

# How to Leverage Instagram Reels for Brand in Singapore?

## Set Up Your Instagram Business Account

- Sign up for Instagram or convert your personal account to a business account.
- Update your profile with a clear business name, description, contact details, and website link.

## Plan Your Reel Content

- Define the purpose of your reels (information, entertainment, inspiration, etc.).
- Ensure your content reflects your brand's mission and resonates with your audience.
- Research your audience's preferences and behaviors.

## Research Trends

- Check out trending music, dialogues, and themes on the Instagram Explore Page.
- Follow industry experts, influencers, and competitors for inspiration.
- Stay updated on content trends that appeal to your target audience.

## Create, Edit, and Post Your Reel

- Tap the [ + ] button and select "Reel."
- Choose to create a new video or use a pre-built template.
- Customize your reel with music, filters, and other options.
- Film your video, then edit it using Instagram's built-in tools.
- Once satisfied, click "Share" to post.

## Track Your Reel's Performance

- Go to the Reels tab on your profile, tap "..." on your reel, and select "View Insights."
- Track engagement metrics like likes, shares, saves, comments, and followers.
- Analyze data such as watch time and reach to improve your future reels.