

Marketing Research Students from HSU's School of Business assist Marimba One

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Marimba One, maker of the world's finest concert marimbas, launched a brand-new customer-friendly website this month. The new site is designed to give users an easy-to-navigate environment in which to explore marimbas, mallets and accessories.

The website is the direct result of research conducted over the last year into what the customers want.

"We've conducted several researches both informally and in connection with California State University (Humboldt) School of Business Marketing [program] and have integrated the results into the way our new site works for customers," says Ron Samuels, Founder of Marimba One. The website rebuilt was done by Accelerant Design of Arcata, California.

"Our website visitors want to understand about sound," Samuels explains. "They want to know: How does one level of keyboard differ from another on a marimba? What is the difference between resonators? What do existing customers say about these various combinations? We are a strong, growing company with increased exposure around the world.

"This year we received further recognition when President Obama's Marine Band bought a Marimba One instrument.

"We're continually innovating and raising the standard for excellence while maintaining super-competitive prices. A brand-new website is the logical next step."

About Marimba One

Marimba One is the world's premier maker of concert marimbas. Located in the college town of Arcata, nestled in the Redwoods of Northern California, the company makes custom marimbas, giving great attention to the sound that customers want on their instrument within their budget.