(To edit, click ‘file’ > ‘make a copy’)

INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will announce to pet owners that they can now book their appointments online! It will include all the benefits that come with being able to book online.

Tips:

★ Make sure the footage is clear and well-lit

★ Use a playful tone to keep the viewers engaged

★ Don't forget to add music to make the reel more fun and memorable!

We love to see your video reels, so don’t forget to tag us on Instagram at **@vetstoriahq**

1ST SHOT: Hooking the viewer!
Footage: A member of staff holding up a mobile phone displaying Vetstoria on the screen
First caption: "We now offer online booking!” Highlight the captions and use the text-to-voice feature, or simply record yourself saying them when filming this clip.
2ND SHOT: Tell the viewers about the benefits
Footage: Record some clips of a staff member clicking through the Vetstoria screen, choosing their pet and entering some dummy details. You can also use footage of a member of staff talking through the benefits below - perhaps with a pet in the frame too!
Caption: Add the following captions as you say them: • Quick and easy ✅ • Book at any time of day ✅ • Book on desktop or mobile ✅

- Book directly from [name of social channel]! ✅

Highlight the following benefits:

➔ Making a booking online is super quick and easy ✅

➔ Now you can book at any time of day, out of hours included!

➔ Book on desktop or mobile ✅

➔ Book directly from [name of social channel]! ✅

3RD SHOT: Where to find the booking link on your social platform

Footage: A screen recording of your instagram page. Use the green-screen filter on TikTok to point to the link on your profile.

Caption: “Find the link in our bio!”

Talking points:

➔ Make your next booking directly through our Instagram page!

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