



Simple Reels That Convert Strategy

The Super Simple Things You Can Do to Drive Conversions Using Instagram Reels.

by Social Chica Co

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Reels That Convert Strategy

Hola!

In this guide I will go over the things I do to help me create and share Reels that drive real results for my business beyond Instagram.

I hope you not only enjoy them, but apply them, so you can start getting great results, too!

You are appreciated!



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The Topic of Your Reel

The best performing content tends to be content that answers a specific question. Think about the way your search for content online. We consume the content that answers the questions we have in our head.



The Topic of Your Reel

IS MY TOPIC ANSWERING A SPECIFIC QUESTION?

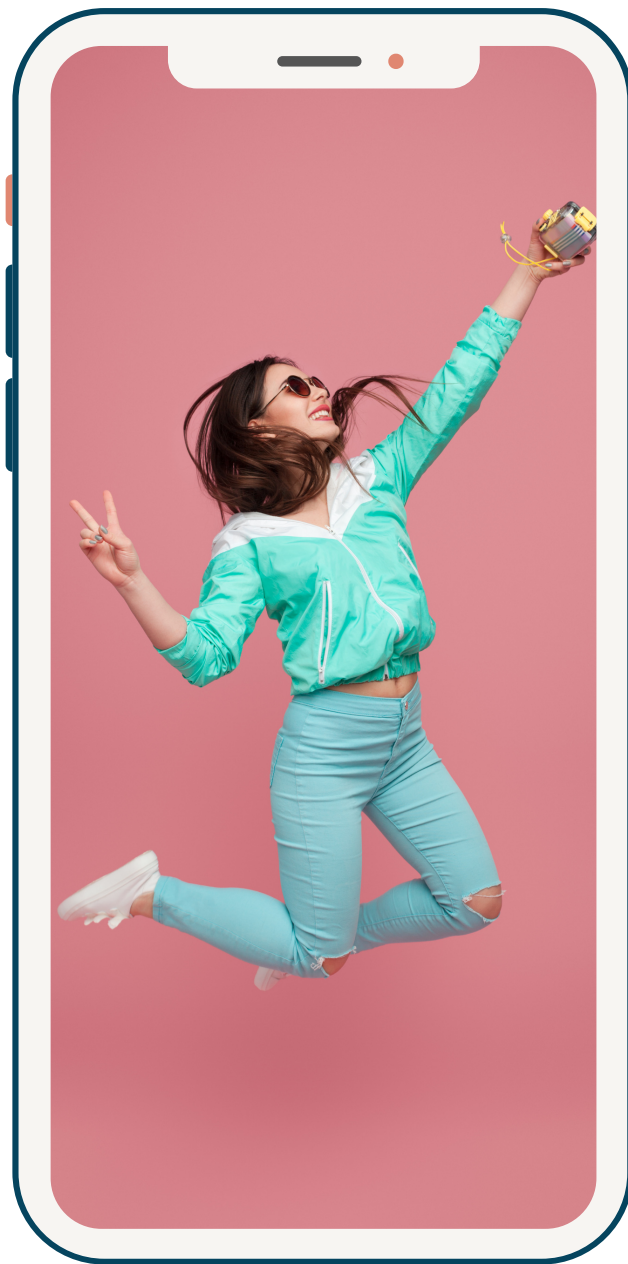
IS MY TOPIC HELPFUL TO MY TARGET AUDIENCE?

AM I KEEPING TOPIC CONSISTENCY? READER ALONG!

BRAINSTORM SOME TOPIC IDEAS HERE:

The Intro of Your Reel

With so much much content being published by the minute, we need to make sure we are being engaging and super intentional with our Reel Intros. You have seconds before your audience swipes next. Think about ways to keep them watching.



The Intro of Your Reel

DOES MY INTRO TELL THEM THE TOPIC COVERED IN THE REEL?

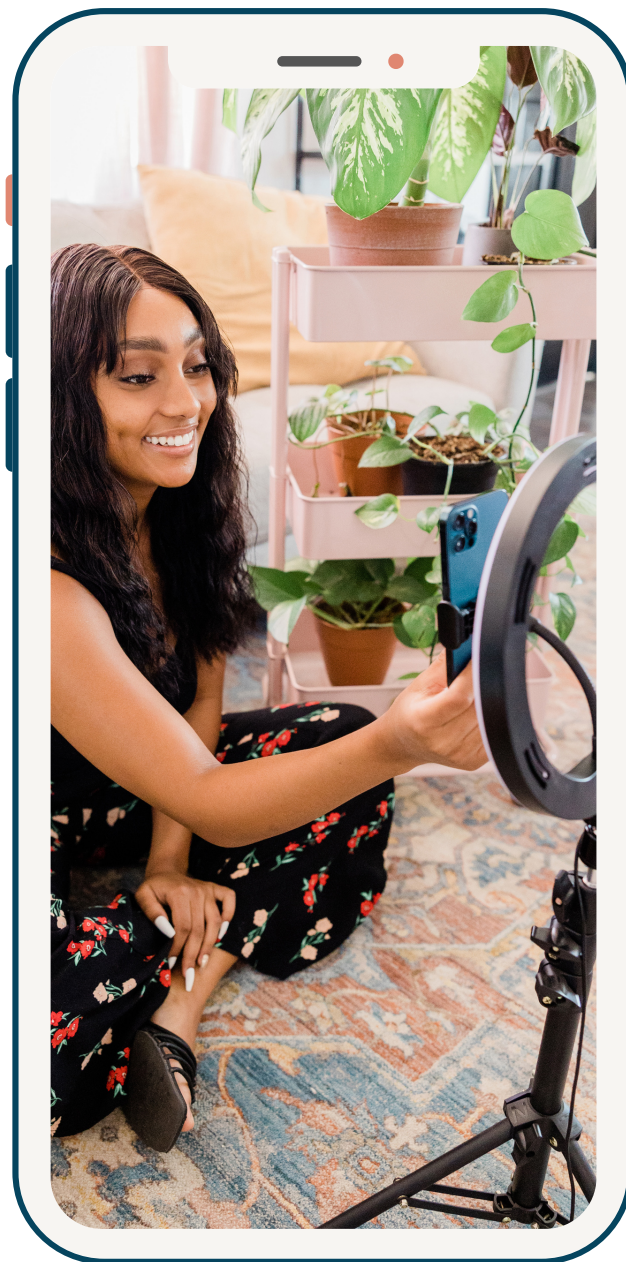
DO I HAVE AN ATTENTION-GRABBING INTRO?

BRAINSTORM SOME TOPIC IDEAS HERE:

The Lighting of Your Reel

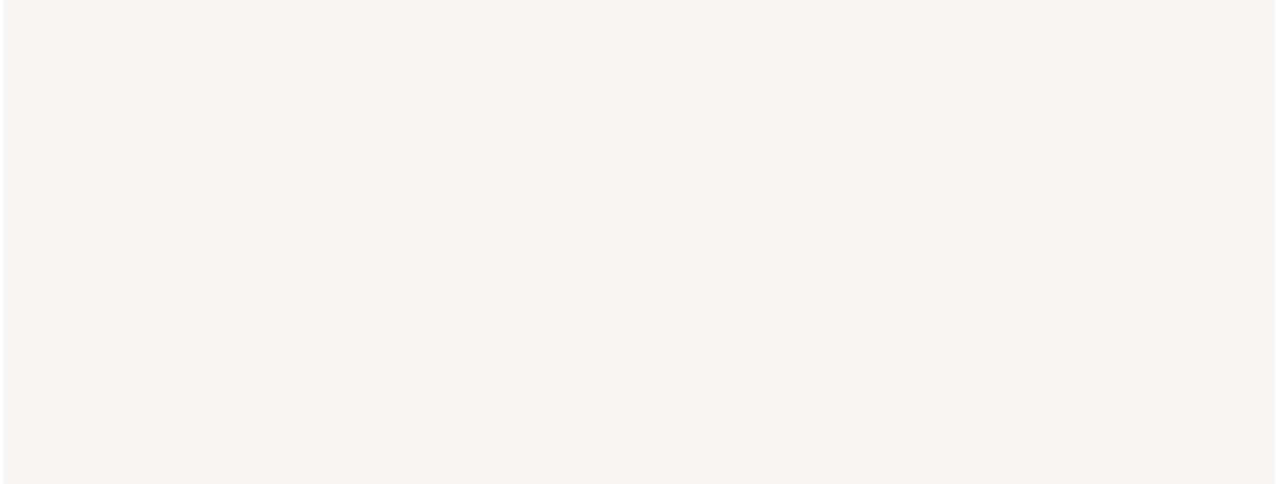
I don't care how awesome your Reel is. Poor lighting is so hard to make up for.

If the visual or audio experience is poor, people won't bother to hear what you have to say... even if it's good.

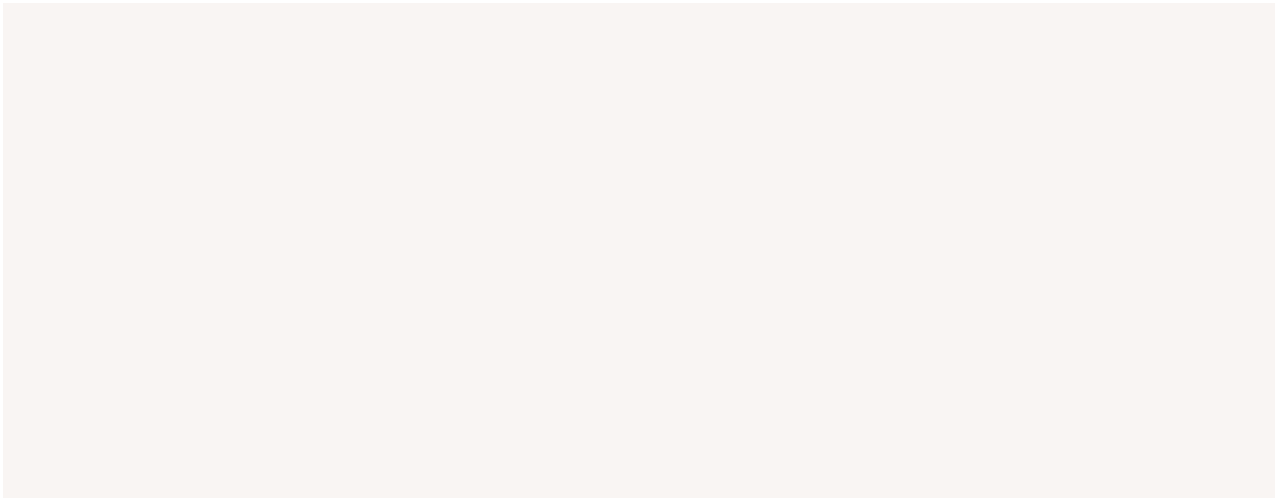


The Lighting of Your Reel

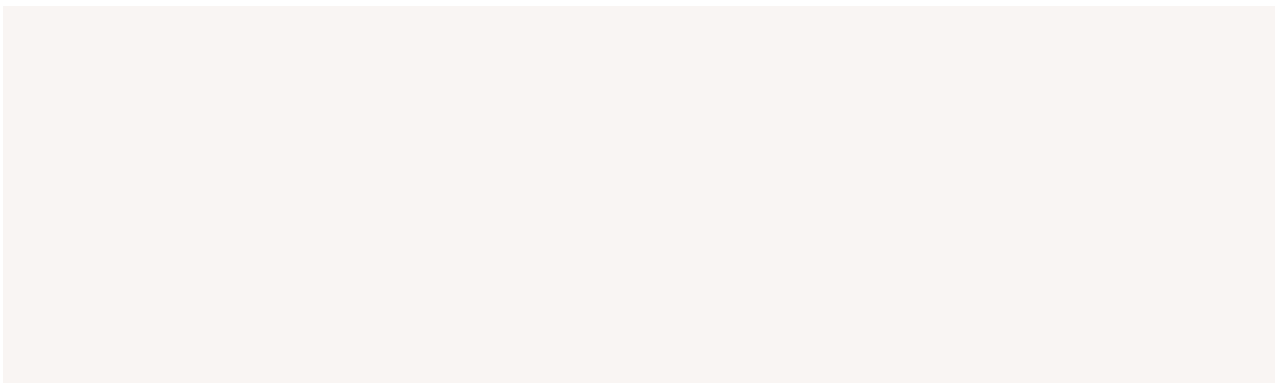
CAN THEY SEE ME CLEARLY?



DOES MY VIDEO LOOK AND FEEL AS HIGH QUALITY AS POSSIBLE?



WHEN IT APPLIES: CAN THEY HEAR ME WELL?

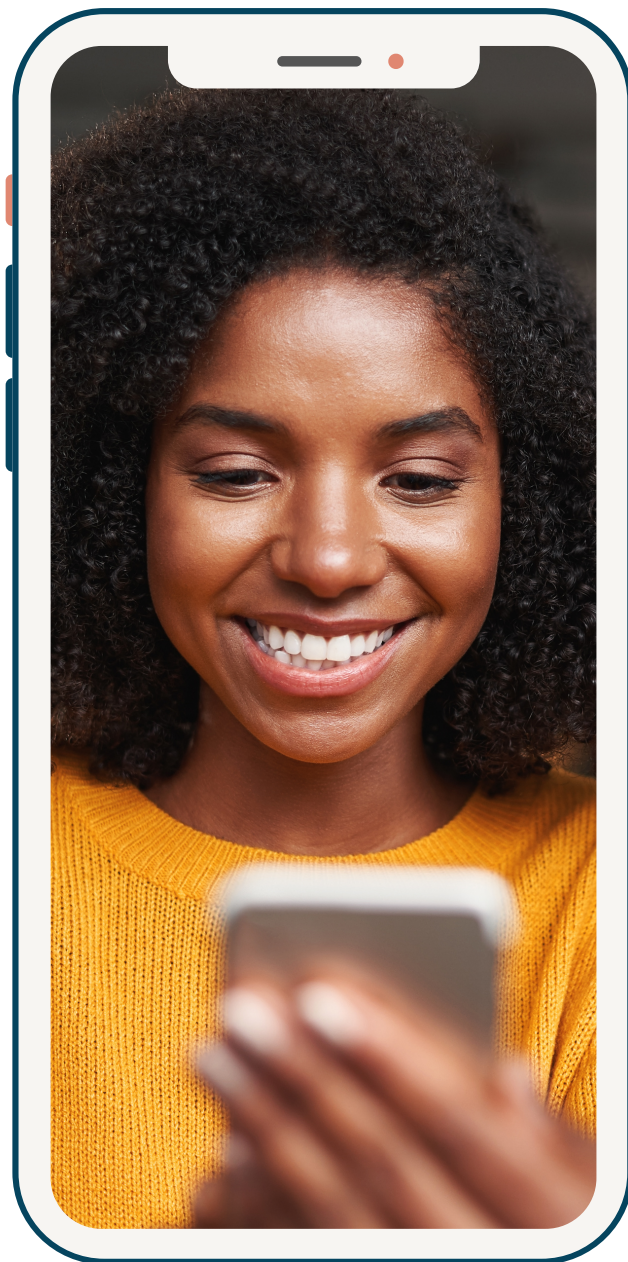


The Content of Your Reel

Your Reel should give your audience a micro-win. What will they get by watching your content?

Sometimes it's as simple as a laugh, but unless you are an entertainer, you will need more than just that.

Your content should be highly relevant to the needs and wants of those you help.



The Content of Your Reel

WILL WATCHING THIS REEL GIVE MY AUDIENCE A MICRO WIN?

WHAT DO I WANT THEM TO KNOW AFTER WATCHING THIS REEL?

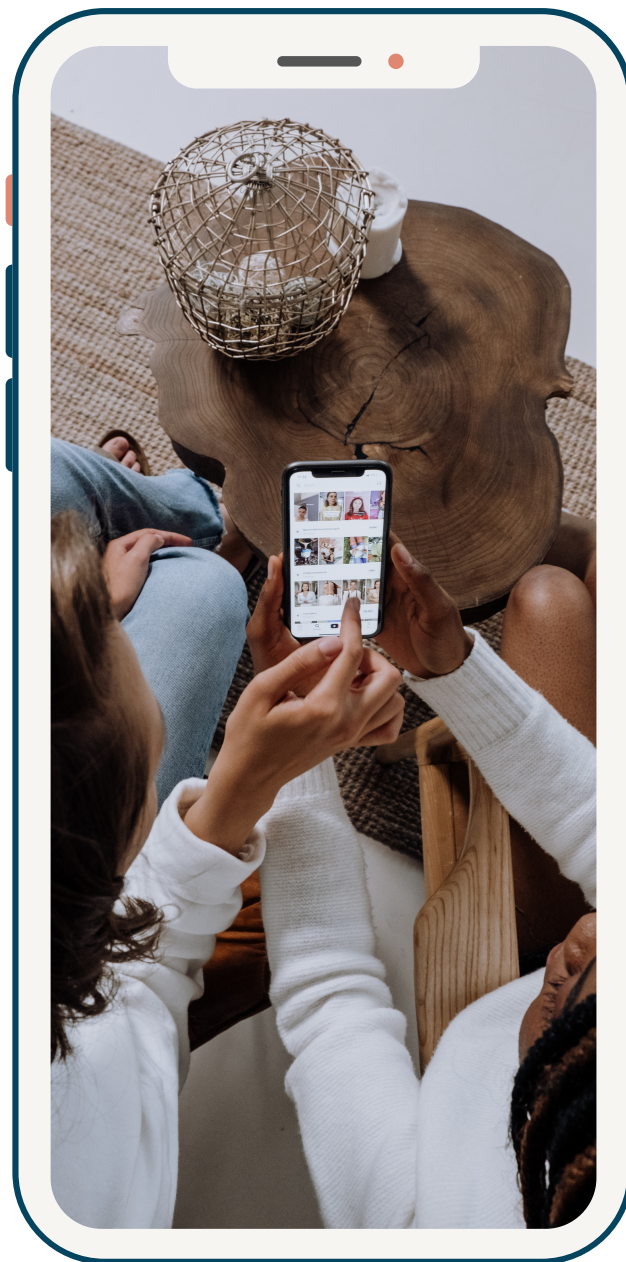
HOW DO I WANT THEM TO FEEL AFTER WATCHING THIS REEL?

The CTA of Your Reel

The Call To Action in your Reel is one of the most important steps when creating Reels that convert.

A lot of business owners make the mistake of assuming people know what to do next. They don't!

Tell them where you want them to go next, depending on the goal for that specific piece of content.



The CTA of Your Reel

WHAT IS THE PURPOSE OF THIS REEL IN MY OVERALL STRATEGY?

WHAT DO I WANT THEM TO DO AFTER WATCHING THIS REEL?

BRAINSTORM CTA IDEAS FOR EACH BUSINESS GOAL

The Caption of Your Reel

Rumor has it that long captions are out.

Facts say that I grew over 40,000 Instagram community members in less than three months, using nothing LONG captions on my Reels. Want to know the perfect caption length? Whatever length it takes for you to provide value.

Learn to write in a way that captivates, skips useless details, and doesn't let the reader go until the last sentence.



The Caption of Your Reel

DOES MY CAPTION HAVE A SCROLL-STOPPING HEADER?

IS MY CAPTION EASY TO READ?

DOES MY CAPTION SOUND LIKE ME?

DOES MY CAPTION PROVIDE REAL VALUE AND/OR ANSWERS A SPECIFIC QUESTION?



See you on Instagram!

Remember, nothing works
until it's tested.

Go post some stuff. Learn
from the feedback and
hands-on experience.

I can't teach you to swim, if
you aren't willing to jump in
the water!

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