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Grow Your Business



# Instagram Insights for Music Retailers

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Ad Words, Google Analytics, Social Marketing, Internet Marketing



## What We Will Cover...

- Conducted interviews with three NAMM businesses on Instagram marketing
  1. Ecommerce + Brick and Mortar retailer
  2. Brick and Mortar only retailer
  3. Music Lessons and Instrument Rental business
- Their techniques on how they get results with Instagram
- How they think about content and use it regularly



## Tim Spicer of Spicer's Music





## Spicer's Music

- Ecommerce and Brick and Mortar
- Family owned and operated
- Over 15 lesson instructors
- Sponsors band camps for young musicians



## Know Your Audience for the Best Engagement

- Look at conversations and what followers post
- Look at what images your followers upload
- What do they talk about?
- He shifted to boutique pedals content from this analysis

# Click Through From Their Comments On Your Posts...



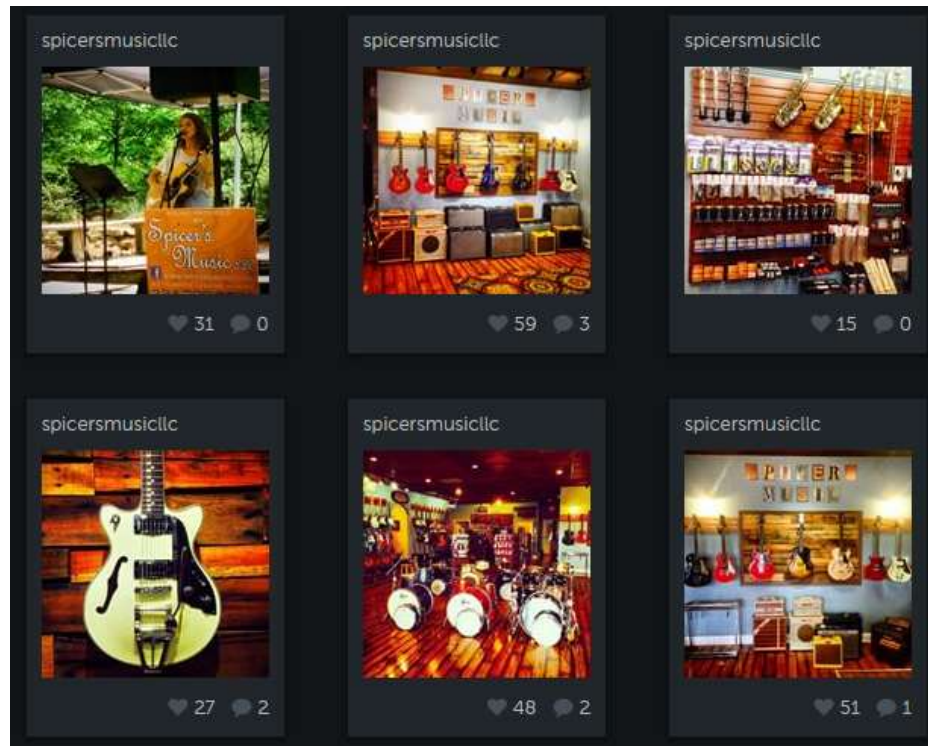
79 likes

1w

spicersmusicllc Give the gift of #music the Christmas. #givetgegiftofmusic #shoplocal #shopauburn #shopspicers #opelikaiscooler #gearpassion #gearwire #gearshots #tone

**emax1401** I did it first

...Or Use Iconosquare  
For Browsing Then  
Drill Down Into the  
Posts





## Define A Unique Voice

- Focus on local subject matter
- Local musicians, events, first lessons for students
- The local focus helps differentiate Spicer's from larger dealers

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spicersmusicllc  
Spicer's Music, LLC

FOLLOW

104 likes

5w

spicersmusicllc More shots from our commercial shoot! #spicersmusic #spicersmusicllc #commercial #musicstore #filming #livelocal #shoplocal



## Create a Physical Identity That Translates to Instagram

- Displays around the store provide consistent branding
- Different and unique versus traditional manufacturer displays
- Displays have company name for added social branding





spicersmusicllc  
Spicer's Music, ...

FOLLOWING

82 likes

2w

spicersmusicllc We now proudly sell @greatbearwaxco candles. Come get your scent on. #shoplocal #shopauburn #shopspicers #coolerinopelika #greatbearwaxco #spicersmusic #spicersmusicllc

swindlereffects This is awesome! Love me some @greatbearwaxco.

taylodk @spicersmusicllc do you have autumn?

spicersmusicllc We have a ton of autumn candles in right now @taylodk come on by to pick one up!



## Make Social Images a Priority

- Always have social content on your mind
- Make time in your day for social images
- Take lots of images, spread them out over time
- Look at different angles, filters, different lighting
- Think ahead and plan out your content and messages
- Add copy in your images for impact



spicersmusicllc

FOLLOWING

22 likes

3w

spicersmusicllc Tomorrow. Crazy sales. Doors open at 8am. Get some rest tonight, you'll need it. #bestsalesoftheyear #sale #blackfriday #smallbusinesssaturday #shoplocal #shopauburn #shopspicers #spicersmusic #spicersmusicllc



## Show Your Personal Side

- Emphasis is on family owned store
- Most successful posts are community based
- New line at NAMM with store salesman in the image for the personal touch



spicersmusicllc

FOLLOW

195 likes

25w

spicersmusicllc Happy Father's Day to all of the fathers in the world. And a special Thank You to our father Tom Spicer for showing us how to love music and love each other. #fathersday #loveisallyouneed #andmusic



Add a comment...





spicersmusicllc  
Spicer's Music, LLC

FOLLOW

29 likes

17w

spicersmusicllc Open Mic Night this Friday at 6:30pm! MUSE Concert this Saturday at 8pm! Great weekend ahead!  
#OpenMicNight #livemusic #livelocal  
#spicersmusic #muse #museofauburn  
#concert #music



Add a comment...





## Simple Is Better for Instagram

- Intimate works better on IG vs Facebook
- FB good for panarama shot of big drum kit
- IG better for close ups of people in the store or narrow subject matter

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spicersmusicllc  
Spicer's Music, ...

FOLLOWING

107 likes

4w

spicersmusicllc Tone for days can be found  
@spicersmusicllc #tone #tonefordays  
#gottone #cleantone #gearshots  
#gearpassion #gearwire #knowyourtone  
@jhspedals @emersoncustom  
@walrusaudioeffects @greeramps @ehxny



Add a comment...





## Use Promotions to Increase Engagement

- String giveaways are popular
- Use your hashtags for more reach
- Get your reps and brands involved



**Elixir**<sup>®</sup> strings Win 3 FREE Sets of Strings

**Taylor**  
QUALITY GUITARS

June 9th @ 7PM

- 1- Follow @spicersmusicllc
- 2 - Share this post with #spicersmusic



spicersmusicllc

FOLLOW

14 likes

27w

spicersmusicllc The @taylorguitars Road Show is tomorrow (Tuesday) at 7! We will give away a FREE TAYLOR GUITAR!!! #taylorguitars #spicersmusic #taylorroadshow #roadshow

anthonycofield See you guys tomorrow!



Add a comment...





## Tim Spicer Best Advice for Dealers

- Define what makes your store unique
- What is different about your local community?
- Build upon your unique voice
- Always think of ways to use images



## Billy Cuthrell – Progressive Music Center





## Progressive Music Center

- 20+ years of experience in music lessons
- Two locations: Raleigh and Wake Forest, NC
- Well known for high-quality regional summer music camps



## Don't Force Engagement

- Be relevant - too much noise on social
- Be personal but have something to say
- You can't force two way conversation



## It's About Quality and Not Quantity

“It's not about your follower count. Are your followers reading your posts and coming in to the store?”

- He qualifies the quality of his content with in-person conversation about what he posts
- Many more read your content than respond so it's important to get this feedback (continue the social conversation in person)

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progressivemusicc...

FOLLOW

bookclubtheband,  
meredithcolomaluthieri, supertreeme,  
joseph\_wuori\_1, garretsguitars,  
elizabethk., tntmusicbox,  
quaaloaded, musicinschoolstoday and  
paradise\_city007 like this

4w

progressivemusiccenter Had this beautiful  
#mandolin brought in today for repair work.  
Love to see vintage instruments that are  
still being played. #rdumusiclessons  
#vintageinstruments



Add a comment...





## Use Instagram to Keep Your Current Customers Involved

- Post about your events, specials, promotions
- Show video clips of your students practicing
- Highlight people having fun at your summer camps

“An unusual snowstorm last year took our power out so we posted it on IG to let people know not to come in.”



progressivemusicc...

FOLLOW

11 likes

21w

**progressivemusiccenter** The bands are killing it this week. These guys are rocking Survivor's "Eye Of The Tiger" for tomorrow night's concert. 7PM in our Wake Forest shop.

**baldodome** Thats my Joe! Can't wait to see it all tonight. @joseph\_1st @cindycracknell @jojocrack



Add a comment



progressivemusic...  
Progressive Music ...

FOLLOW

16 likes

25w

progressivemusiccenter Already coming together as a band! #wakeforest #playmusic

[\\_intheblues\\_](#) im top left



Add a comment...

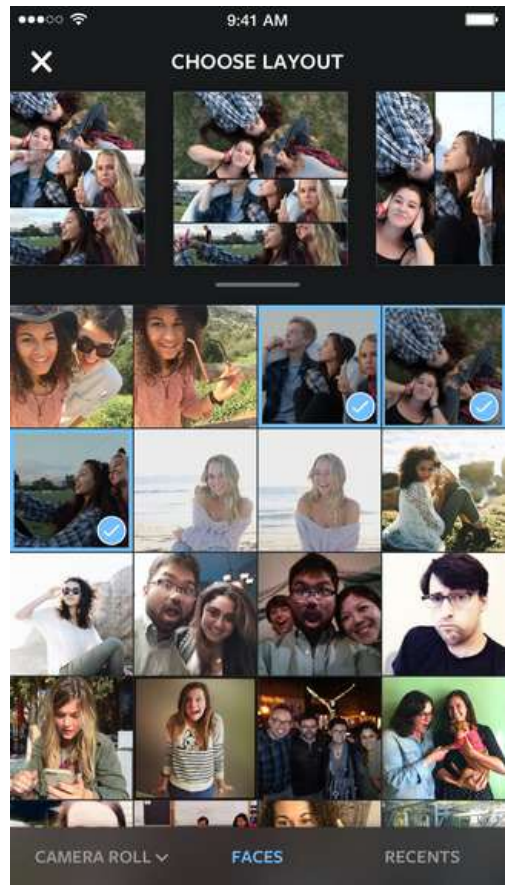
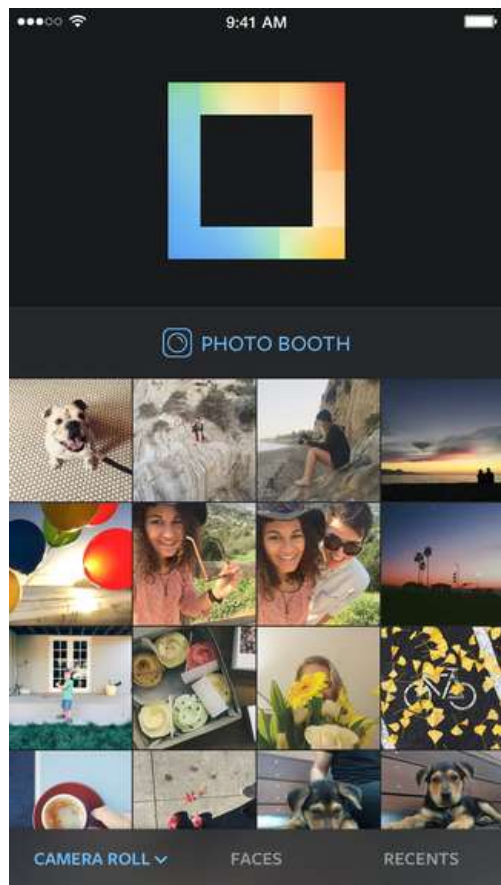


# Use “Layout” to Upload Multiple Images

**Layout from Instagram**

By Instagram, Inc.

Open iTunes to buy and download apps.





## Billy Cuthrell Best Advice for Dealers

- Every business is different
- Know what works best for YOU across all the marketing platforms from Ad Words to Emails to Social
- Continue the social conversation with people in your store
- It's up to the business owner to figure out how Instagram fits into the mix

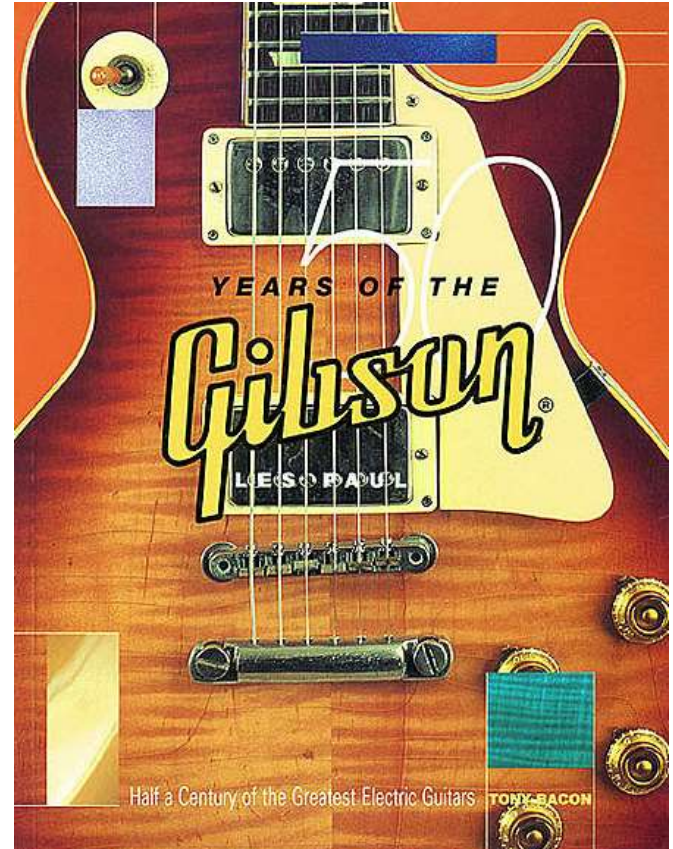
## Christie Carter – Carter Vintage Guitars





## Carter Vintage Guitars

- Walter Carter – guitar historian - has authored ten books on guitars
- Store focus is brick and mortar for high quality vintage instruments





## Let the Images Tell the Stories

- Use a story telling approach on Facebook
- On Instagram let the images tell the story



cartervintageguitars

FOLLOW

45 likes

60w

cartervintageguitars Having a great show tonight with @officialjbrown and @jeffgilkinson !! They make a great duo! Photo credit to @jarsh\_alexander #cartervintageguitars

1680ent Great shot! The #CarterVintageLive recording is sounding perfect!



## Always Be Ready for An Opportunity

- Brad Whitford of Aerosmith and Derek St. Holmes of Ted Nugent Band in the store while we were talking
- You never know what you might find so be ready



**cartervintageguitars**  
Carter Vintage Guit...

FOLLOW

122 likes

11w

**cartervintageguitars** Another day at the shop. Derek St. Holmes & Brad Whitford @cartervintageguitars #cartervintage #nashville #lespaul

**matthewholt** @zen\_surfboards

**stereosaint** @cartervintageguitars got a deluxe in stock?



Add a comment...





cartervintageguitars

FOLLOW

151 likes

31w

cartervintageguitars We had a nice visit from Pete Townsend the other day! Anybody a fan of "The Who"? Really nice guy!! #petetownsend #thewho #cartervintageguitars

mattkoerber Can't wait to see him later this month.

jarrodtumersuperoverdrive The best. Love Pete!!!!

gtb002 Great show in Jax! The lads are in fine form.

townervibratoguitarparts 🤘🤘🤘

ox4\_pickups That's great pic Christie



## It's Social – So Be Social

- Put people in your images that feature instruments
- Reflect YOUR personality
- Non store-related content is okay



cartervintageguitars  
Carter Vintage Guit...

FOLLOW

56 likes

41w

cartervintageguitars Another snow day here in Nashville...🌨️ we tried to do our best but the snow was too fluffy.



Add a comment...





## Christie Carter Best Advice for Dealers



- Have fun with it and it will show
- Put solid effort into your images
- Include copy when needed in the image itself
- Research your hashtags and use appropriately
- Make it an entertaining place to hang out and people will come back



## A Few More Tips

- “Repost” app lets you repost user generated posts
- When you repost, use hashtags and tag the original user to get more engagement and reach



  **sophiethe\_one**




heilsound

43 likes

34w

heilsound Thanks Sophie! @sophiethe\_one with @repostapp... #heilsound #mic in @playpoy24

finaldriveband Gettin' it DONE! Great shot! 

 Add a comment...















## A Few More Tips

- Do hashtag research with Iconosquare
- Create lists of hashtags

A screenshot of a social media search results page for the hashtag 'drumkit'. The page displays a list of related hashtags and their corresponding photo counts. Each entry consists of a small tag icon, the hashtag name, and the number of photos. The background is dark, and the text is light-colored.

	<b>drumkit</b>	111197 photos
	<b>drumkits</b>	15113 photos
	<b>drumkitreserve</b>	227 photos
	<b>electricdrumkit</b>	1103 photos
	<b>mydrumkit</b>	1002 photos
	<b>customdrumkit</b>	594 photos
	<b>electronicdrumkit</b>	491 photos
	<b>newdrumkit</b>	470 photos
	<b>pearldrums</b>	383 photos
	<b>drumkitoftheday</b>	68 photos



## A Few More Tips

- Experiment with Instagram Advertising
- Find access in your Facebook Ads Account
- Separate your Instagram ads from Facebook ads so you can measure just IG results



## Posting From the Desktop

- Allows you to professional edit your images and ad copy
- Schedule your posts for later
- Hootsuite now offers Instagram scheduling
- Schedugr.am provides post and video uploads



## Takeaways

- Study your audience – what makes them tick?
- Define a unique voice
- Put serious effort into your images
- Be social - add the "people" factor
- Let images tell the story
- Use desktop tools when applicable
- Experiment with ads - split test and measure



Don't Miss The Idea Center Session at 4:00pm Today

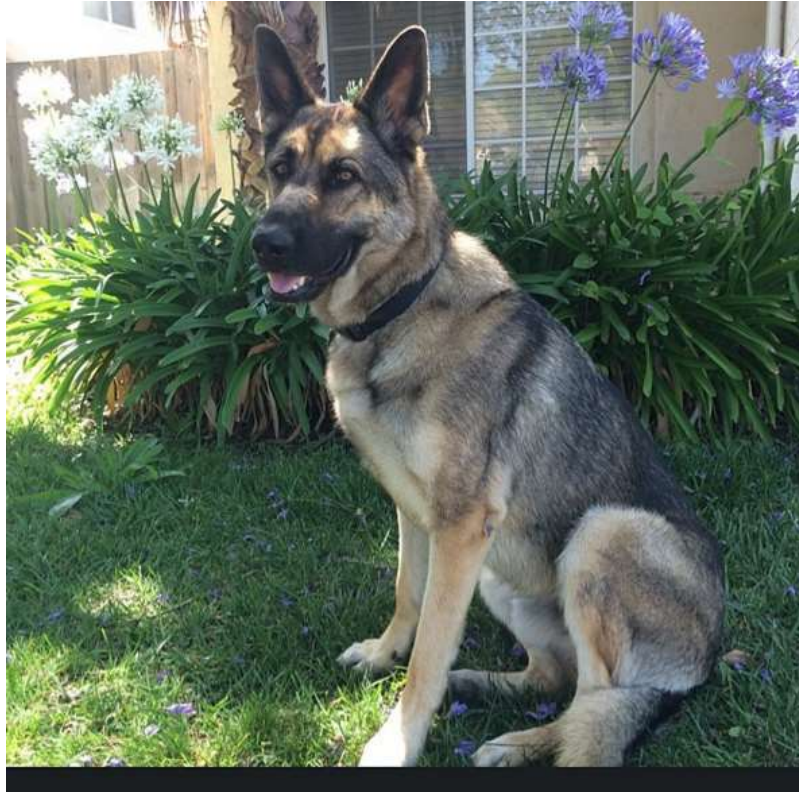
## Facebook Ads on a Dollar a Day

- Split testing is the key to success
- Lookalike audiences and pixel tracking
- How to set up custom ads for remarketing



Thank you!

(Say hello to Troy)



fuelthevibe

chernew and kristenewms like this 79w

chernew What a gorgeous boy! ✕

fuelthevibe Thanks. I took this to get a screenshot for a marketing doc on Instagram. Then I looked at it again. He takes a great pic.



Add a caption...

