



Content Marketing Ideas: Service Edition

Spotlight on Employees

Feature your Employees— they're the heart behind your business. Show off your team and express how hiring your company is also hiring some of the best workers out there.

Post Before & After Photos

The best way to show the quality of your service is visually present your hard work. Before & after shots are great for building trust in your company and proving your quality.

30-Day Challenges

Your company is filled with innovative people. Challenge not only them, but also followers online to take part in a 30-day challenge. Each day everyone must try out a new idea in your field.

Tutorials on Perfecting a Skill

As one of the best in your field, teach inexperienced individuals the best ways to perfect a skill. Try hosting a class too! It will create a larger passion for the skill in customers which will make them appreciate your work even more.

Must Have Lists

Create a list of Must Haves whether it's the first day of school, moving to a new house, or going on a vacation. It will make a great reference for individuals and they'll look to your company as not only a service, but also a resource.

Product Reviews

The products your company uses might be key to the performance or final outcome. Share your thoughts with your audience on what are the best products out on the market today.

Tips to Solve an Issue

Customers will appreciate any helpful guidance to avoid running into problems or getting them out of one. As the experts, provide simple everyday tips to solve regular problems.

Contests

Host an online contest that invites customers to post a photo of a successful service. They'll be supporting the employee that helped them and the employee who did the best service could win a small prize.

Get Testimonials

Social proof is huge for any new customers. A suggestion can go a long way in changing a person's mind. Try taking quotes from business or even better—a short video.