

# 15 Video Prompts

FOR INSTAGRAM STORIES, REELS & TIKTOKS

- ▶ Highlight other local places you love in your neighborhood
- ▶ Describe the company history and story behind choosing the company name
- ▶ Share instructions on the best parking, landmarks and directions to get to the retail store location
- ▶ Unboxing new products
- ▶ Show off customizable products and options
- ▶ Unique gift ideas: "things they didn't know they needed"
- ▶ Celebrate employee milestones (birthdays, anniversaries, promotions, positive review, etc)
- ▶ Time-lapse video showing the prepping and opening process in the morning
- ▶ Discuss the top 5 gifts of the year
- ▶ Time-lapse video decorating or creating a new display theme
- ▶ Fun employee challenges on stories (who can spot certain brands/vendors the fastest, who can close the store the quickest, who can name the last three customers)
- ▶ Best gifts by price point
- ▶ Gift wrapping hacks. Tip: use a dishtowel to wrap a gift for a multi-purpose bonus!
- ▶ List gifts for different peronas. Example: the influencer, the bookworm, the adventurer, the chef
- ▶ In-store walk through: Narrate throughout the video and make sure to feature new arrivals. Tip: Record the video and use the voice-over feature on Instagram/TikTok to narrate after you have recorded the video