

Denver-based DJ, Discosapien, was having trouble growing his business when he first met Logical Position (LP) in 2017. At the time, his business was positioned to exclusively DJ weddings, which was an increasingly difficult revenue stream to grow at scale. Discosapien's original goal was straightforward: to grow low-earning sectors of his business and bolster brand awareness.



After working with us, he's not only booking larger corporate events, but has even expanded his business to include a photo booth service, a DJ academy, an EDM record label, and a recording studio.

Ready to find out how all of that is possible?



The Strategy

LP utilized a multi-pronged strategy to build the Discosapien brand. First, we created new Google Ads campaigns and segmented them based on levels of intent. We built the campaigns using Single Keyword Ad Groups (SKAG) in order to monitor performance and shift budget accordingly. We also created Microsoft Advertising campaigns to ensure the DJ company was showing ads to as much traffic as possible. Next, we created a new website for Discosapien that is easy to navigate, informative, and engaging. The revamped website went into greater detail regarding services and answered questions consumers had. Finally, we implemented search engine optimization (SEO) to increase Discosapien's organic presence and make the website easier to find.

The Results

Working with LP has helped Discosapien expand into more than just a DJ service. Although Rex loves all aspects of the DJ business, his true passion is in giving back to the community through teaching.

"The exceptional growth LP has helped me achieve allows me to do more of what I love: teaching, coaching, and inspiring young students to mix and make music!"

-Rex Buchanan, Owner



In the first year of working with us, Discosapien's revenue grew by **56%**. Rex was seeing so much success that he was able to start offering a photo booth service, which within a month got **over 30 leads!** He then went on to start a record label and offer a recording studio for DJs and other artists.

What's next for Rex? Perhaps a long vacation, an acquisition, or other business ventures? The sky's the limit when you partner with LP.

**Ready to Find Out
What Makes Us Different?**



[GET STARTED NOW](#)

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