Promotion / Short-form Video / 20-25 min

The Bio Link Scavenger Hunt

The idea

Change the link in your bio to a secret unlisted YouTube video or a hidden merch discount page. Tell the audience you hid something in the bio link, but don't tell them what it is.

Objective

Skyrocket bio link CTRs by gamifying the call to action.

Why this works

It exploits human curiosity. Telling someone "Stream my song" feels like work. Telling someone "I hid a secret in my bio" feels like a game, drastically increasing link click-through rates.

Hook bank

Direct / I just hid a secret unreleased video in my bio link.
Curiosity / First 50 people to click the link in my bio get a surprise...
Personality / I left something a little more personal behind the usual bio link.
Sarcastic / The bio link has developed a side quest.

How to execute

1. Plan the opener

Try this opener as a starting point: “I just hid a secret unreleased video in my bio link”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Make sure the destination page is actually valuable (an exclusive acoustic performance, a 50% off code). Do not bait-and-switch them to a standard Spotify page.

3. Shape the sequence

Use this order for your first cut: The Tease > The Mystery Promise > The Call to Click. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

4. Check and publish

Use this call to action as your starting point: "Link in bio. Don't tell anyone what's there." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Tease > The Mystery Promise > The Call to Click.

Call to action

"Link in bio. Don't tell anyone what's there."

What to avoid

Test the hidden page on a phone and make access straightforward. Do not suggest a free bonus if the link unexpectedly requires payment or personal information.

Make it yours

1. Bands: Link to a secret page with the setlist for the upcoming tour.
2. Creatives: Link to a hidden, password-protected gallery of unreleased art.
3. Put a recognizable clue in the post and make the reward a short acoustic take or visual not available on the main page.

Try this next

The Hardest Line
The Day I Found My Sound
The Micro-Moment of Doubt

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.