

**2026 EDITION**

*Reels*

**THAT**

**REACH**

Tips and strategies to  
grow your local business  
through Reels on  
Instagram, Facebook,  
TikTok & YouTube

# THE *WHY* BEHIND THIS GUIDE

This is a guide to help you kickstart growing an audience & getting more organic leads from social media!

Whether you're a real estate agent, lawyer, doctor, salon owner, restaurateur, personal trainer, tradesperson, or run any kind of local business – this guide is for you.

**Reels are the single most engaging & cost-effective marketing tool available to local businesses right now.** The businesses using them strategically are consistently filling their books and bringing new customers through the door, week after week.

Every strategy inside reflects how Instagram's algorithm actually works in 2026 and what genuinely converts local viewers into paying customers who walk through your door or pick up the phone.

Come back to it week to week for fresh ideas on what to share. So excited for you to dive in and see how it helps you GROW! :)

# CONTENTS

**Chapter 1:** Mastering Video Quality and Lighting – Why High-Quality Video Builds Trust with Local Buyers – The Perfect 2026 Lighting Setup – Filming on Location at Your Business

**Chapter 2:** Choosing Trending Audio for Maximum Impact – How the Audio Algorithm Works Now – The Sweet Spot Rule for Trending Sounds – Audio Options for Noisy Business Environments

**Chapter 3:** Hashtags, SEO & the New Keyword Rules – Why Keywords Beat Hashtags in 2026 – Platform-by-Platform Strategy – Location SEO: Getting Found in Your Area

**Chapter 4:** The Hook, Story, Offer Framework – The Psychology Behind the Framework – Crafting the Perfect Hook – Real Local Business Examples Across Industries

**Chapter 5:** The CTA – Turning Views into Valued Customers – CTAs That Work on Every Platform – The Sneaky SEO Trick – FOMO & Urgency Strategies

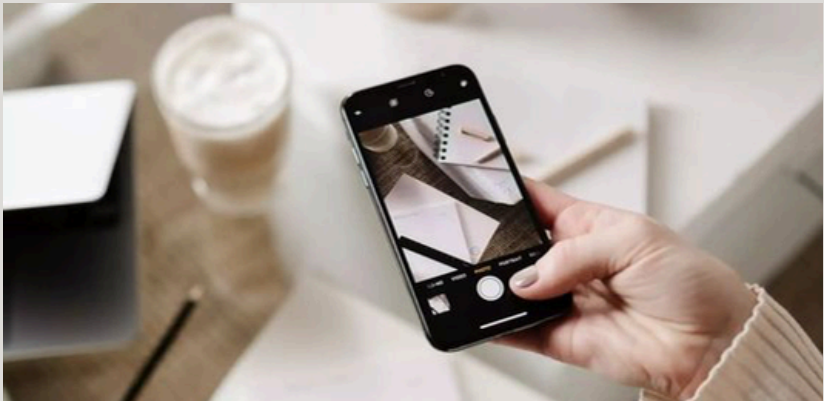
**Bonus Tutorials:** AI Tools & Automation for Local Businesses – Grok · Google Nano (Gemini) · CapCut – ChatGPT & Claude · Canva Covers – ManyChat: Automate Your DMs

# CHAPTER 1

## Lights, Camera, Reels!

## Why High-Quality Video is Your BFF?

Picture this: You're scrolling through your feed and a Reel pops up that looks like it was shot in the dark ages. Blurry, pixelated, and just plain hard to watch. Are you gonna stick around? Probably not. That's why nailing your video quality is like the VIP pass to Reel success. Crisp, clear videos show that you mean business and that your content is worth watching.



## Let There Be Light! Mastering Lighting for Reel Magic

Okay, so you've got your smartphone, your ideas are ready, and you're about to film your Reel. But wait – where's the light coming from? Natural light is your secret weapon. Grab a spot by the window and let that sunlight work its magic. It'll make your space glow, your colors pop, and your content look totally pro.

# Lighting Hack: Don't Let the Light Play Hide and Seek

Here's the scoop: Always face the light. Don't stand with your back to the sunshine, or you'll end up like a shadowy figure from a mystery movie. We want your business to shine, not hide!

If you're shooting in the evening, a ring light (~£45/\$50) is like your new bestie. It gives you that glowy look that screams credibility.

## The 2026 Local Business Kit

- Phone: iPhone 15+ or Samsung S24+. Shoot 4K 30fps, vertical 9:16 – every platform prioritises this format.
- Gimbal: DJI Osmo Mobile eliminates shaky footage completely.
- Microphone: Desktop or Handheld/Lapel clip-on – clear audio matters more than perfect visuals.
- Ring light: 10-inch ring light essential for indoor evening content.

Ready to take your Reels from drab to fab? High-quality videos and the right lighting are your ticket to Reel stardom. In the next chapter, we'll dive into trending audio and more tips to skyrocket your reach!



## CHAPTER 2

# Trendy Tunes & Winning Reel Strategies

# Trending Tunes: Your Reel's New BFF

Ever wondered how some Reels seem to hit it big while others just flop? It's all about the audio, baby!

Using trending audio on Instagram, Facebook, and TikTok helps keep your content current, engaging, and relevant – increasing the likelihood of higher visibility, reach, and interaction with your posts. It also lets you tap into popular culture and trends, helping to foster a connection with your audience and stay ahead of the curve.

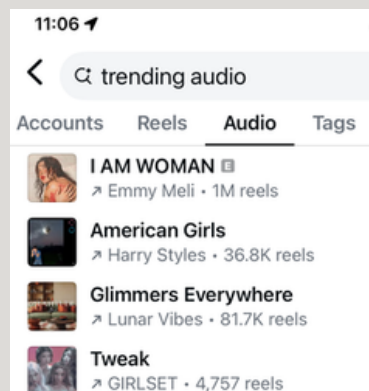


**Pro tip:** Look for those tiny up arrows next to the audio track. Those are the golden nuggets that can take your Reel from good to jaw-dropping. Click on the arrow itself and you'll see all the trending audios and their use counts! OR type "trending audio" in the search on mobile and tap the Audio tab.

## The Sweet Spot Rule: Aim for audio with 5,000-100,000 uses.

Under 5K is too niche; over 500K is oversaturated. Find a fast-rising track before it peaks and ride the wave.

YouTube Shorts and LinkedIn are less audio-trend dependent – original spoken content and educational voiceovers perform best on those platforms.



## **Avoid the "Insta-No-Nos": Navigating Banned Hashtags and Words**

Here's a shocker: Instagram has a "naughty list" of hashtags and words that can send your Reel straight to invisibility. Imagine using a banned hashtag and your Reel only gets shown to your current followers. Bummer, right?

To dodge this bullet, use [metahashtags.com](https://metahashtags.com) to check if your hashtags are banned before using them. It's like armour against the algorithm's wrath!

## **The Hook-Story-Offer Framework: Your Recipe for Reel Success**

Hold onto your hats, because we're about to drop some reel-deep knowledge.

The Hook-Story-Offer framework is your secret weapon for engaging your audience and turning viewers into paying customers. Start with a hook that grabs attention in the first 1-3 seconds, dive into a relatable story that builds trust, and finish with an offer that tells them exactly what to do next. It's like a mini-movie that leaves your audience eager to take action!

Bonus tip: After you've typed out your caption for your Reel, scroll down, click "Topics", scroll down to your industry, and add the first three. This feeds the algorithm and helps match your content to local customers searching for businesses like yours.

Make sure you add a location as well, this doesn't have to be your location, I have found experimenting with big cities is useful: New York, Miami, Chicago, Los Angeles.

Example:

**\*\*Hook:\*\***

"Ready to escape the paycheck-to-paycheck cycle?"

**\*\*Story:\*\***

"I used to be stuck there, too—juggling jobs and struggling to make ends meet. But then, I discovered a digital marketing and business automation course that changed everything. Now, I'm on a mission to help others break free."

**\*\*Offer:\*\***

"Join my digital course and build passive income streams from scratch. Say goodbye to financial stress and hello to a brighter future. Click the link in my bio to learn more!"

Buckle-up! In the next chapter, we're spilling the beans on how to add secret search words to your videos, getting cozy with the algorithm, and taking your Reels from "good" to "viral sensation." Get ready to shine brighter than a supernova!

CHAPTER 3

Sneaky Search  
Words & Algorithm  
Allies

## The Search Word Secret: Unlocking Algorithm Awesomeness

Get ready to play a little hide and seek with the algorithm!

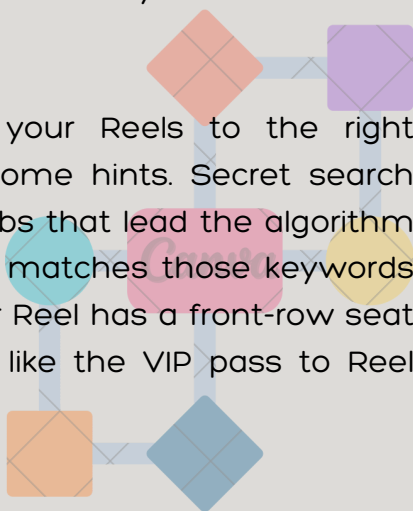
After creating your amazing Reel, it's time to sprinkle some magic search words. These are the keywords your ideal audience is typing into Instagram's search bar.

List out 10-30 relevant words, then shrink that list down to the tiniest size possible. Match the color to the edge of your screen, drag it off, and bam! The algorithm will pick up these words and use them to push your reel out to your ideal audience!

## Cracking the Algorithm Code: Your New Best Friend

Did you know the algorithm is like your social media sidekick?

It wants to showcase your Reels to the right audience, but it needs some hints. Secret search words are like breadcrumbs that lead the algorithm to your content. When it matches those keywords with users' searches, your Reel has a front-row seat on the Explore page. It's like the VIP pass to Reel stardom!



## Elevate Engagement: From Good to Viral

Your Reels are about to reach new heights!

By now, you're a master of trending audio, captivating stories, and eye-catching visuals. Now, let's elevate your engagement. Ask **open-ended questions** that invite your audience to join the conversation. Encourage them to share their thoughts, experiences, or tag a friend who needs to see your content.

**Pro Tip:** The absolute surest way to spark engagement is to be totally transparent and vulnerable in your journey. People want to connect to real people. The more engagement, the merrier the algorithm!



## Timing is Key: The Art of Posting

Picture this: You've crafted an epic Reel, fine-tuned the captions, and nailed the search words. Now, let's talk timing. The algorithm gives extra love to new content. So, aim to post when your audience is most active. Check your Instagram Insights to find your followers' peak engagement times. It's like launching a Reel rocket when the stars align!



**Pro tip: the algorithm loves consistency!**

To turbocharge your views I recommend posting at least **2-3 reels a day** at the same times every day! Morning, noon, and evening.

# One Video, Every Platform

Film once in 9:16 vertical format and post everywhere.

Here's what works in 2026:

Instagram - Reels - 15-30 seconds

Facebook - Reels - 15-60 seconds

YouTube - Shorts - 30-60 seconds

TikTok - Video - 15-45 seconds

LinkedIn - Video - 30-90 seconds

The Golden Rule: Post natively to each platform separately - never cross-post using third-party schedulers. Each algorithm penalises non-native uploads. It takes 5 extra minutes and can double your reach.



## CHAPTER 4

# Evoked Emotions, Build Trust, and Reel 'Em In

## **Emotional Resonance: Stirring Hearts, Not Just Likes**

Your Reels aren't just about entertainment; they're about creating a genuine connection. Tap into emotions your ideal audience can relate to. Whether it's laughter, empathy, nostalgia, or inspiration – emotions speak louder than words. Craft Reels that resonate deeply and leave your viewers feeling like they've found a kindred spirit.

## **Trust is Your BFF: Honesty and Authenticity Win**

Trust-building time, my friend! The Reel world is full of shiny façades, but you're about to be the beacon of authenticity. Share your journey, your ups and downs, your wins and your learning moments. When you open up about your experiences, you're creating a trust bridge between you and your audience. Authenticity is magnetic, and trust is the glue that keeps them coming back for more.

## **Peek Behind the Curtain: Share the Magic Moments**

Ready to play peek-a-boo with your audience? Offering a glimpse behind the scenes gives them an insider's perspective into your world. Show them the chaos of your workspace, the creative process, and even the bloopers.

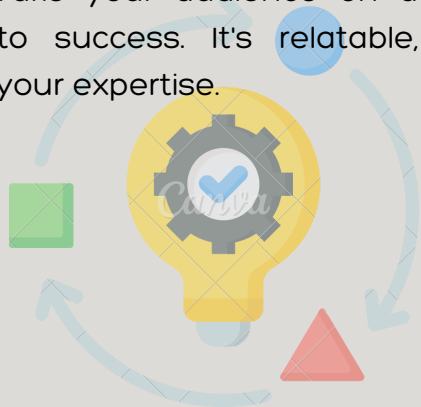
These candid moments humanize you and your brand, making you more relatable. It's like sharing a secret handshake that forges a deeper bond.

## Testimonials: Let Your Raving Fans Shine

Remember those delighted customers who couldn't stop singing your praises? It's time to let them shine! Share video testimonials from your raving fans. Their genuine words carry more weight than any sales pitch. They're living proof that your products or services have made a positive impact. Testimonials build credibility and sway potential customers to jump on board.

## The Power of Transformation: Before and After

Who doesn't love a good before-and-after story? Whether you're showcasing a personal transformation or the evolution of your business, these stories are gold. Take your audience on a journey from struggle to success. It's relatable, inspiring, and showcases your expertise.



Plus, everyone loves a story with a triumphant ending!

With these emotion-evoking, trust-building strategies, your Reels are becoming irresistible magnets.

You're creating a community that values authenticity and feels connected to your journey.

In the next chapter, we'll uncover the art of the persuasive Call to Action, ensuring your Reels convert like magic. Get ready to take your Reels to the next level!

## CHAPTER 5

# The CTA: Turning Views into Valued Customers

# CTA Magic: Making Your Intentions Crystal Clear

## CTA Magic: Making Your Intentions Crystal Clear

The Call to Action is like a golden key that unlocks the door to conversions. Whether you want your viewers to book an appointment, call your number, or visit your premises – your CTA should be crystal clear, singular, and compelling. Pick one action per Reel and make it unmissable.

CTAs that work great for local businesses:

"Book via the link in my bio" – direct appointment booking – "Call us this week" – show your number on screen in the final frame –

"Mention this Reel for 10% off" – trackable and creates urgency – "DM me the word [keyword]" – DMs signal very high intent to the algorithm – "Save this for your next visit" – saves are one of the strongest algorithmic signals –

"Subscribe for weekly tips" (YouTube) – builds long-term local audience – "Follow for more [your niche] tips" (TikTok & LinkedIn)

# Link in Reels & Link in Bio: Your Reel's BFF

Your bio is where the magic happens. Direct your audience to click the link in your bio for more information, exclusive offers, or to access valuable resources.

Keep your bio updated with the link mentioned in your Reel to create a seamless transition from viewer to potential customer.

- Direct Link in Reels (New 2026 Feature):
  - Open the Reels editor and select your video.
  - Tap on
  - "Links" in the editing menu (bottom of the screen).
  - Select to link to another of your Reels or an Instagram account.
  - You can reposition or resize this link in your video.
- "Link a Reel" (For Series/Connecting Content):
  - Before sharing, tap "Link a reel" below the caption.
  - Select the Reel you want to connect.
  - Add a title (max 15 characters) and tap "OK".
  - This adds a clickable "watch" button to your Reel.

"Link in Bio" Hack (For External Links):

- a. Add your website link to your Instagram bio via "Edit Profile" > "Links" > "Add external link".
- b. In your Reel, use text overlay (Aa) to say "Link in Bio".
- c. Mention the link in your caption.

Instagram Stories: Share your Reel to your Story and use the "Link" sticker to add a clickable URL.

**Important Notes:**

- Some users may not see the direct "Link" tool yet, as it is being rolled out.
- Direct link functionality may not work for all audio or due to licensing restrictions.
- Links in regular caption text are not clickable; they must be added via the "Links" tool or the "Link in Bio" method.



# ANSWER DMs AUTOMATICALLY WITH MANYCHAT

Picture this: Your Reel goes viral at 2am. While you're asleep, 47 people DM you asking about your offer or service.

By morning, every single one of them has received a personalised reply – with your booking link, your menu, or your contact details – automatically.

That's exactly what ManyChat does.

ManyChat is a free automation tool that connects to your Instagram, Facebook, TikTok, and WhatsApp accounts and automatically replies to DMs, comments, and story replies the moment someone reaches out.

**For local businesses**, it is one of the most powerful conversion tools available right now – and most business owners have never heard of it.

## **Why It's a Game-Changer for Local Businesses**

The biggest problem with social media leads is speed. Research shows that a potential customer who sends a DM and doesn't hear back within a few minutes is very likely to move on to a competitor. ManyChat solves this completely – your automated reply lands in their inbox in seconds, 24 hours a day, 7 days a week.

# What You Can Automate with ManyChat

- Someone comments "INFO" on your Reel → they instantly receive your booking link in a DM
- Someone replies to your Story → they get your price list or menu automatically
  - Someone DMs you a keyword → they receive your free guide, discount code, or consultation link
- Someone clicks your bio link → ManyChat qualifies them and sends them to the right page

## How to Get Started

ManyChat has a free plan that covers everything a local business needs to get started.

Connect your Instagram or Facebook account, set up your first keyword trigger in under 10 minutes, and your DMs are working for you around the clock.

[Try ManyChat HERE](#)

## **Engage and Encourage: Comments and DMs**

Engagement is the heartbeat of social media success. Encourage your viewers to drop comments sharing their thoughts, questions, or reactions.

Respond to every comment to show that you're actively involved in the conversation.

Invite them to DM you if they have specific inquiries or want to dive deeper into the topic. Personalized interaction builds trust and rapport.

## **Urgency and Scarcity: FOMO**

Fear of Missing Out (FOMO) is a powerful motivator. Create a sense of urgency and scarcity to prompt immediate action. Whether it's a limited-time offer, a flash sale, or a special discount code, let your audience know that time is of the essence. The fear of missing out on something valuable can lead to quick conversions.

## Reward Action-Takers: Exclusive Goodies

Everyone loves a little extra, right? Reward those who take action based on your CTA. Offer exclusive discounts, freebies, or bonus content to those who engage with your Reel and follow through with your CTA.

This not only creates excitement but also encourages future engagement and conversions. Things like "comment for my free guide" or "the first ten people to guess correctly in the comments will get my free guide!"

With the mastery of the Call to Action, you're now equipped to drive meaningful engagement, interactions, and conversions from your Instagram Reels.

Your Reels have evolved from mere views to a potent tool for building a thriving community and boosting your business. As you continue to refine and experiment with your Reel strategy, remember that consistency and authenticity are your guiding stars.

Keep shining, Reel Superstar!

# BONUS TUTORIALS

## AI Tools for Local Business Owners

These step-by-step tutorials are designed to help you create more content in less time – using free tools available right now. No technical skills required.

Inside this bonus section:

Tutorial 1: Grok – Turn still photos into videos

Tutorial 2: Google Nano (Gemini) – AI image & video creation  
Tutorial 3: CapCut – Edit Reels like a pro in minutes

Tutorial 4: ChatGPT & Claude – Write captions & hooks in seconds

Tutorial 5: Canva – Create video covers that stop the scroll

# GROK

## Turn Still Photos into Videos Using Grok

What is Grok? Grok is X's (formerly Twitter's) AI tool.

You can take an ordinary still photo from your business and animate it into a scroll-stopping video clip in minutes – no filming required. Perfect for days when you have no new content but still need to post.

What you'll need:

- A free X (Twitter) account
- The X app or x.com
- A photo from your business

**Step 1 – Open Grok.** In the X app, tap the Grok icon (sparkle/star) in the navigation bar. On desktop, go to [x.com/i/grok](https://x.com/i/grok).

**Step 2 – Upload your photo.** Tap the image icon and select a photo from your camera roll. Choose something visually interesting – a product shot, finished job, dish, or before/after.

**Step 3 – Write your prompt.** Be specific about the movement and mood.

Examples: "Animate this coffee shop photo with gentle steam rising from the cups and soft morning light drifting through the window. Warm and inviting." "Turn this before-and-after hair color photo into a smooth transition video with a satisfying slow wipe reveal." "Animate this product flat lay with a slow zoom in and a subtle shimmer effect on the packaging."

# GROK CONTINUED

Step 4 – Generate and download. Grok processes in 30-60 seconds. Tap and hold to save the clip to your camera roll.

Step 5 – Post everywhere. Import into CapCut, add trending audio and captions, then post to Instagram, Facebook, TikTok, and YouTube Shorts.

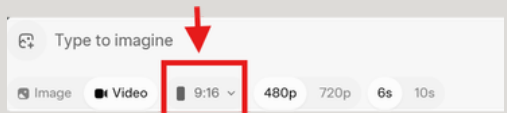
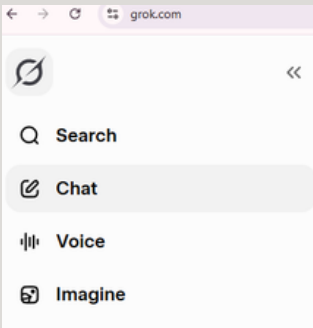
Pro tip: Open your Reel with the Grok-animated clip, then cut to genuine behind-the-scenes footage. The contrast between polished AI visuals and authentic real content is incredibly engaging – and it performs exceptionally well on every platform.

Best photos to animate:

Product shots on a clean background

- Food and drink close-ups
- Interior shots of your premises · Before-and-after transformations
- Flat lays of your products or tools

FOR DESKTOP: Once logged in, click imagine on left sidebar. Then select the 9:16 option.



# GOOGLE NANO - GEMINI

## AI Image & Video Creator

What is Google Nano / Gemini? Google's Gemini AI can generate high-quality images and short video clips from a simple text description. For local business owners, this means you can create professional-looking visuals for all your platforms without a photoshoot, a camera, or a designer – just describe what you want and Gemini creates it.

Access it via the Gemini app (free on iOS and Android) or at [gemini.google.com](https://gemini.google.com) on desktop.

Step by step – Generating Images:

Step 1 – Open Gemini. Go to the app or [gemini.google.com](https://gemini.google.com) and sign in with your Google account.

Step 2 – Type your image prompt. Be specific about the scene, style, lighting, and mood. Examples: "A cozy independent coffee shop interior, warm golden morning light through large windows, steaming flat white on a wooden table, rustic and inviting, photorealistic." "A luxury hair salon treatment room, clean white surfaces, fresh flowers, professional tools neatly arranged, bright natural light, upscale and welcoming." "A local florist's shopfront decorated for spring, colorful blooms in wooden crates outside, cobblestone street, bright sunny day, charming and vibrant."

Step 3 – Generate and review. Gemini produces several image options. Tap any image to see it full size and choose your favorite.

Step 4 – Download and use. Save to your camera roll. Import into CapCut as a still frame or slow zoom clip, then post to all platforms.

Step 5 – Refine if needed. Type "Make it warmer" or "Add a window in the background" or "Make the lighting more dramatic" to adjust until it's perfect.

# GOOGLE NANO (GEMINI) -CONTD

## Generating Videos with Gemini

Gemini's video generation (powered by Google's Veo model) lets you create short video clips from a text description – perfect for eye-catching openers across all platforms.

Step 1 – Access video generation. In the Gemini app, look for "Create video." This may appear in Labs or Experiments. Google One AI Premium subscribers get the most advanced features.

Step 2 – Write a video prompt. Examples: "A close-up slow-motion shot of fresh bread pulled from a bakery oven, golden crust, steam rising, warm amber lighting, cinematic and appetising." "A smooth slow pan across a beautifully set restaurant table at golden hour, candles, wine glasses, warm and romantic atmosphere." "A timelapse of a florist arranging a large bouquet of peonies on a wooden workbench, soft natural light, elegant and calming."

Step 3 – Generate and wait. Video generation takes 1-3 minutes. Gemini notifies you when it's ready.

Step 4 – Download and edit. Save the clip, bring it into CapCut to add captions and audio, then post to all your platforms.

Pro tip: Use Gemini-generated clips as your hook (first 2-3 seconds) to stop the scroll with a cinematic visual – then cut to real footage from your business. Polished AI opener plus authentic content is an unbeatable combination on every platform.

# CAPCUT

## Edit Reels in Minutes Using CapCut

What is CapCut? CapCut is a completely free video editing app (iOS and Android) – the most widely used Reels editing tool in the world. Beginner-friendly, packed with AI features, and perfectly set up for posting to every platform.

Step 1 – Create a new project. Tap the + button, select your clips, tap Add.

Step 2 – Trim and arrange your clips. Aim for 15-60 seconds total depending on the platform.

Step 3 – Add auto-captions (the game-changer). Tap Text → Auto Captions. CapCut transcribes everything you say automatically. Customise the font, color, and position. Place captions in the lower third of the screen.

Step 4 – Add a trending sound. Tap Audio → Sounds. Browse the trending tab. Set music to 20-30% volume if you have voiceover, or 100% for text-only Reels.

Step 5 – Use AI background removal. Tap your clip then tap Remove BG. Replace with a clean solid color or your brand backdrop in seconds.

Step 6 – Add a text hook. Tap Text → Add Text. A bold 3-5 word hook in large text at the top of the screen in the first 2 seconds dramatically increases watch time on every platform.

Step 7 – Export and post. Tap export, select 1080p / 30fps, save to your camera roll, then post natively to each platform separately.

Pro tip: CapCut's Templates tab shows viral Reel formats trending right now. Swap in your own clips and have a trending-format video ready in under 5 minutes.

# CHATGPT & CLAUDE

## CHATGPT & CLAUDE

### Write Captions, Hooks & Content Ideas Using AI

What is it? ChatGPT ([chat.openai.com](https://chat.openai.com)) and Claude ([claude.ai](https://claude.ai)) are free AI writing tools that can generate a full week of captions, hooks, and content ideas for every platform in under 10 minutes. Both are free on mobile and desktop.

The Prompt Template – copy and use this every time:  
"I run a [type of business] in [your town/city]. I've just filmed a Reel showing [what it's about]. My ideal customer is [describe them]."

Please write: 1) Three hook options for the first 3 seconds. 2) A full caption using the Hook-Story-Offer framework. 3) A shorter version for YouTube Shorts. 4) A professional version for LinkedIn. 5) Five local SEO keywords to include. 6) Five hashtags for Instagram and TikTok."

Step 1 – Open ChatGPT or Claude. Create a free account if needed.

Step 2 – Paste the prompt template with your details filled in.

Step 3 – Review and personalise – add your own voice and real local details. The AI does the structure; you add the soul.

Step 4 – Ask for variations: "Give me 3 more hook options" or "Make the LinkedIn version more professional."

Step 5 – Build a content calendar: "Give me 20 short-form video ideas for a [business type] in [town] that would appeal to local customers."

Pro tip: Save your best-performing captions in your phone's Notes app. Ask the AI to "write something similar to this caption that performed really well" – paste it in and it'll match your proven style every time.

# CANVA

## Create Stunning Video Covers Using Canva

Why do covers matter? Every platform shows a cover image before a viewer taps play. On Instagram and TikTok it's your grid cover. On YouTube it's your thumbnail.

A bold, consistent cover tells potential customers instantly that you're a professional, credible business worth following.

Step 1 – Open Canva. Go to [canva.com](https://canva.com) (free) or download the app. For Instagram & TikTok: search "Instagram Reel Cover" (1080×1920px). For YouTube: search "YouTube Thumbnail" (1280×720px).

Step 2 – Choose a consistent background. Same color or style across all your covers – a brand color, blurred photo of your premises, or clean white/cream for a premium look.

Step 3 – Add bold headline text. 3-5 words in large, bold type that tell viewers what the Reel is about before they tap it. Examples: BEFORE + AFTER · HOW WE DO IT · THIS WEEK'S DEAL · WATCH THIS FIRST · OUR MOST ASKED QUESTION

Step 4 – Add your logo or business name small at the bottom. Every cover becomes a subtle brand touchpoint.

Step 5 – Save as a template. Tap the three dots → "Save as template." Future covers take 2 minutes – duplicate, swap the text, export.

Step 6 – Upload as your cover when posting. On Instagram tap "Upload cover." On YouTube add as the custom thumbnail.

Pro tip: Zoom out and look at your Instagram grid and YouTube channel from a distance. The best local business profiles look like a magazine spread – consistent, bold, and professional on every single cover. This is what turns a casual viewer into a loyal, trusting follower.

# WHERE TO *NEXT?*

Would you like done for you content to use across your Google Business Profile and all social media?

[Click here to review special pricing.](#)

Review some of my products [HERE](#):

Or my full services [HERE](#).

Do you want more in-depth training on how YOU can grow a successful digital marketing business?

Please reach out to me @  
randi@rajemarketing.com

I can't wait to connect with you!

Best regards,

Randi Johnson

949-484-5929 (text/call)