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Effective Video Strategies for YouTube, Instagram and Facebook

Tim Spicer of Spicer's Music
Ben Ash of Sam Ash Music
Brian Reardon of Monster Music
Sayer Payne of MAS Distro



TOPICS WE WILL COVER

- Why is Video Content Important?
- Equipment Needed
- Types of videos for YouTube, Instagram and Facebook
- Execution



WHY IS VIDEO IMPORTANT?

- Viewers retain 95% of a message when they watch it in a video compared to 10% when reading text
- Social media video generates 1,200% more shares than text and images combined
- Facebook videos increase user engagement by 33%



YOUTUBE IN 2018

- YouTube reached the 18–34 age bracket more than cable network TV
- 75 million people in the U.S. watched online videos every day
- More than 500 million hours of video were watched on YouTube everyday



EQUIPMENT NEEDED

- Backdrop that matches your brand (demos)
- 1–3 cameras (depending on type of video)
- Good quality microphones
- Video editing software
- iPhone will work on a tight budget



TYPES OF VIDEOS

- Commercials
- Demos
- Informational
- Brand building (personality)



COMMERCIALS

- Call to action
- Inform your customers
- Larger budget
- Consider paying to boost and/or hiring out
- Serious or funny

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COMMERCIALS

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COMMERCIALS

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COMMERCIALS

Spicer's Music



GEAR DEMOS

- 85% of Facebook videos are watched without sound
- Visual impact and captions are important
- Consider writing scripts and planning licks ahead of time
- Hire a local musician
- Give a call to action for the gear

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GEAR DEMOS

MAS Distro

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GEAR DEMOS

Sam Ash



INFORMATIONAL

- Get new customers
- High search rate
- Answer common questions
- Less intimidating to spouses, parents or new musicians

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INFORMATIONAL

Sam Ash





BRANDING BUILDING

- Who do you want to be online?
- Show your store's vibe
- Online relationship building with your customers
- Don't be afraid to add humor
- Be consistent

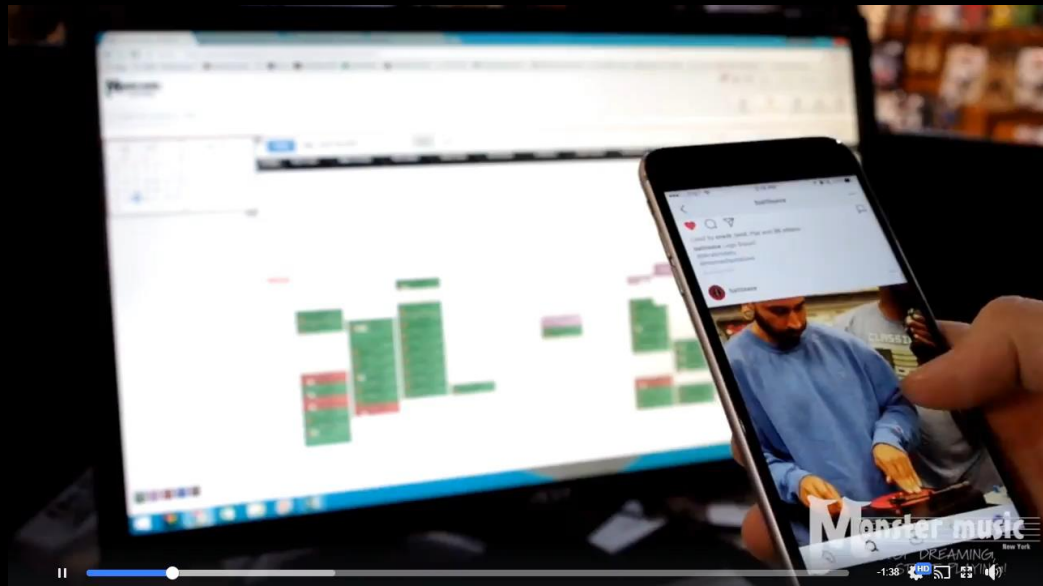
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BRAND BUILDING MAS Distro

demos in
THE DARK



BRAND BUILDING

Spicer's Music

spicersmusicllc • Following

spicersmusicllc Have you heard about our GRAND Re-Opening party this Saturday, March 4th? Be sure to stop by! We'll have food and giveaways. #SpicersMusic

lana.e.spicer oh MY GOSH! Never a dull moment at Spicer'S! ❤️

bigearpedals Lololol ❤️

itsamiracle13 I was expecting Simon & Garfunkel to play but I'm not disappointed either ❤️

bafergusonguitars 🤔🤔🤔🤔🤔 ❤️

440 views

FEBRUARY 28, 2017

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EXECUTION

- Facebook and Instagram Live
- Get vendors involved
 - The more you sell, the more they sell
 - Vendors may work with larger budgets
- Assemble a team and make it happen

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LAST THOUGHTS

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