Choosing A Niche For Your Instagram Reels

Project:

Date:

Completed

Instagram reels help you build and engage with your following. Instagram reels allow users to optimize video content to grow their brands. Instagram reels are full-screen vertical videos with myriad editing tools for optimizing your videos. Unlike Instagram stories, reels come with features such as stitchable takes, editing tools, Instagram shareability, audio attribution, and duets, which work towards boosting engagement. Coupled with ad support in the reels tab, Instagram reels have additional advantages, such as support by the Instagram algorithm. The algorithm recommends your reels to people who are not your followers, thus boosting your potential to expand your brand awareness and reach. The first step in advertising on any platform is choosing a niche for your brand. This checklist is a guide for chooing a niche for your reels.

Step 1 - Niche Selection Process

1	Select a niche that you are passionate about	
2	Find a niche that aligns with your likes and interests	
3	Analyze different niche ideas	
4	Consider brainstorming niche ideas	
5	Check that your selected niche is scalable	
6	Niches that complement each other are always good	
7	Identify the competitors in your niche	
8	Select a niche that is evergreen	
9	Determine your niche unique value proposition	
10	Ensure your selected niche is digital friendly	
11	Analyze your selected niche's long-term opportunity scope	

Step 2 - Identifying Your Target Market

| 12 | Define your target market | |

| 13 | Identify and understand their interests and pain points | |

| 14 | Determine your target market's source of information | |

| 15 | Understand their behavior online | |

| 16 | Identify engagement strategies that work for your target market | |

Step 3 - Competitor Research

| 17 | Identify your main competitors | |

| 18 | Examine your competitors' audience engagement strategies | |

| 19 | Find ways of adding value to what your competitors are offering | |

| 20 | Develop strategies that make your brand stand out from your competitors | |

Step 4 - Keyword Research

| 21 | Identify trending Instagram keywords in your selected niche | |

| 22 | Analyze the popularity of your keywords for competitiveness | |

| 23 | Search for keywords that rank high | |

Notes:
• Leverage Google's results page to determine the competitiveness of your niche
• Check that your selected niche provides solutions to your target market's pain points
• Check the ability/willingness of your target market to pay for premium products
• Consider segmenting your target market
• Where does your target market source for information?

Notes: