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Tips for Effective YouTube and Facebook Videos

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Topics We Will Cover

- ❏ Making Your Videos and the Equipment You Need
- ❏ Using Video on Media Channels
- ❏ How to Avoid Pitfalls I Already Experienced



About Drum Center of Portsmouth and YouTube

Founded in 2009 on a (used)
shoestring budget

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Not even a new **shoestring**.





DrumCenterNH @

Created Jun 22, 2009 · Videos: 4,359

Channel

Lifetime (Jun 22, 2009 – Dec 14, 2015)

Watch time *

Minutes

5,262,694



Average view duration *

Minutes

0:55



Views

9,305,767 ▲



Total estimated earnings *

\$0.00



Likes *

17,898



Dislikes *

1,128



Comments *

9,676



Shares *

3,130



Videos in playlists *

3,573



Subscribers *

8,763



Top 10 Videos

[Browse all content](#)



DRUM OF CENTER

PORTSMOUTH

 First video went up in the summer of 2009

 In six years, we have over 9 million views and counting





 Over 8,000 subscribers and counting

 We spend \$0 on marketing these videos

 We have earned \$0 from YouTube (but you can)



Common Misconceptions about using YouTube

-  You have to be tech-savvy to do it
-  You have to invest heavily to make it work for you
-  You don't have time to do it
-  Audio must be studio quality



PRODUCT DEMO

NEXT EXIT ↗



Equipment Checklist

 Video Recording Device

 Lighting

 You may be done



Advanced Equipment Checklist

- ❑ Recording Software
- ❑ Mixer
- ❑ Microphones



 How long should the video be?



Video Intro

Fly your logo in with store stats (links, phone, etc)





The Meat of the Video

Monologue/Demo



- ❏ Use Manufacturer's Bullet Points
- ❏ Discuss how this may differ from prior models
- ❏ Talk sincerely how it affects YOU
- ❏ Play the product



Run the Outro

Make it Consistent with Intro





That's a wrap!





 This is the DCP formula. I encourage you to create your own.



Avoiding Pitfalls





Consider your Backdrop



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No
BEER
in the
frame



 Not Organizing Your Playlists



- What to Watch
- My Channel
- My Subscriptions
- History
- Watch Later

PLAYLISTS

- Interval Aggro Cymbals
- Resonance Cymbals
- UPP Cymbals
- Mapex Drums
- Joyful Noise Snare Drums
- Uma Drums
- Sabian Cymbals
- Tama Drums
- Brady Drums
- Paiste Cymbals
- Justin Trew Drums
- Wahneuh Mountain Cymbals
- GHK
- Sheel Drums
- Longo Drums
- Durston
- Ludwig Drums
- Meno Cymbals
- Oliver Art
- Peet Drums
- Carpano Drums
- AK Custom Drums
- Swish Drums
- Midwest Custom Drums
- Apacer Custom Drums
- UPP B-sticks
- More...

SUBSCRIPTIONS

- summitmusicstore
- MENUGymbals
- whitcomb138
- Thomas Agh
- DRDrums
- ahnews02

- Discover channels
- Manage subscriptions



DrumCenterNH

- Home
- Uploads
- Features
- Channels
- Discussions
- More



Drum Center of Portsmouth - Welcome Video 3:07

11,783 views · 8 months ago

Welcome to Drum Center of Portsmouth!

<http://www.drumcenternh.com>

Follow us on:

<http://www.facebook.com/dcp>

<http://www.instagram.com/dcp>

<http://twitter.com/drumcenternh>

Channel tips

- Post new content
- Upload new video
- Organize your videos
- Check your channel

View all 3

Featured Channels

+ Add channels

Related channels on YouTube

- exampledrumshop
- Drum
- Drum
- Drum
- Drum
- Drum
- Drum
- Drum

Snare Drum Demos

 74 views Carnegie Snare by DrumCenterNH 1 year ago	 18 views Joyful Noise Snare by DrumCenterNH 1 year ago	 37 views Sawmill by DrumCenterNH 1 year ago	 2 views AK Custom Snare by DrumCenterNH 1 year ago	 39 views Brady Snare by DrumCenterNH 1 year ago
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Cymbal Demos

 182 views Meno Cymbals by DrumCenterNH 4 years ago	 198 views Zildjian Cymbals by DrumCenterNH 1 year ago	 187 views Paiste Cymbals by DrumCenterNH 1 year ago	 198 views UPP Cymbals by DrumCenterNH 1 year ago	 124 views Behlen Cymbals by DrumCenterNH 1 year ago
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Uploads

				
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Media Channels We'll Discuss

🚫 YouTube

🚫 Ebay

🚫 Facebook

🚫 Instagram

🚫 Reverb

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Youtube is your Video Database.



The image shows a YouTube channel page for DrumCenterNH. The channel banner features the DCP logo and the text "DRUM OF CENTER PORTSMOUTH HOME OF THE SNARE WALL" along with contact information: "info@drumcenternh.com" and "603.319.8109". The channel name "DrumCenterNH" is displayed below the banner. The main content area shows a video titled "Drum Center of Portsmouth - Welcome Video 3.0!" with 1,763 views and 8 months old. Below this are sections for "Snare Drum Demos" and "Cymbal Demos", each with a grid of video thumbnails. The right sidebar includes a "Channel Tips" section with four tips: "Personalize your channel", "Promote your content", "Engage your viewers", and "Grow your channel". Below this are "Featured Channels" and "Related channels on YouTube".

Landing Page Video (About your store)

Organize your Videos by Categories/ Brands

Channel Tips Help!



- ❑ Should I add Video to my Listings?
- ❑ Think of Amazon as a Bazaar/Street Fair- Ebay is a virtual storefront
- ❑ How Do I Add Video to My Ebay Listings?

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 Go to the Video on Youtube



YouTube

Legacy Flamed Birch 1ply - 6.5x14

Video Demo: Joyful Noise Legacy Flamed Birch 1ply Snare Drum 6.5x14

545 views

Share Embed Email

<http://youtu.be/oz7LxVvstU>

Published on Apr 5, 2014

Available for purchase from: <http://joyfulnoise.com>

NO COMMENTS YET

Share your thoughts

Share and embed video on your marketing channels here




Think of this as the “Part Number”





You Cannot Annoy Google by Always Asking for Help

Youtube Old Em 

youtube old embed code

youtube old embed code 2015

youtube old embed code missing

youtube old embed code autoplay

youtube old embed code gone

youtube old embed code powerpoint 2010

youtube old embedded code

youtube old embed code not showing

Google Search

I'm Feeling Lucky



Reverb

- ❑ What the heck is Reverb?
- ❑ Reverb is the “little guy” In the Online Marketplaces
- ❑ How Do I Add Video to My Reverb Listings?
- ❑ Is this worth my time?



facebook

- Facebook Is Making Captive Videos More Visible
- Make a Call To Action
- Video Format is COMPLETELY different
- Syncing with Twitter
- Encouraging Engagement





Instagram

- ❏ What in the heck is Instagram?!
- ❏ Who Uses Instagram?
- ❏ Syncing with Facebook
- ❏ Encouraging Engagement





Golden Rules Of Social Media Video Posts

- 📌 Regular Posts - Consistent posting.
- 📌 Time of Day - Post when people are using Instagram.
- 📌 Engagement - Respond to questions and comments, as well as like and follow your followers.
- 📌 Different From Selling Images - Post creative photos, not just stock images.
- 📌 Questions - Asking questions to your followers can get them interested and be more involved.
- 📌 Tags - Choose effective tags.
- 📌 Share to Facebook



How do I measure the success?

- or -

Is it successful?





How I Measure it

- There are analytics pages, but I don't tend to use them
- Look at sales figures.
- Is the phone ringing more
- What are the customers saying
- It's part of our culture



 Whenever you post a video - Link to Your Page!

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 Good Luck!