

Content ideas for growth VS content that sells

Content that sells:

- Achievements
- Case Studies
- Sharing Methods or Frameworks
- Problem-solving Content
- Testimonials
- Offers & Promotions
- Before & After Results
- Value Comparisons
- Unique Selling Points (USPs)
- FAQs about your Product/Service Answers the WHY:
- Why should I care?
- Why is this the best choice for me?

Content for growth:

- Tutorials
- Educational Posts
- POV (Point of View)
- Trends
- Re-memes Behind the scenes
- Tips & Tricks
- How-to Guides
- Inspirational Quotes
- Fun Facts
- Interactive Content
- Myth-busting
- Q&A Sessions Answers the HOW:
- HOW do I do this?
- HOW does this work? • What's the trend here?