

Breakout 1 Notes

TikTok vs Reels: Video Tips and Tricks

- Make TikToks trendy and tries to grab and catch the attention in the first second. Never tries to sell anything on TikTok. Cross post high engaging reels from TikTok.
- Target audience: kids, teenagers and younger 20 year-olds. Band kids are the larger sub-group.
- Short videos grab the attention, currently.
- Never scrolls through the feeds on Instagram due to the large amount of ads. Focuses on the reels.
- Create in TikTok, then download and post in reels.
- Best time to post is 7 or 8 at night. That's when kids are scrolling the most, while laying in bed, etc.
- Purpose: form of image; the kids now know who they are and then talk to their parents about going to their store or their band directors about products they need. Brand awareness for the next generation.
- Optimum length: stick to under 60 seconds, unless you have a really good attention-grabbing piece.
- Have younger staff run store's TikTok account.
- Several stores not using tik tok or reels so looking to learn from others who are using it. Still use FB
- Younger generation using the instruments use tik tok & instagram reels, so content is important on both.
- Tik tok uses hashtags, animal videos very popular. If you can combine animals, kids & music, thats best chance of being seen. Visibility comes down to style & content. Quirky content works. Tik tok is where the trend is headed & is more about entertainment rather than business. People will scroll until they won't so have to keep them engaged.
- Incorporate dance with music is popular on tik tok & keeps audience watching. Constantly looking for that hook. 4 secs max.
- I stop scrolling when it no longer captures my attention. What I don't like to see is an obvious ad for something. I follow people who are consistent with their brand. Must develop your own unique style.

Breakout 1 Notes (cont.)

TikTok vs Reels: Video Tips and Tricks

- Female pianist video - 1 min 38 sec - very popular right now. 500,000 views. What makes this one so compelling?
- Goofiness, scandal, drama, ridicule seem to be most popular/watched. Hard to predict what's going to become popular. All about entertainment - capturing funny moments. Thief in store foiled by a famous movie star was a popular video for one store.
- Just have camera on in case something funny happens - capturing staff doing kind, funny things. Can share the character of your store
- Students that leave store send videos back to be shared which maintains audience/customer interest
- Tik tok used for escape or enlightenment.
- One of many new mediums that will continue to come

Breakout 2 Notes

Post Holiday Marketing Strategies

- View post holiday marketing as a breath of fresh air. After the holiday rush of marketing, January and February are more of a “Did you know” type of advertisements.
- Heavily use the national day calendar. There are a lot of marketing ideas around “Thank You” month.
- Going to do a small 8-day sale, introducing 2023.
- If maintaining a mailing list, design a digital catalog. It gives customers a way to view product without driving down to the shop and is very easy to edit.
- Get something out there that isn’t too overbearing, but keeps customers interested.
- Subscribe to music newsletters to get historical facts you can use in your marketing (i.e. “on this day...”).
- In January and February, they do a promotion that waives their lesson registration fee, so people can take advantage of gift cards they received over the holidays or for new year’s resolutions.
- Working with a marketing and design company to gather new ideas and plan out marketing plan for the next few months. Doing fun facts or interview reels of their teachers. Will also be sending emails to parents, congratulating their children on their winter performance, etc.
- “Only Jams” series on their YouTube where they interview local artists and bands.
- January more perplexing months for music retail. December is busy with Christmas but January tends to be quiet. Inflation still a factor in the Washington DC area. Several stores said same - January & Feb is focused on lessons for those who received instruments for Christmas. Less expensive than the thousands of \$\$\$ spent on instruments during Nov/Dec.
- Another store said January is focused on resolutions & theme posts like New Year New You - self improvement. Doing this thru FB & email marketing - affordable. Also working on website upgrade.

Breakout 2 Notes (cont.)

Post Holiday Marketing Strategies

- Another store said January is focused on eblasts to customers who received new instruments over last 2 months & also 2020-2021 guitar purchasers to promote lessons/accessories/repairs etc as follow up to that group.
- Families/parents don't always get to know the instructors as well as student does as they meet them in passing or at drop off only. Thinking about a Meet the Instructor night to increase involvement/connection/engagement.
- Another store is also focused on new year's resolutions - in past they've done Rent for 1 month Get 1 month Free promo which has been popular. Also doing social media marketing & extra staff training. Promoting lessons & repairs too.
- Important to know your customer so that you can properly market to them. Community involvement also important to smaller retailers so can compete with big box stores as you can show them your store personality & character.
- Menzie brings his dog into store on Mondays which has been popular with some customers one of whom even bought the dog a christmas toy/gift which has personalized the customer relationship. More people want personal connections.