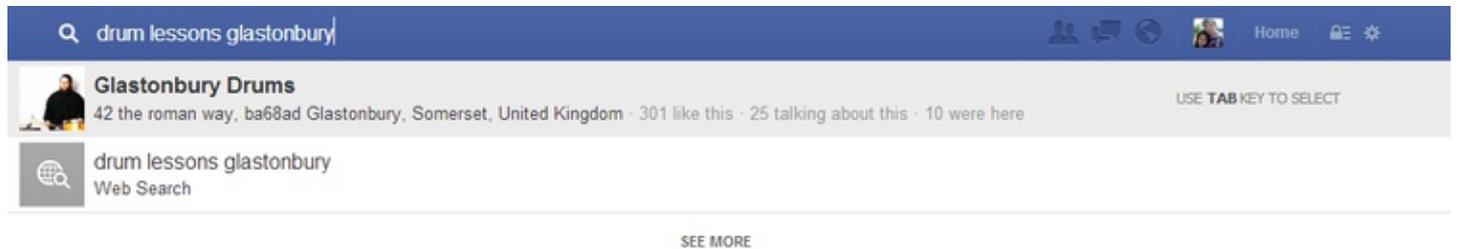


# Facebook Page Review: Glastonbury Drums

## Page Name and URL



Kyle has got his Page name and URL spot on. He is the only result to appear in a search for 'drum lessons glastonbury', thanks to the name of his page, his vanity URL (<http://www.facebook.com/GlastonburyDrums>) and also having filled in his location information. Sweet!



## Cover Photo

Kyle's Facebook cover photo is 881 x 326 pixels; the recommended size is 850 x 351. While optimising the cover photo size in this instance doesn't make a huge difference to the way it displays on Facebook, sticking to the recommended dimensions does mean that you know exactly how it will display when it is uploaded, and also enables the use of a template to build the cover photo precisely around the position of the profile photo, which overlaps it in the bottom left-hand corner.

Design-wise, Kyle's cover photo isn't as engaging as it could be; I feel it's a bit dark and gloomy for something exciting as drum lessons, and the text makes it too busy to make a real impact. Facebook's "no more than 20% text on the cover photo" rule is exceeded. A call to action asking people to like the page is sometimes a good idea, but the message 'to stay up to date' is vague, and I feel that if people want to 'like' a page, they will do so without prompting. My personal opinion is that cover photo design should have a "less is more" approach, with details such as e-mail address and telephone numbers - or any great amount of text - saved for the About section.

## Profile Photo

As Kyle is the figurehead of his company, I feel that his profile photo should be used as an opportunity to connect with his audience, both on his Facebook Page and across the site in comments sections and posts. One of the best ways to do to this is to choose a head-and-shoulders photo. Kyle's current profile photo shows who he is and what he does, but he's too small and too far away for us to get a good look without clicking on the image to see it in full.



Here is a mock-up of a potential new look for Glastonbury Drums' Facebook cover photo and profile photo. The design is bright and simple, and more fully reflects the fun that people will have learning to play drums with the company. The big image of a drum kit instantly communicate what the page is all about, and we've got the company logo (now black instead of white) above a clear snippet of text to let users know what Kyle offers - "One-to-one lessons in Somerset or online via Skype). The profile photo is a close-up of a happy and smiley Kyle, which beams warmth and instantly connects with potential customers. As per Facebook recommendations, it's also a square that fits the profile perfectly. I used my [Facebook Cover Photo Template](#) to line up and design everything as nicely as possible.

## About Section

The screenshot shows a Facebook page for 'Glastonbury Drums'. On the left, there is a map with a red pin at '42 the roman way, ba68ad Glastonbury, Somerset, United Kingdom'. Below the map is an 'About' section with the following text:

**About**

Drum lessons one-one or online via Skype webcam - <http://glastonburydrums.com/> Email. [kyle@glastonburydrums.com](mailto:kyle@glastonburydrums.com)

**Description**

Author of "Paradiddle Creativity" and "How To Practise Drums" now taking new student. <http://glastonburydrums.com/>

[http://www.amazon.co.uk/Paradiddle-Creativity-Kyle-Cullen/dp/1479161292/ref=sr\\_1\\_1?ie=UTF8&qid=1366047538&sr=8-1&keywords=paradiddle+creativity](http://www.amazon.co.uk/Paradiddle-Creativity-Kyle-Cullen/dp/1479161292/ref=sr_1_1?ie=UTF8&qid=1366047538&sr=8-1&keywords=paradiddle+creativity)

[http://www.amazon.co.uk/How-Practise-Drums-Kyle-Cullen/dp/1482078414/ref=sr\\_1\\_2?s=books&ie=UTF8&qid=1366047774&sr=1-2&keywords=how+to+pract...](http://www.amazon.co.uk/How-Practise-Drums-Kyle-Cullen/dp/1482078414/ref=sr_1_2?s=books&ie=UTF8&qid=1366047774&sr=1-2&keywords=how+to+pract...) See More

On the right, the 'Basic Info' section shows 'Joined Facebook' on 06/18/2010 and 'Parking' as 'Street Parking Lot'. The 'Page Admins' section lists 'Glastonbury Drums' and 'Kyle Cullen' with their respective profile pictures.

There are a lot of great details on Glastonbury Drums' About page - most notably, a working map with phone, e-mail, and company website, which help people find the business easily, and also optimise the Page for Facebook mobile users, allowing them to Check In and leave Recommendations. Here are some suggestions for what I would change:

- I would amend the synopsis of the page slightly, to mirror the cover photo, telling users that drum lessons are offered one-on-one in Glastonbury, or online via Skype.
- I would suggest using the Description section as a way to more fully introduce people to Kyle and Glastonbury Drums, similar to the About Me page on the Glastonbury Drums website, but would leave out any links to your books for the Product section. You could also include some basic pricing information here.
- I would include some detail about the types of drum lessons offered, and the pricing.
- Don't forget to include all relevant information in Contact Info section. Fill out as much of the about section as possible for SEO purposes.

Here's an example of how the Description of the About section could read:

*"I'm Kyle Cullen, a CRB checked and accredited Drumsense tutor and author, based in Glastonbury, Somerset.*

*I teach a variety of styles and techniques and will have you playing a beat in your first lesson.*

*I also run a recording studio and rehearsal studio in Glastonbury for more details check out [www.chickenshedstudio.co.uk](http://www.chickenshedstudio.co.uk)*

*My students range from complete beginners to experienced musicians."*

- The Products section could be used to feature information about your books, while the Amazon links could be shortened using a customised link at bit.ly, or simply by chopping out the 'fluff' from the full Amazon link, e.g. <http://www.amazon.co.uk/dp/1479161292/> instead of [http://www.amazon.co.uk/Paradiddle-Creativity-Kyle-Cullen/dp/1479161292/ref=sr\\_1\\_1?ie=UTF8&qid=1366047538&sr=8-1&keywords=paradiddle+creativity](http://www.amazon.co.uk/Paradiddle-Creativity-Kyle-Cullen/dp/1479161292/ref=sr_1_1?ie=UTF8&qid=1366047538&sr=8-1&keywords=paradiddle+creativity)

## Custom Tabs

The screenshot shows the Facebook profile for 'Glastonbury Drums'. The page has 301 likes and 25 people talking about it. The profile picture shows a person playing drums. The cover photo features a drum set with the text 'How Do You Use Your Old Drum Sticks?'. Below the profile picture, there is a bio: 'Music Lessons & Instruction · Bands & Musicians. Drum lessons one-one or online via Skype webcam - http://glastonburydrums.com/ Email: kyle@glastonburydrums.com'. There are buttons for 'Like', 'Message', and a dropdown menu. The custom tabs section includes: 'Photos', 'Free Drum Lesson' (with a play button icon), 'Likes' (showing 301 likes), 'Map', 'Welcome' (with a diamond icon), and 'Youtube' (with the YouTube logo). There are also empty tab slots with a 'For Timeline' button.

Kyle has made a good start with his Facebook Page's custom tabs, but I think there is a really good opportunity to use them more powerfully, both to tell people more about him and advertise his wares. At present, not all of the tabs are branded with custom images, and others do not appear to work at all.

This screenshot shows the 'Free Drum Lesson' custom tab. At the top, there is a navigation bar with the Facebook logo, the page name 'Glastonbury Drums', and a dropdown menu currently set to 'Free Drum Lesson'. There is a 'Like' button on the right. Below the navigation bar, the main content area contains a form titled 'Signup For a Free Video Lesson'. The form includes the text '\* indicates required', an 'Email Address \*' field, a 'Name' field, and a 'Subscribe' button. At the bottom right of the page, there is a blue banner that says 'Built with ShortStack' next to a stack of gold coins icon.

Here is the 'Free Drum Lesson' tab. I really like the idea of asking people to sign up via e-mail to gain access to the lesson, but I don't think the tab is really dynamic or persuasive enough to make people want to subscribe. With a more detailed design, Kyle could explain what the Free Drum Lesson included, and even a video to introduce potential customers to what they will be getting.

Hi, I'm **Andrew Macarthy**, social media consultant and author of 500 Social Media Marketing Tips, the #1 Amazon Web Marketing Bestseller.

**Click the Like button** above and discover:

- ▶ Free social media video tutorials
- ▶ The latest social media news and updates
- ▶ Social media blog posts, infographics, and more!



That's me!



My book!



500 Social Media Marketing Tips is your guide to social media strategy for the web's biggest players, including **Facebook, Twitter, Pinterest, LinkedIn, YouTube, and more!**

- ▶ #1 Web Marketing Bestseller on Amazon US and UK
- ▶ Over 10,000 copies sold since March 2012
- ▶ Available for Kindle and in paperback too!

Buy at Amazon 



[www.andrewmacarthy.com](http://www.andrewmacarthy.com)

Similarly, Kyle could use other custom tabs to tell people about himself, his products and pricing, and also promote his Page and books like I have done for my page in the example above.

**Glastonbury Drums**



One-to-one drum lessons in Somerset  
or online via 



**Glastonbury Drums**  
301 likes · 25 talking about this · 10 were here



Music Lessons & Instruction · Bands & Musicians  
Drum lessons one-one or online via Skype webcam -  
<http://glastonburydrums.com/> Email:  
[kyle@glastonburydrums.com](mailto:kyle@glastonburydrums.com)

About – Suggest an Edit



Photos

**FREE VIDEO LESSON**  
Free Drum Lesson

**ALL ABOUT ME**  
Meet Kyle

**BUY MY BOOKS**  
Click Here!

2 ▾

Here's a rough mock-up of how the Page would look with new custom tabs, complete with custom images and custom tab titles. They're all big, bright, and clear, and match the branding of the cover photo too.

## Types of Posts and Frequency

**Glastonbury Drums**  
April 11

<http://glastonburydrums.com/> How do you use your old drum sticks? I use mine to prop up my chilli plants.



Like · Comment · Share 24

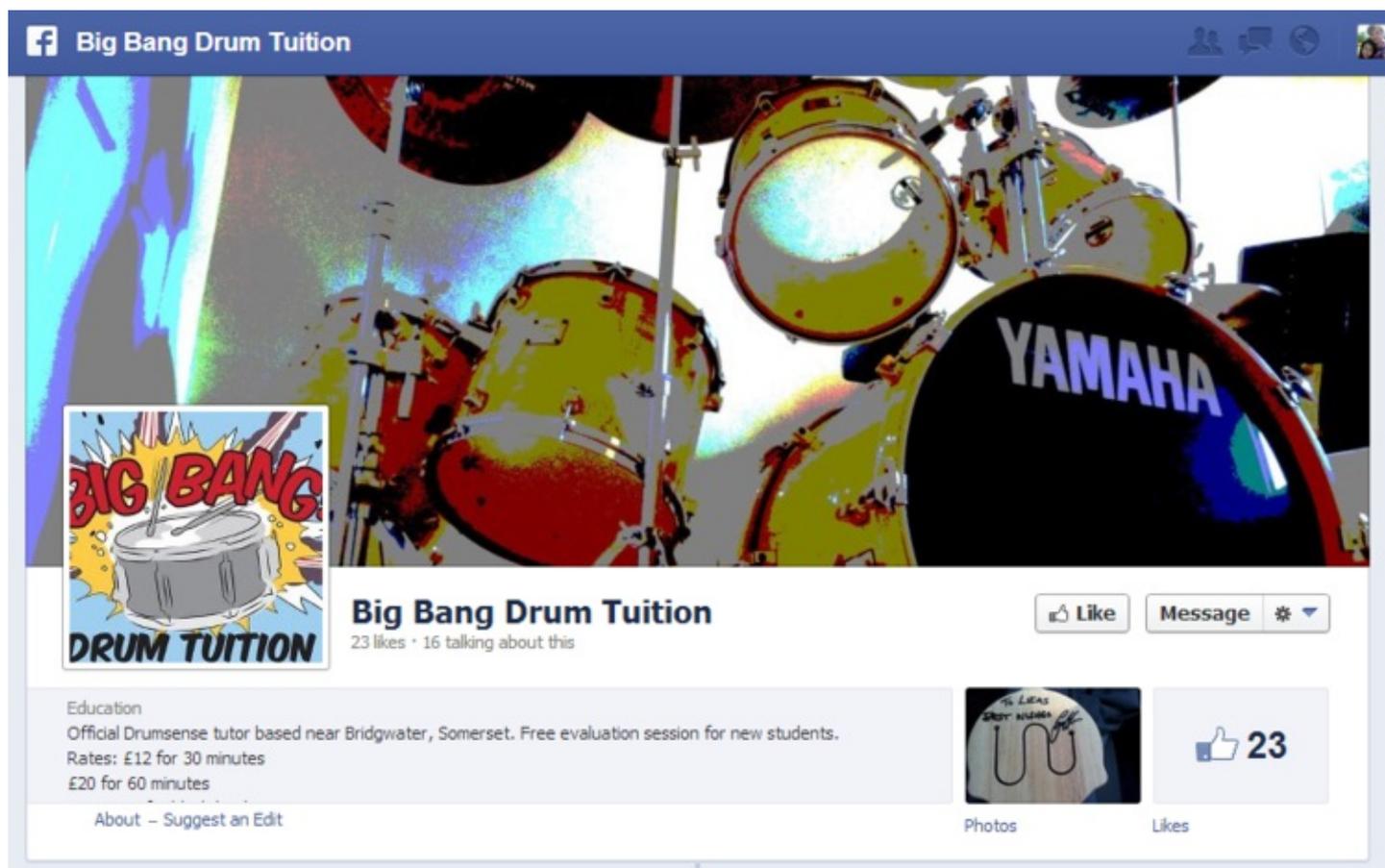
3 people like this.

Posting a variety of content on a regular basis is so important to keep your fans engaged and give potential new fans the impression that your Page is active with great posts, encouraging them to stick around with a 'Like', some kind of interaction, or even turn into a new lead.

Kyle's posts are a good mix of free drum lesson content, videos, images, and interesting links, all delivered with good humour and charm. And pleasingly, there's the odd sprinkle of promotional material in there too, but as it should, these are kept to a minimum. Here are a couple of ideas to enhance the Page's posts:

- My main suggestion would be to up the consistency of posting to at least once or twice per day, and perhaps to also include more content specifically about the drum lessons and studio. If they were willing,
- To encourage his current pupils to visit the Page often, he could post photos and multiple choice questions up about drum or music theory. At the end of the week or a month, he could select a winner to receive a little prize.
- Kyle could post photos or short video clips of his pupils. This would give customers a glimpse into his studio setting and seeing other people enjoying his lessons would help convince them to sign up for some too.
- I think a really interesting feature could be 'Before' and 'After' clips to show just how much pupils are able to develop their drumming technique under Kyle's guidance. Kyle could also feature the odd customer testimonial on his Facebook Page, as he has already done on his website.

## Basic Competitor Analysis



**Big Bang Drum Tuition**  
23 likes · 16 talking about this

Education  
Official Drumsense tutor based near Bridgwater, Somerset. Free evaluation session for new students.  
Rates: £12 for 30 minutes  
£20 for 60 minutes

About – Suggest an Edit

Like Message

Photos Likes

### **Big Bang Drum Tuition** (<https://www.facebook.com/Bigbangdrumtuition>)

This company appears to be Glastonbury Drums' closest (and only?) rival in the nearby vicinity. However, their Facebook Page branding is not terrific, they have an inconsistent posting schedule, no custom tabs, and the About section lacking.

## Conclusion

All in all, I believe Glastonbury Drums, with a few changes to its Facebook Page design and content, has a fantastic opportunity to become a hub for would-be drummers in the area, and in terms of a well-run, professional-looking Facebook Page, blow its main competitor out of the water! As I imagine a lot of Kyle's students are young people, they are the perfect audience to encourage to interact with the page, help spread the word, and attract new custom.