



WHAT CONTENT ACTUALLY PERFORMS

in 2026

SOCIAL MEDIA CONTENT IDEAS
FOR MAKERS & CREATIVE BRANDS

Real stories.
Real connection.
Real impact.
♡



CONTENT THAT
CONNECTS



STORIES THAT
BUILD TRUST



STRATEGY THAT
DRIVES GROWTH



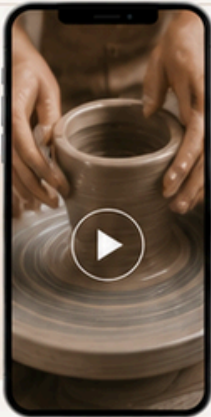
CONSISTENCY THAT
CREATES IMPACT

BEHIND THE SCENES

People love seeing how things are made.



01



<https://vm.tiktok.com/ZNRbdtLbc/>

CONCEPT

BTS of handmaking in studio

HOOK

On screen text
"what we mean by
handmade in studio."
Interests audience
into how things
are made.

STORY

Shows the process of handmaking

- Works because people love seeing how things are made.
- Matched with soothing music that is easy to watch.
- Get to see the beautiful finished product at the end.
- Short video means it's easy for the audience to watch on loop which boosts engagement.

02



<https://vm.tiktok.com/ZNRbRYBjG/>

CONCEPT

Showing what went wrong.

HOOK

Text on screen
"Pottery Fail"

• People love to see real moments online. It builds a connection between them and the brand.
• Keeps people watching till the end to see what failed.
Entertaining and engaging concept.

STORY

Showing the BTS of how this beautiful piece of pottery is made.

- People love seeing how things are made.
People watching the process knowing that something is suspense, interest and engagement.

ENDING

Piece of pottery breaks just at the end.

- Highlights the struggles the business/crafter can come across.
- Creates connection with the audience by showing real moments of the business.
- Humour trends are popular and work well for small businesses as it shows character and personality.

03



<https://vm.tiktok.com/ZNRbdxuPe/>

CONCEPT

Packing an order
(music, broll & text on screen)

HOOK

At the start:
Visual hook -
packing the order.

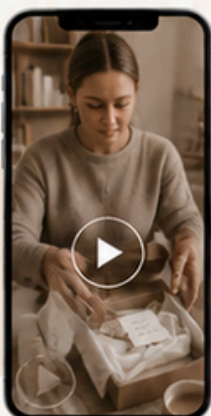
STORY

- Showcasing how the item is packed with text on screen explaining the steps.
- This works because a lot of people watch without sound so they can clearly read what's happening.
 - The music and process of packing makes people feel relaxed.
 - They use real sounds from the video which makes it feel real and raw.

ENDING

Finished product.

04



<https://vm.tiktok.com/ZNRbdHfk5/>

CONCEPT

Packing an order
(Talking to camera)

HOOK

"Pack Zo & Cos biggest order with me".
This hook catches peoples attention as it is a high value order so people are intrigued to see what that person ordered.

STORY

Zoe goes through and shows the process.
She shares her real thoughts about it saying
"I thought this was fake when it first came in"
this makes the story interesting and more life-like rather than just selling a product.

ENDING

Popping in free gifts at the end to say thank you. This makes people feel like she is a warm, caring & generous person. This works because people buy from people.

POINT TO NOTE

The fact that she is the owner doing the video and packing the order puts a really nice personal touch to the video.

YOUR STORY

why you started

People connect with people. Sharing your story builds trust, loyalty and makes your brand feel real.



A

01



<https://vm.tiktok.com/ZNRbRBxFB/>

CONCEPT

Why you started the business carousel.

HOOK

"How I started my small business a 17 years old"

- This hook keeps the audience interested to learn more.
- Not everyone starts a small business at 17 which makes this something rare to follow and talk about after the video.

STORY

Multiple slides of the business journey.

- This works because it makes the brand feel more human.

People love buying from a brand when they know their full story.

- Builds a connection with the audience.

02



<https://vm.tiktok.com/ZNRbRYT9s/>

CONCEPT

How you started the brand.

HOOK

Replying to a comment.

This works really well because it shows that you are interacting with customers and care about peoples comments.

It makes the brand feel more human.

- Keeps people interested to see what the response will be.

STORY

She briefly explains what motivated her to start the brand while showing BTS in the background.

- Shows the real person behind the brand and how they began.
- Makes people feel more connected to the brand.

People buy from people.

Inspirational for other small businesses. or people wanting to start a brand but don't know where to start.

TIPS / EDUCATION

simple tips to build trust

Educational content positions you as helpful and knowledgeable. It builds trust and keeps people coming back for more.



01



<https://vm.tiktok.com/ZNRbd3AX7/>

CONCEPT

How to decorate.

HOOK

On screen text:
"So what's your vision for this clock?"

- This hook keeps the audience interested to learn more.
- Inspires people to think about their own ideas.

STORY

Showing their vision for the clock.

This works because it builds trust and loyalty with the customers.

Inspires people to make the same themselves at home.

02



<https://vm.tiktok.com/ZNRbRjpyM/>

CONCEPT

Step by step of making a product (in a fun trend way).

HOOK

Trend audio.

Recognisable fun trend which will keep the audience interested.

STORY

Showing step by step how the product was made.

• Helps people at home see the whole process which is interesting.

• People can recreate at home if they follow the steps.

• People love to learn something new from other people so learning this steps creates trust and respect for the brand.

03



<https://vm.tiktok.com/ZNRbd0Avx/>

HOOK

Visual hook—setting up for a market.

This hook works because it encourages people to stay watching to see the finished look when it is all set up.

STORY

The voiceover talks about what you are buying when you buy homemade products.

• This works because it is interesting for people to see the perspective of the maker.

POINTS TO NOTE

Music is comforting which makes it easy to watch.

Subtitles on screen make it easy to follow and this also feeds to the platform's algorithms.

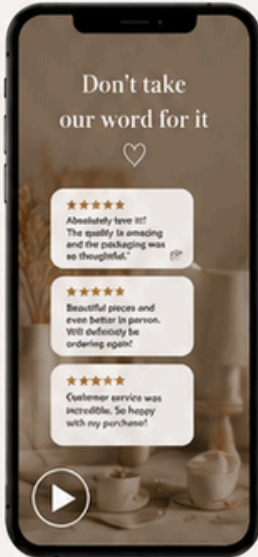
SOCIAL PROOF

people trust other customers

Showcasing real reviews and feedback builds trust and gives new customers the confidence to buy.



01



<https://vm.tiktok.com/ZNRbRHYRI/>

CONCEPT

Showing amazing customer reviews.

HOOK

"Don't take our word for it"

- Keeps the audience engaged and intrigued.

STORY

Lots of good reviews pop on screen.

- Shows people other customers' thoughts and feelings about the products and brand.
- People love getting an opinion from a non biased customer.
- Builds trust and loyalty.

02



<https://vm.tiktok.com/ZNRbRMMXj/>

CONCEPT

Showing customer unboxing videos.

HOOK

"Your reactions mean everything"

- Shows appreciation and makes viewers feel valued.

STORY

Real customers unbox and react to their orders.

- Creates an emotional connection.
- People love seeing real people enjoy your product.
- Encourages new customers to feel confident in purchasing.

03



<https://vm.tiktok.com/ZNRbRYsXE/>

CONCEPT

Sharing happy customer moments.

HOOK

"Happy customers make our day"

- Positive and feel good hook that grabs attention.

STORY

Clips or testimonials from customers sharing their experience.

- Highlights real people and real results.
- Builds community and trust.
- The more real and raw, the more impactful it is.

ENTERTAINMENT / PERSONALITY

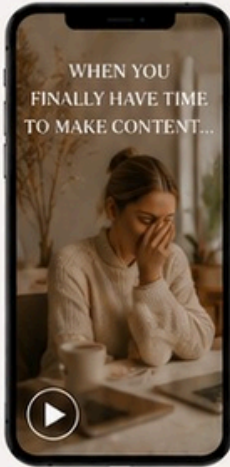
show your brand's personality and have fun

Fun, relatable content gets shared more and helps people connect with the person behind the brand.



A

01



<https://vm.tiktok.com/ZNRbRBs9g/>

CONCEPT

Relatable content about being a small business owner.

HOOK

"When you finally have time to make content..."

- Very relatable which catches attention.
- Makes the audience feel seen.

STORY

She is stressing because she finally has time to make content.

- People find small business content relatable and entertaining.
- Shows the real and fun side of running a business.
- Builds a connection through humour and honesty.

02



<https://vm.tiktok.com/ZNRbdtB7V/>

CONCEPT

Including pets in content.

HOOK

"pov: your dog is the real CEO"

- Cute and funny hook that grabs attention.
- Pet content is highly engaging and shareable.

STORY

Dog is "working" in the studio.

- Adds personality and charm to your brand.
- Makes content more enjoyable to watch.
- People love animals - it increases engagement and reach.

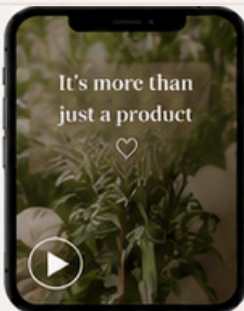
ABOUT FEELING

connect through emotion and values

Content that taps into emotions helps your audience feel something and remember your brand.



01



<https://vm.tiktok.com/ZNRbd3eTO/>

CONCEPT

Talking about what your products mean.

HOOK

"It's more than just a product"

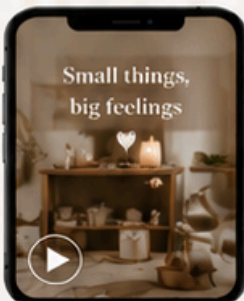
- Makes people curious to learn more.

STORY

She talks about how the product is more than just an item.

- Creates an emotional connection.
- Helps customers see the value behind your brand.
- People connect with meaning, not just products.

02



<https://vm.tiktok.com/ZNRbdxN5A/>

CONCEPT

Highlighting the small moments.

HOOK

"Small things, big feelings"

- Warm and relatable hook.

STORY

Shows small moments that matter.

- Makes the audience feel emotionally connected.
- Encourages people to slow down and appreciate the little things.
- Builds a loyal and like-minded community.