



*Reverb*

5 Instagram Power Users  
(and What You Can Learn From Them)

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Mallory Nees  
Social Media Strategist

# The Marketplace for Musicians

- A leading website and app for buying and selling music gear
- Weekly news, demos, video lessons, and more
- One social media strategist



# Who is Mallory, really?

- Tenure at Reverb: 3.5 years
- Has a degree in...
- Feels there should always be 3 things in a bulleted list



# Power User #1

## Mionyl: Refining Your Aesthetic



# Refining Your Aesthetic

## Who is Mionyl?

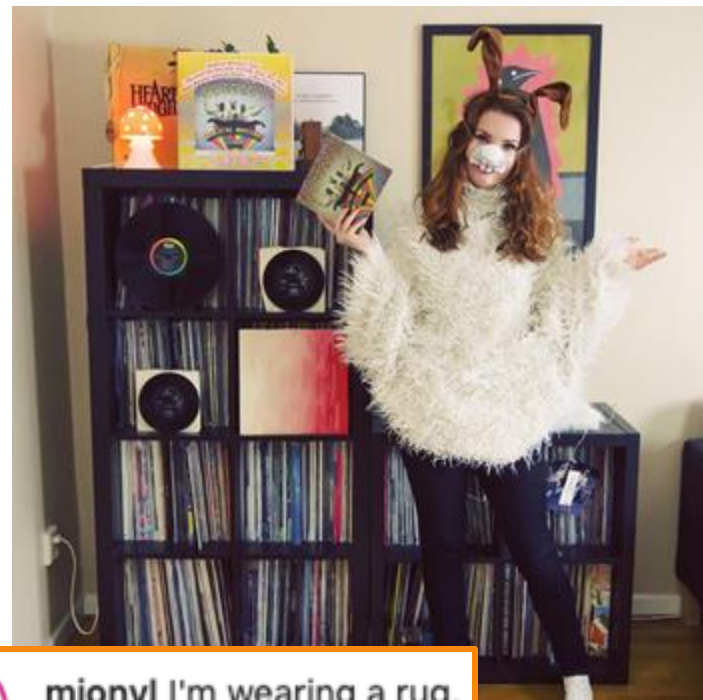
- Swedish record store employee (50k followers)
- Popular influencer in the vinyl community
- Absolute master of Instagram aesthetics




Refining Your Aesthetic

# Treat Instagram Posts Like First Dates

- Look your best
- Accentuate your strengths
- Be positive
- Stop blabbering
- Ask questions
- Don't talk about your ex



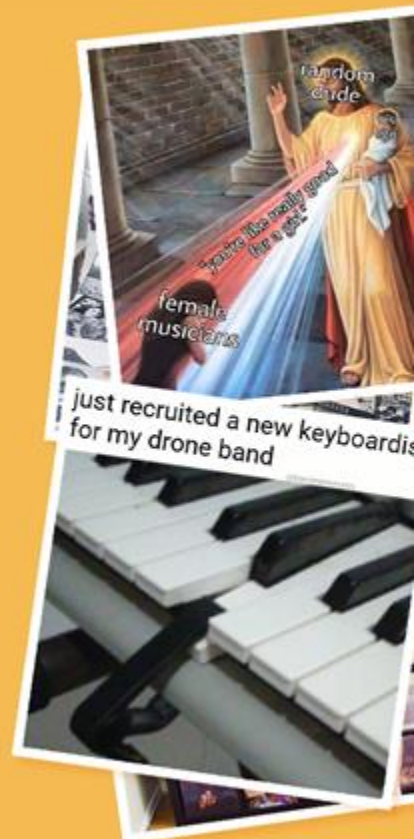
Reverb

 mionyl I'm wearing a rug.



# Power User #2

## @bandmemes666: Engaging Your Community



## Engaging Your Community

# What is bandmemes666?

- “Six hundred and sixty-six memes for musicians going steadily downhill just like your favorite band.” (168k followers)
- Content with broad appeal for music makers of all knowledge levels
- An account that makes us wonder: Why are memes so popular?



Engaging Your Community

# Does Engagement Still Matter?

- Engagement includes shares, likes, comments, etc
- “Like Counts” are a thing of the past...sort of
- The future is about making genuine connections



Engaging Your Community

# 80% of Success is Showing Up



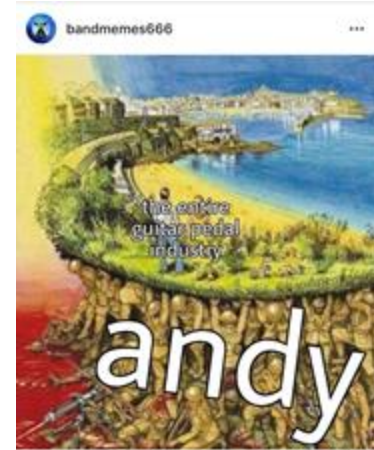
Start conversations in threads on other pages



**bandmemes666** will this be on the unplugged album?  
8h 54 likes Reply



**bandmemes666** TEACH KIDS THE DIFFERENCE BETWEEN TELES AND ESQUIRES



**reverb** Tony Stark keeps showing up in our office to invite Andy to join the Avengers. It's getting weird.  
25w 426 likes Reply

# Power User #3

Critter & Guitari:

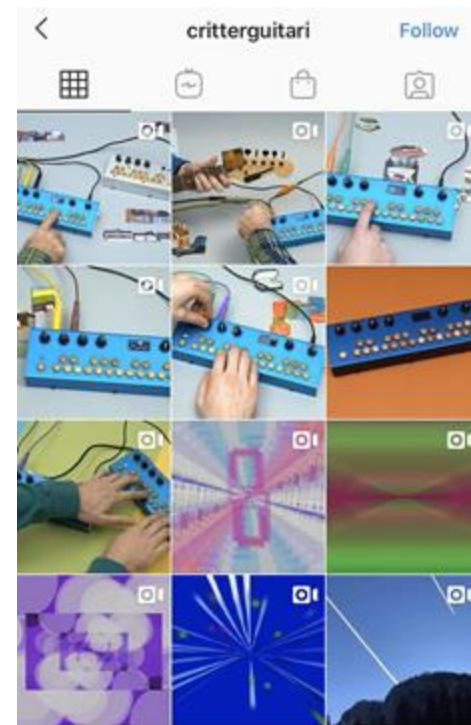
*Making Instagram Shopping  
Work For You*



## Making Instagram Shopping Work for You

# Who is Critter & Guitari?

- Brooklyn-based instrument maker (26k followers)
- Intuitive & unique products for creative exploration
- Pros at employing Instagram Shopping to boost sales



Making Instagram Shopping Work for You

# How Does Instagram Shopping Work?

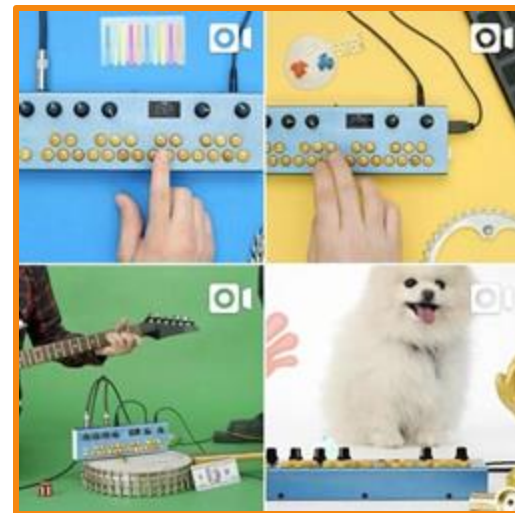
- Opt into an Instagram business account
- Connect to a Facebook product catalog
- Sign up for Shopping in the Instagram app
- Start tagging your products in posts and stories
- Get that \$\$\$



Making Instagram Shopping Work for You

# How to Plan a Successful Product Launch

- Build excitement with teaser posts
- Recruit experts to demo & endorse your product
- Host an exclusive sale to create urgency
- Engage with your followers on launch day
- Tell your audience how to buy
- Share testimonials & reviews from fans





# Power User #4

## John Mayer

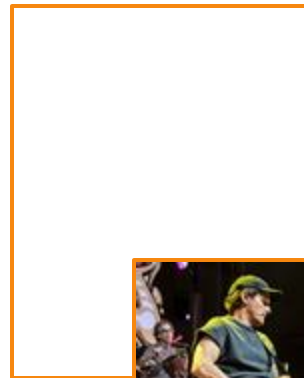
### *Mastering Instagram Stories*



# Mastering Instagram Stories

## Who is John Mayer?

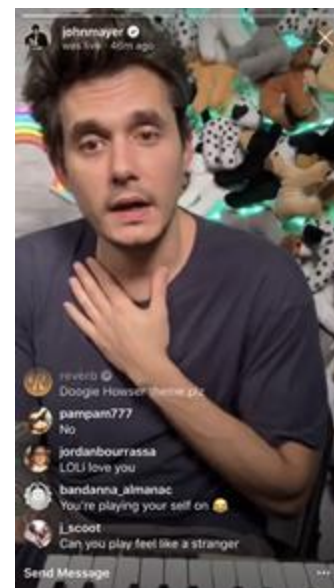
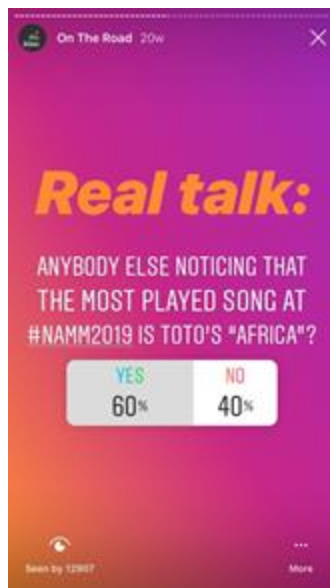
- ...possibly a coat model?
- ...possibly Grateful Dead's newest roadie?
- Definitely a wizard of Instagram Stories (5 million followers)



# Mastering Instagram Stories

## Why Bother With Stories?

- Sidestep algorithm changes
- Share timely content
- Enjoy 1:1 audience interaction
- Get real



# Why Go Live on Instagram?

- Enjoy prime storyline placement
- Prompt helpful push notifications
- Enhance “follower FOMO”
- Get immediate feedback

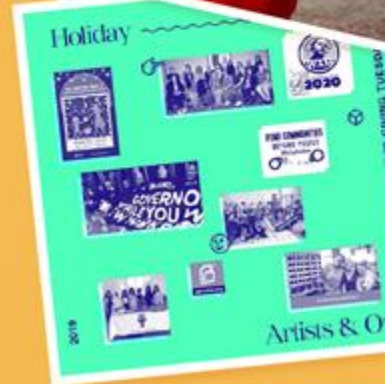




# Power User #5

## She Shreds Magazine

### *Owning Your Role as a Leader*



## Owning Your Role as a Leader

# What is She Shreds?

- Magazine dedicated to women guitarists & bassists (*78k followers*)
- Proven leader in the music industry
- Inclusive, progressive, bold



Owning Your Role as a Leader

# Help Your Audience Feel at Home

- Know who is following you
- Join the quest for authenticity
- Be a better follower





**sheshredsmag** I just finished my pizza actually and I'm gonna say hi to my dog a couple more times and then I'm gonna avoid my laundry longer and 🎸🎸. HBU? #sheshreds #👉 #days

# Owning Your Role as a Leader

## Know When to Take a Back Seat






 **shawnwasabi** THANK YOU REVERB 

 **maddenklass** Thank you guys!!!    
2w 15 likes Reply

 **iamgenevalondon** 🙌 Thanks for posting @reverb I enjoyed drumming to this song it was very very fun!!     
 

 **lusarmientomusic** Thanks for sharing  
    
25w 6 likes Reply

**redstripedown** Thanks for the love @reverb   
  Can't wait to do more in 2019!

 **danaegreenfield** Thank you!!!    
3w 4 likes Reply

Owning Your Role as a Leader

# Diversify Your Profile

- Define your target audience(s)
- Seek and embrace diversity
- Celebrate without pandering





See you  
on social!

Instagram: @reverb  
Facebook: @reverbmarket  
Twitter: @reverb  
Pinterest: @reverbmarket  
YouTube: youtube.com/reverb  
LinkedIn: @reverbdotcom

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