

Online Marketing Tips From YouTube to Email

Understanding techniques to help you
market your business online using content, email
marketing and metrics

Cut Through the Noise

- Video
- Email Marketing
- Online Advertising
- Geotargeting
- Retargeting

Video

You  **Tube**

facebook

Video

You Tube



DrumCenterNH

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Drum Center of Portsmouth - Welcome Video 3.0!

46,817 views 2 years ago

Welcome to Drum Center of Portsmouth!

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Snare Drum Demos



Canopus Drums
DrumCenterNH



Joyful Noise Snare Drums
DrumCenterNH



Dunnett
DrumCenterNH



AK Custom Drums
DrumCenterNH



Brady Drums
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Cymbal Demos



Meinl Cymbals
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Zildjian Cymbals
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DRUM OF CENTER PORTSMOUTH

YouTube



Sabian SR2 Hi Hat Cymbals
Medium 15" 1010/1177 grams
21 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
19" 1805 grams
12 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
19" 1791 grams
4 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
19" 1784 grams
4 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
19" 1335 grams
11 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1493 grams
4 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1491 grams
7 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 892/982 gram...
5 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1488 grams
4 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 891/981 gram...
7 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1487 grams
5 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 890/1089 gram...
5 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1477 grams
2 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 887/976 gram...
4 views • 3 hours ago



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18" 1464 grams
3 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 886/961 gram...
3 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1456 grams
4 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 849/940 gram...
2 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1445 grams
2 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 842/949 gram...
3 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1431 grams
3 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 796/953 gram...
7 views • 3 hours ago



Sabian SR2 Crash Cymbal Thin
18" 1427 grams
2 views • 3 hours ago



Sabian SR2 Hi Hat Cymbals
Thin/Medium 14" 786/984 gram...
2 views • 3 hours ago

Video



Premier Guitar was live.

Published by Perry Bean [?] · January 9 at 10:59am · 🌐

First Look: [Fender American Professional Stratocaster](#)



260,526 people reached

Boost Post

86K Views

🔥 Love

💬 Comment

➦ Share



👍❤️😱 Premier Guitar, André Fino, Diogo Casaca and 1.3K others

Top Comments ▾

209 shares

Video Takeaways

- You don't need a big crew/big investment
- Post content regularly
- YT is great, consider FB Video/ FB Live
- Measure your success (views, subscribers & comments)

Email Marketing

Marketing campaigns via email can see
50-100x the CTR of a post on
facebook or **twitter**

Email Marketing

***PREMIER*Guitar**'s email newsletters

average **19.9% CTR** compared to

an industry average of 2.9%

Email Marketing



Do you have a Gibson Les Paul Standard that you no longer need? One that is sitting around not getting the attention it deserves? Been looking at getting a new Guitar and want to bring that big price tag down? Or eliminate it all together? Then contact us NOW!



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Email Marketing

The Mobile Issue

- 67.2% of consumers use a smartphone to check email
- 75% of Gmail users access accounts on mobile devices
- By 2017, **2.282 million** people will access email via mobile

Email Marketing Takeaways

- Cultivate and maintain a good email list
- Great content + great images
- Don't forget mobile
- Measure your success (opens, clicks)

Online Advertising

What types of direct
online advertising do you
do for your business?

Online Advertising

What **metrics** do you gather

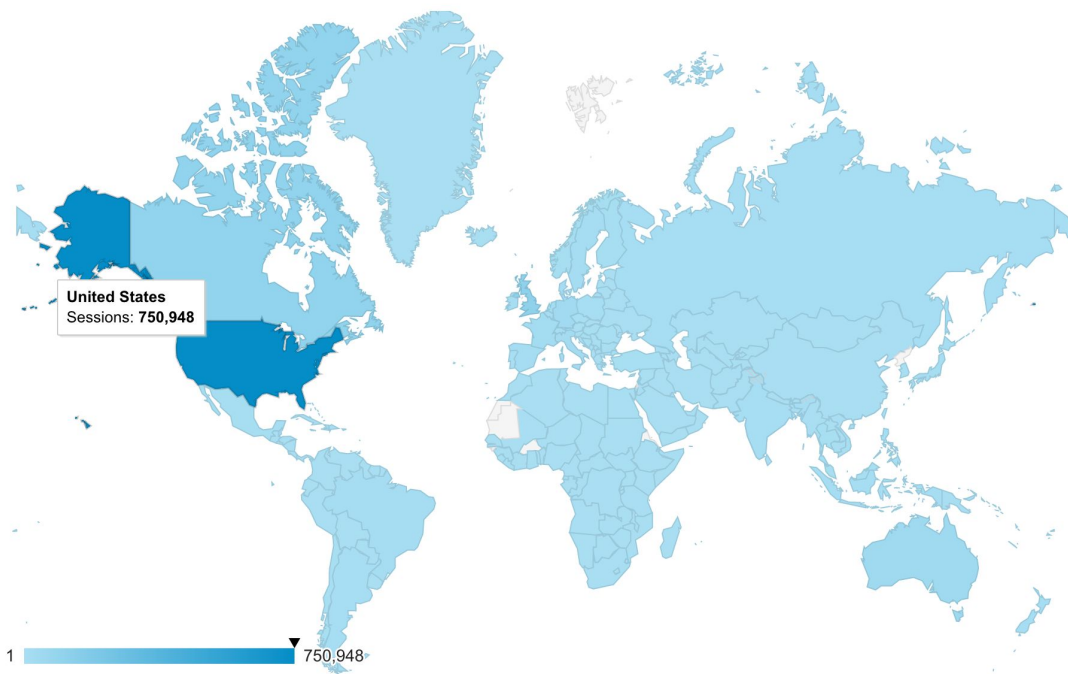
&

How do use them?

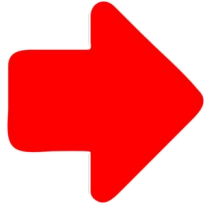
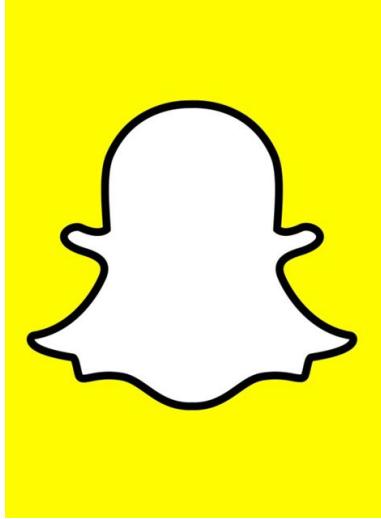
Online Advertising Takeaways

- Running ads doesn't have to be complicated or time-consuming
- Numerous businesses exist today to make the service pain-free and hands-off
- Tailored to limited or giant budgets, fully customizable
- Measure your success (clicks, actions, Google Analytics)

Geotargeting



Geotargeting



Geotargeting

The screenshot displays a geotargeting tool interface. At the top, a yellow progress bar shows four steps: STEP 1 Upload or Design, STEP 2 Choose Dates, STEP 3 Choose Area (which is currently active), and STEP 4 Submit. A Snapchat logo is visible in the top right corner of the progress bar. Below the progress bar, a search bar contains the text "Port Macquarie guitars". To the right of the search bar, there are two date and time selection boxes, both set to "01/03/2017" and "04:00 PM CST".

The main map area shows a residential street grid. A green rectangular fence is drawn around a specific property. A red location pin is placed at the center of this fenced area. A large red arrow points to this pin. Another large red arrow points to the search bar. At the bottom of the map, there is a red button labeled "RESET FENCE" and a yellow button labeled "NEXT".

Additional details on the map include a search bar with "Map" and "Satellite" options, a "BACK" button, and a "Google" logo in the bottom left corner. The map data is attributed to ©2017 Google.

Geotargeting



STEP 1 Upload or Design STEP 2 Choose Dates **STEP 3 Choose Area** STEP 4 Submit

SIZE: 41,474 Sq Ft PRICE: \$908.29 USD/Year

Click and drag on points to edit your fence. Right-click to delete a point.

Map Satellite Drum Center of Portsmouth, Islington Street, Portsmo...

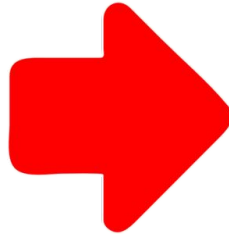
01/03/2017 02:00 PM CST
01/03/2018 02:00 PM CST

Geotargeting Takeaways

- Don't waste \$\$ on attention from non-potential customers
- Decide direction and target narrow AND wide:
Local/Regional creative to geo-targeted areas with Snapchat, Instagram, Gear/Music related sites
- Measure your success (events, chats, branding)

Retargeting

Google can
create your
advertisements
for you



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Gear,
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Retargeting

Pick a conversion goal, and pair it with a strong landing page

PREMIER Guitar



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Every issue of *Premier Guitar* is loaded with TONS of great gear content!

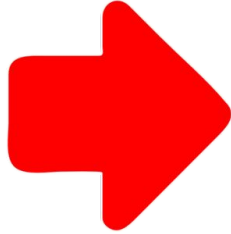
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Retargeting



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At 23 Years Old With No Record Label, Chance the Rapper Will Headline Bonnaroo

And he's the most exciting act on the 2017 lineup.



Getty

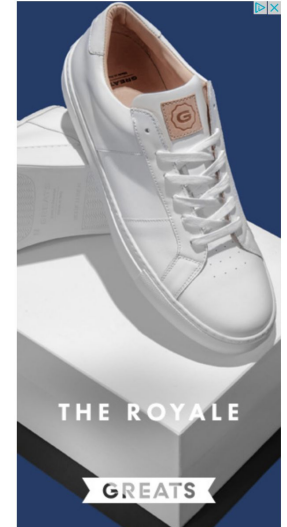


BY MATT MILLER JAN 11, 2017

211



On the heels of the [stunning Coachella](#) and Panorama lineups, Bonnaroo has shed its full list of 2017 performers. We already knew U2 [would be headlining](#) as part of their *Joshua Tree* 30th anniversary tour, but today organizers revealed they'd be joined by headliners Red Hot Chili Peppers, The Weeknd, and, at 23 years old, Chance the Rapper. While the picks of U2 and Red Hot Chili Peppers, aren't all that exciting, this marks a huge moment for Chance. He



Retargeting

noisey Indie Rock Isn't Dead

ESSAYS

Indie Rock Isn't Dead


Sarah MacDonald
Jan 11 2017, 9:28am


As the genre's previous generation makes a final push, new, more diverse artists are pushing it forward.

Image by Devin Pacholik

Music publications and Reddit threads have been eulogizing the death of indie rock for what feels like an eternity—you can read such obituaries [here](#), [here](#), [here](#), and [here](#). The indie they're mourning is from the early 2000s, when bands like The Strokes made *Is This It* and The Libertines in Britain had *Up The Bracket*. From there, four- and five-piece rock bands cropped up everywhere; a veritable Whack-A-Mole of sound and presence like [Interpol](#), [Yeah Yeah Yeahs](#), [The Von Bondies](#), [Franz Ferdinand](#), and so many more. Thanks to shows like *The OC*, the genre was further popularized as [Seth Cohen became a reluctant but fitting posterboy](#). Nevertheless, the times have changed and what indie rock is today is not what the indie rock of the Aughts was, and that's a large part of why that era's music has lost steam.

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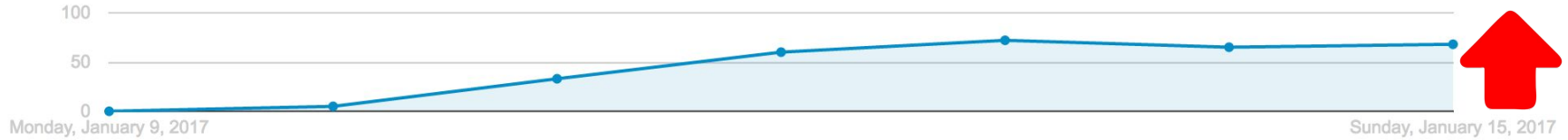
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Retargeting



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<input type="checkbox"/>		Ad group	Status [?]	Default Max. CPC [?]	Clicks [?]	Impr. [?]	CTR [?]		
<input type="checkbox"/>	●	Ad Group #1 Remarketing Test	Limited by budget [?]	\$1.00(enhanced) <input type="checkbox"/>	303	150,527	0.20%		
Total - all but removed ad groups						303	150,527	0.20%	
Total - all ad groups						303	150,527	0.20%	

Retargeting Takeaways

- Guarantees a targeted audience
- Many options, but Google Adwords is a great place to start
- Test simple audiences first
- Strong landing page
- Measure your success (clicks, conversions)

Consider This

What are the main keys to creating a Mom & Pop experience online?

Consider This

What are some of the brick & mortar store advantages that you've found a way to move online?

Thank You!



portmacguitars.com.au/



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Sources

Premiarguitar.com

Portmacguitars.com.au/

Drumcenternh.com/

Mailmunch.co/blog/email-marketing-vs-social-media/

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