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.

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.

“...grown by 56%...”

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?