

# 40+ BOUTIQUE INSTAGRAM CONTENT IDEAS



- 1: Quote – find one that resonates with your customer or current life happenings
- 2: Before + After – Share how you can take an ordinary outfit and spice it up by adding accessories/layers/styling differently.
- 3: Where You Work – Share a tour of your back room/office
- 4: Sneak Peek – share a super up close picture of a new arrival or new incoming item and have your customers guess what it could be.
- 5: Flat-Lay – grab your camera and put together an outfit of the day to share as a flat lay. Use older products (non new arrivals) that you need to re-style to help move.
6. Employee Q+As – have a team? Share a photo of one of your staff members with some Q+A to help your customers get to know your team.
7. Introduce Yourself – Share a photo of yourself, your family and share your story of WHY you started your boutique and how you plan to serve your customers.
8. Mannequin Style – pair up two or more mannequins and coordinate their outfits. It's ok to over style them to showcase as many products of yours as possible.
9. Memes – everyone loves a good laugh. Find one your audience will relate with.
10. Window Display – have a storefront? Take a picture of your current window display and share it. This can be done as often as you change window displays. \*bonus, video time-lapse the entire makeover.
11. Clothing Rack Photo – whether you have a storefront, or just a rack in your basement – get a creative up-close angle and snap a picture to share.
12. Cute Packaging – show it off! do a flat lay display of all of your packaging that is including in a typical order. The mailer, thank you card, business card, sticker, tissue paper, etc.
13. Store Tour – take your customers on a quick video tour showing off your store. Start at the front door of your business and highlight key features of your shop.
14. Order Piles – got a load of packages to take to post office or a group of bags ready for local pickup? Snap a picture!

15. New Product Boxes – received a shipments of new goodies? Before you unbox them, snap a picture and let your customers know that new arrivals are on the way.
16. Unboxing – Grab a camera and record a unboxing of a new arrival box. Great exciting way to get your customers looking forward to new goodies.
17. New Arrival Photos/Collection Launch – pick a day and unleash a collection. Reshare favorites and quick sell outs throughout the week to create demand
18. Your Town – share the local love and celebrate your city. Take a picture at a famous landmark or hotspot in your city and share it. Be sure to tag your town.
19. Local Love – Feature other small businesses in your area but visiting and snapping pictures of what you love about them. Re-share and be sure to tag the business.
20. Answer FAQ's – start a question thread/post – then video record yourself answering those questions the next day or so. No questions, no worries – create a general list of things you want your customers to know and answer them.
21. Share a Hobby – love painting, knitting, riding horses or just being a mom. Share a picture of something your enjoy in your personal time.
22. Fashion Tips – share your favorite! Your customers are looking to you for style advice, show how your products can help.
23. Customer Love – share a customer photo wearing a product for your shop.
24. Raving Review – share a positive review you have received.
25. Style Tip – Share a fun makeup tutorial, hair tutorial or DIY with your customers that is relevant to your audience.
26. Giveaway – keep it simple and give away a gift card or gather up your favorite items for a gift basket. Partner up with other businesses in your area to share the love too.
27. Throwback – been in business awhile? Share a throwback to an older photo your have and pat yourself on the back for how far you have come.
28. What's Trending – google what's hot in fashion and ask your customers if they are a fan or not. Bonus if you have a trending item in stock – share the hot product.
29. Celebrity Style – yay or nay? Ask your customers if they are loving their looks. This is great to do during award shows with red-carpet styles.
30. Insta-Takeover – have an employee take over your IG stories for the day. Have them share their favorite pieces in stock and a little about themselves

31. Meet the Model – have models for your boutique? Do a Q+A with them so your customers can get to know them. Be sure to include these size stats so your customers have a good reference as well.
32. Holidays – of course, with any holiday – there is always time to celebrate with a post.
33. Blog Worthy – share any blog posts you may have written or have been apart of.
34. Ask for Recommendations – Netflix Shows, Recipes, Books, etc.! Get your customers in on the conversation by sharing their favorites.
35. Event Photos – participated in vendor show or pop-up? Post pictures of your setup!
36. Tee-rific! – make a 4x4 (or so!) square featuring all the graphic tees your have nicely folded showing off just the front. Ask your customers which one is their favorite.
37. Model Shoots – if you do photo-shoots, share some behind the scenes action of your photographer and models at work.
38. Style Hacks – show your customer cool style hacks how-tos with video!
39. Thank You – share a thank you post. be sure to share your gratitude with your customers for their support.
40. Sale – having a sale, share it!
41. How Did You Hear About Us Post – ask your audience!
42. Pay It Forward – Purchase a gift card to your local coffee shop or Starbucks and create a post sharing the code with your customers – asking them to pay it forward.
43. Tag A Friend – create a post and ask your audience to tag their shopping besties!