

IG marketing -

3 most important concepts for EVERY video

1. Provide value to the audience
2. Niche down - choose your niche
3. Broadened niche - widen your niche

FOR EXAMPLE - instead of saying something like

“If you’re a mum and want to lose weight watch this video”

Instead say

“If you want to lose fat and build muscle here are 3 workouts that will do that”

The most important thing to do is to PROVIDE VALUE

TO FIND CONTENT IDEAS -

- Use the media starter kit in [Notion](#)
- Go to the creator list page and add creators in your niche who you know are doing well
- Go on tiktok and search up keywords describing the niche, keep scrolling till you find a creator who is doing well
- Sort their videos from most viewed to least viewed with the Chrome extension “[Sort for TikTok](#)”
- Then copy the top 10 ideas from that creator and put it in the creator list
- Once you get low on ideas go on people they’re following on tiktok and IG to find more people in their niche
- Aim to get 20 creators on the list which = 200 ideas

HOW TO CREATE A VIRAL VIDEO -

- Viral video = peak interest + deliver value
- The main verbal 3 hooks are, the negative hook, the desirable hook and the controversial hook
- NEGATIVE HOOK** - “You're never going to lose weight by eating like a fat ass!”
- DESIRABLE HOOK** - “Here are 3 workouts that will sculpt you into looking like a Greek god”

•**CONTROVERSIAL HOOK** - “No matter what these fitness gurus tell you, you cannot spot reduce belly fat”

VISUAL HOOK -

- You need 1 power word for example “stupid”
- You need 4-7 words
- You need 1 graphic either representing what they will learn or borrowing the interest of something that’s more popular than you for example Homer Simpson

DELIVERING VALUE -

- Step by-step - quick hacks, alternative options, how-to videos
- Insights - Trends, Mistakes to avoid, and wisdom you’ve gained over the years
- Tools and resources - Websites, applications, niche utilisations, for example, a dumbbell for a fitness trainer

HOW TO FIND A PROFESSIONAL AND CHEAP VIDEO EDITOR-

- Join editor facebook groups and post job opportunities
- Or steal job applicants from other job postings
- Try and find Philippine or Indian editors
- Apply to as many groups as possible and act as a video editor
- Include a price range for the editor
- You can search the word portfolio, Job posting, Hiring, Requirements, and Example and it’ll show you other job postings which you can use to find editors in the comment sections.

OPTIMISE THE VIDEO WITH POSTING TIMES AND SEO-

- Best time to post is only applicable to IG
- On IG post 40 minutes before your peak follower activity
- Video SEO is split into 3 key things -
 1. Your caption hook
 2. Short keyword summary
 3. And a selection of hashtags
- CAPTION HOOK** - should consist of a maximum of 30 characters, a short and attention-grabbing summary of what the video is about, and a emoji. You need to hit 1 of 2 subjects either a controversial hook or a desirable hook.

•**Short keyword summary**, 4-5 lines using as many keywords as possible, to do this open tiktok on your PHONE only, click on the search bar and search for your niche. Scroll down to the part that says “Others searched for”, write them down and put them in your keyword summary, DO IT AS A SUMMARY NOT A KEYWORD SPAM.

•**Hashtags** - find videos that are performing well in your industry and look for common hashtags, try 3 broad hashtags and 3 narrow hashtags. Don't use platform based hashtags like Salestok or Businessstok.

- DO COLLABORATIONS with creators a similar size or slightly more followers
- Use 5-15 relevant hashtags 5000+ up to 1 or 2 million
- Giveaways
- Before and afters

Instagram lives -

- Interviews/ conversations with other people who do calisthenics
- Q and A with followers
- Show and tell product demo
- Instagram showing a workout

Instagram reels -

- Sharing a personal experience
- How to tutorials, for example, how to do muscle ups (1-minute max but keep it as short as possible)
- Use trending sounds to help the video get on the Explore page

Instagram posts -

- Carosuels, up to 10 slides, you want to get people to swipe through all of the pictures/videos, something that helps with this is storytelling or a tutorial.
- Make the captions engaging with the audience, ask them a question or to give their opinion on something.

Instagram stories -

- Day in the life, showing what you do in your day e.g breakfast, working out, going out for dinner etc
- Giving tips about something
- Quotes
- Polls and questions, it'll also help engagement and build a relationship
- Testimonials, helps build social proof and makes people believe you know what you're doing
- Post at least once a day, open up with your personality, hobbies and what you do in your free time

