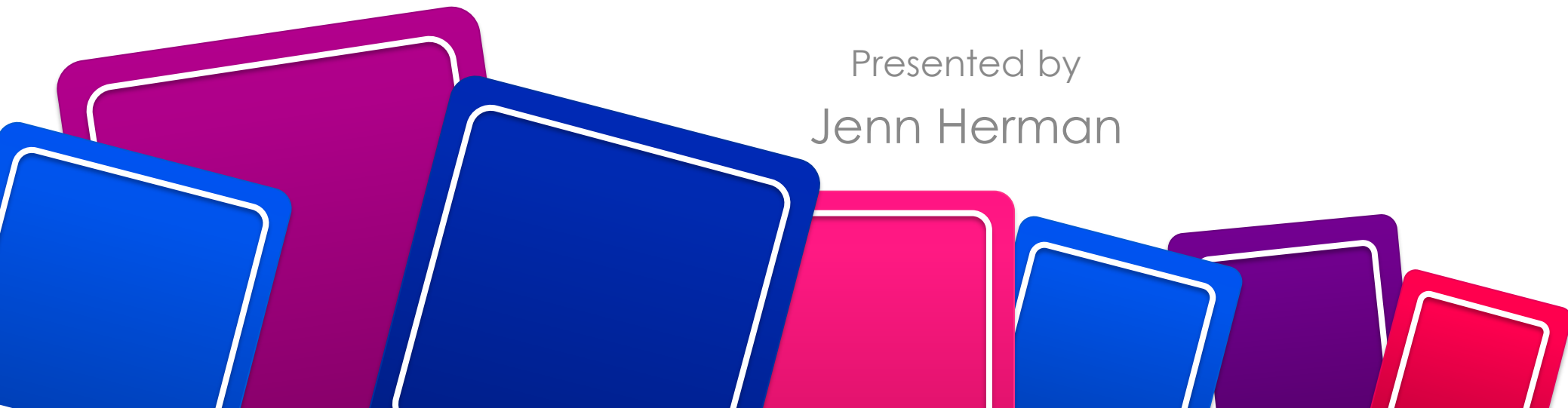


New Instagram Marketing Tips

for the Music Industry

Presented by
Jenn Herman



Jenn Herman

- World's forefront blogger on Instagram marketing
- Social media consultant for businesses from entrepreneur to global organizations
- Featured in Inc., Yahoo Finance, Fox News, The Verge, AdEspresso, CBS Radio LA, Social Media Examiner, and more!
- Author of "Instagram for Business for Dummies", "The Ultimate Beginner's Guide to Instagram" and "Stop Guessing: Your Step-by-Step Guide to Creating a Social Media Strategy"



The Power of Instagram

- One of the strongest community-building tools for your brand
- Instagram has some of the highest engagement rates for all social media platforms
- Traffic from Instagram has lower bounce rates than all other social media platforms

Take Advantage of the Algorithm



Instagram Content Strategies

LESS content & BETTER content



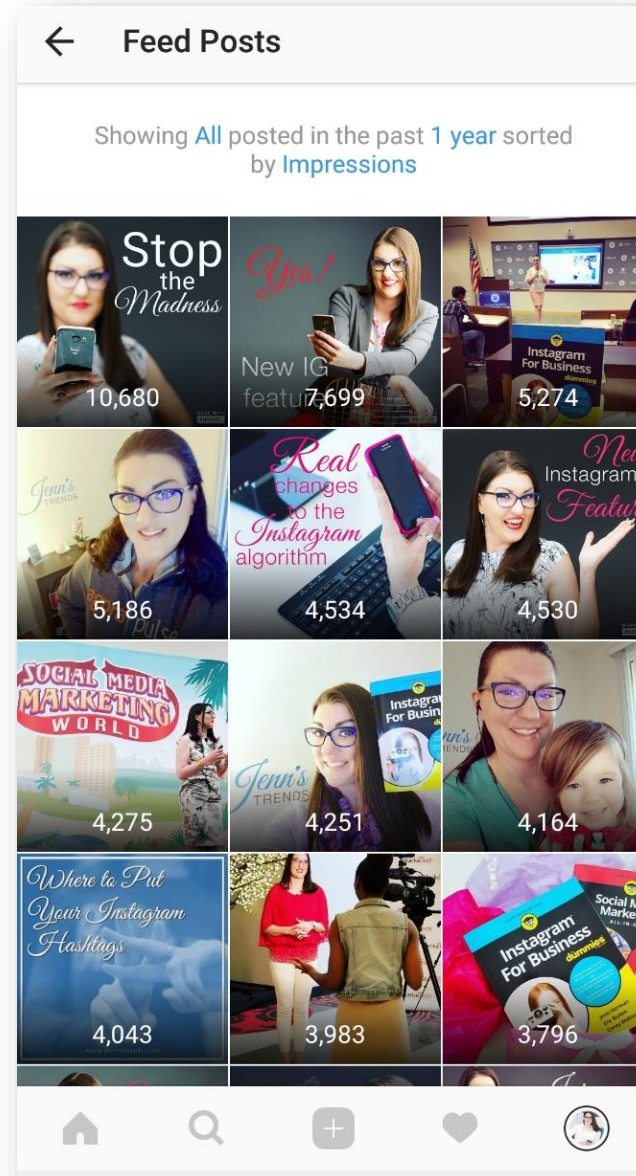
Instagram Content Strategies

Connect emotionally and stay true to your brand voice and style – use your captions!



Instagram Content Strategies

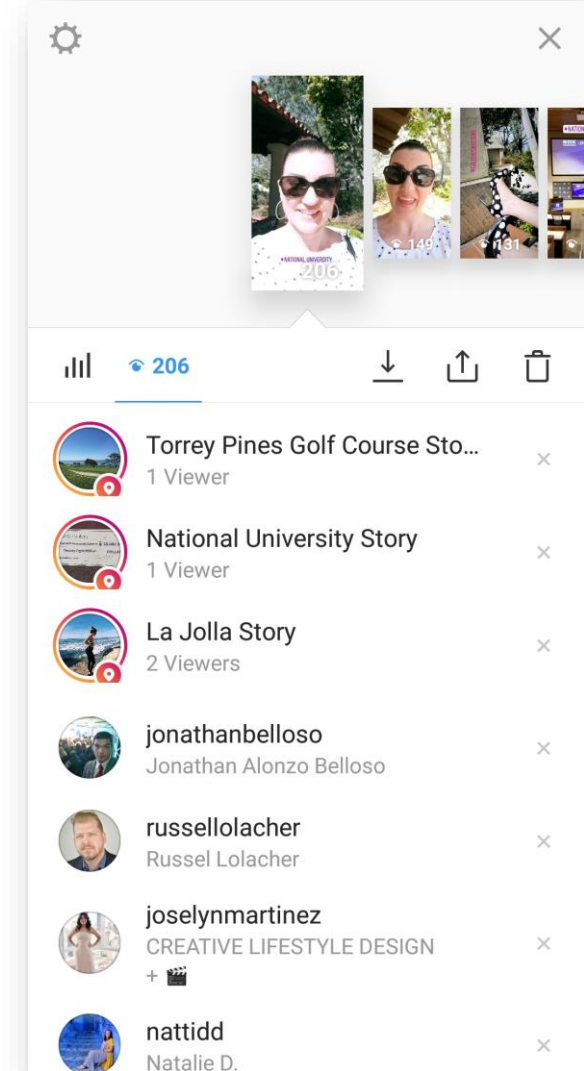
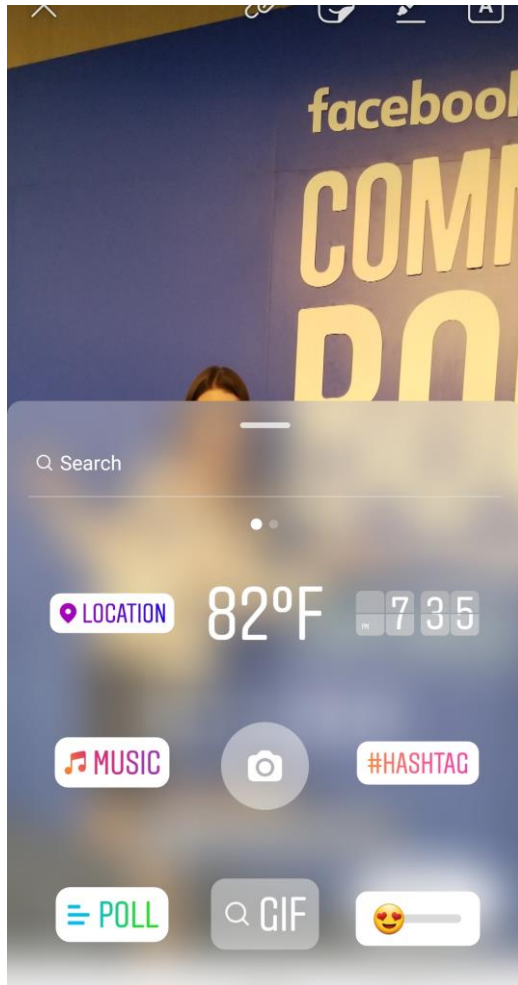
Create MORE of what your audience wants



Instagram Story Strategies

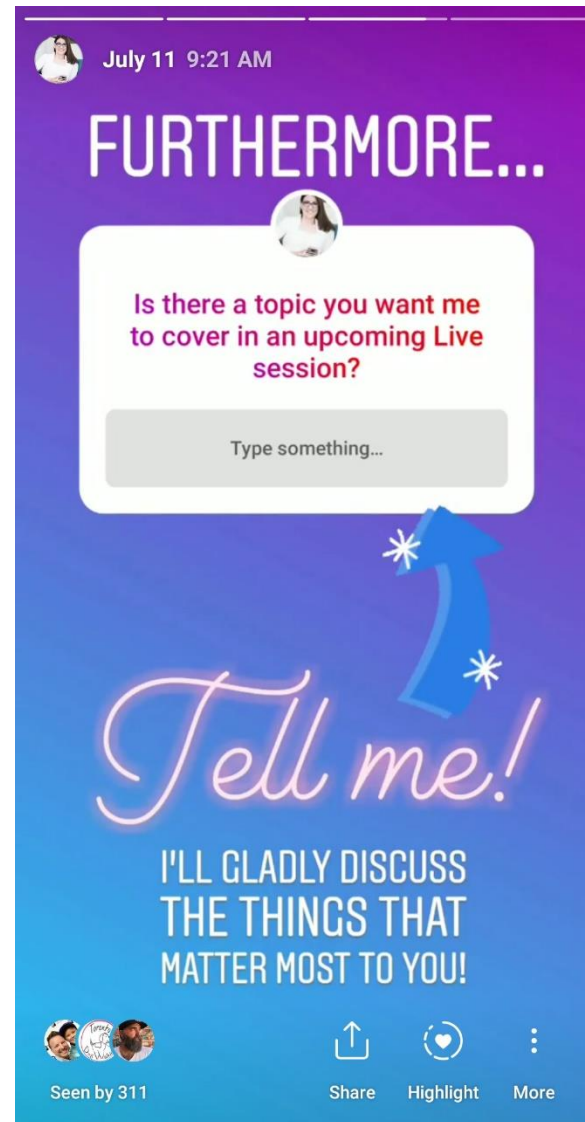


Story Stickers

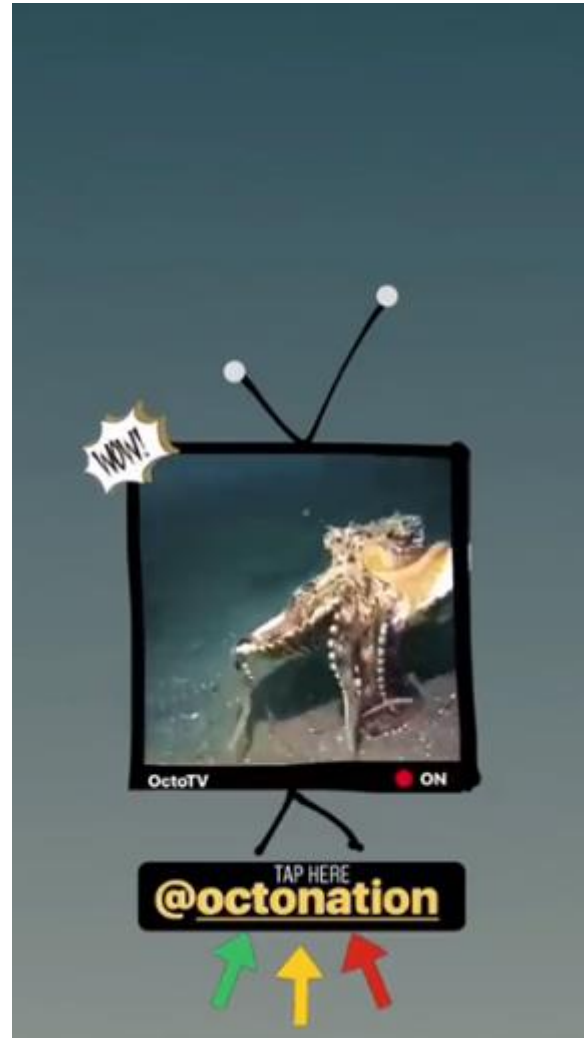


Story Stickers

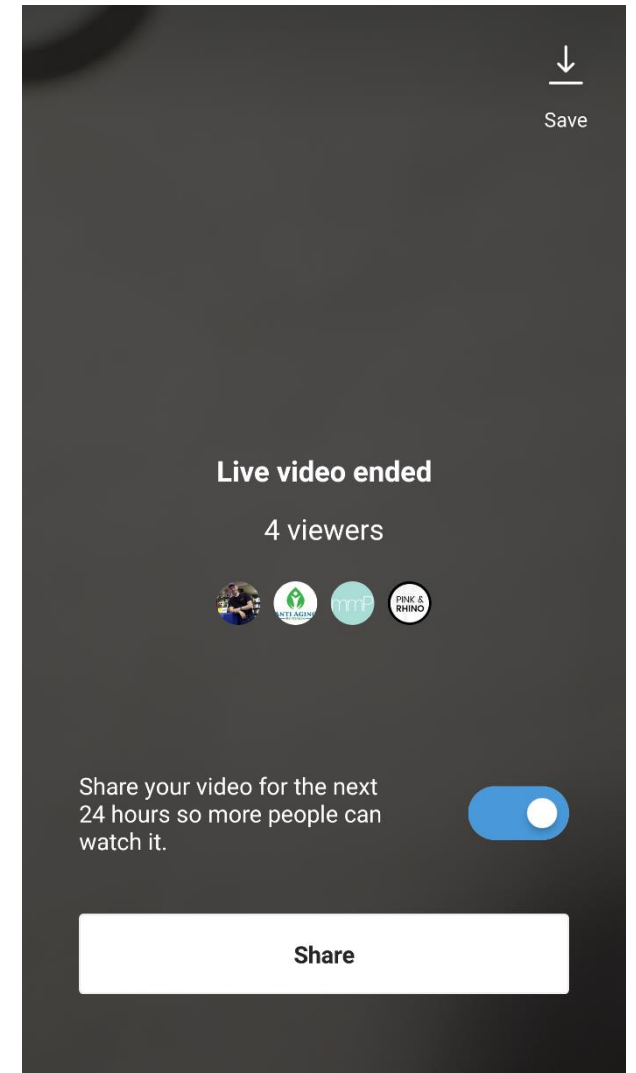
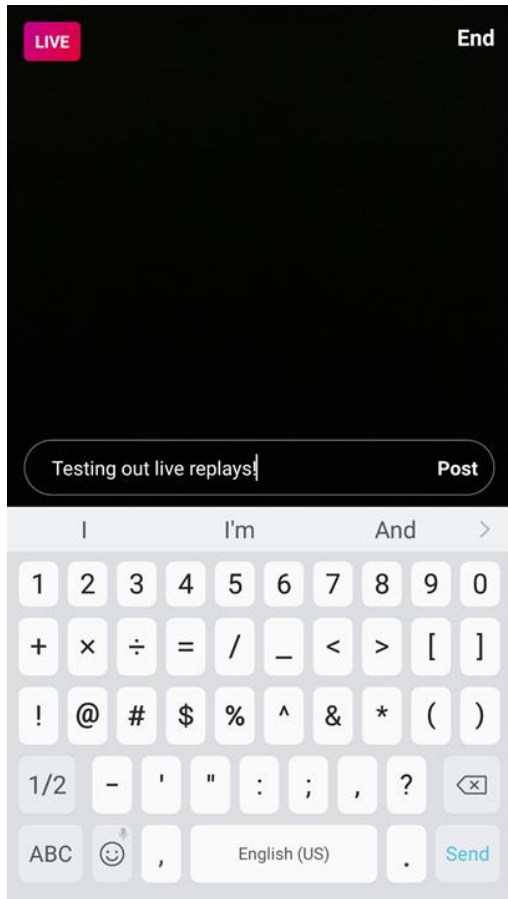
- Ask questions
- Use polls



Interactive Stories



Instagram Live



Lead-Generating Tactics



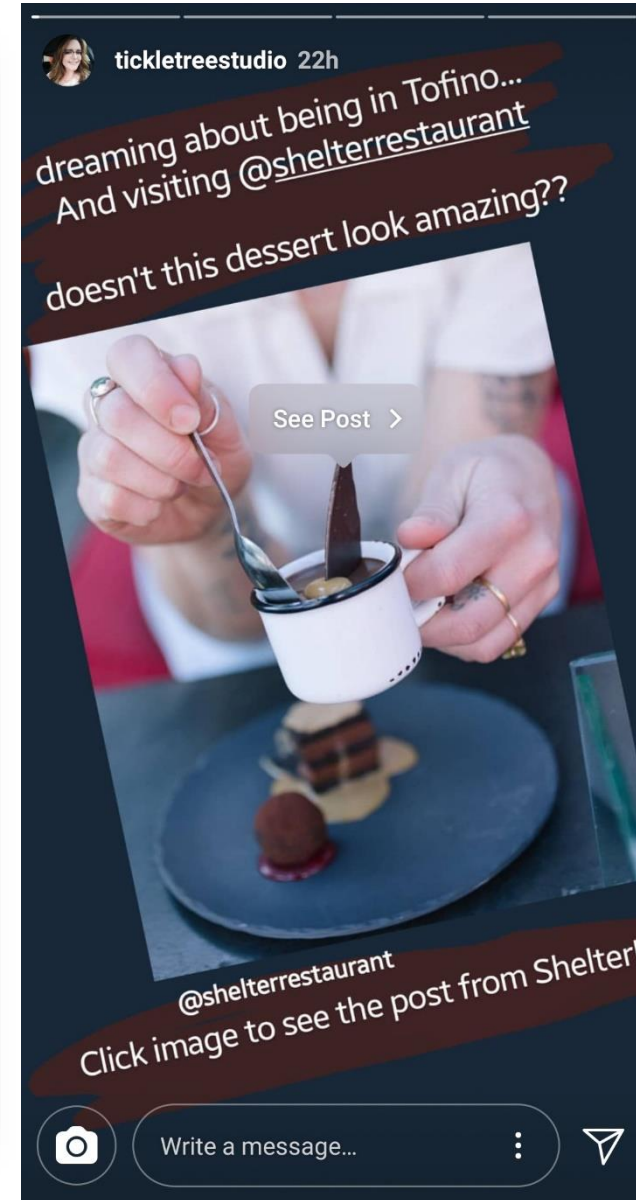
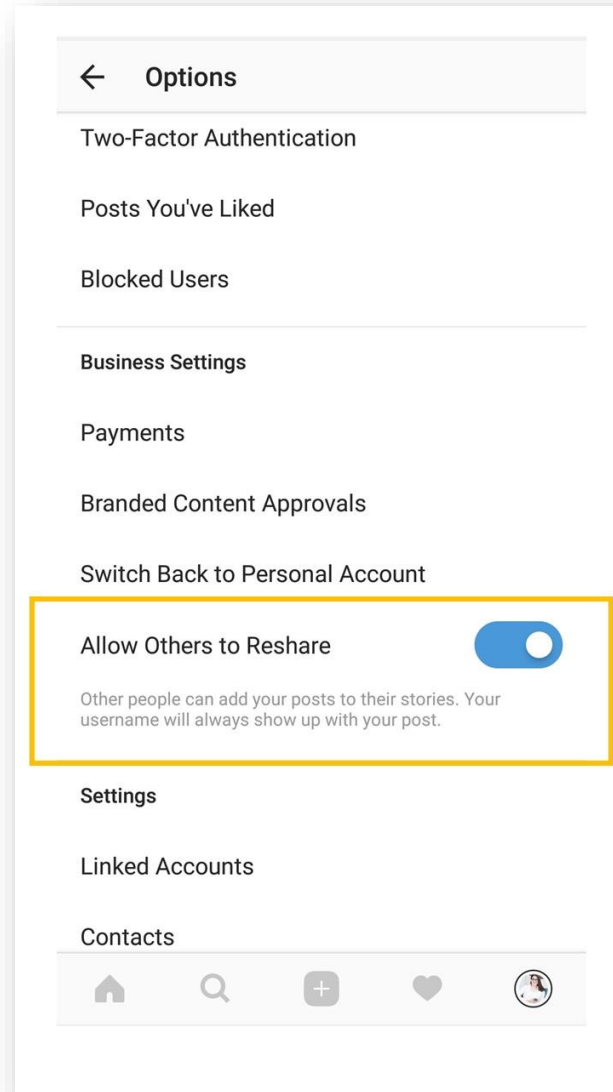
Instagram Stories Swipe Up Link

- For verified accounts or business profiles with over 10k followers
- Any URL on any Story post
- Link to IGTV for non-verified or accounts with less than 10k followers



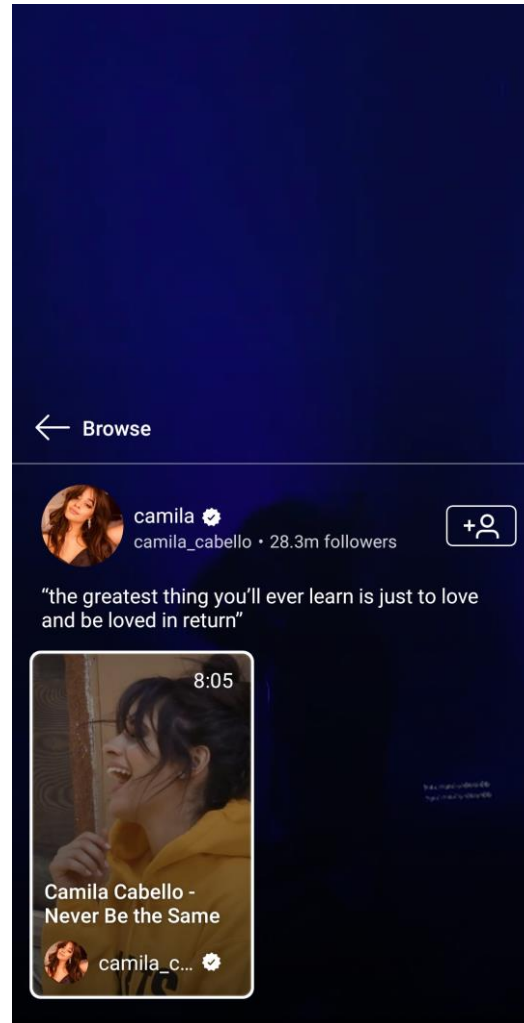
Resharing to Stories

- Use educational content that is shareable and helpful
- Use entertaining content that people want more of



IGTV

- IGTV Channels
- Use the description to include CTAs
- Include a link in the description
- Include a CTA in the video to click the link in the description



Calls-to-Action

- Include the CTA in the caption



tanya.plummer.fit May's free challenge is a big secret so don't tell anyone...k? 😊

I am so stinkin giddy 😊 with glee about May's Free Class (I do one each and every month!) 🥰

I've decided to take YOUR advice and put together a 7-day class called "Weight Loss Edge"! This class will give you the #EDGE you need to get back on track after the winter we've had 🇺🇸 are STILL ❄️ having if you live in Canada). .

Not only will you get help with weight loss advice, but more importantly, help with a healthier MINDSET! 🧠

We begin May 1st and over the 7 days of the class we'll cover:

1. Setting Goals
2. Balancing Fitness & Nutrition
3. Choosing the RIGHT Diet Plan
4. How to Stay Motivated to Workout
5. Tools for Tracking Your Weight Loss
6. How to Set Yourself Up for Success
7. How to Succeed After the Class is Done

Can you believe we're gonna pack all this into 7 days?!? #youbetcha 😊

Ok, easy peasy way to join in, click the link in my 🖱️ bio @tanya.plummer.fit

Also, and this is the most important part...TAG A PAL 🗣️ so she can get back on track too #payingitforward

I can't WAIT to bring this to you! Fit Tribe 🥰! This is

@jenns_trends

Calls-to-Action

- Include the CTA in the caption

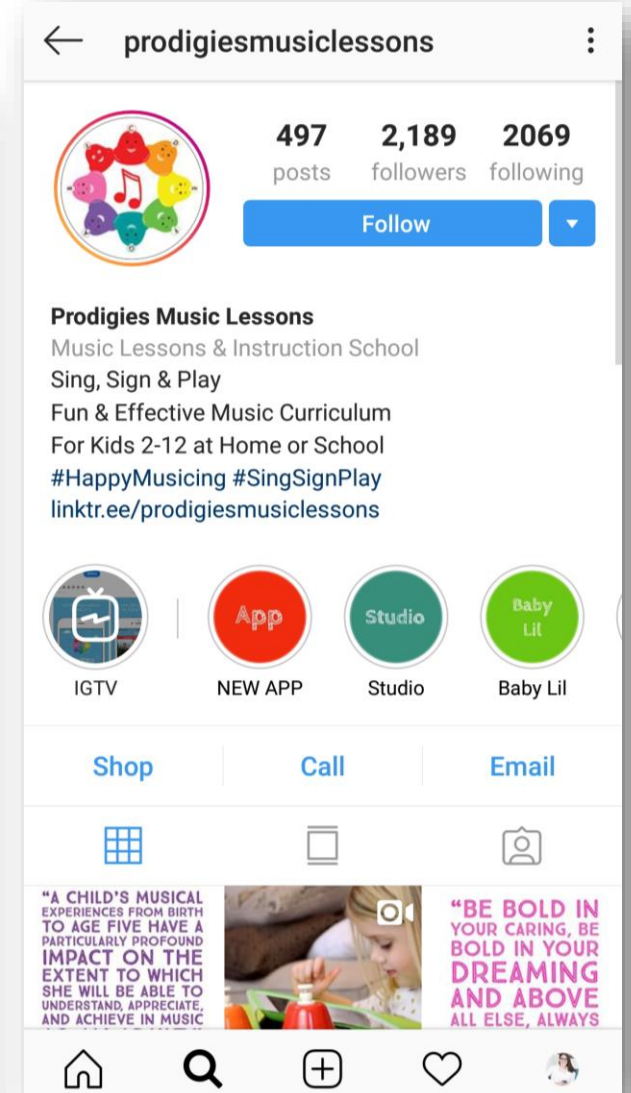
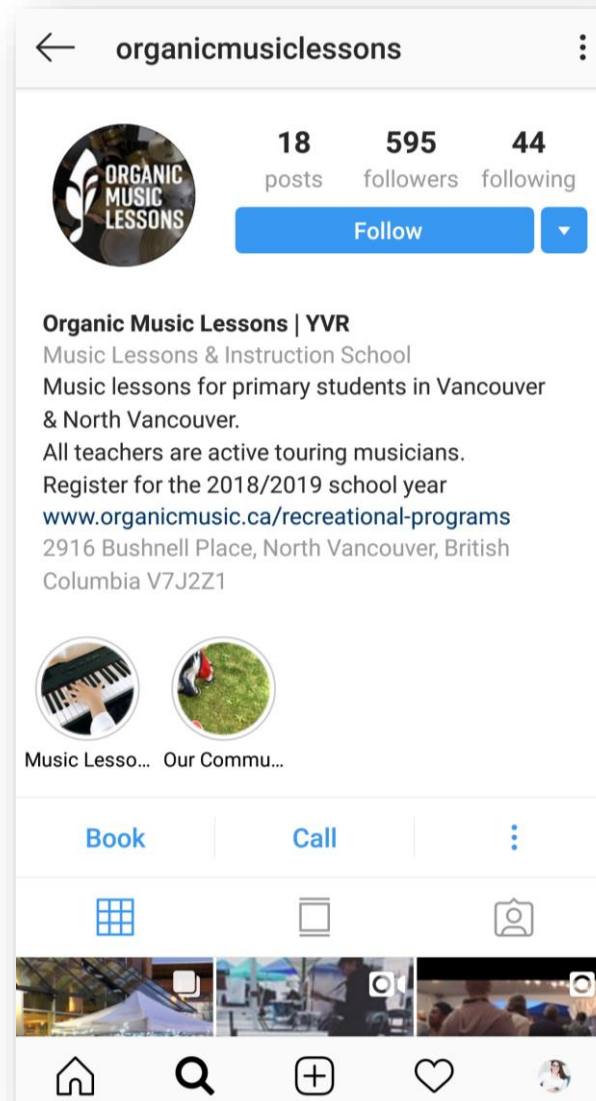


@jenns_trends

Call-to-Action Buttons

Use CTA buttons on your profile:

- Call, text, email, directions
- Reserve, Get Tickets, Book, Start Order, Shop

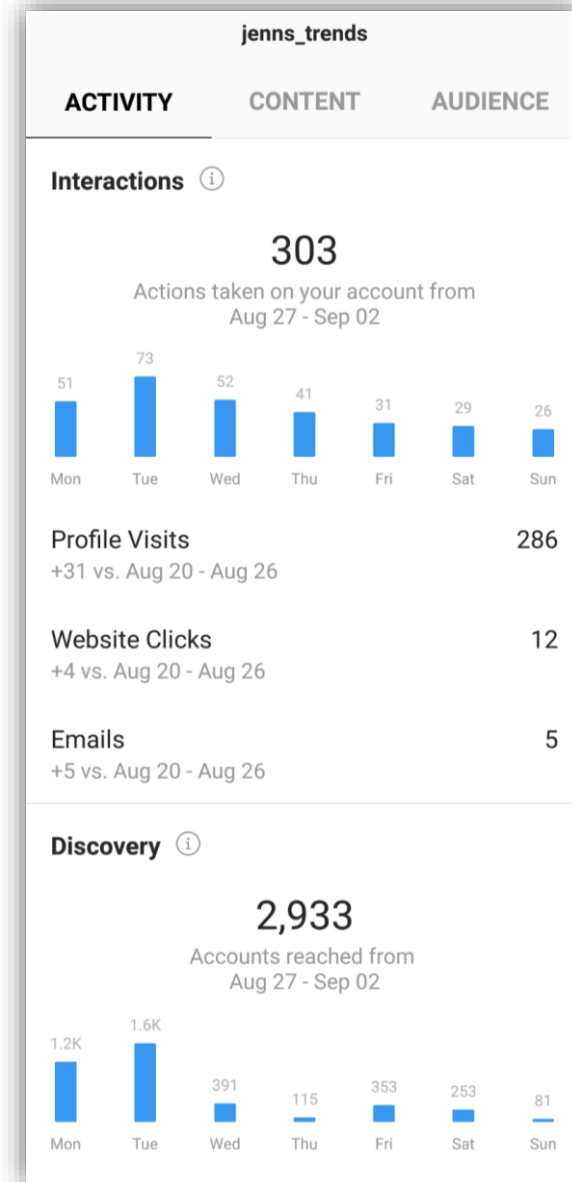
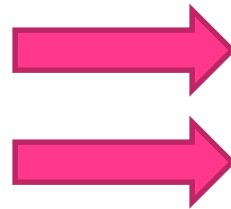


@jenns_trends

Call-to-Action Buttons

Up to 3 CTA buttons on your profile:

- Call, text, email, directions
- Reserve, Get Tickets, Book, Start Order



Link vs. Email

- The link in the bio is better for opt-in pages, landing pages, and other places to take action
- The email button is for them to email you directly – this doesn't put them on your list, but it does create immediate contact

For real success....



- 1. Build a community first**
- 2. Create educational, entertaining, and relevant content to your audience**
- 3. Mix up your calls-to-action**
- 4. Have FUN!!!**

Thank You!

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- jenn@jennstrends.com



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