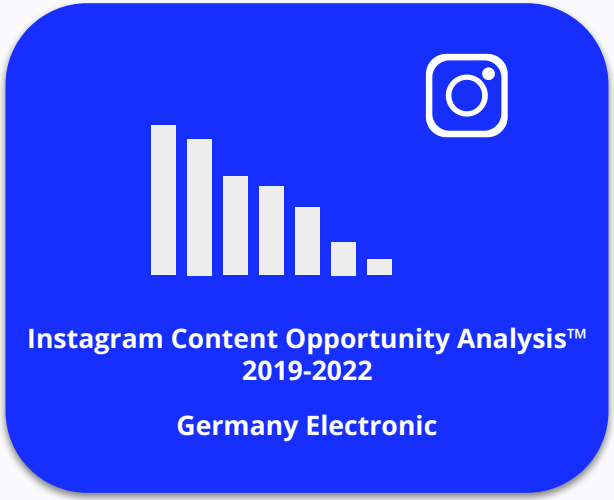
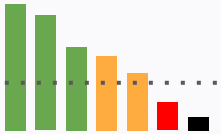
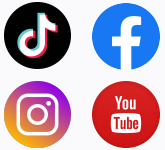

Instagram Content Opportunity Analysis™
2019-2022
Germany Electronic

Content Opportunity Methodology

1

Measure & Categorize

Sample a large number of social posts to find ones that are significantly outperforming the average.

2

Identify Top Themes

Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.

3

Identify a Benchmark

Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.

4

Identify Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.

5

Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

Principle Data Partners

eDATA source · tubular · BuzzSumo · SEMRUSH · SimilarWeb · Pathmatics · SPARKPOST · unmetric

RightMetric

© 2022 RightMetric Digital Ltd. All rights reserved.

Content Opportunities: Instagram

RightMetric

© 2022 RightMetric Digital Ltd. All rights reserved.

Instagram Content Bucket Definitions

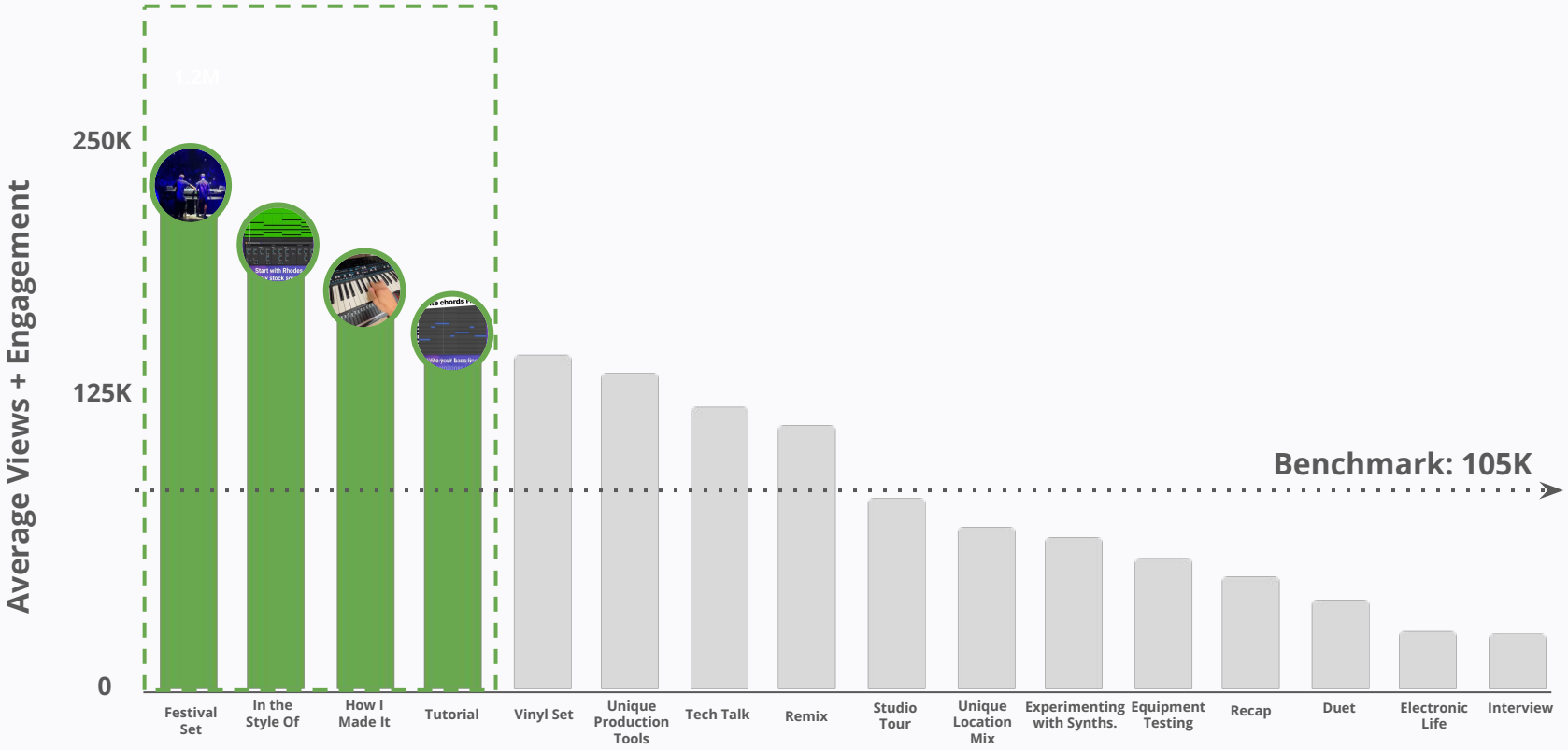
Click to see example

- **Festival Set:** Classic festival sets of artists performing with different angles either behind the DJ or from the back of the crowd to admire production.
- **In the Style Of:** A series where producers explain how to make beats "in the style of" other popular producers.
- **How I Made It:** Artists taking viewers through their process to make some of their top or newest songs.
- **Tutorial:** Follow-the-instruction style videos that help producers create specific types of electronic music.
- **Vinyl Set:** A performance format where DJs challenge themselves to complete a mix using only vinyl records.
- **Unique Production Tools:** Exploring unusual production tools to create unique sounds for electronic music such as obsolete school equipment.
- **Tech Talk:** Sitting down with artists to talk about their tech for music as well as demonstrate any elements in their production routines.
- **Remix:** A series where a producer uses text on screen to demonstrate changes they would make to a song before playing their remix.
- **Studio Tour:** Artists giving viewers a tour of their studio space and showing different elements of their creative zones.
- **Unique Location Mix:** A performance format where the artist experiments with DJ sets in unique locations such as on a gondola.
- **Experimenting with Synthesizers:** Producers test a range of different synthesizers from across the world to demonstrate different sounds.
- **Equipment Testing:** Producers demonstrating how different types of equipment work to help artists decide if it's beneficial for their production.
- **Recap:** Day in the life recaps or general updates of festivals or production days with artists.
- **Duet:** Artists using Instagram's collaborative features like remixes or co-posts to digitally collaborate with other artists on the platform.
- **Electronic Life:** Producers and electronic music consumers demonstrating the way techno music takes over their lives as a way to relate to others.
- **Interview:** Different formats that indulge artists to talk about themselves including "Behind the Beats", "First Things First", "This or That" & "B-Sides".
- **Production Freestyle:** This outlier video features artists collaborating where one uses production equipment while another plays the piano.

RightMetric

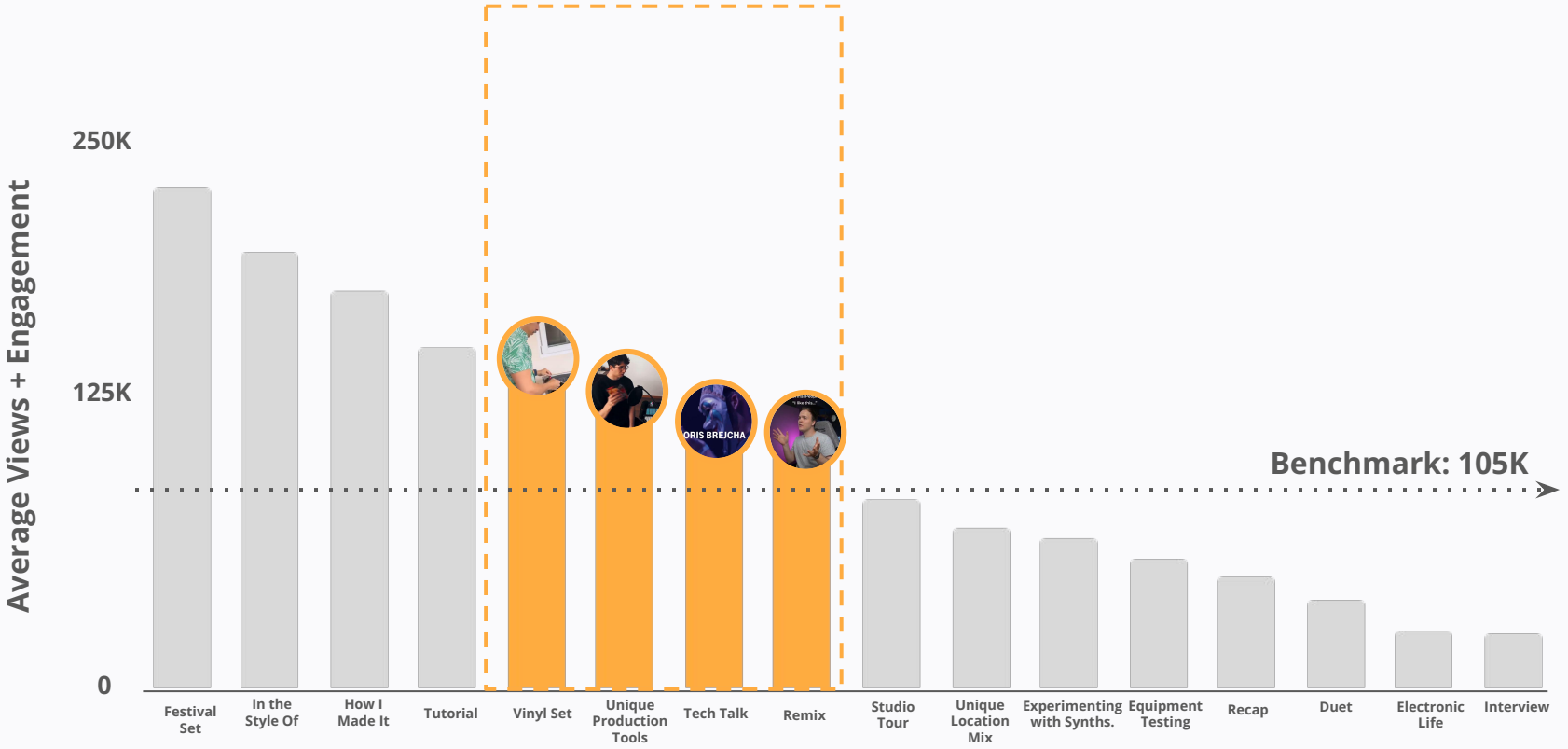
© 2022 RightMetric Digital Ltd. All rights reserved.

Excellent performing content for the Germany audience on Instagram include:



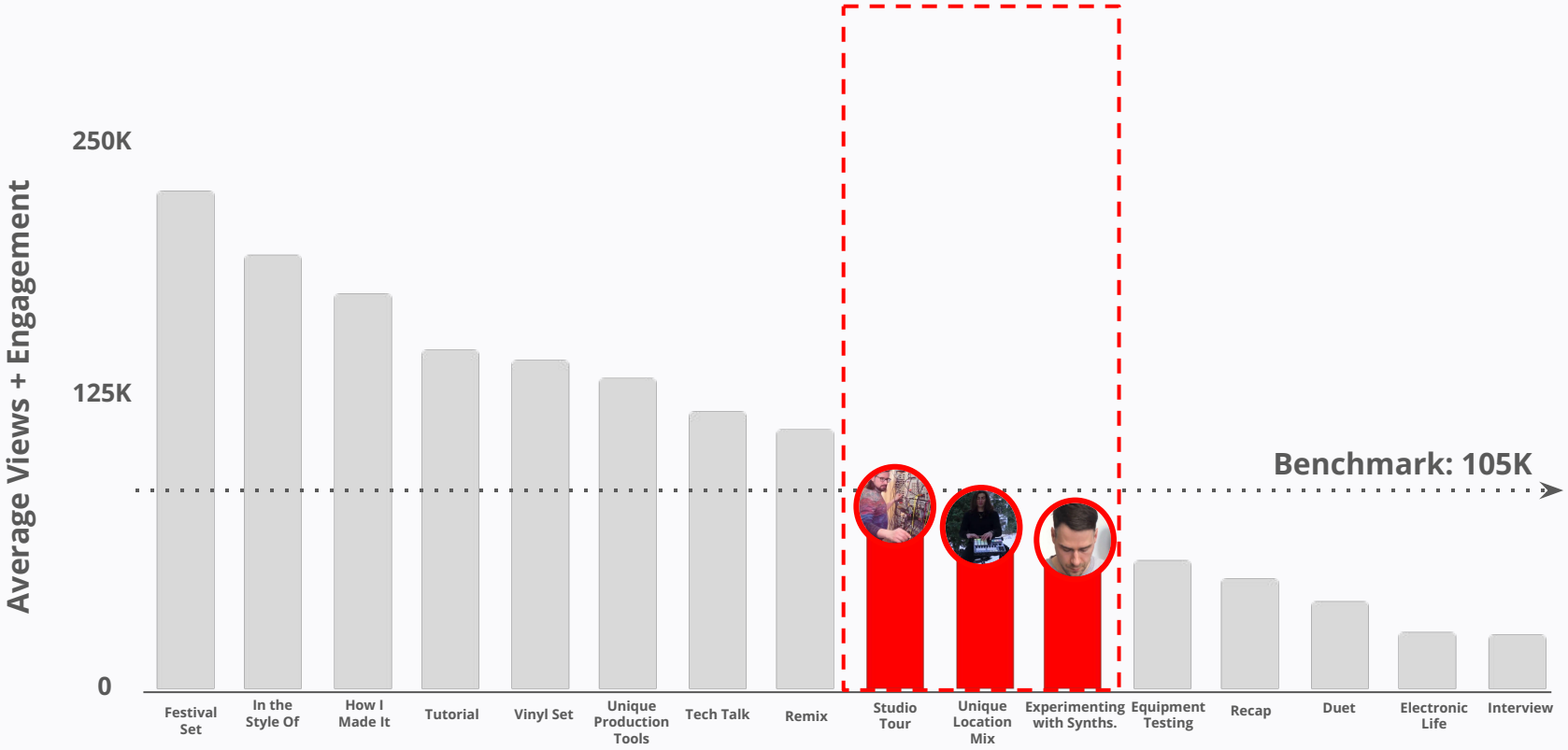
© 2022 RightMetric Digital Ltd. All rights reserved.

Good performing content for the German electronic audience on Instagram include:



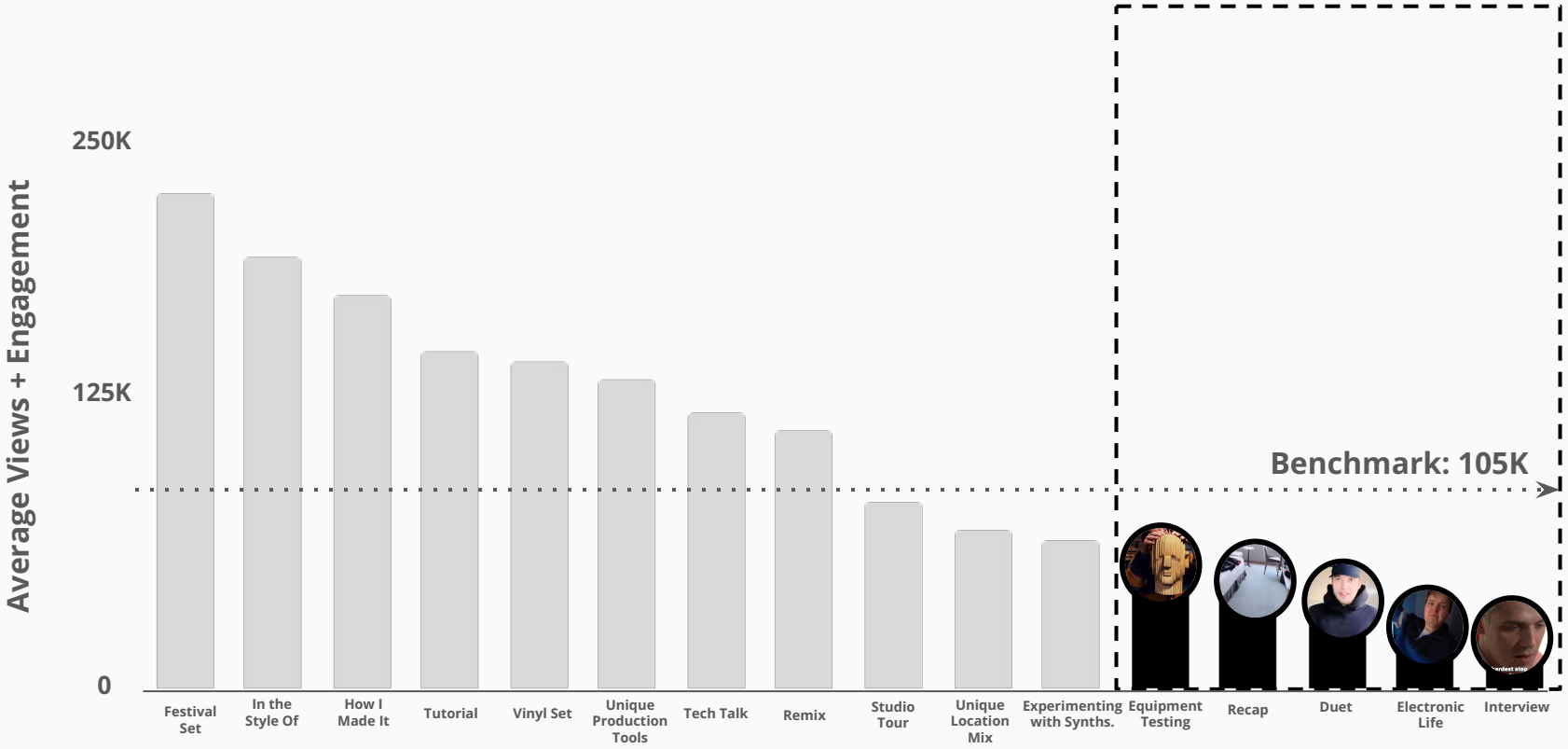
© 2022 RightMetric Digital Ltd. All rights reserved.

Substandard performing content for the German electronic audience on Instagram include:

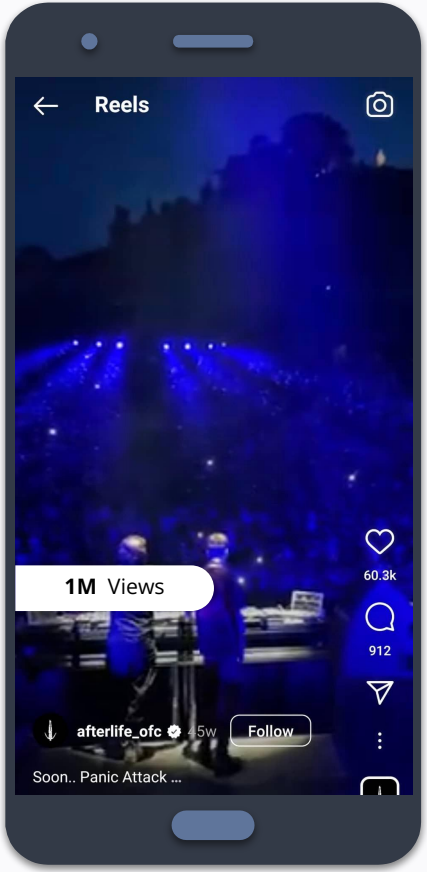


© 2022 RightMetric Digital Ltd. All rights reserved.

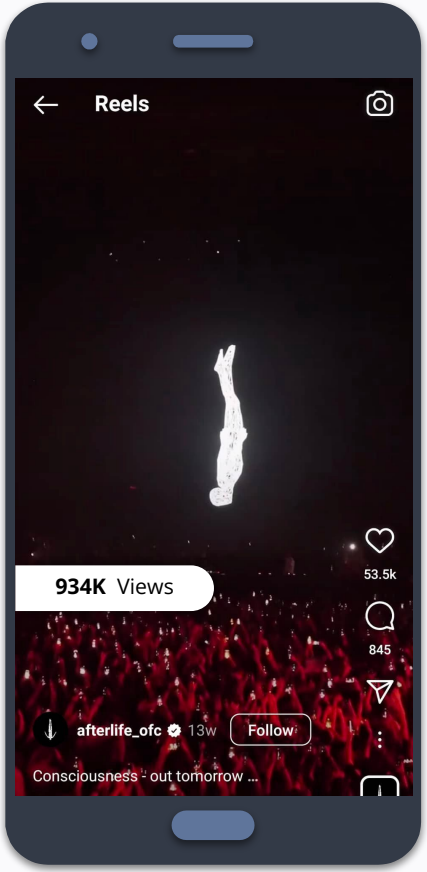
Low performing content for the German electronic audience on Instagram include:



© 2022 RightMetric Digital Ltd. All rights reserved.



Click to view



Click to view

Content Opportunities:

#1. Festival Set

Classic festival sets of artists performing with different angles either behind the DJ or from the back of the crowd to admire the set production.

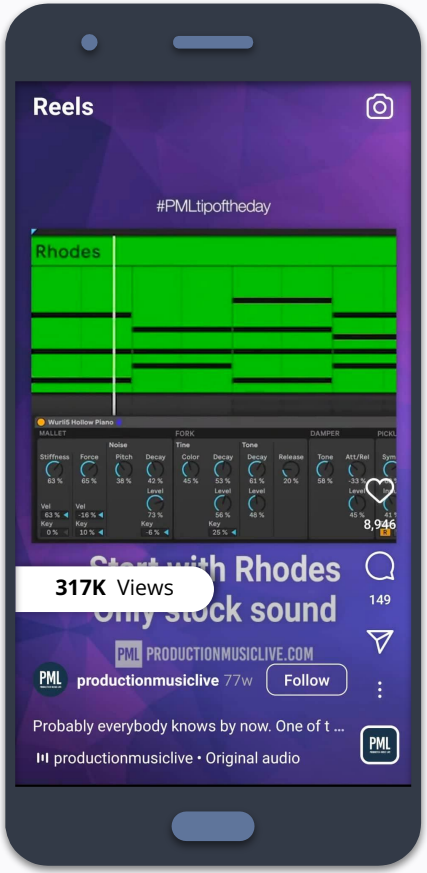
Tactics to Implement:

- **Changing Perspective:** Unlike YouTube, the top performing video in this category focused on the view of the artists from behind the stage as opposed to filming from the crowd.
- **Reels:** High quality optimized Reels are the top format for this category as it provides an immersive experience in a short amount of time.

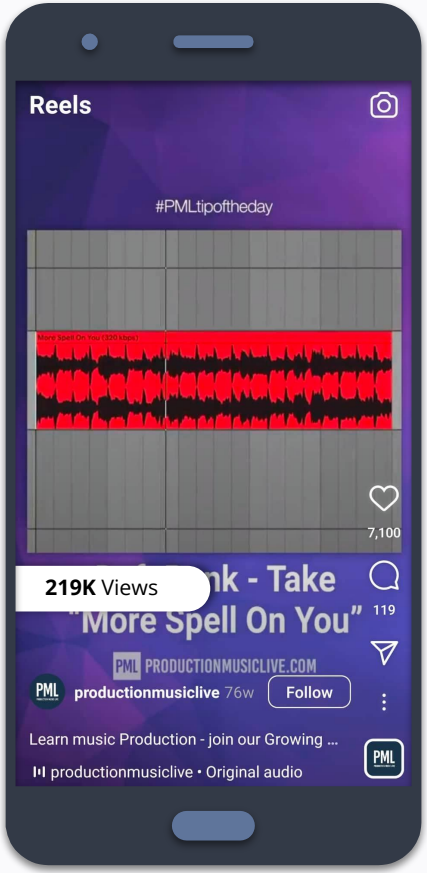
Content Opportunities:

- While this content category may seem repetitive and simple, it is a quick way to gather content that will spread quickly on high-reach formats like Reels.
- This type of content tends to focus only on one shot, and does not require heavy editing as the beat drop acts as an expected transition.
- To expand this content format, leverage trends that explore the spectacle of life such as this.

© 2022 RightMetric Digital Ltd. All rights reserved.



Click to view



Click to view

Content Opportunities:

#2. In the Style Of

A series where producers explain how to make beats "in the style of" other popular producers.

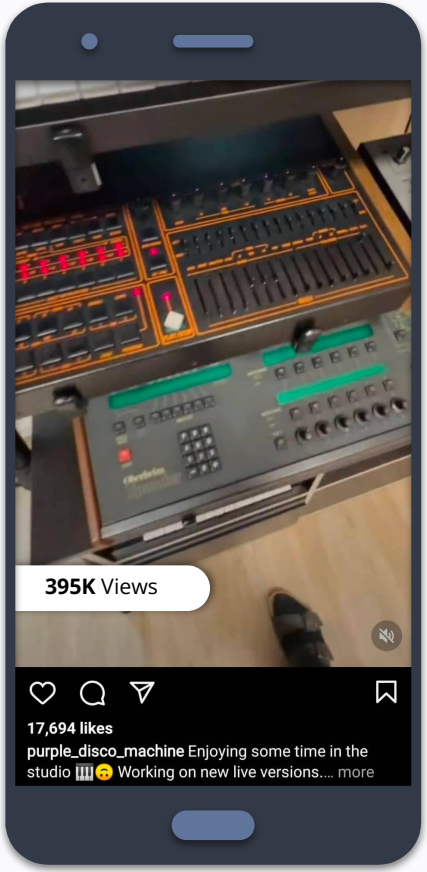
Tactics to Implement:

- **Simple Steps:** Top performing content for this category tends to be simple. It uses step by step explanations with captions, branded colours and backgrounds with screen recordings to guide viewers.
- **Unexpected Format:** On YouTube, this format is similar for the most part, except for a dynamic introduction that ties in studio settings and people for a more personal touch. Instagram versions feature no introductions and jump right into the process.

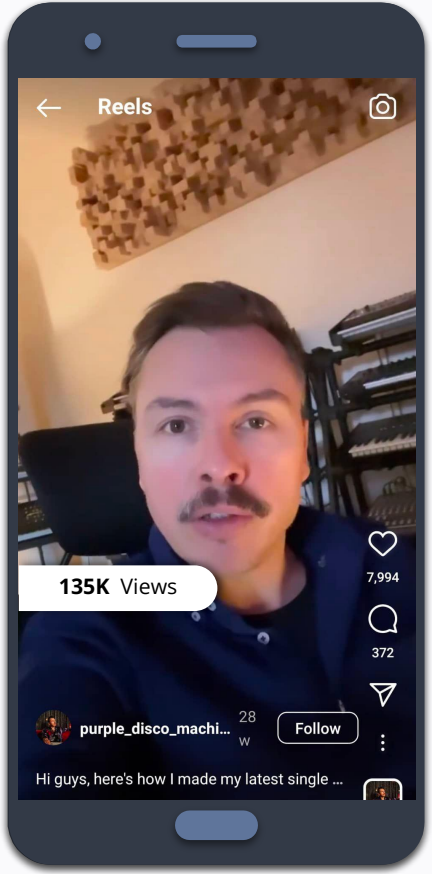
Content Opportunities:

- Host an “In the Style Of” series for Reels where instead of duplicating an artist’s style, you invite them in personally to leave a quick and specific tip for producers working on their own content. Imagine the series title: “This is How I...”

© 2022 RightMetric Digital Ltd. All rights reserved.



Click to view



Click to view

Content Opportunities:

#3. How I Made It

Artists taking viewers through their process to make some of their top or newest songs.

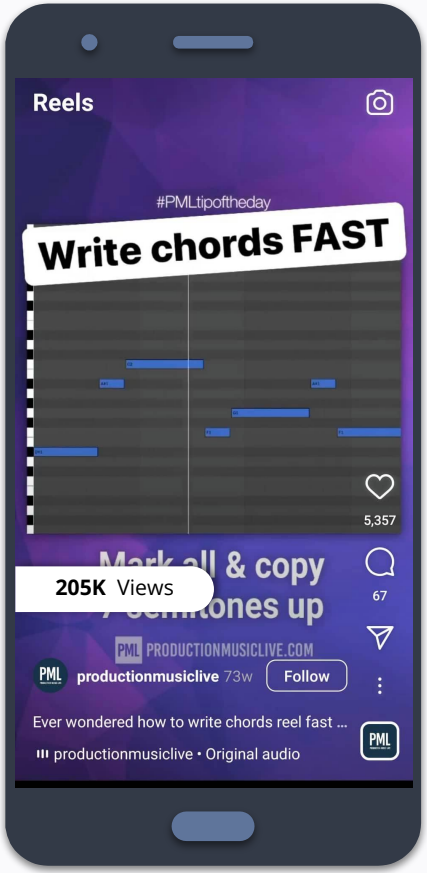
Tactics to Implement:

- **Focus on the Elements:** These videos aim to take fans on an exclusive journey of what instruments and tactics were used to create a song they love.
- **Process over Technicalities:** Where "In the Style Of" features more technical step-by-step elements to song production, this series focuses more on highlighting any unique elements of production that fans can listen back on and connect to your video as an 'aha I know how this was made' moment.

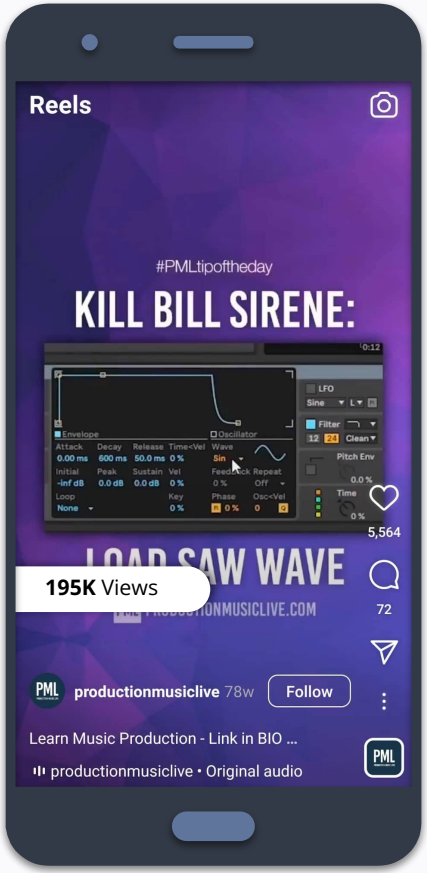
Content Opportunities:

- Ask producers to choose their most unique production elements from songs (think unexpected instruments) and challenge them to recreate or explain how they thought of it for the song and integrated it into the final product.

© 2022 RightMetric Digital Ltd. All rights reserved.



Click to view



Click to view

Content Opportunities:

#4. Tutorial

Follow-the-instruction style videos that help producers create specific types of electronic music.

Tactics to Implement:

- **Targeted:** These forms of videos aim to teach viewers specific effects, fast.
- **Elements Over Big Picture:** While very similar to "In the Style Of" these videos aim to give viewers a piece of the puzzle to build their own styles in production as opposed to learning from someone else.

Content Opportunities:

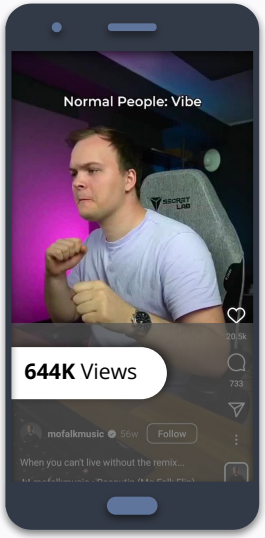
- Although this category may seem overplayed, it's important to note the success of content types that clue creators into the process.
- Create a series of different broader production goals that can be broken down into parts. This will enable viewers to move on to the next video and these can be batch created then split into multiple videos. Expand the subject matter beyond production to electronic music business matters like getting your first gig at a club or how to set up a successful livestream with current electronic music content creators.

© 2022 RightMetric Digital Ltd. All rights reserved.

Outliers:

These videos were omitted from their content buckets as ‘viral’ outliers for exceeding 3x the views and engagements of their respective benchmarks.

Remix

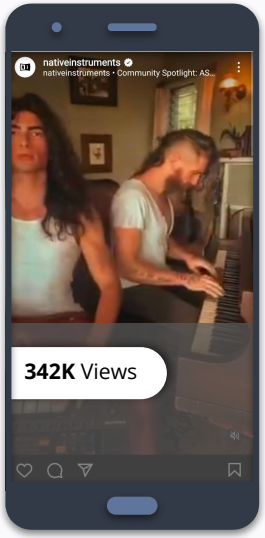


Click to view

Tactic

Traditional “How to Remix” videos have used electronic songs trending in the EDM world but this video uses a trending social media song where the creator makes an electronic version.

Production Freestyle

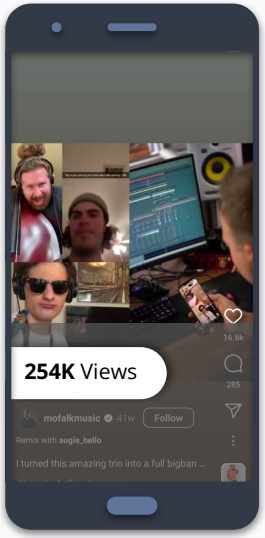


Click to view

Tactic

This outlier video features artists collaborating where one uses production equipment to freestyle while another plays the piano.

Duet

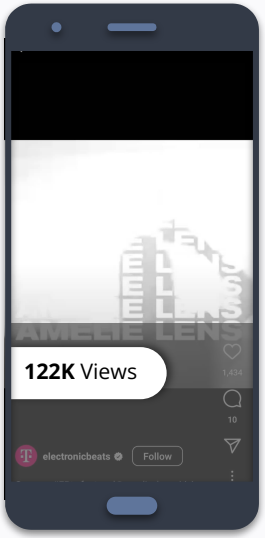


Click to view

Tactic

This duet video features a video with 3 other creators content being sampled and mashed up at the same time, creating a level of awe and curiosity.

Interview



Click to view

Tactic

This Interview outlier features a quick tease of the interview to come at a later date. Clips of the artist performing tie the video together as the artist can be heard talking in a voice over.

© 2022 RightMetric Digital Ltd. All rights reserved.