

CONTENT THAT GRABS ATTENTION:

From Ideas to Viral Posts

Hello everyone! We're continuing our Instagram training, and today we're talking about content. Let's dive in!

In this lesson, we're going to explore how to create content that truly grabs attention and has the potential to go viral.

By the end of the lesson, you'll know:

- The different types of content and which ones work best for you.
- How to consistently create content that will engage your audience.
- Strategies and techniques to increase the chances of your content being shared.

Understanding these principles will help you to create content that captivates and engages your audience, turning regular readers into active followers and customers.

One of the most important aspects of creating successful content is choosing the right words.

Selecting the right key phrases can significantly boost the virality of your content.

For example, using complex terms like “conversion” or “pop-ups” might limit your reach.

On the other hand, simple, clear phrases like “How to make money in three days” are more likely to spread.

To find effective keywords, you can use competitor and audience analysis tools, as well as AI tools.

AI models like ChatGPT can generate ideas and suggest phrases that might be surprising and useful.

All you need to do is describe your niche and content goal, and you'll get a list of appropriate options.

Another useful tool we've mentioned before is Answers for Public, which helps you to find keywords to optimise your content and increase its visibility in search engines.

So, by using the right words and modern technologies, you can significantly increase your content's chances of success.

There are several main types of content, each with its own characteristics and benefits:

- **Posts:** These combine text and a photo. The text can be long and detailed, describing a product or service.
- **Carousel:** This format mixes photos with text snippets on the images or simple background images.
- **Stories:**
 1. *Talking-head: Videos where you speak directly to your audience.*
 2. *Video: Short video clips.*
 3. *Text-based story: Images with text overlay.*
 4. *Background story: Illustrations or photos with various designs.*
- **Reels:** Reels offer a variety of content formats that can be used to attract and retain your audience.

To capture attention and spark interest, you can use different triggers and emotional headlines.

- **Fear of Loss:**

Examples: *“If you don’t do this, you’ll lose a client.”* or *“If you don’t act now, you’ll be out of a job in today’s market.”*

- **Curiosity:**

Examples: *“How to improve your life in five minutes?”* or *“The secrets to success no one tells you.”*

- **Positive Results:**

Examples: *“How I increased sales by 200% in three months without ads.”* or *“Three simple steps to a successful career.”*

These types of headlines help to grab attention and stimulate interest, sparking strong emotions and a desire to know more.

TYPES OF REELS THAT BOOST REACH

One effective way to increase comments is by deliberately introducing errors or provocations. For example, you could say something obviously wrong, like *“London is the capital of France.”*

This will trigger a response from viewers who will comment, correct or criticise you.

However, use this method with caution, as it may negatively affect your professional reputation, especially if the mistake relates to your field of expertise.

Keep in mind that negative comments also contribute to increasing your reach - more engagement means wider content distribution.

An effective way to trigger emotional reactions and increase virality is by sharing real-life stories that touch on conflicts or personal experiences.

Even if you're an expert in a particular field, topics like “long-distance relationships” might attract more attention than a purely professional subject.

These stories **evoke emotions and interest** from a broader audience, leading to greater reach and engagement.

From there, you can naturally transition into the main topics of your page, leveraging the momentum you've gained.

HUMOUR IN REELS

Humorous Reels are one of the most effective ways to grab attention and increase virality. They get shared, saved, and receive a lot of comments.

However, it's important **not to overdo it with humour**, especially if your brand image requires a serious tone.

Still, if you can incorporate humour, it can help accelerate your popularity growth.

That said, humorous Reels tend to have less impact on increasing followers.

Their primary role is to “warm up” the platform’s algorithms, which positively affects the performance of your other posts.

So, it's essential to balance your content: along with entertaining posts, create expert Reels aimed at attracting and converting followers into customers.

USING TRENDS, NEWS, AND SITUATIONAL MARKETING

Incorporating trends, news, and situational marketing is an effective way to draw attention to your content. Here are some strategies:

Trends: Stay on top of popular music tracks and movements to integrate them into your Reels.

News: Use current events and holidays, like Halloween, to create themed content.

For example, how a business owner can boost sales by 1000% during Halloween.

Situational Marketing: React to cultural events, such as the release of a new movie or news stories.

For instance, you could play on negative reviews of the movie “Snow White” to draw attention.

However, be cautious about using political or controversial topics, as they can negatively affect how your brand is perceived. Even though these issues might attract attention, it's better to steer clear of them.

KEY ELEMENTS IN REELS

Don't forget to include the following elements in your Reels:

Hook: A captivating moment at the start to grab attention, such as an unusual situation or a thought-provoking question.

You can also combine unrelated images and voiceovers, like a video of a girl putting on makeup while telling a story.

Call to Action: A prompt encouraging viewers to follow, comment, or watch more content - whether that's through highlights, reading a post, or subscribing to a newsletter.

Subtitles: Essential for voiced Reels so viewers can understand the content without sound.

tone of voice and authenticity in content

It's crucial to develop a consistent and recognisable tone of voice that reflects your personality and attracts the right audience.

This can range from specific vocabulary to how you communicate.

For example, some experts intentionally use a harsh tone to attract an audience that's more bold, while others prefer softness and openness.

The key is to be yourself while understanding which aspects of your personality will resonate with your audience.

Open and honest communication with your followers builds trust. Share your failures and mistakes to show that you're human. People tend to trust those who don't try to appear perfect. Share real stories that are relatable to your audience.

For instance, if you work with moms on maternity leave, share your experience of building a business while raising a child. This will resonate and help build a closer connection with your audience.

Now, it's time to apply what you've learned. Below, you'll find an assignment where you can practice coming up with post ideas and choose the best ones.

In the next lesson, we'll move on to an important topic: creating products that people want to buy.

See you in Lesson 5!

ASSIGNMENT:

Come up with 5 catchy titles.

For example:

- "These 3 mistakes are ruining your Instagram"
- "You'll be surprised, but here's what really works..."
- "90% of people do this wrong"