

FREE GUIDE

10

Instagram Post Ideas Every Singapore Small Business Should Try

Practical, low-effort content ideas built for cafés, salons, gyms, boutiques and bakeries — no fancy equipment required.

You don't need a film crew to post well. You need a handful of ideas you can repeat every week without running out of things to say. These ten are the ones we come back to most often when filming for local businesses — start with whichever feels easiest to shoot this week.

01**Show the process, not just the product**

Film the latte art pour, the dough getting shaped, the hair color being mixed. People are far more drawn to how something is made than to a finished photo of it.

Why it works: Process footage gets watched to the end because people want to see the reveal — that alone helps the algorithm show it to more people.

02**Before-and-afters**

A haircut, a manicure, a plate before and after it's finished, even a shopfront before opening. The transformation is the whole post — you barely need a caption.

Why it works: It's the single most shared format in beauty and food because the result speaks for itself.

03**A day in the life of the owner**

Opening up, prepping stock, the first customer of the day. You don't need a script — just film what you're already doing for 20 seconds.

Why it works: People buy from people. A face and a routine build more trust than any product shot.

04

Capture the real reaction

The first bite of a new dessert, the reveal of a fresh haircut, someone trying on an outfit. Don't stage it — the genuine reaction is the content.

Why it works: Unscripted reactions read as more trustworthy than any review you could write yourself.

05

Quick tips in your area of expertise

"3 ways to style this jacket," "how to keep your iced coffee from watering down," "how to pick the right shade for your skin tone." Short, useful, and specific to what you sell.

Why it works: Tips get saved and shared — two signals that push a post to more feeds than a like ever will.

06

New arrival or fresh batch drops

Film the new stock arriving, the tray coming out of the oven, the rack being restocked. Add a simple "back today" or "limited batch" line.

Why it works: Scarcity and timing turn a routine restock into a reason to visit today, not "someday."

07

Introduce your team

A quick clip of your barista, stylist, or trainer saying their name and what they're best at. Rotate through your team over a few weeks.

Why it works: It gives returning customers someone to ask for by name — and gives your staff a reason to share the post themselves.

08

Repost your customers

Ask customers to tag you, then repost the best ones to your Story with a thank-you. Make it a standing invitation, not a one-off ask.

Why it works: It's free content, and it turns customers into promoters without you having to ask twice.

09

Tie into what's happening locally

CNY, Hari Raya, National Day, even a nearby event or a neighbour's shop opening. A short, timely post about something everyone's already talking about.

Why it works: Timely content rides existing attention instead of trying to create its own.

10

Ask a question in your Story

"Which flavour should we bring back?" "Fringe or no fringe?" Use the poll or question sticker — it takes ten seconds for someone to answer.

Why it works: Every poll response counts as engagement, which tells Instagram your account is worth showing to more people.

BONUS TIP

Post consistency beats post perfection

Three unpolished videos a week will outperform one perfect video a month, every time. The algorithm rewards accounts that show up regularly — start with whichever idea above is easiest to film today, and build the habit before you worry about polish.

WANT THIS DONE FOR YOU?

Skip the filming — we'll shoot a month of content in one afternoon.

These ten ideas work. But if you'd rather hand the camera to someone else, Merlion Media films 15 ready-to-post vertical videos in a single half-day shoot — captions, hashtags and a posting order included.

The Shoot Day (one-off)

~~S\$4,000~~ **S\$3,000**

Content Engine (monthly)

S\$3,000 / month

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