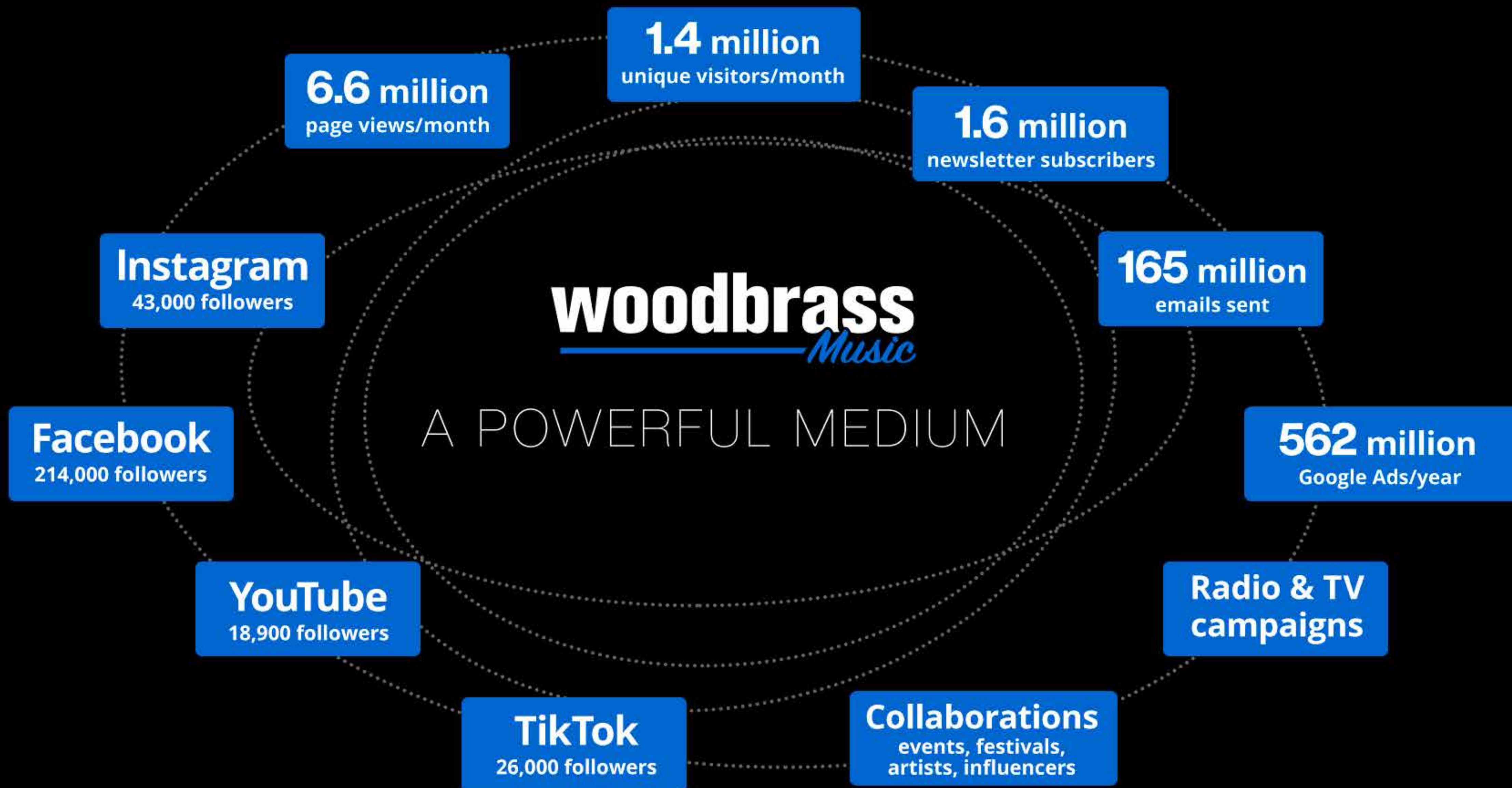




BOOK MARKETING 2025

PRICES





history of Woodbrass

1999

*Opening of the first
Wind Instruments store in Paris*

2005

*Opening office in Nantes
and launch of the website*

2006

*Expansion of the offer with
digital pianos, home studio,
guitars and percussion*

2011

*Opening Home studio
and Keyboard Store*

2010

*Launching of our
Woodbrass brands*

2008

*Acquisition of
a library in Paris*

2007

*Changing the name of
Woodwind & Brasswind
into **Woodbrass***

2013

Opening Guitars Store

2021

*Merging with Algam Group
[Nantes]*

2023

*Opening DJ, Sono
and Lights Store*

2024

*Relooking of the stores
Creation pick-up point
Moving into new offices*

4 Woodbrass Stores

Avenue Jean Jaurès in Paris



186 PA / DJ / LIGHTS



184 KEYBOARDS
HOME STUDIO



182 GUITARS
ELECTRONIC DRUMS



172 WIND INSTRUMENTS
MUSIC LIBRARY



Visibility on woodbrass.com	7
Shop-in-shop	8
Financing with Alma	9
Social media	10-13
Creators on social media	14

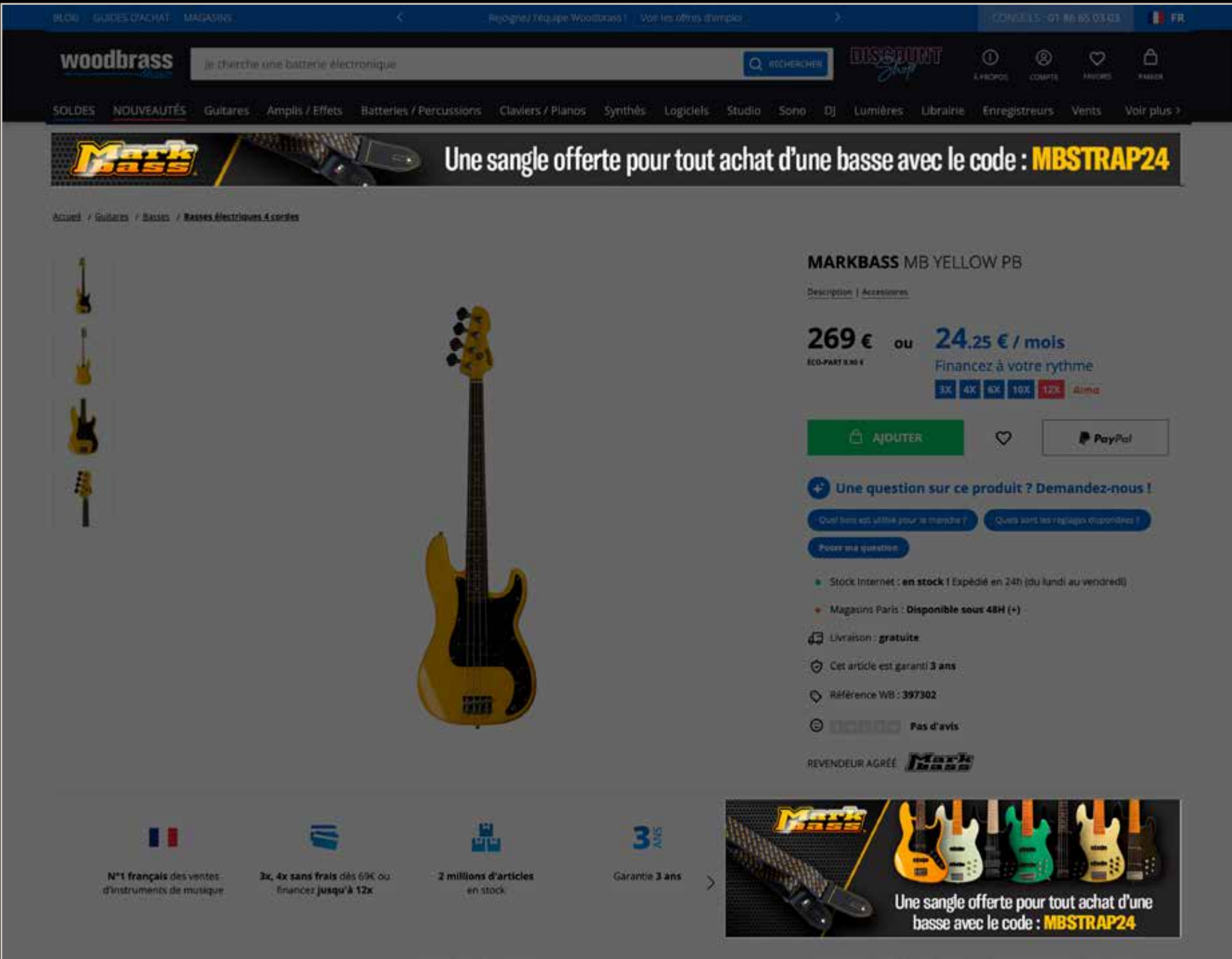
Google Ads	15
Product video / photo shooting	16
Price list	17
Organization chart	18

Digital branding

- Woodbrass provides display on the site to:
- promote your brand
 - highlight a product or range of your choice
 - target users with relevance.



Banner on homepage



Banners on product sheet



Newsletter

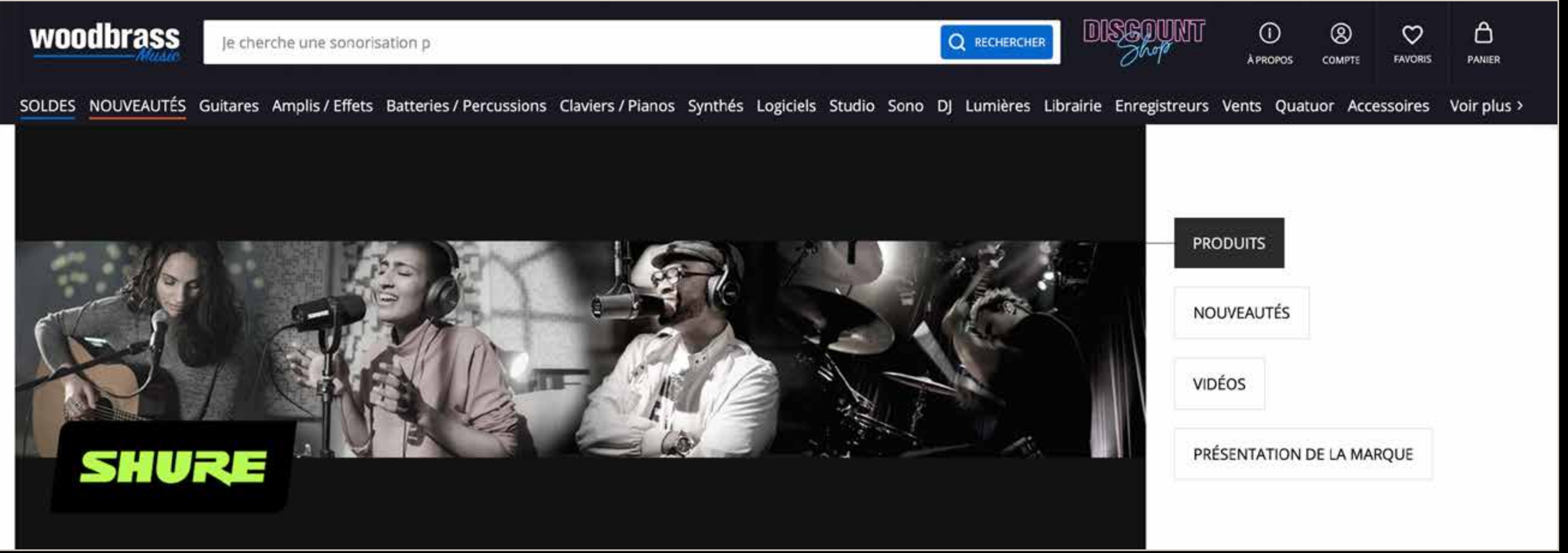
PRICES

Your shop on Woodbrass.com

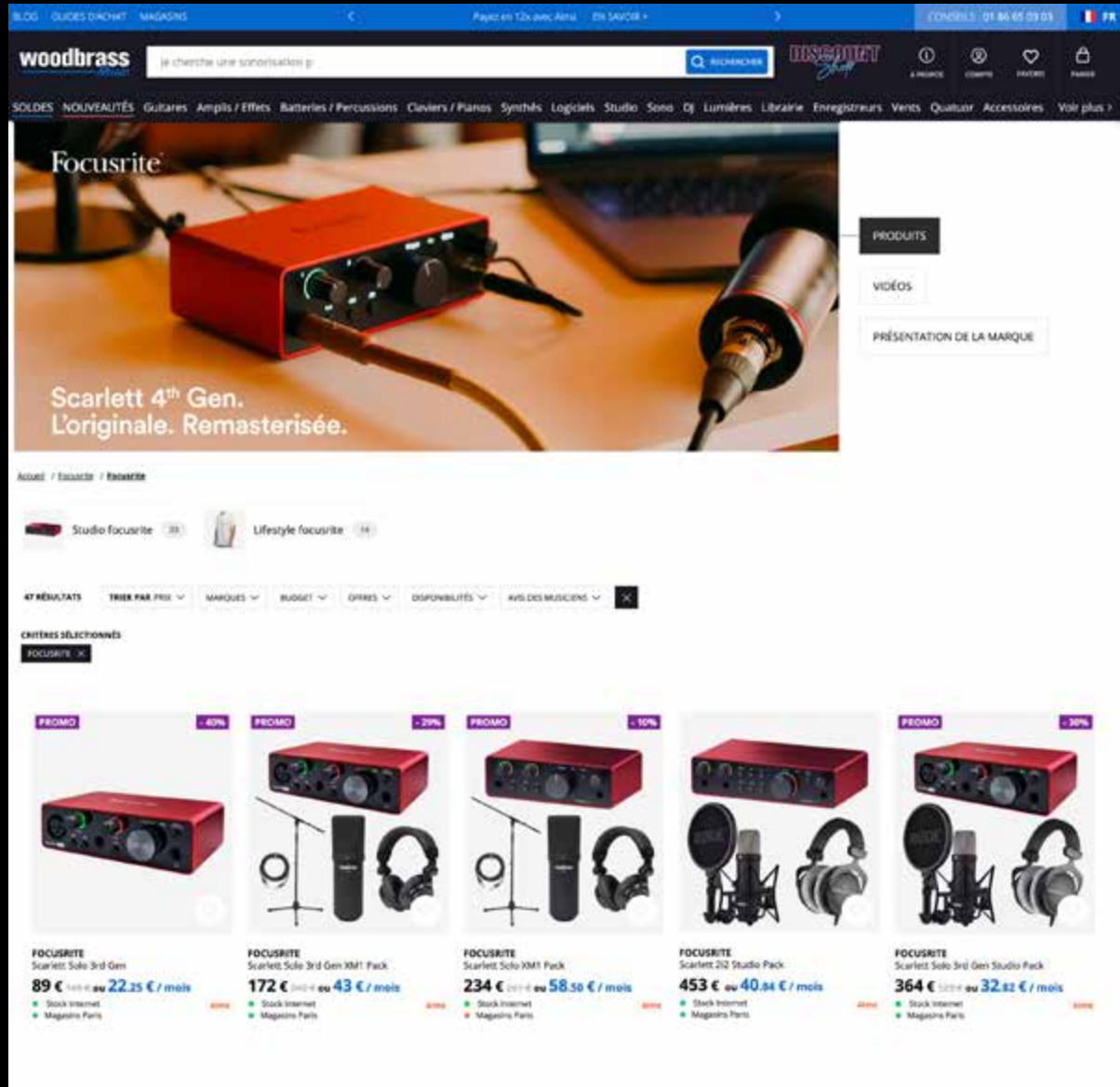
We offer you an exclusively dedicated space for your brand.

A presentation text enables you to communicate directly with the customers.

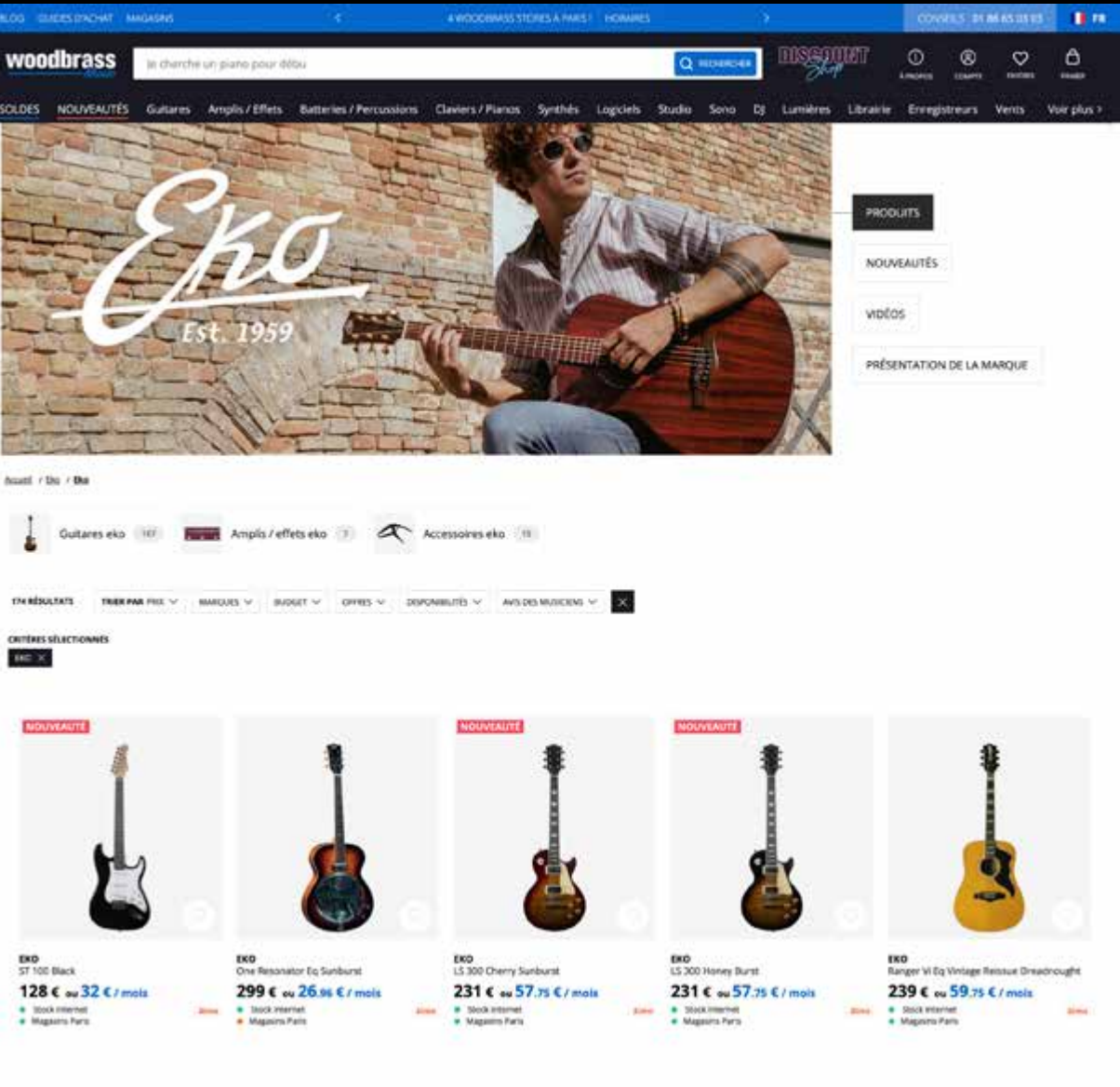
The **Shop-in-shop** appears in relation to the search given up by the internautes.



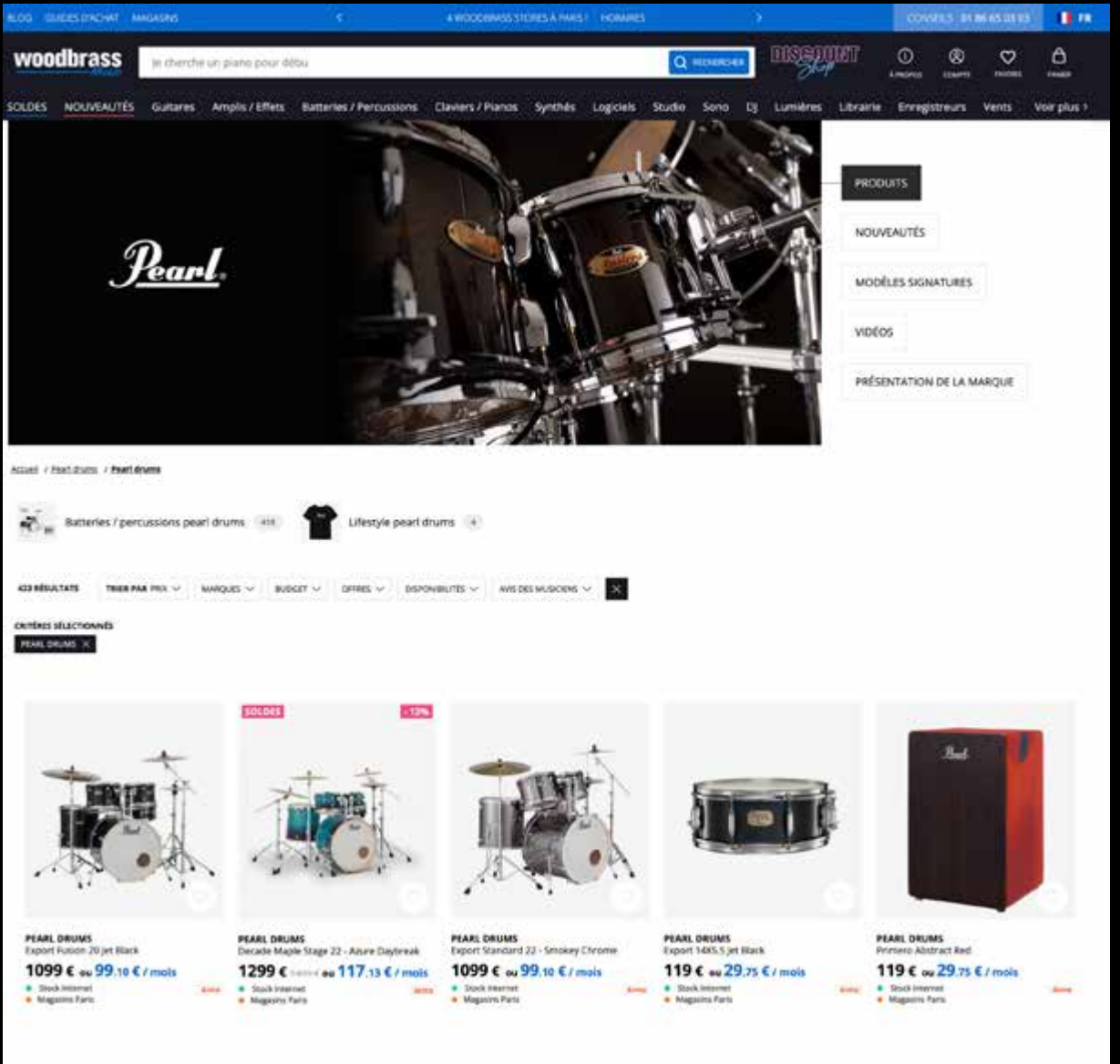
wb Shop.SHURE



wb Shop.FOCUSRITE



wb Shop.EKO



wb Shop.PEARL.DRUMS

PRICES

Fee support for installment payments with Alma.

We offer one-off operations to cover costs linked to our partner Alma for payments in several installments. You thus offer customers the flexibility to pay for your brand products in several installments, without any additional cost. For your part, you only finance real sales, which guarantees an identified and controlled cost.

This option makes your products more accessible to a wider clientele, while setting you apart from your competitors, boosting your sales and your visibility on the market.

Alma	4x	6x	10x	12x
Total Cost	2,46%	3,94%	6,60%	7,80%



Fender

Tone Master PRO



SIMPLIFIEZ-VOUS LA VIE !
Pour l'achat d'un Tone Master Pro,
le financement avec **Alma**
en 3, 4 et 6x est offert



Taylor

Craquez pour Taylor
avec le financement
Alma en 12x offert.
Pour une guitare entre
1000€ et 5999€.



Buffet Crampon Paris

Jusqu'au 31 octobre
Faites votre rentrée

Financement Alma en 12 fois offert





Organic

Content posted on the Woodbrass account and scrolling on the News Feed. Reaches an engaged community. Infinite virality potential.

Video (Reel, short, TikTok)

Most popular video format, very good viral potential.



Post contests Like&Share

Ideal to increase audiences and cross-post campaigns. Image format or carousel.



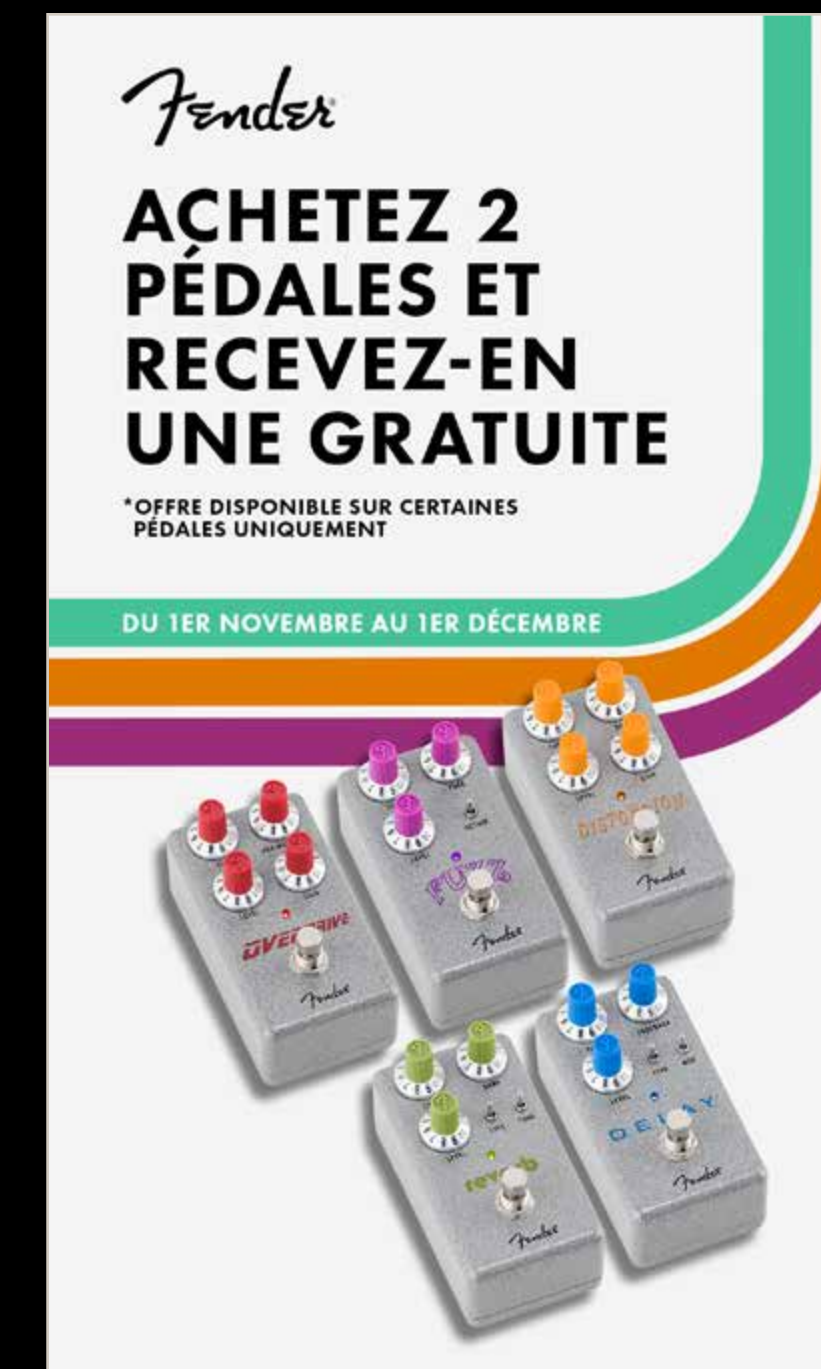
Sponsored

Monetized content, distributed by the Woodbrass account but only on the feed. It is temporary and cannot be found on the Woodbrass account.

Possibility of sharing commercial content, with precise targeting (age, interests, geolocation).

Story

Temporary video or image format (24 hours). Possibility of being interactive (polls, quizzes, asking questions, displaying links, etc.).



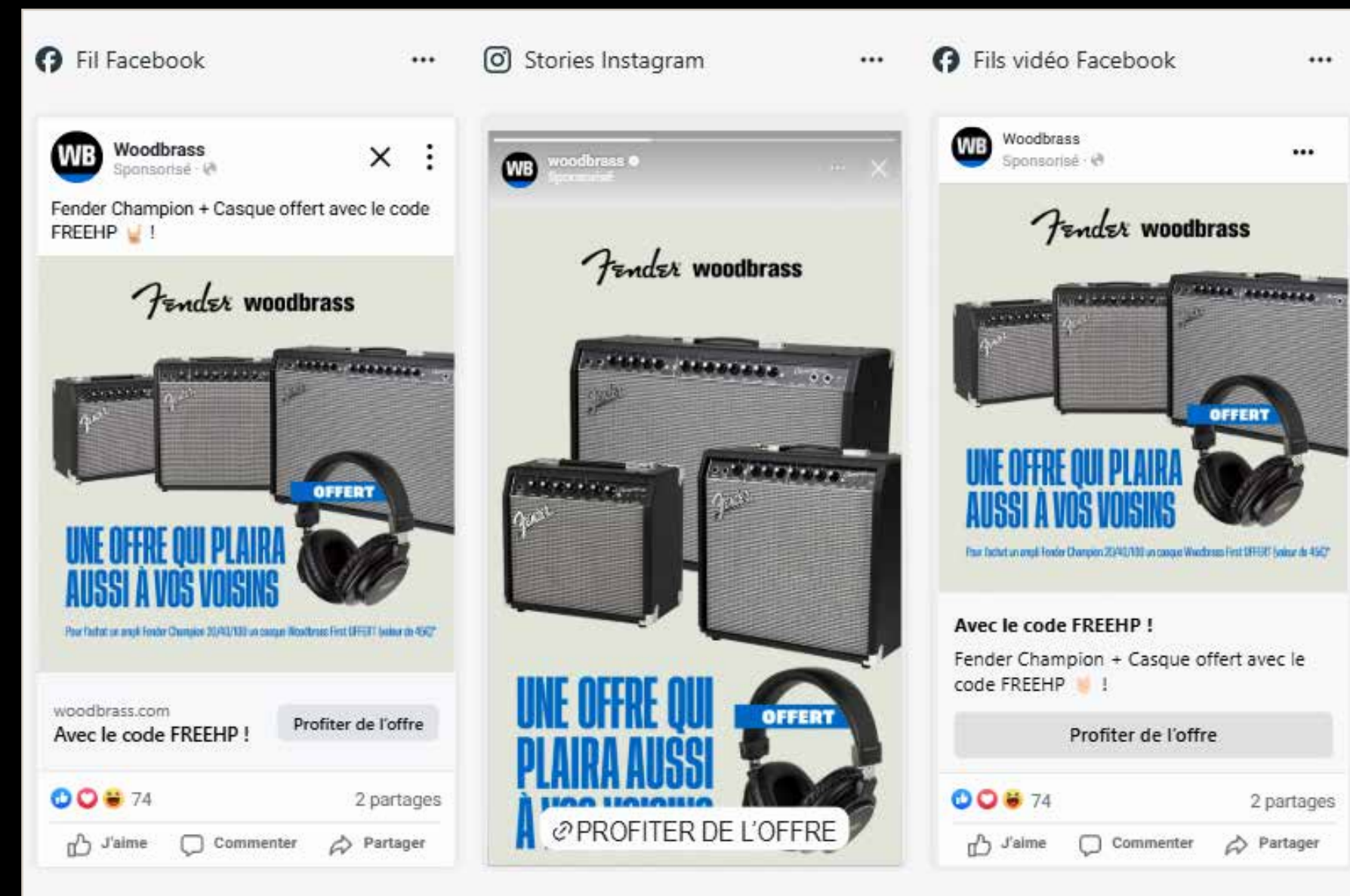
PRICES



Meta sponsored campaign

Advertising on Facebook and Instagram with precise targeting criteria (age, interests, geolocation, ...)

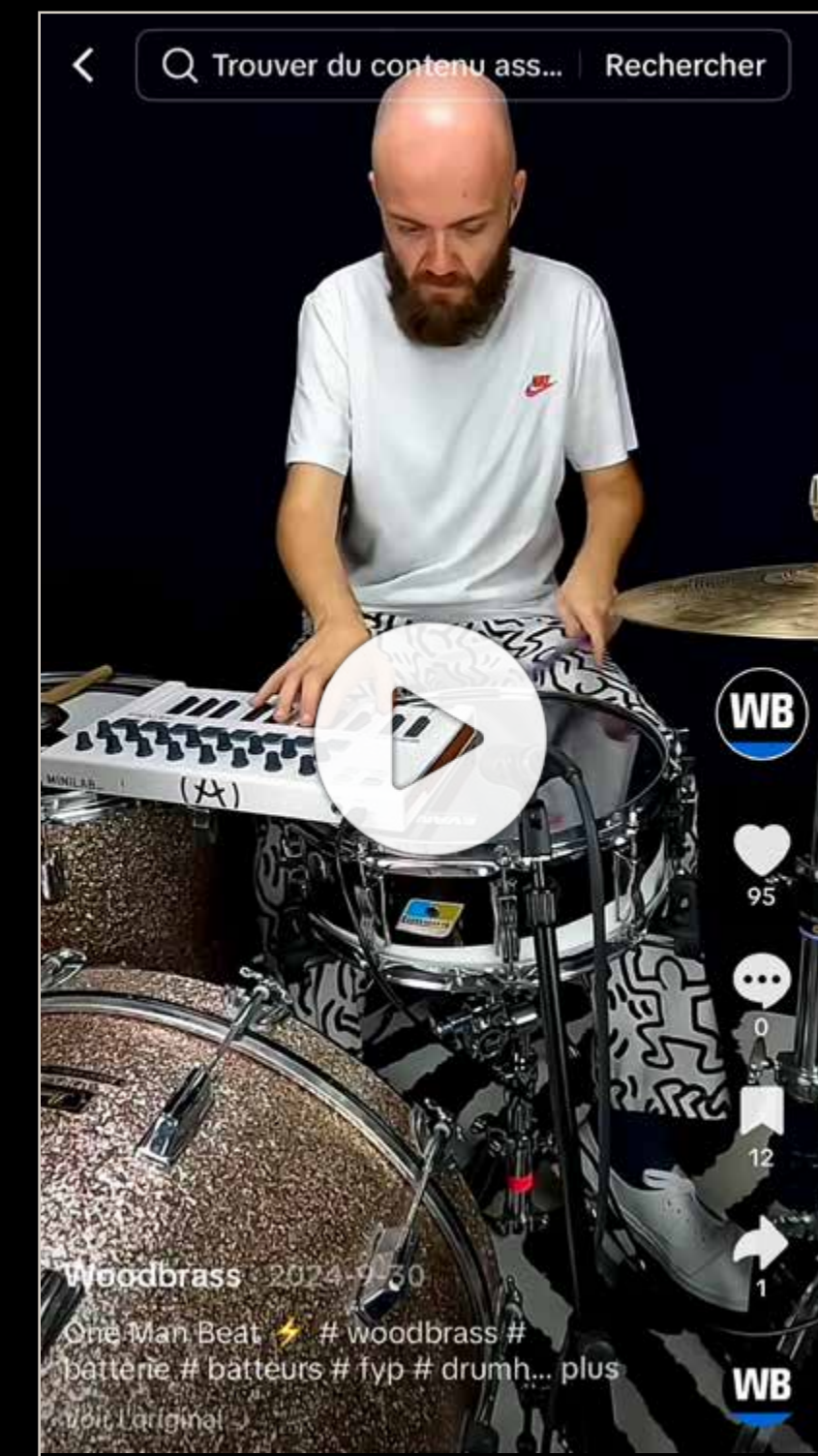
The best way to reach a qualified audience, with superior buying power.



TikTok sponsored campaign

Advertising on TikTok with precise targeting criteria (age, interests, geolocation, ...)

The best way to reach a younger audience, neophyte or amateur, more connected, who consume impulsively. They use TikTok as their search engine.





- Woodbrass offers you to:
- produce commercials and demos,
 - organize livestreams on Youtube,
 - organize showcases with internationally renowned artists.



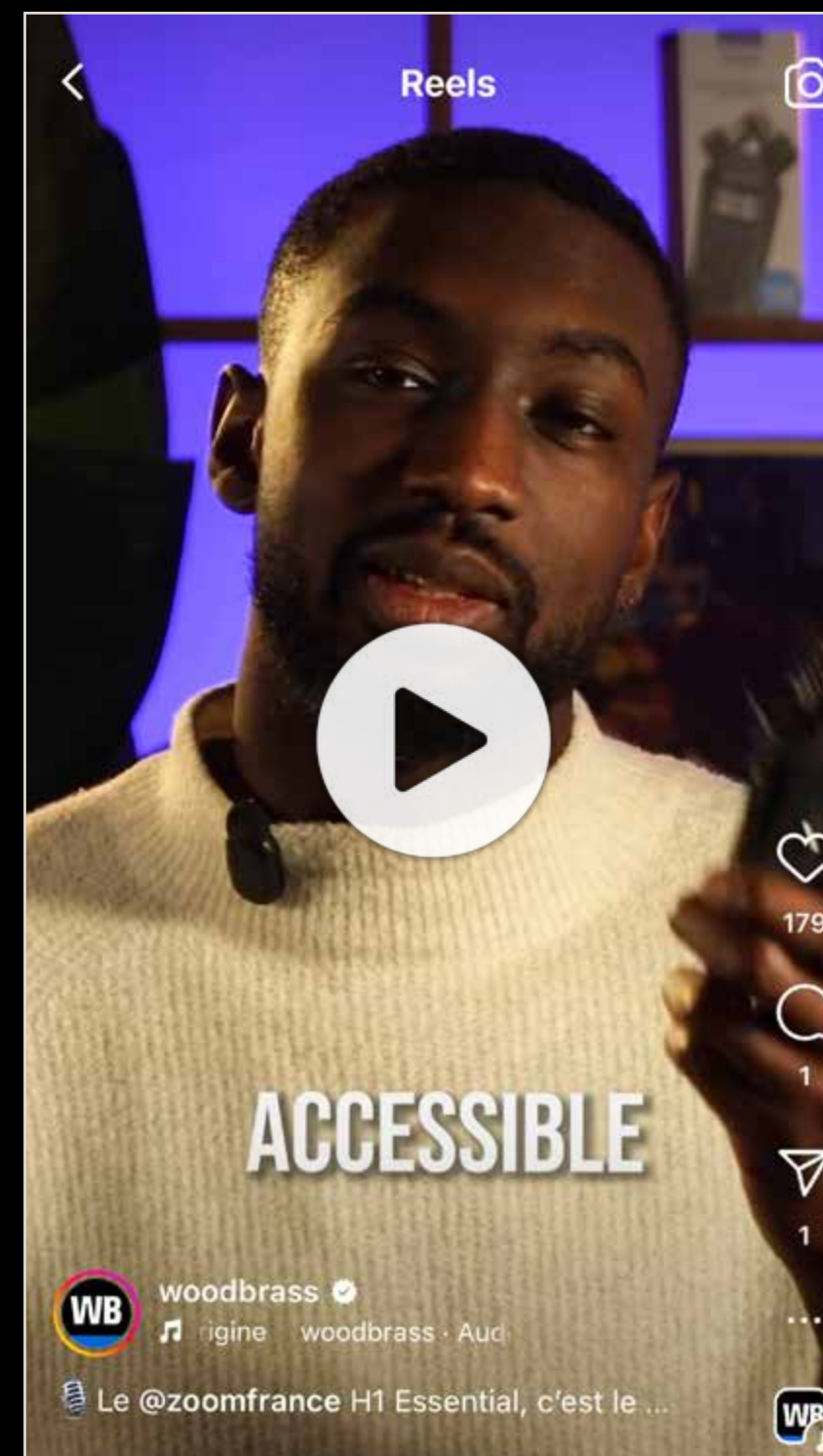


Video format

Lifestyle.
Unboxing.



Camera face or subtitled voice-over.
Detailed product presentation.
Presentation, tips, ...



Podcast & interview.
Dj Set.
Demo.
Live streaming.
Clip Soulphoenixs.



PRICES



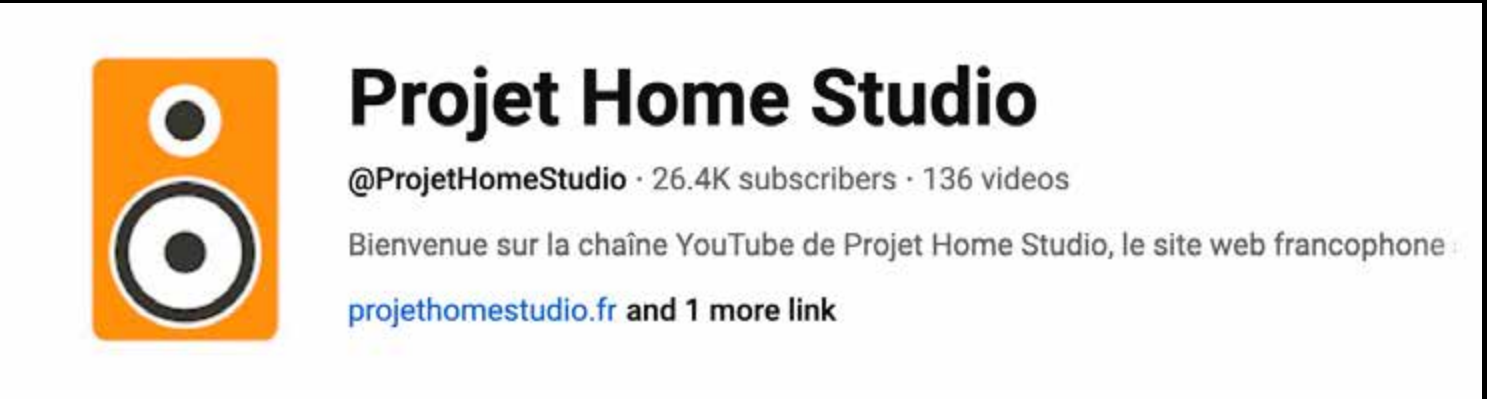
We offer partnerships with a network of content creators.

Thanks to this format, you can get closer to your target customers and benefit from a wide reach thanks to large audiences.

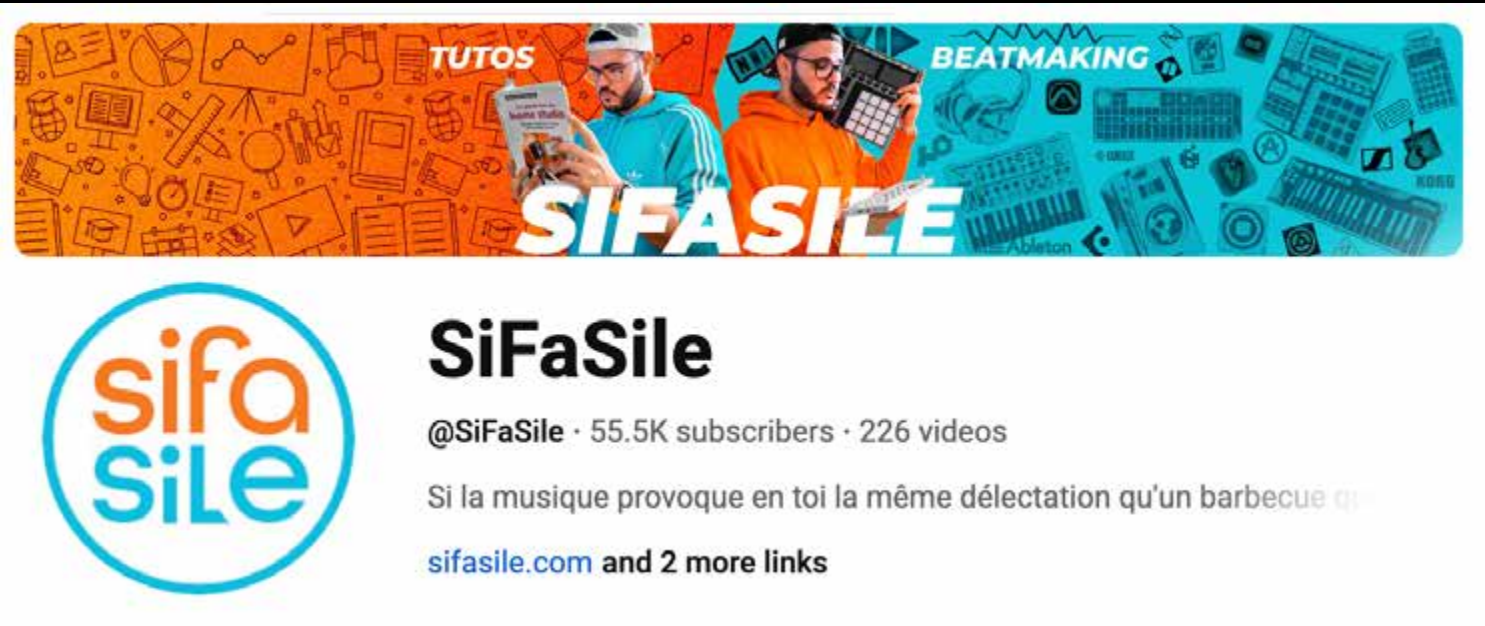
You are responsible for providing the product to be placed or loaned. Minimum duration 2 weeks (data adjustable according to the operation).



[Zacharie et Kevin](#)



[Projet Home Studio](#)



[SiFaSile](#)



[Florent Passamonti](#)



[Dj Shuba-K](#)

PRICES

Expand your market share quickly

Increase the visibility of your brand on Google among the musicians who matter most, those who are looking for what you offer.

Google Shopping is a profitable sales channel designed to increase your visibility and therefore your market share.

Today the players present on Google Shopping are mainly Thomann, Amazon, Gear4Music, Bax-shop and Woodbrass...

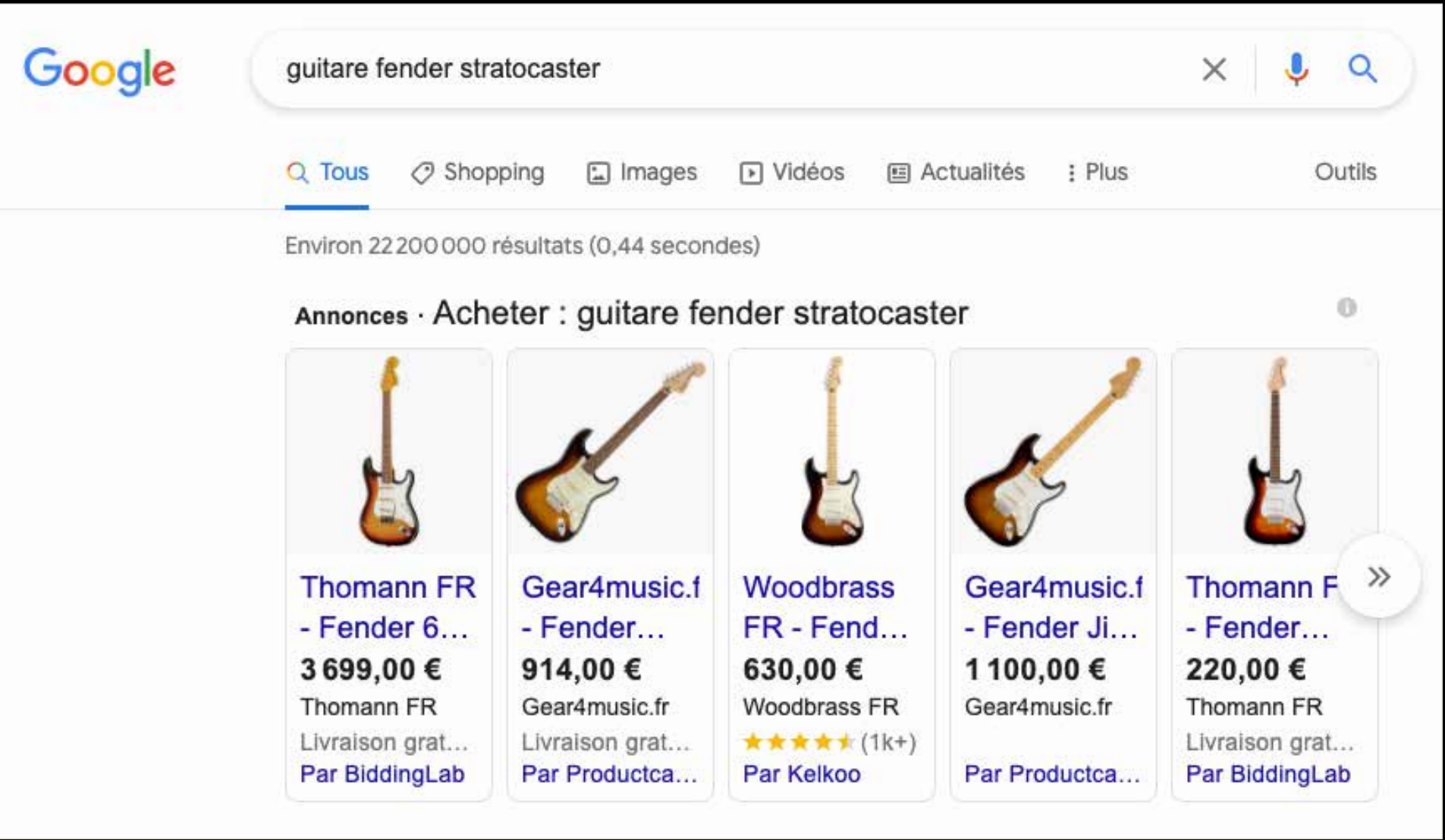
How it works

A Google Ads budget allows you to:

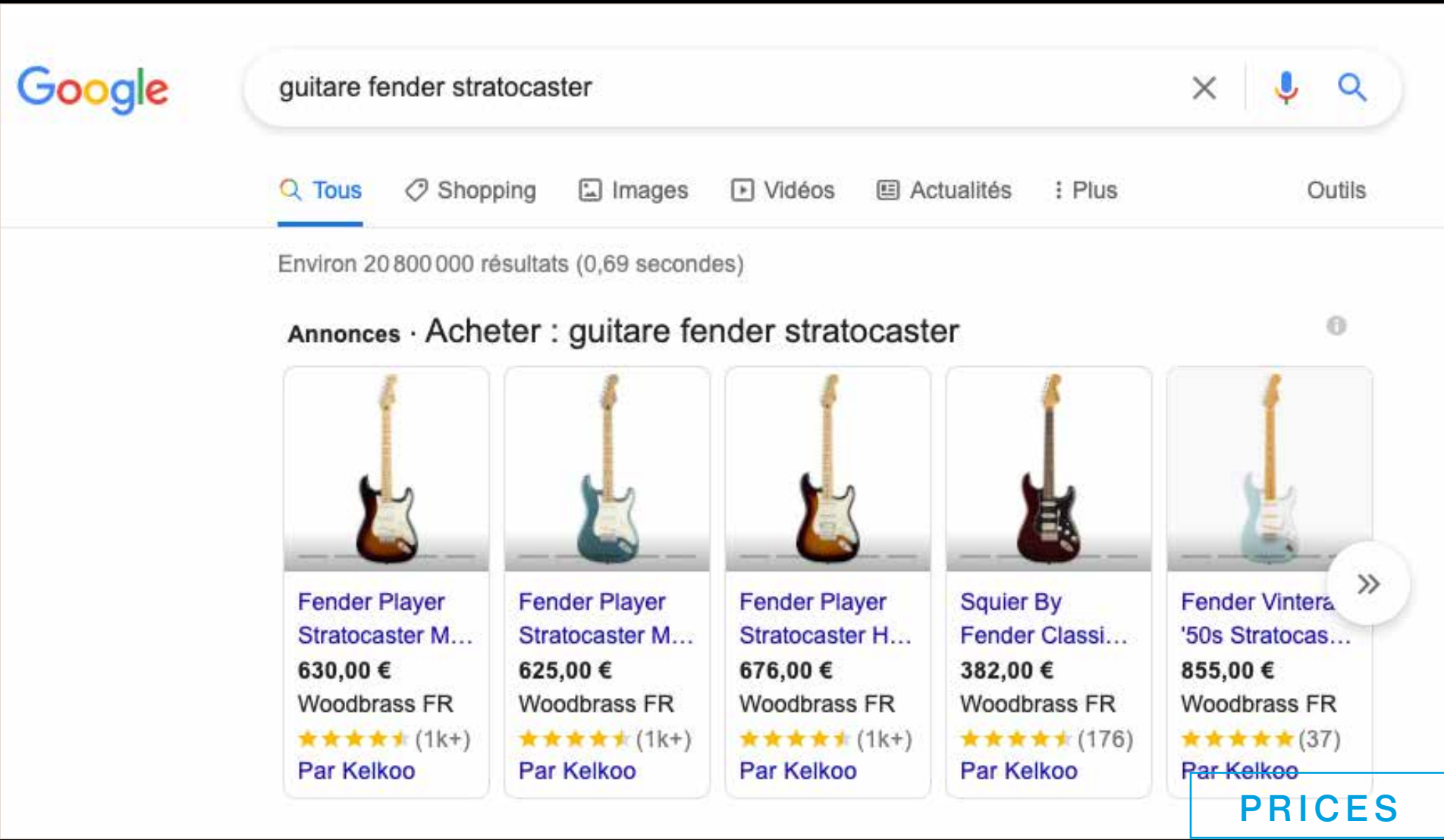
1. Increase the visibility of your products/brands on the Google network
2. Increase sell-out rotation
3. Reclaim market share from foreign players

NB: at the end of each campaign, we provide you with the results and our analysis.

Before



After



Woodbrass offers you the ability to produce **high-quality videos** to showcase your products.

Equipment:

- Video studio
- Podcast studio
- Photo studio
- Scan Cube
- Lifestyle shooting room.



« Presence on our site (excluding creation package)	
Home page banner	€1200
Product sheet banners*	€1200
Landing page	€1200
Shop-in-shop (brand page)	€3000
* Our banners are put online for a period of one month. If extensions, additional costs are to be expected.	
« Communication levers (excluding creation package)	
Newsletter	€1800
Social media STORY	€500
Social media SPONSORED Minimum	€500**
Social media POST CONTEST	€700 + provision of your product
« Funding campaign with Alma	Coverage of the current interest costs + communication package
« Sponsoring campaign Facebook/Instagram	Boost on demand**
Article for the blog	€400
« Video (travel expenses, location from €120/day)	
– Video production and variation, up to 5 minutes	€3000
– Sponsoring Youtube	€600
– Photo shoot	€1500
– Parthership / Creators	On demand + provision/loan of your product
** Contribution to the overall budget. Details on request. Our blog : https://www.lamusiqueestatoutlemonde.com/	
« Design by our graphic designers	€1200
Our marketing assets are available here .	

organization chart

