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Grow Your Business



YouTube and Facebook: My Most Successful Video





Videos on YouTube and Facebook: My most successful and why

Mitch Gallagher,
Sweetwater

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Drum Center of Portsmouth

John Mlynczak,
Moderator





Videos on YouTube and Facebook: My most successful and why

The Plan:

1. Six Videos
2. Facebook vs YouTube
3. Measuring Success
4. Questions



Welcome Video

Drum Center of
Portsmouth



Welcome Video

Drum Center of
Portsmouth





Welcome Video

Drum Center of Portsmouth

- Tell the business story
- Make the store feel comfortable
- Entice customers to come in



Artist Interview

Sweetwater





Artist Interview

Sweetwater



Artist Interview

Sweetwater

- Talk about store
- Represent the company
- Product sponsored



Drum Tuning

Drum Center of Portsmouth



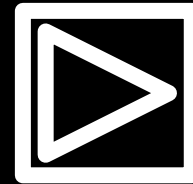
How we tune our snare drums





Drum Tuning

Drum Center of
Portsmouth





Drum Tuning

Drum Center of Portsmouth

- Educational
- Shows store
- Builds credibility





Sounds Like Series

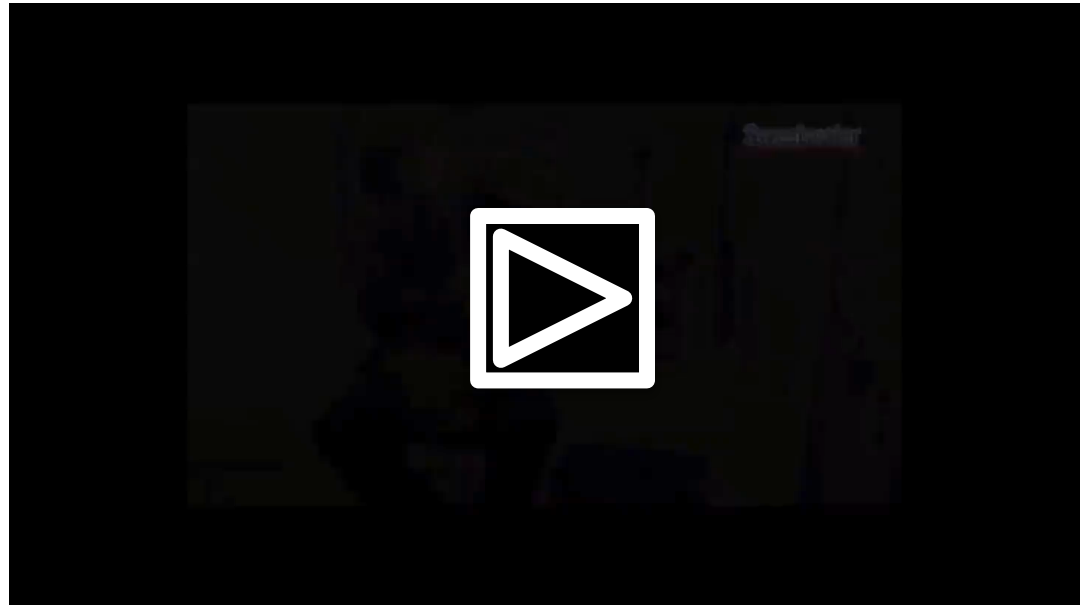
Sweetwater





Sounds Like Series

Sweetwater





Sounds Like Series

Sweetwater

- Educational
- Enticing
- Product use-cases



Product Demo

Drum Center of Portsmouth



Product Demo

Drum Center of
Portsmouth



Product Demo

Drum Center of Portsmouth

- Simple
- Effective
- Great comments



Product Demo

Sweetwater





Product Demo

Sweetwater



Product Demo

Sweetwater

- Educational
- Performance
- Builds manufacturer credibility





What types of videos perform better on Facebook?

- Short
- No bumpers
- Use subtitles





MEASURING SOCIAL MEDIA ROI





MEASURING SOCIAL MEDIA ROI



- Exposure
- Credibility
- Click through
- Remarketing

Questions?





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