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# ***100 ENGAGEMENT BOOSTER CONTENT IDEAS***



**100 CONTENT IDEAS THAT WILL BOOST YOUR  
ENGAGEMENT & CONVERT YOUR AUDIENCE**

**LET'S CONNECT ON INSTAGRAM @XOTRACEYNGUYEN**





Hello, I'm Tracey!

I am a brand strategist, online business coach & entrepreneur. I am also a women empowerment activist and host of **Her Inner Badass Podcast**.

I am also one of the youngest mentors at the Toronto Business Development Center, which is one of the first and oldest incubators that has helped over 9,000 start-up entrepreneurs to scale and grow their business.

The biggest blessing in my life is that I get to wake up to help female entrepreneurs like you to DREAM BIG, ACT BOLDLY, and BUILD A PROFITABLE BUSINESS. My mission is to help you overcome your mindset limitations and to give yourself permission to live a BIG life & get paid to do the things that you are truly passionate about.

My story is nothing close to an "Instagram overnight success" that you often see. And I am here to tell you that **YOU DO NOT NEED TO BE POPULAR ON INSTAGRAM** to grow a successful business.

I failed miserably during my first 5 years of pursuing entrepreneurship. But, those first 5 years have taught me many lessons that help me build a 6 figure social media agency from the ground up in just a little bit over a year. What I have learned throughout this journey is that when you build an authentic brand and focus on the right strategy, social media is only icing on the cake. You don't need tons of Instagram followers to score brand deals, you definitely don't need 10K followers to start making money with your business.

All you have to do is to start ON THE RIGHT TRACK.

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# Engagement Booster

## *Content Ideas*

***Never run out of content again & grow your expert influence on social media with these **100 ENGAGEMENT BOOSTER** Content Ideas.***

***You can use these ideas to create IG posts, IG stories, IGTV & Reels, Blog posts, Podcast Talk, Or Youtube Videos and many more.***





# Engagement Booster

## ***Content Ideas***

1. Introduce who you are & why you start your journey
2. Talk about how you got started with your business or your Instagram page
3. Talk about the BTS (Behind The Scene) of your brand & your business.
4. Share your childhood favorite memory & explain why
5. Share about the product/service that you offer & what value it can bring to your audience
6. Talk about the struggles that you have dealt with when you first started
7. Share a quote that resonates with you.
8. Share a funny quote that brightens up your day
9. Share a THANK YOU post to say thanks to people who have helped you grow & your followers
10. Host a #AMA (Ask Me Anything)
11. Share your "How-To" tutorials
12. Share your top 3 - 5 tips on certain topics
13. Ask questions to validate demand for your product/ services
14. Shared a mistake that you've made and what it taught you
15. Share the list of your favorite books





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## **Content Ideas**

16. Share a reminder
17. Share a list of your favourite local business or BIPOC owned businesses that you love to support
18. Share your top 10 lessons in 2020
19. Talk about your 2021's vision & mission and ask people to help share & support you
20. Ask your audience for recommendations (books, TV shows, podcasts or places to visit etc)
21. Host a Giveaway
22. Introduce your FREE OFFER & ask people to sign up for your email list to receive the FREE OFFER.
23. Shout out to other collaborators & similar accounts that share the same target audience
24. Share an info-graphic post that includes data that your audience will be interested in
25. Talk about the changes that you are committed to making this year & ask people to join you
26. Post a testimonial from a client or a customer
27. Talk about 3 reasons why people need your products/ services





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## ***Content Ideas***

28. Talk about your audience's pain points and how you can help them solve their problems.
29. Talk about the time when you don't listen to your intuition and it bit you in the butt and what you have learned
30. Share about your long term vision and the life that you are working towards
31. Celebrate your wins with your audience (big or small)
32. Share a blog post that you just published
33. Share your recent podcast episode and ask people to check it out.
34. Announce your new product/services and ask people to guess what it is
35. Run some polls on your IG story & answer their FAQs
36. Share an OOTD (outfit of the day)
37. Share your #ThrowbackThursday
38. Share a #MotivationalMonday
39. Share a #TuesdayTip
40. Share a #WednesdayWisdom
41. Post a short tutorial video or how-to videos
42. Share about your passion in life & other charity or causes that you support





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## **Content Ideas**

43. Share your morning routine
44. Share your favourite podcasts, youtube channels or accounts of other thought leaders that you love
45. Share 3 FUN FACTS about you
46. Truth or lie game and ask your audience to guess
47. Share tips & mistakes to avoid
48. Go LIVE & give a mini-training
49. Re-purpose your IG LIVE and turn it into small IG posts & IGTV
50. Share about your favourite holidays of the year and why
51. Ask your audience for feedback or participation that requires them to send you a DM
52. Share about your growth & progress (Aka: your glow up)
53. Talk about your WIN & SUCCESS
54. Talk about your LOSSES & FAILURES
56. Talk about your life changes
57. Share a funny story that happened to your business or to you
58. Talk about someone that you look up to and WHY
59. Remind your audience to focus on the positive things
60. Give your top 5 fans/ loyal audience a shout out
61. Share a Day In Your Shoes post





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## ***Content Ideas***

- 62. Share an Instagram vs Reality post
- 63. Share a provoking thought that disrupts the regular routine or how the majority thinks
- 64. Talk about your family & relationships (if applicable)
- 65. Re-share your old content
- 66. Share your favorite travel destinations & WHY
- 67. Talk about the most exciting experience you've had and what you have learned.
- 68. Share about your personal transformation (fitness or mindset transformation)
- 69. Talk about your favorite song or use a certain line of the lyrics that you love and talk about your personal feelings & thoughts about it.
- 70. Share your Twitter quotes
- 71. Run a poll to ask your audience what they would like to learn or see next from you
- 72. Talk about an offer that is on SALE
- 73. Host a GIVEAWAY that asks people to enter their e-mail on a landing page
- 74. Share a THIS OR THAT post





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## **Content Ideas**

75. Share a piece of advice that you think will help your audience
76. Share a sneak peek of your upcoming service/product
77. Share your favourite apps or tools that are helpful to your niche
78. Talk about your favourite products/food/service
79. Talk about the insecurity that you had and how you overcome it and encourage your audience to connect with you if they are in a similar situation.
80. Share about the little things that make you happy
81. Ask your audience to share their goals & dreams
82. Share a favourite picture or memory of your loved ones
83. Post about your birthday wishes & what you've learned turning a new age
84. Share about the news and your perspective on it
85. Talk about your favourite Netflix show
86. Share a client's transformation or before/after photos
87. Conduct an IG LIVE with another expert or content creator
88. Share your thoughts on being a woman in 2021
89. Share what it means for you to be your own boss
90. Share why you love what you do/ love your job
91. Talk about what makes you YOU!





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## **Content Ideas**

92. Share someone's inspiring story & what you can learn from it
93. Share a mindset limitation that you had and how you overcame it
94. Talk about your new favorite products/routine/ tools & ask people to try it out
95. Share an educational post that will intrigue your target audience (product ingredients, canva tips, Instagram hacks etc)
96. Talk about why you decided to invest in yourself
97. Share a post to encourage your community to collaborate over competing
98. Share a post about your spiritual growth
99. Ask your followers how they start following you & what they love the most about your content
100. Ask your audience to help you come up with a logo design, website or products (via polls or DMs)





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## *Content Ideas*

**HERE IS A LIST OF APPS I LOVE TO USE TO CREATE BEAUTIFUL CONTENT ON SOCIAL MEDIA:**

### **CANVA:**

Canva is an amazing tool to design your own branded content with your own colours & a variety of fonts.

### **ADOBE LIGHTROOM:**

Adobe Lightroom for Mobile is completely free and you can use ready-made presets to edit & make sure your photos are cohesive and aligned with your brand.

### **LATER OR PLANOLY:**

Later and Planoly are both great tools to schedule & plan out your content ahead of time so you can see how the images look together and make sure your feed looks aesthetically pleasing.

### **INSHOT:**

Inshot is a great video editor that can help make editing video an easy & breezy task for you.





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## ***Content Ideas***

***LOOKING TO TAKE YOUR  
BUSINESS & YOUR BRAND TO  
THE NEXT LEVEL THIS YEAR?***

***CLICK HERE TO JOIN BUILD  
YOUR BOSS BRAND ACADEMY!***





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## ***Content Ideas***

**LOVE THIS CONTENT GUIDE & WANT  
MORE TIPS AND TRICKS ON BUSINESS  
BUILDING AND MARKETING?**

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PODCAST FOR MORE:**

APPLE PODCAST:

<https://apple.co/2N2yFiR>

SPOTIFY:

<https://open.spotify.com/show/2QwzBM6QDgrB9iEaLAGKXK?>

[si=8P7NNAj1RwaiDDgCxqq8dg](https://open.spotify.com/show/2QwzBM6QDgrB9iEaLAGKXK?si=8P7NNAj1RwaiDDgCxqq8dg)

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## *Content Ideas*

***LET'S CONNECT!***

***MY PERSONAL IG***

***@XOTRACEYNGUYEN***

***MY SOCIAL MEDIA AGENCY***

***@BOWOCREATIVE***

***MY PODCAST & ONLINE STORE:***

***@HERINNERBADASS***

***CLUBHOUSE***

***@XOTRACEYNGUYEN***