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Grow Your Business



# Social Media Marketing Update for 2017

# Livestreaming



# Livestreaming



# Livestreaming

Rob Ackroyd Interview  
Posted by Sam Ash Music Stores  
6,316 Views



Victor Futura

Do you ever record with any guitar modeling software like guitar rig or ampltube?

Rob Ackroyd of Florence and the Machine



# Livestreaming



# Livestreaming



# Livestreaming

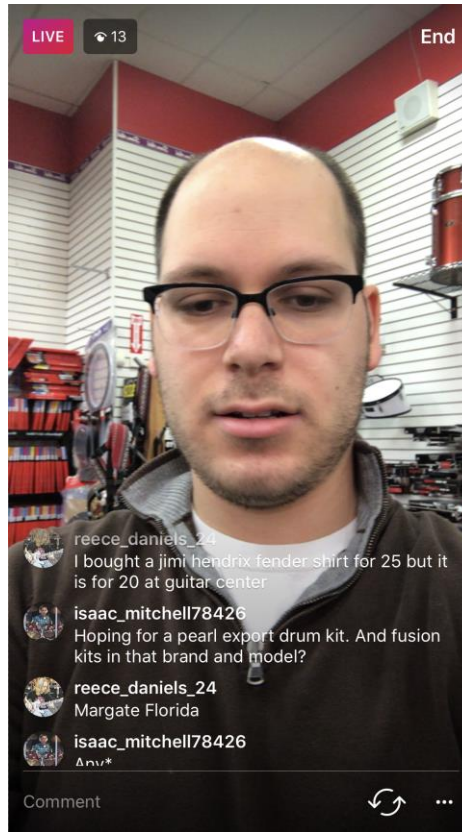




# Livestreaming

- Facebook
  - PROS
    - Quite possibly most popular
    - HUGE audience
    - Saved to site
  - CONS
    - Specific reach (unless you pay to boost)
    - Square video without upgrades

# Livestreaming



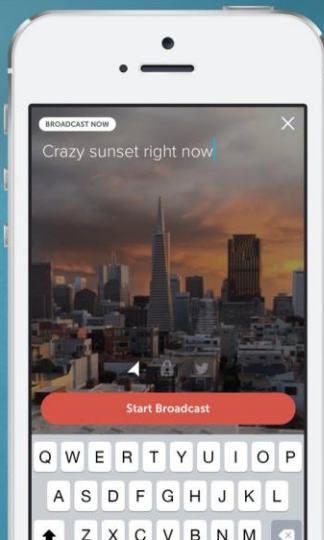


# Livestreaming

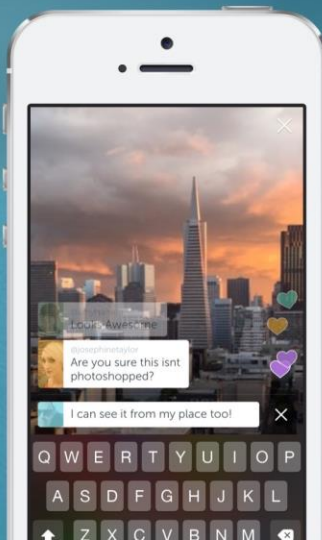
- Instagram
  - PROS
    - Connects and alerts Instagram audience
  - CONS
    - Must be viewed while live

# Livestreaming

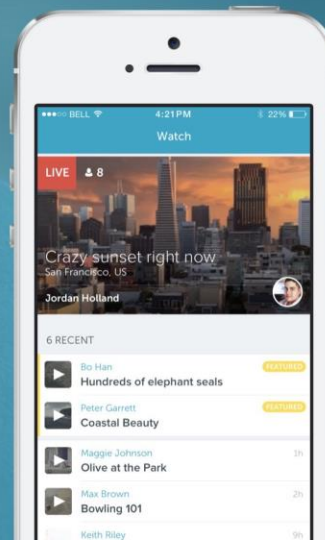
Broadcast Video  
LIVE from Anywhere



Watch and Interact with  
Messages and Hearts



Browse LIVE or  
Recent Broadcasts





# Livestreaming

- Twitter
  - PROS
    - Connects and alerts Twitter audience
  - CONS
    - Deletes videos after 24 hours



- Get familiar with Social Media people from companies you work with
- Be present anywhere and everywhere as often as possible
- Test, repeat and learn
- Get your audience to know your brand
- Get on the same page



THANK YOU!

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Instagram



@samashmusic