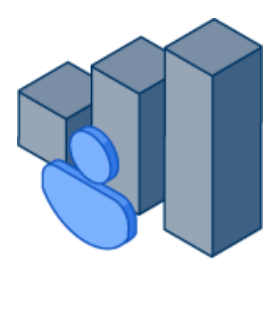


Marketing Harmony for Steinway Dealers

KEY METRICS



2012
Leads



172
Conversions



157
Calls

Connecting with new customers online can be a challenge for any luxury brand. That problem becomes even more complex when coupled with a dealer network like Steinway & Sons, where individual locations in competitive markets cater to discerning buyers with extended sales cycles. However, with a well-tuned digital marketing strategy, luxury brands with extensive distribution networks can build meaningful connections that drive growth and loyalty.

In recent years, Steinway & Sons collaborated with Logical Position (LP) to develop a two-pronged strategy that worked for both the standalone brand and the local marketing efforts of its retail locations. The results underscore how other multi-entity businesses can coordinate around a dynamic marketing strategy.

ABOUT STEINWAY & SONS

Founded in 1853, **Steinway & Sons** is a world-renowned manufacturer of handcrafted pianos, celebrated for exceptional quality and design. Known for their rich tone and precision, Steinway pianos are synonymous with excellence, but times are changing.

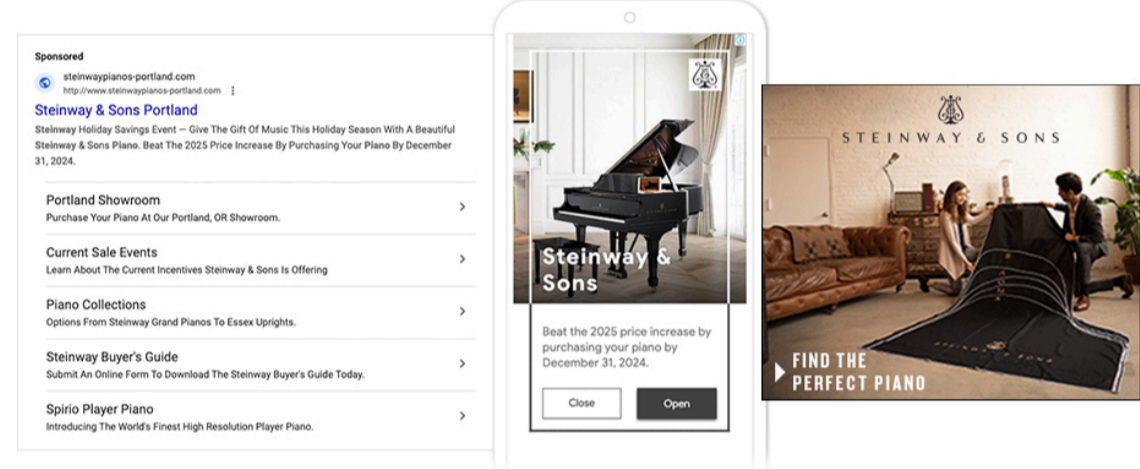
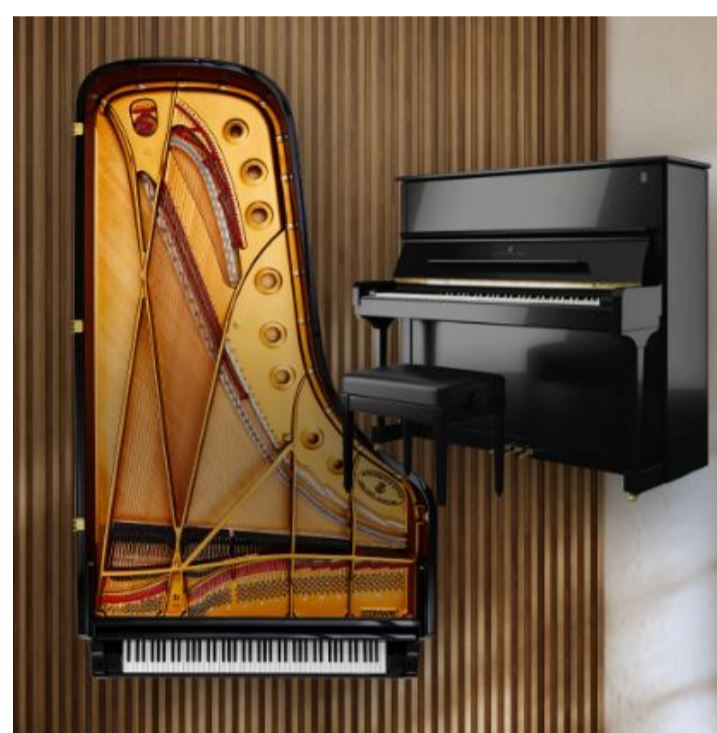


We've had an excellent experience working with Logical Position to generate leads for our flagship stores and satellite locations. They've systematically built a strategy that delivers measurable results across our brands as a whole, including our retail stores and buy-back programs.

— Leon Alexis, Director of Retail Marketing, Steinway & Sons, Inc.

Face the Music (How it Started)

Legacy brands don't make rash decisions, but when an individual Steinway & Sons store found success working independently with Logical Position, the word got out...and made its way to the top. At the time, there wasn't a comprehensive marketing strategy between corporate initiatives and dealer locations, so Steinway contacted LP to learn how our team could help.



Dueling Pianos:

Steinway's primary objective was clear: develop a dynamic PPC strategy that would drive brand awareness at the corporate level while driving more leads and traffic to its individual stores and corresponding websites. This would require sharing account and campaign insights to understand what drove more qualified leads to each respective service geography.

Goals:

- Improve ranking across targeted markets
- Optimize ad spend to reach affluent consumers
- Generate new interest audiences
- Driving event attendance registrations

Strategy

The first step to success was understanding how high-consideration buyers engage with luxury brands online. While AI tools can assist advertisers in this effort, we needed to capture as much direct search data as possible to learn how buyers search for and discover Steinway franchise locations.

To do this, we manually restructured each location's Google Ads account to control ad placements and gather precise insights. Once we had a clear view of these search patterns, we gradually transitioned to automated search campaigns to grow audience reach and improve lead quality.

Here are the initiatives that made the most significant impact:

Quality Content

Our team tested ad copy to improve quality scores and increase search engine visibility. We refined keyword targeting to serve the most relevant content to our high-income audience segment that was most likely to convert...no matter how long the closing process took.

Competitor Analysis

Our team addressed Steinway's market status and ranking concerns by targeting competitor terms and offsetting the costs across our prospecting campaigns. This followed the same initiative to allocate budget to favor an affluent demographic with high purchasing power.



Event-based Engagement

LP introduced event-based campaigns to promote retail events throughout the year, such as Anniversary Events, New Store Openings, Warehouse Clearances, and Holiday Savings, helping Steinway capture timely interest. This included geo-targeting specific regions and promoting significant sales events to entice buyers entering the consideration phase of becoming proud Steinway piano owners.

Tracking and Reporting

Leveraging GA4, our team worked through platform hurdles to create the most reputable attribution map possible to understand best which promotions and events expanded audience reach and funneled new users into the remarketing queue. Growing a pipeline was paramount to long-term campaign viability for a high-consideration purchase, which can take many years to convert.



Paid Social

Meta Advertising was launched to provide a lift test on branded search volume and assist lead generation for Google remarketing. Instead of focusing on best sellers, however, we used GIFs and carousels featuring their most vibrant collection of pianos adorned in audacious neon colors to pique interest. Not only did the statewide brand lift work, but the ability to target users perusing Facebook and Instagram outpaced expectations.

Dealer Activations

To enable LP management adoption across the Steinway network, we developed a collection of assets to illustrate the benefits of each location for onboarding to a national program. These included shared MCC account builds, proven audience targeting tactics, and national promotional efforts that specific locations can opt into. This allowed each location to determine the benefits and weigh them against other stores with similar demographics.



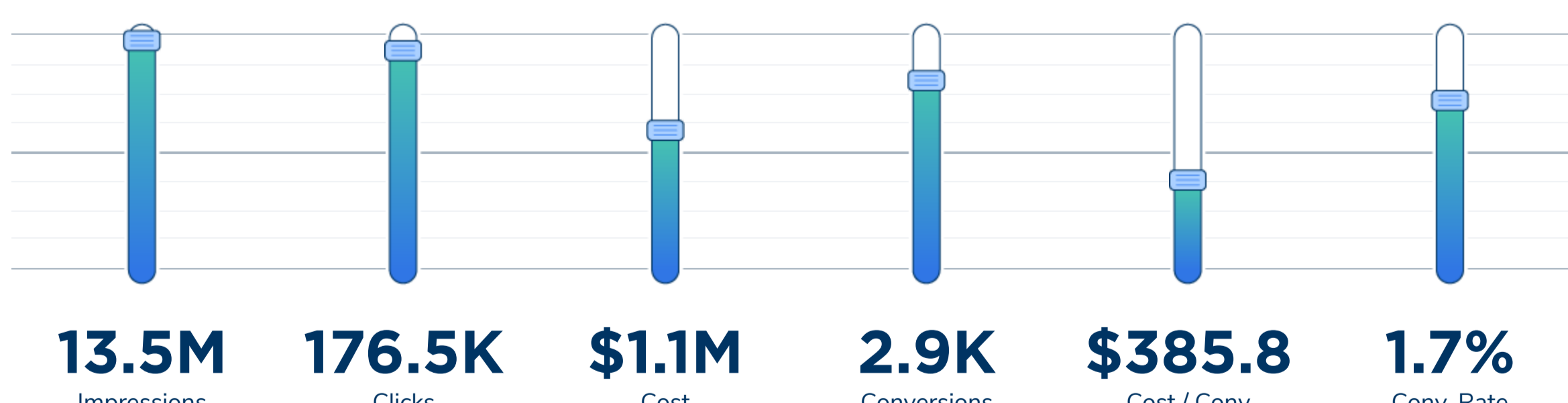
Call Tracking

CallRail

Precise sales attribution is required to orchestrate a successful marketing campaign. By integrating CallRail, Logical Position tracked the entire customer journey—from initial interest to lead generation and conversion—capturing valuable inbound phone call data to refine campaign strategies. This approach enhanced audience targeting, improved ad relevance, and elevated overall campaign performance. Accurate sales attribution proved instrumental in executing a full-funnel strategy that achieved exceptional results.

RESULTS

The partnership with Steinway corporate and their extended sales network retail locations has been a marathon, not a sprint. With incremental improvements over the past four years, we've established a viable model for their separate business entities to find success in generating leads in their local markets.



IMPACT

The most significant impact has been two-fold: learnings from social media prospecting campaigns and event-based promotions that have helped grow our audience reach. At the same time, our team worked behind the scenes to improve campaign signals and lead quality.

Tips For Achieving Similar Results

- 📊 Develop a reliable attribution model to track leads over long sales cycles with multiple touchpoints.
- 🔍 Conduct a brand-lift analysis to measure cross-channel campaign impact.
- 🛒 Promote your most marketable products, even if those aren't your best-selling items.
- 🎯 Diversify ad copy and creative content to move remarketing audiences further down the sales funnel.

Is your business ready for a lesson in writing a winning composition? Contact our team today to learn how we can elevate your brand to support a broader dealer network.

[Learn More](#)