

Social and more

3rd week

If everything seems under control - you are not moving fast enough

First things first - Blog design

How not to do it - bad design features <http://www.ratz.com/featuresbad.html>

And how to do it - best designs ever July 2013 <http://www.tripwiremagazine.com/2013/07/best-blogger-templates.html>

1. Use 2-3 Fonts, Max
2. Use 2-3 Colors, Max and more here <http://www.incomediary.com/expert-blog-design-tips-beginners>

Yola cons and pros

10 alternatives to Yola <http://tipsonpoint.com/2013/04/top-10-alternatives-yola-website-builder.html>

Comparison of yola, wix, wordpress

<http://web-builder.hubpages.com/hub/Best-Website-Builder>

Yola (video) compared to others

<http://www.youtube.com/watch?v=eHeLGAdLUP0>

Yola versus Wordpress

<http://choose.webkite.com/content-management-system/vs/wordpress/yola#side-by-side-comparison>

When making a website, post or other message

- Think about:

Product - what is your product and its design



Value - what added value you offer to your user
and does it your web and marketing reflects?



User - who's your user
and what he gets from your product

Social media

Open account on: [Pinterest](#)

Tricks - <http://sideincomeblogging.com/make-your-and-your-blog-pinteresting/>

See your competitors:

<http://pinterest.com/search/pins/?q=jazz>

<http://pinterest.com/search/pins/?q=jazz%20berlin>

what people say - If you aren't targeting your blog for Pinterest, you're missing out on a tremendous traffic and exposure opportunity.

[Google +](#)

Learn from your competitors <https://plus.google.com/s/jazz%20berlin>
work with her - DESNEY BAILEY

[Linkedin](#)

your competitors - copy their strategy, follow, learn, do

http://www.linkedin.com/groups?gid=984677&trk=vsrp_groups_cluster_name&trkInfo=VSRPsearchId%3A215142051376006016362%2CVSRPtargetId%3A984677%2CVSRPcmpt%3Agroups_cluster

http://www.linkedin.com/groups?gid=95669&trk=vsrp_groups_cluster_name&trkInfo=VSRPsearchId%3A215142051376006016362%2CVSRPtargetId%3A95669%2CVSRPcmpt%3Agroups_cluster

http://www.linkedin.com/groups?gid=127346&trk=vsrp_groups_cluster_name&trkInfo=VSRPsearchId%3A215142051376006016362%2CVSRPtargetId%3A127346%2CVSRPcmpt%3Agroups_cluster

media 2

Grow on [Twitter](#)

<https://twitter.com/search?q=Jazz&src=tyah>

How? find friends with many followers and ask them to promote you ...

[Tumblr](#)

<http://www.tumblr.com/tagged/jazz>

Post your articles to:

<https://delicious.com/search?p=jazz%2Cberlin>

tips - <http://weblogs.about.com/od/socialbookmarking/tp/DeliciousTips.htm>

<https://myspace.com/>

[Vimeo](#) - US video platform on <https://vimeo.com/>

Try to get traffic to your website by posting to <http://www.stumbleupon.com> and <http://digg.com/>

[LastFM](#) - tips <http://puddlegum.net/eight-ways-to-promote-your-music-blog-on-lastfm/>

Use <https://foursquare.com/> for social networking your events

[Reddit Music](#) - community for content sharing

[Instagram](#) - post videos

[Wikipedia](#) - Berlin jazz article

How to be successful on Youtube....

....that means adding subscribers, gaining views, making more money, or earning partner status.

1. description with as much keyword-rich information
2. Start YouTube video description with a link to your website
2. Annotate every video to another video, so people can continue to watch
3. Always have a call to action to encourage engagement. Ask for a thumbs up, ask for comments, or ask for a video response.
4. Use Youtube insights tool to monitor the success of your videos
5. Use Playlists to group together similar videos
6. Short videos - max 5 min
7. Partnership - find channels with jazz - similar size to you, and ask them to post links to your video
8. Graphic design as much as possible
9. Make a contest - free ticket to subscribers -
10. Add “subscribe to this channel” button at the beginning of all the videos, it takes 20 seconds to do with YouTube annotations
10. Watch the competitors and what they do
12. transcribe - write the text- of the videos to get more visible in search and increase audience
13. Content - add video interviews with jazz singers
14. create a video series - post every time one
- 15/ Interaction - post often, respond to comments
16. Share your videos everywhere

Social media marketing tips

- The minimum should be once a day on Facebook and 4-6 times a day on Twitter. Also pay attention to what time of the day you post, the timing of social media is very important.
- Two amazing tools which can be used to help automate this process are [Swayy](#) and [Buffer](#).
- The best way to increase engagement on Facebook is by including images within your posts. Photos on Facebook have been shown to generate over 50% more likes than the average post.
- [Launchrock](#) is a popular free service for collecting email addresses of people who want to get early access to the launch of a new app, service or really anything.
- Two great services which can be used to host such content is [Soundcloud](#), a cloud-based sound file hosting service, and [Vine](#), a relatively new video hosting service released by Twitter. Vine is a free mobile app that enables users to create and post 6 second video clips that can easily be shared on social networking sites.

...and more

Experiment With Different Titles in Your Blog Posts

- Use everyday language
- Leverage common psychological traits (urgency, fear, desire, etc)
- Keep it short
- Use negatives (Don't do this vs. do this)
- If your post is a list, start the title with how many points you're going to make

Bonus tip: Pick a hashtag related to the Twitter Q&A and ask your community to use it within their tweets. This helps with branding and will help make the practice familiar to those who choose to take part. Here are some tips from Twitter UK's company blog on [how to host a Twitter Q&A session](#).

<http://blog.uk.twitter.com/2011/10/how-to-host-twitter-q-session.html>

Tips

Nazi and Jazz? Sexy! Write a post about Nazi, Berlin, Jazz, WW2

http://www.openculture.com/2013/03/the_nazis_10_control-freak_rules_for_jazz_performers_.html

Partnership - Music stores - Jazz guitar and more, promotions, information

10 best websites about Jazz - Inspiration <http://wreckhouse.wordpress.com/2010/03/30/ten-of-the-best-jazz-websites-on-the-internet/>

More inspiration for content blogs about Jazz - <http://www.blogcatalog.com/category/music/jazz/>

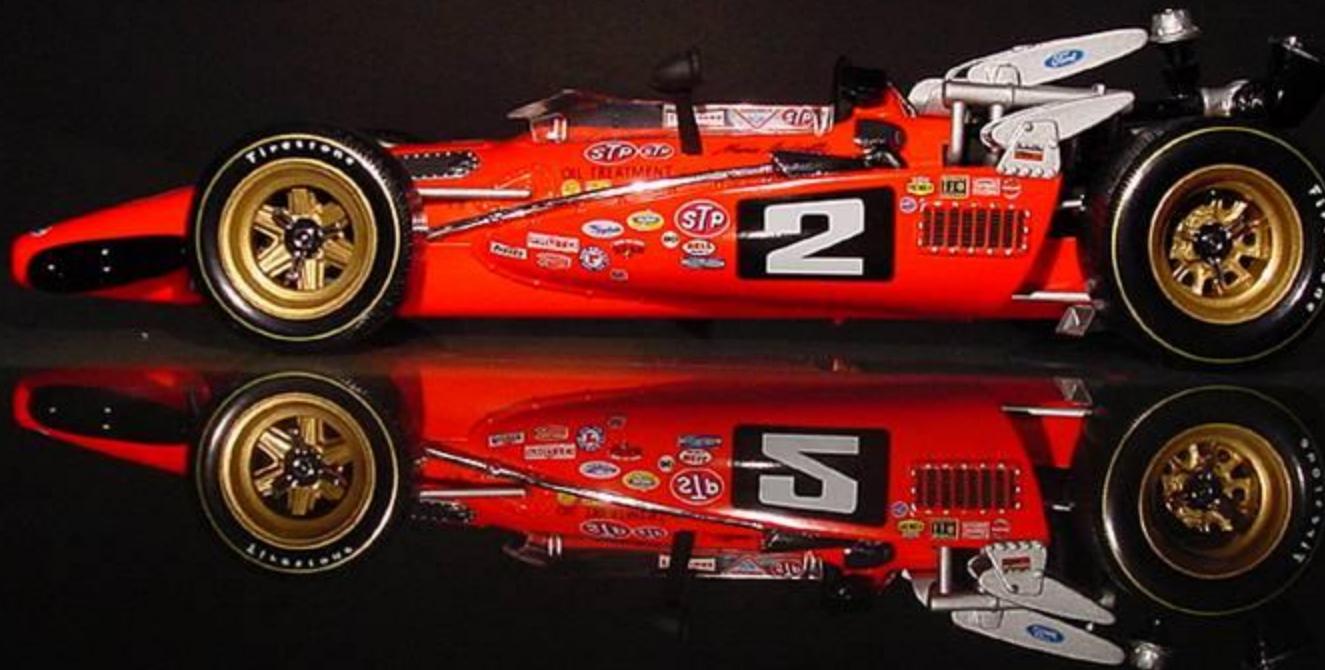
Partnership - <http://www.jagger-berlin.com/>

Forum that sells books about Jazz <http://www.jazzguitar.be/forum/>

Follow forums for travellers and post your website - <http://www.lonelyplanet.com/thorntree/thread.jspa?threadID=2330996>

Infographics - new trend? Can you use it? <http://www.slideshare.net/msmiciklas/the-power-of-infographics>

"If everything seems under control,
you're just not going fast enough."



Mario Andretti