



MARKETING CLUB: ALL THINGS INSTAGRAM



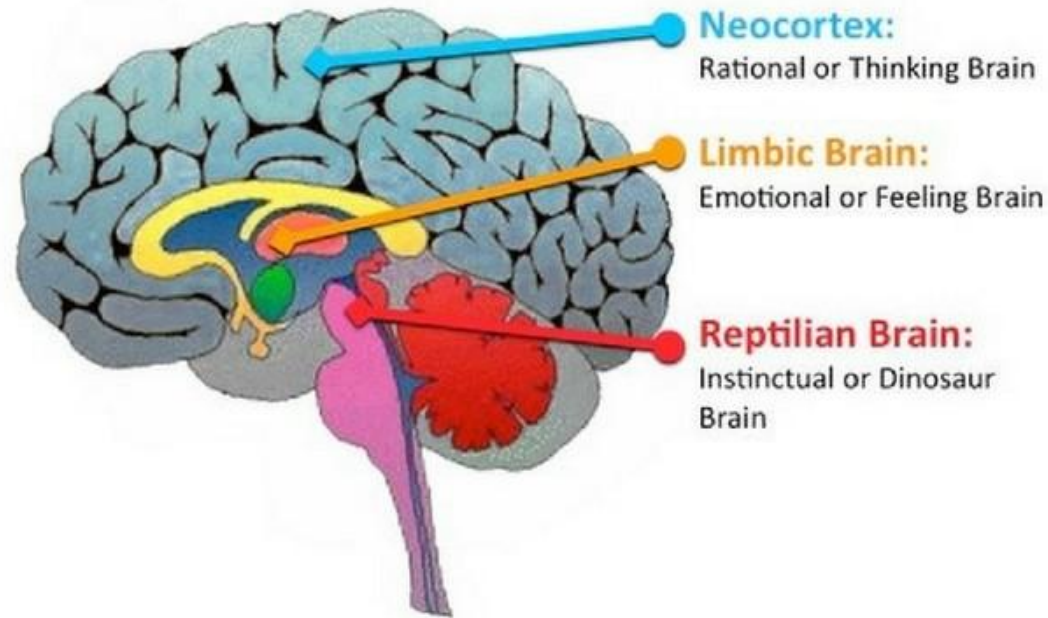
Agenda

- I. Why Instagram?**
- II. Building & Optimizing Your Profile for Your Audience**
- III. Understanding the Algorithm & Overall Strategy**
- IV. Growth & Turning it into Business**
 - I. Analytics**
- V. Examples & Trends to Watch**
- VI. Q&A**



Your Actions Are Not Your Own

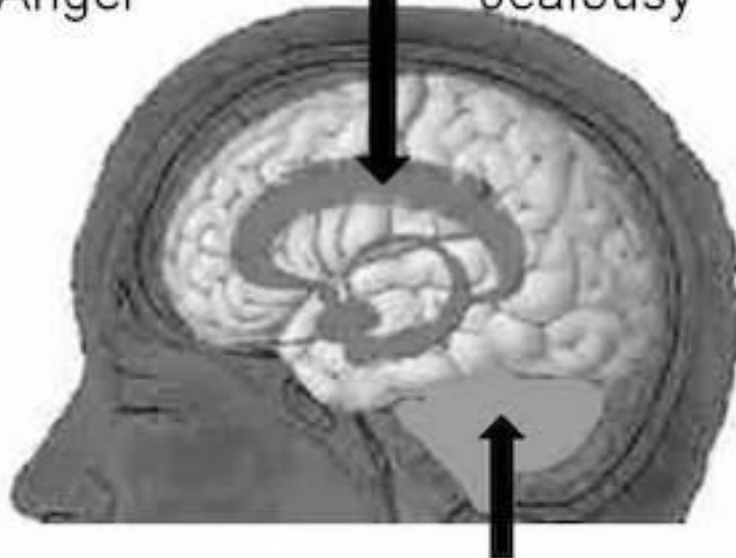
Your Three Brains



According to Harvard Business School professor Gerald Zaltman, a significant (95%) of purchasing decisions are made subconsciously, driven by emotions and unconscious urges rather than conscious, rational thought.

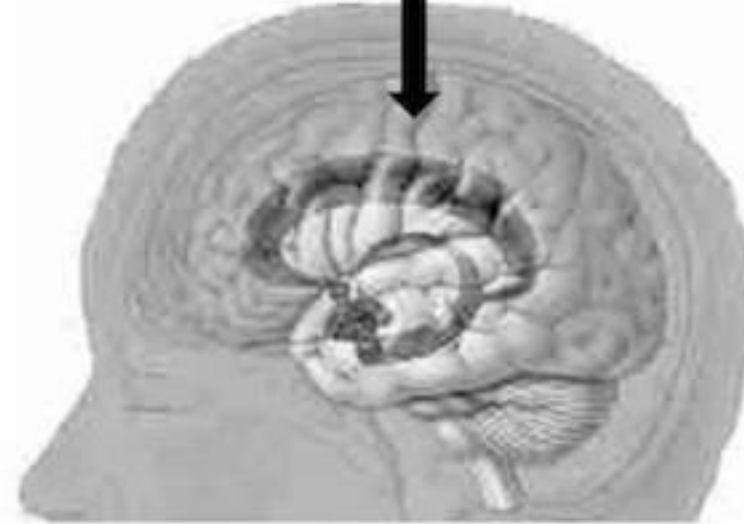
Mammalian Brain

- Memory
- Sociability
- Attack
- Anger
- Maternal love
- Anxiety
- Fear/hate
- Jealousy



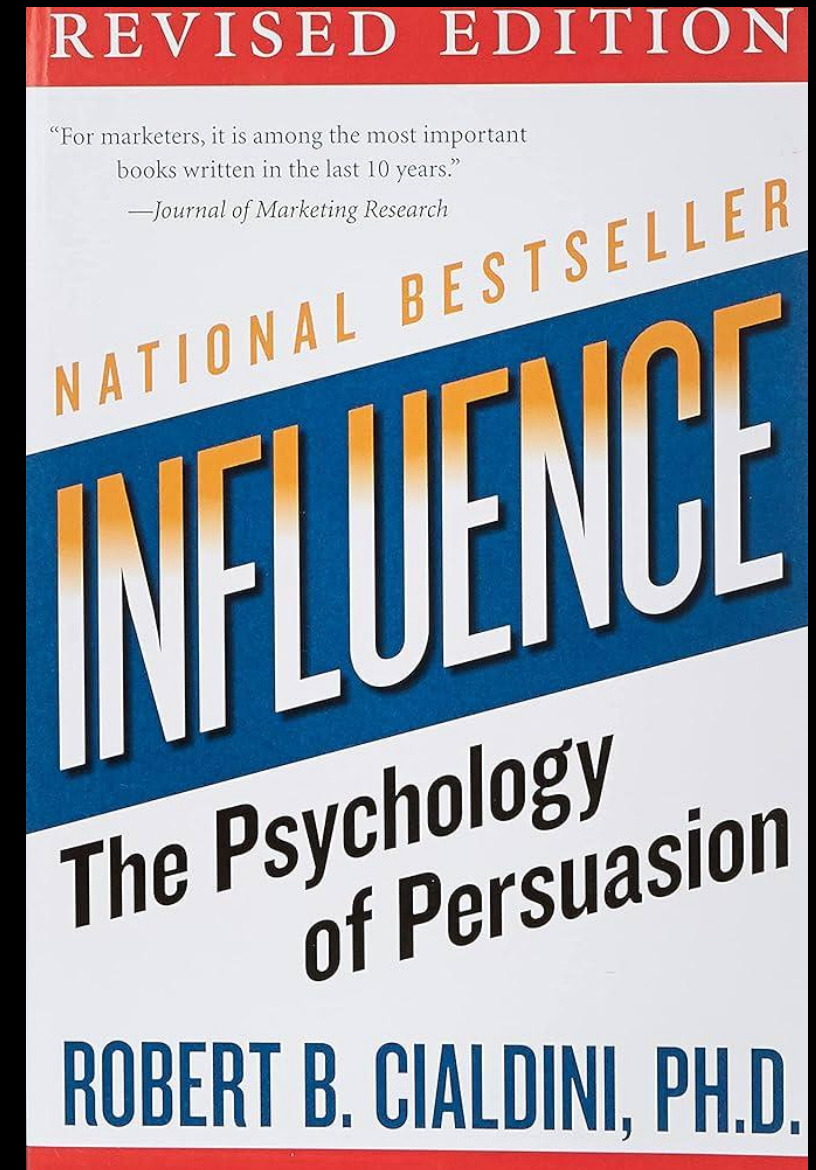
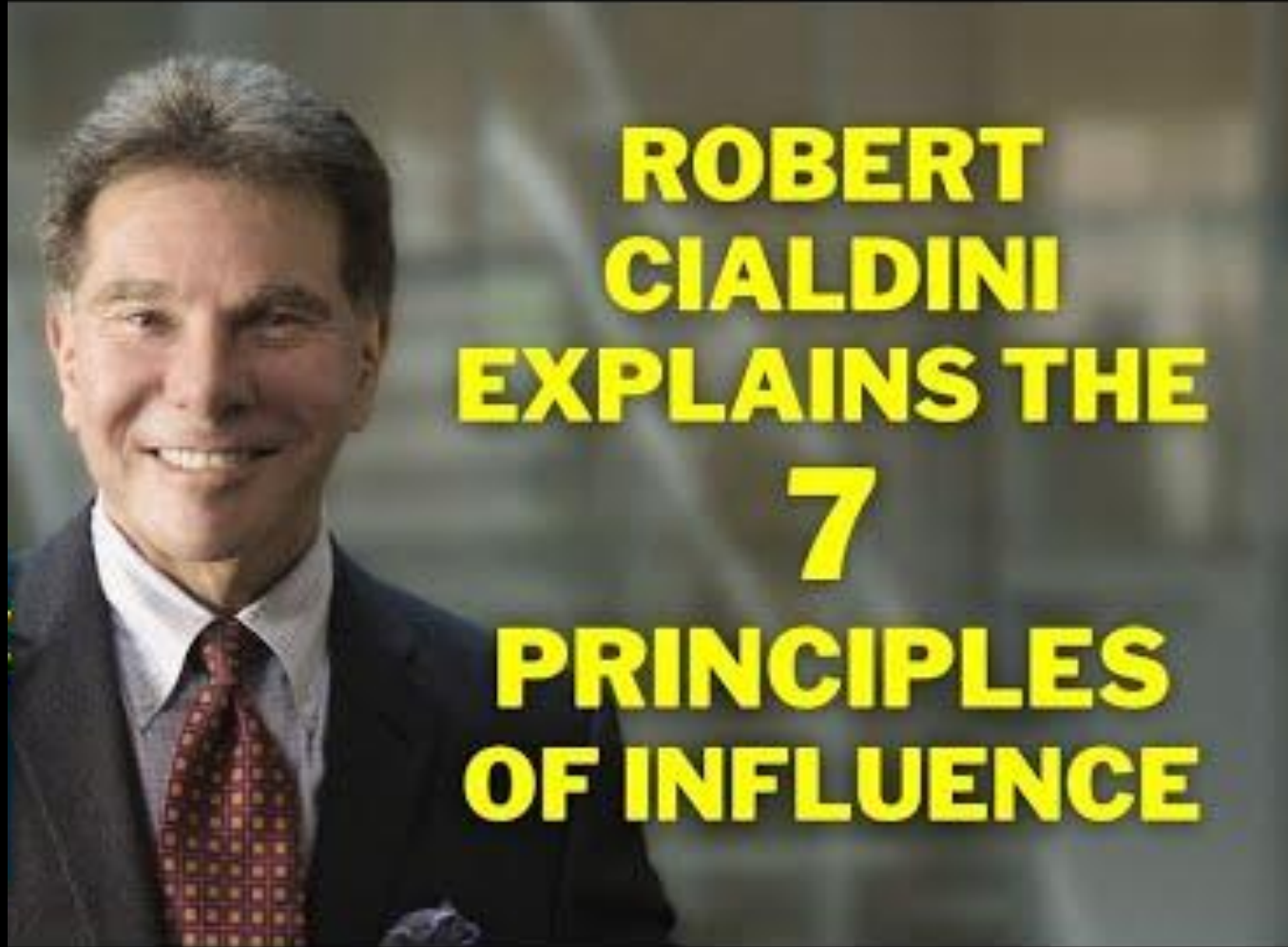
Neocortex

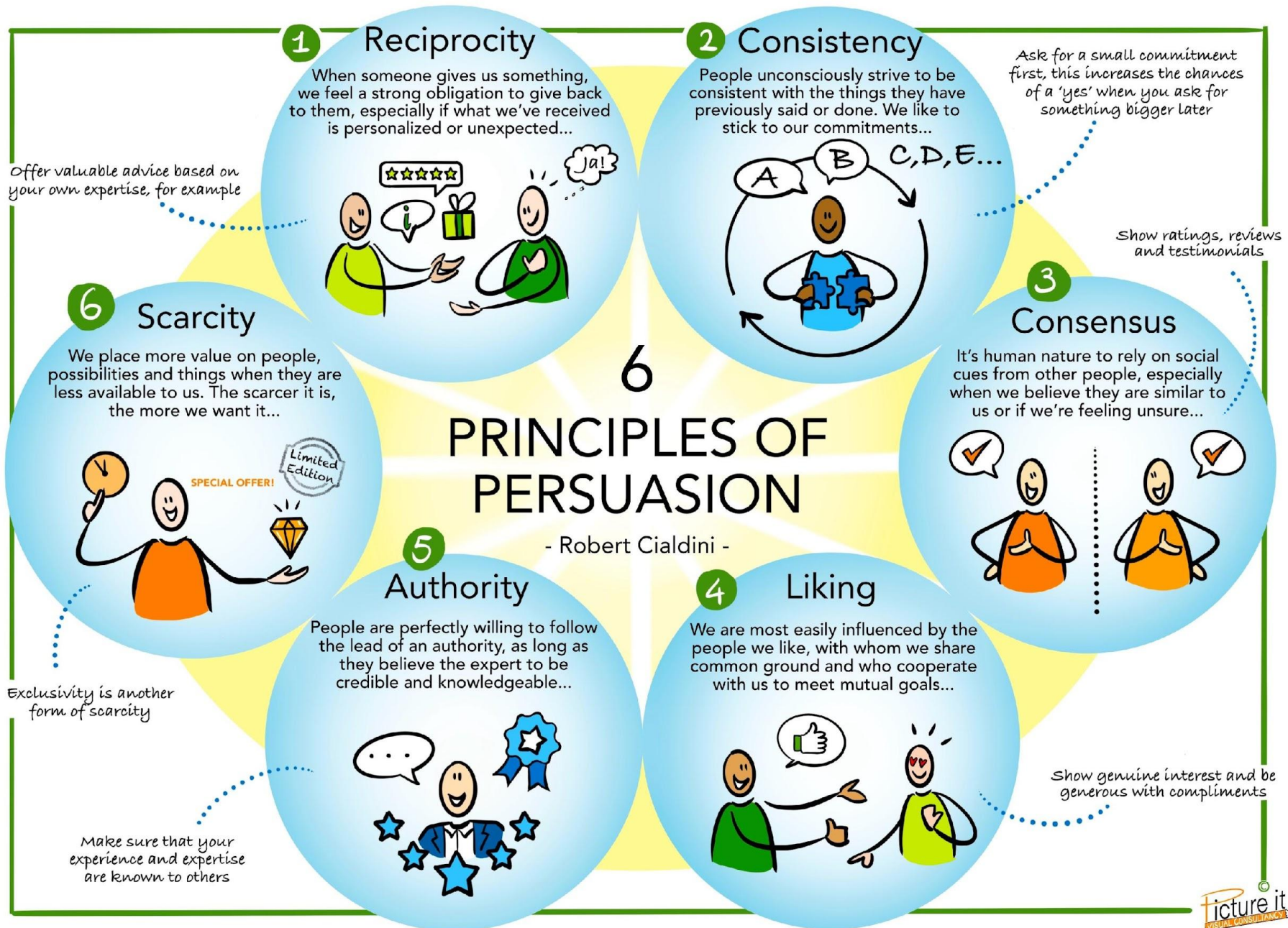
- Logic & analysis
- Rational thought
- Control of emotions
- Language
- Morality



Lizard Brain

- Breathing/ temperature
- Hunger/thirst
- Balance
- Avoidance/survival
- Territoriality
- Reproductive drive





Why Instagram?

Instagram is **FREE**, easy to get started, and **user-friendly**. It's one of the **easiest places to QUICKLY build and audience** and is **perfect for guitar-related content**.

Visual Appeal & Brand Identity

- Instagram is a visual-first platform, perfect for showcasing craftsmanship, before-and-after repairs, and custom builds.

Reach & Engagement

- 2+ billion active users, increasing your chances of reaching potential customers.
- Engagement rates on Instagram are generally higher than other platforms.

Community Building

- Connect with musicians, guitar enthusiasts, and local artists.
- Engage with potential customers via comments, stories, and DMs.

Video & Storytelling Opportunities

- Use Reels to showcase repairs, builds, or customer testimonials.
- Instagram Stories allow for daily updates, polls, and Q&A sessions.
- Live videos give a real-time way to engage with followers.

Shop & Booking Features

- Sell guitar-related products directly with Instagram Shopping.
- Action buttons let customers book appointments or contact you.

Cost-Effective Advertising

- Instagram ads allow you to target specific demographics and interests for a relatively low cost.
- Run promotions for services, discounts, or special offers.

User-Generated Content & Testimonials

- Encourage customers to share their guitars and tag your business.
- Reposting customer content builds trust, makes the customer feel appreciated, and showcases your work through real experiences.

SEO & Discoverability

- Instagram pages often appear in Google search.
- Optimizing your bio with keywords (e.g., "Guitar Repair in [Your City]") makes it easier for customers to find you.

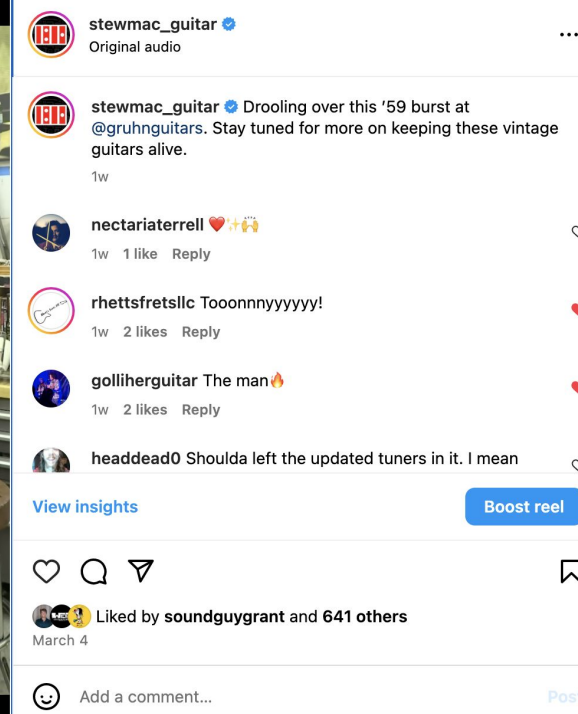
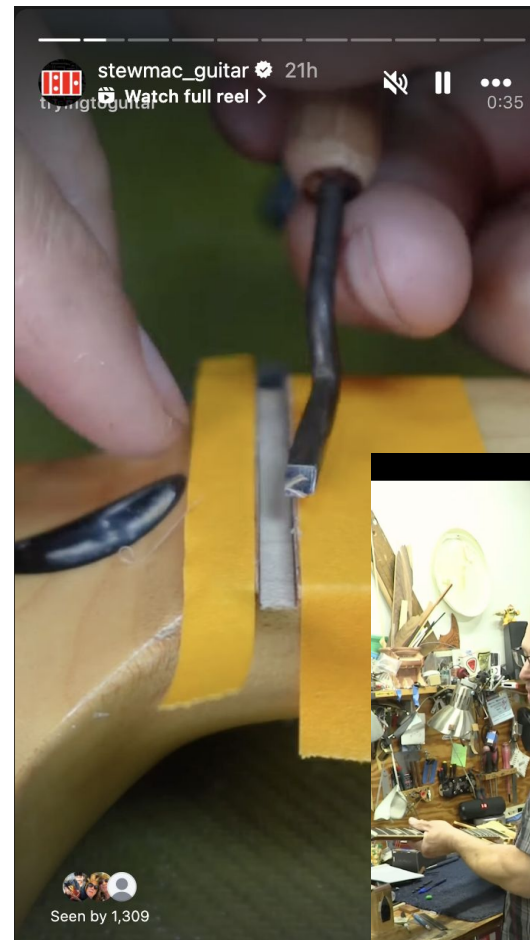
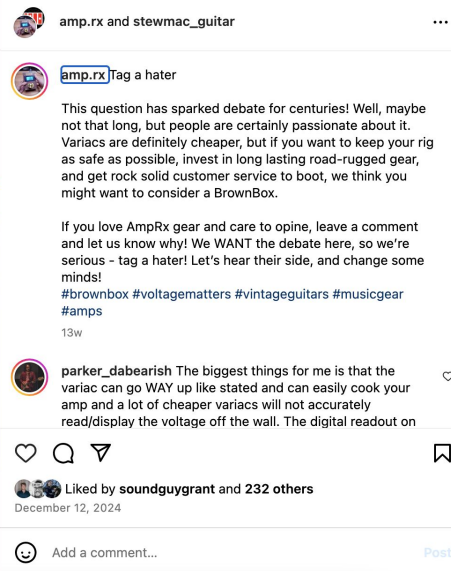
Easy Cross-Promotion

- Link your Facebook, TikTok, and website to drive traffic across platforms.
- Repurpose Instagram content for other marketing channels.

Why Instagram?

Different Types of Content

- Reels
- Stories
- Posts (single image or carousel)
- Lives



Building and Optimizing Your Profile for YOUR Audience

Understanding Your Target Audience

Who is your target customer? Working musicians? Guitar collectors? Other luthiers? Etc.

Local Customers vs. Global Audience

- How to find people in your local market? Local boosting, local hashtags, location tags.
- What is the benefit to having followers outside of your serviceable market?

What kind of content does your audience engage with?

- Before & After Repairs (visual transformations)
- Behind the Scenes (tools, workbench, process)
- Educational Content (repair tips, craftsmanship insights)
- Inspiration / Motivation
- ASMR or Other Trends
- Showcasing Your Builds (in-progress & finished guitars)
- Customer Testimonials & Musician Spotlights

Profile Essentials

Optimize your profile for the algorithm and your audience's user experience.

- Choose a recognizable and memorable username.
- Creating a compelling bio including: Who you are, what you do, a call-to-action.
- Include a link (or links) in your bio using a direct link or multiple link host like Linktree.
- Profile picture: Your logo, your face, or a signature guitar/build.
- Opt for a business or creator account.
- Utilize story highlights.
- **Remember, it's all about them not you, keep it value driven and customer oriented.**

Understanding the Algorithm & Overall Strategy

How Instagram's Algorithm Works

- The kind of content you post matters (Reels, posts, carousels, stories).
- Video & Reel prioritization (short-form video is king).
- Optimizing your content (hashtags, location tags, captions, closed captioning, etc.).
- Consistency and frequency are key.
- Engagement-based ranking (likes, comments, shares, saves).
- Relevance & Interest (serving content users interact with).
- Keywords & Hashtags (yes, they still matter).
- Tap into other people's large audiences (collaborate).

Content Strategy for Guitar Businesses

- EVERYTHING is content.
- Storytelling: Everything is a story, passion, and process.
- Experimentation is part of success.
- Balancing posts, Reels, stories, and live sessions.
- The power of highlights.
- Hashtags and geotags matter – Using hashtags & geotags for visibility (#guitarrepair, #luthierlife, #handcraftedguitars).
- How to encourage interactions & user-generated content.
- Other tactics for success (closed captioning, audio, etc.).

Best Practices for Captions & Engagement

- Long captions vs. short captions...which is right?
- Captions that spark conversation, create connection, and tell a story.
- Call-to-Action (CTA): Encouraging DMs, comments, shares, link clicks (utilize Instagram's tools).
- Responding to comments & messages to boost visibility (on your account AND community members' accounts).

Growth and Turing it into Business + Analytics

Growing Your Audience

- Engaging with musicians, guitar shops, and local artists – be an active member of the community.
- Collaborating with other community members and brands.
- Think big picture: Sales and content rarely align.
- Cross-promoting on Facebook, YouTube, or TikTok – always share your posts to stories.
- BOOST WHAT WORKS (low spend, high impact, choose your audience).

Converting Followers into Customers

- DM Strategy: Turning inquiries into bookings.
- Linking to an appointment system for repairs.
- Build an email lists / capture email addresses.
- Using customer reviews & testimonials to build trust.
- Karma: Give 'til it hurts – share info!!!

Understanding Instagram Analytics

- What matters and what should you pay attention to?
- Tracking engagement (likes, shares, comments).
- Measuring reach & impressions (how far your content spreads).
- Follower growth trends (what's working, what's not).
- Optimizing content strategy based on insights.

Examples & Trends to Watch

Successful Guitar Repair & Luthier Accounts to Learn From

- [Guitar Repairland](#)
- [Beau Hannam](#)
- [Luthier's Workbench](#)

Notice how each has clear visual branding. Before you even watch the full video or check the username, you can identify the creator behind it.

Other Examples of Great Instagram Content



Q&A



THANK YOU!

