

Winning New Business with a Competitive PPC Strategy

OUR CLIENT

The Music Chamber is a leading music center which has been serving music students and professionals since 2003. Its 16-studio academy offers quality tutoring on several instruments, while the showroom houses the region's largest variety of musical instruments, accessories, and books at extremely competitive prices.

More than 500 students from around 50 nationalities have made the Dubai-based Music Chamber their second home. It is where they explore life from a different perspective, learn how to play piano, violin, cello, guitar, or percussion and share through performances at regular cultural activities.



THE CHALLENGE

The Music Chamber is comprised of two different businesses: The Music Academy and The Musical Instrument Store. The owner, Rawhi Abeidoh was keen to target local customers to promote the academy and to target the entire gulf region for instrument sales. This could only be achieved with two separate campaigns, but the firm's own attempts at running campaigns, supported with a limited marketing budget, had failed to deliver results.

When Rawhi approached us, he was looking for a full-service agency able to deliver more students and increased instrument and accessory sales while maintaining a low cost per click (CPC). He was ideally hoping to find a firm able to make a long-term commitment and sustained impact on his business overall performance. He was impressed with our track record of success and references, subsequently asking us to develop and deliver an effective and affordable campaign.

"eSign Web Services team is experts in the PPC Advertising field! They have delivered amazing results and the journey with them has been exceptional. They have delivered the best result-oriented business engagement experience in years. we hope to do much more business with them in the future."

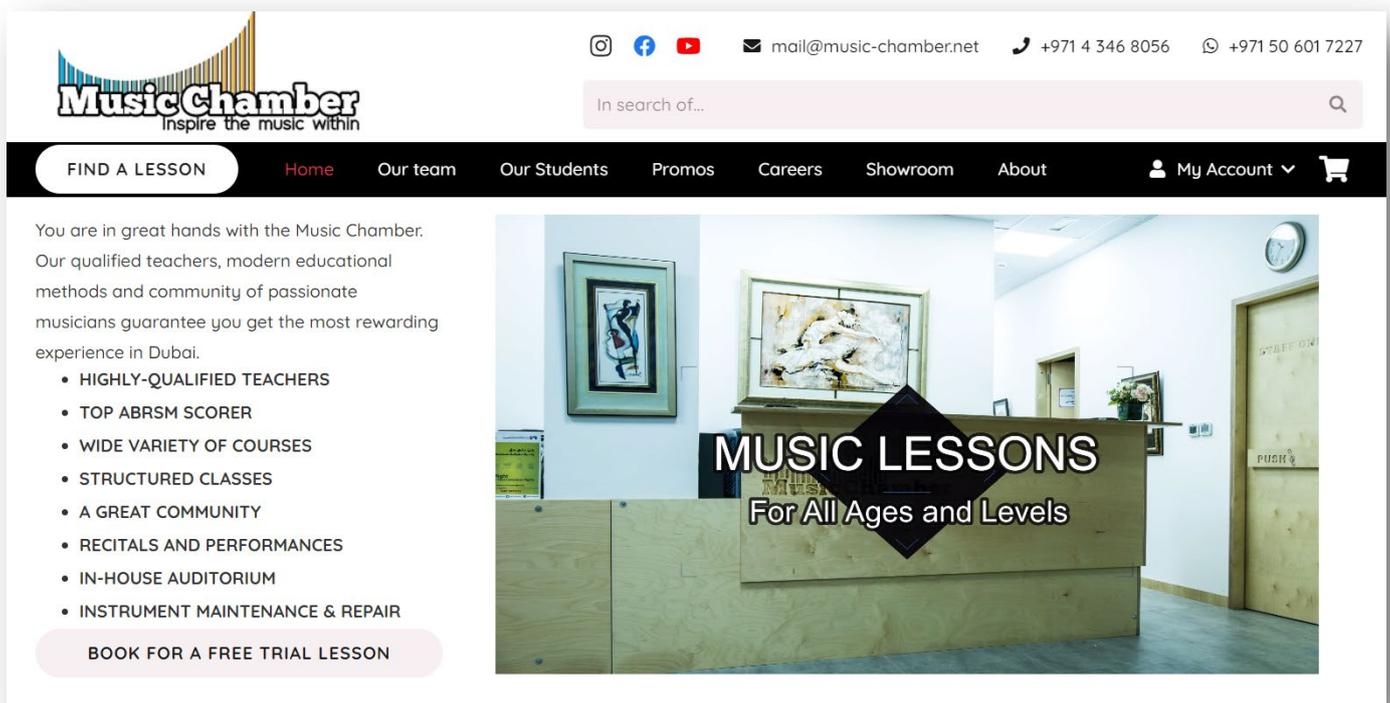
- Mr. Rawhi Abeidoh

OUR SOLUTION

Having agreed a project outline which reflected the firm's budgetary constraints we completed our initial research which looked at website user behaviour (using existing analytics), target locations and industry benchmarks, together with a review of previous campaign data. Reviewing website analytics provides a useful insight into the content people look at, the pages that they are interested in and the products and services that they are looking for. These insights help to frame the decisions that underpin our SEO strategy. Knowing what people are looking for and bringing this together with professionally researched keywords helps to create strong foundations for an effective PPC campaign.

Once we had completed this initial work we created two campaigns. One called Search, and one called Shopping. We supported these campaigns with attractive advertising copy and advert extensions, (additional information that expands the advert and provides further useful information which might persuade a customer to make a call or send an email).

We then promoted these campaigns using location data to geotarget the different audiences that Rawhi wanted to reach. This meant a local audience for music school and a national audience of people interested in music and musical instruments for the e-commerce business. Once the campaigns were up and running, we carried out ongoing monitoring and evaluation of the campaign. This enables us to refine and optimise the website content on an ongoing basis, making changes as required to ensure we deliver sustained results.



The screenshot shows the homepage of the Music Chamber website. At the top left is the logo with the tagline "Inspire the music within". To the right are social media icons for Instagram, Facebook, and YouTube, along with contact information: email (mail@music-chamber.net), phone (+971 4 346 8056), and WhatsApp (+971 50 601 7227). A search bar is located below the navigation menu. The navigation menu includes "FIND A LESSON" (highlighted), "Home", "Our team", "Our Students", "Promos", "Careers", "Showroom", "About", "My Account", and a shopping cart icon. The main content area features a text block on the left and a large image on the right. The text block describes the quality of teachers and lists services like "HIGHLY-QUALIFIED TEACHERS", "TOP ABRSM SCORER", "WIDE VARIETY OF COURSES", "STRUCTURED CLASSES", "A GREAT COMMUNITY", "RECITALS AND PERFORMANCES", "IN-HOUSE AUDITORIUM", and "INSTRUMENT MAINTENANCE & REPAIR". A button at the bottom of this text block says "BOOK FOR A FREE TRIAL LESSON". The image on the right shows a reception desk with the text "MUSIC LESSONS For All Ages and Levels" overlaid on it.

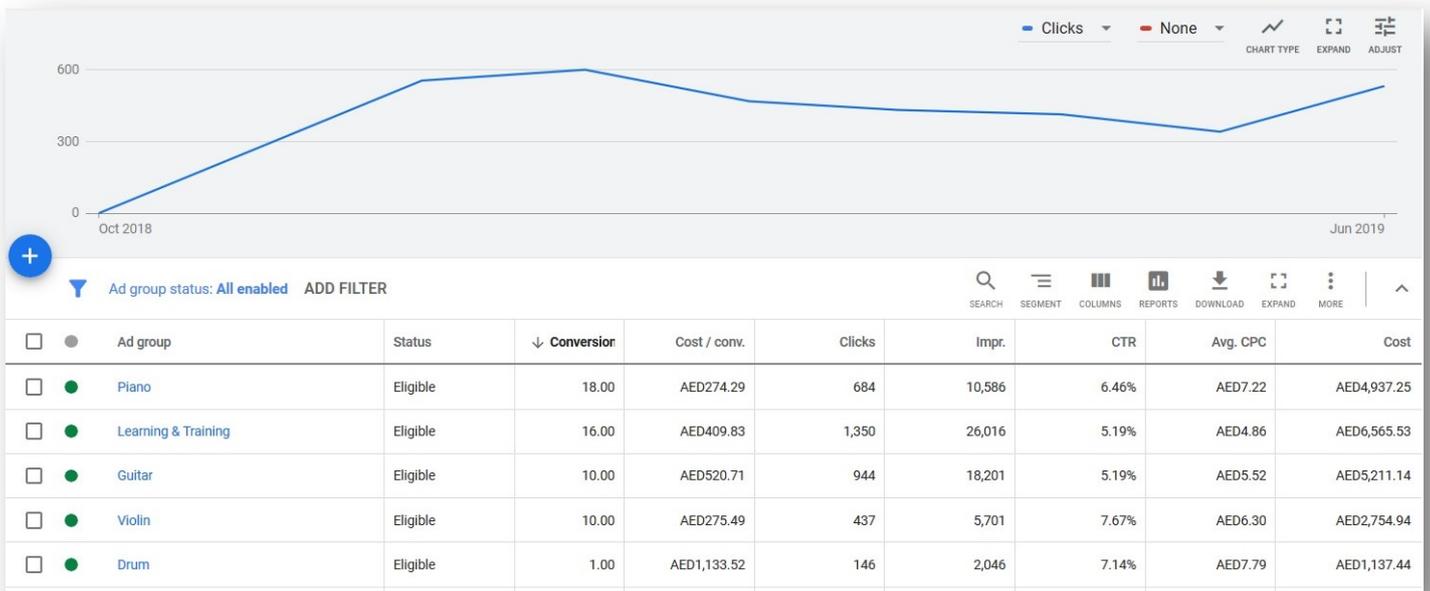
THE RESULTS

The results we delivered were just what Rawhi had hoped for, and at a lower overall cost! The strategy we delivered quickly translated into increased instrument and accessory sales and lots of new students looking for lessons:

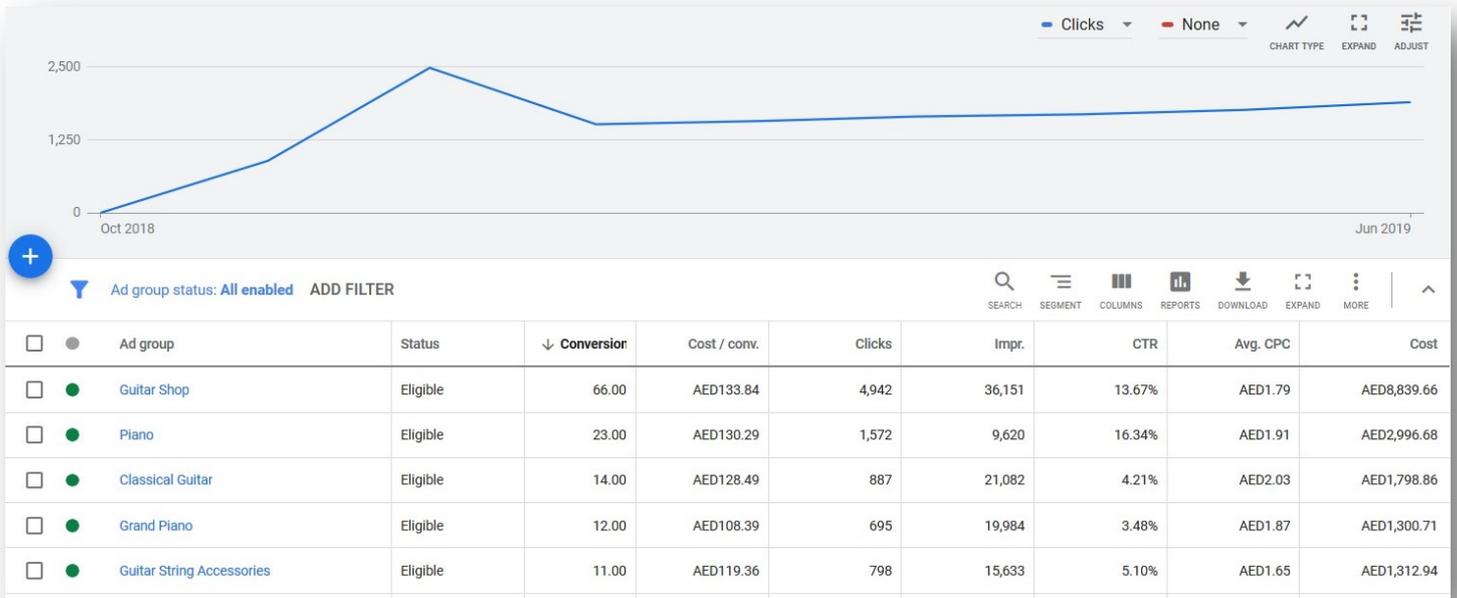
- 234% Increase in Clicks
- 250% Increase in Conversion
- 175% Increase in Conversion Rate
- 245% Increase in ROAS
- 100% Increase Click Through Rate (CTR)
- 75% Decrease Average CPC
- 70% Decrease Cost Per Conversion



This chart shows the incredible growth we achieved early in the project



We have delivered sustained results for this client with continued and manageable growth



Results from across our different PPC campaigns have delivered lots of new business for our client



ABOUT US

eSign Web Services is the leading full-service digital marketing and PPC advertising team for over a decade now, helping new and existing business owners grow and expand their business online. Our agency is a Google Partner, which means Google has officially certified our knowledge and expertise.

We've already helped more than 2000 companies to climb and dominate search results. We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses. We help ambitious businesses like yours generate more profits by generating top search engine rankings, driving web traffic, building brand awareness, connecting with customers, and growing overall sales.

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