



SOCIAL DEALER |

**INSTAGRAM
REELS**

Spread **awareness** of your brand in a captivating way.

Social media has created a habit of obtaining information in bite-sizes. With the average attention span being about eight seconds long, this form of video content is perfect for keeping the attention of targeted audiences.



WHY USE INSTAGRAM REELS?

- The primary benefit of Reels is brand awareness. It will enable your content to be seen on the Explore page and an endless feed of Reels. When your content can be seen on the Explore and Reels page, you reach people you would otherwise not have your brand in front of.
- Instagram Reels offer unique opportunities for businesses that want to grow their audiences.
- Users are discovering new brands regularly through the Instagram Reels feature, which offers outstanding engagement potential.
- Let us help you showcase your brand personality – humanize the brand all around. We can help you create long lasting relationships and communities in the digital space.
- Share behind the scenes content of what is happening in/around your dealership to bring the human factor to the audience, let them know you are there for all their needs. I.e. Meet the staff video.

WHAT SD WILL DO FOR YOU:

- Get your Content on the Explore page – with enough interaction IG will push you to the Explore tab where followers and users can potentially see your content leading to more awareness.
- Our reels will increase engagement from your followers.
- We use humor, emotion and sharing tips that position you as an expert and showcase your personality and business.
- Use Trending Audio clips to enhance your reels.
- We will add your dealership's own unique spin on 60 second clips.
- We can use the reels across other platforms for additional engagement.