



# 15 DAY CONTENT CHALLENGE

**Ready to level up your content for your business on social media? Follow my 15 day content challenge to increase your engagement!**

INCREASE YOUR ENGAGEMENT WITH THIS

# 15 DAY CONTENT CHALLENGE

01

## Introduce/Re-introduce yourself

Upload an Instagram story or a post introducing yourself to your followers, include when you started your business, your business mission & an interesting fact about yourself and encourage others to share a fact about them!



02

## Do an industry quiz

Share a quiz on your Instagram story to educate your audience on the benefits of your product! Super fun way to increase engagement!



03

## Your Best Selling Products

Share your best selling products on your story or in a video, sharing the benefits of your best seller or a tutorial or how to use it





04

## Share your work space

Invite your audience to take a look at your work space & take them behind-the-scenes of where the magic happens!

05

## Share Customer Reviews

Had previous customers? Share content they have shared of your product onto your page and/or a customer review if their experience



06



## Share a 'Day in the life'

Share some behind-the-scenes content with your audience and take them on a day in your life as a business owner!

07

## Caption This

This is a super fun challenge that you can share on your Instagram story, upload a photo, could be business related or personal and have your audience caption it using the question box and share their responses!



08



## Share a business win

Something exciting happen in your business recently? Share with your audience in the form of a story or a post and encourage them to share their wins!

09



## Answer an FAQ

Answer an FAQ, share on your stories and add to your highlights or do a Q&A on your stories, answering questions your audience ask!

10



## Share your team

Have a team of people who help with your business or a partner/friend/family member that have helped you from the beginning? Share this with your audience!

11

## Share the reason you chose to sell/create the products you do

You obviously started your business for a reason! Share the story behind why you decided to open your business with your audience!



12

## In a year

What have you achieved in your business in a year? No matter how small it may seem its worth recognising! Share your accomplishments with your audience!



13

## This or That

This is another fun story idea for you to share! Create a this or that game for your audience & have them play on your story!



14

## Behind the business

Take your audience behind-the-scenes for the day! What is something that they may not know you get up to to help run your business? Share it with them!



15

## Share the process of creating your product

Share images/videos of how your product formed from an idea to a physical product! How long did it take? Did you experience any struggles?

