



Success Story: **South Texas Music Mart**

Products: Search Engine Marketing (SEM) | Social Media Advertising | Social Conversations

An Established Music Shop Looking to Increase Their Audience and Expand Their Business

South Texas Music Mart is a retail music shop that has served the Corpus Christi, area since 1973, supporting band, orchestra, mariachi, and choral organizations.

The Challenge

South Texas Music Mart wanted to increase their online presence in an effort to gain more customers, but needed help to get started. ThriveHive met with them to determine their goals and customize a plan to increase traffic to their website, help expand their business, and better establish it as one of the largest music stores in Corpus Christi.

Our Solutions

Although South Texas Music Mart was originally skeptical of digital advertising, ThriveHive was able to deliver highly targeted ads on their Facebook page, increasing their reach to the people most likely to do business with them. ThriveHive was also able to promote their website through Google Ads, putting their business in front of the people searching for products and services like theirs.

The Results

South Texas Music Mart saw a large increase in audience engagement through their Facebook page by doubling their Likes in just a few months, allowing them to engage with new and current customers. Along with Facebook, their SEM campaign has put their business in front of the audience that is looking for their services. With ThriveHive as an extension of their team, South Texas Music Mart was able to double the amount of Facebook likes they received.

“Since we started working with ThriveHive for our digital advertising, South Texas Music Mart has seen a huge boost in our advertising audience. ThriveHive helped us to strengthen old and new relationships within our community, and made it easy for current and potential customers to find us on Google.”

- Jessica Johnson, Assistant Manager