



Consulting Report  
Repo Records  
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## 5<sup>th</sup> Floor Analytics Executive Summary

This report is set out to consolidate the meaning of 5th Floor Analytics' endeavors to further improve the online presence and efficiency of Repo Records' marketing. Our primary objective was to increase consumer awareness towards Repo Records. Because of their small online presence, we focused on increasing traffic to their social media platforms and their website - with a strong focus on Twitter.

During the month of March, Repo only tweeted 3 times. However, within 10 days of providing our suggestions for higher Twitter promotion, they posted 41 times, with 6 of those posts being our word-for-word recommendations. When it comes to followers, our goal for Twitter was to reach 475 followers (from their starting number of 403). Although we did not reach 475, their followers increased to 463. Although we pushed for Twitter to be the most active social media platform, we still provided many recommendations and outreach for Facebook. Over the duration of this project, Repo's likes on Facebook increased by 36% (from 358 - 510). Our goal for Facebook was to reach 450 likes, and we exceeded that by reaching out to our networks, and providing Repo with fresh content. Instagram is Repo's most used social media outlet. Because of this, they requested that we don't post images for them. However, they took our advice and posted some of the original ideas that we had provided for their other social media outlets. This created a consistency amongst their platforms that we strived for.

Another one of our focuses for Repo was to increase their SEO through the use of inbound links. We set a goal of achieving 5 inbound links on reputable music blogs'/venues' sites. After reaching out to 23 Philly music sites, 3 of them agreed to post links to Repo's site. In addition to these links, we implored a semi-spam method of posting links in the comments section of multiple music websites. Although the quality of those links is not particularly high, the potential for further traffic to their site greatly increased.

To focus on our primary objective, to generate awareness, we created Google Adwords campaigns. We created two different campaigns, one for consumers to see what Repo Records was about and one for a call-to-action plan for consumers to buy and sell used vinyls. We ran each campaign for two weeks and compared which one would generate greater awareness for Repo Records. The first ad "Record & CD Store" generated a total of 42,772 views with 135 clicks resulting in a CTR of .3%. The second ad, "Trying to see records?" generated a total of 59,013 views with 174 clicks resulting in a CTR of .29%. These two ads were very similar with results with a difference of only .01%. Even though the amount of clicks compared to views was low, the point of these campaigns was to generate awareness for Repo Records and they succeeded greatly.

We also created new blog/website to eventually replace your old website. The website is outdated and can't easily be edited to add and replace content. The new blog/website was created with Wix and can interact between your customers and you, posts all of your social media content, you can add and write articles about the store, music, new releases and the Philly music scene. To build social currency with your customers and music lovers in the Philadelphia area we want your blog to include reviews of albums that your customers have written and they can share with other their friends and other music lovers. They can post their reviews of recent albums they bought from Repo Records (good or bad album reviews) on Facebook and Twitter.