# 3 WAYS TO CREATE CONTENT THAT SELLS

1

**STAY UP TO DATE WITH TRENDS AND ENGAGING CAPTIONS**

One of the most important parts of strong content is that it resonates with your audience. You also need to create content people want to see. Jumping in with trends that your potential clients/customers are loving will help you reach more people. Trends could be things such as popular Reels or songs used on reels, motivational Monday, a throwback, educational content, how you got started, behind the scenes, or tips. (not all trends will align with your business/potential customers)

Along with staying up with trends- Captions are key!

Captions offer a direct line of communication to your followers. Whether you use your words to share how an image was made, offer advise, or explain how you're feeling, they can add value and help your audience get to know you and your business better.

CATCH THE WAVE

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**2**

### STOP THE SCROLL

People scroll through their social media feeds so quickly that each post only get a few seconds of attention...if that. Just think about how quickly you personally scroll through your feeds.

You can't sell the click if you're not getting attention. A great photo or a strong headline are great first steps on getting more eyeballs on your content.

"A strong visual on Instagram can make users 'slow their scroll' and stay locked on your post but a thought out caption can do a lot more heavy lifting in terms of marketing and sales." - Shopify

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## 3 SHARE WINS AND CREATE A PLAN FOR SUCCESS

How many reviews do you read before buying a product, paying for a service etc.? Probably a lot.

If you have testimonials or stories of how your product or service has helped someone, share those success stories with your audience!

You may be asking yourself how do I find the time to stay on top of our social media. A content planning system; like Hootsuite, Buffer, Meta Business Suite, Later etc. will empower you to set goals, plan posts and ultimately save you time. Ultimately in a competitive and crowded social landscape, publishing content that's built around your audience's preferences is a must.

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