5 WEEKS OF CONTENT IDEAS

Hi,
I'm Sofie Wihlborg, owner and founder of Wihlborg marketing. I'm so happy that you found me through social media and I hope you will find this 5 weeks of content scheduling for social media valuable for your business.

I'm not going to make an introduction of myself, because you can read about me and my story on my website www.wihlborgmarketing.com but I want to tell you **WHY** I am running Wihlborg marketing.

I want to inspire all of you to let your brand and company be whatever you want it to be. I thrive upon making your goals of becoming visible online, scale and develop as a company and brand come true! That is my mission.

That is why you will find free marketing & branding hacks and expertise every week on my Instagram for you to apply on your company to achieve a faster success online. I also share the journey of my business and how I tackle it as a business woman.

I want to invite you to tag along on my journey on making companies look and perform awesome online! If it sounds interesting, go onto my Instagram wihlborg_marketing and hit FOLLOW!

Now, let's get down to business!

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I have put together 5 weeks of content ideas within 5 different categories. This will make it easier for you to generate your own content. Before I explain the meaning of the categories, I want to make one thing clear.

Social Media is a SOCIAL PLATFORM. People don't want to see commercial ads, prices and impersonal content on your platform. To run a successful Social Media account you need to:

- Share your opinions
- Let your audience get to know the people behind the logotype
- Share your why and what your brand stands for, things that are normally written on your website's "about page". Share this in a personal and face-to-face way.
- Take them behind the scenes and make them fall in love with your brand's personality

This will generate brand awareness and sales. Also, there is no must on posting 5 days a week to be successful on social media. This is just to give you as much value as possible.

So having said that, I advise you to provide pictures in good quality and forget the meaning of "corporate" when you are managing your social media accounts. Be real, don't overthink it and *be your brand*.

I hope this gives you ideas and the confidence to take your social media to the next level!

I would love to hear what you think about this free **5 weeks of content ideas**! If you have the chance please send me a DM on Instagram and tell me what you think.

Creative thoughts!
Sofie Wihlborg

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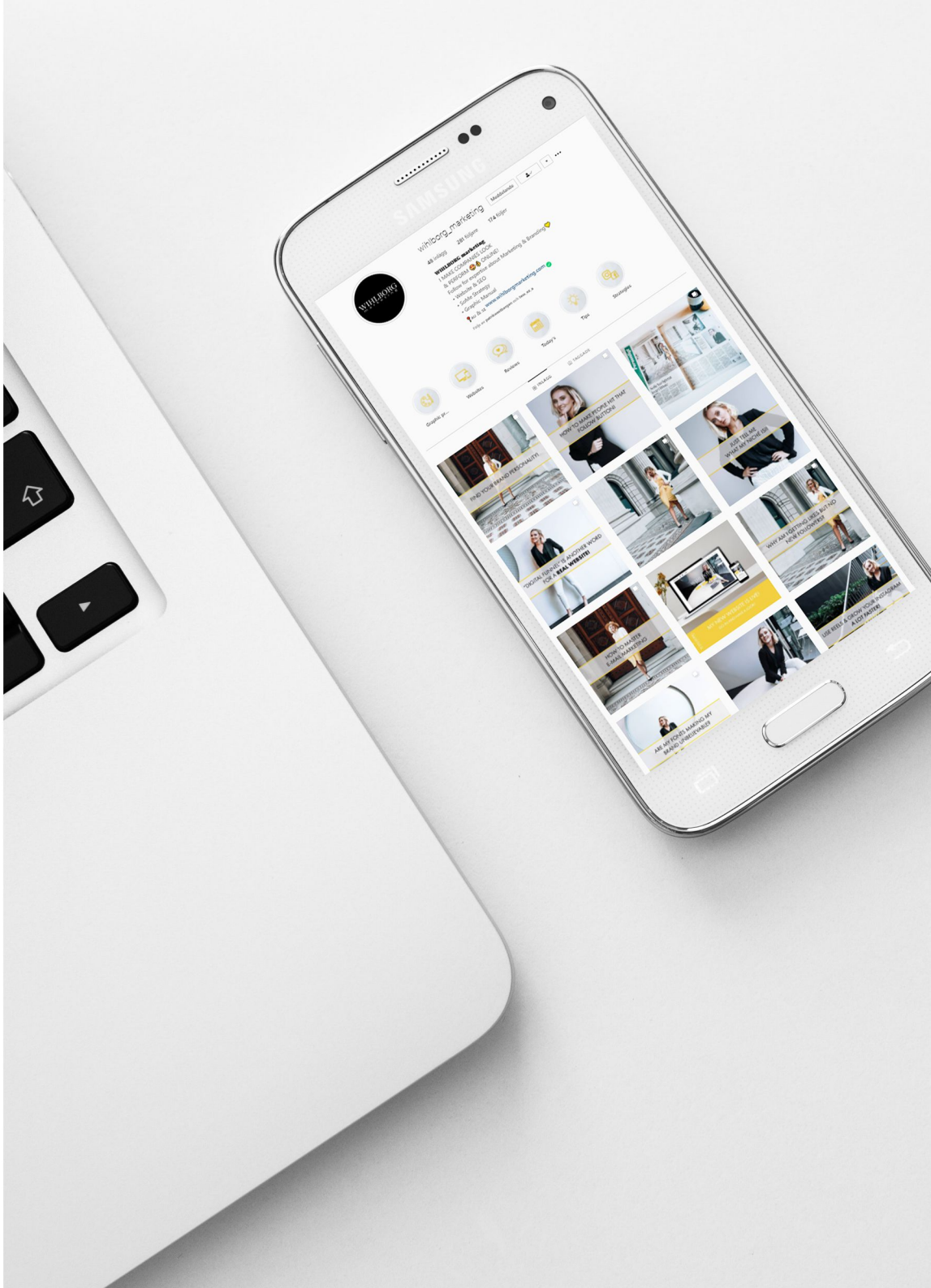

Inside information = People want to get to know the people behind the logotype. Share the "everyday moments" and things that are happening in your business.

Value = Give people value. Educate, inspire, motivate or amuse your audience and customers. Give them a true reason to stick around.

Motivational = Share what motivates you and try to motivate others. Tell success stories, struggles and how you overcame them or simply just share a quote that has an impact on your brand or anyone in the organisation.

About = Everything is branding when it comes to posting on social media and that is why I haven't named any category to "branding" but this one came close. Talk about your brand, what it stands for, why you exist, how you are different from your competitors. Let people get to know your brand's persona/personality.

Business = This one is social media's answer to "sell". You can talk about your products and services but the way you sell it is very different. Sell it like you are talking to a friend. Tell stories. How can your product/service help or even better change peoples lives to the better? Create sad, funny, scary, exciting and weird stories with a happy ending thanks to your product/service.

Stories = A story expires after 24 hours and it's meant for easy consuming, spontaneous and engaging content. Ask questions! Find out what your customers think, make them a part of the decision making and share your opinion.

NOTE!
When you are making Polls, don't write answers like "YES | NO". When you are asking a question, create personal/funny/extreme alternatives to pick from. Make it fun! For example:

Would you go for a run in the rain?
EVERYDAY | NO COMMENTS!

Again, it needs to be aligned with your brand's voice.

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MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	STORY IDEAS
Inside information: *Share your plans for the week.*	***Value:*** *Share a secret for success in your niché.*	***About:*** *Describe how you are different from your competitors.*	***Business:*** *Describe 2 problems your service/ products solves.*	***Motivational:*** *How was your week. Scale the performance 1-5.*	*Stories are all about fast and not so polished content that engage. Ask questions and invite people to share their opinions.*
Inside information: *3 personal things no one knows about your brand/company.*	***Value:*** *5 tips on how to get the most value from your product/services.*	***About:*** *Tell us how are you HELPING people with your products/services.*	***Business:*** *Share a review from your customers.*	***Motivational:*** *Celebrate something.*	***Poll*** *- Which one do you like?* *- How was your week?* *- Do you agree?* *- Was this helpful?*
Inside information: *Share any news/new products coming up.*	***Value:*** *Answer your most asked questions.*	***About:*** *Share your why. Why are you doing what you're doing?*	***Business:*** *Describe a typical problem your target group have, & how their lives will change with your help.*	***Motivational:*** *Share a project/s you have completed this week.*	***Quiz*** *- Which one is your favourite?* *- Guess our best-selling product* *- What would you recommend?* *- Guess our next product?*
Inside information: *Share how the team/you keep yourself motivated.*	***Value:*** *Tell us where to find inspiration within your niché.*	***About:*** *Share 4 things your brand LOVE vs don't stand for.*	***Business:*** *Promote relevant products/ services for the season.*	***Motivational:*** *Quote of the month and how you relate to it.*	***Questions:*** *- Ask us anything and we will answer* *- What do you think of this product?* *- What is your biggest problem when...?* *- What should we name this product?*
Inside information: *Share how you apply the brand's values every week.*	***Value:*** *Myths vs facts in your industry. Share your opinion.*	***About:*** *Share what you are doing for the environment or goodwill.*	***Business:*** Tell us who your service/product is for.	***Motivational:*** *Talk about how much you appreciate your customers.*	*Use **Scale** to find out e.g. how their day was & **how much** they like something.* *Use **Countdown** for e.g. events, releases/ launches, holidays etc.*