



40 CONTENT IDEAS FOR BRAND DESIGNERS

So you can spend more
time focusing on providing
an amazing experience for
your clients



PROMOTIONAL

Showcasing how to work with you and how great it is
to work with you, without actually saying it

PROMOTIONAL CONTENT IDEAS

HOW TO BOOK A PROJECT

Quick and simple step by step reel showcasing how to get to the enquiry form, how to fill it in and how long to wait before expecting a response

AVAILABILITY UPDATES

Share how many spaces for projects you have left in the upcoming months. Don't forget your call to action to tell clients where to enquire!

CLIENT TESTIMONIAL

Share a client testimonial that focuses on the experience they had and what it was like working with you rather than just the designs

ONBOARDING PROCESS

Share a step by step reel or carousel about how you get clients from the enquiry form to the project start date

OFFBOARDING PROCESS

Share a step by step reel or carousel about the process of a project finishing and saying goodbye to the client

HOW WE ORGANISE YOUR DESIGN FILES

Share the methods you use to organise your final files and explain how this helps the client

HOW TO CREATE A DESIGNER MOODBOARD

Tell potential clients what things you should see pinned on their Pinterest board before working together. A mixture of stuff not just logos

HOW WE MAKE OUR PROCESS COLLABORATIVE

Share the steps you take to ensure your client is involved in the process. Do you use a client portal? If so, how does it work?

WHAT IT'S LIKE WORKING WITH US

Share a reel or carousel about the process of working with you from start to finish

HOW TO BOOK A PROJECT RIGHTS AND WRONGS

Share the best practices for filling out the enquiry form vs how not to fill in an enquiry form



VALUE

Sharing the value of what you do as a designer without having to say "it's worth it, I promise!"

VALUE BASED CONTENT IDEAS

SUCCESS STORIES

Share a success story from a client that you worked with

WHY YOU NEED ____

Share something important that you offer such as brand identity, brand strategy etc... and explain how it can benefit the client

DESIGN PROCESS

Share a reel showcasing the process of you designing a brand

RE-BRANDS

Share a before and after of a client business that you helped to re-brand

PASSION PROJECT REVAMP

Re-create one of your oldest passion projects and explain what you have learned between then and now

BEHIND THE SCENES

Share a behind the scenes reel of you working on a project. This could be the designs, admin work or even putting together a presentation

PORTFOLIO

Share a carousel or reel showing your favourite projects you've designed so far. Use the caption to explain why you love them.

DESIGN DECISIONS

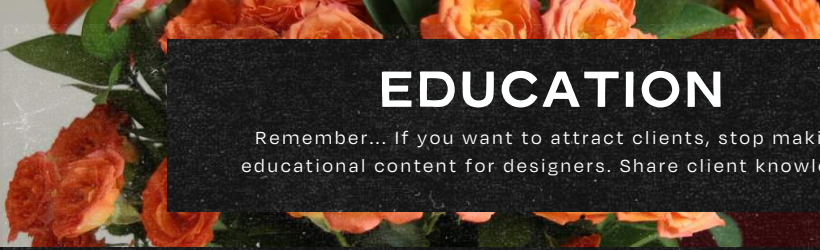
Share a design you did and explain the design decisions you made and why you made them for this specific brand. Bonus points if you share the brand presentation too!

MOODBOARD TO DESIGN

Share a project from how the moodboard looked and how the final brand looks to show the transformative process

MONTHLY LOGOFOLIO

Once a month share some of the designs you created that month



EDUCATION

Remember... If you want to attract clients, stop making educational content for designers. Share client knowledge!

EDUCATIONAL CONTENT IDEAS

RE-BRAND DO'S AND DON'TS

Share some of the best practices for re-branding and mistakes to avoid

BRANDING TRENDS

Share the positives and negatives of clients following design trends for their brands

CANVA LOGOS

Share some of the reasons why Canva logos are not good for professional businesses

VISUAL CONSISTENCY

Share the importance of a clients business being consistent and how it can benefit their business and build brand recognition over time

CASE STUDIES

Share some famous logo designs that have held up over time and why

NOT JUST A LOGO

Clients know it's not just a logo. Instead of explaining the negatives of having one logo, explain the importance of having multiple logo variations instead.

SOFTWARE RECOMMENDATIONS

Recommend software that would benefit YOUR IDEAL CLIENT Remember, this is software that could benefit clients not designers. If you work with photographers, recommend Photoshop, If you work with coaches, recommend Calendly etc...

SOCIAL MEDIA

Explain the benefits of having a well kept social media page and why social media assets like templates are important for time-saving

HOW ___ BENEFITS YOUR BUSINESS

Share something that you provide for clients and explain how it's beneficial for them. This could be web design, brand strategy etc... Focus on the client

CHOOSING THE RIGHT FONT

Share how choosing the right font is important for businesses and why you do font research in your process.



PERSONAL

Clients like to see who they're working with! Share some personal content and keep it business related

PERSONAL CONTENT IDEAS

DAY IN MY LIFE AS A DESIGNER

Show a day in your life as a working brand designer

WHY I CHOSE TO WORK WITH ___

If you have a specific audience niche, share some reasons why you chose to work with this industry or this type of people

RE-INTRODUCTION

If you haven't shared an 'about me' post in a while it might be time to do so! Talk about your brand story and how it came to be, not just that you love iced coffee. We want you to stand out!

VISUAL CONSISTENCY

Share the importance of a clients business being consistent and how it can benefit their business and build brand recognition over time

BRAND VALUES

Share some of your brand values and how you show these values throughout your work. For example, one of my values is Self expression. This related to my work as I encourage all business owners to step out of their comfort zone and be themselves

BRAND IN REAL LIFE

Share a photo of a brand you've designed in real life, or share your own brand in real life such as business cards!

WHY I BECAME A DESIGNER

Share your brand story and talk about the reasons that you decided to become a brand designer.

MEET THE TEAM

If you have multiple people on your design team, make an introduction post for these people too!

MISSION AND VISION

Share where your business is at, what the mission for your business is and share your future vision for the business

SUCCESS AND FAILURES

Share the good and bad of your design journey. I share my mistakes all the time, I've found that clients value authenticity and love your ability to spot mistakes and put in the work to change them