# **Gsus4 Meeting Notes**

1. **What are your objectives with using Instagram?**

* One of the reasons why we are trying to implement Insta and Fb as a marketing tool is because some of the musical products are very similar to the fashion industry
* Musical instruments are hands-on products - you have to try it on or play it to see if it sounds good or not. It is very hands-on but some of the equipment or accessories (pedals that enhance the tone of the guitar) have very similar trends to the fashion industry.
* The looks, colours and designs of the guitar pedals are very important to attract customers. We are trying to implement good-looking posts, videos as a marketing tool.

1. **Describe your competitors.**

* The market for guitar pedals is very trendy. As soon as a celebrity or influencer uses it or plays it, the product sells out very easily (like with fashion).
* No musical equipment retailer in Sydney that is a big player in the market - like Deluxe Guitars, Pedal Empire, Signal Chain.
* No big player in Sydney as the rent and cost of living is very high compared to other cities. The good thing about Sydney is that there are so many potential customers, like musicians. Therefore, we have a big advantage just by being in Sydney.
* Some of our big competitors, like Signal Chain, are also one of our suppliers. For instance, equipment like the Simplifier, is being supplied by Signal Chain as we buy the products from them.
* We want to get products from local distributors in Australia (JBL etc) to sell the products as a retailer. We want to find local dealers in each state so we can supply to this dealer for them to sell it to the public. We also have exclusive distributorship with overseas distributors (Octava from Russia). Because our company is fairly new, it is hard to find the right dealers. Since the brand is not well-known, we need to show that our products are great-quality, low-cost in terms of pricing and let them know the brand exists. We want to show the dealers that this product is available in Australia so they can sell it to their customers.

1. **What are you doing currently?**

* Creating Instagram ads and targeting locations around our competitors. We want competitors and customers to see our postings through the Instagram ads. Competitors may find interest in our product and will want to sell our product. Customers in competitors’ areas will also see our posts and may ask their local store to consider carrying our product.
* We want to introduce our brand slowly through local store advertising to these points to drive sales. Overall, we want to advertise products in competitors areas to generate awareness. This way, we can also slowly become a B2B market.

1. **Best-selling products.**

* *Square Plug* - audio connector, selling thousands of them currently.
* *Mcpherson* - $5000 carbon fibre guitar

1. **Describe your target customer.**

* Both amateurs and professionals - 80% are pro musicians, 20% are starters.
* Modern customers are very smart, they are more knowledgeable than us and know what they want and what they are getting.
* We want to be seen as a boutique shop, not like an ordinary retailer. Our customers know their product and don’t want all their products to look the same. They will ask a lot of questions and are very specific.

1. **What kind of features matter to your target customer and what do they say about Gsus4?**

* Product is important but having the right relationship matters
* There are so many competitors, we want to make sure we are not undercharging or overcharging. Sometimes, our prices are much higher than competitors because bigger stores have higher buying power. Some customers come to our store even though our pricing is higher because we have the relationship, trust and great service with them. We focus on person to person sales not just to make money - we carry the right product for the right customer.
* Gsus4's name comes from our connection to the Christian community. Local small churches support us with purchases they make and we support them with our installation or upgrading services.

1. **Unique Features of the brand - Coffee shop posts.**

* Gsus4 is more than a music shop. Wanted to incorporate a cafe so people can come in, have a coffee, listen to and buy music. Customers also have access to a live stage to enjoy and play music. People can come and perform on the live stage but haven't been doing well due to COVID.
* People are interested in Gsus4 coffee shops because it’s quite a unique thing to have a music shop, cafe and live stage working as one. Most posts that incorporate the coffee shop get more engagement than others.

***Quick note (Starry):***

* **Competitors / Expected cooperation partners:**

Go research:

* Deluxe Guitars
* Pedal Empire
* Signal Chain

Those are retailers good at this industry guitar pedal, since there’s no big player in SYD, Huge potential selling these in Sydney

Signal chain: we buy from them, vice versa(expecting?).

* **Gsus4 currently:**

1. Getting product from local distributor
2. Exclusive product from Asia (OCTAVA microphone)

* **Main purpose**: To attract potential customers => good looking post or video
  + Make it popular.
  + Let them know this brand is available in Australia
  + To attract the decision maker from empire, or the staff members,
  + Hoping them to contact in email, achieve B2B eventually.
* **Improvement:** 
  + More followers, Interactive posts
  + Content creates (both photo and video i guess?)

- **Gsus4’ value**: people buy people, product presentation is important, having the right relationship with customers is more important.To have good trust.

* Gsus4 Get support from church community. Supporting each other.

- **Gsus4’ Vision: (**Coffee shop in post) music & coffee cannot go wrong with each other. People can come and sit and listen to music and buy music