



Seismic Audio: Making Noise on Marketplaces

COMPANY OVERVIEW

Seismic Audio is an audio parts retailer for musicians. Steve Acree founded the company in 2000, selling audio parts on eBay out of his living room. His business quickly took off, and his passion evolved into a full-time business dedicated to changing the way musicians buy their gear. Focused on providing quality products at a low cost, Seismic Audio designs and creates its own merchandise. Over the years, the company has continued to grow its online sales and build its inventory offering, now selling a vast array of products, including rack cases, guitar and bass guitar cabinets, snake cables, powered subwoofers and amps out of a 30,000-square-foot warehouse in Memphis, Tennessee.



SITUATION

After seeing high growth in sales on eBay and Amazon, Seismic Audio wanted to expand its business to additional online marketplaces but did not have the in-house manpower to efficiently manage product listings and juggle inventory data across multiple channels. Knowing the potential of the online business, the company decided to look externally for a solution provider to take the company to the next level, and decided to partner with ChannelAdvisor.

SOLUTION

Using ChannelAdvisor Marketplaces, Seismic Audio was immediately able to diversify its inventory and accelerate the process of listing products online. ChannelAdvisor simplified the integration process, which allowed Seismic Audio to achieve its goal of selling on additional marketplaces, including Rakuten.com Shopping, Sears, Newegg and eventually Best Buy.

In addition to getting set up on more marketplaces, with ChannelAdvisor Digital Marketing, Seismic Audio established a more powerful digital advertising strategy. "One of the areas that we're really focused on now is advertising with Google AdWords and Google Shopping," said Acree. "We decided to completely hand this segment over to ChannelAdvisor to see what they could do with it, and it's been unbelievable."

Location: Memphis, TN
 URL: www.seismicaudiospeakers.com
 Industry: Consumer Electronics

“There’s not enough I can say about ChannelAdvisor and how much they’ve helped facilitate the growth of Seismic Audio. It’s made growing the business easy and enjoyable.”

- Steve Acree
 Owner
 Seismic Audio

RESULTS

Seismic Audio has increased its gross sales 1,250% in nine months. “Since partnering with ChannelAdvisor, we have seen a 50% drop in our advertising costs on Google AdWords and Google Shopping,” said Acree.

Additionally, ChannelAdvisor’s deep industry relationships allow Seismic Audio to get into Beta programs that the company wasn’t able to get into before.

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ChannelAdvisor Solutions

Digital Marketing

Ensure your products are front and center across the internet by bringing all the elements of digital marketing under one umbrella. ChannelAdvisor Digital Marketing increases your visibility on global, local and mobile search engine results pages through Google Product Listing Ads, paid search and comparison shopping engines; keeps consumers engaged through retargeting and affiliate networks; and introduces your products on social media sites such as Pinterest and Facebook.

Marketplaces

Reach ready-made audiences on global marketplaces such as Amazon, eBay, Best Buy, La Redoute, MercadoLivre, Newegg, Rakuten.com Shopping, Sears, Tesco and more. ChannelAdvisor Marketplaces enables automated delivery of product data to every destination, trouble-free management and the capability to expand internationally.

Rich Media

Webstores Amplifier

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