



Reverb

5 Ways to Level Up
Your Instagram

Mallory Nees
Social Media Strategist

- Leading online marketplace dedicated to buying and selling music gear
- News, demos, video lessons & more
- 1.9 million followers on social media
- One social media strategist



Who is Mallory, really?

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



Tip #1

Learn About Your Audience

Do you know who's following you?

- Who is your audience?
- When are they active?
- Why do they follow you?
- What do they want next?

Followers ⓘ Hours Days



Followers ⓘ Hours Days



Tip #2

Engage Your Followers

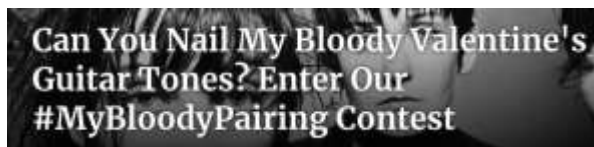
Treat Instagram posts like first dates

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



Pamper your audience

Who doesn't love free stuff?



Reverb @reverbdotcom · Jan 5

#CawCaw: it's #NationalBirdDay. From #Hummingbirds to #Firebirds, there's plenty of avian gear in the air out there. Reply and tell us about your favorite #BirdGear. We'll send some fun swag to the top response. ❤️



reverb • Following

reverb Wanna be a part of Reverb's #NAMM fam? We saved you a seat. If you'll be in SoCal during #NAMM2018, post a photo of your favorite Reverb purchase using the hashtag #ReverbAtNAMM. The first 25 posts will receive 2 guest passes to the NAMM Show in sunny Anaheim, CA (January

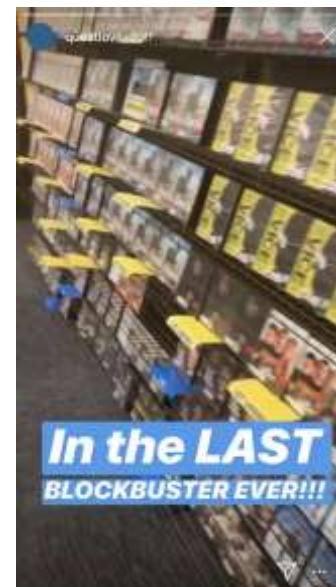
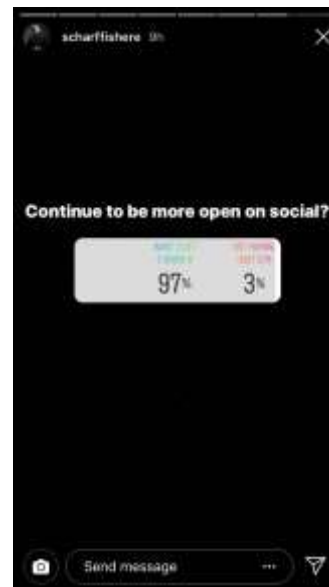
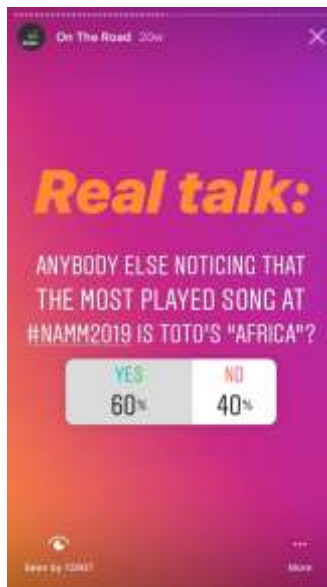


Tip #3

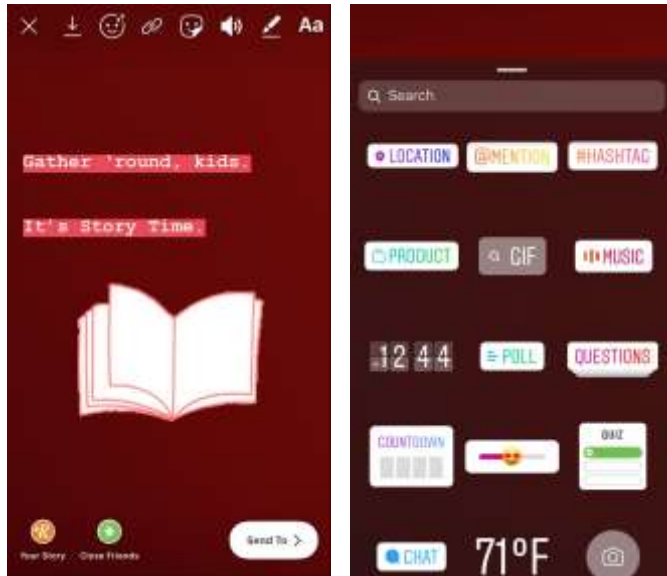
Learn To Love Instagram Stories

Why bother with Stories?

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



Be a tactical storyteller



- Expand your reach with:
Location, Mentions & Hashtags
- Engage your followers with:
Polls, Quizzes, Questions & Chat
- What the heck is **Close Friends**?
- Can **Shopping** benefit you?

It's time to go Live

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



Tip #4

Be a Better Follower

80% of success is showing up



Start conversations in threads on other pages

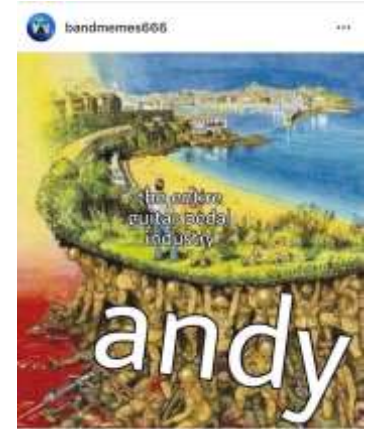


reverb • Is this actually a cover of Billy Ray Cyrus' "Achy Breaky Heart" for the 21st century?
2w 33 likes Reply

lammarkronson • @reverb no but it's a brilliant idea
2w 80 likes Reply



reverb • We saw you swear ON TELEVISION, and we are fully scandalized. But it felt good as hell. 🙌



reverb • Tony Stark keeps showing up in our office to invite Andy to join the Avengers. It's getting weird.
2w 426 likes Reply

Sharing is caring



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

Tip #5

Be a Better Leader

Stay ahead of the curve

- Be aware of platform changes
- Join the quest for authenticity
- Develop influencer strategies



Diversify your profile

- Know 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

Reverb