

Landscaping niche successful reels breakdown

1. https://www.instagram.com/reel/C8yqzW4oLob/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 - a. Objective of this piece of content
 - i. Get people to call them up
 - b. Where do I want them to go?
 - i. Stop scrolling
 - ii. Watch the reel to the end
 - iii. Get them to call the company
 - c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop scrolling
 1. Catch their attention with the movement of the workers working
 2. The voiceover going "In one weekend, if you want to transform your garden like we did" also catches their attention because one weekend is pretty fast and shows them how fast they can get to their dream state.
 3. Quick cut in the first few seconds to keep the attention of the viewer and it also helps that they cut to their dream state which peaks their interest and gets them to keep watching.
 - ii. Watch the reel to the end
 1. Quick cuts every few seconds to the next step of the process to keep the attention span of the viewer.
 2. Movement taking place in the scenes also helps to keep the viewer's attention.
 3. Talks about a product other than sand and cement to keep tiles together which is better than cement apparently, this also piques the viewer's interest about the product.
 4. The voiceover also helps, as without the voice over the video would be boring
 5. The voiceover also helps as without th
 6. Fast forward to the end of the video so the fast movement keeps the viewer's attention.
 - iii. Get them to call the company
 1. Show different shots of their dream state at the end to increase their desire at the moment

- 2. https://www.instagram.com/reel/C7qY3y3lv3K/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
 - a. Objective of this piece of content

- i. It's a value post, a basic "How to" reel. Increasing people's trust in their company might also be an objective by showing people that they are "experienced"
- b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Watch the video
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. Doing the "come here" sign with his hand and the camera moving toward him and in the pipe will catch the viewer's attention because of movement.
 - 2. Instant cut after a few seconds will also keep their attention
 - ii. Watch the video
 - 1. Cuts every few seconds taking them along the steps of the process keeps the viewer's attention until you show them the final result.

General notes: Based on the comments, whatever the guy has done might be controversial which may be why this video has got a decent amount of engagement.

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- 3. https://www.instagram.com/reel/C6oMdMslVHO/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

This wasn't analyzed but same shit:

https://www.instagram.com/reel/C42WVsOlrk_/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

- a. Objective of this piece of content
 - i. Get people to buy that product as he probably gets paid a commission.
- b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Get them to watch the vid
 - iii. Buy the product
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. "Don't use ___ cement on your driveway" is probably controversial or something unusual to say, so it will catch the attention of the viewer.
 - 2. Brings up a problem that a lot of people have so now the viewers are interested.
 - 3. Shows the new product which will prevent the problem says it's "pressure washer resistant, frost resistant" and shit which is what the viewer wants so now the viewer is interested.
 - ii. Get them to watch the video
 - 1. Quick cuts between different steps of the process and fast movement keep attention span, the same shit he does in other videos.

- iii. Buy the product
 - 1. Shows the dream state at the end of the reel, quick cuts showing it from different angles.

4. https://www.instagram.com/reel/C5BFSY3uZ38/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==

- a. Objective of this piece of content
 - i. It's a value post, showing his work to increase people's trust in him.
- b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Get them to watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. Video is fast forwarded so there is loads of movement and also serves as a pattern interrupt from the other vids they're scrolling through which will catch the viewer's attention and make them stop scrolling
 - 2. Quick cut in the first few seconds to keep the viewer's attention span and get them to continue watching the vid
 - ii. Get them to watch the vid
 - 1. The fast forward and cuts help in getting the viewer to watch the whole vid as it keeps their attention span
 - 2. The voiceover also helps to as the people interested in landscaping will find it interesting to know exactly what he's doing and what's going on.
 - 3. At the end, he shows them the end product which is basically the viewer's dream state.

5. https://www.instagram.com/reel/C8idXiXuXB3/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==

- a. Objective of this piece of content
 - i. It's a value post, showing his work to increase people's trust in him.
- b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Get them to watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. Fast forwarded vid which will catch the viewer's attention and make them stop the scroll which also serves as a pattern interrupt from the other vids the viewers are scrolling through.
 - ii. Get them to watch the vid
 - 1. The video keeps on being fast-forwarded which will keep the viewer's attention span.

2. Also, they see him folding up that shit which may raise their curiosity to make them think “Why the fuck is he folding up that shit”
3. The fast-forward stops at some point which serves as a pattern interrupt and the guy says “Don’t ever put this under your mulch...” which shows that he is revealing a hidden problem that will raise interest in the viewer’s brain and make them feel like it’s a threat to them which will grab their attention once again.
4. He goes over and explains in the caption why putting that shit under your mulch is a problem which gives the reader a solution and it works well because the viewer is curious to know why it’s bad and will read the caption.

6. https://www.instagram.com/reel/C860QRxqkcD/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==

- a. Objective of this piece of content
 - i. Increase people’s trust in their company
- b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Get them to watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 1. The “3...2...1” voiceover thing at the beginning makes them realize that there will be a big transformation at the end of the vid, so when they hear “3” they’re gonna stop scrolling especially because they see the worker working on something and this target market is interested in this type of constructional stuff
 2. The “3...2...1” thing also matches with their previous experience on stuff as usually there’s something big happening at the end of a 321
 - ii. Get them to watch the vid
 1. The cuts between the countdowns help to keep the viewer’s attention span especially because each cut is a worker working on something else and movement catches attention.
 2. At the end, they show the dream state which will push the viewer’s desire for the product and trust in the company up.

7. https://www.instagram.com/reel/C0jzYSLr48i/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==

- a. Objective of this piece of content
 - i. Increase people’s trust in their company
- b. Where do I want them to go?
 - i. Stop the scroll

- ii. Get them to watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. The sound catches the viewer's attention especially because of the "1...2...3" as usually there's a big thing that happens after a 123 so it catches their attention as it matches their previous experience.
 - 2. The quick cut at the beginning also helps to keep the viewer's attention because of the movement
 - ii. Get them to watch the vid
 - 1. The cuts keep on happening very quickly to keep the viewer's attention span
 - 2. At the end, they show the end product which is the viewer's dream state.

8. https://www.instagram.com/reel/C0E5BIYpfdU/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

- a. Objective of this piece of content
 - i. Increase people's trust in their company
- b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Get them to watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. The first shot is objectively beautiful, especially to the target market as it's their dream state.
 - 2. High quality shot also helps in making it look more objectively beautiful
 - 3. The backward movement also helps as the more he moves back the bigger everything gets and the more the viewers get to see the full picture of their dream state.
 - ii. Get them to watch the vid
 - 1. The video continues with objectively beautiful shots and cuts to keep the viewer's attention.

General notes:

https://www.instagram.com/reel/C0clHE-JFn/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

This is the same exact vid they posted as the one I analyzed above the only difference is the sound, it did well but not as well as the one I analyzed. This is because this vid's sound doesn't really grab attention as it sounds like a 2012 YouTube "How to" video and the other sound is better for grabbing attention

9. https://www.instagram.com/reel/C0pRyVUSdXm/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

- a. Objective of this piece of content
 - i. Increase people's trust in their company
- b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Get them to watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. The video is fast forwarded and a lot of people are moving so it grabs their attention and makes them stop scrolling because of the movement and pattern interrupt
 - 2. People find a lot of people moving around and doing shit interesting as there's always an end product which is usually their dream state
 - ii. Get them to watch the vid
 - 1. The fast-forward keeps on happening which keeps the viewer's attention span.
 - 2. What also helps is the video is satisfying to watch and see what's happening and people love satisfying shit as it's objectively beautiful.
 - 3. At the end the vid ends by showing their end product which bumps p the viewer's desire and trust in the company.

10. https://www.instagram.com/reel/CuVmUG9LjLV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
https://www.instagram.com/reel/C7khnHRukoO/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

- a. Objective of this piece of content
 - i. Get as much attention as possible
 - b. Where do I want them to go?
 - i. Stop the scroll
 - ii. Get them to watch the vid
 - c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop the scroll
 - 1. Both of these reels are basically the same thing, both of them are satisfying to watch so they catch people's attention and stop the scroll as satisfying things are objectively beautiful and could also be of pattern interrupt.
 - ii. Get them to watch the vid
 - 1. The video simply continues to be satisfying which continues to keep the attention span of the viewer.
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11. https://www.instagram.com/reel/C6KT9lauX3z/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==

- a. Objective of this piece of content
 - i. Bring as much attention as possible to them and show the people a new way of doing things using technology to increase the viewer's belief in their solution and increase their trust in the company.
- b. Where do I want them to go?
 - i. Stop scrolling
 - ii. Watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop scrolling
 - 1. The video gets right into it as that machine approaches the bush so there's movement and pattern interrupt which will catch their attention and make them stop scrolling.
 - 2. According to the comments, this is like a controversial way of pulling a bush out and controversial and new things catch people's attention.
 - ii. Watch the vid
 - 1. People are interested in what will happen as this is an unusual way for people to pull out bushes which keeps their attention as it's something different.

12. https://www.instagram.com/reel/C2owK1qt1Z9/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==

- a. Objective of this piece of content
 - i. Showcase their work to increase the trust people have in them and to increase passive buyer's desire.
- b. Where do I want them to go?
 - i. Stop scrolling
 - ii. Watch the vid
- c. What should they see, feel, and experience to go from where they are to where I want them to go?
 - i. Stop scrolling
 - 1. The footsteps will catch their attention because of the movement.
 - 2. The video cuts right into their dream state which will keep their attention and increase their desire in their dream state.
 - ii. Watch the vid
 - 1. The video cuts and the changing of camera angles keeps their attention while showing them their dream state