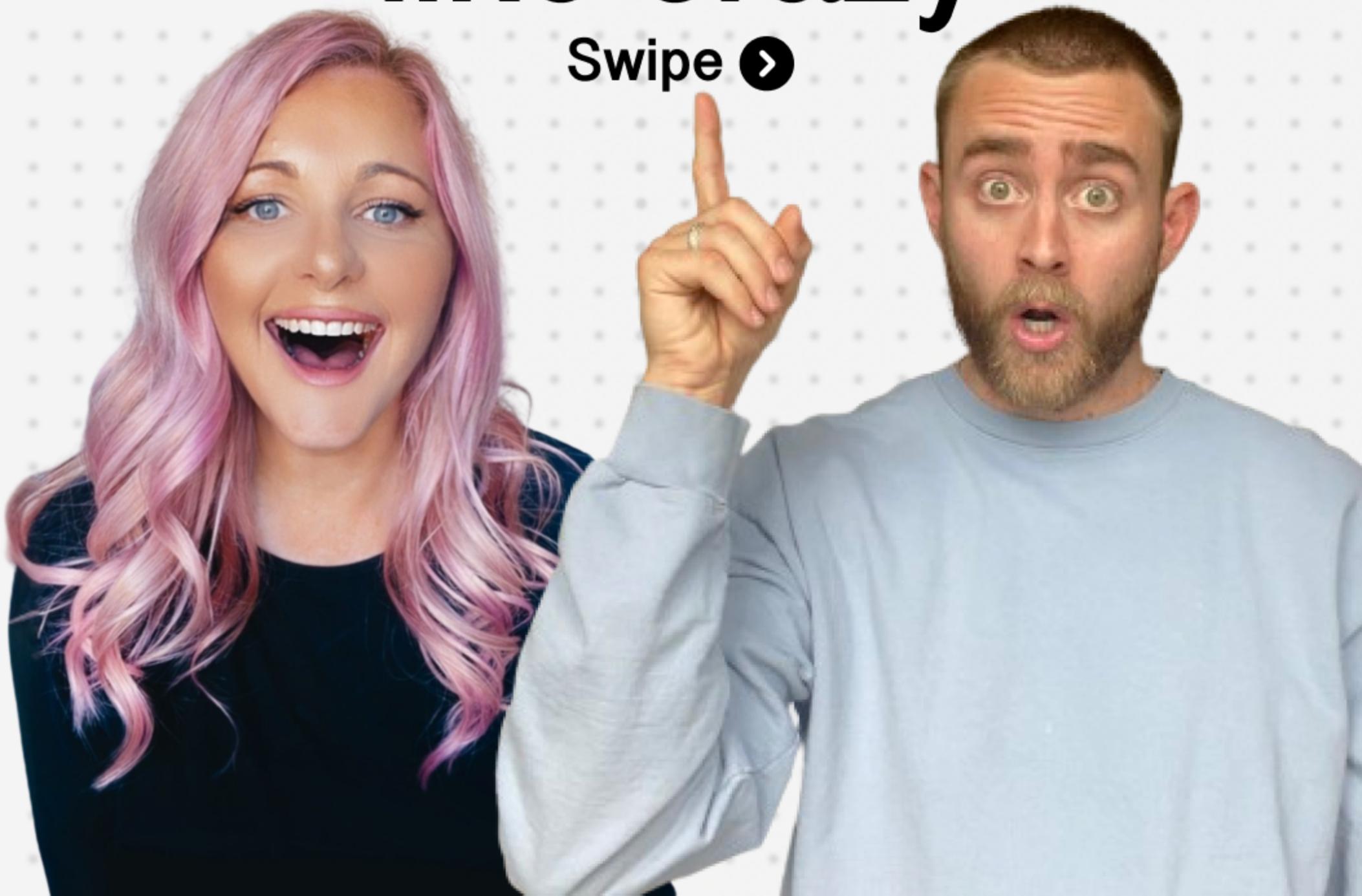


BROCK11JOHNSON X SOCIAL.RUNWAY

How to create carousels that perform like crazy

Swipe ➤



BROCK11JOHNSON X SOCIAL.RUNWAY

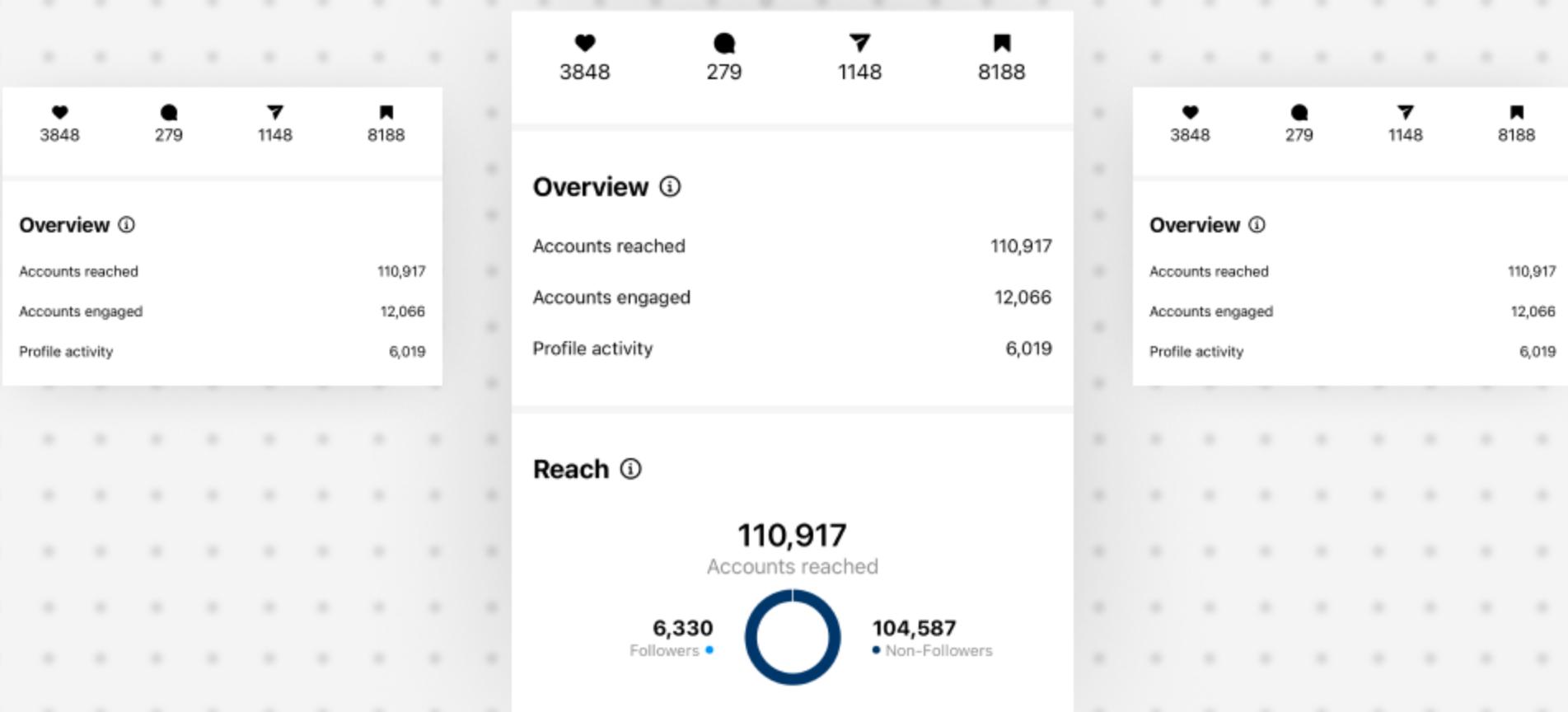
Stop Creating Carousels

That no-one sees..



You Need Scroll Stopping Carousels

That perform like this...



Here's How →

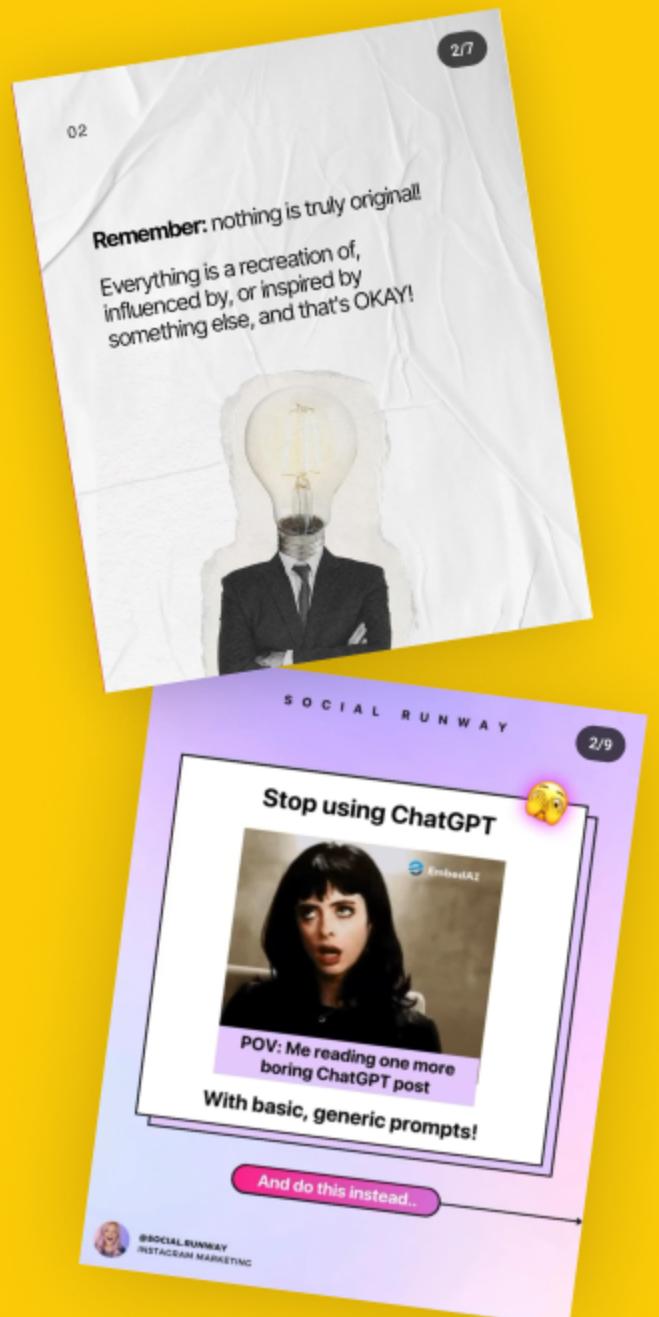
The Cover

- ▶ Go **deep** on a micro-topic
- ▶ Use **negative** hooks or numbers
- ▶ Bold, easy to read **fonts** to make it pop in the feed
- ▶ **Consistent** branding colours & visuals
- ▶ **CTA** to follow in the top left for easy follows
- ▶ **Tag** your profile on the cover

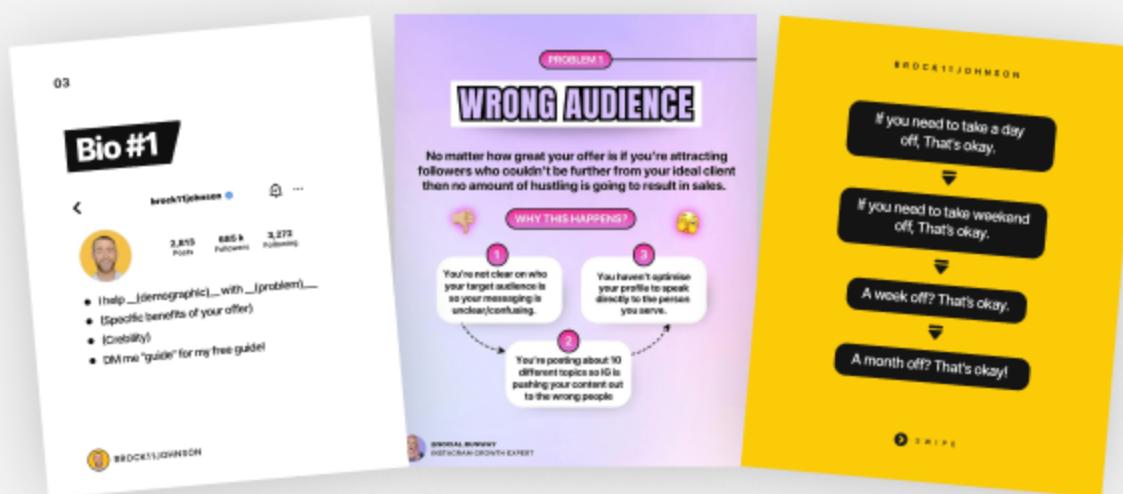


The 2nd Slide

- ▶ Use a different **hook** & pique curiosity
- ▶ Use **visuals** that grab attention (memes/gifs/images)
- ▶ Encourage audience to **save & swipe**
- ▶ **Describe** the post or give more context
- ▶ Highlight a **problem** or goal



→ Slides 3-9



- ▶ **Deliver** what the hook promises
- ▶ Take your audience on a **journey**
- ▶ **Mix** content types to keep audience engaged
- ▶ Each slide should be **saveable** on its own
- ▶ Easy to **read**, digest and **implement**
- ▶ Use unique **imagery**
- ▶ Use **examples** to make it easy to understand
- ▶ Use **videos** to increase watch time



The Last Slide

- ▶ Clear 'follow' **CTA** in the middle of the slide
- ▶ **Tag** yourself so that people can click directly to profile
- ▶ Snapshot of **profile/feed** to give non-followers a preview
- ▶ Clear **headshot** to show personality & build connection
- ▶ **Benefit driven** CTA at top & bottom





Carousel Cheatsheet

Slide 1

Cover with bold hook

Slide 2

2nd hook
highlighting
pain points

Slide 3

Explain the
solution

Slide 4

Show social
proof that
solution works

Slide 5

Educate /
Easy step to
get results

Slide 6

Educate /
Easy step to
get results

Slide 7

Educate /
Easy step to
get results

Slide 8

Educate /
Easy step to
get results

Slide 9

Bonus tips or
recap

Slide 10

Next steps /
CTA

What's your **favourite**
content format?

