



NAMM[®] | U

How we went from
370 to 37,000 Instagram Followers

Glenn Haworth
Haworth Guitars, Australia



Who am I?

G'day, I'm Glenn Haworth from @haworthguitars

- Director of Haworth Guitars
- Guitar retailer in Australia
- Multiple stores south of Sydney NSW
- Strong focus on e-commerce
- Population of 20,000 where I live





Why Instagram?

Why building our Instagram was important to us...

- To establish ourselves as the experts
- To gain our customer's attention over competitors
- To build traffic to our website and stores
- To make direct sales through another sales platform
- To showcase our range of cool guitars
- To personalize our online business
- To build our community



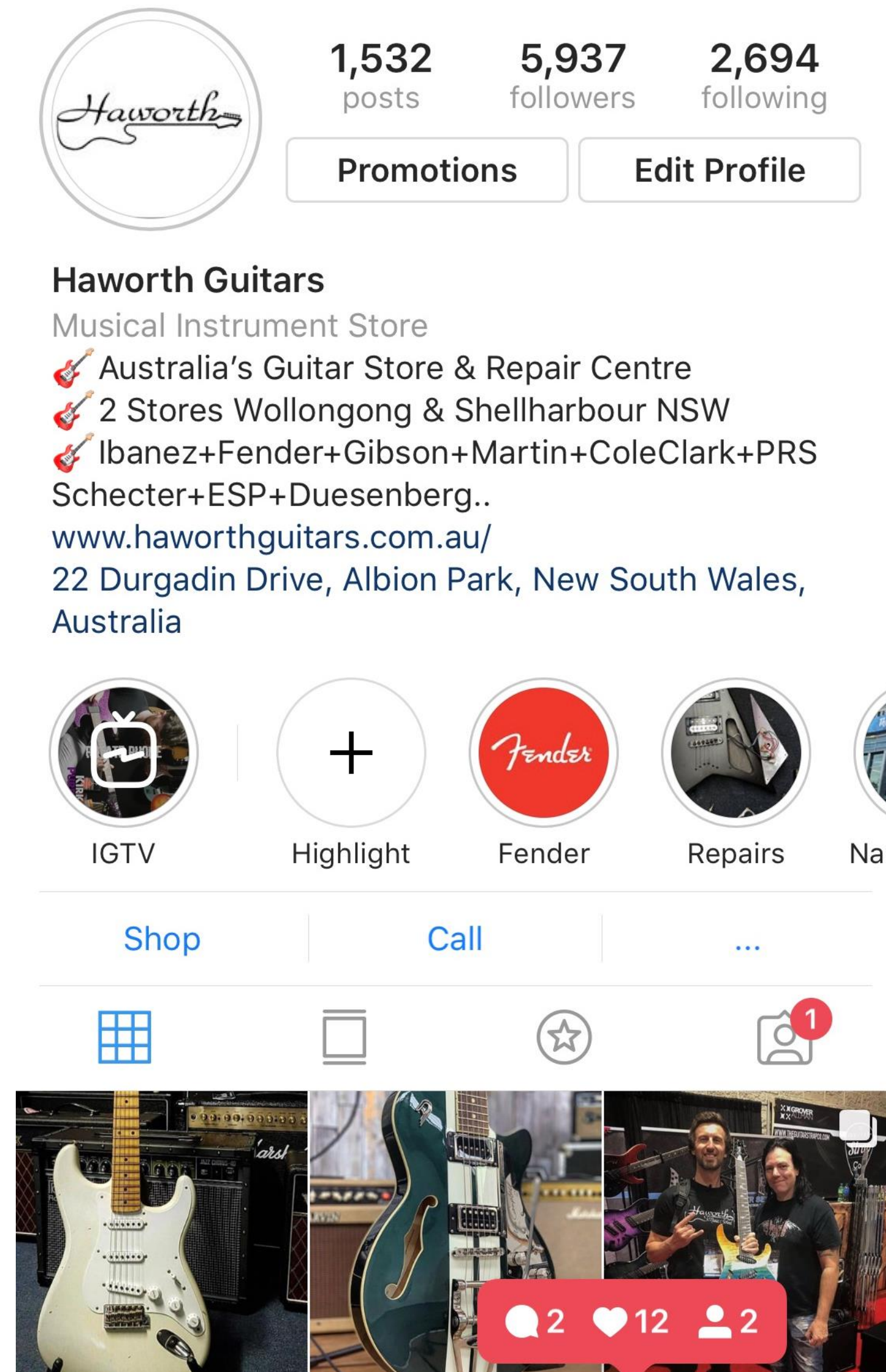
Are you missing out?



Where we started on Instagram

Don't do this...

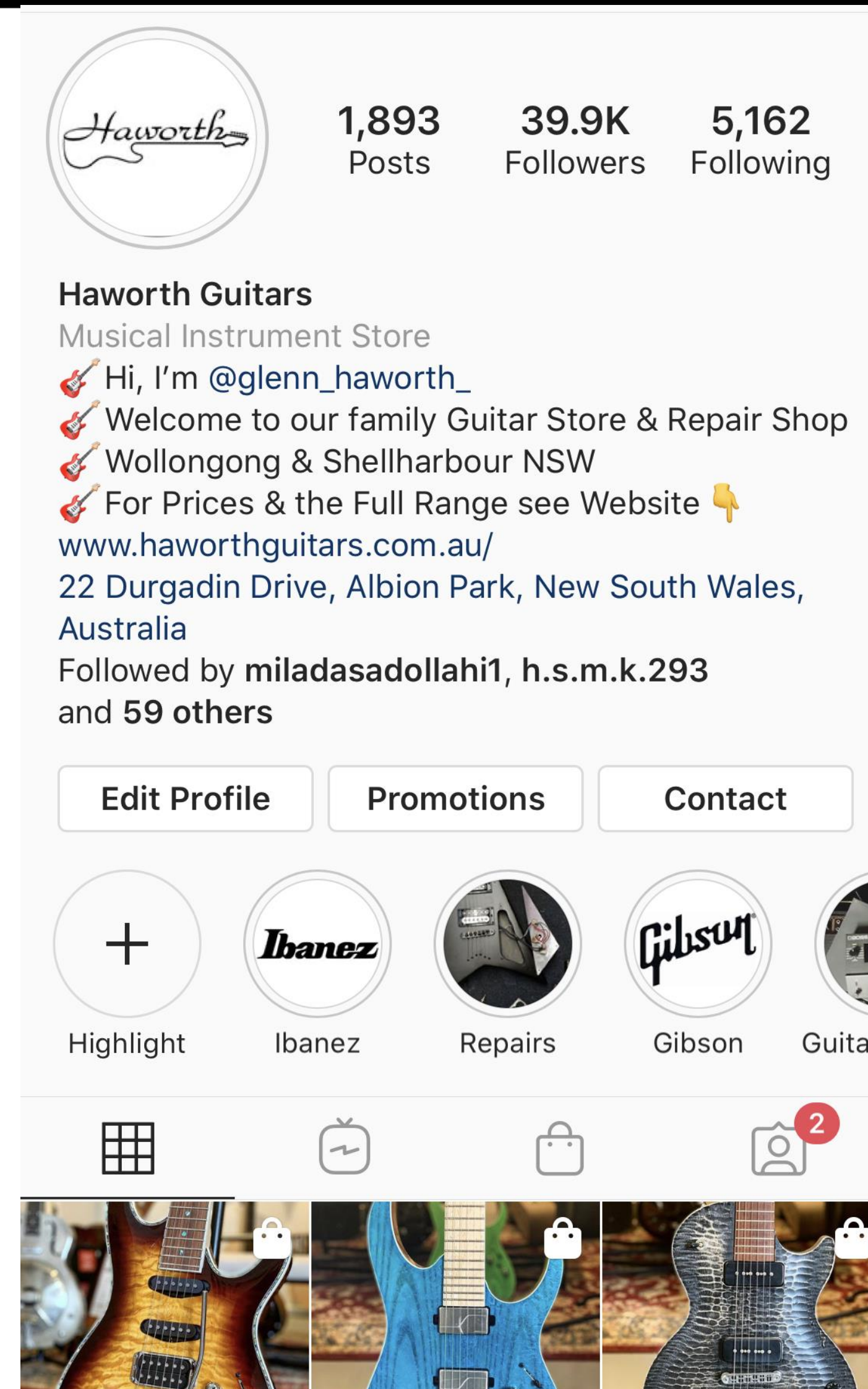
- ✗ Inconsistent photos
- ✗ Minimal engagement
- ✗ Not posting frequently enough
- ✗ No shopping tags to our website
- ✗ Average product content/descriptions
- ✗ Wrong type of followers
- ✗ Gained followers using dodgy apps





Where we are now...

- ✓ 39,900 followers
- ✓ Genuine followers who love guitars
- ✓ Now a valuable asset and sales tool
- ✓ Consistent quality photos
- ✓ Shopping tags send traffic to website
- ✓ Engagement in comments & messages



So Let's Get Started...

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1. Engage

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1. Engage with your target market

- Find relevant accounts via hashtags
- Eg. #guitarist #guitarsolo
- Leave a positive comment and follow them
- Like their most recent posts
- Be genuine and sincere
- They will see you and might follow you back
- Even if they don't respond, other people will see it
- Let's see what happens with this example...



< MOST RECENT #guitarsolo



Liked by pianista_rosamariavaldez and others
guitar_wanderer #shredguitar a capella y sin producción, hasta llegar al control absoluto. Aún es largo el camino, pero todos los días... more
haworthguitars Sounds awesome man! Nice playing 🙌
 12 minutes ago · See Translation

< Comments

guitar_wanderer #shredguitar a capella y sin producción, hasta llegar al control absoluto. Aún es largo el camino, pero todos los días representan la oportunidad de avanzar un paso a la vez.
 #guitar #guitarsolo #guitarist #music #solo #musically #musician #metal #metalhead #virtuoso #heavymetal #ibanezguitars #ibanez
 6h

haworthguitars Sounds awesome man! Nice playing 🙌
 6h 1 like Reply

guitar_wanderer @haworthguitars thank u very much! 🙌
 6h 1 like Reply

mepaulandleo Accurate sweeping 🔥🔥
 6h 1 like Reply

guitar_wanderer @mepaulandleo thanks bro!
 6h 1 like Reply

kazukitokaji Love your right hand technique. Awesome

👉 🙌 😊 🙌 🎸 😍 🙌 🔥

< guitar_wanderer

685 Followers 1,184 Following Suggested

Q Search

#guitarsolo

haworthguitars Haworth Guitars

julio_mra1 Julio RA Follow

marcokorrel Marcopolo C. Follow

gothsnakebby gothsnakebby Follow

davidlopezr92 David Lopez Follow

sanne2166 Sanne Follow

the_may_mendoza Follow

Results:

- ✓ He replied to our comment
- ✓ He followed us back
- ✓ We now have a new follower
- ✓ Fits our target market

2. Competitions

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Haworth Guitars, Australia**

3. Influencers

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Haworth Guitars, Australia

3. Using Influencers

- Ask influencers to share your post
- You may need to pay \$\$\$
- Massive followings in your niche
- Grab as many followers as you can

guitarstagram
 3,962 Posts | 306K Followers | 78 Following
 Guitarstagram Community
 • Guitar content daily.
 • Use #Guitarstagram.
 • DM us to purchase a feature.
 Followed by uvinisilva7, ryo_rkns13 and 77 others
 Following | Message | Email

guitarsarebetter
 9,476 Posts | 654K Followers | 50 Following
 GuitarsAreBetter Brand
 The World's Largest Guitar Page 🌍
 • DM us to Purchase a Guaranteed Feature
 • Contact: guitarsarebetter@gmail.com
 #GuitarsAreBetter
 open.spotify.com/track/1sIVqV1CnCbpRxWfrZYgb...
 Followed by donbolivia, navidhanjani_official and 104 others
 Following | Message | Email

*Paid Featu...

NAMM 2019 | Paid Features | Legends | Facebook | Show

4. Photos

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4. Taking the Right Photo

- Create a cool space with plenty of light
- Choose something interesting
- Avoid boring products
- Batch photos together to save time
- Use 'Portrait Mode' on iPhone
- Focus on the best parts of the product
- Careful not to cut out the edges
- Take more photos than you need
- Consistent photo styles



glenn_haworth_
Haworth Guitars



Liked by amberhaworthr and others

glenn_haworth_ Our new creative space is nearly finished 🙌 This is where we will be filming our feature videos, hosting workshops and using... more



glenn_haworth_
Haworth Guitars



Liked by amberhaworthr and others

glenn_haworth_ It's all smoke and mirrors baby @haworthguitars 📸 . Making the most of the new studio space ... more

7 March



Bad Examples...

- ✗ Guitar doesn't fit in the photo
- ✗ Poor background choice
- ✗ Reflections



- ✗ Guitar is too dark
- ✗ Headstock is cut off
- ✗ Not focused on best parts
- ✗ Price tag is visible



Good Examples...

- ✓ Interesting products
- ✓ Portrait Mode
- ✓ Close up of interesting parts

- ✓ Good lighting
- ✓ Body fits in the shot
- ✓ Blurred background

- ✓ Good lighting
- ✓ Close up of body
- ✓ Portrait Mode
- ✓ Consistent style



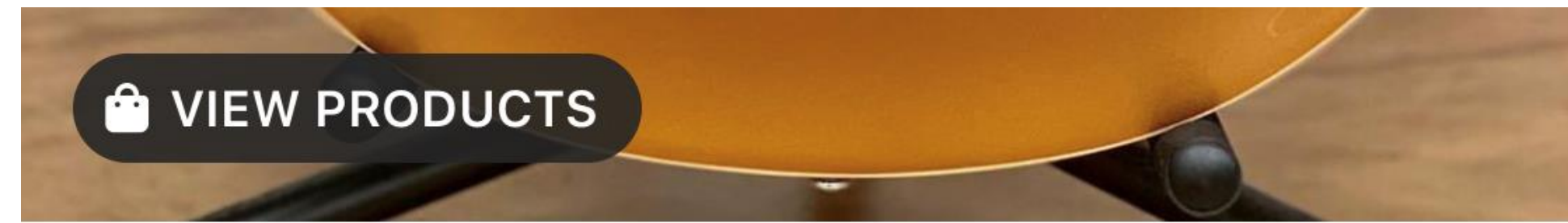
5. Content

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5. Writing Engaging Content

- Entice the customer with your words
- Include facts, features and quotes
- Ask an engaging question
- Add a call to action



[View Insights](#)

[Promote](#)



Liked by **shin.guitagram** and others

haworthguitars "The more you get involved with it, the more you realize how little you know" ~ Les Paul on the guitar 🙌

This new Gibson Les Paul Standard 50s Gold Top has just arrived and has a rounded 50s mahogany neck with Burstbucker pickups for that classic LP tone 💪

What riff you playin on this one?

Tap the image for more 🙌

6. Hashtags

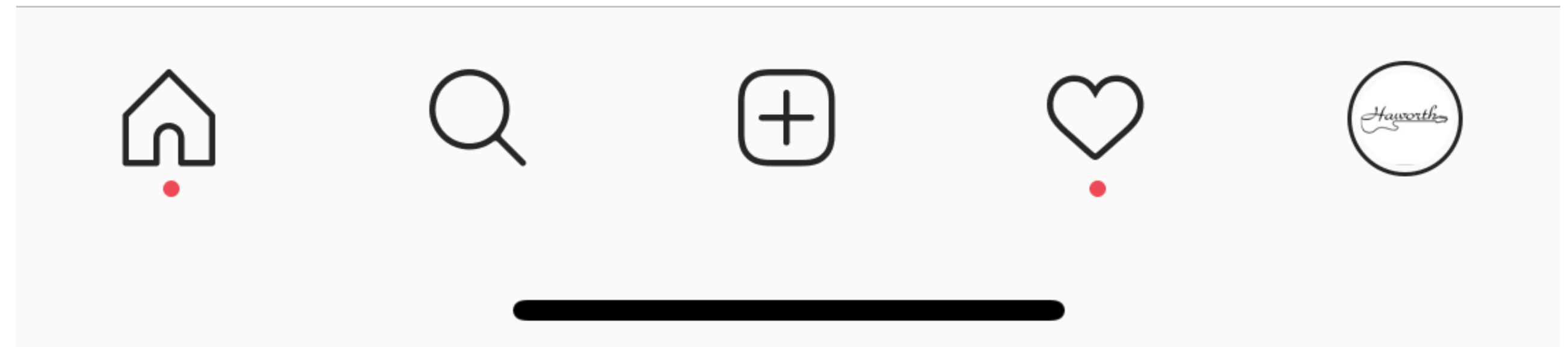
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Haworth Guitars, Australia



6. Using Hashtags

- Use hashtags that relate to your product
- Use popular hashtags to get attention
- Start your own hashtag
- Store key hashtags in your phone

#gibson #gibsonlespaul #lespaul #lespaulgoldtop
#gibsonguitar #gibsonguitars #haworthguitars
#guitar #guitars #guitarist #guitaristsofinstagram
#guitarists #guitarcover #guitarsolo #guitarrista
#guitare #guitarporn #guitarsofinstagram #guitariste
#geartalk #vintageguitar #guitarhero #guitarra
#guitarplayer #wollongong #sydney



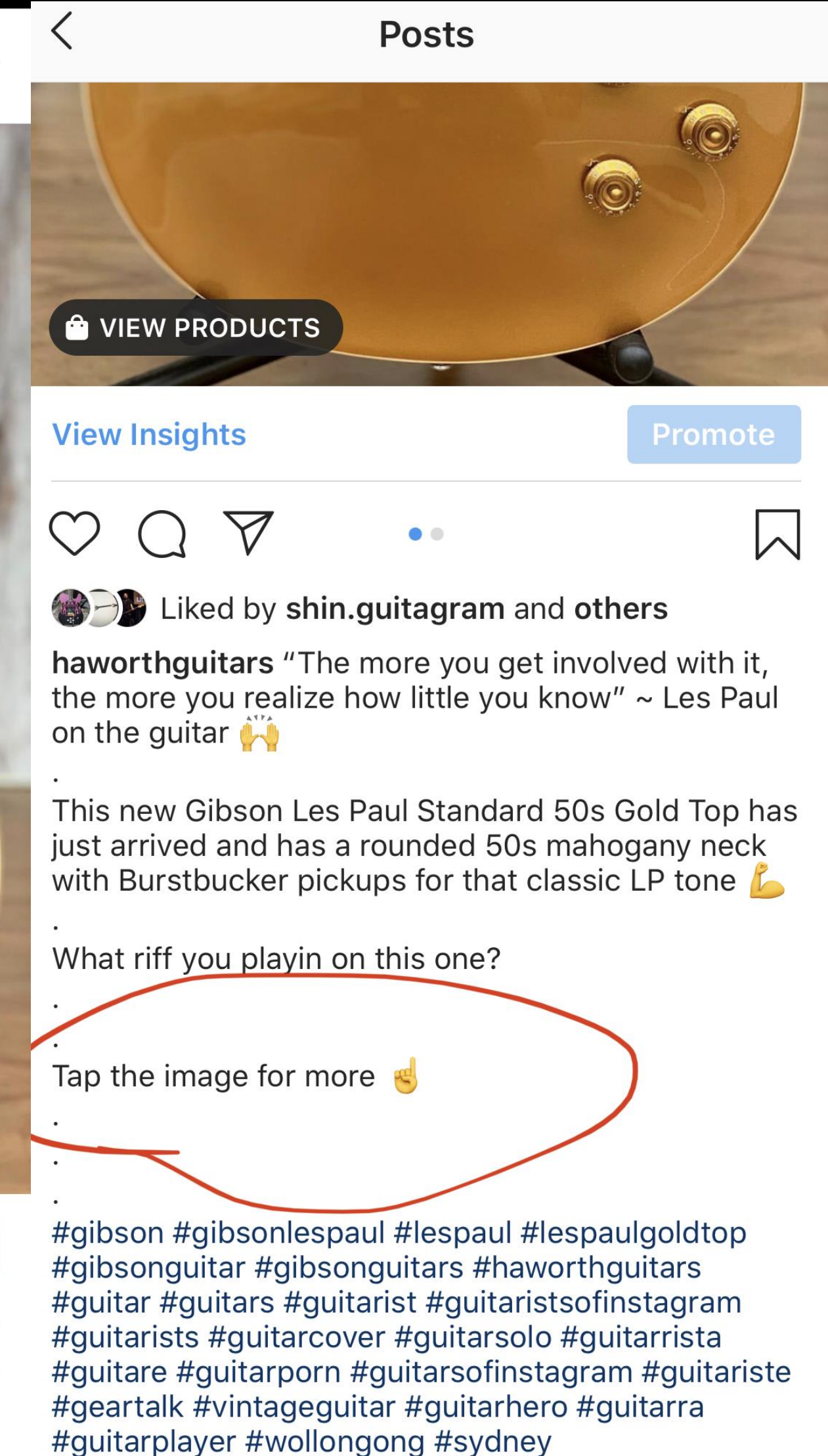
7. Link to Your Website

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7.1 Link Products to Your Website

When Posting in News Feed

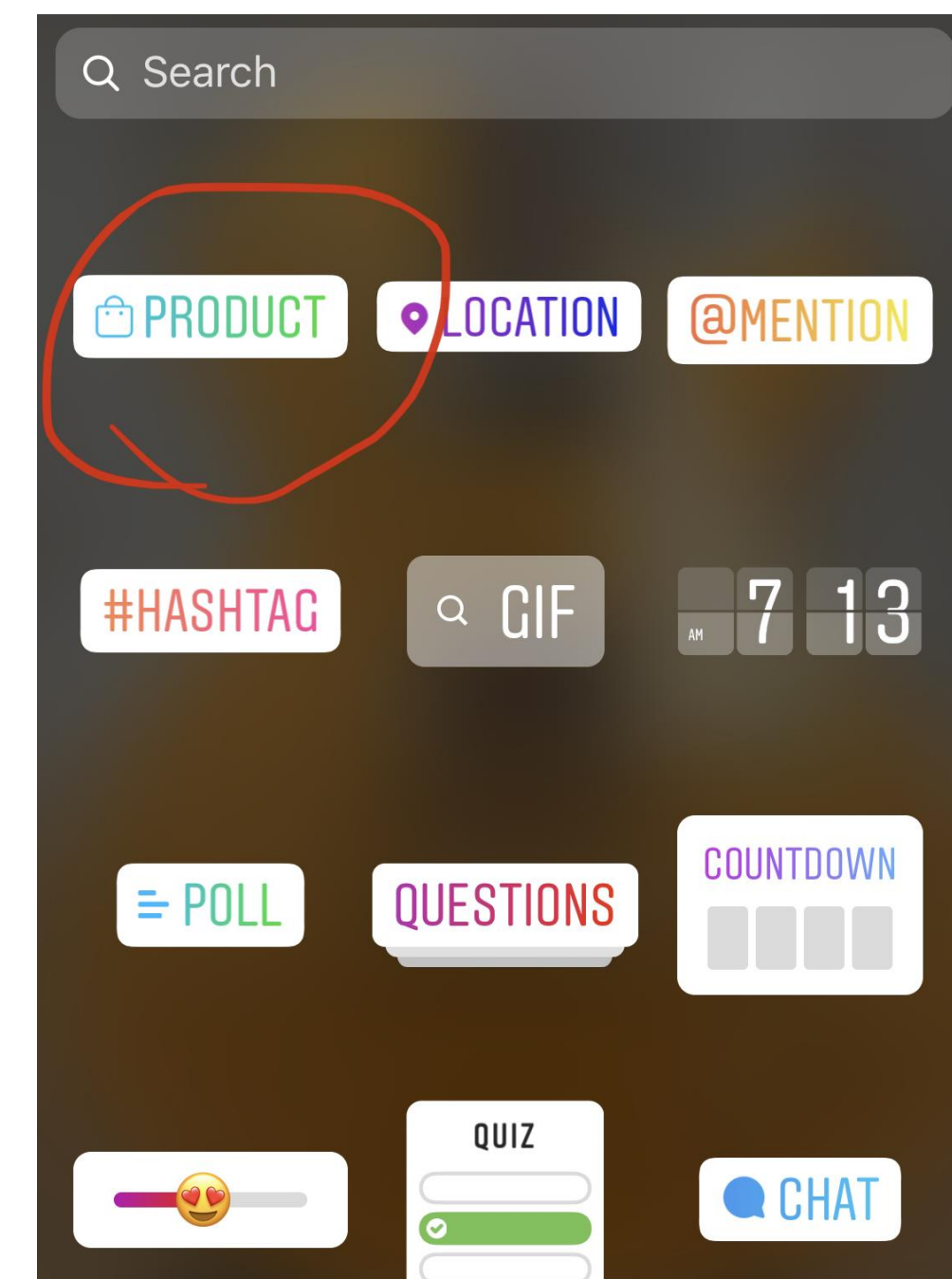
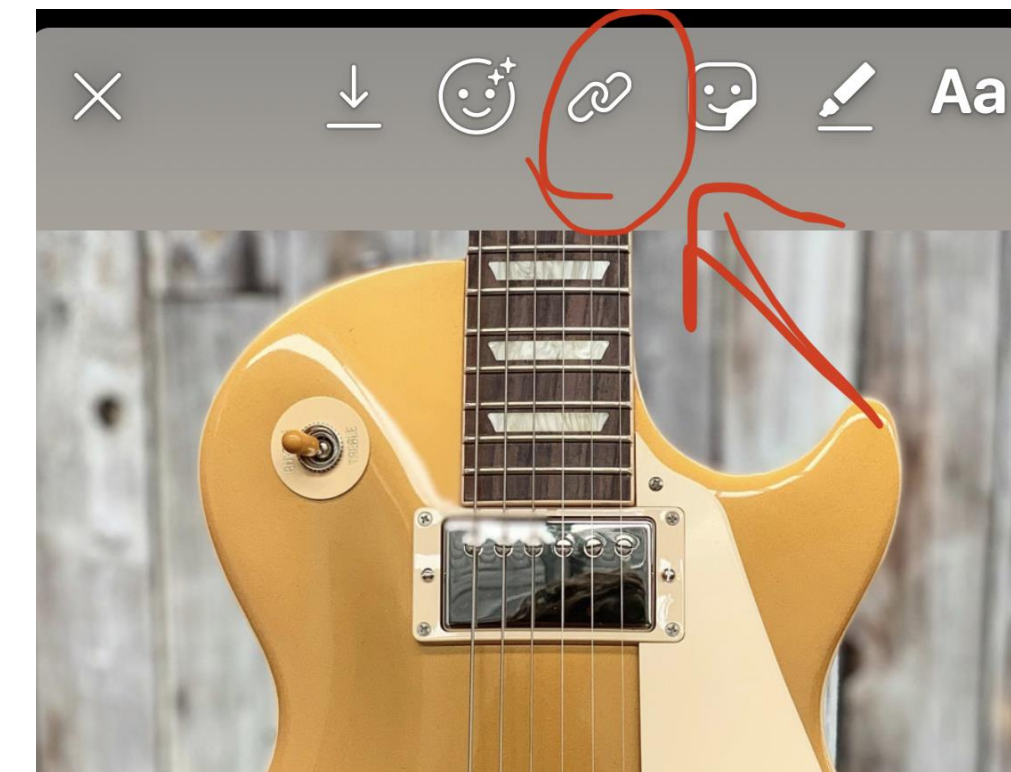
- Give customers a way to buy your product
- Tag the product when you post
- Create a 'Call to Action' in the comments
- Mention it in a soft way
- No hard selling



7.2 Link Products to Your Website

When Posting a Story

- Give customers a way to buy your product
- Create a SWIPE UP link to the product
- Tag the PRODUCT as well
- Make it easy for customers to follow through

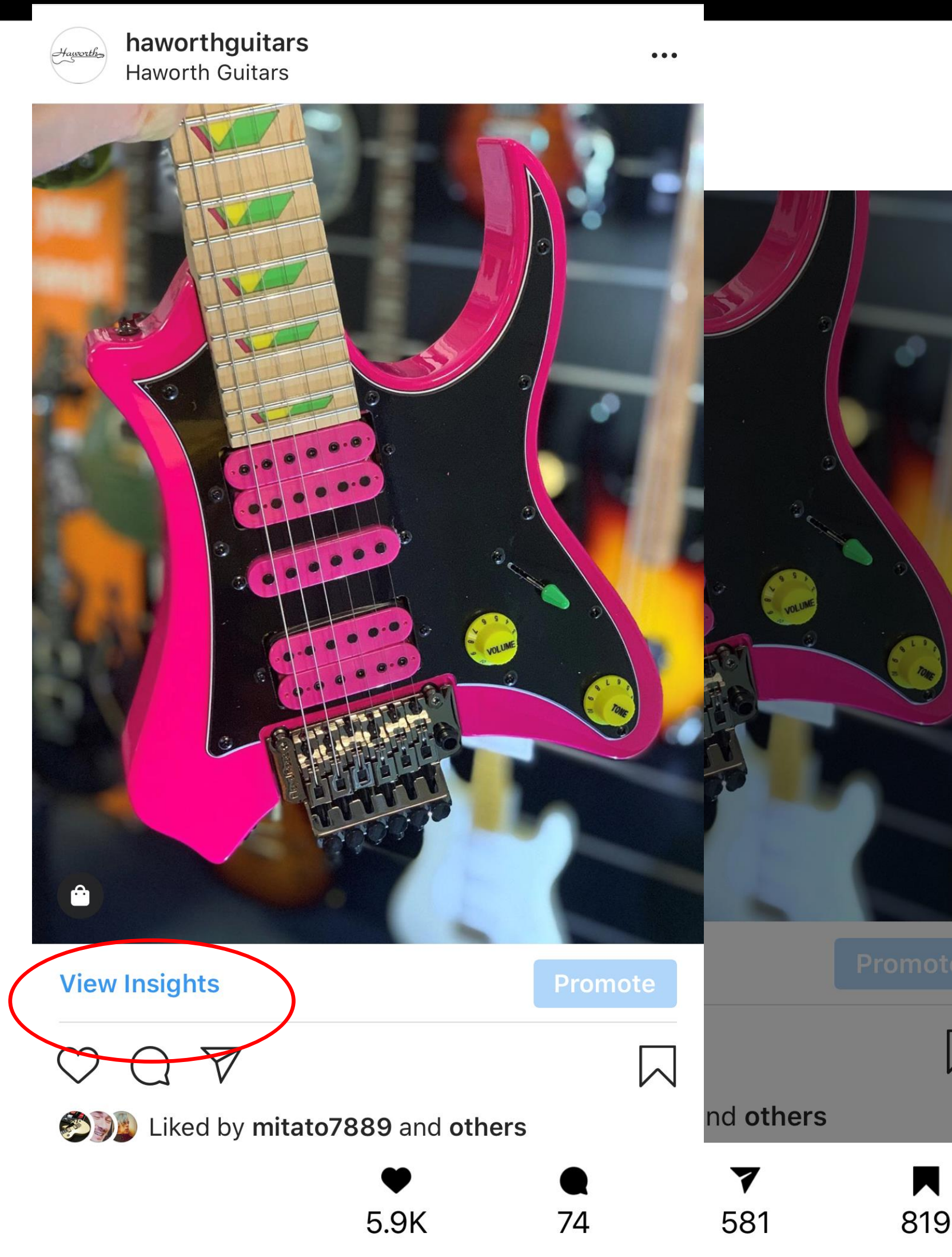


8. Measure and Repeat

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8. Measure What Works and Repeat

- Use 'Insights' to check engagement
- See which posts worked best
- Monitor 'Website Clicks'
- Repeat what worked



Products ⓘ	
Product views on this post	1,290
Clicks on Purchase Link	72
Interactions ⓘ	
Actions taken from this post	743
Profile Visits	730
Website Clicks	13
Discovery ⓘ	
Accounts reached	87,141
73% weren't following you	
Follows	82
Reach	87,141
Impressions	106,975
From Hashtags	33,449
From Home	31,060
From Explore	1,615
From Other	40,851

5.9K
 74
 581
 819

 730 Profile Visits 87,141 Reach

Bonus Tips

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Haworth Guitars, Australia

When to Post?

- Use WhenToPost App
- Post a Minimum of 3 times daily
- More posts reach more eyes



WhenToPost: Best Times to Post

Tailwind

UPDATE



2.3 ★★☆☆☆

12 Ratings

4+

Age

What's New

[Version History](#)

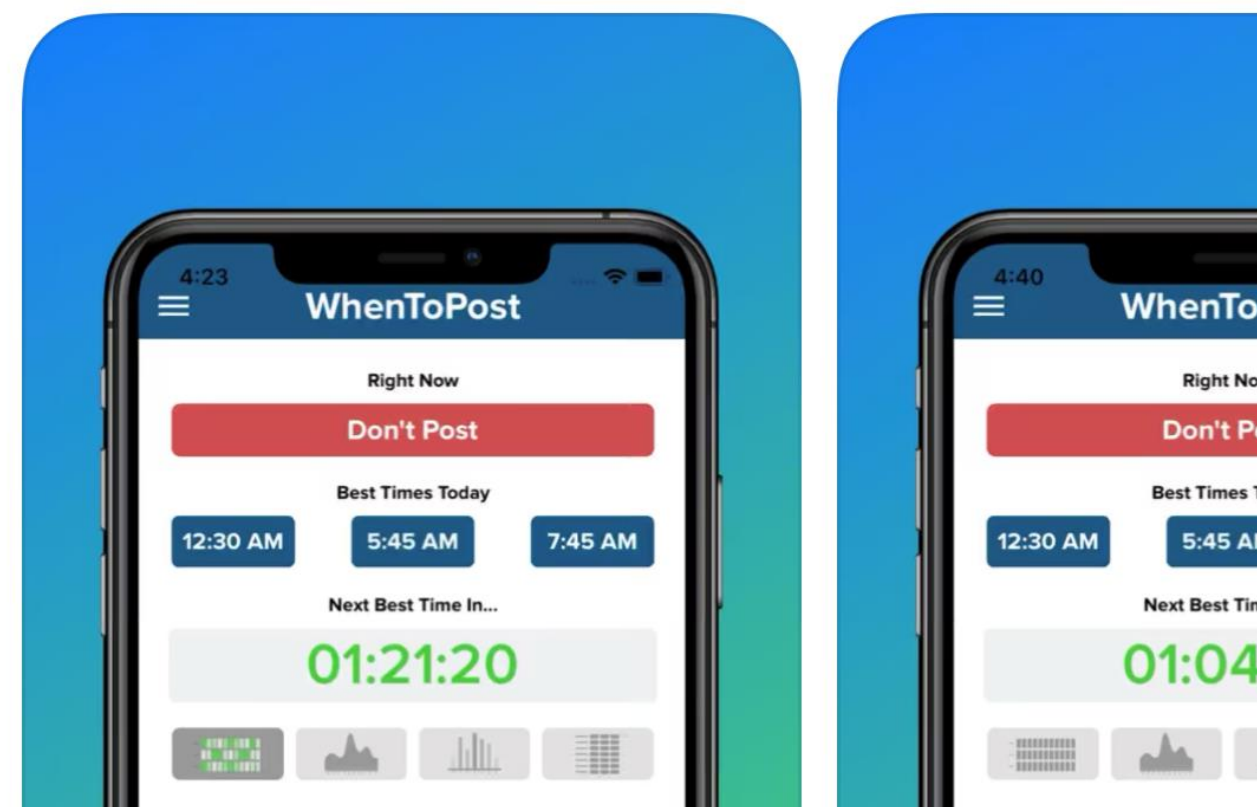
Version 2.3.4

2mo ago

Bug Fixes

- We fixed the Instagram login issue that many of our users were seeing

Preview



Right Now

Don't Post

Best Times Today

9:00 am

9:15 am

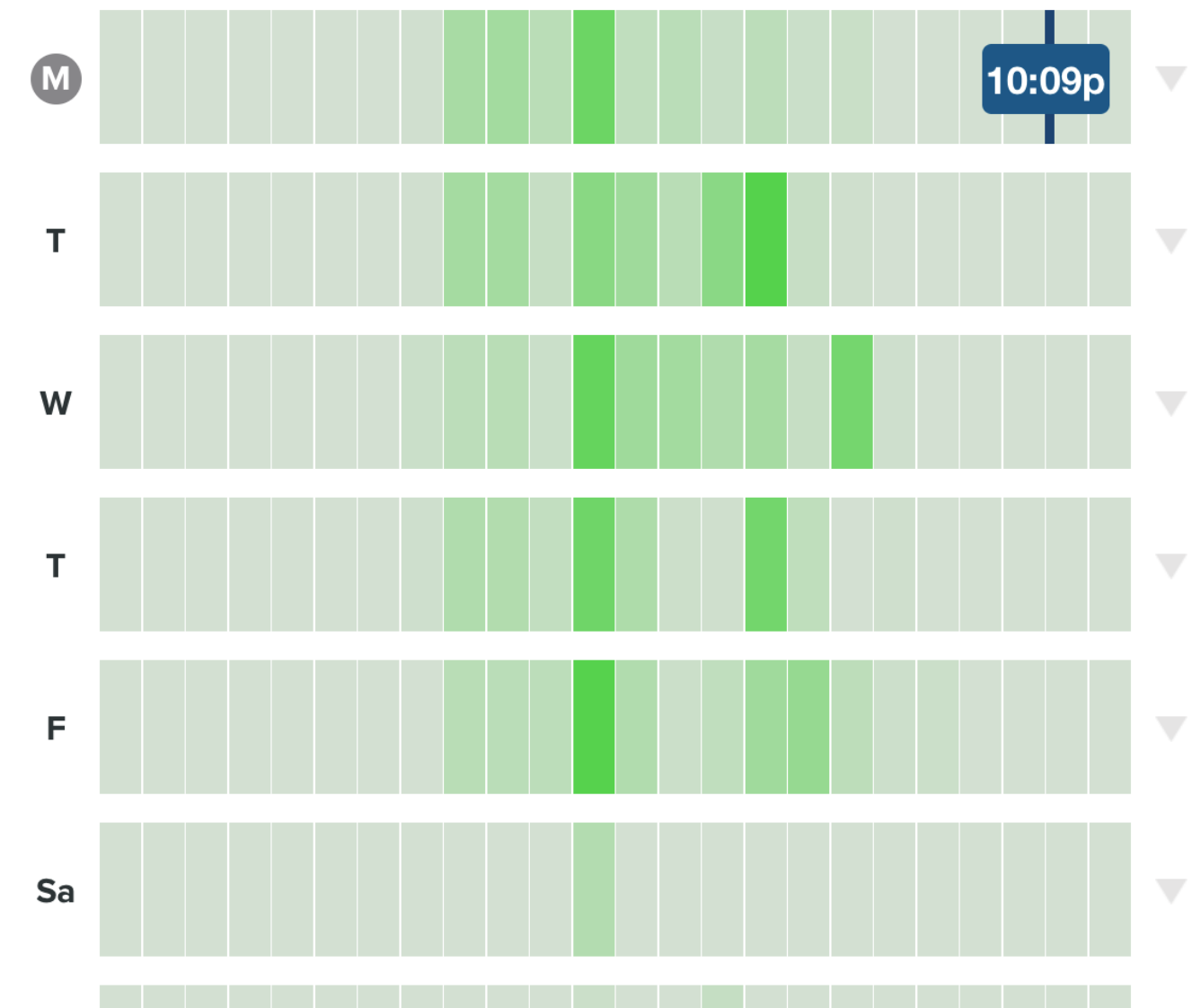
11:45 am

Next Best Time In...

17:05:51



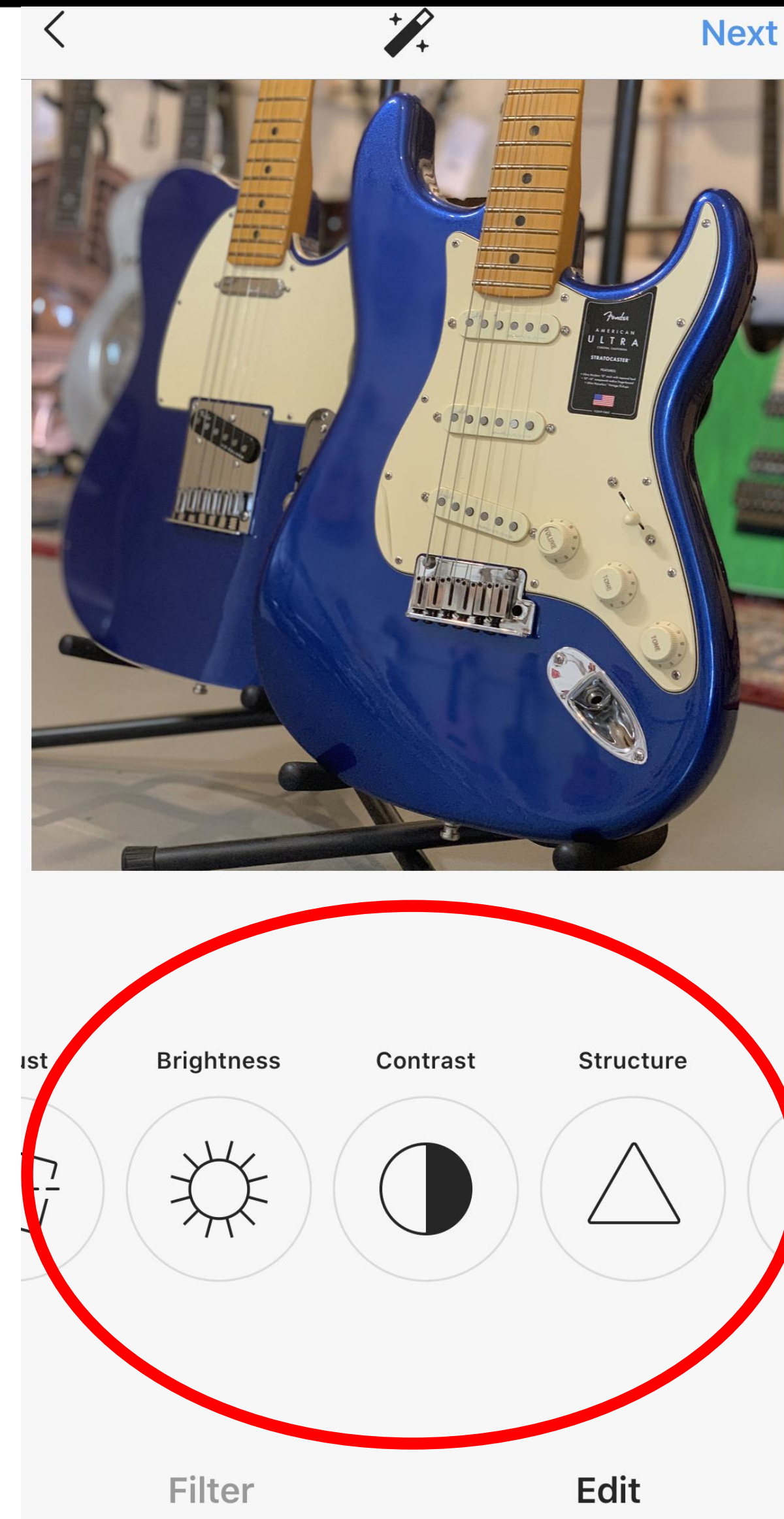
Best Times of the Week



Use Filters but Don't Go Overboard!

These three are all you need...

- Brightness
- Contrast
- Structure



Some of our Most Engaging Posts...

Glenn Haworth
Haworth Guitars, Australia



haworthguitars
Haworth Guitars

VIEW PRODUCTS

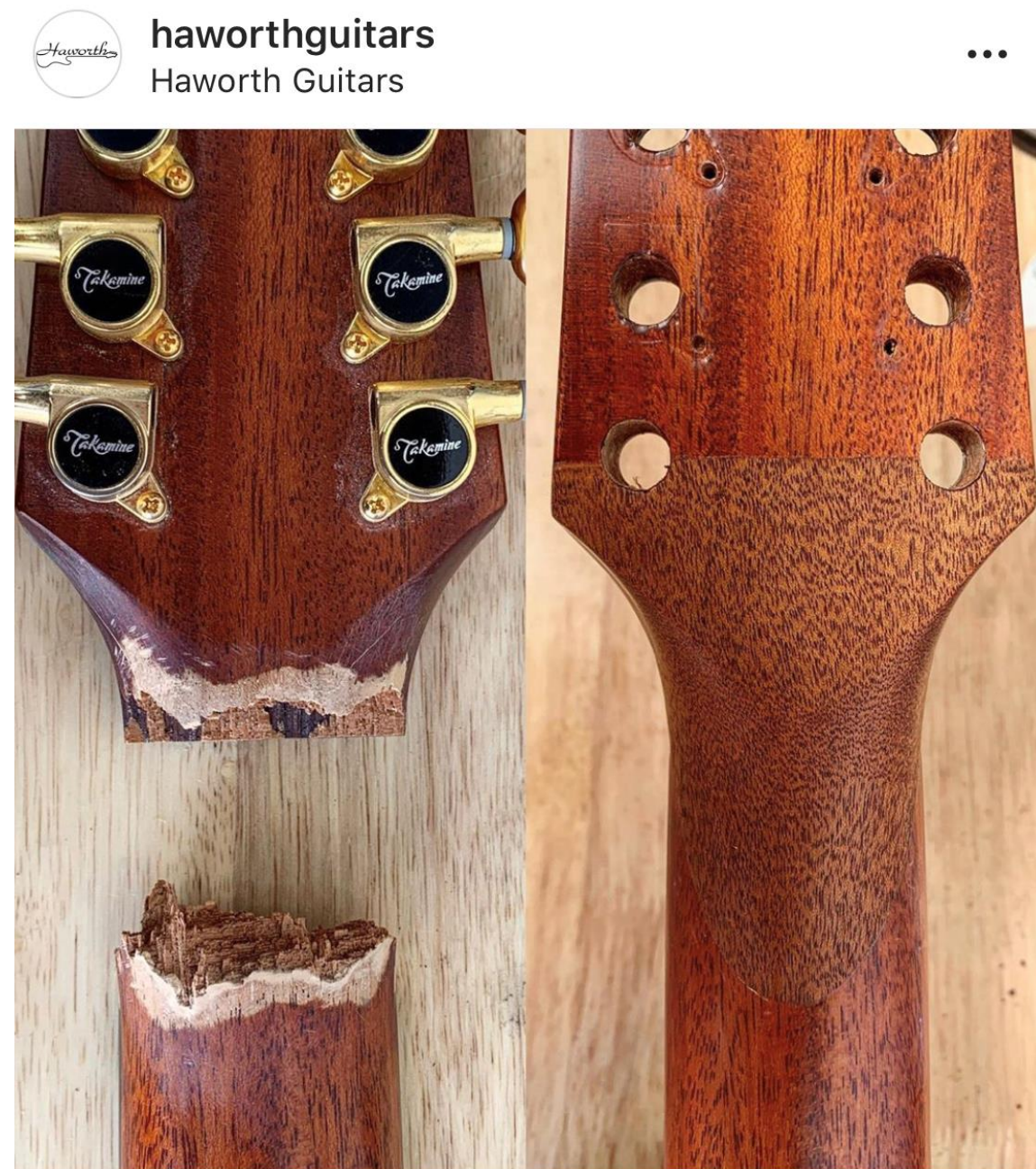
View Insights

Promote



Liked by shin.guitagram and others

5,849 likes



haworthguitars
Haworth Guitars

View Insights

Promote



Liked by shin.guitagram and others

haworthguitars There aren't many repairers out there who can do this sort of hocus pocus 🧙 A complete break right across the grain like this... more

View all 112 comments

5,505 likes



haworthguitars
Haworth's Music Centre Wollongong

View Insights

Promote



Liked by shin.guitagram and others

9,682 likes



1. Engage with your Target Market
2. Competitions
3. Use Influencers
4. Quality Photos
5. Engaging Content
6. Relevent Hashtags
7. Link to Your Website
8. Measure and Repeat



@haworthguitars

Where to from here?

1. Go to @haworthguitars
2. Click “Message”
3. Write “Namm”
4. I’ll give you a Free Health Check

