

Learn n^o

Scroll-Stopping video strategy Reels & TikTok

2 Days Per Week

12 Hours

■ Session 1: Short-Form Video Landscape & Platform Behavior

- 1. Evolution of short-form video
- 2. Platform overview: TikTok vs Instagram Reels vs Snapchat
- 3. User behavior & consumption patterns
- 4. How algorithms actually distribute content (simplified)
- 5. Key performance drivers (watch time, retention, shares)

Practical hacks:

- First frame strategy
- Retention basics
- Looping concept

■ Session 2: Content Strategy & Positioning

- Defining content goals
(Awareness / Engagement / Conversion)
- Audience personas per platform
- Content pillars & messaging framework
- Content positioning & differentiation
- Building a clear brand identity (tone of voice + visual style)
- Platform-first vs cross-platform strategy
- Case studies (brands & creators)

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■ Session 3: Creative Concepts & Scroll-Stopping Content

- 1. The psychology of attention (first 3 seconds)
- 2. Hooks frameworks (repeatable formulas)
- 3. Storytelling structures for short-form video
- 4. Trend adaptation vs original content
- 5. Content ideation systems (scalable frameworks)
- 6. Live breakdown:
- 7. Successful video (why it worked)
- 8. ضعيف الأداء (why it failed)
- 9. Practical ideation exercises

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■ Session 4: Production Workflow & Tools (Including AI)

- 1. Simple & scalable content workflow
- 2. Content batching & planning
- 3. Shooting techniques using a mobile
- 4. Editing basics (cuts, pacing, captions)
- 5. Platform-specific best practices

Tools & AI:

- Script writing tools
- Editing apps
- AI for ideas & hooks

Time management for consistency

■ Session 5: Optimization, Growth & Community Building

- 1. Posting strategy & timing
- 2. Hashtags, sounds, captions & CTAs
- 3. Engagement signals & how to boost them
- 4. Community building & interaction strategies
- 5. Growth tactics for creators & brands
- 6. Common mistakes & how to avoid them

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■ Session 6: Monetization & Business Impact

- 1. Results لـ Views vs Content لـ Content الفرق بين
- 2. Mapping content to business goals
- 3. CTA strategies حسب الهدف
- 4. تحويل المشاهدات إلى:
 - Leads
 - Sales
 - Brand growth
- 1. أنواع المحتوى اللي تبيع:
Real examples (creators & brands)

■ Session 7: Analytics, Performance & Action Plan

- 1. Key metrics لكل منصة
- 2. How to read insights بشكل عملي
- 3. Testing & iteration cycles
- 4. Optimization framework
- 5. Building a 30-day content plan
- 6. Ready-to-use templates:
 - a. Content calendar
 - b. Hook bank
 - c. Script structure
- 7. Final wrap-up & Q&A

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■ Outcomes:

By the end of this workshop, participants will be able to:

- 1. Understand the short-form video ecosystem across TikTok, Instagram Reels, and Snapchat
- 2. Build a unified and adaptable content strategy across platforms
- 3. Develop a distinctive content identity and positioning to stand out
- 4. Create scroll-stopping videos aligned with platform behavior
- 5. Apply an efficient and scalable content creation workflow
- 6. Use practical tools and platforms to simplify content creation, editing, and publishing workflows
- 7. Leverage AI tools to generate ideas, write scripts, and enhance video production efficiently
- 8. Optimize content for reach, engagement, and growth
- 9. Turn content into measurable business results (leads, sales, brand growth)
- 10. Analyze performance metrics and continuously improve content
- 11. Execute a clear 30-day action plan using ready-to-use templates

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Level/ Target Audience:

- Beginner
- Content Creators
- Influencers

Segmentation:

- 1. Social Media Managers
- 2. Brand Owners & Entrepreneurs
- 3. Small Business Owners
- 4. Marketing & Media Students
- 5. Beginners interested in short-form video