

## CASE STUDY:

# AAMP GLOBAL

## UNIFYING STRATEGY AND SEO TO ACCELERATE BRAND VISIBILITY AND ENGAGEMENT

AAMP Global is a leader in aftermarket technology for consumer and commercial vehicles, operating under six distinct brand divisions. To expand their customer base through organic growth, AAMP partnered with our agency to elevate four of their brands: iSimple, EchoMaster, Phoenix Gold, and Stinger Electronics. Each brand speaks to a unique audience—ranging from young drivers upgrading older cars, to safety-focused consumers, to dedicated audiophiles, and enthusiasts seeking premium sound accessories.

Managing such a diverse portfolio under one umbrella required a unified strategy that respected each brand's individuality while driving measurable results. Our approach combined research, strategic planning, and SEO-driven content creation to boost visibility, connect with target audiences, and convert traffic into loyal customers.



**INDUSTRY**  
CONSUMER ELECTRONICS



**AUDIENCE**  
YOUNG DRIVERS  
SAFETY-FOCUSED DRIVERS  
CAR / MUSIC ENTHUSIASTS



**CATEGORY/TACTICS**  
SEO KEYWORD STRATEGY  
CONTENT CREATION  
THOUGHT LEADERSHIP  
PERFORMANCE MONITORING  
CONVERSION OPTIMIZATION



iSimple



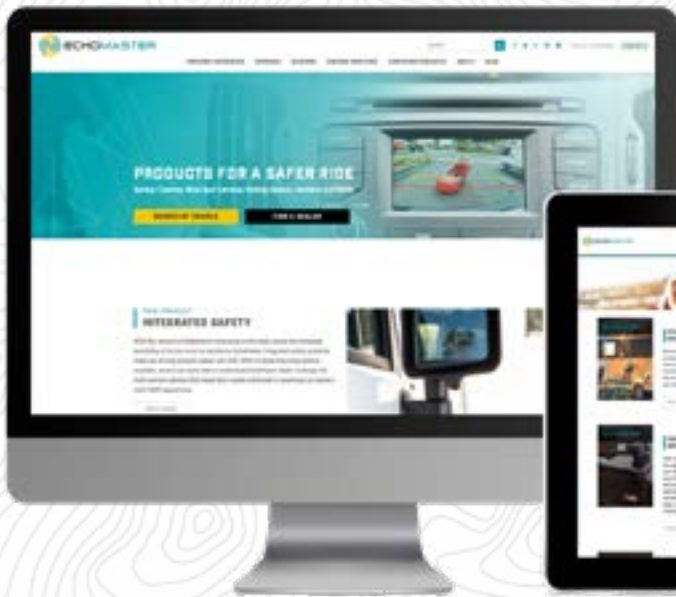
## IDEAS.

AAMP Global manufactures aftermarket technology for consumer and commercial vehicles and markets them under six different brand divisions. With a need to grow more customers organically, AAMP came to our agency to help manage four of their brands: **iSimple**, **EchoMaster**, **Phoenix Gold** and **Stinger Electronics**.

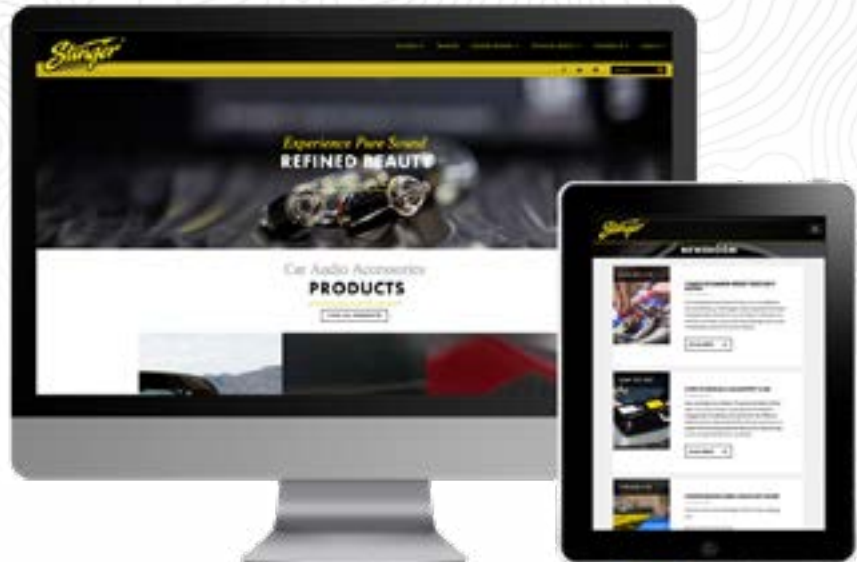
While each brand creates car technology, the offerings for each one concentrate on niche markets. iSimple, a brand geared toward young drivers with older cars, offers hands-free calling, music streaming, audio control and mobile phone charging upgrades to over 11 million cars in the U.S. EchoMaster focuses on vehicle safety and provides a full range of risk-reducing products, such as backup cameras, parking assistance and blind spot sensors. Phoenix Gold, created mainly for audiophiles, produces high-end mobile audio products, such as amplifiers, speakers, subwoofers and processors. Lastly, Stinger Electronics delivers high quality and pure sound with their premium wires, amp kits and power support accessories.

With four brands to manage under one umbrella, our team sought to increase the organic presence of each site with a blend of research, strategy and search engine optimization.

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EchoMaster



Stinger Electronics



With a goal to increase organic search traffic, our team began writing six blogs every month for AAMP: two for iSimple, two for EchoMaster, one for Phoenix Gold and one for Stinger Electronics. But research played a vital role in the process.

Before our copywriters began creating content, our SEO manager dug into resources online and researched blog topics and keywords that would help AAMP's websites rank higher on Google's results pages and simultaneously deliver high-quality content to their target audiences. To ensure their audiences were receptive and keywords were ranking well, our SEO team monitored organic growth and site performance after each blog post. With analytics and data driving our goal, our blogs with brand-centric keywords started converting site visitors to buyers.



## RESULTS.

In just shy of a year, we've been able to take the four AAMP brands to the next level. Take a look at the stats:

### iSIMPLE

71,276  
visitors

68,516  
(98.9%)  
new visitors

96,423  
visits

68,513  
(71%)  
new visits

46.51%  
bounce rate

### EchoMaster

73,585  
visitors

71,253  
(94.9%)  
new visitors

109,320  
visits

71,251  
(47.41%)  
new visits

43.54%  
bounce rate

### Stinger Electronics

58,351  
visitors

56,635  
(72.78%)  
new visitors

86,691  
visits

56,635  
(47.72%)  
new visits

38.31%  
bounce rate

### Phoenix Gold

74,455  
visitors

72,405  
(95.8%)  
new visitors

118,116  
visits

72,405  
(41.24%)  
new visits

41.24%  
bounce rate



AAMP

## KEY TAKEAWAYS

- Managing multiple niche brands under one parent company requires a tailored strategy that balances individuality with overall growth goals.
- Consistent, high-quality blog content backed by keyword research can significantly increase organic search rankings and visibility.
- Data-driven SEO efforts not only boosted site traffic but also converted new visitors into engaged customers.
- Each AAMP brand experienced measurable growth in organic visits, new visitors, and reduced bounce rates within the first year.
- A unified approach across all four brands delivered scalable results while maintaining the unique voice of each brand.