

Social Media Promotion

for **Musicians and Engineers** with **Bobby Owsinski**

Workshop 2

The Secret Behind Getting YouTube Views

YouTube Feud

What's the most important video attribute?

1. Title

2. Description

3. Tags

4. Category

5. Comments

6. License

Tags

Category

Title

Description

License

Comments

To Optimize Your YouTube Videos

1. Name your video something descriptive

At The Thursday Night Gig

BAD

Not Descriptive Enough

Keywords

The Unsigned Band Live At The Roxy

Better

Social Media Promotion
for Musicians and Engineers

The roxy



the roxy theatre hollywood

the roxy

the roxy theatre

the roxy theatre denver

the roxy nyc

the roxy song

the roxy music

the roxy family

the roxy battle

the roxy hotel new york



Bobl

5,909 s

HOME

VI

Report search predictions

Uploads

▶ PLAY ALL

At The Thursday Night Gig

BAD

Not Descriptive Enough

Keywords



The Unsigned Band Live At The Roxy Theatre Denver

Best

To Optimize Your YouTube Videos

1. Name your video something descriptive
2. The longer the description, the better

audiofanzinetv 469 videos



WWW.AUDIOFANZINE.COM

02:40 / 10:10 360p

audiofanzinetv | July 10, 2009

Recording is an art and often a matter of experience, and so what better way of gaining some understanding of what's involved than by listening to the prestigious American engineer Michael Wagener talk about his recording tips and secrets. Starting with mic placement for drums ...

Michael Wagener: If you like rock in general and metal in particular, you probably know his name, because this engineer has worked with some of the most prestigious artists such as: Metallica, Ozzy Osbourne, Queen, Alice Cooper, Megadeth, Helloween, Testament, Dokken, Mötley Crüe, Skid Row, Accept, Extreme, Janet Jackson, King's X. Quite simply, the list of albums and singles he has recorded or mixed is simply staggering...

So when Royer Labs and Jukebox LTD invited us to meet him while he was in the studio with the band Cockpit, we jumped at the opportunity and decided to film the whole experience, to better show you how he does his thing. And needless to say, we weren't disappointed. We were even surprised. Not by Michael's skill (he has little to prove), but by his affable manner and willingness to share his wisdom.


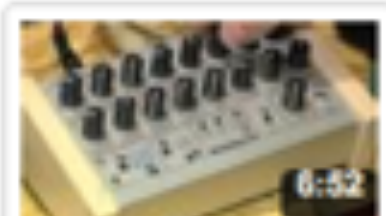



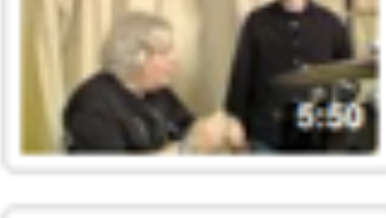
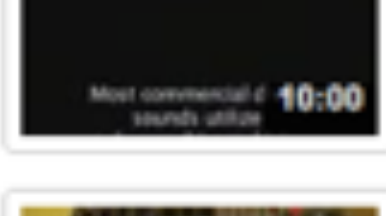

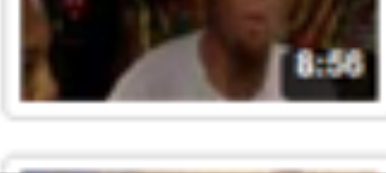
So, we were able to ask him almost anything we wanted about microphone placement, or about the gear he uses. The result is a kind of Masterclass, that we will unveil, episode by episode, in the coming weeks.

Michael Wagener is quite exhaustive on the subject of mic placement, and his views are all the more interesting since he uses ribbon mics quite extensively. He therefore dispelled certain preconceived notions about them: no, ribbon mics are not only for jazz, no, they are not limited in the high frequency range, and no, they are not as fragile as we're led to believe, you can even record a bass drum with them.

Watch this video and many others in higher resolution on www.audiofanzine.com

Category:

Suggestions

-  **one mic drum test (getting good drum sound on v...**
by [chriscauldermusic](#)
144,464 views Featured Video
-  **[Musikmesse] LL Electronics - Oddulator**
by [audiofanzinetv](#)
2,661 views
-  **[NAMM 2009] Native Instruments Maschine**
by [audiofanzinetv](#)
15,376 views
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-  **En studio avec Michael Wagener - Batterie partie 2**
by [lemicrophone](#)
6,144 views
-  **PreSonus How to: Recording drums...**
by [presonusaudio](#)
167,848 views
-  **How I Record My Drum Set**
by [logodrumline14](#)
10,665 views
-  **Metallica - Drum Recording Techniques**
by [mafu12345](#)
308,090 views



Bobby Owsinski

Published on Mar 26, 2019

Inner Circle Podcast #258 Tribute To Geoff Emerick

GUEST: Bill Smith talks about the great Geoff Emerick

NEWS: An algorithm gets a record deal, and a Chinese counterfeit gear ring gets busted

Listen to more episodes at <https://bobbyinnercircle.com>

Recently I had a conversation with engineer Bill Smith about the late engineer Geoff Emerick and realized that there was a lot that we didn't know about this audio giant even though he was responsible for some huge records that shaped the lives and careers of so many people.

Although he's most famous for recording The Beatles, Geoff recorded songs that we hear every day by The Zombies, Stealer's Wheel, Supertramp, America, Jeff Beck, Kate Bush, Oasis, Cheap Trick and so many more.

Bill Smith was his assistant and best friend for many years and knows about as much about Geoff as anybody, so I asked him to come on the show and to give us some insight to this great man.

In the interview you'll hear some interesting facts about how Geoff miked Paul McCartney's bass, how he needed to get EMI's written permission to be able to experiment with some of his miking ideas that are since become the standard way we do things today, why his bass and drum techniques are so influential to today's music, and much more.

On the intro I'll talk about how an algorithm just got a record deal for 20 albums (yep, for real), and about a counterfeit gear ring in China being taken down.

Enjoy the show!

Category

[Music](#)

To Optimize Your YouTube Videos

1. Name your video something descriptive

2. The longer the description, the better

3. Always include a link (use **http:// first)**

Description 

How much of a room non-reflective?

And much more.

To become a Hit Makers Club member go to <https://hitmakersclub.com>

To find out more about Bobby Owsinski's other online courses, go to

<https://bobbyowsinskicourses.com>

- Tweeters above mixer's head in pictures?
- Calibrate monitors with pink noise?
- How much of a room non-reflective?
- And much more.

The Hit Makers Club provides monthly Song Critiques, Mixing Workshops, and Deconstructed Hits videos in addition to the Q&A webinars. To become a Hit Makers Club member go to

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Music

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4. Add the proper tags (include mood)

YouTube Tags

- **At least 1 tag directly related to you**
- **Tag everyone in the video**
- **Use a mood tag for music**

Title

← Hit Makers Club March 2019 Q&A Webinar ⋮

Basic Advanced

Title ⓘ
Hit Makers Club March 2019 Q&A Webinar

Tags

Tags

Bobby Owsinski × Bobby Osinski × audio mixing × music mixing ×

music × audio × recording × Hit Makers Club × webinar ×

Q&A ×

Enter comma-separated values

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5. Don't forget the contact info

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6. Focus on mobile

To Optimize For Mobile Viewing...

- **Lots of closeups**
- **Make the text readable**
- **View on mobile device before you post**

What's The Ideal Length For A YouTube Video?

 **A. Under 1 minute**

B. 2 to 3 minutes

C. 5 to 10 minutes

**Average Watch Time
= 2.7 minutes**

To Summarize...

- **Don't make the video too long**
- **Have a great title**
- **Make the description as long as you can**
- **Add links and contact info in the description box**
- **Add relevant tags**
- **Optimize for mobile viewing**



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Thanks For Watching!

Bobby Owsinski: questions@bobbyowsinski.com

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