



**INSTAGRAM
REELS
48 IDEAS
FOR YOUR
BUSINESS**



SUPERLIST

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Need some Instagram Reels Ideas for your business?

In this super list - I'm going to share 48 different ideas that you can use to promote you and your business using Reels.

They're perfect if you have a product based - or service based business.

WHAT ARE INSTAGRAM REELS?

Instagram Reels is a new way to create fun and engaging video content for your audience.

Similar to TikTok, Instagram users can record and edit together 15 to 30-second video clips set to music and share them to their Stories, Explore Feed, and the new Reels tab on a user's profile.

It's a more dynamic and creative opportunity to showcase more of your personality and brand.

There are over 1 billion active users already on Instagram — and if we've learned anything from the introduction of Instagram Stories, it's that Instagram knows how to replicate a tried-and-tested format with success.

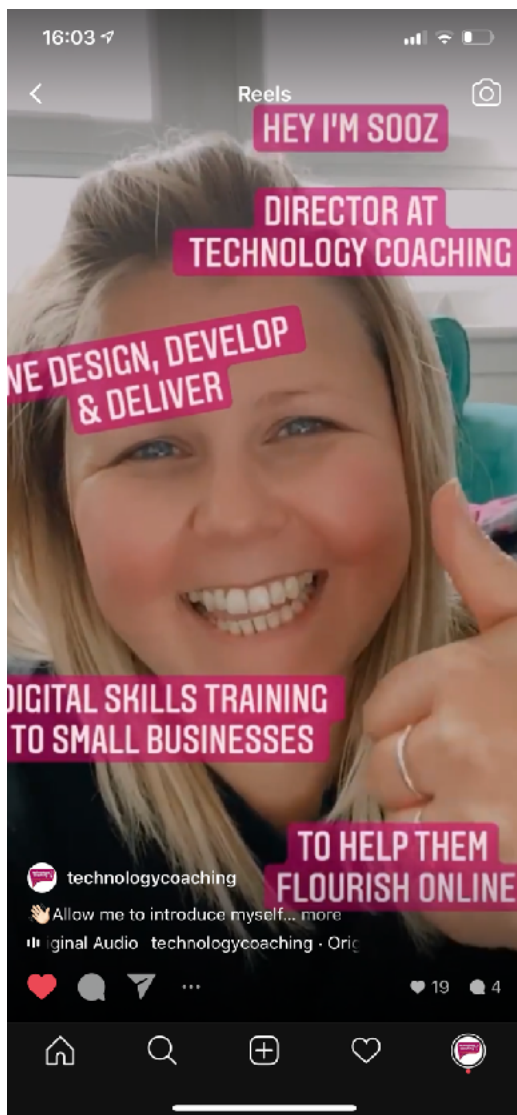
Let's get started!

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#1 - INTRODUCE YOURSELF

If you're not sure where to start, this is a great first Instagram Reel video idea to post on your account



EDITING TIP

List:

- Your name
- Where you're from
- What you do
- What you offer

SONG RECOMMENDATIONS

- Any song you want. Make it fit your style, your personality or brand.
- "Level up" – Ciara

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#2 - MEET THE TEAM

Introduce your team members (even if you're a team of one 😊!)

EDITING TIP

List:

- Wave to the camera
- Write the name of the person + their job title

SONG RECOMMENDATIONS

- "I'll be there for you (Theme from Friends)"
- "You've got a friend in me"
- "Best Friend" – S Club 7

#3 - KEEP IT SIMPLE

Don't want to edit too much? Simple videos are also perfect. Just start recording videos of things around you, places, people, things you do, or an event.

EDITING TIP

List:

- Look at your surroundings, anything interesting to share?

SONG RECOMMENDATIONS

- Use any song you like
- Sometimes you can just leave the original audio if you want people to hear what's around you (like birds chirping)

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#4 - WHAT TO EXPECT FROM US...

Want people to follow you? Share what type of content people can expect to see from you.



EDITING TIP

- Make a list of things you post about and / or how you help people.
- Make each thing appear as text, one by one on the screen, and point your finger on it

SONG RECOMMENDATIONS

- "Level up" – Ciara

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#5 - A DAY IN THE LIFE / BEHIND THE SCENES

Film snippets of what a day in your life looks like, or what it's like behind the scenes

EDITING TIP

- What you do with clients
- Daily prep / setup
- Where you are

SONG RECOMMENDATIONS

- Ily (i love you baby) – Surf Mesa
- Sunset Lover – Petit Biscuit
- This Girl is on Fire – Alicia Keys

#6 - WHAT PEOPLE THINK RATHER VS WHAT IT'S LIKE VS WHAT IT ACTUALLY LOOKS LIKE

Bust people's assumptions about one part of your business or life.

This can become a series on your account.

FOR EXAMPLE

- What people think it looks like to run your own business
- What people think it looks like to work from home
- What people think it looks like to paint
- What people think it looks like to be a solopreneur, entrepreneur, business owner etc

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#7 - SHOW YOUR WORKSPACE

A lot of people like to also show their workspace. trade (anything from stationary, furniture, calendar, laptop).



EDITING TIP

- Pan over the whole room
- Show the tools you use
- Favourite parts of your room
- Desk setup
- Stationary, furniture, laptop etc

SONG RECOMMENDATIONS

- Watermelon Sugar – Harry Styles

VLOG TOPIC IDEAS

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#8 - WHAT PEOPLE THINK THEY NEED TO DO [DO SOMETHING] VS WHAT THEY ACTUALLY NEED TO DO

Make a list of things people think they need in order to achieve something.

End the video with a fact that is the opposite of their current mindset.

This will surprise them, shock them, or make them question if there's a better way: what you offer.

#9 - SHOW YOUR PROCESS FROM START TO FINISH IN 15/30 SECONDS

An Instagram Reel video is 15 seconds or 30 seconds

You can record yourself making something from start to finish.

Increase the speed of the video. Done!

#10 - QUICK TIP

Can you share tips with your followers?

Make a list of a bunch of tips you want to share.

One tip = one video Or Three tips = one video.

You choose how many tips you want to include in one video.

This Instagram Reel video idea can become a fun series on your account.

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#11 - MISTAKES

Share some common mistakes you see people do, and share how to fix it.

EDITING TIP

- Mistakes people make in their Instagram bio
- Mistakes people make when they wash their hair (if you're a hair stylist)
- Instagram Hashtag Mistakes
- 3 mistakes you're making in your caption

#12 - FAVOURITES

Share your favourite products, tips, finds, or anything else you'd like to highlight.

You can make it into an Instagram Reel series too: "Favourites of the Month".

#13 - PACKING ORDERS

Have a product-based business? Record a video of you packing orders.

#14 - THE MAKING OF...

This is another great Instagram Reel idea for product-based business owners. Film your process of making something.

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#15 - BEFORE & AFTER

Want to see the final results?

One of my favourite Instagram Reel ideas is to take a quick video of the “before” and then another video of the end product (the after).

EDITING TIP

- If you have a product-based business: show your raw materials, snap your finger, reveal the after.

SONG RECOMMENDATIONS

- Better – Khalid

#16 - SHOW SIZES

Do you sell products that have different sizes?

Record a video of you showing the different sizes you offer.

It helps people make a choice and get an idea of how big or small the product is next to a person.

#17 - BEST SELLERS

Why not show your best selling pieces?

This will help new people see what your most popular pieces are, and motivate them to buy them too!

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#18 - SHOW ONE PRODUCT ONLY

You can record a video for each one of your products.

You Reels can become a video catalogue of all your products, so people can see them in different angles and light.

This is a great idea if you have a clothing or jewellery brand.

People are getting closer to “seeing” your product as if it was in real life, because it moves, in a video.

#19 - PRODUCT FASHION SHOW

I like to call this Instagram Reel idea the “Product Fashion Show”.

Select a few of your products and show them one by one in one video.

SONG RECOMMENDATIONS

- Don't start now – Dua Lipa
- Dance Monkey – Tones and I
- Juju On That Beat -Zay Hilfigerrr & Zayion McCall
- Something New – Wiz Khalifa

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#20 - TUTORIAL SHOWCASING YOUR PRODUCT

One of the most useful Instagram Reel ideas for business is to create a quick tutorial of you using your product.

#21 - DIFFERENT WAY TO USE A STYLE PRODUCT

Choose one of your products or services and show different ways you can use or style it.

#22 - I WANT IT, I GET IT...

This idea is based on the Ariana Grande song called "7 rings".

Use the part of the song when she sings "I want it, I get it".

Record a fun video of you seeing your product (on your website or Instagram feed for example), and then getting it in real life.

This is a super creative Instagram Reel video idea for businesses.

SONG RECOMMENDATIONS

- 7 rings – Ariana Grande

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#23 - COUNT SOMETHING

This is one of my favourite Instagram Reel ideas for business!

Do you have 4 products you can show?

Or 4 tips to share?

Use the song "1234" to share these 4 things.

Each time they sing a number, show the next product / tip.

SONG RECOMMENDATIONS

- 1234 – Plain White T's

#24 - SNEAK PEAK

Share a sneak peek of a product, service or post coming up.

SONG RECOMMENDATIONS

- Something Special – Pop Smoke
- I'm So Excited – The Pointer Sisters

#25 - CHALLENGE

Create an Instagram Reel challenge that your followers can join.

Choose a song. Choose the challenge. Challenge them to replicate it using your product or tip.

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#26 - RESTOCK

Are you about to restock?

Share the news with your followers!

You can show all the boxes or products in the room.

#27 - OK. I BELIEVE YOU. BUT...

This Instagram Reel video idea is based on the song called "Jump in the line".

It's a super fun song. Choose the part of the song when they sing "Ok, I believe you".

Each time they sing "Ok, I believe you" show an assumption or something people always tell you.

Then, surprise them with one of your facts and finish the song at "Oh!!" It's the surprise moment and the perfect punch line to finish the song.

EDITING TIP

- List facts you hear from people all the time
- Finish with a fact that will surprise from

SONG RECOMMENDATIONS

- Jump in the line – Harry Belafonte

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#28 - SHOW WHAT IT'S LIKE TO DO SOMETHING

Record the feeling of what it's like to do something, or get something.

EDITING TIP

- Running your own business be like...
- Getting a fresh haircut be like...
- Planning your feed with Preview app be like...
- Wearing your favourite outfit be like...

#28 - THAT FEELING WHEN...

What is something you do to help people? Record a video of what it looks / feels like when you do that thing. Relate it to your business and you've created an awesome Instagram Reel video!

EDITING TIP

- If you're a hairstylist: "That feeling when you come out of the hairdresser"
- If you're a clothing brand: "That feeling when you receive your new clothes"
- If you're a jewellery brand: "That feeling when you treat yourself"

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#30 - 3 REASONS WHY...

Share 3 reasons why your followers should know / do / not do / say / not say something.

EDITING TIP

- 3 reasons why you should use attend digital skills training with Technology Coaching
- 3 reasons why you're not growing
- 3 reasons why your cat loves you

#31 - MYTH BUSTING

This is an amazing Instagram Reel idea for businesses: "Myth versus Truth".

Bust those myths!

This can be a series on your account.

Make a list of myths you hear in your industry, or myths you hear your clients / customers talk about.

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#32 - YES vs NO

This is a super popular Instagram Reel idea for your business.

Use these 2 songs to create your video

“Nope Yup” – Lil Skeet

“No, no, no” – Destiny’s Child

HOW IT WORKS:

- When you hear “Nope” = Shake your head and write a sentence you hear people say and disagree with.
- When you hear “Yup” = Nod your head “yes” and write a sentence you agree with (that could be the opposite of the previous sentence you disagreed with)

#33 - RECREATING A LOOK USING YOUR PRODUCTS

These kind of Instagram Reel videos can make you go viral.

Can you recreate the look of a celebrity with your product / service / offer?

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#34 - OUTFIT CHANGE

This Instagram Reel idea is perfect for clothing brands, or if you want to share your transformation from pyjamas to work outfit (even if the work outfit is the same or another pyjama). Remember: Instagram Reels are meant to be fun!

SONG RECOMMENDATIONS

- Supalonely – Bennee
- The Git Up – Blanco Brown
- Stunnin' – Curtis Water
- Woah – KRYPTO9095 FT. D3MSTREET

#35 - CELEBRATE YOUR BUSINESS BIRTHDAY

When is your business birthday?

SONG RECOMMENDATIONS

- Happy Birthday
- Celebration – Kool & The Gang
- Celebrate – Mika
- One More Time – Daft Punk

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#36 - BEAUTY MODE

Does your product or service involve a transformation?

Like:

Clothing

Makeup

Hair

Accessories

You can join the “Beauty Mode” trend.

You can create your own “Beauty Mode” video that fits with your brand, just like @ileanasoulclarity did.

Instead of calling it “Beauty Mode”, she calls it “Aligned Mode” because it is what her business is about: helping business owners feel more aligned in their lives and business.

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#37 - BUSINESS EVOLUTION

Share the evolution of your business.

You can share videos of different stages of your business (from months / years ago).

Or you can film a video of yourself now and share the story of your business.

SONG RECOMMENDATIONS

- "Moon (And it went like)" – Kid Francesco
- Downtown – Macklemore

#38 - SHARE A STORY

Share your personal story.

For example, you can share stories of:

- How you started your business
- Your first customer
- Your first sale
- How your first year of business was

SONG RECOMMENDATIONS

- Glorious – Macklemore
- These Days – Rudimental
- Survivor – Destiny's Child
- Independent Women – Destiny's Child
-

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#39 - SHARE THE NEWS

Is there a big news in your industry? Or your latest blog post?

Use the "Green Screen" effect on Instagram to show the screenshot of the news behind you.

Here's how to do it:

- Take a screenshot of the news
- Open your Instagram Reels and choose the "Green Screen" effect
- Upload the screenshot as you background
- Point to it or share your tip / reaction

#41 - COMING SOON!

Make an announcement. Tell people what's coming soon so they get excited.

For example:

- New arrivals coming soon!
- New YouTube video coming soon!
- New blog post coming soon!
- New email newsletter coming soon!

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#42 - PROMOTE A GIVEAWAY

Are you doing a giveaway in another post on your feed?

People use Instagram Reels to promote their giveaway. This way they can get more reach, more eyes on their post, and also remind people that the giveaway is still open.

#43 - INVITE PEOPLE TO JOIN YOUR COMMUNITY ON INSTAGRAM OR FACEBOOK

Do you have a Facebook group?

Promote your Facebook group or membership in your Reels.

#44 - PROMOTE A FREEBIE

Do you offer a freebie that people can download?

Talk about it / show it in your Instagram Reel video.

#45 - TRANSFORMATION

Share a transformation, results, or makeover.

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#46 - ANSWER FAQs

Are people asking you the same questions all the time?

This can become a series on your account too:

You can create a video for each frequently asked questions, or

Create one video answering the top 5 most frequently asked questions.

#47 - COMMUNITY

Want to celebrate your community?

Create an Instagram Reel video to feature some people from your community.

They can be:

- Your fans
- Customers who tagged you in their Insta Stories during the week / month
- People who tagged you on their posts
- People who use your brand's hashtags

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#48 - TESTIMONIAL

Do you receive testimonials from your clients / customers?

Share their kind words.

SONG RECOMMENDATIONS

- "Applause" – Lady Gaga

That's it with Instagram Reels for your business!

Amazing!!

Well done - you made it to the end!

Which one did you enjoy creating the most?

I want to see your posts - tag @technologycoaching and let us see your Reels!

Or join the Facebook group on the next page, and share in there :D

Happy Creating!

JOIN THE FACEBOOK GROUP

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entrepreneurs and business owners**

**Share your message, master your
marketing, grow your business**

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