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Grow Your Business



# **YouTube Power Tips for Music Retailers**

Mitch

Gallagher

Sweetwater



Sweetwater

**Guitars & Gear**



## Why Video?

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Do You Need Special  
Expertise?



Do You Need a "Pro" Video  
Studio?

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What Gear Do You  
Need?



## What Gear Do You Need?

- Video Capture



## What Gear Do You Need?

- Video Capture
- Audio Capture



## What Gear Do You Need?

- Video Capture
- Audio Capture
- Editing

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Work in Your  
Wheelhouse

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Be Yourself



Speak to Viewers as Friends, not  
Customers



Target your  
Audience



## To Script or Not to Script?



## 4 Main Types of Videos



## 4 Main Types of Videos

1. Branding



## 4 Main Types of Videos

### 1. Branding

- There are many types of branding videos.



## 4 Main Types of Videos

### 1. Branding

- There are many types of branding videos.
- What differentiates you?



## 4 Main Types of Videos

1. Branding
2. Product Demo



## 4 Main Types of Videos

1. Branding
2. Product Demo
  - Establish expertise



## 4 Main Types of Videos

1. Branding
2. Product Demo
  - Establish expertise
  - Playing vs. talking



## 4 Main Types of Videos

1. Branding
2. Product Demo
  - Establish expertise
  - Playing vs. talking
  - Importance of playing well



## 4 Main Types of Videos

1. Branding
2. Product Demo
  - Establish expertise
  - Playing vs. talking
  - Importance of playing well
  - Material under copyright



## 4 Main Types of Videos

1. Branding
2. Product Demo
3. How To



## 4 Main Types of Videos

1. Branding
2. Product Demo
3. How To
  - Establish expertise



## 4 Main Types of Videos

1. Branding
2. Product Demo
3. How To
4. Interview



## 4 Main Types of Videos

1. Branding
2. Product Demo
3. How To
4. Interview
  - It's *not* about you.



To Sell or Not to  
Sell?



## Posting to YouTube



## Posting to YouTube

- Regular schedule



## Posting to YouTube

- Regular schedule
- Use description to drive traffic



## Posting to YouTube

- Regular schedule
- Use description to drive traffic
- Responding to comments

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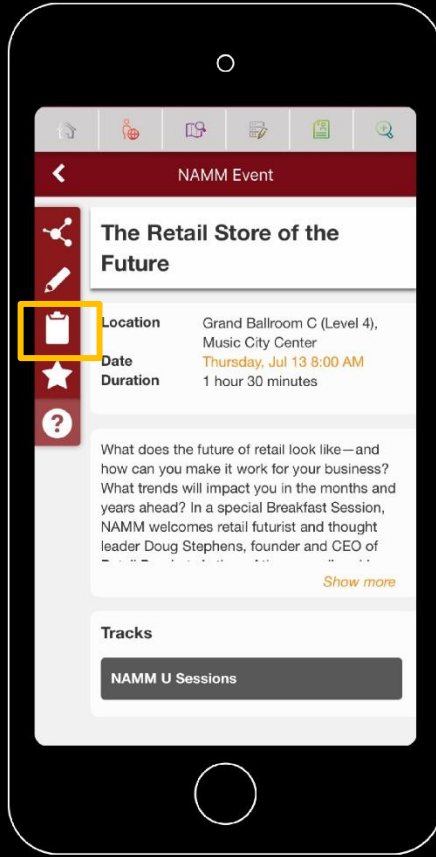
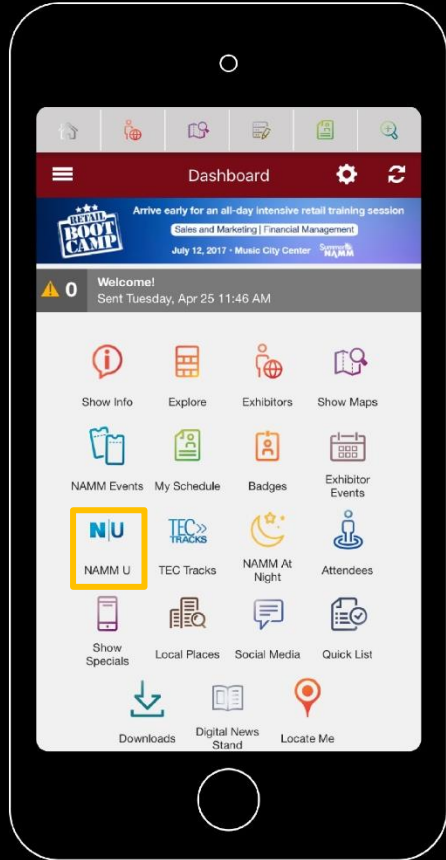
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Thank You!

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