

Instagram REELS Marketing

CHEAT SHEET



4 ways to use instagram reels to get traffic and conversions on your products and services

- Educational content
- Product reviews/case studies
- Behind-the-scenes content
- Your company story

How to create successful instagram reels content

- Build a strong video marketing strategy
- Generate content that educates
- Leverage user-generated content
- Be transparent
- Leverage the power of influencers in your reels marketing
- Don't forget analytics
- Use different types of video marketing on reels

How to use instagram reels for business

- Create on-brand content for your target audience
- Repurpose your tiktok content
- Share tips, tutorials, and other educational content
- Start a new challenge
- Partner with influencers
- Show off your products

Creating instagram reels

- Audio
- AR effects
- Timer and countdown
- Align
- Speed

You'll currently find instagram reels in several locations such as

- Your instagram profile under the reels gallery tab
- A "suggested reels" tab for some users
- Dedicated instagram pages for effects, hashtags, and music
- Your main profile grid
- In your followers' feeds

- Through the explore tab
- A monthly reels trend report

Instagram reels advantages include

- Preserve your budget by repurposing video content for new reels.
- Expand your reach with higher visibility on instagram.
- Delight more customers with super short yet fun streaming content.
- Share user-generated content in exciting ways.

Ways to use instagram reels to promote giveaways

- Host a short video contest to create a video compilation
- Use instagram reels as a distribution promotion method
- Share winner announcements through instagram reels
- Highlight ugc in your reels
- Capitalize on the latest trends on instagram

Benefits of instagram reels vs. Stories and IGTV

- Reels are easy to share
- Reels offer more visibility potential via multiple hashtag feeds
- You can create retargeting audiences from reels
- Reels' content style remains undetermined
- Reels viewers can easily consume a variety of brand content without leaving the platform
- Reels offers 14x the character count in descriptions

The best brands on instagram reels

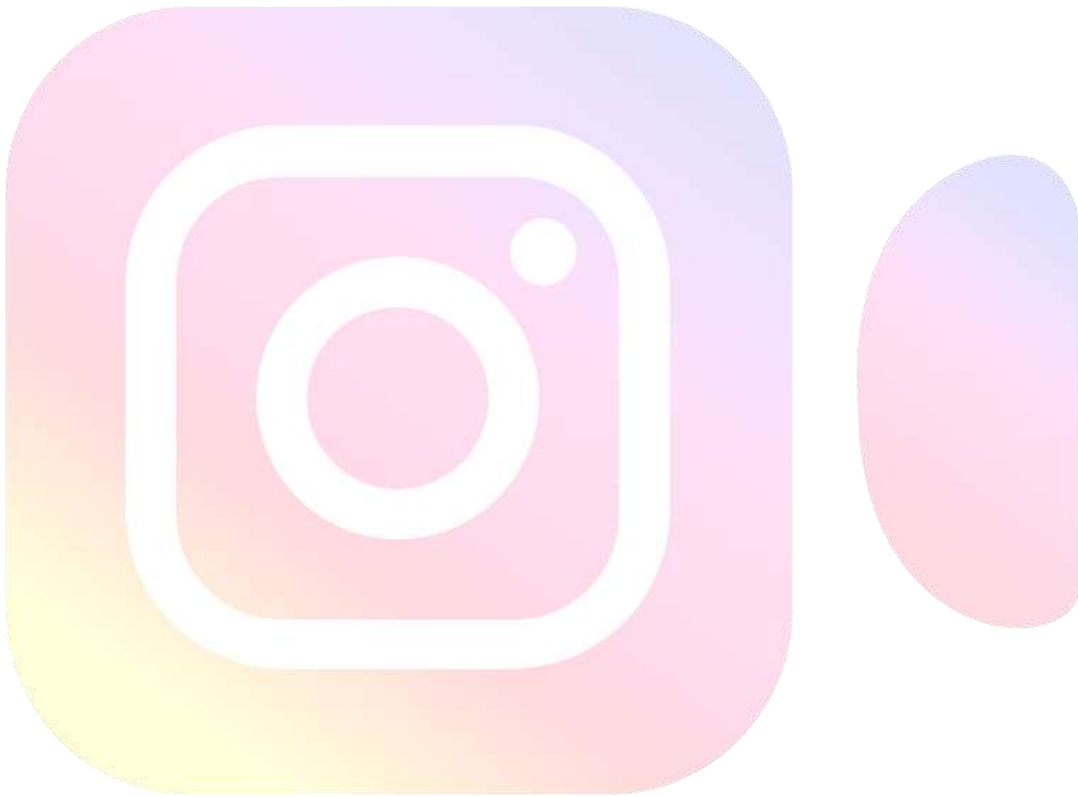
- Louis Vuitton
- Sephora France
- Red bull France
- My Paris portraits
- Fastandfood
- Junesixtyfive
- Balmain
- Sixth June Paris
- Oliver Wong

Tips for best times to post on instagram reels

- Where is your audience located?



- What time is your audience awake?
- Find your unique offering
- Produce more content
- Collaborate with other instagrammers
- Create and participate in challenges
- Use hashtags
- Repurpose existing content





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