

PLANN

# 9 Day REELS CHALLENGE

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



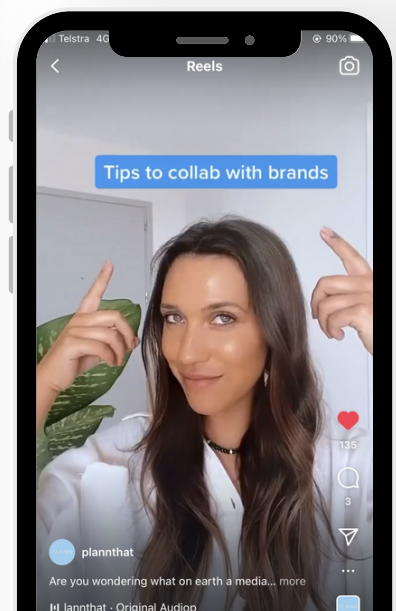
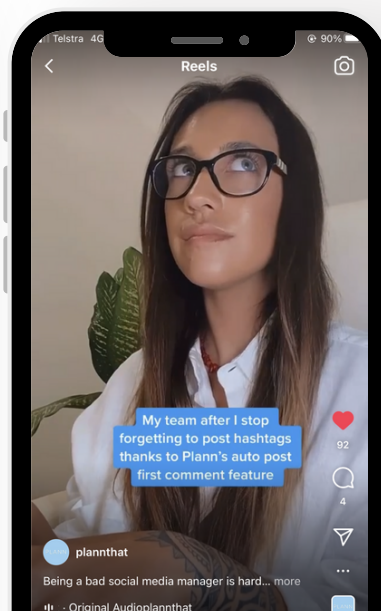
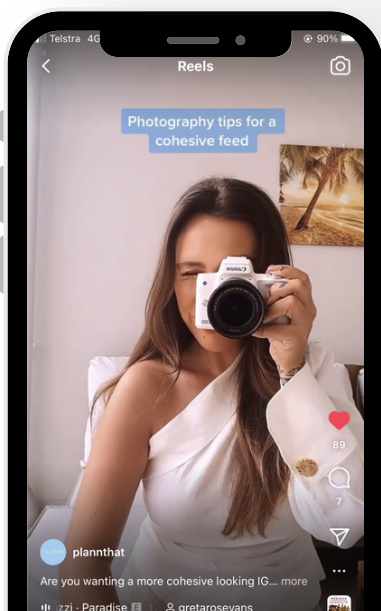
So, you've been seeing other people's Instagram accounts go gangbusters from using Reels and thought 🤯 *'I want a slice of that action!'*

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!**

We're giving you the inspiration, tools and expert insights to kick start your Reels posting strategy. Discover nine days of content ideas and video prompts so you know exactly what to film (complete with example videos of each content idea too!). Plus, we've loaded this downloadable up with best practice tips and tricks to skyrocket the performance of your Reels.

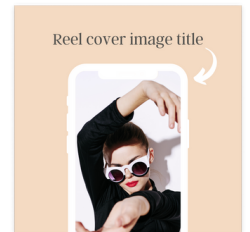
**Ready to join this Reely exciting challenge?  
Here's everything you need to know!**



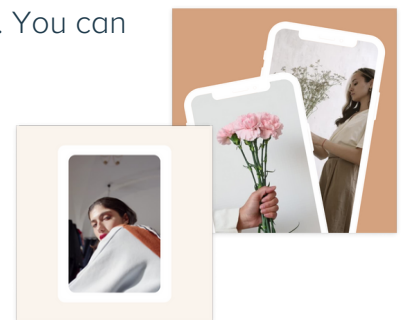
# Tips for *creating your Reels*:

Before we dive into nine days of content ideas and inspiration, we've pulled together some of our top tips for creating unforgettable 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, you can create Reels that are up to 90-seconds long.



→ **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?

Did you know that [Plann has hundreds of industry-specific hashtag sets](#) ready for you to use? Use our expert-created hashtag sets or build your own and save for later to make it even easier for relevant users to discover your Reels on Instagram.

→ **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.

→ **Auto-post your Reels:** Skip the mobile notifications and never miss a post again with Plann's Reels auto-post tool! Simply schedule your Reels in Plann and we'll automatically post them at the right time. Talk about the easiest way to show up consistently with Instagram Reels!

# 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](#)



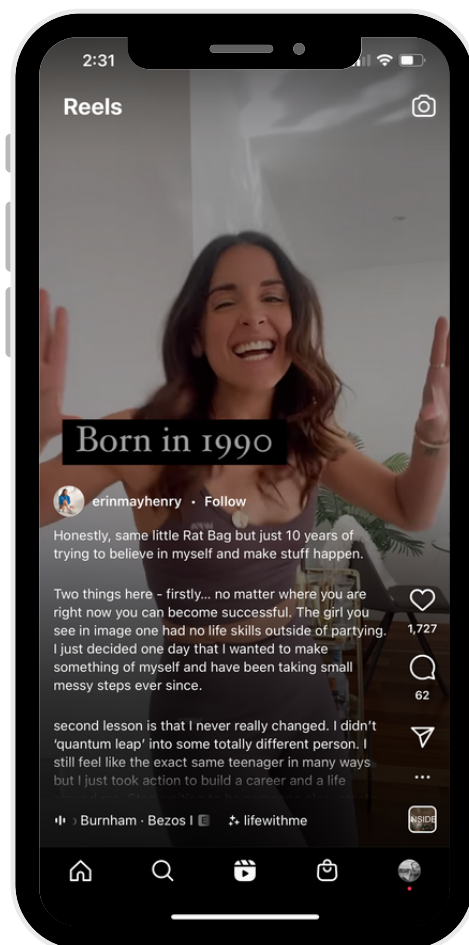
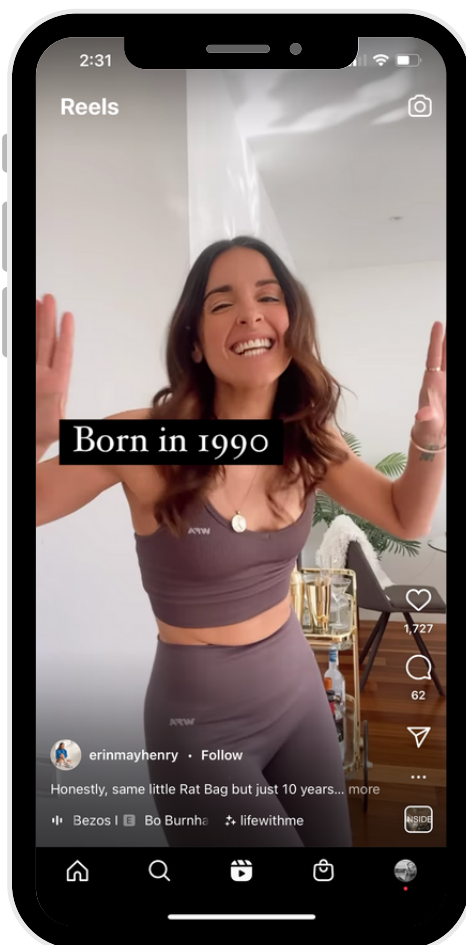
[How to Make Instagram Reels Work For Your Brand](#)



# 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.

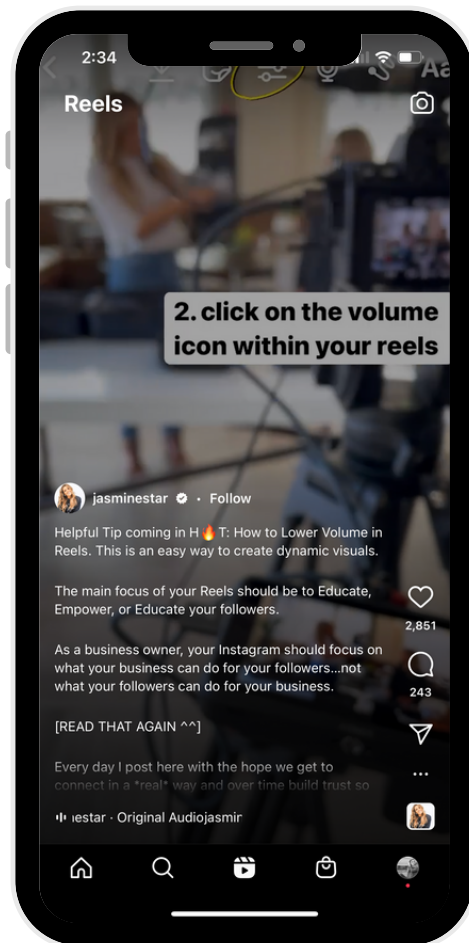
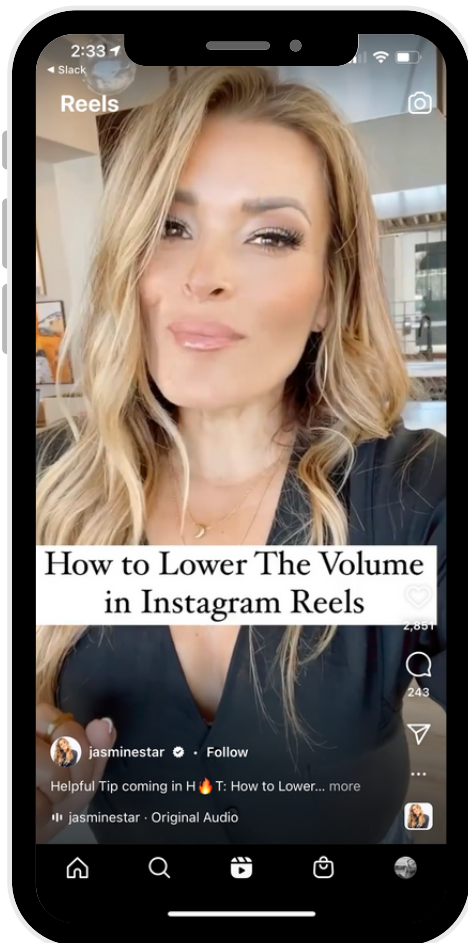


Click me to watch this reel!

# Day 2:

## *Share a tip*

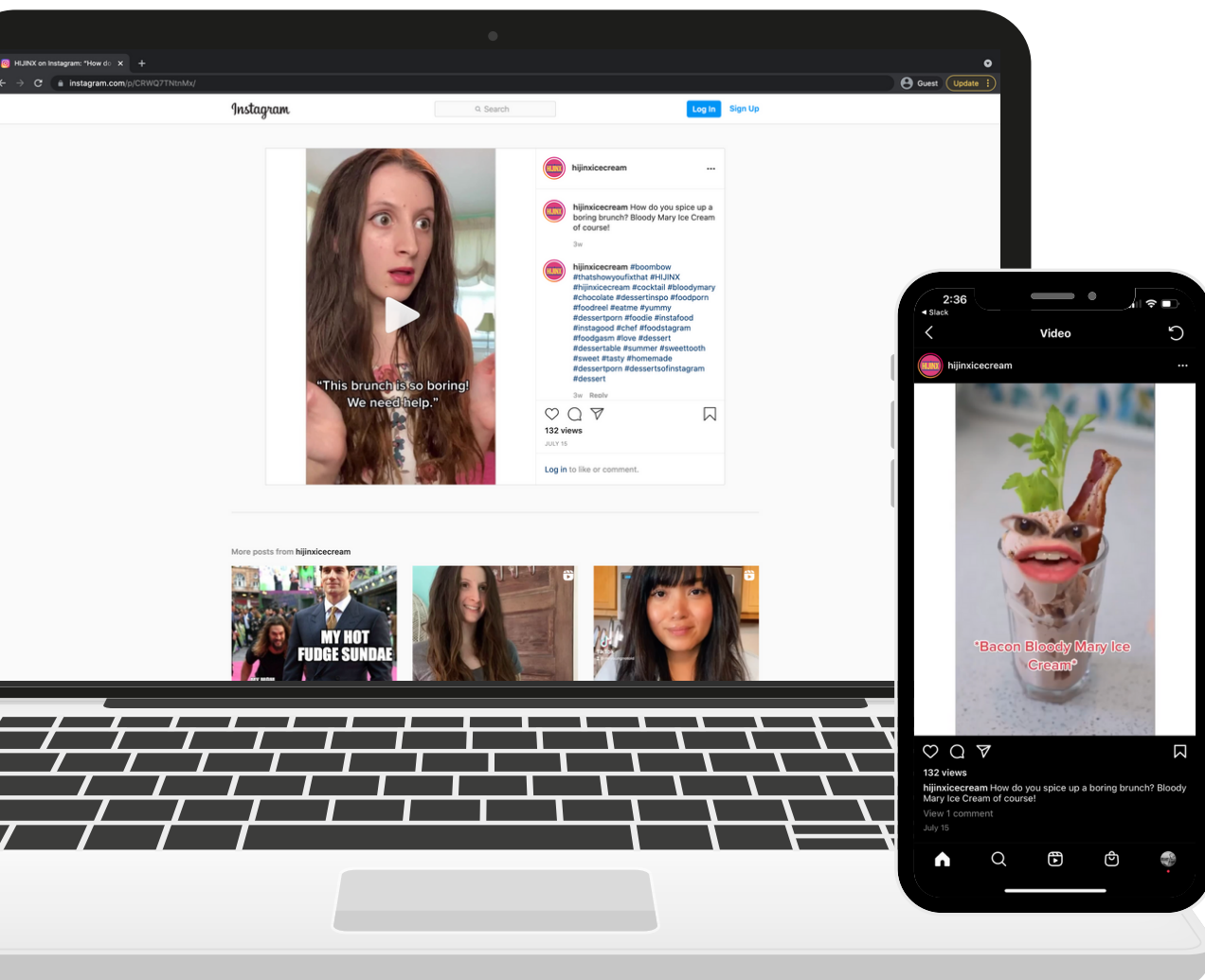
What's a quick win you can give your audience to solve a problem they're facing, or achieve a goal? The more specific to your niche, the better! Try to find a creative way to share it, whether it's writing it on a whiteboard or doing a screen record on your phone.



# Day 3:

## *That's how you fix that*

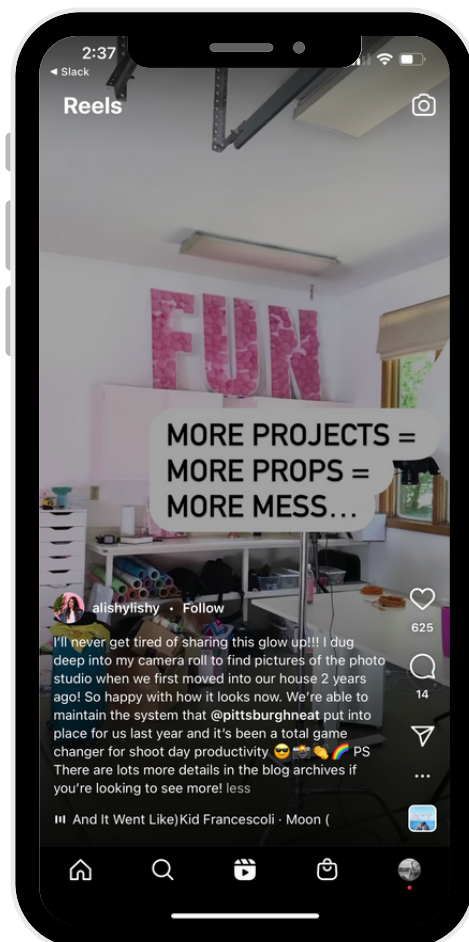
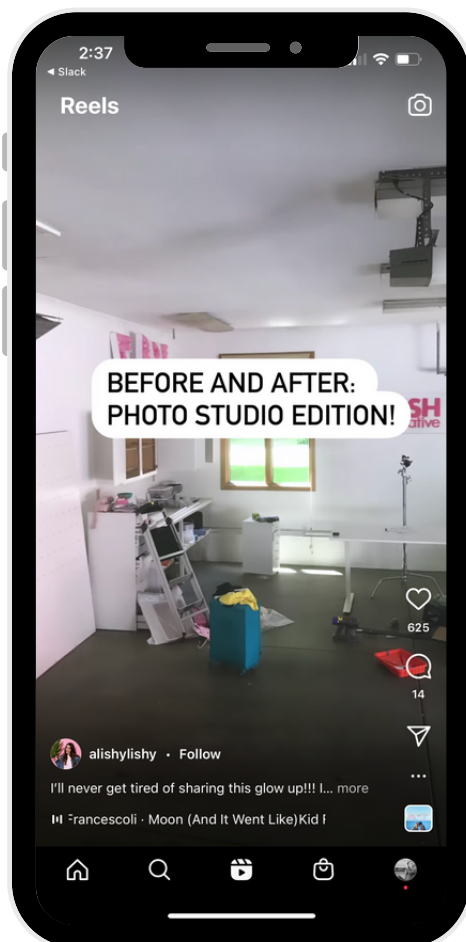
This trending sound is an awesome one to use as the basis of a Reel, because it's so versatile! You can use it to demonstrate how your audience can go from point A to B to achieve a goal that's relevant in your industry.



# 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!

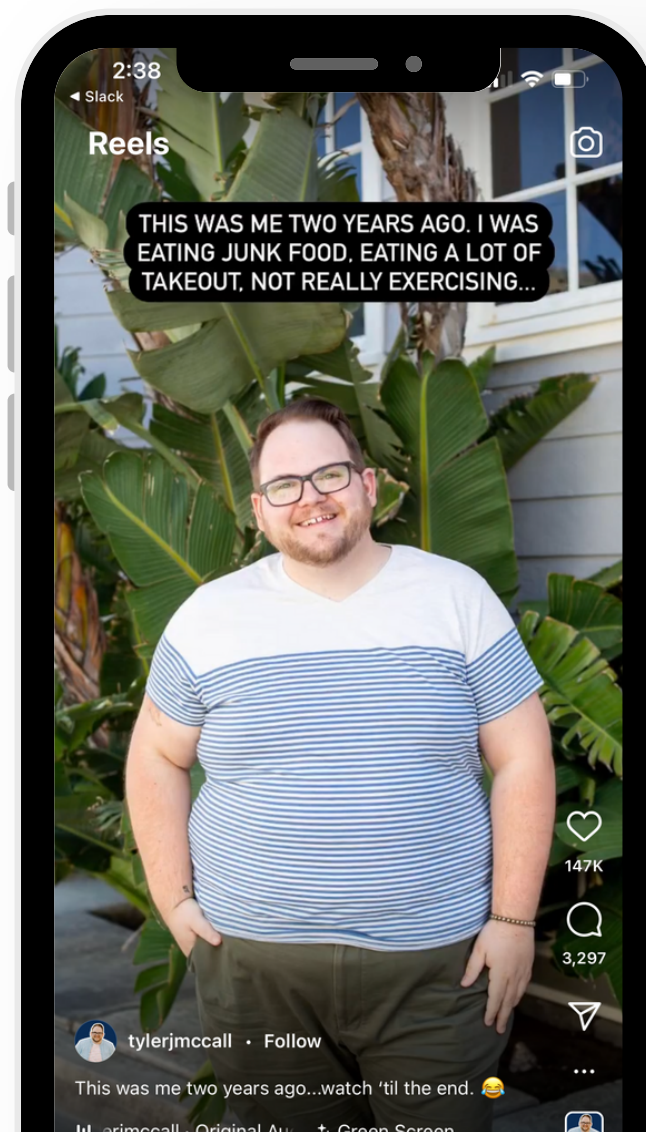




# Day 5:

## *Tell Me Without Telling Me*

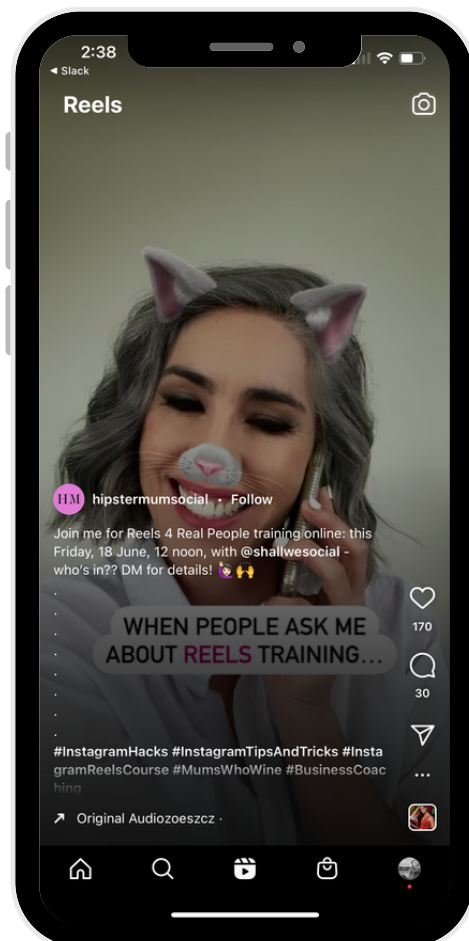
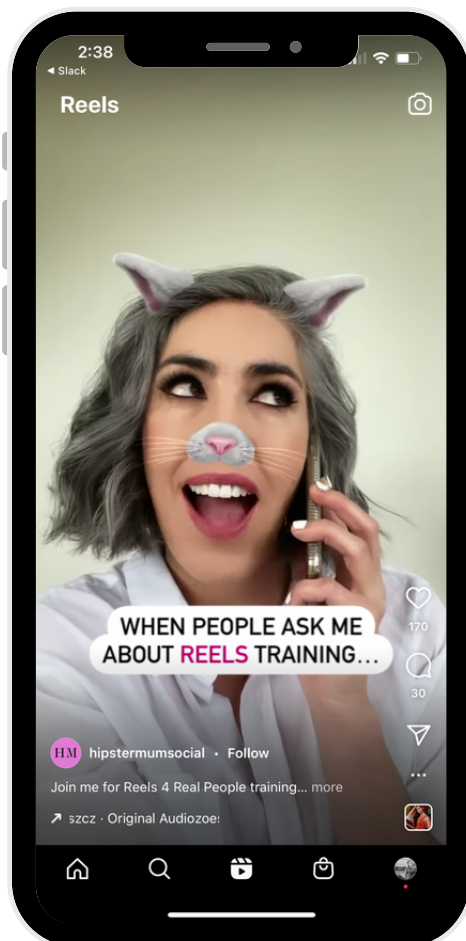
People fall in love with the person behind the brand... so, give them a chance to! Tell them a story from your life, whether it's a personal struggle you've dealt with, or the journey of starting your business. One easy way to do this is to share a series of photos, then record a voiceover on top! You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



# Day 6:

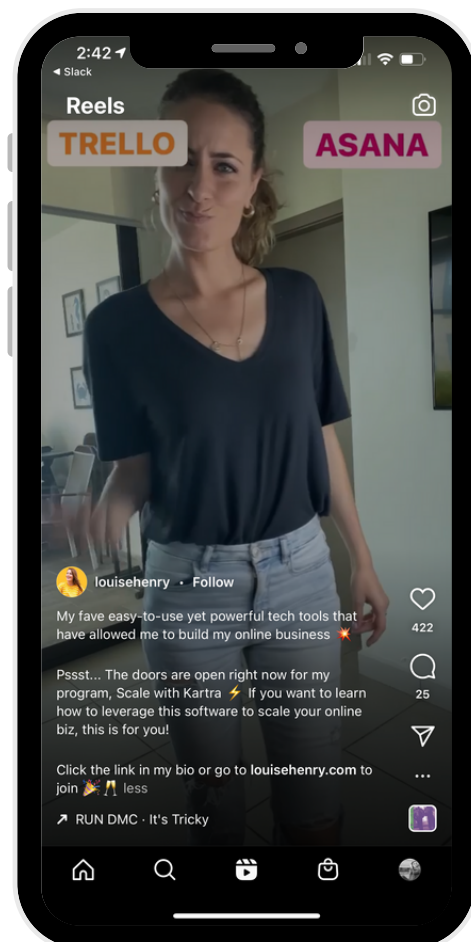
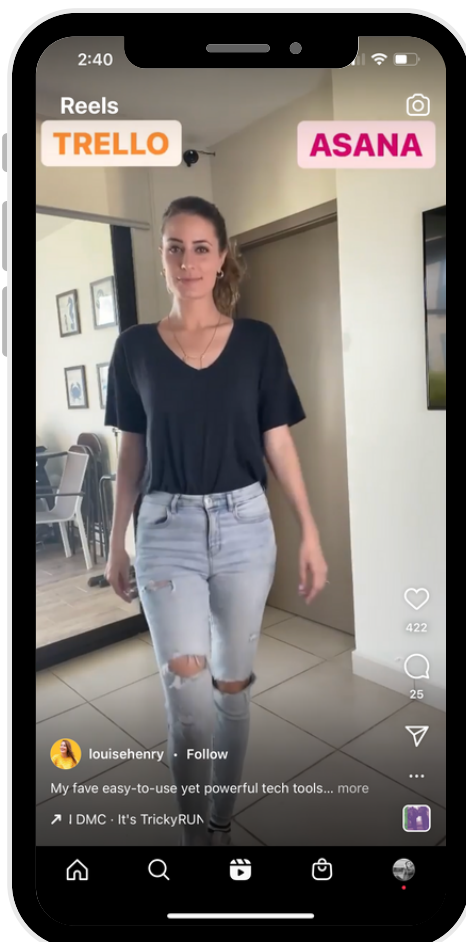
## *When this happens...*

This is a simple idea that works in so many different scenarios 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*

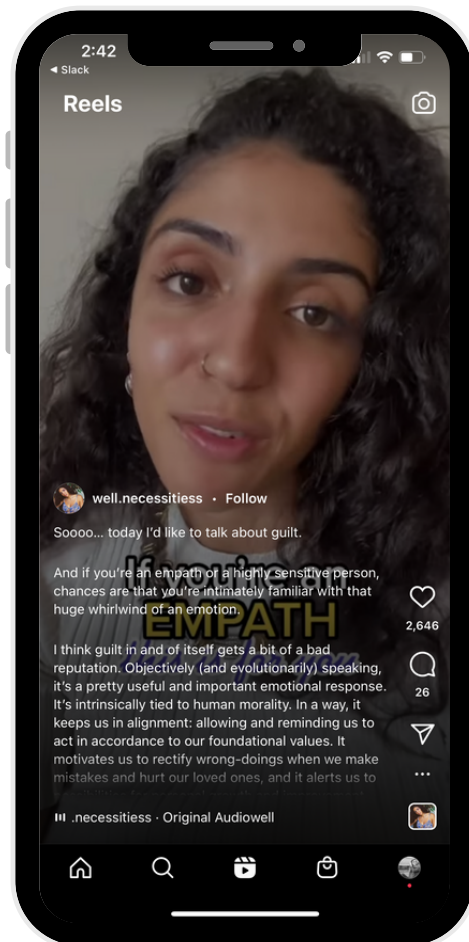
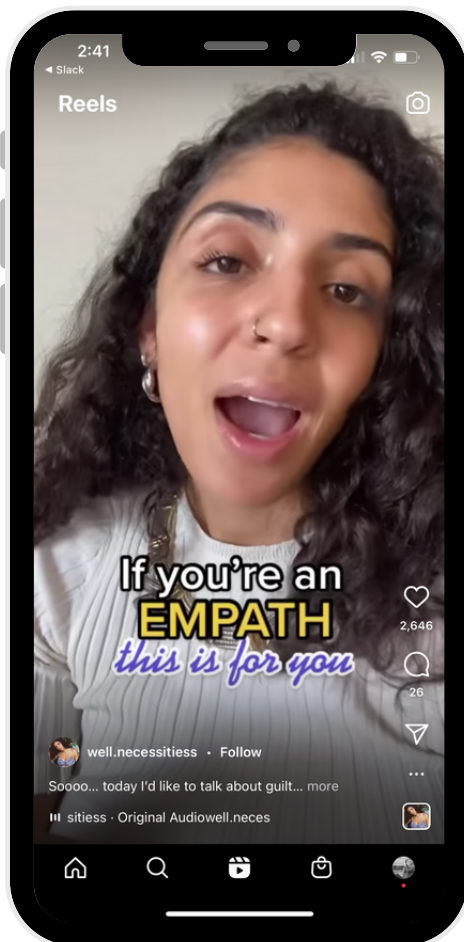
This is a great way to incorporate more movement into your Reels in a way that doesn't require too much dancing! How it works is, you're going to put two different options on the screen (for example, coffee and tea, or burgers and pizza) and then you're going to move towards your preference and exit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

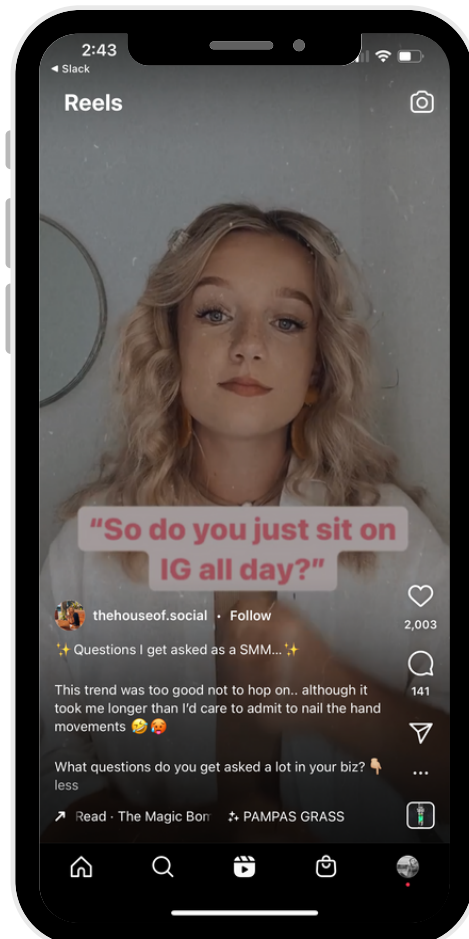
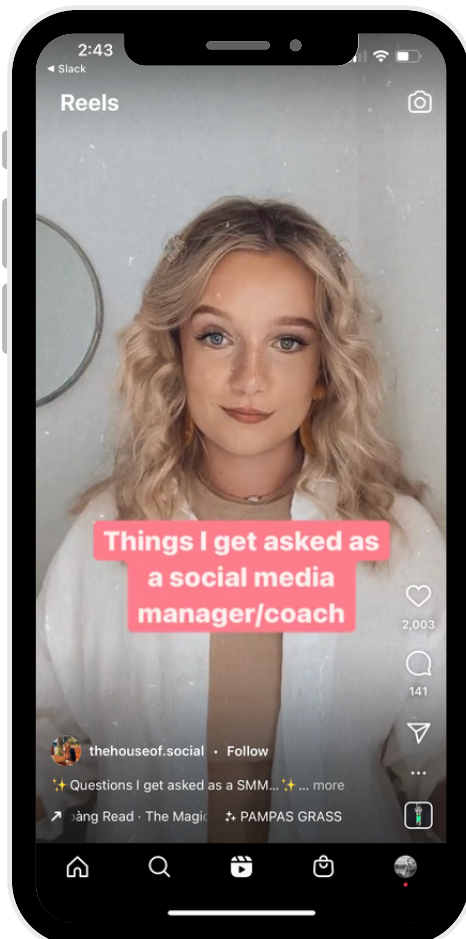
## *International Superspy*

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*

