



Artist Guitars
by AdzeYE

ADZEYE
EXPENDING VIEWABILITY

Case Study

Amplifying Brand Reach for

Artist Guitars

Through Expert Digital Marketing by Adz Eye

Business Help?
Call +1 613-699-3833

www.adzeYE.com

Company Overview

• Client: Artist Guitars • Industry: Music Retail • Headquarters: Australia

Products and Services

Artist Guitars is a prominent online retailer specializing in a wide range of musical instruments and accessories. Known for their quality guitars, basses, and musical accessories, Artist Guitars caters to musicians of all skill levels, from beginners to professionals.

Market Position

Artist Guitars stands out in the Australian market for their commitment to affordability without compromising on quality. The brand is celebrated for its customer-centric approach, offering fast shipping, comprehensive customer support, and a robust online community.



Objective

To bolster the online visibility of Artist Guitars, enhance customer interaction on their digital platforms, and increase overall sales conversions. The goal is to reinforce their market position by attracting new customers and improving loyalty among existing ones.

Challenges Faced

Limited Digital Engagement:

Artist Guitars was experiencing lower engagement rates on their digital platforms which limited their online sales potential.

Competitive Market Landscape:

The rise of competitors in the online musical instrument market was beginning to edge into their market share.

Inefficient Online Marketing Strategies:

Previous online marketing strategies were not yielding the expected ROI, necessitating a more structured approach.

Enhanced Ecommerce Platform Design:

Strategy:











Revitalize the website design to ensure an engaging user experience with easier navigation and mobile optimization.

Outcome

The redesign led to a 35% decrease in cart abandonment and a 45% increase in page views per session.

FEATURED PRODUCTS

[BEST SELLERS](#) [NEW ARRIVALS](#)

 <p>IN STOCK ARTIST STW GUITAR STRING WINDER - BLACK \$6</p>	 <p>PRE-ORDER DUE JUL 31 ARTIST TCS9 NATURAL ELECTRIC GUITAR W/ BULLBUCKER PICKUPS \$249</p>	 <p>PRE-ORDER DUE JUL 31 ARTIST GRUNGEMASTER WHITE ELECTRIC GUITAR W/ P90 PICKUPS \$219</p>	 <p>PRE-ORDER DUE JUL 31 ARTIST TWEEDTONE 20R 20 WATT TUBE GUITAR AMP COMBO \$599</p>	 <p>PRE-ORDER DUE JUL 31 ARTIST MSL110 LAP STEEL 6 STRING METALLIC BLACK \$159</p>
 <p>IN STOCK ARTIST GA10X 10 WATT GUITAR PRACTICE AMPLIFIER WITH MP3 INPUT \$79</p>	 <p>IN STOCK ARTIST EDK260 8 PIECE ELECTRONIC DRUM KIT PACK \$449</p>	 <p>IN STOCK ARTIST TN50 CHROMATIC CLIP ON GUITAR DIGITAL TUNER \$8</p>	 <p>OUT OF STOCK ARTIST CB4 FULL SIZE 39 INCH CLASSICAL NYLON STRING GUITAR - NATURAL \$99</p>	 <p>ON SALE IN STOCK ARTIST AB1 NATURAL DREADNOUGHT BEGINNER ACOUSTIC GUITAR \$449 \$99</p>

Advanced SEO and Content Marketing:

Strategy

Deploy an enhanced SEO strategy focusing on niche keywords related to musical instruments and educational content to draw in a targeted audience.

Outcome

Doubled the organic traffic within six months and significantly improved rankings for core product categories.

Dynamic Social Media Initiatives:

Strategy

Launch a series of targeted social media campaigns featuring customer testimonials, interactive music lessons, and live Q&A sessions with artists.

Outcome

A 60% increase in social media engagement and a 25% increase in followers across platforms, leading to higher conversion rates from social media advertisements.

Results: Strengthening Market Presence

Extended Digital Footprint:

Notable increase in new users by 70%, with a substantial growth in international orders.

Conversion Rate Excellence:

Overall conversion rates saw a boost from 2% to 4.5%, reflecting a higher engagement and customer purchase intent.

Brand Loyalty Enhancement:

Improved customer satisfaction scores and a 50% increase in return customer rate, demonstrating enhanced brand loyalty.



Testimonials

Client Quote

"Partnering with Adz Eye gave our digital strategy the edge it needed. Their innovative approach has not only expanded our reach but has deeply resonated with our community of musicians." - CEO, Artist Guitars