

NAMM[®] | U



Grow Your Business

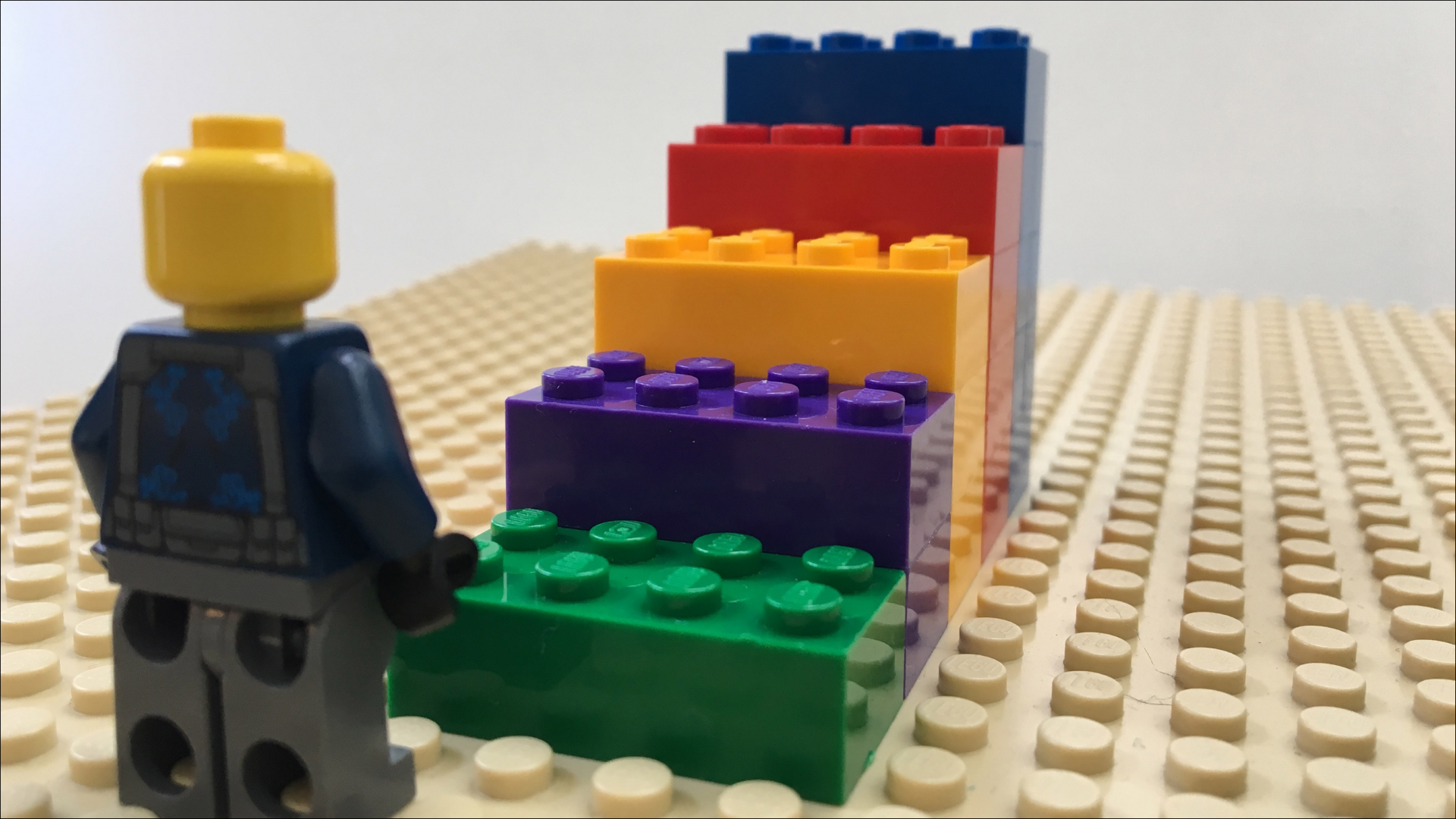
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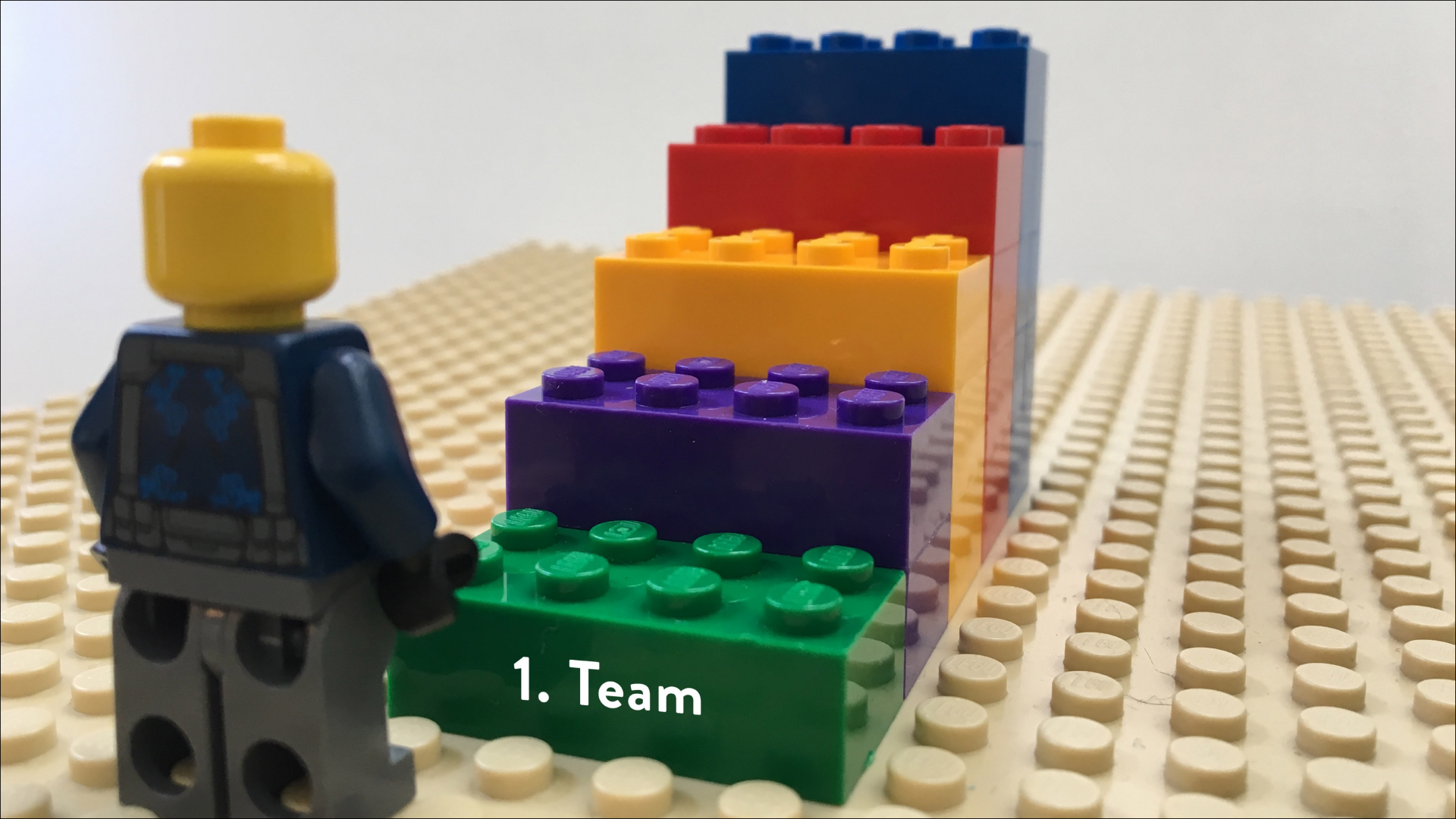


Grow Your Business

Practical Tips For Better Website Content

Will Mason & Nicole Patton
Mason Music, Birmingham AL





1. Team





EDITOR!



EDITOR!

RESEARCHER!



EDITOR!

PHOTOGRAPHER!

RESEARCHER!



EDITOR!

PHOTOGRAPHER!

RESEARCHER!

WRITER!



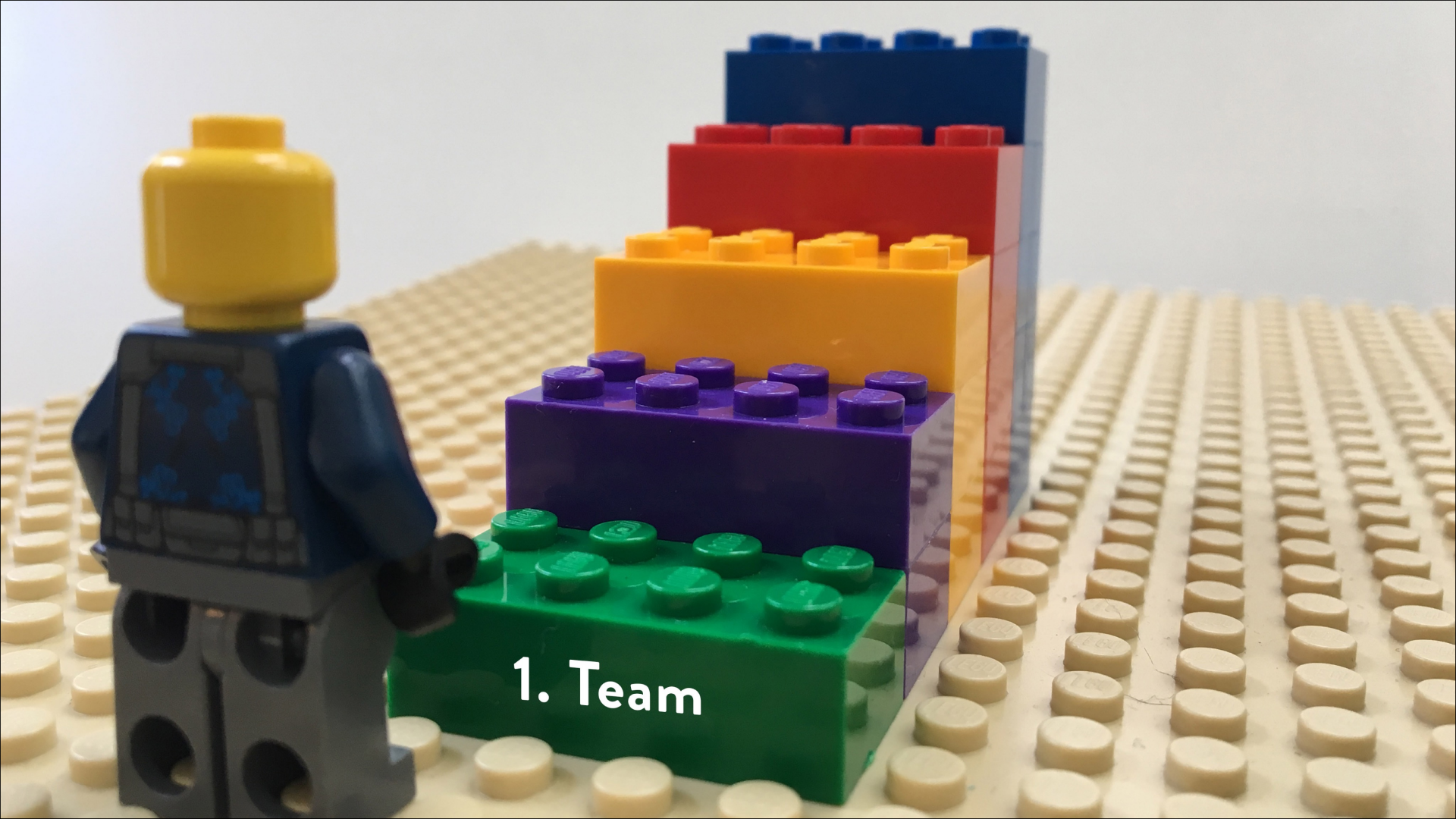
EDITOR!

PHOTOGRAPHER!

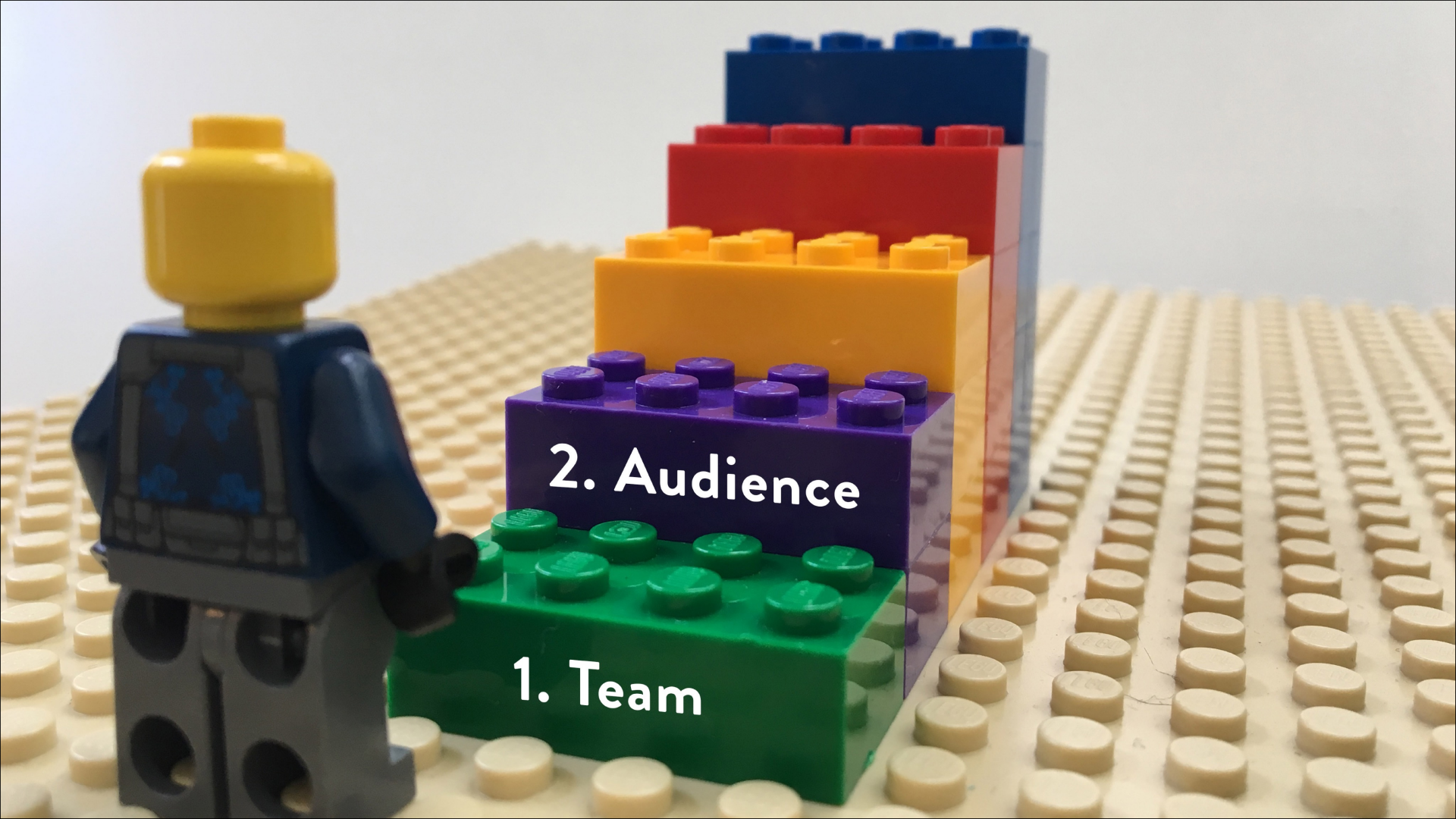
COLLABORATOR!

RESEARCHER!

WRITER!



1. Team



1. Team

2. Audience



AGE

INCOME

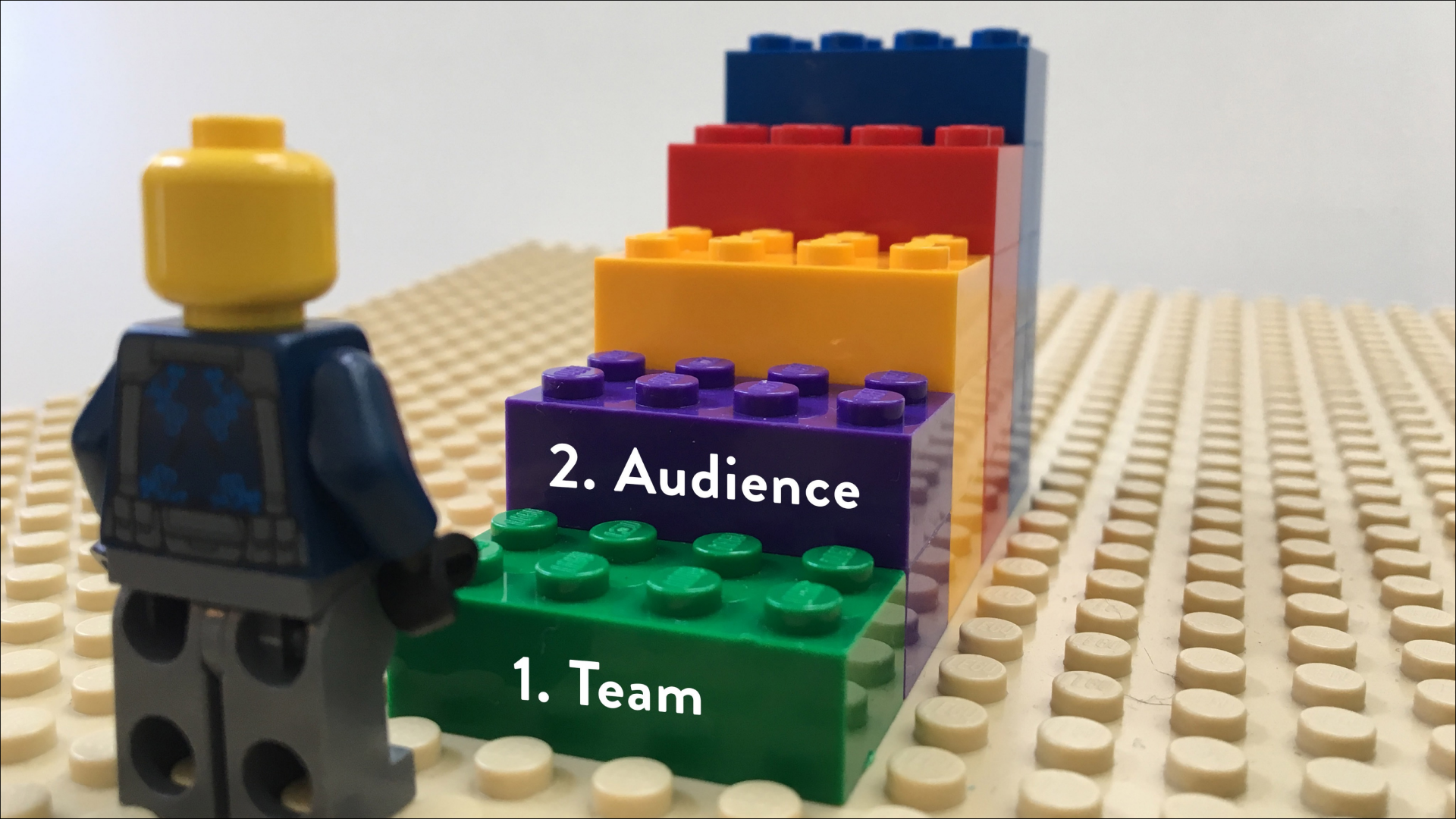
GENDER

INTERESTS

LOCATION

EDUCATION





1. Team

2. Audience



3. Brainstorm

2. Audience

1. Team

Rule # 1:

POSTPONE
& WITHHOLD
your judgment
of IDEAS

Rule # 2:

ENCOURAGE
~ WILD ~
EXAGGERATED
ideas

Rule # 3:

Quantity
counts
at this stage,
NOT Quality

Rule # 4:

BUILD ON
IDEAS
put forward 
BY OTHERS

Rule # 5:

every
person &
every IDEA
has = worth



3. Brainstorm

2. Audience

1. Team



4. Schedule

3. Brainstorm

2. Audience

1. Team

< Jul 2017



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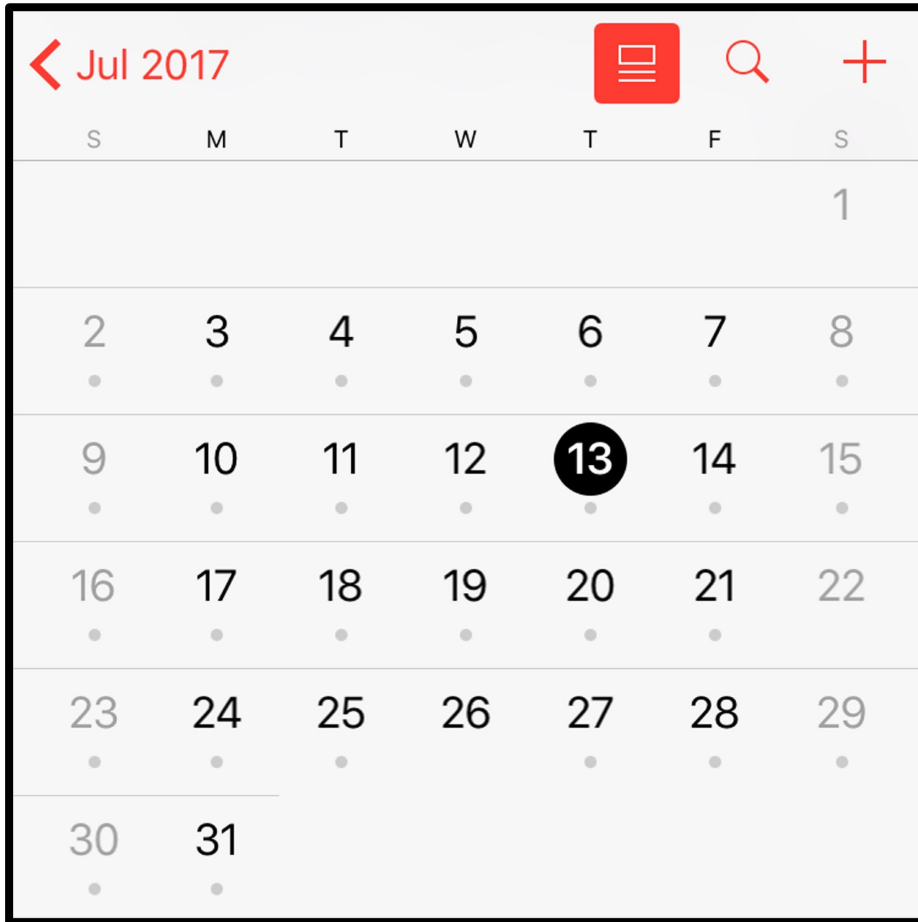
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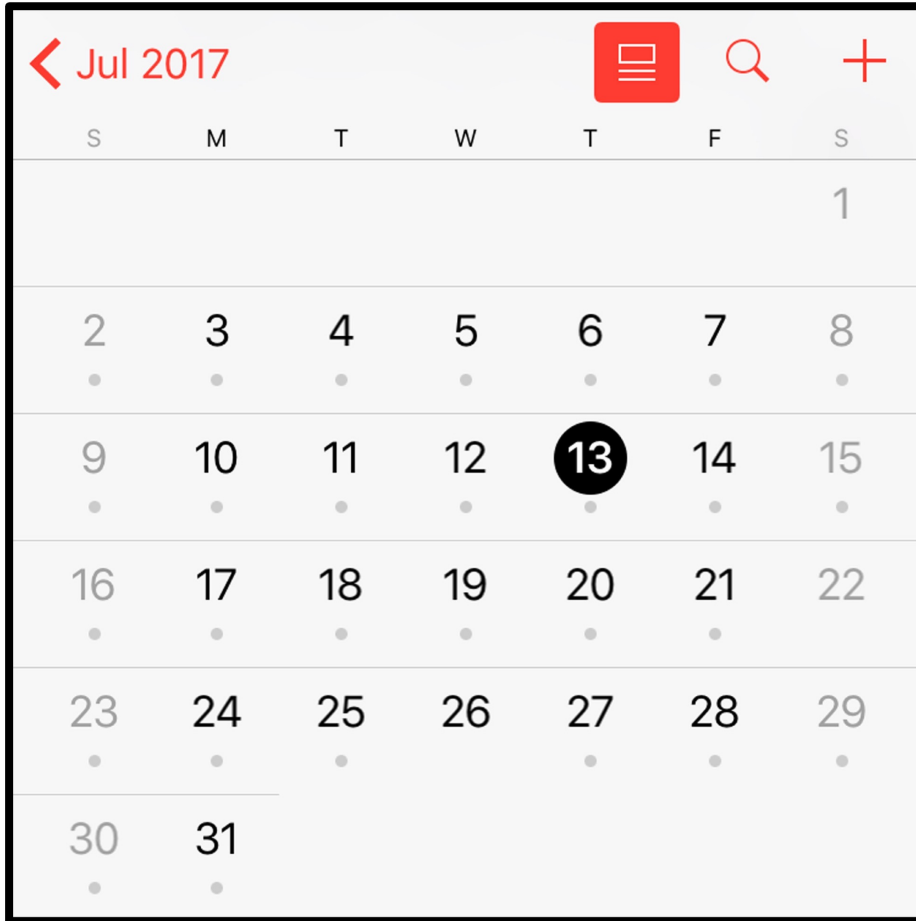
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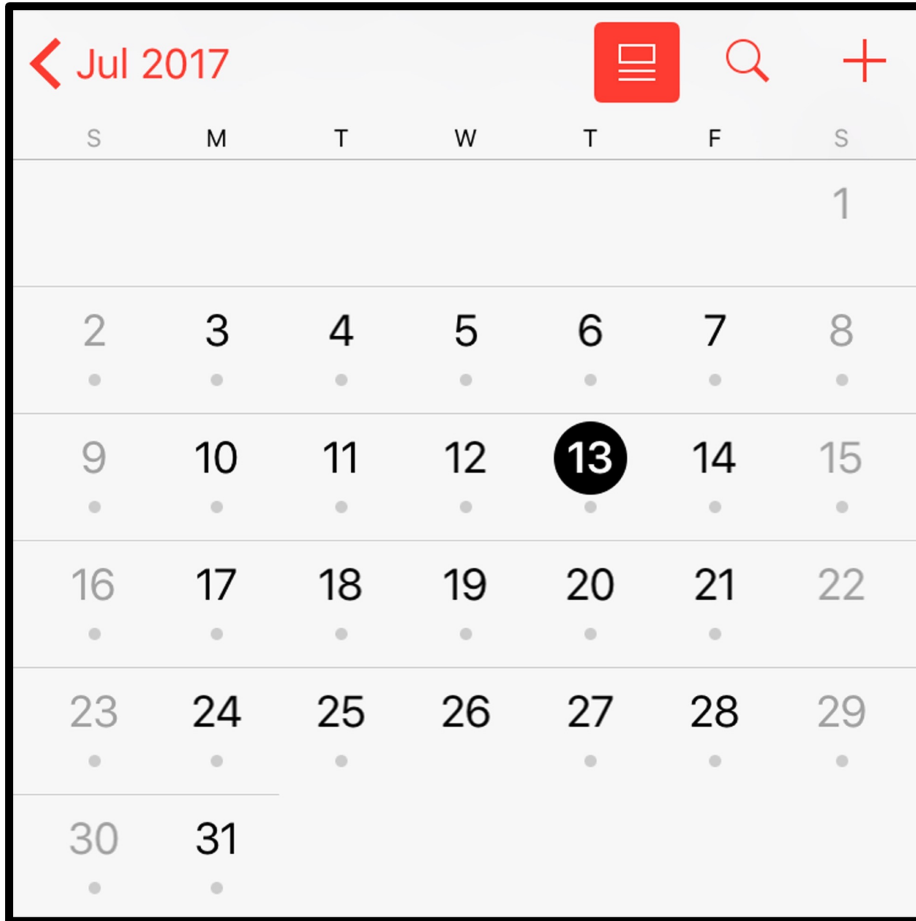


BE REALISTIC



BE REALISTIC

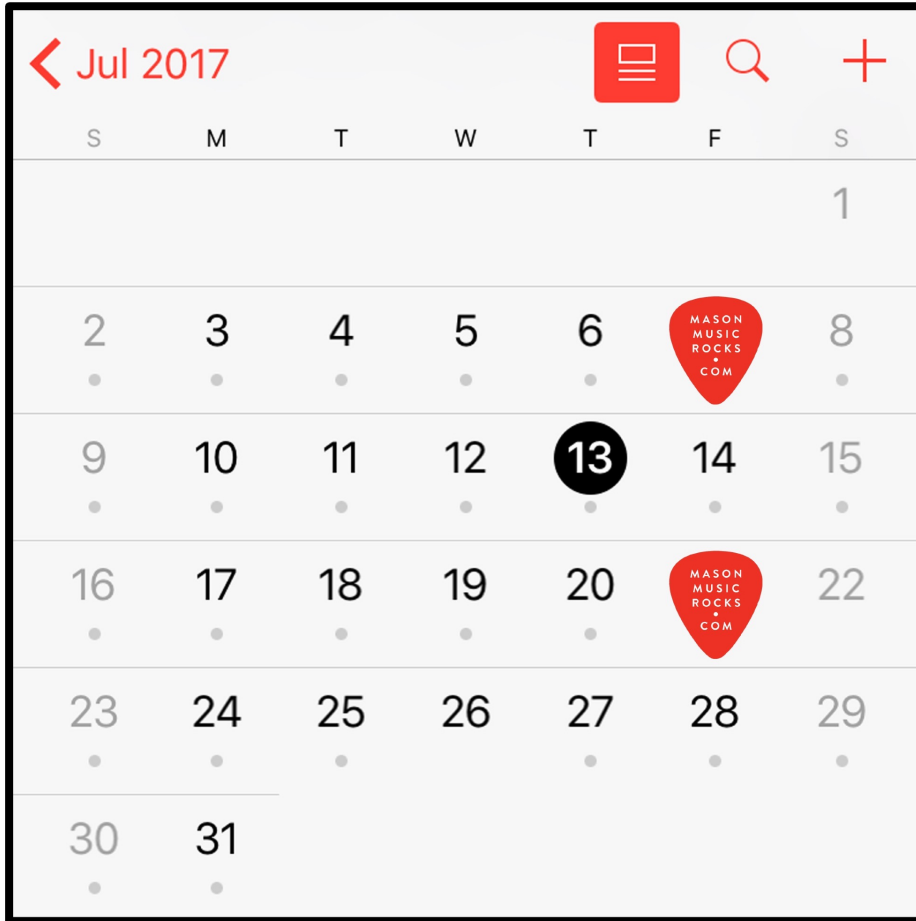
BE CONSISTENT



BE REALISTIC

BE CONSISTENT

BE PATIENT



BE REALISTIC

BE CONSISTENT

BE PATIENT



4. Schedule

3. Brainstorm

2. Audience

1. Team



5. Build

4. Schedule

3. Brainstorm

2. Audience

1. Team



TIME TO BUILD!



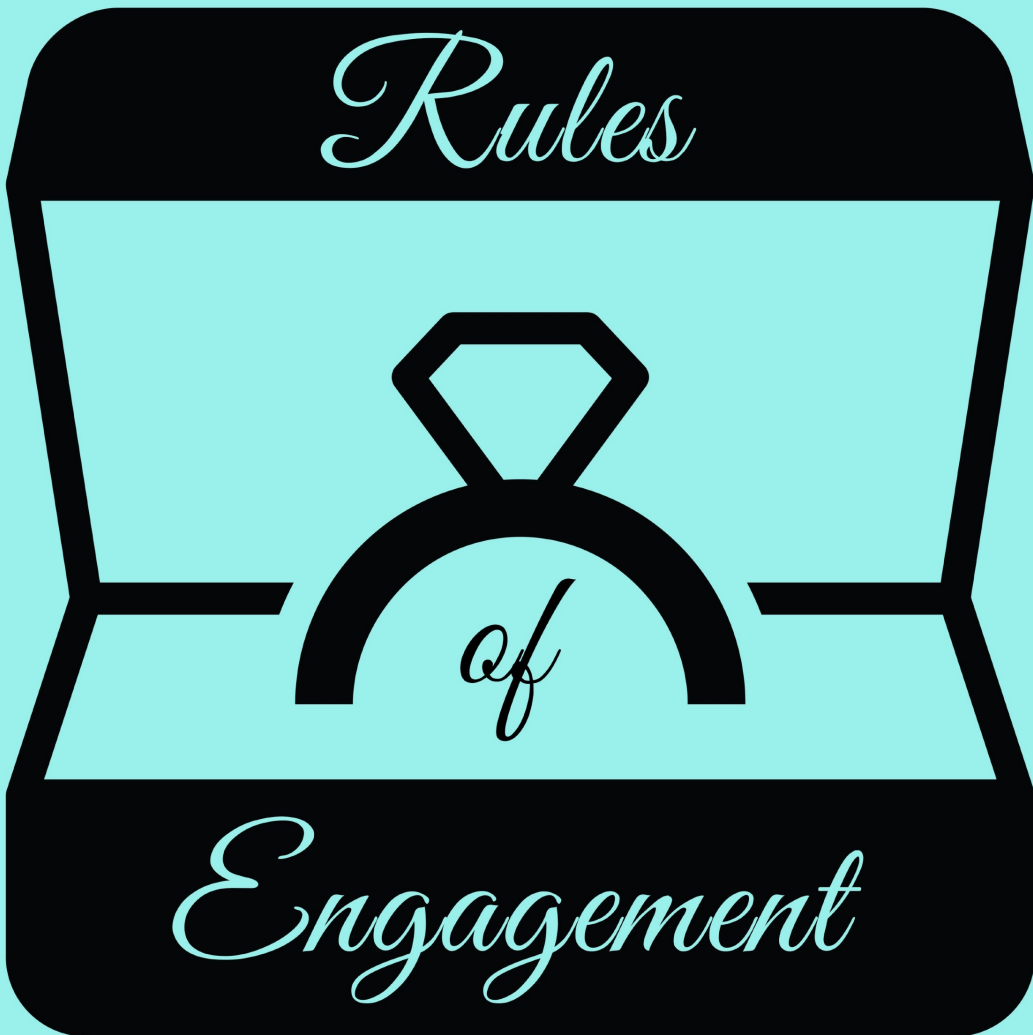
**THE QUALITY OF YOUR CONTENT
DRIVES ENGAGEMENT WHICH
IMPROVES SEARCH RANKINGS.**

Rules



of

Engagement



1. Each Product, Service Or Topic Needs Its Own Page



MUSIC LESSONS



WILL & SARAH MASON 
FOUNDERS & OWNERS, MASON MUSIC

Experience Birmingham's Best Music Lessons

Experience Birmingham's Best Music Lessons

Join our community and start learning with our award-winning music lessons!

Music lessons are the central thing we do here at Mason Music. It's what matters the most to us. We work hard to find the best, most qualified, passionate teachers for each of the instruments we offer: piano, guitar, voice, violin and drums. All of our teachers and staff are background-checked and professionally trained, offering our students an experience worth talking about! We believe that creating a safe, fun and mentoring relationship is essential to the learning process so our studio teams will do their best to match you or your child with a teacher who can complement their individual personality and learning style. We teach guitar lessons, piano lessons, voice lessons, drum lessons, and violin lessons to people of all ages, beginner to expert.

If you are interested in signing up for lessons with us, please select which instrument you're interested in, along with the location most convenient for you, below and fill out our online form. We will then contact you to find out more about your needs and match you with a time and teacher that works best for you. Come see why we have been voted the best place in Birmingham for music lessons four years in a row.

Targeting ?

Birmingham

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches
for: last 12 months

Customize your search ?

Keyword filters

Keyword options

- Show broadly related ideas
- Show keywords in my account
- Show keywords in my plan
- Show adult ideas

Keywords to include



Ad group ideas

Keyword ideas

Columns ▾



Download

Add all (7)

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
guitar lessons		50	Medium	\$1.91		ACCOUNT
piano lessons		50	Medium	\$2.49		ACCOUNT
singing lessons		20	Medium	\$1.34		ACCOUNT
drum lessons		10	Medium	\$1.89		ACCOUNT
music lessons		10	Medium	\$1.54		ACCOUNT
violin lessons		10	Medium	\$2.22		ACCOUNT
voice lessons		10	Medium	\$2.66		ACCOUNT



Why Mason Music For **Guitar Lessons?**



Customer Satisfaction:

With many options for **guitar lessons in Birmingham**, Mason Music is consistently voted #1 by our customers. Our teachers, front desk and back office staff, facilities, locations, involvement in the community, business philosophy and our focus on serving our customers are just a few of the things that we believe contribute to earning that place in our customers' minds.

Community:

At Mason Music, you are not simply signing up for **private guitar lessons**. Rather, you are joining a community of music teachers, students and staff that are all on the same mission together: to inspire a growing community of passionate and excellent

musicians! We create this community atmosphere based on some core principals:



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How Do **Piano Lessons** Work At Mason Music?

Our students are matched with the teacher who will be the best fit for the student's goals, experience, personality and schedule. Once scheduling is out of the way, it's time to rock. You will meet with your teacher once a week at the same time and studio each week for 30, 45, or 60 minutes, depending on which you select. Our *favorite lesson length for most students is 45 minutes* because it allows time for building a relationship, warming up, reviewing what was learned in the previous lesson and providing new instruction. Thirty minutes is great for younger students and an hour-long lesson is great for more advanced students who are interested in accelerating their progress. We offer several music lesson packages ranging from a month to month agreement to a year-long contract. These various packages offer options to our customers to match their needs related to schedule flexibility, pricing and commitment.

Do I Need A Piano Before I Sign Up For **Piano Lessons**?



Yes and no. We know that buying an instrument is a big investment. If you are testing out your child's interest and aren't ready to take the plunge, we totally understand and will work with you! On the other hand, having a piano (or keyboard) at home is a big advantage when it comes to students making progress between lessons. Plus, having

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Where Do You Find Your **Voice Teachers?**



We have to brag on our team for a minute. Our voice teachers absolutely rock. They are the most qualified and passionate **voice teachers in Birmingham**. The proof is in the performances we hear from our students at **recitals** and concerts and it's on the faces of our students when they walk out of lessons every week.

Our selection process for bringing teachers onto our team is thorough and includes multiple rounds of interviews, auditions, shadowing veteran teachers, a background check and reference calls. This is to ensure that our greatest asset (that's YOU) has the best experience. There is a huge difference between having a skill and having the ability to teach that skill. We work hard to find people who have both. The result of all of this effort is that our team of voice teachers is experienced, talented, inspiring, fun and great at teaching kids and adults alike.

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we totally understand will work with you! On the other hand, having a violin at home is a big advantage when it comes to students making progress between lessons. The good news is that we have teamed up with a reputable company to offer affordable rentals of all sizes for our **beginner violin** students. Especially for small children, renting makes a lot of sense. There are many different sizes of violins, and as a young student outgrows their rental instrument it can simply be traded in for the next size up. This is much more convenient than trying to sell a used instrument and turning around to buy another one every year. Learn more about our rental program [HERE](#) (use the code "mason" when ordering) or come into one of our studios to be properly sized. Our staff can help make sure we find the right fit for you or your child.

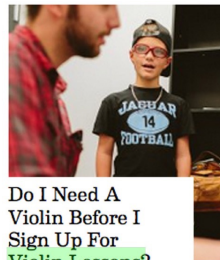
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Our select multiple backgrounds (that's YOU skill and he have both experiences

What Will I (Or My Child) Learn?



At Mason Music, **drum lessons** not only include rocking out to the songs you love, they expand your knowledge and skills as a drummer. Our **drum teachers** focus lesson time on music theory and rudiments along with different styles and techniques crucial to becoming a well-rounded drummer. We work to make sure that you are placed with a teacher who will challenge and inspire you to become the best drummer you can be. Because we know each individual student has unique learning styles, goals

How D



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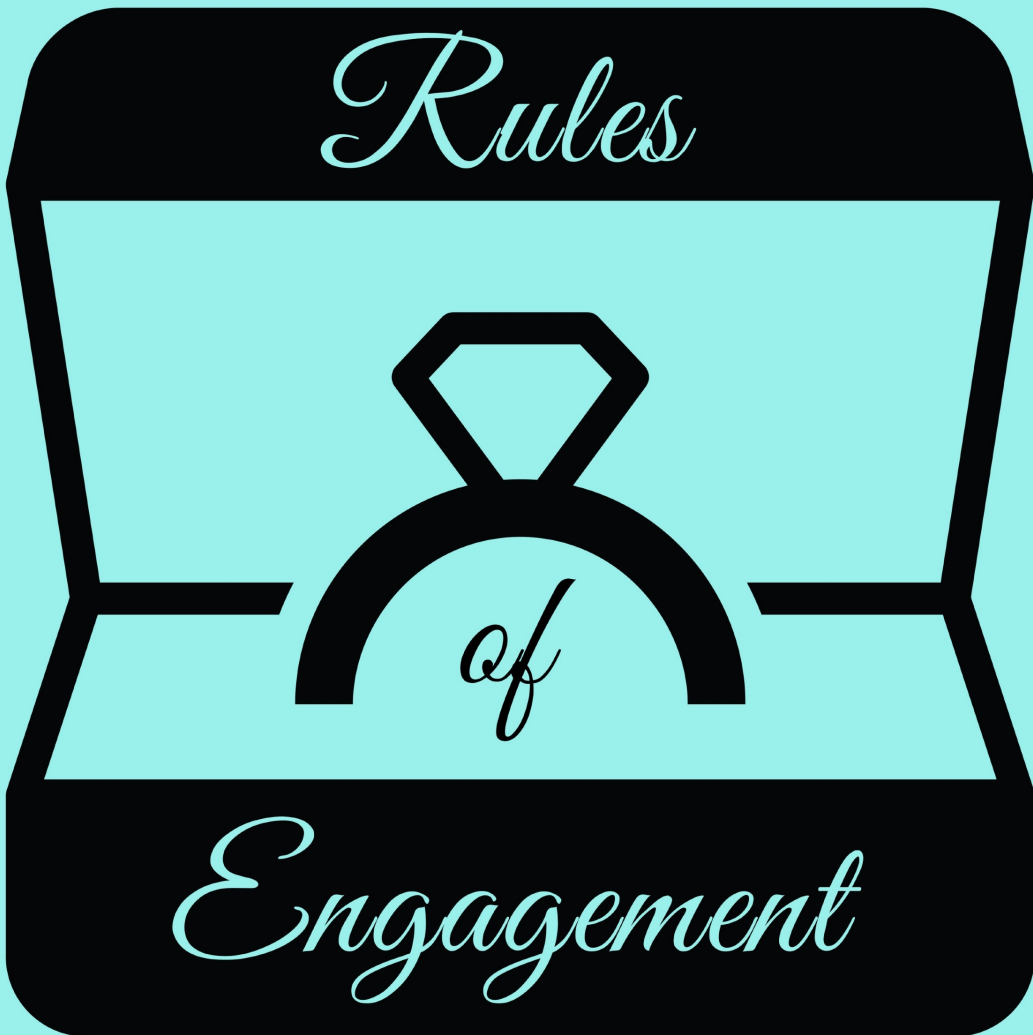
and previous experience, our teachers develop customized lesson plans for each student to make sure we are delivering effective and productive instruction that is exactly what you're looking for.

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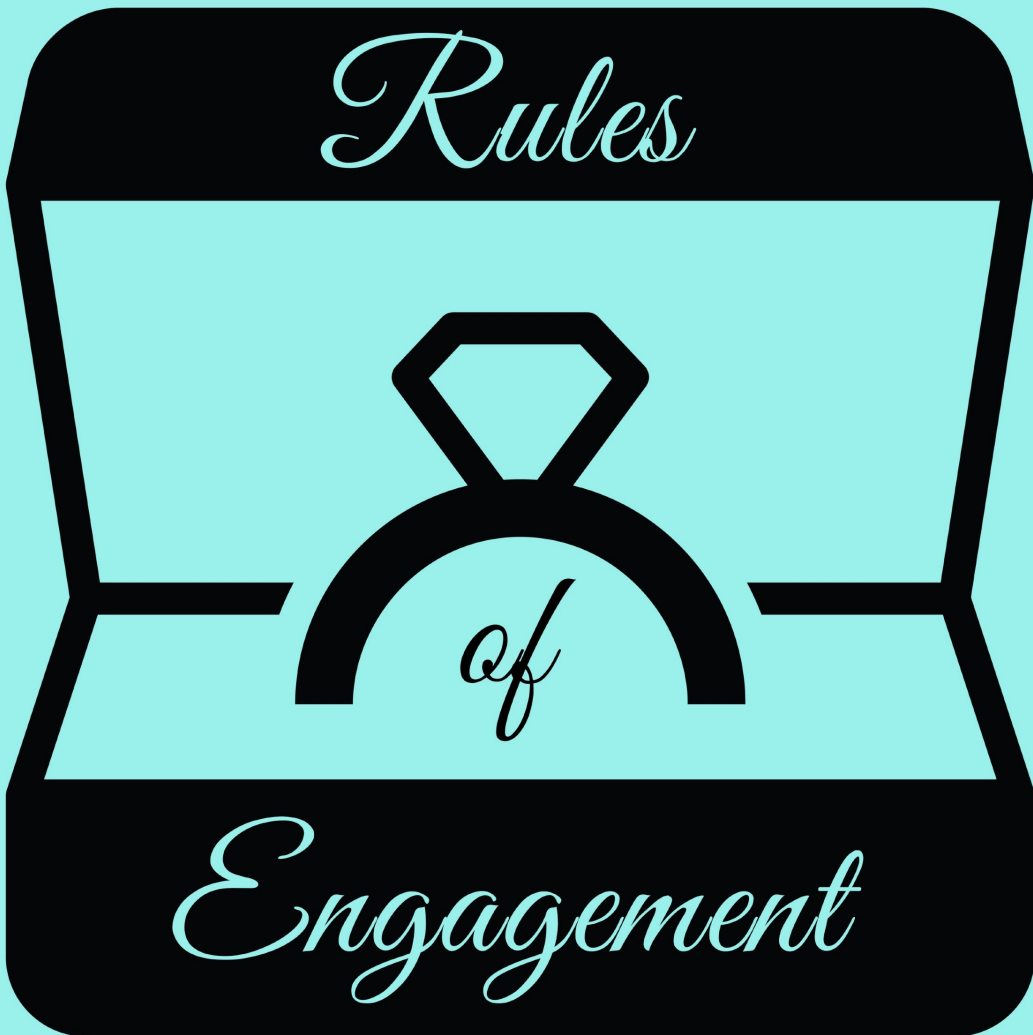
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1. Each Product, Service Or Topic Needs Its Own Page



1. Each Product, Service Or Topic Needs Its Own Page
2. Define Your Goal With A Clear Call To Action



PIANO LESSONS

As one of our most popular instruments, the piano is a perfect choice for anyone at almost any age. Our main goal at Mason Music is to make music fun; that means piano lessons with us are unlike anywhere else around. We know you want to learn how to play the songs that you love listening to. We also know that learning how to play chords and songs by ear unlocks the potential for a student to have a lifetime of enjoyment with the instrument. At our studios, you'll learn the fundamentals of music while also being exposed to wide varieties of techniques and music genres. All of our piano teachers are exceptionally trained and have their own unique teaching styles and personalities. Whether you are interested in learning to play by ear, or in becoming the next classical prodigy, we work hard to create an environment that will inspire growth and creativity. Be sure to check out our [Casio Keyboards](#) if you need an instrument to practice on at home. If you are looking for piano lessons in Birmingham, look no further!

[FREE VIDEO LESSONS](#)

[SIGN UP MOUNTAIN BROOK](#)

[SIGN UP CAHABA HEIGHTS](#)

[SIGN UP GREYSTONE](#)

[SIGN UP BLUFF PARK](#)

Mason Music offers piano lessons for all ages at each of its **four locations** in Birmingham, AL. Come join the movement and learn to rock!

PIANO LESSONS IN BLUFF PARK/HOOVER

PIANO LESSONS IN GREYSTONE

PIANO LESSONS IN CAHABA HEIGHTS

PIANO LESSONS IN MOUNTAIN BROOK

Why Mason Music For Piano Lessons?

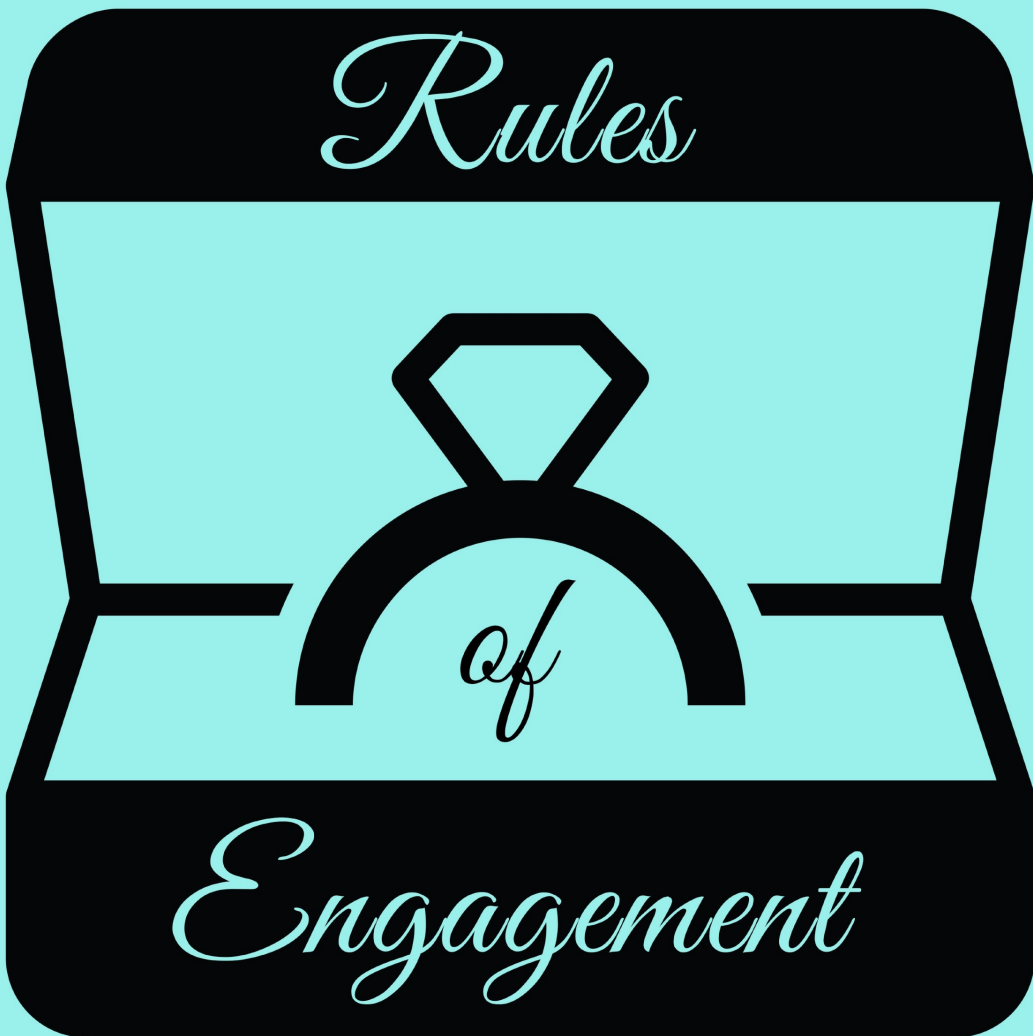


Customer Satisfaction:

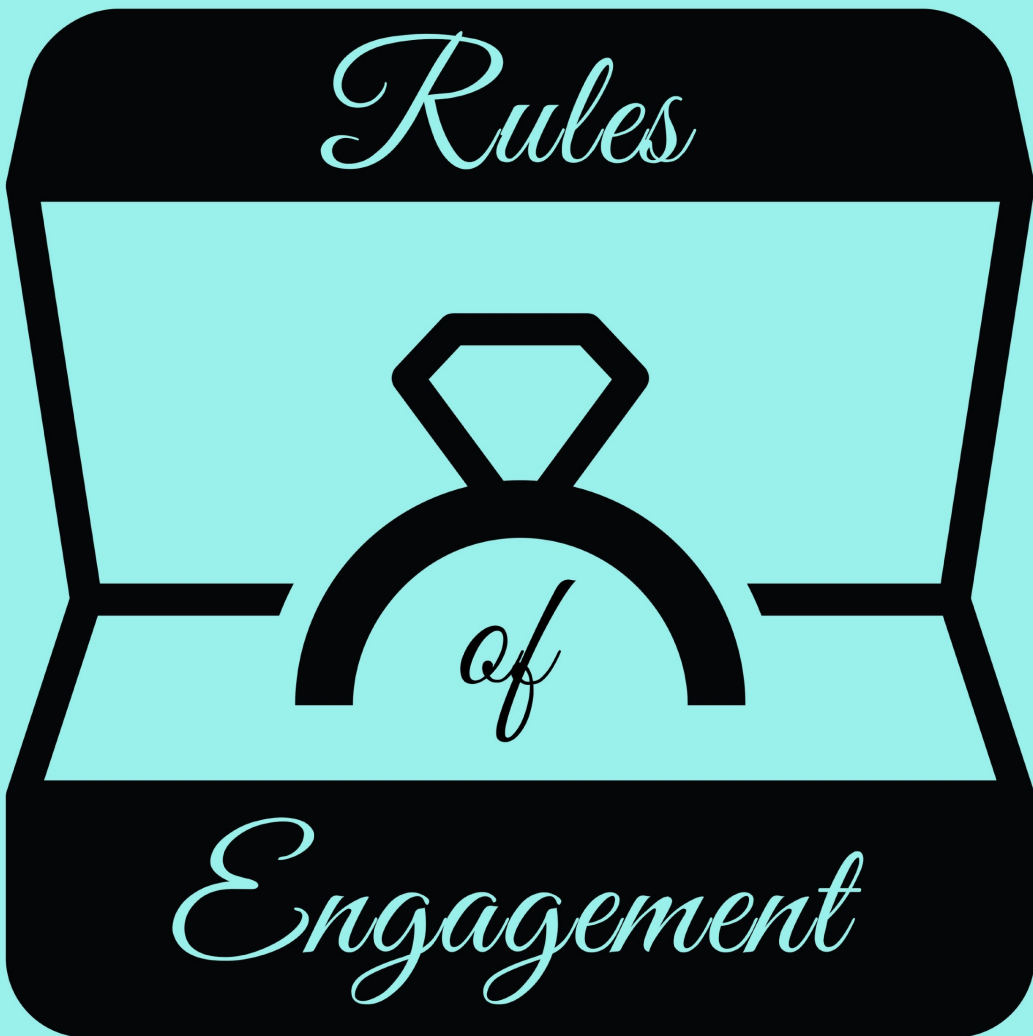
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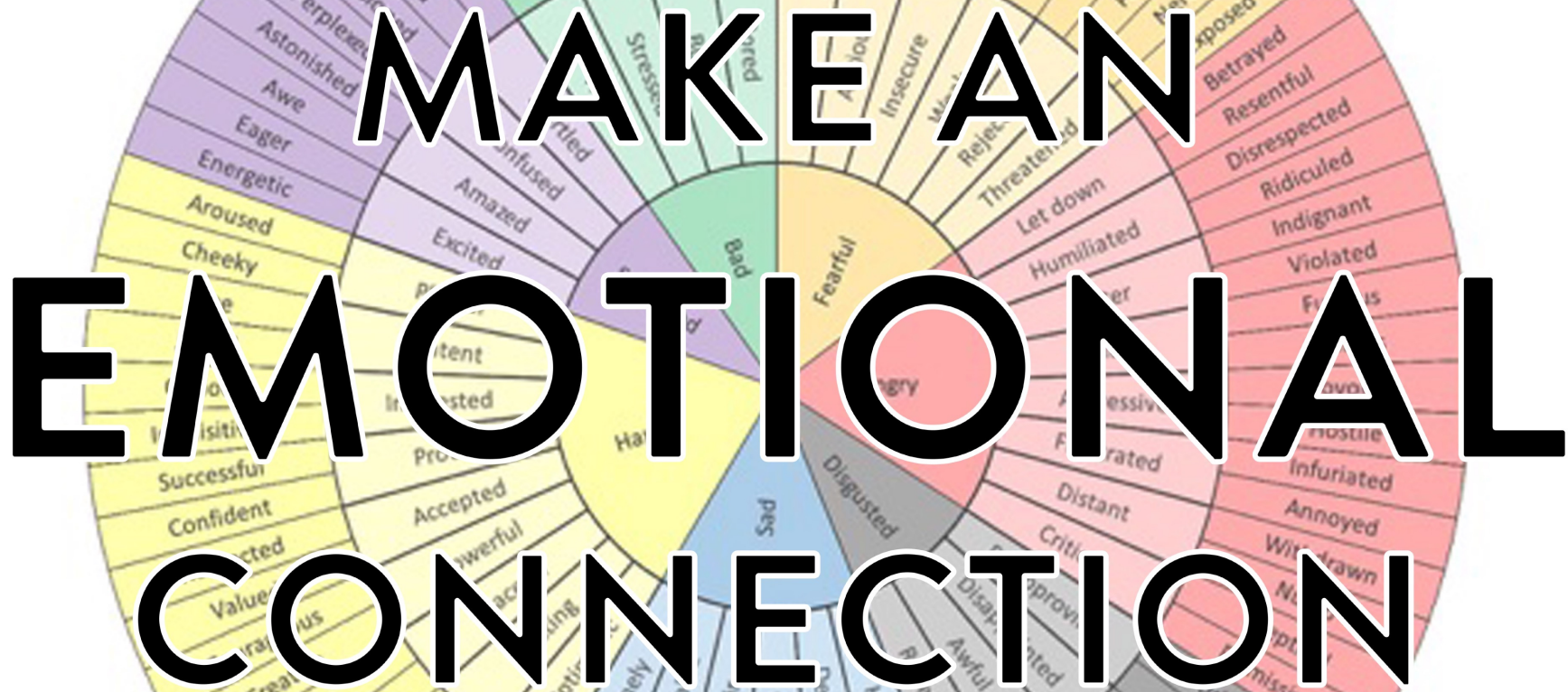
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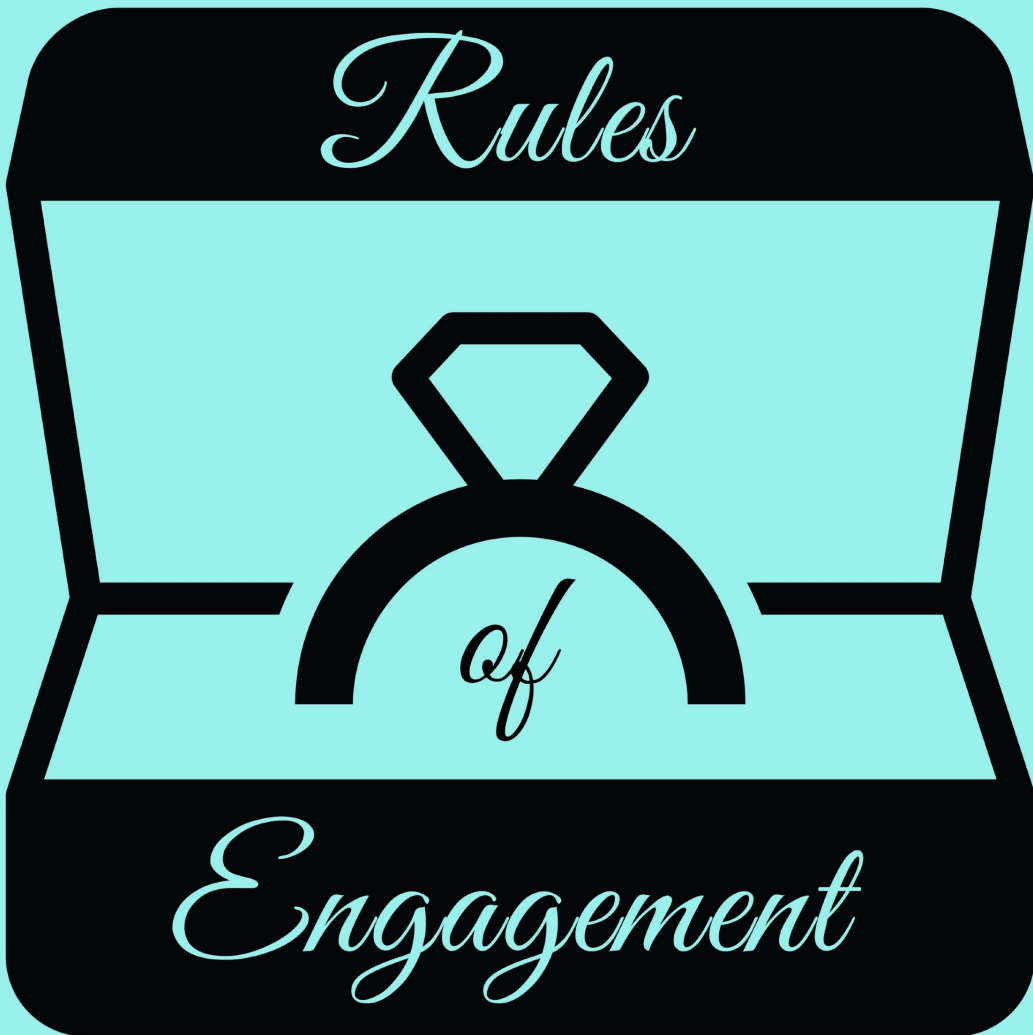
1. Each Product, Service Or Topic Needs Its Own Page
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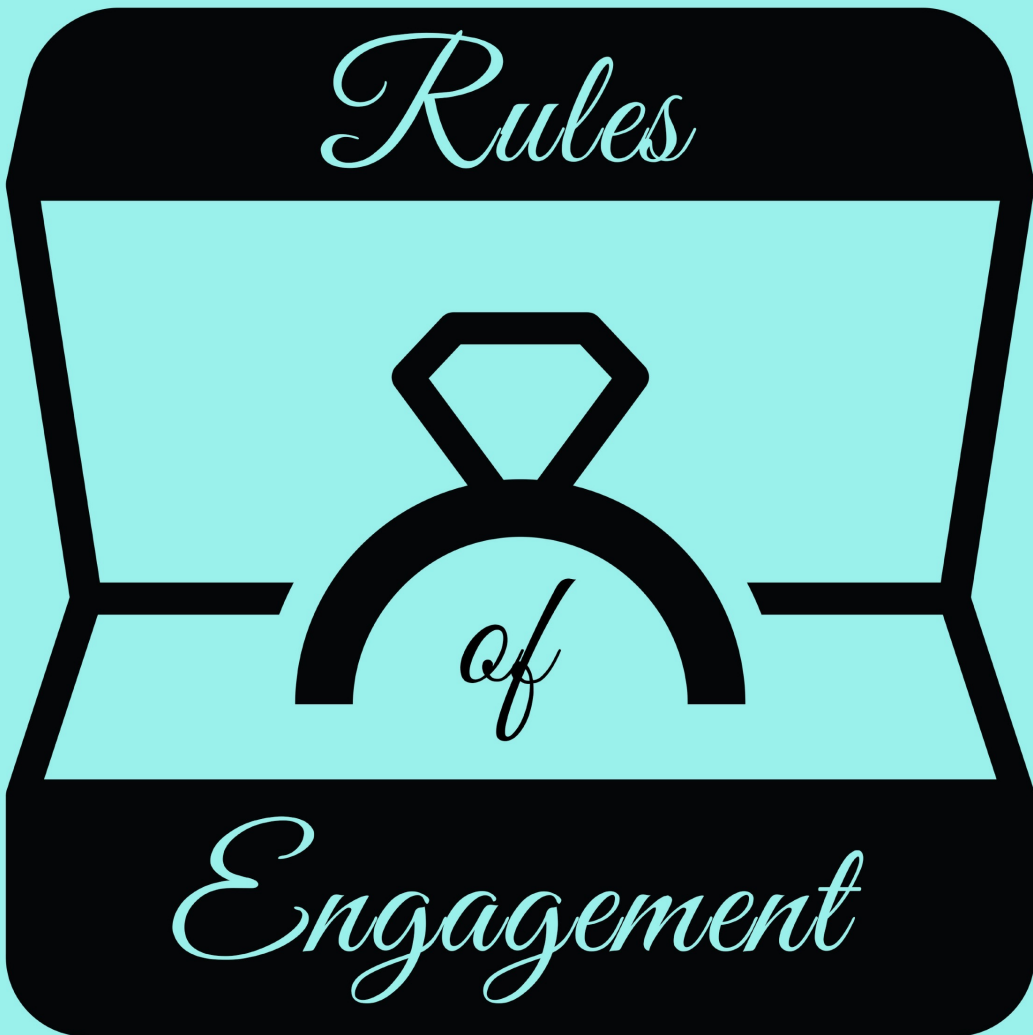
1. Each Product, Service Or Topic Needs Its Own Page
2. Define Your Goal With A Clear Call To Action
3. Be Human

A circular wheel of emotions, divided into segments of various colors (purple, green, yellow, red, blue, grey). The wheel is divided into several main sections, each with a central label: 'Happy' (yellow), 'Sad' (blue), 'Angry' (red), 'Fearful' (orange), and 'Disgusted' (grey). Each section contains numerous smaller labels for specific emotions. Overlaid on the wheel is the text 'MAKE AN EMOTIONAL CONNECTION' in large, bold, black letters with a white outline.

MAKE AN EMOTIONAL CONNECTION



1. Each Product, Service Or Topic Needs Its Own Page
2. Define Your Goal With A Clear Call To Action
3. Be Human



1. Each Product, Service Or Topic Needs Its Own Page
2. Define Your Goal With A Clear Call To Action
3. Be Human
4. Exceed Expectations

Relationships are everything to me...in order to
build and maintain those relationships,
there needs to be a value exchange.
For me, I prefer to give 51% of the relationship.

A white handwritten signature, possibly 'Jn', is written on a black background. The signature is stylized and fluid, with a long horizontal line extending to the right.





Social Media



Email

Social Media



Email

Social Media

Paid Ads



In Person

Email

Paid Ads

Social Media

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Grow Your Business

Featured

**HOW MUCH SHOULD YOU
PRACTICE THE PIANO?**

LEARN MORE



 masonmusicrocks



Liked by goodwill314, mattsanderlin and 54 others

masonmusicrocks When it comes to playing the piano, do you want to play like Adele? Ben Folds? Mozart? @goodwill314 breaks down how much you should be practicing (and how TO practice) to reach your goal in this week's #featureFriday blog post. Link in bio. #piano #pianopractice #pianolessons #playpiano #practicemakesperfect #adele #benfolds #mozart

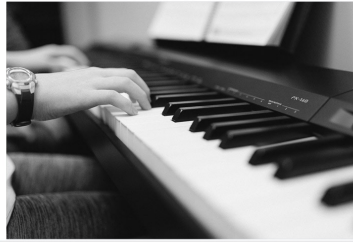


 masonmusicrocks



 Mason Music
@MasonMusicRocks

We're breaking down how much you should practice to be like Adele, Ben Folds, Mozart in this week's [#featureFriday](#).
masonmusicstudios.com/2017/03/24/muc...



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How Much Should I Practice The Piano? - Mason Music

masonmusicstudios.com



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#featureFriday.
masonmusicstudios.com
muc...



 Mason M

When it comes to play like Adele? B how much you sh practice) to reach #featureFriday b



How Much Should I Practice The Piano? - Mason Music

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How Much Should You Practice The Piano? We Break It Down... »

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Grow Your Business

CONNECT:

Will Mason

will@masonmusicstudios.com

Nicole Patton

nicole@masonmusicstudios.com

www.masonmusicstudios.com

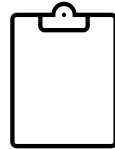
@masonmusicrocks





Please rate the session you just saw on the NAMM App.

Choose the session, look for the clipboard and enter your review.



Thank you!