

Video Marketing with Dan



Over 1,000,000 Fans Strong!

About Me



About Me



1,000,000+
Fans Strong!

Reach 20 Million
People a Month

Active fans from over
100 Countries

NEVER Paid for
Advertising or
Boosting Posts

About Me



About Me



14 yrs.
Video
Marketin
g

About Me



The Flow of the Show!



Limited Q&A
After Each
Module

I'll hang
out for an
hour after

About Me



Social Media On Steroids ©2018 Dan Shinder

About Me

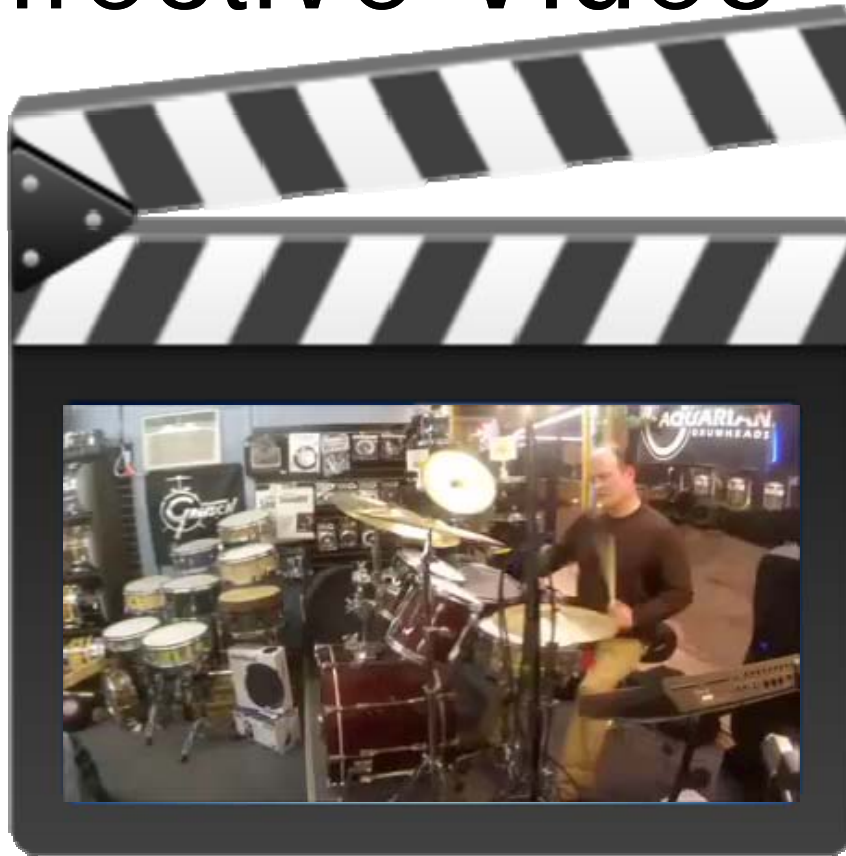


Content Elements - Video



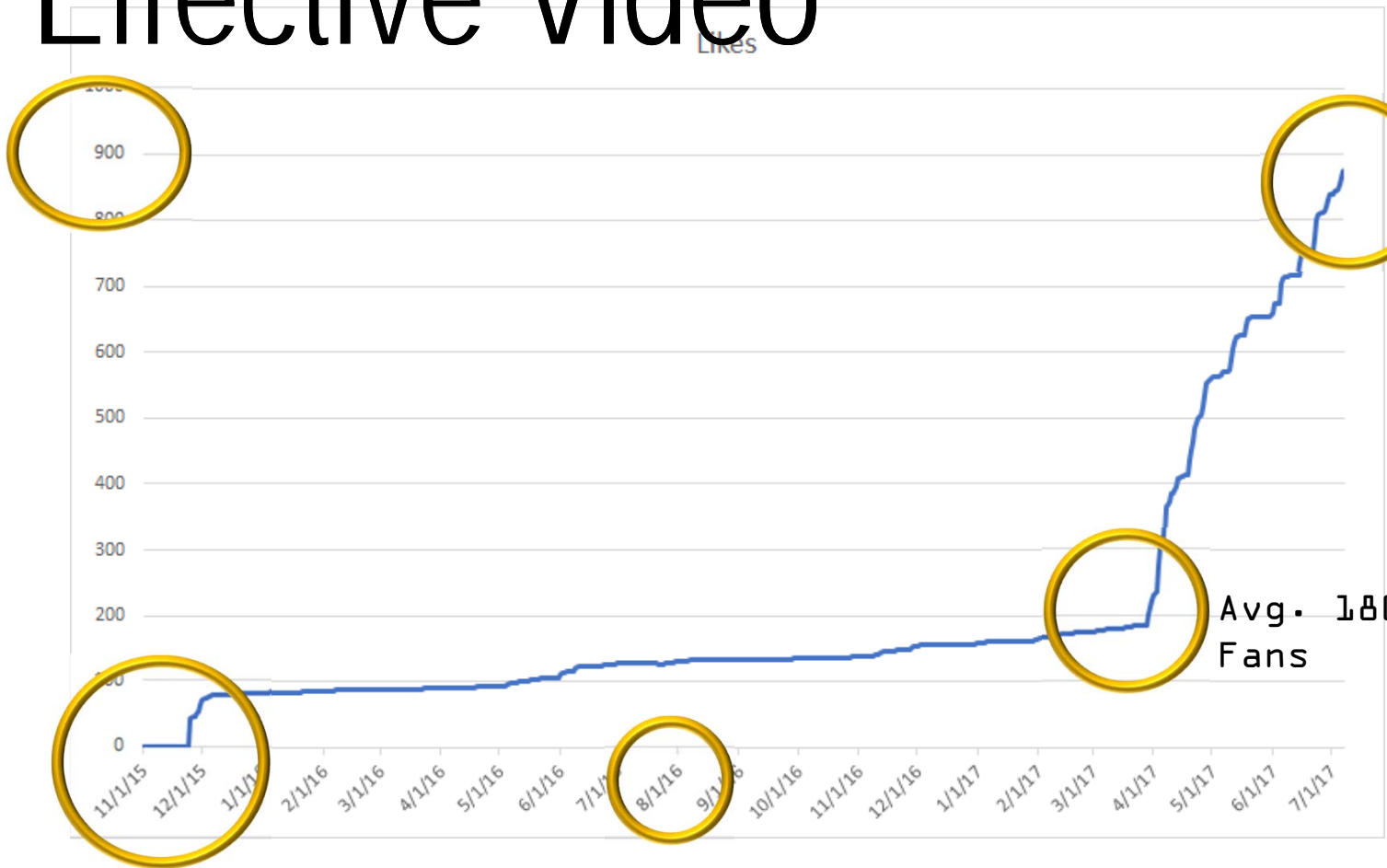
Want
Engagement?
Video
Video
Video

Effective Video



The most
engaging
form of
marketing
content.

Effective Video



Avg. 880 Fans, almost 500% Increase 4 months

Avg. 180 Fans

Effective Video



Video Insights: Jan 1, 2017 - Dec 31, 2017

Daily data is recorded in the Pacific Time Zone

Performance METRICS FOR ALL YOUR VIDEOS FROM 1/1 - 12/31 COMPARED TO THE PREVIOUS 365 DAYS

55.9M

Minutes Viewed

▲ 221% from previous 365 days

92.3M

Video Views

▼ 18.8% from previous 365 days

Jan 1, 2017 - Dec 31, 2017

55,923,324 Minutes Viewed

17,402,881 Previous Period



Social Media On Steroids ©2018 Dan Shinder

Uploaded
directly
to the fb
Page in place
of
YouTube

it's in
.....



ALERT! MAJOR CHANGE TO **facebook!**



Restricting Reach in TWO

Ways

1. If you use a third-party link, especially

2. If your videos aren't completed an

average of 75% of viewing





ALERT! MAJOR CHANGE TO facebook!



~~Restrictions in TWO
ways~~

**I HAVE THE
SOLUTION!**



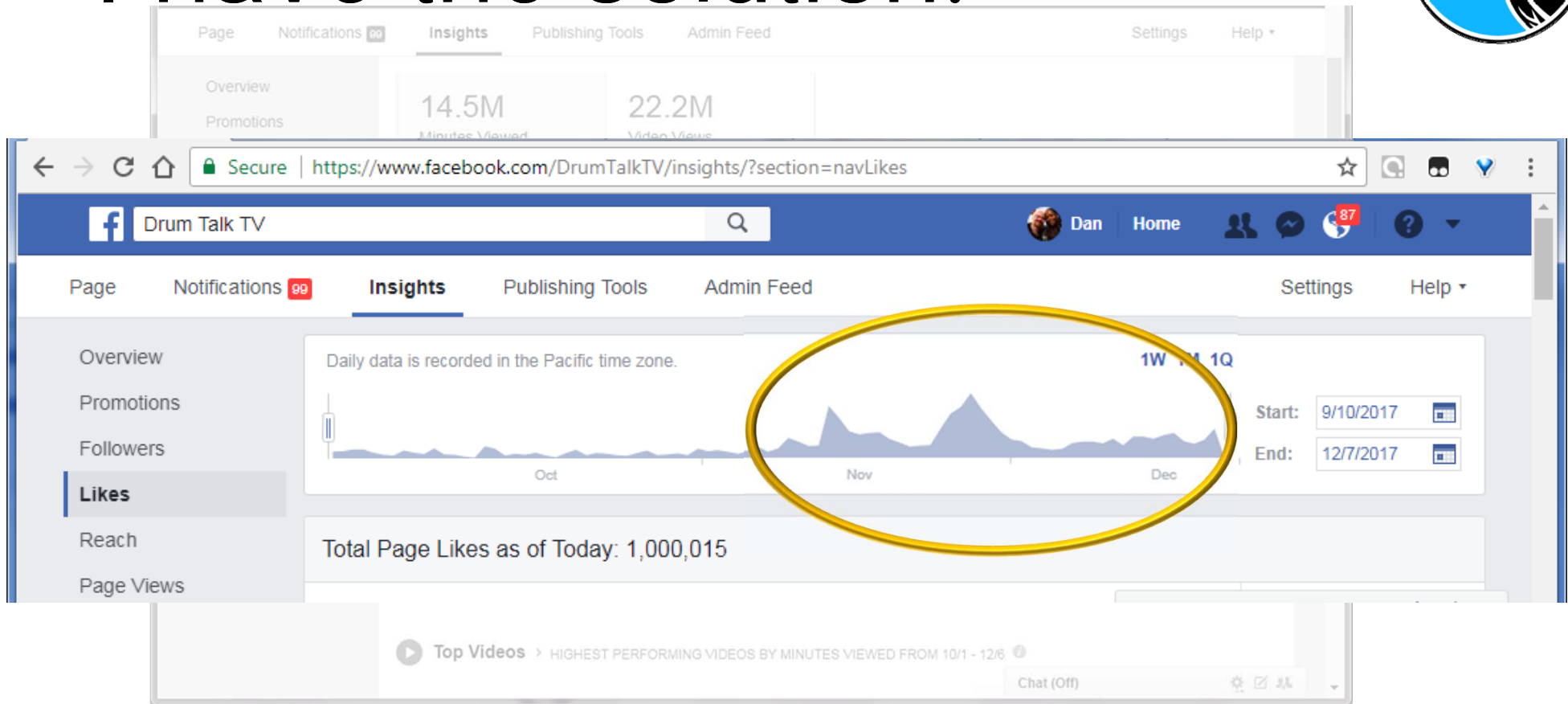
1. If you use a third party link, especially if you haven't completed the process, you'll get an average of 75% reach.

2. If your posts aren't completed in the first 24 hours, you'll get an average of 75% reach.

I have the solution!



I have the solution!



Video Tips



Avg. Watch Time on
FB videos is ONE
MINUTE!

Make them 60- 90-
sec for **facebook!**

Video Tips



Understand how
Different platforms
are used.

While watch time is
longer on YT, it is
not a community-
building platform.



Video Tips



Great Broadcast platform. Great place to be found if... SEO is in place and the channel I built out effectively.

Effective Video



DO NOT front-load
your videos
with credits
and logos.

Make it count!



You have
4-10
seconds to
grab their
attention.
Best at 60
to 90 sec.
length

Effective Video



DO NOT shoot
Vertically



DO SHOOT
Horizontally

Content Elements - Video



Want
Engagement?
Video
Video
Video

Content Elements - Video



Compelling

Same text guidelines for Video posts

You can upload direct to FB

Great Analytics

Know the Steps to Upload

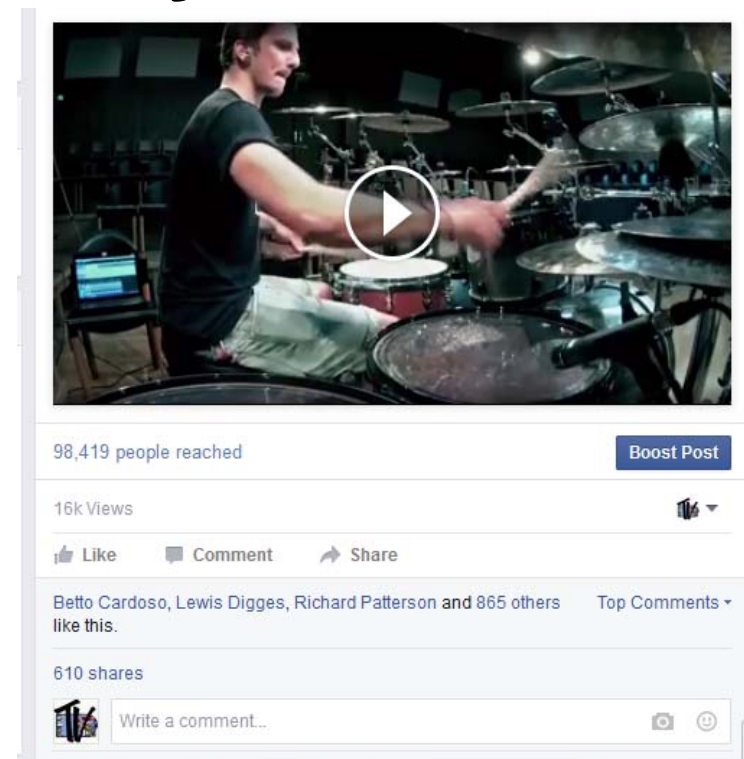
Content Elements - Video



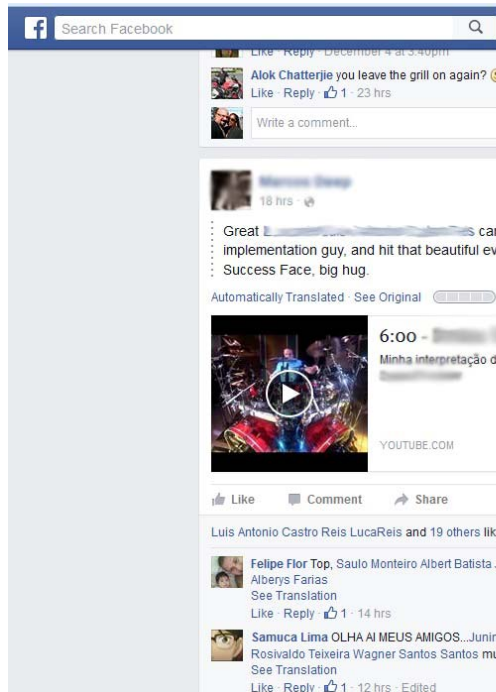
Know what types of videos to use
and what not to use

Your Original Content and Fan-
Generated Content vs. "Official"
Videos of Third-Party Sources

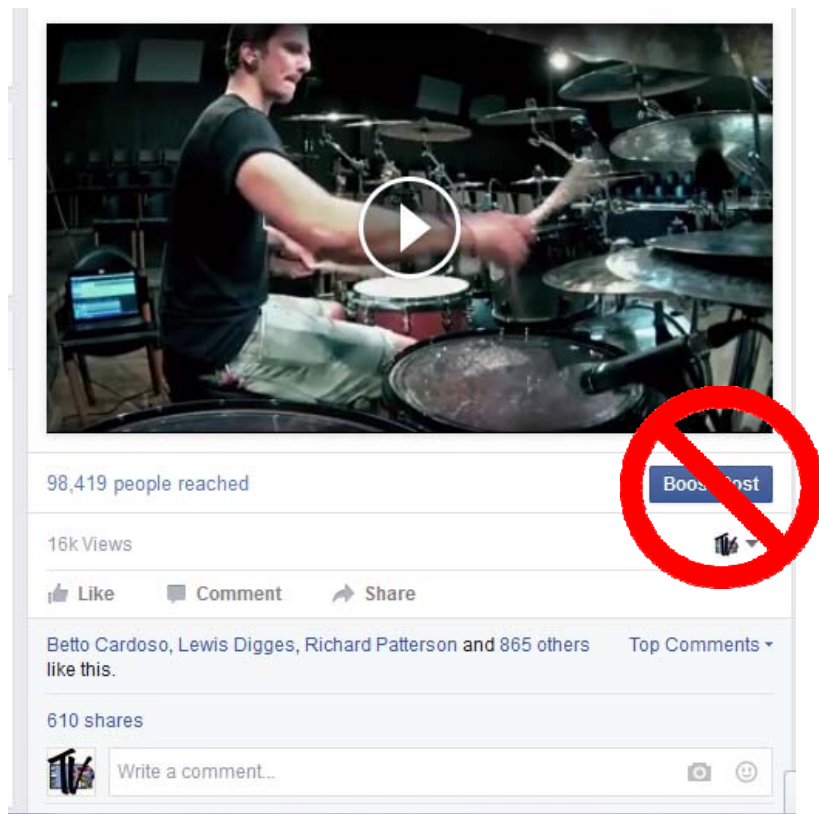
Content Elements - Video Uploading Videos Directly to FB



Content Elements - Video



Content Elements - Video



After 9 hrs. this
post had 610 shares
and 167 comments
THAT'S Engagement!
This is an unsigned
player

Content Elements - Video



Best to load a
video to Facebook
or other SM
platforms directly
Not in place of
YouTube, in
addition to

Questions about what we've covered?





GIRLS' NIGHT OUT SWEEPSTAKES

WITH COLBIE CAILLAT AND CHRISTINA PERRI



COLBIE CAILLAT

CHRISTINA PERRI

GRAND PRIZE

VIP TRIP FOR 2 TO SEE COLBIE CAILLAT AND CHRISTINA PERRI LIVE IN CONCERT
AIRFARE, HOTEL AND SPENDING CASH INCLUDED

GUITAR SIGNED BY COLBIE CAILLAT AND CHRISTINA PERRI

COPIES OF THEIR LATEST ALBUMS

TOUR MERCH PACK



COLBIE CAILLAT
GYPSY HEART
AVAILABLE NOW
COLBIECAILLAT.COM



CHRISTINA PERRI
HEAD ON HEART
AVAILABLE NOW
CHRISTINAPERRI.COM

Page has 1m+
Likes yet flyer
post got only 2
(TWO!) in two
months



Drive Traffic with Compelling Video!



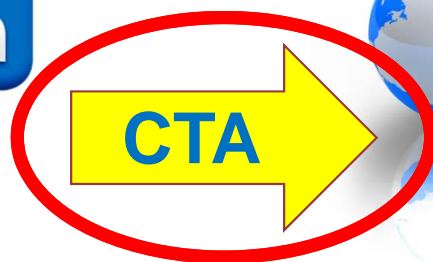


Practices That Work

Remember to use Social Media to
Feed the Machine!



Grow Here



Sell Here



ALERT! MAJOR CHANGE TO
facebook!



CTA's

Posts with third-
party links
sending people off
FB are being
limited in reach!



Critical CTA Placement Strategy

Drum Talk TV is with Edie helion.
Published by Gil Cervantes (?) · 11 hrs · 🌐

Here's some motivation for you to work hard and make your dreams come true this year: The talented and inspirational Edie Hélon in Brazil! All this stuff about "the right grip," "the perfect posture," "a proper set-up" ... hang up the lab coats and enjoy music.


Stay Inspired! See more fun, inspiring drumming/percussion videos from over 100 countries around the world at www.facebook.com/DrumTalkTV/videos



Your video is popular with men between the ages 25-34 **Boost Post**

492K Views

Like Comment Share



Your video is popular with men between the ages 25-34 **Boost Post**


492K Views

Like Comment Share

Shubham Jadhav, Mike Ingram and 427 others Chronological

60 Shares

Drum Talk TV See more videos, including event coverage and documentaries at www.drumtalktv.com! To watch all our interviews, go at www.youtube.com/DrumTalkTVChannel and please subscribe!



Drum Talk TV – Home
Drum Talk TV is an online show publishing insightful interviews in the world of drumming. We bring you...
DRUMTALKTV.COM

Like · Reply · Remove Preview · Commented on by Gil Cervantes (?) · 20h

Want Engagement?



Make them
compelling for
your Target Market

Want Engagement?



They DO NOT
have to Be
Cinematic
Productions!


Fan-Generated Content



Drum Talk TV
Published by Henry Ishkabibble (?) - May 26 at 11:28am · Edited (?) · 🌐

Do you have a favorite hand drum?
"Jaw-Dropping." That's our only description for this. Meet 10-yr-old Sercan in Beyoğlu, Istanbul, Turkey lighting a darbuka on fire with his bare hands! This is both skill and talent.

See more fun drumming videos from over 100 countries around the world at www.facebook.com/DrumTalkTV/videos



Jaw-Dropping playing by 10-year-old!
03:51

1,550,336 people reached

Like · Comment · Share · 👍 5,770 💬 611 ➦ 9,339

1,550,336 People Reached
382,121 Video Views
42,246 Likes, Comments & Shares

27,271 Likes	5,770 On Post	21,501 On Shares
5,351 Comments	730 On Post	4,621 On Shares
9,624 Shares	9,339 On Post	285 On Shares

157,451 Post Clicks

Results after only 48 hrs.



Questions about what we've covered?

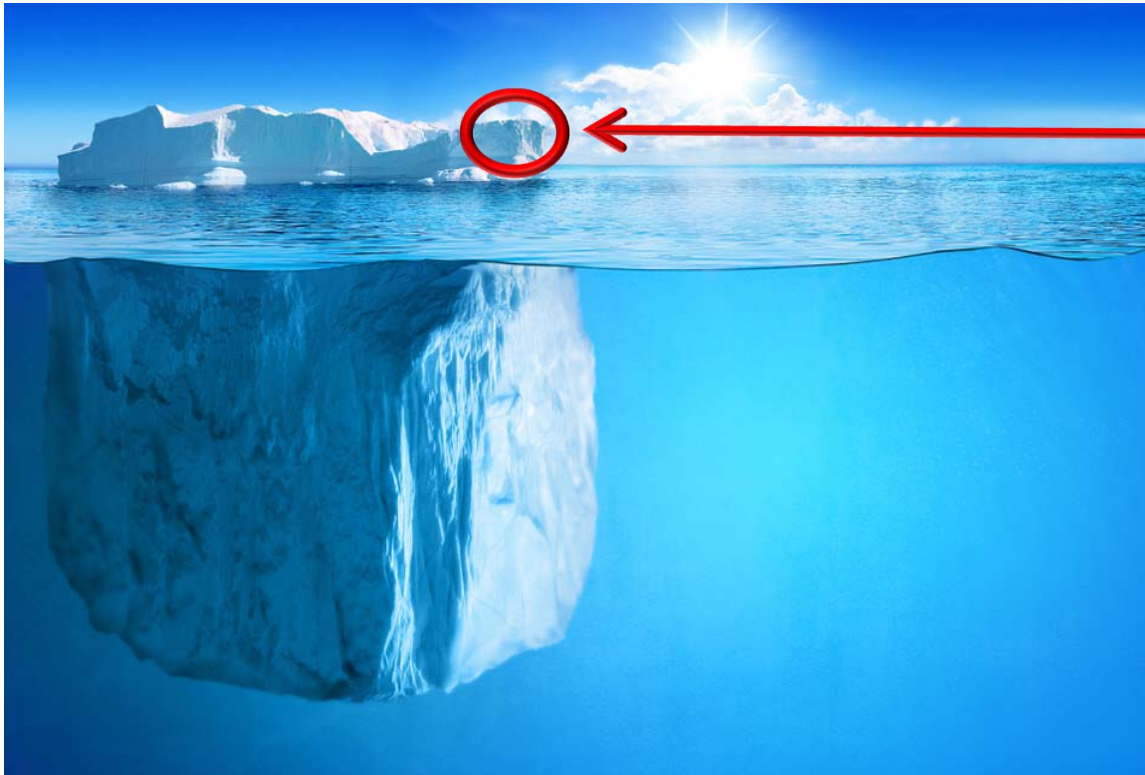


Question of the Day



What are
you doing
to make
this year
better?

There's a lot of stuff!



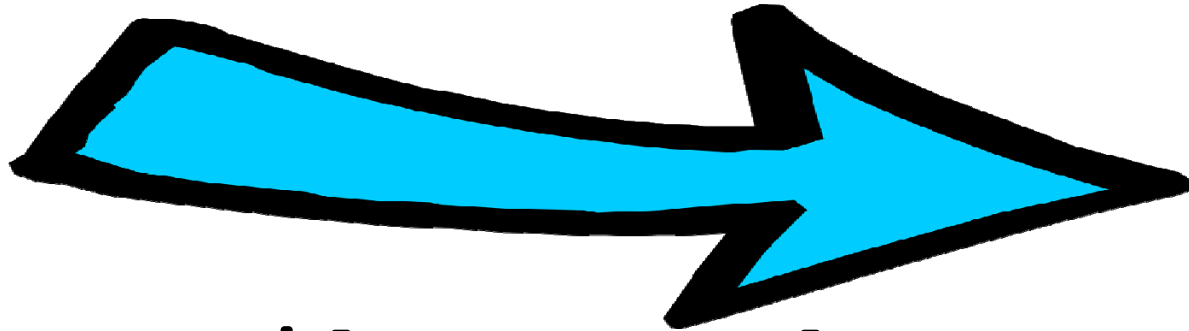
What we covered.

Continued Learning with me

Empower yourself for a great 2018!



Join me over there!



Or email me to learn more
dan@smosmasterclass.com