

PLANN

9 Day REELS CHALLENGE

Get started with Reels as a
marketing tool to grow your business



So, you've been seeing other people's Instagram accounts go gangbusters from using Reels and thought 🤯 *'I want a slice of that action!'*

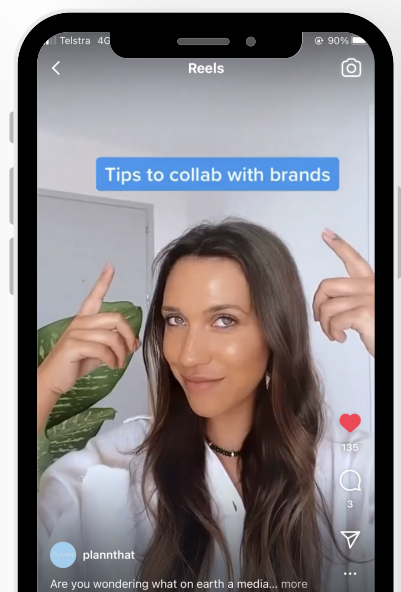
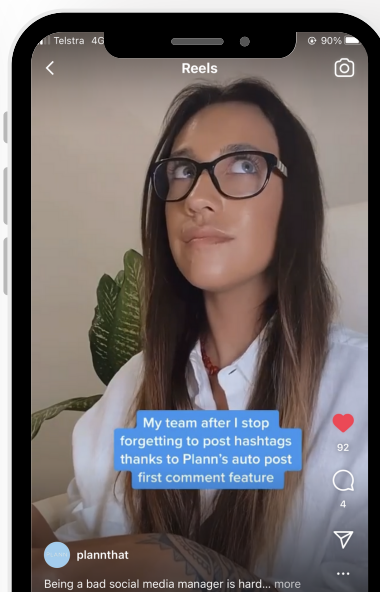
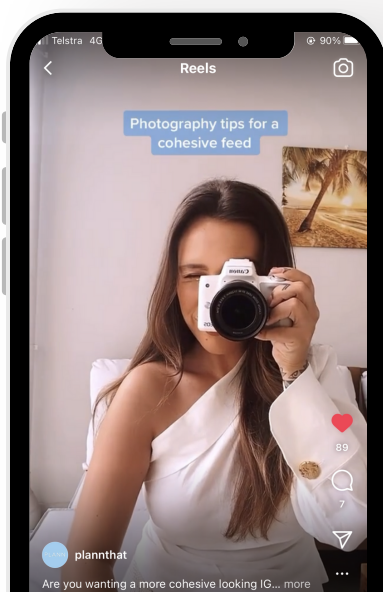
But, you just can't find the motivation to show up and film them consistently ! Or, perhaps you don't know where to start when it comes to dreaming up ideas for Reels... and you really don't want to resort to doing silly dances or pointing at words! Maybe you've even created your first Reel, but it didn't explode in popularity quite like you'd hoped?

No matter what boat you find yourself in, we've got just the thing for you! Introducing (drumroll please!)... **Plann's 9-Day Reels challenge!**

With the help of our community, we're keeping you accountable and motivated to post Reels to your Instagram on 9 consecutive days. Wondering 'But what will I even post for 9 days?' Don't worry, we've got that covered too! We'll be providing you some tried-and-tested Reels ideas for every day of the challenge. All you need to do is film a video that works for your industry, and post it to your feed (no dancing required... unless that's your jam!)

And because we're fans of a little healthy competition... we're even giving away a **FREE yearly Plann Plus Build subscription** at the end, to one person who shows up and does the work consistently. That way, you can keep the momentum going and keep scheduling even more amazing content.

Ready to join this Reely exciting challenge?
Here's everything you need to know!



How to *participate:*

Use the hashtag #9dayreelschallenge on each of your Reels, so we know you're participating. That way, everyone participating in the challenge (including us!) can pop in and show your Reel some love, too!

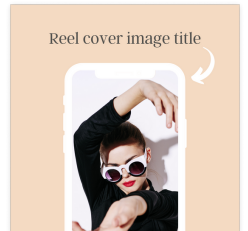
Make sure to also tag us at @planthat in your Reels too (in the Reel itself is preferable to in the caption — it's easier for us to keep track of so we don't miss a thing!) You can tag someone in your Reel just as you would in any other image or video

Make sure to post every day for the 9 days of the challenge. If you fall behind, that's totally fine — just be sure to double up the next day to catch up. Only accounts that have posted 9 times during the challenge will be eligible for the prize.

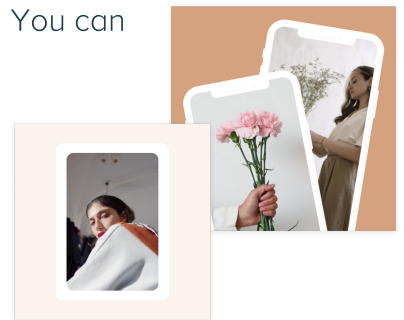


Tips for *creating your Reels*:

→ **Use our Reels covers:** When you post your Reel, you can choose to have it show up in not only the Reels section on your profile, but also your grid and stories. So, you need an eye-catching graphic that isn't going to get cut off, no matter where it appears. We've created a [series of Reels cover templates](#) in the exact right dimensions that you can customize with your own brand colors and text. You can check them out [here](#).



→ **Know your limits.** Time limits, that is! There's nothing worse than going to record a video, and then realizing you've hit the maximum length. Currently, the maximum length for Reels videos is 60 seconds.



→ **Don't forget your hashtags:** Just like any other type of Instagram post, using hashtags is a great way to get more eyes on your Reels. You can use up to 30, but between 10-15 is usually enough. Not sure where to start when it comes to finding the right hashtags?

Check out our [August content calendar](#), where you'll find some high-performing hashtags for different types of content. You can copy and paste these into the 'hashtags' feature in Plann, and pick and choose these as you need!



→ **Batch your content:** Feel overwhelmed at the idea of creating Reels 9 days in a row? You don't necessarily have to! If you find yourself with a bit of spare time on your hands one day, why not spend some time creating Reels in batch? It's a great way to get into the 'flow' with it — and plus, it means you won't have to get changed out of your PJs every day to film. Future you will thank you for having videos ready to post.

Click me for yours FREE August Content Calendar (with Hashtags!)

Tips *and resources*

→ Check out some of our blog about Reels:

Okay, so we're supplying you with the themes for your Reels. But, not sure about how to make it relevant to your industry, or what to do in your video? We've got you covered! Check out these blogs that will help spark your inspiration

BLOGS ABOUT REELS:



[10 Unique Instagram Reels Content Ideas](#)



[8 Creative Strategies to get More Views on Your Reels](#)



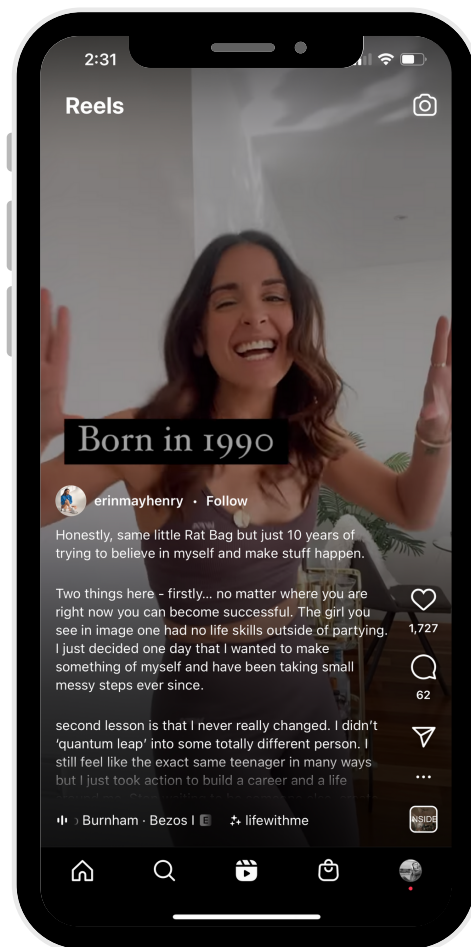
[How to Make Instagram Reels Work For Your Brand](#)



Day 1:

Introduce yourself

Here's a nice easy one to start us off with! Not everyone who sees your Reel will know who you are (new friends, yay!) so create a Reel that tells them exactly who you are, what you do, and who you help — plus, a fun fact about you! This can be a face-to-camera video, or you can do it with a music track.



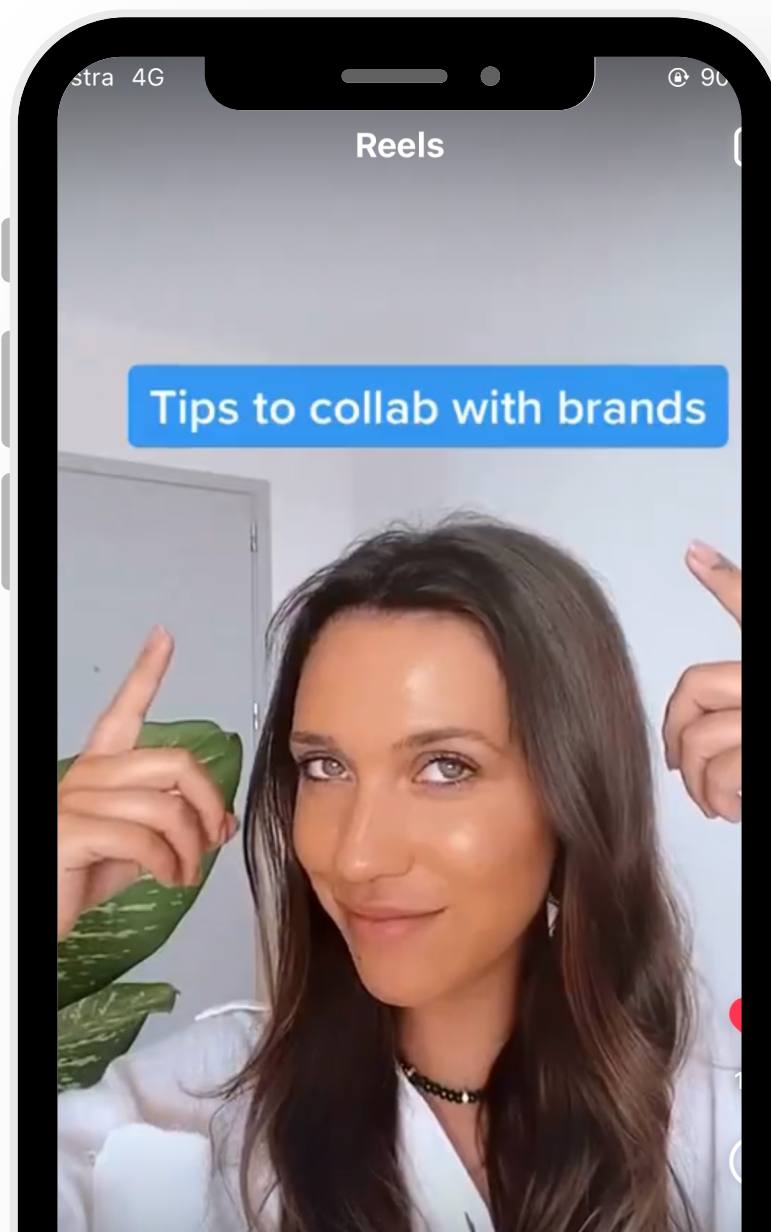
@erinmayhenry

Click me to
watch this reel!

Day 2:

Share a tip

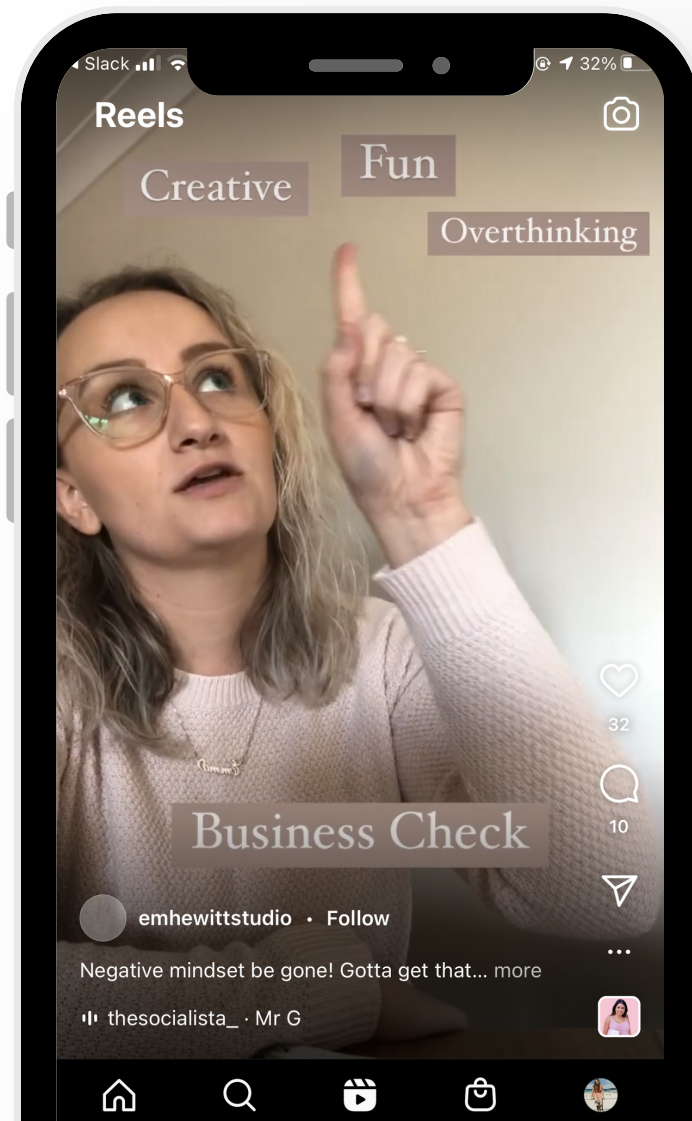
What's a quick win you can give your audience to solve a problem they're facing, or achieve a goal? The more specific to your niche, the better! Try to find a creative way to share it, whether it's writing it on a whiteboard or doing a screen record on your phone.



Day 3:

You're staying, you're gone

This hilarious, trending sound from Aussie TV show J'Amie works well for many different brands and industries. It says "You're staying, you're staying, you're gone — sorry! Wasn't sure about you, but I'm going to tip towards gone." You can use it to make a list of things you like, and those you don't like, adding the text to the screen. For example, if you're a financial advisor, you might use 'saving money (staying), investing (staying), spending money on things you don't need (gone), living paycheck to paycheck (gone).

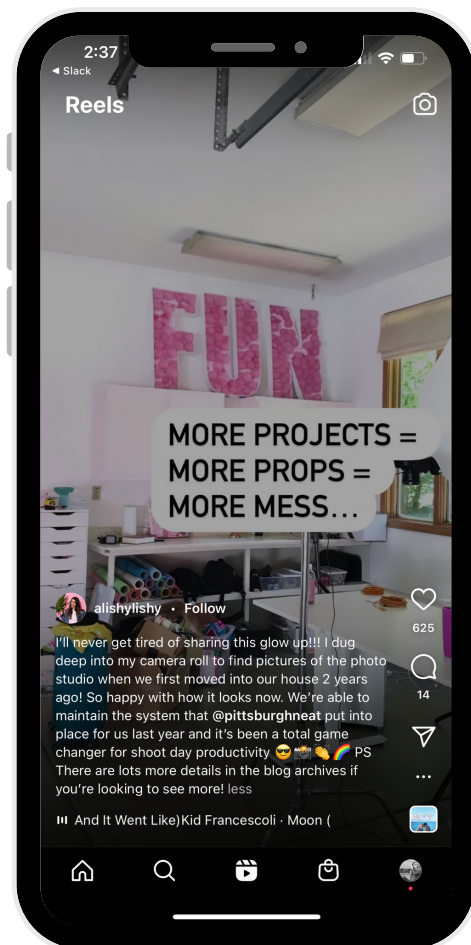
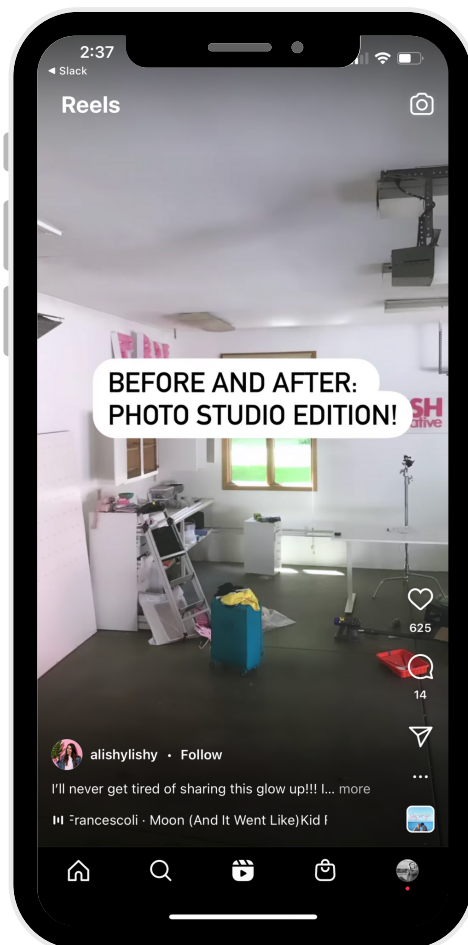


@emhewittstudio

Day 4:

Share a Behind-the-scenes

Give your audience a glimpse into your world by sharing some behind-the-scenes footage from your workday. It might be a virtual tour of your office or workspace, or even showing off a project you're working on. Short-form video works perfectly for this type of content!

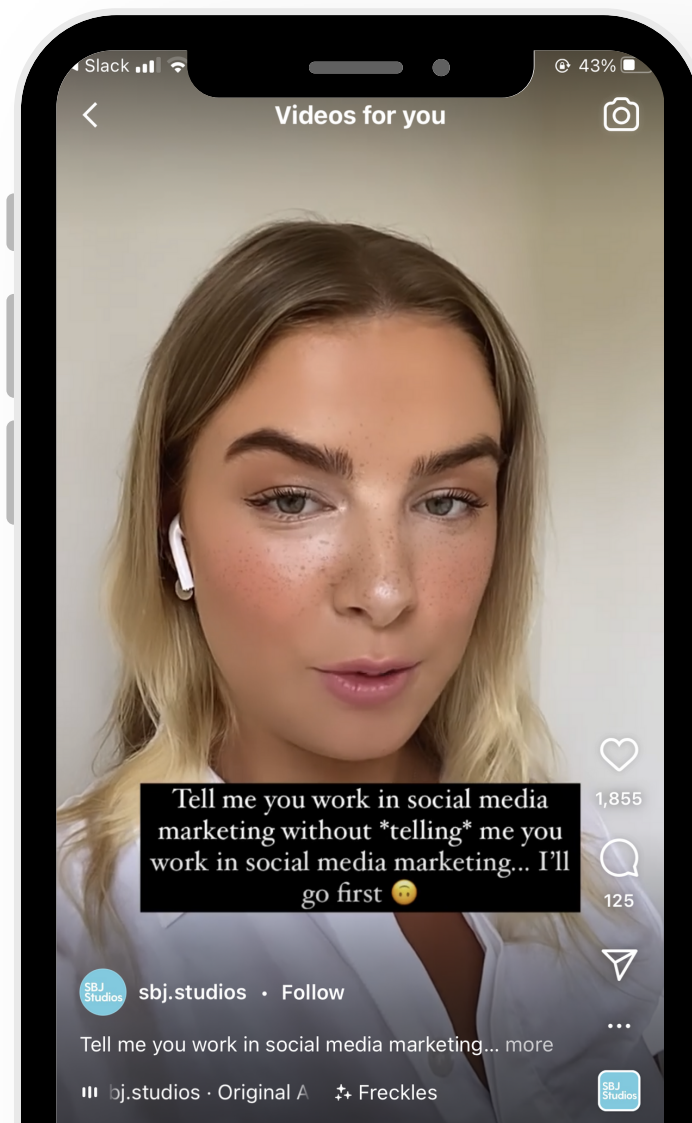


@alishylishy

Day 5:

Tell me without telling me

This is a fun trend to help your followers feel like you're in an inner circle together. The idea is to invite them to share something with them that only someone in that specific industry or group would understand... and then to 'go first' by sharing yours. For example, you might say 'tell me you're homeschooling your kids in lockdown without telling me' and show off something humorous that your kids are doing! Not only does it build connection, but you might also encourage others to 'Remix' your Reel!



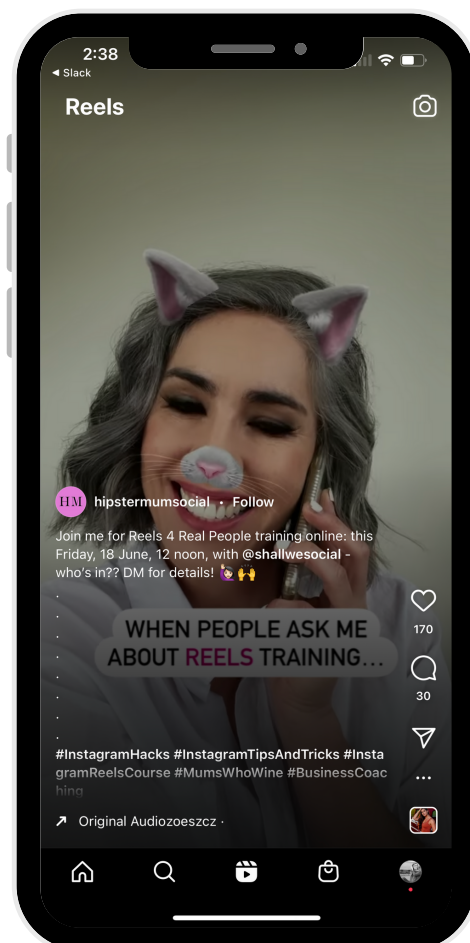
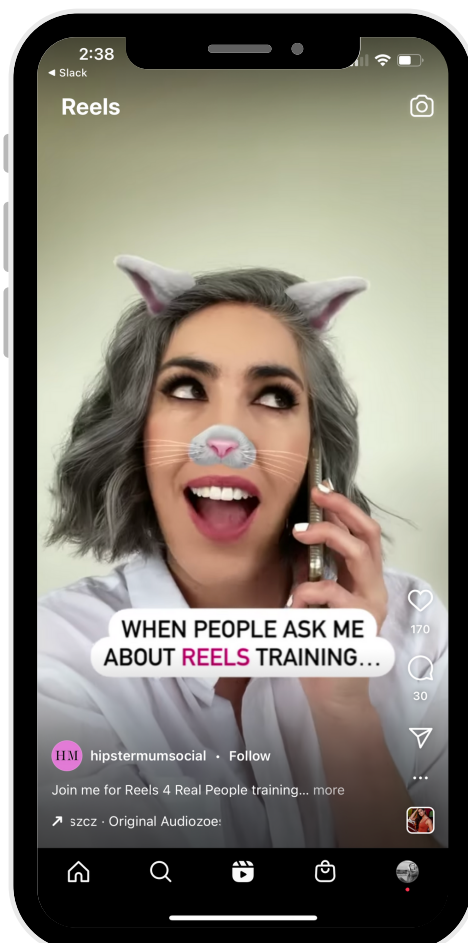
@sbj.studios

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Day 6:

When this happens...

This is a simple idea that works in so many different scenario or industries! Basically, it's just showing how you react in a certain situation. For example, when someone asks you a certain question that you always get in your business, or makes a comment that grinds your gears. So, for example 'when my clients ask me about X,' This is a good opportunity to share your opinion about a certain trend or issue in your industry, too!

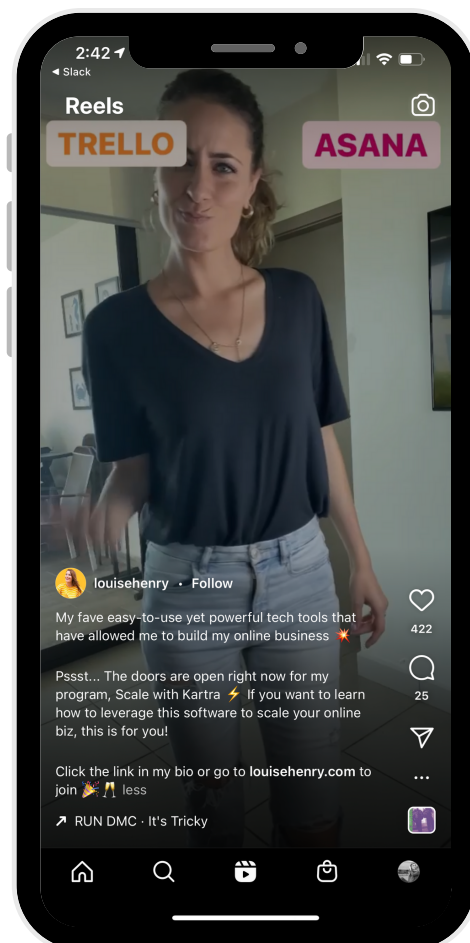
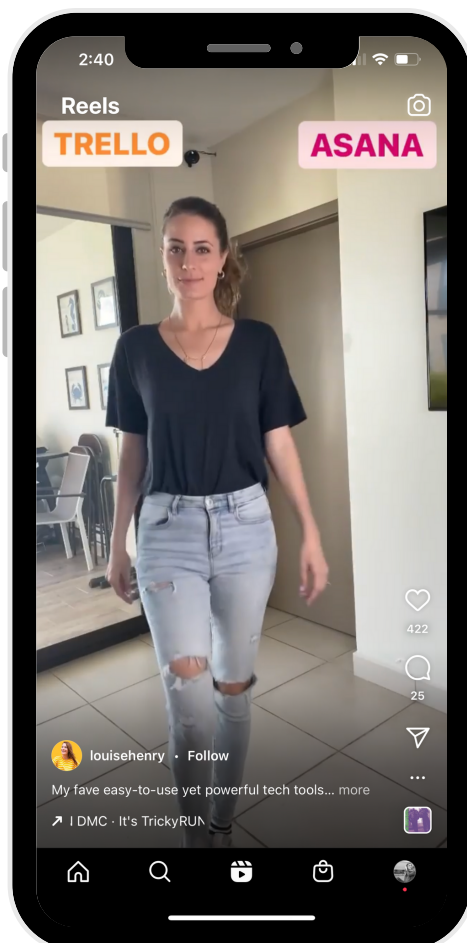


@hipstermumsocial

Day 7:

This or that

This is a great way to incorporate more movement into your Reels in a way that doesn't require too much dancing! How it works is, you're going to put two different options on the screen (for example, coffee and tea, or burgers and pizza) and then you're going to move towards your preference and exit in that direction. Do this for a few different questions, in time to the song of your choice! It also happens to be a fun way to give valuable tips to your audience.

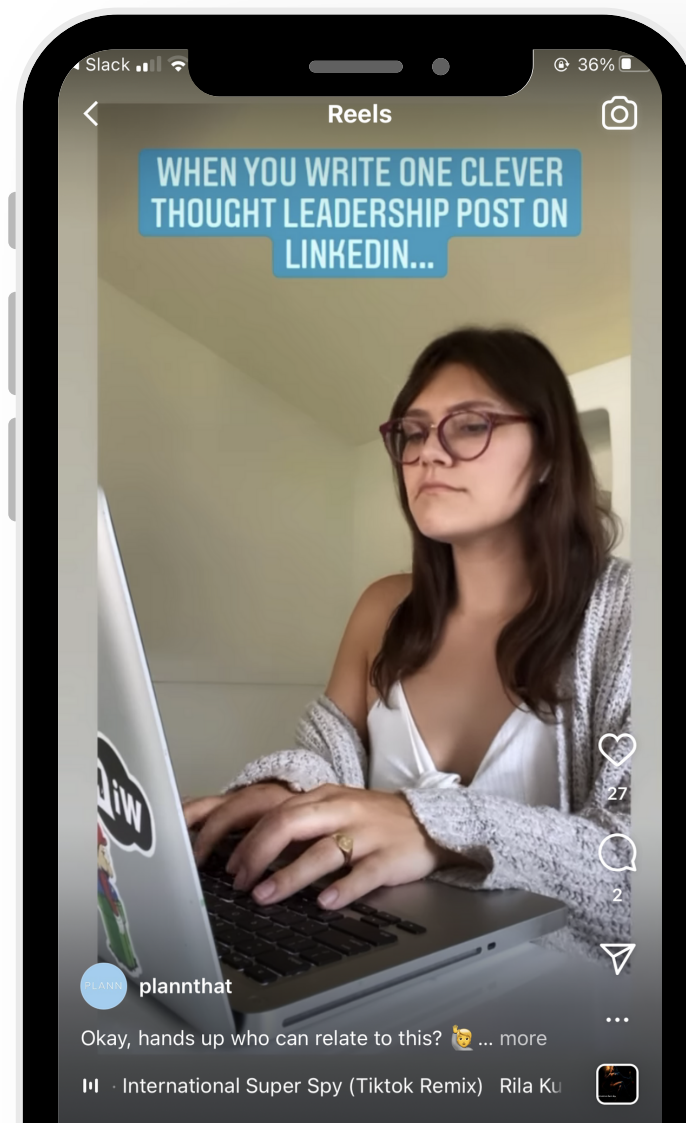


@louisehenry

Day 8:

International Superspy

This trending sound is the perfect way to help your audience get to know you a little better. It's all about sharing a fact about yourself that they might not know, or an inner thought that many people could relate to. The song goes "there's one thing you can expect from me and it's the unexpected", and when it says "I'm an... international superspy" you share a secret. It's an easy way to build a sense of trust and intimacy with your audience!



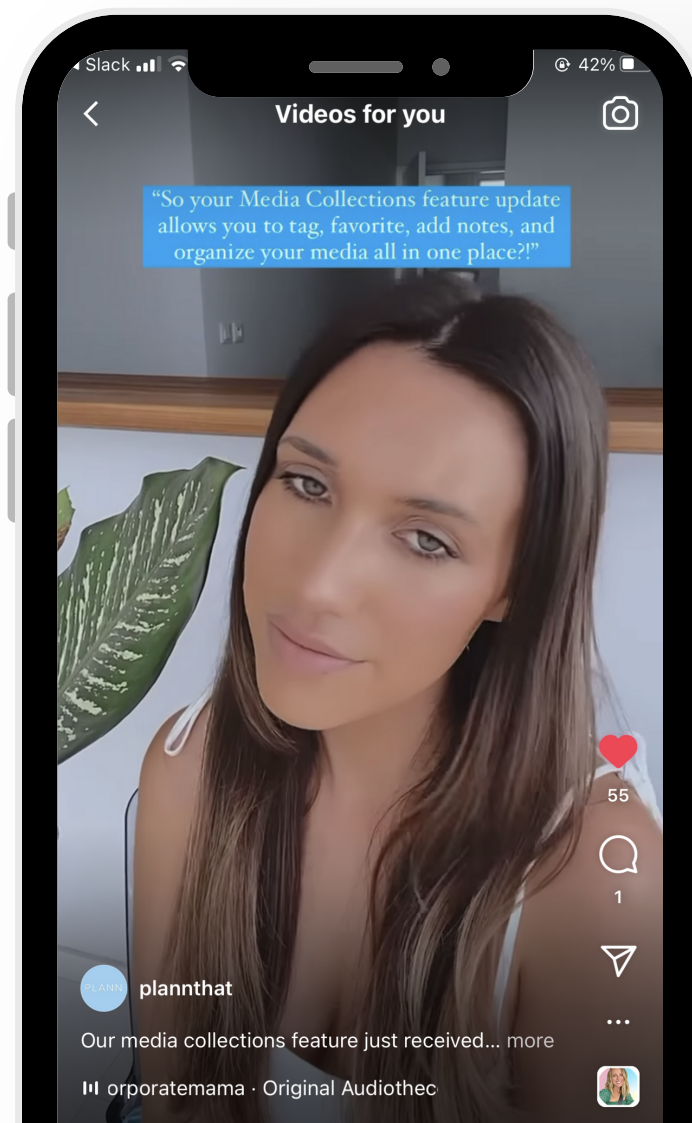
@plannthat

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Day 9:

Answer FAQs

Do you have certain questions that you get asked over and over again in your business? This Reel is an opportunity to answer some of them! It can be a great way to both attract new followers, and engage your existing ones. There's a few different ways you can film this video — you can ask and answer the questions while dancing in time to a trending song, or you can simply do a face-to-camera video answering questions (just be sure to also put text or captions on screen, for those watching without text)



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Ready?

It's time to start filming, and Reely take your business growth to the next level. We can't wait to see what you come up with!

Connect with us

