

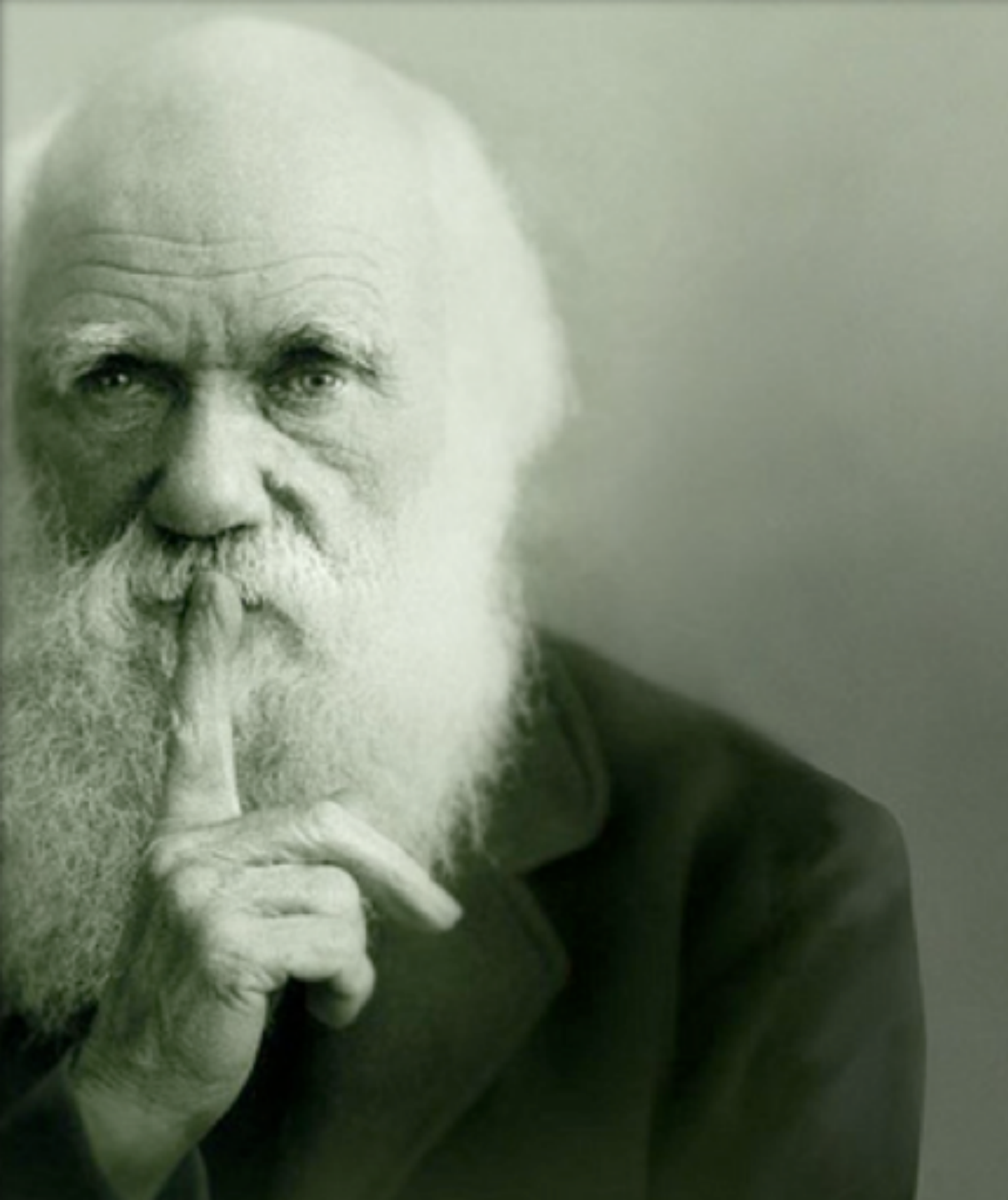
@BrianSolis

principal analyst & author



BLVD Music offers consignors the best aspects of selling instruments online *and* offline





Digital Darwinism is the evolution of consumer behavior when society & technology evolve faster than your ability to adapt

Digital Darwinism is already **changing the landscape** of business

Over 40 percent of the companies that were at the top of the Fortune 500 in 2000 were no longer there in 2010

Digital Darwinism is already **changing the landscape** of business



“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most **adaptable to change.**”

— Leon C. Megginson

Social Media is the New Normal

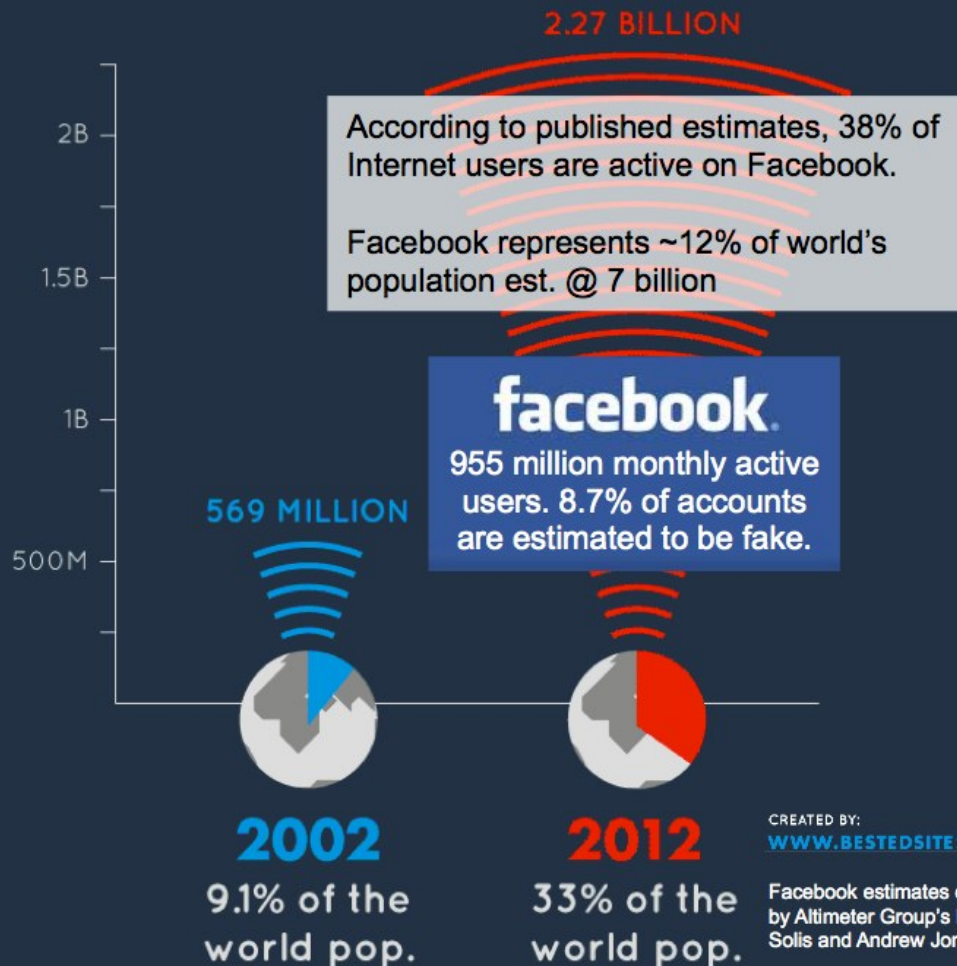


Social Media is different than other media channels before it. Here it's about relationships, recognition, engagement, value, and help.

THE GROWTH OF THE INTERNET IN THE PAST 10 YEARS IS STAGGERING



Internet Users



CREATED BY:
WWW.BESTEDSITES.COM

Facebook estimates compiled by Altimeter Group's Brian Solis and Andrew Jones

Top 5 U.S. Social Networks and Blogs
Total minutes (000s), Home and Work (May 2011)

FACEBOOK

53,457,258 mn.

BLOGGER

723,793 mn.

TUMBLR

623,525 mn.

TWITTER

565,156 mn.

LINKEDIN

325,679 mn.

53 million monthly minutes spent in Facebook

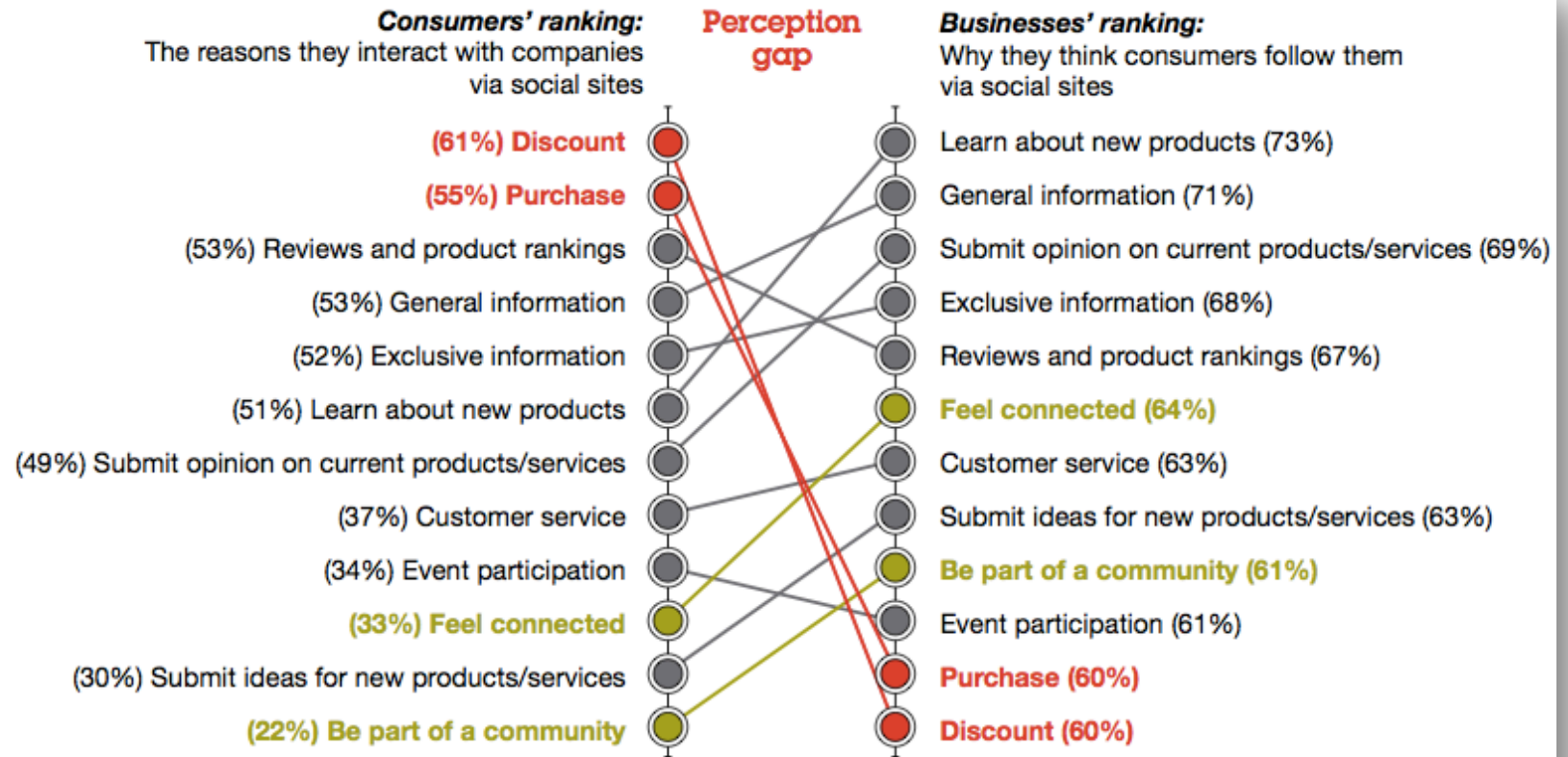
723,000 minutes in blogs

623,000 in tumblr

565,000 in Twitter

300,000 in LinkedIn

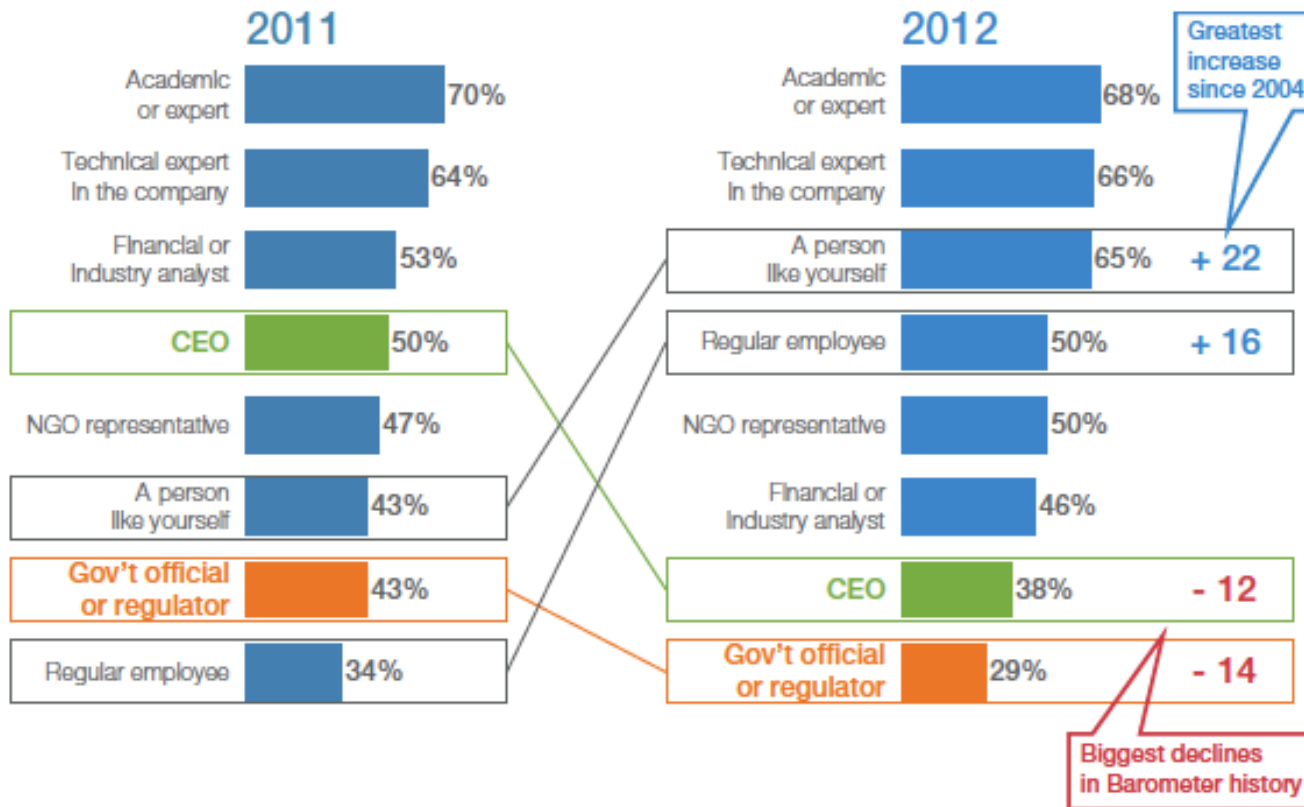
The Perception Gap in Social Media



Note: Consumer: N=1056; Business: Learn N=333, General info N=336, Submit opinion N=334, Exclusive info N=333, Reviews/rankings N=333, Feel connected N=331, Customer service N=331, Submit ideas N=332, Community N=329, Event N=332, Purchase N=334, Discounts N=331.
Source: IBM Institute for Business Value analysis. CRM Study 2011.

2012: Trust in peers rises to level of experts

If you heard information about a company from one of these people, how credible would that information be?

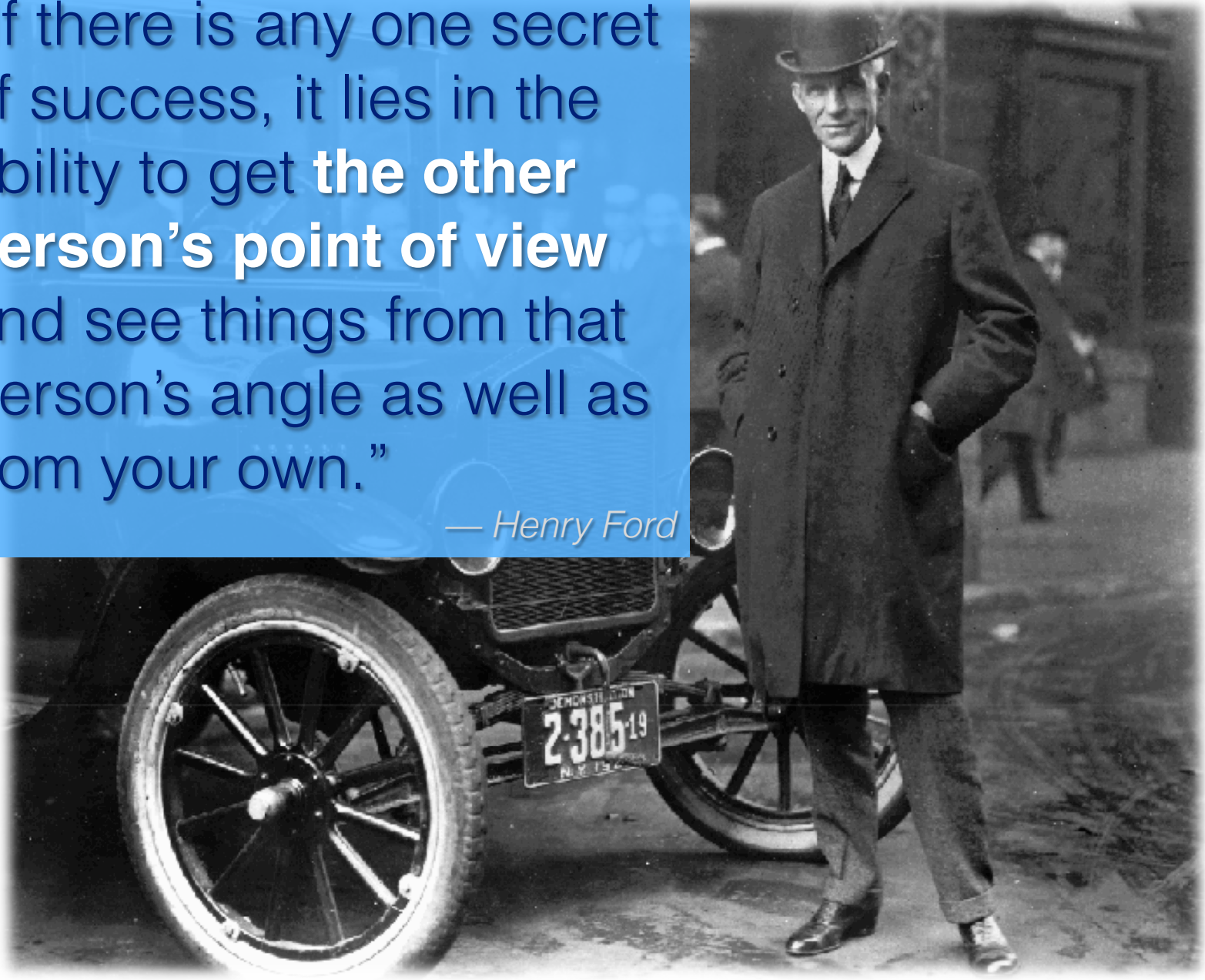


"Extremely credible" and "very credible"; Informed Publics ages 25-64 In 20 countries

Source: Edelman Trust Barometer

“If there is any one secret of success, it lies in the ability to get **the other person’s point of view** and see things from that person’s angle as well as from your own.”

— Henry Ford



The Rise of the Connected Customer – **Generation C**





How people connect, communicate, share and discover is changing. This is only the beginning of a much larger movement...and its forcing businesses to adapt.



**For my 1 year old daughter,
a magazine is an iPad that does
not work.**

It will remain so for her whole life.

Steve Jobs has coded a part of her OS.

Customer behavior & expectations are evolving.
They expect to engage your business & all it
represents...their way.

Traditional

Digital

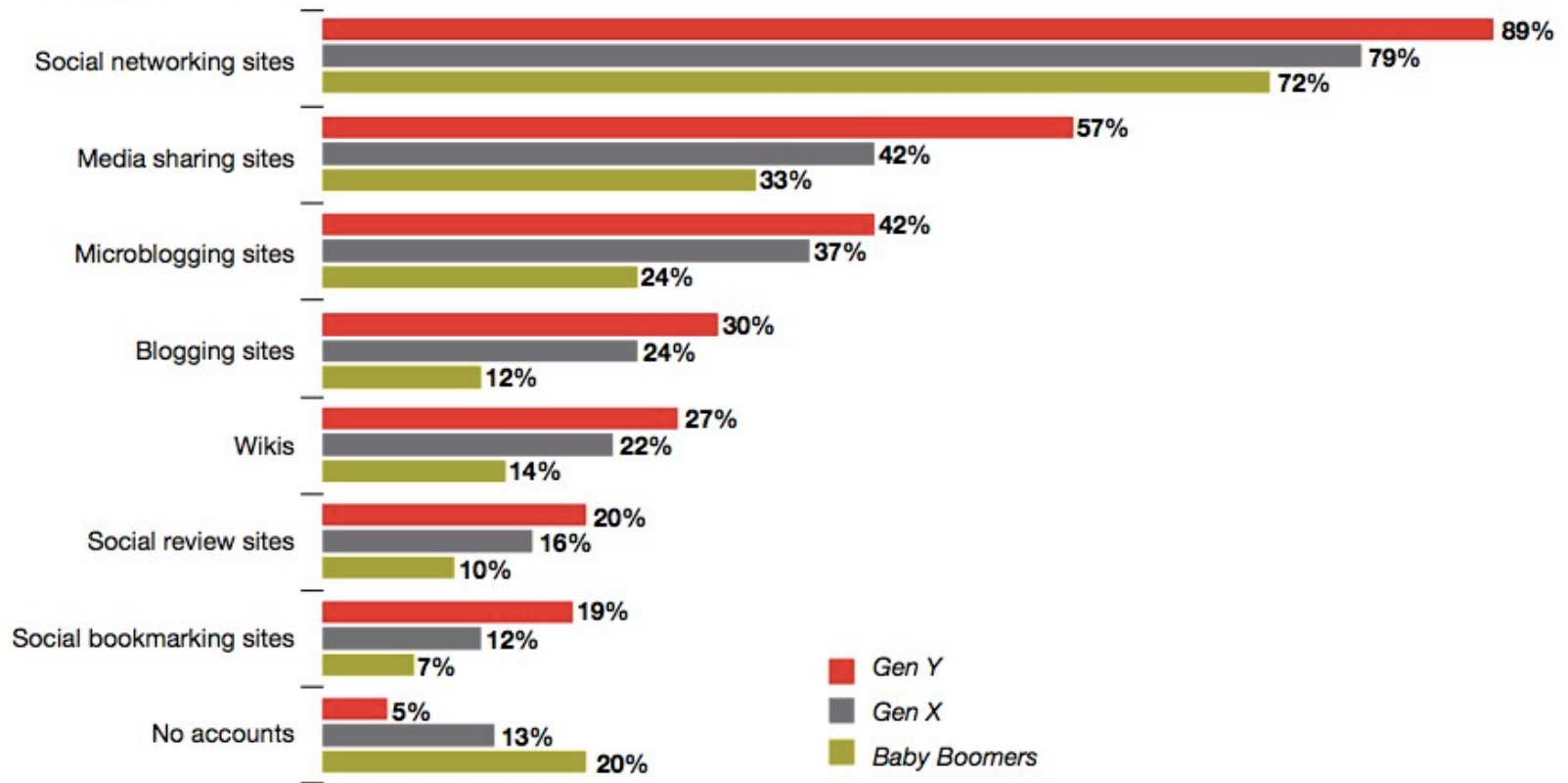
CONNECTED



You are now marketing to an audience with an audience of audiences — **Strategies must engage** and trigger a social effect

Connected Consumers still represent EVERY demographic

Percentage of consumers with accounts on social sites



Notes: 1) Sample size N=1056. 2) Generation Y: People born between 1975 and 1992 (18 to 35 year olds); Generation X: People born between 1965 and 1974 (36 to 45 year olds); Baby Boomers: People born in or before 1964 (46 years olds and older).
Source: IBM Institute for Business Value analysis. CRM Study 2011.

Armed with new methods of gathering information and interacting with retailers, consumers are becoming increasingly informed, empowered and demanding.



Meeting the demands of the smarter consumer

Customers are empowered and informed and they use retail outlets **as showrooms for e-tailers**

An Analyst Walked Into Best Buy, And Discovered Firsthand How Amazon Is Destroying It

Joe Weisenthal | Oct

f Recommend 131

'Showrooming' is the shoppers using physical stores (like Best Buy) to compare prices and they end up buying online.

Victor Anthony of The Motley Fool shares a firsthand lesson in how Amazon is creaming Best Buy.

In a new note out today...

We visited several retail stores including Best Buy, Target, Wal-mart, Staples

Best Buy recently reported that earnings were significantly below last year's as a result of declining store sales, lower gross margins and higher expenses

Amazon announced its quarterly sales were up 30% and its operating cash flow was up 8% to \$3.4 billion for the trailing 12 months.

Tom Pennington/Getty Images

Retailers wage a war against Amazon **as** **showrooms for e-tailers**



Best Buy and Target are attempting a price matching war with Amazon. Amazon *bests* Best Buy prices by 17% across 75% of its inventory. Analysts say the move can cost it more than \$400 million of gross profit.

Can Best Buy Beat Amazon with Service?

“Why not try an experiment: tell customers the fee for sales assistance in selecting the right product is...\$25, but that fee will be applied to the purchase price if they buy from the store. If the advice is high quality and objective, my guess is that some customers will agree.”

- Alan Wurtzel, former CEO of Circuit City

You are now competing for...

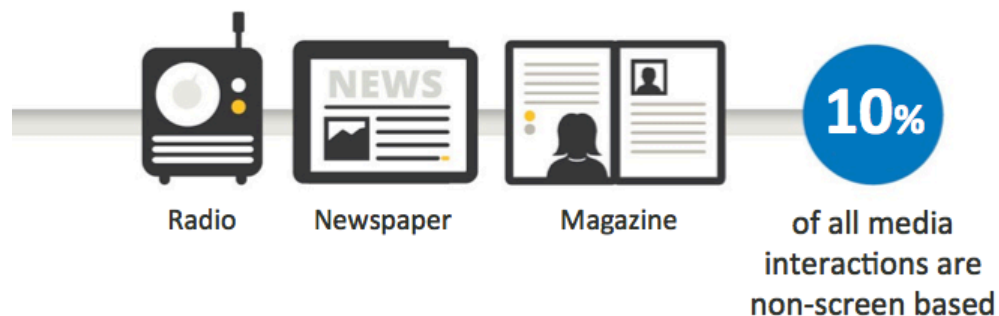
ATTENTION

AND

RELEVANCE

We are a planet of multi-tasking and multi-screenerers. Attention is now divided. Without a strategy or architecture, attention is impossible to grab.

Majority of our daily media interactions are screen based

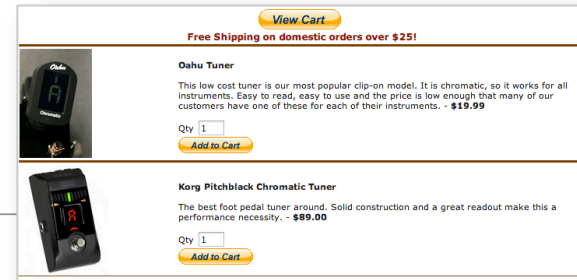
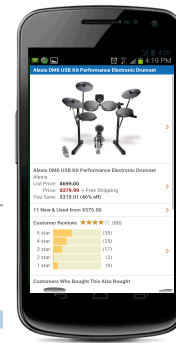


On average we spend

4.4 hours

of our leisure time in front of screens each day

Altimeter's Dynamic Customer Journey



Roel Zamora @Pikachu72 3 Jan
 Today might be the day I will use my christmas money on **new** drumsticks and drum pad, mine are so old! gunna go shopping :D:D
 Expand

Evaluation

Purchase

george neil @_georgenell 18m
 next thing i'm **buying** is definitely a niceeee acoustic **guitar**. I need to get back into it,
 Collapse Reply Retweet Favorite

Consideration

Influence Loop

Experience

Awareness

Loyalty



Advocate

Fender @Guitars @Fender 4 Jan
 Thx for ur purchase!! RT @ComoBrosBand: Got my new **@Fender** Blues Deluxe amp and some pedals for my guitar. **LOVE IT!**
 pic.twitter.com/kC7ZYvI
 Expand



By TheComoBrothers Band @ComoBrosBand

Line Meyer @linemeyerj 4h
 new strings on my **@MartinGuitar** the true love of my life! :)
 Collapse Reply Retweet Favorite
 2 RETWEETS 3 FAVORITES

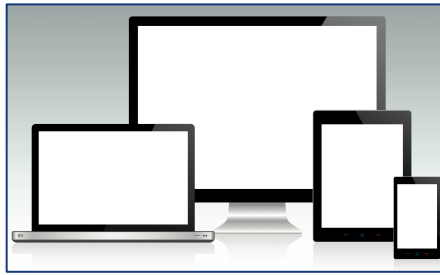
Sarie The Mod @Sickfreakness 6 Jan
 Ugh stupid guitar, why do you break like every single week. This **crappy** little Epiphone is draining me of every last cent I own.
 Collapse Reply Retweet Favorite

**THE
MOMENT
— OF —
TRUTH**

Stimulus



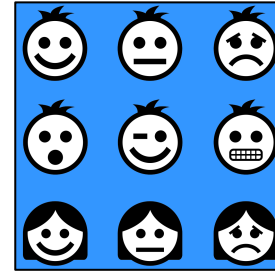
Zero Moment of Truth



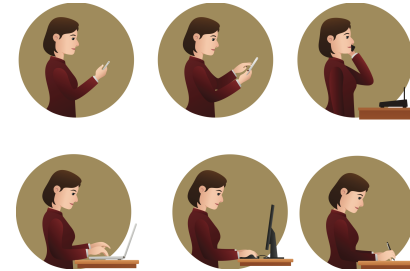
First Moment of Truth



Second Moment of Truth



Ultimate Moment of Truth



Awareness

Social
Discovery

Consideration
to Purchase

Experience

Shared
Experience

UMOT -> ZMOT: Shared expressions form trusted impressions
Shared experiences affect every moment of truth

Stimulus: Awareness

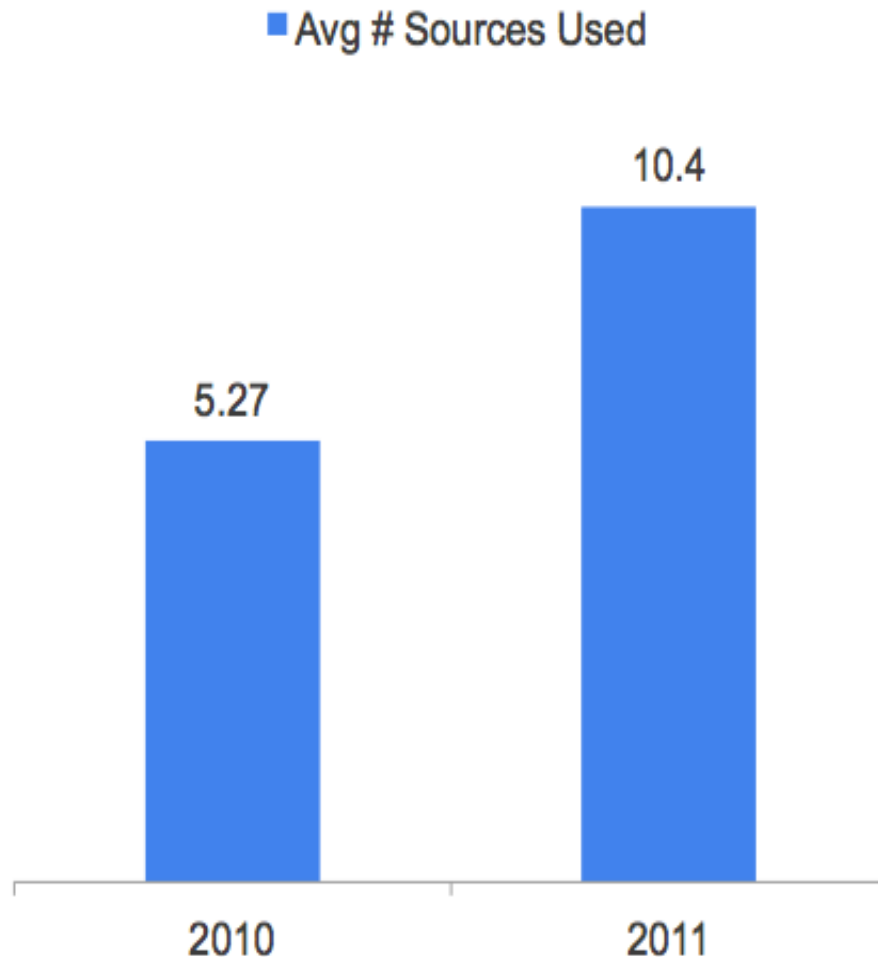
Without awareness there can be no consideration. Every moment of truth is a student touch point.

Zero Moment of Truth: Consideration

Purchases are researched, influenced by social proof, or impulse-driven.

Multiple channels can contribute and drive each action.

Social Feeds = Information Discovery

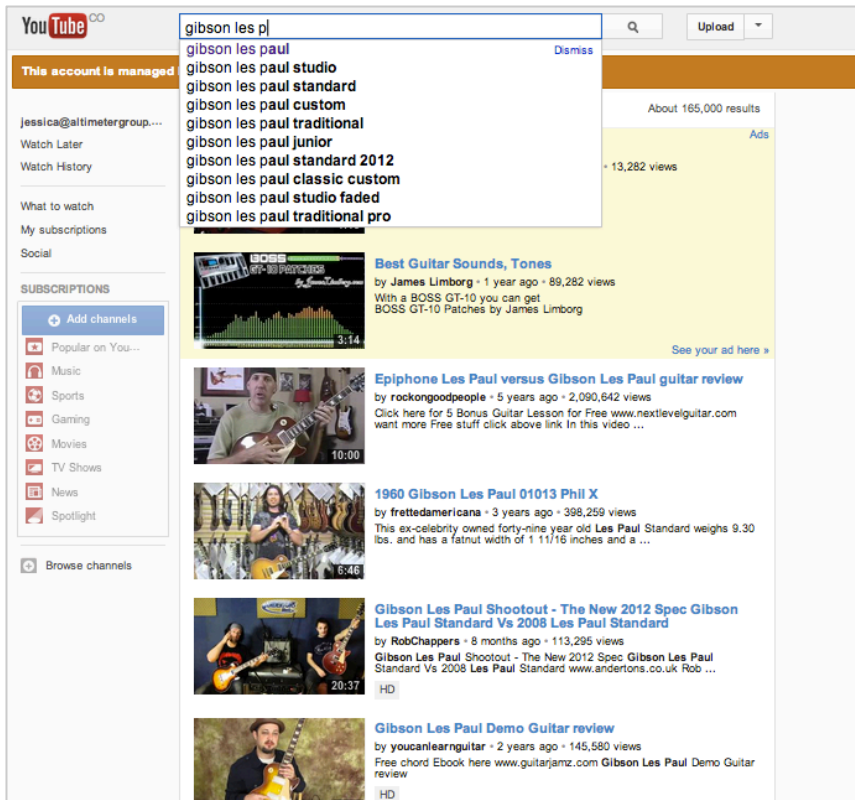


Shoppers rely on **10+ sources** to make decisions – TWICE as many as the previous year

Apr 2011 www.google.com/think/insights

When it comes to search...

You  is the new ™



The screenshot shows a YouTube search interface with the search term "gibson les paul" entered in the search bar. A dropdown menu displays several search suggestions, including "gibson les paul studio", "gibson les paul standard", "gibson les paul custom", "gibson les paul traditional", "gibson les paul junior", "gibson les paul standard 2012", "gibson les paul classic custom", "gibson les paul studio faded", and "gibson les paul traditional pro". The search results page shows approximately 165,000 results. The top result is an advertisement for "Best Guitar Sounds, Tones" by James Limborg, featuring a BOSS GT-10 pedal. Below the ad are several video thumbnails with titles and view counts, such as "Epiphone Les Paul versus Gibson Les Paul guitar review" (2,090,642 views), "1960 Gibson Les Paul 01013 Phil X" (398,259 views), "Gibson Les Paul Shootout - The New 2012 Spec Gibson Les Paul Standard Vs 2008 Les Paul Standard" (113,295 views), and "Gibson Les Paul Demo Guitar review" (145,580 views).

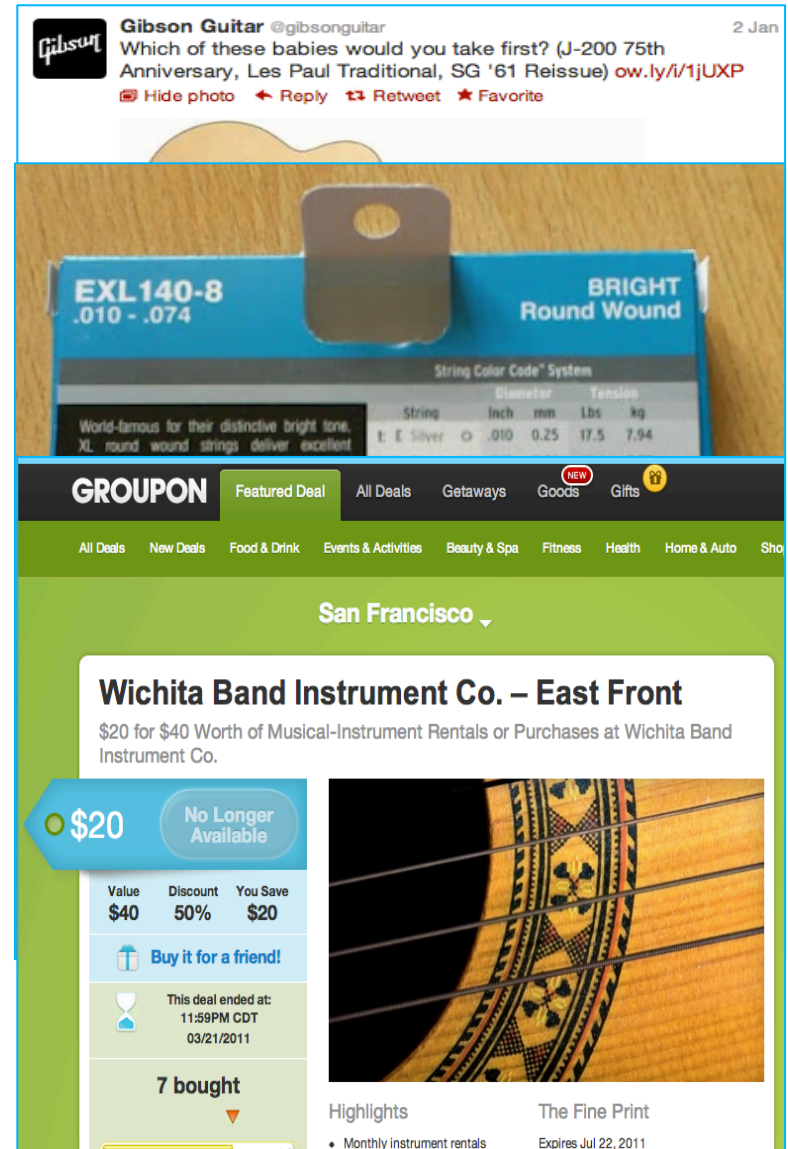
95% of consumers use BOTH YouTube and Google when searching for relevant content.

Source: AskYourTargetMarket Research Study, Q3 2012

Before



After



How a burger joint used Foursquare to draw a crowd



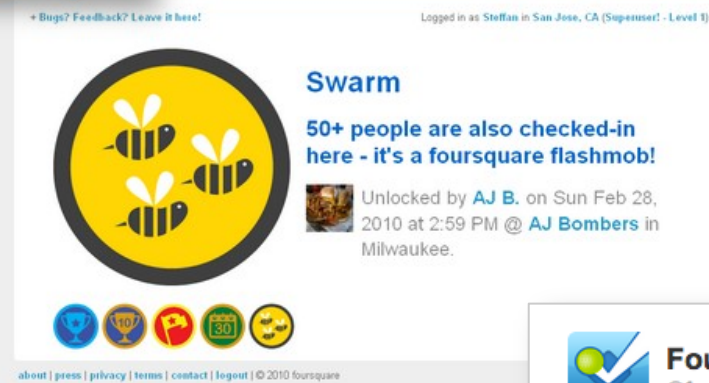
AJ Bombers
@AJBombers

Fun! w/ a side of Pruts, Burgers, & Beer. Milwaukee's best cheeseburger! So says Travel Channel's Food Wars!
<http://bit.ly/burgerporn> - get ready to live!
Milwaukee, WI · <http://ajbombers.com>

48,633 TWEETS
22,640 FOLLOWING
21,248 FOLLOWERS

Follow

Local Milwaukee Burger Joint, AJBombers noticed its growing Twitter following was using Foursquare more and more, so they decided to set up the elusive “Swarm” badge for the shop, earned from a gathering of 50+ Foursquare users.



me | add things | find people | stats | history | my friends | settings | help

Search To places, people to Go

Logged in as Steffan in San Jose, CA (Superuser! - Level 8)

+ Bugs? Feedback? Leave it here!

Swarm

50+ people are also checked-in here - it's a foursquare flashmob!

Unlocked by **AJ B.** on Sun Feb 28, 2010 at 2:59 PM @ **AJ Bombers** in Milwaukee.

about | press | privacy | terms | contact | logout | © 2010 foursquare



AJ Bombers cross-promoted the event as a fundraiser for a Milwaukee Beer & Bratwurst part at SXSW (for which AJ Bombers was a sponsor), across Twitter, Facebook, Twtvite. Foursquare itself even tweeted the event.



Foursquare
@foursquare

Follow

Hey Milwaukee! Our friends at **@AJBombers** are having a fundraiser / Swarm badge party today @ 3pm. Swing by!
<http://twtvite.com/2se37i>

Reply Retweet Favorite

8 RETWEETS

3 FAVORITES



And 'swarm' they do; AJ Bombers draws mass foot traffic, engagement



- 100 pre sign-ups; 161 check-ins generated by the event in one day
- Hundreds of tweets generated by the event, marked increase in word of mouth
- 56 users signed up for Foursquare for the first time just to get the badge
- Biggest Foursquare check-in event in the mid-west hitherto, first "Swarm"
- Picked up by multiple media outlets
- Took only 1 week to organize the event



Screenshot of a Twitter feed showing tweets about the AJ Bombers event. The tweets include mentions of @AJBombers, @Foursquare, and @PhilCery, along with the hashtag #oursquare. The tweets are from various users and include photos of people at the event.

GiantNerd employs social tools to empower outdoor enthusiasts to make educated purchasing decisions

The screenshot shows the GiantNerd website interface. At the top left is the GiantNerd logo with a 'beta' tag. Navigation buttons include 'OUTLET STORE', 'ABOUT GIANTNERD', and 'READ THE BLOG!!!'. A search bar contains the text '-- GO SEARCH!' and a 'SEARCH' button. Contact information includes the phone number '1.877.731.6051' and links for 'Live Chat' or 'Get Help'. A banner below the search bar lists categories: 'MENS WOMENS GEAR FOOTWEAR' and sub-categories: 'BIKE CAMP / HIKE CLIMB SNOWBOARD SNOWSHOE'. A promotional banner reads 'Gear Deals for a Nerdy New Year. Plus, Get An Additional 5% Cash Back In Nerd Dollars & 365 Days'. Below this is a section titled 'NERD HERDS TOP GEAR PICKS' featuring a photograph of a campsite with tents and people in outdoor gear.

This screenshot shows the login and registration form on the GiantNerd website. It includes a 'CLOSE' button, a 'Join Now!' button, and a section for logging in with one click using Facebook, Twitter, or Google. Below this are fields for 'E-Mail Address' and 'Password', along with a 'Forgot your Password?' link. A 'Login And:' section lists several benefits of the program, such as earning Nerd Dollars and getting gear for free.

- Share your voice with the GiantNerd® community
- Earn Nerd Dollars and get gear for free
- Join groups, create lists and receive alerts
- Build your Social Rank and gain credibility
- Influence how other Nerds shop
- Initiate a return and track your refund

nerd dollars \$

The GiantNerd® loyalty program is designed to hook up members with free gear who give back to the community.

By the community and for the community; GiantNerd incentivizes customer reviews and interaction through NerdDollars, both on products and for the site itself. Users also direct inventory; GN listens for demand and selects products accordingly. Through social sign-on, users can toggle between questions, answers, and reviews by everyone or just their friends.

GiantNerd's 3rd party, community-driven platform ties social to commerce, closing the loop

COMMUNITY FAVES & THE NERD PERSPECTIVE



PATAGONIA ADZE JACKET - MEN'S

9:00AM Mon. 12-10-12



GT SENSOR 9R EXPERT 29ER MOUNTAIN BIKE

9:00AM Mon. 12-10-12

Giantnerd[®]  **Powered by Love**[™]

GiantNerd itself crowdsourced 'community experts' to aid in customer support, lowering GN's costs and upping the level of expertise available per product. The site boasts a full end-to-end purchasing platform for users, providing conversions and insights for a variety of brands.

LET'S SOCIALIZE!

A



Joseph Bryant [Nanonerd](#)

Answered a question about the [GT Sensor 9R Elite 29er Mountain Bike](#)
Posted 14 hours ago

A



Steven Bonda [Nanonerd](#)

Answered a question about the [GT Sensor 9R Elite 29er Mountain Bike](#)
Posted 1 day ago

A



Jay Glynn [Nanonerd](#)

Answered a question about the [Tommaso Corvo SRAM Apex Road Bike \(Pr...](#)
Posted 1 day ago

R



Michael Klein [Nanonerd](#)

Reviewed the [Shimano Dura-Ace 7900 Road Bike Pedals](#)
Posted 23 hours ago

Q



Joseph Bryant [Nanonerd](#)

Asked about the [GT Sensor 9R Elite 29er Mountain Bike](#)
Posted 1 day ago

U



Brian Edwards [Nanonerd](#)

Uploaded a product photo to [GT Sensor 9R Expert 29er Mountain Bike](#)
Posted 2 days ago

S



Brendan Sheen [Nanonerd](#)

Updated their status
Posted 1 day ago

R



Benjamin Fecteau [Nanonerd](#)

Reviewed the [GT GTR Series 3 Road Bike \(Beginner\)](#)
Posted 1 day ago

U



Brian Edwards [Nanonerd](#)

Uploaded a product photo to [GT Sensor 9R Expert 29er Mountain Bike](#)
Posted 2 days ago

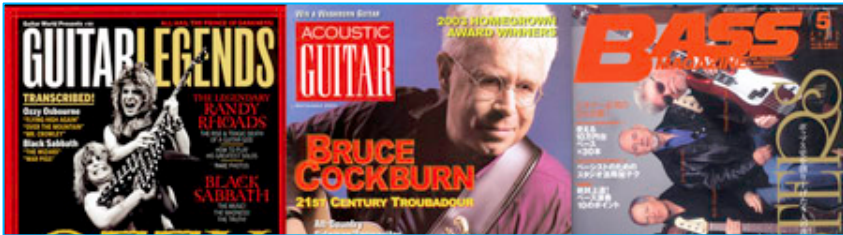
First Moment of Truth: Point of Action

Online transactions of any kind are social up to the moment decisions are made. Technology, messaging, design and also people influence up to this point.

Second Moment of Truth: Experience

‘Customer’ experiences are *felt* and they can set the stage for the Ultimate Moment of Truth. They must be designed.

Before



After

Like 1.9k Send
advertise | mission | online store | p

Spider
Univer
Open Tunin
\$199.99

Local mus

The local Musical Instrument De

Customer Reviews

★★★★☆ (120)
4.0 out of 5 stars

5 star	<div style="width: 80%; background-color: #ffc107;"></div>	57		
4 star	<div style="width: 40%; background-color: #ffc107;"></div>	29		
3 star	<div style="width: 20%; background-color: #ffc107;"></div>	16		
2 star	<div style="width: 5%; background-color: #ffc107;"></div>	9		
1 star	<div style="width: 0%; background-color: #ffc107;"></div>	9		

See all 120 customer reviews

Most Helpful Customer Reviews

111 of 112 people found the following review helpful

★★★★★ **Great little keyboard package** February 6, 2012
By Maddie M
Amazon Verified Purchase

NEED ADVICE?
Talk to Our Experts

Jabin B.

Sales Expert Drums
"We Help You Make Music"

✉ Email

Ryan M.

Sales Expert Drums
"Happy Holidays!!!"

✉ Email

Timothy H.

Sales Expert HiTech
"Jesus is just Alright with me"













✉ Email

» View More


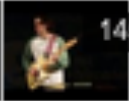


Gryphon Music leverages online video and audio to showcase selection, brand



Our Most Recent 30 Sound files!
(more selections available on the left)
There are 30 results showing files 1 through 20
[this] - [2]

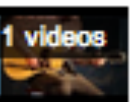



	New Kamaka HF-3 Tenor ▶  "Octopus Garden" : played by <i>Tom Culbertson</i> - Gryphon Teaching Staff New Martin 2K Tenor ▶  "Bye Bye Love" : played by <i>Tom Culbertson</i> - Gryphon Teaching Staff	
	New Rick Turner Compass Rose Style C padouk 14 fret tenor ▶  "With A Little Help From My Friends" : played by <i>Tom Culbertson</i> - Gryphon Teaching Staff New Ome Tupelo ▶  "Clinch Mt Backstep" : played by <i>Tom Culbertson</i> - Gryphon Teaching Staff	
	New Ome Minstral 12" Cherry ▶  "Cindy" : played by <i>Tom Culbertson</i> - Gryphon Teaching Staff New Enoch Tradesman 12 in. Walnut w/Scoop ▶  "Sandy River Bell" : played by <i>Tom Culbertson</i> - Gryphon Teaching Staff	

Featured Playlists



145 videos

Uploaded videos
by GryphonStrings's channel



11 videos

Collings Guitars, presented by
Gryphon Stringed Instruments
by GryphonStrings's channel

Gryphon invests in creating quality video and audio recording for their instrument inventory. For most pieces, the store (employees, customers, groups of players) creates a video and post it across social channels to drive interest. Gryphon showcases its personalization, eclectic selection, and expertise through these videos.

Gryphon Music finds new business through YouTube channel

GryphonStrings's channel 196 subscribers 265,138 video views

Featured Browse videos Search Channel

Like Share More info

About GryphonStrings's channel
Gryphon Stringed Instruments is a store located in Palo Alto, California. We sell Guitars, Mandolins, Banjos, Ukuleles and other stringed instruments.

GryphonStrings.com

by GryphonStrings -
Date Joined Mar 12, 2009
Location Palo Alto, CA
Country United States

Featured Playlists

Uploaded videos 145 videos
by GryphonStrings's channel

Collings Guitars, presented by Gryphon Stringed Instruments
by GryphonStrings's channel

view all

Vintage 1954 Les Paul Gold Top demo by Erik Frykman
by GryphonStrings 1 month ago 338 views

Uploaded videos 1-10 of 145 **Play all**

Taylor GC build-to-order Sinker Redwood/Indian Rosewood YouTube Like Share More info

Gryphon Stringed Instruments

Taylor

GRYPHON

Build-To-Order
Custom GC

Sinker Redwood/Indian Rosewood

“YouTube is a huge driving force for us. It’s helped our international business too. People who have been looking everywhere for a specific instrument will do a search for it, see it for sale in our videos and contact us. We have a folder full of email inquiries that mention YouTube videos, and more come in nearly every day.”

- Derek See, Sales, Gryphon Music

Ultimate Moment of Truth: Post commerce experiences contribute to the state of the relationship. The next steps must be personal...and social.

Shared experiences become the next person's ZMOT (design them).

Before

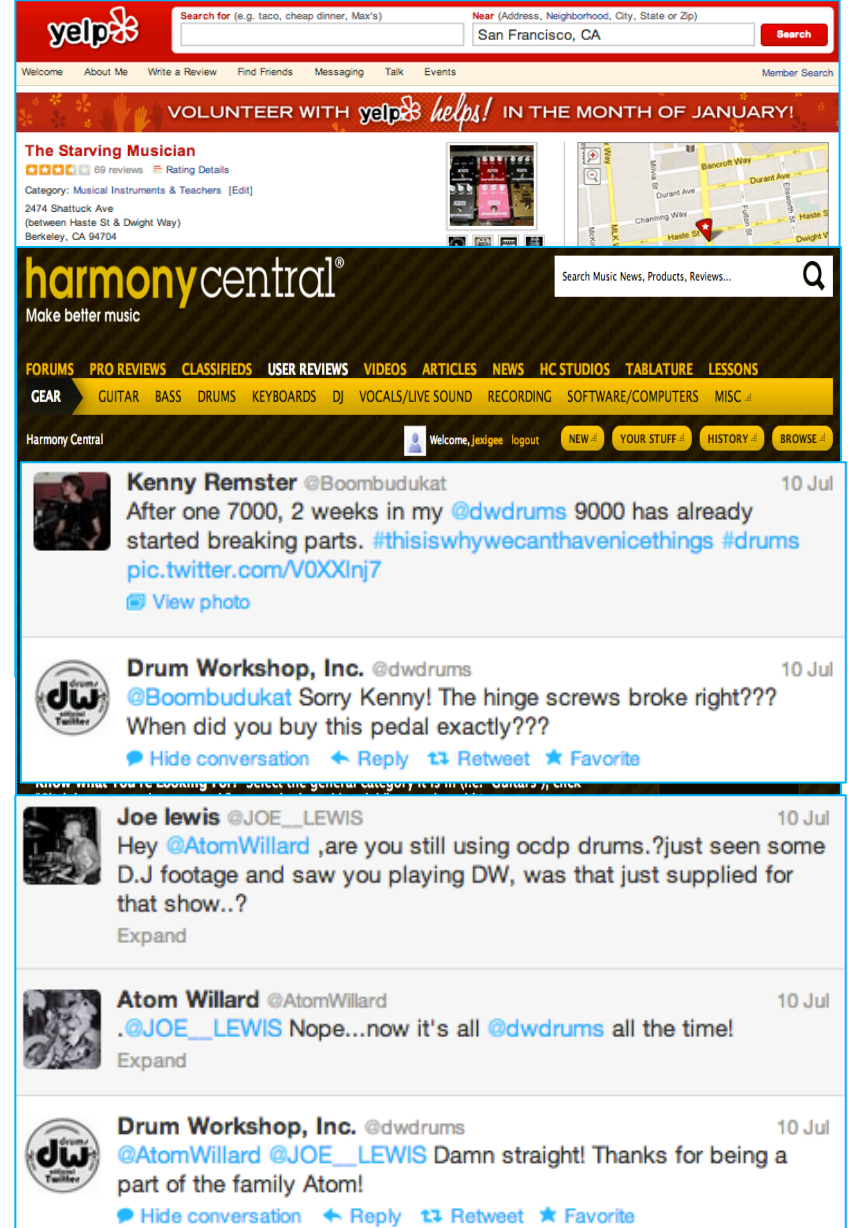


THIS GUITAR I BOUGHT



**IS A TOTAL
PIECE**

After



The image shows a screenshot of a Yelp page for a business named "The Starving Musician". The page includes a search bar, navigation links, and a map. Below the Yelp page is a screenshot of a Twitter thread. The thread starts with a tweet from Kenny Remster (@Boombudukat) dated 10 Jul, mentioning a broken part on a drum set. This is followed by a reply from Drum Workshop, Inc. (@dwdrums) asking when the pedal was bought. Another reply from Joe Lewis (@JOE__LEWIS) asks if Atom Willard is still using OGD drums. Atom Willard (@AtomWillard) replies that it's all @dwdrums now. The thread concludes with another tweet from Drum Workshop, Inc. thanking Atom Willard and Joe Lewis for being part of the family.

Yelp Page:
yelp
Search for (e.g. taco, cheap dinner, Max's) Near (Address, Neighborhood, City, State or Zip) San Francisco, CA
Welcome About Me Write a Review Find Friends Messaging Talk Events Member Search
VOLUNTEER WITH yelp helps! IN THE MONTH OF JANUARY!
The Starving Musician
69 reviews Rating Details
Category: Musical Instruments & Teachers [Edit]
2474 Shattuck Ave
(Between Haste St & Dwight Way)
Berkeley, CA 94704

Twitter Thread:
Kenny Remster @Boombudukat 10 Jul
After one 7000, 2 weeks in my @dwdrums 9000 has already started breaking parts. #thisiswhywecanhave nice things #drums
pic.twitter.com/V0XXInj7
View photo
Drum Workshop, Inc. @dwdrums 10 Jul
@Boombudukat Sorry Kenny! The hinge screws broke right??? When did you buy this pedal exactly???

Joe Lewis @JOE__LEWIS 10 Jul
Hey @AtomWillard ,are you still using ocdp drums.?just seen some D.J footage and saw you playing DW, was that just supplied for that show..?
Expand
Atom Willard @AtomWillard 10 Jul
.@JOE__LEWIS Nope...now it's all @dwdrums all the time!
Expand
Drum Workshop, Inc. @dwdrums 10 Jul
@AtomWillard @JOE__LEWIS Damn straight! Thanks for being a part of the family Atom!
Hide conversation Reply Retweet Favorite

Music Villa's mantra: more than an instrument store; a music hub for Montana musicians

Music Villa
MONTANA'S FAVORITE MUSIC STORE.



539 E. MAIN. BOZEMAN, MT (406) 587-4761

HOURS: MON-SAT: 10-6, SUN: 12-5 **MEET US**

HOME THE STORE ▾ MUSICIAN COMMUNITY ▾ NEW EPISODE!?! ACOUSTIC LETTER



the **ACOUSTIC LETTER**
(Helping YOU find the ONE)

The **MUSIC STORE**
MONTANA **MUSICIANS**

MONTANA
~ MUSIC LIFE ~

MONTANA **BANDS**
Music Villa **SCHOOL of MUSIC**

What started as a full line, independent music store, has leveraged digital to create a network to enable fellow musicians to network with other musicians, promote their bands, and find local events. They also run the state's top music school. Multiple brands live under the Music Villa name, each specific to a different engagement vertical or function.

Music Villa powers a community for musicians, by musicians

MONTANA MUSICIANS
A Montana Community created for Musicians, by Musicians. POWERED BY *MusicVilla*.COM

Main My Page Musicians Forum & Media Musician Resources

Find musicians, collaborate, stay connected with other Montana musicians. Made possible by MusicVilla.com.

Check out the new Music Villa School of Music! The best place for **Bozeman Music Lessons!**

Welcome to Montana Musicians

Sign Up

Used: Fender Squire P-Bass \$100
Used: Marshall JCM 900 \$1100
Used: Crucianelli Accordion \$200

Most Active Members

- 1 **Bozeman Ukulele Cabaret**
- 2 **Jason Kuhle**
- 3 **april wilson**
- 4 **Wes A. Urbaniak**
- 5 **R. L. Garritson**
- 6 **Stefan Zwahlen**

Groups

- Montana Metal**
43 members
- Rockology**
28 members
- Six Shooters**
1 member
- Great American Song**
1 member
- Bluegrass Montana**
44 members

"What's so unique is our culture. People come into the store and just hang out. It's created this real community, online and off."
- Paul Decker, Owner, MusicVilla

Home Recording Setups 35
I think it would be interesting to hear a little bit about home recording setups. We can talk about equipment, advice, and resources. Anyon...
Started by Kyle Nixon

How Do You Practice ???!!!! 21
I find like most Musicians that daily Practice is key in becoming a well rounded player. Im finding that concerning practice every one is d...
Started by Henry Berry

My First Amp Build 4
Well, I'm beginning construction on my new amp and I decided that I'll document it for whoever is interested. Here is the first picture of...
Started by Andy Meehan

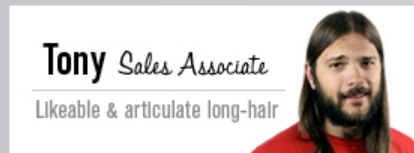
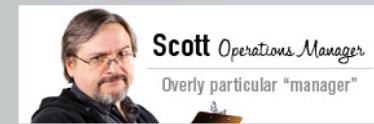
Music Villa's Montana Musicians is a community portal where musicians can connect, collaborate, post share ideas, aid in each others' research, ask and answer questions, post statuses, songs, videos, blog posts, post used gear, classifieds, find local events, and much more.

Music Villa also hosts its own 'reality' web series: The Music Store



Follow The Music Store: [Twitter](#), [Instagram](#), [Facebook](#)


Watch below for teasers, updates, release dates, and...um BIG NEWS!



About to kick off its third season, the web series "The Music Store" is a hilarious mocumentary of the trials and tribulations of a music store—Music Villa—featuring Music Villa's real employees, and culture! The show has been featured on the CW in Montana.

Music Villa's "Acoustic Letter" – an e-newsletter that differentiates

the ACOUSTIC LETTER
(Helping YOU find the ONE)

(406) 219-7470 • DO YOU HAVE QUESTIONS?  **CLICK TO EMAIL**

PAUL SATISFACTION GUARANTEED POWERED BY MusicVilla .COM

Home About Shop Guitar Guide Comparisons What They're Saying Contact

"There came a point where I realized, ya know what this is what we're good at, this is what we're known for—high end acoustics—so we decided to focus strictly on that, on building a community around that."
- Paul Decker, Owner, MusicVilla

Taylor 114 Review – How does it sound?
Categorized as: AL Blog, Taylor

In this video, Tony plays the Taylor 114 and gives you the full rundown of specs and characteristics. Taylor 114 Like the 200 Series, the sapele 100 Series

- Martin 00-43 Custom
- Martin HD28 MV Custom Sunburst \$3,199
- Quilt Maple GA \$11,999
- Taylor GCce 2012 Fall Limited \$3,399
- Taylor GSce 2012 Fall Limited \$3,399
- Taylor PS14ce 2012 Fall Ltd. \$6,399
- 1941 Vintage Gibson J35 \$7,999
- Taylor Builder's Reserve Series V \$9,998

Music Villa offers exclusive, first-access to one-of-a-kind and limited-run custom-made Gibsons, Martins, and Taylor guitars. By signing up for the e-newsletter, fans are emailed when new Music Villa- exclusive models come out, featuring HD videos, comparisons, photo shoots, and descriptions. MV also allows fans to pick woods and access custom ordering

Music Villa bolsters its community and each microsite across its social channels

The image shows a YouTube channel page for "Acoustic Letter (Music Villa)". The channel has 2,209 subscribers and 2,365,222 video views. The main video is titled "Gibson vs Martin vs Taylor (The MV Acoustic Lett" by musicvilladotcom, posted 1 year ago. The video description includes "Acoustic Guitar Demos 1-10 of 94" and "Custom Gibson, Martin, and Taylor acoustic guitar dem... they sound! Sign up for the Acoustic Letter to get: Ge".

A Twitter post from Music Villa (@musicvilla) with the text: "Just a friendly reminder. This baby could be YOURS. Come see it at Music Villa, get a \$10 raffle ticket, and... fb.me/29EUDj7SB". The post includes a "Follow" button and interaction options for Reply, Retweet, and Favorite.

A Facebook post from Music Villa, dated December 26, 2012. The text reads: "Show us what being a MT Musician means to YOU by #MTmusic tagging your Instagrams. Here's the most recent. See more at: <http://www.musicvilla.com/mtmusic-on-instagram/>". The post features a grid of four Instagram photos: a musician playing guitar on stage, a woman playing drums, a guitar on a stand in a store, and a room with musical equipment.

“ This is **how guitar reviews should be done**. It is obvious you know what you are talking about. You have owned more than the two guitars you are reviewing and you can actually play. I wish all reviews on youtube were this good. - **davidjdriver** ”

Music Villa 'puts itself on the map,' and sales are increasing as a result



“People ask me “but how do make money from it? How many lessons would it take to pay for that?” I look at it like I’m branding something to make it “us”, to make it part of the culture. People always come in referencing our online content. We get followers, and for some it’s more, more like real advocates who help spread the word.”

- Paul Decker, Owner, MusicVilla

Music Villa is an industry leader in its digital marketing. Through its content marketing, community platform, educational resources, and leverage of social platforms, it was recognized in NAMM’s Best Dealer Awards in May of 2012 for Best Ad and Best Social Media. Their innovative use of e-commerce is becoming a substantial part of sales for acoustics, having grown markedly in the last month alone.

groubal™

**COMMUNITY
SENTIMENT
INDEX**

the Measure
that Matters

We track the sentiment of
users on the social media
graph.

LOWEST SATISFACTION

1.	<u>Time Warner</u>	979
2.	<u>US. Postal Service</u>	939
3.	<u>Sallie Mae</u>	928
4.	<u>American Airlines</u>	916
5.	<u>Zynga</u>	916
6.	<u>Cox</u>	910
7.	<u>Telus</u>	904
8.	<u>AT&T</u>	897
9.	<u>United Airlines</u>	890
10.	<u>Rite Aid</u>	889

Whether we like it or not, customers contribute to the state of our brand simply by sharing their experiences.

adjust believe bill business **cable** careers
challenge committed **community**
company control corporate **customers**
digital **diversity** employees entertainment
events give highlights home inc information
innovations **investor** latest **learn**
looking media meet **news** overview pay
people policy power privacy products **program**
relations sales **services** setting site
support tap terms tv **warner** ways

Whether we like it or not, customers contribute to the state of our brand simply by sharing their experiences.



Fig. N°01

SOCIAL PROOF

~ *The Rule* ~

WHEN UNCERTAIN, LOOK AT WHAT OTHERS ARE DOING

~ *Psychological Reasoning* ~

WE LOOK AT WHAT OTHERS ARE DOING OR HAVE DONE TO RESOLVE PERSONAL INSECURITY WHEN MAKING A DECISION.



*Social
Commerce
Example*

**ASK FOR ADVICE
FROM FRIENDS &
FAMILY ABOUT
THE DECISION.**

*Should I buy
this coat?*



*I don't know,
ask your Twitter
followers.*

81%
**OF CONSUMERS
RECEIVE ADVICE**

from friends & family
relating to a product
purchase through a
social networking site

AT THE END OF THE DAY...

...YOU ARE NOT ALONE.

There are steps to take to drive your customers, employees, and **relationships** forward in a meaningful way.

Let's get started

1

Walk in your customers digital shoes and search online to see what the competition really is and what they're doing



2

Focus on creating a premium shopping and customer experience

3

Offer value through service and make the product secondary AND hire/train knowledgeable and friendly reps

4

Deliver happiness: Internalize a new philosophy and vision that spoils customers before, during, and after the sale

5

Walk in your customers digital shoes and search online to see what the competition really is and what they're doing

6

Invest in a delightful online, social and mobile experience. This takes time and resources but the ROI is worth it

7

Demonstrate how products look and work using video and social merchandising – offer tips/tricks/how to's through digital and social channels



Build a social community where people can ask and answer questions and invest in its cultivation – then provide rewards and incentives for engaging

9

Create an exceptional loyalty program that rewards customers for purchases and promotion AND employees for exceptional service/performance

10

Be everywhere your important customers are



Market EVERYTHING that
makes you different



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Twitter: @briansolis

For more information & to buy the books, please visit:

<http://bit.ly/WTFBook>

<http://bit.ly/EndofBusiness>

<http://bit.ly/engage2>

