

Reels & Video Content Strategy

Photography & Videography

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a reels/short-video content strategy — high-performing concepts (transformations, wedding highlights, tips, behind-the-scenes, trends), hooks, and a production-lite workflow using your own shoot footage — so you get reach and enquiries on Instagram/YouTube. Use it for video content. For the Instagram plan use the Instagram Growth Strategy tool.

Purpose of this tool & output

Create reels that reach and get you hired

How the output is used

Use it to create reels that reach and get you hired — a reels and video content strategy tuned for discovery and enquiries.

Important cautions

Reels made from your own real shoot footage (transformations, highlights, BTS) drive reach and enquiries efficiently; use strong hooks and trending audio (licensed), and post consistently. Repurpose existing footage to stay efficient.

Companion documents

- Social Media & Portfolio Marketing
- Instagram Growth Strategy
- Website & SEO
- Wedding Listing Sites Strategy
- Paid Ads Plan
- Reviews & Reputation Management

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.