



LESSON 4.

HOW TO USE REELS TO PROMOTE THE EVEDEX ECOSYSTEM ON INSTAGRAM

Hi everyone. In this lesson, we'll focus on shooting Reels that don't look like ads yet still move people toward EVEDEX. You'll see how to structure the video, what to show on screen, how to edit, how to keep the delivery natural, and how to weave the platform into the story so viewers want to learn more on their own.

1) Why Reels are your reach engine

Instagram now prioritizes short videos. Reels are the main format pushed by the algorithm, even for new accounts. A single solid clip can do 10–50K views in a day or two.

Unlike feed posts or Stories, Reels are shown to a cold audience, so the first seconds must hook, avoid sounding like a pitch, and generate interest in your style—not just the product.



2) What not to do in a Reel

Do not open with the words “platform,” “EVEDEX,” or “exchange.” Do not put the EVEDEX logo in the first frame. Do not ask for clicks or registrations inside the video. Do not cover the entire clip with the platform UI. On Instagram this is seen as direct advertising, reach falls, and people swipe.

3) What actually works

Show context of use, not a product lecture. The viewer should see a real situation where the platform already helps. For example: you open Telegram in the morning, glance at a signal, check a strategy, and close the laptop. A quick glimpse shows “EVEDEX: strategy +0.6%.” On-screen text says “A morning when it runs without me.” No commands, just reality. Curiosity does the rest and the viewer heads to your profile.

4) A Reel structure that converts without selling

First frame is a visual trigger. You have three to five seconds to grab attention.



Use your face with a sharp emotion, a bold on-screen line that provokes, a quick screen showing a block or a number, or an unusual angle like top-down or mirror. Examples that work: “Third passport selfie request for a \$30 withdrawal,” “This isn’t trading. It’s a strategy people copy,” “How I left CEX and never went back.”

Middle reveals the situation. Show a short fragment of your workflow: a quick check of data, a glance at the interface, a moment on the strategy screen, a commissions tab, or the copy flow. **Do not explain; show. No voiceover needed.**

The final line is a reaction or a short statement. End with something neutral instead of “register now.” Phrases like “Now I just monitor,” “Link in bio if you’re curious,” or “I’ve been using this for a month—kept it for myself” lower resistance and don’t read as ads.

5) Themes and example arcs that resonate

Reels land best when they dramatize common crypto situations: a CEX account block, withdrawals failing, surprise KYC, losing trades, constant market stress, or the desire for hands-off income.

Build the story around the pain and let the solution appear in-frame.

- **Example arc for “Tired of trading”:** you scroll through charts, switch to the strategy interface, close the laptop, and the on-screen line says “I don’t trade manually anymore.”
- **Example arc for “CEX blocked the account again”:** you’re clearly frustrated at the monitor, the scene cuts to a DeFi interface, and the on-screen line says “Now everything runs without KYC.”
- **Example arc for “Passive yield”:** a strategy screen with the commissions tab, and the on-screen line says “People copy my setup. Commissions pay off daily.”

6) Technical notes that keep viewers watching

Keep the length between 12 and 25 seconds. Use 9:16 vertical video and add subtitles. Record at least 720p quality and avoid messy audio. Pick trending sounds from Instagram, but don’t overlay your speech if you speak.

Put a large headline in the first three seconds.
Instagram’s auto-captions aren’t perfect, so duplicate key phrases in the edit.

7) How to place the link without killing reach

Never put the link inside the Reel. End with “everything’s in the profile.” In the Reel description write a simple line like “Guide is in bio.”

In the bio itself send people to a link-in-bio hub (Taplink or a simple Notion page) with “My strategy on EVEDEX” and “How to connect.” If the Reel leads with a real problem and your profile continues the story logically, viewers will click without pressure.

8) What you've learned

Reels that perform show a life moment first and let EVEDEX appear naturally inside the frame. They hook fast, reveal just enough, and finish lightly.

They use topics every crypto user recognizes, keep the tech clean, and route interest through the profile rather than shouting for clicks. **Build around that pattern and you’ll get views, curiosity, and steady movement into your EVEDEX flow without looking like an ad.**