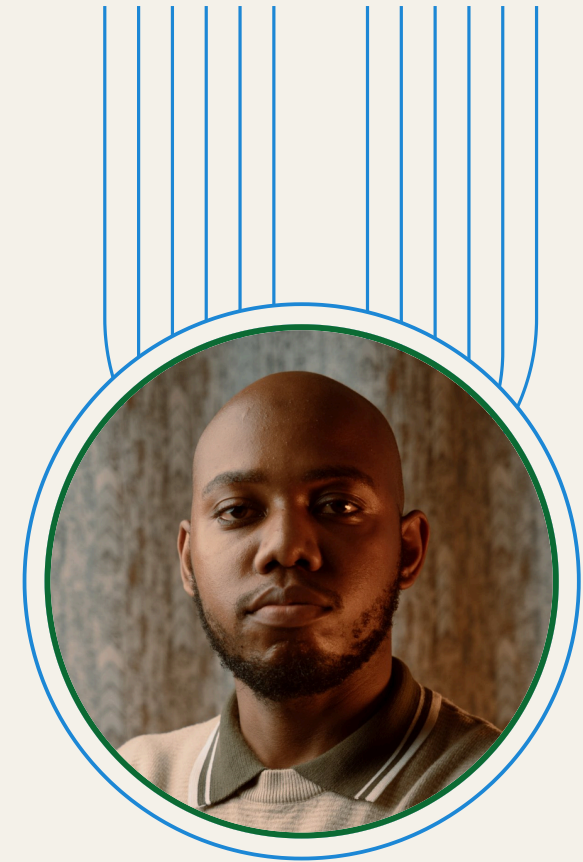


Ocular Films | A Free Guide



9 TYPES OF CONTENT THAT GROW A SMALL BUSINESS

What to post, why it works, and examples you can copy this week.



A FREE GUIDE BY

Med · @he.is.med

PRESENTED BY

Ocular Films

MADE FOR

Small & medium businesses

The one rule



People buy from businesses they know, like and trust. Every post should build one of the three.

01

Know

They see you often and remember your name.

02

Like

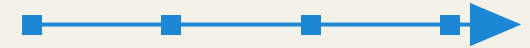
They enjoy your content and the personality behind it.

03

Trust

They see proof that you deliver what you promise.

Your content has three jobs

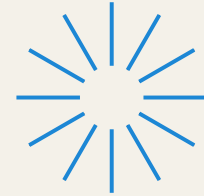


Each post should do one job. Strangers become followers, followers become believers, believers become customers.

ATTRACT Strangers discover you Educate Trends with a twist Behind the scenes	TRUST Followers start to believe you Customer reviews Your story Before & after	SELL Believers become customers Product showcase Answer FAQs Honest offers
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Most businesses only post 'sell' content. That's exactly why their sales posts don't sell.

Job 1: Attract new people



Content people enjoy, save and share, even before they know who you are.

Educate

Quick tips and myths busted.
Teaching shows you're the expert.

TRY THIS

"3 mistakes people make when buying ____."

Trends with a twist

Use a popular sound or meme,
but make it about your business.

TRY THIS

A trending sound over your busiest day of the week.

Behind the scenes

Show how things are made,
packed or delivered. Real beats perfect.

TRY THIS

"Packing today's orders" in 15 seconds.

Job 2: Build trust



Proof that you're real, reliable and worth the money.

Customer reviews

Real customers in their own words are more believable than anything you say.

TRY THIS

A happy client's 10-second video or a WhatsApp screenshot (with permission).

Your story

People follow people. Your face and your journey make the brand human.

TRY THIS

"Why I started this business" in 30 seconds.

Before & after

Show the change you create.
Results speak louder than claims.

TRY THIS

The old look next to the new look after your service.

Job 3: Make the sale

Now they trust you. Make buying clear and easy.



Product showcase

Close-ups, the product in use, and always the price.

TRY THIS

"Our top 3 best-sellers this week."

Answer FAQs

Every question in your DMs is a post waiting to happen.

TRY THIS

"How do I order, pay and receive?"

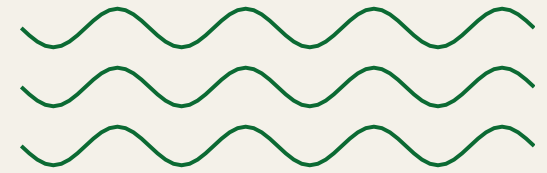
Honest offers

A real reason to buy now. Never fake urgency.

TRY THIS

"This week only: free delivery in Dar."

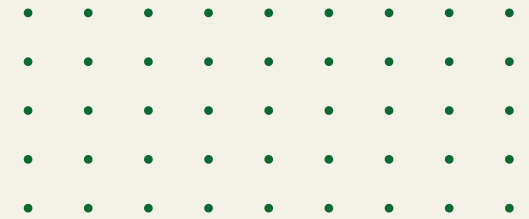
Hooks: stop the scroll in 3 seconds



The first line decides if people keep watching. Say it, put it on screen, fill in the blank.

1	"Don't buy __ until you watch this."
2	"3 mistakes everyone makes with ____."
3	"This is how we make __, step by step."
4	"She came to us with __. Look at her now."
5	"The truth about cheap ____."
6	"Send this to someone who needs ____."

Do this, not that



Do	Avoid
Post consistently, even if it's simple	Only posting 'buy now' adverts
Show real people and real places	Reposting other pages' videos
Show the price and how to order	Long silent intros and big logos
Reply to comments and DMs fast	Fake reviews or edited results
Speak your customers' language	Disappearing for weeks at a time

Meet the creator



Med

[@he.is.med](#)

Filmmaker, content creator & strategist
Certified Public Accountant (CPA) · AI Native

Now I've grown many brands through content, including my own. Everything in this PDF is what I work on every day for my clients and for my own businesses.

This free guide is my favor to you. Now I'd appreciate it if you did me a favor too, by following my business pages.

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