Creative Process / Carousel / 30-45 min

Layer by Layer

The idea

Use a multi-slide carousel to let the user swipe to build the song themselves. Slide 1 is just drums. Slide 2 is drums + bass. Slide 3 is drums + bass + chords. Slide 4 is the full mix.

Objective

Gamify the listening experience and highlight arrangement.

Why this works

It turns your arrangement into an interactive toy. Forces them to listen to individual elements they normally wouldn't notice.

Hook bank

Direct / Swipe to build the beat layer by layer.
Curiosity / This song has 14 different layers. Let’s build it from the ground up.
Personality / I am obsessed with how these textures stack together. Swipe to hear it.
Sarcastic / For everyone who thinks producers just press one button and the song is done.

How to execute

1. Plan the opener

Try this opener as a starting point: “Swipe to build the beat layer by layer”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Drum break. Slide 2: Drum + synth bass. Slide 3: Shakers and vocal chop join. Slide 4: Final master with music video.

3. Shape the sequence

Use this order for your first cut: Element 1 > Element 1+2 > Element 1+2+3 > Full Mix. Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

4. Check and publish

Use this call to action as your starting point: "Which layer is your favorite?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Element 1 > Element 1+2 > Element 1+2+3 > Full Mix.

Call to action

"Which layer is your favorite?"

What to avoid

Keep the loop length and starting point consistent across slides. Do not introduce every new instrument at once or change the volume dramatically between stages.

Make it yours

1. Build a vocal stack (Lead > Doubles > Harmonies > Choir).
2. Build a photo composite (Background > Subject > Lighting).
3. Build a drop starting with just the sub.

Try this next

Route Our Tour
The "Zero Budget" Starter Kit
The Sample Relay Race

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.