

## **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