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Grow Your Business

Beyond E-commerce: How Online Can Boost In-Store Sales

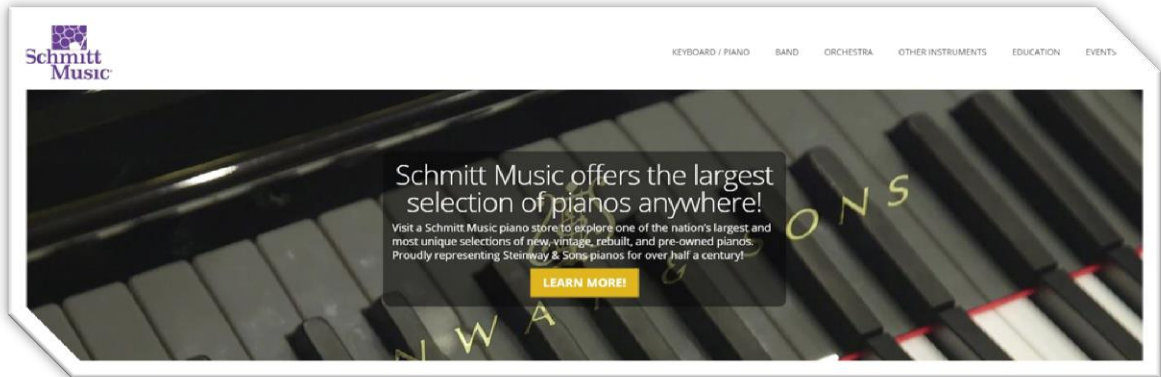
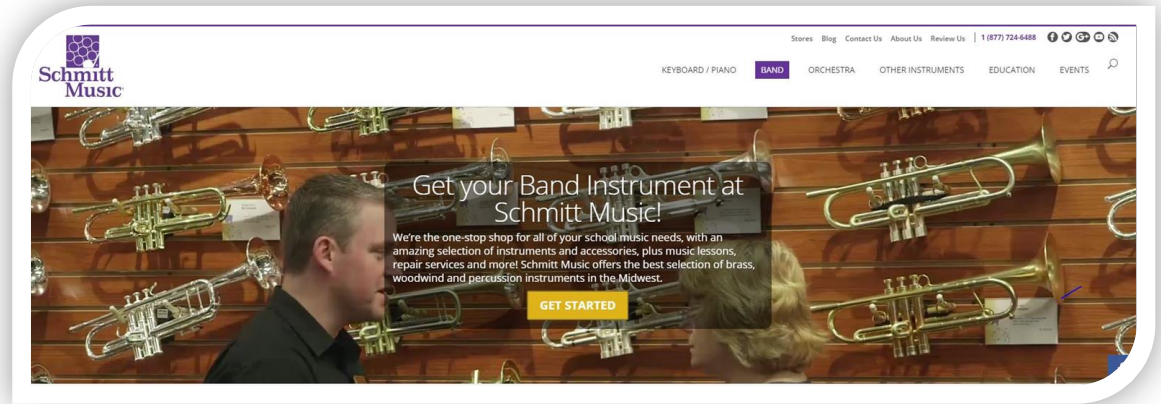
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Grow Your Business



Joerg Hermsen
Schmitt Music
Minneapolis, MN



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Grow Your Business

Keith Grasso
Island Music Company
La Plata, Maryland





Presenting Impressive Pictures of Your Showroom

- When taking pictures of people or products in your store, make sure your backdrop is in an impressive area of your showroom.
- Utilize angles that make it look as though your showroom is packed and limitless. Avoid showing blank spaces.



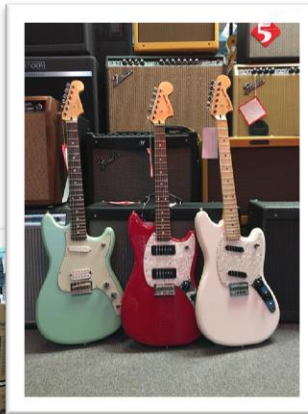
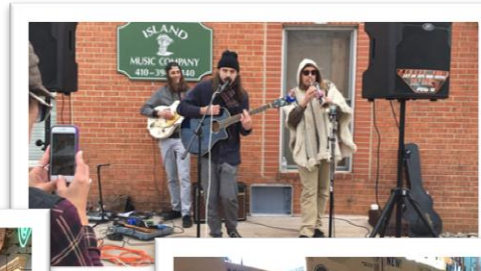


Use Social Media to Make It Look Like Things are Happening at Your Store

The idea is to create the image of something happening every day. It is not just another boring day in the store.

Show pictures of:

- *Events happening*
- *Unpacking of stock items*
- *New products*
- *Employees*





Take Advantage of YouTube

-Utilize YouTube to bring your showroom to your customer's living room.

-We want to be able to give them a virtual tour of our store, product demos, showcase a program we offer, or events we are promoting.



Island Music Demos: Autographed ESP George Lynch...



Island Music Demos: Fender American Elite Stratocaster



Island Music Demos: PRS "Floyd" Custom 24



Your People Matter

-Make sure to use photos of your employees on your website and social media pages.

-This makes them more approachable on the sales floor and easier for customers to connect with because they feel like they already know them.



Anna Luisi - Voice/Piano Instructor



Anna is the director of vocal music and piano instructor at Westlake Highschool. She received her Bachelor of Music Education from Ithaca College in Ithaca NY. She is currently working on her Masters of Music Education with an emphasis in conducting from Colorado S University in Fort Collins, CO. Anna has performed at Lincoln Center in Manhattan twice and has been in numerous musical and theatrical productions since the age of 12.



Brayden's Christmas Pick is the Roland Cube Lite!
This is great for people who want to record and play along with their iPhone!



Partner With Manufacturers to Create FB Share Contests

-Tagging a manufacturer or vendor enables you to put your store, your products and your employees in front of customers that may have never heard of you before.





Form Partnerships

-Island Music was lucky enough to partner with online music personality *Tyler Larson founder of Music is Win.*

By associating with Tyler we were able to reach his millions of FB, IG, Twitter and YouTube followers. A video Tyler taped in our store received 1.3 million views on YouTube and was also featured on GuitarWorld.com.



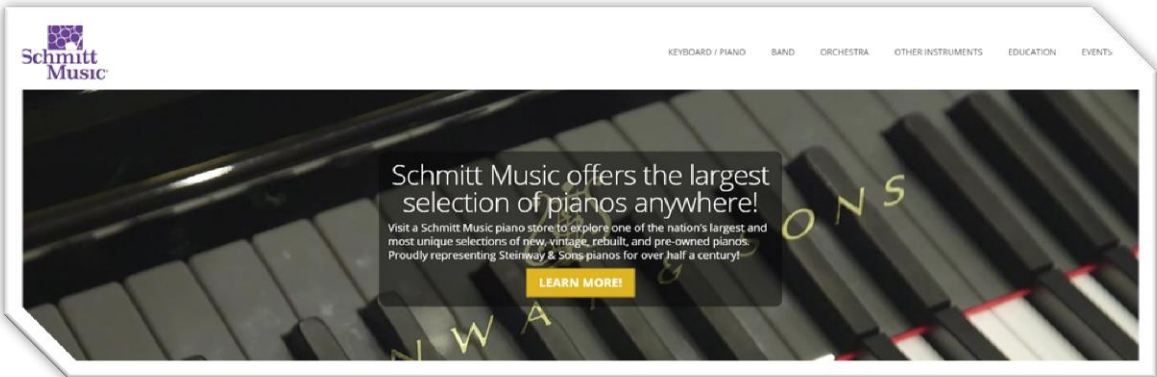
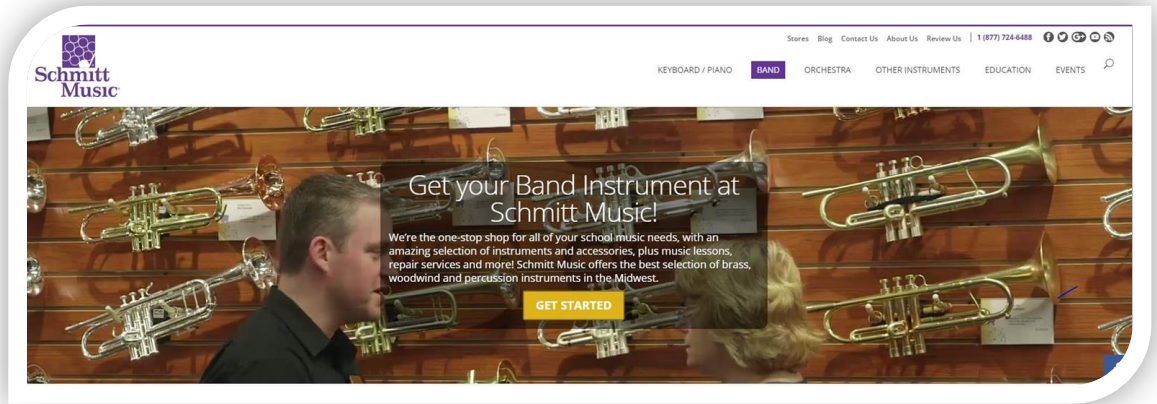
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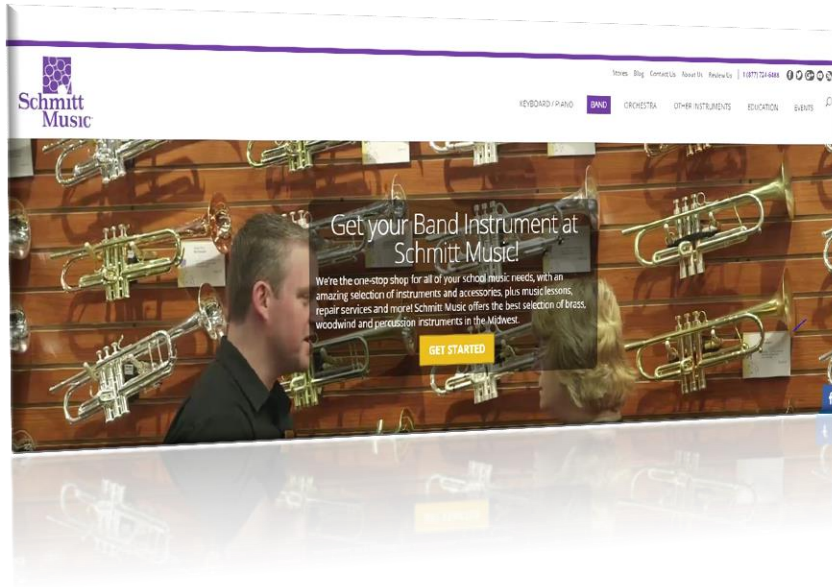


Joerg Hermsen
Schmitt Music
Englewood , Denver, CO





Set Expectations



Web page is your business card and a preview of what customers will find when they visit

Branding between web and store should be identical

Don't create expectations you can't keep



Content

Introduce brands you carry
Services

How to find the store, Google maps,
Google 360 view
News

SCHMITT MUSIC STORES
America's favorite stores for people who love to make music!

Schmitt Music stores offer band and orchestra instruments, acoustic and digital pianos, player pianos and home organs, guitars and amplifiers, percussion & electronic drum kits, instrument accessories, sheet music & books, plus music lessons and repair service for everything we sell.

Schmitt Music stores are located in Minnesota and six other Midwestern states. We also have piano and keyboard-only stores in Denver, CO, and Kansas City, KS

Find your closest store, get directions and click on the store name for more information.

Your location: Search radius: 50 mi

Schmitt Music | Brooklyn Center, MN
2400 Freeway Blvd
Brooklyn Center MN 55430
United States
More info
0 mi
Directions

Schmitt Music | Roseville, MN
2436 Cleveland Ave N
Roseville MN 55113
United States
More info
7.4 mi
Directions

Schmitt Music | Minnetonka, MN



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At Stereo Types, we are committed to delivering the ultimate entertainment and technology systems for your home, business or party. From world class designs, impeccable craftsmanship and concierge-level support, we are yours... [read more](#)
in Home Theater Installations, High Fidelity Audio Equipment, Home Automation

Troy's Jewellers
6 reviews
Amy L. said "There aren't enough stars available here to express the impression and opinion I have of this family owned business. The pride and passion they show in how they treated me as a new customer is unparalleled." [read more](#)
in Jewelry, Accessories

Recommended Reviews
Your trust is our top concern, so businesses can't pay to alter or remove their reviews. [Learn more](#)

Today: 10:00 am - 6:00 pm [Open now](#)

Hours

Mon	10:00 am - 5:00 pm	Open now
Tue	10:00 am - 6:00 pm	
Wed	10:00 am - 6:00 pm	
Thu	10:00 am - 6:00 pm	
Fri	10:00 am - 6:00 pm	
Sat	Closed	
Sun	Closed	

[More business info](#)
Accepts Credit Cards: Yes
1 photo
Quinta S. [Photo review](#)

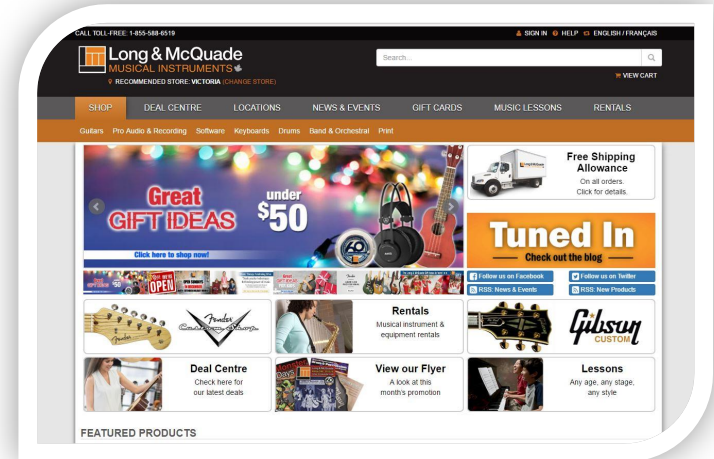
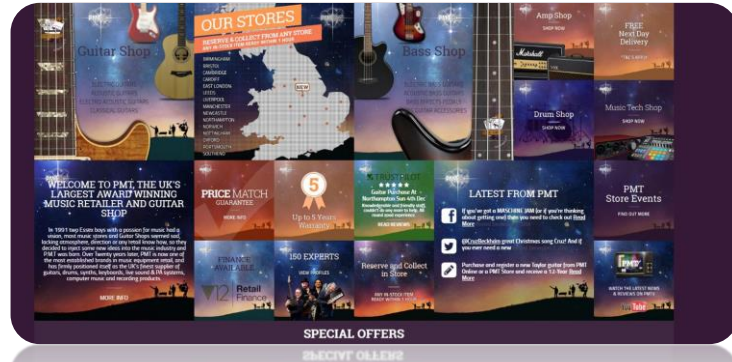
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Call to action (visit)

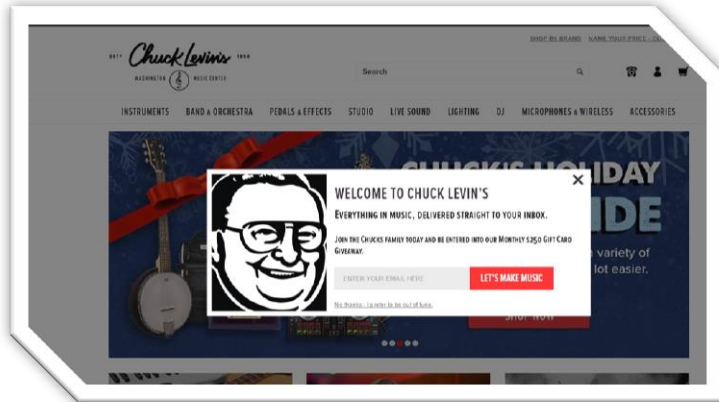
- Through booking mechanisms for sales and services
- Promotions
- Limited time special services
- Events like concerts or master classes





Constant contact with customer

- Emails, social, phone
- Valuable and interesting
- The hang-out effect
- Borderline between friends and customers





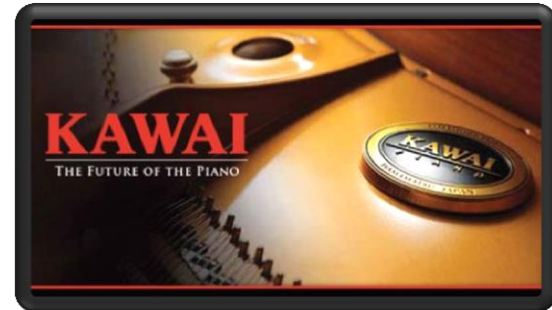
Manufacturer going direct

Very powerful – if done right



Fender: stock requirements for planned “showrooming”, deal through dealer, support through Fender web, Fender sales only products usually not stocked by dealers

Kawai: MSRP offer on webpage, dealer sells for MAP, customer assumes deal

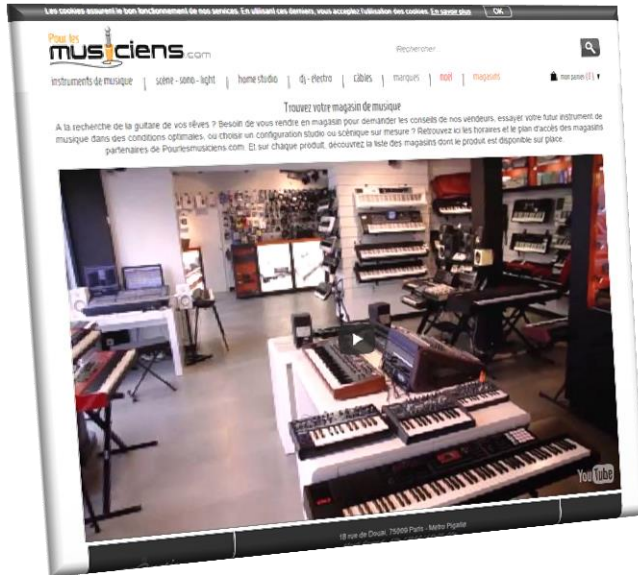


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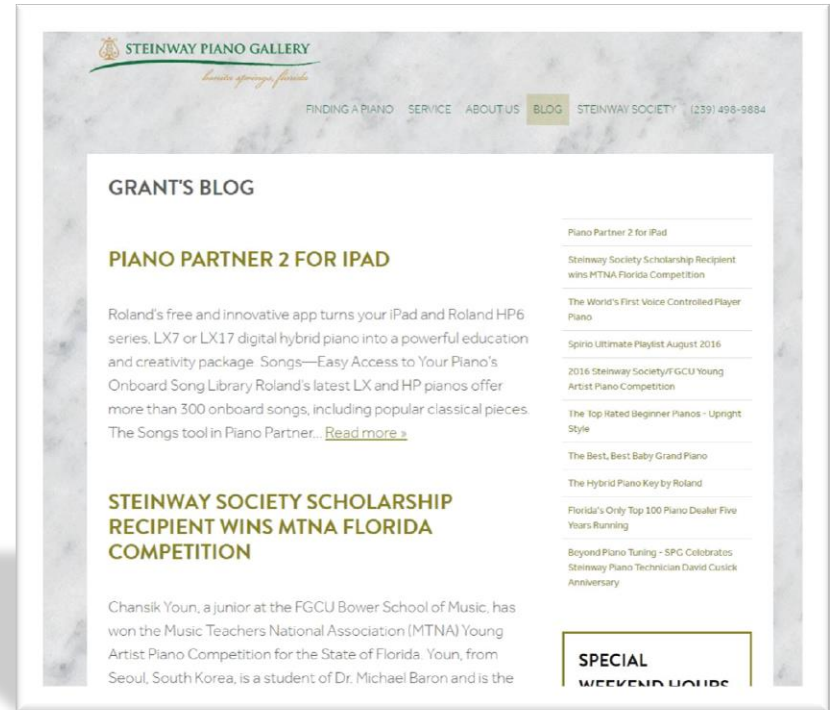
Show your store





Grow Your Business

Blogs build traffic





Promote the scene

The screenshot shows the Music Villa website interface. At the top, there's a navigation bar with links for HOME, THE STORE, MUSICIAN COMMUNITY, WEBSHOPS, and ACOUSTIC LETTER. A search bar is also present. The main content area features a large banner for Jackson guitars with the text "IS IT DINKY™ MINION ELECTRICS NEW! ONLY 2 AND 3 MODELS". To the right, there are smaller promotional tiles for "Check Out Our Store TAKE THE TOUR" and "Shop Our Acoustics WHAT'S NEW". Below these, there's a section for "RECENT USED GEAR..." with a grid of items and their prices: \$450, \$65, \$2100, \$6500, \$350, \$1000, \$2000, and \$2200. A "Load More" button is visible. On the left side, there's a pop-up window titled "Know The Bozeman Music Scene!" with a "Subscribe Now" button. The main content also includes a featured article for "Golden Grenade's 2nd EP, 'Head Games'" and a section for "The Werks Rocky Mountain Tour with CFTC".



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The screenshot shows the Yelp profile for Steinway Piano Gallery. The header includes the Yelp logo, search bar with 'Find tacos, cheap dinner, Mavis', location 'Near San Francisco, CA', and navigation links like 'Home', 'About Me', 'Write a Review', 'Find Friends', 'Messages', 'Talk', 'Events', 'Sign Up', and 'Log In'. The business name 'Steinway Piano Gallery' is prominently displayed with a 'Claimed' status and a 4.5-star rating from 2 reviews. Below the name are buttons for 'Write a Review', 'Add Photo', 'Share', and 'Bookmark'. The category is 'Musical Instruments & Teachers'. A map shows the location at 28751 S Tamiami Trl, Bonita Springs, FL 34134. A video thumbnail shows a pianist performing. The 'Sponsored' section lists 'Stereo Types' and 'Travis Jewelers'. The 'Hours' section shows the business is open today from 10:00 am to 6:00 pm. A 'Recommended Reviews' section is partially visible at the bottom.

Manage reviews!



SEO word management?

ABOUT GUITAR CENTER

Guitar Center is home to the world's largest selection of popular guitars, basses, amplifiers, keyboards, workstations, drums, percussion, microphones, PA systems, DJ equipment, stage lighting, recording software, studio gear and more. Backed by over 260 stores across the country, GuitarCenter.com offers the fastest, easiest way to find all the gear you need in one place. And, while many popular instruments are available for same-day pickup at a store near you, we also offer free shipping on thousands of items to the Guitar Center location of your choice.

Because of our incredible buying power and strong relationships with all the top musical instrument brands, you're sure to find all the best gear at the guaranteed lowest price. From the all new [Gibson USA 2016](#) updates to the largest collection of Strats, we've got everything a guitarist could ask for; not to mention our vast collection of effects pedals and accessories. Newly released from Fender is the [Jimi Hendrix Signature Strat](#). These will go quick, so if you are looking to achieve that legendary Jimi sound, check it out. Check out the latest from [NAMM 2016](#) at our live update page and get info on the hottest releases for 2016.

Drummers need look no further for the biggest selection of the best drum gear, including [acoustic drum sets](#), [electronic drum sets](#), [hand drums](#), [cymbals](#) and [sticks](#). And for the independent recording artist, check out Avid Pro Tools [PreSonus StudioLive](#), [Felix Bundle 10](#), and Komplete 10 - plus our live sound products, from mixers to monitors and more, will suit the needs of any gigging musician.

Don't know how to play and want to get started? It's easy with Guitar Center's enormous assortment of [books & media](#). Check out our [Featured Products](#) Page for some of our latest product releases and special offers. Players of all skill levels can attend our free Workshops Series and [Recording Made Easy classes](#) every week.

Looking for extra help with recording your music? GC has partnered with the experts at Studio Automatic to offer online recording studio services. They can take your song idea and turn it into a fully produced song in 5-7 business days. Visit our [Studio Automatic](#) page to learn more about the service, the process, and listen to some samples.

Are you a longtime guitarist looking for something especially unique? Check out our platinum instruments and vintage gear online, or in-person at your local GC store. From the [Gibson Les Paul](#) to the [Fender Stratocaster](#), we've got you covered. We even offer a wide array of band & orchestra instruments and accessories at GuitarCenter.com.

No matter your experience level or musical preference, our knowledgeable team of experienced musicians will help you find the right piece of gear for your band, ensemble or music venue. Whether you're just getting started making music, or you're a working professional, Guitar Center has what you need to help make the sounds in your head a reality.

Join the community. Allow us to introduce you to the exclusive network of musicians and music lovers: [Music Adicionado](#). This social network gives music enthusiasts a place to collect, share, listen to, and discuss everything they love about music from their favorite albums, playlists, and artists to their favorite pieces of gear, instructional videos, and altered tunings.

Important!

✓ FREE SHIPPING* ✓ EASY RETURNS ✓ PICK UP IN STORE ✓ PRO COVERAGE + Give Feedback

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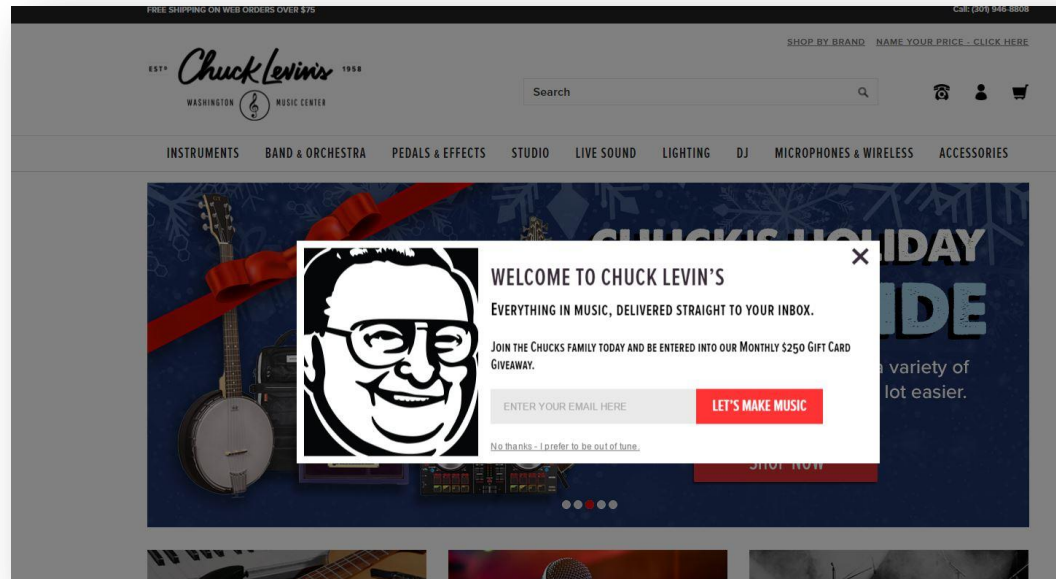
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Martin D-10CT with Original Hard Case - Used

\$750.00

ADD TO CART

Add to Wishlist

MUSICALLY DELICIOUS EVENTS

Winter Music Showcase

Saturday, March 4, 2017

The Whiskey Junction · 901 Cedar Avenue, Minneapolis, 612.338.9550

3rd Annual Battle of the Bands

(Washburn vs. Ramsey Schools)

Sunday, April 23, 2017

The Whiskey Junction · 901 Cedar Avenue, Minneapolis, 612.338.9550

Spring Recital for Youth & Teen Students

Saturday & Sunday, April 29th & 30th, 2017

Ryant-Lake Bowl Theater · 801 W. Lake Street, Minneapolis, 612.825.8949

Spring Music Showcase

Saturday, May 13, 2017

The Whiskey Junction · 901 Cedar Avenue, Minneapolis, 612.338.9550

Display multiple traffic driving offers



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