

100 easy content ideas for time-poor small business owners

Market Done Right is a marketing agency built for small business owners who are juggling a million things and still trying to show up online. We specialise in simple, effective, do-it-yourself, done-for-you and done-with-you marketing solutions that help you stay visible, attract the right customers, and grow sustainably without burning out or spending hours creating content.

Our approach is practical, human, and grounded in what actually works for busy operators. Whether you need clarity, strategy, or hands-on support, we make marketing feel achievable, not overwhelming.

Less on us, more on why you are here. We crafted 100 easy content ideas for you to use when you are stuck and creativity is limited. **So, save this checklist and use it whenever you're stuck for content.**

💡 1. “Show up as you are” content (Low-effort, high-trust)

1. A quick selfie with a caption about what you’re working on today
2. A 10-second video saying “Here’s what we’re focusing on this week”
3. A photo of your workspace (messy or tidy)
4. A behind-the-scenes snap of a product in progress
5. A “day in the life” photo collage
6. A short voice note turned into a reel
7. A quick “before and after” of a task or project
8. A photo of your tools or equipment
9. A “meet the owner” re-introduction post
10. A “what I learned this week” reflection

🛠 2. Product or service highlights (Simple, repeatable)

1. A single product photo with one benefit
2. A carousel showing 3 features of your service
3. A “how it works” step-by-step graphic
4. A 15-second demo video
5. A customer favourite product spotlight
6. A “what’s included” breakdown
7. A “best seller of the month” post

8. A “did you know we offer this?” reminder
9. A quick price list graphic
10. A “what makes us different” post

💬 **3. Customer love & social proof (Fast and powerful). Quick tip, learn more about social proof here: [Small business marketing](#) , [Small business marketing – MARKET DONE RIGHT](#)**

1. Screenshot a customer review
2. Share a short testimonial video
3. Post a thank-you message to your customers
4. Share a customer story
5. Highlight a repeat customer
6. Share a photo of your product in use
7. Share a “customer of the week”
8. Post a DM compliment (with permission)
9. Share a milestone (100 orders, 1 year, etc.)
10. Share a “why our customers choose us” list

🎓 **4. Quick tips & education (Position yourself as the expert)**

1. A simple “tip of the day”
2. A myth vs. fact post
3. A “3 mistakes to avoid” carousel
4. A “how to get the most out of our product” tip
5. A short explainer video
6. A “did you know?” industry fact
7. A “3 things I wish customers knew” post
8. A simple checklist
9. A “start here if you’re new” guide
10. A “common questions answered” post

🤝 **5. Community & connection (Build trust without selling)**

1. A shout-out to another local business
2. A photo from a community event
3. A “support local” message
4. A poll asking what people want to see next
5. A question sticker: “Ask me anything”
6. A “what are you celebrating this week?” post
7. A “meet the team” intro
8. A “why I started this business” story
9. A “what I’m grateful for today” post
10. A “fun fact about us”

📸 **6. Super-simple visuals (Minimal effort)**

1. A flat lay of your product
2. A quick Canva quote graphic

3. A colour palette inspired by your brand
4. A simple text-only announcement
5. A “Monday motivation” post
6. A “Friday wins” post
7. A photo of your packaging
8. A photo of your storefront or workspace
9. A “sneak peek” blurred image
10. A “coming soon” teaser

7. Authority & expertise (Build credibility)

1. Share a recent win or achievement
2. Share a lesson from a recent challenge
3. Share a behind-the-scenes decision
4. Share a short case study
5. Share a “how we solved this problem” story
6. Share a “what we’re improving next” update
7. Share a “why we do things this way” explanation
8. Share a “common misconception” post
9. Share a “what we’re testing right now”
10. Share a “what we’ve learned from customers”

8. Seasonal & trending (Easy engagement)

1. A holiday greeting
2. A seasonal product highlight
3. A “what’s trending in our industry” post
4. A “new month, new goals” post
5. A “seasonal tips” post
6. A “what’s happening locally this week”
7. A “weather-related” post (e.g., rainy day special)
8. A “school holiday” themed post
9. A “weekend plans?” engagement post
10. A “year in review” recap

9. Engagement boosters (Fast, fun, interactive)

1. A poll (“Which do you prefer?”)
2. A quiz (“Guess the product”)
3. A “caption this” photo
4. A “this or that” graphic
5. A “rate this idea” post
6. A “fill in the blank” post
7. A “vote for our next product” poll
8. A “ask me anything” story
9. A “tag someone who needs this” post
10. A “spot the difference” image



10. Business operations (Show the real work)

1. A photo of your calendar or planning session
2. A “packing orders” video
3. A “restocking shelves” clip
4. A “supplier appreciation” post
5. A “what’s arriving this week” update
6. A “how we prepare for busy days” post
7. A “what’s on our to-do list today”
8. A “how we stay organised” tip
9. A “what we’re working on behind the scenes”
10. A “small business reality” honest moment

Well, there you go, 100 days content ideas which you can start using now.

Share your wins with us - we love celebrating small businesses or reach out to us to get help with social media, email marketing, or strategy.

Contact us now: info@marketdoneright.com