



**INCREASE YOUR
ENGAGEMENT & GROW
YOUR FOLLOWING**

with Keely

MUMSWITHHUSTLE.COM





HEY THERE GIRLFRIEND

I'm Tracy Harris, an **Instagram Strategist** and **Business Mentor**, I give women the education, resources, coaching and the support needed to build and scale their own businesses with ease through my **Social Method Society**. **The Social Method Society is my Online Training Membership & Community** for female entrepreneurs wanting to turn Instagram followers into customers faster and master Instagram as part of their complete digital marketing strategy.

You can go to mumswithhustle.com/social-method-society-waitlist to get on the waitlist for our next intake. Let's get you showing up on Instagram with confidence and using Instagram more effectively with Reels to grow your beautiful business!

Whether you're viewing Instagram Reels or not, the truth is, there's a huge part of Instagram users who simply prefer to view **video content**. My **Reel Ideas Will Help To Promote Your Business On Instagram**, including a list of my top 10 ideas that will have you creating high converting Reels in no time!

So What Are Reels?

Reels are a new fun way to create and discover short, entertaining & educational videos on Instagram.

Creative Reels invite you to curate videos to share with your following on Instagram. You can record and edit 15-30 second multi clip videos with the option to add audio, effects, and new creative tools!

You can share reels with your followers on your feed & if you have a public account you can also make them available to the wider community through the new Explore section in Instagram

Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global level #HowCoolIsThat!

Your **ULTIMATE** goal in creating Reels is to retain your audience from your first multi-clip glimpse, right through to your last clip and, of course, have them take **ACTION!**

Something I always teach my Social Method Society students is that their Instagram Reel has to have an **INTENTION** and a **TEACH OR SHOW element** (AND of course be fun) and that's **EXACTLY** what you'll create using my framework.

Tracy x



10 REELS IDEAS TO PROMOTE YOUR BUSINESS ON INSTAGRAM

It can be easy to overthink when it comes to creating video content for Instagram Reels Here's a list of 10 content ideas to get you started. Not all of these ideas will be suited to your brand/audience so select the ones that make most sense for you! You've got this girlfriend!

1

Introduce Yourself! If you're not sure where to start with Reels, this is a great first Instagram Reel idea to post to your feed. Make it fun & interesting, introduce yourself and share some facts with your audience that they might not know about you. For example: Share your name, business, what you do / offer and a fun fact about you.

2

Share with your audience **What People Can Expect From You:** Make a list of things that you can help your audience with (Service, Course, Products Etc ..) when recording the Reel, point your finger to where each action will be written on the screen.

3

Show your Customer Packing Process from start to finish in 15 - 30 seconds. If you are a Service Based Business simply choose a process **WITHIN** your business and record yourself showing the process. This could be as simple as showing your audience something new about your services. Add on some text and upbeat music and **VOILA!**

4

Share with your audience a **3 QUICK Tip Series.** You will want to write a list of a bunch of tips you want to share with your audience. The idea will be to **TEACH, SHARE** or **SHOW** something to your audience. When you record, add the tips written on the screen that can become a fun series of **QUICK Tip Series** on your account.

5

If you have a Product Based Business, a great way to showcase your products to your audience is by showing them, right there and then! Record a video of you walking through some features. We suggest that when creating the Reel you list the features on the screen. Remember to include **HOW** your product will help them, ultimately sharing **WHY** do they want to buy your product?



INCREASE YOUR ENGAGEMENT WITH REELS.

Let me ask you this my love. Are you struggling with **low engagement**? Do you want **more followers**? Do you want **free exposure**? The answer here is simple, get creating Reels. Instagram is proven to be the fastest marketing tool for business. So what are you waiting for?



To start making Instagram Reels, first you will want to make sure your Instagram app is up to date.



To create your new Instagram Reels, start by opening the Instagram Stories camera and selecting the Reels option.



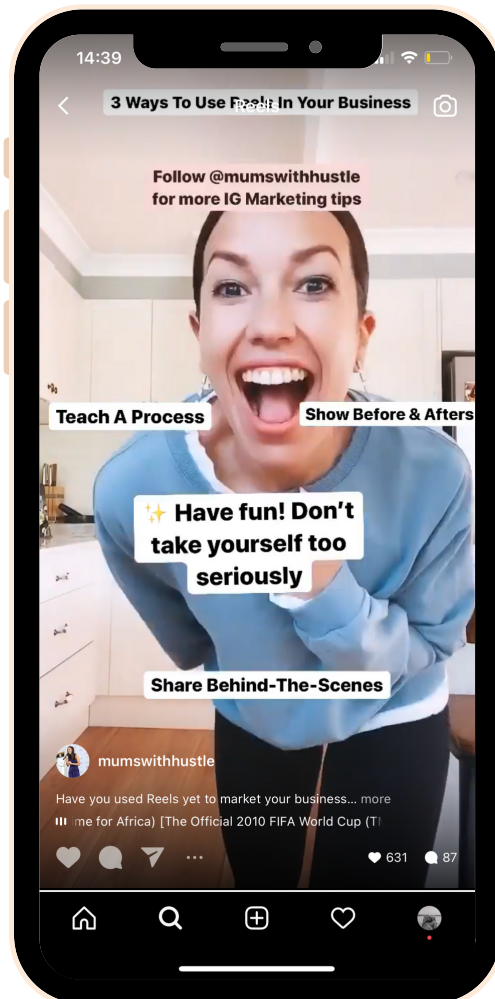
The next step is to record your Instagram Reels, just press and hold the capture button.



Choose your creation options by adding audio, text, effects, and new creative tool features.



Once you're happy with everything, hit share to share your Instagram reel.



Make it Reel fun!



10 REELS IDEAS TO PROMOTE YOUR BUSINESS ON INSTAGRAM

As far as sharing goes, you can post new Reels to your feed (you can select your reel to appear on your main profile grid), and if you have a public account, you can then make them available to the wider Instagram community through a new Reels space on the Explore page!

6

People want to see the **Final Results**. Take a video of the before & after to showcase to your audience the process from start to finish. For Example: This can be the use of a product, office makeover or a product making journey etc.

7

Sneaky peak!! Share a sneak peek of a product, service or something exciting that is coming up for you AND THEM! Add some exciting emojis, funky music & get your audience to be excited with you. Include a CTA (Call To Action) in your Reel to encourage engagement in your post.

8

Instagram Besties. Create an Instagram Reel challenge that your followers can join in on. Choose a challenge, song & then you will want to challenge your audience to recreate it using your product or service tip. Be sure to let them know to tag you to see the final result!

9

Showcase your working space! People love to see your workplace, they want to know exactly who and what it is behind the brand. Showcase your favourite parts of your office, workspace, studio etc & share, in the text what brings you most joy in this space! Encourage your audience to share in the comments below, what brings them joy in their workplace.

10

Bust the assumptions girlfriend!! Share with your audience what people think you do, versus what it is you actually do! For example, what it really looks like to work from home or what it really looks like to be a CEO of your business.

SOCIAL METHOD

Society



Ready to turn those Instagram followers into customers faster and master Instagram as part of your complete digital marketing strategy?
Get on the waitlist for my Social Method Society.
Ps: Doors only open a few times a year:

IT'S COMING!

GET ON THE WAITLIST

Tracy x