

FREE GUIDE · INSTAGRAM GROWTH

THE TRIAL REELS MACHINE

How we turn reels you have already made into 9 to 15 new tests a day, show them to people who don't follow you yet, and track exactly which ones bring in views and leads.

36

trial reels posted in 4 days

17K+

views from non-followers

7

leads from keyword comments

Real numbers from @realkimbarrett, October 2026.

Your Social Voice · yoursocialvoice.com.au

WHY TRIAL REELS **CHANGE THE GAME**

Trial reels are shown to non-followers first. Your followers never see a flop, so you can test as much as you like without hurting your account.

Most people post one reel, hope, and move on. The smarter play is to treat every reel like an ad: make several versions, let the audience pick the winner, then make more of the winner.

The catch has always been time. Cutting 9 versions of a video every day by hand is a full-time job. So we stopped doing it by hand.

What a test looks like

VERSION	WHAT CHANGES
New hook	Fresh text on screen in the first second
Cold open	A punchier line from later in the video moved to the start
Tight cut	Every pause and filler word removed
Zoom and pace	Punch-ins and faster cuts to hold attention

Same video, same message. Different first three seconds. That is where nearly all the difference in views comes from.

HOW WE POST, **EVERY DAY**

1

Rank what already works

Pull views, skip rate, average watch time, saves and shares for every reel. Your biggest videos from years ago are gold: one of ours has over 1.1M views and is now getting a second life as trial reels.

2

Cut the variations

Pick the winners and make clearly different versions of each: new hooks, new cold opens, tighter cuts. Drop any topic that flopped twice.

3

Keep the CTA honest

If the original had a call to action (like "comment PLAYBOOK"), keep it. If it didn't, don't invent one. Keyword CTAs are what turn views into leads.

4

Spread them out

Never dump them all at once. We post one roughly every hour, starting at 9 a day and ramping to 12, then 15.

5

Measure and repeat

Next morning, check the results, double down on the winners, and go again.

KNOW EXACTLY WHAT'S WORKING

Every trial reel lands on one private dashboard, ranked by views, so you can see the winners at a glance.

METRIC	WHY IT MATTERS
Views and reach	How far each version travelled with non-followers
Skip rate	Whether the hook stopped the scroll. Lower is better
Average watch time	Whether the content held people after the hook
Saves and shares	The strongest signals that a reel is worth pushing
Leads	People who commented your CTA keyword and got your DM

What we learned in the first 4 days

Our top hook, "Things I'll never do again as an agency owner who runs his business on AI", hit 2,600+ views with a 33% skip rate and pulled 5 PLAYBOOK leads. Hooks in a plain white box beat bright yellow ones. Topics that flopped twice were cut, and the time went into more versions of the winners.

THE SECRET: AN AI EMPLOYEE

We don't have an editor cutting all day. The whole machine, from ranking and editing through posting and the dashboard, is run by Viktor, an AI employee that works inside our Slack.

We told it what we wanted in plain English. It picks the reels, cuts the versions, posts them on schedule and keeps the dashboard up to date. We just check the numbers.

GET VIKTOR FOR YOUR BUSINESS

Use our link to set up your own AI employee and build your own trial reels machine.

Get Viktor



<https://app.viktor.com/signin?ref=54zZ9hc8fm9cH7LFvEFyfC>

Want us to build it for you instead? Talk to the team at yoursocialvoice.com.au