



Scroll-Stopping Video Ideas for Value Investors on TikTok & Instagram

Bloom AI is an AI-powered investing assistant catering to long-term, value-driven investors who care about deep research, fundamentals, and smart timing. To capture this audience on TikTok and Instagram, content must be **bold, engaging, and informative** – all delivered in a snappy, scroll-stopping format. Below is a comprehensive set of **short-form video concepts** (with hooks and formats), ideas for **recurring series**, and **insights from top finfluencers** on what resonates with value-oriented audiences.

Viral Short-Form Video Concepts for Value Investors

1. **"AI vs. Warren Buffett: Stock Pick Showdown"** – *Hook: "Who picks better stocks - a cutting-edge AI or the world's greatest value investor?"* This video pits Bloom AI's stock analysis against an iconic Buffett pick in a dramatic, game-show format. Quick cuts show the AI crunching fundamentals versus Buffett's classic reasoning, with a surprising reveal of results. **Why it could go viral:** It taps into the novelty of AI in investing and the legend of Buffett, sparking debate. The head-to-head format creates suspense, and viewers will watch to see if the AI can beat a human guru. By leveraging a bold comparison, it invites shares and comments (everyone will have an opinion on man vs machine in stock picking).
2. **"I Missed a 1000% Gain (Because I Skipped Research)"** – *Hook: "True story: How ignoring one research step cost me a 10x stock return."* This is a storytelling video where the narrator (or animated characters) recount a relatable regret: selling or avoiding a stock that later skyrocketed because they didn't do enough homework. Visuals might include scrapbook-style images of the stock's price then vs. now, and pop-up text with the *lesson learned*. **Format:** A mix of humor and drama – e.g., playful self-mockery ("Yes, I am the person who sold Apple in 2003") combined with an educational takeaway about fundamental research. **Why it works:** Storytelling is powerful on social media, and a personal failure story is immediately attention-grabbing ("I lost out big time..."). It resonates with value investors by reinforcing the importance of due diligence. The regret angle triggers emotion and engagement (expect comments like "I did this too!"), while the lesson imparts investing wisdom.
3. **"Value Investing Myth Busters"** – *Hook: " Debunking 3 myths that even smart investors believe... in 60 seconds!"* In this rapid-fire explainer, Bloom AI's persona (possibly via an AI avatar or voice) tackles common misconceptions one by one. For example, Myth #1: *"All value stocks are boring"* – debunked with quick examples of exciting companies that were undervalued, Myth #2: *"You must time the market perfectly"* – countered by data showing long-term holding wins, etc. Each myth is introduced with a flashy "*Myth!*" label to grab attention, followed by a satisfying takedown backed by a stat or mini-case study. **Why it could go viral:** Myth-busting has broad appeal – it promises *new* or *surprising* info, encouraging shares ("Wow, I always thought X, but this proved me wrong"). By packaging it with quick cuts and maybe a trending sound, it stays entertaining while delivering fundamentals-driven insight. This aligns with the value audience's love for factual, research-backed content and positions Bloom AI as a knowledgeable guide.

4. **"Guess the Stock – Fundamental Edition"** – Hook: "Can you guess this famous company from 3 fundamental clues?" This interactive quiz-style video presents three intriguing facts or metrics about a well-known value stock (e.g., "This company has increased free cash flow for 10 years... it sells *more than just coffee*... and its P/E is under 15"). Viewers are given a second to guess (with a countdown or Jeopardy-style music) before the answer is revealed as the stock's logo or a quick appearance by the AI avatar saying "It's Starbucks, and here's why it's undervalued." **Why it drives engagement:** Quizzes prompt viewers to pause and think (increasing watch time) and comment with their guesses. It's *gamified education*. The use of fundamental clues appeals to the research-minded, and getting the answer right gives a dopamine hit to finance geeks. Such interactive content encourages shares ("Did you get it right?" challenges among friends) and can easily become a series if popular.

5. **"If Warren Buffett Used TikTok (Investing Wisdom in 15s)"** – Hook: "Warren Buffett's \$100 billion advice – as a TikTok!" This concept takes a famous value investing quote or principle and translates it into a humorous TikTok skit or trendy format. For instance, use the popular text-to-speech voice reading a Buffett quote ("Be *fearful when others are greedy...*") while showing a comedic reenactment – perhaps someone (or the Bloom AI mascot) literally **running away** from a crowd of greedy stock buyers, then **buying calmly** when everyone panics. Alternatively, it can use a trending meme format (like lip-sync or **pointing at text** on screen) to deliver the quote's meaning in a fun way. **Why it's shareable:** It blends **classic wisdom with modern humor**. Value investors will appreciate the nod to Buffett, and younger viewers get the lesson in a digestible, relatable style. This could easily catch on as a meme – viewers might tag friends or duet the video with their own favorite investing quotes. By making legendary advice entertaining, Bloom AI positions itself as both savvy and culturally tuned-in.

6. **"The 'Deep Research' Challenge"** – Hook: "We gave two investors 30 minutes to research a stock – one used Bloom AI, one didn't. Here's what happened." This mini-challenge documentary uses a split-screen or story format: Investor A frantically combs through Yahoo Finance and old PDFs, Investor B asks Bloom AI and instantly gets key data and insights. The video highlights the stark difference in **research speed and quality**. It can be humorous (Investor A drowning in papers vs. Investor B sipping coffee because the AI did the heavy lifting) while still showcasing a *wow factor* of the product. **Why it grabs attention:** Challenges and time-trials are inherently exciting – they introduce a race against the clock. By personifying the pain points of manual research in a comedic way, viewers (especially value investors who spend weekends reading 10-Ks) will find it *highly relatable*. It's likely to get comments like "I **am** Investor A, need this AI now" and shares because it clearly illustrates a solution to a common problem. Plus, it directly spotlights Bloom AI's value proposition in a story format rather than a dry demo.

Why these concepts? Each idea avoids generic advice and instead offers a **sharp hook or twist** – whether it's a competition, a personal story, a myth debunked, a quiz, a meme, or a challenge. They blend **education with entertainment**, ideal for TikTok/Instagram where "*short, snappy videos and useful graphics*" make complex financial topics accessible and fun ¹. The hooks speak to value investors' interests (fundamentals, famous investing principles, research depth) while using formats proven to stop scrollers in their tracks (challenges, surprises, games, and humor).

Recurring Content Formats to Build Brand Loyalty

Beyond one-off viral hits, Bloom AI can establish recurring series that keep value-minded viewers coming back. Consistency builds familiarity and trust, crucial for long-term brand loyalty. Here are some format ideas:

- **"Weekly Undervalued Gem" Series** – Every week, present one stock that *Bloom AI's research* deems undervalued (or a "hidden gem"). The format could be a quick **60-second deep dive**: introduce the company with a hook ("This \$2 stock actually owns a gold mine – literally"), show one or two compelling fundamentals (strong cash flow, low debt, etc.), and end with a cliffhanger ("Is it a buy or not? Our take in comments!" or "Follow for next week's pick"). Over time, viewers will look forward to these as a reliable source of ideas. **Why it builds loyalty:** It consistently delivers value (actionable insights) and positions Bloom AI as the go-to source for well-researched opportunities. It's educational, and if one pick performs well, viewers will remember where they heard it. This mirrors what some successful creators do – for example, Austin Hankwitz regularly shares stock ideas with detailed "why I'm in" explanations (including free cash flow and margins) ², attracting followers who trust his analysis.
- **"Ask Bloom AI" Q&A** – A series where the audience's questions guide the content. Solicit questions from comments ("What stock do you want analyzed?" or "What investing term confuses you?") and have Bloom AI (via a personified avatar or a spokesperson) answer one in each episode. The style can mimic the popular TikTok format where the comment is displayed on screen and the host responds. For instance: "@user123 asks: *How do I know if a stock is undervalued?*" – the video then shows Bloom AI's three-step checklist for valuation (with a friendly explanation). **Why it works:** It directly engages the community, making followers feel heard. TikTok finance star Mady Mills does this brilliantly – she *"goes the extra mile to answer audience questions, even dedicating entire videos to responding to queries,"* building a vibrant, loyal community ³. This format also provides endless content ideas sourced from the audience itself, ensuring relevance.
- **"Bloom AI Myth-Bust Monday"** – Turn the earlier myth-busting concept into a weekly series. Every Monday, tackle a new investing myth or headline that might mislead long-term investors. For example, one week: "*Myth: Rising interest rates mean you should never buy stocks now*" – Bloom AI explains nuance (perhaps certain sectors become *more* attractive) using data. Another week: "*Myth: P/E ratio alone tells you a stock's value*" – debunk with a quick case study. The recurring theme and alliterative name make it memorable. **Why it builds loyalty:** Viewers know what to expect each week and will tune in for the next myth if they enjoyed the last. Myth-busting frames Bloom AI as a **truth-telling authority**, enhancing credibility over time. It's also highly shareable – fans might tag friends who still believe last week's myth, thus growing the audience.
- **"Investing Rewind" (Lessons from Legends)** – A series that taps into value investing history and famous figures. Each episode, Bloom AI recounts a quick story or lesson from legendary investors (Buffett, Munger, Graham, Lynch, etc.) or famous value plays in the past. Format it like a mini historical anecdote: "*In 1980, Warren Buffett did X... here's the \$1bn lesson for us today.*" Use archival images or simple animations for a retro feel, and end with a modern takeaway (perhaps with Bloom AI saying how it applies that principle today). **Why it works:** It appeals to the value investor's reverence for investing greats and history. By delivering it in bite-size storytelling, it doesn't feel like a lecture. It also subtly flatters the audience's intelligence – they're not here for "hot stock tips" only,

they appreciate depth and context. Educational content like this can perform well; for instance, finfluencers who “*delve into historical context*” (like explaining deflation across eras) have struck a chord with audiences hungry for deeper understanding ⁴. As a recurring format, it reinforces Bloom AI’s identity as a knowledgeable, research-driven brand that respects investing fundamentals.

- “**Portfolio Roast (Value Edition)**” – A light-hearted series where viewers (voluntarily) submit a portfolio or stock holding they have, and Bloom AI playfully “roasts” and then fixes it. For example, “*User @moneybags owns 90% tech growth stocks...*”. The video humorously points out the lack of diversification or absence of any classic value stocks, using memes or exaggeration (“This portfolio is all gas, no brakes!”). Then Bloom AI suggests a couple of value-oriented additions or adjustments, turning the roast into a teachable moment on balance and fundamentals. **Why it can build loyalty:** It’s interactive (involving user submissions) and fun. People love seeing others’ mistakes humorously exposed – and some brave souls will submit portfolios for the spotlight. By mixing humor with solid advice, it humanizes the brand. Notably, other creators keep things **approachable and engaging with a sprinkle of humor** ⁵ to avoid coming off as dry – this series would do the same. Followers will tune in regularly both to laugh and learn how to improve their own investing approach.

Each of these recurring ideas is designed to reinforce Bloom AI’s value proposition over time – providing *consistent insight, responding to the community, and educating with personality*. By running such series, Bloom AI can turn one-time viewers into long-term followers who trust the brand’s expertise and even anticipate the next installment.

Insights from Top Finance Creators (What Works for Value Audiences)

To ensure our ideas hit the mark, we can learn from what’s already succeeding on “FinTok” and Instagram among serious investors. Here are key insights drawn from competitors and top finance content creators who appeal to value-oriented audiences:

- **Blend Data with Storytelling:** The most credible finfluencers differentiate themselves by sharing **data-driven analysis in a relatable way**. For example, TikTok creator Collin M. (@mainstreetwolf) uses his background as a financial analyst to walk viewers through valuation metrics like forward P/E ratios and free cash flow – even sharing his screen to show the numbers ⁶. Yet, he packages this analysis as an ongoing story of his “public portfolio,” inviting viewers along for the journey ⁷. This combination of hard facts with narrative keeps value investors engaged (they get the substance they crave without feeling like they’re reading a dry report).
- **Visual Explanations and Trends:** Successful educators on TikTok often use on-screen text, charts, or the **greenscreen** effect to simplify complex concepts. Yahoo Finance host Mady Mills (@madymills) has gained a following by breaking down market events and concepts while using #greenscreen and lists for clarity ⁸ ⁴. One standout example is her explainer on deflation – she literally put historical data behind her while explaining, making a dense topic easy to digest ⁹. This tells us that *visual aids* (like showing a quick graph of a stock’s 10-year performance or an infographic of a balance sheet) within a short video can dramatically boost comprehension and shareability for complex fundamental ideas.

- **Relatable, Approachable Tone:** Even for a serious topic like long-term investing, a conversational tone wins. Creators like Taylor Mitchell (@taylormitchell.io) aim to make finance feel like “*a chat with your best friend... approachable, engaging, and relatable*” ⁵. She delivers insights with polished editing and a “**sprinkle of humor**” ¹⁰, proving that even discussions on ETFs or compound interest don’t have to feel stuffy. Bloom AI’s content should similarly avoid a lecturing vibe – instead, frame it as friendly advice or interesting facts you’d share with a fellow investor over coffee. Slight humor or meme references (where appropriate) can humanize the brand and keep the audience’s attention, as long as the core information remains solid.
- **Community Interaction = Higher Engagement:** Many top finance creators actively involve their audience, which is especially effective with value investors who often love to discuss and debate ideas. For instance, Mady Mills not only educates but **engages her community by responding to user questions in dedicated videos** ³. Alexis and Dean (@alexisanddean), a married duo, structure content around one asking the other questions – sometimes pulled from their viewers – and even bring out notepads and graphs to dive deeper ¹¹. This Q&A or conversational format invites viewers to comment with their own questions or opinions, feeding the algorithm and building a loyal fan base. Bloom AI can take a page from this by prompting audience interaction in each video (polls, “drop a comment if...”, duets, etc.), making followers feel part of the content. A engaged community is more likely to share content and advocate for the brand.
- **Timeliness and Relevance:** The value-investing crowd appreciates content that connects with *current market conditions* or *seasonal themes*, but with a fundamental twist. Finfluencer Steve Chen (@calltoleap) gained traction by delivering timely tips – for example, reminding viewers about a last chance to open a Roth IRA before the tax deadline, coupled with a quick explainer on contribution limits ¹². Similarly, creators have addressed things like election-year market trends or recent Fed rate changes, but through the lens of “what does this mean for long-term investors?”. When Bloom AI’s content references something topical (earnings season, a big market dip, a trending stock, etc.), it should add that deeper context. This demonstrates *thought leadership* – you’re not just reacting to news, you’re analyzing its fundamental significance. Timely posts that also educate tend to get saved and shared a lot because they hit the sweet spot of *useful + relevant*. (As an example, a video explaining “*Why free cash flow matters more now in a high-rate environment*” piggybacks on current economic conditions – something even Austin Hankwitz highlighted in discussing his stock picks ² – and provides value investor viewers with insight they can act on.)
- **Credibility and Transparency:** Value investors are naturally skeptical and research-oriented, so they gravitate toward creators who show their work. We see influencers sharing their actual portfolios, or walking through their analysis process live. Joyee (@joyeeyang0), for instance, doesn’t just tell her audience about dividend investing – she “**showed the numbers**” of how much she earned in dividends in a month, making the concept concrete ¹³. She also defines any jargon she uses, ensuring no viewer feels left behind ¹⁴. Bloom AI can build similar trust by occasionally pulling back the curtain: show snippets of the AI interface analyzing a stock, share a quick screen capture of a research report highlight, or reveal a bit of your track record (“Bloom AI identified XYZ stock as undervalued last year – it’s up 40% since”). Such transparency signals that the brand stands on solid ground, which is key to winning over value-focused audiences. They will engage more when they sense authenticity and proof behind the claims.

In summary, the playbook from top finfluencers and competitors tells us to **educate confidently, entertain lightly, and engage actively**. The content ideas proposed for Bloom AI leverage these principles – offering real substance (fundamentals, research, data) packaged in creative, snackable formats. The value investor audience on TikTok and Instagram is indeed niche, but it's *growing* (the hashtag #investing had over **1 billion views on TikTok** by 2020 ¹⁵ , and #StockTok is full of young people eager to learn). By standing out with sharp hooks and smart insights, Bloom AI can capture their attention and earn their trust.

Conclusion

Value investors on social media want the best of both worlds: **insightful analysis** and **engaging presentation**. The concepts above aim to deliver deep research in a bold, scroll-stopping way – from one-off viral challenges and myths debunked, to sustainable series that position Bloom AI as a trusted companion in their investing journey. By infusing humor into education, leveraging trends (without being gimmicky), and continuously interacting with the community, Bloom AI's TikTok and Instagram content can convert passive scrollers into active followers and, ultimately, loyal users of the AI assistant.

With each video, the goal is to make viewers *think, learn, and laugh* – an unbeatable combination for virality and long-term engagement in the finance space. Now, armed with these ideas and insights, Bloom AI can confidently step into the spotlight of FinTok/Instagram and start turning heads (and feeds) among the value investing crowd.

¹ ¹⁵ 5 TikTok Creators Explaining the Market to a New Generation of Investors - Business Insider
<https://www.businessinsider.com/tik-tok-stock-market-investing-creators-explaining-new-generation-investors-2020-12>

² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ ¹¹ ¹² ¹³ ¹⁴ Top 10 TikTok Finance Influencers - StockBrokers.com
<https://www.stockbrokers.com/education/tiktok-finance-influencers>