

Business: Commerce tuition classes

Objective: To increase followers.

Instagram Reel Content. (educational and motivational)

Who am I talking to?

Students, boys and girls, age from 15 to 25.

Where are they right now?

- Scrolling on instagram or youtube
- Finding tips on google.

What are they feeling?

- Bored
- Unmotivated
- Distracted
- Pressure of exam and marks

What do they want from my content?

- Simple study hacks
- Unique from others, as they have already tried out so many things(awareness level 4)
- Some kind of motivation.
- Mistakes to avoid

What actions do I want them to do at the end of my content?where I need them to go?

- Follow my clients page.
- Profile

What are the steps I need to accomplish in order to get them from where they are now and where I want them to go?