

57 Useful Things to Post on Your Social Media Sites

By Don Cooper, The Sales Heretic™

Social media has enormous potential as a sales tool. Each of the various platforms gives you a direct, unfiltered communication channel with existing and potential customers. It's unlimited—and **free**—marketing .

But whether you're talking about Facebook, Twitter, LinkedIn, YouTube, Google Plus, Pinterest, or your own blog, they all have one very important thing in common: In order to attract and engage followers, you need to consistently post content that your prospective customers will value.

Sound daunting? It needn't be. Content is all around you. It's mostly a matter of recognizing, organizing and publishing it. To get you started, here are 57 useful things you can post on your social media sites:

1. Articles
2. Tips
3. Case studies
4. Interviews
5. Book excerpts
6. Lists of resources
7. Buyer's guides
8. Downloadable bonuses
9. Quotations
10. Original thoughts
11. Lessons learned
12. Humor
13. Poems
14. Songs
15. Quizzes
16. Recipes

17. Photos of your employees
18. Photos of your customers
19. Photos of your products
20. Photos of your events
21. Before & after photos
22. Project ideas
23. How-to videos
24. Video tours of your facility
25. Videos of your products in action
26. Breaking news
27. Industry news
28. Staff or organization news
29. Complaints
30. Compliments
31. Event announcements
32. Event reminders
33. Event cancellations
34. Contest announcements
35. Contest updates
36. Contest winners
37. Links to valuable web sites
38. Links to cool blogs
39. Links to articles
40. Product or service reviews
41. Book reviews
42. Movie reviews
43. Restaurant reviews
44. Software or app reviews
45. Word of the day
46. Questions
47. Requests
48. Poll or survey results

49. Other people and companies you follow that **your** followers would also enjoy connecting with
50. Warnings
51. Recommendations
52. Challenges
53. Invitations to meet up
54. Freebies
55. Promotions and sales
56. Weather updates
57. On-site reporting

Figure out which of these types of content make the most sense for you, based on your market, your branding and your strengths. Next, start identifying and organizing your content, with an eye toward what types of content work best on which social media sites. Then start posting regularly. Your audience size will increase, your engagement level will increase and best of all, your **sales** will increase!



Don Cooper—The Sales Heretic™—is an internationally-acclaimed sales expert who helps salespeople, business owners and professionals dramatically increase their sales. He delivers custom training and keynote speeches for corporations, associations, chambers of commerce and other business organizations.

His most popular programs include:

- **The Myth of Price:** Why you should charge more and how to do it
- **The Future of Selling:** How to be a sales leader in the 21st century
- **Opportunity Walks:** Why most people don't buy and what you can do about it
- **The Physics of Closing:** How to make the hardest part of the sale easy

For information about booking Don to speak to your group, please call 303-832-4248 or e-mail Don@DonCooper.com. Click these links to [connect with Don on LinkedIn](#) and [follow him on Twitter](#). You can also find free articles, tips and The Sales Heretic™ Blog at www.DonCooper.com.