



Lisa's Clarinet Shop
Better Your Best

+79%
Organic
Revenue

+240%
Organic
Traffic

+300%
Growth of
Influencers

The Business Challenge

Lisa's Clarinet Shop is a 40-year old professional retail shop, with a three-year old growing online repair training program, and a proprietary line of professional instruments developed during the pandemic, under the brand name SeriO. LCS asked Sales Maven if we could help them develop a marketing strategy to grow both businesses through ecommerce. They were looking for a solution that would allow them leverage the vast number of underemployed professional musicians in the marketplace, transforming them into part-time sales people, as well as the good will generated from having trained almost 200 woodwind repair technicians across the United States.

Sales Maven Solution

Over a nine-month period, Sales Maven developed a training model to grow an Ambassador Program to help Lisa's Clarinet Shop grow both their repair training program and sales for their new line of professional instruments simultaneously. In order to accomplish this, we offered advice on building an online education program to train musicians, created display and search ads to increase brand awareness, developed an SEO strategy to establish keyword and page rankings for their new services and products, launched new email campaigns and developed a list building strategy from social media to find new customers to add to their stagnant 15,000 mailing list.

The Results

In nine months, LCS achieved a 79% blended sales growth rate between repair class sales and SeriO sales organically, 240% increase in organic traffic, an increase email open rates from 25%-63% with an improved click through rate from 2% to 5%, and a 300% increase in the adoption of their ambassador training program with professional musicians across 10 states in the US.

Get serious about
your music career.

SeriO
get serious. get seriO.

Learn Woodwind Repair with Us



"Lisa's Clarinet Shop has always had a strong retail presence but digitally has struggled to increase our sales.

Sales Maven's help developing our Ambassador Program was a game changer. The addition of their help with SEO, email marketing and list building efforts digitally has taken our business to a whole new level."

Lisa Canning, CEO
Lisa's Clarinet Shop