

MH DIGITAL

PianoGroove

Email Marketing & Strategy, Platform Migration & Custom Integration

With multiple entry points into the funnel, membership tiers and one-off purchase capabilities, PianoGroove needed a sophisticated yet nimble platform to help with growth and new, dynamic initiatives.

We moved them into Klaviyo to nurture and convert subscribers from their lead magnets, and integrated their membership platform for accurate filtering and segmentation, and set up attribution to measure success - all while giving their email layouts and campaigns a significant facelift as part of a larger collaboration in strategy.

With highly segmented and customized data and flows, we're able to be very specific and targeted with messaging which has resulted in strong engagement and reaching 20+% of revenue early on in the partnership.

PIANOGROOVE

Wish your improv was
more of an improve?



It's the hallmark of a great jazz pianist: the ability to take a riff or chord progression and add their own flair or flourish, if not invent their own melody entirely. Experts make the art of improvisation look easy, notes flowing out of their fingertips in the perfect balance of rhythm, melody, and phrasing.

But just like any other skill, improvisation is something anyone can learn to do with enough time, training, and practice.



Join Today

PianoGroove's extensive library of video courses includes over 20 improvisation lessons alone, giving you an in-depth understanding of the theory and

PIANOGROOVE

February Live Seminars
Dates & Topics

Hey John Smith,

Below you can find our live seminar dates and topics for this month. Click the relevant icons to add the seminars to your calendar app.

Once added to your calendar, you will see the start time on your time zone, and you will receive a reminder **1 hour before the start time**.

Monday 8th February @ 5pm UTC

**"Misty" Jazz Standard
Focus with Hayden**

Using the tune "Misty" we discuss intros, outros, reharmonisation, fills, embellishments, and improvisation.



Add to your Calendar:



Wednesday 10th February @ 5pm UTC

**The Music of Jobim
with Jovino**

In this seminar we explore the music of Antonio Carlos Jobim; one of Brazil's most prolific composers.



Add to your Calendar:



PianoGroove

The Bottom Line

+20%

Revenue attributed to
email in <60 days



Cleanup and migration
from Mailerlite to Klaviyo

Deep segmentation through custom events and segmentation for the different lead magnets has driven strong engagement from email and led to new subscriber conversions in less than 60 days.

