

A CYBER PR[®] CASE STUDY

Artist: Robin McKelle

90-Day Cyber PR[®] Campaign
with Social Media Management



THE CYBER PR[®] SOLUTION



Robin McKelle has been on a steady upward trajectory with her musical career since 2006. She has multiple European & U.S. tours under her belt and a history of self-releasing albums. Her newest album, influenced by her love of blues & soul, was released on Sony Music UK and Okeh Records in the U.S. in 2013.

Despite these noteworthy accolades Robin's web presence was not where it should have been for an artist of her stature. Our goal was to simultaneously work Cyber PR & Social Media Management Campaigns to increase her online press features, build her Twitter & Facebook, and create a newsletter strategy; key components to cultivating & connecting with her true fan base.

HOW WE DID IT:

Robin purchased a 90 day Cyber PR® Campaign and Social Media Management package

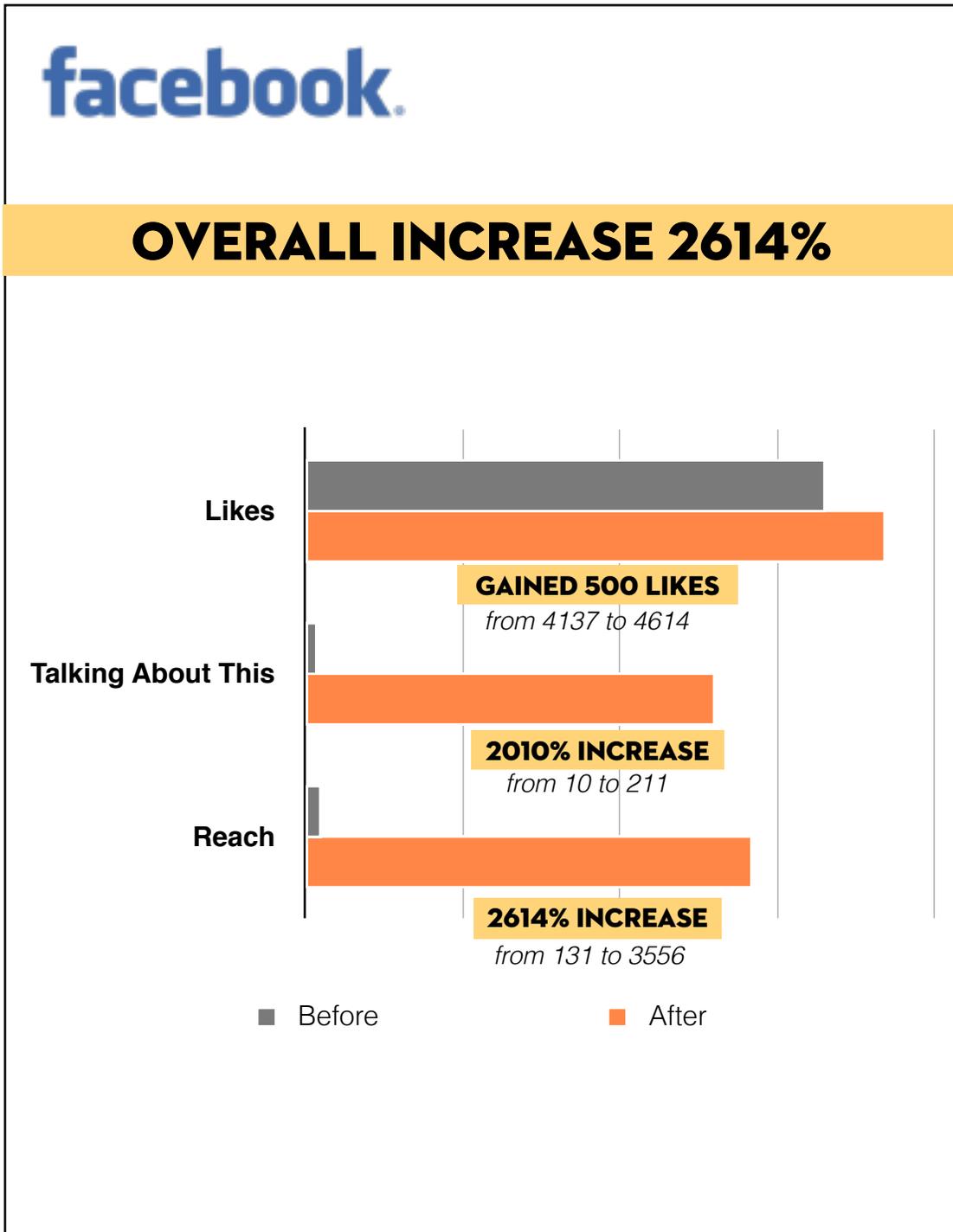
Cyber PR® Campaign

Our seasoned campaign managers widened Robin's audience by pitching her story to bloggers, podcasters, iRadio & hundreds of new media makers. We secured digital media features, interviews, reviews & guest posts and reported progress back to her on a daily basis; easily accessed through her Cyber PR Virtual press-kit.

Social Media Management

Robin was planning to travel and tour extensively during her campaign. We developed a consistent voice, style & tone across her social networks (Facebook, Twitter & Newsletter) creating and posting compelling materials to help connect her with her online fans and develop a tribe that would follow and engage with her for the rest of her career.

WHAT WE ACHIEVED:

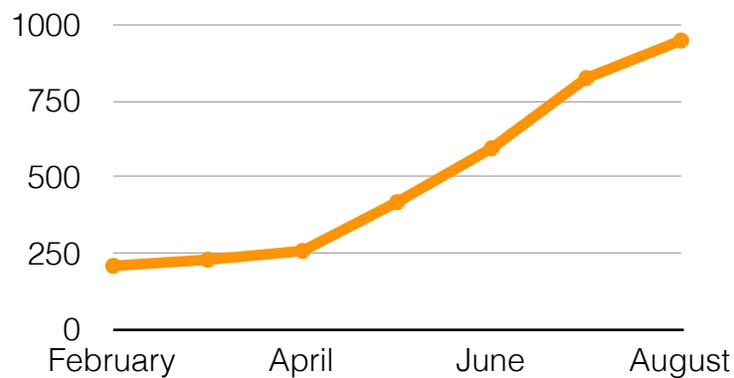




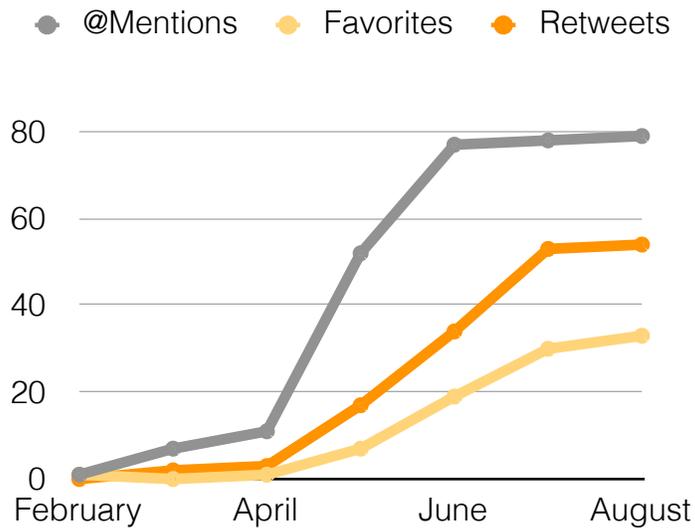
OVERALL INCREASE 266%

T Targeted and interacted with authentic followers within the Blues & Soul music industry; **tripled her followers**, retweets & @mentions; a 266% overall increase in just 90 days

Robin's Follower Growth



Increase in Interactions





TOP 5% OF ALL USERS

“Klout measures and encourages the right things online – whether you’re engaging with your network and producing quality content.”

Forbes

- ✘ The average user’s Klout Score is 40 and users with a score of 63 are in the top 5% of all users
- ✘ At the start of Robin’s Cyber PR® Campaign her Klout score was 35, by the end it had risen to 62

90-Day Score History | Network Breakdown

Last updated 08/08/2013



35.54 90-Day Low

↓ 0.04 1-Day Change *i*

62.23 90-Day High

NEWSLETTER

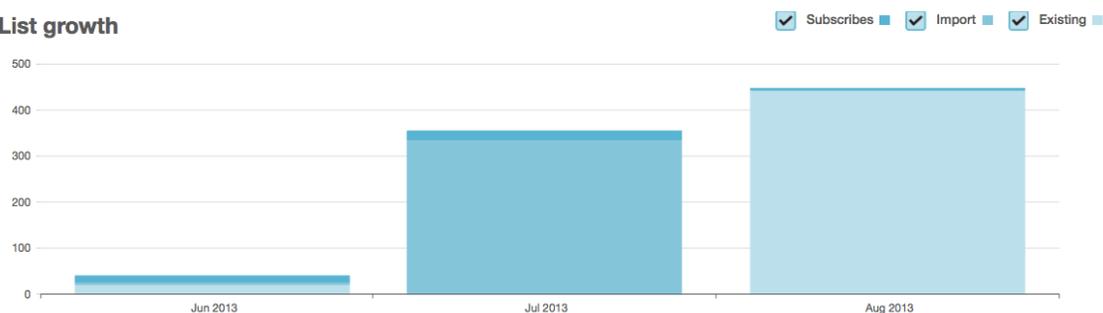
50% OPEN RATE

“When it comes to customer acquisition through direct-marketing channels, email has proven to be more effective than social-media sites like Facebook and Twitter.”

entrepreneur.com

 In 90 days we took Robin's newsletter subscribers from 0 to 449 people, with monthly newsletters that received a 50% open rate (double the industry average)

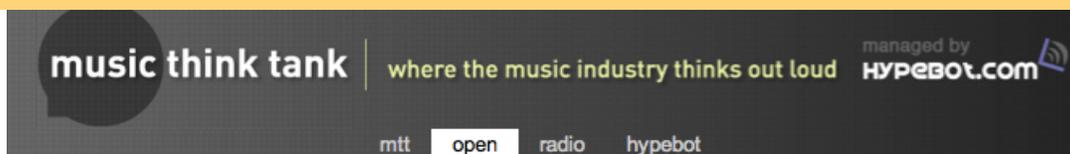
List growth



CYBER PR[®]

PR Press included an interview with Music Think Tank. We then leveraged all placements as additional content across Robin's social media channels. We also cross posted reviews on Amazon & iTunes to help increase chances of album sales.

57 FEATURES BY BLOGGERS, PODCASTS, AND INTERNET RADIO



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August 16, 2013

JogTunes Interview: Robin McKelle Opens Up Her Soul To Jazz

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Want to know more?

Contact Corie Kellman Corie@CyberPR.com

(212) 239-8384