

# BollyX Fest

## HQ Marketing Insights



- @bollyxfitness is our business storefront
- @bollyxcommunity is the real-time reflection of our community
- ..and you PERSONALLY are YOU! Be YOU!

# We are a...



## **Bollywood-Inspired**

We are inspired and driven by the heart-pumping, energetic rhythms of Bollywood, the film industry of India.



## **Dance Fitness**

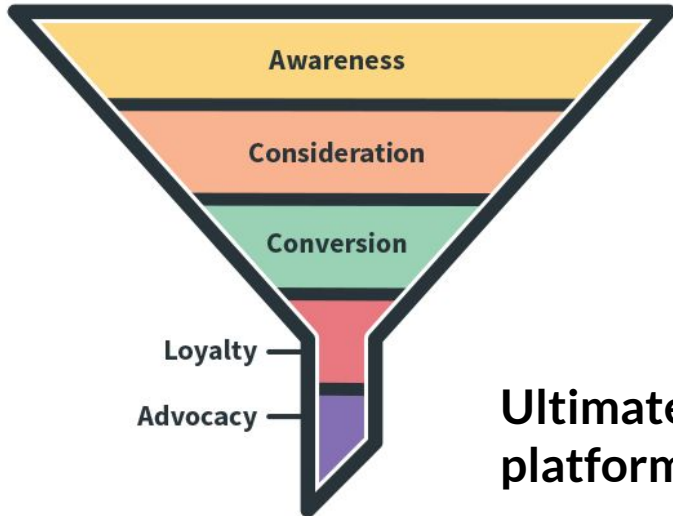
We cross dynamic choreography with high-intensity interval training (HIIT), burning up to 800 calories per 50 minute session.



## **Community**

We support each other and work together as a team to empower everyone to unleash their inner rockstar!

# BollyX HQ Marketing Platforms & Approach



Generate *new* interest in BollyX

Keep content fresh to engage our audience

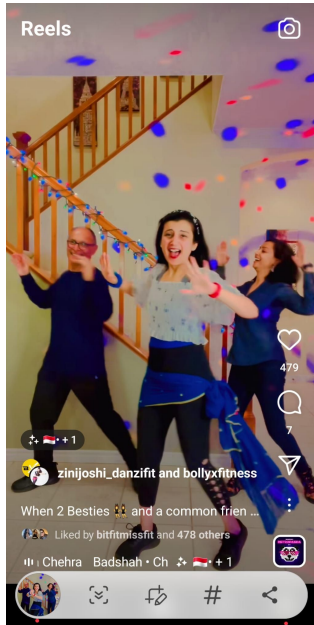
Encourage those on the fence to join us  
(*call to action!* "CTA")

**Ultimately, YOU are special and YOU make us special! Our platforms are out there to reinforce what we stand for**

# We need your help to take our IG to the next level!



- We are gearing up to test a new, more uniform team-based approach to content we present on our main @bollyxfitness page

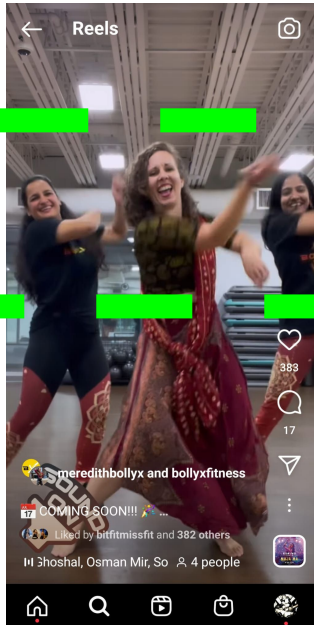
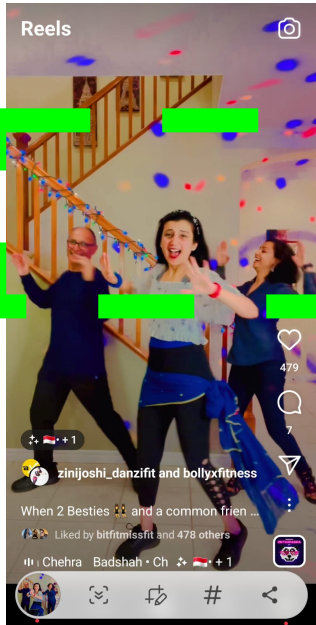


- 20 seconds is the sweet spot
- 60 seconds **MAX**
- Quality over quantity
- Use tripod OR minimal motion
- **REAR-facing** phone cam (not selfie)
- Outdoor lighting is usually amazing
- Pick familiar choreo!
- Record in FHD Auto (or test your phone camera for best settings)

# Clean, simple & fun videos that showcase our product



- **KEY MESSAGE:** BollyX is diverse, fun and approachable. Anyone can do these moves and we've got something for everyone!

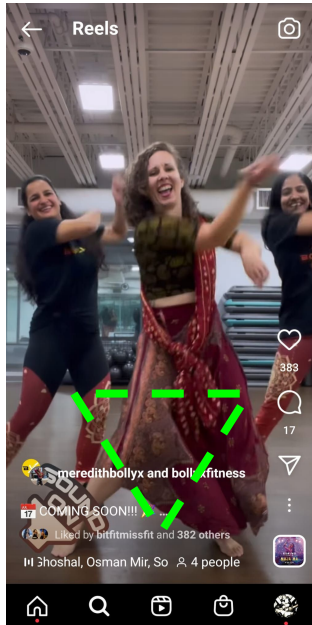
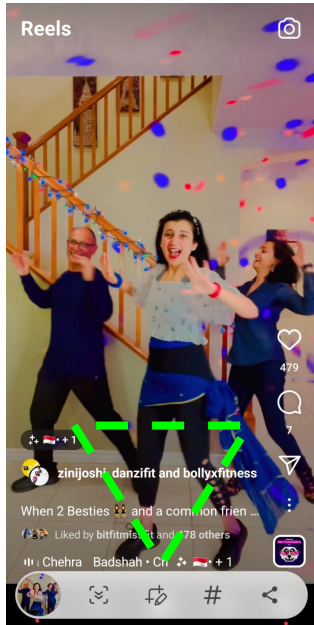


**CRITICAL REQUIREMENT** to help us achieve consistency: all heads should be framed in this area!!! This will help you know how far away the cameraperson should stand from the group

# HOLD THE TRIANGLE FORMATION!!!



- NOTE: The back row **WILL** get cut off a bit - that's **OK!** The **center person** and **all three HEADS** should rarely/never get cut off



- **CRITICAL** - stay in a triangle formation and **minimize side-to-side movement.**
- Keep the camera stable with **minimal side-to-side movement** (some forward/backward is **OK!**)
- Middle person come fwd, back row can take a few steps back
- Can also raise the camera and tilt it down (toward the ground) to help get all heads into the frame



# BE EXPRESSIVE!!! BRING YOUR BOLD FACE!!!! :D



- Be Big
- Open Up
- Look Up
- Don't Be Afraid
  
- Facial Expressions
- Attitude
- Charisma
- Energy

**YOU GOT THIS! The dance does NOT have to be synchronized. What matters most is that you have fun and BE BOLD!**

# Add Special Moments!! They're so much fun

Avoid choreographed intros → use choreographed moments and/or outros!





# Caption Template for Collabs with @bollyxfitness

We are always conveying our key message: Bollywood-inspired fitness family!




Caption:

[12 words or less] + [1-2 emojis]

 [@participants]

 [@partners]



 [@artists] #songname

Choreo: @bollyxfitness

[#bollyx then up to 7 more relevant hashtags] - pick max of 2

BollyX-specific hashtags

Example:

Some much needed heat in this cold weather!  

 [@dancepujima](#) [@lanasfitness](#)

[@swastibhargava](#)

 [@cityofbastroptx](#)

 [@shreyaghoshal](#) [#chiknichameli](#)

[#bollyx](#) [#bollywoodworkout](#) [#cardiodance](#)

[#shreyaghoshal](#) [#bollywood](#) [#agneepath](#)

[#katrinakaif](#) [#fitness](#)

# Important Points to Remember



Link to example posts: [Chikni Chameli](#) and [Pasand Jatt Di](#)

Notice how there are spaces between each line - these are important for us to have if collaborating with the BollyX page! Our goal is to keep the content as consistent as possible, even though we are all recording from different places!

Blank line space 

Separate lines for each category 

Blank line space 

Some much needed heat in this cold weather! 🔥🌟

 [@dancepurnima](#) [@lanasfitness](#)  
[@swastibhargava](#)  
 [@cityofbastroptx](#)  
 [@shreyaghoshal](#) [#chiknichameli](#)  
Choreo [@bollyxfitness](#)

[#bollyx](#) [#bollywoodworkout](#) [#cardiodance](#)  
[#shreyaghoshal](#) [#bollywood](#) [#agneepath](#)  
[#katrinakaif](#) [#fitness](#)

<b>Instagram Page</b>	<b>@bollyxfitness</b>	<b>@bollyxcommunity</b>
<b>Primary function</b>	Business storefront	Real-time community feed
<b>Minimum video clarity</b>	High definition, great lighting	Moderate to HD
<b>Orientation &amp; post type</b>	Vertical reel (9:16 ratio)	Most accepted
<b>Cover photo</b>	Critical! Needs to look clean	Not important
<b>Stickers, add-ons, vid effects</b>	Rarely accepted	Most accepted
<b>Group size requirement</b>	3 or more participants	1 or more participants
<b>Content type</b>	Dance videos only	Most community-related media
<b>Caption</b>	Use template if applicable	Most accepted
<b># of posts we usually accept</b>	A few times per year	Up to a few times per month
<b>Modification leeway</b>	Up to 20% of choreo can be modified to make it more dancy	

\*please note that these are the **latest guidelines**; we do also run experiments and/or shift our strategies rapidly as a startup

# Things to keep in mind when using the IG COLLABORATION FEATURE!



- Caption should be appropriate for both your page AND the collaborator page
- Must use mobile app only (collaboration does not yet work from desktop)
- Tag individuals/partners who are featured in your post (optional, but recommended)
- Select "Invite Collaborator" and search for the collaborator. Remember you can only pick one collaborator AND there's no editing your choice after you post
  - **PRO TIP!** Consider which IG account may be the most impactful to collaborate with. If you teach at a gym or studio, collaborating with the location of your class and/or fellow instructors may be **more beneficial** than collaborating with the BollyX page
- Collaboration requests may not always be accepted. Please do not take this personally! We love our community and are going to do our best to be fair without overwhelming our followers!
- Also remember that we will rarely accept a collaboration request right away (it takes us time to source and sequence posts based on what's already been posted)

# Other Cool Tips & Tricks



**Check your videos for musicality!** IG often glitches and falls out of sync when you try to edit and/or post a video. Here's a tutorial for [how to add music to an Instagram Reel](#).

Make sure INSTAGRAM APP is updated especially if you notice glitches happening

**TRICK:** To record video AND audio simultaneously to save for your phone:

- Use Spotify or Apple Music to play music
- Set quality to maximum level (for cellular and/or wifi)
- Don't cover your mic - run a few tests to ensure the sound isn't muffled.
- **ANDROID users:** hit record → then drag top of screen down to hit the play button on music → then go back to camera and you'll notice it's still recording! :)
- **iPHONE users:** Hit play on the music first, then go to **IG Reels** to record video (set the Reel length to 60 seconds), then click **"Next"** and click the little 'arrow down' button to download
- For all other users - try both methods and see which one works best!



# Example BollyX Hashtags!



All posts	#bollyx
New class launch	#newbollyxclass
365 challenge	#365daysofbollyx
Song	#[songname] #[movietitle] #[leadactors]
Special collabs & partnerships	#bollyxevents
Charity events	#bollyxgives
Testimonials, transformations, big milestones	#bollyxjourney
Family	#bollyxfamily
Kids	#bollyxkids
Low Impact	#bollyxlowimpact
Country-specific	#bollyx[country] (e.g., #bollyxcanada)
Common BollyX phrases (recommended to pick 1-2 max)	#thebollywoodworkout #unleashyourinnerrockstar #cantstopwontstop #keeppushing #progressnotperfection
Other hashtag ideas	#bollywood #bhangra #raas #garba #folk #dance #fitness #dancefitness #dancechallenge #fitnesschallenge #danceeveryday

# Other Cool Tips & Tricks



Store the hashtags in your phone as text shortcuts!! It's a life saver

**#bollyx** #thebollywoodworkout #cardiodance #bhangra #bollywood #garba #fitness

Tutorial for Android phones:

<https://www.makeuseof.com/how-to-set-up-custom-text-shortcuts-android/>

Tutorial for iPhone:

<https://www.theverge.com/23068453/how-to-text-replacement-iphone-omw-on-my-way>