

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!'*

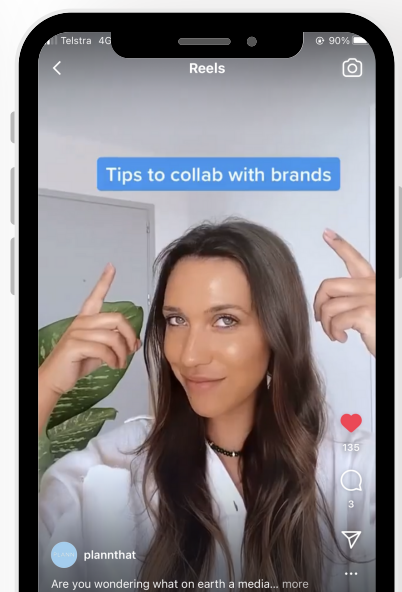
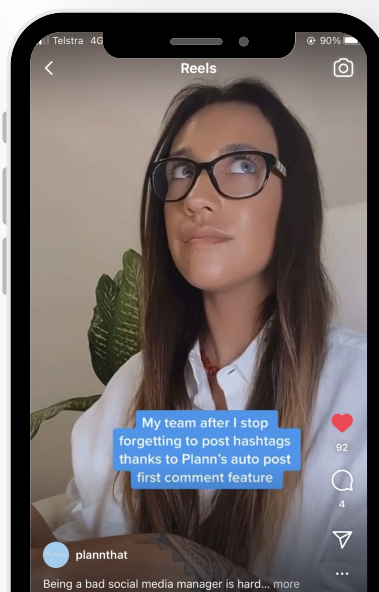
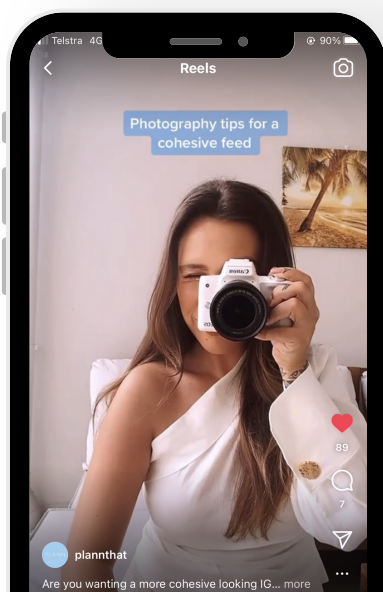
But, you just can't find the motivation to show up and film them consistently ! Or, perhaps you don't know where to start when it comes to dreaming up ideas for Reels... and you really don't want to resort to doing silly dances or pointing at words! Maybe you've even created your first Reel, but it didn't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

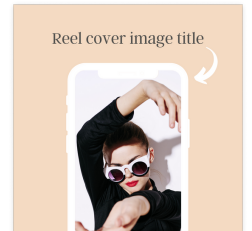
Make sure to also tag us at @planthat in your Reels too (in the Reel itself is preferable to in the caption — it's easier for us to keep track of so we don't miss a thing!) You can tag someone in your Reel just as you would in any other image or video

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.

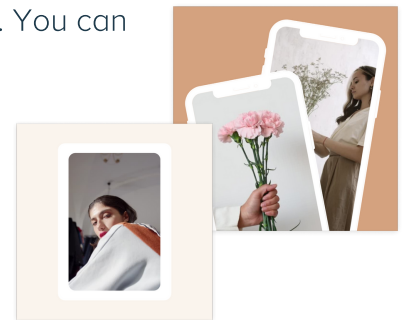


Tips for *creating your Reels*:

→ **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](#)



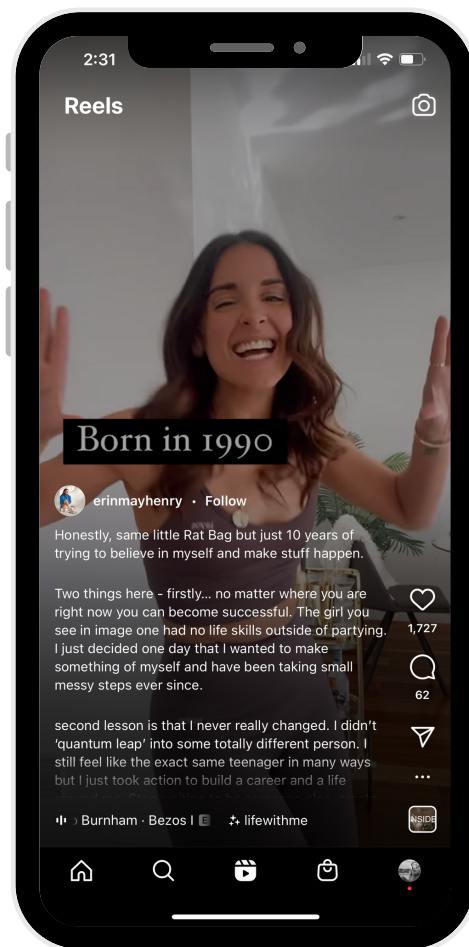
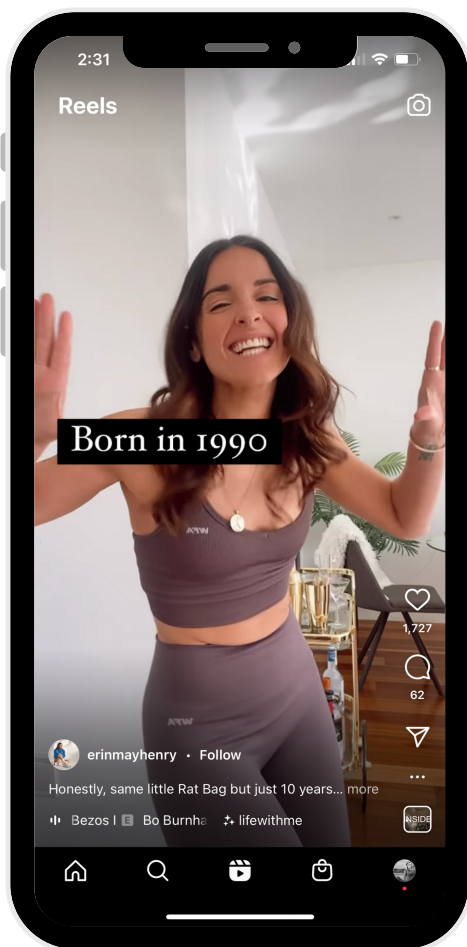
[How to Make Instagram Reels Work For Your Brand](#)



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.

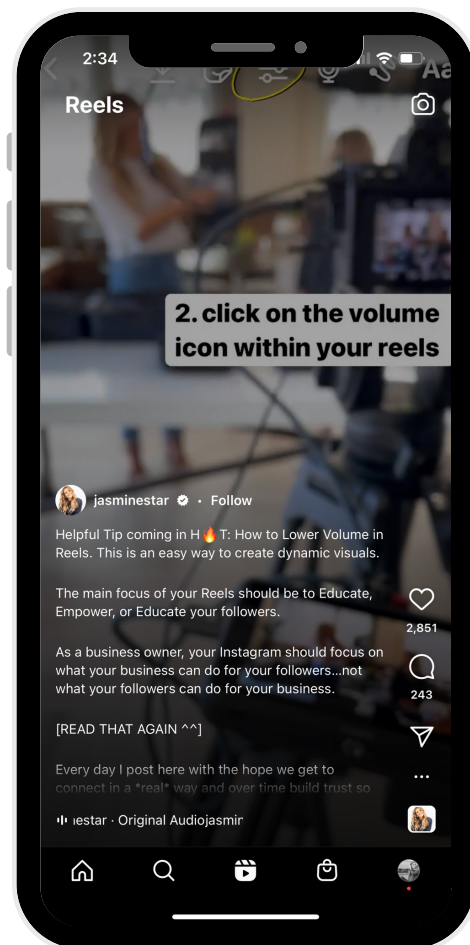
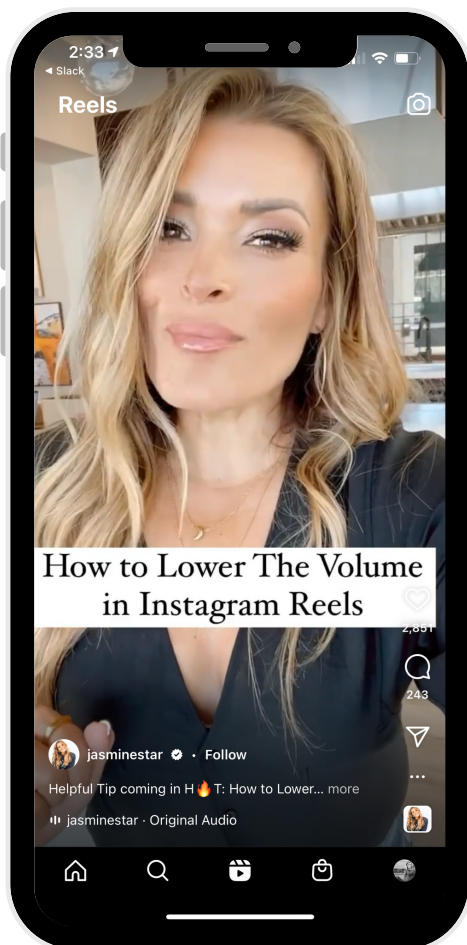


Click me to watch this reel!

Day 2:

Share a tip

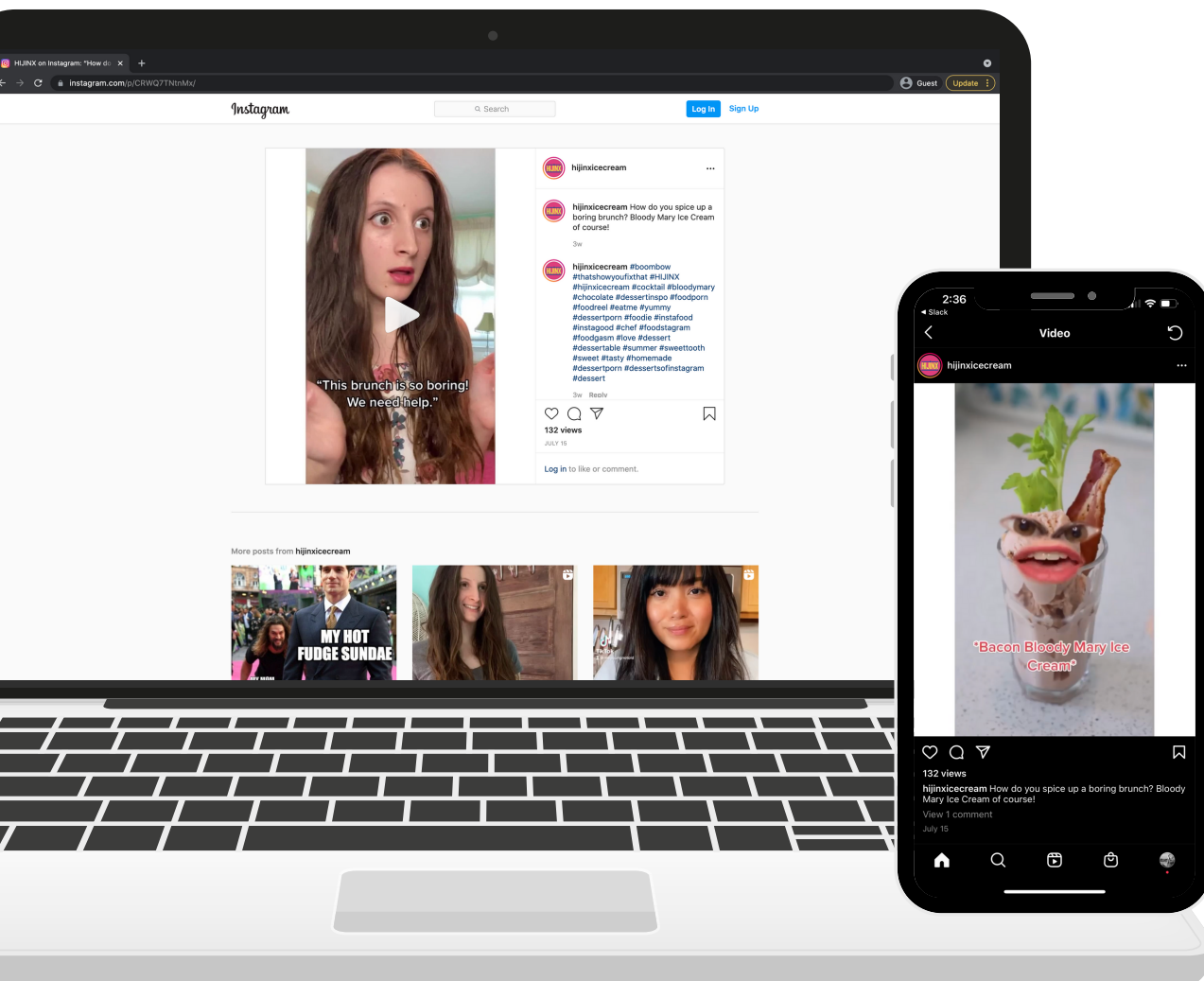
What's a quick win you can give your audience to solve a problem they're facing, or achieve a goal? The more specific to your niche, the better! Try to find a creative way to share it, whether it's writing it on a whiteboard or doing a screen record on your phone.



Day 3:

That's how you fix that

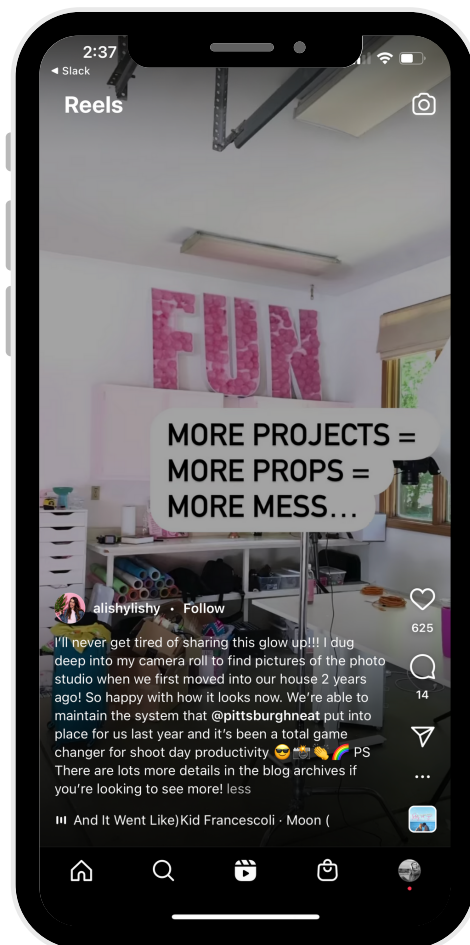
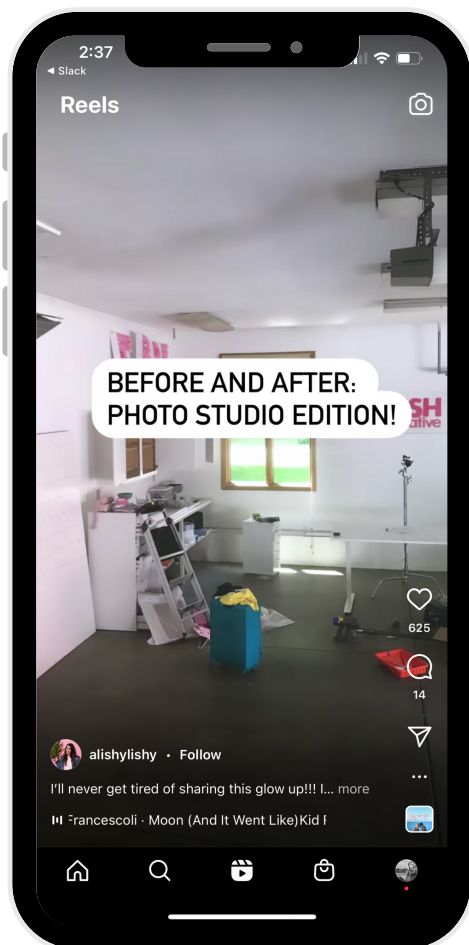
This trending sound is an awesome one to use as the basis of a Reel, because it's so versatile! You can use it to demonstrate how your audience can go from point A to B to achieve a goal that's relevant in your industry.



Day 4:

Share a Behind-the-scenes

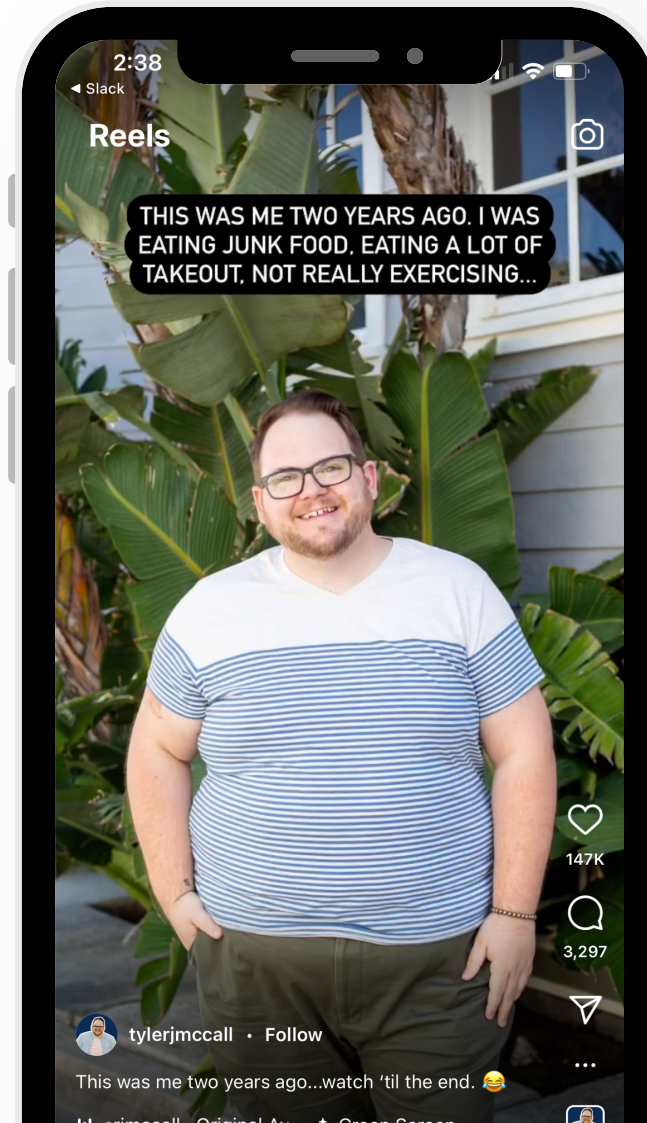
Give your audience a glimpse into your world by sharing some behind-the-scenes footage from your workday. It might be a virtual tour of your office or workspace, or even showing off a project you're working on. Short-form video works perfectly for this type of content!



Day 5:

Share a personal story

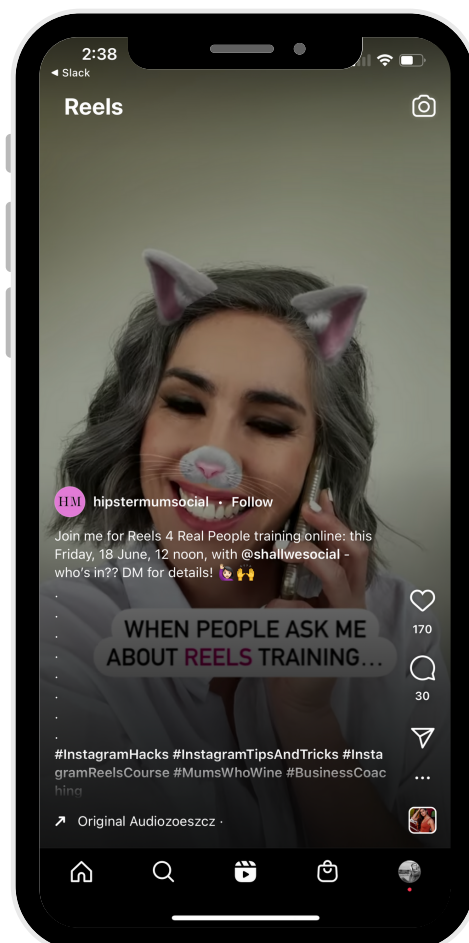
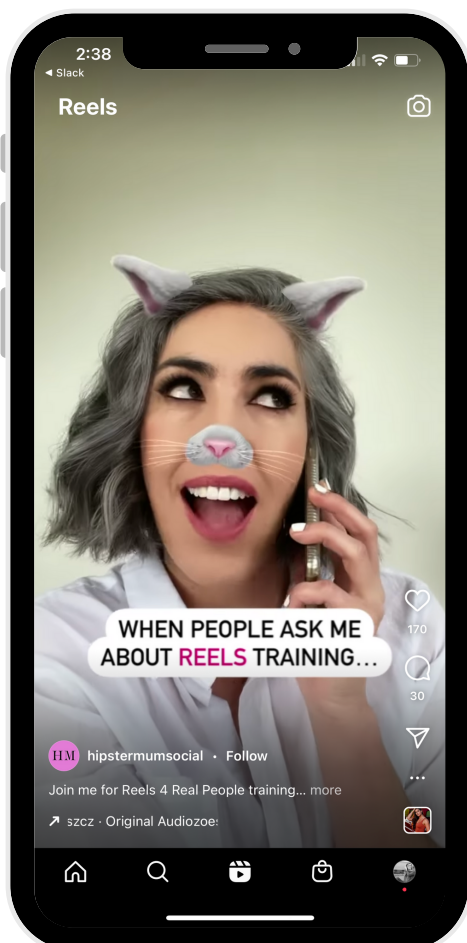
People fall in love with the person behind the brand... so, give them a chance to! Tell them a story from your life, whether it's a personal struggle you've dealt with, or the journey of starting your business. One easy way to do this is to share a series of photos, then record a voiceover on top! You can do this by recording your video or adding your images, then pressing and holding the microphone button as you speak.



Day 6:

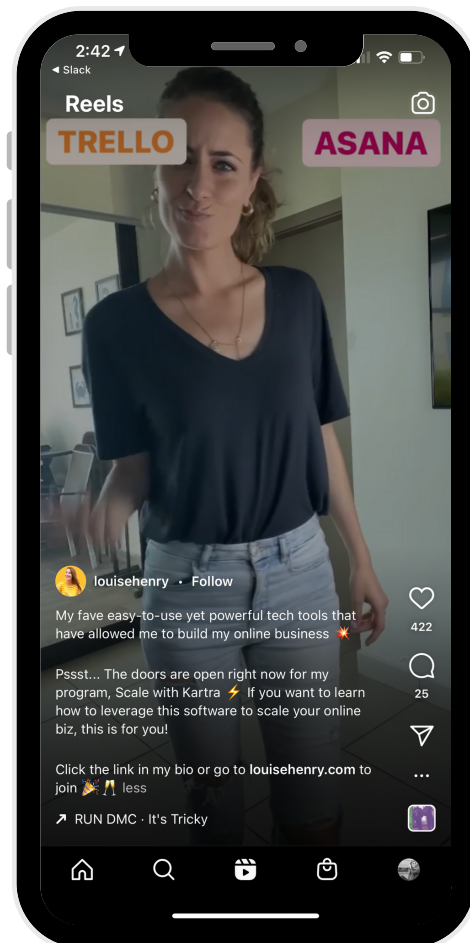
When this happens...

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!



Day 7: *This or that*

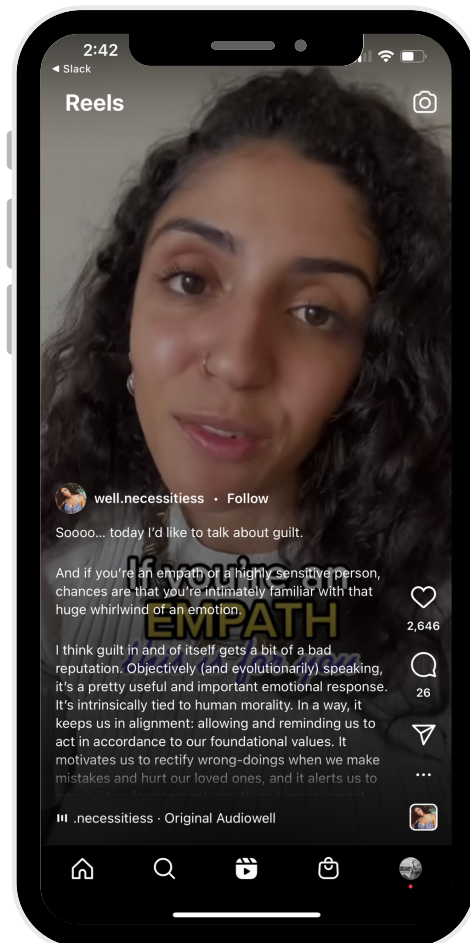
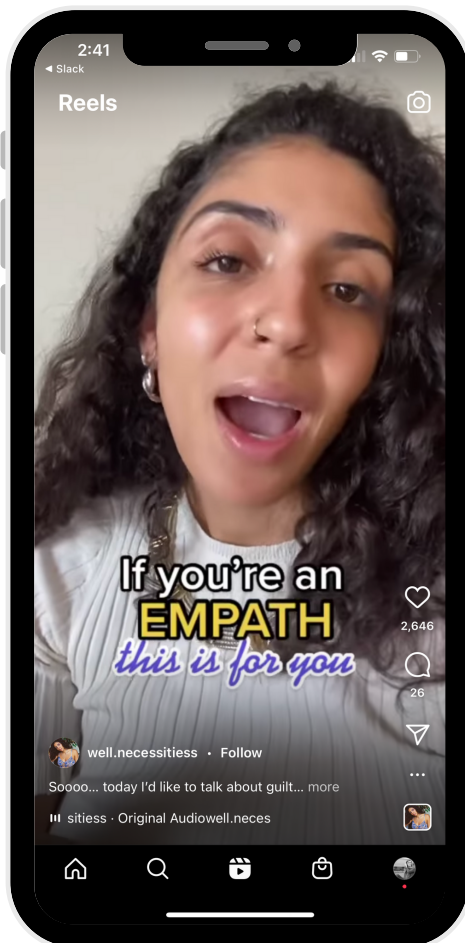
This is a great way to incorporate more movement into your Reels in a way that doesn't require too much dancing! How it works is, you're going to put two different options on the screen (for example, coffee and tea, or burgers and pizza) and then you're going to move towards your preference and exit 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 help your audience get to know you a little bit.



Day 8:

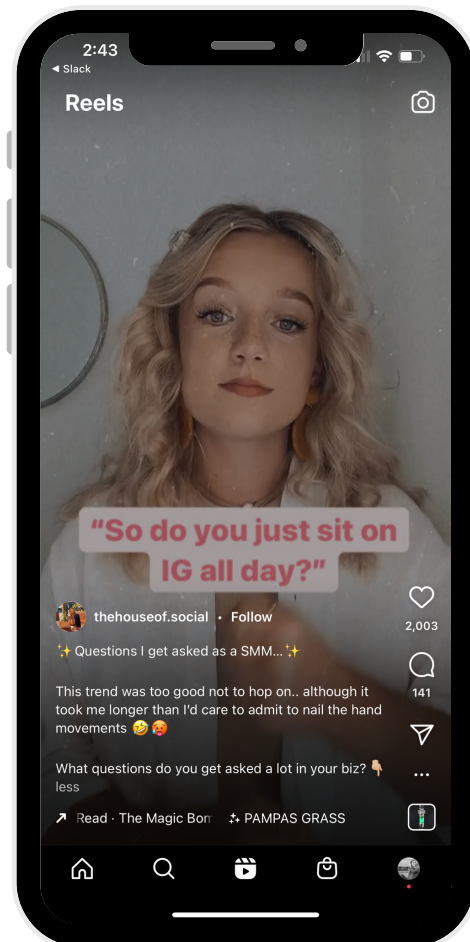
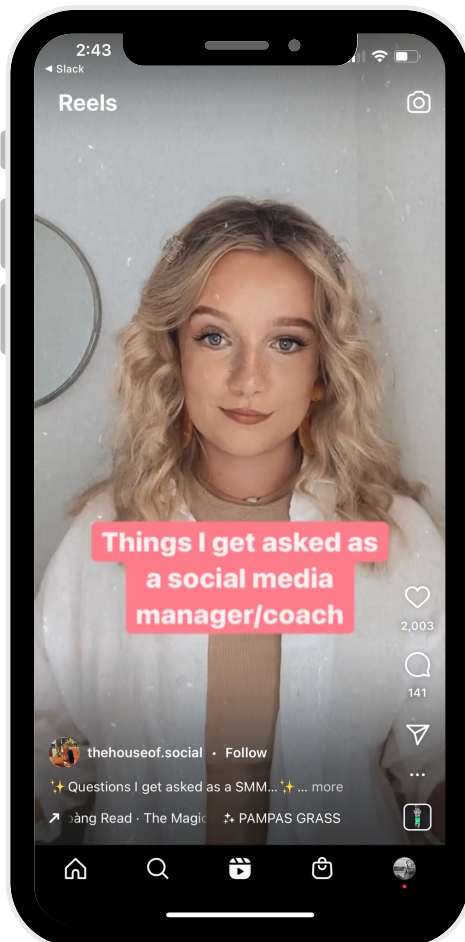
This is for...

These types of Reels have a knack for finding the exact right person who needs to see them (what can we say, the algorithm works hard!) In this video, you call out the person you're making the video for, and then tell them exactly what you think they need to hear. These types of Reels work best if you pretend you're talking to a BFF, as it gives it a more intimate feel that builds connection.



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)



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

