



**NAMM<sup>®</sup> | U**



**Grow Your Business**

With Successful Video  
Practices on Social!



With Dan Shinder  
Founder of Drum Talk TV  
& Social Media On Steroids





You will have more questions or if you have to leave early, stay in contact with me at:

**For Musicians/Artists:**

[dan@SocialMediaMarketingForMusicians.com](mailto:dan@SocialMediaMarketingForMusicians.com)

**For Retailers, Manufacturers, Distributors, Brands:**

[dan@SMOSmasterclass.com](mailto:dan@SMOSmasterclass.com)



Where the  
Information  
comes from



# Q&A After Each Module



Take LOTS  
of Notes!



Please stay for  
the entire  
presentation!





Who is Here?

Retailers?

Brand Mgrs Working for a MFG?

Pro/Aspiring Musicians, Artists, Producers?

Support Staff of any of the Above?

Government?





# About Me







Musicians

Millionaire  
Entrepreneurs

Retailers



Start-Ups

Large  
Corporations

Artists

Non-Profits

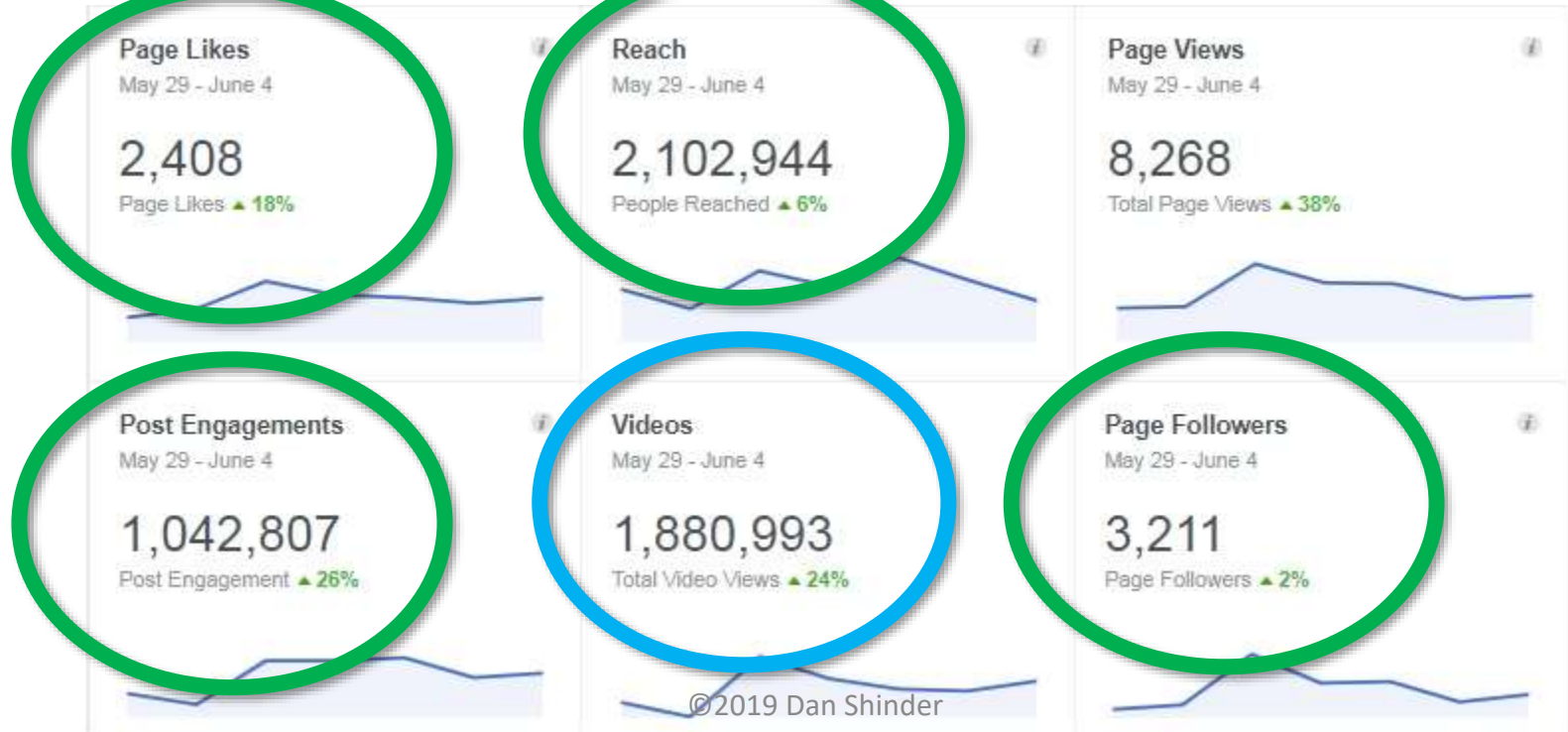


## About Me





# Video Strategies That Work





Why  ???



2.77 Billion Users.

50% (+/-) use solely on mobile.

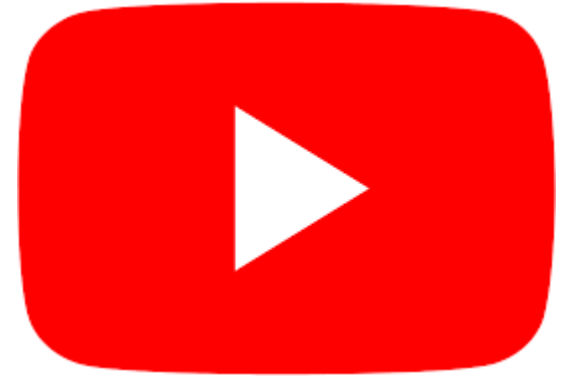
1.56 billion people on average.

log onto Facebook daily.

Has Every Tool, Feature,  
Function, App, Bell & Whistle.



## Video Strategies That Work



A bright yellow and orange explosion graphic with a jagged, starburst shape.

**ALERT! MAJOR CHANGE TO**



Videos averaging less than 75% viewing of total length are being LIMITED IN REACH!

A hand holding a black smartphone. The screen is white and displays the text "Average Watch Time?".

Average  
Watch  
Time?





**ALERT!** MAJOR CHANGE TO !

Videos averaging less than 75% viewing of total length are being LIMITED IN REACH!

**SOLUTION:**

**60- 90-Second Videos**

A hand holding a black smartphone. The screen is white and displays the text 'One Minute'.

One  
Minute



**NEWER!**  
**ALERT!**

**MAJOR CHANGE TO**  **!**

A hand holding a black smartphone. The screen of the phone is white and displays the text "Three Minutes Plus!".

Three  
Minutes  
Plus!

Videos that are 3+ minutes are given **MORE REACH!**

So what's the answer?



# Questions about what we've covered?





# Make it Count!



You have  
4-10 seconds  
to grab their  
attention.



## Video Strategies That Work



**DO NOT** front-load your videos with credits and logos. Remember the 4- to 10-Second Rule!





# Video Strategies That Work



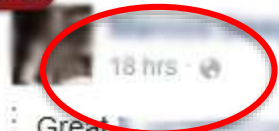




DO NOT use



links on



ZERO Shares/Only a Few Comments

Great... came along to be worth in the implementation guy, and hit that beautiful even! Success Face, big hug.

Automatically Translated - See Original



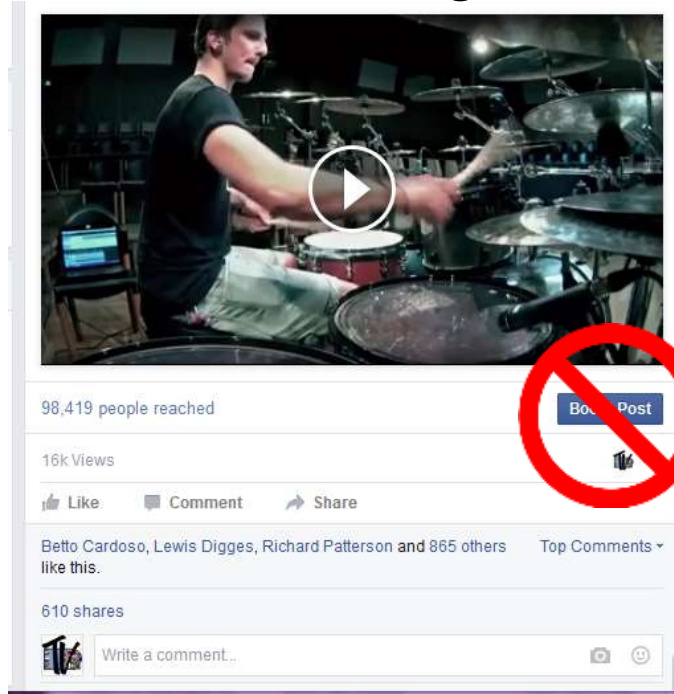
6:00 - Minha interpretação da música 6:00 da Banda

Btw, this is a VERY popular band!

YOUTUBE.COM



## Video Strategies That Work

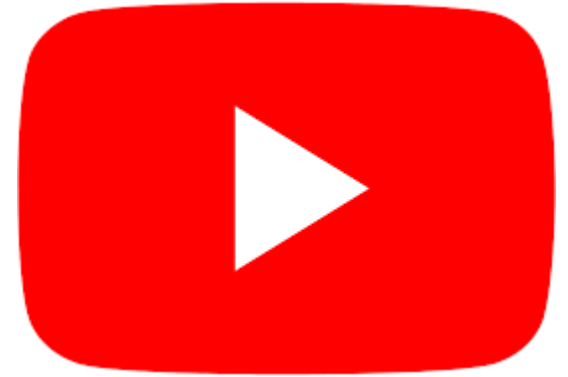


After 9 hours, this post had 610 shares and 167 comments.

This is an unsigned player



## Video Strategies That Work





## Video Strategies That Work



**DO NOT** shoot  
Vertically



**DO SHOOT**  
Horizontally



# Questions about what we've covered?







# Where do you want to be?

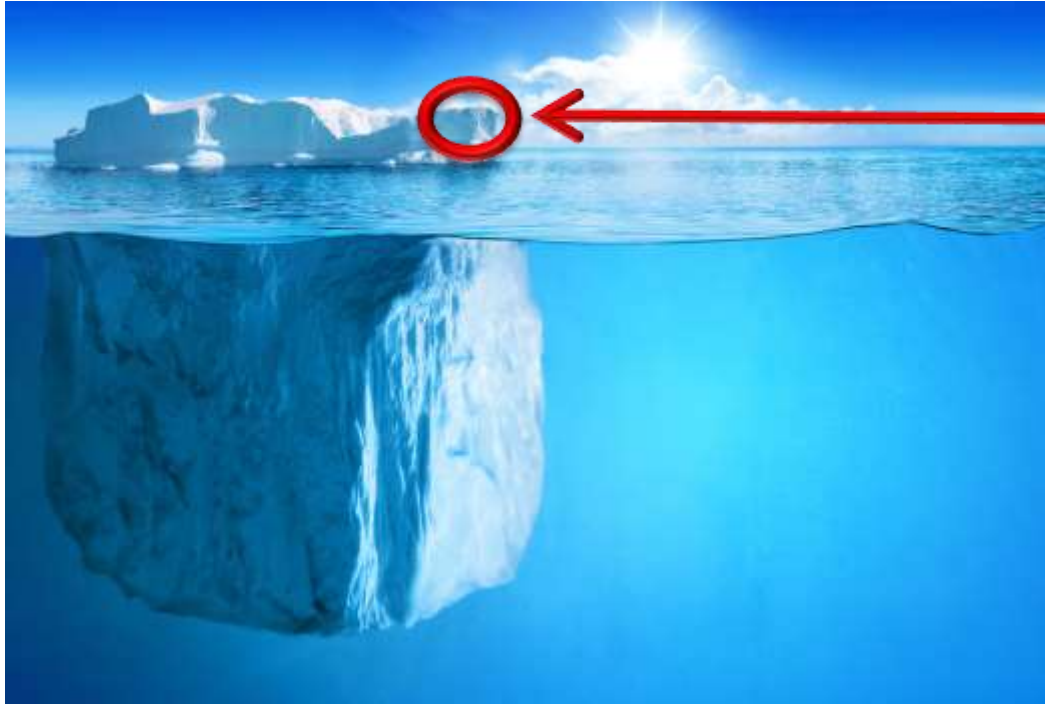






# Stop following everyone off the cliff!





What we covered.



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Have More Questions You Want  
Answers to NOW?  
Meet me over there!