



# Instagram

Building your Brand for Monetization

By Malena Gonzalez

# **ART + BUSINESS**

Visually Creative Platform  
that captures the  
audience imagination  
and attention



# Why should I care?

1 Billion Users that can potentially be your audience.



# What we will cover?

- Tips on how to optimize your Instagram account to increase followers
- How to post better content?
- Techniques to help you target your Instagram account towards your specific audience?



# **Top 15 Brands in Instagram Marketing**

Learn from the best by following them

1	Nike	@nike
2	CocaCola	@cocacola
3	American Express	@americanexpress
4	Virgin America	@virginamerica
5	Gucci	@gucci
6	Converse	@converse
7	Go Pro	@gopro
8	Top Shop	@topshop
9	Starbucks	@starbucks
10	Apple Music	@applemusic
11	Walmart	@walmart
12	Petco	@petco
13	Emi-Jay	@emijayinc
14	Christian Louboutin	@louboutinworld
15	Tourism Australia	@australia

# **Who are your competitors?**

Find 5 Brands or People in Instagram



sarahjoymusic

Following




685 posts

75.9k followers

760 following

**Sarah Joy**

- Cellist
  - Recording artist/songwriter
  - Teacher
  - Artist ambassador - [@beaumontmusic](#), [@daddarioorchestral](#) , and [@fiddlershop](#)
- CD set on Amazon 

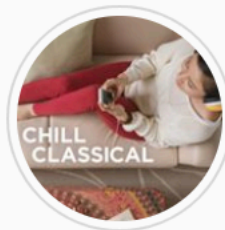
[amzn.to/2Scmi4T](https://amzn.to/2Scmi4T)



CORRECTI...



Chord chart



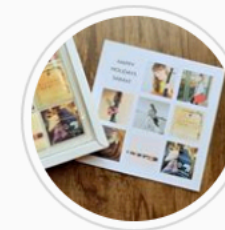
Spotify



Discount



New Music



Beaumont...



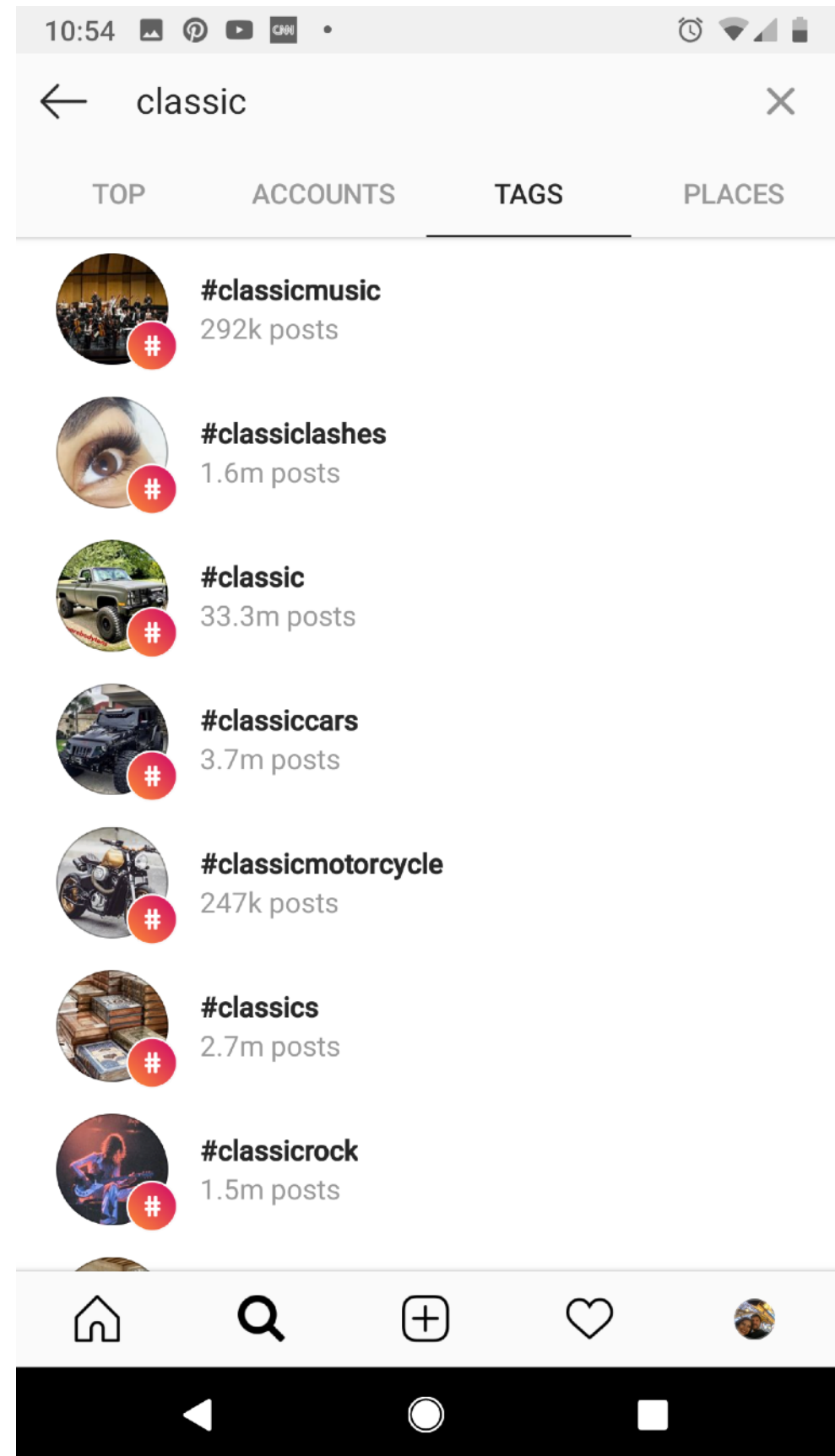
New disco...



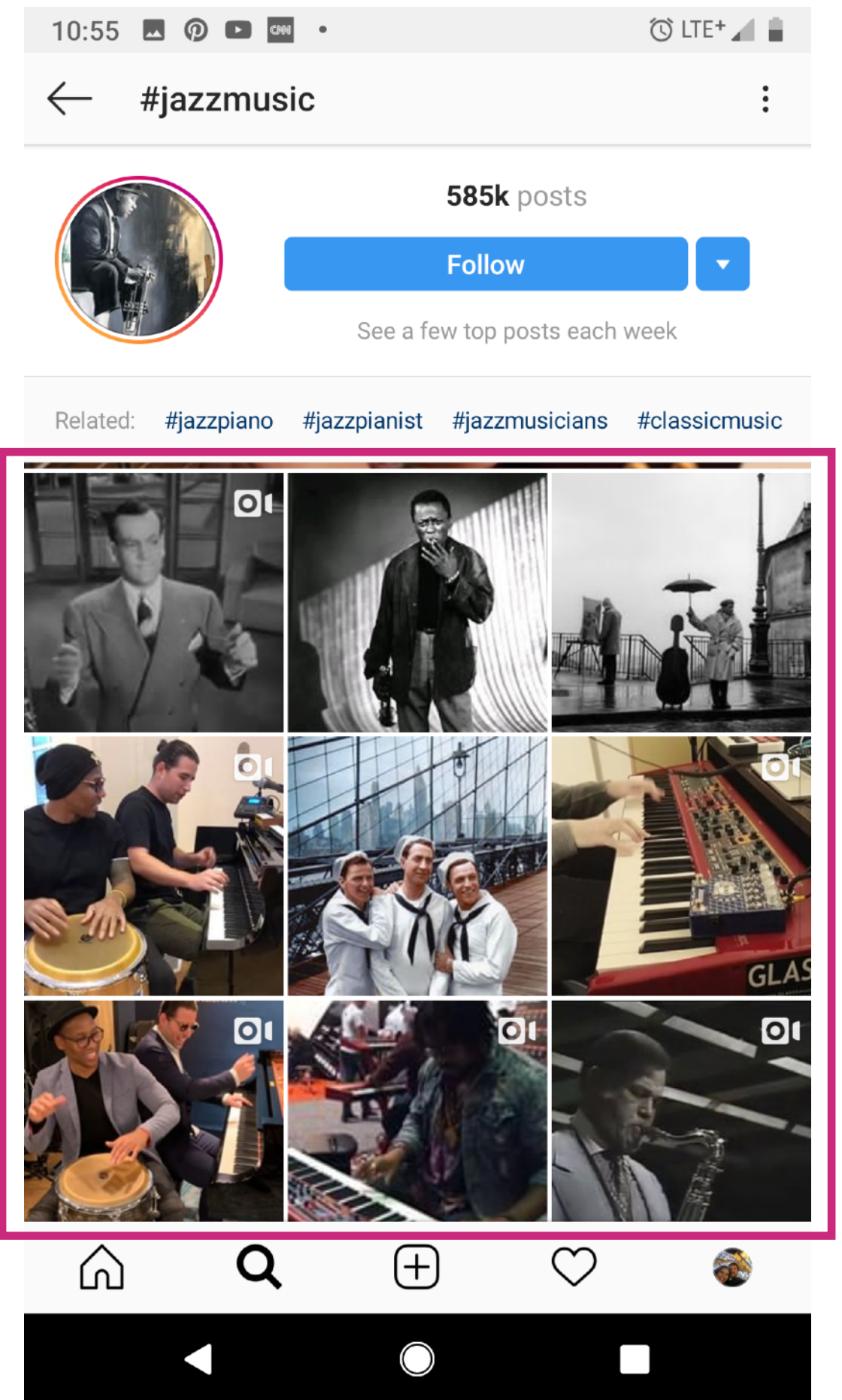
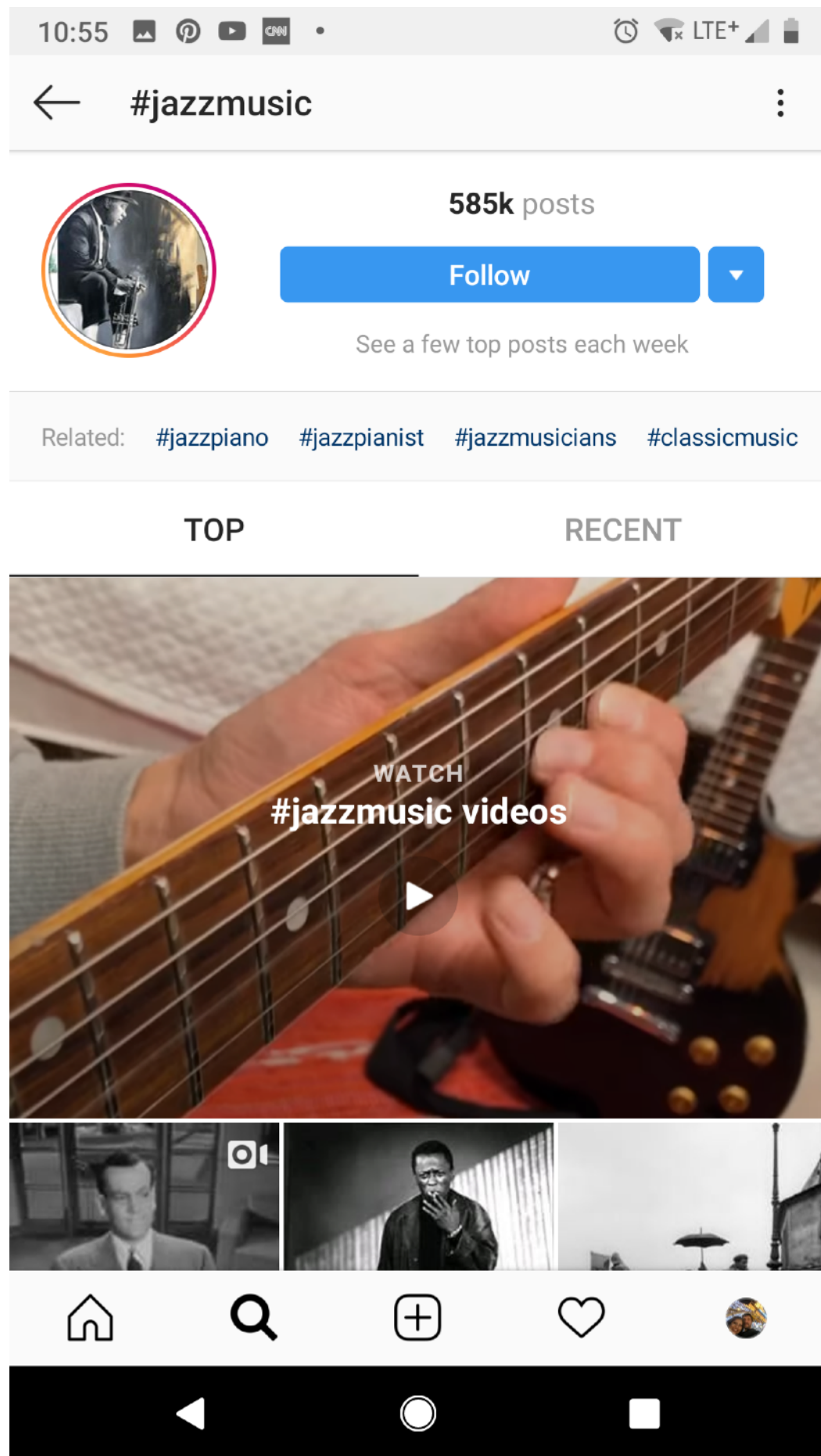
**How can I find my  
competitors?**

# Search by Hashtags

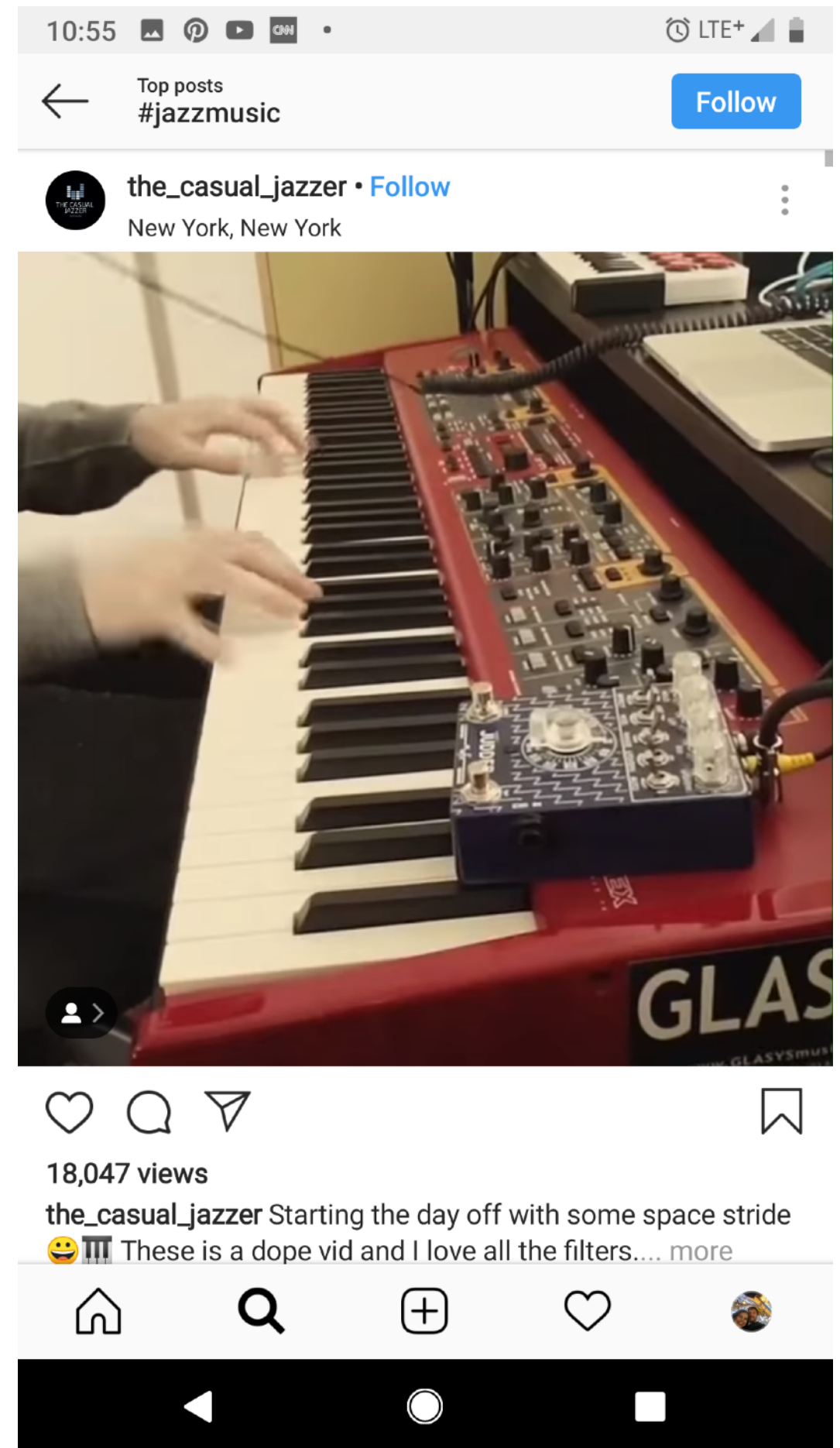
In the search section, you can select tags and search for words of the field of your industry.







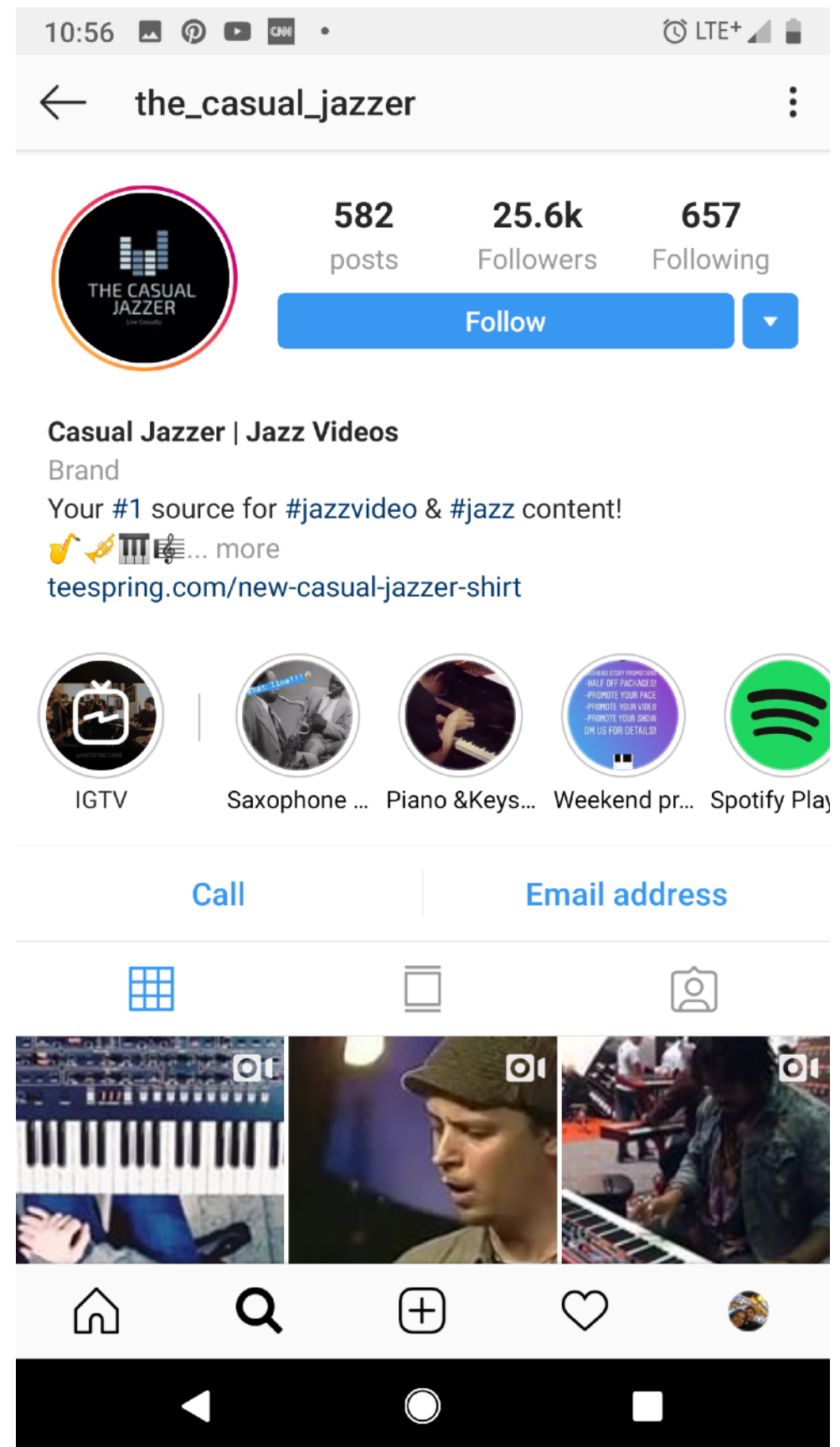






# Here are your competitors!

Now you can start reviewing the content he has, how many followers, what pictures he does better, and the type of stories he has.





sarahjoymusic

Following



685 posts

75.9k followers

760 following

Sarah Joy

- Cellist
- Recording artist/songwriter
- Teacher
- Artist ambassador - @beaumontmusic, @daddarioorchestral , and @fiddlershop

CD set on Amazon

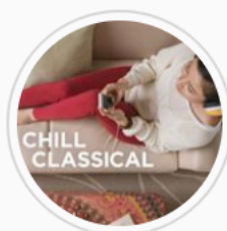
[amzn.to/2Scmi4T](https://amzn.to/2Scmi4T)



CORRECTI...



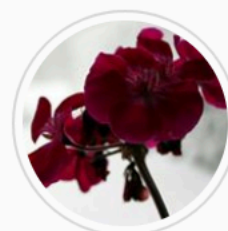
Chord chart



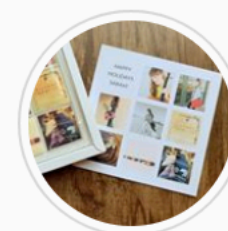
Spotify



Discount



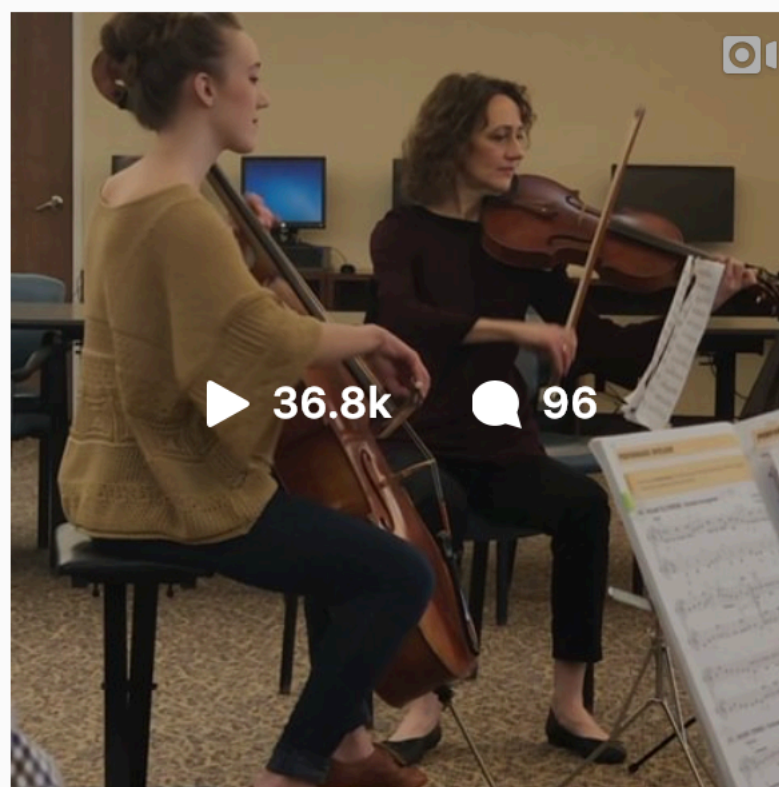
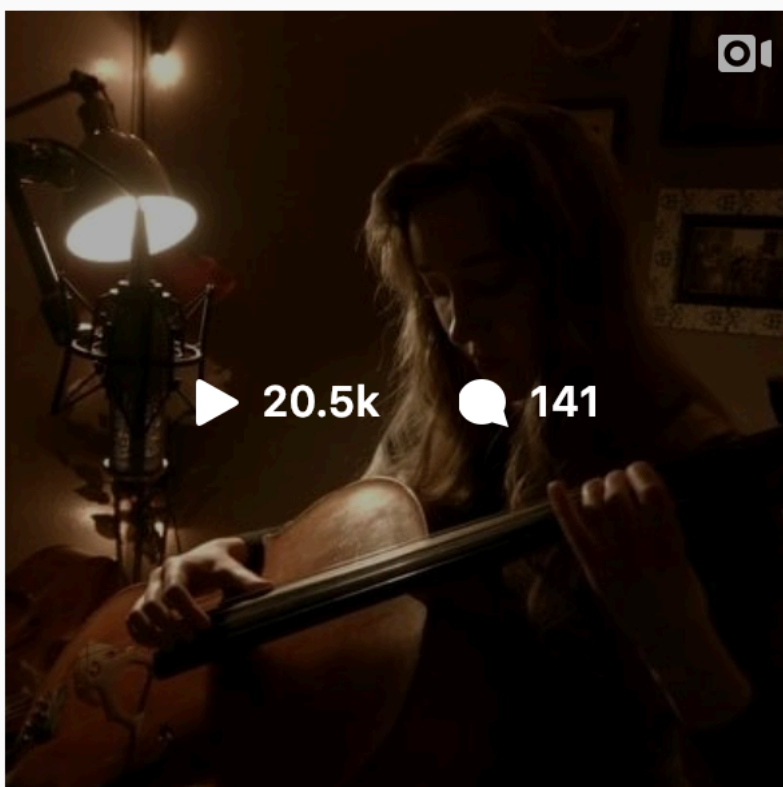
New Music



Beaumont...



New disco...



Sheet music for Sarah Joy's song, featuring Voice and Violoncello parts. The music is in 4/4 time, with a tempo of 90. The lyrics are: "Lit-tle ant, that bread crumb is too big for you. Mine is too, but all in all it's not so bad a day. We get to get from one side of our plans to the o-ther and all our trou-bles seem to fade..."

Engagement: 2,529 likes, 51 comments.

# **How to optimize your account to increase followers?**

Turning your instagram account into a power account

# **What is your @handle?**

It is unique to your account & simple

# Tips to name your @handle

## Personal Brand

- Add a “.” Or “\_”  
Malena.Gonzalez
- Use an initial  
**M**alena\_**G**onzalez
- Use your area of specialization  
Malena.Instructor
- Use your own domain
- Add a prefix  
TheCrazyMexican
- Or Country or State  
MalenaMXCA

# **What about your profile photo?**

Visual representation of your brand



10:56

the\_casual\_jazzzer

582  
posts

25.6k  
Followers

657  
Following

Follow

**Casual Jazzer | Jazz Videos**  
Brand  
Your #1 source for #jazzvideo & #jazz content!  
 ... more  
[teespring.com/new-casual-jazzzer-shirt](https://teespring.com/new-casual-jazzzer-shirt)

IGTV
Saxophone ...
Piano & Keys...
Weekend pr...
Spotify Play

Call
Email address

pmjofficial

Following

3,886 posts
179k followers
1,303 following

**Postmodern Jukebox**  
 We take music back in time  
 We're on tour - tix at @pmjtix  
 POST MALONE JUKEBOX! New video feat @leahzeger - check out below  
  
[postmodernjukebox.com/newvideo/post-malone-sunflower-bossa-nova-re...](https://postmodernjukebox.com/newvideo/post-malone-sunflower-bossa-nova-re...)  
Followed by jesspaterson\_

Ft Leah

PMJuicebox


Blue Mirror

sarahjoymusic
Following

685 posts
75.9k followers
760 following

**Sarah Joy**  

- Cellist
- Recording artist/songwriter
- Teacher
- Artist ambassador - @beaumontmusic, @daddarioorchestral , and @fiddlershop

CD set on Amazon   
[amzn.to/2Scmi4T](https://amzn.to/2Scmi4T)

CORRECTI...
Chord chart
Spotify
Discount
New Music
Beaumont...
New disco...

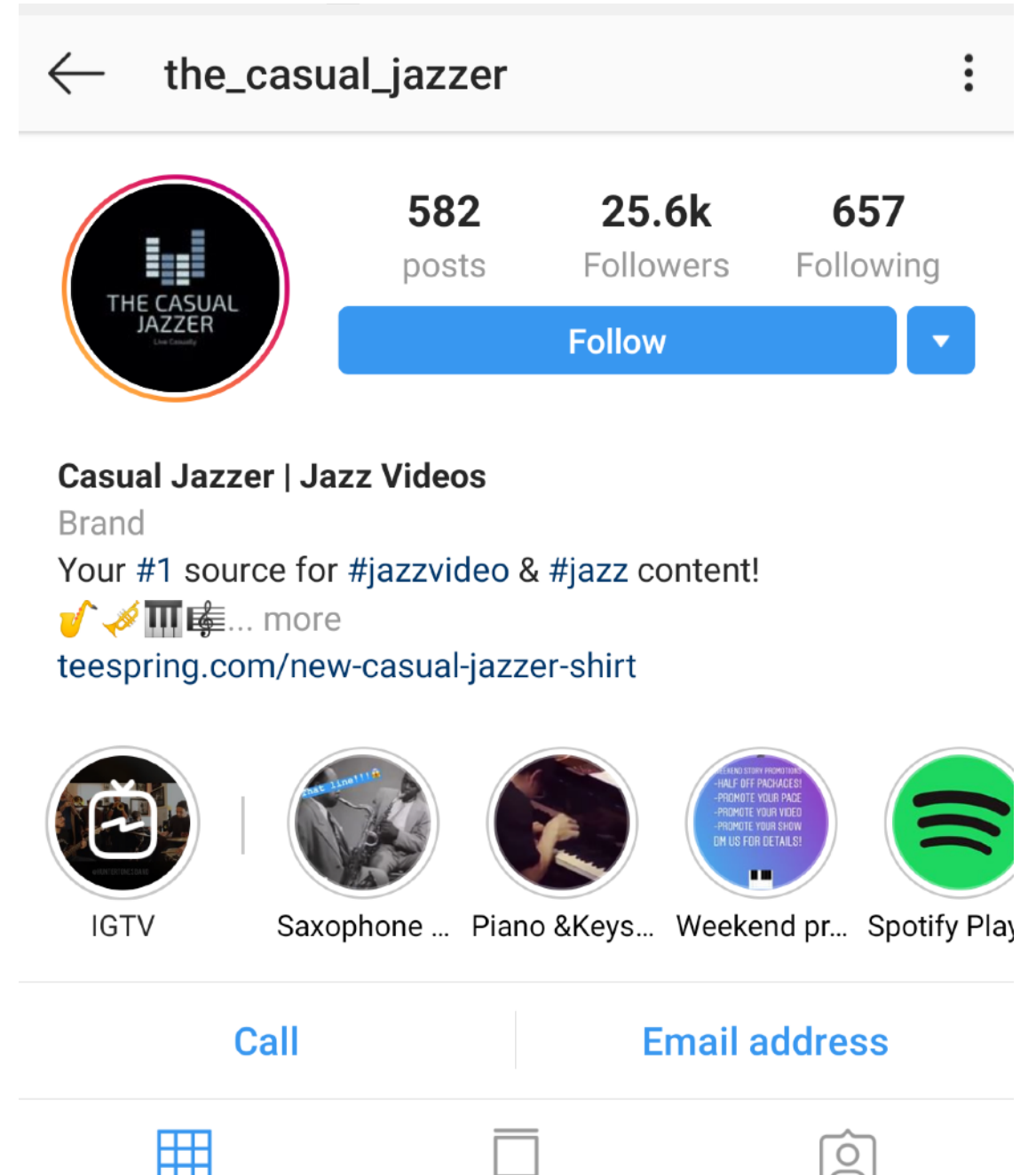
# **Creating an engaging BIO**

Tips on what to do on your BIO



# What to do?

- Sell your Instagram account!  
DO NOT SELL PRODUCTS  
OR SERVICES!
- Ask them in some way to  
follow you in your bio.
- Use appropriate Emojis 🎤🎸🎵
- Spaces within your Bio



# Tips for Calls to Action (CTA)

- Tell the audience what action you want them to take
- Some examples:
  - Join Newsletters, emails
  - Buy products / services
  - Follow your account
  - Like your pictures

# **How to post better content?**

What and when to post?

# Ideas on WHAT to post?

- Behind the Scenes videos or photos
- Products you are using
- Your face, so people can get to know you too
- Quotes related to the field you are in.
- Humour
- Short Videos
- Appropriate Hashtags like #TBT
- Personal & what's happening



pmjofficial 

Following



3,886 posts

179k followers

1,303 following

### Postmodern Jukebox



We take music back in time



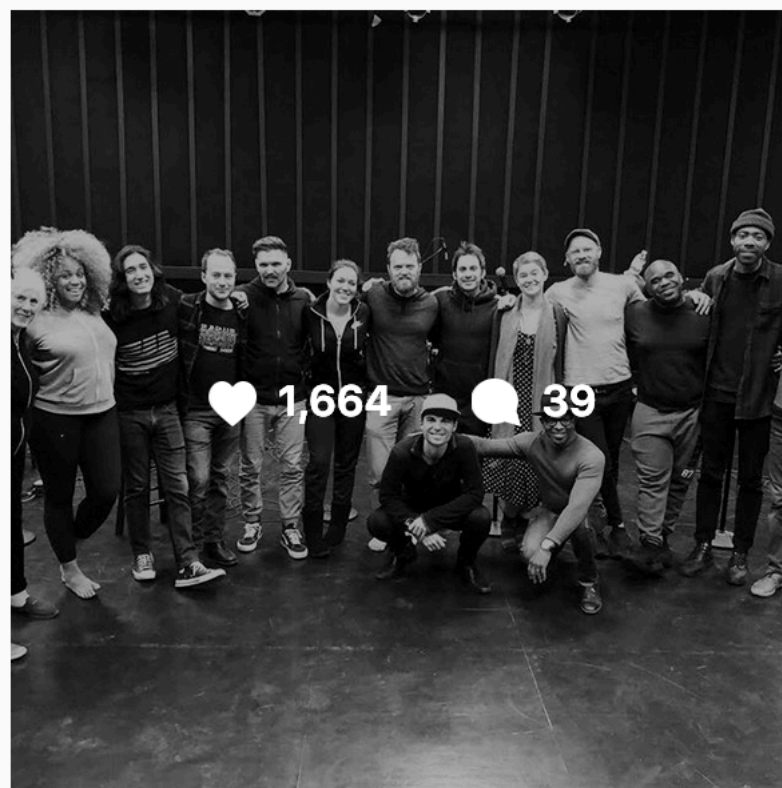
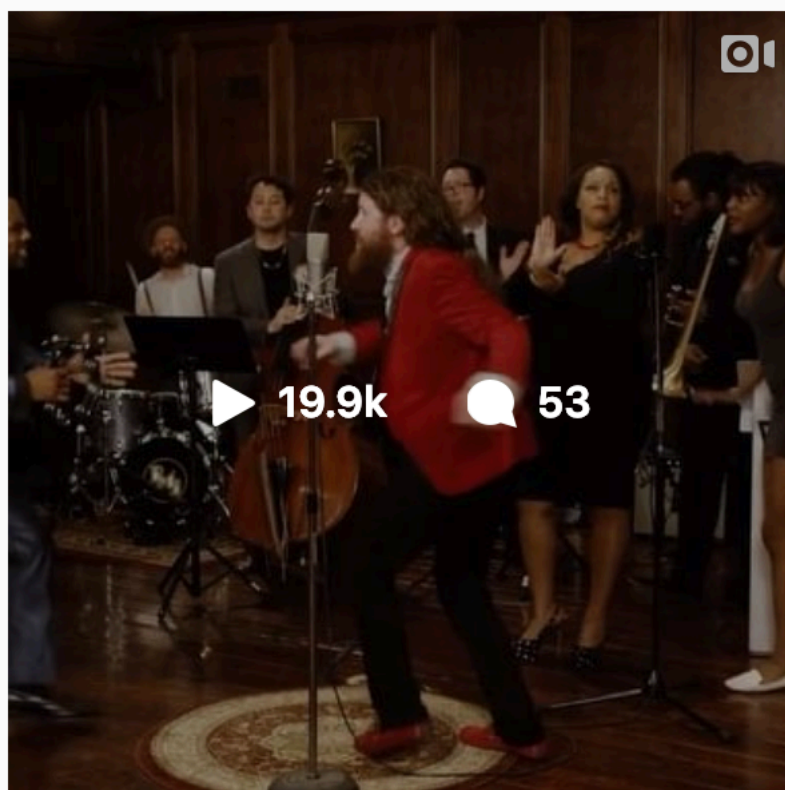
We're on tour - tix at [@pmjtix](#)



POST MALONE JUKEBOX! New video feat [@leahzeger](#) - check out below



[postmodernjukebox.com/newvideo/post-malone-sunflower-bossa-nova-re...](https://postmodernjukebox.com/newvideo/post-malone-sunflower-bossa-nova-re...)







pmjofficial • Following

pmjofficial Happy birthday to @demi\_remi - one of our tap queens! 🎉 🎬 : bts from last year's North American #pmjtour rehearsals 🎵 —

#pmj #postmodernjukebox #vintage #jazz #umbrella #rihanna #tapdance #tapdancer #tapdancing

Load more comments

lachulealvarez @dana.ruiz

1\_jimong @ko\_laf 저정도면 자동다이어트되겠는데 ...



35,186 views

6 DAYS AGO

Add a comment...

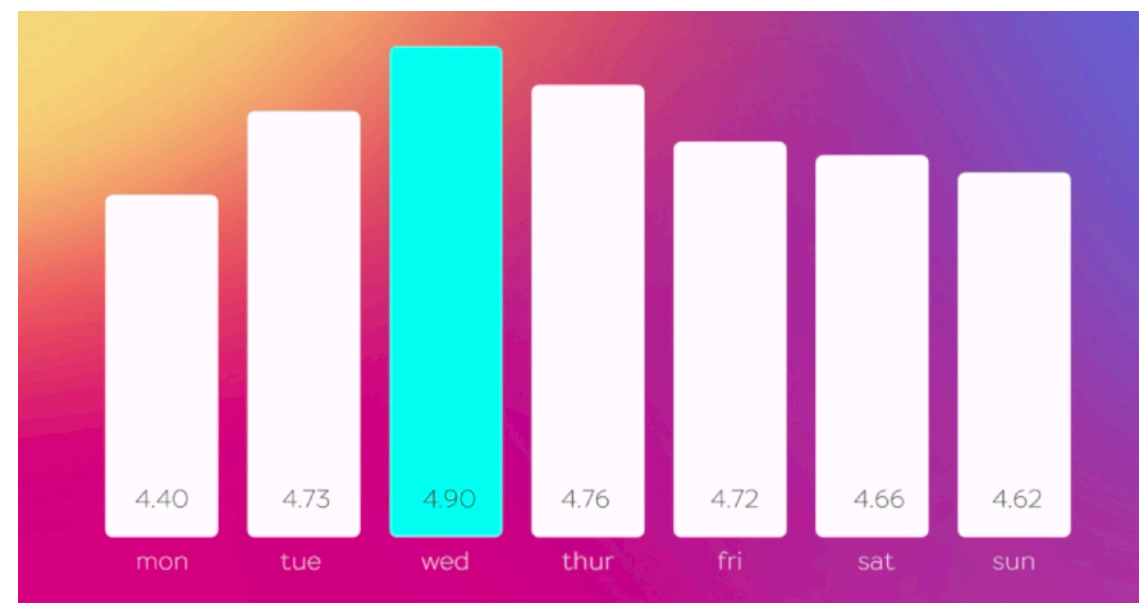


# Ideas on **WHEN** to post?

- How often should I post?
  - Min - 1 / week
  - Max - 21 / week (3 times / day)

# Wednesday

The variation of the best time will always change, see what your competitors are doing.






# How to reach your audience?

To be able to growth you account, you need to understand your audience.

# Target Audience

- How old are they?
- What gender do they generally identify with, if any?
- What countries do they live in?
- What three words would describe your audience?



THE CASUAL JAZZER  
Live Casually

the\_casual\_jazzzer

Following


...

Following


×

PEOPLE


HASHTAGS




stuartmackjazz  
Stuart Mack




amzingproduct  
Amazing New Products




heisx.a.vier  
X.A.Vier




cyrilleaimee  
Cyrille Aimée



huboi  
Hugh Wilson



spectrasonics\_official  
Spectrasonics



nordk  
Nord

Follow


Follow

Follow

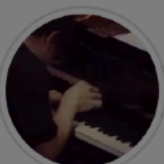
Follow

Follow

Follow



Saxophon...



Piano & Ke...



Abbey Road Studios

abbeyroadstudios

Follow

...

1,202 posts   187k followers   42 following

**Abbey Road Studios**

The world's most famous recording studios & the birthplace of stereo. Home to countless landmark recordings & pioneering advances in audio technology.

[www.abbeyroad.com/news](http://www.abbeyroad.com/news)

Followed by the\_casual\_jazzzer



Legendary

Swipe up to sign up to our newsletter!

Join us!

NAME OF ACCOUNT	DISPLAY PICTURE	CALL TO ACTION	THEME OF CONTENT	NICHE	POSTING SCHEDULE	ADDITIONAL NOTES

**To finalize**





2celloofficial

Following



1,035 posts

461k followers

5 following

**2CELLOS**

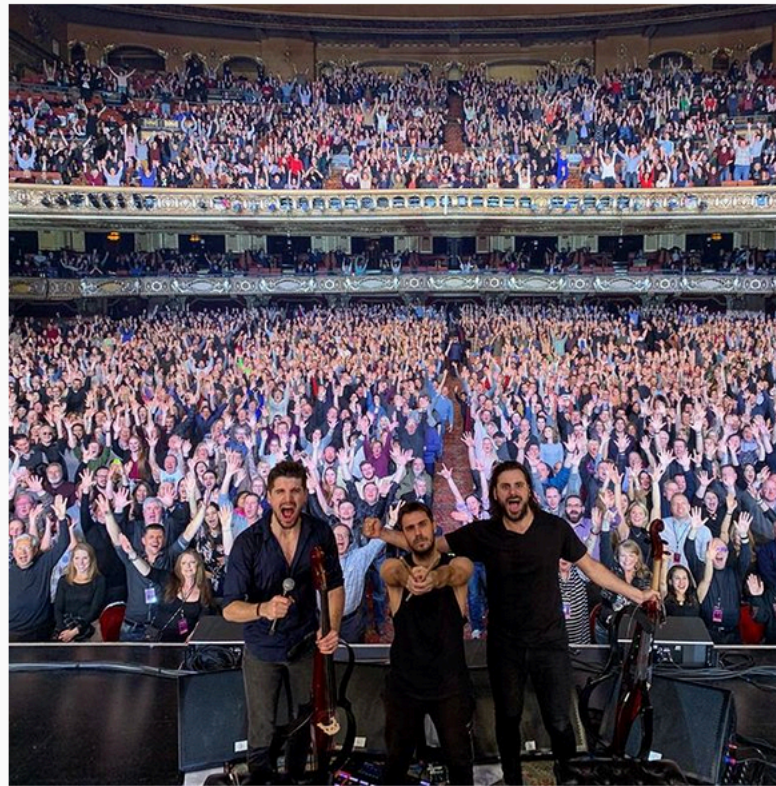
LET THERE BE CELLO!! 🎻🎻 Our new album is out now!

[2CELLOS.Ink.to/LetThereBeCelloAW](https://2CELLOS.Ink.to/LetThereBeCelloAW)

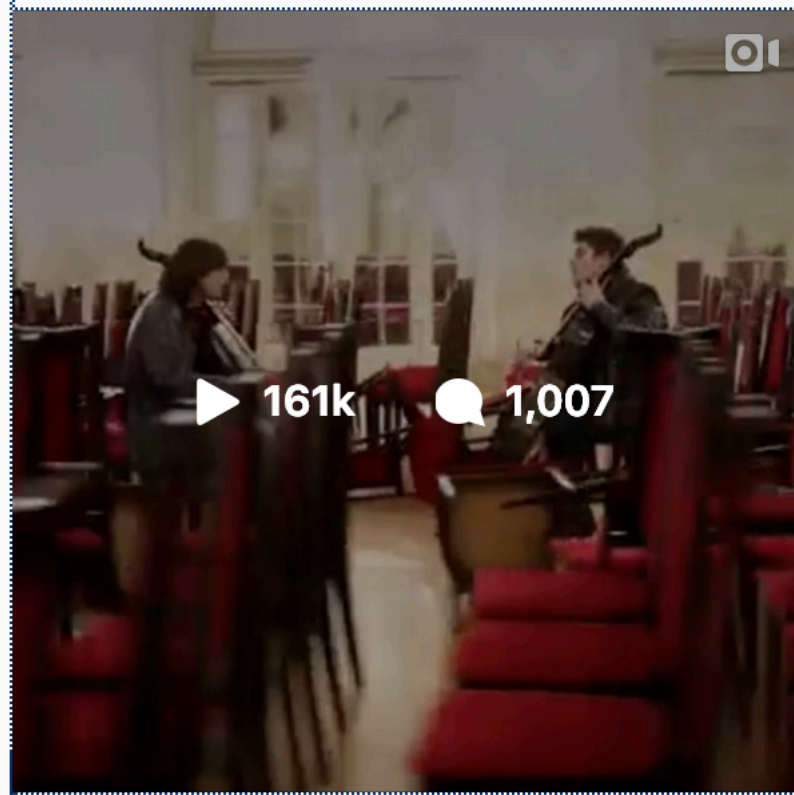
Followed by lukasulicworld, aldapelos, and hausercello



POSTS


TAGGED









**2celloofficial** • Following

2celloofficial Happy 8th Birthday 2CELLOS!!! 🎂 #2cellos





Load more comments

terror\_kid @daisy\_basscon

williamk.y1009 ばかかけーw

sopeaceee @laraluhv

ala\_j @karenkim91



161,254 views

JANUARY 20

Add a comment...

...



# THANK YOU!

By Malena Gonzalez





# Instagram

Building your Brand for Monetization

By Malena Gonzalez