

Instagram Content Opportunity Analysis™  
2019-2022  
US Electronic Music

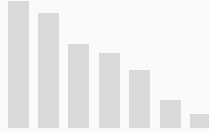
# Content Opportunity Methodology



1

## Measure & Categorize

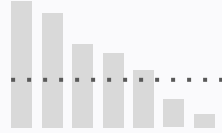
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

## Identify Top Themes

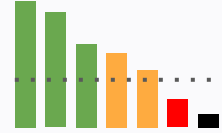
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



3

## Identify a Benchmark

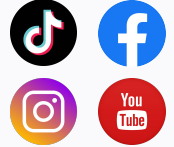
Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.



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



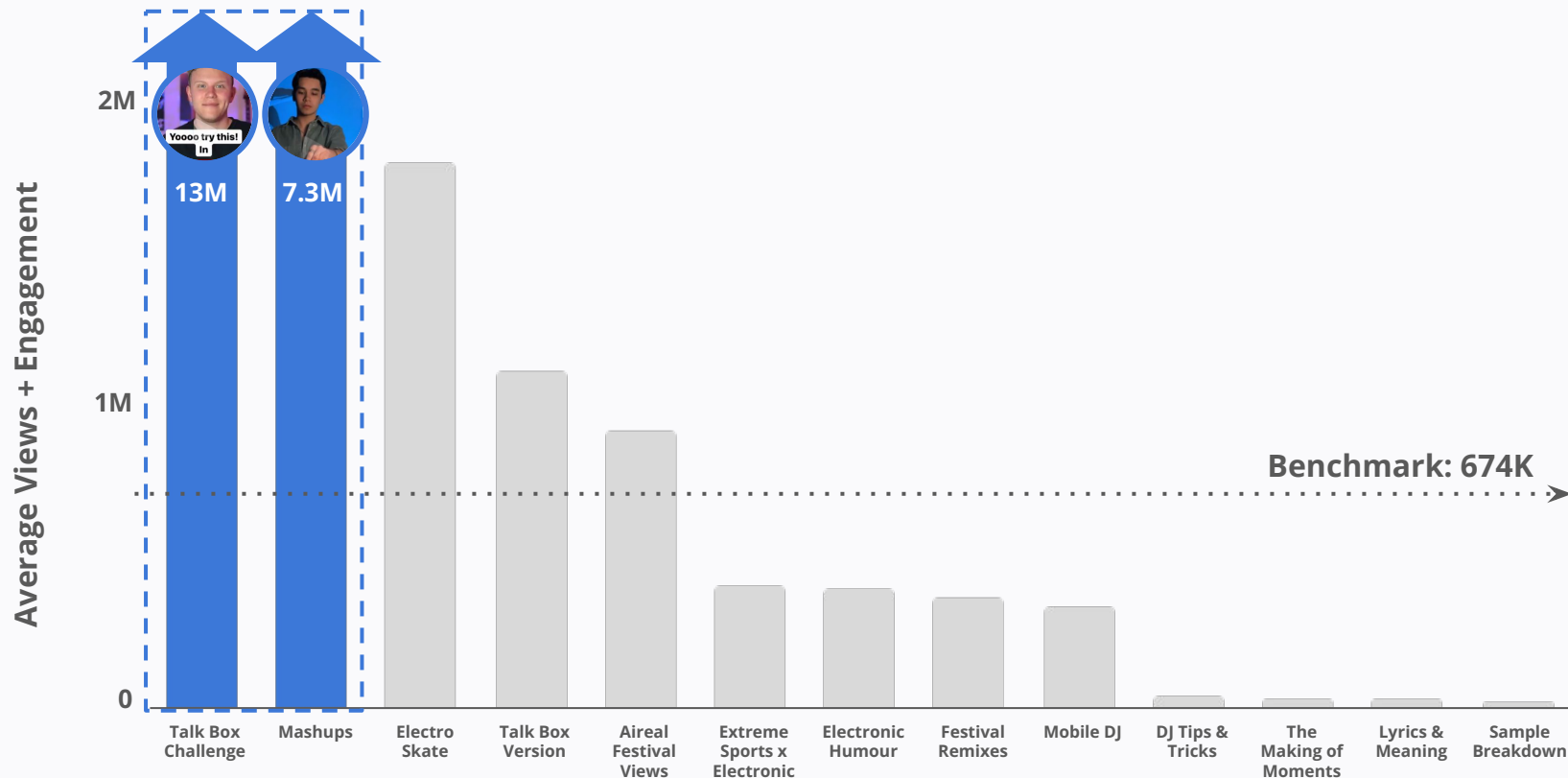
# Instagram Content Bucket Definitions

Click to see example



- [Talk Box Challenge](#): Videos encouraging viewers to use their phones as a talkbox and to sing along with various songs.
- [Mashup](#): DJ blends two or more pre-recorded songs with a seamless transition.
- [Electro Skate](#): Videos of people rollerblading with electronic music.
- [Talk Box Version](#): Artist recreating original songs with talk box vocals.
- [Aerial Festival Views](#): Drone footage of festivals taken on an elevated vantage point to capture the magnificence of the festival.
- [Extreme Sports x Electronic](#): Extreme sport clips paired with electronic music.
- [Electronic Humour](#): Videos meant to be entertaining, humorous or relatable to the electronic community.
- [Festival Remixes](#): Clips from a set at a festival featuring an unexpected mashup, unreleased remix or edit.
- [Mobile DJ](#): DJs bringing their controllers with and performing while doing other things such as snowboarding or skydiving.
- [Mix & Tips](#): DJs share the best tips and tricks for mixing and scratching.
- [The Making of Moments](#): Behind-the-scenes clips from the moments when a song comes together.
- [Lyrics & Meaning](#): Artists break down the meaning and stories behind their songs, albums, lyrics and work.
- [Sample Breakdowns](#): Producers showcase the different elements in a sample before putting it all together.

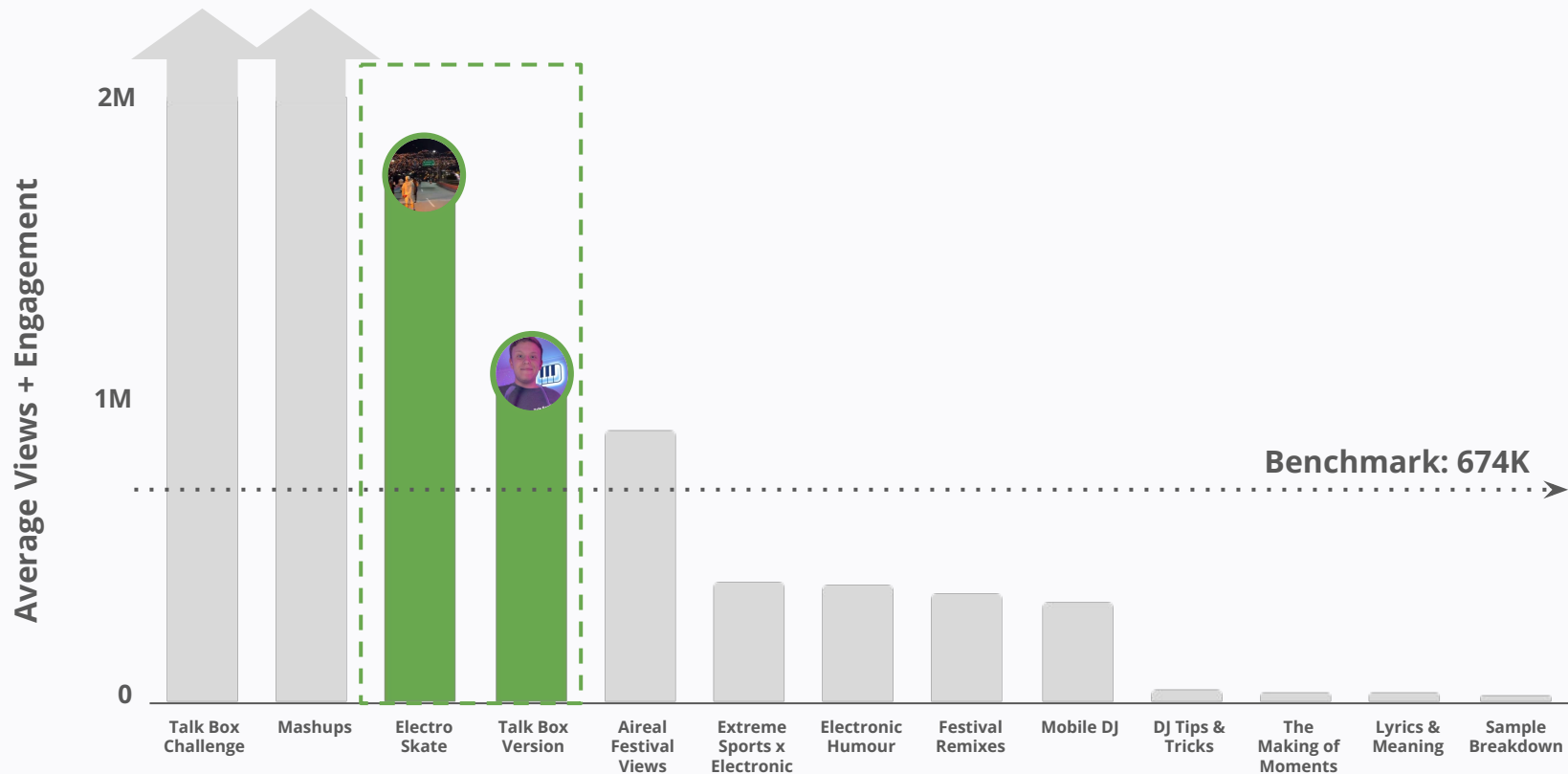
Talk Box Challenge and Mashups were **extreme performing** content opportunities, averaging 3X the views & engagement rate on Instagram.



Extreme Performing Opportunities are removed from the graph benchmark to avoid skewing the dataset.

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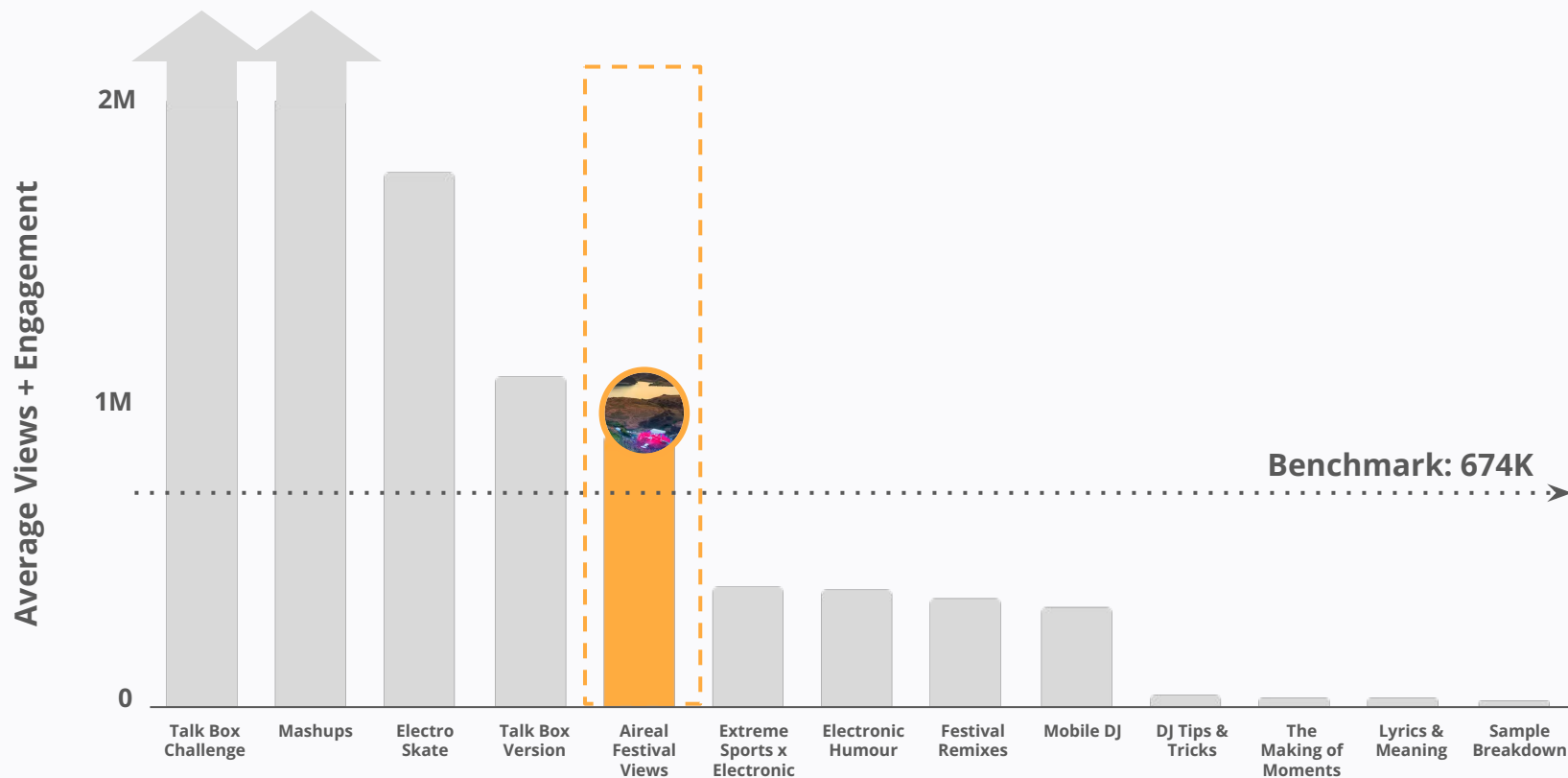
**Excellent performing** content opportunities for the US electronic music audience on Instagram include:



Extreme Performing Opportunities are removed from the graph benchmark to avoid skewing the dataset.

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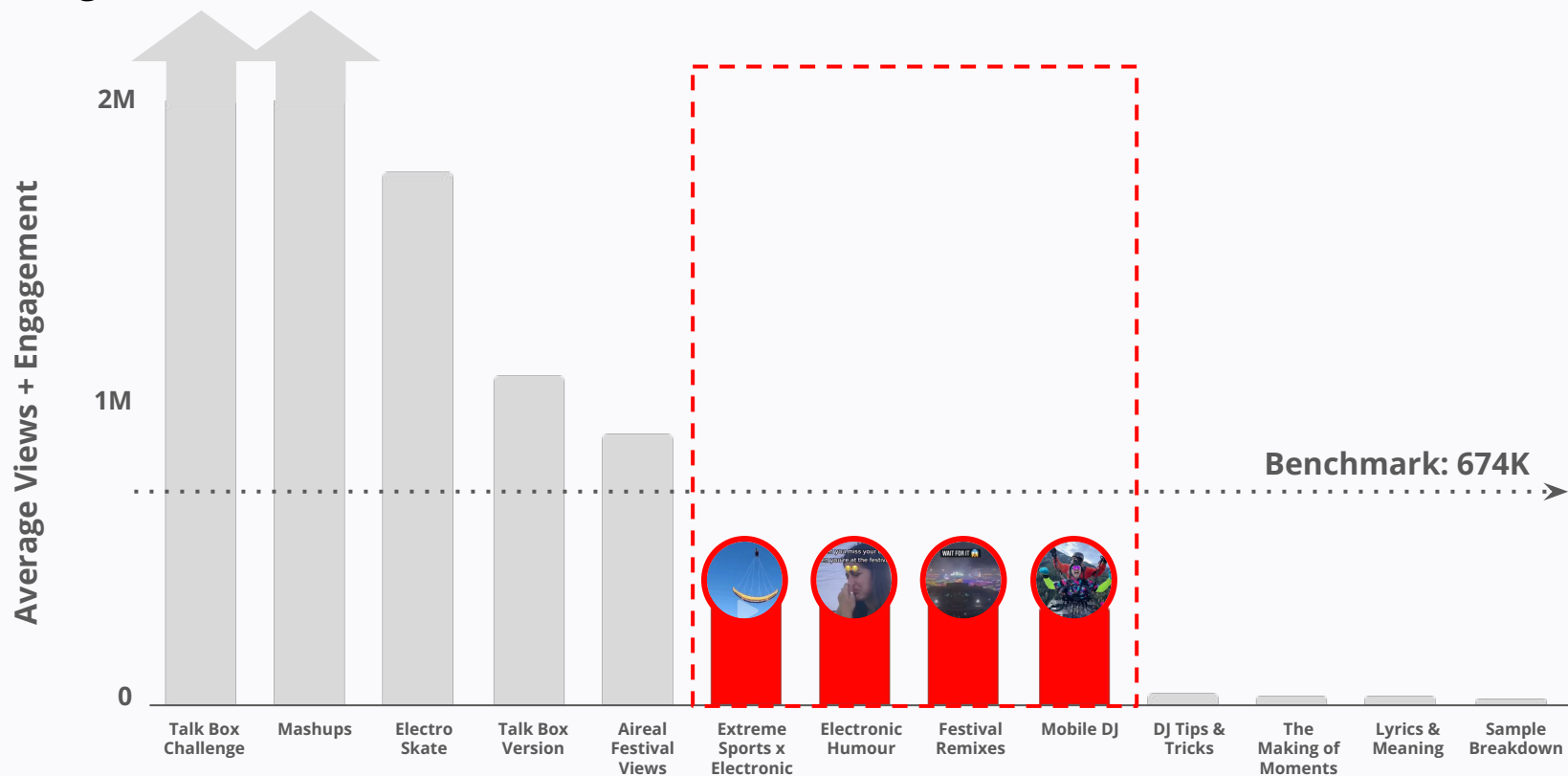
**Good performing** content opportunities for the US electronic music audience on Instagram include:



Extreme Performing Opportunities are removed from the graph benchmark to avoid skewing the dataset.

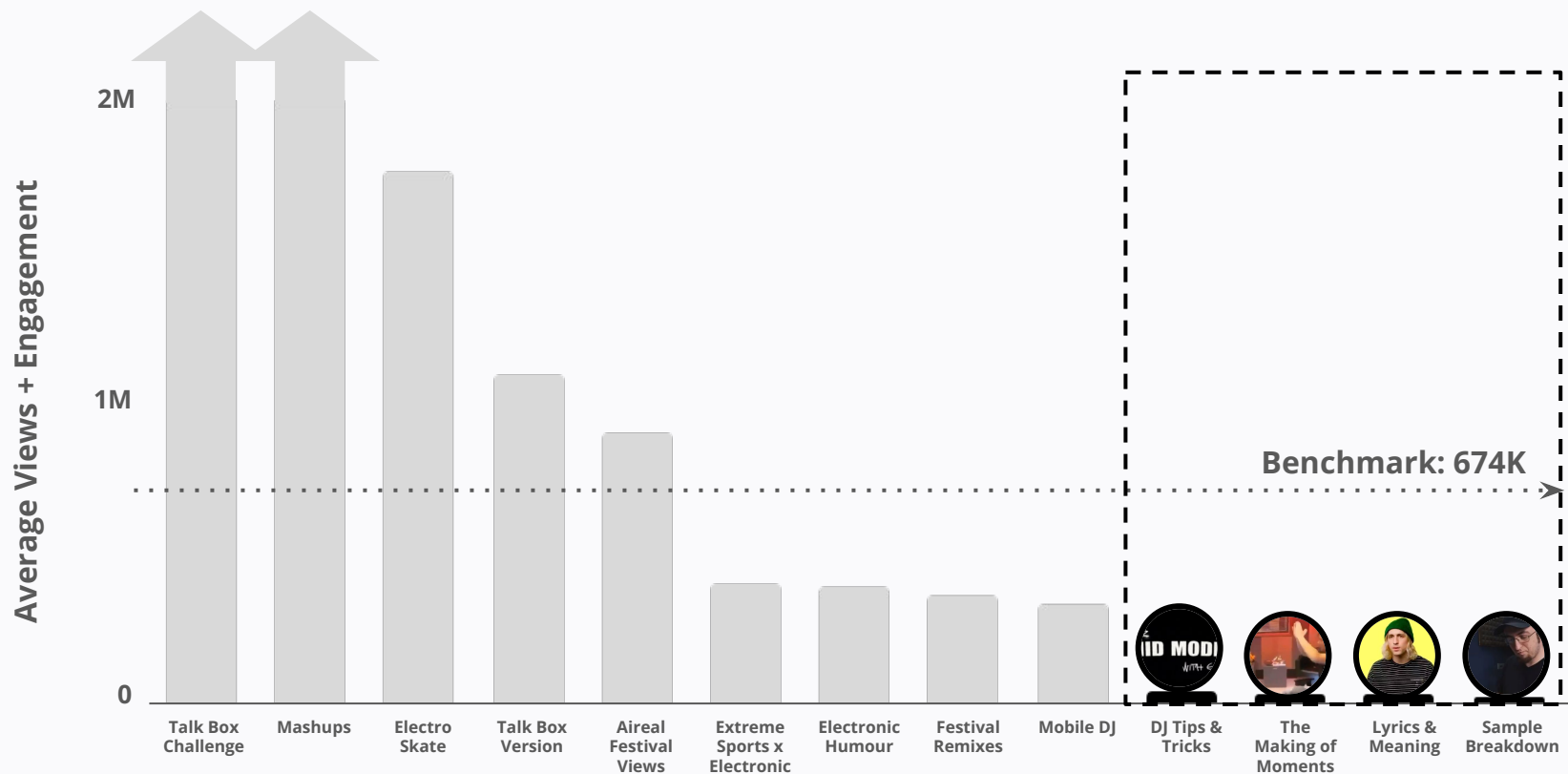
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**Substandard performing** content opportunities for the US electronic music audience on Instagram include:

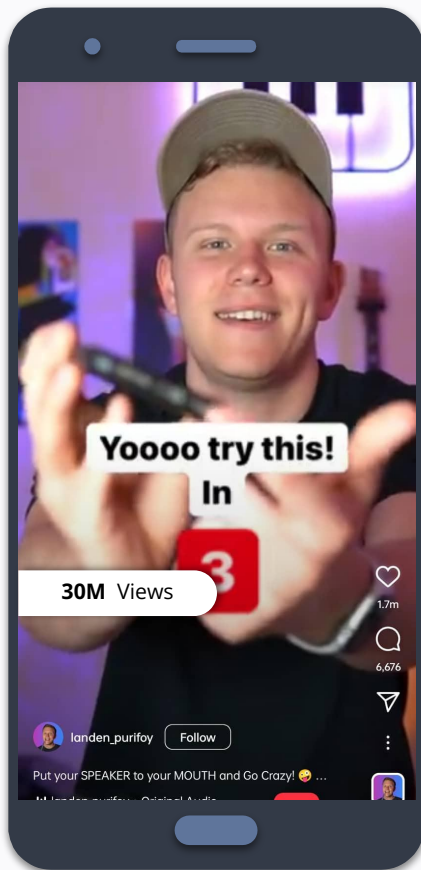


Extreme Performing Opportunities are removed from the graph benchmark to avoid skewing the dataset.  
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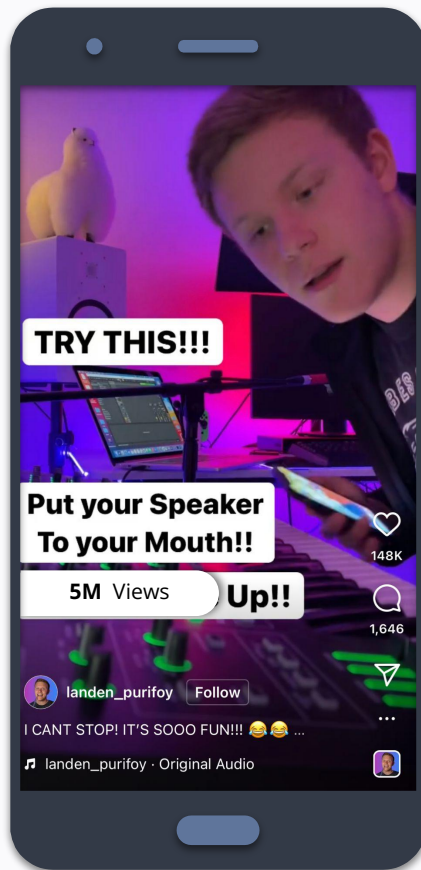
**Low performing** content opportunities for the US electronic music audience on Instagram include:







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Extreme Performing Segment:

## Talk Box Challenge

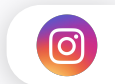
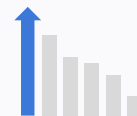
Similar to [chaysounds](#), [Laden Purifoy](#) shares Talk Box Challenge videos on Instagram which generate significant engagements and views. In these videos Laden challenges the viewer to put their phone speaker in their mouths while playing the video to create a Talk Box effect.

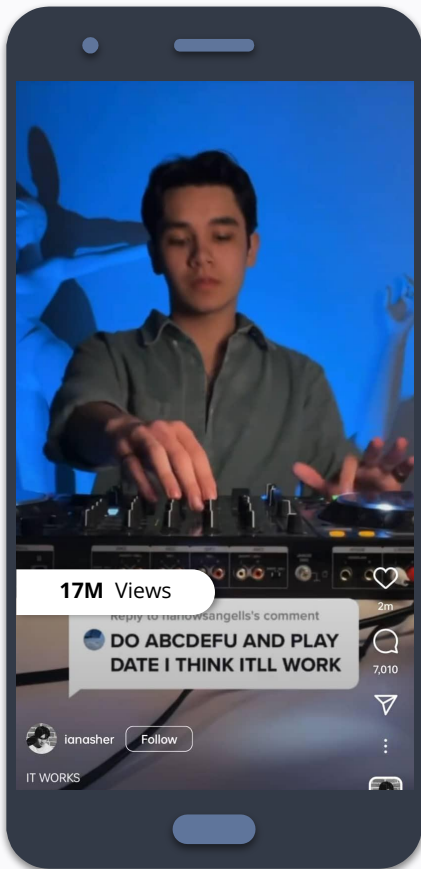
### Tactics to Implement:

- **Video Replays:** These videos are sneaky because they require viewers to watch them multiple times while trying out the talk box effect. The more replays, the more favourable the video is to the algorithm—increasing its reach organically.
- **Hashtags:** As Instagram pivots to semantic keywords, they have suggested limiting post hashtags to 3-5 and using a mix of well-known and niche terms. Top performing videos feature 4 hashtags that were a mix of overarching (such as #music) and narrow (such as #talkbox) hashtags.

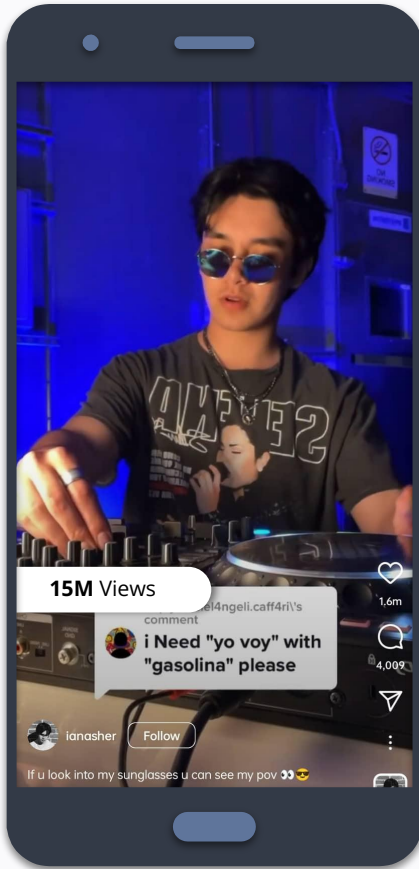
### Content Opportunities:

- **Authentic Experience:** Share content that invites your audience to take part IRL and have a new experience, such as using a talk box.





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Extreme Performing Segment:

## Mashup

Mashup videos feature DJs blending two or more pre-recorded songs with a seamless transition. Top videos feature well-known songs that have similarities to them such as genre, beat or lyrics.

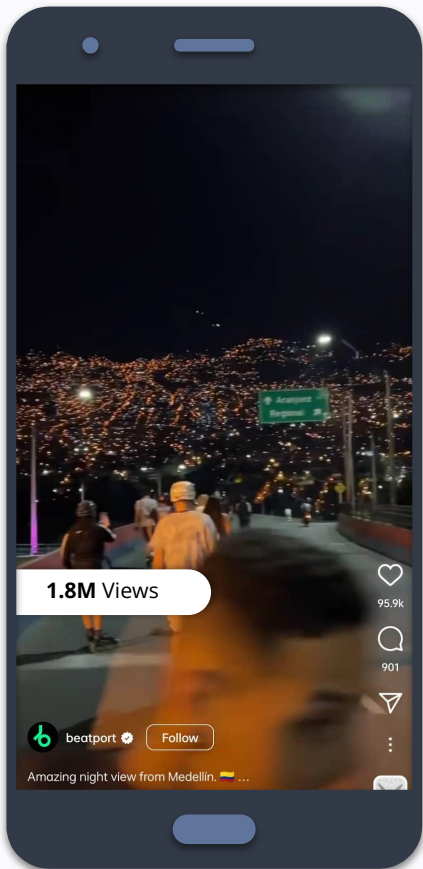


### Tactics to Implement:

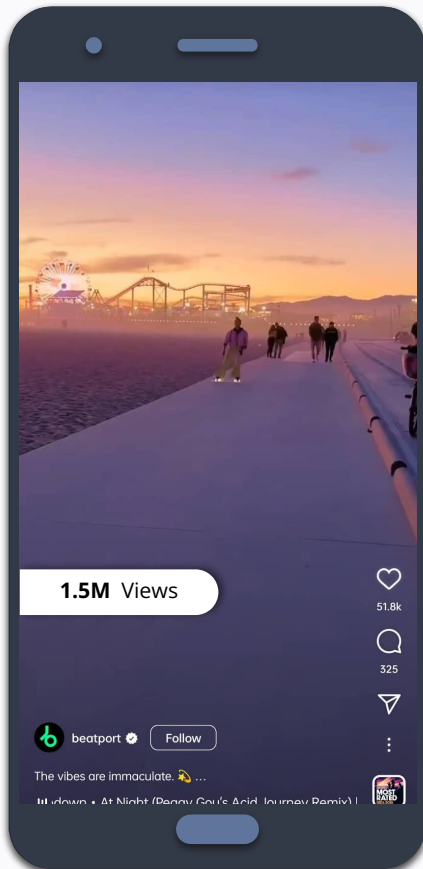
- **Ask the Audience:** [Ian Asher](#) invites his followers to suggest songs he should mashup next. He uses these suggestions to create video replies with the respective songs that were suggested.
- **Original Audio:** The audios to these mashups were shared as original audio which allows other people on Instagram to use them in their videos. The videos shown the left generated [70.4K](#) and [24.4K](#) reels that featured these audios.

### Content Opportunities:

- **Familiar + Unfamiliar:** Mashups appeal to humans because they play familiar tunes in new ways, offering the comfort of what we know with a twist. Create a contest, and get your audience involved by asking them what songs they want to hear together. Challenge DJs to create their best mashups with these requests.



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Content Opportunities:

## #1. Electro Skate

Top videos were shared by [Beatport](#) and featured [video](#) from a night skate in Medellín and a video of [frankvinyl skates](#) skating on Santa Monica pier at sunset paired with house music.

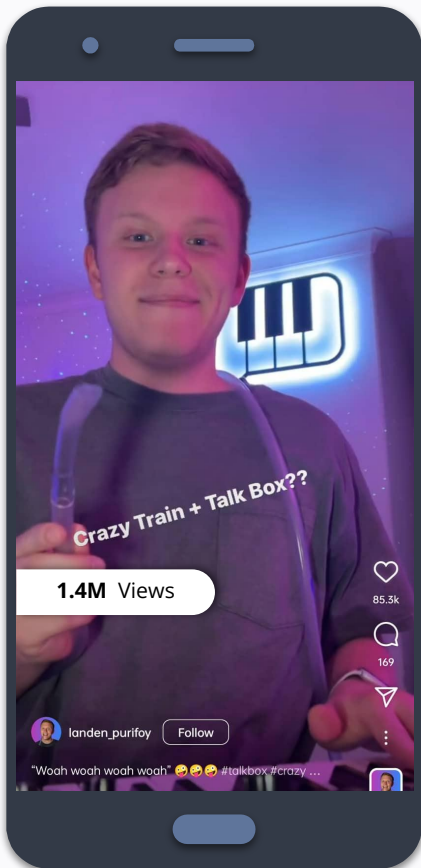
### Tactics to Implement:

- **Video Duration:** 21 & 13 seconds
- **Chill Vibes:** Both videos have beautiful views, complemented by relaxing house music. In the video on the right, [frankvinyl skates](#)' effortless flow paired with the stunning sunset views and chill house music provokes a transcendental-like feeling.

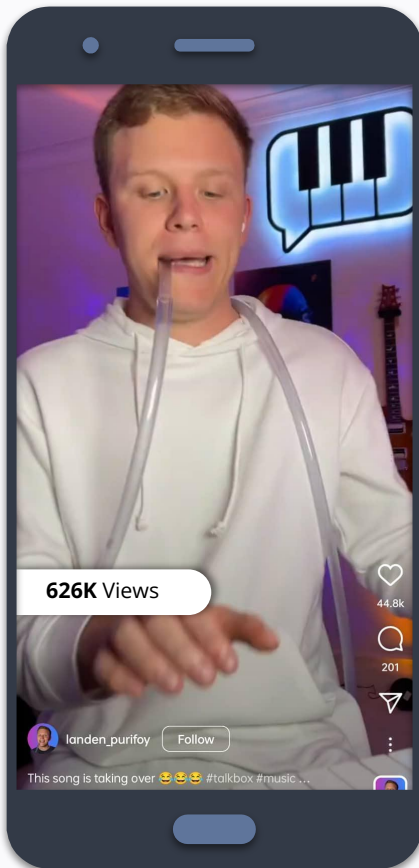
### Content Opportunities:

- Roller-skating has surged in popularity on social media, with roller-skating influencers taking over people's feeds. The combination of these roller-skating influencers' rhythm, style, and deep ties to disco offers a great opportunity for electronic artists/creators to partner with.





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Content Opportunities:

## #2. Talk Box Version

Creator and music producer [Laden Purifoy](#) recreates popular songs using his talk box.

### Tactics to Implement:

- **Jump on Trending Songs:** In the video on the [right](#), Laden featured the trending song from TikTok/IG reels that was stuck in everyone's head at the time "[Into The Thick of It](#)".
- **Video Length:** 17 & 18 seconds
- **Share to Feed:** Laden posts his videos to his Instagram feed, which has [been known](#) to increase the number of views a video gets and increase the chances of it going viral.

### Content Opportunities:

- **Make it Electronic:** Create content where artists use various instruments and synthesizer such as a talk box or otamatone to recreate classic songs with a new electronic flavor.



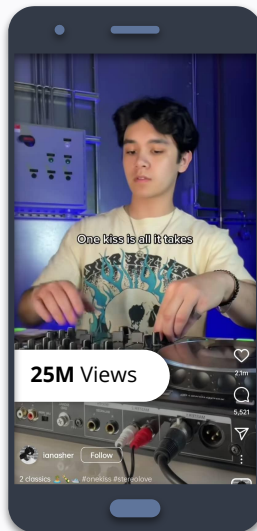
## Viral Videos:

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

### Mashup

**Length:** 15 seconds

**Content:** The viral Mashup video shown on the [right](#) is a reel featuring Ian Asher blending the songs One Kiss by Calvin Harris and Dua Lipa and Stereo Love by Edward Maya & Vika Jigulina.

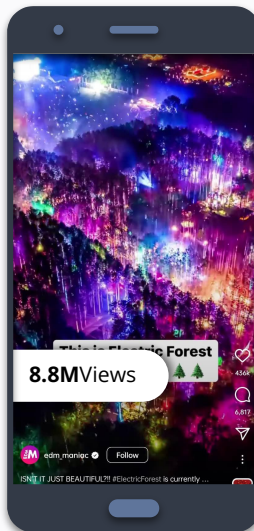


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### Aerial View

**Length:** 13 seconds

**Content:** The viral video on the [left](#) shows footage taken from Electric Forest in Michigan in June 2022. The drone footage circles around the event showcasing the beautiful lights from above at night.



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