



CASE STUDY

Ellis Piano

(205) 271-8446
uptickmarketing.com



ELLIS PIANO

THE CLIENT

Ellis Piano is a local retailer of pianos and sheet music. Their pianos cover a wide range, from beginner models all the way to high-end, luxury models from the world's best piano manufacturers encompassing digital, acoustic, and pre-owned pianos. They sell pianos to customers all over the region, but also sell a large volume of sheet music.

THE PAIN POINT

Ellis Piano is not in a location with a large amount of foot traffic, so the number of people coming into their store was below what they'd like. They had attempted various forms of offline and online digital marketing to generate more inquiries and store visits, but hadn't had much luck. The client knew from experience that they had a much higher chance of landing a sale if the client physically visited the store.

THE GOAL

Generate more online inquiries and store visits.

THE SOLUTION

Uptick determined that Ellis Piano not only needed more visibility overall, but also needed to get in front of people who were in the market and actively searching for pianos. Not only that; they also needed people to know where they were so they could come to the store.

Uptick decided to implement a multi-pronged approach, consisting of:

- Search Engine Optimization to help Ellis Piano rank on search engines for pianos and sheet music
- Local Optimization to make sure their location and contact information was correct and prominently displayed
- Google AdWords Pay-Per-Click to place ads in front of people who were directly searching for what they offered
- Behavioral Advertising to target people who fit the demographic and psychographic profile of their usual customers.

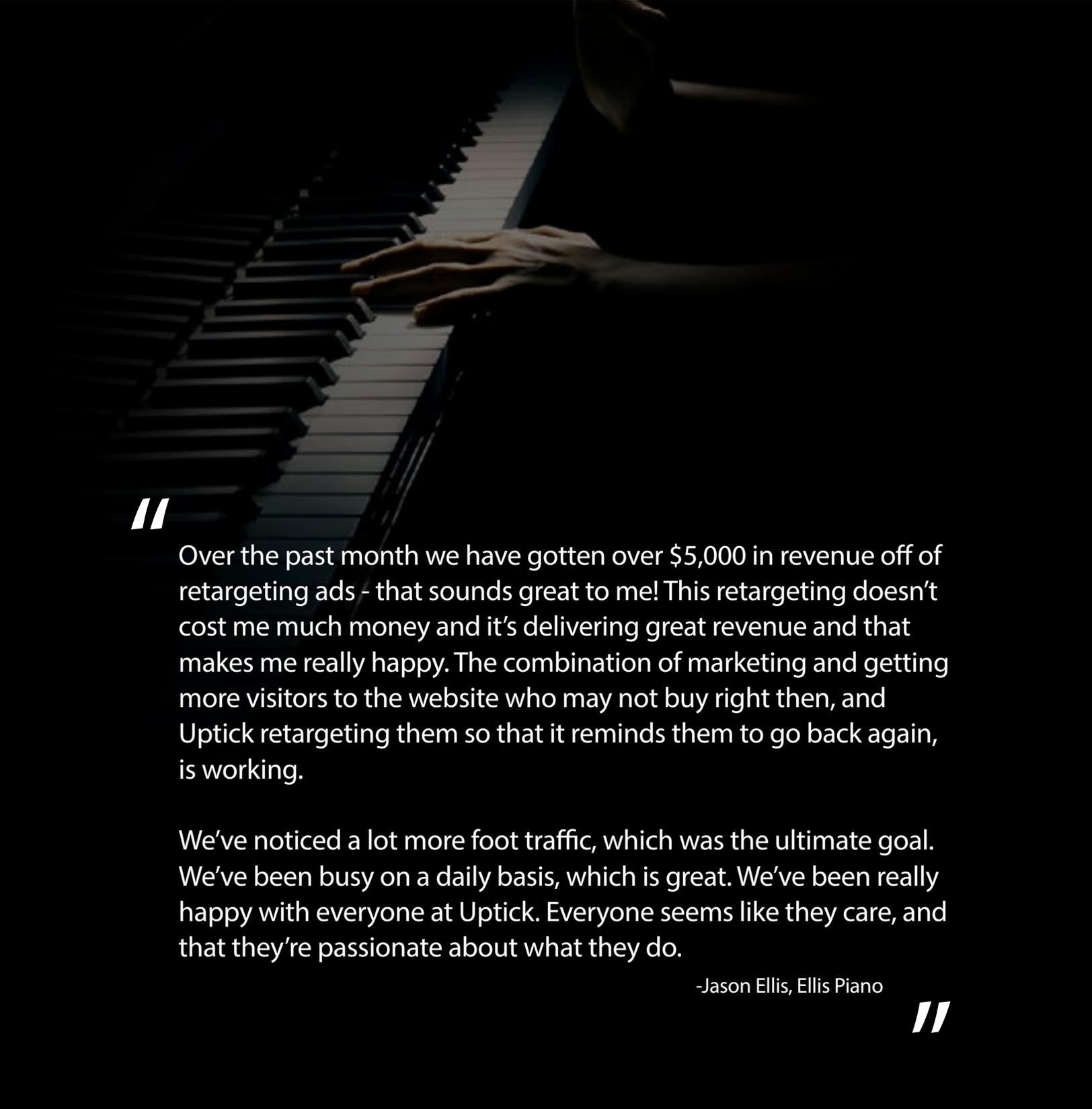
The call to action was to either call the store to inquire about their models in stock, or to visit the store itself.

THE RESULTS

The client reported that foot traffic “has gone way up,” and that they were not only getting more phone calls but actually converting those calls into visits that resulted in piano sales.

After implementing the campaign, Uptick was able to dramatically increase not only the number of inquiries, but also the amount of foot traffic to the store.

Bottom Line: Uptick helped Ellis Piano generate more store visits than they had ever had in their history of being in business.



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Over the past month we have gotten over \$5,000 in revenue off of retargeting ads - that sounds great to me! This retargeting doesn't cost me much money and it's delivering great revenue and that makes me really happy. The combination of marketing and getting more visitors to the website who may not buy right then, and Uptick retargeting them so that it reminds them to go back again, is working.

We've noticed a lot more foot traffic, which was the ultimate goal. We've been busy on a daily basis, which is great. We've been really happy with everyone at Uptick. Everyone seems like they care, and that they're passionate about what they do.

-Jason Ellis, Ellis Piano

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