



# How I went from 400 to 10K followers in 1 ½ years: The untapped jazz fanbase on instagram

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# What will I cover? Who is this for?

- 20 Minutes
- 5 Minutes for Questions
- For people who are beginners/intermediate
- Intro
- What is Instagram?
- Tools to Succeed (5 general, 10 specific)

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Who am I?

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# What happened?




- Went from 400 to 10K in 1 ½ years
- Was paid by Universal, Impulse, Verve Records to post on my IG
- Received free products from companies all around the world
- Had artists re-mix or adapt content
- Was hired 'PickUpJazz' for an online Masterclass
- Developed a loyal fan base that posted songs and exercises, and resulted in ticket sales and attendance at gigs
- Aided recruitment of Jazz Guitar at BMCC/City University of New York



# Instagram:

Why Should You Care?



What are the best countries to  
tour in to make \$ performing  
jazz?

# Welcome to 'Instagram' Island



- More than 1 billion residents (users)
  - Been on an exponential growth curve since it first appeared
  - Second most downloaded free-app in the app store
  - 63% of US users log in daily and spend an average of 53mins
  - 67% are 18-29 yrs old
  - 37% of Adults (18+) in USA use instagram
  - International (89% of users are not in the US)
  - Even split of gender (52%f/48%m)
  - Fastest growing social media platform in Canada
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# Instagram



- You don't have 'Friends', you have 'Followers' (different to Facebook)
- Place that people go to ENGAGE and INTERACT with their interests
- Place that people go to DISCOVER new artists

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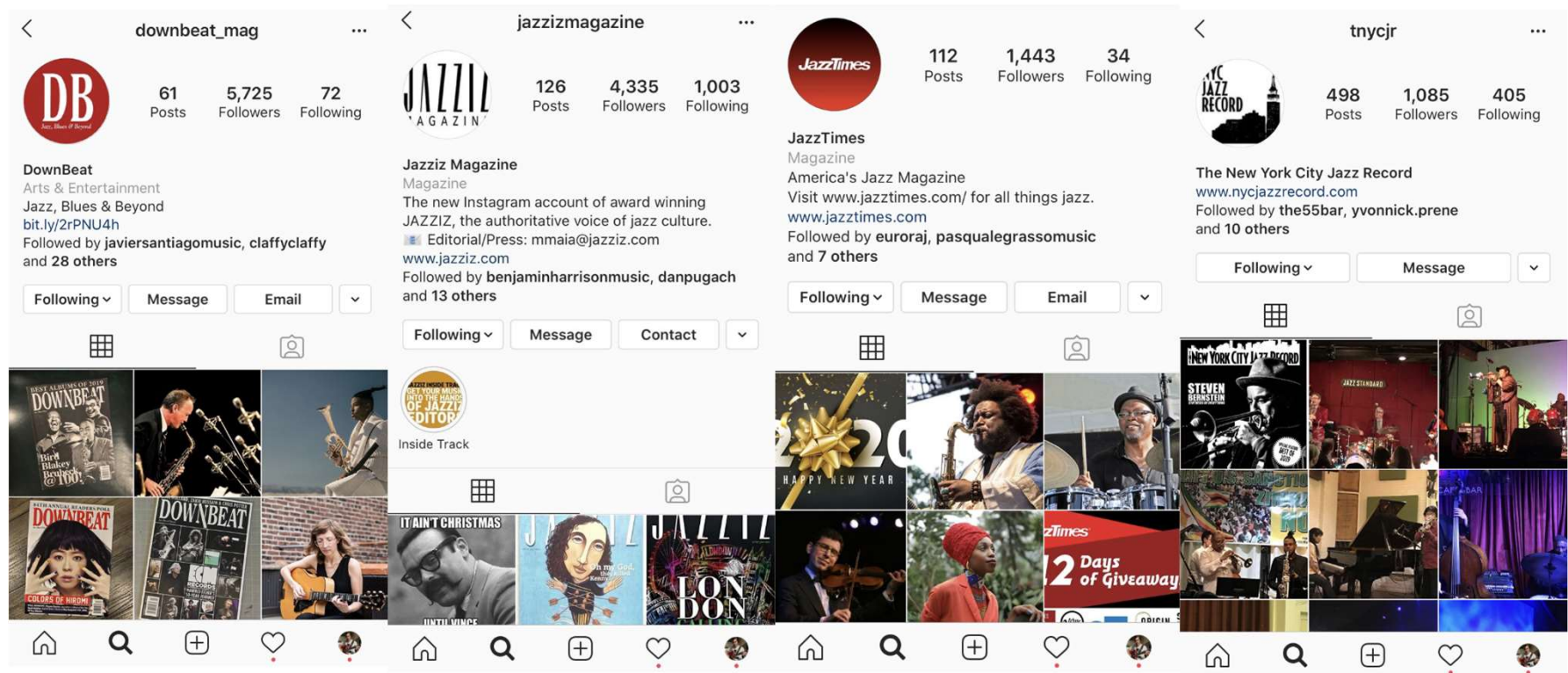


This fanbase is largely  
**UNTOUCHED** by the jazz  
community!

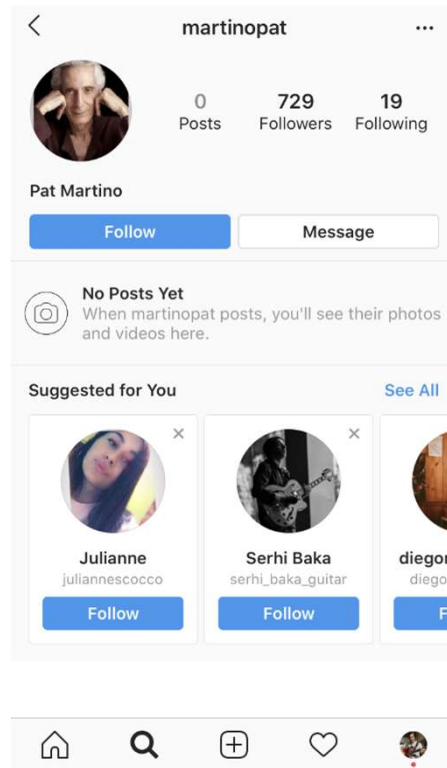
A decorative geometric pattern in the top right corner of the slide, consisting of several overlapping squares and triangles in various shades of blue, creating a modern, abstract design.

Jazz Publications, Musicians,  
and the Jazz Industry in  
General Don't seem to get it.....

# Influence and Social Reach



# Influence and Social Reach



# Influence and Social Reach

The image displays three Instagram profiles side-by-side, illustrating social reach and influence. Each profile includes a bio, statistics (posts, followers, following), and a grid of recent posts.

**chadlbsax** (Musician)  
1,339 Posts | 68.4K Followers | 851 Following  
Bio: "Sax Phenom" NY Daily News, Chad LB & Sonic Magic, Lupifaro/KB Sax/SYOS Artist, SF Conservatory Prof...  
Followed by **keyed\_up**, **silvan.joray** and 94 others

**rotemsivanguitar** (nyc / guitar / producer / YouTube channel -->)  
276 Posts | 43.6K Followers | 1,631 Following  
Bio: www.youtube.com/channel/UCh6bu62Kt5LzjuwGb...  
Followed by **emanuelhedberg**, **tomaspuemasch** and 109 others

**robertglasper** (Musician/Band)  
2,088 Posts | 337K Followers | 1,167 Following  
Bio: linktr.ee/robertglasper, New York, New York  
Followed by **keyed\_up**, **natesmithdrums** and 156 others

The bottom section of the image shows a grid of recent posts from these profiles, featuring various photos of musicians performing and collaborating.

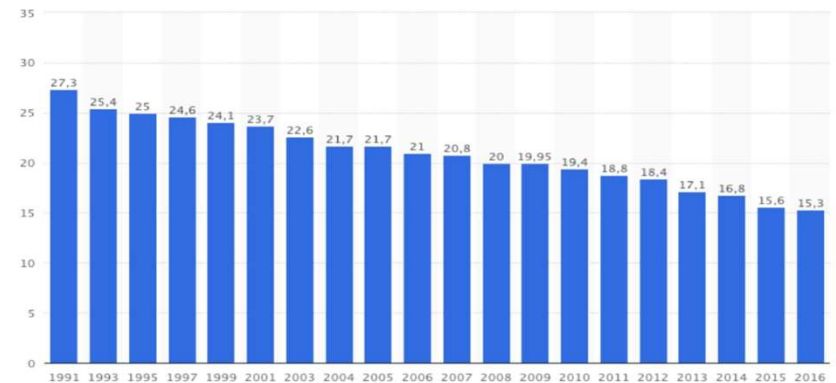
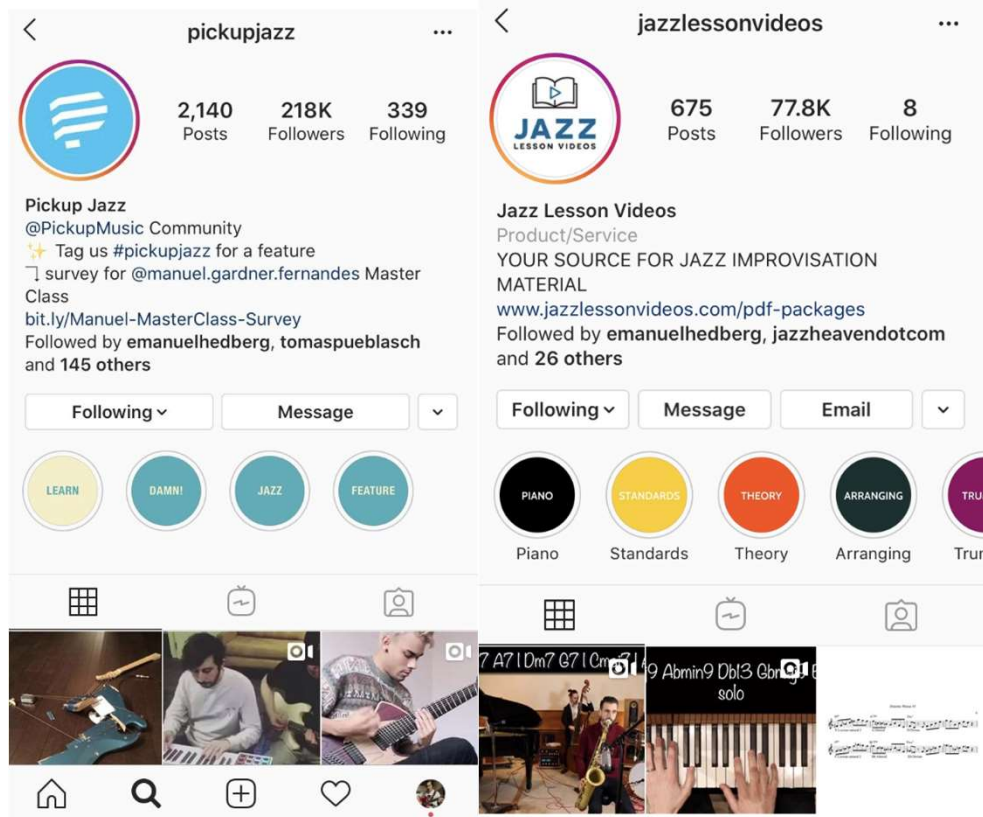
# Influence and Social Reach



- Any one of the examples of people who do 'get it', have more influence than Downbeat, Jazziz, Jazz Times, NYC Jazz Record, Metheny and Martino combined!
- This is the future

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# Influence and Social Reach



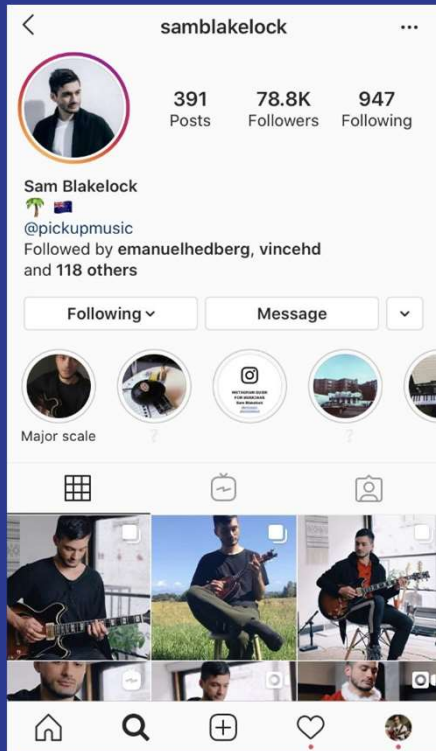
A decorative graphic in the top right corner of the slide, consisting of several overlapping squares and triangles in various shades of blue, creating a geometric, abstract pattern.

# How to get your Instagram Strategy Together



# 1) Provide VALUE

- What is the point of your page? Why would someone be interested in it?
- What VALUE to you provide your audience?



## 2) Get HELP

- Michelle Jun (Senior Account Director at Brandbacker)
- Sam Blakelock



## 3) Schedule posts for LATER

- Later (app)
- Pre-save on phone

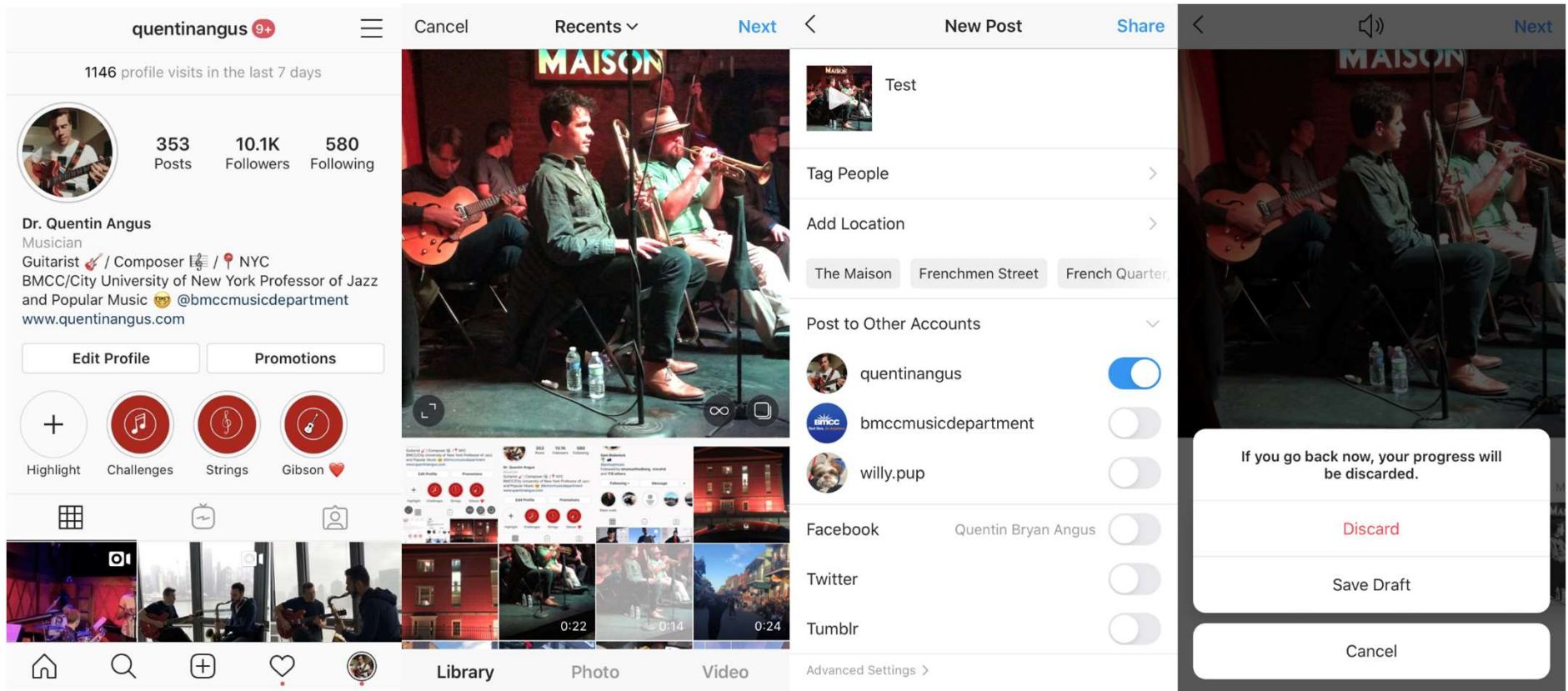
# Later

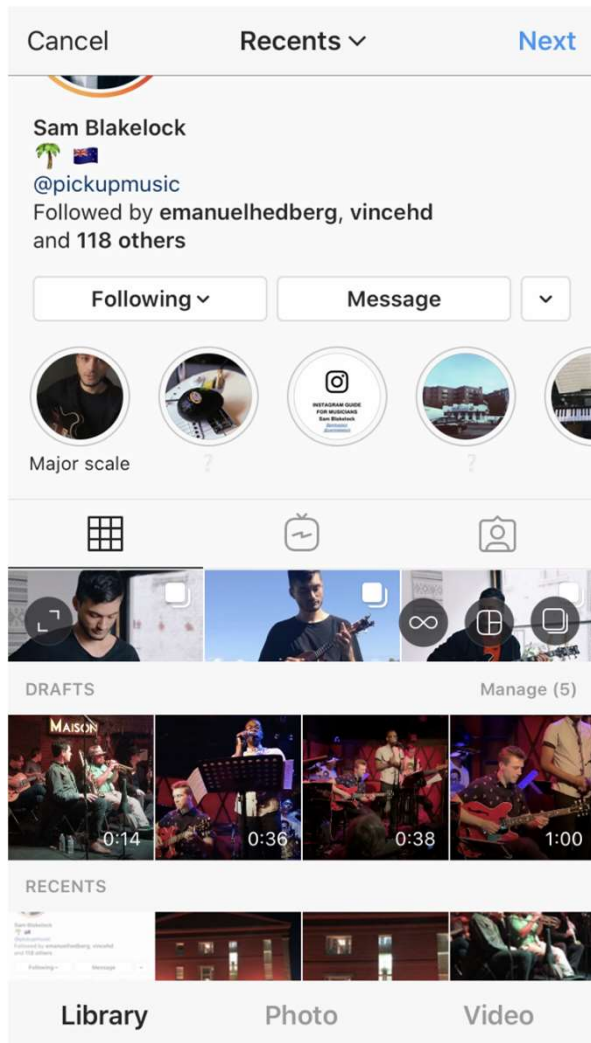


- What you see as 'organic', in-the-moment content is NOT!
- Influencers are doing it (and have teams in charge of the content)
- Micro-influencers are doing it (and are in charge of the content)
- Schedule your posts in an application, get hashtag suggestions, statistics, and much more (FREE and paid versions)

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# Don't need Later: Pre-save on phone





# Done!

4) Instagram is at least 50%  
**VISUAL**



Concert Lead Sheets

Sleepers  
False Pageantry  
Twenty-Something  
Invisible Barriers  
Bright  
Listen With Your Eyes  
Boom-Bap

THE ADAM LARSON BAND  
LISTEN WITH YOUR EYES





5) Post VIDEOS  
Not Pictures (You are a  
musician)

# How to get your Instagram Strategy Together (Specific)

Framed around 'Top 10  
Mistakes on Instagram'

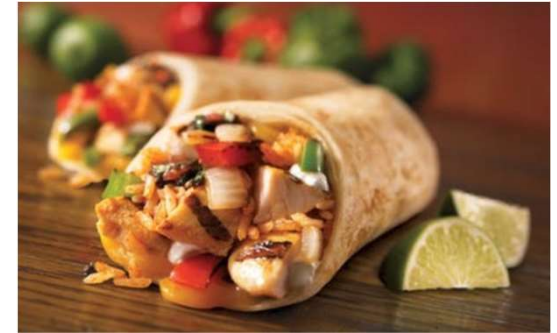



1) Provide ONE  
Specific Product

# You are not Kim Kardashian!

**No one cares about:**

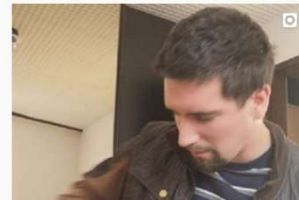
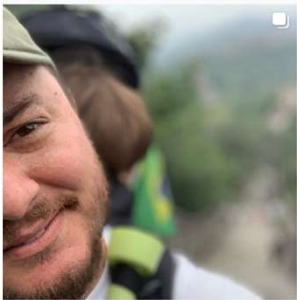
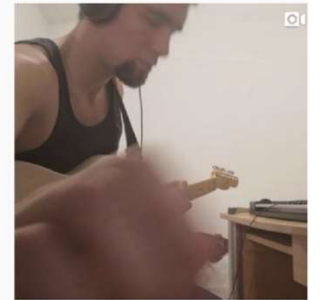
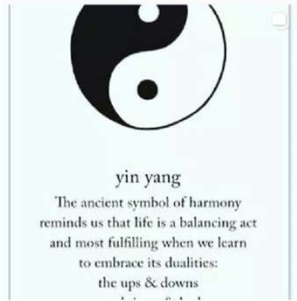
- **Your food pics**
- **Your holiday pics**
- **Anything other than the reason they follow you**
- **Post exclusively about ONE thing**
- **If you don't you will lose followers**





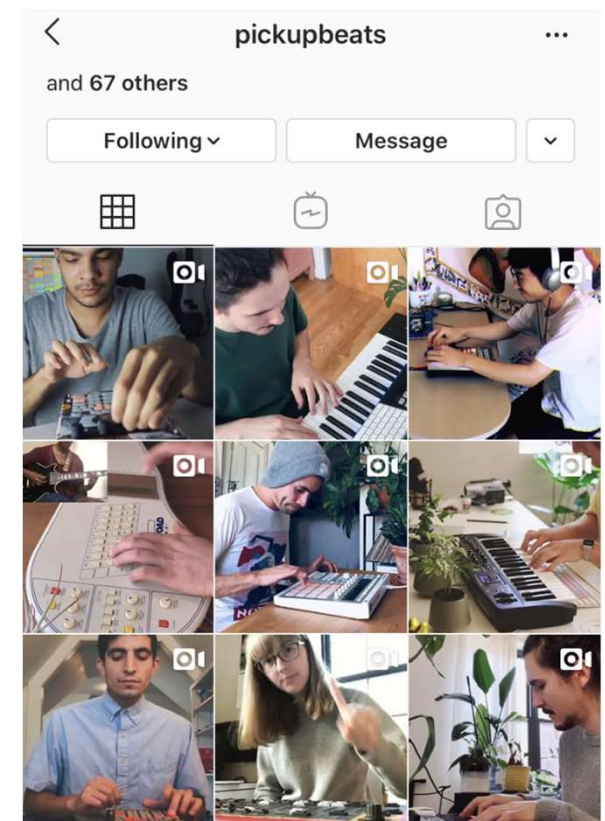
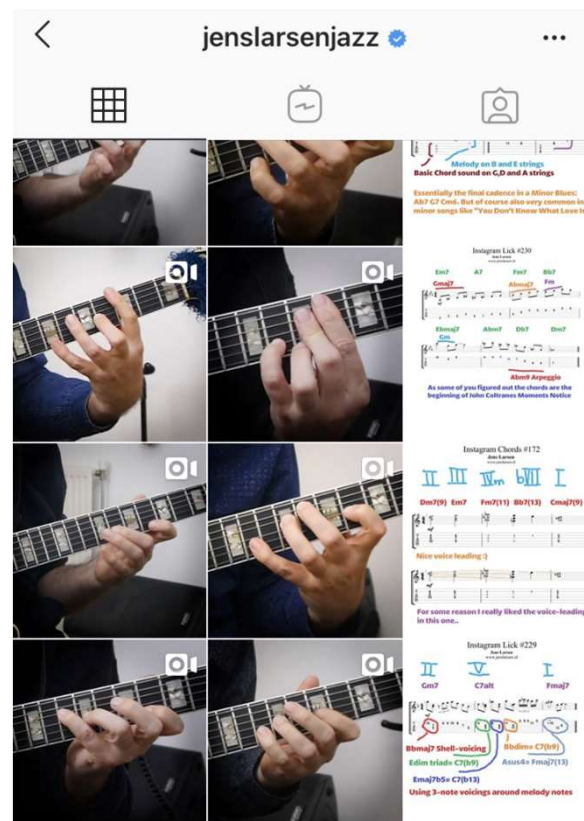
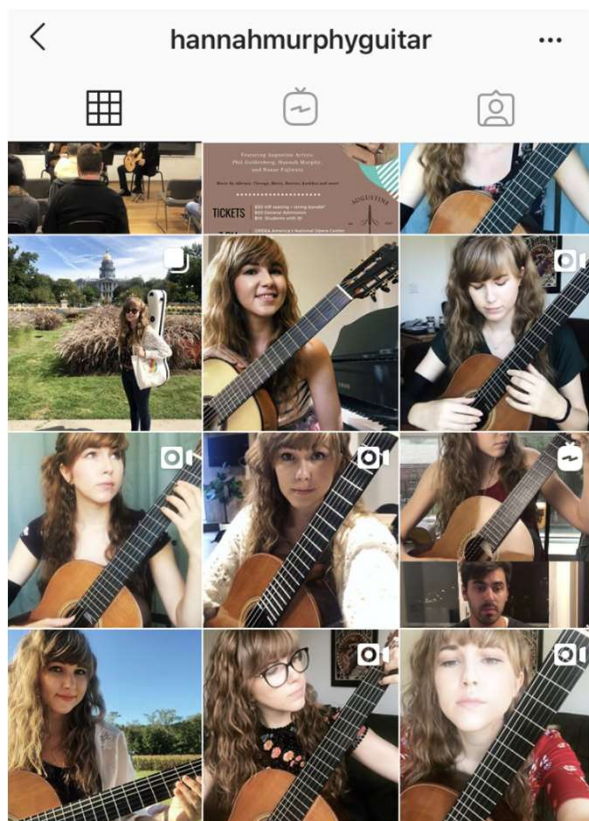
## 2) Not Keeping Consistency of Branding and Look

# BAD Examples





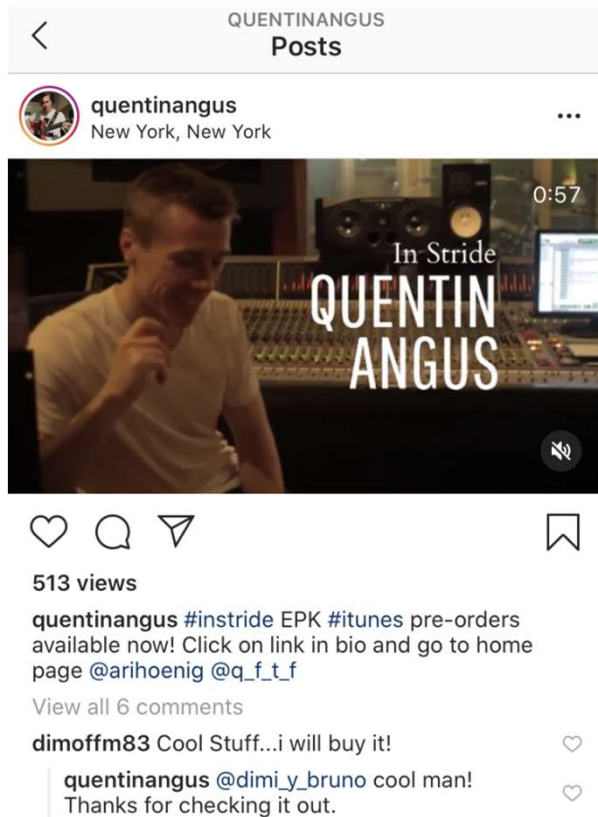
# GOOD Examples



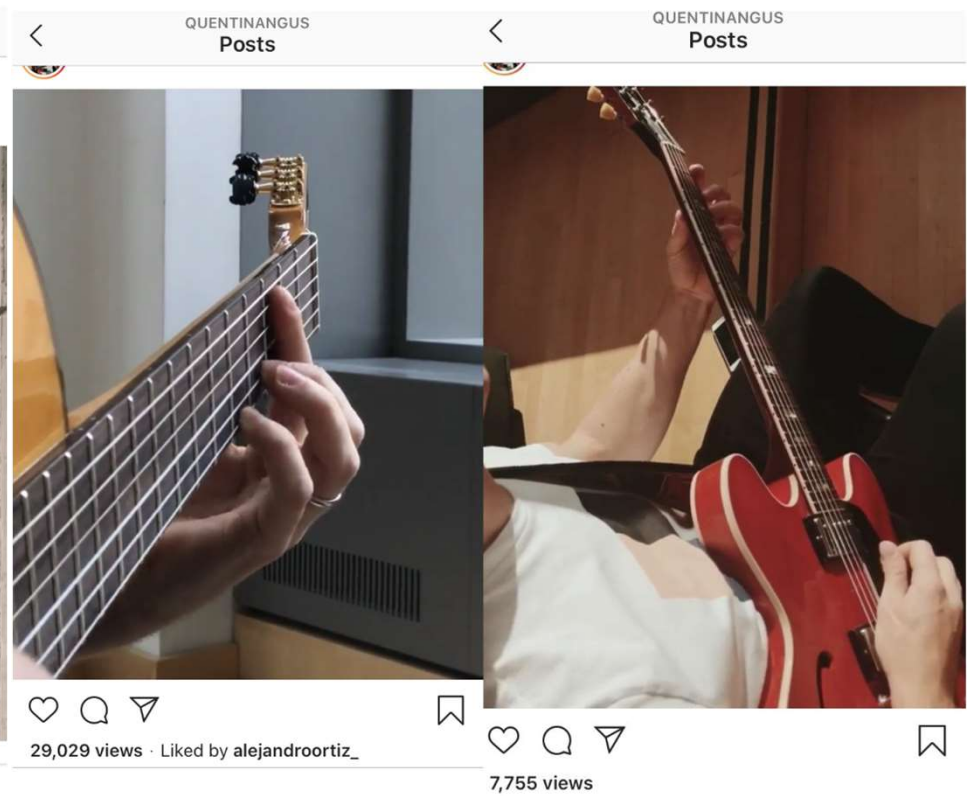
### 3) Camera Angles and Approach



# Vertical Video: NOT Horizontal (IGTV/Native to platform)



# Angles, Angles, Angles....



# 'Moving' camera approach: POV

<https://www.instagram.com/tv/B6tmPGjlkOj/?igshid=nqz3l05yggq8q>



# 'Moving' camera approach: POV

<https://www.instagram.com/p/B6tEUaHlsg2/?igshid=1qibik2zk0yxm>



## ‘Viral’ Videos: A Preface





# ‘Viral’ Videos: A Preface



- @willy.pup
- Studies (Concentration)
- Competing with cats, memes, dogs, and all the other click-bait
- World's greatest minds

# 'Viral' Videos: Case Study #1 'Perspective'

- <https://www.instagram.com/p/B0kxLLDogTy/>



# 'Viral' Videos: Case Study #2 'Technique'

- <https://www.instagram.com/p/B5uudecHk-t/>





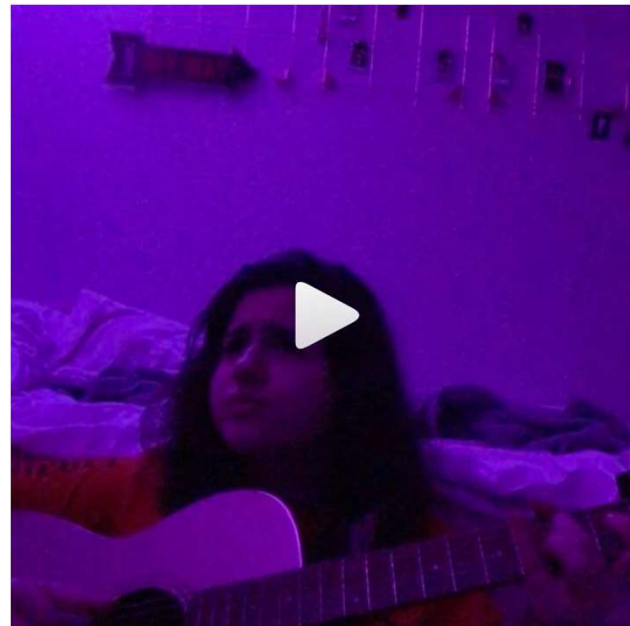
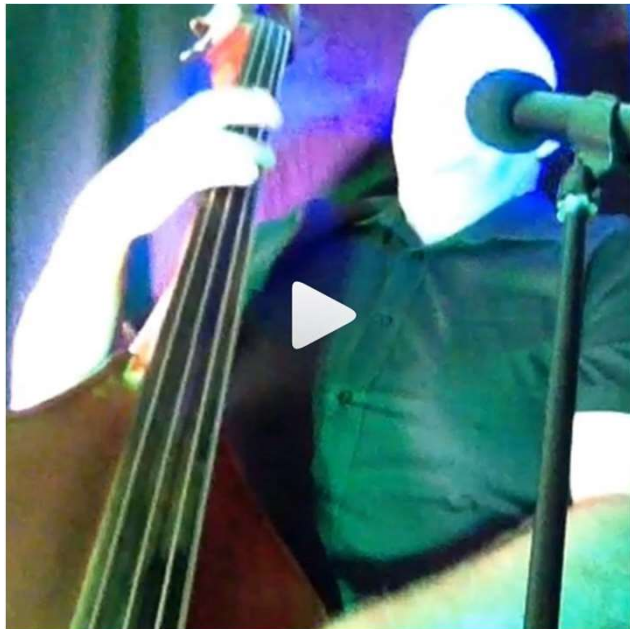
# 'Viral' Videos: Case Study #3 'Out-Of-Left-Field'

- <https://www.instagram.com/p/BhrcQztA12a/>

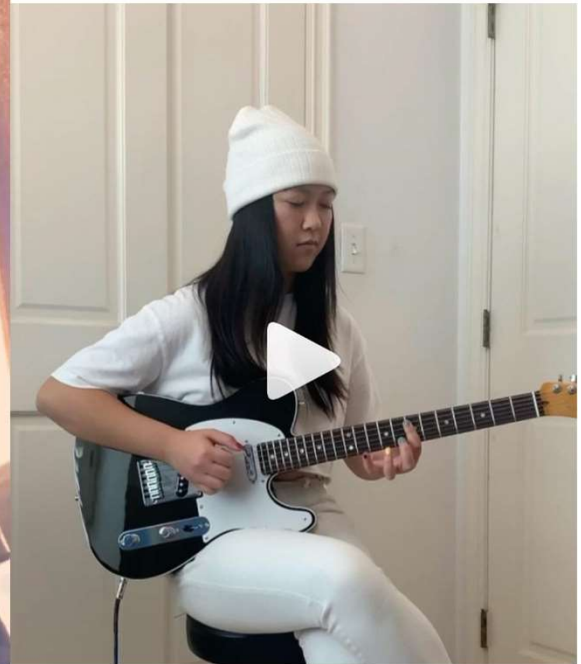


## 4) Lighting

Dark, granulated, low quality video

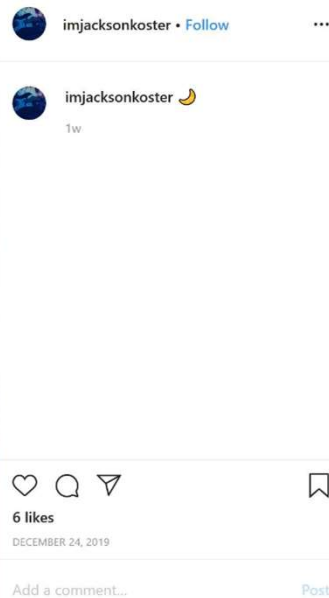


## Sun/Shadows: Think a picture or painting



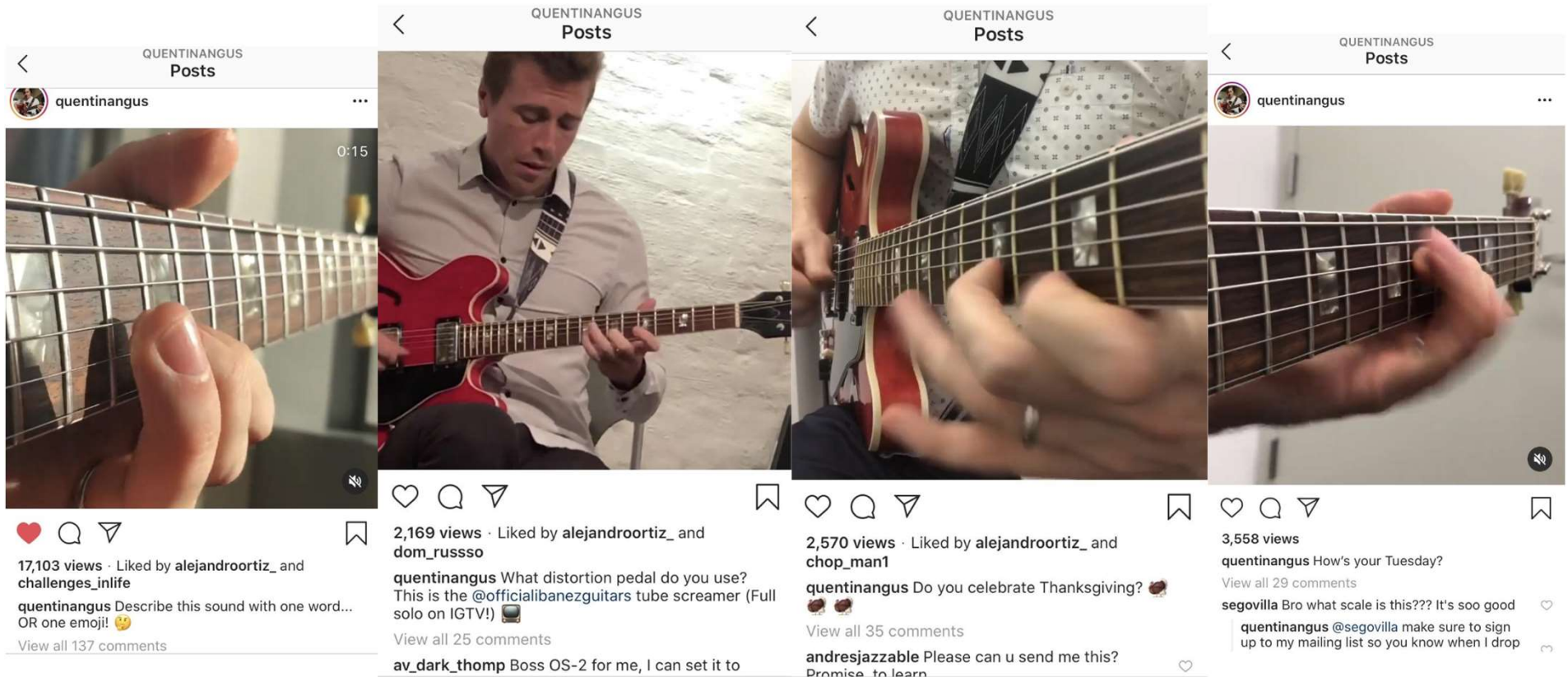
## 5) Engaging with Audience

# BAD examples (No CTA= Call to Action)





# GOOD examples: questions, advice, related or not!

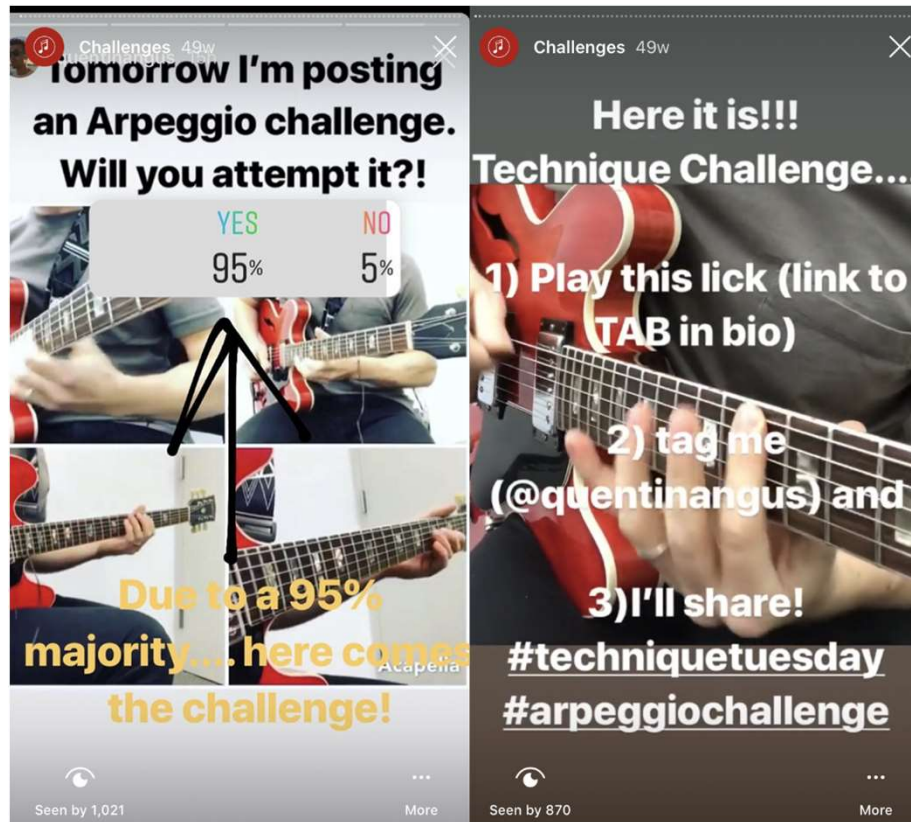


## 6) Providing VALUE

- What is the point of your page? Why would someone be interested in it?
- What VALUE to you provide your audience?



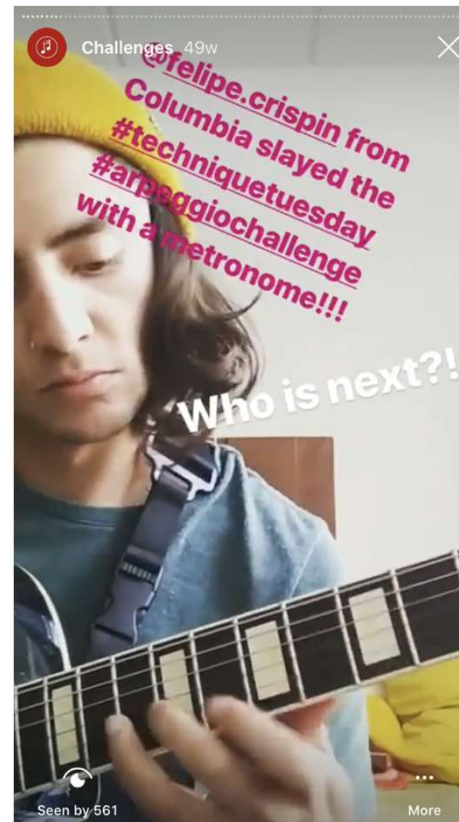
# TECHNIQUE TUESDAY #techniquetuesday



# TECHNIQUE TUESDAY #techniquetuesday



# TECHNIQUE TUESDAY #techniquetuesday





7) Not Posting Enough

# ?

## Myths

- Time of day?
- Day of the week?

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# ?

## Myths

# JUST POST!

- CONSISTENCY (Post every day, or at least 2-3 times a week)
- LEARN FROM YOUR DATA
- Instagram prioritizes pages that generate consistent content

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## 8) Not Using Hashtags



## Myths

- Do hashtags make you look desperate?
- Do hashtags look spammy?

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# ?

## Myths

# USE THEM!

- EXPOSURE
- LATER suggests hashtags
- Another tool to attract an AUDIENCE that is currently NOT FOLLOWING YOU

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# Hashtag Case Study: How to post them

## Discovery ⓘ

45,401

Accounts reached  
93% weren't following you

Follows 92

Reach 45,401

Impressions 48,632

From Hashtags 10,359


From Home 3,430

From Explore 415

From Other 34,428

This is where your post was seen the most. It got the most impressions from Hashtags, Home and Explore.

## < Comments 🔍

 **quentinangus** Tomorrow is #techniquetuesday  
Comment if you'd rather 1) Scales 2) Chords  
47w

 **quentinangus** .  
.  
.  
.  
#guitarlessons #guitarlesson #musicnote  
#musiclesson #guitartab #musicsheet  
#musicislove #musicnotes #musicforlife  
#sheetmusic #guitar #guitarist  
#pickupjazz  
47w Reply

 **oscarfabian.st** Chords  
47w 1 like Reply

 **nestor\_munoz22** Scales  
47w 1 like Reply

 **martien\_abrahamse** Scales!!  
47w 1 like Reply

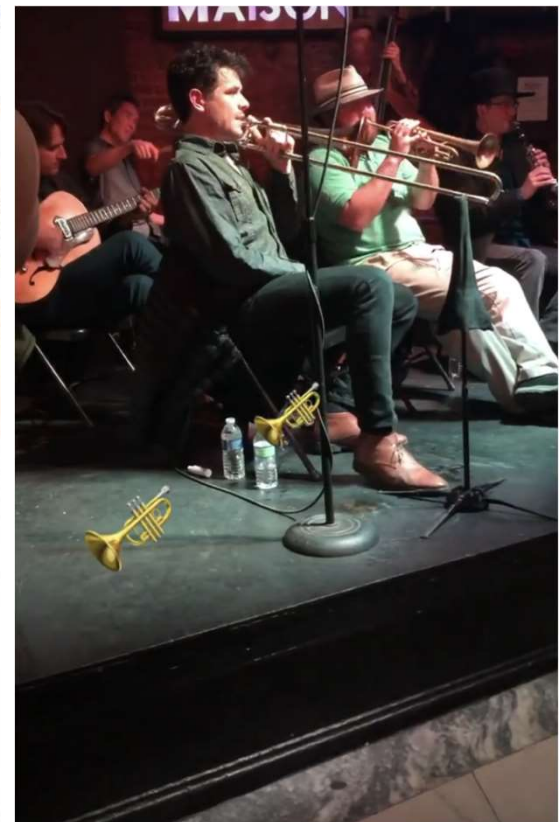


9) Not Using Stories, or  
using them in the correct  
way

# Instagram Stories

- Taken from Snap-Chat
  - For users to share “moments from the day” that disappear after 24 hrs
  - 15 second sound-bites
  - Completely different platform than your feed
  - 500 Million use stories everyday on Instagram
-

## Stories (Poll, vote [other stickers], share your day)





10) How to Get People to  
Click on your Video who DO  
NOT Follow You Already!

## Adam Neely (answer in video)



What is the slowest music humanly possible?

Adam Neely ✓ 2.3M views • 1 year ago

s l o w d o w n. you might hurt yourself. 9: MOST BRUTAL BREAKDOWN EVER playlist  
[https://www.youtube.com/playlist?list ...](https://www.youtube.com/playlist?list...)

# First three second rule

- <https://www.instagram.com/p/BtvfTcQHmjQ/>





# Choosing a Great Cover Shot (Faces)



# Conclusion



## Your Instagram Strategy

- Instagram has a HUGE audience base that is only getting bigger and you should see an urgency to engage with them
- You can learn the skills necessary to absolutely crush it on the platform, quickly and easily
- You CAN'T forget about your craft. That takes years to develop and should be your main goal, no one will care if you don't have anything significant to offer.

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Questions?



Thank you!  
Please follow me:  
*@quentinangus*