

SOCIAL MEDIA & REELS

Why Reels?

- Large reach
- Personal & approachable
- Showcases your expertise
- Builds trust & connection with clients

What works especially well?

- Behind the Scenes (setup, wrapping, posing)
- Before/After
- One set → multiple looks
- Emotional moments

Step by Step – Reel

- Record clips with a selfie stick or tripod
- Film from different angles
- Show the setup + optionally add the final photo
- Keep it short & snappy (5–15 sec.)

CapCut-Tips

- Quick cuts
- Text overlays (tips, call-to-action)
- Music: choose in your own style
- Strong hook in the first 3 seconds
- 9:16 fullscreen format
- post 3x a day: Reels, Carousel, Single post (use content from model calls)
- Hashtags & captions (e.g., created with ChatGPT)

Where to Post (Crossposting)

- Instagram
- TikTok
- YouTube
- Pinterest
- Facebook
- LinkedIn
- Threads

WhatsApp-Story & WhatsApp-Channel

Tip: Tools like repurpose.io help with automatic distribution.

Show the process, not just the result.

Reels = your most important marketing tool.