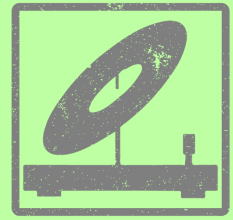


THE CORNER RECORD SHOP



BRAND STRATEGY DOCUMENT

PREPARED BY MEGAN IRELAND
MMC5737 FINAL PROJECT



RCA VICTOR

THE MAMAS AND THE PAPAS DELIVER

Side
1

LD 50014 A
RD 7880

BIEM NCB
GEMA

1. DEDICATED TO THE ONE I LOVE (Pauling, Bass) P. Maurice
2. MY GIRL (Robinson, White) Carlin Music
3. CRÉÈQUE ALLEY (Phillips, Gilliam) Dick James Music
4. SING FOR YOUR SUPPER (Rodgers; Hart) Chappell
5. TWIST AND SHOUT (Russell, Medley)
Sherwin Music
6. FREE ADVICE (Phillips, Gilliam)
Dick James Music

The Mamas and the Papas

Produced by: Lou Adler

A DUNHILL RECORDS
PRODUCTION

© 1966

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TRADE MARKS (R) MARCA(S) REGISTRADA(S). TRADE MARKS USED BY AUTHORITY AND UNDER CONTROL OF RADIO CORPORATION OF AMERICA (R.C.A.)

MADE IN ENGLAND BY THE DECCA RECORD COMPANY LTD., LONDON. FROM MASTER RECORDINGS OF R.C.A.

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BRAND INTRODUCTION

The Corner Record Shop is one of the largest vintage music stores in the greater Grand Rapids area. With a passion for quality audio and a drive to spread the joy of music throughout the community, The Corner Record Shop has been delighting West Michigan locals and visitors alike for over 20 years.

MISSION

To connect people, broaden minds, and facilitate discovery through the power of music as a holistic sensory experience

VALUES

- Freedom of expression
- Diversity
- Creativity
- Community

BRAND PERSONALITY

At The Corner Record Shop, we're quirky, vibrant, and receptive. We thrive on an endless stream of diverse ideas from our community, and find inspiration by looking both to the past and around us. We look to honor vintage musical traditions while paving the way forward for a new generation that enjoys many musical genres and formats.



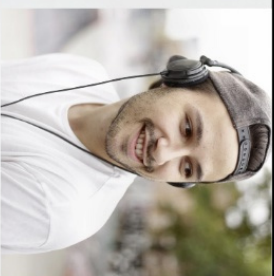
EMPATHY MAP

An empathy map helps you to get to the root of your audience's needs, wants, and problems. You may think you know what your customers are looking for only to find out later that you were way off the mark. This is why it's critical to conduct research and ask your prospects what they're thinking and feeling as they make purchasing decisions.

The Corner Record Shop's primary audience consists of millennials in the Grand Rapids, MI area who love music. Based on a mix of real quotes from online review sites (including Yelp, Facebook, and Tripadvisor) and educated guesswork, an empathy map was created for a fictional buyer persona, Adam, who falls into this primary audience. By analyzing what Adam says, does, thinks, and feels, The Corner Record Shop can gain a better sense of their customers' main concerns, and subsequently come up with ways to counteract them.



The Corner Record Shop



Says

- I want to buy a record player but I don't know where to start looking
- I'm a big Fleetwood Mac fan, do you have any of their stuff on vinyl?
- What's your return policy if I find out a record I buy isn't in good shape?
- Tell me about the difference between an 8-track and a cassette tape
- Do you also carry new releases?

Does

- Conducts research comparing different brands of turntables
- Measures the rooms in his apartment to see where a record player would fit
- Visits the Corner Record Shop Facebook page to read customer reviews
- Looks up vinyl prices at other local music stores
- Calls to inquire if a specific album is in stock

Name: Adam
Age: 30
Lives In: An apartment in downtown Grand Rapids, MI with his fiancée

Thinks

- I like the look of an old turntable, but what if it takes up too much space in my apartment?
- What if they don't have the album I'm looking for?
- I don't want my fiancée to think I'm bringing home junk
- Are the new records worth the price?
- How do I possibly decide which albums to buy?

Feels

- Content because he loves music and is in his element
- Overwhelmed by the huge selection of albums
- Delighted at the prospect of coming across a rare find
- Wary about the condition of the used records
- Foolish because he doesn't know a lot about the differences in audio formats

<https://www.thecornerrecordshop.com>

CUSTOMER JOURNEY MAP

To keep your customers coming back, it's important to provide them with as smooth and consistent an experience as possible. Google's Stuart Hogg says that experiencing the customer journey yourself can give you valuable insight into the various communication touchpoints your business provides (2018). Stepping back to take an outsider's perspective is often especially helpful in identifying areas for improvement.

The Corner Record Shop customer journey map takes elements of real interactions I've had as a customer and spins them into a narrative that uses Adam, the target buyer persona, as the main character. As Adam progresses through the three main phases of the purchase funnel (awareness, consideration, and decision), he interacts with The Corner Record Shop brand in evolving ways. An analysis of these touchpoints and what can be done to improve them follows.



**The Corner
Record Shop**

Customer Journey Map

www.thecornerrecordshop.com

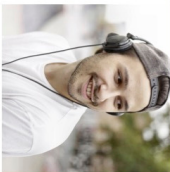
Persona: The Audio Aficionado

Awareness

Consideration

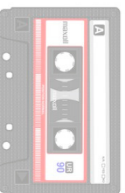
Decision

Name: Adam
Gender: Male
Age: 30
Location: Grand Rapids



Relationship Status: Engaged
Psychographics: Music junkie, frequent thrifter, and electrical engineer who is obsessed with audio quality

Adam got an engineering degree to pay the bills, but his real passion is music. He plays guitar in a local band with his old college roommates, but does less gigs now that he and his bandmates are all getting married. He loves antiques, has a vintage grunge sense of style, and wants to start an album collection to channel his passion for music in a new way. However, because he and his fiancée just moved to a new apartment with limited space, Adam is unsure how to start his collection. He would like to find a way to listen to his favorite music in quality audio without sacrificing the space and money for a high-end stereo system.



Customer Activities



Adam's bandmate, Kirk, texts him a picture of a rare Fleetwood Mac album he found at the Corner Record Shop. Adam is excited because he is a huge fan of Fleetwood Mac, and he asks Kirk where he got the record. Adam doesn't have a record player, but Kirk tells him about their incredible audio quality, and he begins to think about getting one for the new apartment he shares with his fiancée. Kirk sends him a link to the Corner Record Shop's Facebook page and tells him that it is located in Grandville, only 20 minutes from Adam's apartment.

Adam decides to scroll through The Corner Record Shop Facebook page later that day. He loves the pictures he sees of the store's extensive music collection and old-timey vibe, and is impressed by their 4.9/5 star rating. However, he wants to learn more about their turntable collection before he makes a visit. Kirk owns a Crosley record player, but Adam wants the opinion of a professional to determine if this brand is the best fit for his needs. He clicks the link to the Corner Record Shop website and doesn't find what he's looking for on the FAQ page, so he fills out the online contact form to inquire about the turntable brands they carry.

Adam receives an email from Steve, the Corner Record Shop owner, the next morning. Steve gives him a detailed breakdown of the different kinds of turntables they have in stock, and recommends a Crosley because it is small and compact. He invites Adam to come to the store to check out the 3 different Crosleys they have available, and Adam decides to make the trip on the weekend. Steve remembers him by name, and they have a great time talking about records and bonding over a shared love for Fleetwood Mac. After spending several hours exploring the store, Adam leaves with a Crosley record player, two of his favorite Fleetwood Mac albums, and a free sticker. He puts the sticker on his guitar case when he gets home, then snaps a picture of his purchases to send to Kirk.

Customer Goals



Adam wants to find a record player for his new apartment so he can enjoy his favorite music in higher quality. When Kirk tells him about finding the Fleetwood Mac record at the Corner Record Shop, he is thrilled at the prospect of finding both a turntable and his favorite albums on vinyl at the same store.

Adam wants to learn more about The Corner Record Shop's inventory and prices to determine whether or not he wants to make a trip to the physical store. He is actively looking for a turntable and trying to collect information about the type of player that is the best fit for his small apartment.

Adam is finally ready to purchase a turntable. He is also eager to spend time looking around the record store, immersed in the atmosphere, and bring home some of his favorite albums on vinyl.

Touchpoints



- Text message from Kirk sharing a record he bought from The Corner Record Shop
- Facebook cover photo featuring a well-organized, extensive music collection
- Facebook feed regularly updated with new items in stock

- Facebook photos showcasing the brand's old-timey personality
- 4.9/5 star Facebook rating and impressive reviews section
- "About Us" page listing their products and services and linking to their website
- FAQ page answering common questions about the store
- Contact page with an invitation to ask questions

- Steve's friendly and prompt email providing Adam with the exact information he needed
- Steve's personal invitation to help Adam make a purchase decision in-store
- Steve and Adam's enjoyable conversation, driven by their common interest in music
- The Corner Record Shop's impressively large and well-organized album collection
- The free sticker Adam got with his purchase

Business Goals

Increase brand awareness through social media by featuring photos of new release albums, rare finds, audio equipment, and the brand's extensive music inventory

Drive in-store visits with social proof and clearly-demonstrated expertise in vintage music and audio equipment

Delight customers with personalized communication, establish credibility and trust with thorough advice, and encourage them to come back with a one-of-a-kind in-store experience

CUSTOMER JOURNEY ANALYSIS

The Corner Record Shop's customer touchpoints in the decision stage are very strong, refined, and personalized. Once prospects make a personal connection with the brand, they deliver an excellent point-of-sale experience and effectively build brand loyalty. Steve, the store owner, goes to great lengths to connect with customers, gain their trust, and make them feel special. A member of the staff is always quick to answer the phone or email you back with the information you need.

The in-store experience at The Corner Record Shop also makes customers feel important. They have an unmatched inventory of music to offer, the store atmosphere is very vintage and homey, they offer free stickers with every purchase, and there is always an expert around to give you their unbiased advice.

Because the in-store shopping process is so superb, The Corner Record Shop has built quite a loyal base of local brand fans. As a result, they have a ton of social proof to lend them credibility and help customers in the consideration stage along their journey. The company receives rave reviews on sites like Google, Yelp, and Tripadvisor. Similarly, they boast a business rating of 4.9/5 stars on Facebook, where their followers do a great job of advertising for them with photos of their vinyl purchases.

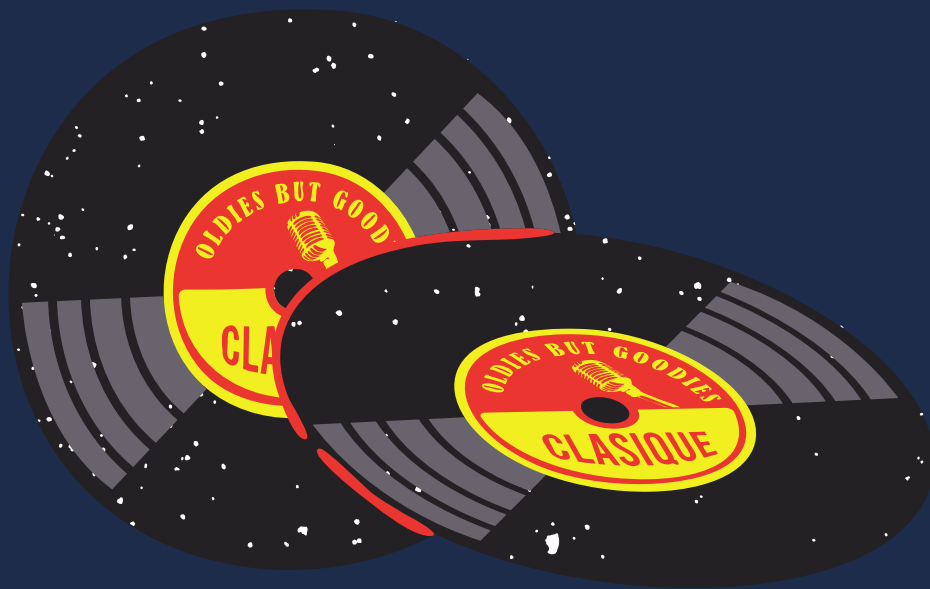
However, The Corner Record Shop customer experience needs a lot of work in the awareness stage, and even some in the consideration stage as well. The company's digital presence is lacking, and their calls to action are often unclear and/or not urgent enough to influence new customers to click. In fact, there isn't a CTA on the homepage of their website at all.

Likewise, their contact page CTA says "get in touch," which isn't particularly specific. While The Corner Record Shop does update their Facebook and Instagram feeds with new items in stock, no such inventory list exists on their website. In addition, the overall branding of their content across platforms is weak and inconsistent.

A huge opportunity for The Corner Record Shop to grow lies in their expertise in the realm of vintage music and audio equipment. They could gain a lot more leads (and eventually customers) by starting a blog that touches on relevant topics for music junkies. Their target audience would likely find a lot of value in a PDF guide to choosing the right audio format, a pricing sheet for used vintage music, or an article comparing different turntable brands.

A second opportunity for The Corner Record Shop to help more prospects in the awareness stage is to revamp their brand design. Their logo is memorable, but a bolder color scheme and more consistent voice would do a better job of grabbing visitors' attention. Clearly defining a brand purpose and including it across all messaging would also draw attention and build trust and mindshare.

A final suggestion for The Corner Record Shop to improve their customer journey is simply to connect their digital assets together. Just by adding social media links to their website, they could boost their credibility among their millennial target audience, who are avid users of social networks.



BRAND VISION ARCHITECTURE

“ *People like to buy from people they relate to.* ”

~ ANDREA STEVENS

Nowadays, it's not enough just to have a great product. Your brand has to be able to connect to customers on a human level. This is why Andrea Stevens stresses that it's essential to lead with purpose every single time you communicate (2020).

By simplifying The Corner Record Shop's purpose, audience, and market insights into a Brand Vision Architecture (BVA) document, it will be easier for the brand to relate to customers through common values. It also provides a single, overarching idea to unify brand communication and a SMART goal to work towards through this idea.



**THE CORNER
RECORD SHOP**

BRAND IDEA

Get lost in the music

www.thecornerrecordshop.com

<p>MARKET Category Insights</p> <p>Fails to deliver the magic of the music thriving experience</p> <p>The category focuses too much on the product and not enough on the experience, leaving our audience feeling flat despite finding the product they wanted.</p> <p>Other local vintage music shops are small and disorganized, making it more stressful than fun for customers to browse.</p> <p>Some have a good online system for finding and ordering specific albums, but by doing so they eliminate the excitement of the thrift shopping experience that customers want.</p>	<p>BRAND Brand Equity</p> <p>Proving there's more to music than listening</p> <p>Brand Purpose: To provide people with the delight of discovering music in a new way</p> <p>Brand Tonality: Vibrant, Vintage, Timeless, Quirky, Bold, Open-minded</p> <p>Product Equity: Discovery, Variety, Value, Rare Finds, Excitement</p> <p>Enemy: Fear of being overwhelmed</p>	<p>AUDIENCE Core Target Insight</p> <p>Dying to feed their audio obsession</p> <p>They are eager to explore new, higher quality ways to consume audio. They know they could easily find and purchase their favorite albums on the Internet, but are seeking a place they can lose themselves in their passion for music.</p> <p>Once they find a music store where they feel at home, they will be thrilled at the prospect of coming across a rare find, eager to come back, and quick to tell their friends.</p> <p>Core Demo: Men & Women, 25-35, Unmarried, Living in the Greater Grand Rapids, MI Area</p>
<p style="text-align: center;">BRAND AMBITION</p> <p>To expand our reach by opening an auxiliary location by 2023, offering a captivating thrift shop experience to all audiophiles across West Michigan who want to delve in and explore different kinds of music</p>		

COMMUNICATIONS STRATEGY

In today's digital age, consumers are more informed than ever. However, this also means that they are aware of more product and service options than ever before. Therefore, it's crucial as a business to anticipate any concerns a prospect may have and address them in your digital messaging. Show them how you can solve their problems better than your competitors can from the beginning, and you'll always be a leg up.

For The Corner Record Shop's communications strategy, three main barriers to purchase were identified among customers in the vintage music industry. First was the equation of something vintage with something junky. Second was the sea of sameness in the vintage music shop category. Third was the preference of online shopping over the in-store experience. A series of communications tactics and messages were then created to help Corner Record Shop customers overcome these barriers and feel comfortable to make a purchase.

Communications Strategy

www.thecornerrecordshop.com



**The Corner
Record Shop**

<i>Barrier</i>	<i>Audience Says</i>	<i>Comms Task</i>	<i>Tactics</i>	<i>Messages</i>
Some younger people hold the preconception that record shops only sell old, junky used music that they don't know or won't be interested in.	"I don't listen to any old bands, so I don't think I'd find anything that interests me at a record shop."	Demonstrate the wide variety of music genres and formats The Corner Record Shop carries and the quality of albums they sell, both used and new	<ul style="list-style-type: none"> • Organic Social Media Content • Inventory Webpage • Paid Display/Video Ads • Corner Record Shop Blog 	Vinyl is "in," Sound quality of physical albums, New release features, Huge inventory and genre variety, Rare finds, Quality check process
There is little differentiation among the vintage music shop category in terms of communications and experience.	"It doesn't matter what record shop I go to, they're all basically the same."	Prove that The Corner Record Shop delivers a unique record shop experience through its extensive inventory, distinct store atmosphere, and personal touches	<ul style="list-style-type: none"> • Earned Media (Reviews, Social WOM, etc.) • Email Newsletter • PDF Guides • Branded Giveaways/Offers • Organic Social Media Content 	Vast music catalog, Local popularity, Homey store vibe, "We know you by name," Free stickers with every purchase, Dollar 45 days, High level of music expertise
People can buy anything online nowadays and need an incentive to come into the physical store.	"I found my favorite album on vinyl for \$30 online. I don't see why I'd need to visit a store to get it."	Convince prospects that The Corner Record Shop experience is well worth the time and effort of making a trip to the physical store	<ul style="list-style-type: none"> • Local Musicians/Influencers • UGC on Social Media and the Corner Record Shop Website • Local Paid Social Ads • Local Paid Search • In-Store Offers/Promotions 	Brand Purpose, Brand Experience, Welcoming Community, Benefits of Shopping In-Store, Record Store Day Specials, Customer Stories

ORGANIC & PAID CONTENT



The Corner Record Shop

Organic & Paid Content Strategy

Sample Blog Titles

1. Have one of these 10 albums lying around? It could be worth thousands of dollars.
2. The real reason why vinyl is making a comeback
3. Are CDs dying? See what 3 experts have to say
4. New vs. old vinyl: Which is better?
5. 5 things that owning a record player says about you

Outlets for Earned Media

1. Rolling Stone
2. Discogs
3. Stereogum
4. Consequence of Sound
5. Pitchfork



Lead Magnet Idea

Free PDF Guide: The Ultimate Guide to Buying Vintage Music

Upon entering their name and email, leads can unlock this comprehensive how-to guide packed with information about the differences in audio formats, average pricing of used albums, comparison of equipment brands, fun vintage music statistics, and more. The guide will establish The Corner Record Shop as an industry expert, sharing both fun and useful knowledge for anyone looking to get into album collecting. The information will likely be of value to The Corner Record Shop's target audience, because they are passionate about audio and enjoy immersing themselves in the world of music.

After paging through the guide and learning about the best products to buy for their needs, the leads will also be more likely to consider The Corner Record Shop when looking to make a purchase. The store has a huge inventory of music across different formats and genres. It often has audio equipment from top-rated brands in stock as well. Therefore, the chances of a lead finding an item in the buying guide that The Corner Record Shop carries are fairly high.



THE CORNER RECORD SHOP

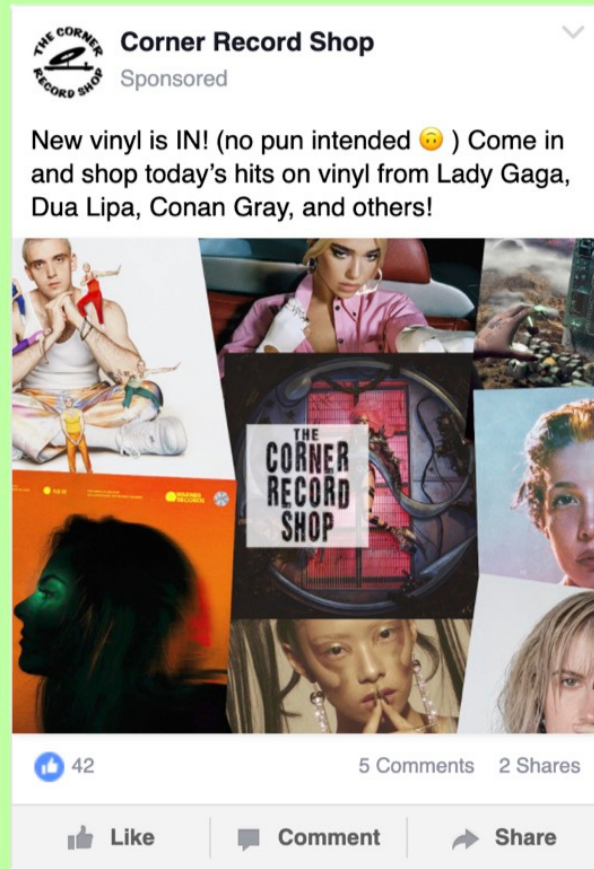
ULTIMATE GUIDE TO BUYING VINTAGE MUSIC



EVERYTHING YOU NEED TO KNOW
ABOUT AUDIO QUALITY, PRICING,
BRANDS, AND MORE!

WWW.THECORNERRECORDSHOP.COM • GRANDVILLE, MI

Sample Social Media Posts



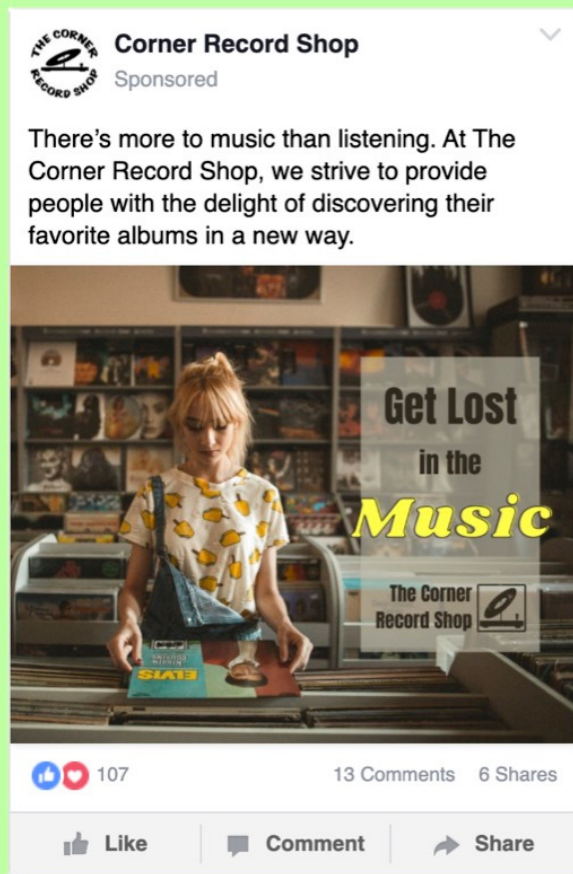
Facebook Post 1: Vinyl New Releases

With this post, The Corner Record Shop addresses the barrier that record shops only sell old junk. By listing some of the newer pop records they have in their collection, they can hopefully attract the attention of younger customers who listen to today's hits.



Facebook Post 2: Dollar 45 Special

This post tackles the barrier of sameness that The Corner Record Shop faces within the vintage music industry. It separates them from the pack with a special offer: singles on vinyl for just \$1 each. That's pretty hard to beat!



Facebook Post 3: Brand Purpose

By sharing their brand purpose in this post, The Corner Record Shop can show prospects why their in-store experience is valuable. This counteracts the barrier that online shopping is much easier than coming to a physical store.

Special Event Social Posts



Record Store Day - June 12, 2021

By including a 30% off vinyl discount offer, this post tackles the barrier that people need an incentive to come into the physical store rather than do their shopping online.



National Concert Day - May 4, 2021

This post counters the barrier that there is little differentiation between record shops by partnering with a local band to deliver a unique experience and celebrate live music.

Sample Facebook Ad

Corner Record Shop
Sponsored

Rediscover your favorite albums in a whole new way. The Corner Record Shop is home to the largest vintage music collection in West Michigan.

Got Music?

New & Used Vinyls and CDs
We buy, sell, and trade!
[WWW.CORNERRECORDSHOP.COM](http://www.cornerrecordshop.com)

Shop Now

121 7 Comments 3 Shares

Like Comment Share

News feed

Corner Record Shop
Sponsored

Rediscover your favorite albums in a whole new way. The Corner Record Shop is home to the largest vintage music collection in West Michigan.

Got Music?

New & Used Vinyls and CDs
We buy, sell, and trade!
www.cornerrecordshop.com

Shop Now

121 7 Comments 3 Shares

Like Comment Share

Mobile

Got Music?

New & Used Vinyls and CDs
www.cornerrecordshop.com
Rediscover your favorite albums in a whole n...

Shop Now

Right hand

Sample Google Display Ad

New and Used Records | Turntables and Audio Players | We Buy, Sell, and Trade!

 www.thecornerrecordshop.com 616-531-6578

4.5 ★★★★★ rating for thecornerrecordshop.com

The largest vintage music collection in West Michigan. Come visit our extensive Grandville, MI shop!

Album requests available · 30-day free return policy · Free stickers

Brands: Crosley, Audio Technica, Victrola

Vinyl

33, 45, and 78 RPM

New releases every Friday!

Cassette Tapes

Folk, rock, jazz, Broadway

Rare, original copies in stock!

CDs

Pop, rock, blues, classical

Special box sets available

Turntables

New and used Crosley, Victrola

We service turntables in house!

LANDING PAGE & WELCOME EMAIL

A concise, compelling landing page is absolutely necessary for bringing leads into your business. Ayesha Renyard says that you can create one by combining empathy for your audience, simple language, and social proof (2020).

The follow-up email that leads receive after they sign up for your landing page offer is just as important to get right. In many ways, this welcome email serves as the first impression your brand will make on a prospect, and there are countless studies out there that show how powerful first impressions can be.

Because The Corner Record Shop doesn't have an email newsletter, a landing page was created as if they were to start one. It includes glowing testimonials from Yelp reviewers, a quirky lead capture form that makes a nod to The Beatles, and an intro video featuring a shop tour.

The subsequent welcome email reinforces the carefree, quirky, and honest tone of The Corner Record Shop brand. By having the email come directly from Steve, the store owner, it connects with new community members on a personal level. It serves as the next logical touchpoint in a lead's journey to becoming a customer.



The Corner Record Shop

Join the Corner Record Community!

Sign up for our weekly email newsletter and become a part of our rad community of vintage music lovers. It's completely free.

Check us out on social!



First name:

Last name:

Email:

Age:

What types of music are you interested in? (select all that apply)

Rock Jazz

Pop Indie/Alternative

Country Rap/Hip-Hop

Oldies Metal

Folk EDM

Other:



Get Lost in the Music

Welcome to the Corner. Over the past 20 years, The Corner Record Shop is proud to have cultivated a community of vintage music fans who love to discover, share, and inspire one another. And at the core of what we do is a belief that music is so much more than listening. It's a journey.

Watch as owner Steve Williamson guides you on a tour of the shop, which houses the largest vintage music inventory in West Michigan. Then, hear from Corner Record community members about what makes this hidden Grandville gem so out-of-the-ordinary.

“ I have never seen so many cassette tapes, CDs, LPs, and 45s in my LIFE. And Steve and the staff were so welcoming and helpful! ”

~ Julia M.
Yelp Reviewer

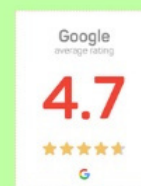
“ My favorite record store to go to. They always have music I can't find anywhere else, and the people that work there are awesome. Highly recommend this place to anyone that is a music enthusiast! ”

~ Colton S.
Yelp Reviewer



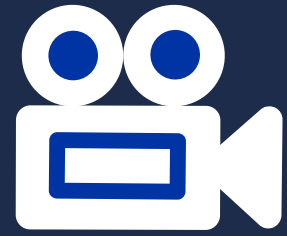
Michigan Celebrates Small Business

2-time award winner



Google Verified Business

LANDING PAGE VIDEO DESCRIPTION



The Corner Record Shop landing page video will feature b-roll footage of the extensive Grandville store, welcoming remarks from the owner, Steve Williamson, and testimonials from community members.

The short video (around 90-120 seconds) will open with a sped-up tour of the shop with oldies music playing in the background. Steve will talk about the brand's purpose, then commend the awesome community that supports the Corner Record Shop and helps to keep vintage music alive in West Michigan. One customer and one local musician will briefly mention what the Corner Record Shop means to them and why they enjoy being a part of the community. The video will then close with a call-to-action from Steve to sign up for the email newsletter and join the community.

The purpose of the video is to give prospects an idea of the store atmosphere and the value that being a part of the Corner Record community provides. By including a store tour, testimonials, and a focus on the brand purpose and customer benefits, this video takes a people-centric approach and conveys empathy. Hopefully, this will inspire more leads to sign up for the email newsletter and visit The Corner Record Shop.



Welcome to the Community!

Hi {First-name},

Thanks for signing up for our updates! As the proud owner of The Corner Record Shop for over 20 years, I want to tell you how personally excited I am to have you as a part of our musical community.

I wholeheartedly believe that experiencing music is about more than just listening. It's about discovery, self-realization, and of course, the social bonds that music creates between us. I hope that The Corner Record community can provide you with a safe place in which to discover and share the music that moves you.

Over the coming weeks, you'll start receiving a weekly email newsletter from us with the newest releases in our store, blog posts about all things music, and vinyl recommendations from other community members. We love hearing all of your favorite albums and music reviews, so feel free to reply to this email with any content ideas you may have or just to say hello.

In the meantime, [check out our online inventory](#) of vintage music, audio equipment, and rare collector's editions. On behalf of everyone at The Corner Record Shop, we look forward to getting to know you!

Cheers,

Steve

Owner, The Corner Record Shop

[Explore Our Shop](#)

The Corner Record Shop • 3562 Chicago Dr SW • Grandville, MI • 49418
(616) 531-6578 • www.thecornerrecordshop.com

Follow us on social!



CAMPAIGN MARKETING EMAILS


Email #1: Repeat Customers

This email targets repeat customers who are happy with their purchases and buying at the expected frequency. A newsletter is a great way to reach these customers, keep them updated, and work to turn them into brand loyalists. An introductory announcements section was included, along with an offer to take content feedback and ideas to make readers feel like their voice is valued by The Corner Record Shop. Next, by sharing new items in stock, it might encourage repeat customers to buy even more frequently if they see that an album they like is available in-store. Then, the Playlist of the Week encourages community engagement and enforces the brand's core belief that music brings people together. Finally, the last section was titled "Your Blog Post Picks" to personalize it and hopefully build brand loyalty.



Subject Line: Your Weekly Corner Record Update

Preview Text: New products in stock, blog post picks just for you, and more!



The Corner Record Shop

Vinyl • Cassettes • CDs • 8-tracks • Audio Gear

The Corner Weekly: April 12-18

Hi **First-name!**


This week, we've got a great roundup of new vinyl in stock, blog posts that celebrate some of the greatest musicians in history, our featured community playlist of the week, and upcoming virtual events to ring in the spring.

Plus, we're happy to announce that we are finalizing our summer concert lineup and will have details regarding dates, artists, and new event safety procedures very soon! Stay tuned for more frequent updates on our [Facebook page](#).


As always, be sure to send us an email or a Facebook message if you have new content ideas, a killer playlist you'd like us to feature, or just general feedback.

Have an awesome week!

New Items in Stock




Elvis 30 #1 Hits:
Limited Edition Gold Vinyl



Louis Tomlinson:
Walls Vinyl LP



Playlist of the Week



80s Mix Tape


A collection of nostalgic jams from Corner Record Shop community members

Listen on Apple Music or Spotify



Your Blog Post Picks


[Honoring Willie Nelson](#)



In honor of the singer's 88th birthday this month, get to know the story of country legend Willie Nelson

[Read the Story](#)


[What Happened to the 8-Track?](#)



Join us as we delve into the meteoric rise and fall of the popular 60s audio format

[Read the Story](#)





[Ring in the Spring with The Black Barn Band](#)



Catch the Black Barn Band live on our FB page at 7:30 pm on Saturday, April 17!

[View Event](#)

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(616) 531-6578 • www.thecornerrecordshop.com



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Email #2: Unhappy Customers

It can be difficult to know how to address customers who are unhappy with your products or services, but the experts at Kayako suggest a simple three-step process to use in your response: acknowledge, align, and assure (2021). In this second email, these steps were used as a guide for writing the copy. First, both the problem (that a used record of poor quality was sold to the customer) and the resulting frustration were acknowledged right away in the first paragraph. Second, alignment with the customer was made, showing them empathy and letting them know that their feelings were heard and justified. Third, the customer was assured of the steps that would be taken to rectify the issue. Beyond the three-step mitigation method offered by Kayako, the door was also opened to further communication before signing off the email in an effort to maintain a positive, open relationship with the unhappy customer.



Subject Line: My Sincerest Apologies

Preview Text: :First-name:, I'm sorry about the poor experience you recently had. I'd like to offer to make amends.



Vinyl • Cassettes • CDs • 8-tracks • Audio Gear

Hi *First-name*,

It was brought to my attention that a record we sold you earlier this week failed to play as it should, and I wanted to send my sincerest apologies.

At The Corner Record Shop, we pride ourselves on delivering products of the utmost quality. I'm deeply sorry we did not provide you with the best possible experience, though I'm grateful you reached out to tell us about your issue. It is only through your honest feedback that we're able to learn how best to serve you.

I know that nothing may fully make up for the poor quality product you received, but I hope that a refund of your purchase can help. You should find the funds you spent on the record credited back to your card **within 3 days**.

In addition, I'd like to offer to find you a copy of the record you purchased, *Greatest Hits* by Journey, in better condition. We'd be happy to hold it for pickup **free of charge** for 30 days. Just click the button below and fill out the form letting us know you'd still like the record, and we'll reach out once we have it secured and ready for pickup.

[Yes, Find My Record](#)

If you have any other questions or feedback, don't hesitate to reach out to us via phone, email or [Facebook Messenger](#). I thank you again for your honest feedback, and I hope we can reinstate your confidence in The Corner Record Shop.

Talk soon,

Steve

Owner, The Corner Record Shop

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Email #3: Company Advocate

This final email is written with very happy customer advocates in mind. These are the people who will go out of their way to tell their friends, family, and social media connections about your business, and Kenda Macdonald recommends helping them to do so by providing collateral for them to get the word out (2017). Instead of explicitly asking for a review, this email updates brand fans on a share-worthy event coming up for The Corner Record Shop: a special 22-year anniversary concert. This event was made up for the purpose of the exercise, but if it were real, it would definitely create a buzz in the West Michigan community. In addition to the event itself, offering free event t-shirts to brand advocates is a great way to spread the word about the event while increasing brand recognition and positive sentiment. This gesture would also make Corner Record Shop superfans feel special, deepening their loyalty even further.



Subject Line: Thanks for Being a Loyal Fan!

Preview Text: We feel so lucky to have you as part of our Corner Record Community! Here's a little something just to say thank you...



The Corner Record Shop

Vinyl • Cassettes • CDs • 8-tracks • Audio Gear

Hi *First-name*,

22 years ago today, I opened a tiny record store in the corner of a run-down strip mall. I didn't have much money and I had no idea how to run a business. But I also had no idea that The Corner Record Shop would grow into the wonderful, eclectic, thriving music center it is today. And it's all thanks to your support.

You're receiving this email because you were one of the **first 1,000** people to ever sign up for our email newsletter. Ever! I'm endlessly grateful to have you as one of our Corner Record Community members.

Because you've been with us since the beginning, I'm so pleased to share that you're invited to a special concert taking place on **June 18th**. We'll be welcoming American rock band [The Verve Pipe](#) onto our stage! This is a free show, but only 2,000 seats will be available, and we wanted to give our oldest fans first dibs on tickets.

That's not all. When you reserve your spot for the concert using the unique link in this email, you'll also receive a **free** Verve Pipe x Corner Record Shop t-shirt in the mail! Be sure to specify your size and preferred color on the form (they're available in blue, green, and off-white).

I hope you're as excited as I am to celebrate 22 years of The Corner Record Shop! Here's to another 22 years and beyond.

Cheers,

Steve

Owner, The Corner Record Shop

[Reserve My Ticket](#)

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[f](#) [@](#) [t](#) [v](#)

LEAD MAGNET

Lead magnets, which are free incentives you give your audience in exchange for an email address, are a great way to build value and start (or strengthen) relationships with prospects.

In the organic and paid content section on page 17, an idea for a lead magnet built around a PDF guide to buying vintage music was detailed. The next few pages contain a fully realized version of another lead magnet concept, a vinyl lover's playlist. It provides value for oldies music lovers (aka ideal Corner Record Shop customers) because it's full of fun facts about the artists, albums, and time periods in which the songs on the playlist were released.

To preface this lead magnet, a blog post about the history of vinyl would also be created as a way to drive downloads. It would discuss the early days of vinyl, its rise and fall (and now resurgence) as an audio format, and name a few (but not all) of the most popular artists of the vinyl era. This would hopefully pique reader interest to listen to and learn about some noteworthy songs released on vinyl, prompting them to enter their email and get the playlist!

A sample Pinterest pin that could be used to promote the Vinyl Lover's Playlist lead magnet is also included on page 41.

THE **ULTIMATE**

Vinyl Lover's **PLAYLIST**



Songs from 15 of the top vinyl records of all-time
Plus fun facts about the tracks, albums, and artists to turn you
into a true vinyl expert!

WWW.THECORNERRECORDSHOP.COM



Across genres and in no particular order, we've compiled 15 essential songs to know if you want to call yourself a true vinyl guru. Feel free to send us your own song ideas to add to the playlist at cornerrecordshop@gmail.com!

Listen on Spotify or Apple Music:



1

Revolution 1 - The Beatles
Album: The White Album
Released: 1968

The Beatles' White Album is the fourth highest-selling album of all-time in the U.S. at 24 million copies. Band member Ringo Starr, who owned the very first vinyl copy of the album, auctioned it off for \$790,000 in 2015, making it the second-most expensive single LP ever sold.



Michael Jackson's Thriller is an undeniable classic. It won eight Grammy awards at the 26th Annual Grammys in 1984 and is the second top-selling U.S. album with over 33 million copies.

Billie Jean - Michael Jackson
Album: Thriller
Released: 1982

2

3

Comfortably Numb - Pink Floyd
Album: The Wall
Released: 1979

English rock band Pink Floyd has been at the forefront of the modern-day vinyl resurgence, and The Wall is often lauded as one of the greatest albums of all time. Pink Floyd was responsible for 177,000 of the LPs sold in 2018, over 1% of the total number of vinyl records sold in America that year.



Times Union recognized Boston's debut album as one of the top 25 vinyl records of all-time. The album has sold over 20 million copies on vinyl alone, and it went platinum less than 3 months after its release, making it one of the fastest selling debut albums in rock history.

More Than A Feeling - Boston
Album: Boston
Released: 1976

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Hotel California - The Eagles
Album: Hotel California
Released: 1976

The Eagles' Greatest Hits album holds the record for the most copies sold in American history (38 million). Their fifth studio album, Hotel California, also makes the cut at number three, having sold 26 million records. The photo on the album cover is of the Beverly Hills Hotel in California.



Trumpeter Miles Davis is credited with revolutionizing the jazz genre not once but several times during his career. Despite being released over 60 years ago, Kind of Blue is still the best-selling jazz album ever. An original vinyl pressing of the record can sell for up to \$1,000.

So What - Miles Davis
Album: Kind of Blue
Released: 1959

6

7

Do I Love You - Frank Wilson
Album: Do I Love You (Single)
Released: 1965

The chances of getting your hands on an original physical copy of this definitive Frank Wilson single are close to zero. Motown founder Barry Gordy wanted Wilson to use his talents behind the scenes rather than in front of an audience, and ordered pressings of the single to be destroyed. Only two copies are said to have survived, and they're worth \$34,000!



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Stairway to Heaven - Led Zeppelin
Album: Led Zeppelin IV
Released: 1971

Rock band Led Zeppelin's fourth album is actually unnamed, and it has been referred to by many things, including Led Zeppelin IV, Four Symbols, and Zoso. Its title-less state hasn't prevented it from achieving mass success, becoming the sixth-top selling record in the U.S. at 23 million copies.



Pet Sounds has been described as a vinyl masterpiece that changed the field of music production in the 1960s with its non-standard harmonies and timbres. The Beach Boys' leader Brian Wilson composed and produced nearly the entire album by himself after quitting the band's tour for a year.

Wouldn't It Be Nice - The Beach Boys
Album: Pet Sounds
Released: 1966

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10

Go Your Own Way - Fleetwood Mac
Album: Rumours
Released: 1977

As the eleventh-highest grossing record of all-time in America (over 20 million copies), Rumours is widely acclaimed as Fleetwood Mac's best work. Mick Fleetwood says that the unique, memorable drumming pattern on "Go Your Own Way" was actually a mistake, attributed to his ongoing struggle with dyslexia.



"My Happiness" is the first song Elvis, the King of Rock n' Roll, ever recorded. Jack White, a very successful artist in his own right, bought the test pressing of the single for \$300,000 back in 2015 and proceeded to release a limited edition duplicate through his label, Third Man Records.

My Happiness - Elvis Presley
Album: My Happiness (Single)
Released: 1948

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Fight Fire With Fire - Metallica
Album: Ride the Lightning
Released: 1984

Like Pink Floyd, heavy metal band Metallica's body of work has contributed heavily to the revival of vinyl sales. During the first week of February 2021, Metallica became the first artist to claim all top 5 slots on Billboard's vinyl sales chart since its launch in 2011, with Ride the Lightning at #1.



Discogs includes A Night at the Opera in its list of the 100 greatest vinyl records of all time, and the album's popularity is no doubt owed in part to the massive success of "Bohemian Rhapsody." The song became the first diamond single for a U.K. band in the U.S. on March 25th, 2021, surpassing 10 million sales.

Bohemian Rhapsody - Queen
Album: A Night at the Opera
Released: 1975

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Space Oddity - David Bowie
Album: David Bowie
Released: 1969

An original vinyl copy of David Bowie's second self-titled album is among the 20 most expensive records ever sold on Discogs. It went for over \$7,200 in 2016, despite the fact that the record was a commercial failure at its release.



Elton John's Greatest Hits album of '70-'74 makes the U.S. list of best-selling LPs at #16, with 17 million copies. It was actually the top selling record of 1975, the year after it was released, staying at number one on the charts for ten consecutive weeks.

Bennie and the Jets - Elton John
Album: Greatest Hits
Released: 1974

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Follow us on social media for more vintage music content:



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CORNER RECORD SHOP

You can also sign up for the Corner Record Shop newsletter to be notified when any of our top vinyl picks are in stock!

[Visit www.thecornerrecordshop.com/newsletter](http://www.thecornerrecordshop.com/newsletter)



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THE ULTIMATE

VINYL LOVER'S PLAYLIST



SONGS FROM THE TOP VINYL ALBUMS OF ALL-TIME
WWW.THECORNERRECORDSHOP.COM

LOYALTY STRATEGY

Loyalty programs, including points systems, punch cards, or VIP services, can help you generate buzz among your customers, converting them from passive buyers into brand activists. A well-designed loyalty strategy will not only increase word-of-mouth advocacy, but give your business protection against price competition in your industry.

An ideal loyalty program for The Corner Record Shop would be a partnership with local Grand Rapids brewery Founders to host monthly Beer and Vinyl Nights. Using a punch card system, customers would receive a free drink to be redeemed at Founders with the purchase of 10 items at The Corner Record Shop. Underage patrons could claim a nonalcoholic beverage to ensure their ability to participate as well.



Example punch card for Beer and Vinyl Night

During the monthly events, customers would have the opportunity to bring in their favorite albums on vinyl and sign up for slots to play them on a turntable in the bar. This would encourage Corner Record Shop customers to visit Founders and vice versa, developing a strong business relationship between the brands.

To promote the punch card program, both The Corner Record Shop and Founders Brewing could share UGC from the Beer and Vinyl Night events on their social media feeds using the branded hashtag #BeerxVinylNight. The Corner Record Shop might also consider including QR code sheets with purchases that punch card users make. When scanned, the code would take them to a form to sign up to play their favorite album during the next Beer and Vinyl Night.



CONCLUSION & REFERENCES

When it comes to brand communications, clarity is the ultimate key. That's why having a unifying brand strategy document can work wonders for your business. When messaging is consistent, purpose-driven, and human-centric, the flow of prospects to leads to customers to loyalists becomes easy. With the guidance of this document, it is the hope that The Corner Record Shop can streamline their own digital content so that it provides value and a positive experience for anyone who crosses paths with the brand.

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