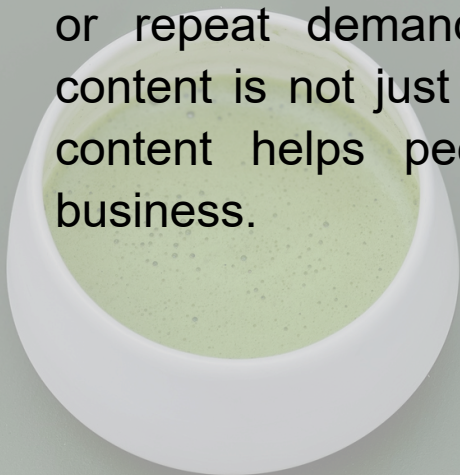


Guide 2: What Kind of Content Actually Works for Small Beverage Businesses

Posting often doesn't automatically mean posting effectively. For small beverage businesses, the content that works best is usually the content that helps people **understand the product, imagine the experience, or feel a reason to visit**. Based on your project brief, Bubblr is meant to provide practical, easy-to-understand guidance using real examples and case-based lessons, so this guide focuses on what kinds of content actually create attention, inquiries, and action.

Why this guide matters

Many small business owners already post on social media, but they are not always sure which posts truly help the business. Some posts get views but do not bring customers. Others may not look flashy, but they lead to inquiries, visits, or repeat demand. Your interviews show that effective content is not just about aesthetics. It is about whether the content helps people notice, want, and remember the business.



Key idea

The content that works best usually does one or more of these:

- shows a product clearly
- makes the food or drink look desirable
- gives people useful details
- creates a reason to visit

turns attention into a specific action

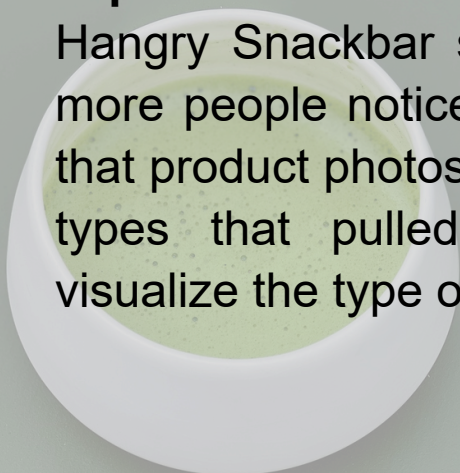
What the interviews revealed

1. Product-specific posts can drive product-specific demand

Blueprint Cafe gave one of the clearest examples of this. When they posted their Turon Latte, they saw sales specifically for that product, and even after it was phased out, people still asked if it was available. They also explained that one way they gauge a post's effectiveness is whether it increases sales and orders of that specific item.

2. Food and drink visuals help people imagine the experience

Hangry Snackbar showed that posting food content helped more people notice the business and visit. Eskina also said that product photos and food visuals were among the content types that pulled people in because customers could visualize the type of food being served.



3. Stories can keep a business relevant even when there is no time for full production

Eskina said Stories were one of the easiest content forms when busy, and that posting Stories helped them stay relevant. This is useful for small businesses that do not always have time for polished shoots or edited reels.

4. A post should already answer the customer's basic questions

Benny and Cherie explained that a good post should already cover the essential details, such as when, where, what time, what is included, and why someone should come. This is especially useful for event-based and reservation-based content, where customers want clear information quickly.

5. Viral content is not always the same as converting content

Eskina shared that one humor-based post reached around a million views, but they found it harder to measure whether it actually brought customers. Their insight was that humor content may be effective for awareness and name recall, but not always for direct customer conversion.

6. The right content depends on the audience you want to reach

Benny and Cherie noted that the design and feel of a poster can affect the kind of audience it attracts. They also adjusted promos depending on whether they were targeting students, professionals, or event-goers. This shows that effective content is not just about the product itself, but also about matching the message to the people you want to reach.

Practical lessons for small beverage businesses

Show the actual product

If you want people to try a drink or food item, post it clearly. Let the product be the focus.

Make the content easy to understand

A good post should help people quickly know what the item is, what makes it special, and what to do next.

Use content that matches your goal

If your goal is awareness, humorous or highly shareable content may help. If your goal is sales, product-focused and information-rich posts may work better.

Use simple content consistently

Not every post needs to be a full campaign. A Story, product shot, or menu update can still keep your business visible.

Track results beyond views

Ask whether the post led to:

- more inquiries
- more orders of the featured item
- more visits
- more shares
- repeat interest in the product



Quick action steps

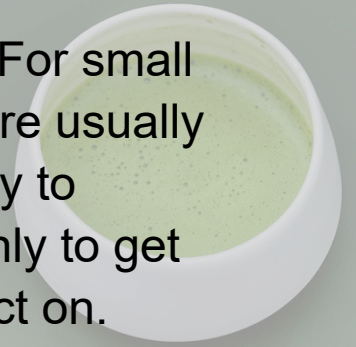
1. Post one featured food or drink clearly each week.
2. Add enough information so customers know why it matters.
3. Use Stories when you do not have time for a full post.
4. Choose content based on your goal: awareness, inquiry, or sales.
5. Watch which specific products get more demand after being featured.

Practical reminder

The ideas and strategies in this guide are based on real interviews and case examples from small beverage businesses. They are intended to inform, guide, and inspire, but they do not guarantee the same results for every business. Outcomes may vary depending on your product, pricing, audience, location, consistency, operations, and execution.

Closing takeaway

Good content is not just content that looks nice. For small beverage businesses, the most effective posts are usually the ones that make the product easy to see, easy to understand, and easy to want. The goal is not only to get attention, but to create a response people can act on.



References

- Bubblr Project Brief
- Blueprint Cafe Interview Transcript
- Eskina Interview Transcript
- Benny and Cherie Interview Transcript
- Hangry Snackbar Interview Transcript

