



Success Story: **Bharata Kala Music School**

"We're always on the first page of search results!"

- Nanda Nayar, Owner

The Problem

Nanda Nayar is the owner of Bharata Kala, a music school for guitar and keyboard in Edison, NJ. Nanda can help anyone learn to play the guitar or keyboard, but first they have to find him. Bharata Kala is near a major university, so Nanda teaches a lot of college students, and every September brings a flood of prospective students. But despite this ready market, the music teacher was not getting the business he knew was possible. Nanda tried word of mouth marketing and hung door hangers and posters with tear-away phone numbers in local stores and community bulletin boards. But none of these methods had a strong impact on his guitar school. Aside from a lack of success, Nanda was unable to figure out where his new students were coming from.

The guitar teacher knew he needed a website to get more students, so he made a DIY site that he thought would work. Thinking he could market his business on his own, the guitar school owner ran a Google AdWords campaign to get his website on the first page of Google. But Nanda is an expert on music, not marketing and SEO. The AdWords campaign didn't work because Bharata Kala's website wasn't optimized for local search. Even though he was spending money through AdWords to get his website found online, he could not get it to rank higher than the fourth page of search results. After watching his money go to waste month after month, he knew he needed help.

Marketing today is confusing; small business owners used to be able to buy some display ads and watch as clients came in, but now they have to be knowledgeable on SEO, social media, tracking, and lead management. Nanda wanted to know if he should blog, when to post on social media, and whether to run email campaigns.

Most importantly, Nanda wanted to know how he'd manage all of these marketing activities without taking time away from doing what he loves; teaching his students how to play guitar and keyboard.

"When you're running a business, marketing can get so fragmented," says Nanda. "I didn't know how to find a cost and time efficient way to concentrate on what was important." The music-loving teaching business owner needed help finding

focus for his marketing. Nanda knew he needed a website that could achieve good search engine rankings to drive traffic, an appealing home page that would spark people's interest, and a logical navigation that would encourage students to contact him.

Nanda turned to ThriveHive for help with a website and guidance on how to market his business to local students online. ThriveHive offered a range of plans so he could choose the one that made the most sense for his business needs and his budget. After a consultation, Nanda was impressed by backgrounds and knowledge of Marketing Coaches, and confident that ThriveHive could help him find and retain new students.

ThriveHive built a brand new website for Nanda to help get his guitar school found by search engines like Google and ran a new, well-targeted Google AdWords campaign. The guitar school's website quickly ranked on the 1st page of Google where it has stayed long after the end of the campaign.

The Solution

Local businesses have one thing in common: they're all as unique as the people who run them. "I've owned small businesses myself," says CEO and Co-Founder, Max Faingezicht. "Every business wants a good online marketing plan, but how they go about that depends different factors, like budget, time, and industry."

ThriveHive's Tandem plan serves those diverse needs with customized recommendations that give every business a plan that works for their marketing challenges.

"Marketing has to be manageable in order to work, so we give our Tandem client access to a dedicated Marketing Coach to help them sort through their options and choose the right marketing activities for their time and resources."

- Max Faingezicht, Chief Technology Officer

Business owners regularly connected with their Marketing Coaches to review results and plan the next step. Nanda says, "Recommendations from marketing coach give you a different perspective. My coach really helped me make smart decisions." ThriveHive's Marketing Platform offers technology that most small business owners don't even know exists. Marketing activities and leads are tracked, recorded, and analyzed all in the Marketing Platform.

Tracked phone lines and website reports connect a prospective student's website visits with their call history, giving business owners insight into who is serious about becoming a client. Automatic lead scoring and website lead forms give potential clients the ability to request more information. Contact requests and information inquiries are automatically sent to the business owners for follow up. Each time a student fills out a form, ThriveHive's Marketing Platform sends Nanda an email so that he can connect with them and set up a lesson.

Teaching music lessons is based on relationships so connecting with people is particularly important to Nanda. Prospective students or their parents call him before committing, so the ability to use phone tracking to understand a prospect's interest is a powerful tool. "I can see how interested a potential student is before I even return the call," says Nanda. "This helps me focus on the student when we have that first conversation. We get a head-start on building the rapport that's so important for the student-teacher relationship."

ThriveHive's Tandem plan has been a huge success for Nanda's guitar school. His student base grew from an average of 2 new students per month to 10 new students per month in less than a year. Nanda attributes his guitar school's success and growth to a strong online presence, the guidance from his Marketing Coach, and ThriveHive's easy-to-use Marketing Platform and tools. As a result of his success, Nanda can spend his summers traveling internationally with his family.

Today, Nanda has no problem attracting new students once September rolls around. "Students quickly find my website and fill out forms," Nanda said. "Calls come in as soon as I return, so my customer base is growing even while I'm working on other aspects of my business overseas." ThriveHive gives Nanda marketing power that few small businesses can summon.

"For small businesses that don't have dedicated marketing departments, it's best to go with ThriveHive. With ThriveHive, you can almost forget the need to market your business. New students just keep signing up!"

- Nanda Nayar, Owner