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Grow Your Business

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Grow Your Business


How I Got 7 Million Views on YouTube

Shane Kinney, Drum Center of Portsmouth









Topics We'll Cover

-  Why I depend on video
-  Equipment Needed
-  The Videos Themselves
-  Branding
-  How to Avoid Pitfalls I Already Experienced



Why Do I Depend on Video?

-  More than 1 billion unique users visit YouTube each month
-  Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
-  100 hours of video are uploaded to YouTube every minute
-  80% of YouTube traffic comes from outside the US
-  YouTube is localized in 61 countries and across 61 languages
-  According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
-  Millions of subscriptions happen each day. The number of people subscribing daily is up more than 3x since last year, and the number of daily subscriptions is up more than 4x since last year



YouTube is owned by Google.



We are owned by Google.

(not really)



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: 3,557 • Lifetime views: 7,370,164

CHANNEL

Lifetime (Jun 22, 2009 – Nov 28, 2014)

Notifications

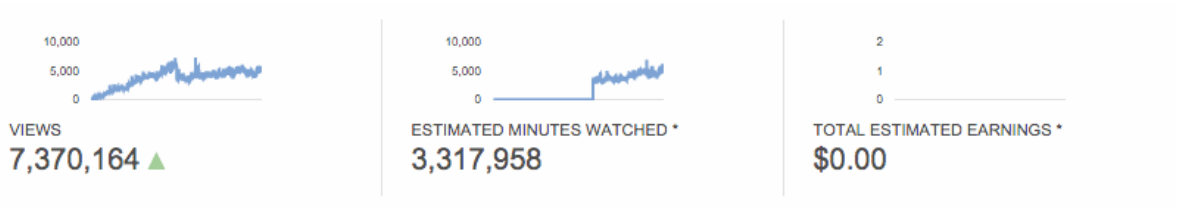


Sakae Celestial 5pc Drum Set Shell Pack Caribbean Blue Tamo 22/10/12/14/16

This video had a sudden increase in views on November 24, 2014.



Performance



Engagement



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DRUM OF CENTER

P O R T S M O U T H



First video went up in the summer of 2009



In 5 years we have over 7 million views and counting



Over 7000 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.

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BRANDING



Brand Building Tips



Make your logo visible



Wear store uniforms if you have them



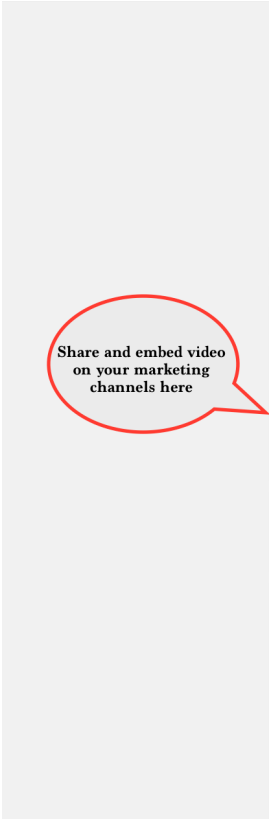
Have the store be the background or have pictures of the store in the shot



Include links in text or talking



YouTube



Share and embed video on your marketing channels here

The video player shows a close-up of a snare drum with the text "Legacy Flamed Birch 1ply - 6.5x14" overlaid. Below the video are controls for play, volume, and full screen, along with "Analytics" and "Video Manager" buttons.

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

DrumCenterNH Channel settings 549 views

+ Add to Share More

Share Embed Email

http://youtu.be/oz7LxVvvsfU Start at: 0:09

Published on Apr 5, 2014
Available for purchase here: <http://buydrum.ms/LB-6514>
<http://www.drumcenternh.com>

SHOW MORE

NO COMMENTS YET

Share your thoughts

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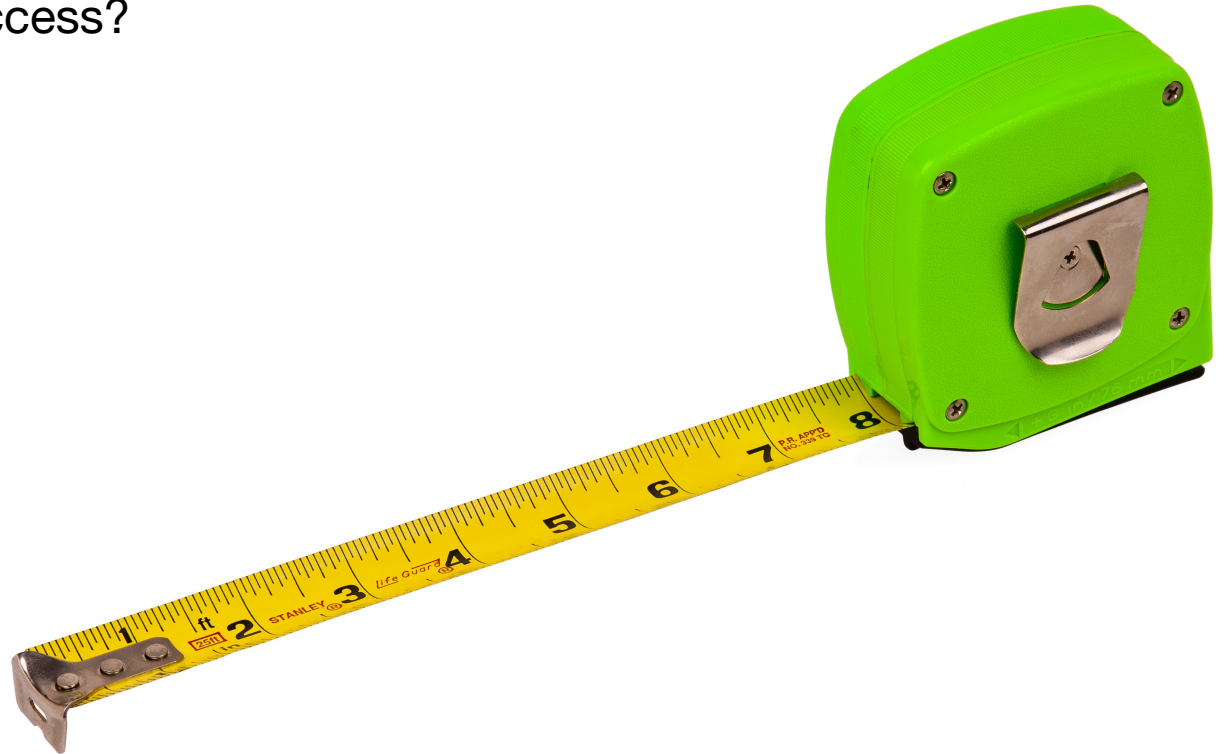


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How do I measure the success?






- 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



Avoiding Pitfalls





Pitfalls to Avoid



Consider your Backdrop



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No
BEER
in the
frame





Not Organizing your Playlists



- Home
- What to Watch
- My Channel
- My Subscriptions 8
- History
- Watch Later 1

PLAYLISTS

- Istanbul Agop Cymbals
- Bosphorus Cymbals
- UFIP Cymbals
- Mapex Drums
- Joyful Noise Snare Drums
- Unix Drums
- Sabian Cymbals
- Tama Drums
- Brady Drums
- Paiste Cymbals
- Joshua Tree Drums
- Istanbul Mehmet Cymbals
- GMS
- Snare Drums
- Longo Drums
- Dunnett
- Ludwig Drums
- Meini Cymbals
- Drum Art
- Pearl Drums
- Canopus Drums
- AK Custom Drums
- Gretsch Drums
- Montineri Custom Drums
- Acoutin Custom Drums
- UFIP B-stocks
- More >

SUBSCRIPTIONS

- dunnettclassdrums 1
- MEINLcymbals 1
- williamrich156 8
- Thomas Ash 1
- Olid4drums
- KHfan4ever23 4
- Browse channels
- Manage subscriptions



DrumCenterNH

- Home
- Videos
- Playlists
- Channels
- Discussion
- About



Drum Center of Portsmouth - Welcome Video 3.0!

11,783 views · 6 months ago
Welcome to Drum Center of Portsmouth!

<http://www.drumcenternh.com>

Follow us on:
<http://www.facebook.com/drumcenternh>
<http://www.instagram.com/drumcenternh>
<http://twitter.com/drumcenternh>

Channel tips

- Featured channels
- Thumbnails help get fans
- Organizing your videos
- Grow your channel

View all >






Featured Channels

+ Add channels





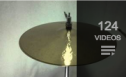
Related channels on YouTube

- memphisdrumshop
- dw drums
- Boston Drum Cen...
- chicagomusicexc...
- Greenbrier Music
- Ben Minal

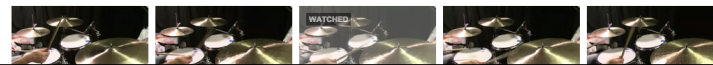
Snare Drum Demos

 74 VIDEOS Canopus Drums by DrumCenterNH 1 year ago	 15 VIDEOS Joyful Noise Snare Drums by DrumCenterNH 1 year ago	 37 VIDEOS Dunnett by DrumCenterNH 1 year ago	 2 VIDEOS AK Custom Drums by DrumCenterNH 1 year ago	 26 VIDEOS Brady Drums by DrumCenterNH 1 year ago
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Cymbal Demos

 182 VIDEOS Meini Cymbals by DrumCenterNH 4 years ago	 198 VIDEOS Zildjian Cymbals by DrumCenterNH 1 year ago	 187 VIDEOS Paiste Cymbals by DrumCenterNH 1 year ago	 198 VIDEOS UFIP Cymbals by DrumCenterNH 1 year ago	 124 VIDEOS Sabian Cymbals by DrumCenterNH 1 year ago
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Uploads





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

PLAYLISTS

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- Bosphorus Cymbals
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- KHfan4ever23
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- Manage subscriptions

Landing Page Video (About your store)

Organize your Videos by Categories/ Brands



DrumCenterNH

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<http://www.instagram.com/dr...>
<http://twitter.com/drumcent...>

Channel tips

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- Thumbnail help get fans
- Organizing your videos
- Grow your channel

View all >

Featured Channels

Add channels

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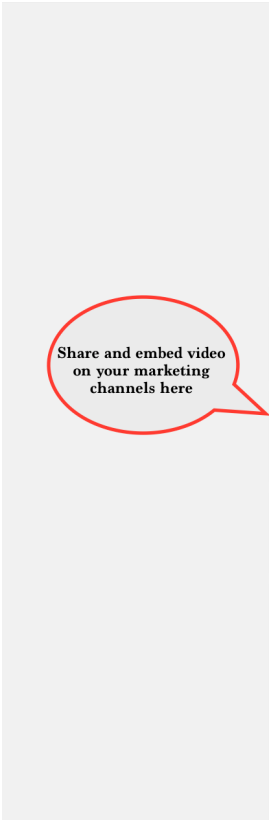
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SHOW MORE

NO COMMENTS YET

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Good Luck!