

FUZZ AUDIO

Fuzz Audio is a seller of vintage vacuum tubes for various audio applications, along with vintage music gear, hi-fi equipment and more.

Overview

When Fuzz Audio initially came to us, they were just looking for a website update and a light Search Engine Optimization. After successfully implementing our strategy and seeing a huge increase in sales, Fuzz added PPC, email marketing and social media to their contract.



After just one year, Fuzz Audio reported an astounding **570% revenue increase**

"My business, Fuzz Audio, has been an incredible success because of Versatility Creative Group. Their ability to drive traffic to my website has been invaluable and they are truly masters of their craft."

Jonathan Natvig
Owner, Fuzz Audio



Our Role

- SEO
- PPC
- WEB DESIGN
- SOCIAL MEDIA
- GRAPHIC DESIGN
- EMAIL MARKETING
- PRODUCT DESIGN
- PACKAGE DESIGN
- PRODUCT PHOTOGRAPHY



The Challenge

They serve a fairly niche market, and the few businesses in this market compete fiercely for revenue share and attention. **First-page search results are a must.**

Our Strategy

SEO

Implement a full inbound content marketing plan with SEO-optimized blog posts

PPC

Implement search and shopping PPC ads

Email Marketing

Set up email marketing automations

Social Media

Implement a regular social media posting schedule

Social Advertising

Create and execute social media ads on Facebook and Instagram

Branding

Improve the overall look/feel of the brand and ensure consistency across all platforms



Search Traffic & Ranking Results

Search Impressions

731
IMPRESSIONS
Q1 2021 Total

100,000
IMPRESSIONS
Q1 2022 Total

Search Clicks

178
CLICKS
Q1 2021

2,530
CLICKS
Q1 2022

Desired Search Terms & Ranking

- Best Tubes for Fender: #1
- Best Tubes for Marshall: #1 (+ Featured Snippet)
- When to Replace Vacuum Tubes: #5
- Best Stereo Tubes: #1 (+ Featured Snippet)
- How to Interpret Tube Test Results: #1
- Vintage 12AX7 Tubes: #2
- NOS Guitar Tubes: #2
- Long Plate vs. Short Plate: #5
- Best Upgrades for Guitar Tone: #1 (+ Featured Snippet)

Total Search Traffic Increase Year Over Year

10,814%

Total Revenue Increase Year Over Year

570%



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