

# Mikey Votano

CONFIDENTIAL

Instagram Audit

v2.3

## Benefits for Mikey Votano

- Auditing Social Media Profile on IG
- Identifying aspects of videos that work and qualifying them, + aspects to improve where necessary
- Providing actionable, short-term and long-term recommendations
- Growth across Q1 2025 and beyond

Business Goal:  
- Raise the awareness  
- Grow the following  
- Convert the following into increased streams, sales and monetisation (incl. live shows + merch etc.)



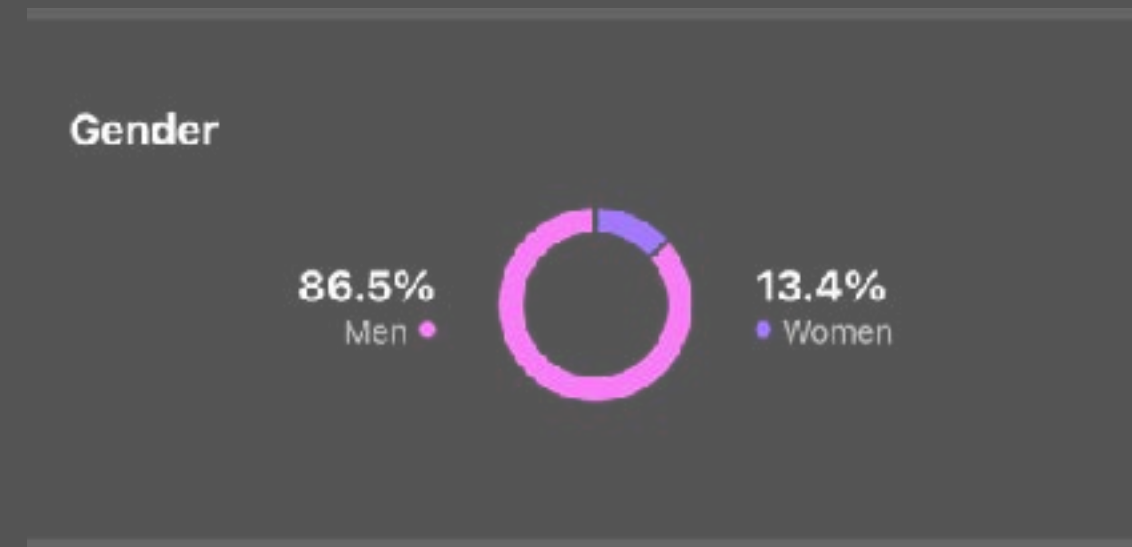
Brand Goal:  
Be a recognisable singer, songwriter, performer, associated with high-quality music and a go-to person for great songs within both the relevant niche and a wider audience

User Goal:  
Find and enjoy music that's intellectually and spiritually stimulating, widening the horizons and providing a pleasant experience while listening to.

Social Media Purpose

## Quick Look at Audience insights:

- Your Followers are 86.5% Men, 13.4% Women



- Most active times for your audience are between 12PM to 6PM pretty much regardless of the day

- Age-wise, most of them are 18-24 (33.9%) for all genders (incl. Non-Binary), although when split individually, for Men there's a slight majority of 25-34 year-olds (35.1%) followed by 18-24% (32.2%), then 13-17 (13.9%) and 35-44 (12.8%). For Women the majority is again 25-34 year old (34.7%), then 18-24 year old (30.7%), then 13-17 (13.4%) and right after that 35-44 (13.2%)

- Location-wise for Towns you're biggest at Sydney (2.2%), Hong Kong (2.1%), Jakarta (1.6%), Bangkok (1.5%) and Seoul (1.4%)

- Country-wise 32% is United States, 7.7% is Japan, United Kingdom is 7.1%, Australia is 6.3% and Indonesia is 4.1%.

- The disparity between biggest Towns and Countries (i.e. the most popular countries are not Australia, Hong Kong, Indonesia, Thailand, South Korea) is likely explained by the Following being dispersed by multiple locations across the top Countries. It would be good to see why you're popular in those locations, however - I do notice that towns-wise you're relatively close to Australia all things considered

### General outtakes:

- Overall most content is great, but slow down with the uploads
- Establish some clearly-defined series you stick to
- Give yourself at least 12 weeks/3 months' worth of consistent uploads to test a new format/strategy/approach.

Jumping between formats and styles more often does not give you large enough data sets and reference points you need to make informed and guided decisions.

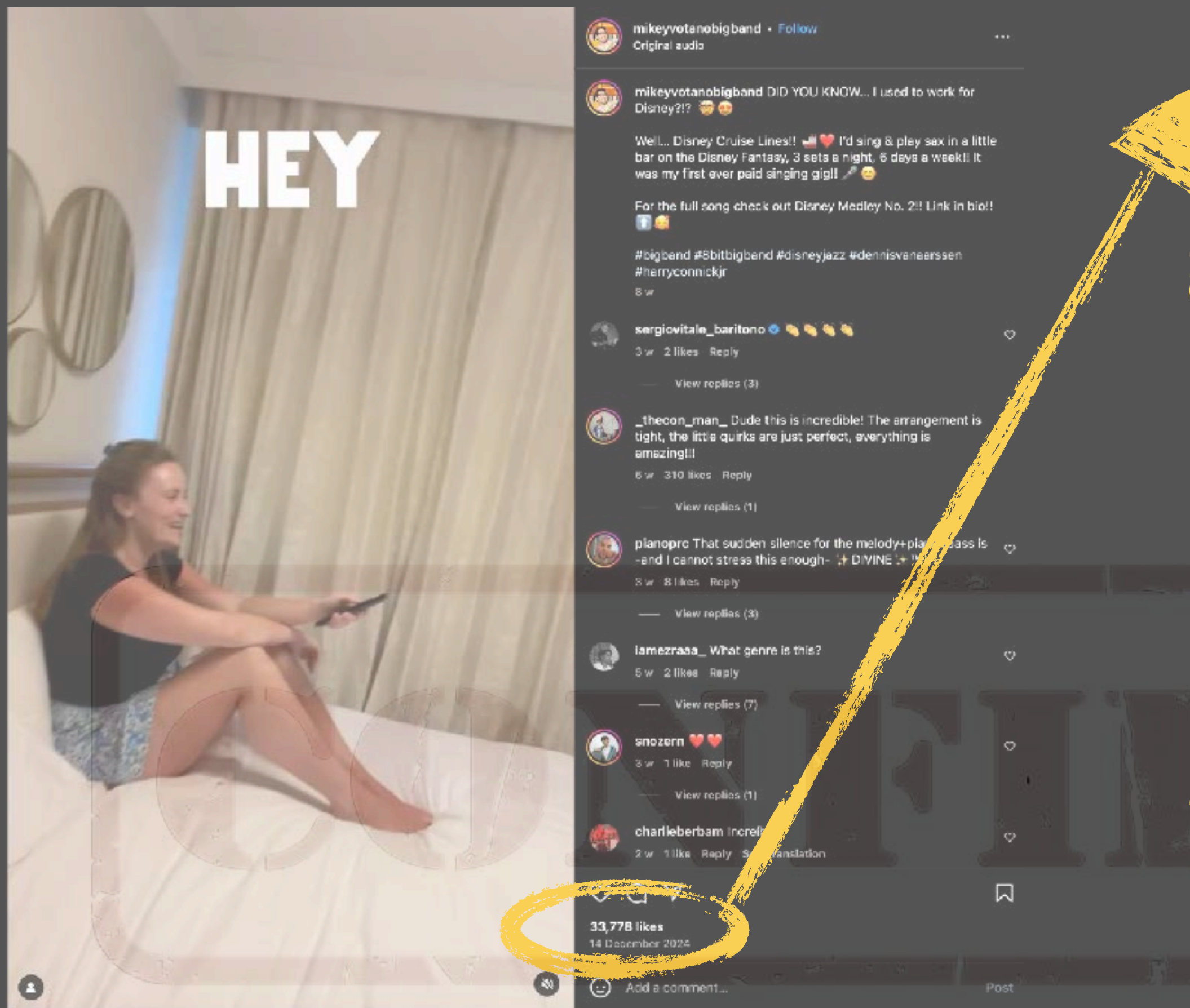
- Not sure of the exact times you're posting as this is not visible, but I would ensure this is aligned with the approximate and most likely day schedule of your audience. Don't post in the middle of the night for your followers, but also don't post in the middle of the working day. Try to hit ~30m ahead of the peak time for when they are mostly online, in my experience this is a good slot because it allows the content to start permeating the system and actually start landing in people's Feeds, if you post bang-on when their peak time starts the core hours might start coming to an end by the time it's actually processed and digested by the algorithm
- You do post a lot. Really a lot. This can have limiting impact on growth (which is impressive, but could perhaps be even higher!) and on the engagement levels as you might realistically be oversaturating the audience and algorithm. My recommendation would be to create a posting calendar (which I can help with), and establish certain formats or post types you stick to. For example: post collage/mosaic videos every Monday, a talking head video on Wednesdays, and something funny or a BtS (Behind the Scenes) video on Fridays. Think of it almost like programming blocks on radio or TV. This will help build familiarity and build up excitement amongst your followers.

### General outtakes:

- Posting regularly *but* periodically is also important, as content needs time to cycle through the engine (the algorithm). I do expand upon it a lot in my analysis later on, but the bottom line is, if you're posting complex pieces of content (and they all are very elaborate) less than 24h apart, worse yet - multiple times in a day, you're self-sabotaging it as it needs time to grow.
- By posting so much things that are so good, you're also unwittingly discrediting and watering down your own content: the attitude, in general, is 'what's the latest is the hottest'. As soon as you drop new content, algorithm's and people's attention span generally turns to the newest piece of content and the older one is deemed less important and obsolete. Don't do that to yourself, value your content and cherish it.
- Also, don't give people too much all at once: have a strategic and mindful approach. Imagine an episode of a TV series ending in a cliffhanger and then the next episode (or the beginning of a new season) starting with a resolution of that cliffhanger. Usually those episodes have the highest viewing numbers of the whole season. That's how it is with your content: your social media profile is an ongoing season of a TV series, and every piece of content should be rewarding, but it should also leave people longing for more - and they should, and need, to be left waiting for more, because if they do and they get the payoff, they will appreciate it more. If you keep throwing highly-valuable content day by day by day even if this is really good it stops having such high, perceived value as there's just so much of it.
- I'm not even getting into the issue of burnout that's bound to hit at some point and would be best avoided, as if you get so many people hooked up so quick, but then force them to go cold turkey because you need X weeks/months off to recover, they will feel disappointed and likely jump ship to someone else. It's much harder to regain them later and you might have to start almost from scratch.

### General outtakes:

- You're very confident on camera, very positive, fireball of energy, and have talent in composing, writing, singing, playing, dancing, a ton of charisma and incredible stage presence. That sets you up for stardom and makes you instantly likeable, but I do feel - in line with some earlier points - you need to space it out and leave some breathing space, because it can be overwhelming for some and they might not be able to take as much at once, and they might drop out too soon. I'm not saying you should be said but slowing down on the videos and having a mix of joyful and positive and a bit toned-down content could be helpful here. Having this explosion of positivity every single time is certainly one way of having a USP, but if this is what you want you might perhaps get less traction as some will have dropped out at some point - most people go through different stages and have ups and downs, and they are likely to be seeking similar from the creators they follow.
- Now, let's look at some posts...

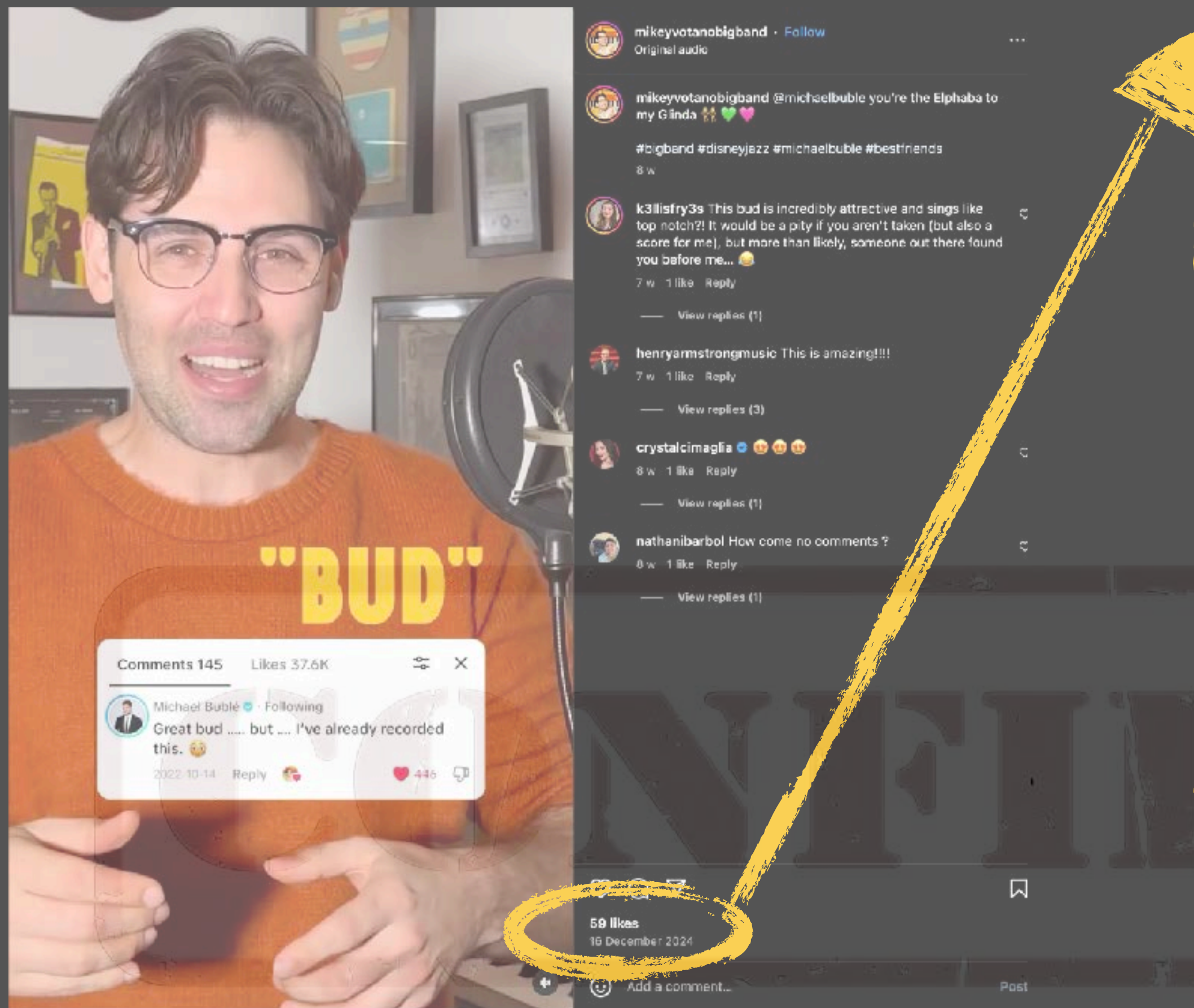


33,778 Likes / 346,000 Views - great result!

Some of the reasons why it happened:

- First Reel and algorithmic boost. You tend to get favourable treatment on the first content posted on a brand new account
- Strong hook: camera movement, huge captions that catch the eye, getting into the 'nitty-gritty' (Disney's 'When You Wish Upon The Star') within the first 3 seconds
- Right after the hook you have an explosion of visual and musical candy: dense arrangement, multi-layered vocals, several rapid cuts between different mosaic layouts, most of which are below 2s long. The musical sequence in the video is ~25s long and has 14 distinct shots (not counting the constituent elements in mosaics), which gives ~1.7s (~50 video frames) per shot on average, meaning the video is very fast-paced and captures people's attention. The fact you also have utilised a 'mosaic' effect and have multiple parts playing simultaneously (19 in some shots!) adds to the business of the video and can be a factor impacting replayability, as people will want to focus on and follow different parts of the video (different instrumental sections, vocal sections) upon each play.
- Then you also are benefitting from covering "When You Wish Upon A Star", which is a much-beloved, Disney classic, from the Golden Age of animation and that a lot of people associate with childhood nostalgia (it's the theme that used to open several Disney programming blocks worldwide and multiple movies).

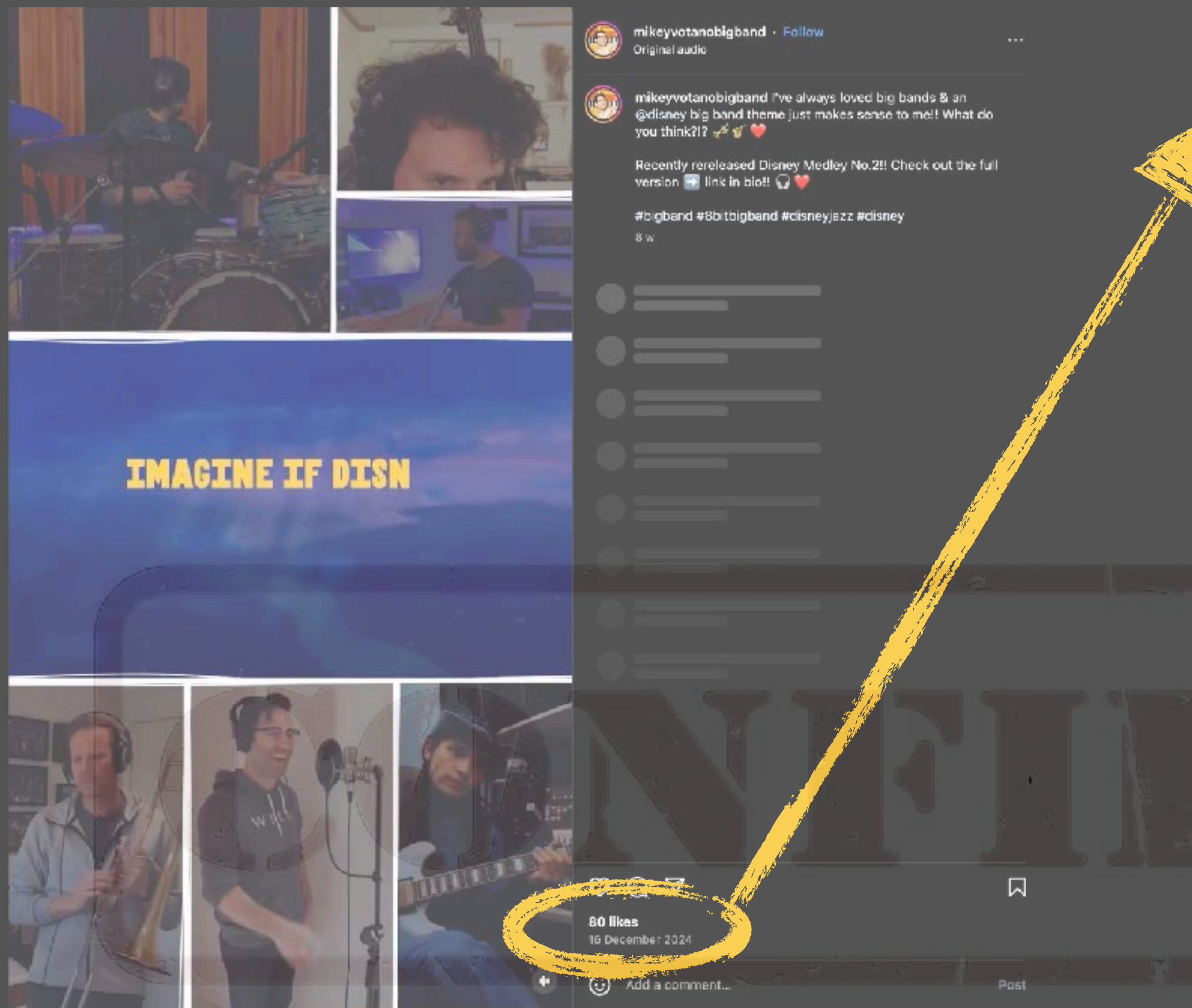




59 Likes / 2,089 Views - well, that's a bit less!

Let's see what could have gone a bit sideways:

- Second Reel - no more algorithmic boost, you're on your own!
- Weaker hook: you start off with a monologue mentioning Michael Buble which is a good attempt, but it takes you a whole 4s to actually explain what it is and to display the screenshot. Having proof from such a high-profile celebrity is extremely valuable, however, you should ideally land it straight there. Have it displayed immediately when the video starts and get it to stick at the bottom while you're explaining in your mini-mologue, then take it away once you start singing.
- Far less 'candy' going on: the video has your signature captions, but it's one, static shot, meaning you're not really surprising anyone with any twists, punches or anything else of sorts throughout the video. Try and shoot from different angles, if you can position 2-3 capturing devices or rerecord the same several times from different positions then switch between the shots in order to make the video more dynamic
- I also feel you might have posted a bit too soon. Can't see the exact timestamps, but it does look like 48h before your first video at the very maximum. If the previous 33,778 Likes fell in your lap immediately after posting and kept on growing, let it simmer. Every time you have a video that seems to have gone viral, let it grow and make sure you give it space. Only follow it up with the next one once you start seeing the engagement indicators (new Followers, Views, Likes predominantly - Comments generally tend to be more sparse and less frequent any time and every time, as they require most effort and commitment from the Viewer - start slowing down vs the preceding period)



### 80 Likes / 2,470 Views - a bit better, but still quite low!

- You've gone back to a mosaic, it is a 'static mosaic' however, meaning the layout doesn't change throughout the video, giving you limited benefit from complexity that influences deployability
- It also starts dark, which has a two-way negative effect: darker videos tend to get less exposure in the Feed and are also less noticeable by people if they ever land in the Feed, so people don't really pay attention as much on a psychological level as they would to a video that punches them with a bright and colourful opening
- It's a 16s video. It takes you about 3s until the drummer loses the shading, 4s until everyone else gets 'lit up' and the music, in fact, kicks in - this is all the time you have to hook people in, and it is quite likely you've lost them by that time in that particular video as it's not bright nor noticeable enough
- You have also posted twice in one day, and the second video rides on the back of the previous one. You need to give the videos some space to breathe and let them cycle through the algorithm and people's own Feeds. Social media is weird like that: technically you can reach millions with your message pretty much instantly, but at the same time, platforms have their own circadian rhythm just like people have - and the fact that a video hasn't picked up within an hour, two, 3, 12 or sometimes even 24 doesn't necessarily mean it has bombed. It often takes time for it to go through the system, it also has to have a chance to be viewed by people (and people have lives outside social media, they have lunch breaks or commute back home which might be the nearest opportunities for them to actually check the platform and even come across your video for the first time since you posted it. So... Take it a bit more easy and ensure you've given the opportunity for the video to have been checked and then follow-up with another one if it has not really taken off).

December so far...



## 22 Likes / 0 Views (because it's not a Reel) - whoa, what's going on?

- Followed up 2 video posts basically the next day, self-sabotage! Let your content breathe
- Content is a bit meh. It's important to you, but I from an outsider perspective I feel it lacks grounding, doesn't have context, doesn't tell me much why those moments were really important to you, and, frankly (at the risk of sounding harsh)... What does it have to do with me and why would I care? You need to tell a story that will be understandable by the audience, that resonates with them. Things that will be obvious to you won't be to them, so make sure you outline clearly why it was big for you:
  - *"Publicly announced my unfulfilled dream!"* - what dream?
  - *"Freaked out over sharing my goals..."* - what goals?
  - *"Played a bunch of gigs on ships"* - what gigs, what ships? Put it in the post caption, tag the cruise lines!
  - *"Forgot to order my family Xmas presents!"* - and what happened, how did you deal with it and solve it?
  - *"Frantically ordered my Xmas presents"* - OK, there's the answer. Would be good to have a relevant photo for that, though!
  - *"Rereleased Disney Medley No. 2"* - great! But why I don't see any info as to where I'll be able or can listen to it now? Not in the image, not in the post caption...
  - *"Practiced a lot"* - great! But where are the photos, is this a relevant photo? Looks like a live gig photo from afar. No photos from the practice rooms etc?
  - *"Slept 3 nights in my own bed!"* / *"Spent the days hanging with my niece"* - fantastic, but seems like putting 2 in 1, it would be better to a) split those up, b) have relevant photos for each one. Or just have one going, if you can't illustrate it properly
  - *"Wrapped up a new original big band chart"* - fantastic! But what's that, a new song coming out? If so, when can I expect it? As a regular listener, "big band chart" doesn't really tell me anything much, all I can see is sheet music which looks great but I'm not too sure what to make out of it.

## December so far...

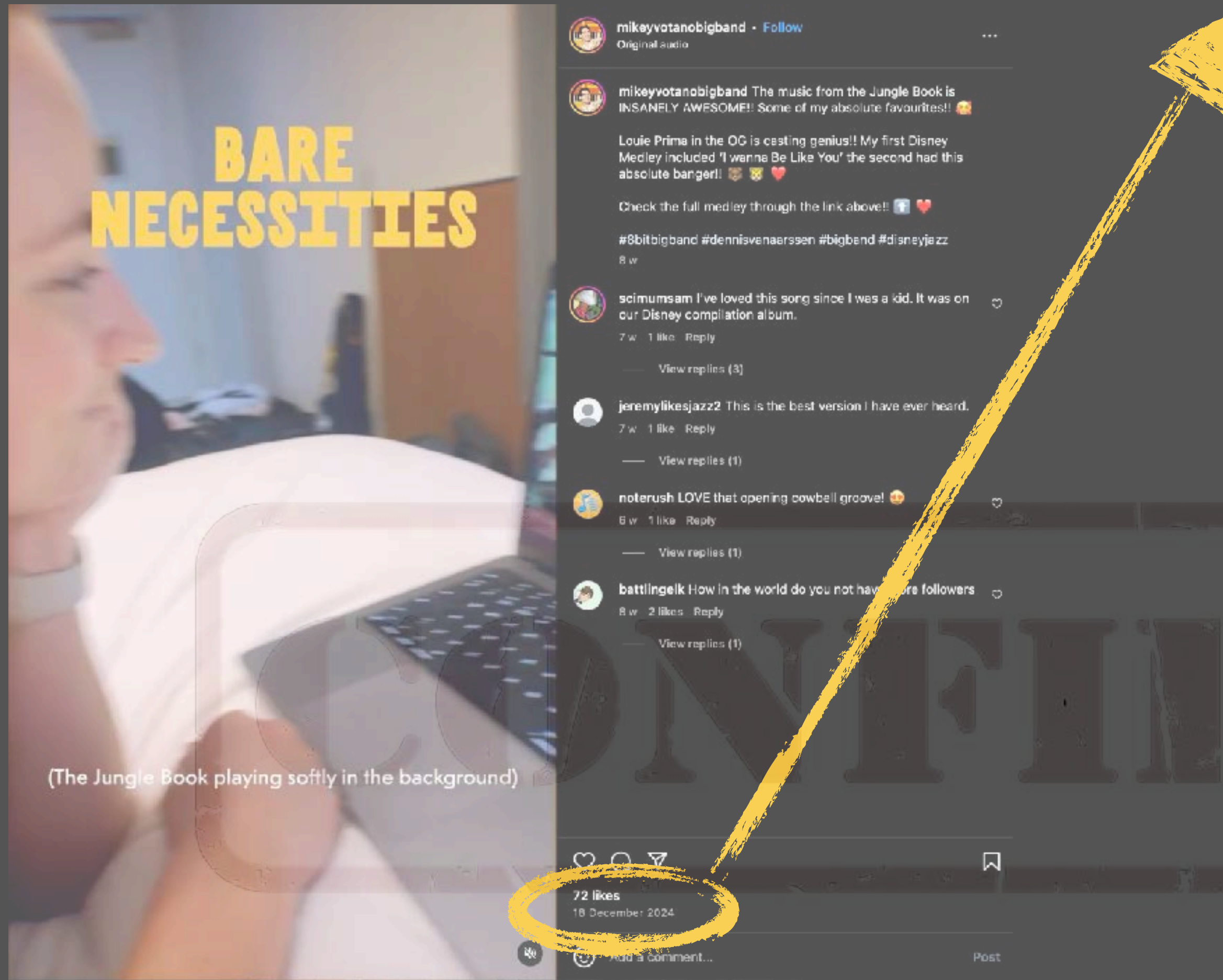


- All in all, I feel the message here is not entirely clear, which likely has alienated people. I don't know if there was a video posted in December that had some of those (e.g. announcing your goals) that got subsequently deleted, or what exactly happened, however, even if there was, you absolutely can't rely on people having seen it first, remembering it second. These are things you only get with the most loyal fan-bases when you actually get them. Part of success in cultivating your own following and building a community in early stages, is repeating yourself over and over again - this is because:

- a) you want to remind people and bring them up to speed
- b) each time you post you hit new people; without a doubt some people you'll end up hitting with your content will be dedicated Followers, but whether it's an organic post/reach or an ad/boosted post we're talking about, you'll have new people viewing the post, and they'll be entirely out of the loop and brought up to speed.

Think about some TV shows on cable TV, how they go into an ad break, then after the ad break they spend a minute or two on recapping what happened on the show prior to the ad break, so that the people who got distracted or only just tuned in can be brought up to speed. That's the mindset you've got to have.

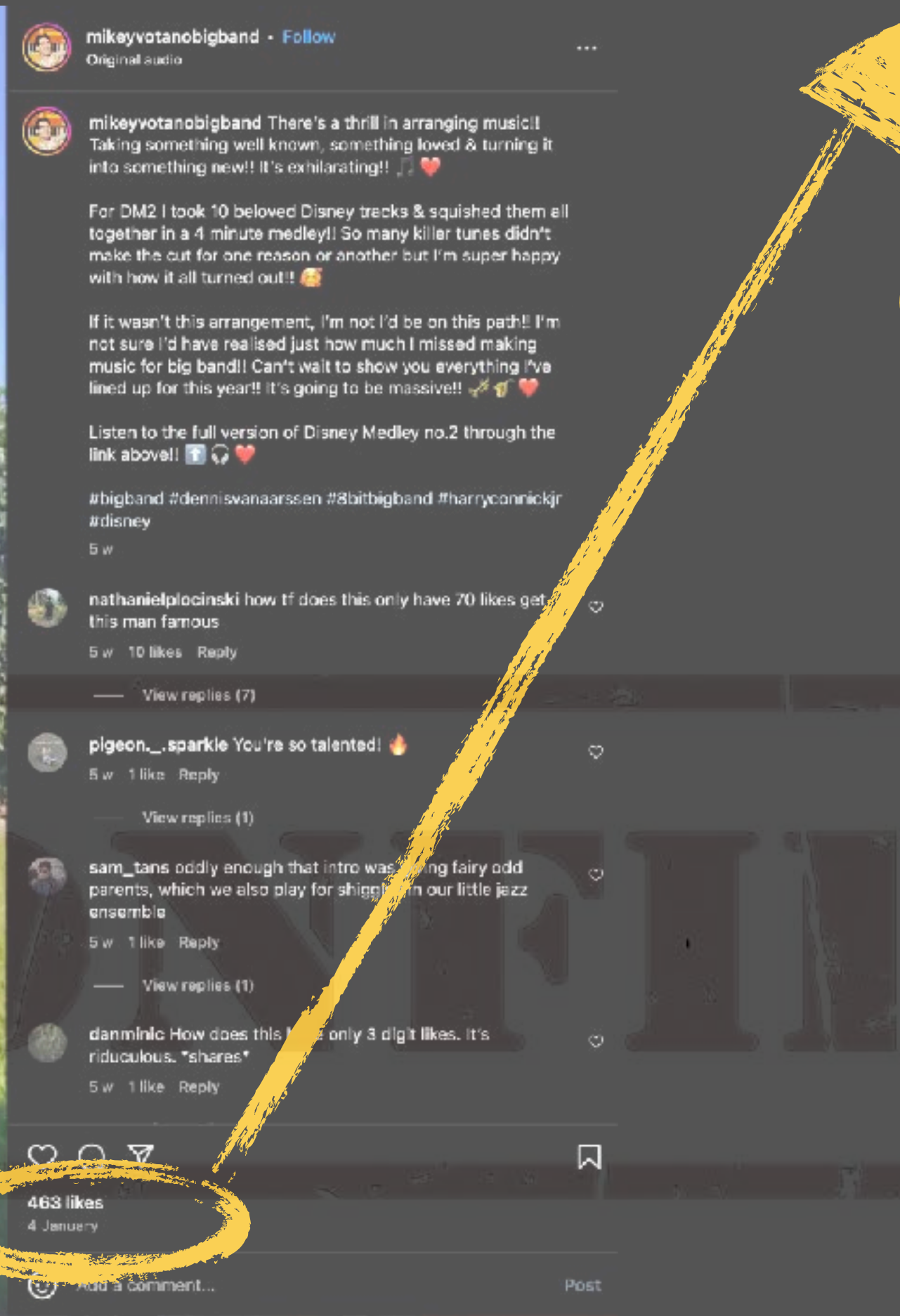
- You also went with still images all across and a carousel, which is isn't the best decision. Images generally don't have that much pickup on average, most of the platforms have now pivoted to video. I feel you might have had better results if this was a 'talking head' video where the images would function as some shots you transitioned into when talking over them and explaining why it was so important for you and what difference has it made. Perhaps a format worth exploring?



72 Likes / 2,000 Views - slight pick-up, vs. the previous one, but still quite low.

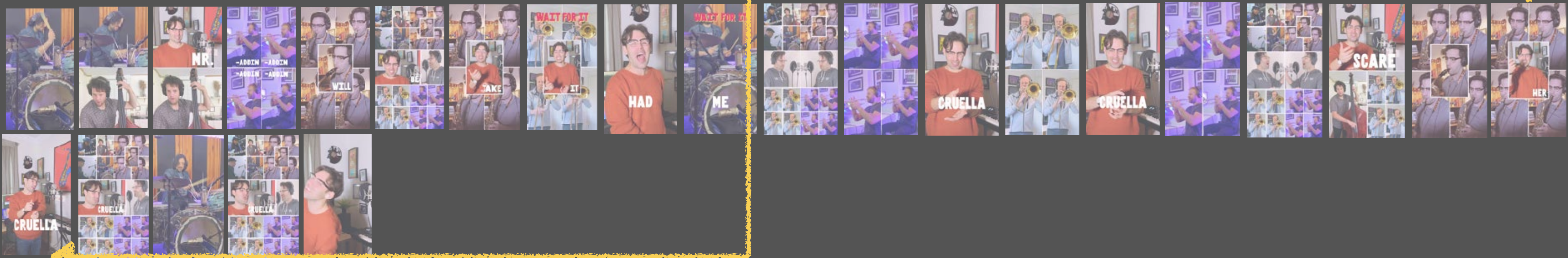
Let's have a look:

- You're posting too often, the next post has been after 24h. Too much back to back, posts are not given time to breathe and permeate the platform. Leave it for 2 days or 3, post every 2-3 days to at least make sure you're not stepping on the back of your previous post and cannibalising it
- It's a good choice of a track, but the hook could be stronger. About 1.5s until the camera starts moving away from 'The Jungle Book' being played on the laptop, it's a long time on social media (remember the 3s you have to hook people up). I'd reduce it by 0.5s at least
- 5s until you show up, until then just low-volume laptop playing. About 8s until the music starts and you bring the party with you. Throw a hook at them sooner, 8s until you get to the core of the video is way too long. You have lost them 4-5s ago already. It's an art of compromise and making difficult decisions, but the first 3s are absolutely crucial and you need to get right in which sometimes unfortunately means you will not have been able to take your time or show every single thing you want to
- You're back with the mosaic, which is a good thing. I do feel the concept is good and the foundations are strong - this video could have performed better if you got to the main points more quickly, and perhaps had some system, pattern to your mosaics. It's a great way to catch and get people's attention, but having viewed a few of them now, it feels to me there's not much rhyme or reason to them. People appreciate recurrent themes and knowing parts of what they can expect, so having similar mosaics or a pattern (e.g. instruments always on the right, vocals always on the left etc.) will help to build familiarity.



463 Likes / 7,258 Views - now this one is good! But still room to tweak...

- You've still posted back-to-back (day before and day after), which could have impacted the performance of the post, but...
- There are a few things you've done that still tilted the video in your favour:
- It opens with a close-up shot of your girlfriend from the first-person-perspective of you coming up to her, which is a cool idea. It makes the viewer feel as if they're part of the video, as it feels as being from their perspective and their eye level
- It's a cool concept, 'gamifying' the performance in a way. You have a choice of performing either the theme to "Aladdin" or "101 Dalmatians". This maintains people's interest and keeps them watching, hooking them up with "Oooh... I know both those, I wonder which one it's gonna be?" And then, boom, both! "Oh wow, I wonder how he is gonna combine them!" - that's, essentially, the audience's thinking process there.
- You're getting to the core (the music) within 3s, and it's not a flat, static 3s, but 3s full of camera movements and changing shots in colour - meaning it's noticeable in the feed and attention-grabbing
- The music section lasts 26 seconds but there are a whopping 25 (!) separate shots between all the transitions (some shots are, in fact, repeated multiple times as they are likely from the same take - but they are constantly switched so counted as 'separate' shots here). This means a different shot every 1.04s and ~31frames. Now, it certainly is attention grabbing and eye-popping, and it helped, but I'm wondering if it might be quite extreme. Maybe slowing it down a tiny little bit would be helpful? Less work for you, more opportunity for the viewers to get immersed. All the shots for the music performance, as they appear in the video, have been laid down below, to give you a visual representation of how much it is:





**mikeyvotanobigband** · Follow  
Mikey Votano Big Band · Dm2 (Disney Medley No.2)

**mikeyvotanobigband** As promised... the intro to Disney Medley no.2!! 🎵🎸

Couple of quick questions...  
👉 Should I have included chords?!  
👉 Should I have included a bass part?!  
👉 Should I have included a drum part?!  
👉 Should the horns be condensed (as is) or expanded?!

Let me know for next time!!

Listen to the full version of Disney Medley no.2 through the link above!! 🎧🔗❤️

#bigband #dennisvanaarssen #8bitbigband #harryosnickjr #disney

5 w

**jaydenthechoong** Brother I said this about the Mario medley but HOW DO YOU ONLY HAVE 800+ LIKES, please keep on these music I will listen to your medleys anytime before my death 🥰❤️🔥

3 w 3 likes Reply

— View replies (1)

**Johnnyg\_1** I dig it! I think adding chords to the onscreen music would be great!

5 w 1 like Reply

— View replies (1)

**\_serg10777\_** Would love to see the entire score 🔥🔥🔥

5 w 1 like Reply

— View replies (3)

**kitto.natto** This is perfect.

5 w 1 like Reply

— View replies (1)

**dylan.loew** Yours sounds insane 🔥

1,392 likes  
6 January

Add a comment... Post

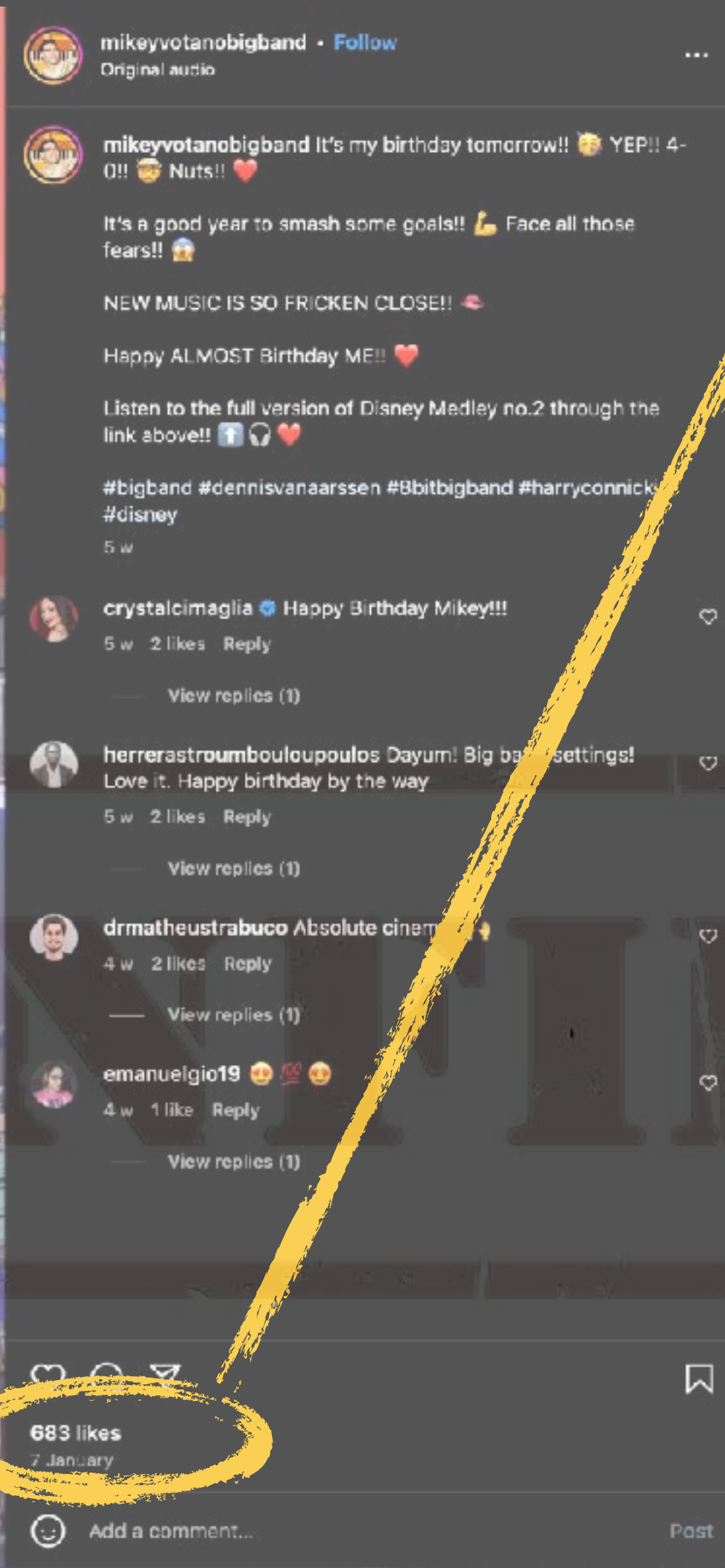
### DISNEY MEDLEY NO. 2

The image shows a page of sheet music titled "DISNEY MEDLEY NO. 2". It features musical notation for saxophone, guitar, and bass. The notation includes treble and bass clefs, a key signature of one flat, and a 4/4 time signature. The music is arranged in three systems, with the saxophone part on the top staff, guitar on the middle, and bass on the bottom.



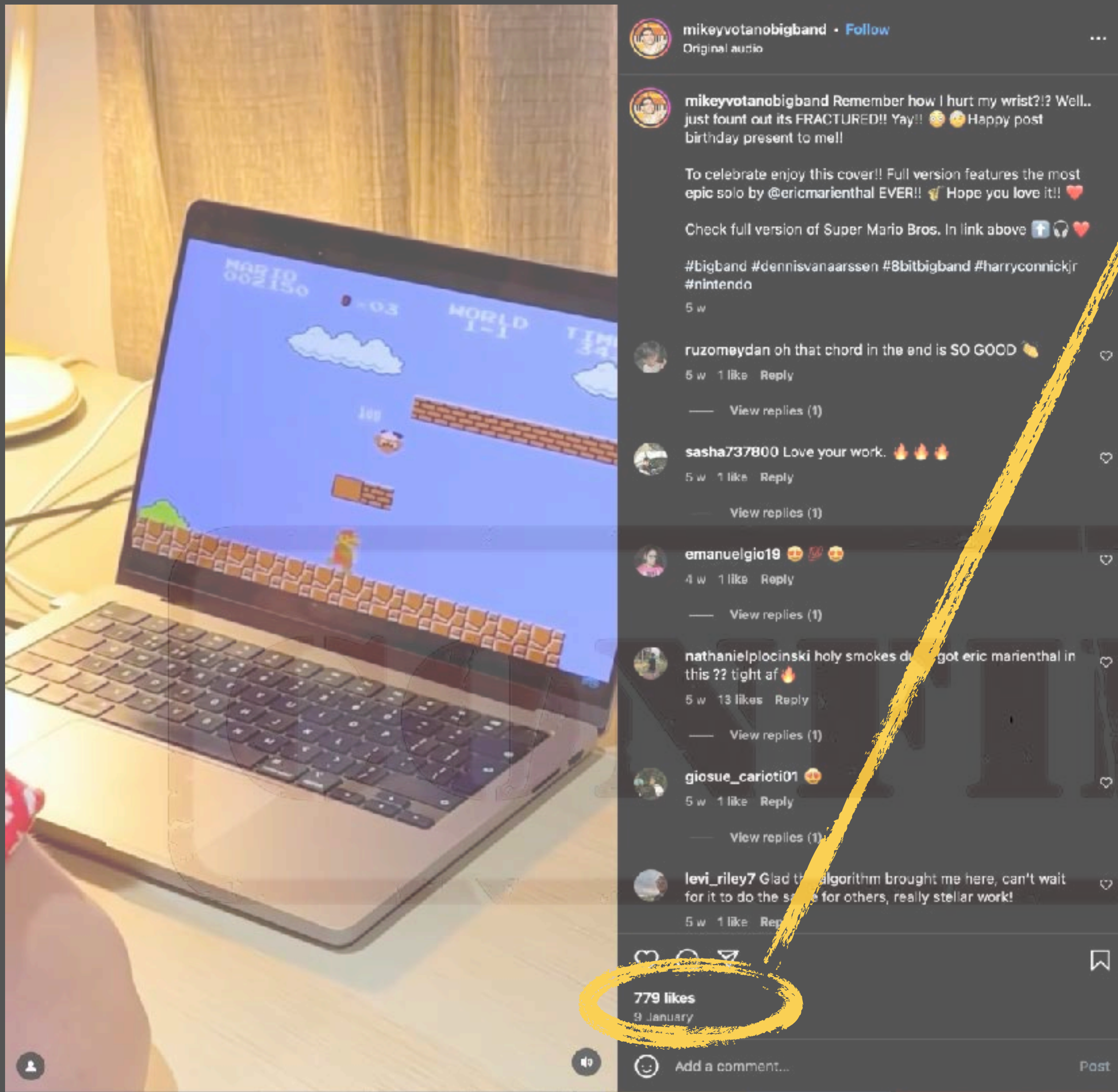
**1,392 Likes / 28,700 Views - that's a great result!**

- Good format: mosaic featuring sheet music
- You're running with the 'When You Wish Upon A Star' which, as previously established, has solid nostalgia factor. Those kinds of songs generally tend to get people hooked up.
- You're featuring sheet music. There are several reasons why this kind of format is attractive: it looks cool, it's a bit 'nerdy', speaks to the musicians watching your music, people who can read sheet music can try and play it themselves, others might try and decipher or just enjoy following up the highlighted chords with the music, as it is being played
- Sheet music is slightly animated, which adds to the 'fun factor'
- You have the mosaic again, but although it's largely static, it's got 17 tiles (18 along with the sheet music) and it features you on sax 4 times playing different parts, showcasing your versatility
- It's also bite-sized, 12s in total, and you start right off the bat. Single drum hit then segueing into multi-layered track, in fact the segue from the drummer to the music is less than 1s and it has to be counted in frames! Everything is bright and well lit up, you're really getting straight to the point and not losing any time which certainly helps.



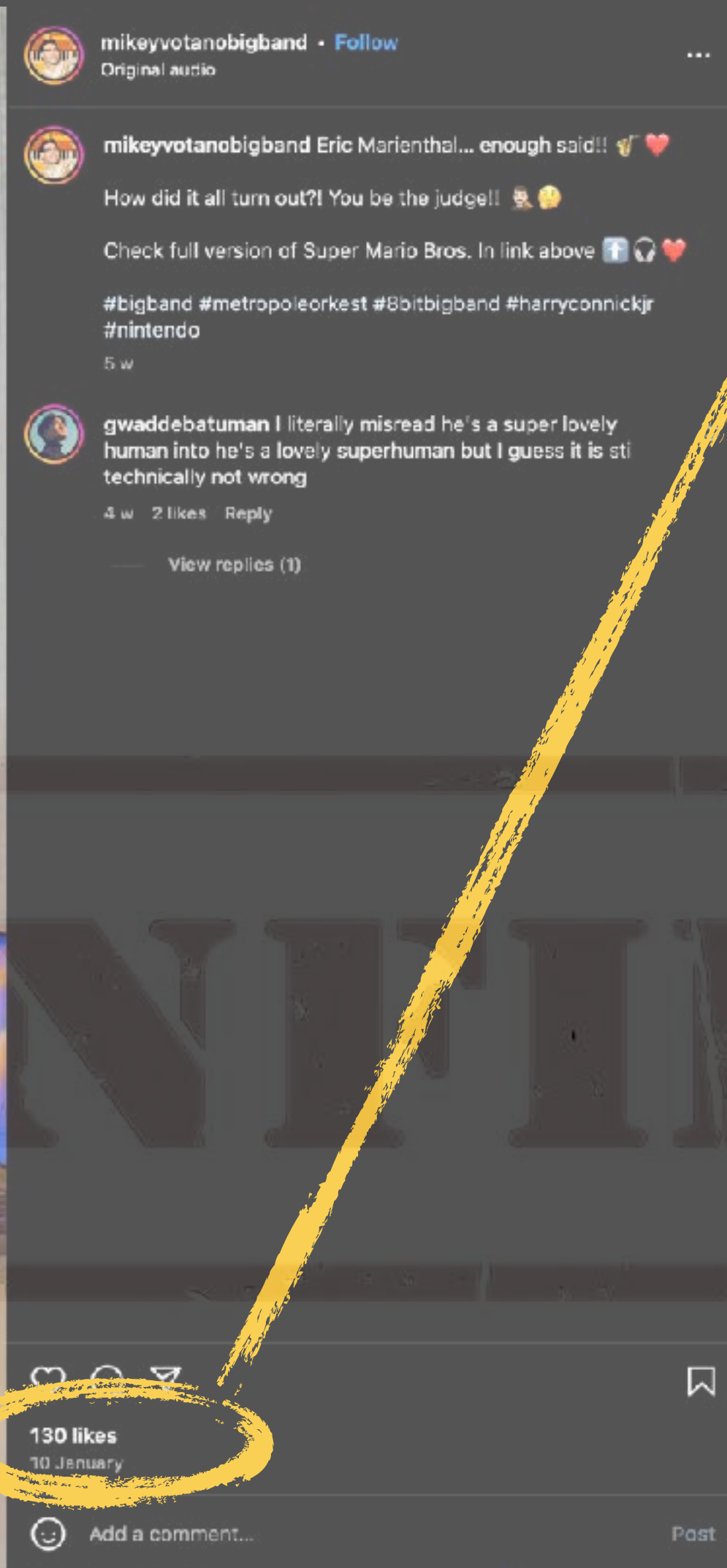
## 683 Likes / 11,000 Views - another good result!

- Opening with the 'first person perspective' shot again (just as you did with the 'Aladdin' x '101 Dalmatians' combo)
- Good choice of the track - classic Disney
- Movement in the initial 3-4s. You essentially just about miss the 3rd distinct shot (your girlfriend -> TV -> you) within the first 3s, it just about crosses over into the 4th but it's still got happening enough and quick enough for people to notice the movement and pay attention
- Rapid editing and transitions between different shots that helps to maintain people's interest and has the rewatchability factor as they will want to focus on different sections of the music each time they watch the video again
- Shots are also there for long enough for people to see and enjoy them, which means it's good pacing



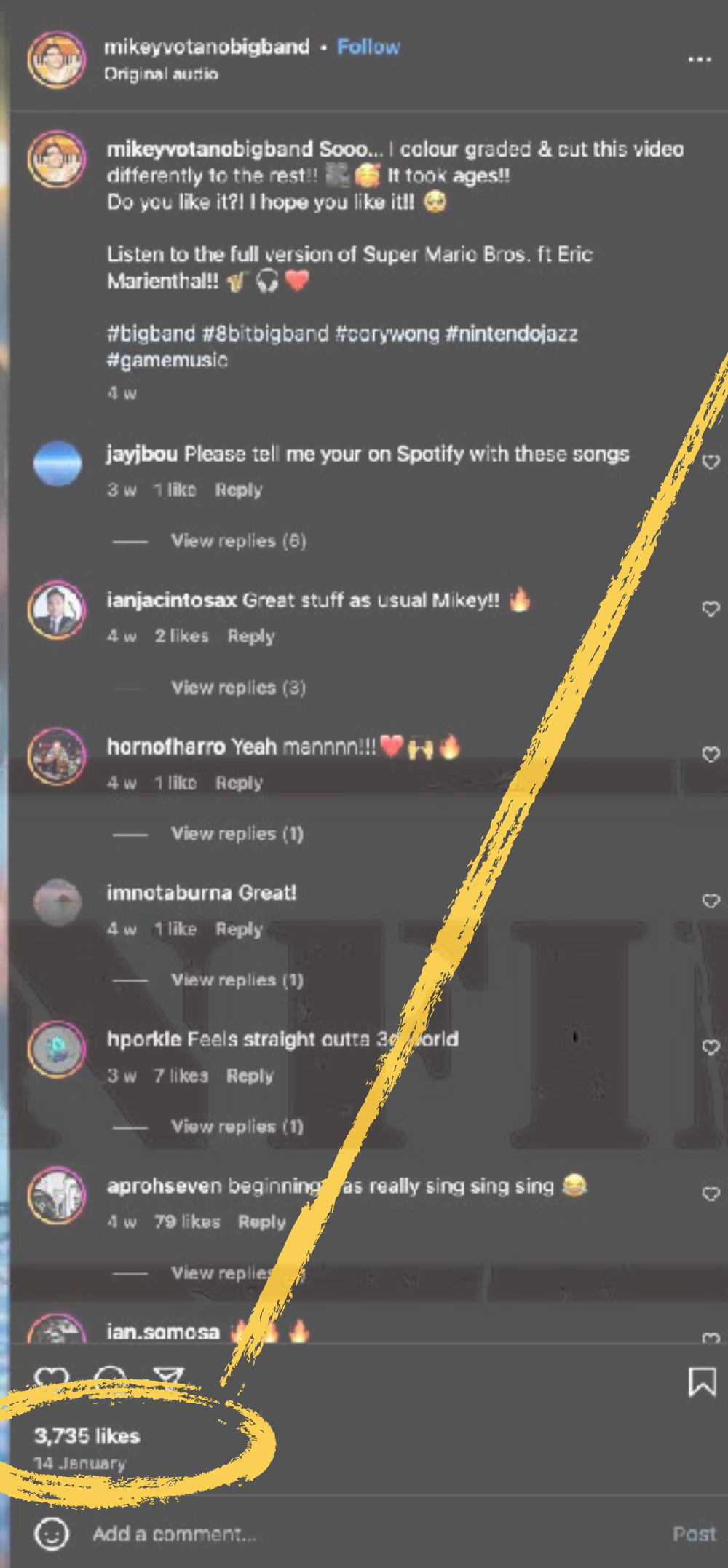
## 779 Likes / 13,900 Views - and another good result!

- Tackling the iconic “Overworld Theme” again
- Tagged Eric Marienthal with @ericmarienthal, so his Team got pinged
- Good length - 20s in total
- Movement in the initial 3s: zooming in on the girlfriend, panning to the screen, original version of the “Overworld Theme” kicks in - “Play this one” [cue music] - this tells people what to expect and gets them hooked
- Even though your music doesn’t start until about 6s in, it is then rewarded with 4 shots in 2s which keeps the interest and makes people try to figure out what is happening
- You’ve done the mosaic again, showcasing the complexity of the arrangement which gets people’s admiration and appreciation of your skills



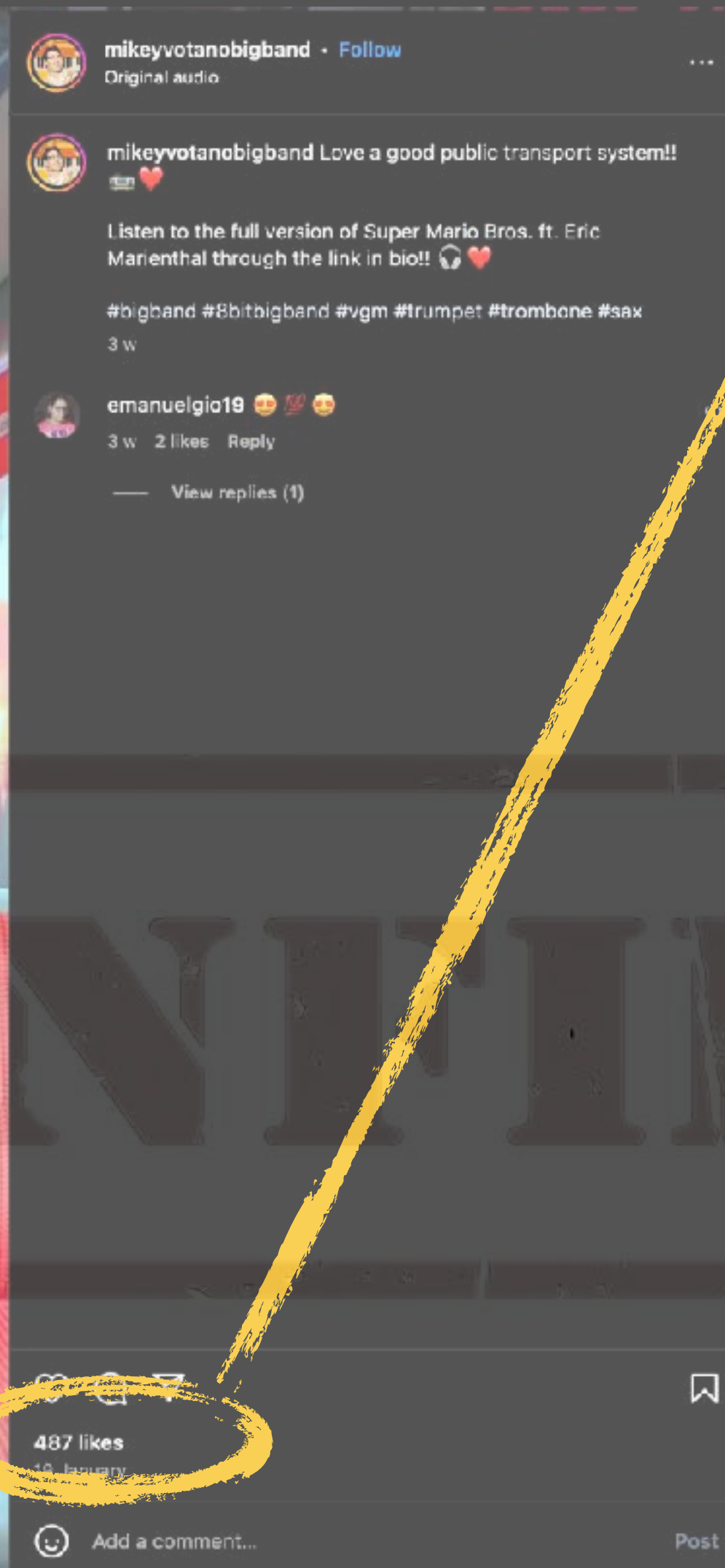
**130 Likes / 4,320 Views - not a terrible, result but I think this could have been better:**

- Unlike with the previous one, here you have not tagged or hash tagged Eric Marienthal's account, meaning he and/or his team likely have not been aware of the post and wouldn't/couldn't have engaged with it and helped with pushing it (which they might have, and likely have done, the last time around)
- It also seems a bit confusing: the thumbnail says "Super Mario Bros' feat. Eric Marienthal", but the actual theme, the motif everyone recognises, is nowhere to be heard. I suppose this is his solo and such heavily jazzed up variation on the theme it's strayed away from the original to the point of non-recognisability. Make sure you always communicate clearly and deliver what you promise. Perhaps a better result would have been achieved if the video featured the recognisable parts + Eric's saxophone solo, or it were titled "Eric Marienthal's Solo on my big band rendition of the 'Super Mario World' theme", something along those lines
- Perhaps make sure you embed it within a wider context and a story. Rather than just giving people a video of Eric Marienthal's playing, tell them how the collaboration came out to be and reward them with the video of his performance at the very end?
- Really nothing to say about editing, it's a great job, as usual



**3,735 Likes / 44,900 Views - wow!**

- Good concept with both nostalgia and novelty factor
- Tackling one of the most iconic, video game themes that transcends generations
- It speaks to the '80s (or perhaps even '70s-growing-up-in-the-'80s) generation, '90s generation, '00s generation and some of the '10s as Koji Kondo's "Overworked Theme" is a leitmotif that gets constantly reused in games in the Mario-series, but also gets repurposed by Nintendo in different contexts and is frequently covered... But not in that way!
- You have featured on-screen annotations which are informative ("Fmin6/9", "diminished layered climb") that will speak to the musicians and music nerds amongst viewers, and funny ("Yep that is Eric Marienthal", "big hits") that will speak to everyone else
- It's not too long (just about 30s) and doesn't stall throughout making it interesting to watch and reducing the drop-off rate of people who might get bored with things being repeated (it isn't the case here)
- You took about 4s to start changing shots, but the monotony and stasis has been broken by on-screen captions, there's enough of them and changing quick enough for people to stay watching and paying attention while reading for you to hit them with actual changing shots before they drop out



### 487 Likes / 15,200 Views - that's OK...ish:

- Ultra-short video, 5s, I feel like it would've performed even better on TikTok as it's got a lot of that random vibe that TikTok audiences appreciate
- It's very short which means it doesn't require a lot of investment from anyone watching, it's pretty much over quick enough so to prevent anyone from swiping away. People come across it, look at it, read the text and it's done
- It's a 'slice of life', and pretty much everyone's life (who hasn't been on a tram, train, public transport etc?)
- Short videos like this can potentially do well if they are impactful and right-to-the-point. What tends not to do so well, are longer videos with disjointed narrative or lack of clear messaging as people get confused
- It features just enough of the "Overworld Theme" melody to get people hooked and interested, which is possibly why you might have had those 15.2K views
- The low(er) amount of Likes, while still objectively good, might have been as people might have not seen the payoff or misunderstood something. Make sure the messaging is always super-clear and you have defined hook, execution and payoff for those who stuck with you

*When You Wish Upon A Star*  
from DM2 (Disney Medley No.2)

The image shows a complex musical score for a big band arrangement of 'When You Wish Upon A Star'. The score is written for multiple instruments: Saxophones 1 and 2, Trumpets 1-4, Trombones 1-3, Acoustic Bass, and Drum Set. The music is in 4/4 time and features a variety of notes, rests, and dynamic markings like 'f' and 'fz'. The background of the score is a dark, slightly blurred image of a person's face.

**mikeyvotanobigband** · Follow  
Mikey Votano Big Band · Dm2 (Disney Medley No.2)

mikeyvotanobigband Made some tweaks from all the suggestions & threw this score together just for you!! You're welcome!! 🥰❤️

You can listen to the full DM2 (Disney Medley No.2) through the link in bio!! 🎧❤️

#bigband #8bitbigband #harryconnickjr #disney

2 w

tobes24 Wht if u then go into the incredibles theme tune (like that's pixar) it's worth a try.  
2 w 8 likes Reply

View replies (3)

jomaris\_is\_art YESSSS!!! THIS IS FIRE!!!!  
2 w 5 likes Reply

View replies (1)

goriyama511 I like this music 🥰  
2 w 2 likes Reply

View replies (3)

emanuelgio19 🥰🥰🥰  
2 w 1 like Reply

tait7572 I do playwriting and I'm doing a theatre project! I'd love to use this snippet of ur song if that's ok with you? I'll include ur name on it and everything 🥰🔥🔥  
2 w 3 likes Reply

View replies (1)

ardianalennon THIS NEEDS MORE VIEW!! 🥰🔥🔥  
2 w 2 likes Reply

View replies (1)

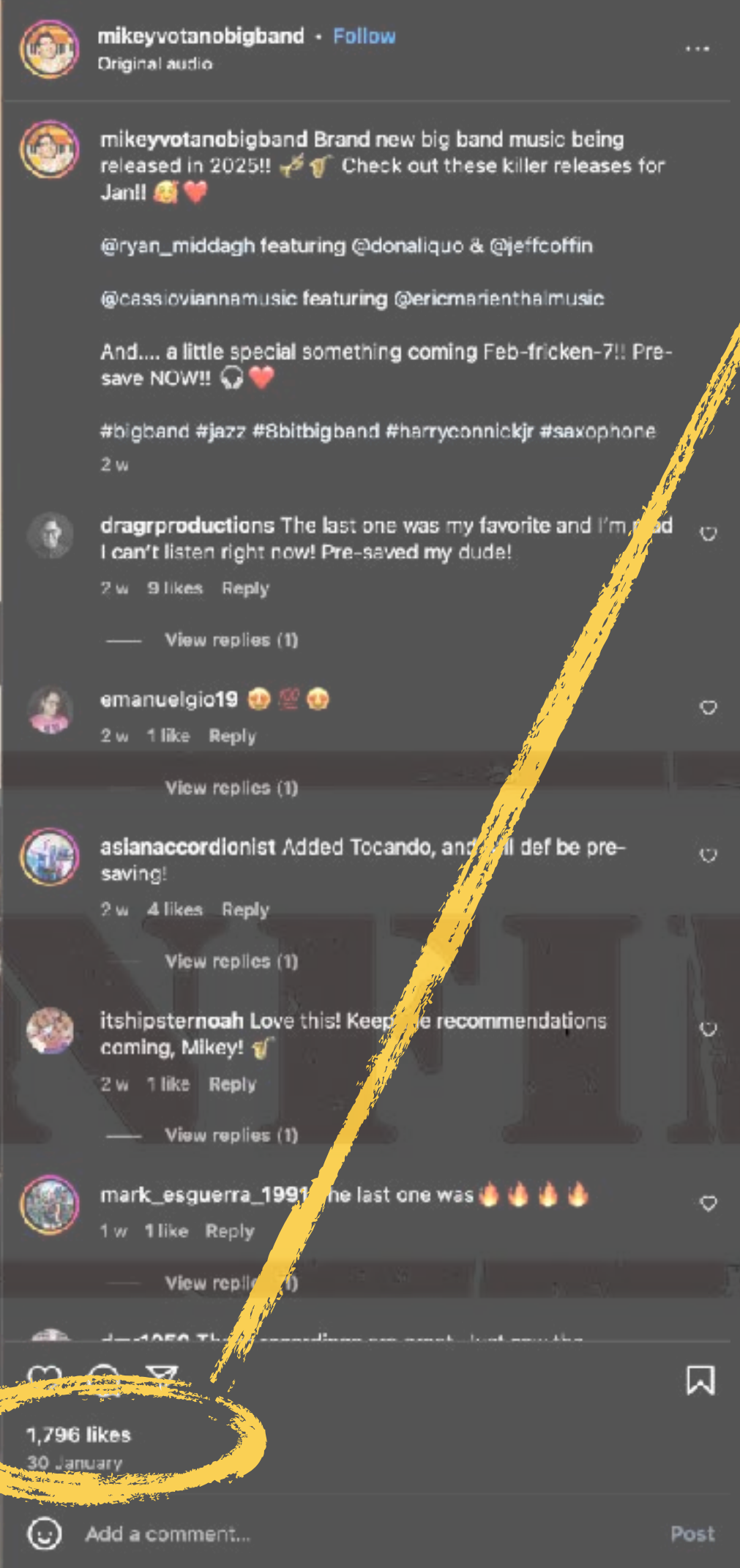
inshuadesemiko0 can i get a full version?!

1,931 likes  
29 January

Add a comment... Post

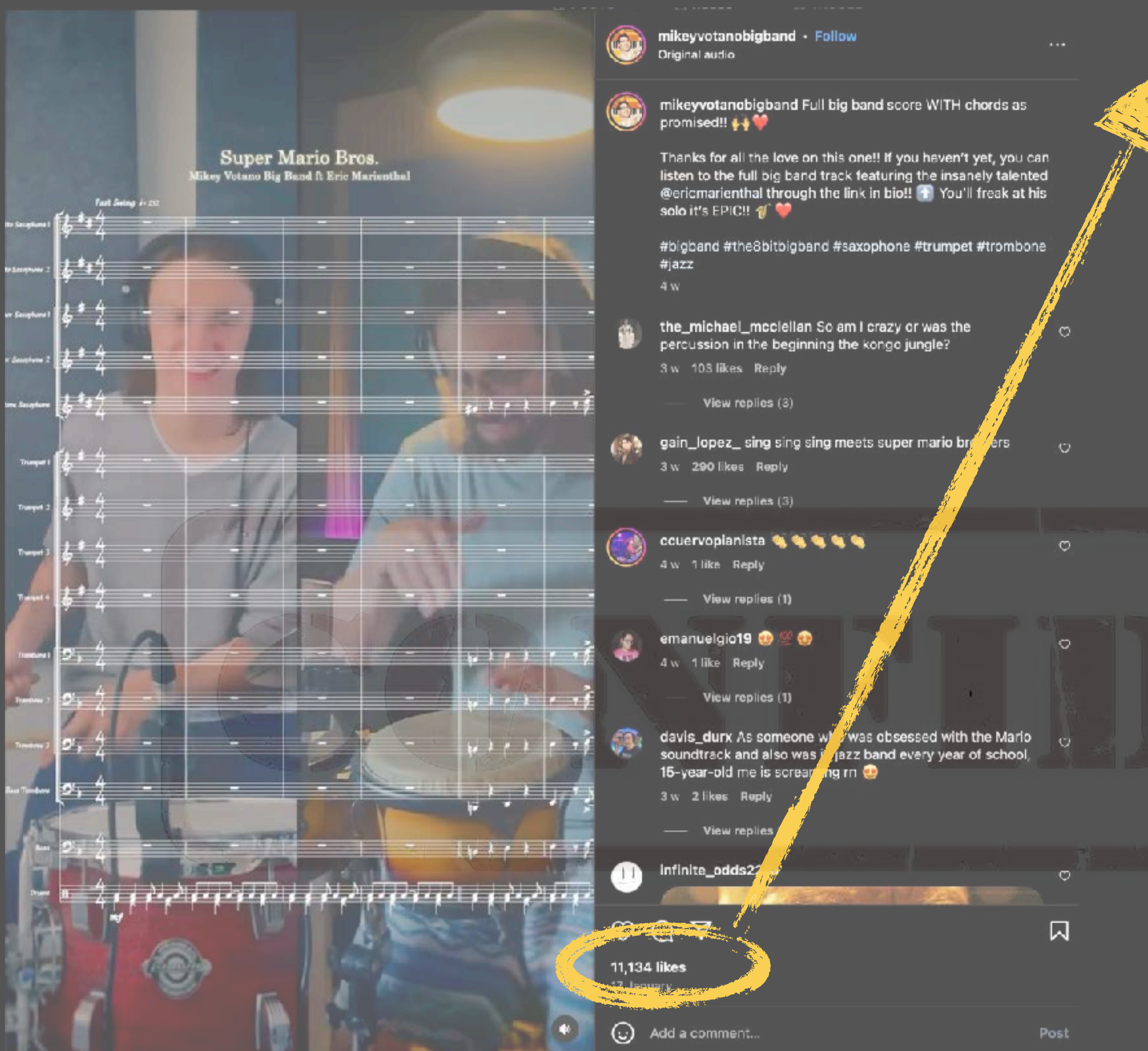
**1,931 Likes / 29,700 Views - Good result!**

- “When You Wish Upon A Star”, again - a recognisable theme with a lot of nostalgia value
- A lot of movement since the very first frame, the scrolling sheet music, white on darkened background makes it pop out in the Feed and is noticeable
- The arrangement is busy with a lot of notes, multiple parts, creating an initial impression of a complex arrangement and arousing curiosity
- There are multiple videos playing in the background, adding to further complexity but also giving the rewatchability factor, as in some previous examples. People will want to focus on different parts each time they watch



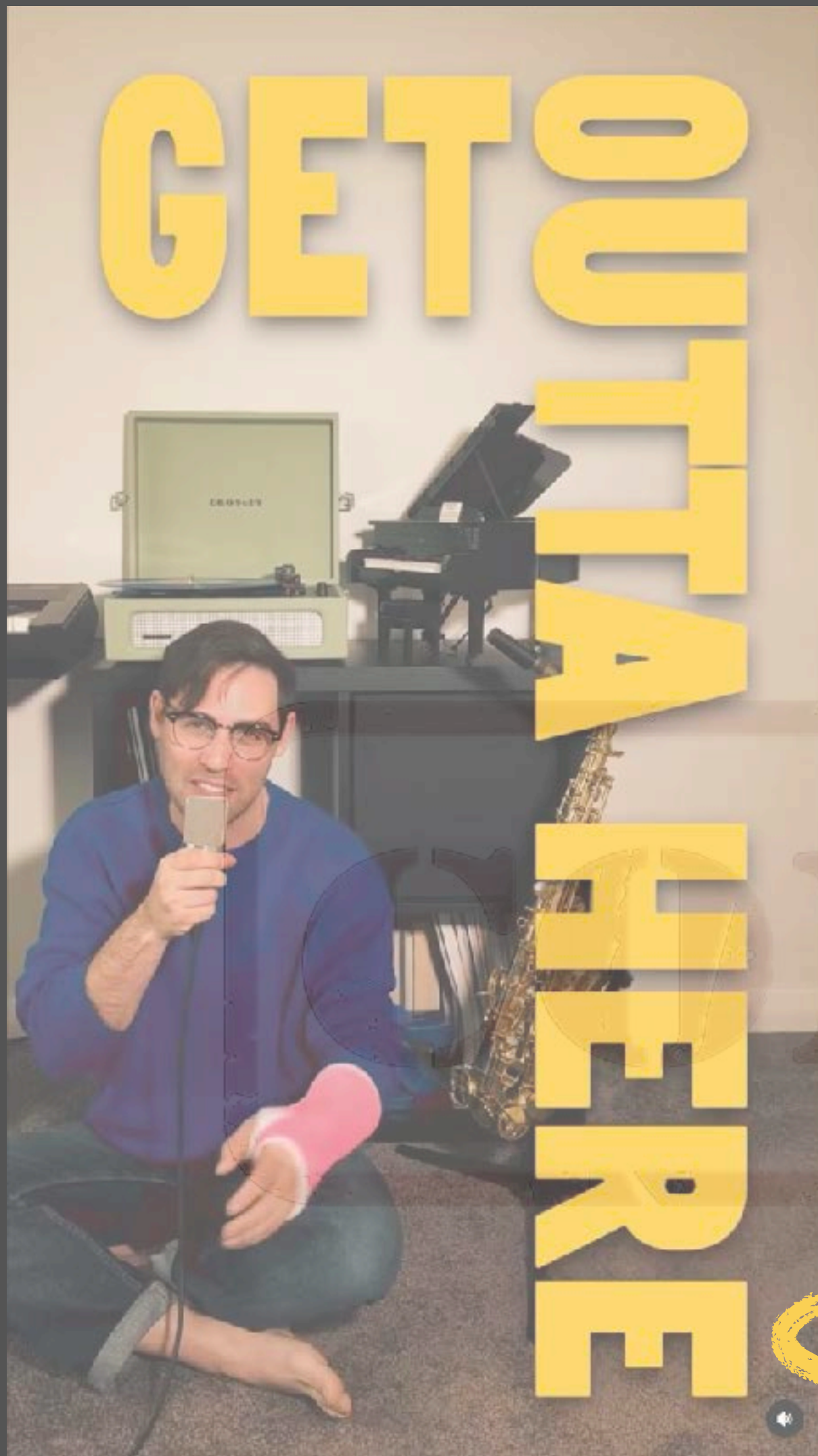
**1,796 Likes / 22,900 Views - Good result again!**

- Now this is an interesting one, because it's not a performance. I think what definitely helped you here is tagging multiple artists. Remember when I said that having tagged Eric Marienthal helped to boost your video? Here you have 5 different artists tagged. No way for me to see it, as it's historic data on their own accounts, but I'm suspecting this did get shared in some way (perhaps added to their Story at the very least?), which means it got exposed to the audience and followers of some of those artists. Make sure you tag other accounts whenever relevant.
- It's funny and has a payoff at the end, a cleverly placed 'leak' which potentially gets people talking about it between themselves, send the video to each other etc.
- Slick editing, as always, which definitely helps



**11,134 Likes / 142,000 Views - Now, that's amazing. Let's see how did this happen:**

- You're not in the thumbnail, but somebody else is - so the aspect of having a human to relate to helped
- You've got the ultimate combo here of several things I've already mentioned and covered before
- "Overworld Theme" that everyone knows
- Collage, although different than previously and darkened
- White sheet music that's layered on top and contrasting with the background
- Animated sheet music with movement from the very first second
- You've tagged Eric Marienthal!
- It's a busy arrangement as displayed in the notation, which arouses curiosity of anyone seeing it in the Feed or having it served to them
- It's reasonably long at 30s, meaning it gives the pay-off in good time, doesn't require all that much investment, doesn't drone too long and gets to the point rather quick



**mikeyvotanobigband** · Follow  
Original audio

**mikeyvotanobigband** Edit.. Grade 3 OUT NOW!! 🎉  
Ask & you shall receive!! 🙏❤️  
My Super Mario Bros. big band score is now available for FREE for grade 3, 4 & 6+ via link in bio!! 🙏 If you would like to help towards my 'Recording-A-Big-Band-Is-Freakin-Expensive-Fund' you have an option to offer a donation so I can keep offering more material in the future!! 🙏  
Let me know how you get on playing it!! & have FUN!! 🙌❤️  
P.S. Brand NEW track gets released in 2 DAYS!!! Pre-Save 'Just Breathe' NOW link in bio!! 🎧❤️  
#bigband #bigbandmusic #gamemusic #supermario #nintendo  
Edited · 4 d

**thijs.behrends** What constitutes as a big band? My high school has like 35 people.  
1 w 49 likes Reply  
View replies (9)

**jack\_thompson862** I don't see grade levels anywhere  
1 w 1 like Reply  
View replies (9)

**bekstar22** Thanks man! 🙏  
1 w 3 likes Reply  
View replies (3)

**russtuba** I was checking this out, sounds really good man!  
1 w 1 like Reply  
View replies (1)

**cheezy\_bomber** Where do I go to download it?  
6 d 1 like Reply

3,872 likes  
4 February

Add a comment... Post

### 3,872 Likes / 56,600 Views - Good result!

- Mostly a payoff for all the requests and need for the sheet music you've had across the past 2 months or so - you're meeting a demand and providing something unique
- I do think you might have had even more success if you told people to click the 'Link in Bio' to download it and featured it over there. Note that some people are asking where to get it, it's a signal for you the messaging has not been clear enough. It feels tedious on your end, but as mentioned earlier - repeating over and over and guiding people by hand is key, in order to ensure the journey (to downloads, to streams, to buying tickets etc.) is as easy as possible and also to make sure they don't drop out. People are very difficult to keep happy these days, and they have zero patience - if something isn't straightforward and they can't just click (or, at most, click-through, once), they're gonna drop out and you will have lost them.

Your partner spends an entire evening cutting 52 174 words out of magazines just incase it helps your song go viral :)



**mikeyvotanobigband** · Follow  
Mikey Votano Big Band · Just Breathe

Brand new original big band music 'Just Breathe' is OUT NOW!! ❤️❤️

Unbelievably proud of this one!! 🎵 The instrumental part that takes place after immediately after this cut is INSANE!! 🎵❤️

#bigband #harryconnickjr #michaelbuble #crooner #vocaljazz

Check the full version via link in bio!! 'Just Breathe' OUT NOW!! 🎵❤️

Edited · 1 w

**joelbp** · 1 w · 4 likes · Reply  
— View replies (1)

**at\_one\_with\_my\_home** Love it ❤️ · 6 d · 2 likes · Reply  
— View replies (1)

**\_thatonedude\_** It's giving Frank Sinatra and Walt Disney · 1 w · 11 likes · Reply  
— View replies (1)

**Jrn\_23\_** Is there somewhere where you list the band members who play on this album? It's very hard to find details and acknowledgement and I'm curious who's on the recordings · 6 d · 3 likes · Reply  
— View replies (1)

**poogrind @dyson** · 1 w · 2 likes · Reply  
— View replies

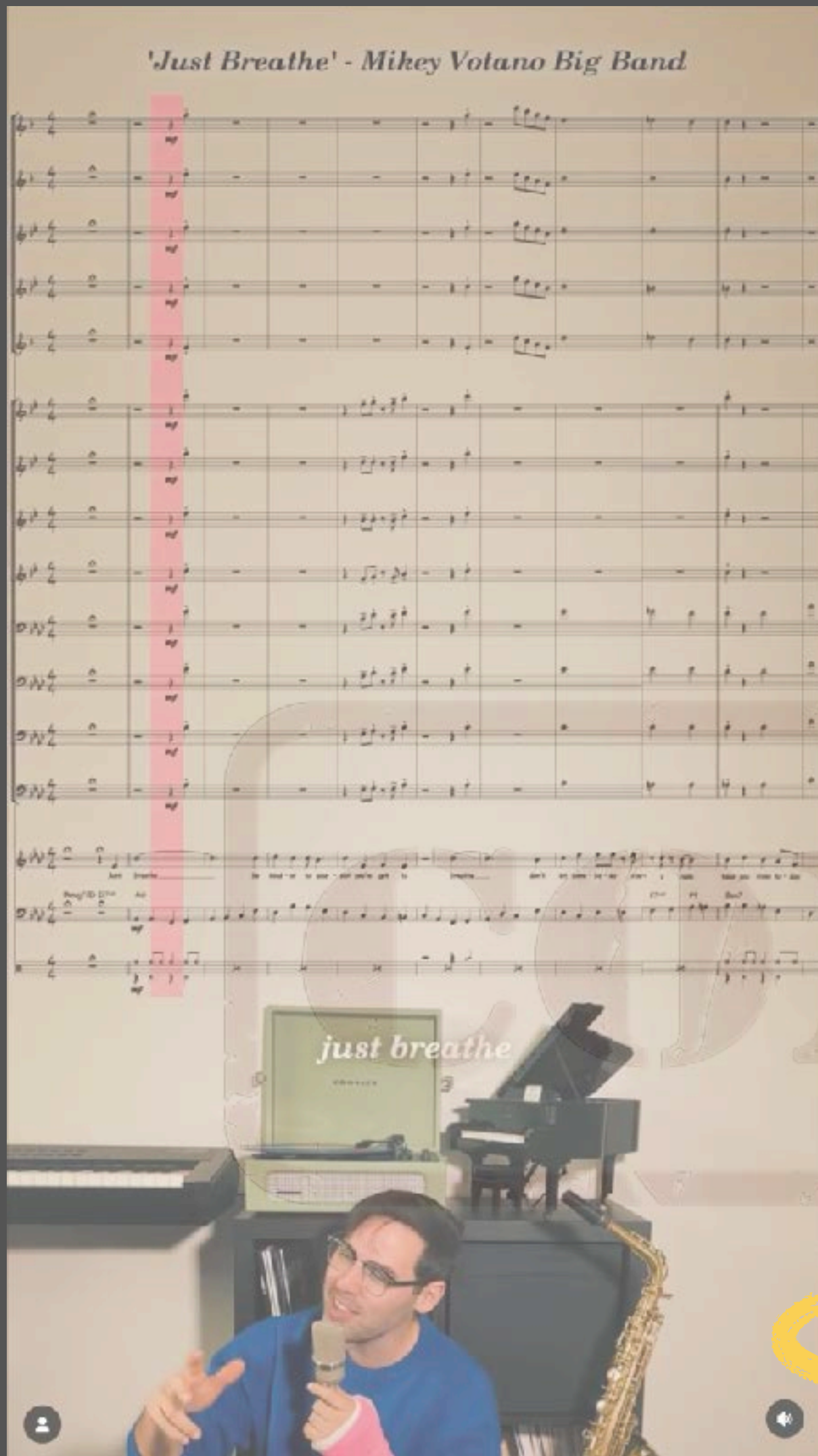
View hidden comments

1,039 likes  
7 February

Add a comment... Post

**1,039 Likes/ 15,300 Views - Another good one!**

- I'd say it's something you would definitely also want to put on YouTube
- You might have dampened its impact and stopped (or delayed) it going viral by posting a follow-up too soon - on the same day, by the looks of it
- This is something that's an 'evergreen', because you can clearly tell a lot of work has been put into the video. Make sure you pin things like this, as videos of this type will definitely keep on bringing the viewers in across months. They might see one of your videos in the Feed, go to your Profile, see this, watch, then keep on checking out other videos. Stuff like this is amazing content with high viewer retention because it's DIY but not shoddy DIY, it's DIY where people can see the craft, the skill and the effort put in



**mikeyvotanobigband** · Follow  
Mikey Votano Big Band · Just Breathe

**mikeyvotanobigband** So many moving parts!! Here's a little score snippet of my latest big band track 'Just Breathe'!! ❤️  
Straight after this part there's an EPIC instrumental build!! If you've given it a spin let me know in the comments!! I know you'll love it!! ❤️  
Check the full version via link in bio!! 🎧❤️  
#bigband #harryconnickjr #michaelbuble #crooner #vocaljazz  
1 w

**emanuelgio19** 🤔🤔🤔  
1 w 2 likes Reply  
View replies (1)

**hameggsandwiches** This has Michael Buble/old-timey vibes and I loooooove it 🙌  
5 d 5 likes Reply  
View replies (1)

**jolynnjchin** WwHAAATT OMG I LOVE  
1 w 7 likes Reply  
View replies (1)

**claudios.guitarra** Sounds amazing! 🙌❤️🔥 would love to play that song!!  
6 d 1 like Reply  
View replies (2)

**angellourence\_** This is the kind of music I've always wanted to listen my whole life ❤️ love it  
6 d 1 like Reply  
View replies

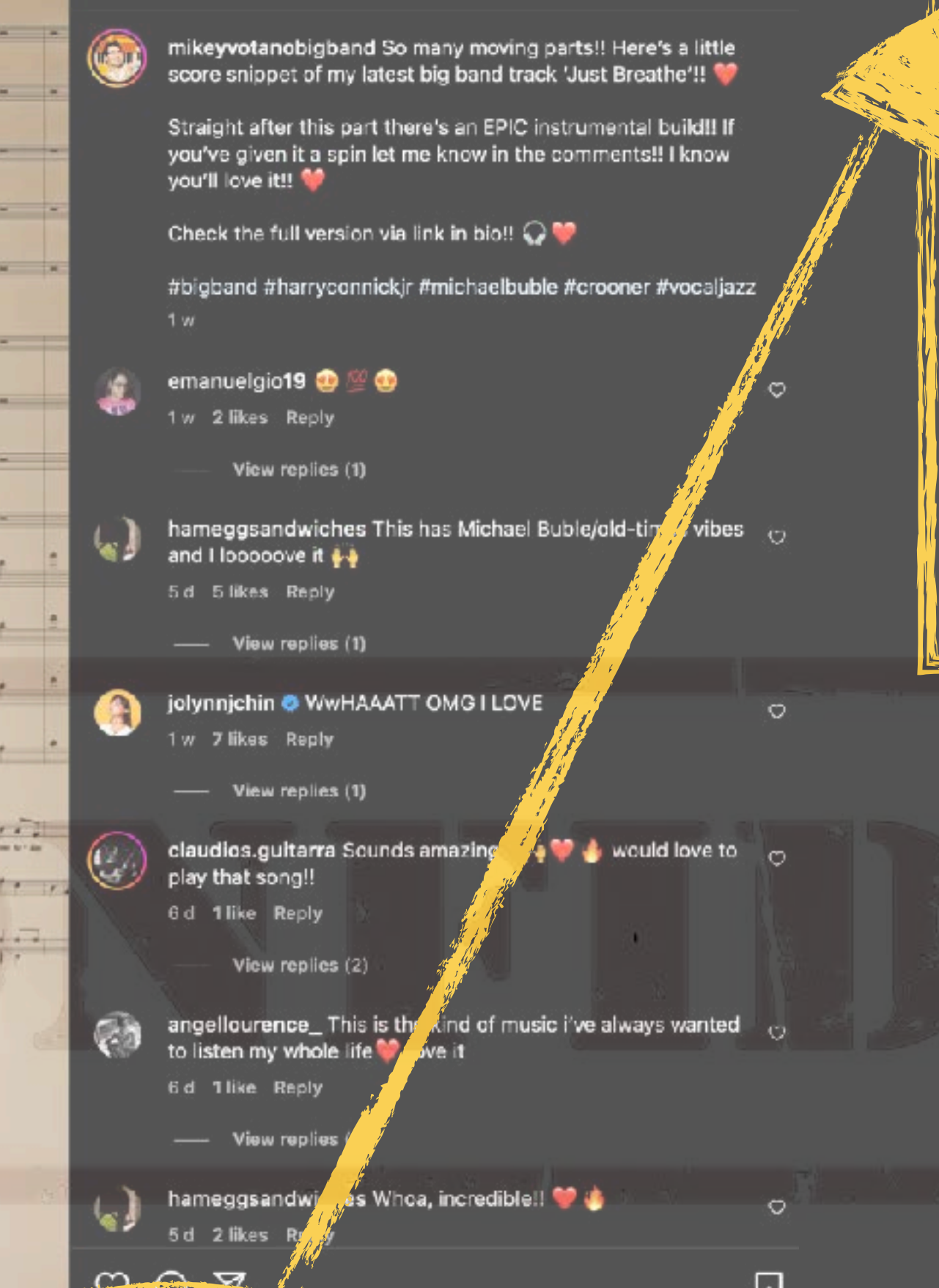
**hameggsandwiches** Whca, incredible!! 🙌🔥  
5 d 2 likes Reply

1,197 likes  
7 February

Add a comment... Post

**1,197 Likes / 19,300 Views - And another good one!**

- Good result, through the sheet music that has animation and moves from the very first second
- Again: visually busy arrangement, which indicates complexity and gives a payoff in the form of fantastic music
- I do think it did cannibalise and stepped on the heels of the previous one, you could have quite likely had much better results on each one of them if they were posted a few days or a week apart



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**Now let's look at some low(er)  
performers with some pointers for  
improvement...**

Something I have to caveat is that it's not 'bad' content, because no content is really objectively 'bad' on the account, or 'badly performing' on the account.

Having 50+ Likes and a few thousand views on a Reel that has been quickly turned around like some that will follow is still, objectively, great - honestly, a lot of people would love it, especially as a new account rapidly growing the audience, and as an artist who's just putting their stamp on and makes their presence known. Even those results show people's interest and appreciation.

This being said... I do appreciate 'success breeds ambition' and so on and if you've had videos with 100s Ks in views and thousands of likes, below a hundred Likes and a couple thousands in views can seem a bit underwhelming.

So, here's content that's still good "lower performing", and a case of finding issues with 'the worst of the best' rather than 'worst content'.

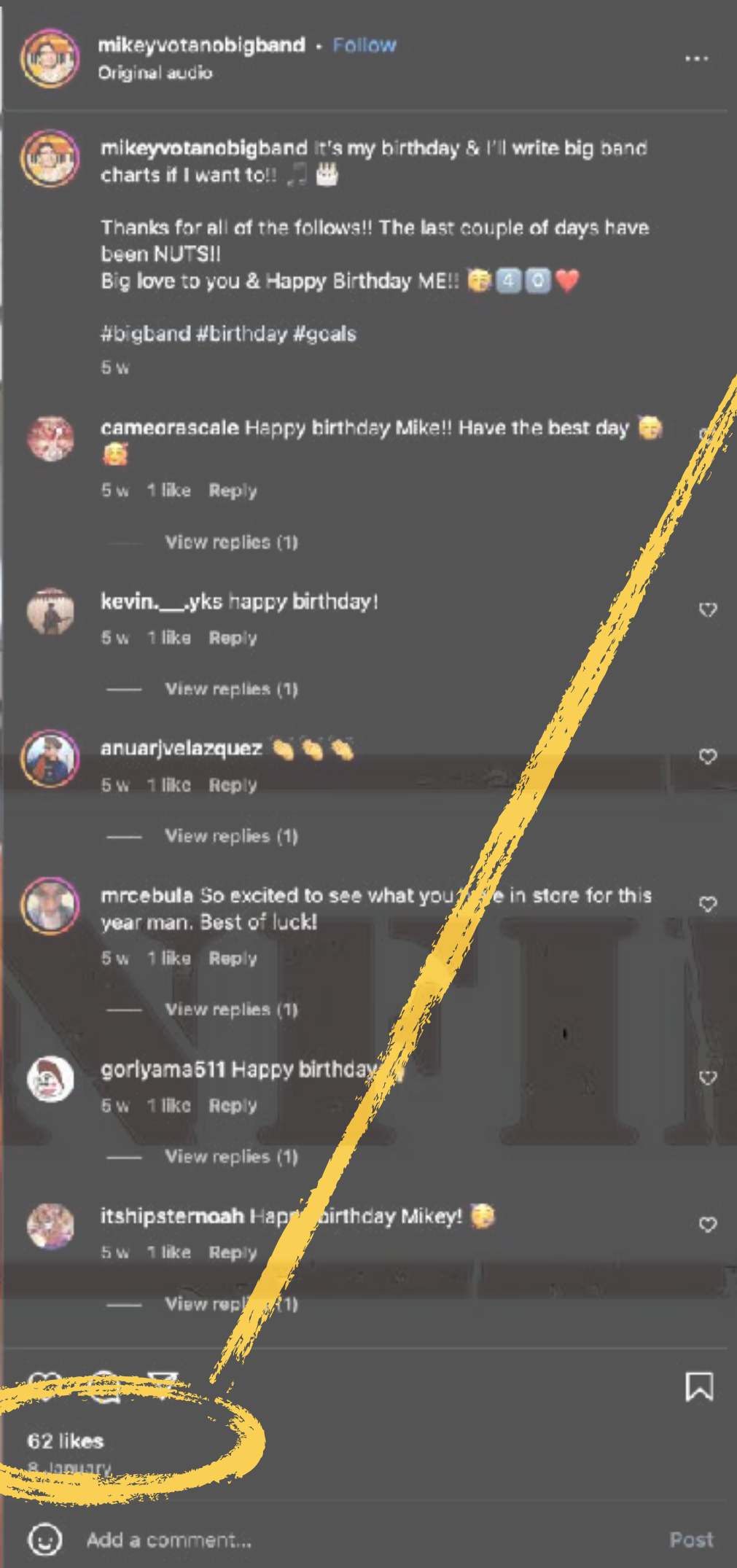


44 Likes / 3,250 Views

- You're not in a thumbnail so it's less inviting. Thumbnails with people work better as viewers relate to them
- It also feels a bit odd and out of context. Why are you talking about this? You're not a psychologist or a motivational speaker. Is this something you've heard, seen on TV, someone you're seeing to help you get better told you this? Tell a story and get people hooked up, otherwise it seems a bit strange for you to be going from being a fantastic singer to giving motivational speeches almost Brian Tracy style
- It also lacks background music which makes it feel a bit droning on and doesn't have urgency



The Thumbnail



62 Likes / 2,952 Views

- You're not in a thumbnail (again! Can't see you), so it's less inviting.
- It lacks background music making it feel a bit boring - always add background music to talking videos
- I also think that, at that point, you might have not had enough of a community and people caring enough to engage you with your birthday post to take it to the same level as some of your performances
- I would say you have still done well with this, all things considered, even though it obviously isn't as great as some of your other posts



The Thumbnail



mikeyvotanobigband · Follow  
Original audio

mikeyvotanobigband Saw some cows!! Thought I'd play them some jazz!! 🎷❤️

Full song link in bio!! 🎧❤️

#bigband #8bitbigband #nintendo #cows #jazzmusic  
4 w

crystalcimaglia 🤔🤔🤔🤔  
4 w · 1 like · Reply

View replies (1)

emanuelgio19 🤔🤔🤔  
4 w · 1 like · Reply

View replies (1)

289 likes

15 January

Add a comment...

Post

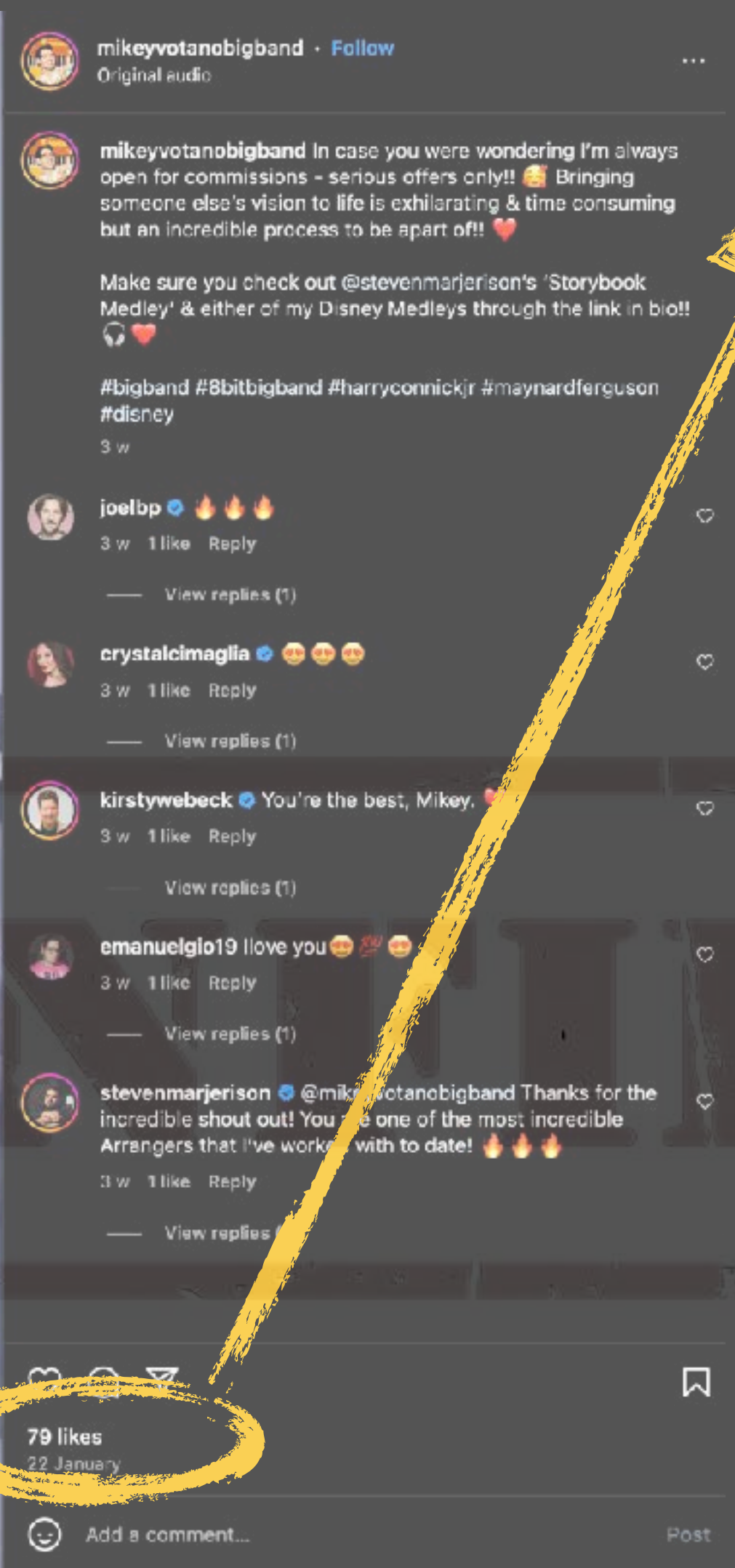
289 Likes / 6,242 Views

- You're in the thumbnail but with your back to the audience. Sadly, this is as good (or bad) as if you had a thumbnail that did not feature you at all. It creates a psychological disconnect, lack of eye contact and no focal point. Might also subconsciously send a wrong message and be perceived hostile.

- It's a silly post - don't waste time in the intro with it. Hit them with it, go straight to the punchline, put "Playing jazz to cows and seeing if they like it" as a hard-coded caption in the video, let people figure out the rest.



The Thumbnail

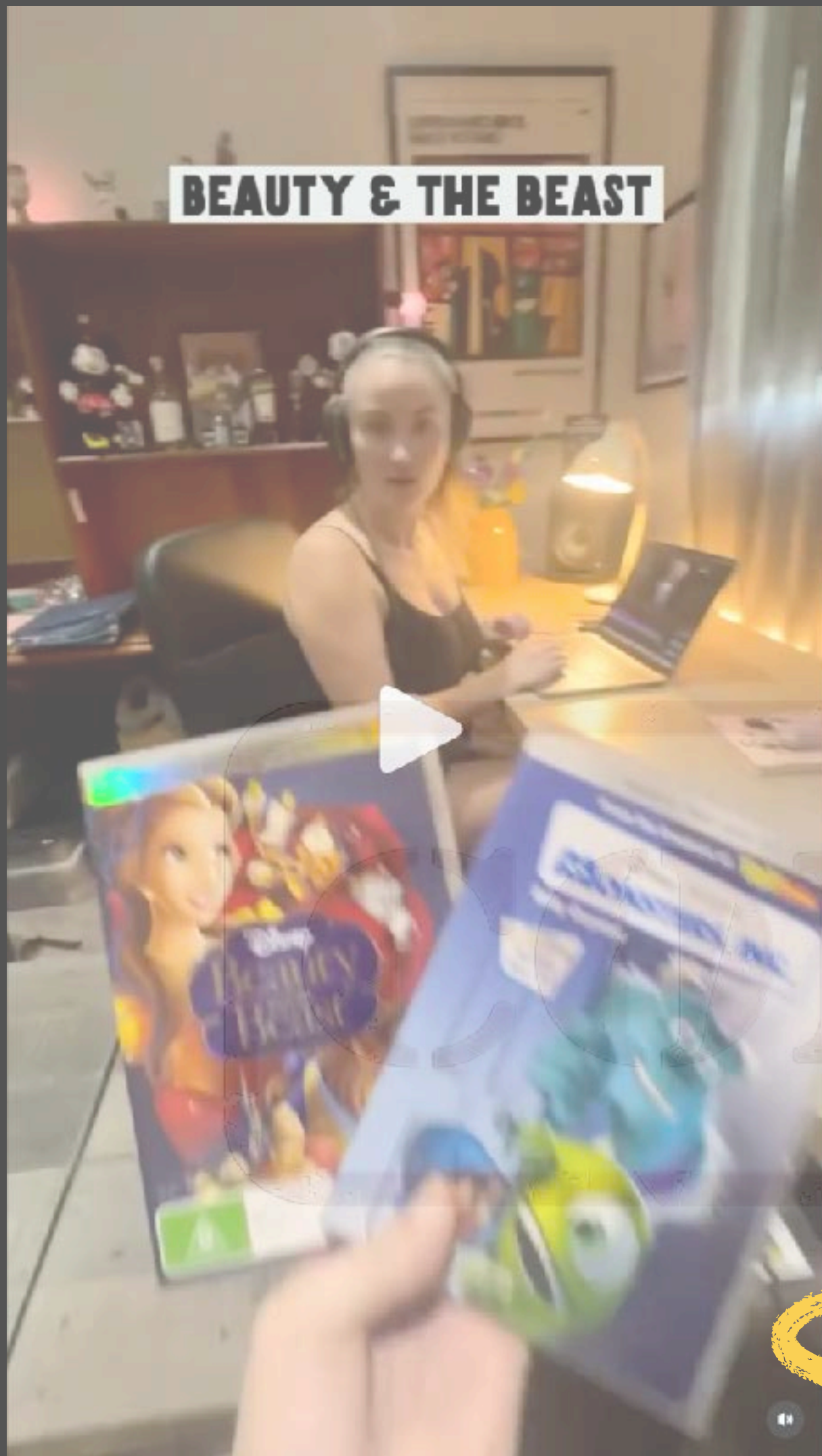


**79 Likes / 2,502 Views**

- You're in a thumbnail but it's quite dark and your face can't be seen clearly
- I think the video frames the whole story in a wrong way. 'How I Made Money Through TikTok' might come across as self-centred, and you want to come across as helpful and providing added value
- Rephrase as putting audience in the spotlight, tell them they can achieve a similar success and be more inviting. If you tell a story **and** share your knowledge making people feel they can do similar (even if to a smaller extent) or, at the very least, use some of your tips, they are more likely to engage, watch through the end, share with friends and remember you fondly.



**The Thumbnail**



**mikeyvotanobigband** · Follow  
Original audio

**mikeyvotanobigband** Can NOT believe the year has already started!! 🤯 It's insane!! 2025 we are IN YOU!! ❤️

So this is it!! The year I release my first ever original music!! 🎵 Original Big Band Music!! 🎶🎸

Excited.. Terrified.. I don't know how to feel!! I honestly can't wait for you to hear it!! 🤞

So much love has been poured into them!! Soon I promise!! But in the meantime please enjoy DM2!! ❤️

HAPPY NEW YEAR!! LET'S DO THIS!! 🎉

Listen to the full version of Disney Medley no.2 through the link above!! 🎧🎵❤️

#bigband #dennisvanaarssen #8bitbigband #harryc... #disney

6 w

**joasmelodies** Absolutely brilliant! 🌟

6 w 1 like Reply

View replies (1)

111 likes  
1 January

Add a comment... Post

## 111 Likes / 2,301 Views

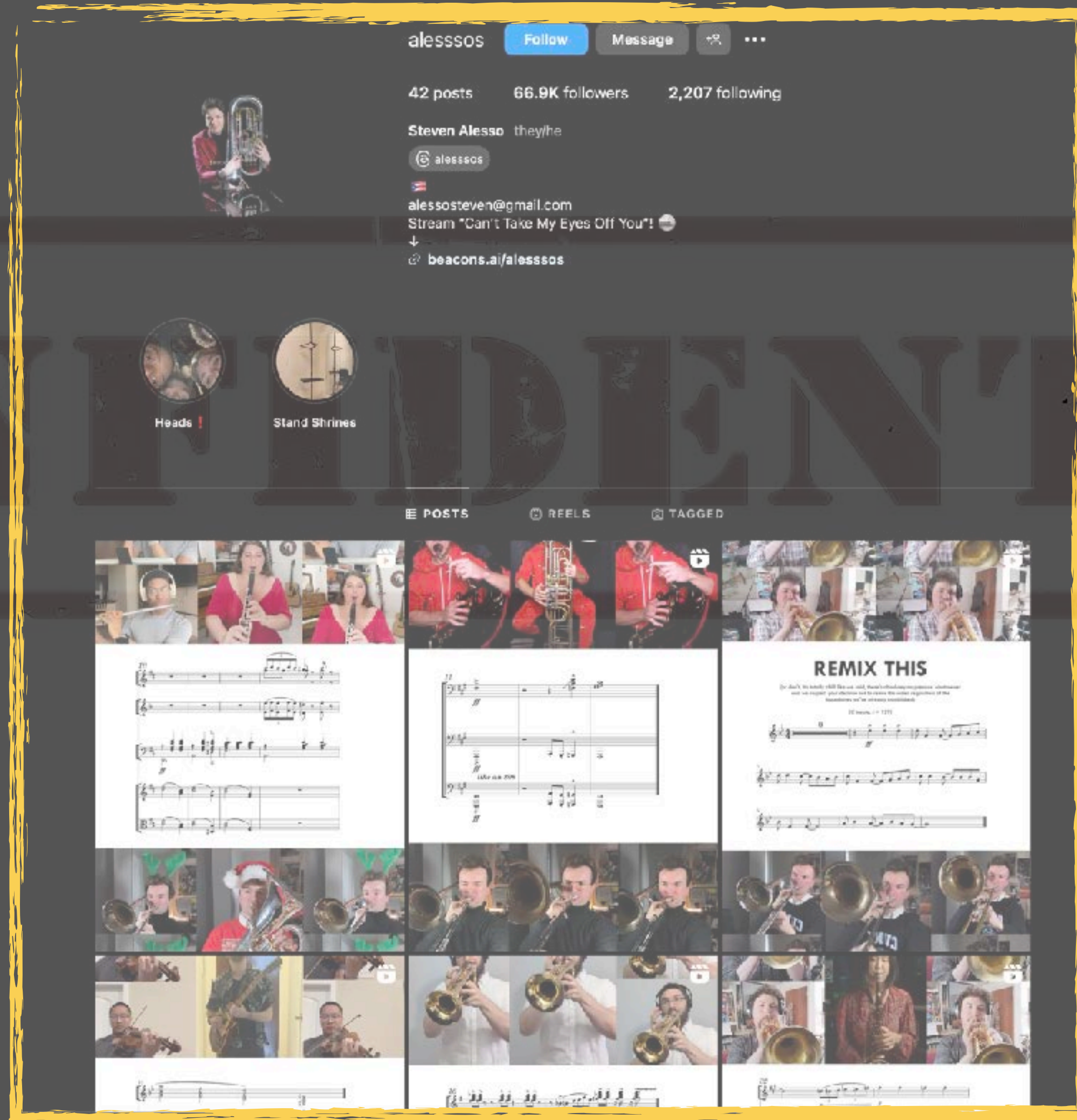
- It's a good medley. I think the reason why this one underperformed, is that you've posted it on 1st January. It's the New Year's Day, a day off, but a lot (and I mean: "a lot") of people would have slept late and had a hangover and potentially skipped social media.

Notably, this was also the case with some other videos that performed a little bit lower, posted on Christmas Day (<https://www.instagram.com/reel/DEBHSqwpVMZ/>), I feel posting something that was directly Christmas-related, from Disney or not, would've had much more impact.

Takeaway is: be mindful of dates and holidays/celebrations around you. There are some lower-performing videos between 24th and 1st Jan, it's a difficult period especially right after Christmas - during Christmas you can have good results with Christmas-related content, naturally - because it's half-holidays for some (not Christmas holidays, but still time off), but for some people it's back to work for a few days, it's a good opportunity to do some summaries if you only can, rather than hitting them with high-profile content.

I would definitely try and repost that medley again, it's great and it's very realistically possible that the lower uptake was the fallout from it having been posted on 1st Jan, could do very well if posted again - especially now, when you have a much bigger audience.

# A few words about Steven Alesso (@alessos)...



The screenshot shows the Instagram profile for Steven Alesso (@alessos). The profile header includes the name 'alessos', a 'Follow' button, and a 'Message' button. Below this, it displays '42 posts', '66.9K followers', and '2,207 following'. The bio identifies him as 'Steven Alesso they/he', provides the email 'alessosteven@gmail.com', and mentions a live stream 'Stream "Can't Take My Eyes Off You!"'. A link to 'beacons.ai/alessos' is also present. The profile picture shows Steven playing a tuba. Below the bio are two story highlights: 'Heads' and 'Stand Shrines'. The main content area is set to 'POSTS' and features a grid of 12 items. The first row includes a video of three women playing flutes, a video of Steven playing a tuba, and a 'REMIX THIS' graphic with musical notation. The second row shows a video of Steven playing a tuba in a Santa hat, a video of a brass band, and another video of Steven playing a tuba. The third row contains a video of two violinists, a video of Steven playing a trumpet, and a video of Steven playing a tuba. The bottom row features three items, each consisting of a video of Steven playing a tuba with a musical score overlay.

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- His latest post is from late December 2024 - 26 to be exact
- His first post is from 17 June 2022 (!)
- That's 923 days between the first and last post
- He has 42 posts on his profile
- While he has good views on average and with majority of his content, 42 posts in 923 days is 1 post/~22 days on average (that's 3 weeks+!). This means either:
  - He's taking a *really* long time between posts, or, most likely, to maintain attention...
  - ...he's regularly purging his account from underperforming content, and then reworking it (or not), creating a false impression of hitting the bullseye each and every time (which, to be frank, isn't possible)
- His videos are quite pedestrian and are repeating the same format, verbatim, for a number of years. They still do well somehow, quite likely based on the combination of a lot of trial and error behind the scenes and tackling different types of pop music - he's drawing from both the classic pop catalogues but also from contemporary music, whereas in your case, so far, it has been mostly the classic catalogue. Maybe this is something you want to explore - it is likely going to give you extra stickiness as people love reworkings and latest hits have extra appeal.
- This being said, if you look at his growth, it's 67K in roughly 2.5 years, 30 months. Your growth is 6K in just about 2 months. Extrapolating your growth x 15, it's 6K x 15 = 90K, so you're already primed to take over but in all likelihood this will not be a linear growth of that type as things tend to grow exponentially - especially if you gain so much early on and the word starts going round!

### Immediate recommendations:

#### - Slow down

- Focus on videos (Reels), don't bother with still images, carousels of still images etc. - it's not 2020, it's 2025
- Stick to a particular style of videos and test it. My recommendation would be to test it for 3 months, 3-4 posts/week, in 3-4 different formats (types - so not 3 different collages, but 1 collage, 1 talking head etc.) so that you get your data and reference points and have something that allows for informed and guided analysis. Right now there are so many different things being constantly tested it can be difficult to objectively measure as outside of core principles I have and take into consideration, there are multiple other factors that can sway a video, for example: day of the week, time of the day, audience you've hit initially that might have been less responsive and tanked the video, news coverage of a major event (you might get drowned out by all kinds of things - political events, cultural events like Oscars, GRAMMYs, BRIT Awards, SuperBowl, and so on — this might mean that a repost of a video or a slight tweak might help it to cut through
- Make sure you tag people who are featured in the videos so they can get pinged and get an opportunity to put the content in front of their audiences
- Make sure your captions are informative and you direct people to Link In Bio and feature Stories with Link Stickers whenever appropriate
- Make active use of Stories and share your Reels to Stories every time you have a new Reel, so you put those in front of your existing Followers

### Immediate recommendations:

- I'd say post 3 times a week, space it out as well, so maybe Monday, Wednesday and Friday - or Monday, Thursday, Sunday even.

It looks like so far the audience activity is pretty much the same regardless of the day, it's not like there's a massive dip over the weekend, or anything of sorts, so you have quite a lot of free reign over there. Key is to space it out I'd say, so you don't post back-to-back and let the content cycle through the platform, give people a chance to see it if they're only checking their IG once a day or something, and prevent one video eating up the other one, so to speak.

As far as the audience goes: the majority so far seems to be guys and 25-34, women are similar age bracket, but it looks like there's way less of them. Maybe worth looking at some more recent Disney songs + more recent music from the past 25-35 years, if you're keen into expanding into that territory (not sure how it fits into your release plans etc. just yet, but that's one of the things @alessos does, he's not just about classic pop standards, Tin Pan Alley, Brill Building pop etc.).

It's 'cause I personally feel they'll have more attachment to '90s songs at most. There's some core compositions that everyone will know ("When You Wish Upon A Star" being one of them), but if you delve too deep into the mid-20th century Disney etc. I feel it might fly over some of them as for a lot of people it might be their parents' music rather than their own.

### Immediate recommendations:

- I would consider dropping hashtags. These days a lot of discovery is contextual based on the copy itself, so it's more important to have good copy (caption) than it is to have hashtags because they don't have as much of an impact and they aren't as key as they used to be in the past
- You're already doing this for the most part from what I've seen, but make sure you always Like and reply to comments and try to do this within 24h as later on people might forget they've even commented and, when they get pinged, they might not bother with reengaging as it will have been 'old news' from a different state of mind for them
- Always have captions (subtitles) for any text whether spoken or sung in the video
- You get 3 pins, make sure you utilise them and change at least 1 of them every week to keep it fresh. Other 2 might be the biggest videos in your library until they stop being relevant or start showing age by e.g. having entirely different aesthetics from what you are doing at any given moment
- Make sure you always have thumbnails with people or at least 1 person clearly visible and not obscured by graphic elements - face has to be clearly visible
- Don't write off content completely, if it's performed lower than expected. Go back to the drawing board and either repost it, if there's a clear explanation why it might have underperformed (e.g. a non-Christmas song on Christmas, a post on New Year's Eve/Day without New Year's wishes) or figure out how to repackage it cleverly
- Have some more variety - in general I feel about a handful of songs are repeated over and over, which can get a bit repetitive, especially if there isn't that much difference and it's just variations of collages/mosaics with the same tune, or the same track with another collage but a bit of a different intro etc.
- Take some rest, take a step back and make sure you give yourself some space

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Monetisation

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Instagram features several options for monetisation that can be implemented in order to create revenue streams. Those most directly relevant and currently available, are:

- Badges
- Subscriptions
- Gifts

Badges and Gifts revolve around Lives, so it is worth implementing live streaming and e.g. live performances in the strategy and posting schedule in order to create opportunities for Mikey to be able to activate those particular revenue streams.

There are also ways to tap into Instagram Live Streaming with prerecorded content - perhaps something worth exploring. This can be done via tools that support RTMP keys - something I can also assist with.

## Subscriptions:

Instagram Subscriptions allow Mikey to monetise his content by offering exclusive benefits to his most engaged followers for a monthly fee. Followers can subscribe through an in-app purchase on their mobile device, and subscriptions can be managed directly in the Instagram app.



With Subscriptions, Mikey can offer exclusive content through:

- Subscriber Lives
- Subscriber Stories
- Subscriber Badges
- Subscriber Posts
- Subscriber Reels
- Subscriber Social Channels
- Subscriber Broadcast Channels

Once Subscriptions get enabled, followers will receive a notification in their activity feed and on Mikey's profile, prompting them to subscribe.

The subscription option will also be featured under the Subscriptions tab in the Followers and Following page, with additional recommendations available under "See All."

Subscribers will be identified by a subscriber badge , which appears in comments, direct message requests, and the primary inbox.

Non-subscribed followers can also see the badge  when a subscriber comments on feed posts, and tapping the badge  will prompt them to subscribe.

Subscriber Stories will appear before regular stories for followers with an active subscription.

Subscriber Posts will be boosted in personalised feeds but will still follow chronological order in the Following and Favourites feeds.

### Setting up Subscriptions:

To enable Instagram Subscriptions, Mikey needs to get to 10,000 Followers and set them up through the professional dashboard within the app.

In the Instagram app, he should go to his profile and tap Professional Dashboard.

Subscriptions can also be set up through Settings.

- Tap "Set up subscriptions"
- Tap "Next"
- Agree to the terms, then tap "Next"
- Select a monthly price, then tap "Next"
- Tap "Publish", then tap "Create"

Once Subscriptions are enabled, Mikey will see a confirmation that his subscription is ready.

Tapping "Done" will allow people to start subscribing directly from his profile.

Existing Followers will automatically be notified in three days via their activity feed and will see a "Subscribe" button on his profile. If Mikey wants to notify them immediately, he can tap "Notify Now".

### Setting up Subscriptions (cont'd):

To attract more subscribers, he can tap “See next steps” on his profile to learn how to promote his subscription and create exclusive content.

The exclusive content tab on Instagram gives subscribers a dedicated space to access the content they’ve paid for while also helping him reach more potential subscribers.

To change the monthly price for new subscribers:

- Mikey needs to go to “Subscription Settings”
- Tap “Monthly Price”
- Select a new price and tap “Save”

Please note: this price change will only apply to new subscribers, existing subscribers will continue paying their current rate.

After onboarding, Mikey will be redirected to Subscription Settings, where he can create promo and welcome reels and access additional steps to optimise his subscription.

To view all options, he can tap “See all”

He can also encourage people to subscribe faster by offering a discount.

### Setting up Subscriptions (cont'd)/Subscription Previews:

Worth mentioning is, in order to encourage Subscriptions, once the subscriptions have been launched, it is worth considering Subscription Previews.

Those enable Mikey to make some of his exclusive, subscription-only content visible to everyone and encourage more people to subscribe.

The previewed content will also show when a follower starts to subscribe, along with their friends who are subscribed to Mikey.

It's possible to add up to 3 exclusive Posts or Reels to the Subscription Preview from the Settings, or by tapping on a Subscriber-only Post or Reel on the Profile or Subscription tab.

### Badges:

Mikey can earn money through Instagram Badges during live videos.

When he goes live, Badges will appear next to a supporter's username throughout the stream.

Fans who purchase Badges will stand out in the comments and unlock additional features, such as placement on Mikey's list of badge holders and access to a special heart during the live video.

Instagram currently takes no revenue share, but Google and Apple collect a 30% fee for in-app purchases (something to keep in mind).

### Badges (cont'd):

Once the supporters have purchased a badge, they'll receive a celebratory animation screen. If the supporters purchase 3 or more badges, their profile photo will glow bright purple. Mikey will be notified with the amount of badges his supporters purchase and he can identify his top supporters by seeing the number next to their username.

When his supporters purchase one or more badges, the badges will appear next to their username. Mikey can thank supporters of a specific live video by using a thank you sticker in a story.

He can:

- Use the sticker from the tray to thank supporters from the most recent Live
- Access a list of supporters to thank from a specific Live in Settings

His supporters will be notified so that they can view the story. When Mikey goes live, he can pin comments from supporters who purchase badges.

Their badges will be next to their name and their comment will appear to everyone during the live video.

Mikey will also see questions submitted from his supporters during a live video, which will appear in a Q&A box.

The questions submitted from his supporters who purchase the most badges will move to the top of the queue, which his supporters won't be able to see.

### Gifts:

Instagram Gifts is a feature that allows Mikey to earn money directly from his audience. Both followers and non-followers can show their appreciation by sending virtual gifts on his Reels. Only Mikey will be able to see the specific gifts he receives.

Viewers can purchase Stars and use them to send gifts on Instagram. Instagram will then provide a revenue share from reels that have received gifts, paying Mikey \$0.01 for every Star received on a monthly basis.

Instagram Gifts are available in Australia and the UK, which is important as these are Mikey's primary locations. Instagram's account location - and the features available - will automatically update after around four weeks of staying in a particular country, and this cannot be manually adjusted as it is information pulled through a combination of an IP address, geolocation, SIM card and network used, and other factors.

(Please note: Facebook Stars on Reels is a separate product that requires separate onboarding if you ever wanted to use them)

**In order to use Gifts, and other forms of monetisation on Instagram, the following needs to be done:**

- The account needs to be set up as a “Professional account”
- The age/date of birth on the account needs to be set as 18 years or older
- The account needs to meet Instagram's Partner Monetisation Policies
- The account needs to remain compliant with Instagram’s Community Standards and Content Monetisation Policies
- The account must have 500+ followers at the time when enrolment begins
- Mikey needs to agree to the Instagram Gifts Creators Terms
- Mikey needs to set up a payout account on Instagram

If a fan buys a gift and the payout account has not been set up yet, it is possible to see who sent a gift, but it’s not possible to receive earnings from it.

- Additionally, accounts that primarily post content focused on children are not eligible to receive or earn from Gifts, which is something to keep in mind when creating content revolving around music and Disney songs (perhaps worth balancing it out so the content does not fall under this particular policy)

### Content suggestions:

Monetisation on Instagram currently happens via a combination of Live (live streams), Subscriptions and external websites allowing for monetisation, so the content strategy needs to factor in those two pathways.

Some suggestions of what could be implemented as an attractive proposal to the audience are:

- Exclusive sheet music with arrangements (both instrumental and vocal)
- Allowing paying subscribers to suggest new song combinations to be covered or mashup combinations
- Behind the scenes videos of shooting and recording the songs
- Challenges (e.g. "Multiple classic Disney songs in one minute")
- "Disney Villain vs Hero Themes/Singing Battles"
- "Disney Music Theory Explained" (videos on why certain songs - Disney or others - sound so infectious and magical: their key changes, special chord progressions, arrangements etc.)

### Third-party website suggestions:

There are also several, third-party websites that help with monetising content. Perhaps it is worth considering also creating some educational content, teaching people how to play certain songs, and having the 'walkthrough' (explanation) behind a paywall.

Another product worth considering are premium/paid subscription newsletters than can e.g. feature sheet music with arrangements in digital, printable format, or a format suitable to be processed by apps such as Sibelius, Finale, Notion or Dorico.

Some of the websites worth considering and that I would recommend, would be:

- Patreon: it allows for setting up paid membership tiers for exclusive content, early releases, behind-the-scenes, or VIP access.
- Ko-fi: it's a simple tip jar or monthly membership setup where fans can send support
- Buy Me a Coffee: similar to Ko-fi, great for microdonations and content sales
- Cameo: allows to sell personalised video shoutouts, special wishes or performances with e.g. lyrics tailored to an occasion to fans
- Memmo: similar to Cameo
- GigSocial: another website where artists get paid to record video messages for fans

### Third-party website suggestions (cont'd):

- Mighty Networks: top-ranked community software with built-in courses and events, designed to foster member connections
- Kit (formerly ConvertKit): the website provides newsletter subscriptions, email list management, and easy automations for creators
- Kajabi: it features asynchronous courses, marketing funnels, and integrated email solutions
- Podia: it includes a drag-and-drop website builder, design templates, and built-in marketing tools
- Thinkific: it supports online courses and digital products for educators and creators
- Gumroad: it allows monetisation of various products with marketplace-style discovery

### Third-party website suggestions (cont'd):

- Selfy: it provides tools to sell physical and digital products with drag-and-drop storefronts and print-on-demand services
- Teachable: it specialises in pre-recorded courses with AI evaluations and an affiliate program
- Ghost: it offers newsletter capabilities with a powerful content editor and multi-author functionality
- Etsy: it is a marketplace that provides search engine traffic for digital and physical products (e.g. limited, printed sheet books)
- Liberapay: it is a nonprofit crowdfunding platform facilitating recurrent unconditional donations

**Third-party website suggestions (cont'd):**

Each one of those platforms needs individual tackling, setting up and configuring, which is something I can help with.

A great advantage is that you can repurpose and sell the same content across multiple platforms, as their audiences don't overlap, so you can create batches of content (or physical goods) and have them offered in multiple places at once, effectively creating recurrent and synchronised revenue streams.

CO

**Community Activation/Engagement**

AL

### Tips on Building, Retaining and Activating the Community:

- Strategic Story Prompts
  - Polls & “This or That”
  - Example: “Which video do you prefer? A or B? Vote below!”
- Emoji Slider to Express Feelings
  - Example: “How excited are you for this new song? Slide to vote!”
- Quiz Your Audience
  - Example: “Guess the right answer: How long does it take to write/arrange/record a new song?”
- DM-Based Exclusivity
  - Example: “DM me ‘MIKEY’ to get access to an exclusive video” (this can be paywalled, hosted on an external platform etc.)

### Tips on Building, Retaining and Activating the Community (cont'd):

- Calls-to-Action (CTAs) in Posts
  - “Tag a friend who needs to see this!”, “Tag someone who you’d like to see it”
- “Comment your X below!”
- Make statements that invite responses: “Only true fans will know this... Can you guess?”
- Personalised Replies, Voice Notes and Videos in DMs: when followers reply to your Stories, go beyond text:
  - Send voice notes and videos for a personal touch
  - Ask them follow-up questions to keep and deepen the engagement - don’t let it be a 1:1 exchange, try to get out as much as possible from each and every interaction

### Tips on Building, Retaining and Activating the Community (cont'd):

#### - Comment Gamification:

- “First 10 people to comment get a shoutout in my Story at some point this week!” (don’t tell them when exactly - if you give them a rough idea that’s still sensible - e.g. “this week” rather than “this month”, they’re likely to be coming back and checking them out in anticipation)

- “Drop a 🔥 emoji if you want early access to my new project.” (you can then DM them directly with a link once it goes live, either on IG or on an external platform)

#### - Story/Post ‘Scavenger Hunts’

- Spread clues across multiple Posts or Stories: “Find the hidden word in my last 3 Posts/in the Stories across the next few days, and DM me the answer!” (you can then reward them with something cool like an exclusive content, free sheet music etc.)

#### - Instagram Close Friends Feature

- Add highly engaged followers to a “Close Friends” list for VIP content

Example: “Reply ‘VIP’ if you want to be in my Close Friends for behind-the-scenes drops!”

### Tips on Building, Retaining and Activating the Community (cont'd):

- Ask for Opinions & Invite Followers to Co-Creation
  - Let Followers have a say in content, product choices or branding: “Help me choose! What should my next song be?” (Polls, DMs, Comments)
  - “What questions do you want me to answer in my next video?”
- Community Shoutouts
  - Feature top Commenters, most loyal Fans, or Frequent Engagers in Stories or Reels.  
Example: “Big shoutout to [@username] for always supporting! 💙”
- Pin the best Comments to spotlight/highlight people and drive engagement
- Co-Hosting Lives with other Creators
  - Invite other Creators to join and talk, jam together
  - Invite followers to join as guests for Q&A or testimonials.

This allows you for cross-pollination of Followers and makes Followers feel part of the content and a unique tribe

### Tips on Building, Retaining and Activating the Community (cont'd):

#### - Broadcast Channels:

- They allow people to get direct & exclusive access: Followers will receive notifications like a DM, so they're more likely to engage
- They allow to build a Superfan Community - a dedicated space for exclusive content, previews, and personal updates
- They allow to drive monetisation & external traffic - you can funnel fans to Patreon, Shopify, Spotify, live shows, and wherever else outside the platform, more easily
- A compelling name attracts followers and builds identity. Some ideas: 🎤 "The Vintage Lounge" - a retro-themed music space, 🎵 "'50s/'60s Retro Club" - feels like an exclusive vintage music fan group, 🏰 "Disney Dreamers Music Club" - for fans of his Disney covers. It is possible to have more than one, so a good idea might be to try and segment the Followers that way or keep a few Broadcast Channels specific to types of content/themes around the Content
- Position it as a Superfan-exclusive space in Bio and Stories (when posting with a Link Sticker)

Example: "Join my Broadcast Channel for secret covers & behind-the-scenes magic! 🎵"

### Tips on Building, Retaining and Activating the Community (cont'd):

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Example: "Join my Broadcast Channel for secret covers & behind-the-scenes magic! 🎵"
- Use limited-time urgency to boost conversions:  
Example: "24 HOURS ONLY: Get an exclusive X, only available for the next 24/48 hours! Link below."

### Tips on Building, Retaining and Activating the Community (cont'd):

- Make sure to use the opportunity to include Links in Bio. While IG allows for up to 5 links to be displayed, only the first one shows up before the fold, so might still use LinkTree or similar and direct people to a landing page with a collection of links. Realistically, users are more likely to follow this journey:

1st link in IG bio -> Landing Page (LinkTree or similar) -> exploring links

than they are to click '...and X more,' view the additional links, and select one from there.

Part of the reason is that the way Instagram handles multiple links is still quite clunky and, frankly, nowhere near as visually appealing as a separate landing page.

Since you're getting a pop-up either way and the website will open in-app, you might as well go with the better-looking option.

That said, if you have a verified account, you can add images to those links, so at this point, it might be worth considering using multiple Instagram links - or even both multiple IG links and an externally hosted landing page.

### Tips on Building, Retaining and Activating the Community (cont'd):

- Add link stickers to your Stories, but keep in mind that Stories primarily serve as a tool for nurturing and engaging existing followers. They are not designed for audience growth.

In the past, there were ways to use Stories to attract new followers, but most of that functionality was phased out years ago and is unlikely to return. This means that when using Stories, you are speaking to your current audience rather than acquiring new followers.

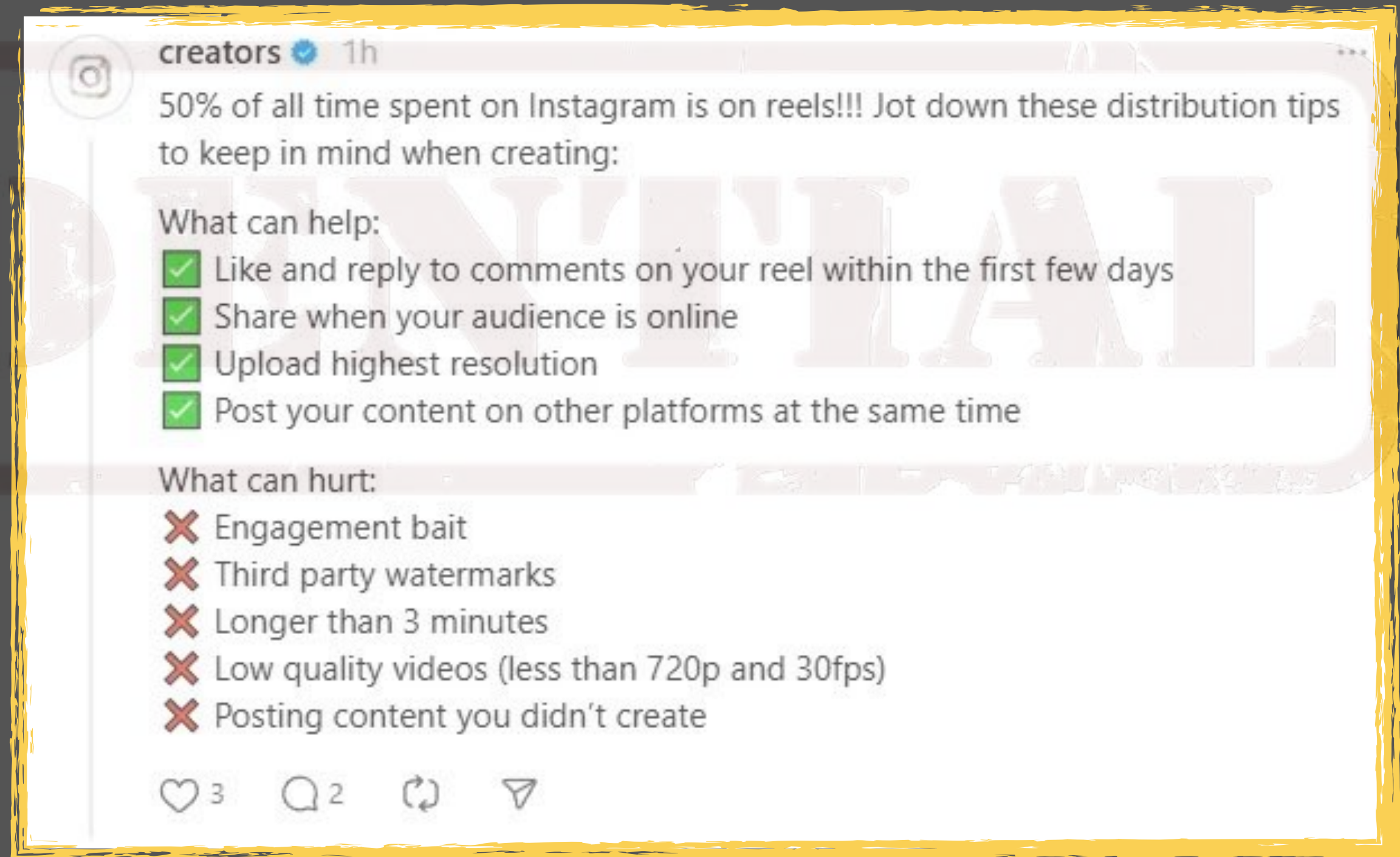
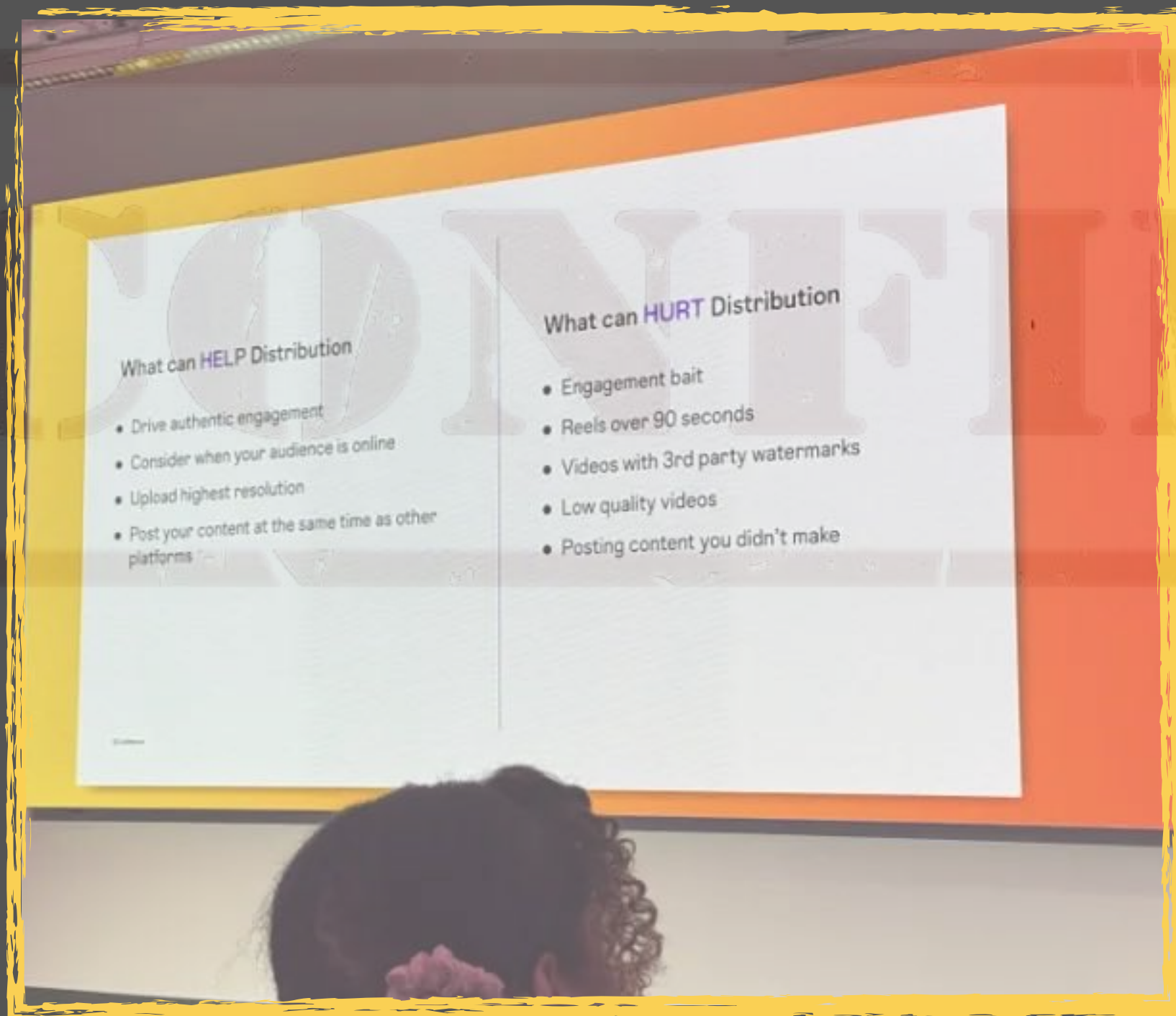
CO

**Exclusive: Latest Reel Advice**

AL

While I have been compiling this Audit, Instagram have come out with some useful and directly-applicable advice during their Creator event in New York, and some other advice has been shared on their [@Creators](#) account (worth following, by the way - a lot of gems getting dropped there consistently).

I am sharing it below, hoping it provides further guidance and inspiration.



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REFERENCES AND REFERRALS ARE VERY WELCOME AND APPRECIATED - THANK YOU :)