

5 Online Marketing Trends to Help You Increase Sales

WITH KEVIN MOORE &
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INBOUND AV

Welcome to 2019 A New World

Paid Advertising

Cost is up. ROI is down

Social Media

What happened to Social Reach?

It is gone. There is no free lunch.

Third Party Sites

Costs are up. ROI

sometimes is non existent.



5

What is the fastest way
to acquire new customers?

5

Influencer Marketing

recording tutorial 



A BEGINNER'S GUIDE to Recording (Part 1: Equipment)

Bailey Pelkman • 289K views • 1 year ago

Hey guys! I hope you enjoy the first part of this Beginner's Guide to Recording series! Stay tuned for the next videos where I will ...



Tutorial: Home Recording On A Budget

Ryan Bruce ✓ 582K views • 4 years ago

Today we go over how to start recording home! Links: Website: <http://www.blackmetalbicycle.com>
Ask.fm: ...



Audacity Basics: Recording, Editing, Mixing

Kyle Stedman • 790K views • 3 years ago

This video shows some of the most common and simple tools in the free audio editing program Audacity. I cover recording ...



Studio One 4 - Full Tutorial for Beginners [+ General Overview]

bai ✓ 70K views • 6 months ago

Get into a new Way of Learning Studio One 4 by PreSonus. Tutorial for beginners, getting started, basics. MORE at ...

4K CC

Micro Influencers

You Tube

- **Search for your niche**
- **Reach out with win-win offer**
- **Aim for minimal to no cost**
- **There are no limits**

Your Community

- **Local Musicians with a following**
- **Educators**
- **Staff - what is their passion?**
- **Customers**

guitar tutorial



2 Concepts To Drastically Improve Strumming On Guitar

Ad Six String Country • 113K views

Learn Guitar Strumming Guitar Strumming Lessons



Play TEN guitar songs with two EASY chords | Beginners first guitar lesson

Andy Guitar ✓ 20M views • 5 years ago

SUBSCRIBE: ▶▶ <http://goo.gl/nDtSmJ> Lesson writeup + SONG TUTORIALS here: ▶▶ <http://www.andyguitar.co.uk/online-lessons> ...

CC



Guitar Lesson - How To Play Your First Chord

Worship Tutorials • 5.3M views • 6 years ago

Take my FREE beginner guitar course here: ...



Absolute Super Beginner Guitar Lesson Your First Guitar Lesson - Want to Learn Guitar- Acoustic-

GuitarJamz • 11M views • 5 years ago

Please watch: "Beginner Acoustic guitar lesson "Tom Petty I won't back down" How to" ...



4

Which tool will sell more of
your products and services?

4

Podcast/Audio Content



Overcast[®]

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iPad, and Apple Watch.



Smart Speed[®]

Voice Boost[®]

Podcast/Audio Content

Become a Thought Leader

There is a quiet revolution that has been happening right under your thumbs. That supercomputer in your hands is also a media center that can help build your brand and sell your products and services

Build Alliances

In addition to attracting new customers, podcasting and storytelling gives you stature with your suppliers. Vendors, distributors, product reps all can benefit from your industry-specific podcast



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3

Real Estate:
What is the best platform
to develop in 2019?

3

Website

uniquesquared

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THIS IS IT
THANK YOU SO MUCH
FOR THE EXPERIENCE

Website - Your Piece of the Rock

eBay/Reverb

- **Reverb is an excellent tool in 2019**
- **eBay is a tougher platform**
- **There is no guaranteed future: The platform that is a great value today will absolutely change tomorrow.**

Amazon and Marketplaces

- **High Fees**
- **No Control**
- **Dangerous Terrain**

THE VERGE

PRIME AND PUNISHMENT

DIRTY DEALING IN THE \$175 BILLION AMAZON MARKETPLACE.



Website

- Developing your own website is an imperative. You can use a wide range of tools to acquire customers, but the **goal should always be to get them interacting with your website.**
- **Build on open source platforms.**
- **Make sure you keep 100% of your sales.**
- **Keep the power to keep your business truly independent!**

2


What is the importance of video in selling your products and services?

2

Video is the Future

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GUITAR DEPT.

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Andertons Music Co ✓

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HOME

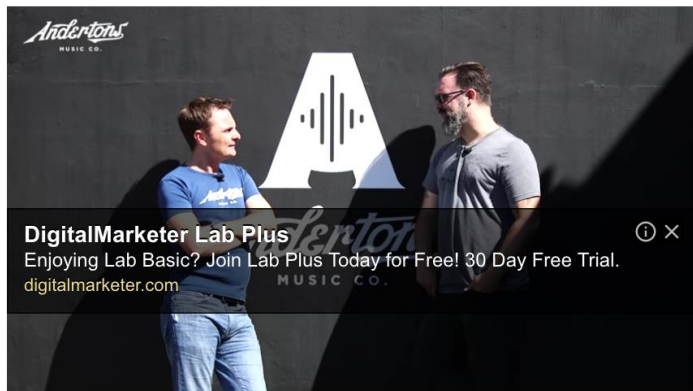
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ABOUT



Andertons Music Co. - Take a tour with Chappers and the Capt...

204,250 views • 5 months ago

Interested in other Andertons YouTube channels? Click on one of these links to find out more...

Andertons Guitar & Bass YouTube Channel:

<https://goo.gl/kRJCb>

Andertons Drummers YouTube Channel: <https://goo.gl/9yKSS9>

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 Andertons Drum Dept.

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 Rob Chapman

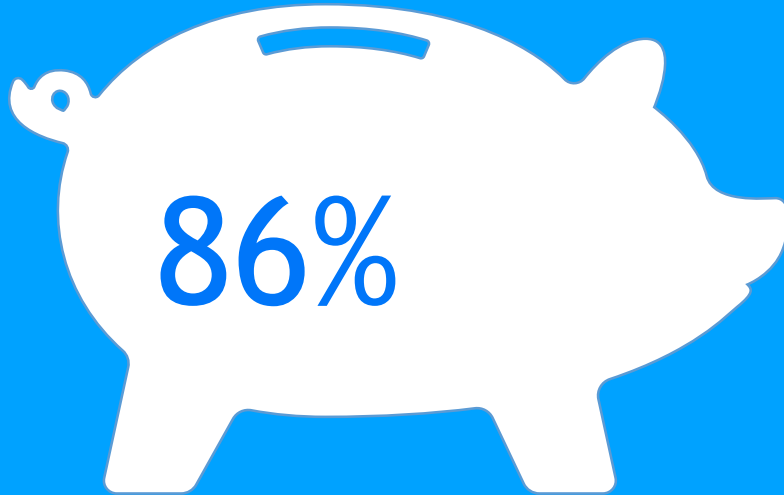
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1

How well are you meeting
your customer's needs?

1

Ask Questions - Don't Guess



of buyers are willing
to pay more for a great
customer experience



73%

of buyers point to customer experience as an
important factor in purchasing decisions

If a customer is not satisfied,

13% of them

will tell 15 or even more people that they are unhappy.



One thing for sure, in order to deliver an excellent customer experience, you have to

know your customers

better than ever before.



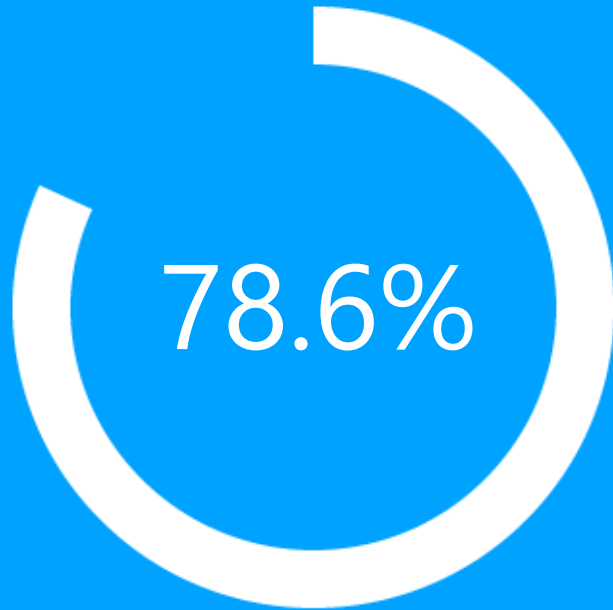
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Personalization



PERSONALIZATION





of consumers said they are only likely to engage with a brand's offers if those promotions are directly tied to how they have interacted with the brand previously.

51%

of consumers expect that companies will anticipate their needs and make relevant suggestions before they make contact.



2017

2018

2019

2020



Personalization WORKS.

88%

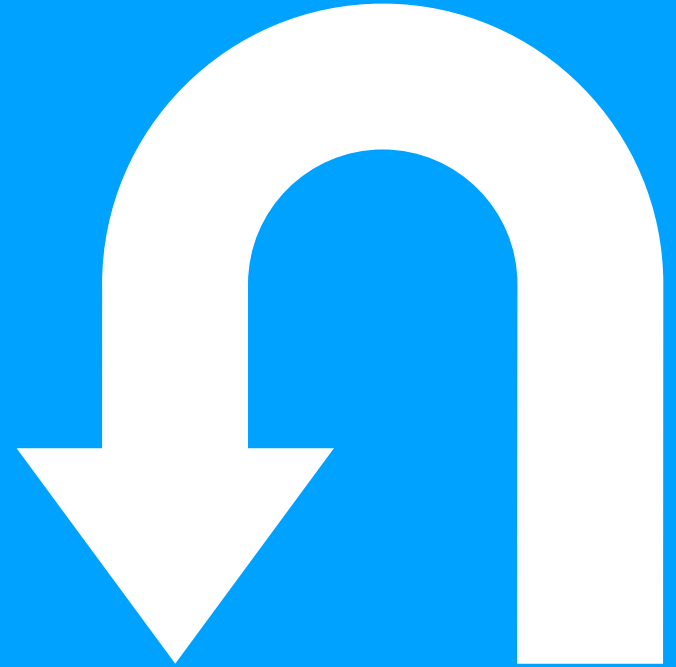
of U.S. marketers reported seeing measurable improvements due to personalization — with more than half reporting a lift greater than 10%.



Lack of content relevancy generates

83% lower

response rates in the average marketing campaign.



References

- **Personalization Stat 1:** <https://www.prnewswire.com/news-releases/consumers-to-brands-the-louder-you-scream-the-less-we-care-300102426.html>
- **Stat 2:** <https://www.salesforce.com/blog/2016/12/consumers-want-more-personalized-marketing.html>
- **Stat 3:** <https://www.evergage.com/blog/press/new-evergage-study-shows-compelling-personalization-benefits/>
- **Stat 4:** <https://www.monetate.com/blog/constellation-research-declares-ai-driven-personalization-the-answer>

Personalization Tools

- Marketing Automation
- Segmentation
- Machine Learning and Artificial Intelligence
- Augmented Reality

ActiveCampaign >



COMMERCE

lucky  orange

Be a Marketing
Superstar

Choose your
tools wisely

Inbound
Marketing Strategists



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