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Grow Your Business



Successful Video Tips for Instagram, Facebook and Twitter

Ben Ash



Overview

Make your social pages business pages

Not everything I say is foolproof



Facebook Tips

Rather than links, do uploads

- Bigger reach
- Automatically play when scrolling through feed

Beginning should be eye-catching

- Engaging thumbnails

Put text on videos where you see fit

Much easier for people to share your videos

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Sprint 2:15 AM 89%

< 🔍 Sam Ash Music Stores ...

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👍👍👍 121 60 Comments 85 Shares 🌐


👍 Like 💬 Comment ➦ Share

 **Sam Ash Music Stores** ...
July 1 at 3:13 PM · 🌐

Looking to upgrade your pickups?

#SamAsh









 About this website

SAMASH.COM

Guitarists And Our Favorite "Pickup" Lines
Ken Parker, guitar builder extraordinaire and inventor...

👍 Jamie Jackson and 10 others



Instagram Tips

Interesting thumbnail

Have an overall theme/look

Post original content as often as possible

Less stock photos, more organic photos

Try LinkTr.ee for links in your bio

Keep your video quick, exciting and concise

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Instagram Story Tips

24 hours = no pressure!

- Have fun with it
- In The Moment

Take video stories of interesting events/trips for Highlights

- Save collection of trips like factory tours, events or NAMM shows

Share customer videos

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samashmusic ▾ ☰

1430 profile visits in the last 7 days





 **1,906** Posts **38.5K** Followers **248** Following




Sam Ash Music
Retail Company
Family owned and operated since 1924. Come in and Play!
#samash for features
linktr.ee/samashmusic






Edit Profile Promotions Email

Highlight WNAMM '1... WNAMM '1... WNAMM '1... Pre-N...



IGTV Tips

YouTube for Instagram

Upload from computer, not phone (unless it's vertical)

Make the thumbnail standout

Share 1-minute preview to IGTV

Make an engaging video

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 samashmusic ⋮

17:19

Mandy Harvey | Artist Interview



What's up, Sam Ashers and welcome back to New York City and the Sam Ash spotlight.

SPOTLIGHT

 WATCH FULL IGTV VIDEO





Twitter Tips

Use as a “link out” platform

Make trailer-style videos

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Sam Ash Music
14K Tweets

Tweets Tweets & replies Media Likes

Medeli DP260 Digital Piano:
Everything You Need to Know
samash.com

1 1 7

Sam Ash Music @samash... · 6/1/19 ✓
What's your favorite orchestral piece?
Reply and let us know! 🎻

#SamAsh



2 1

Sam Ash Music @samas... · 5/31/19 ✓
With #RocketMan 🚀 in theaters to
we made a list of the best @eltonj songs. Reply and let us know your

Home Search Notifications Messages



Making Videos for Social Media

Make one video that can be repurposed

- 30-second – 1-minute version for Twitter/Instagram
- Full video for Facebook/YouTube/IGTV

One video should do the trick; don't overexert yourself



In Closing...

What's your vision?

Don't assume the customer's need; look at your results

You don't have to use all socials

Use insights and comments to your advantage

Have fun!