

NAMM[®] | U



Grow Your Business



Social Media: How One Person Can Do It All!

- **Be Consistent!**
- **Be Unique!**
- **Be Omnipresent!**
- **Be Conscious!**



Be Consistent

- 24/7, 365 days a year!
 - SERIOUSLY
 - 1-2 hours between posts
- Scheduling is your best friend!
 - Anticipation
 - Convenience

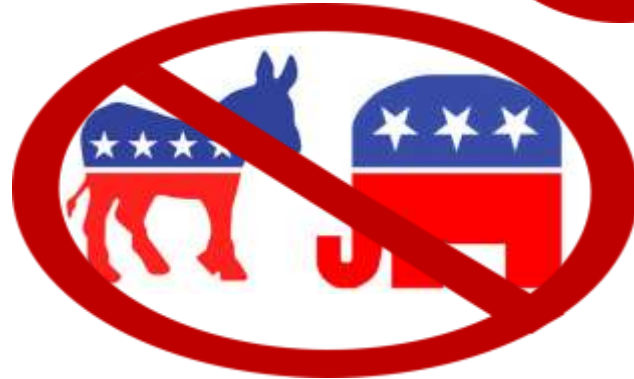


Be Unique

- Show your vibe
 - Informative/Interesting?
 - Educational?
 - Funny/Weird?
 - All of the above?
- ALWAYS AVOID
 - NSFW (Not Safe For Work)
 - Politics
 - Anything potentially controversial

If you're not sure if you should post something...

DON'T



Be Unique (Continued)

Variety is the spice of life!



Upcoming Events



New/Upcoming Products



WAMPLER
TUNNUS
OVERDRIVE
3 KNOBS AND THE TRUTH!
\$179⁹⁷
IN STOCK



Fender
SURF'S UP! LIMITED EDITION
LONGBOARD
STRATOCASTER
IN STOCK

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Grow Your Business

Sales/Deals/Closeouts/Rebates

**GU TAR
AMP SALE!**

SAVE ON OUR MOST POPULAR COMBO AMPS!

[SHOP NOW](#)

REBATE
SPECIALS

**SAVE UP TO
\$100**

ON SELECTED PRODUCTS!

LINE 6 [SHOP NOW](#)

FREE

HEADPHONES

WITH SELECT PURCHASES!

[SHOP NOW](#)

POWERED

**PA CABS
SALE!**

[SHOP NOW](#)

NOW THROUGH SUNDAY, NOVEMBER 2ND

HALLOWEEN THRILLER

SAVE UP TO AN ADDITIONAL

\$500 OFF*

ONLY AT *Sam Ash*

**SNARE
DRUM
SALE!**

Ludwig, Tama, Pearl and more!

[SHOP NOW](#)

Sam Ash

**END OF SUMMER
HYPER-CLEARANCE
SALE!**

October 17-31st

**USED
CYMBAL
EVENT**

20% OFF ALL BRANDS!

Zildjian SABIAN PAISTE PFI

Opinion Based Questions



Unique people that have visited your business

- Celebrities



Stand out employees and customers





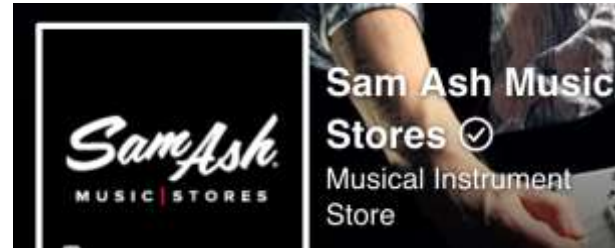
Be Unique (Continued)

- More often than not, take photos rather than use stock
- BONUS TIP: Use A Watermark



Be Omnipresent

- Reserve your spot!
 - Facebook, Twitter and Instagram are a must!
 - Tumblr
 - Vine
 - Snapchat
 - And more!
- Everyone has their preference





Be Conscious

- Every site has limitations
 - Facebook
 - PRO: Practically everyone uses it!
 - CON: Can only reach full audience by paying to boost posts
 - Twitter
 - PRO: Simple, effective, very popular, friendly with links.
 - CON: Only 140 characters so make them count!
 - CON: Uploaded videos can only be 30 seconds
 - Instagram
 - PRO: Videos can only be 15 seconds



Be Conscious (Continued)

“Why can’t I share posts from one site to another?”



YOU CAN! However....

sproutsocial



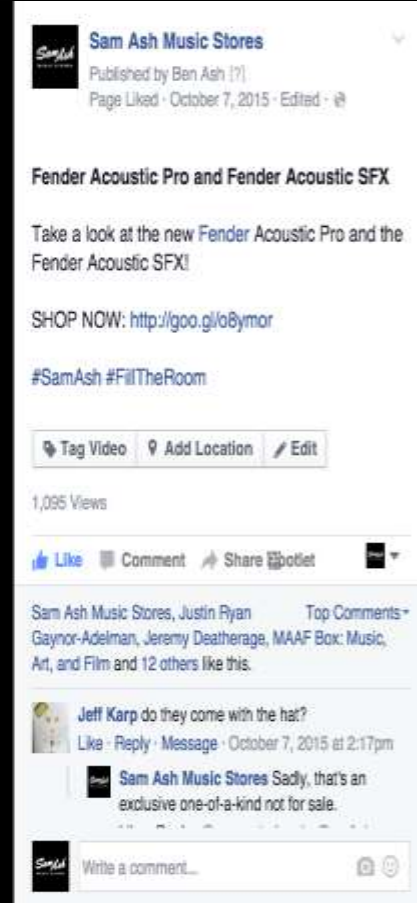
hootsuite™





Facebook

- Needed to tag “Fender” on Facebook
- Pasted a clickable link
- Uploaded the video to Facebook





Twitter

- Needed to tag “Fender”
- Pasted clickable link
- Pasted YouTube video
- Had to delete “FULL VIDEO” and “#FillTheRoom”



Sam Ash Music Stores

@samashmusic

Take a look at the new @Fender Acoustic Pro and the Fender Acoustic SFX!
SHOP NOW: goo.gl/o8ymor
#SamAsh
[youtube.com/watch?v=-6ybOV...](https://www.youtube.com/watch?v=-6ybOV...)



Fender Acoustic Pro and Acoustic SFX Amplifiers



Fender Acoustic Pro and Acoustic SFX Amplifiers

Buy Now: <http://goo.gl/o8ymor> Fender Acoustic Pro Setting a new standard in acoustic guitar amplification, the Fender Acoustic Pro is a true "audiophile amp"...

Instagram

- Had to tag Fender on Instagram
- Typed simple, unclickable links
- Uploaded a 15 second video clip



190 likes

12w

samashmusic Take a look at the new @fenderguitar Acoustic Pro and the Acoustic SFX!

FULL VIDEO: www.youtube.com/samashmusic

SHOP NOW: <http://goo.gl/o8ymor>

#SamAsh #FillTheRoom



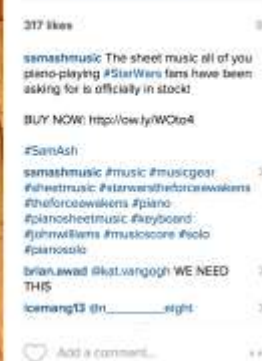
TIPS FOR MORE FOLLOWERS/VIEWS

- Tag people/businesses where applicable
- Share posts by other people/businesses where applicable
- Use any relevant hashtags in all posts
 - Create a unique hashtag for your brand and any specific promotions you may have
 - #SamAsh
- Word of mouth a.k.a. tell your friends/customers!
- Have your posts redirect to another page

TIPS FOR MORE FOLLOWERS/VIEWS (Continued)

Focus on what's trending

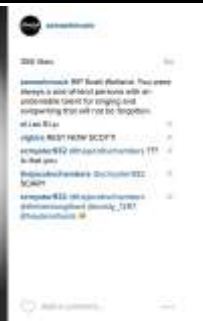
- #StarWars, #TaylorSwift, #TBT (Throwback Thursday).





Holidays/RIP/Condolences

- **Post** NOT USE THIS AS AN OPPORTUNITY TO SEL



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THANK YOU!