Promotion / Story / 10-15 min

The Aesthetic Wallpaper

The idea

Resize the cover art, lyrics, or key visuals of your new project into 9:16 vertical images. Post them on your Instagram Story and tell your fans to screenshot them to use as their phone wallpapers.

Objective

Claim prime mental real estate (their phone screen) through free value.

Why this works

It is free, frictionless marketing real estate. Every time a fan checks their phone, they are reminded of your project. It provides immediate visual value without asking for money.

Hook bank

Direct / (Text) Made some free wallpapers for the new era. Screenshot them.
Curiosity / (Text) Hold to pause. Which one are you using?
Personality / I wanted a little piece of this project to live somewhere outside the feed.
Sarcastic / My album art has applied for the position of your lock screen.

How to execute

1. Plan the opener

Try this opener as a starting point: “(Text) Made some free wallpapers for the new era. Screenshot them”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Ensure the designs are clean and leave room for the phone clock at the top. Post 3-4 options. Remove all UI elements so they can take clean screenshots.

3. Shape the sequence

Use this order for your first cut: The Announcement > Wallpaper 1 > Wallpaper 2 > Wallpaper 3. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: "DM me a screenshot if you actually use one!" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Announcement > Wallpaper 1 > Wallpaper 2 > Wallpaper 3.

Call to action

"DM me a screenshot if you actually use one!"

What to avoid

Leave room for a phone's clock and interface and offer a clean download. Do not cover the artwork with stickers people cannot remove.

Make it yours

1. Singers: A minimalist graphic of your best lyric.
2. Producers: A moody photo of your synth setup.
3. Create a bright and a dark version of the same design so people can choose a readable wallpaper.

Try this next

The Nostalgia Flip
The Hometown Hero
The Reference Breakdown

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.