

Heritage Guitars Lat/Long Success

IN ONLY THREE DAYS MLIVE MEDIA GROUP
DRIVES INCREASED SITE TRAFFIC AND DURATION,
OUTPERFORMING ORGANIC RESULTS BY ALMOST 2X

In Q2 of Year 1, MLive Media Group launched a targeted national digital display campaign for Heritage Guitars. A year later the results have exceeded expectations, confirming that marketing efforts are best served with audience and message targeting.

Strategy

Founded in Kalamazoo's rich history of guitar craftsmanship, Heritage Guitars is a nationally recognized guitar manufacturer using the same highly skilled artisans left behind by Gibson 30 years ago. Unfortunately, this national recognition did not translate into an expansive dealer network. Heritage Guitars needed a streamlined approach to generate national distributor leads. The best opportunity to gain a focused audience occurred during the 2016 National Association of Music Merchants (NAMM) trade show held in Nashville, TN.

With the intent to build an actionable audience pool, MLive Media Group built a Latitude / Longitude delivery targeting campaign. Over the course of the three-day tradeshow, Heritage's digital display ads were delivered to mobile devices in the Nashville Music City Center, site of the trade show, as well as the surrounding area (hotels, restaurants, etc). This allowed us to capture attendee IP addresses; the right audience in the right moment, ready to move forward on the path to conversion. The lat/long targeting piece of this campaign was aligned with delivery to a specified audience of guitar enthusiasts within the zip code, on non-mobile devices. Finally, after the trade show ended, the campaign display ads were remessageed to the captured audience IPs for two more weeks.

PRODUCTS USED

- Targeted audience build
- Lat/Long delivery targeting
- Remessaging
- Display ads

Results



70%

INCREASED SPECIFIC PAGE VISITS

Of the 240 sessions to the "Become a Dealer" page, 165 were sourced by our campaign.



**2:30
MINUTES**

