



# Reel Success:

## Amplifying Your Festival's Reach with Engaging Video Content





# Importance of Amplifying Social Media In Your Marketing

- Social media provides a **direct connection** to potential **visitors, sponsors, volunteers**
- It's the easiest way to distribute info
- Posts are **easily shared** by viewers, offering an opportunity to **GROW** interest in attending your festival and provide incentive for businesses to sponsor





# The Rise of Social-First Video

- The **TikTok boom** of Spring 2020 showed users' appetite for short, entertaining videos, leading other platforms to find their own solutions. Enter Reels, Meta's competing feature.
- **Reels are outperforming** other Instagram content types
- Instagram introduced new editing tools, templates, and improved analytics, further solidifying that **Reels are here to stay**.





# The Power of Reels

## High Engagement Rates:

Instagram Reels have been shown to have higher engagement rates compared to traditional posts. On average, Reels can generate up to 22% more engagement than regular video posts on Instagram.

## Extended Reach:

Reels are prominently featured in the Instagram Explore page, which is visited by over 50% of accounts each month. This gives Reels a higher chance of being discovered by new audiences.

## Users Prefer Video Content:

Over 90% of Instagram users watch video content on the platform weekly. This highlights the importance of incorporating video content, like Reels, into your social media strategy.

## Algorithm Favorability:

Instagram's algorithm tends to favor Reels, often giving them priority in user feeds and on the Explore page, thus amplifying their reach.

## Demographics:

A significant portion of Instagram users are between the ages of 18 and 34, a key demographic for many festivals and events. Tailoring Reels to this audience can be particularly effective.





# Let's Talk Strategy:

## How Do We Create FOMO?



# It's Easy As PIE



## PERSUADE

to attend, sponsor,  
volunteer, engage, etc.



## INFORM

audiences about upcoming  
events, organization's  
purpose, new additions to  
the festival



## ENTERTAIN

audiences with  
engaging content



# How Do I Find Inspiration?

- **Scroll, scroll, scroll!**
- Look at other accounts. What do you like/not like about their videos?
- **Save videos** and **sounds** that you think would work well for your brand.
- Finding **trending sounds**: look for the arrow icon!
  - Reels page shows how the sounds are being used by other creators
  - Reel -> Music Icon - lists various trending sounds
- **Word of caution:** not every trend will be on brand for your festival!

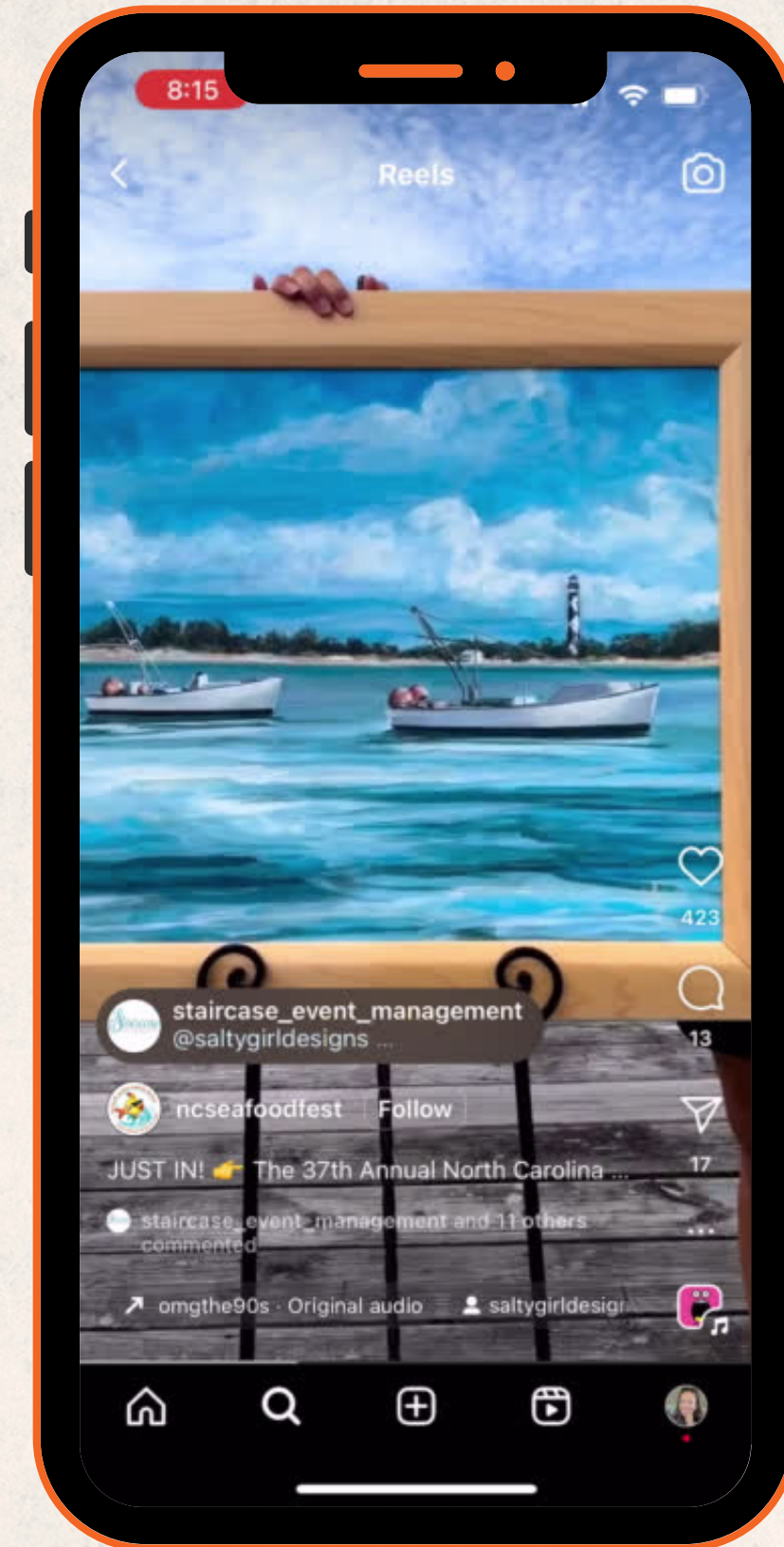




# Content Ideas: Promotional

Ideas to consider:

- Videos from entertainers leading up to the festival
- Announcements shared by board members
- What I ate at the \_\_\_\_\_ Festival
- Interacting with volunteers and charities that are participating in the festival
- General hype videos
- Wrap Ups
- Unique traditions at your event (Flounder Fling, Pickle Eating Contest)



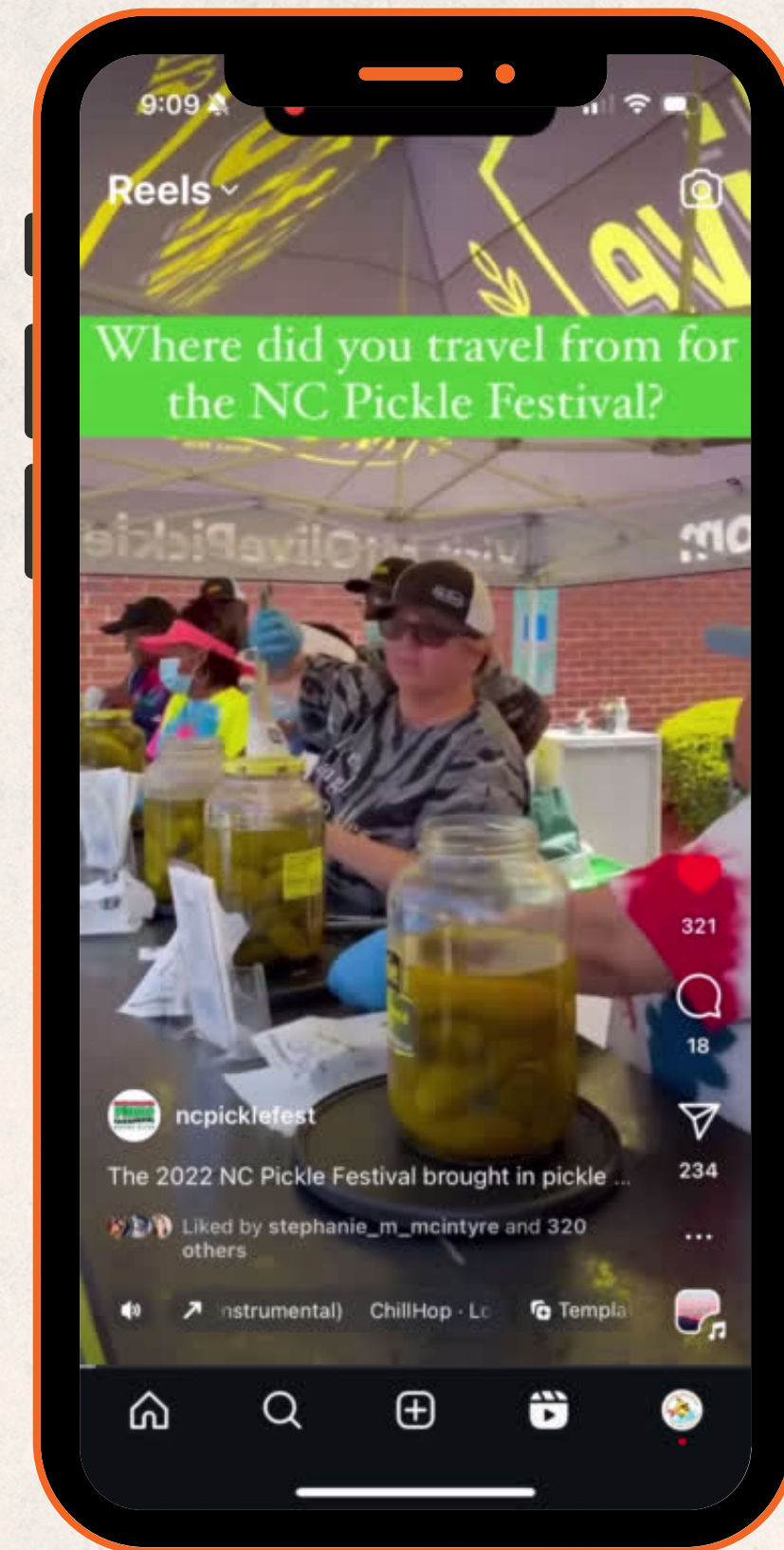
@ncseafest



# Content Ideas: Interacting With Attendees

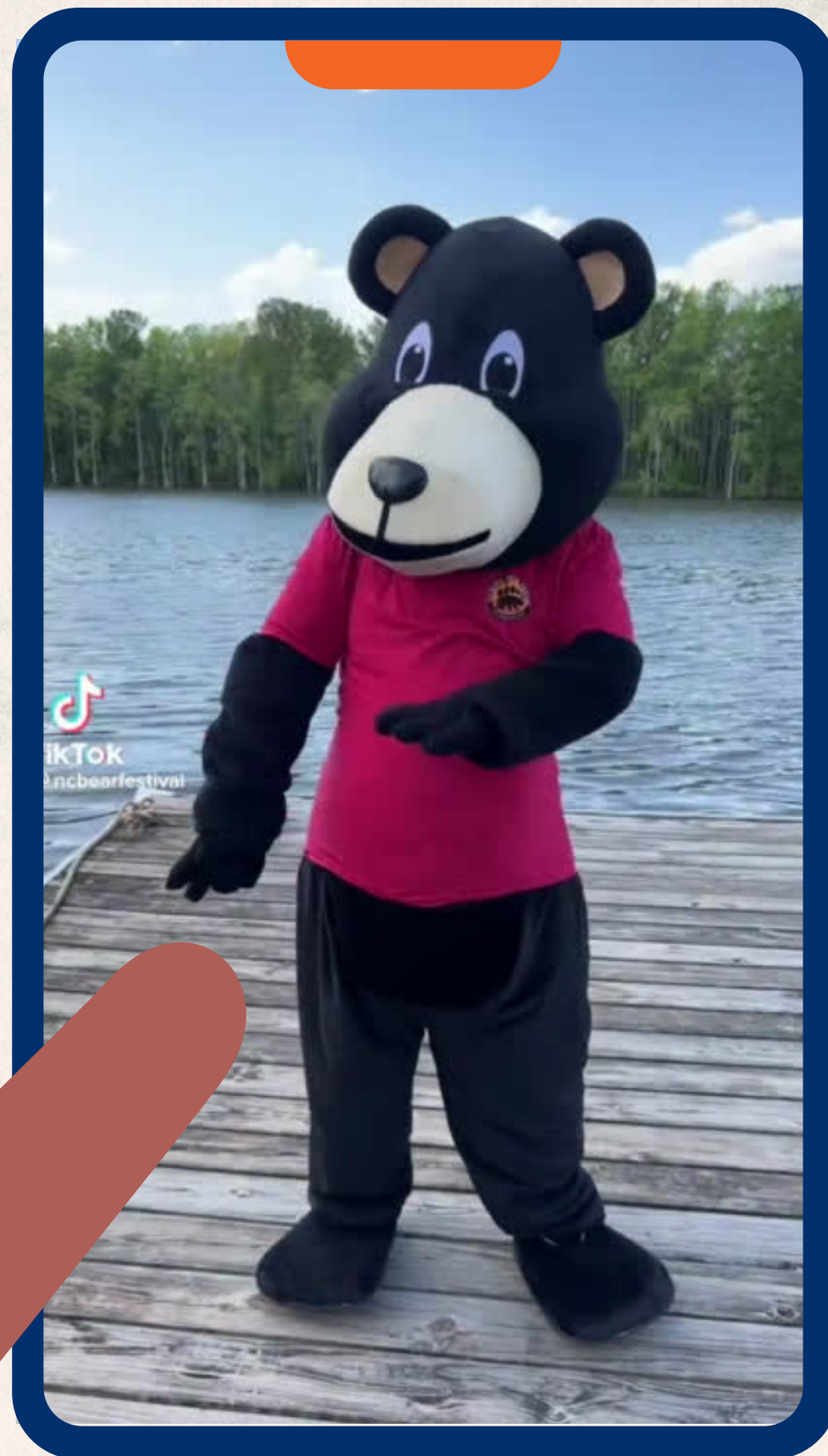
Ideas to consider:

- What's your favorite food at the festival?
- Where are you joining us from?
- Is this your first time at the festival? If not, how many times have you been to our event?
- What's your favorite thing about the festival?
- Are you Team \_\_\_\_\_ or Team \_\_\_\_\_?



@ncpicklefest





@nationalbearfest

# How Do I Get Started?

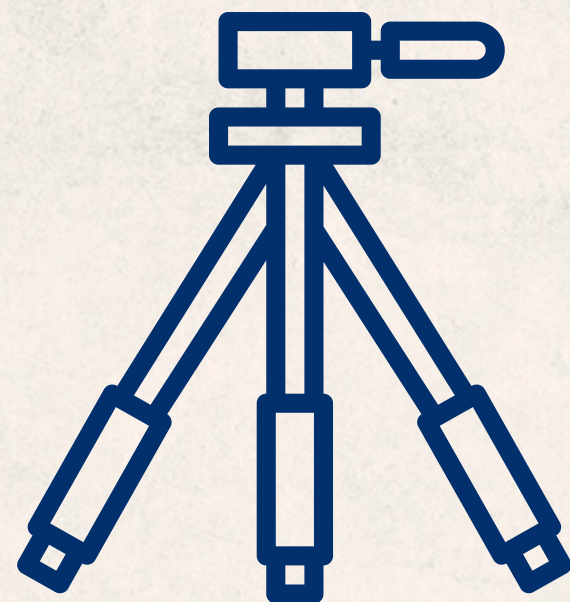
- What **message** are you trying to share?
- How can I make my video **entertaining**?
  - Trending sounds
  - Trends/Challenges
  - Transitions
  - Dynamic Shots





# What Tools Do I Need?

- Smartphone
- Optional Items:
  - Tripod
  - Microphone





**While I have my phone out...**  
**I need to ask you a favor.**



**Will you be in my Reel?**





Let's Start Filming



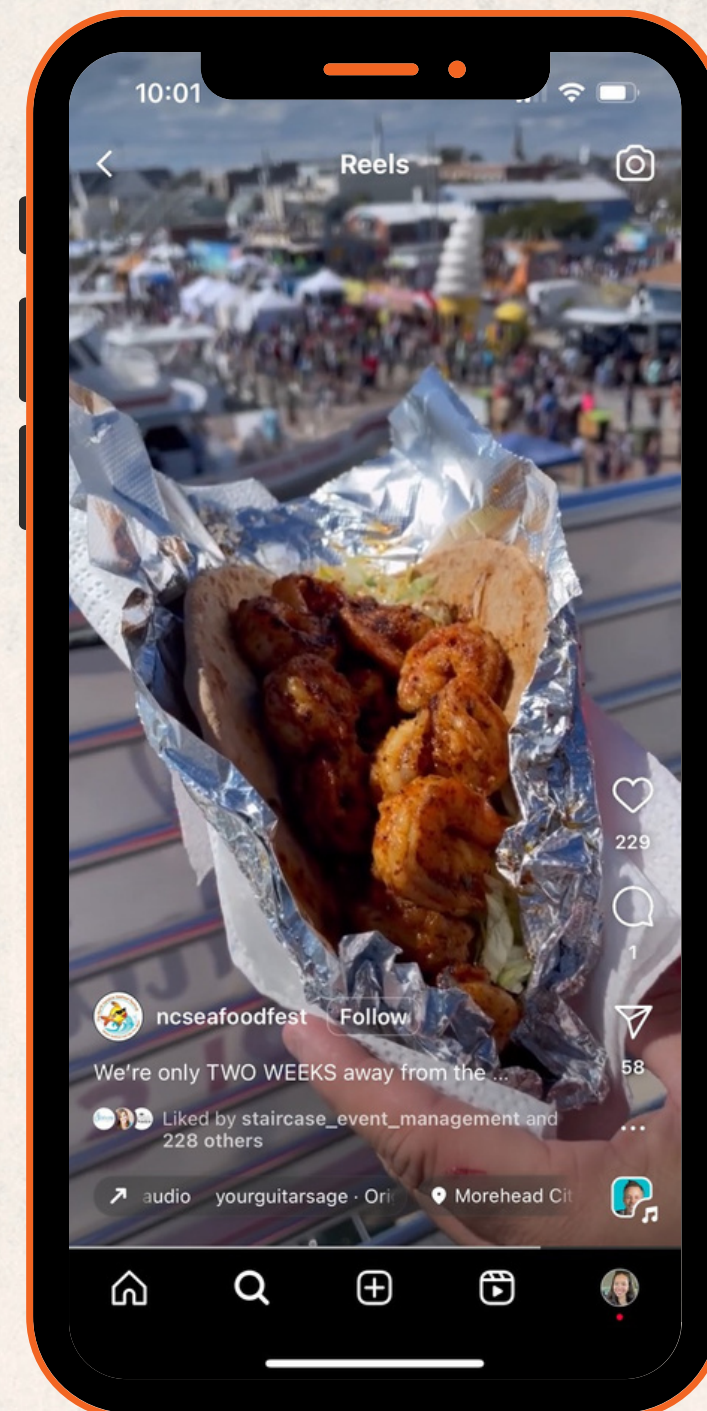
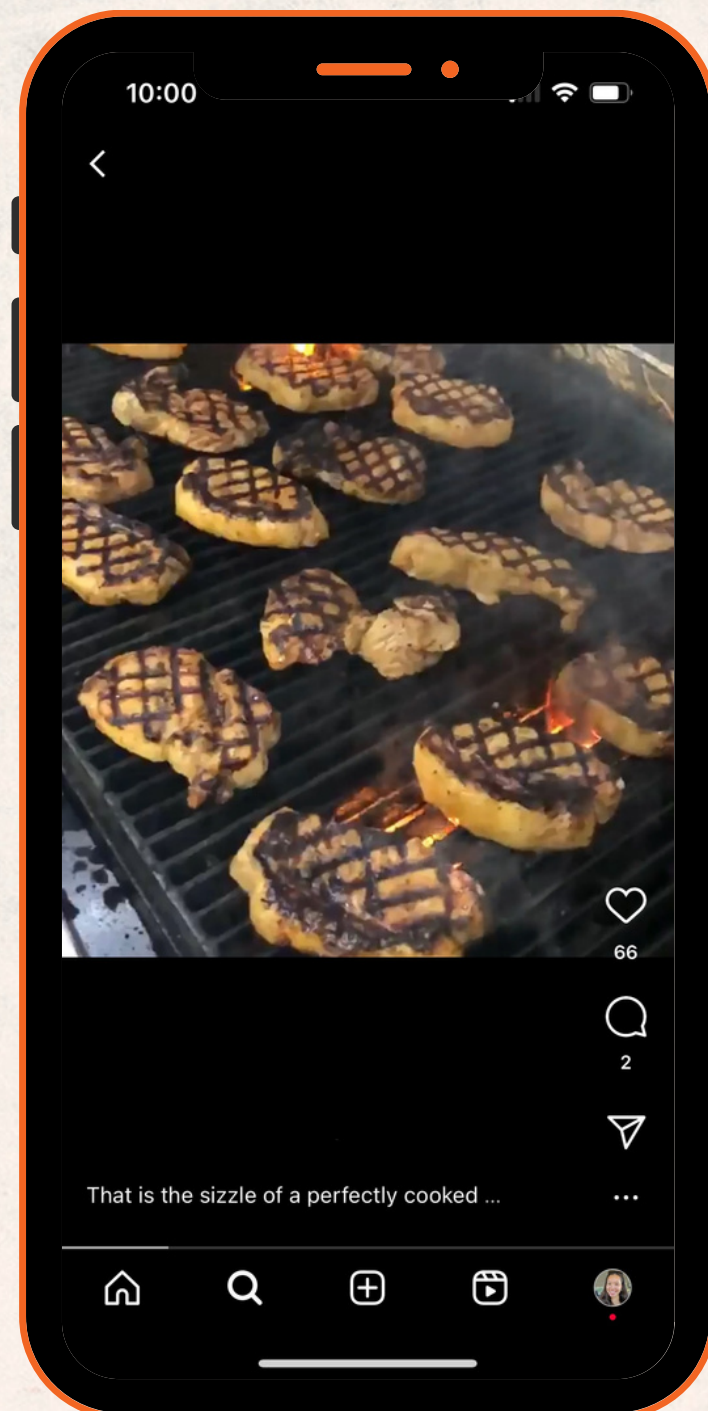


# How Should I Film?

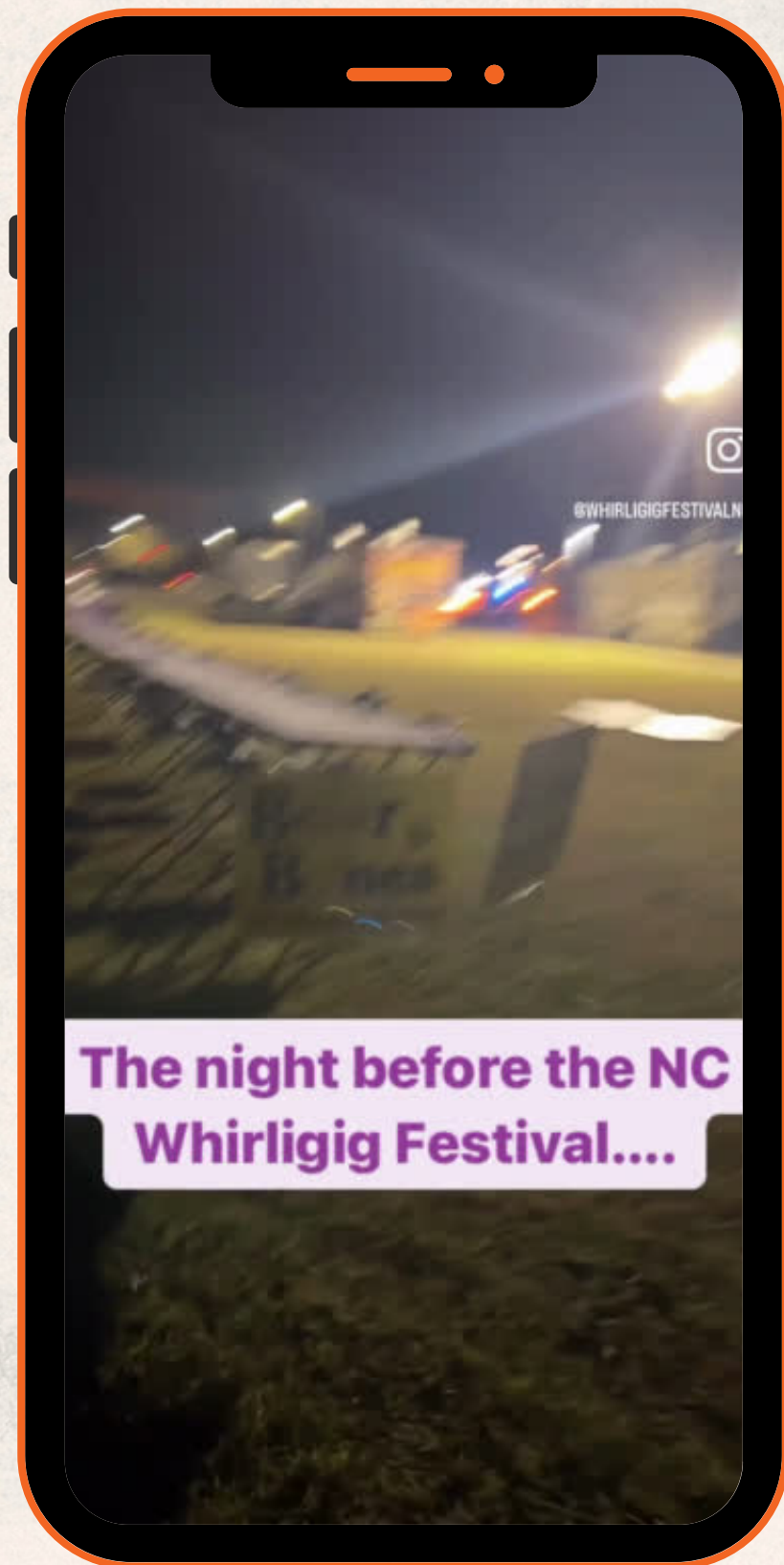
- There are **two options**:
  - Filming in the **Camera app** of your phone allows you to stockpile plenty of footage for future videos
  - Filming in **Instagram** allows you to sync your movements to trending sounds



# RECORD VERTICALLY







@whirligigfestivalnc

# Tips While Filming

- **The more content, the better!**
- Try to get at least **FIVE** different shots of each major event at your festival
- If you're working with a team, create a **shared folder** to upload content in
- **Get people to participate!**
- **Vendors** and **sponsors** love the highlight - be sure to grab their socials to tag them in posts later!
- Don't be afraid to **ask attendees** if they want to be in a video.



# EDITING





# Where Do I Edit My Videos?

- Instagram's **Creative Studio** lets you use **sounds** and **elements** that are native to the platform
- Editing apps like **CapCut** are easy to use
- **Remove watermarks** with apps like Media.io if sharing across multiple platforms





@theoceanfestorg

# How Can I Edit My Videos to Make Them More Engaging?

- **Trim clips** to limit downtime in a video
- Utilize **text overlay** features
- Add closed **captions** to audio-heavy videos
- Use **transitions** between clips



# Editing Tips

- Remember to **leave room for post captions** and engagement buttons overlay
- **SAVE** and **DUPLICATE** your drafts!
- **Preview** your videos before posting





LETS POST





# But First: When Should I Post My Video?

Limitations may keep you from posting during the festival, but the timelier, the better!



# Crafting an Effective Social Media Caption

- Keep it clear, **concise, and to the point**. Users often scroll quickly, so make your message easily digestible.
- Infuse **personality** and creativity into your captions! A unique and relatable tone can help your brand stand out and connect with your audience.
- Encourage engagement with a clear **call-to-action**. Whether it's liking the post, sharing it, or visiting your website, guide your audience on what to do next.

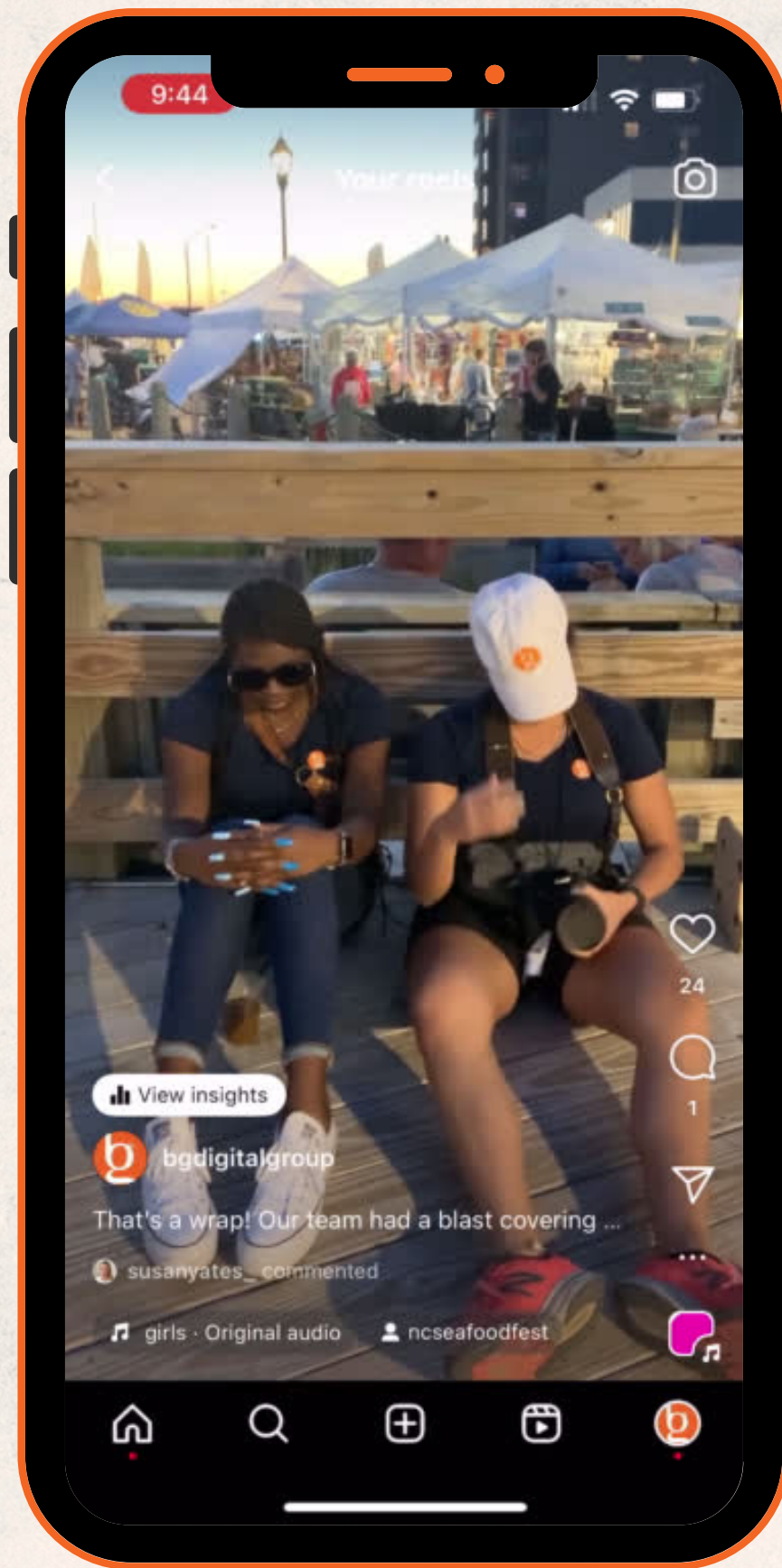




# Posting Tips

- Don't forget to **tag sponsors** and **vendors** if they were in the video! They'll be more likely to share the video with their own audience.
- **Tag your location!** When people search for this area, this video will pop up and serve as inspiration for something to do when visiting.
- Use **branded** and **relevant hashtags** (aim for a maximum of 5)





@bgdigitalgroup

I Posted the Video:  
Now What?



**ENGAGE**



# Analyze

## Tools For Tracking Performance



### Instagram Insights

This built-in tool provides data on your Reels, including reach, likes, comments, shares, and saves. It's a primary resource for understanding how your content is performing.



### Third-Party Analytics Tools

Platforms like Hootsuite, Sprout Social, or Later can offer more detailed analytics and comparative data over longer periods, which can be useful for tracking trends and patterns.



# Analyze

## Understanding Metrics and What They Mean for Your Festival



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### Reach and Impressions

These metrics show how many people have seen your Reel. High numbers indicate good visibility and are essential for brand awareness.



### Engagement (Likes, Comments, Shares, Saves)

High engagement rates signify that your content resonates with the audience. Shares and saves are particularly indicative of content that viewers find valuable or worth revisiting.



### Completion Rate

This measures how many people watched your Reel to the end. High completion rates suggest captivating content that holds viewers' attention.



# Adapt

## Adapting Your Strategy Based on Feedback and Data



### Content Adjustments

Analyze which types of Reels receive the most positive response and adjust your content strategy accordingly. For instance, if behind-the-scenes content performs well, consider producing more of it.



### Posting Schedule

Use insights to identify the best times and days to post your Reels for maximum engagement.



### Audience Interaction

Pay attention to comments for direct feedback. Engaging with your audience in the comments section can also provide insights into what your audience wants to see.



### Iterative Approach

Social media trends and audience preferences change rapidly. Regularly review your analytics to stay current and adapt your strategy as needed.



# SAMPLES



**ncseafoodfest** • Follow  
johnnysibilly • Original audio

**ncseafoodfest** We're still thinking about all of the delicious seafood from this weekend 🍷🍷

What was the best thing you ate at the 36th Annual NC Seafood Festival? Let us know in the comments! 🍷🍷 #ncseafoodfest

#ncseafoodfestival #ncfestivals #familyfun #moreheadcitync #moreheadcity #mycrystalcoast

68w

**teresawood2504** Crab fries from @east coast vibes!!!!

15w Reply

**carolinahempmorehead** 🍷🍷🍷

235 likes  
October 4, 2022



**ncpicklefest** • Follow  
ChillHop • Lofi & Chill (Instrumental)

**ncpicklefest** The 2022 NC Pickle Festival brought in pickle lovers from far and wide! Where did you travel in from? #ncpicklefest

#pickle #pickles #picklelover #picklelovers #ilovepickles #ncfestivals #mtolivepickles #foodie

90w

**jayjorjazi\_mommy** Yayyy Baltimore MD

86w Reply

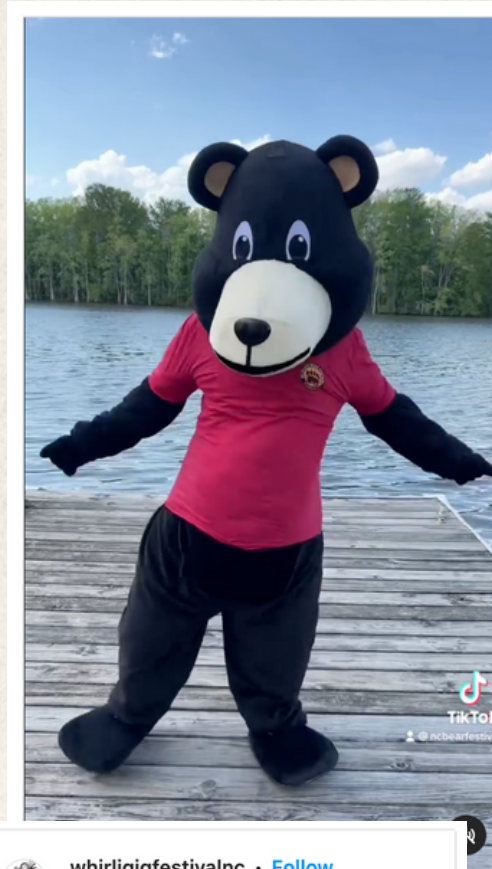
**cwwheeler82** Why have you not taken me here yet @anwheeler15

88w Reply

View replies (2)

315 likes  
May 2, 2022

Log in to



**nationalbearfest** • Follow

**nationalbearfest** 🐻 GIVEAWAY TIME! 🐻

We're offering the chance for 2 lucky IG followers to win a FREE 2022 #NCBBF t-shirt!

To enter for a chance to win, like this post, follow our account, and tag 2 of your friends. For multiple entries, head over to our FB and TikTok!

Winners will be contacted on May 6th. Good luck!

#ncblackbearfestival #ncbbf #bearolina #plymouthnc #ourstate #easternnc #coastalcarolina #visitnc #ncevents #ncfestivals #ncfestival #familyfun #ncblackbear #ncfestivals #discovernc

79 likes  
May 2, 2022

Log in to like or comment.



**theoceanfestorg** • Follow  
Original audio

**theoceanfestorg** You could win a NEW wetsuit from @ripcurl when you recycle your old wetsuit at Ocean Fest!

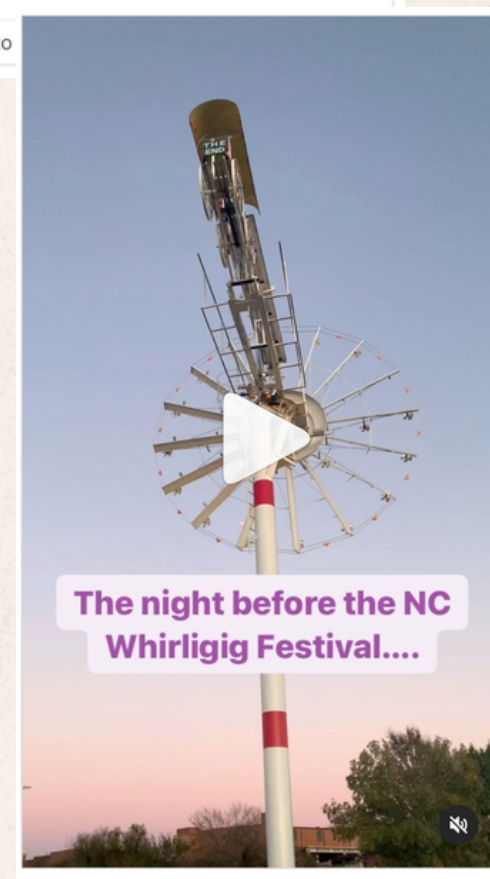
Toss your suit (any brand) in our 🌱 bin and you'll be entered to win a fresh one. AND, if you recycle your suit at O'Fest you'll receive a \$25 Rip Curl voucher.

If you can't make it to the Fest, you can drop your old suits at either @spinnakersurfshop or @surfcitysurfshop, and you'll still be entered in the drawing. They'll accept suits in-store until Sunday, October 22. Winner will be announced the following day.

16w

165 likes  
October 3, 2023

Log in to like or comment.



**whirligigfestivalnc** • Follow  
viral.templates • Original audio

**whirligigfestivalnc** 19th Annual North Carolina Whirligig Festival loading...

#giveitawhirl #whirligoodday #whirligig #ncwhirligigfestival

11w

**zach\_williamsofficiallyick666** I even hung sheetrock in the garage that's an art center across from the bar at the park and the building attached the bar

11w Reply

**zach\_williamsofficiallyick666** Awesome that's where I'm from

11w Reply

**a.etheridge** I went today and got

136 likes  
November 3, 2023

Log in to like or comment.



QUESTIONS?

Reach out at

[sayhello@bgddigitalgroup.com](mailto:sayhello@bgddigitalgroup.com)



**Thank you!**