



NAMM® | U



Grow Your Business



With Dan Shinder
Founder of Drum Talk TV
& Social Media On Steroids



Keeping Up With Changes

NAMM | U



Grow Your Business



*Changes on Social Media
Platforms are Constant*

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About Me

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Grow Your Business



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Musicians

Start-Ups

Millionaire
Entrepreneurs



Large
Corporations

Retailers

Artists

About Me

NAMM | U



Grow Your Business



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About Me

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Grow Your Business



*The Meaning In Life Is To Find Your Gift
The Purpose In Life Is To Share It*

CEO/Exec Producer at
DRUM TALK TV
and Loving It!!!
MORE THAN 1 MILLION FANS STRONG!

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Where the
Information
comes from

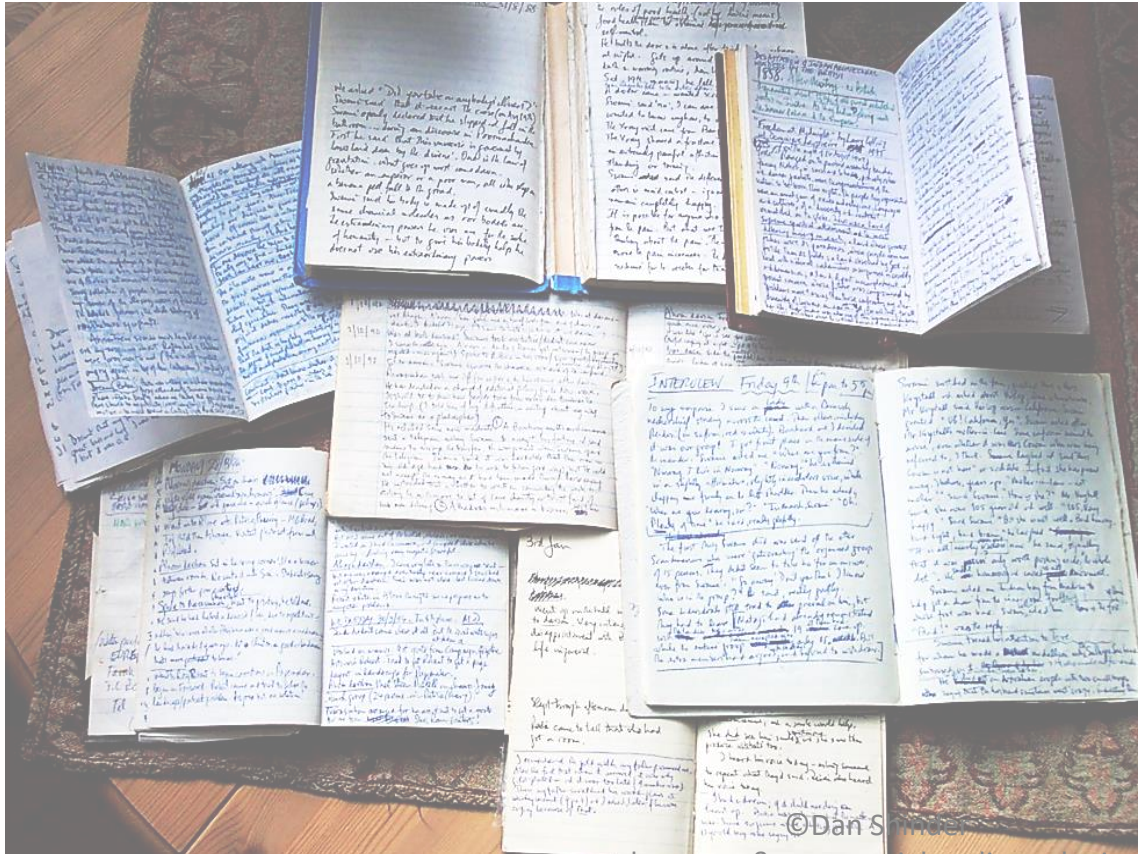
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Q&A After Each Module



Take LOTS of Notes!

©Dan S. [unclear]



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Please stay for
the entire
presentation!



A lot of
Crazy
S%#&!

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Retailers?

Brand Mgrs Working for a MFG?

Pro/Aspiring Musicians, Artists, Producers?

Support Staff of any of the Above?

Government?



Your Brand is only as strong as
your weakest link.

More often than not, this is
Marketing.



ALERT! MAJOR CHANGES TO

facebook & IG!
Video Lengths/View Times vs. REACH

Fan Pages can now Join Groups!

Posting Across Multiple Pages Simultaneously!

Hashtags Strategies: "Trending" no longer is the trend!



ALERT! MAJOR CHANGES TO

facebook & IG!

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*#Hashtag
Hustle*

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Two popular usage tips for the hashtag on Facebook:

1. Search for a **specific hashtag** from your search bar.
2. Click on **hashtags** that originate on other platforms



Two popular usage tips for the hashtag on Facebook:

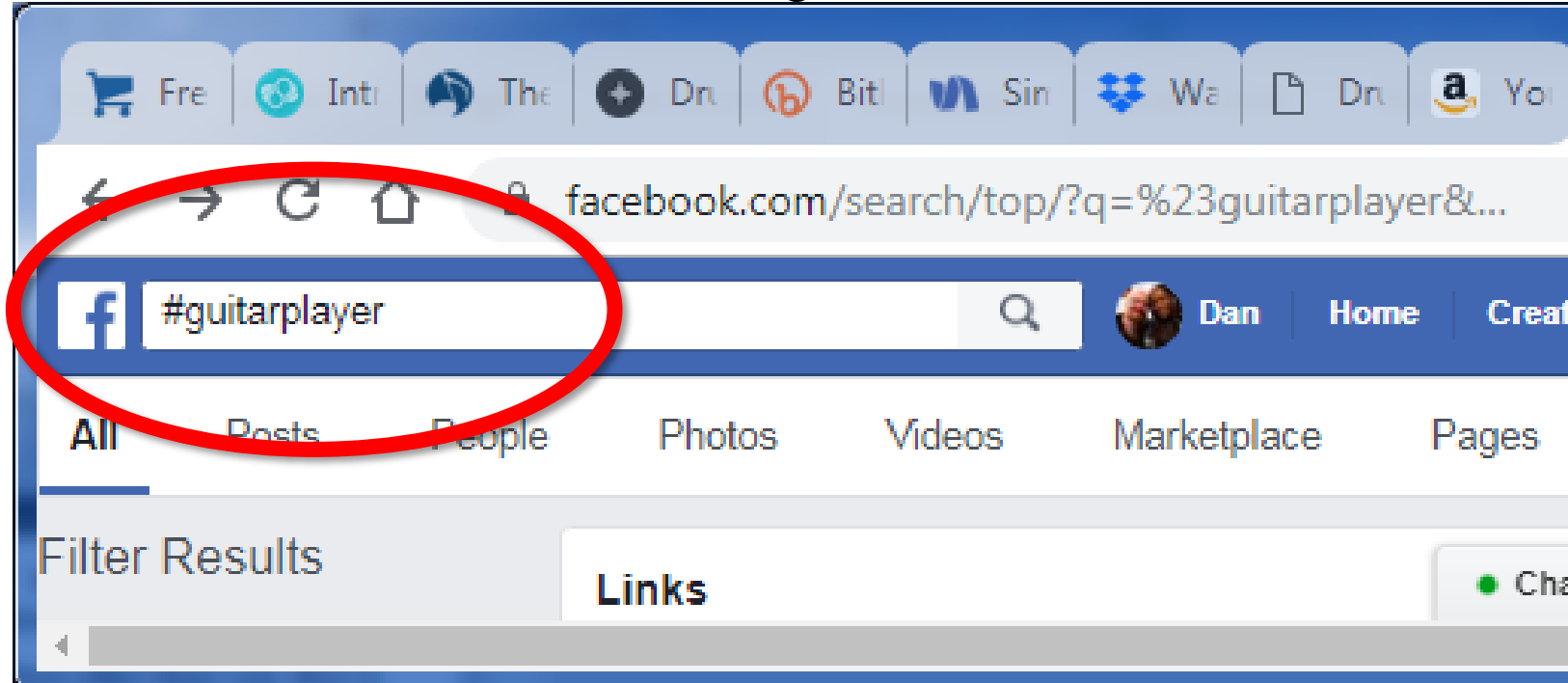
3. Generic #Tags as **“Trending”** will not help people discover your content

4. Expressing an Emotion or using #Tags as “Decorations” is useless.

Here's Why It Doesn't Work



Search for a "Generic" Hashtag



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Here's Why It Doesn't Work



Examples of commonly used generic hashtags that do nothing for your posts:

 Pierre Luchet is at La Petite Halle. · 27 mins · Paris, France · 🌐

Here's my drumsolo from wednesday's live in La Petite Halle of La Villette (Paris 🇫🇷). I had a great time playing here. I hope you'll enjoy it

 Keep your headphones !! 👍 #DrumSolo #DrumVideo #DrumCam #GoPro #Hero2018 #LiveConcert #LiveRecord #DrumFamily #DrumCommunity... See More

3 Comments/2 Shares

 6 hrs · 🌐

Moeller... how to practice this technique

#moellertechnique #drummers #jazzdrummers #joemorello #buddyrich #daveweckl #vinniecolaiuta #canopusdrums #aquariandrumheads #drumeo #drumeo

7 Comments/2 Shares

Here's Why It Doesn't Work



Examples of commonly used generic hashtags that do nothing for your posts:

 Sunday at 7:55 PM · Clearfield, PA · 🌐

Been a few months since I got behind the kit. Thought I would put something out for the holidays. Here is a clip from a video I will upload in full later on YouTube. Happy

Holidays to all my friends and family #drum #drumming #drumvideo #zildjian #zildjancymbals #dwdrums #drumworkshop #remoheads #audix #audixmics #shuremicrophones #sm57 #vicfirthsticks #promarksticks #canonvideo #canonsl2 #studiodrumming #studiolife #youtube #christmas

4 Comments/1 Shares

https://www.youtube.com/watch?v=...
...P_WyJD_U8t_24s

#chrisduarte #slides #rhumbablues #blues #bluesrock #transcription #guitarpro #animatedtab #improvisation #licks #guitarapp #patreon

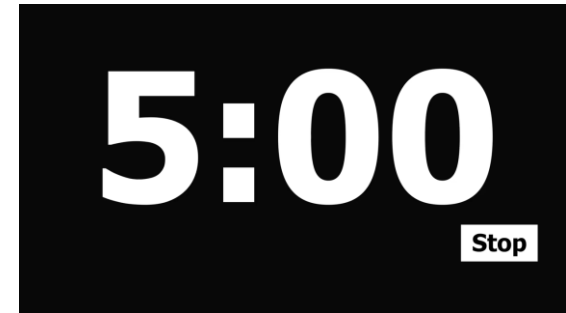
0 Comments/0 Shares



Questions about what we've



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TWO Main Benefits for Using #Tags Correctly:

DISCOVERY



CAMPAIGNS



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ONLY use hashtags UNIQUE to YOU as a Brand:

Drum Talk TV
#dttvnamm18

Music Educator
#shinderdrumlessons
#shinderparadiddles

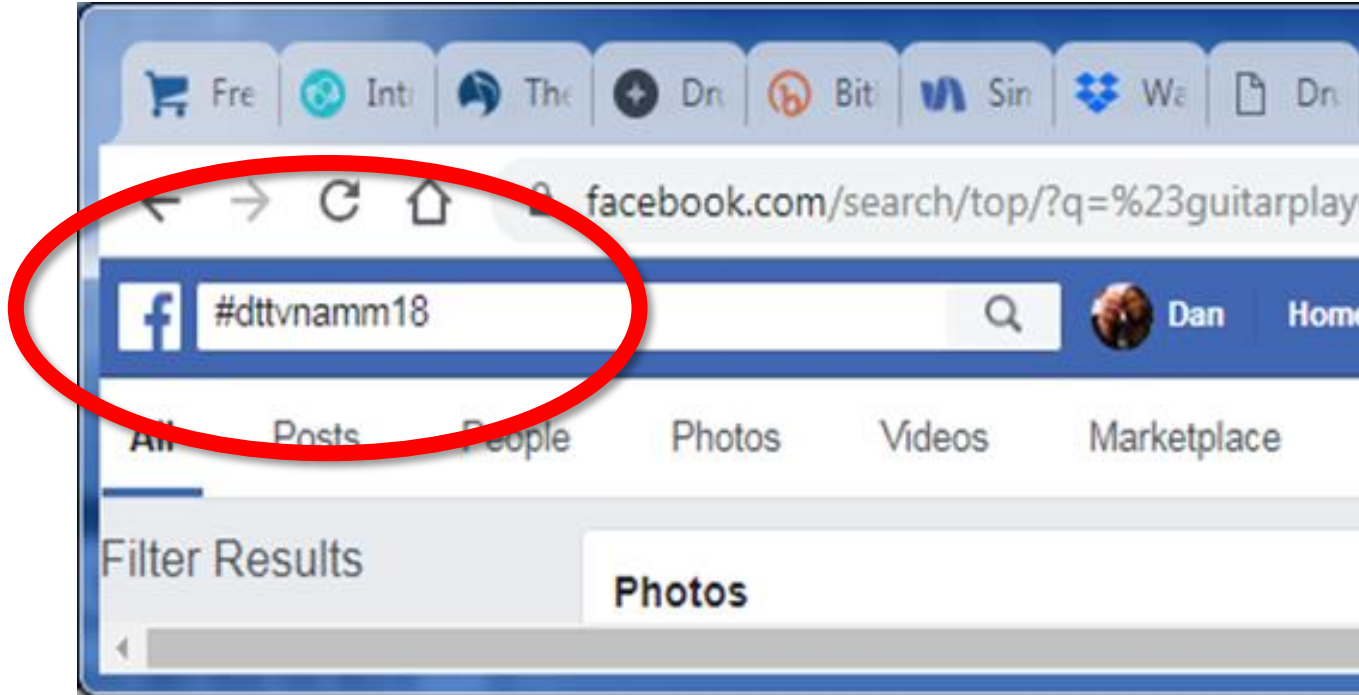
Band: The Nose Hair Bandits
#NoseHairBanditsTour
#NoseHairBanditsNewRelease

Retailer
#EdsGuitarsFender
#EdsGuitarsMarshall

Here's How It DOES Work



Users Click or Search Uniquely Branded #tag in



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Here's How It DOES Work

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Posts with only #dttvnamm18 show up!

Kyotaro&Rikuo Drum Talk TV Interview!
Here's Drum Talk TV CEO/Executive Producer Dan Shinder
Drum Talk TV
July 31 · 8.1K Views
Abdul Halim likes this video

Here's Drum Talk TV Executive Producer Dan Shinder Live from NAMM!
Drum Talk TV @ was live January 27 · 5.7K Views
Craig Busick shared this video

Dan Shinder
Profile · Founder/Educator/Consultant/Service Provider at Social Media On S...
Jan 26 · ... Shinder Live from the NAMM Show 2018 with Tim Root of Alesis Drums #dttvnamm18

Robbie Parton, Kenwood Anderson and 37 others · 21 Comments · 1 Share

Dan Shinder · Drummergirls United
Jan 29 · DGU's own Sarah Thawer on Drum talk TV!

Emily Gould, Vic Pato and 5 others · 1 Comment

Riccardo Martinazzi · Made in Italy ...UFIP-TAMBURO-DS-VIBE -FACUS...
Nov 13 · NAMM 2018 Rotodrum intervista con Pappo Merolla Thanks Bro

Peppi Merolla and 4 others

Dan Shinder · Drummergirls United
Jan 29 · DGU own Whitney K Sellers on Drum Talk TV at the NAMM Show 2018!

Here's Ray Luzzier with Dan at the NAMM Show 2018!
Are you a Korn and/or Ray Luzzier fan? If so, when did you started listening to
Drum Talk TV @
April 11 · 19K Views
Wayne Walter likes this video

Drum Talk TV @
Page · 1M like this · Media/News Company
Jun 10 · ...of Natural Acoustics Lab showing some cool stuff for you to dig! #dttvnamm18

Max Rovers, ODDDD and 9 others

Drum Talk TV @
Page · 1M like this · Media/News Company
Sep 16 · ...Dan Shinder at the NAMM Show 2018 with the folks at Rotodrum! #dttvnamm18

Joel Castillo, Miguel Ruiz and 27 others

Drum Talk TV @
Page · 1M like this · Media/News Company
Jun 24 · ...Milu Angelique at the NAMM Show 2018 with Joey from DrumLit! #dttvnamm18

Weshinamoto Elisar, Wendelyn Lopez and 23 others

Drum Talk TV @
Page · 1M like this · Media/News Company
Aug 21 · ...Ray Luzzier of Korn at the SABIAN booth during the NAMM Show 2018! #dttvnamm18

王江良大, Paoonae Paoae and 67 others

Drum Talk TV @
Page · 1M like this · Media/News Company
Sep 27 · ...TV Executive Producer Dan Shinder with Arron at the NAMM Show 2018! #dttvnamm18

Logan Ellis Sheppard, Paolo Paul and 24 others

Drum Talk TV @
Page · 1M like this · Media/News Company
Aug 27 · ...doing an interview with Jared Falk of Drumeo at the NAMM Show 2018! #dttvnamm18

Logan Ellis Sheppard, Paolo Paul and 24 others

Drum Talk TV @
Page · 1M like this · Media/News Company
Aug 9 · ...Jon "Bernmuds" Schwartz at the SABIAN booth on the NAMM Show 2018! #dttvnamm18

12

Drum Talk TV @
Page · 1M like this · Media/News Company
Sep 7 · ...Producer Dan Shinder at the NAMM Show 2018 with Will Kennedy! #dttvnamm18

مهاجر العزاني, ماهر اكوفا and 21 others

Drum Talk TV @
Page · 1M like this · Media/News Company
Aug 19 · ...Dan Shinder interview with Jost Nickel at the NAMM Show 2018! #dttvnamm18

Jesse Musa, Akinwale Caleb and 3 others

The Results reflect only **YOUR** posts for the User to See



Link Like-Themed Posts Together w/ #Tags

DISCOVERY



For the user,
Results reflect
only YOUR posts
for them to See

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Link Like-Themed Posts Together w/ #Tags

CAMPAIGNS



You can
compare the
performance
of posts for a
campaign!

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Here's How It DOES Work

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Search Your Branded #tag in Publishing Tools



The screenshot shows the Facebook Publishing Tools interface. The browser address bar displays the URL: facebook.com/DrumTalkTV/publishing_tools/?section=PUBLISHED_POSTS&sort[0]=... The page header includes the Facebook logo, the name 'Drum Talk TV', a search bar, and navigation links for 'Dan', 'Home', and 'Create'. The main navigation bar has tabs for 'Page', 'Notifications 99', 'Insights', 'Publishing To...', and 'Activity Center'. The 'Publishing To...' tab is selected and circled in red. On the left sidebar, the 'Tools' menu is visible, with 'Posts' and 'Published Posts' circled in red. The main content area shows a search for the hashtag '#dttnamm18', with the search term and the 'Actions' button circled in green. Below the search bar, there are three rows of post data. The first two rows have their 'Reach' and 'Clicks/Actions' columns circled in green. The third row has its 'Reach' and 'Clicks/Actions' columns circled in blue. The data for the third row is as follows:

Post Content	Reach	Clicks/Actions
Are you an Aaron Edgar fan? If you are not familiar with Aaron, this dude can n...	10.9K	176
At what age did you started to play drums or any other instrument? Here's Drum...	11.9K	250
In what ways do you seek to create your unique sound as a drummer? Here's...	31.1K	1.2K

Here's How It DOES Work



Search Your Branded #tag in Publishing Tools





Page Notifications 99 Insights **Publishing To..** Ad Center

Tools

- Creator Studio
- Sound Collection
- Posts**
- Published Posts
- Scheduled Posts
- Drafts
- Expiring Posts
- Videos**
- Video Library**
- Videos You Can

Video Library

#dtvnamm18 [X] Actions

<input type="checkbox"/>	Video	Views
<input type="checkbox"/>	 KAT Percussion on Drum Talk TV! So, w high side are you on: Electronic Drums o...	10,778
<input type="checkbox"/>	 Jared Falk of Drumeo on Drum Talk TV! How do you learn drums? One on one le...	14,099
<input type="checkbox"/>	 Here's Ray Luzier with Dan! Are you a K orn and/or Ray Luzier fan? If so, when di...	19,725
<input type="checkbox"/>	 Dave Simmons on Drum Talk TV! Here's Drum Talk TV Correspondent Milu Angel...	9,888

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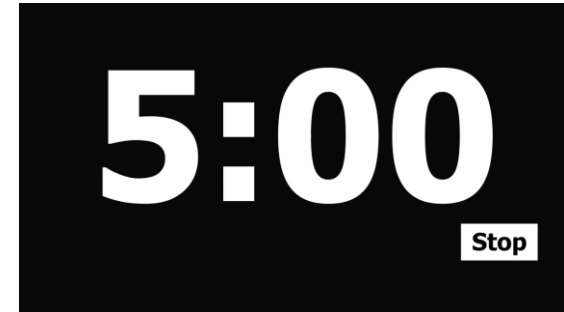
We will relate all
this to Instagram
in a moment



Questions about what we've



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Instagram allows
up to 30 hashtags

Same rules apply:
Generic hashtags
will get you more
discovery

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If you use all 30
they consider you
a spammer



Both Platforms
consider too many
tags “Digital Littering.”



Because ...



Considered a Poor User Experience

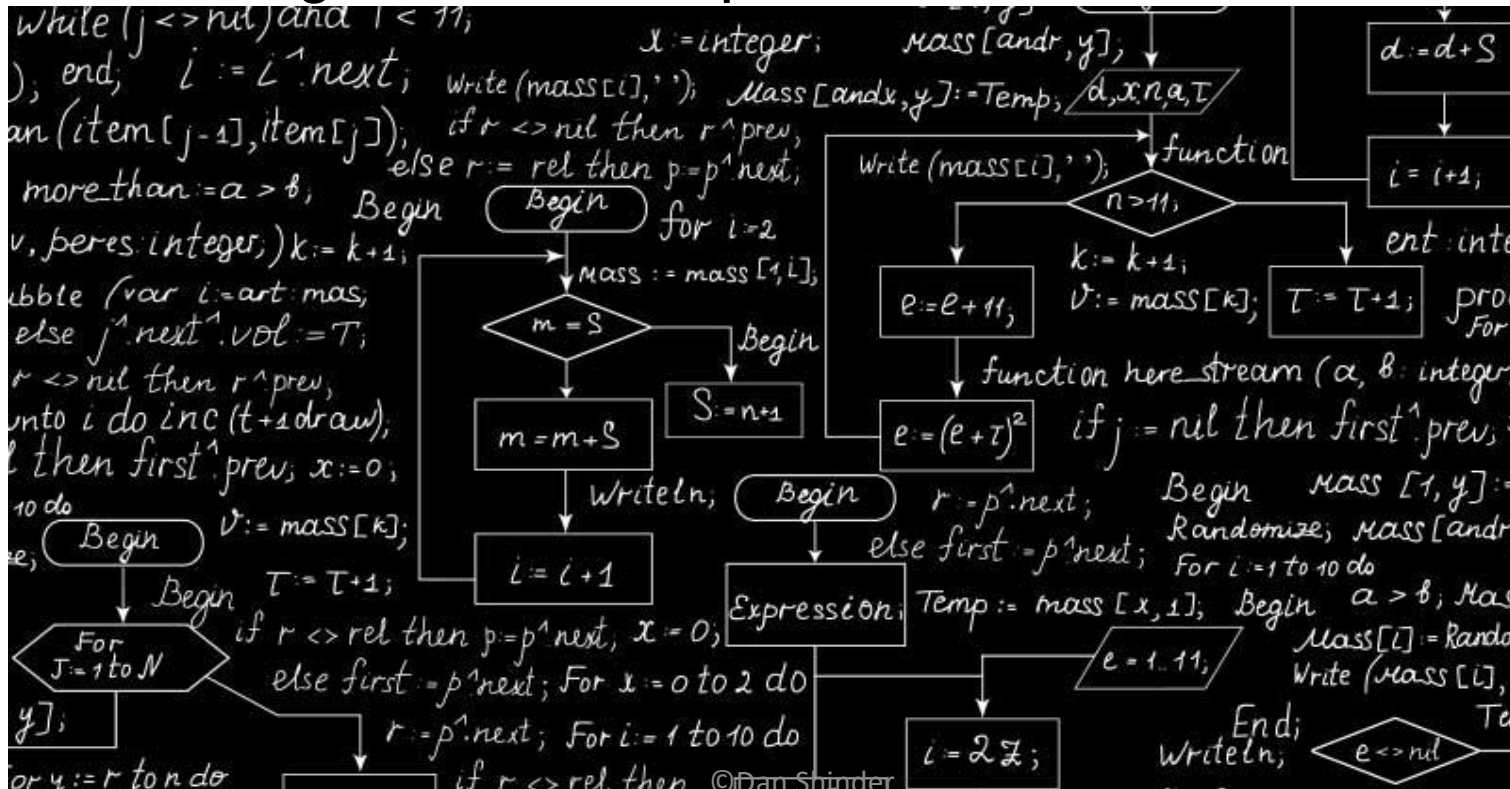


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Algorithms are in place to BUST YOU!





Algorithms are in place to BUST YOU!

Your Posts Will Be Limited In Reach

You Will Get Less Engagement =

Less Comments and Shares

You Will Get Less Video Views

Less Followers on Your Page

It Defeats Every Reason You Are Posting

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Acquire Fans Of Your Brand!

©Dan Shinder



Build Brand Awareness

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Build Brand Love

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WHY?

Then they Buy

Hire

Sign-up

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#donthashtagjusttohashtag

They are useless as “Decorations” or to express how you are feeling that day



TWO Main Benefits for Using #Tags Correctly:

DISCOVERY



CAMPAIGNS



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Getting Real Results!

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It's all about
GETTING RESULTS!

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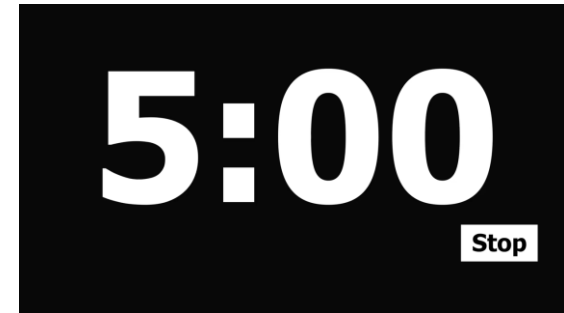
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Questions about what we've



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Getting Real Results!

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Where do you want to be?



Use Practices that Get Results

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Getting Real Results!

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Stop Following Others Off the Cliff

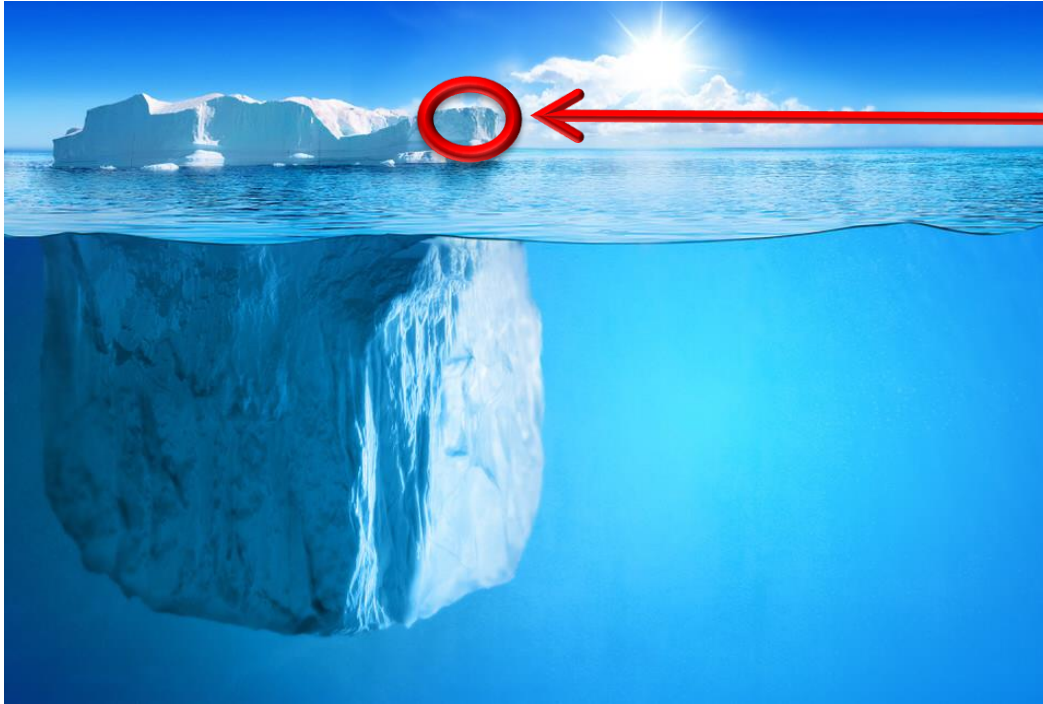


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What are you
doing to make
this year
better?



What we covered.



Have More Questions?
Meet me over there!