



Social Media for Business

“Maximize the Power of the Social Web and Boost Your Profits!”

Table of Contents

Introduction	3
Social Media Basics	4
Which Social Media Sites Are Important?	5
Myspace.com	7
Facebook.com	11
YouTube.com	12
Twitter.com	14
Conclusion	16

Introduction

If you didn't already know: social media is the new game.

That is probably an obvious statement for most of you. Kids these days have grown up with Myspace and Facebook; Youtube videos are commonplace. People are getting their news, entertainment, and shopping online. Who needs to go out anymore? A lot of folks have even found girlfriends, boyfriends, husbands, and wives on the Internet. Call it crazy – but it's a fact.

So if all of this stuff is going on around the digital world, don't you think businesses are trying to get in this game, too? You bet they are!

It isn't just important to get your business in the game – it's **vital**.

This guide will lay the foundation for you to take any business into the realm of social media. And if you do it right, you will cash in big time. You can thank me later. Send me a check from your profits, okay?

Let's get started...

Social Media Basics

You know that you want to get involved in the social media craze. You know that your business has an opportunity to find customers, make money, and become a massive success. But how do you get from A to B to C?

There is no roadmap or blueprint to bringing in profits with social media. Don't let anyone fool you into thinking there is.

Here's the truth: the road to social media success is different for everyone.

Your business is not like everyone else's business. It's special. It has its own style and flavor. Your customers expect certain things from you. You have your own flair. And your social media campaign needs to reflect that personality.

Copying someone else's social media campaign probably won't work for you. It will probably deliver mediocre results. And you will get frustrated and possibly throw in the towel too early.

So above all else, remember to do your own thing.

I will give you some specific tips and techniques in this guide. Feel free to try them out. If they work for your business, great! If they need some adjustment to fit your needs, feel free to adjust them. This is all about taking some big ideas, testing them, and making them your own. It isn't difficult – it's actually really fun.

Which Social Media Sites Are Important?

Again, I want to stress that nobody else's blueprint will be a perfect fit for you. But here are some of the biggest sites that you should look into:

- **Myspace.com:** This is the granddaddy of social media. There's been a lot of talk over the years about how Myspace has changed. Other sites have come along and tried to knock them off the map. But Myspace still remains near the top of social media sites, as far as popularity goes. This means there are tons of people for you to connect with. Perhaps the biggest advantage is that bands love Myspace. More than any other site, bands make heavy use of their Myspace profiles. They talk to fans, connect with live venue owners, plan tours, find sponsors, and more. That's a big opportunity for you to get in touch with potential clients.
- **Facebook.com:** You know about Facebook already. They are huge. But the big barrier here is that bands are still hanging out on Myspace. Facebook can still be a great tool for your business, though. You better believe that the lead singer is on Facebook. Probably every other band member, too. And if you can connect with them on an individual basis, you stand a great chance of landing a new client.
- **Youtube.com:** If you think video can help your studio, you are absolutely right. People like the recording studio atmosphere. It breeds that famous rock star lifestyle. Fans can see behind the music and watch the magic happen. Potential clients can get a feel for your studio and the environment you've created inside. You don't have to create Oscar-winning videos to showcase your studio. Simple walk-through tours will work just fine. Also, encourage clients to post their own studio videos... and you have viral potential on your hands. Their fans will watch and see your studio. Other bands will see it, too. You can capitalize on your clients' popularity!
- **Twitter.com:** Haven't heard of Twitter yet? That's okay. Most people haven't. But that doesn't mean you should ignore this site. Twitter is a big way to stay in constant contact with lots of people. You exchange short messages (140 characters or less) with everybody that follows you on Twitter. The beauty is in the simplicity. You might not think that 140 characters are enough to say anything meaningful, but you would be wrong. Finding creative ways to get a message across on Twitter is half the fun. Bands are slowly finding their way to Twitter, as well. Many big name acts are already involved. And this site is growing like wild fire. Seriously, the Twitter population doubled in less than 2 months in 2009. Get in there and learn the game!

Others? Yeah, they're out there. So many social media sites exist today, and I can't cover them all in this guide. But that's okay. They aren't all vital to your business. But be sure to dig around for some sites that could be useful to your specific business. Sometimes the smaller communities are more closely knit. People find more value and trust in these little hot spots.

I want to go more in depth with a few of these big social media sites for the remainder of this guide. I'll share some tips and tricks specific to each site. And I hope you will find even more ways to find more clients, make more money, and really explode your business potential.

Myspace.com

If you want to catch the big fish, what part of the lake should you be fishing? The spot where the big fish are hanging out.

That's a little simplistic, right? You catch 'em where you find 'em. But that's really all there is to it.

How likely are you to catch a shark in the pond down the street? Not very likely. Sharks don't swim there. So if you want to catch a shark, why waste your time at the pond? Go out on the ocean.

That's the mentality you should have towards social media. If your potential clients are only on this 1 website, then that's where you should be. Why would you waste your time at site XYZ or anywhere else? If you can't communicate with clients there, give it up.

Myspace is the biggest place for you to find bands, artists, singers, and other music groups. They are all there. Any band that doesn't have a Myspace page is not serious about music. They probably won't be interested in your studio services, because they're clueless.

But just because every band in your area is on Myspace, that doesn't mean you can just get online and start harassing them. You have to know your social media etiquette. Nobody likes a spammer, and more importantly... nobody gives them any money either.

Social Media Etiquette

Here's your big lesson for the day: be nice.

How much do you enjoy a Myspace friend that blasts out worthless crap onto your profile every day? Comments with animations, constant bulletins with 5 words on them, and just plain nonsense 24/7. I bet you can't stand those people. So don't be that guy.

Your goal is to be a welcome guest on a band's Myspace page. They should want your comments and messages. They should want to read your bulletins or blog posts. Your pictures should be useful to them. Every part of your profile should be informative.

Always ask yourself, "Would my clients want to receive this comment/message/whatever?" If the answer is no, then think twice before sending it. You could cost yourself a paying client. And future business, as well.

This rule applies to all social media websites. So remember it when you are using Facebook or any other site.

Once you have learned this rule, you will see much greater success for your efforts.

Your Professional Image

There's one thing I can't stand about many businesses on Myspace: they look shoddy. You don't want that to happen to you.

That's why maintaining a professional image is extremely important to your social media campaign. If you look like crap, your potential clients will assume your studio is crap. They won't even listen to your work, or look at your other pictures. They also won't consider recording with you.

Craft a professional image for your studio.

7 Steps to Myspace Success

1. What is the first thing someone will see when they find your Myspace page? Your profile picture. So how important is your profile pic? Essentially, your entire reputation rides on it. Don't waste this valuable resource! Your studio rocks and you have to let everybody know it right away. Get a professional photographer, or a really talented friend to come out and take some shots for you. Make sure you clean up the old pizza boxes and beer cans. Your studio has to shine on picture day. You want photos of everything. A good shot of your console or mixing desk is always a winner. Get shots of some microphones in action, or a drum kit all mic'd up. If your studio has any amps, guitars, etc. that are available to your clients, get nice shots of those as well. Don't worry too much about shots of yourself. Nobody really cares what you look like, and you don't want to risk looking goofy in the pictures. **DO** get shots of any bands or artists you have worked with. Especially actions shots – these are great for your Myspace pictures section.
 - a. Here's a **HOT** tip: I have had a lot of success with animated .gif pictures for my profile. If you don't know how to create one of these, Google it. You need Adobe Photoshop, but you can usually pay a friend to do it for you. My animated picture included some snaps of the console, a snare drum being recorded, and a nice logo for my studio. These pictures are flashy and will attract attention to your page easily.
2. When somebody clicks to view your profile, what will strike them next? Well, if they have the volume turned up – it's your music player. You should have created an "artist" page on Myspace, allowing you to have a music player just like a band would have. Get permission from past clients

- to include their song as a sample on your Myspace page. Most bands are more than happy to give you permission. After all, it's more exposure for their music. Put your best foot forward here. Don't put up a really cruddy sounding recording. Get your best mixes up there. It will really speak for your studio. Another consideration... it may be hard to discriminate this way, but don't put a crappy song on your profile. Even if you recorded it perfectly, you don't want a terrible band to ruin your reputation. Choose a decent song, recorded well, and upload it for your potential clients to hear.
3. Friend requests are a big deal on Myspace. You already know this, but it's worth mentioning here. You can and should send out requests every day. While you should target bands and artists in your area, don't stop there. Find the individual band members on Myspace, and send them a request. Look for other people associated with the band: local record labels, promoters, venues, music stores, clothing companies, etc. These people might be interested in your services, too. And they might even send a few clients your way. Make friends with everybody. Make friends with groupies. Just get your Myspace page out there in the community. Send out a few requests every day, and you'll be on your way to making a big name for your studio.
 4. Have you seen all those automated Myspace software packs out there? They send out friend requests, auto-comment, send bulletins, send messages, and more. Well, these can be a great tool or the kiss of death. Be careful with these programs. If you continue to blast out hundreds of friend requests and messages each day, Myspace will shut you down. They don't like spammers. Don't be that guy. If you decide to use a program like this, use it wisely. Only a few actions per day is plenty. You want to build slowly. Imagine introducing yourself to 5000 people in an hour. Will you really have a meaningful relationship with any of them? No, you won't. And that means they won't want to give you their money or work with you.
 5. The Myspace bulletin is kind of an art. You can't just toss any old message together and blast it out there. You really have to think about what you are saying, the value of your message, and whether it is aligned with your Myspace friends. What should you NOT use a bulletin for? Don't use this as a space for random blabber and useless shout outs. Don't use it as an excuse to rant about anything. What should you use bulletins for? Lots of things. If you write a new blog post for your studio, send out a quick bulletin announcing it. Just say, "hey we have a new blog post. Come read it and see what we're up to at the studio this week." In case you were wondering, yes you should be writing blog posts. I like to write a post for every new artist I work with. Title these posts "Currently Recording Band XYZ." And then in the body, write a short blurb about the project, link to the band's Myspace, and say you're looking forward to recording them. Back to bulletins: my favorite technique is to announce special offers, deals, and discounts in a bulletin. Copy it to your blog, too. That way people can find your current special in a few places. If I put together a

- special package price, or drop my hourly rate for the holidays, etc... I like to send out a bulletin announcing it. Explain that you are having a special deal, TELL THEM WHY, and then give the details of your offer. It is vital to tell customers why you are doing the special offer. If you just say, "hey we're having lower rates!" What will your clients think? Probably that you're going out of business. So give a reason. Make one up, if you have to. Have a President's Day special, or a "Summer Demo" special package. People love this kind of offer, and more importantly – they respond to it.
6. Messages are the real killer on Myspace. This is an area where many businesses really screw up. If you log in to your Myspace and see a new message, what do you want that message to be about? Something personally related to you. Not a spam message about an upcoming show, or where to get a free iTunes gift card, etc. That kind of crap can kill your relationship with customers. Don't ever send worthless messages. Use this function to send a personal message. If you just found a new band and sent them a friend request, follow up with a message, too. Tell them that you came across them through so-and-so's Myspace, and thought they sounded great. Always mention a specific song from their Myspace music player, and say you really enjoy something about it. Be nice. Complement them. And end your message by saying that you hope to work together on a project some day. Don't ask them to come to your studio. That's too "in your face." Just let the band know that you listened to them, liked what you heard, and would be willing to give them some time later on. Trust me, that's all you need to say. About 75% of the time, they will respond right away asking about your rates. Amazing, right? You didn't even ask for a sale, and they are already interested. Bands are always in the process of writing, or planning to write, new albums. Or they have stuff to demo. Or they have a few acoustic tracks they want to lay down. With all these projects lining up, they are always interested in a new studio and how much it will cost.
 7. Keeping track of customers on Myspace is easy. All those messages you've been exchanging with bands? That's your record. Go back through them and you will find lots of info. Price quotes, package offers you made, questions from bands, etc. If you notice that a message hasn't been returned to you in a while, write a follow-up note. Maybe the band that wanted to record never read your price quote. The bassist might have accidentally deleted it while talking to his lady friends and being a "cool guy." Things happen, messages get lost. So feel free to follow up on old messages. If a band shows interest, but then becomes unresponsive, you can still save the deal. If you really need the business right then, send your dormant friends a quick message. Tell them you have a special discount that you think they will like. And since they were interested in recording, you wanted to let them know right away. Many times this will revive a dead potential client. You thought you lost that money, but following up with the client brought home the bacon.

Facebook.com

Okay, I'm not going to spend a bunch of time talking about Facebook. Why? Because it isn't really a tool that most bands use. The individual members use Facebook, but not the band as a unit. I also don't tend to use Facebook for my purposes. But I don't want to write-off this valuable tool just because it isn't my favorite. Many people have had great success with this social media site.

So what should you do with Facebook?

Make sure your profile represents you well. Just like your Myspace profile, a Facebook profile says a lot about you. Is it saying all the right things to your clients?

If you have a blog on your own website, you can import that RSS feed to your Facebook page. That will help drive people from your profile to your website. The goal is to connect with people in as many ways as possible.

Just keep in touch. Be friendly with clients. Exchange a few nice words, talk with the guitar player, etc.

Also, feel free to post any information about your studio on Facebook, too. Send out a link to your website or Myspace page. Try to funnel your Facebook friends into your Myspace page. That's where your real deals are going to take place.

Another great thing you can do with Facebook is create a group. Try to think of what your clients have in common. Form a Facebook group on that topic and let them join and interact. Give them a place to talk and keep in contact with you.

YouTube.com

This site is all about video, and it can be a powerful tool for your studio. We mentioned briefly how you can use video. But let's go into some specifics.

What kind of videos do you want on your studio's YouTube channel?

The Video Tour

A well-shot and edited video tour of the studio is a great start. Get a decent camera (not a cell phone video!) and do a walk-through. You don't have to talk on camera or anything. It would be better to overdub some voice later. And also add a little music. Something you recorded is a great soundtrack to your studio footage.

Hit all the key areas of your studio. I know you are excited about each and every piece of gear in the room, but don't go into too much detail. Hit the spots that your clients will care about. What are those places? Think about it. Where will your clients be hanging out? In the tracking rooms, on your couch, etc. Show off how cozy your studio is. Make sure your clients see that they will be comfortable and at ease while they hang out in your place for hours at a time. I always had a massive amount of bean bags and pillows in my control room. My clients loved it. They would plop down on those suckers, take a nap when they weren't recording their tracks, and have a relaxing time. Plus, bands are going to bring people with them. Use your YouTube tour to show that the girlfriends and groupies will have a place to hang while the dudes go to work.

The Interview Video

I should say "videos," because more than one is a good idea. These videos should be simple. Set up a tripod, get someone to ask you a few studio-related questions, and film away.

This is where you can go into a deeper look at your gear. Your basic walk-through video doesn't need all the details about processors and microphones. But if you want to shoot a few interview videos about your gear, go for it. Talk about the microphones you have, and how you use them to capture great sounds. Tell people about your processors or plug-ins to add cool effects and make the tracks sound just right. Show off your guitars, amps, drums, and whatever. Do separate videos for all these things, and you'll have a ton of material for your YouTube viewers. Some bands will want to see all the details. Others just want a quick rundown of your studio. Provide videos for all these needs.

You can also do interviews about other topics. Talk about your mixing technique or your approach to working with young bands. Do an interview video where you mention how your studio is involved in the music community. Do you promote or book shows? Sponsor events? Talk about these things.

The Action Footage

Here's another type of video you need on your YouTube channel. And the best part is, you probably don't even need to shoot these videos.

If a band comes in to record, and they have a video camera to capture their studio time... ask for a copy. Most bands will be glad to give you a video file to promote on YouTube. You're getting them exposure again, and they will appreciate your kindness. Plus you got new video of your studio for free. Actually, they PAID you for it. While they paid to work with you, they also did work for you. And that's a beautiful thing.

Anytime there's a video camera in your studio, try to get a hold of the video for your own site. Another word to the wise – give credit to the band. In the description of your video, list a link to the band's Myspace page.

Final Words on Video

This is really important. YouTube videos get picked up and embedded in other people's websites. They end up on Myspace profiles, blogs, and all over the place. You want to turn those viewers into potential clients. Always add a watermark to your videos.

What's a watermark? It's a little bit of text, usually in the lower corner of your video. List your studio name at the very least. Really, you should list your website or Myspace URL. That way, viewers will find their way into your house. And once they land on your Myspace page, you have a line of contact with potential new clients.

Any kind of video editing software can add this watermark. If you are cutting up video in iMovie or even Windows Movie Maker, you can do this. You probably have a skilled friend that can help if you have trouble.

Twitter.com

This is the site you might not be familiar with. And maybe you won't bother using it at all. But don't write it off too quickly.

Twitter is growing at a rapid pace. Users are typically technology hipsters and people "in the know." A lot of bands and celebrities are getting involved, too.

So what's the big fuss?

This website is a constant line of contact between you and the people that follow your "tweets." A tweet is just a blurb of 140 characters or less. Type up a little message, note, thought, or post a link. All of your Twitter followers (hopefully some bands or band members that you found) will see it in their stream. Facebook has added this same feature for their "status" section. It's pretty much a blatant copy of Twitter. But that alone should tell you something. Facebook feels threatened by Twitter. They feel left out, and they are taking steps to get in on the game.

Should you be using Twitter? First, go to their site. Search around for bands that you know in your area. Look for the band members. Check out Myspace friends you have, and see if they link to a Twitter profile. If nobody in your Myspace network is on Twitter, maybe you don't have to get an account yet.

But soon enough, I predict that many of your bands will be on Twitter.

It's an amazing way to communicate with lots of people. Let them know what you're up to, what you're thinking about or working on, etc. It is a very Big Brother kind of way for people to peak in at your life. Fans love to know more about their favorite bands. So bands WILL start using Twitter because it provides that glimpse into the rock star lifestyle.

One quick rule about Twitter – don't tweet garbage. Don't send out crappy links and useless noise all the time. This is straight out of your social media etiquette lesson from earlier.

If you aren't giving value to your followers by posting your tweet, then think twice before hitting submit.

For a little social media "cross promotion," post a link to your YouTube videos now and then. Just say,

"Check out our mic technique for drums. Watch the video here:
<http://www.youtube.com>"

Now you are driving visitors to your other social media sites, and pulling in more potential clients.

Another great tweet you can use is something like this:

“Are we friends on Myspace? If not, check me out at <http://www.myspace.com> and send me a friend request!”

People will follow your link, send you a friend request, and your job is done. Now you’ve opened up another line of communication. And you can win customers by the dozen through these multiple social media websites.

That’s social media power at work!

Conclusion

Let's wrap up this social media guide.

You know what sites are out there, and which ones you should be using. Remember that other social media websites can be valuable, too. Don't just post videos to YouTube (although it is the most popular video site), try getting accounts with Viddler, Vimeo, etc. The more places you submit your videos, the more people you will attract to your business. What does that mean? More money.

I've also given you some specific tips for these social media sites. These guidelines are a great place to start, but there is a lot going on in the social world. Try new techniques, be creative, and most of all – have fun.

Having fun with your social media presence is the surest way to win customers.

Remember that people must first like you. Then they will be willing to work with you. That's like the golden rule of business. It isn't always having a low price or the greatest idea in the world. Sometimes it's just making friends.

I hope you found something valuable in this guide. And I hope I've convinced you to make use of these social media websites for your business.

Best of luck!

Reuben D. Rock