

*Proven Hacks*

# INSTAGRAM REEL

Growth!



WRITTEN BY

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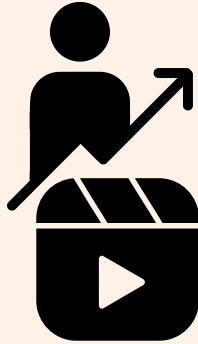
**09** RESPOND TO YOUR AUDIENCE



# CHAPTER-01

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## INTRODUCTION



**INSTAGRAM REELS** HAS BECOME A POPULAR FEATURE ON THE PLATFORM SINCE ITS LAUNCH IN AUGUST 2020. WITH THE ABILITY TO CREATE SHORT, ENGAGING VIDEOS THAT CAN REACH A WIDER AUDIENCE, IT'S NO WONDER THAT BUSINESSES AND CONTENT CREATORS ARE INCORPORATING REELS INTO THEIR SOCIAL MEDIA STRATEGY.

IN THIS EBOOK, WE'LL SHARE TIPS AND TRICKS TO HELP YOU CREATE INSTAGRAM REELS THAT WILL INCREASE YOUR REACH, AND ENGAGEMENT, AND ULTIMATELY, MAKE THEM GO VIRAL. LET'S GET STARTED!



# CHAPTER-02

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## CREATE VALUABLE CONTENT



**WHAT'S ONE SUREFIRE WAY TO INCREASE YOUR INSTAGRAM ACCOUNT'S CREDIBILITY AMONG INSTAGRAM FOLLOWERS, WHICH WILL KEEP THEM INTERESTED IN YOUR CONTENT AND COMING BACK FOR MORE? ENSURE THAT YOUR INSTAGRAM CONTENT IS VALUABLE!**

**PEOPLE WON'T BE INTERESTED IN WATCHING YOUR INSTAGRAM REELS IF THE CONTENT IS STALE, REPETITIVE, OR FEELS POINTLESS. THAT'S NOT TO SAY THAT ALL OF YOUR VIDEOS NEED TO HAVE A DEEP MEANING OR REVEAL SHOCKING NEW INFORMATION. HOWEVER, YOU SHOULD MAKE SURE THAT THERE'S SOME SUBSTANCE TO YOUR CONTENT.**



# HOW TO CREATE VALUABLE CONTENT?

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## Key Points

- START WITH A PLAN
- TELL A STORY
- BE CREATIVE AND ORIGINAL
- HOP ON TRENDS
- SHOOT VERTICALLY
- GET TRICKY WITH TRANSITIONS
- USE STICKERS, TEXT, AND EFFECTS



# START WITH A PLAN

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PLANNING **INSTAGRAM REELS** CREATION IS AN IMPORTANT PART OF CREATING SUCCESSFUL CONTENT FOR YOUR AUDIENCE. HERE ARE SOME STEPS YOU CAN FOLLOW TO PLAN YOUR INSTAGRAM REELS:

- **DEFINE YOUR GOALS:** START BY DEFINING YOUR GOALS FOR CREATING INSTAGRAM REELS. ARE YOU TRYING TO INCREASE YOUR BRAND AWARENESS, PROMOTE A NEW PRODUCT, OR SIMPLY ENGAGE WITH YOUR AUDIENCE?
- **KNOW YOUR AUDIENCE:** UNDERSTAND YOUR AUDIENCE'S INTERESTS AND PREFERENCES. THIS WILL HELP YOU CREATE CONTENT THAT IS RELEVANT TO THEM AND RESONATES WITH THEM.



# START WITH A PLAN

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- **RESEARCH AND BRAINSTORM:** LOOK FOR INSPIRATION FROM OTHER SUCCESSFUL INSTAGRAM REEL ACCOUNTS IN YOUR INDUSTRY OR NICHE. BRAINSTORM IDEAS THAT ALIGN WITH YOUR BRAND AND GOALS.
- **CREATE A STORYBOARD:** PLAN OUT THE CONTENT OF YOUR REEL IN A STORYBOARD FORMAT. THIS WILL HELP YOU VISUALIZE THE FLOW OF THE REEL AND ENSURE THAT IT IS COHESIVE AND ENGAGING.
- **CHOOSE A THEME AND FORMAT:** CHOOSE A THEME AND FORMAT THAT ALIGNS WITH YOUR GOALS AND RESONATES WITH YOUR AUDIENCE. SOME POPULAR FORMATS INCLUDE TUTORIALS, BEHIND-THE-SCENES, AND CHALLENGES.
- **CREATE AND EDIT YOUR CONTENT:** ONCE YOU HAVE PLANNED YOUR REEL, IT'S TIME TO CREATE AND EDIT YOUR CONTENT. MAKE SURE THAT YOUR REEL IS VISUALLY APPEALING, ENGAGING, AND ON-BRAND.
- **ADD CAPTIONS AND HASHTAGS:** INCLUDE CAPTIONS AND RELEVANT HASHTAGS TO MAKE YOUR REEL MORE DISCOVERABLE AND INCREASE ENGAGEMENT.
- **PUBLISH AND PROMOTE:** ONCE YOUR REEL IS READY, PUBLISH IT ON INSTAGRAM AND PROMOTE IT ACROSS YOUR SOCIAL MEDIA CHANNELS TO INCREASE ITS REACH AND ENGAGEMENT.



# CHAPTER-03

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## USE TRENDING AUDIO TRACKS



USING TRENDING AUDIO IN INSTAGRAM REELS CAN OFFER SEVERAL BENEFITS FOR CREATORS AND BUSINESSES, INCLUDING:

- **INCREASED VISIBILITY:** WHEN YOU USE POPULAR AUDIO IN YOUR REELS, YOUR CONTENT IS MORE LIKELY TO APPEAR ON THE EXPLORE PAGE, WHICH CAN INCREASE YOUR REACH AND VISIBILITY.
- **BETTER ENGAGEMENT:** TRENDING AUDIO IS OFTEN USED BY A LOT OF PEOPLE, SO INCLUDING IT IN YOUR REELS CAN HELP YOU CONNECT WITH A WIDER AUDIENCE AND INCREASE ENGAGEMENT.

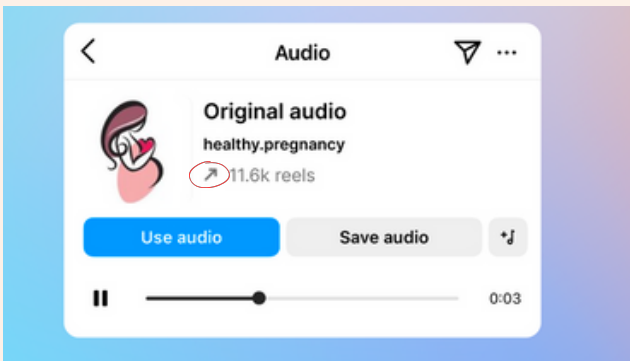


# TRENDING AUDIO TRACKS

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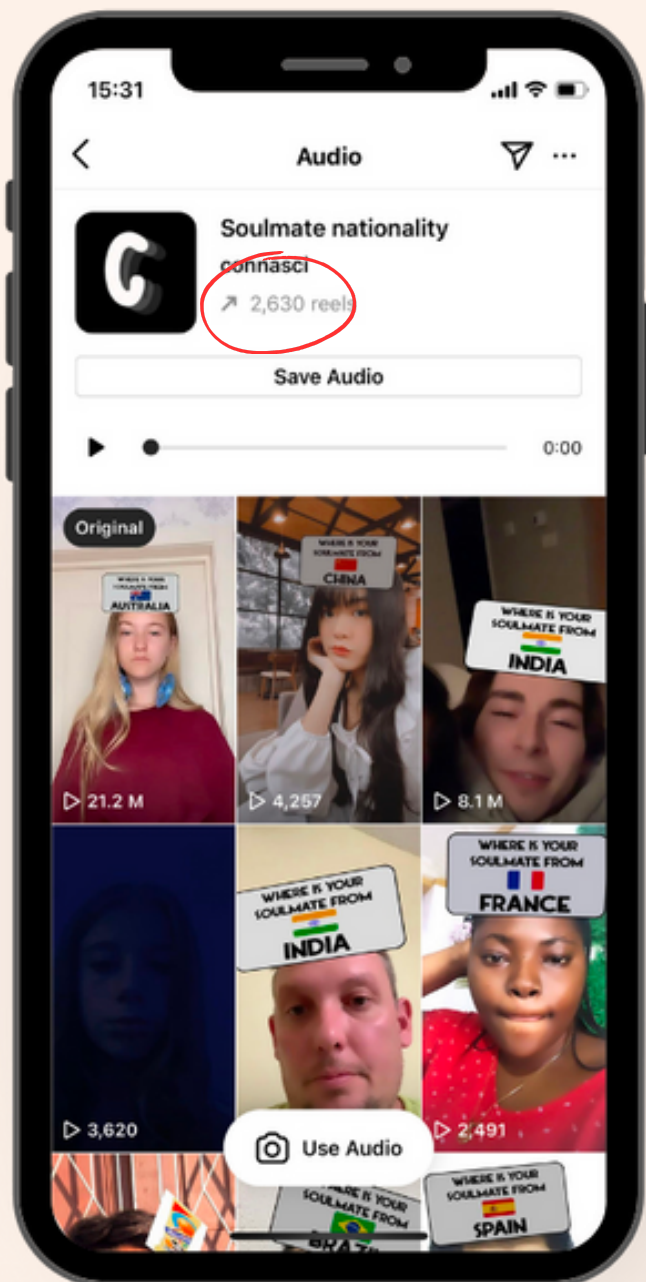


- **STAYING CURRENT:** BY USING TRENDING AUDIO, YOU SHOW THAT YOU'RE AWARE OF THE LATEST TRENDS AND ARE KEEPING UP WITH THE LATEST SOCIAL MEDIA TRENDS, WHICH CAN MAKE YOUR CONTENT MORE RELEVANT AND APPEALING TO YOUR AUDIENCE.
- **BRAND RECOGNITION:** BY CONSISTENTLY USING SPECIFIC AUDIO IN YOUR REELS, YOU CAN CREATE A RECOGNIZABLE BRAND IDENTITY AND INCREASE YOUR BRAND RECOGNITION AMONG YOUR FOLLOWERS.
- **INSPIRATION FOR CONTENT CREATION:** TRENDING AUDIO CAN INSPIRE YOU TO CREATE NEW AND INNOVATIVE CONTENT THAT ALIGNS WITH THE
- **LATEST TRENDS,** WHICH CAN KEEP YOUR CONTENT FRESH AND INTERESTING FOR YOUR AUDIENCE.
- **INNOVATIVE CONTENT** THAT ALIGNS WITH THE LATEST TRENDS, WHICH CAN KEEP YOUR CONTENT FRESH AND INTERESTING FOR YOUR AUDIENCE.





# TRENDING AUDIO TRACKS





# CHAPTER-04

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## LEVERAGE TRENDING HASHTAGS



LEVERAGING **TRENDING HASHTAGS** ON INSTAGRAM CAN HELP INCREASE YOUR REACH AND ENGAGEMENT WITH YOUR TARGET AUDIENCE. HERE ARE SOME TIPS ON HOW TO EFFECTIVELY USE TRENDING HASHTAGS ON INSTAGRAM:

- **RESEARCH AND IDENTIFY TRENDING HASHTAGS:** USE INSTAGRAM'S SEARCH FEATURE OR THIRD-PARTY TOOLS TO RESEARCH AND IDENTIFY POPULAR HASHTAGS THAT ARE RELEVANT TO YOUR CONTENT AND INDUSTRY.
- **CHOOSE RELEVANT AND SPECIFIC HASHTAGS:** SELECT HASHTAGS THAT ARE RELEVANT TO YOUR CONTENT AND SPECIFIC TO YOUR NICHE. THIS WILL HELP YOU REACH A MORE TARGETED AUDIENCE AND INCREASE ENGAGEMENT.



# #Hashtag



- **MIX POPULAR AND NICHE HASHTAGS:** COMBINE POPULAR AND NICHE HASHTAGS TO BALANCE YOUR REACH AND ENGAGEMENT. POPULAR HASHTAGS HAVE A WIDER REACH, WHILE NICHE HASHTAGS CAN HELP YOU REACH A MORE SPECIFIC AUDIENCE.
- **INCLUDE HASHTAGS IN CAPTIONS AND COMMENTS:** ADD HASHTAGS TO YOUR CAPTIONS AND COMMENTS TO INCREASE THE VISIBILITY OF YOUR CONTENT. MAKE SURE TO USE RELEVANT AND SPECIFIC HASHTAGS THAT ARE RELATED TO YOUR CONTENT.
- **MONITOR AND TRACK HASHTAG PERFORMANCE:** KEEP TRACK OF THE PERFORMANCE OF YOUR HASHTAGS USING INSTAGRAM INSIGHTS OR THIRD-PARTY TOOLS. THIS WILL HELP YOU DETERMINE WHICH HASHTAGS ARE DRIVING THE MOST ENGAGEMENT AND ADJUST YOUR HASHTAG STRATEGY ACCORDINGLY.
- **PARTICIPATE IN HASHTAG CHALLENGES:** JOINING HASHTAG CHALLENGES CAN HELP INCREASE YOUR VISIBILITY AND ENGAGEMENT ON INSTAGRAM. LOOK FOR RELEVANT AND POPULAR CHALLENGES IN YOUR NICHE AND CREATE CONTENT THAT ALIGNS WITH THE CHALLENGE THEME.



# HOW TO FIND TRENDING HASHTAGS?



## 01 CHECK THE INSTAGRAM'S EXPLORE PAGE

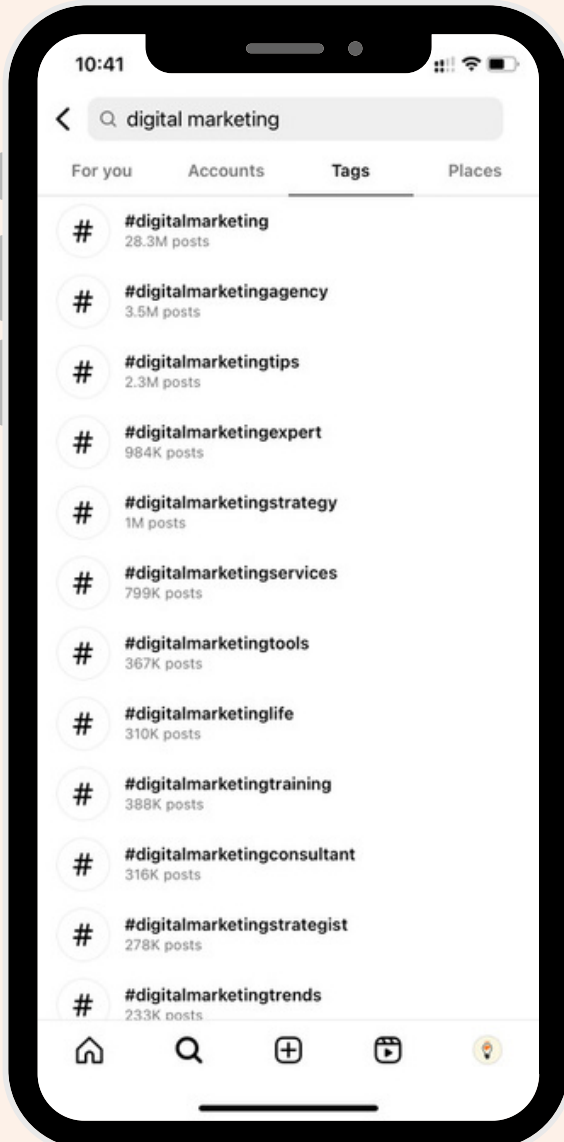




# HOW TO FIND TRENDING HASHTAGS?



## 02 CHECK THE HASHTAG AUTOCOMPLETE FEATURE

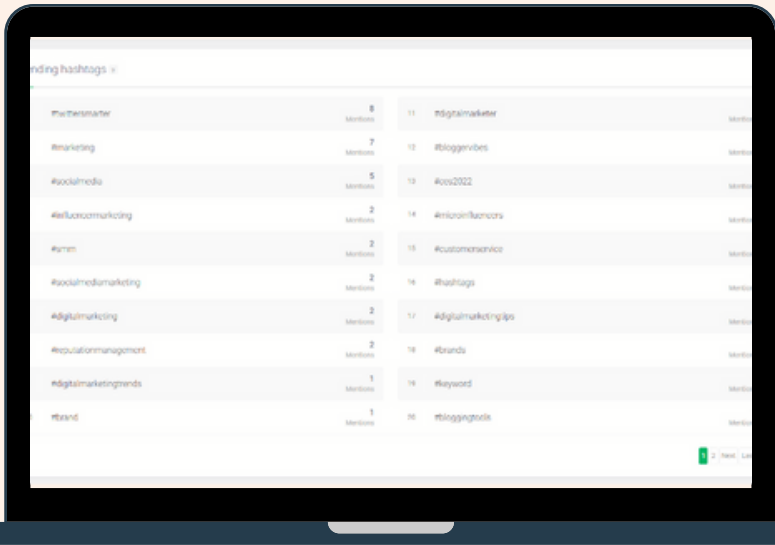




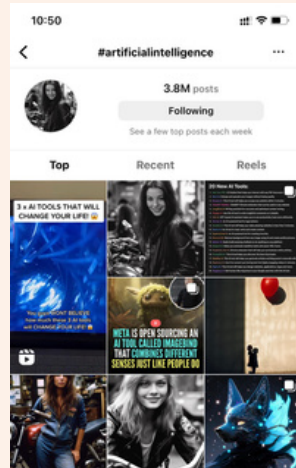
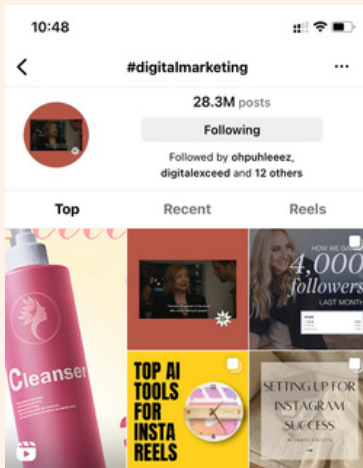
# HOW TO FIND TRENDING HASHTAGS?



## 03 USE THE SOCIAL LISTENING TOOL



## 04 FOLLOW RELEVANT HASHTAGS

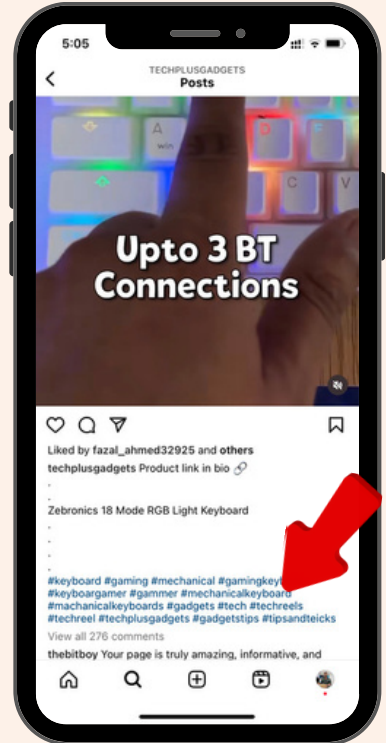
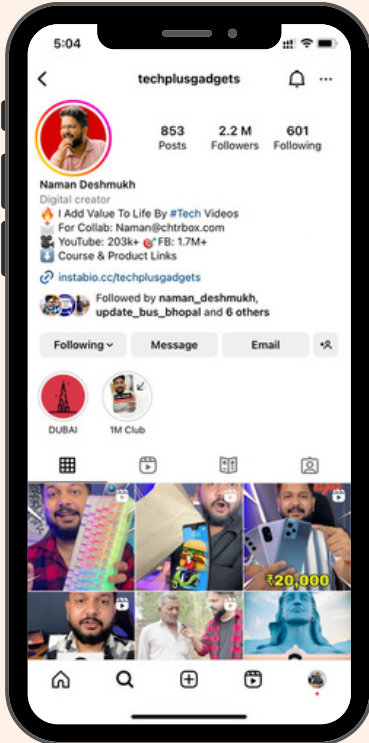




# HOW TO FIND TRENDING HASHTAGS?



## 05 FOLLOW RELEVANT INFLUENCERS



## 06 EXPLORE WEBSITES WITH HASHTAGS LISTS

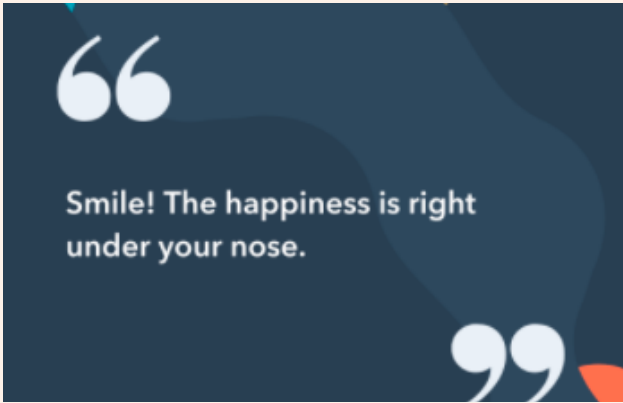
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- <https://www.all-hashtag.com/top-hashtags.php>
- [https://later.com/blog/ultimate-guide-to-using-instagram-hashtags/#ARTICLE\\_SECTION\\_2](https://later.com/blog/ultimate-guide-to-using-instagram-hashtags/#ARTICLE_SECTION_2)
- <https://www.flick.social/learn/hashtags/page/undefined>



# CHAPTER-05

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## WRITE AN ENGAGING CAPTION



A GREAT **INSTAGRAM CAPTION** WILL STOP A SCROLLER IN THEIR TRACKS — AND THE LONGER SOMEONE SPENDS READING YOUR CAPTION AND ENGAGING WITH YOUR POST, THE BETTER YOUR POST WILL RANK WITH THE INSTAGRAM ALGORITHM!

CAPTIONS ARE A POWERFUL TOOL THAT CAN BE USED TO ENCOURAGE LIKES, COMMENTS, AND EVEN VISITS TO YOUR WEBSITE. AND IF YOUR POST GETS ENOUGH ENGAGEMENT, IT MIGHT EVEN END UP ON THE EXPLORE PAGE!



# HOW TO WRITE AN ENGAGING CAPTION?



- **TIP #1:** WRITE A KILLER FIRST LINE
- **TIP #2:** ADD A CALL-TO-ACTION
- **TIP #3:** ADD LINE BREAKS TO LONGER CAPTIONS
- **TIP #4:** USE A CONSISTENT BRAND VOICE
- **TIP #5:** PICK 2-3 FOCAL THEMES
- **TIP #6:** INCLUDE EYE-CATCHING EMOJIS
- **TIP #7:** WRITE YOUR CAPTIONS IN BATCHES
- **TIP #8:** CREATE CAPTIONS FOR YOUR INSTAGRAM STORIES



# BEST INSTA CAPTION GENERATOR TOOLS



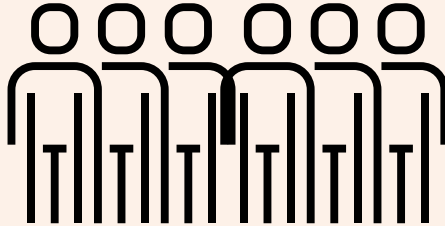
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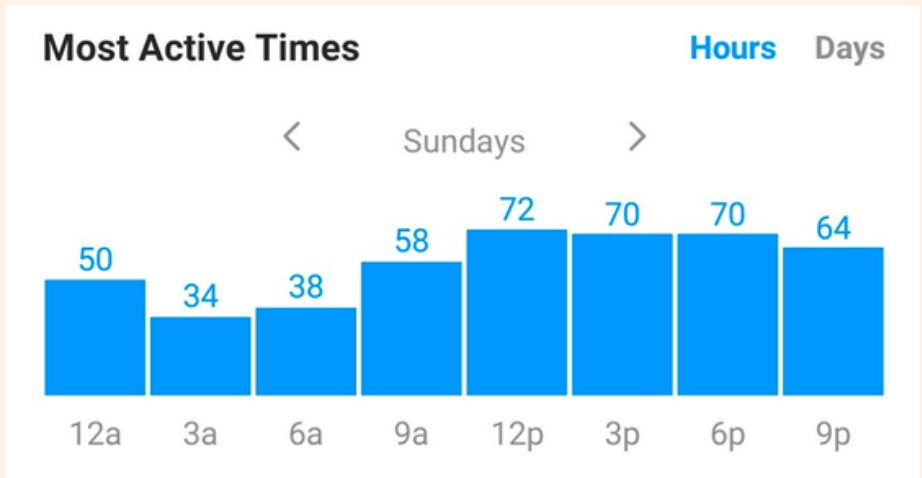


# CHAPTER-06

## POST WHEN FOLLOWERS ARE ACTIVE

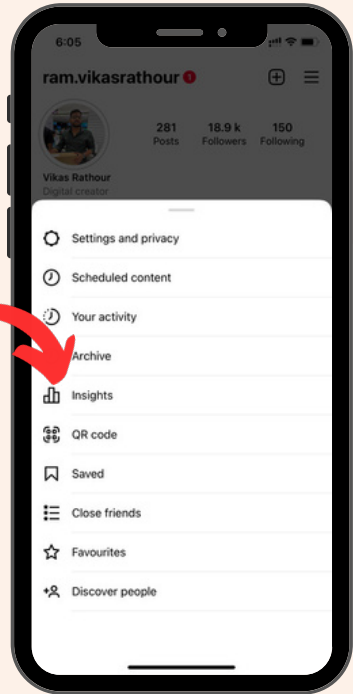
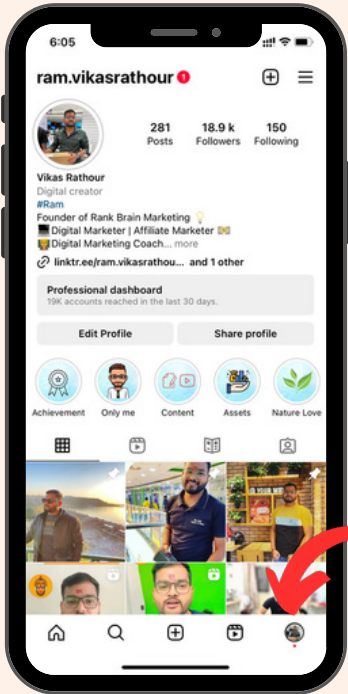


WHEN LOOKING TO IMPROVE YOUR PERFORMANCE ON INSTAGRAM, ONE OF THE MOST IMPORTANT (EASIEST) WAYS TO MAKE A CHANGE IS BY OPTIMIZING YOUR POSTING TIMES.





# HOW TO CHECK WHEN FOLLOWERS ARE ACTIVE





# CHAPTER-07

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## TRY A VIRAL GIVEAWAY

**VIRAL**

HOSTING A **GIVEAWAY** IS A SUPER FUN WAY TO ENGAGE YOUR FOLLOWERS AND BUILD UP THE COMMUNITY ASPECT OF YOUR PAGE. YOU CAN EITHER WORK SOLO WHEN HOSTING A GIVEAWAY OR PARTNER WITH ANOTHER BRAND OR INFLUENCER.

WHEN PLANNING A GIVEAWAY, YOU GET TO CALL THE SHOTS. YOU CAN DETERMINE WHAT IS REQUIRED FOR USERS TO ENTER (FOLLOWING YOU, LIKING A POST, LEAVING A COMMENT, TAGGING FRIENDS, DMING AN ENTRY TO YOUR ACCOUNT...THE LIST GOES ON), AND YOU DECIDE WHAT THE PRIZE WILL BE (A PRODUCT OF YOURS, A FREE HOUR OF CONSULTATION WITH YOU, A PRODUCT FROM THE COMPANY YOU'RE COLLABORATING WITH...WHATEVER MAKES THE MOST SENSE IN YOUR SITUATION).



# CHAPTER-08

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## POST REELS CONSISTENTLY



ONE THING THAT INSTAGRAM USERS LOVE IS CONSISTENCY.

IF YOU WANT TO GAIN CREDIBILITY AND TRAFFIC ON YOUR INSTAGRAM PAGE, IT'S IMPORTANT TO MAKE SURE THAT YOUR POSTS ARE BEING PUBLISHED AT A RATE THAT'S BOTH CONSISTENT AND FREQUENT (WITHIN MODERATION – POSTING TOO MUCH CAN BE SPAMMY).

FOR EXAMPLE, IF YOUR FOLLOWERS KNOW THAT A NEW REEL WILL BE POSTED ON YOUR ACCOUNT EVERY TUESDAY AND THURSDAY AT 7 P.M., THEY'LL COME LOOKING FOR THAT CONTENT TO MAKE SURE THAT THEY DON'T MISS ANYTHING.



# CHAPTER-09

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## RESPOND TO YOUR AUDIENCE



**ONE THING ABOUT SOCIAL MEDIA?**

**YOUR AUDIENCE WILL TELL YOU HOW THEY FEEL. IF YOUR FOLLOWERS LIKE A CERTAIN TYPE OF CONTENT, DISLIKE YOUR POSTING SCHEDULE, LOVE YOUR TAKE ON A NEW TREND, OR HAVE A BURNING QUESTION ABOUT YOUR BRAND...YOU'LL KNOW!**

**WE'RE NOT TELLING YOU TO GET BOGGED DOWN BY THE HATERS (THERE'S NO TIME FOR THAT, REALLY), BUT IT IS IMPORTANT TO LISTEN TO THE FEEDBACK YOU RECEIVE FROM YOUR AUDIENCE AND TAKE THAT INTO CONSIDERATION AS YOU MOVE FORWARD WITH CONTENT CREATION.**



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