



30 DAYS OF REELS



# Hi!

We are so excited for you to use our 30 Days of Reels free download. As one of the biggest and most popular Instagram features, your Reels are sure to be discovered and this download will act as your guide for staying consistent.

Enjoy,  
ESS Team!



# TIPS FOR SUCCESS

**Here's a few helpful tips and tricks to level up your content!**

1. Have a few different outfits on hand so you're able to batch record multiple videos at once. This also helps you plan out your week of reels so you aren't taking time out of your day to record everyday.
2. Invest in equipment to set yourself up for success! We suggest either a ring light or cell phone gimbal to help you get the best footage.
3. Include hashtags on each reel, it will help connect with your target audience. People often search hashtags to find content. Including hashtags will help your visibility on the platform.
4. Create cohesive reel covers by using the same fonts and colors on your video to keep on-brand consistency.
5. Don't forget to hit that share button and share to your stories! Sharing your story will help your reel get more visibility.



# 30 DAYS OF REELS

Make sure to monitor your progress and check off each day as you go along to keep track of each reel you've completed!

**DAY 1**

**DAY 2**

**DAY 3**

**DAY 4**

**DAY 5**

**DAY 6**

**DAY 7**

**DAY 8**

**DAY 9**

**DAY 10**

**DAY 11**

**DAY 12**

**DAY 13**

**DAY 14**

**DAY 15**

**DAY 16**

**DAY 17**

**DAY 18**

**DAY 19**

**DAY 20**

**DAY 21**

**DAY 22**

**DAY 23**

**DAY 24**

**DAY 25**

**DAY 26**

**DAY 27**

**DAY 28**

**DAY 29**

**DAY 30**



## **DAY 1 – INTRODUCE YOURSELF**

Introduce your brand and why the company was created. List your brand's values and what makes your company special.

## **DAY 2 – A CLOSER LOOK**

Show your workspace. Customers love to see where the “magic” happens and giving them insight will pull in more viewers.

## **DAY 3 – MEET THE TEAM**

Giving customers a look into your team and the face behind the brand will make your brand feel more personal and connected to your audience.

## **DAY 4 – HAVE A LAUGH**

Posting something fun and relatable can make your audience get to know your brand's personality better and give them a less serious image of the brand.

## **DAY 5 – COMMON MISTAKES**

Share some common mistakes that can be made in your field and then share how your company or brand can fix or avoid these mistakes in a few simple steps.

## **DAY 6 – A HOT PRODUCT**

Now that you're a week in, showcase a hot product or offer that will solidify why consumers should choose you over a competitor.

## **DAY 7 – CAN'T LIVE WITHOUT**

Share your brands “must haves” and what makes them useful to you. You could also add important tips for using these tools and how your company utilizes them.

## **DAY 8 – DAY IN THE LIFE**

Capture a few short clips throughout the day of your team that shows what goes on behind the scenes. This can be a fun way to tease new products and give your followers a chance to get to know your team better.



## **DAY 9 – GET THEM TALKING**

2 truths and a lie, a challenging question, or a call for advice are all great ways to get your followers to comment on your posts and boost your engagement. In turn this will push your content out to more viewers.

## **DAY 10 – PLAY INTO A TREND**

Using trends to your advantage shows that your brand is relevant and up to date. No one wants to watch something outdated and staying on trend can significantly increase your chances of having a viral post.

## **DAY 11 – USE THE TIME OF YEAR**

Use holidays, current events, and the season to your advantage. Brand posts don't always have to be generic; you can use time related elements to specialize your posts.

## **DAY 12 – SHARING IS CARING**

Share advice, inspiration, or a tip for your industry. This can make your followers feel connected to the brand and give them a reason to follow you so they can hear more.

## **DAY 13 – TEAM TRADITIONS**

Share something quirky or different that your team does. A tradition you have, a game, or a good memory that will show your team's fun side. For example, our team has an annual Easter egg hunt that we all look forward to.

## **DAY 14 – THE MOMENT VS THE RESULT**

Show a product or process in its beginning stages and then show the final result. This gives insight into your process and is a great way to show your audience a glimpse of your process.

## **DAY 15 – BE DIFFERENT**

Find a few different ways to use your product and show them all one after the other to show your products versatility and usefulness.

## **DAY 16 – YOUR PRODUCT IN ACTION**

Ask a trusted customer to test out your product and show them using or testing it to show how user friendly it is and to receive honest feedback from an outside source.



## **DAY 17 – ANSWER QUESTIONS**

Answer a few FAQs about your company and invite the viewers to put additional questions in the comments. This can help potential customers who have a question/concern choose your brand.

## **DAY 18 – WHAT'S NEW?**

Share a sneak peek of new or upcoming products or events that might interest your audience and make them want to see more.

## **DAY 19 – HOW-TO**

Share a quick tutorial for one of your products and some common ways consumers misuse them. You could also share the issue that encouraged you to create this product.

## **DAY 20 – STOP MOTION**

Stop motion videos are a quick and easy tool to bring in new followers who want to see more of what your company has to offer.

## **DAY 21 – LISTEN UP!**

Use music! Trending songs that represent your brand, or just your favorite song can add so much to your reels and pull in new viewers. Tip: make sure your song is appropriate with your company's values.

## **DAY 22 – WE DON'T KEEP SECRETS**

Tell a secret trick you have learned along the way that will make the audience feel like they know a little bit more about you as a brand.

## **DAY 23 – THE STRUGGLE IS REAL**

Share a struggle that your team faces. Keep it real with your followers and show them how you face those challenges.

## **DAY 24 – GET ANIMATED**

Use animation and fun editing tricks to make your video visually appealing. Don't be afraid to try new things and see if your followers like it.



## **DAY 25 – RECAP**

Post a recap from a recent event and highlights from it to get your viewers excited for the next event you host.

## **DAY 26 – HOW TO CARE**

Share tips and instructions to care for your product and use it to the best of its ability. This can help prevent negative feedback and improve the longevity of your goods.

## **DAY 27 – SHARE WHAT WORKS**

Post a collection of fan favorites or products that always do well or sell out. This can remind loyal customers of one of their favorites and draw in new customers who would like the same things.

## **DAY 28 – EXPECTATION VS REALITY**

Show a relatable expectation for reality that others in your niche can relate to and find humor in.

## DAY 29 – DROP IT LIKE ITS HOT

Drop a hot take from your business that will get people talking and interacting with the post. This can be something silly, relate to a trend, or be specific to your business.

## DAY 30 – TIME-LAPSE

It can't just be us that find time-lapses so satisfying. Shoot a lapse of designing something on your computer, packaging a product, a team meeting, or something that will hook viewers within seconds.

*Stay in the loop by signing up for our newsletter.*

We hope you utilize these ideas for later and enjoy filming content as much as we do. Tag us in your next reel so we can follow along!

