Effective Video Strategies for YouTube, Instagram and Facebook

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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
COMMERCIALS

Sam Ash
COMMERCIALS

Monster Music

https://www.facebook.com/monstermusicstore/videos/1606590459372644/
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
GEAR DEMOS

Sam Ash
INFORMATIONAL

• Get new customers
• High search rate
• Answer common questions
• Less intimidating to spouses, parents or new musicians
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
BRAND BUILDING
Monster Music
BRAND BUILDING
Sam Ash
BRAND BUILDING

MAS Distro

demos in

THE DARK
BRAND BUILDING

Spicer’s Music

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!

bigcarpedals Lololol

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

bafersonguitars 😊😊😊😊😊
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
LAST THOUGHTS
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