BRAINSTROMING

Date	OCTOBER 2023
Brand Name	Morning Lust (Coffee Brand)
Project Name	Create an Instagram reel for your business brand and promote it attract a minimum of 100 likes

Brainstorm & Idea Prioritization:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step- 2: Brainstorm and Idea Listening

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Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕐 10 minutes

Person 1

Ensure your Reels content aligns with current trends, popular themes, and hashtags. Research what's trending within your niche and create content that resonates with your target audience

Craft compelling and witty captions that encourage viewers to like, comment, and share your Reels. A clever caption can significantly enhance the overall appeal of your content

Person 2

Invest in good quality visuals, clear audio, and creative editing. High-quality production values make your content visually appealing, increasing the likelihood of viewers engaging with your Reels

Maintain a consistent posting schedule to keep your audience engaged. Regular posts create anticipation among your followers, increasing the chances of more likes

Person 3

Incorporate interactive elements like polls, quizzes, or challenges within your Reels. Encouraging viewers to participate can boost engagement, leading to more likes

Collaborate with other influencers or creators within your niche. Cross-promotion exposes your content to a wider audience, increasing the likelihood of getting more likes

Person 4

Respond promptly to comments and engage with your followers. Building a community fosters loyalty, and engaged followers are more likely to like and share your content

Research and use relevant and trending hashtags in your niche. Hashtags improve the discoverability of your Reels, making it easier for potential viewers to find and like your content

Step -3: Grouping

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Designate specific days where all group members create collaborative Reels content together. This shared effort can attract a wider audience, increasing the chances of more likes for everyone involved

Organize cross-promotion events where group members promote each other's Reels. This mutual support can lead to increased visibility and engagement, resulting in more likes for everyone's content

Establish a system where group members like and comment on each other's Reels. Genuine engagement from fellow creators can boost the algorithm's visibility, encouraging more likes from the broader Instagram community

Plan theme weeks where all group members create Reels around a specific theme. Coordinated themes create a buzz and attract thematic audiences, increasing the likelihood of likes from interested viewers

Collaboratively create interactive challenges that involve all group members. Encourage followers to participate, like, and share their entries. Interactive challenges enhance engagement and attract more likes as participants invite their networks to view and engage with the content

Host joint live Q&A sessions where group members answer questions from their followers. Engaging live sessions not only boost followers' connection with the creators but also increase Reels visibility, potentially leading to more likes during and after the session

Create comment pods where group members support each other by engaging with Reels' comments. Timely responses and discussions within comments can enhance the post's visibility, attracting more likes from active Instagram users

By engaging in these collaborative activities, the group can collectively increase their Instagram Reels likes, leveraging each other's networks and fostering a supportive community of creators

Step – 4: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

🗨 Share template feedback

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Collaborate with other influencers or creators within your niche. Cross-promotion exposes your content to a wider audience, increasing the likelihood of getting more likes

Create comment pods where group members support each other by engaging with Reels' comments. Timely responses and discussions within comments can enhance the post's visibility, attracting more likes from active Instagram users

By engaging in these collaborative activities, the group can collectively increase their Instagram Reels likes, leveraging each other's networks and fostering a supportive community of creators

Ensure your Reels content aligns with current trends, popular themes, and hashtags. Research what's trending within your niche and create content that resonates with your target audience

Invest in good quality visuals, clear audio, and creative editing. High-quality production values make your content visually appealing, increasing the likelihood of viewers engaging with your Reels

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)