

Social Media Reel Marketing – Simple Guide

1. Why Social Media is Best for Brand Marketing

- Low budget compared to traditional marketing
- High reach on platforms like Instagram & YouTube
- Direct connection with audience
- Fast growth if content is good

2. Content Reel Strategy

- Search reels from same niche or profession
- Observe hook, text style, music, and length
- Recreate content in your brand style

3. How to Find Content Ideas

- Search niche keywords on Instagram
- Check high-view reels
- Read comments for content ideas

4. Script Writing Tips

- Hook (first 3 seconds)
- Value or solution
- Call to action (Follow, DM, Buy)

5. Tools for Script & Content

- ChatGPT for scripts and captions
- Google Docs or Notes for writing
- Notion for planning

6. Editing Software

- CapCut (best for beginners)
- InShot
- VN Editor

7. What to Search for Editing

- Instagram reel edit tutorial CapCut
- Viral reel transitions
- CapCut reel templates

8. Music & Hashtag Tips

- Use trending audio
- Use niche + brand hashtags