

GETDIGITALS.IN

365 Viral Content Ideas

A Full Year of Ready-to-Use Content Prompts Across 12 Proven Pillars for Instagram, YouTube & WhatsApp — Never Run Out of Post Ideas Again

Inside This Bundle	
365 Ideas	12 proven content pillars
30 Ideas/Pillar	Rotate through the whole year
+5 Bonus	Evergreen ideas that always work

A Free Resource by Getdigitals.in
Plan Once • Post All Year

How To Use This Bundle

Instead of 365 rigid daily prompts, this bundle gives you 12 proven content pillars with 30 ideas each. Pick 4-5 pillars that fit your niche, rotate through them weekly, and you'll never stare at a blank posting screen again. Replace anything in [brackets] with your product, niche, or story.

- Post from a different pillar each day of the week (e.g. Mon = Educational, Wed = Behind-the-Scenes, Fri = Offer).
 - Batch-create a week of content in one sitting using 5-7 ideas from different pillars.
 - Track which pillar gets the most saves/shares/DMs for your niche, then lean into it more.
 - Re-use ideas every few months with a fresh angle — most audiences won't remember, and new followers haven't seen it yet.
-

The 12 Content Pillars — 365 Ideas

1. Behind-the-Scenes

Build trust by showing the real process behind your work.

- 001. A day in the life running [your business].
- 002. Show how [product] is made or packed, start to finish.
- 003. Introduce your team or workspace in a quick tour.
- 004. Film yourself preparing for a big order or launch.
- 005. Share a mistake you made and what you learned from it.
- 006. Show the 'messy middle' — not just the polished result.
- 007. Film your morning routine before work starts.
- 008. Show what your workspace looks like at the busiest hour.
- 009. Share how you source your raw materials or ingredients.
- 010. Show a before-and-after of your workspace/setup.
- 011. Film yourself answering customer messages in real time.
- 012. Show what a typical order-to-delivery journey looks like.
- 013. Share the tools/apps you use to run your business daily.
- 014. Show how you handle a difficult customer situation professionally.
- 015. Film a quick Q&A; while you work.
- 016. Share what inspired you to start [business/niche].
- 017. Show your quality-check process before shipping.
- 018. Film a 'pack an order with me' video.
- 019. Show how your product looks in bulk/production.
- 020. Share a funny or unexpected moment from your workday.
- 021. Show how you plan your week/content in advance.
- 022. Introduce a supplier or partner you work with.
- 023. Show what changes when a big sale/festival is coming.
- 024. Film your reaction to a big milestone (followers, sales, etc).
- 025. Share what a 'bad day' looks like and how you push through.
- 026. Show your very first product/setup vs today.
- 027. Give a quick tour of your storage/inventory space.
- 028. Share what tools you wish you had when you started.
- 029. Show how you test a new product idea before launching.
- 030. Film yourself learning a new skill for the business.

2. Educational / How-To

Teach something useful related to your niche — this builds authority.

- **031.** 3 tips for choosing the right [product category].
- **032.** How to make [product] last longer / maintain it properly.
- **033.** Common mistakes people make when buying [product type].
- **034.** How to style/use [product] in 3 different ways.
- **035.** A step-by-step guide to [simple task related to niche].
- **036.** Explain a technical term in your industry, simplified.
- **037.** Share a checklist for choosing between [option A] and [option B].
- **038.** How to spot a low-quality [product] vs a good one.
- **039.** 5 things to check before buying [product category] online.
- **040.** How to care for/clean [product material].
- **041.** A quick tutorial using your product for a specific outcome.
- **042.** Explain the difference between two similar products you sell.
- **043.** Share a 'did you know' fact about your industry.
- **044.** How to size yourself correctly for [product type].
- **045.** A beginner's guide to [your niche topic].
- **046.** How to store [product] to keep it fresh/undamaged longer.
- **047.** Explain how your product compares to a common alternative.
- **048.** Share 3 signs it's time to replace/upgrade [product].
- **049.** How to combine [product A] and [product B] for best results.
- **050.** A myth about your industry that needs busting.
- **051.** Explain what to look for on a product label.
- **052.** How to negotiate/ask the right questions before buying.
- **053.** Share a simple hack that makes using your product easier.
- **054.** How to know if [product/service] is right for you.
- **055.** Explain your return/exchange process clearly.
- **056.** How seasonal changes affect your product/industry.
- **057.** A glossary of 5 terms every customer should know.
- **058.** How to budget for [product category] purchases.
- **059.** Share the do's and don'ts of using [product].
- **060.** A quick explainer on how your pricing/process works.

3. Customer & Social Proof

Let happy customers do the selling for you.

- **061.** Share a customer review with a clean graphic template.
- **062.** Repost a customer's photo/video using your product (with permission).
- **063.** Highlight a specific result a customer achieved.
- **064.** Share a screenshot of a great WhatsApp/DM conversation.
- **065.** Create a 'customer of the week' feature post.
- **066.** Share a before-and-after from a real customer.
- **067.** Post a video testimonial if you have one.
- **068.** Share a funny or heartwarming customer story.
- **069.** Highlight your star rating or review count as a graphic.
- **070.** Share a repeat customer's story — why they keep coming back.
- **071.** Post a UGC (user-generated content) compilation.
- **072.** Share feedback you received and how you acted on it.
- **073.** Create a 'wall of love' carousel of multiple reviews.
- **074.** Share a customer's unboxing reaction.
- **075.** Highlight a customer who referred a friend.
- **076.** Share a milestone: '[X] happy customers and counting'.
- **077.** Post a customer FAQ answered directly in a review.
- **078.** Share a testimonial specific to your customer service.
- **079.** Repost a customer tagging you on their story.
- **080.** Share a case study of how your product solved a problem.
- **081.** Create a graphic comparing 'before Getdigitals' vs 'after'.
- **082.** Share a comment thread full of positive replies.
- **083.** Highlight a long-term customer's journey with your brand.
- **084.** Post a customer's creative use-case for your product.
- **085.** Share a review that mentions a specific product feature.
- **086.** Create a highlight reel of 5-star reviews.
- **087.** Share what customers say when asked 'why us over competitors'.
- **088.** Post a thank-you message dedicated to your customers.
- **089.** Share a customer's question and your detailed answer.
- **090.** Highlight a testimonial in the customer's own voice/audio.

4. Product Spotlight

Give one specific product the full attention it deserves.

- **091.** Feature your bestselling product and why it's loved.
- **092.** Show all color/size variants of one product.
- **093.** Do a close-up detail shot reel of a single product.
- **094.** Explain the story behind how this product was created.
- **095.** Show 3 different ways to use the same product.
- **096.** Compare your product side-by-side with a generic alternative.
- **097.** Share the exact specifications/materials used.
- **098.** Do an honest 'pros and cons' post about your own product.
- **099.** Feature a product that's underrated or overlooked.
- **100.** Show the packaging reveal for a specific product.
- **101.** Create a 'this or that' post between two product options.
- **102.** Share why this product makes a great gift.
- **103.** Show the product in use in a real-life setting.
- **104.** Feature a newly restocked or newly launched item.
- **105.** Do a 60-second full review of your own product.
- **106.** Show a size comparison next to a common object.
- **107.** Share what makes this product different from competitors.
- **108.** Feature a limited-edition or seasonal product.
- **109.** Show the product from every angle in one carousel.
- **110.** Share the top 3 reasons customers choose this product.
- **111.** Do a 'what's inside the box' unboxing post.
- **112.** Feature a product bundle and the value it offers.
- **113.** Show how the product looks packaged vs unpackaged.
- **114.** Share a quick FAQ specific to this one product.
- **115.** Feature a product available only through WhatsApp orders.
- **116.** Show the product being gift-wrapped.
- **117.** Share the inspiration behind this specific product's design.
- **118.** Do a spotlight on your most-gifted product.
- **119.** Feature a product that solves a very specific problem.
- **120.** Show a satisfied customer using this exact product.

5. Trends & Pop Culture

Ride current trends while tying them back to your brand.

- **121.** Use a trending audio/sound with your product in the visual.
- **122.** React to a trending topic relevant to your industry.
- **123.** Create a trending meme format with your own twist.
- **124.** Do a 'get ready with me' using your product.
- **125.** Jump on a trending challenge relevant to your niche.
- **126.** Create a 'things I need' trending list including your product.
- **127.** Do a trending transition video showcasing before/after.
- **128.** React to a viral post/news relevant to your audience.
- **129.** Create your version of a trending 'day in the life' format.
- **130.** Use a trending caption template with your own content.
- **131.** Do a 'POV' trending format related to your customer's problem.
- **132.** Create a trending checklist format with your product included.
- **133.** Join a trending duet/stitch format if relevant.
- **134.** Use a trending countdown format (e.g. '3 things before...').
- **135.** Create content around a trending festival/awareness day.
- **136.** Do a trending 'rating things' format with your products.
- **137.** React to a common trending complaint your product solves.
- **138.** Use a trending voiceover style for a product reveal.
- **139.** Create a trending 'green flag/red flag' post for your niche.
- **140.** Do a trending 'expectation vs reality' post.
- **141.** Join a trending hashtag challenge if it fits your brand.
- **142.** Create a trending listicle ('5 things every [audience] needs').
- **143.** Use a trending song for a satisfying packing/product video.
- **144.** React to a trending question people are asking online.
- **145.** Create your take on a viral 'aesthetic' trend.
- **146.** Do a trending 'guess the price' format with your products.
- **147.** Use a trending format to introduce a new team member.
- **148.** Create a trending 'things that just make sense' post.
- **149.** Join a trending 'rate my setup' format with your workspace.
- **150.** React to a trending consumer complaint in your industry.

6. Personal & Founder Story

People connect with people, not just products.

- **151.** Share why you started this business.
- **152.** Talk about your biggest failure and what it taught you.
- **153.** Share a turning point moment in your journey.
- **154.** Talk about your background before starting this business.
- **155.** Share what keeps you motivated on hard days.
- **156.** Talk about a mentor or person who influenced you.
- **157.** Share your first sale story.
- **158.** Talk about a risk you took that paid off.
- **159.** Share what you wish you knew when you started.
- **160.** Talk about balancing personal life with running a business.
- **161.** Share your vision for where the business is headed.
- **162.** Talk about a moment you almost gave up.
- **163.** Share what a typical week looks like for you personally.
- **164.** Talk about the values that guide your business decisions.
- **165.** Share a lesson learned from a difficult customer.
- **166.** Talk about your support system (family/friends/team).
- **167.** Share how your business has changed you as a person.
- **168.** Talk about a goal you're currently working towards.
- **169.** Share your proudest business moment so far.
- **170.** Talk about how you handle stress and burnout.
- **171.** Share what a 'successful year' would look like for you.
- **172.** Talk about the first product you ever made/sold.
- **173.** Share advice you'd give your past self.
- **174.** Talk about a competitor you admire and why.
- **175.** Share how you celebrate small wins.
- **176.** Talk about your daily non-negotiables/routines.
- **177.** Share what your business means to you beyond money.
- **178.** Talk about a customer interaction that changed your perspective.
- **179.** Share your long-term dream for the brand.
- **180.** Talk about what 'success' looked like before vs now.

7. Engagement & Interactive

Posts designed specifically to get comments, replies, and shares.

- **181.** Run a poll: '[Option A] vs [Option B] — which do you prefer?'
- **182.** Ask followers to comment their biggest struggle with [topic].
- **183.** Create a fill-in-the-blank caption post.
- **184.** Run a caption contest for a product photo.
- **185.** Ask 'What would you like to see more of from us?'
- **186.** Create a quiz post related to your niche.
- **187.** Ask followers to share their own related experience.
- **188.** Run a 'guess the product' teaser post.
- **189.** Ask a either/or question in your Stories.
- **190.** Create a 'rate this on a scale of 1-10' post.
- **191.** Ask followers what they want to see restocked.
- **192.** Run a giveaway asking to tag friends to enter.
- **193.** Ask a controversial (but safe) opinion question in your niche.
- **194.** Create a 'this or that' Story sticker series.
- **195.** Ask followers to share a photo using your product.
- **196.** Run a simple trivia question about your industry.
- **197.** Ask 'What's stopping you from [desired action]?'
- **198.** Create a countdown Story building up to a launch.
- **199.** Ask followers to vote on your next product/flavor/design.
- **200.** Run an AMA (Ask Me Anything) Story session.
- **201.** Ask 'Tag someone who needs to see this.'
- **202.** Create a comment-to-unlock post (comment for a discount code).
- **203.** Ask your audience to share their favorite product from you.
- **204.** Run a 'complete the sentence' caption post.
- **205.** Ask followers what content they'd like to see next week.
- **206.** Create a Story poll about a hypothetical new product.
- **207.** Ask for feedback on packaging or design options.
- **208.** Run a 'first 10 to comment get a surprise' post.
- **209.** Ask followers to share their city/location for a local shoutout.
- **210.** Create a simple 'yes or no' Story question sticker.

8. Motivational & Inspirational

Content that inspires action, shared widely, and builds emotional connection.

- **211.** Share a quote that reflects your brand's values.
- **212.** Post about the importance of consistency in [niche/goal].
- **213.** Share a mindset shift that changed how you work.
- **214.** Post about turning small steps into big results.
- **215.** Share why it's never too late to start [goal].
- **216.** Post about believing in your own progress, not comparison.
- **217.** Share a reminder that failure is part of growth.
- **218.** Post about the power of showing up every day.
- **219.** Share why discipline matters more than motivation.
- **220.** Post encouraging your audience to take the first step today.
- **221.** Share a lesson about patience in achieving results.
- **222.** Post about celebrating small wins along the way.
- **223.** Share why your only competition is who you were yesterday.
- **224.** Post about trusting the process during slow periods.
- **225.** Share a reminder to focus on progress, not perfection.
- **226.** Post about the value of investing in yourself.
- **227.** Share why starting messy beats not starting at all.
- **228.** Post encouraging followers to set one small goal today.
- **229.** Share a reminder that everyone starts somewhere.
- **230.** Post about the importance of surrounding yourself with the right people.
- **231.** Share why saying no sometimes leads to bigger yes's.
- **232.** Post about staying consistent even without instant results.
- **233.** Share a reminder that rest is part of productivity.
- **234.** Post about learning from people who are ahead of you.
- **235.** Share why comparison steals joy and focus.
- **236.** Post encouraging your audience to bet on themselves.
- **237.** Share a reminder that setbacks aren't the end of the story.
- **238.** Post about the compounding effect of small daily actions.
- **239.** Share why gratitude fuels long-term motivation.
- **240.** Post a reminder that today is a good day to start.

9. Myth-Busting & FAQ

Clear up confusion and objections before they stop a sale.

- **241.** Bust a common myth about [your product category].
- **242.** Answer 'Is [product] worth the price?' honestly.
- **243.** Clarify a misconception about how your product works.
- **244.** Answer the #1 question you get in DMs.
- **245.** Bust the myth that [cheaper alternative] works just as well.
- **246.** Clarify your shipping/delivery timelines clearly.
- **247.** Answer 'What if I don't like it after ordering?'
- **248.** Bust a myth about your industry that costs people money.
- **249.** Clarify the difference between two commonly confused products.
- **250.** Answer 'How do I know this is the right size/fit for me?'
- **251.** Bust the myth that more expensive always means better quality.
- **252.** Clarify your payment and security process.
- **253.** Answer 'Why should I choose you over [big brand]?'
- **254.** Bust a myth about maintenance/upkeep of your product.
- **255.** Clarify what's included vs not included in the price.
- **256.** Answer 'Is this suitable for [specific use case]?'
- **257.** Bust the myth that free/cheap options have no downsides.
- **258.** Clarify how your return policy actually works, step by step.
- **259.** Answer 'How long will this actually last?'
- **260.** Bust a myth that's common in customer reviews online.
- **261.** Clarify why your prices are what they are.
- **262.** Answer 'Do you offer customization?' with specifics.
- **263.** Bust the myth that all [product category] are the same.
- **264.** Clarify your process for bulk/wholesale orders.
- **265.** Answer 'What makes you different from other WhatsApp sellers?'
- **266.** Bust a myth about a common ingredient/material used.
- **267.** Clarify how to reach you and expected response time.
- **268.** Answer 'Is this authentic/genuine?' with proof.
- **269.** Bust a myth that discourages people from trying your niche.
- **270.** Clarify your policy on damaged or wrong items received.

10. Seasonal & Festival

Tie your content calendar to India's festival and seasonal calendar.

- **271.** Create a New Year 'fresh start' offer post.
- **272.** Share a Republic Day themed post relevant to your brand.
- **273.** Create Valentine's Day gifting ideas using your product.
- **274.** Share a Holi-themed offer or color-based product post.
- **275.** Create a summer essentials post for your niche.
- **276.** Share a Mother's Day gifting guide.
- **277.** Create a monsoon-ready product post.
- **278.** Share an Independence Day themed post.
- **279.** Create a Raksha Bandhan gifting guide.
- **280.** Share a back-to-school themed post if relevant.
- **281.** Create a Ganesh Chaturthi themed post.
- **282.** Share a Navratri/Durga Puja themed post.
- **283.** Create a Diwali gifting guide with bundles.
- **284.** Share a Diwali 'shop before it sells out' urgency post.
- **285.** Create a Bhai Dooj gifting post.
- **286.** Share a winter essentials post for your niche.
- **287.** Create a Christmas gifting guide.
- **288.** Share a New Year's Eve countdown offer.
- **289.** Create an end-of-year 'thank you 2026' recap post.
- **290.** Share a wedding season gifting/product guide.
- **291.** Create an Eid gifting guide if relevant to your audience.
- **292.** Share a Republic Day sale announcement.
- **293.** Create a 'summer vs winter' product comparison post.
- **294.** Share a Teacher's Day appreciation post if relevant.
- **295.** Create a Children's Day themed post.
- **296.** Share a Karva Chauth themed post if relevant to niche.
- **297.** Create a festive countdown Story series (5 days to Diwali, etc).
- **298.** Share a 'festival prep checklist' including your products.
- **299.** Create a year-end clearance sale post.
- **300.** Share a 'new year, new [goal]' post tying to your product.

11. Community & UGC

Turn your audience into active participants, not just viewers.

- **301.** Ask customers to share photos for a feature shoutout.
- **302.** Create a branded hashtag and encourage its use.
- **303.** Repost a community member's story or reel.
- **304.** Highlight a local customer or business you support.
- **305.** Create a 'community spotlight' series.
- **306.** Ask followers to share tips related to your niche.
- **307.** Feature a follower's creative use of your product.
- **308.** Run a 'show us your setup' community post.
- **309.** Share a collaboration with another small business.
- **310.** Create a post celebrating your community's growth milestone.
- **311.** Ask followers to introduce themselves in the comments.
- **312.** Share a community member's success story.
- **313.** Feature user-submitted questions in a Q&A; post.
- **314.** Create a 'meet our customers' interview-style post.
- **315.** Share appreciation for long-time followers/customers.
- **316.** Run a community challenge related to your product.
- **317.** Feature a follower's before-and-after using your product.
- **318.** Share a repost roundup of the week's best tags.
- **319.** Create a 'you asked, we answered' post from DMs.
- **320.** Highlight feedback that led to a real product change.
- **321.** Share a community member's referral story.
- **322.** Run a 'caption this photo' community post.
- **323.** Feature a small business partner or vendor.
- **324.** Create a fan-art or fan-content repost (with credit).
- **325.** Share a 'thank you for 1 year with us' community post.
- **326.** Ask the community to vote on your next collaboration.
- **327.** Feature a follower who's been with you since day one.
- **328.** Share a community-driven FAQ compilation.
- **329.** Run a 'tag a small business you love' community post.
- **330.** Create a year-in-review post featuring your community's support.

12. Sales & Offers

Direct, confident calls-to-action that turn followers into buyers.

- **331.** Announce a flat percentage-off sale with a deadline.
- **332.** Create a 'today only' flash offer post.
- **333.** Share a bundle deal with a clear savings amount.
- **334.** Announce free shipping over a certain order value.
- **335.** Create a 'first 10 orders get a gift' post.
- **336.** Share a referral offer: 'you and your friend both save'.
- **337.** Announce a restock with limited quantity messaging.
- **338.** Create a 'last chance' post before a sale ends.
- **339.** Share a loyalty reward for repeat customers.
- **340.** Announce a new payment option (UPI, EMI, COD).
- **341.** Create a comparison post: regular price vs sale price.
- **342.** Share a 'buy more, save more' tiered discount post.
- **343.** Announce an exclusive WhatsApp-only discount code.
- **344.** Create urgency with a countdown timer graphic.
- **345.** Share a clearance sale post for old stock.
- **346.** Announce a pre-order opportunity for a new launch.
- **347.** Create a 'spend X, get Y free' offer post.
- **348.** Share a weekend-only special pricing post.
- **349.** Announce a birthday/anniversary sale for your business.
- **350.** Create a 'DM to unlock this offer' exclusive post.
- **351.** Share a combo offer pairing two popular products.
- **352.** Announce free gift-wrapping for a limited period.
- **353.** Create a 'flash sale in the next 2 hours' Story series.
- **354.** Share a student or bulk-buyer discount offer.
- **355.** Announce a cashback offer on a specific payment method.
- **356.** Create a 'this offer ends at midnight' urgency post.
- **357.** Share a member-only early access sale post.
- **358.** Announce a giveaway with a clear entry method.
- **359.** Create a 'we matched a competitor's price' post.
- **360.** Share a simple, no-fuss 'shop now, thank us later' post.

Bonus — 5 Evergreen Ideas

- **361.** Repost your single best-performing post from last year with a fresh caption.
- **362.** Share your top 3 most-asked questions in one carousel.
- **363.** Create a 'if you're new here' introduction post/pinned reel.
- **364.** Share a simple 'thank you for following' appreciation post.
- **365.** Post a 'save this for later' evergreen tips carousel.

Want More?

This free bundle is just the start. Visit **Getdigitals.in** for a done-for-you monthly content calendar, caption packs, and full social media management systems — free and premium.

© Getdigitals.in — Free Resource. Not for resale or redistribution.