

The Kamp Stand

By Marc Edward Inc.



WHO IS KAMPSTAND?

Specifically designed to protect your instrument while outdoors, the Kamp Stand is a lightweight and portable accessory for music and nature lovers alike. The strong, metal base and attractive wood “K” Klip combine to keep your instrument off of the ground and free of scratches.

THE CHALLENGE

Marc found that it was much harder than expected to sell a new guitar stand product in the music industry. This unique floating guitar stand is only safe in sand or solid ground. Undoubtedly, it is easily sold to guitar enthusiasts. Marc Edward Inc. faced the challenge of identifying their target market and finding effective channels to sell their products.

THE GOAL

- Identify target market and find effective channels to sell products through.
- Test audience before launching marketing strategies.
- Initiate a new brand identity using our brand surveying tools.
- Utilize six Sigma based strategies to drive awareness and reduce wasted ad spend with specific SEO techniques for the KampStand website.
- Once above steps were completed we developed and designed the entire website from content all the way to ecommerce integrations.



THE RESULT



“Our new branding initiative was taken to a whole new level when we contracted with Dowden Consulting. Our website, logo and brand as a whole for our latest product is world class. The insight and value they bring as a partner is beyond any I've experienced in the past. We couldn't be happier with the tools they have provided us with to succeed in a market we are new in.”

-Marc Maloney
Founder of Marc
Edwards Inc.



PROVEN RESULTS

With our tools and research, we defined who the REAL target audience was and found the missing pieces to the puzzle.

- Pinpointed correct demographics and target audience and rebranded accordingly.
- Began testing and measuring email marketing we generated in-house specifically geared towards these new audiences.
- 38% open-rate in our email marketing campaigns once above work was integrated.
- Next steps include focusing on social media content and implementation for Kampstand.