

UPGRADE INDIA



10

# CONTENT TYPES

Every Small Business

**SHOULD POST TO SUCCEED**



**PARTTH JOSHI**

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## ABOUT THE AUTHOR

# PARTTH JOSHI

Founder, Business Growth Expert



- I am Partht Joshi - A business growth expert with 15+ Years of Business experience in different fields, Now ready to give knowledge and expertise to others. I started my career as a Computer expert in 2007 in Rajkot – Gujarat.
- As a Technical expert, I expanded my business in various fields like CCTV, Computer Hardware, and Networking and did business across Gujarat till 2012.
- After gaining lots of experience in business in 2013, I started my own manufacturing unit of CCTV Camera Power supply and did business across India.
- In the year 2017, I started my own YouTube Channel Named – UPGRADE INDIA with various categories of products and technological awareness of unique gadgets.
- As I am a great speaker and presenter, I developed my business across the globe with the help of VIDEO CONTENT MARKETING.
- Upgrade India gained 50,00,000+ Views in the Business category and did business in crores by Videos and E-Commerce. Now I am ready to help 1,00,000 entrepreneurs grow their businesses through videos and E-Commerce.

# INTRODUCTION

## **Why Content is King for Small Businesses**

In today's digital world, your content is the bridge between you and your customers. It's how you establish authority, build relationships, and drive sales. But not all content is created equal. The key is knowing which content types work best for your business and your audience.

In this eBook, we'll introduce 10 content types every small business should use and provide actionable tips on how to make them work for you.

### **Action Task:**

Write down your top 3 goals for using social media content (e.g., brand awareness, sales, customer loyalty). These will guide the content you create.

# CONTENT TYPE 1

## **Short-Form Videos (Reels, TikToks, Shorts)**

Short-form videos are the most engaging type of content across platforms like Instagram, TikTok, and YouTube Shorts. These videos can be fun, educational, or promotional and capture attention quickly.

### **How to Use:**

- Share quick tips or how-tos.
- Show behind-the-scenes glimpses of your business.
- Use trending sounds and hashtags to boost visibility.

### **Actionable Task:**

Create a 15-30 second video showcasing a quick tip or sneak peek of your product/service. Post it on Instagram or TikTok.

# CONTENT TYPE 2

## **Blogs**

Bloggng helps position you as an expert in your field. It's a long-term strategy that can drive traffic to your website and provide value to your audience through in-depth content.

### **How to Use:**

- Write educational, problem-solving posts for your audience.
- Share industry insights, how-tos, or product reviews.
- Include internal and external links to boost SEO.

### **Actionable Task:**

Write a 300-500 word blog post answering a frequently asked question or addressing a common pain point of your audience.

# CONTENT TYPE 3

## **Customer Testimonials and Reviews**

Word-of-mouth is powerful, and customer testimonials and reviews are an easy way to showcase your credibility.

### **How to Use:**

- Share video or written testimonials from satisfied customers.
- Create carousel posts with quotes from reviews.
- Use user-generated content to show real-life results.

### **Actionable Task:**

Request a testimonial from a satisfied customer and post it as an image or video on your social media platforms.

# CONTENT TYPE 4

## **Infographics**

Infographics are a great way to convey complex information in an easy-to-digest format.

### **How to Use:**

- Simplify industry trends, statistics, or how-to guides.
- Use your brand colors and style for consistency.
- Share them on Instagram, Pinterest, or LinkedIn for increased engagement.

### **Actionable Task:**

Create a simple infographic summarizing one of your blog posts or industry statistics. Share it on your social media channels.



# CONTENT TYPE 5

## **Behind-the-Scenes Content**

Behind-the-scenes content humanizes your brand and gives your followers a peek into your day-to-day operations.

### **How to Use:**

- Show your workspace, team members, or the making of your product.
- Share a “day in the life” or your brand’s journey.
- Build trust by showing authenticity.

### **Actionable Task:**

Post a behind-the-scenes photo or video showing a part of your business that your followers wouldn’t usually see.

# CONTENT TYPE 6

## **User-Generated Content**

User-generated content (UGC) can include reviews, photos, videos, or stories shared by your customers.

### **How to Use:**

- Encourage customers to tag you or use a branded hashtag.
- Repost their content on your page, with their permission.
- Build community by sharing their experiences.

### **Actionable Task:**

Ask your followers to share how they use your product/service and tag you in their post. Repost their content on your social channels.

# CONTENT TYPE 7

## **Polls and Surveys**

Polls and surveys are interactive ways to engage with your audience while collecting valuable feedback.

### **How to Use:**

- Use polls on Instagram stories or Facebook to ask questions or gather opinions.
- Create surveys to understand customer needs or improve your product/service.
- Make polls fun and relevant to your audience.

### **Actionable Task:**

Post a poll on Instagram or Facebook asking your audience for feedback or opinions on a relevant topic.

# CONTENT TYPE 8

## Live Streams

Live streaming is a powerful way to connect with your audience in real-time and create more personal interactions.

### How to Use:

- Host Q&A sessions or product demonstrations.
- Go live to showcase events or special promotions.
- Engage with your audience through comments and questions.

### Actionable Task:

Schedule a 15-minute live stream to answer questions or showcase a new product. Announce it in advance to encourage attendance.

# CONTENT TYPE 9

## Case Studies

Case studies are in-depth, real-world examples of how your product/service has solved a problem for your clients.

### How to Use:

- Highlight customer success stories, explaining their challenges and how your solution helped.
- Use before-and-after scenarios, including measurable results.
- Share case studies on your website and social media.

### Actionable Task:

Create a short case study of a satisfied client and showcase their journey with your product/service. Post it on your website and social media.

# CONTENT TYPE 10

## **Quotes and Inspirational Posts**

Quotes and inspirational posts are easy to consume and can resonate emotionally with your audience.

### **How to Use:**

- Share motivational quotes or industry-related wisdom.
- Create quote graphics using tools like Canva.
- Make them shareable to increase engagement.

### **Actionable Task:**

Create a quote graphic with a motivational message or industry tip and post it on your social media profiles.

# ACTION PLAN

## **Putting Your Content Strategy into Practice**

Now that you know the 10 content types every small business should post, it's time to implement them into your social media strategy. Stay consistent, track your results, and always look for new ways to engage your audience.

### **Actionable Task:**

Create a content calendar for the next 30 days, integrating the 10 content types. Allocate specific days for each content type to keep your posts varied and engaging.

# CONCLUSION

## **Consistency is Key to Long-Term Success**

To succeed on social media, consistency is essential. Keep posting regularly, stay true to your brand voice, and engage with your audience. Over time, these efforts will build trust, grow your audience, and ultimately drive more sales.

### **Final Action Task:**

Set a reminder to review your social media strategy every 30 days. Analyze your content's performance and adjust based on your goals and audience feedback.



# BONUS

Download your **Content Calendar Template** here to start implementing your 10 content types strategy today!

# OUR EXCLUSIVE SERVICES

## ● Our Performing Products

Product Name	Investment**	Take Action
<a href="#">WhatsApp Bulk Sender Software</a>	3992	<a href="#">Buy Now</a>
Unique WhatsApp Marketing 7 Days Templates	999	<a href="#">Buy Now</a>
<a href="#">Business Consultancy Call with Unique Business plan – 1 Hour</a>	999	<a href="#">Buy Now</a>
<a href="#">30 Day Content creation &amp; Schedule with Description &amp; Hashtags on 5 Platforms within 3 hours</a>	9995	<a href="#">Buy Now</a>
<a href="#">5 Week Growth Challenge</a>	14999	<a href="#">Buy Now</a>
<a href="#">3 Months Growth Challenge</a>	29999	Consult
Paid Ads Campaign Creation Training	19999	<a href="#">Buy Now</a>
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**\*\* Pricing valid till Dec-2025**