

# Gladesville Guitar Factory

## Case study

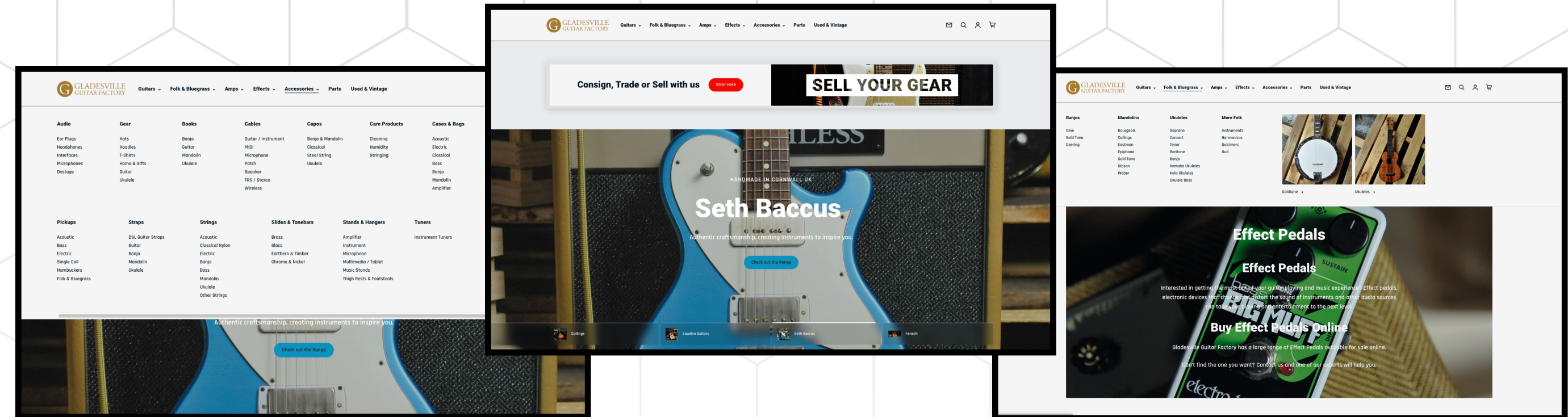
**cyrius**

**Client:** Gladesville Guitar Factory (GGF)

**Industry:** Consumer Music Products

**Target audience:** Musicians,  
Beginners, Students

**Services:** Shopify Website & SEO



### Overview

Celebrating over 50 years as Australia's longest-running guitar store under continuous family ownership, Gladesville Guitar Factory (GGF) is a haven for musicians of all levels. Specialising in acoustic, electric, and classical guitars, along with folk instruments, accessories, and repairs, their laid-back style and unparalleled product knowledge attract musicians, from beginners to global guitar legends.

### Scope

GGF needed to add an on-line dimension to better serve its widely geolocated customers. It needed to reflect the quality and character of the shop, and able to manage the complex needs of a small store selling 10s of 1000s of products, syncing to a proprietary in-store sales/inventory system, booking repairs and projecting the shop's famous culture.

Shopify was necessary as being compatible with their internal POS system, Cyrius engaged with the GGF team to execute a complex solution.

Talk to us about a project – Call Stefan [info@cyrius.com.au](mailto:info@cyrius.com.au)

02 9877 5544 / 0408 868 292

# Gladesville Guitar Factory

## Case study

**cyrius**

### Objectives

GGF aimed to establish a fully online store to effectively serve both Australian and global customers. They needed a fast, accessible platform that allowed customers to explore both the physical and online store before purchasing. The Cyrius team, already instrumental in setting up their original domain and web presence, was asked to upgrade the website to a full eCommerce Shopify platform. This migration was necessary to handle daily orders, integrate 3rd party POS systems, and boost customer engagement while supporting the business's growing demands.

### Solutions

To manage GGF's high-volume orders and diverse customer base, Cyrius recognised Shopify as the ideal platform for consistent high standard and to meet their growing needs. GGF runs "LightSpeed" instore for CRM and POS, which required integrating with Shopify with 'middleware' solution, Accumula. We helps customise the Shopify theme and integrated apps tailored to their specific requirements. The new website was designed, transitioned and launched swiftly. Ongoing SEO, tech support, and continuous enhancements have helped the site remain competitive and responsive.

### Outcome

The migration to SEO optimised Shopify eCommerce platform enabled GGF to efficiently manage the growing volume of orders. Integrating Lightspeed via Accumula ensured smooth synchronisation between their online store and physical inventory system. Cyrius' customisations, SEO, and ongoing support fuelled the store's continuous growth and success, helping GGF win a local business award, celebrating over 50 years of specialty retailing and further solidified their reputation as a leader in the musical instrument market. The business has seen consistent year-on-year growth in the eCommerce space.

### What they said:

*"Cyrius has been our digital media marketing agency partner for over half of our 50+ years in business... crucial to our success story, assisting us through the ups and downs of running a small business, staying current and ahead of the competition in eCommerce."*

**cyrius**

Simplify. Amplify.

Visit our website for more information:

[cyrius.com.au](https://www.cyrius.com.au)



Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

*We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.*

Email  
[info@cyrius.com.au](mailto:info@cyrius.com.au)

Phone  
02 9877 5544 / 0408 868 292