

**NAMM<sup>®</sup> | U**



Grow Your Business



## Instagram and Facebook: What Works for Me



John Mlynczak, Moderator  
Sarah Jones, Gruhn Guitars  
Tim Spicer, Spicer's Music





# Instagram and Facebook Differences





# Instagram and Facebook Differences



Instagram:

- Requires image or video
- More concise messaging
- More use of #s



# Instagram and Facebook Differences



Facebook:

- Robust profiles
- Corporate pages
- Groups



# Organic vs Paid Reach

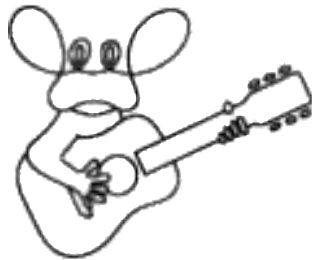
- What are we paying for?
- Who do we target?
- How do consumers react?





## What works for Gruhn?

- All organic reach
- Different content on each platform
- Some crossover audience



*Gruhn Guitars*

# What works for Gruhn?



# What works for Gruhn?





# What works for Spicer's?

- Instagram is more successful
- Casual, inviting content
- Contests

SPICER'S MUSIC





# What works for Spicer's?

Verizon 3G 8:24 PM

Spicer's Music, LLC updated their cover photo.  
April 30 · Edited

Head over to [www.spicersmusic.com/news](http://www.spicersmusic.com/news) to register and find out more about Make Music Day 2016!

1,738 people saw this... Continue Promotion

54 Likes · 5 Comments

Like Comment

Spicer's Music, LLC added 23 new photos to the album: Dogwood Festival 2016 — at Dogwood Music Festival

Verizon 3G 8:25 PM

Spicer's Music, LLC  
April 21

A shot from Alabama Shakes on stage at #austincitylimits with a #standarddeluxe tshirt on. Proud to live in Alabama. #alabamashakes #280boogie #waverly #supportlivemusic Scott Peek

915 people saw this post Boost Post

Verizon 3G 8:25 PM

Spicer's Music, LLC added a new video: Greer Amplification Little Samson Overdrive Pedal Review.  
April 19

Greer Amplification Little Samson Overdrive Pedal Review  
<https://spicersmusic.com/store/product/greer-little-samson-overdrive>

726 people saw this post Boost Post



# What works for Spicer's?





# What works for you?

- Who is your audience?
- What action do you want them to take?
- How will you measure success?



# Questions?





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