

A person is sitting at a desk, working on a laptop. The desk is cluttered with various items: a large sheet of paper with a grid pattern, a notebook with handwritten notes, a dried rose, and some crumpled paper. The person is wearing a light blue sweater and a striped shirt. The background is a soft, out-of-focus grey.

INSTAGRAM FRAMEWORK

B-ROLL FOOTAGE IDEAS, REELS, HOOKS, &
CAPTIONS

SAMPLE HOOKS

FOR BEGINNERS

"Here's a shortcut for ___" (how to go from A to B)

"How to ___ in (x) minutes" (insert your audiences pain points) "The fastest way to ___" (achieve a specific goal)

"TOP5 ___" (insert a specific goal)

"Major mistakes most ___ make" (person of your niche)

"Step by step guide to ___" (insert a feasible goal)

"Why doing ___ (insert most common thing) will not help ___ (desire)!"

"Do this to ___" (how to go from A to B)

"5 toxic mistakes to avoid if you want ___" (desire)

"The biggest misconception about ___" (bust a myth)

"You've been doing ___ wrong your entire life!" (a specific topic)

"3 rules to unlock ___" (a specific outcome)

"5 ways to ___" (achieve a desired outcome)

"This hack will blow your mind!"

"My journey from 0 to ___" (name your current status)

"The real secret about ___" (a specific topic)

"You won't believe this ___ hack!"

"My secret strategy to ___"

"Fastest way to ___ now"

"If you want to ___ you need to try this!"



B-ROLL FOOTAGE IDEAS FOR REELS

100 B-Roll Footage Ideas
Tailored For Digital Business

- Close-up of a cursor clicking a "Download" button.
- Hands arranging digital devices showcasing product images.
- Animated mockup screens of the digital products.
- Quick cuts of color swatches and design elements.
- Gliding shots over a digital tablet displaying an eBook page.
- Typing on a laptop with a website's "Thank You for Your Purchase" page.
- Finger scrolling through a digital guide on a tablet.
- Aesthetic flat lays of creative tools (tablets, styluses, etc.).
- Over-the-shoulder shots of designing on a computer.
- Time-lapse of digital product being created, from concept to completion.
- Animated statistics representing sales or customer counts.
- A series of beautiful workspace setups.
- Close-ups of a digital clock counting down a product launch.
- Artistic shots of essential digital marketing books and guides.
- Glowing reviews and testimonials scrolling on a device.
- Digital calendar with important marketing dates being circled.
- Seamless loop of an infographic related to digital marketing trends.
- Creative process shots, such as mind-mapping or sketching layouts.
- Icons of popular payment methods like credit cards and PayPal.
- Packing digital product access cards into envelopes.
- High-speed data visualizations, symbolizing internet traffic.
- Glimpses of chat support windows offering customer service.
- Macro shots of a webcam, possibly for webinars or live Q&As.
- Silhouettes of someone brainstorming with a digital whiteboard.
- Animated logo of your business or brand.

- Hands holding a smartphone with product notifications.
- Stock market-style tickers with digital product names and stats.
- Montage of different devices displaying the same digital product.
- Inspirational quotes appearing in stylish typography.
- Cinematic shots of a "New Product" neon sign flickering to life.
- High-quality mockups of your digital products in various scenes.
- Night time-lapse of city lights, symbolizing the "always-on" digital world.
- Quick flashes of pressing the "Post" button on social media.
- Elegant pen writing a to-do list with digital marketing tasks.
- Visual metaphor for network connections, like a spiderweb in morning dew.
- Hands organizing a digital planner on a tablet.
- Abstract animation of digital transformation or evolution.
- Aesthetic coffee-making process to show work breaks.
- A wallet opening with only cards, no cash, symbolizing digital transactions.
- Fingers swiping through an online portfolio or collection of works.
- Countdown timer for a product release or special offer.
- Social media notifications popping up on a mobile screen.
- Series of eye-catching "Sold Out" or "Bestseller" badges.
- Animated flow of digital information, like a circuit or data stream.
- Customer interaction simulations, like replying to comments or messages.
- Time-lapse of a digital artwork being created.
- Process of organizing digital files into folders for clarity.
- Digital puzzles pieces coming together, symbolizing strategy.
- Scenes of a peaceful retreat space, where digital products can be enjoyed.
- Digital ripples expanding on a water surface, metaphor for online impact.

- Animated loading bars or progress indicators.
- Beautifully organized digital workspace with inspirational quotes.
- Aesthetic code snippets appearing on a computer screen.
- Hands highlighting key points in a digital report.
- Slow motion of coffee being poured into a mug with a logo.
- Montage of different creative apps being used on a tablet.
- Macro shots of eyes reading an eBook on a tablet.
- Time-lapse of a busy online chat support service.
- Animated pie charts and bar graphs showing market analysis.
- Mockup screens of a webinar or online course.
- Hands placing digital product stickers on a laptop.
- Zooming into a network of connected digital nodes.
- Multiple screens showing various stages of a digital product.
- Artistic shots of a pen tablet and digital drawing process.
- Close-up of a digital camera lens focusing, symbolizing clarity.
- Visualization of a digital product download process.
- Aerial view of a smartphone surrounded by digital icons.
- Colorful animations of file syncing across devices.
- Motion graphic of a customer journey map.
- Hands arranging a mood board for a digital product design.
- Productive morning routines, like opening laptop and starting work.
- A creative brainstorming session with digital tools.
- Digital countdown for a product launch or special offer.
- Animated sequences of customer testimonials and feedback.
- Seamless loop of a digital product evolving through versions.

- Close-ups of a secure login process on a digital platform.
- A digital globe spinning with connection lines to various countries.
- Time-lapse of writing a blog post or online content.
- Abstract digital art representing the concept of innovation.
- Montage of different cultures using the digital product.
- Email inbox filling up with order confirmations or inquiries.
- Overhead shots of neatly organized digital device cables.
- Digital puzzles pieces fitting together, signifying solution finding.
- Close-up of a person wearing headphones, presumably for a webinar.
- A series of hands typing on various keyboards.
- Animated sequence showing the ease of digital product access.
- Aesthetic shots of modern, minimalist office spaces.
- Dramatic lighting on a hand holding a USB stick.
- Time-lapse of a smartphone screen showing increasing social media followers.
- Macro shot of a finger pressing the 'Enter' key for a big reveal.
- Pages of a digital planner flipping automatically.
- Dynamic footage of clouds, symbolizing 'cloud' data storage.
- Visual metaphor of a bridge being formed, representing connectivity.
- Footage of a secure server room with flashing lights.
- Close-up of digital notifications on a smartwatch.
- Creating and organizing digital files into cloud storage.
- Animated sequence of a digital product being shared online.
- A series of quick cuts showing different time zones around the world.
- Zooming in on a detailed digital map or location pin.
- High-speed footage of a light bulb illuminating, symbolizing a bright idea.