

Publishing for Marketing Case Study

Porch Music Store is a small business focused on a very narrow niche market in a rural community. It is a growing part time business making “canjo’s”, cigar box ukuleles, reselling specialty folk instruments and accessories and creating experimental handmade folk instruments.

Gibbons Business Solutions helped connect the business to several regional sales outlets, created a website with e-commerce, Facebook page and managed publication of two Canjo song books published on Amazon.com. Both songbooks were the result of collaborative efforts – song researchers, editors, photographers, and graphic artists. On Amazon.com type Canjo in the search and you will see both books tied with canjo’s produced by a well known folk instrument supply company. To date, no one else is publishing canjo music books – just Porch Music Store – the tiny little company in Northwest PA.

While Porch Music Store is not yet positioned to sell canjo’s on Amazon.com, sales of the canjo music books generate a small and growing steady monthly income. Each book also includes Porch Music Store website and contact information. These have resulted in traffic and sales from the website. The reach has included various areas of the US and even into the UK.

