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Grow Your Business

Website Makeover: What I've Learned

The 2018 NAMM Show



Michael Santander, Instrumental Music Center



Michael has been working in music retail since 2001 and currently serves as the general manager of Instrumental Music Center in Tucson, Arizona.

Michael lives with his wife and son, who both wish that he would stop talking about his workday in such great detail.

You can also find him playing gigs on cello, electric bass and/or guitar around the Southwest.

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Meet Our Panel

Jeremie Murfin, Five Star Guitars

Jeremie holds a BA in Media Arts and a Master's in Education. Before taking ownership of Five Star Guitars in 2012, Jeremie spent over 10 years teaching guitar and performing.

Five Star Guitars has been a NAMM Top 100 dealer for the past four years and in 2016, Jeremie and his partners were named Oregon's SBA Small Business Person(s) of the Year.

Jeremie lives in Portland with his wife, Jill, and two children, Tyler and Kylie.



Geoff Metts, Five Star Guitars

After working at Five Star Guitars for nearly 10 years, Geoff and two other employees purchased the business in 2012. Since then, it has become a nationally recognized music retail store specializing in instruments, lessons and repairs.

Geoff is active in the Portland business community and music scene. He served as the president of the Oregon Music Hall of Fame in 2017.



Tracy Leenman, Musical Innovations

Tracy holds a B.M. and and M.M. in Music Ed (Syracuse U).

Founded Musical Innovations, full-line school music dealer in 2009, after working for another company for 15 years.

Tracy and her husband, Koas, an architect, have six children, 19 grandchildren and a 15-month-old great-grandson.

Named to NAMM Top 100 five years in a row and was Top 100 Dealer of the Year/Best Customer Service in 2015.

M.I. Conservatory (“MIC”) teaching studios, Carolina Flutes, SC Strings specialty shops, five full-time road re



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Both Michael and Jeremie redesigned their sites with a desire to give customers a feel for their actual storefronts.

What happened? And what goals did you set for your new site?

What would your perfect site look like?

What's your backup plan now?

Let's start with Michael!



Jeremie advocates re-evaluating your site regularly based on what it's like to be a customer visiting that site.

- **Speed and intuitiveness**
- **Modern, clean look**
- **Arrangement of content**
- **Mobile-friendly**

Let's start with Geoff and Jeremie!



What platforms do you use or think beneficial in web design?

- Photoshop for images
- Excel for file manipulations
- Shopify apps for eBay and Reverb
- Wordpress, Squarespace
- Retail Up!, Active-e, Pro-Active
(plusses and minuses)

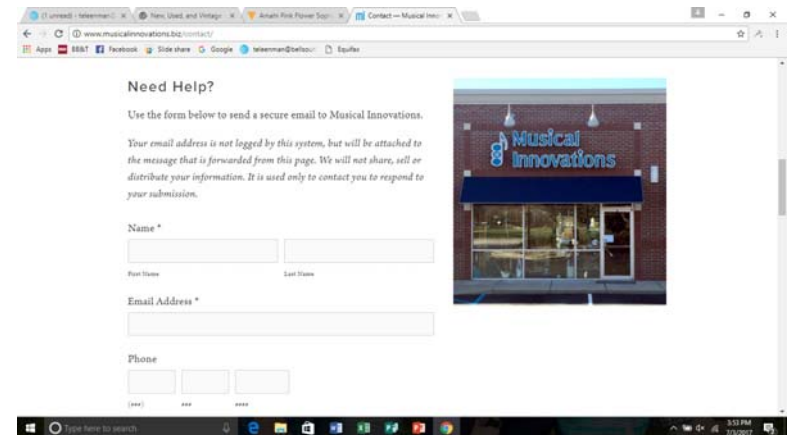


Is your site e-commerce? Why or why not?

Are you using an e-commerce site with your own product list?

How do you judge the success of your website?

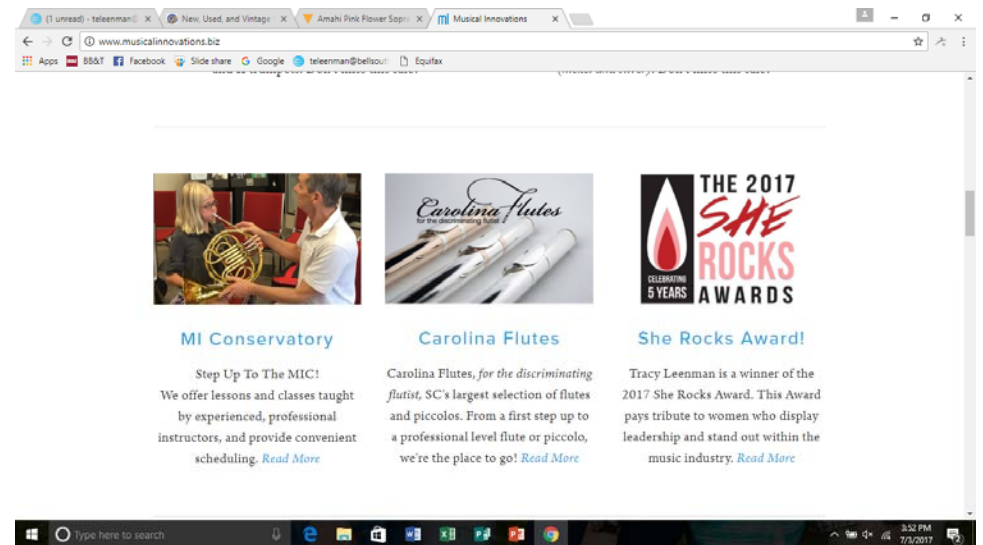
- What do you want your website to do (specifically)?
Is it doing that?
- How do you handle sales follow-up?
- Designing effective SEO
without being penalized



Time vs. cost vs. benefits of designing in-house vs. hiring?

- Site upkeep
- Website “staff”
- Website and social media “budget” — \$\$ and time

What does it take to get started?



So call us, maybe?

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Thank you!