

100



Sales-



SkYROCKETING

Beauty

Social Media
Post Ideas

+ FREE Strategy Guide!

by Ferro Digital Marketing
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Part 0 – AIDA

How to Create Scroll-Stopping Beauty Content Using AIDA

If you want to attract Gen Z beauty lovers and turn them into loyal customers, **you need a strategy**. That's where AIDA comes in! The **AIDA model—Attention, Interest, Desire, and Action**—is a powerful and beginner-friendly marketing framework we use with clients at Ferro Digital Marketing. It helps you guide potential customers from discovery to purchase. Let's break it down in simple terms:

- **Attention** – Grab your audience's attention with eye-catching content.
- **Interest** – Keep them engaged with valuable or entertaining information.
- **Desire** – Make them want your products by showcasing benefits and social proof.
- **Action** – Encourage them to take the next step, like buying, signing up, or sharing.

In this guide, you'll find **100 post ideas** designed for beauty brands to **captivate, engage, and convert** Gen Z customers using the AIDA method. These ideas include image posts, carousel posts, and short videos to maximize engagement.

For best results, **use a variety of ideas from each category** in your content calendar to keep bringing in new potential customers, engaging current ones, and guiding them toward making a purchase!

Need more guidance on how to skyrocket your sales with AIDA, on social media and other marketing channels? Email us at hello@ferrodigitalmarketing.com to set up a **FREE 15-minute chat with an expert**.

Part 1 – Attention

Grab Their Attention with These 25 Post Ideas

1. **Mystery Product Reveal** – Tease a new product with blurred images or hidden labels.
2. **Fast-Paced Makeup Challenges** – Create engaging speed runs of full-face looks.
3. **Interactive Polls** – Ask your audience to vote on their favorite products or shades.
4. **ASMR Beauty Content** – Tapping, scooping, or swatching with satisfying sounds.
5. **Flashy Product Swatches** – Show off pigmentation with dynamic lighting.
6. **Makeup vs. No Makeup Close-Ups** – Emphasize how natural yet effective your products are.
7. **Mini-Tutorials in 10 Seconds** – Bite-sized how-to clips.
8. **Unexpected Color Combos** – Experiment with unconventional beauty shades.
9. **Zoomed-In Beauty Details** – Extreme close-ups of lashes, hair, brows, or lips.
10. **Viral Challenge Participation** – Join beauty-related social media challenges.



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Part 1 – Attention

11. **“Don’t Blink” Transition Videos** – Quick transformation edits to keep viewers hooked.
12. **Bold Before & After Transformations** – Show a drastic change using your makeup, skincare, or haircare product.
13. **Eye-Catching Makeup Looks** – Vibrant, out-of-the-box styles Gen Z will love.
14. **Get-Ready-With-Me (GRWM) Videos** – Showcase your products while getting glam.
15. **Trendy Skincare Hacks** – Debunk or validate viral skincare trends.
16. **Behind-the-Scenes Sneak Peeks** – Tease upcoming product launches.
17. **Satisfying Texture Shots** – Close-ups of creams, serums, or powders in motion.
18. **User-Generated Content (UGC) Features** – Reshare stunning customer posts.
19. **Aesthetic Flatlays** – Beautifully arranged product photography.
20. **Trending Sound Overlays** – Use popular TikTok/IG audio with a beauty spin.
21. **Reaction Videos** – Show funny or shocked reactions to beauty transformations.
22. **Flash Sale Announcements** – Use countdown timers in Instagram Stories.
23. **Glow-Up Diaries** – Showcase long-term results from using your products.
24. **Myth-Busting Posts** – Call out common beauty misconceptions.
25. **Duets with Influencers** – React to or stitch beauty creators’ videos.

Part 2 - Interest

Keep Them Hooked with These 25 Post Ideas

1. **How-To Guides** – Step-by-step tutorials using your products.
2. **Ingredient Spotlights** – Educate followers on key product ingredients.
3. **Behind-the-Scenes of Production** – Show your product-making process.
4. **Day in the Life of a Beauty Entrepreneur** – Humanize your brand.
5. **Skin or Hair Type Quizzes** – Help followers find the right products.
6. **Product Pairing Suggestions** – Show how to mix and match for best results.
7. **Debunking Beauty Myths** – Correct misinformation with facts.
8. **Ask Me Anything (AMA) Sessions** – Go live and answer audience questions.
9. **“Which One is Better?” Comparisons** – Compare different products.
10. **Throwback Trends Revived** – Recreate past beauty trends with modern twists.



Part 2 - Interest

11. **Morning vs. Night Skincare Routines** – Highlight the importance of both.
12. **Showcasing Sustainability Efforts** – Share eco-friendly packaging or sourcing.
13. **What's in My Bag?** – Reveal beauty essentials you can't live without.
14. **"You're Using It Wrong" Videos** – Correct common beauty mistakes.
15. **Common Skincare Mistakes & Fixes** – Educate your audience.
16. **Tips for Long-Lasting Makeup** – Solve a common beauty problem.
17. **Live Demo of Products** – Show real-time application.
18. **Personalized Recommendations** – Suggest products based on different concerns.
19. **Before-and-After Customer Testimonials** – Real results, real people.
20. **Cultural Beauty Traditions** – Highlight global beauty practices.
21. **Makeup Trends Predictions** – Share expert insights.
22. **Interactive Q&A Stickers on Stories** – Let your audience ask anything.
23. **What's in Your Makeup Bag?** – Invite influencers to share their faves.
24. **Polls & Surveys** – Engage your audience with fun quizzes.
25. **Unboxing Videos** – Build excitement for new arrivals.

Part 3 – Desire

Build Their Trust in Your Brand with These 25 Post Ideas

1. **Real Customer Reviews** – Feature testimonials and before/after pics.
2. **Side-by-Side Ingredient Comparisons** – Show why your product stands out.
3. **Limited-Edition Product Alerts** – Create FOMO.
4. **Behind-the-Scenes of Packaging Design** – Showcase your aesthetic.
5. **“Why This Works” Science Explainers** – Educate while selling.
6. **Makeup That Lasts All Day Test** – Prove longevity.
7. **Minimalist vs. Full Glam Looks** – Show versatility.
8. **DIY Spa/Salon Day Your Products** – Promote creativity.
9. **Feature Your Bestsellers** – Hype up your top products.



Part 3 – Desire

11. **“Can’t Live Without It” Posts** – Share customers or influencers raving about your must-have product.
12. **Personalized Skincare/Makeup Routines** – Showcase how your products fit into different routines.
13. **“Splurge vs. Save” Comparisons** – Highlight how your product outperforms luxury competitors.
14. **Ingredient Deep Dive** – Explain the benefits of your product’s hero ingredient.
15. **Scent Experience Stories** – Describe the fragrance notes of your skincare or makeup.
16. **Travel-Friendly Beauty Must-Haves** – Position your product as perfect for on-the-go.
17. **Live Demo with a First-Time User** – Record a real-time reaction to your product.
18. **Hand vs. Brush Application Test** – Show different ways to use your product.
19. **Layering Guide for Maximum Impact** – Teach how to combine your products for better results.
20. **Mini Transformation Series** – Showcase long-term results in a multi-post journey.
21. **“What’s in Your Nightstand?”** – Feature influencers’ beauty must-haves (including yours).
22. **Makeup & Skincare Do’s and Don’ts** – Highlight how using your product correctly makes a difference.
23. **Interactive “What’s Your Beauty Persona?” Quiz** – Tie the results to your products.
24. **Unexpected Product Uses** – Show creative ways to use your beauty products.
25. **“Spotted in the Wild” Features** – Share UGC of people using your product in real life.

Part 4 – Action

Get Them to Buy with These 25 Post Ideas

1. **Direct Call-to-Action (CTA) Posts** – “Shop Now,” “Grab Yours Today.”
2. **Discount Announcements** – Promote sales, limited-time offers.
3. **Exclusive Discount Codes** – Reward engaged followers.
4. **Free Gift with Purchase Promos** – Incentivize buying.
5. **Loyalty Program Introductions** – Encourage repeat business.
6. **Cart Abandonment Reminders** – Follow up on unfinished purchases.
7. **Flash Sale Countdown Timers** – Urgency drives action.
8. **Influencer Affiliate Links** – Leverage trusted voices.
9. **“Last Chance” Reminders** – Nudge hesitant buyers.
10. **Swipe Up Story Links** – Make it easy to shop.



Part 4 – Action

11. **Exclusive Pre-Order Access** – Reward early buyers with VIP treatment.
12. **Bundle Builder Challenge** – Let customers mix & match their perfect beauty set.
13. **Community Giveaway** – Offer a free product in exchange for engagement.
14. **DM for a Secret Discount** – Encourage followers to message you for an exclusive deal.
15. **“What Would You Pick?” Poll with a Discount Code** – Reward participants with a code.
16. **Live Shopping Event** – Showcase products and offer live-only discounts.
17. **Spin-the-Wheel Discount Game** – Use Instagram Stories polls for fun, interactive savings.
18. **Mystery Discount Reveals** – Let followers scratch off (digitally) for a surprise deal.
19. **Tag-a-Friend for a Deal** – Encourage engagement and expand your reach.
20. **Text Club or Email VIP Promo** – Offer deals exclusively through your list.
21. **Share-to-Enter Contests** – Drive shares by tying them to a special giveaway.
22. **BOGO (Buy One, Gift One) Campaigns** – Encourage gifting and increase AOV.
23. **“Choose Your Freebie” Offers** – Let buyers pick a bonus with their purchase.
24. **Collab Exclusive Discount Codes** – Partner with influencers for custom promo codes.
25. **Personalized Beauty Consultation with Purchase** – Offer one-on-one expert advice as a perk.

The End!

Still need help with your digital marketing strategy?

We're here to help! Email us at hello@ferrodigitalmarketing.com to set up a **FREE 15-minute call** to discuss your concerns and explore solutions tailored to your needs.

About Ferro Digital Marketing:

We're a Gen-Z/Gen-Alpha marketing agency, ready to **grow your sales** with teen and/or young adult audiences in the beauty industry! Whether you need help refining your strategy or need full-service marketing management, **we've got you covered.**

Our services include:

- Social Media Marketing
- Facebook, Instagram, TikTok, YouTube, and Google Ads
- Influencer Campaign Management
- UGC Campaign Management
- Event Marketing Management
- Campus Marketing Management
- SEO/Internet Marketing
- Holistic Marketing Strategy and Management

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