



GUITAR TOWN

Youth-Sized Electric Guitar

Trenton, NJ



INDUSTRY

Musical instrument retail - very competitive

BIG PLAYERS

Guitar Center,
Sweetwater, Amazon.

LOCAL ADVANTAGE:

Small shops can offer
personalized service &
community trust.

TRENTON, NJ

- ★ Diverse population with a strong local music scene.
- ★ Schools, youth programs, and community centers actively support music education.
- ★ Parents and teenagers are both key decision-makers in purchasing beginner instruments

NEW JERSEY



SMART GOAL

SPECIFIC

Promote Guitar Town's youth-sized electric guitar to beginners in Trenton.

MEASURABLE

Generate 50 inquiries and 20 sales.

ARCHIEVABLE

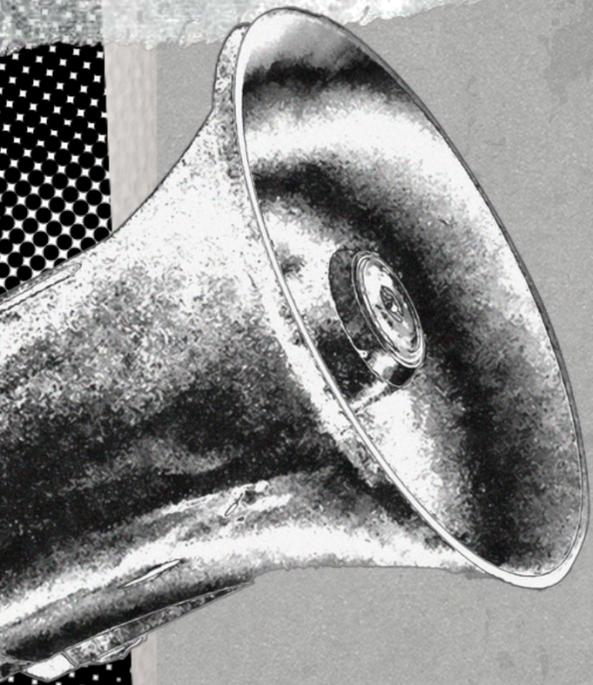
Through local ads, social media, and school partnerships.

RELEVANT

Supports Guitar Town's mission to inspire young musicians.

TIME-BOUND

Achieve this within 3 months.



≡ TARGET DEMOGRAPHIC ≡

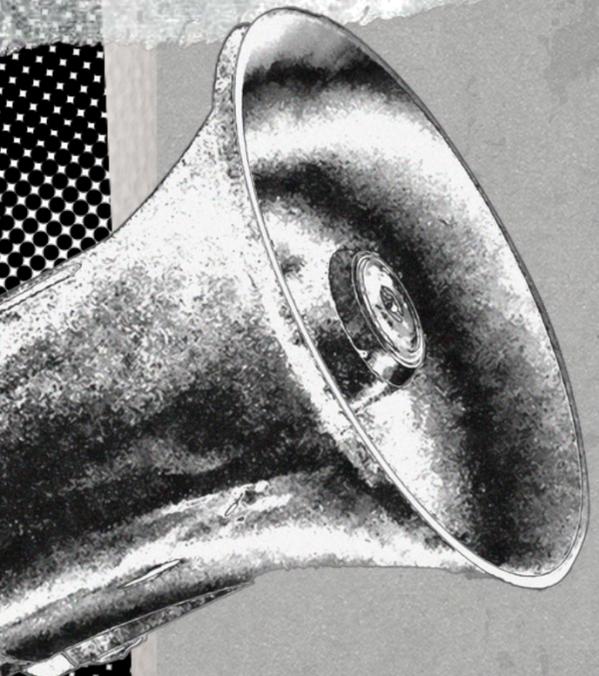


PRE-TEENS
10 - 16 YRS



PARENTS 30 - 50 YRS

≡ TARGET DEMOGRAPHIC ≡



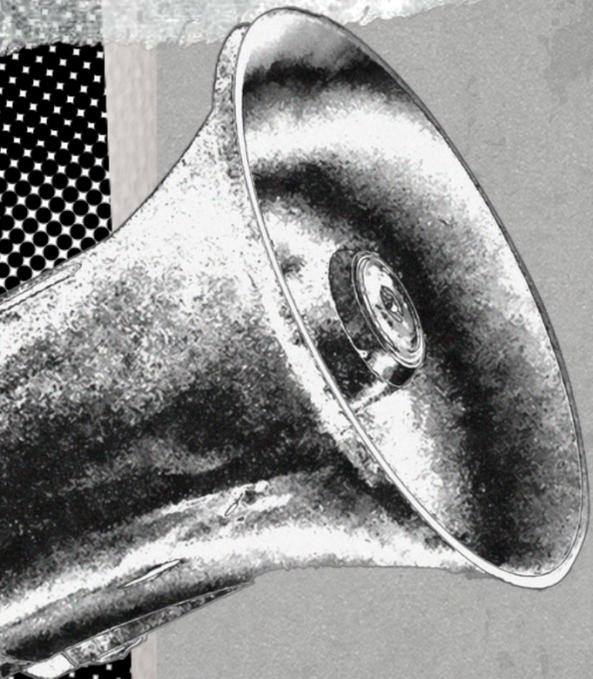
PRE-TEENS
10 - 16 YRS

Interests: rock/pop, school bands, social media trends.

Needs: beginner-friendly guitars that fit size & skill.

Motivation: self-expression, identity, excitement of first guitar.

≡ TARGET DEMOGRAPHIC ≡



Interests: affordability, durability, quality education.

Needs: trustworthy local store, reliable instruments.

Motivation: support kids' education & hobbies.

PARENTS 30-50 YRS

KEYWORDS

20KEYWORDS

youth electric guitar Trenton NJ | beginner electric guitar for kids Trenton | kids rock guitar shop near me | teen-sized electric guitar New Jersey | best starter electric guitar for 12 year old | affordable youth electric guitar Trenton | Trenton music store kids guitars | small size electric guitar for beginners | rock guitar lessons for teens Trenton | beginner guitar package for kids Trenton | youth music instruments store Trenton NJ | child electric guitar starter kit | Trenton NJ beginner guitar shop | student electric guitar for teenagers | kids Fender style guitar Trenton | Trenton youth rock band instruments | first electric guitar for teens near me | affordable kids music store Trenton | junior electric guitar New Jersey | beginner-friendly electric guitar shop Trenton

NEGATIVE KEYWORDS

Toy | Free | Used | Acoustic | Repair



≡ AD COPY

10 HEADLINES

1. Affordable Kids Music Trenton
2. Buy Junior Electric Guitar NJ
3. First Teen Guitar Near Me
4. Trenton Youth Rock Gear Now
5. Kids Fender Style Guitar Sale
6. Student Electric Guitar NJ
7. Trenton Beginner Guitar Shop
8. Affordable Poplar Guitar NJ
9. Beginner-friendly guitar in NJ
10. Teen-sized electric guitar NJ

4 DESCRIPTIONS

1. Start your child's music journey today with youth electric guitars in Trenton.
2. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard.
3. Trenton NJ kids guitar shop—solid body, beige finish, beginner-friendly Strat guitar.
4. Junior electric guitar package with maple fretboard, poplar body—ready to rock today.

DISPLAY URL

www.guitartown.com/youth-guitar

SEARCH AD PREVIEW

Sponsored



isabelceolinadm.wixsite.com
isabelceolinadm.wixsite.com/



First Teen Guitar Near Me | Buy starter electric guitar NJ

Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Start your child's music journey today with youth electric guitars in Trenton.



Halloween · 15% off Over \$100
Valid Sep 1 - Nov 30

Sponsored



isabelceolinadm.wixsite.com
isabelceolinadm.wixsite.com/



Kids Fender Style Guitar Sale | Trenton Youth Rock Gear Now | Poplar Body...

Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Start your child's music journey today with youth electric guitars in Trenton. Free Shipping. Free shipping over \$100. Free returns. Service...

Youth-Sized Guitar

Guitar Pick

Shop Products



Call (201) 456-7890

Sponsored



isabelceolinadm.wixsite.com
isabelceolinadm.wixsite.com/



Affordable Kids Music Trenton | Affordable Poplar Guitar NJ

Trenton NJ kids guitar shop—solid body, beige finish, beginner-friendly Strat guitar. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Free Shipping. Free shipping over \$100. Free...

Youth-Sized Guitar

Guitar Pick

Shop Products



Call (201) 456-7890

SEARCH AD PREVIEW

Ad · isabelceolinadm.wixsite.com/ ⋮

Affordable Kids Music Trenton | Affordable Poplar Guitar NJ

Trenton NJ kids guitar shop—solid body, beige finish, beginner-friendly Strat guitar. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Free Shipping. Free shipping over \$100. Free returns. Service catalog: Maple Neck Guitar, Beginner Guitar Kits, Strat Style Guitar, Affordable Kids Guitar

[Youth-Sized Guitar](#)

[Guitar Pick](#)

Ad · isabelceolinadm.wixsite.com/ ⋮

Kids Fender Style Guitar Sale | Trenton Youth Rock Gear Now

Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Start your child's music journey today with youth electric guitars in Trenton.

[Shop Now](#)

up to **\$189.99**

Youth electric guitar

[Buy Now!](#)

up to **\$179.99**

Kids electric guitar

[Secure yours!](#)

up to **\$13.00**

SALE. Guitar Picks.

Ad · isabelceolinadm.wixsite.com/ ⋮

First Teen Guitar Near Me | Buy starter electric guitar NJ

Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Start your child's music journey today with youth electric guitars in Trenton.

Halloween · 15% off Over \$100 · Valid Sep 1 - Nov 30

LANDING PAGE

HEADLINE: "Youth-sized Electric Guitar"

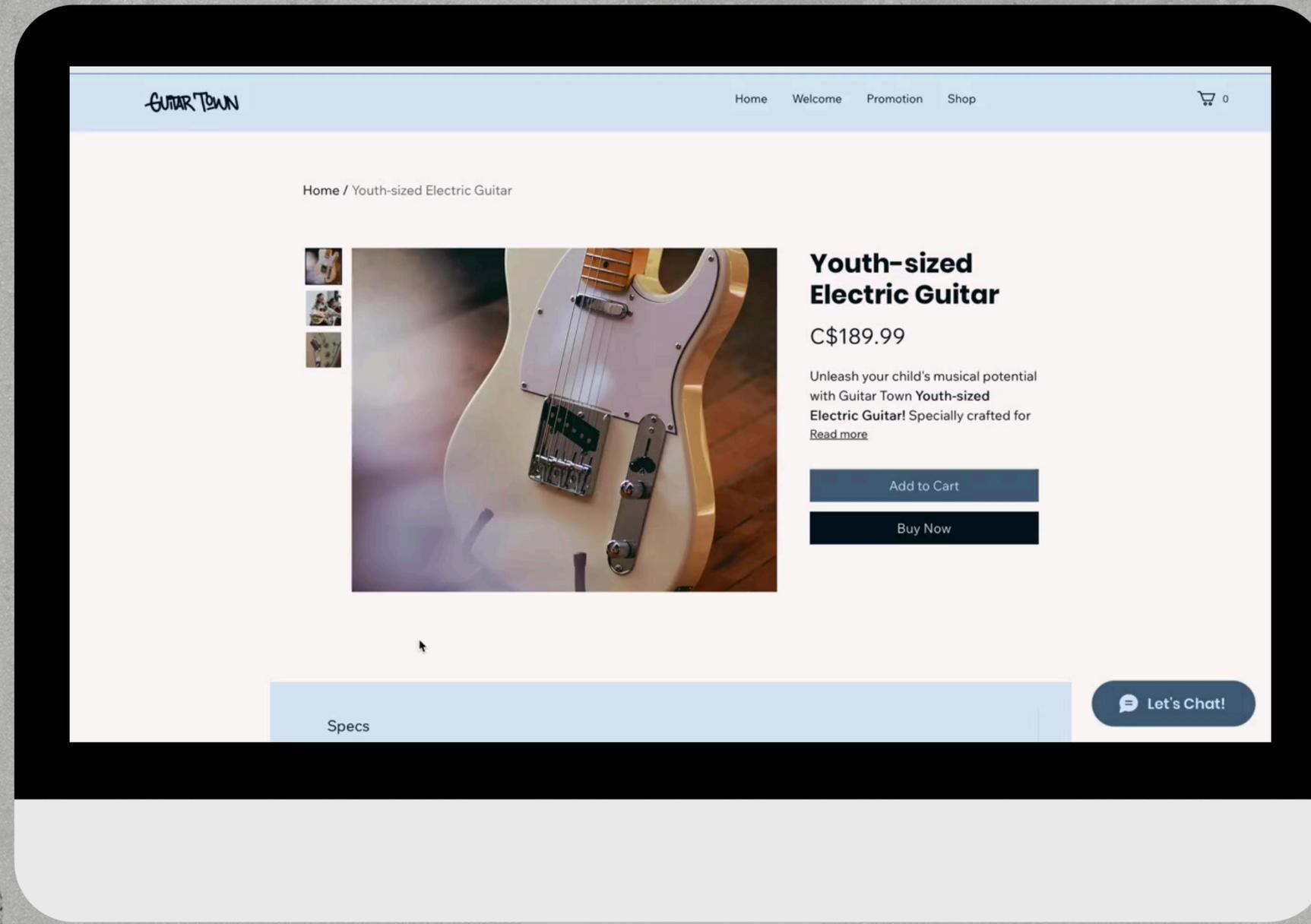
BENEFIT PROPOSITION: Affordable, beginner-friendly guitars designed for young players.

PROMOTIONAL MEDIA: Product photos, demo video of a teen playing.

TRUST FACTORS: Testimonials, secure checkout, local credibility.

CTA: "Shop with Guitar Town today!"

LANDING PAGE PREVIEW



<https://isabelceolinadm.wixsite.com/guitar-town-1>



CAMPAIGN GOAL



Goal: Increase sales of youth-sized electric guitars.

Targets:

- 50 inquiries
- 20 confirmed purchases

Timeline: 3 months





KPIs

AWARENESS

Impressions, Reach,
Ad Recall.

CONVERSION

Website visits, add-to-
cart, lead forms, in-
store visits, sales.

ENGAGEMENT

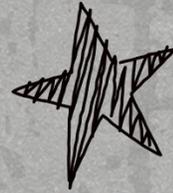
CTR, social
engagement, video
views.

AUDIENCE QUALITY

Demographic reach,
CPC, CPA



BUDGET



RECOMMENDATION



Average CPC: \$2.00.

Traffic Needed: 500 clicks → 50 inquiries → 20 sales.

Budget Math: $500 \times \$2.00 = \$1,000$ total (\$333 per month).

Range:

Test: \$300/month

Optimal: \$400-\$500/month

Aggressive: \$750+/month

WRAP-UP

- Guitar Town can stand out locally by targeting Trenton's youth music community.
- Our keywords and ad copy are tailored to reach both teens and parents.
- The landing page reinforces trust and motivates action.
- With a \$1,000 budget over 3 months, the campaign is realistic and aligned with CPC benchmarks.
- Expected results: 50 inquiries and 20 sales, helping Guitar Town grow its customer base and inspire new young musicians.



PPCA Campaign Development Project: Guitar Town Youth Electric Guitar

Andrea Cintora, Isabel Ceolin, Jihyeon Song, Ximena Basurto

Greystone College

BUS-DM302-4 Advertising

Heidi Gherman

September 4, 2025

About Guitar Town

Company Name: Guitar Town

Details: **Guitar Town** is a locally owned music store in downtown Trenton, New Jersey. The shop specializes in **guitars, accessories, and lessons for all ages**. Known for personalized service and community involvement, Guitar Town partners with local schools and youth programs to encourage music education. The new **youth-sized electric guitar** is lightweight, affordable, and durable, designed specifically for young beginners.

Research Industry + location

Industry: Musical instruments retail, with a focus on guitars. This industry is competitive, with both large online retailers (like Guitar Center, Sweetwater, Amazon) and small independent shops.

Location (Trenton, NJ): Trenton has a diverse population and active local music scene, with schools, community programs, and youth organizations often supporting music education. Parents and teenagers are key decision-makers when it comes to purchasing beginner-friendly instruments.

SMART Goal:

Specific: Promote the youth-sized electric guitar to young beginners in Trenton, NJ.

Measurable: Generate at least 50 inquiries and 20 sales of the youth-sized electric guitar.

Achievable: With local ads, social media campaigns, and partnerships with schools, this target is realistic for a small local shop.

Relevant: The goal supports Guitar Town's mission to encourage young musicians and expand its local customer base.

Time-bound: Achieve this within the next 3 months.

Target demographic profile:

Primary Audience:

- **Who:** Pre-teens and teenagers (ages 10–16) in Trenton, NJ.
- **Interests:** Rock/pop music, school bands, learning guitar, social media/music trends.
- **Needs:** Beginner-friendly guitars that fit their size, skill level, and style.
- **Motivation:** Self-expression, identity, and the excitement of playing their first electric guitar.

Secondary Audience:

- **Who:** Parents (ages 30–50) living in Trenton, NJ.
- **Interests:** Affordable and durable beginner instruments, quality music education.
- **Needs:** A trustworthy local store, instruments that are a good investment, safe and reliable for kids.
- **Motivation:** Support children's hobbies, education, and creative growth.

★ We chose these groups because teens are the ones who will actually use the guitars, but parents are the ones who make the purchase. It was important to talk to both audiences at the same time.

Personas:

Guitar Town



Persona 1: The Aspiring Rock Star

- **Name:** Jake Martinez
- **Age:** 10
- **Location:** Trenton, NJ
- **Interests:** Rock bands (Metallica, Green Day), video games, skateboarding.
- **Motivations:** Wants to start a band with friends and be seen as "cool." Looks up to famous guitarists and wants to replicate their sound.
- **Challenges:** Doesn't have a guitar that fits his size; parents hesitant about investing in a full-sized professional guitar.
- **Buying Influence:** He begs parents, but needs something beginner-friendly and affordable.
- **What Appeals to Him:** Bold designs, loud rock tone, being able to play songs he likes quickly.

Guitar Town

Persona 2: The Supportive Parent

- **Name:** Karen Lewis
- **Age:** 41
- **Location:** Trenton, NJ
- **Interests:** Family activities, supporting kids' hobbies, shopping local.
- **Motivations:** Her 11-year-old daughter recently joined a school rock club and needs an instrument. Wants to encourage her creativity but also balance budget.
- **Challenges:** Concerned about age, durability, and



Guitar Town



Persona 3: The Creative Dreamer

- **Name:** Aaliyah Johnson
- **Age:** 15
- **Location:** Trenton, NJ
- **Interests:** Writing lyrics, doodling in sketchbooks, following music influencers on TikTok/Instagram.
- **Motivations:** Wants to express herself through music and maybe post covers online. Interested in indie/alternative rock.
- **Challenges:** Unsure where to start; doesn't want a guitar that feels "too kiddie" but still needs a youth size for comfort.
- **Buying Influence:** May use her own saved money but also relies on parents for bigger purchases.
- **What Appeals to Her:** Stylish design, lightweight, good sound for recording at home, inspiration from seeing other young players online.

A set of 20 well-researched keywords and five negative keywords:

Keywords:

- ❑ youth electric guitar Trenton NJ
- ❑ beginner electric guitar for kids Trenton
- ❑ kids rock guitar shop near me
- ❑ teen-sized electric guitar New Jersey
- ❑ best starter electric guitar for 12 year old
- ❑ affordable youth electric guitar Trenton
- ❑ Trenton music store kids guitars
- ❑ small size electric guitar for beginners
- ❑ rock guitar lessons for teens Trenton
- ❑ beginner guitar package for kids Trenton
- ❑ youth music instruments store Trenton NJ
- ❑ child electric guitar starter kit
- ❑ Trenton NJ beginner guitar shop
- ❑ student electric guitar for teenagers
- ❑ kids Fender style guitar Trenton
- ❑ Trenton youth rock band instruments
- ❑ first electric guitar for teens near me
- ❑ affordable kids music store Trenton
- ❑ junior electric guitar New Jersey

- beginner-friendly electric guitar shop Trenton

Negative Keywords:

- Toy
- Free
- Used
- Acoustic
- Repair

★ *We picked these keywords because they are very specific and show buying intent. At the same time, we added negative keywords, so we don't waste money on clicks that are not useful, like people searching for toys or free guitars.*

10 Ad Headlines

1. Affordable Kids Music Trenton
2. Buy Junior Electric Guitar NJ
3. First Teen Guitar Near Me
4. Trenton Youth Rock Gear Now
5. Kids Fender Style Guitar Sale
6. Student Electric Guitar NJ
7. Trenton Beginner Guitar Shop
8. Affordable Poplar Guitar NJ
9. Beginner-friendly guitar in NJ
10. Teen-sized electric guitar NJ

11. Poplar Body Starter Guitar
12. Youth-sized maple neck guitar
13. Buy starter electric guitar NJ
14. Beginner Guitar Kids Trenton
15. Trenton NJ Guitar For Beginner

4 Ad Descriptions

1. Start your child's music journey today with youth electric guitars in Trenton.
2. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard.
3. Trenton NJ kids guitar shop—solid body, beige finish, beginner-friendly Strat guitar.
4. Junior electric guitar package with maple fretboard, poplar body—ready to rock today.

URL:

www.guitartown.com/youth-guitar

\Creating an Ad:

 Create your first campaign BETA   

Keywords

Get keyword suggestions (optional)
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL

Add products or services to advertise

- Youth-sized electric guitar X
- beginner electric guitar for kids X
- small size electric guitar X electric guitar for teens X
- rock guitar for beginners X kids guitar shop Trenton NJ X
- Trenton music store electric guitar X
- best guitar for beginners X

[Update keyword suggestions](#)

Enter keywords
Keywords are words or phrases that are used to match your ads with the terms people are searching for

Enter or paste keywords, one word or phrase per line*

youth electric guitar Trenton NJ
beginner electric guitar for kids Trenton
kids rock guitar shop near me
teen-sized electric guitar New Jersey
best starter electric guitar for 12 year old
affordable youth electric guitar Trenton
Trenton music store kids guitars
small size electric guitar for beginners
rock guitar lessons for teens Trenton
beginner guitar package for kids Trenton
youth music instruments store Trenton NJ
child electric guitar starter kit
Trenton NJ beginner guitar shop
student electric guitar for teenagers

Required

 **Add more keywords:** Show your ads more often to people searching for what your business offers [View](#) [Apply all](#) [?](#)

Google Ads | Create your first campaign

Fix issues to continue

Headlines 15/15

- Buy Youth Electric Guitar NJ (Required, 28 / 30)
- Get Beginner Guitar for Kids (Required, 28 / 30)
- Shop beginner-friendly Guitars (Required, 30 / 30)
- Trenton Beginner Guitar Sale (Required, 28 / 30)
- Teen-Sized Guitar New Jersey (Required, 28 / 30)
- Rock Guitar Lessons Trenton (Required, 27 / 30)
- Junior electric guitar Trenton (Required, 30 / 30)
- Get Youth Electric Guitar NJ (Required, 28 / 30)
- Shop Junior Electric Guitar NJ (Required, 30 / 30)
- Buy Beginner Guitar Near You (Required, 28 / 30)
- Buy Electric Guitar for Teens (Required, 29 / 30)
- Affordable Starter Guitars (Required, 28 / 30)
- Buy kids electric guitar NJ (Required, 28 / 30)

Campaign optimization score 98.9%

Your ads

Ad strength: Good

- Add headlines
- Make headlines unique
- Include popular keywords
- Make descriptions unique

Try including more keywords in your headlines

Preview

Sponsored

isabelceolinadm.wixsite.com
isabelceolinadm.wixsite.com/electr...

Secure youth electric guitar | Teen-Sized Guitar New Jersey

Find the best beginner-friendly electric guitar package in Trenton, NJ for your kid. Beginner electric guitars for kids in Trenton. Start your child's music journey today! Free...

Product Page Accessories
Product Page Kids
Product Page Youth

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Google Ads | Create your first campaign

Fix issues to continue

Small size electric guitar NJ (29 / 30)

+ Headline View ideas

Descriptions 4/4

- Best youth electric guitar in Trenton. Perfect for beginners — durable & ready to play! (Required, 87 / 90)
- Beginner electric guitars for kids in Trenton. Start your child's music journey today! (Required, 86 / 90)
- Find the best beginner-friendly electric guitar package in Trenton, NJ for your kid. (Required, 84 / 90)
- Beginner-friendly electric guitars for teens in Trenton. Easy to play & budget-friendly. (Required, 88 / 90)

+ Description View ideas

Add features to your ads to get more clicks

Site links
Add links to your ads to take people to specific pages on

Campaign optimization score 98.9%

Your ads

Ad strength: Good

- Add headlines
- Make headlines unique
- Include popular keywords
- Make descriptions unique

Try including more keywords in your headlines

Preview

Sponsored

isabelceolinadm.wixsite.com
isabelceolinadm.wixsite.com/electric_guitar

Secure youth electric guitar | Teen-Sized Guitar New Jersey

Find the best beginner-friendly electric guitar package in Trenton, NJ for your kid. Beginner electric guitars for kids in Trenton. Start your child's music journey today! Free Shipping.

Product Page Accessories
Product Page Kids

Add features to your ads to get more clicks

Sitelinks ⓘ
Add links to your ads to take people to specific pages on your website. ^

↔ **Sitelinks** ⓘ
Add links to your ads to take people to specific pages on your website. ^

[Youth-Sized Guitar](#)
Add a description ✎

[Guitar Pick](#)
Add a description ✎

[Shop Products](#)
Add a description ✎

Sitelink 4
Recommended +

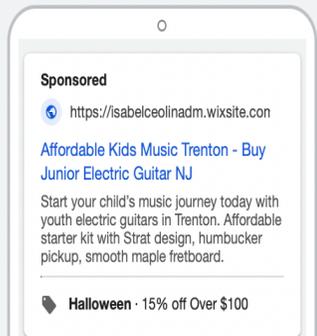
Sitelink 5
Recommended +

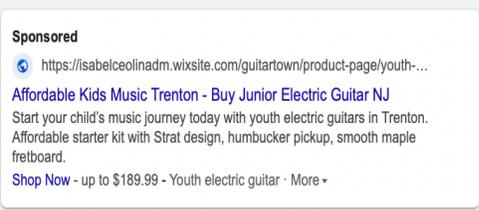
Sitelink 6
Recommended +

[✎ Edit](#)

Display path ⓘ
Customise the URL shown in your ads. v

Edit an existing asset

Search	1 selected	Clear all	Preview
<input checked="" type="checkbox"/> 1 promotion <input checked="" type="checkbox"/> Halloween - 15% off Over \$100	Halloween - 15% off Over \$100 ✕		 <p>Sponsored https://isabelceolinadm.wixsite.com Affordable Kids Music Trenton - Buy Junior Electric Guitar NJ Start your child's music journey today with youth electric guitars in Trenton. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Halloween - 15% off Over \$100</p>
+ New promotion			<p>Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.</p>

Search	1 selected	Clear all	Preview
<input checked="" type="checkbox"/> 1 price <input checked="" type="checkbox"/> Shop Now - Up to \$189.99 <input checked="" type="checkbox"/> Buy Now! - Up to \$179.99 <input checked="" type="checkbox"/> Secure yours! - Up to \$13.00	Shop Now - Up to \$189.99 Buy Now! - Up to \$179.99 Secure yours! - Up to \$13.00 ✕		 <p>Sponsored https://isabelceolinadm.wixsite.com/guitartown/product-page/youth-... Affordable Kids Music Trenton - Buy Junior Electric Guitar NJ Start your child's music journey today with youth electric guitars in Trenton. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Shop Now - up to \$189.99 - Youth electric guitar - More v</p>
+ New price			<p>Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.</p>

Search	3 selected	Clear all	Preview
<input checked="" type="checkbox"/> 3 callout assets	Free Shipping	⊗	<p>Sponsored</p> <p>https://isabelceolinadm.wixsite.com/guitartown/product-page/youth-...</p> <p>Affordable Kids Music Trenton - Buy Junior Electric Guitar NJ</p> <p>Start your child's music journey today with youth electric guitars in Trenton. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Free returns. Free shipping over \$100. Free Shipping.</p>
<input checked="" type="checkbox"/> Free Shipping	Free shipping over \$100	⊗	
<input checked="" type="checkbox"/> Free shipping over \$100	Free returns	⊗	
<input checked="" type="checkbox"/> Free returns			
<p>+ New callout</p>			<p>Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.</p>

Assets

Service catalog: Rock Lessons Teens, Starter Guitar Bundle, Beginner Guitar Kits

Service catalog: Maple Neck Guitar, Beginner Guitar Kits, Strat Style Guitar, Affordable Kids Guitar

Items per page:

Assets for your campaign (2/20)

Service catalog: Rock Lessons Teens, Starter Guitar Bundle, Beginner Guitar Kits

Service catalog: Maple Neck Guitar, Beginner Guitar Kits, Strat Style Guitar, Affordable Kids Guitar

Tracking template

Example: https://www.trackingtemplate.foo/?url={lpurl}&id=5

Final URL suffix

Example: param1=value1¶m2=value2

Custom parameter

=

= 

[Test](#)

Use a different final URL for mobile

Your ads



Ad strength: Good



Add headlines

Include popular keywords

Make headlines unique

Make descriptions unique

Search Ads Preview:

Preview



Sponsored

 isabelceolinadm.wixsite.com
isabelceolinadm.wixsite.com/ 

First Teen Guitar Near Me | Buy starter electric guitar NJ

Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Start your child's music journey today with youth electric guitars in Trenton.

 **Halloween** · 15% off Over \$100
Valid Sep 1 - Nov 30

Preview



Sponsored

 isabelceolinadm.wixsite.com
isabelceolinadm.wixsite.com/ 

Affordable Kids Music Trenton | Affordable Poplar Guitar NJ

Trenton NJ kids guitar shop—solid body, beige finish, beginner-friendly Strat guitar. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Free Shipping. Free shipping over \$100. Free...

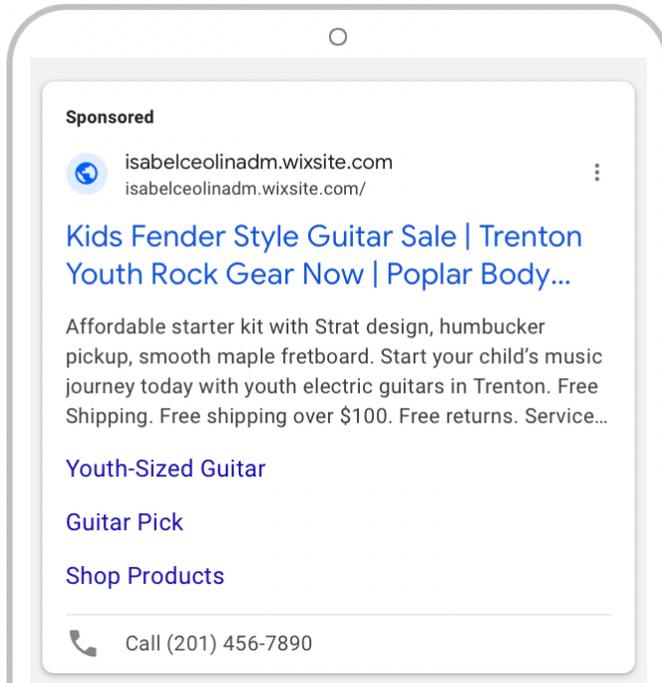
[Youth-Sized Guitar](#)

[Guitar Pick](#)

[Shop Products](#)

 Call (201) 456-7890

Preview



Preview



Preview



Ad · isabelceolinadm.wixsite.com/ ⓘ

First Teen Guitar Near Me | Buy starter electric guitar NJ

Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Start your child's music journey today with youth electric guitars in Trenton.

Halloween · 15% off Over \$100 · Valid Sep 1 - Nov 30

Preview



Ad · isabelceolinadm.wixsite.com/ ⓘ

Affordable Kids Music Trenton | Affordable Poplar Guitar NJ

Trenton NJ kids guitar shop—solid body, beige finish, beginner-friendly Strat guitar. Affordable starter kit with Strat design, humbucker pickup, smooth maple fretboard. Free Shipping. Free shipping over \$100. Free returns. Service catalog: Maple Neck Guitar, Beginner Guitar Kits, Strat Style Guitar, Affordable Kids Guitar

[Youth-Sized Guitar](#)

[Guitar Pick](#)

Landing Page Youth-sized Electric Guitar:

https://guitartown.com/landing_page

Website – Home:

<https://guitartown.com/guitartown>

GUITARTOWN Home Welcome Promotion Shop 🛒 0

Home / Youth-sized Electric Guitar



Youth-sized Electric Guitar
C\$189.99

Unleash your child's musical potential with Guitar Town Youth-sized Electric Guitar! Specially crafted for [Read more](#)

Add to Cart
Buy Now

Let's Chat!

GUITARTOWN Home Welcome Promotion Shop 🛒 0



Free Shipping
On orders over \$100



30 Days Returns
• Price protection



Repairs
We service what we sell

Explore the Collection



New Arrival



Sale



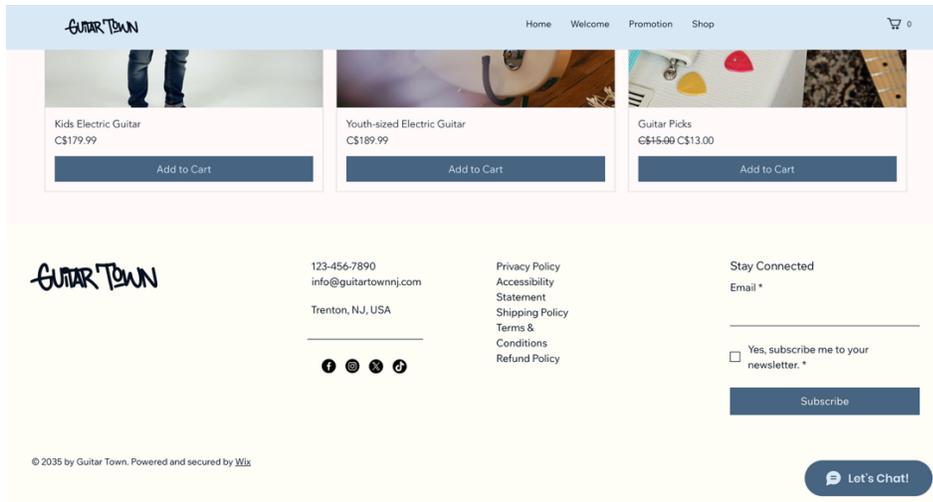
Let's Chat!

GUITARTOWN Home Welcome Promotion Shop 🛒 0

Specs

Body Colour:	Beige
Body Material:	Poplar
Body Shape:	Stratocaster
Body Type:	Solid
Bridge Type:	Fixed / Hardtail
Case/Gigbag:	Purchased Separately
Country of Origin:	USA
Fingerboard:	Maple
Fretboard Radius:	9.5" / 241 mm
Instrument Size:	Full
Neck Body Join:	4-Bolt
Neck Material:	Maple
Neck Shape:	C
Pickup Type:	Humbucker

Let's Chat!



What is your campaign's goal?

The goal of this campaign is to increase sales of Guitar Town's youth-sized electric guitar by generating at least 50 inquiries and 20 confirmed purchases within 3 months, targeting parents and teens in Trenton, NJ through localized Google Ads.

What KPIs will you focus on to ensure that your campaign reaches this goal?

Awareness KPIs

- Impressions & Reach – number of people in Trenton who see the ads.
- Ad Recall / Brand Awareness Lift (if available on platform) – how well youth/parents remember the guitar shop.

Engagement KPIs

- Click-Through Rate (CTR) – percentage of people clicking from the ad to the shop’s website or product page.
- Social Engagement – likes, comments, shares, and saves on posts (especially from local youth and parents).
- Video Views / Completion Rate – if using demo videos of the guitar, how many watch fully.

Conversion KPIs

- Website Visits from Trenton – track how many local users check the product page.
- Add-to-Cart or Lead Form Submissions – parents signing up for more info or expressing purchase intent.
- In-Store Visits / Calls – if tracked via Google Business Profile, Facebook ads, or call tracking.
- Sales of Youth-Sized Electric Guitars – ultimate measure of campaign success.

Audience Quality KPIs

- Demographic Reach – ensuring impressions skew toward pre-teens/teens + parents in Trenton.
- Cost Per Click (CPC) / Cost Per Acquisition (CPA) – efficiency of reaching and converting the right audience.

Based on the available CPCs of your keywords, what budget would you recommend for this campaign?

1. Estimated CPC for Keywords (Industry Benchmark)

In the musical instruments retail niche, especially local searches, average CPCs are usually:

- ❑ Broad retail terms (e.g., “music store near me”) → \$1.20–\$1.80
- ❑ Specific beginner/youth guitar terms → \$1.80–\$2.50
- ❑ Lesson-related terms (“guitar lessons Trenton”) → \$2.00–\$3.00
- ❑ assume a blended average CPC = \$2.00

2. Traffic Needed to Reach Goal

- ❑ Target sales: 20
- ❑ Target inquiries/leads: 50
- ❑ Typical conversion rates (music retail):
 - Click → Lead (inquiry) = ~10%
 - Lead → Sale = ~40%

So, to get 50 inquiries, Guitar Town needs:

500 clicks (because 10% of clicks convert to inquiries)

3. Budget Math

- ❑ $500 \text{ clicks} \times \$2.00 \text{ CPC} = \$1,000 \text{ ad spend}$
- ❑ Over 3 months → $\approx \$333 \text{ per month}$

This would likely generate ~50 inquiries and ~20 sales.

4. Budget Ranges

- Minimum Test Budget: \$300/month (low traffic, slower learning)
- Optimal Budget: \$400–\$500/month (ensures enough reach, allows A/B testing of ads)
- Aggressive Growth Budget: \$750+/month (capture maximum Trenton searches, run display/video retargeting alongside search ads)

★ *We calculated the budget this way so that it was realistic for a small local shop. We wanted to recommend an amount that can deliver results without being too high for the business.*

Conclusion

As a team, we designed this PPC campaign to help Guitar Town reach young musicians and their parents in Trenton. Each part of the project had a reason behind it: we selected keywords to capture real buying intent, wrote ad copy that speaks to both kids and parents, and designed a landing page that builds trust. With a realistic budget and clear KPIs, we believe our campaign can achieve 50 inquiries and 20 sales in three months. More than just numbers, this project helped us understand how digital advertising can support a small local business and inspire the community.

References

- [Google Ads. \(2025\). Keyword Planner: Average CPC benchmarks.](#)
- [Long & McQuade. \(2025\). Sonic Stratocaster HT H, Maple Fingerboard - Flash Pink](#)

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PPCA Campaign Development Project: Guitar Town Youth Electric Guitar
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BUS-DM302-4 Advertising
Heidi Gherman
September 4, 2025

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[Steve Earle - Guitar Town \(Official Music Video\) - YouTube](#)
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Based on the available CPCs of your keywords, what budget would you recommend for this campaign?
1. Estimated CPC for Keywords (Industry Benchmark)
In the musical instruments retail niche, especially local searches, average