

Case study

Kpop

Online music store



THE COMPANY

Kpop.ro is an online music store based in Romania, offering the latest album releases from the Korean pop culture. As their products come directly from Korea, from licensed distributors that work directly with the biggest labels in the industry, they have the opportunity to offer really competitive prices for the European market.

THE CHALLENGE

Kpop.ro is a sub-brand of Niche Records, a well-known music store open in Bucharest since 2003. Although they are specialised in selling music genres such as Rock, Metal, Jazz or Reggae, the founders of Niche Records felt that Kpop would become a global phenomenon and wanted to launch a new store dedicated to this type of music.

An agency was needed to help with a marketing strategy to launch the new brand and increase its online presence, as well as the number of clients.

OUR APPROACH

We dedicated the first weeks of our collaboration to research about the Kpop culture and its expansion on the European continent, in order to create the right customer persona to focus on in our digital strategy, knowing their special features allowing us to prepare a solid foundation for growth.

A Cross-channel marketing plan and strategy has been developed and activities have been prioritised to fit both branding and e-commerce goals.

ACTIVITIES AND ACTIONS

As their e-commerce website is the main conversion point, we worked together with their web development team on the website optimisation, making sure the user experience is a simple, yet effective one. These activities would also bring augmented organic results and increase customer loyalty.

Following that, a social media strategy has been developed to deliver increased awareness and engagement within their target audience. In order for the brand to expand organically and increase visibility, we managed to establish valuable partnerships with the online Kpop communities from Romania, but also organise social media contests open internationally meant to build a global community.

Important album launches or popular sales campaigns, such as Black Friday, also required punctual Paid Ads campaigns for which we chose Facebook and Instagram as the main communication channels, for their proven record of providing rapid results at good costs.

SOLUTIONS USED

- 1 Marketing Strategy
- 2 Cross-channel Planning
- 3 Social Paid Ads
- 4 SEO strategy
- 5 Social Media strategy
- 6 Partnerships & Contests

THE RESULTS

Within the first three months from deploying the social media activities, we have seen an impressive 760% increase in terms of the Instagram following and a 300% increase in Facebook Page Likes. Along with the continuous growth of the audience, Social has proven to be an important channel in terms of All Traffic Website Acquisition, occupying the third position following Direct & Organic Search.

Facebook Campaigns proved to be extremely successful, with the majority of them having a Return on Advertising Spend of over 100 x, much higher than their industry (Entertainment & Music) average ROAS. The most successful campaign brought over 20000 Euros in revenue with a ROAS of 131.

760%
more
followers



in the first 3 months
of Social Media
Activity on Instagram

300%
more
followers



in the first 3 months
of Social Media
Activity on Facebook

100+
ROAS



in the first 3 months
of running Facebook
Campaigns

20.000+
Euros
revenue



most succesfull
Facebook Campaign
with 131 ROAS

We'd be happy to see how we could help your business achieve outstanding results, too!

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