

GONZALEZ *reeds*

+86%
Direct
Revenue

+63%
Email open
rates, 6% click
through

+375%
Growth
in Profit Margin

The Business Challenge

Founded in 1983, family owned Gonzalez Reed Manufacturer in Argentina, like many in the music industry, was hit hard by the pandemic. Experiencing a significant slide in B2B sales, this family owned manufacturer needed to increase market share of their products in the USA and get back on track growing sales to retailers quickly.

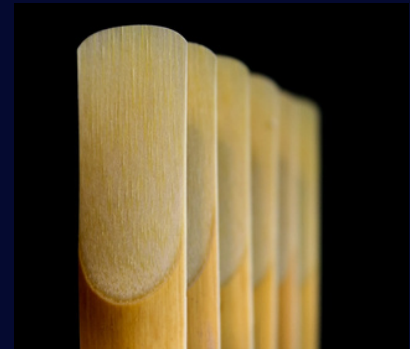
With their products not as well known in the USA, and often hard to find in retail locations, they needed a solution that would not solely rely on retail adoption but would help influence retailers to start stocking their products, while giving them more control over growing their business. .

Sales Maven Solution

With a growing social media presence, Sales Maven created a marketing strategy to help Gonzalez leverage media ads, email marketing and SEO to drive direct traffic to their site. Sales Maven helped Gonzalez develop an ecommerce site to create a direct channel to market in the USA and suggested they raise their price significantly. Our Media Ads team helped them developed display and search google ads, our email team developed a series of email campaigns, and our SEO team conducted keyword research and keyword and page ranking analysis to help them drive organic search to their site.

The Results

Within three months, Gonzalez experienced a 30% growth in direct sales, 60% in six months and 86% increase in nine months selling direct, with a 375% growth in their profit margin. Additionally, Gonzalez has received a significant increase in new and existing USA dealer orders at a higher profit margin.



“Sales Maven has done a remarkable job of helping us increase demand in the US, grow our profit margins significantly by selling our products to try directly to consumers, instead of giving them away as we have in the past. As a result of their efforts, we now have new direct sales at a higher margin and existing and new retailers purchasing from us. We are thrilled with our growth and their performance.”

Emiliano Gonzalez, Operations Director
Gonzalez Reeds