

# THE ART OF PERFORMANCE MARKETING

HOW A 170-YEAR-OLD LUXURY BRAND SCALES DIGITAL DEMAND

## IN THIS GUIDE:

Aligning Brand Equity with  
Performance Marketing

Audience Targeting and  
Channel Framework

Supporting Multi-Location  
& Dealer Growth

Featuring



STEINWAY & SONS



## +51%

Discover how Steinway  
drove **51% Increase in**  
**Qualified Leads**



## From Legacy to Lead Generation

Luxury brands operate under different rules. Purchase cycles are long. Audiences are narrow. Brand perception carries as much weight as performance metrics.

### About Steinway & Sons

Founded in 1853, Steinway & Sons has set the global standard for handcrafted pianos for 173 years and is an icon of craftsmanship and prestige, yet it lacked a contemporary corporate-level strategy to market its products that aligned with initiatives at dealer locations.

When an individual Steinway & Sons store found success working independently with Logical Position, corporate headquarters took notice. With no previous plan in place, Steinway & Sons contacted LP to learn how our team could help.

**“ We’ve had an excellent experience working with Logical Position to generate leads for our flagship stores and satellite locations. They’ve systematically built a strategy that delivers measurable results across our brands, including our retail stores and buy-back programs.**

— Alexis Leon, Director of Retail Marketing,  
Steinway & Sons

### Scope of Work:

Corporate Showrooms

**60**

Authorized Dealers

**20**

### Impact:

Cost Per Acquisition

**-15%**

Ad Spend

**+29%**



This guide provides a clear framework for reaching qualified audiences, supporting local markets, and measuring success across a complex buyer journey.

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## Scoring the Buyer Journey

High-consideration purchases follow a non-linear path. Buyers move between research, inspiration, in-person experiences, and long periods of evaluation.

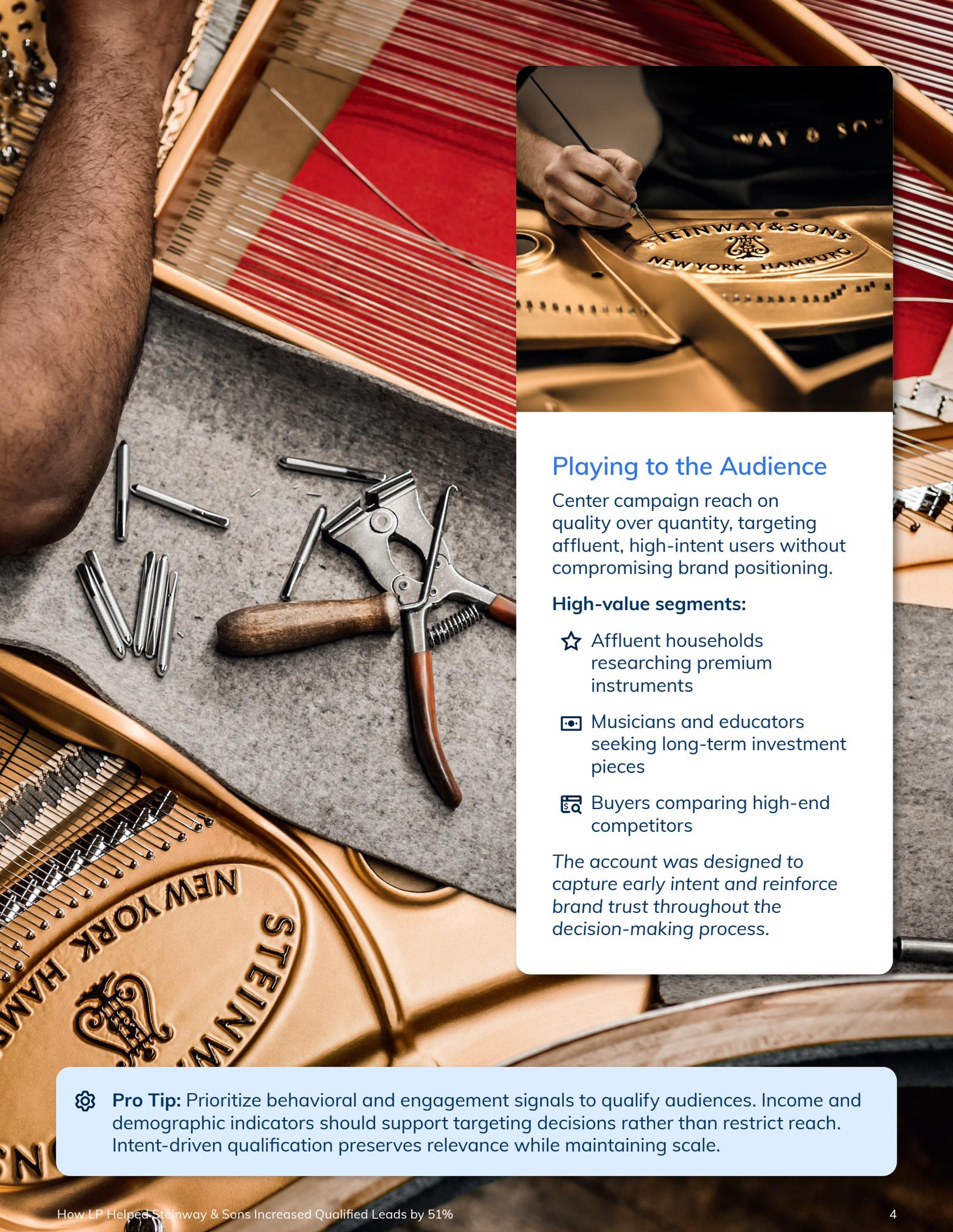
### Key characteristics included:

- 🔄 Extended research cycles
- 🔗 Multiple brand touchpoints before conversion
- 📺 Offline interactions that influenced digital performance

⚙️ **Pro Tip:** Identify elevated intent, even throughout long sales durations. Brand comparisons, event interest, or research into quality and ownership offer signals worth tracking. Campaigns need to support these moments with relevant messaging rather than optimizing for immediate conversion.



The strategy accounted for long decision cycles, prioritizing sustained engagement over immediate conversion.



## Playing to the Audience

Center campaign reach on quality over quantity, targeting affluent, high-intent users without compromising brand positioning.

### High-value segments:

- ☆ Affluent households researching premium instruments
- 👁️ Musicians and educators seeking long-term investment pieces
- 🔍 Buyers comparing high-end competitors

The account was designed to capture early intent and reinforce brand trust throughout the decision-making process.

⚙️ **Pro Tip:** Prioritize behavioral and engagement signals to qualify audiences. Income and demographic indicators should support targeting decisions rather than restrict reach. Intent-driven qualification preserves relevance while maintaining scale.

# Campaign Framework

Targeting was layered to support both national brand goals and local dealer outcomes.

**Key targeting components:**

			
<b>Intent-based search campaigns</b> focused on keyword behavior	<b>Competitor targeting</b> to reach active comparison shoppers	<b>Geo-targeted dealer campaigns</b> supporting in-market audiences	<b>Event-based campaigns</b> promoting local experiences

*Each layer should reinforce continuity across all channels and touchpoints.*



 **Pro Tip:** Allow performance insights to flow in both directions. Use national data to identify high-performing markets and themes, and apply local performance data to refine messaging and prioritization at scale.

## Orchestrating the Strategy

Search campaigns were intentionally structured before automation was introduced. Manual optimization allowed for deeper insight into how high-value buyers searched and engaged.

### Best practices applied:

- 🔍 Segmentation by intent level
- 📅 Clear separation between brand and non-brand campaigns
- 🔧 Ongoing keyword refinement based on engagement quality

*This foundation enabled scalable growth without sacrificing relevance.*



⚙️ **Pro Tip:** Begin with manual optimization to understand how high-value users search and engage. Introduce automation only after meaningful intent patterns and engagement quality are established. This creates a stronger foundation for scalable performance.

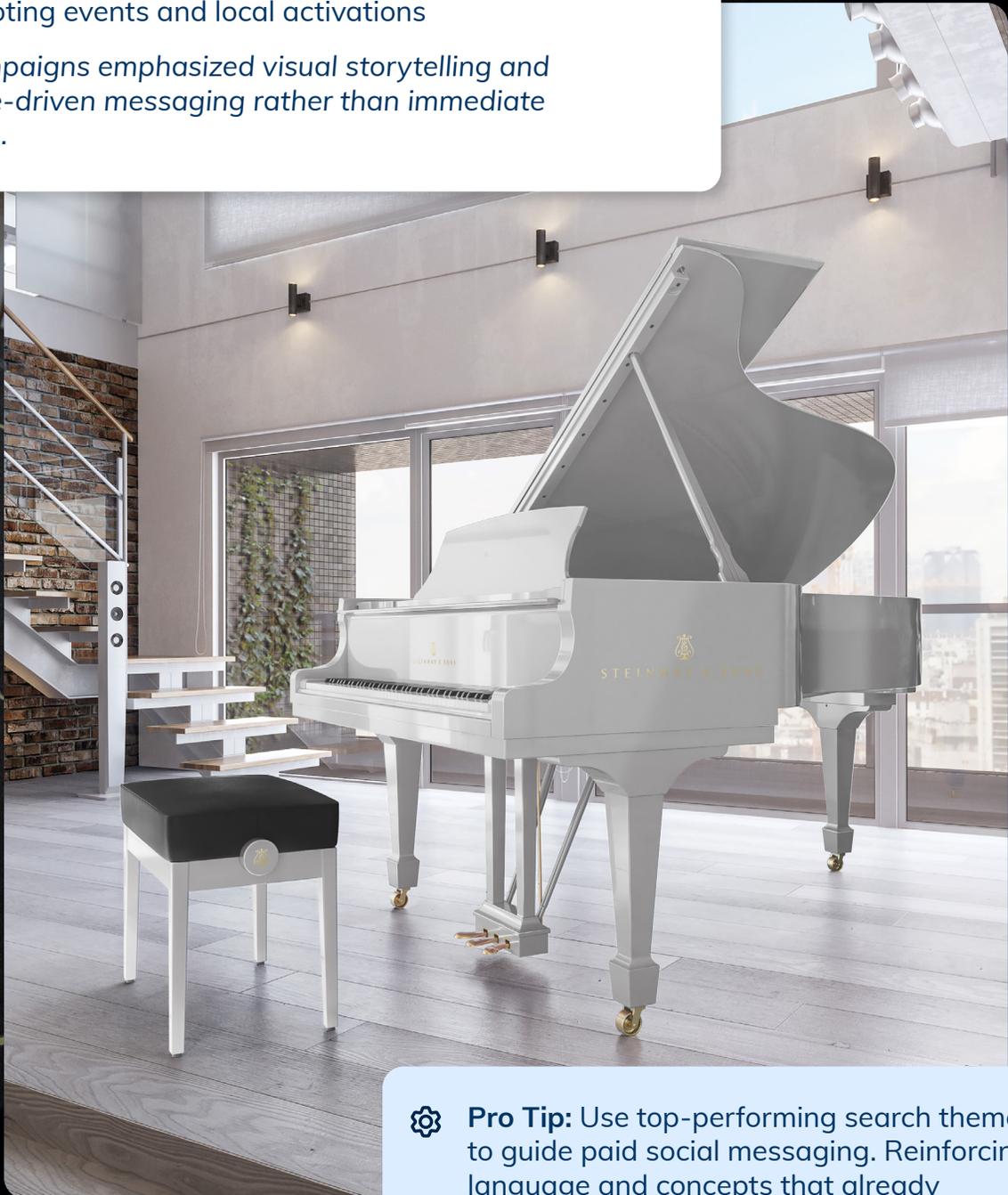
## Raising the Volume on Brand Awareness

Paid social played a supporting role in expanding reach and reinforcing awareness.

### Objectives included:

- 🗨 Introducing the brand to qualified prospecting audiences
- 🔍 Supporting search performance through increased brand familiarity
- 📅 Promoting events and local activations

*Social campaigns emphasized visual storytelling and experience-driven messaging rather than immediate conversion.*



⚙ **Pro Tip:** Use top-performing search themes to guide paid social messaging. Reinforcing language and concepts that already resonate improves cross-channel alignment and strengthens downstream performance.

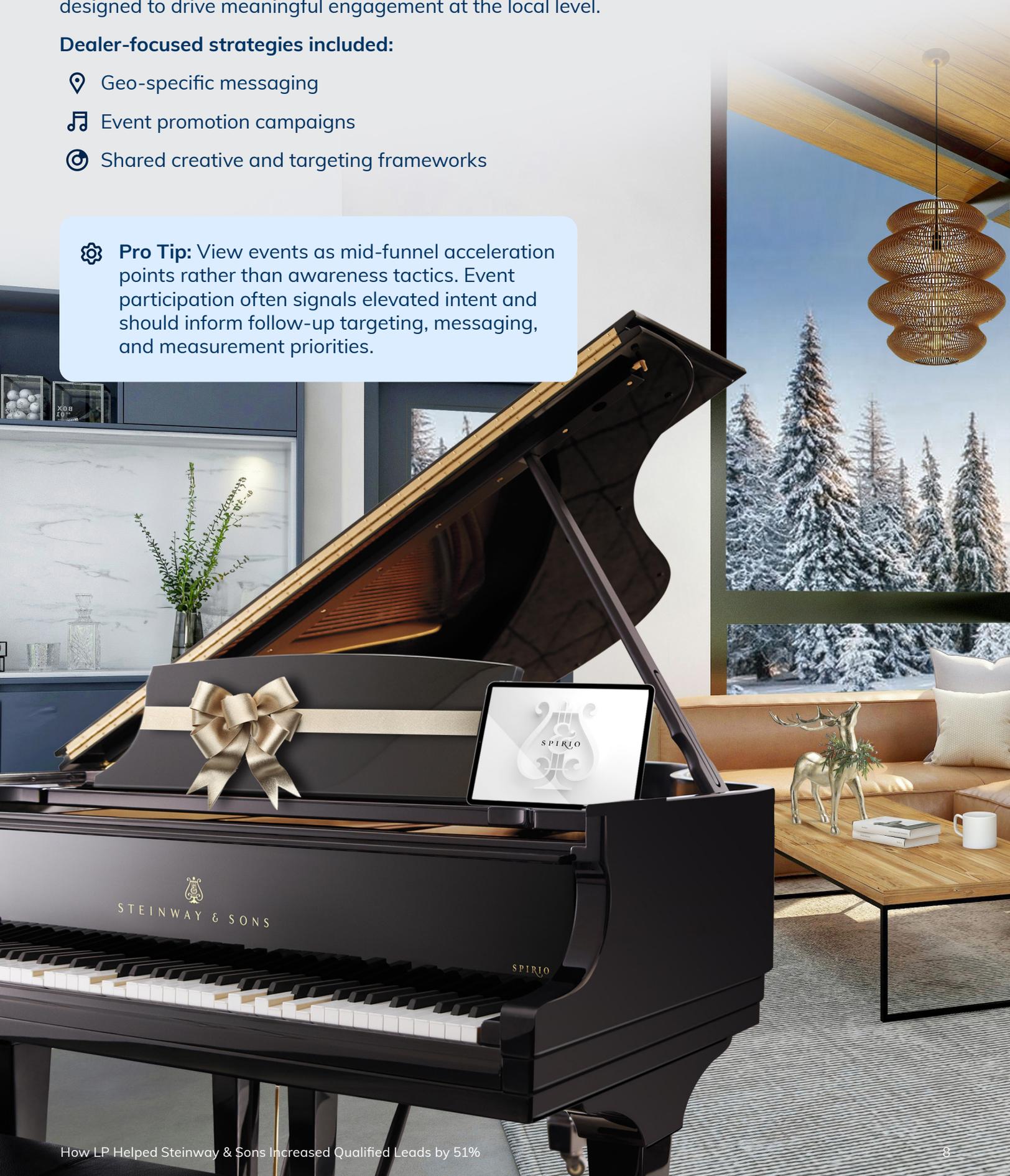
## Activating the Live Experience

Local dealers served as critical conversion points. Campaigns were designed to drive meaningful engagement at the local level.

### Dealer-focused strategies included:

- 📍 Geo-specific messaging
- 🎵 Event promotion campaigns
- 🎯 Shared creative and targeting frameworks

⚙️ **Pro Tip:** View events as mid-funnel acceleration points rather than awareness tactics. Event participation often signals elevated intent and should inform follow-up targeting, messaging, and measurement priorities.



## Tuning Measurement & Attribution

Traditional last-click attribution failed to reflect the campaign's true impact.

### Measurement priorities included:

- 📞 Call tracking and offline conversion capture
- 🔗 Cross-channel attribution analysis
- 📅 Performance evaluation across extended timeframes

*This approach provided a more accurate view of marketing influence across the full buyer journey.*

⚙️ **Pro Tip:** Look beyond conversion volume. Metrics such as call duration, repeat interactions, and timing relative to exposure provide clearer insight into intent and campaign influence across long decision cycles.



## The Encore: Key Takeaways

The Steinway engagement highlights several principles applicable to luxury and high-consideration brands.

### Key takeaways:

- 🎯 Precision matters more than volume
- 📅 Channel alignment drives long-term performance
- 📍 Local activation strengthens national brand efforts
- 📊 Measurement must reflect buying reality

*Brands that respect the pace of their buyers are better positioned to earn trust and sustain long-term growth.*

⚙️ **Pro Tip:** Don't deploy every tactic at once. Focusing on execution provides space to measure impact. Restraint can also preserve brand equity while account data and campaign signals mature.



Hit the Right Keys Online  
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