

Bonus 6

Captions Cheatsheet

What's a caption?

The caption is the text that goes with a post on Instagram, shown below a Reel, Carousel, or Single Post. You can use them to add extra details, tell a story, or even bring humor or emotion to your post.

Structure

Your caption should have 4 parts:

1) Hook: This is a phrase that grabs attention and gets your audience to keep reading. Don't use the same hook from the post itself—try something a bit different. This is your second chance to pull them in! (Learn more about creating hooks/headlines in Bonus 7 - Hooks Guide).

2) Value: If your post already provides a lot of value (like a longer Reel or detailed Carousel), keep the caption short. Use it to add a bit more information, share your thoughts, or relate it to a personal story. If it's a post with less information, use the caption to dive deeper into the topic.

3) Call to Action (CTA): Encourage your audience to take a specific action. (Learn more about creating CTAs in Bonus 5 - CTA Ideas).

4) Hashtags: Add up to 30 hashtags.

Important tips

- ✓ Add line breaks between paragraphs to make the caption easier to read.
- ✓ Use emojis! Since you can't always rely on images or colors in text, emojis can help set the tone and make the caption more fun and engaging.
- ✓ Always add a caption to your posts, whether it's short or long.

Example

Instagram post example with annotations:

- Hook:** Struggling with post performance? 😊
- Value:** If you feel your post is well-structured and you're delivering your message in the best way possible, perhaps the content you're creating isn't resonating with your audience, and it's time to refine your content strategy.
- CTA:** P.S. Want to ditch the guesswork and learn exactly what you need to do—and what to avoid—to grow your business on Instagram?
Then the ✨ Custom Instagram Strategy ✨ is just for you!
It's a detailed plan customized specifically for your business, outlining all the steps you need to take to grow your page, build an engaged audience, and get consistent sales 🤖
Tap the link in the bio to learn more & apply 🔗
- Hashtags:** #marketingstrategy #contentmarketing #contentstrategy #instagramforbusiness #businessowners #instagramstrategist #marketingforsmallbusiness



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