlight  
your customers  
(don't forget to tag  
them)**

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# **IDEA 61**

**Share  
your best business  
productivity or time-  
saving hack**

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# **IDEA 62**

**Create  
competitions to  
increase engagement  
and gain followers.**

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# **IDEA 63**

**Create  
a post with 3-5 photos  
to tell a story about  
your week in a visual  
way.**



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**IDEA  
64**

**Share  
a milestone - everyone  
loves to celebrate**

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# **IDEA 65**

**Start a content series  
that is  
relevant to you (eg.  
Marketing Mondays,  
Sales Saturdays)**

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**IDEA  
66**

**Kickstart  
engagement with  
original long-form  
content**

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**IDEA  
67**

**Share  
a sneak peak of a new  
project**

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**IDEA  
68**

**Share  
industry tips.**

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# **IDEA 69**

**Use  
a client testimonial/  
review to help the  
brand image**

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**IDEA  
70**

**Share press mentions  
of your brand or  
your industry**

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# **IDEA 71**

**Share key insights from a  
recent market research  
report relevant to your  
industry**

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**IDEA  
79**

**Showcase a behind-the-  
scenes look at how  
your team develops  
innovative solutions**

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**IDEA  
73**

**Highlight customer  
success stories with  
measurable outcomes  
and benefits**

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# **IDEA 74**

**Create a video series  
where your CEO  
discusses emerging  
industry trends**

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# **IDEA 75**

**Offer a downloadable e-  
book or white paper on  
solving a specific  
industry problem**

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# **IDEA 76**

**Announce new  
partnerships or  
collaborations that  
expand your product  
offering**

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**IDEA  
77**

**Interview a key team  
member about their  
role in driving the  
company's growth**

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# **IDEA 78**

**Post thought-provoking  
questions to your  
audience, sparking  
discussions on  
industry challenges**

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# **IDEA 79**

**Share a data-driven  
infographic that  
visualises important  
industry trends or  
metrics**

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**IDEA  
80**

**Host a live webinar  
where you dive into  
upcoming industry  
disruptions**

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# **IDEA 81**

**Publish an article  
analysing the long-term  
impact of recent  
regulations on your  
industry**

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# **IDEA 82**

**Highlight your  
company's culture and  
how it contributes to  
innovative solutions**

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# **IDEA 83**

**Share testimonials from  
long-term customers,  
focusing on their  
journey with your  
product**

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# **IDEA 84**

**Conduct polls to gauge  
customer sentiment on  
new industry  
developments**

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# **IDEA 85**

**Reveal a case study  
where your solution  
solved a major pain  
point for a big client**

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# **IDEA 86**

**Discuss the scalability  
of your solutions and  
how they help growing  
businesses**

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**IDEA  
87**

**Offer exclusive content  
or early access to  
product features for  
social media followers**

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**IDEA  
88**

**Create a time-limited  
challenge or contest  
that encourages  
customer interaction**

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**IDEA  
89**

**Launch a referral  
programme and  
encourage customers  
to share their  
experience**

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**IDEA  
90**

**Announce a roundtable  
event featuring industry  
experts discussing future  
trends**

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# **IDEA 91**

**Share insights on how  
your company is  
leveraging AI or other  
tech to stay competitive**

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# **IDEA 99**

**Launch a “behind the numbers” series where you explain key metrics or KPIs driving your growth**

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**IDEA  
93**

**Outline how your  
business to working  
towards a Net Zero  
future**

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**IDEA  
94**

**Highlight your  
company's impact  
through sustainability  
or community-focused  
initiatives**

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# **IDEA 95**

**Discuss how you  
manage the scaling of  
operations while  
maintaining product  
quality**

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**IDEA  
96**

**Create a Q&A series  
where customers can  
ask about the technical  
aspects of your product**

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**IDEA  
97**

**Outline your after sales  
care strategy and how  
it drives customer  
retention**

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**IDEA  
98**

**Explain how you ensure  
service quality  
throughout your  
customer base**

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# **IDEA 99**

**Share lessons learned from  
scaling up, emphasising  
both successes and  
challenges**

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**IDEA  
100**

**Collaborate with  
influencers or thought  
leaders to discuss  
major shifts in your  
industry**

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