

# The Reel Revolution

*How To Get TONS Of Free Traffic Using Facebook Reels!*

By Tony Newton

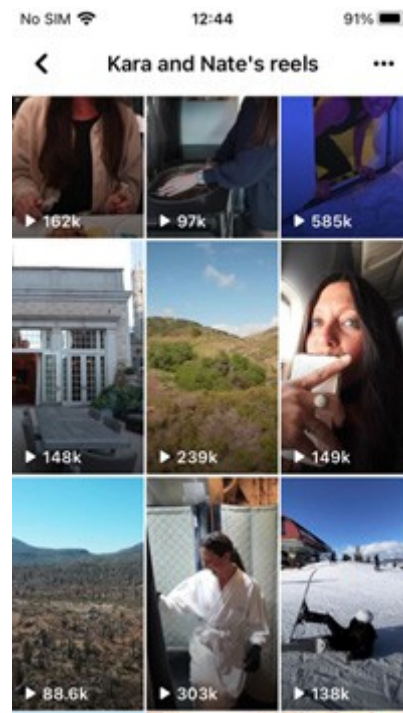
Copyright 2022 All Rights Reserved

## **Table Of Contents**

What Are Facebook Reels?.....	Page 3
Why Is Facebook Pushing Them Hard?.....	Page 5
How To Create Reels.....	Page 7
Where To Find Your Reels.....	Page 13
Tips For More Views & More Clicks.....	Page 15
Conclusion.....	Page 22
Resources.....	Page 23

## **What Are Facebook Reels?**

Facebook Reels are short, vertical videos, up to 60 seconds in length, that you can create with your iOS or Android smartphone.



There's no need to download any external apps, you can create them right within the Facebook app on your phone.

Meta (*the new company brand for Facebook*) launched Reels on Instagram in 2021. It was their way of competing with TikTok, which took a huge amount of visitors away from their own main platforms.

And in 2022, they launched Reels globally on Facebook and have been pushing the videos out as much as they can.

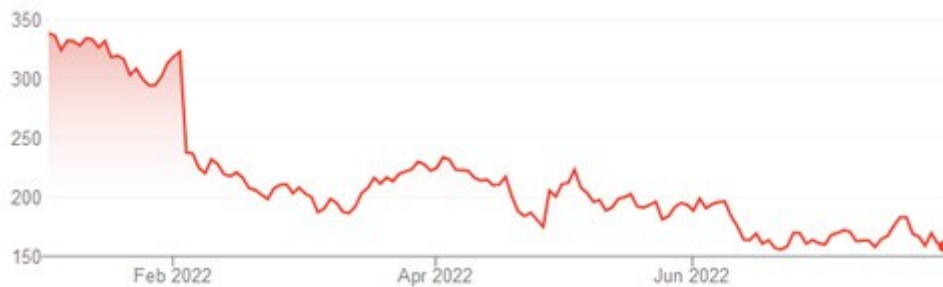
What this means for marketers is there is now a huge opportunity to get a massive amount of free visitors to your own business.

People have made millions from TikTok and this new push from Facebook will undoubtedly see more millionaires created from short 60 second videos.

No matter what niche you're in, or what products you're promoting, you really need to be using Reels right now whilst it's being pushed so hard.

## **Why Is Facebook Pushing Them Hard?**

The shares in Meta (*the new global name that owns Instagram and Facebook*) have plummeted.



People left the platforms to spend time on other popular apps, such as TikTok. It is estimated that TikTok has over 1 billion monthly users of its app.

That's a huge amount of traffic that Meta wants to get back.

They quickly saw that people want entertainment in the form of short videos and their two main platforms weren't delivering those.

So they first launched Instagram Reels in 2021 and now Facebook Reels in 2022.

They need to increase their own user numbers and are doing it by showing Reels in the newsfeeds of all their users.

More people staying for longer on their platforms, means more advertising they can show, which means their share prices will start rising again.

In short, they know that Reels are the way forward to make them a lot more money in the future and gain back some of the market share they have lost.

So that's why they are showing Reels in more places and more frequently in the newsfeed of all the users.

This is a magical time for us to take full advantage of all the traffic Facebook is pushing our Reels towards.

## How To Create Reels

You can create Reels using the Facebook app itself or you can upload existing videos or images using the app too.

---

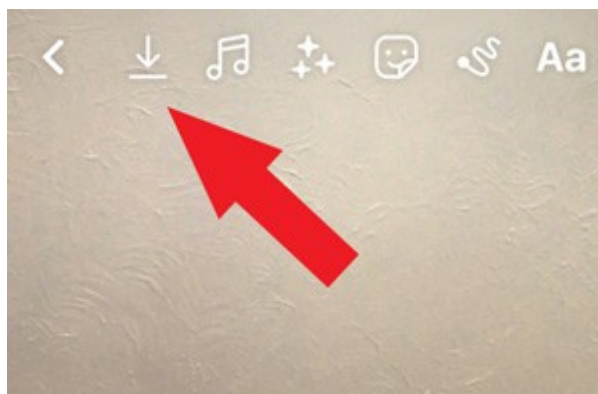
**Pro Tip** – *If you already have short videos created on other platforms, you can download them and upload them to directly Facebook Reels.*

*Many marketers use one platform to create their videos, then share them on all other platforms to get maximum exposure, for little extra effort.*

*Platforms include Facebook Reels, Instagram Reels, TikTok, YouTube Shorts and Pinterest Ideas.*

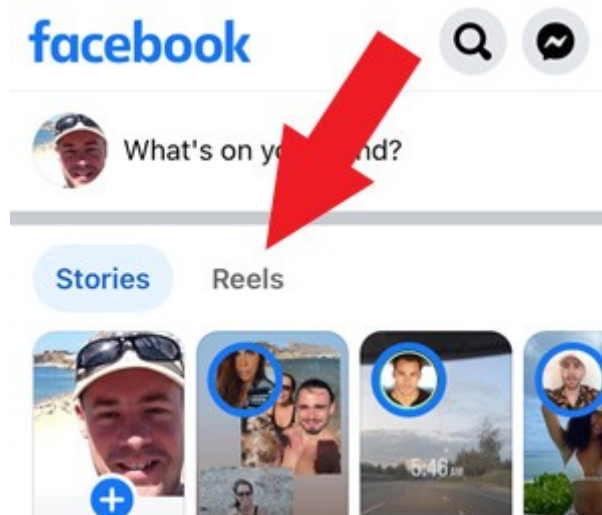
*If you're using TikTok, you can copy the link of any of your videos, head over to [SnapTik.app](https://snaptik.app) and paste in the link. You can then download the videos without the TikTok watermark.*

*Or if using Instagram, you can click the arrow on this screen and download your videos BEFORE they even go live.*

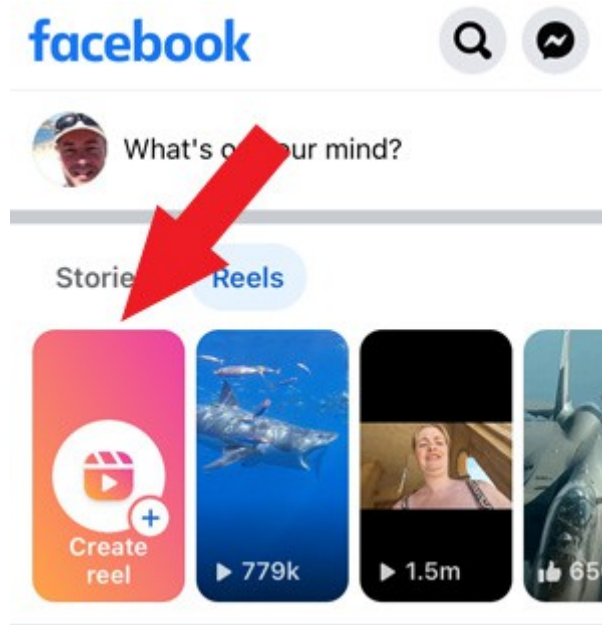


There are 2 main places to get started creating your reels:

On your main Facebook newsfeed, at the top you'll see "Stories" and "Reels" tabs.

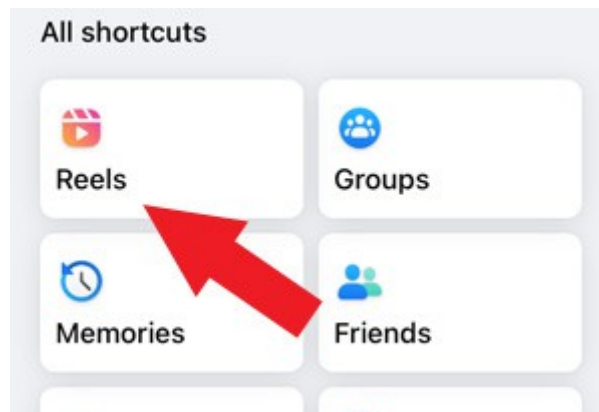


Click on "Reels" and you'll see a "Create Reel" button.



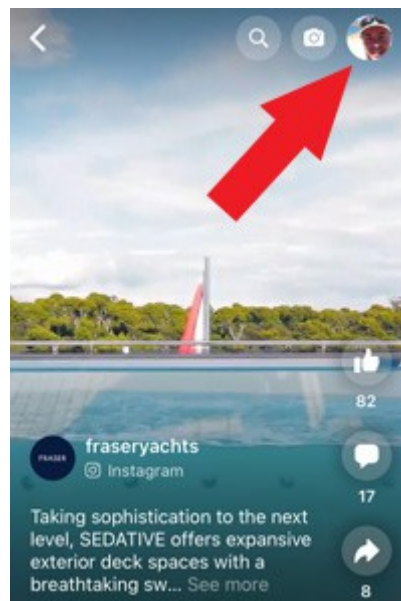


Or, if you click on the 3 lines at the bottom right of the app, you'll then see a "Reels" icon.

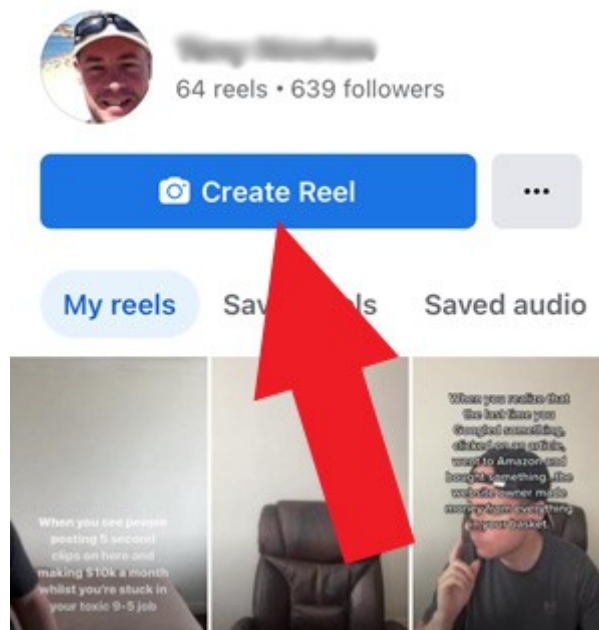


Click on that and you'll be taken to the main Reels section.

Click on your profile image at the top right.

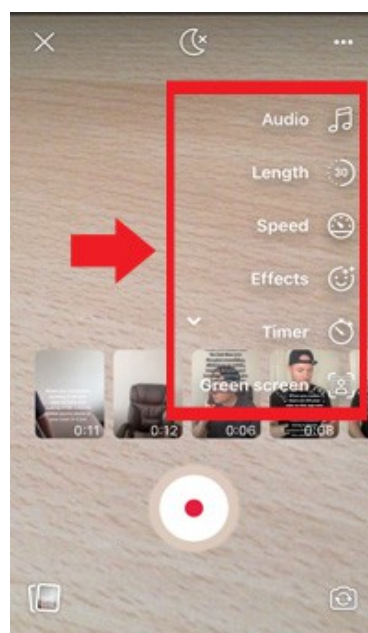


Then you'll see a “Create Reel” button at the top.



Once you have reached the main Reel creation page, you have the options of recording a new video from scratch, or uploading videos or photos that are already on your phone.

There are also many features you can use when creating videos too, such as:



**Audio** – Choose an audio track to play.

**Length** – Choose how long you want your video to be.

**Speed** – You can speed up or slow down your video clips.

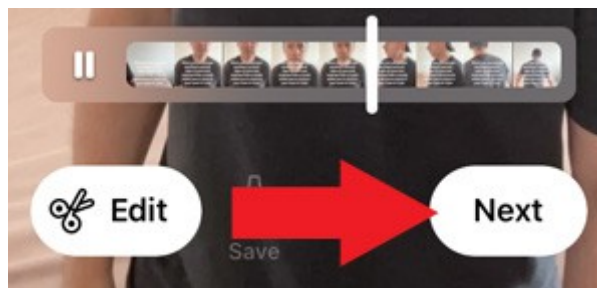
**Effects** – Lots of effects to make your videos stand out.

**Timer** – Set a timer for when you want your video to start recording.

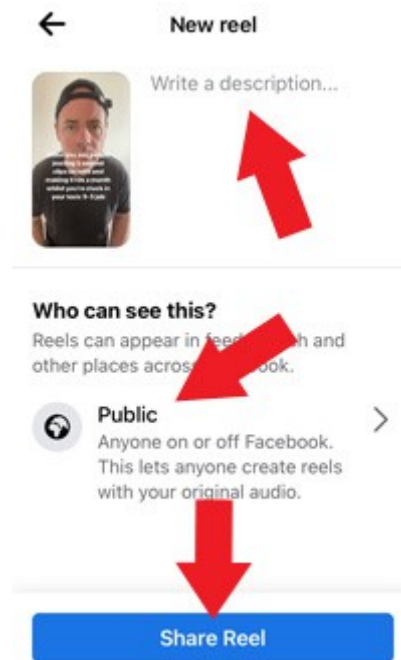
**Green Screen** – Choose a background image to show behind you.

There aren't as many features as in the TikTok app but Meta will no doubt continue to add as many as they can as the app develops.

Once you have created your video, click on the "Next" button in the bottom right of the app.



You'll then reach the final screen, where you can add a description to your Reel and choose who can see it. It's crucial you set this to "Public" so that Facebook can push your videos out to as many people as possible.



Once those settings are done, click on the "Share Reel" button and your Reel will be live to the world.

Once it is live, go ahead and place a comment with your main call to action.

This can include a live link to what you're promoting, a link to your YouTube channel, Facebook Group or wherever you want to send people to.

That's what makes this opportunity even better than other platforms that don't allow you to do that!

## **Where To Find Your Reels**

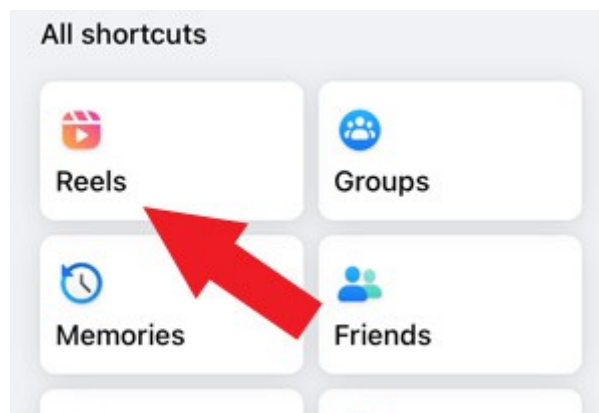
The navigation isn't quite the best and it's not clear where to find your own Reels.

So here's what to do:

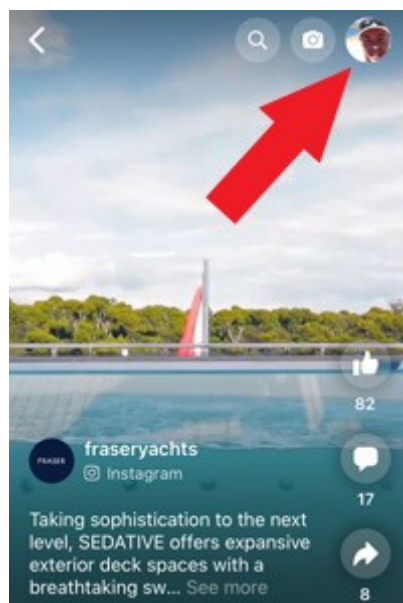
From your main newsfeed, click on the 3 lines at the bottom right of the app.



Then click on the Reels icon.



Then finally, click on your profile image at the top right of the app and that takes you to your main Reels page.



This lists all your existing Reels and you can see how many views they have had so far.

## **Tips For More Views & More Clicks**

Here are some tips, in no particular order, that will help you to get more views on your Reels and more clicks on your links:

### **Use Polarizing Content**

Facebook loves it when people are commenting on Reels. This engagement factor means they see the video as popular and will continue to push it out to more people.

And one way to make sure you get comments is to create videos that will divide people and almost force them to share their own opinions.

This will vary, depending on your niche, but think of things like:

- *Here's how to eat as many carbs as you want and still lose fat.*
- *Here's why your pension fund is not enough.*
- *Here's why you're dumb if you're relying on your 9-5 job.*
- *Here's why you shouldn't go to college, waste years of your life and get into thousands in debt.*

We're not saying deliberately start arguments here. But by getting people to share their own opinions it will massively boost your video views and reach.

---

**Worth Noting** – *When people are commenting on your videos, the actual video is looping in the background. So the more time they take, the more views you are getting. This is an indicator to Facebook that your video is popular and needs pushing even more.*

---

## **Have A Strong Hook**

The first 3-5 seconds of your videos will either get people to continue watching or have them swipe away.

So you need to hook them in within the first few seconds.

This could be a strong headline (*text on the screen*) or something that piques their curiosity in your video.

Often, the wackier or strange the first few seconds are, the longer people watch to see what's happening. Don't be afraid to be silly in your videos, it's all about getting people to continue to watch.

## **Use Multiple Camera Angles**

Try not to have the camera angle for more than 5 seconds. If you're filming yourself, use multiple clips where you change location, zoom in slightly or switch to an image to affirm what you're saying or with the text on the screen.

## **Use Popular Audio Tracks**

Unlike TikTok, Reels don't yet have a "Trending" or "Viral" audio option.

But you can see "New Releases" and "Popular" tracks. Try to use these where possible because Facebook will push them further.

## **Remix Other Reels**

This is Facebook's version of TikTok's "Duet" feature.

It allows you to use another popular video, which appears on the right side of the screen and then record yourself watching the Reel and that appears on the left of the screen.

This means you can take advantage of other people's popular videos and share them on your own feed.



To do this, view the Reel you want to remix and click on the 3 dots on the bottom right of the app. You'll then see the option for "Remix This Reel".

## **Model What's Working**

Find 3-5 people in your niche that are creating popular Reels.

Go through their Reels videos and find their most viewed ones.

Model those videos for yourself (*note: we say model, not copy!*).

*What hooks are they using?*

*How long are the Reels?*

*What content are they sharing?*

*Are they using multiple camera angles?*

Basically model those videos and make your own similar ones.

## **Put Your Links In The Comments**

*This is HUGE!*

Unlike other platforms, Facebook allows you to put a live website link in your comments.

So what you can do is link to whatever you're promoting and put it right in the comment section (*at present, there is no option for pinning that comment to the top BUT your comment will automatically be shown at the top by default*).

You can:

*Link to your squeeze/landing page.*

*Add a direct affiliate link.*

*Link to your YouTube channel.*

*Link to your Facebook Group.*

*Link to your own product.*

*Link to messenger, so people can contact you.*

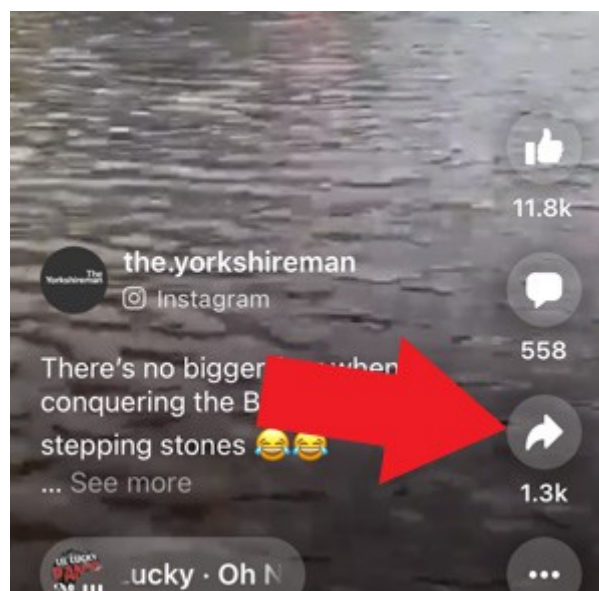
And to make sure people see the link, add a call to action in your videos. Tell people to check out the comment section for more information.

## **Share To Stories**

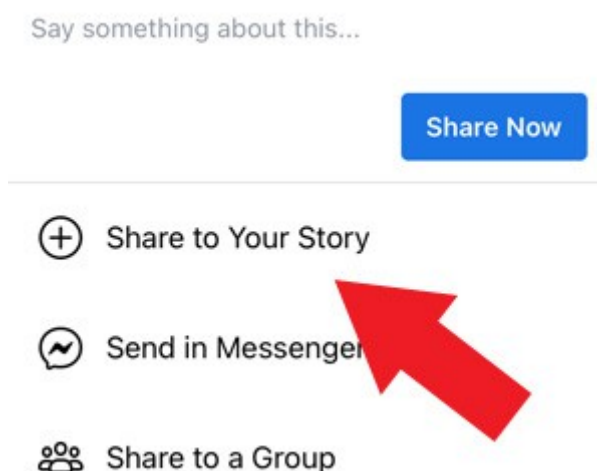
Once created, you can also share your Reels to Stories.

These are only shown to your Friends list but are a great way to get more exposure.

Simply visit the Reel you want to share, click on the Right Arrow



and you'll see the option of "Share to Your Story".



At this stage you can also connect to Instagram (*if you haven't already*) and share to Instagram at the same time.

Again, another way to get even more exposure on your videos.

### **Use Call To Actions**

If you want people to take action, you need to tell them what to do.

So you should always use call to actions within your Reels.

This can be you actually saying them or simply put text on the screen.

Useful call to actions would be:

*Like and follow for more.*

*Comment and let me know what you think.*

*See the comment section to learn how.*

*Send me a DM for more info.*

*Share this video with people who need to see it.*

You basically just want people to take an action that increases your engagement, reach and gets more clicks on your links.

## **Optimize Your Facebook Profile**

If people are interested in your Reels, they will no doubt check out your main profile.

So it's important you tell people what you're about and how they can learn more.

The first step is to have a good profile header image. Tell people either what you do, or how they can get more information.

You can create these yourself on [Canva.com](https://www.canva.com) or have one designed for you on [Fiverr.com](https://www.fiverr.com)

You can add links in your profile to your lead capture page, Facebook group or direct affiliate links.

Your main profile should lead people where you want them to go.

*Your landing page*

*Join your Group.*

*Message you for more info.*

It basically becomes the start of your own Facebook funnel.

## **Be Consistent**

It doesn't matter if you can only do one new Reel per week, make sure you remain consistent.

Obviously, you want to be aiming for at least one per day but the main thing is you pick a routine that you can stick with.

By remaining consistent, you'll always have a new stream of people checking out your Reels and coming into your eco-system.

And don't worry if some Reels don't take off. It happens. Just keep learning and creating and your Reels will get better.

### **Don't Want To Show Your Face?**

*Don't worry, you don't have to!*

You can still use your phone and record your computer screen.

Show websites, slideshow presentations, photos and then use the app to record and talk at the same time.

Or if you don't want to do that, you can use software such as [InVideo](#).

InVideo creates perfectly sized videos that have background images/videos, audio and text on screen.

So you have no excuses to not be taking advantage of all that free traffic right now!

## **Conclusion**

Facebook Reels are truly one of the most untapped traffic-getting resources online right now.

It doesn't matter what you're promoting, there are hundreds and hundreds of potential customers watching Reels right now.

The only thing missing is to create your own Reels and get them out there.

We hope this guide helps you to do just that.

Go make those Reels today :)

Tony Newton

## **Resources**

Here are the resources mentioned in this guide.

### **Facebook Header image creation:**

[Fiverr](#)

[Canva](#)

### **Platforms to use short videos:**

[Facebook](#)

[Instagram](#)

[TikTok](#)

[YouTube](#)

[Pinterest](#)

### **Remove TikTok Watermark**

[SnapTik](#)

### **Create Faceless Videos**

[InVideo](#)

## **Disclaimer**

This guide is in no way endorsed by or associated with Facebook, Tiktok, Instagram or YouTube.

As with any business, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience.