

BOUTIQUE CONTENT CHEATSHEET

**60+ POSTS THAT  
SELL & CONNECT**

Your go-to guide for never running out of  
social media ideas again.



*Hi there!*

HUB

**I'm Ashley Alderson, Founder of The Boutique Hub. Since 2013, we've helped thousands of boutique owners grow faster, increase profits, and build the kind of businesses that let them live life on their own terms.**

We exist for one reason: so you never have to grow your boutique alone. Inside The Hub, you'll find a proven path to:

- Grow your sales and profit with up-to-date retail strategies.
- Save money and time through exclusive discounts and vetted vendor connections.
- Build your confidence and skills with trainings, tools, and resources made for real boutique life.
- Surround yourself with a community that gets it and has your back every step of the way.



Whether you're brand new or a seasoned pro, you'll find the support, answers, and inspiration you need to reach your next level.

So welcome. You've found your people, your playbook, and your shortcut to building the boutique (and life) you've been dreaming about.

**LEARN MORE HERE**

*Ashley* ALDERSON

## Boutique Content Cheatsheet

A refreshed and expanded collection of Instagram post ideas designed for boutique owners. These are grouped into easy-to-skim categories with short descriptions so you can pick and post with confidence.

### How to Use This List

- Rotate categories weekly to keep content fresh.
- Mix polished product shots with raw, real-life behind-the-scenes moments.
- Don't overthink: pick one, post it, and keep the conversation going!

## Quotes, Memes & Conversation Starters

- Inspirational Quote – Share a quote that resonates with your customers or with current life happenings.
- Memes – Post a relatable meme your audience will laugh at and connect with.
- Celebrity Style Hot Takes – Share a celebrity look and ask followers if it's a yay or nay.
- What's Trending? – Post about a hot fashion trend and ask if your audience is into it.
- Poll Wars – Share two outfits & let followers vote: Outfit A or Outfit B?
- This or That Stories – Quick fire games (heels vs. flats, leather vs. denim, glam vs. casual).
- Caption Contest – Post a funny behind-the-scenes pic and let your audience create the caption.
- Ask for Recommendations – Favorite shows, books, podcasts, recipes – invite conversation.

## Boutique Content Cheatsheet

### Behind-the-Scenes & Boutique Life

- Where You Work – Show your office, backroom, or even your messy desk.
- Store Tour – Walk followers through your boutique, highlighting fun details.
- Window Display – Share your current storefront display or a time-lapse of setting it up.
- Clothing Rack Shot – A moody, creative rack photo (storefront or home office).
- Order Piles – Snap a pic of packed orders ready for pickup or shipping.
- New Product Boxes – Show unopened shipment boxes to tease arrivals.
- Unboxing Video – Record opening a new shipment to create excitement.
- Market Haul – Take followers to buying trips at market with clips and photos.
- Day in the Life – A behind-the-scenes Reel showing the real (and funny) side of boutique life.
- Mistake Moments – Share a laugh about mishaps (wrong shipment, mannequin tumble, etc.).
- Packing ASMR – Record oddly satisfying videos of packing orders.

## Boutique Content Cheatsheet

### Product Highlights & Styling

- Before + After – Show how accessories or layering can transform a look.
- Flat-Lay Outfit – Share a styled flat-lay of an outfit of the day.
- Mannequin Style – Style mannequins in creative ways to show off multiple items.
- New Arrival Sneak Peek – Zoomed-in photo of a new product and let followers guess.
- Collection Drop – Launch a collection and reshare favorites throughout the week.
- Model Features – Share model stats with styled looks so customers can compare fits.
- Meet the Model – Do a Q&A with models to give context to your product photos.
- Graphic Tee Grid – Display tees folded in a grid, asking followers to pick a fave.
- Model Shoot BTS – Share behind-the-scenes content from your photoshoots.
- 3 Ways to Wear It – Show how one piece can be styled multiple ways.
- Seasonal Capsule Wardrobe – Demonstrate how a few staple pieces create many outfits.
- Outfit Challenge – Style a complete look under a set budget.

## Boutique Content Cheatsheet

### Community & Customer Connection

- Introduce Yourself – Share your story, why you started, and your family/passion.
- Employee Q&A – Highlight your team members with fun Q&As.
- Meet the Model or Photographer – Introduce the faces behind your content.
- Customer Love – Repost customer photos in your products.
- Raving Review – Share screenshots or styled graphics of positive reviews.
- Follower Feature Friday – Let a follower or customer take over stories.
- Community Shoutout – Spotlight a nonprofit, local sports team, or event you support.
- Local Love – Highlight other small businesses you adore (coffee shop, florist, etc.).
- Your Town Pride – Share a picture at a local hotspot or landmark.
- Customer Spotlight Story – Share the personal story of a customer styling your product.
- Customer Polls – Ask your audience fun questions about their favorite styles, colors, or shopping habits.
- Birthday or Milestone Shoutouts – Celebrate customer birthdays, anniversaries, or big life wins with a post or story.

## Boutique Content Cheatsheet

### Education, Tips & Value Posts

- Fashion Tips – Share styling advice or how-tos with your products.
- Style Hacks – Post quick video hacks (belt trick, layering idea, etc.).
- Makeup or Hair Tutorials – Simple styling tutorials that complement your outfits.
- FAQ Answering – Collect customer questions and answer in video or carousel posts.
- Trend Forecast Hot Take – Share your opinion on an upcoming trend and ask for feedback.
- Style Mistakes to Avoid – Lighthearted tips showing what not to do (and fixes).

### Interactive, Games & Engagement Boosters

- Insta-Takeover – Have an employee or customer run your stories for the day.
- Tag a Friend Post – Encourage followers to tag their shopping bestie.
- Secret Code Sale – Hide a discount code in a Reel or story for loyal fans to find.
- Ask Me Anything – Host Q&As around fashion, boutique life.
- Giveaway – Run a gift card giveaway or partner with other businesses for a basket.
- How'd You Find Us? – Invite followers to share their discovery story.

## Boutique Content Cheatsheet

### Events, Holidays & Local Love

- Holiday Content – Create themed posts for holidays big and small.
- Throwback Post – Share old photos showing how far you’ve come.
- Event Photos – Post about vendor shows, pop-ups, or in-store events.
- Thank You Post – Express gratitude to your customers with a heartfelt note.
- Pay It Forward – Buy a coffee gift card and post the code for customers to use.
- Community Event Recap – Share highlights from a charity drive, parade, or local fair.

### Sales, Giveaways & Promotions

- Sale Post – Announce upcoming sales or promos in bold, clear graphics.
- Flash Sale Sneak Peek – Use urgency in Stories to drive quick sales.
- Exclusive Offer for Followers – Provide discounts just for following.
- Early Access Post – Give VIP early shopping access to Instagram fans.
- Bundle Deals Post – Promote curated product bundles (like “Weekend Outfit Bundle” or “Self-Care Kit”) to increase average order value.
- Customer Appreciation Sale – Create a special promotion just for loyal customers or email subscribers, highlighting gratitude as much as the discount.

# JOIN THE BOUTIQUE HUB TODAY

Your next level starts now. Join The Boutique Hub today and get instant access to the community, tools, and insider strategies that top boutique owners use to grow faster and stress less. Do not wait another season to see what is possible for your business. Become a member and start building the boutique and life you have been dreaming of.



## JOIN THE BOUTIQUE HUB

*"The Boutique Hub has been one of the best things to happen to me and my business. Our web traffic and sales are up, our brick and mortar sales are up, and our whole team is happier with more structure and less stress."*

— Mary Margaret Norris, Dear Stella Boutique

*"My business has grown by leaps and bounds since joining The Hub. I've found vendors, mentors, priceless knowledge, and even a shoulder to lean on. I never imagined a Facebook group could take my business this far."*

— Lynn Winthers, The Cutting Edge Boutique