

WHAT'S LEFT

RECORDS

ADVERTISING CAMPAIGN REPORT



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READY, SET, GO!



AGENCY INFORMATION: HEADLINE & CO.



UNIQUE SELLING PROPOSITION (USP)

Cut through the noise and grow your audience. Your passion, our scene.

OUR MISSION

At Headline & Co., we amplify the voices of music venues by crafting bold, audience-driven advertising that resonates with the crowds. We connect passion with presence — helping venues cut through the noise, fill the room, and stay center stage.

TURN UP THE VOLUME



WHAT'S LEFT
RECORDS

WHAT'S LEFT RECORDS

WHAT'S LEFT RECORDS: HISTORY AND VALUES

Bryan Ostrow and Sean Ostrow opened What's Left Records in 2020 – selling CDs, vinyl, artist merchandise and hosting live music.

In September 2023, the brothers relocated and expanded the store and venue.

Bryan Ostrow described What's left Records.

"It's a DIY show space where we do a lot of punk, metal, hip-hop shows – a little bit of everything. And community is a big part of that. We want all-ages shows. A place for people to come instead of buying alcohol at a show. They are buying records, music and stuff like that," Bryan Ostrow explained.



(Bryan
ostrow/<https://whatsleftrec.com/>)t



WHAT'S LEFT RECORDS

MARKET AND COMPETITION

What's Left Records (WLR) is a multi-faceted establishment that sells CDs, vinyl and other merchandise.

The music shows hosted are for **all ages**.

Because of these factors, What's Left Records markets to a broad audience (no specific age or gender). However, WLR targets Colorado Springs, Colorado, residents who enjoy music and prioritize community values.

Women and men of all ages were present at a visit to What's Left Records.

WLR finds itself in a situation where its greatest competition is also its greatest strength.

What's Left Records often **partners** with its competition for promotional events.

Competition includes:

- The Black Sheep
- Vultures
- Triple Nickel Tavern

Important to note is that the competition also resides in close proximity to What's Left Records - The Black Sheep is just a few minutes from this client. See *example here*.



WHAT'S LEFT RECORDS

CURRENT MARKETING AND ADVERTISING PLAN

DIGITAL

An effective source of marketing and advertising comes from What's Left Records' official website. Through this form of media, they advertise merchandise, live-music show dates and more. Additionally, they include necessary contact information for the viewer.

SOCIAL MEDIA

What's Left Records focuses most of its marketing and advertising efforts on social media (i.e., Instagram and Facebook).



TRADITIONAL

What's Left Records invests in traditional advertising methods, particularly print flyers. These flyers may help build audience awareness for a particular event or promotion.

MARKETING METHODS

By combining digital, traditional and social media tools, What's Left Records effectively reaches its target audience; however, it flourishes through partnerships with other similar businesses.

See example on the following page.





whatsleftrecords
What's Left Records



JULY 19, 2025

719 DAY

AT THE BLACK SHEEP, WHAT'S LEFT RECORDS, & VULTURES

**FIGHTING THE PHOENIX • CLARION VOID
GLITTER PORN • TEJON STREET CORNER THIEVES
OB NIXILIS • LUCKED OUT**

**BULLHEAD*DED • DIRTY KINGS • EARSIQ • GET THE AXE • KREW
LAVAGATO • LONG/LAST • PASTEL BLACK • RUNOFF • SPACE COWBOYS
STRUNG SHORT • THE AMBER GENE • TOTAL CULT • TOVENAAR • WORRY**

TICKETS AT BLACKSHEEPROCKS.COM



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PRODUCT-SPECIFIC:

KEY SELLING POINTS AND DESIRABLE FEATURES

- Age inclusive DIY live music venue
- Community-oriented ethos
- Multi-functional space
- Genre diversity

USP: A DIY venue for all ages that supports local artists, fosters community, and creates an inclusive alternative environment to the traditional live-music scene.

WHY THIS MATTERS

By remaining age-inclusive, WLR offers a space that younger audiences can frequent. Moreover, by selling various products, WLR creates an entire music culture experience not inhibited by genre.



(Inside What's Left Records/ Photo credit: Anna Vogt)



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CUSTOMER-ORIENTED: HOW, WHEN AND WHY

HOW

WLR is a social hub, physical media store and live-music venue.

- Attend affordable live-music shows.
- Purchase physical media (CDs, vinyl, shirts, etc.).
- Host and perform.

WHEN

WLR is open 11 a.m. to 7 p.m. Monday through Sunday (live shows are hosted after regular store hours).

- **Day:** Primarily for browsing and making purchases.
- **Nights/Weekends:** Attending or performing at a live show.

WHY

Satisfy consumer needs for:

- Music merchandise
- Social hub/nightlife
- Community
- Live music
- Welcoming environment

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TARGET MARKET & MARKET SEGMENTATION

TEENAGERS & YOUNG ADULTS

- Ages 15-25
- Listens to punk, rock, hip-hop, etc.

DIY/ALT CULTURE ENTHUSIASTS

- Ages 18-35
- Likely to support through word-of mouth
- Values community over corporate

LOCAL ARTISTS & MUSICIANS

- Performs and networks at venue
- May sell merchandise
- Likely to promote via social media

MUSIC COLLECTORS

- Ages 18-65
- Collects CDs, vinyl and merch
- Long-term fans

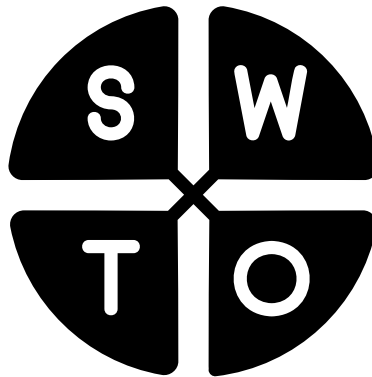
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SWOT ANALYSIS

- All-age access
- Community ethos
- Multi-functional space
- Genre diversity

- Smaller scale in comparison to competition
- Website formatting
- Financial constraints



- Nearby competitors
- Visibility
- Economic downturns

- Partnerships with nearby venues and music stores
- Youth market expansion



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MARKETING AND ADVERTISING OBJECTIVES

- **INCREASE MEDIA EXPOSURE BY 15% WITHIN THREE MONTHS.**
- **INCREASE AUDIENCE ENGAGEMENT BY 30% AND INSTAGRAM FOLLOWERS BY 15% WITHIN THREE MONTHS THROUGH TARGETED SOCIAL MEDIA EFFORTS.**
- **INCREASE SHOW ATTENDANCE BY 10% WITHIN THREE MONTHS.**
- **BOOST IN-STORE SALES BY 15% WITHIN THREE MONTHS.**



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BUDGET ALLOCATION

The total costs for a three-month (the present proposal) and six-month campaign are listed below – includes social media marketing, a website redesign, traditional print methods and email marketing costs.

	Tactic	3 Months	6 Months
★	Social Media	\$1,500	\$3,000
	Website Design	\$2,000	\$2,000
★	Print (50 Flyers/month)	\$105	\$210
	Email	\$900	\$1,800
	Total (Budget needed):	\$4,505	\$7,010

FOR THIS CAMPAIGN (WITHOUT ADDITIONAL STRATEGIES), A THREE-MONTH CAMPAIGN WILL COST \$1,605 + GIVEAWAY COSTS (TICKETS AND MERCH).

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ADVERTISING STRATEGIES AND TACTICS

1. **Instagram Engagement & Followers:**

- Increase engagement by running targeted promotions.
 - Merch drops
 - Ticket giveaways
- Offer incentives for following WLR on Instagram.
 - For example, an Instagram user can win a WLR hoodie if they comment and/or follow the official Instagram page.
 - Users who post "TURN UP THE VOLUME" and tag WLR will receive free tickets to a show of their choice.

2. **Media Exposure:**

- Host more promotions through 94.3 Kilo (a local rock-music station).
- Ensure artists are reposting relevant content.

3. **Audience Attendance & In-store Sales:**

- Offer exclusive discounts during live-music events for:
 - WLR merch
 - CDs, vinyl, etc.
- Create "secret" information (like an artist who will be performing) that can only be accessed through QR codes posted at a live event.
- Email blasts with exclusive discount codes.





whatsleftrecords

Follow



WHAT'S LEFT RECORDS

**WEAR THE
SCENE & TURN UP THE
VOLUME**



whatsleftrecords Did someone say merch drop?
Sounds like a win! 🔥 Comment TURN UP THE VOLUME
below for a chance to win our new exclusive hoodie.
Wanna double your chances? Follow us, too.



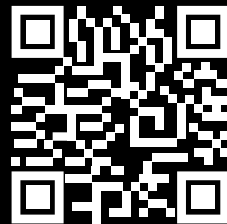
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WHAT'S LEFT RECORDS

SCAN ME



**SOMETHING BIG
IS HAPPENING -
THIS SATURDAY
ONLY.**



whatsleftrecords We've got a *secret* artist hitting our stage this weekend...but we're not going to tell you who. Want the inside information? Swing by WLR for a QR code scavenger hunt to find out. And what's more? The first 10 to scan get a 25% discount for all merch!

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FRIDAY, MAY 30, 2025

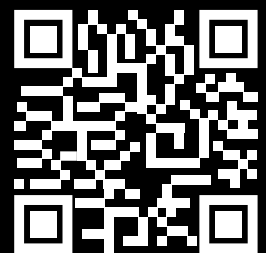
AMERICANA/FOLK PUNK

ALL AGES

**UPCOMING: CLYDE MCGEE &
SEAN D'AMARIO**

**TURN UP THE VOLUME AND
ROCK OUT WITH US.**

*PSSST...SCAN HERE FOR A FREE PLUS ONE & 5% OFF
ARTIST MERCH TABLES.*



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MEDIA RATIONALE

SOCIAL MEDIA: INSTAGRAM POST #1

I chose to create two separate Instagram posts. Since WLR has a larger media presence on Instagram (compared to Facebook), I targeted this platform; however, it would be appropriate for WLR to repost these ads on Facebook, too.

My goal for the first advertisement is to **increase audience engagement and following**.

By incentivizing the viewer to comment (e.g., interact) and follow, WLR will meet this advertising objective.

SOCIAL MEDIA: INSTAGRAM POST #2

For the second Instagram post for WLR, I focused on **boosting in-store sales and live-event attendance**.

By creating mystery around a potential performer, viewers will feel more compelled to take the call to action (e.g., attend the scavenger QR code scavenger hunt and the live music event).

By combining this tactic with limited discounts, viewers will feel a sense of urgency to make a purchase at WLR.

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MEDIA RATIONALE

PHYSICAL MEDIA: TRADITIONAL FLYER

In addition to the two social media posts, I created a physical flyer to be handed out at WLR. Because WLR already displays flyers promoting shows, this approach blends seamlessly for market segments that may prefer print media.

The physical flyer also contains a QR code (a digital element), which resonates with WLR's younger market segments.

This flyer aims to increase event attendance and merchandise sales (specifically for the artists performing at WLR).



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ADDITIONAL STRATEGIES AND TACTICS

DIGITAL: SHOPIFY INTEGRATION

Shopify is an online e-commerce platform that allows businesses to buy and sell products. For a basic plan, WLR can expect to pay \$29/month. However, it offers a variety of benefits. For example, WLR could link their Shopify account on their social media and official website to **boost sales** and **offer promotions** (e.g., pay \$25 for a mystery bundle, get early access to new/exclusive WLR merch, etc.).

DIGITAL: EMAIL BLASTS

WLR should also allow users to subscribe to their official website. By doing so, they can increase **customer loyalty** and **awareness**. Email blasts are a great way to make announcements, offer promotions and keep the customer engaged.

CAUSE-RELATED MERCH

WLR should also consider partnering with a cause that aligns with community values – youth mental health, sobriety support and local art nonprofits. After creating this partnership, WLR can sell exclusive merchandise, such as hoodies, T-shirts and stickers.



EVALUATION

Although this campaign will not be launched, its effectiveness can be measured using a combination of digital analytics, sales data, and in-person engagement metrics. Social media platforms, like Instagram and Facebook, will be monitored using built-in insights tools to assess the impact on brand awareness and consumer engagement. Key performance indicators (KPIs) will include follower growth, reach, impressions, post interactions (likes, shares, comments) and participation in promotional activities (i.e., giveaways and QR code scans).

For sales performance, in-store and online purchases will be tracked and compared to pre-campaign data. Specific promotions (i.e., “Mystery Merch Bundle” and event-based discounts) will be linked to tracking codes to evaluate their return on investment. Event attendance will be recorded and compared to previous averages to measure the success of promotional efforts tied to live shows.

Email marketing metrics will offer insight into customer loyalty, message retention and comprehension. QR code analytics will also show how many users engaged with physical media promotions and what content contributed to traffic or sales.



CONCLUSION

The “Turn up The Volume” campaign is designed to increase audience online engagement and awareness, increase followers on social media, boost live event attendance and store sales.

By focusing on growing a larger Instagram following, WLR will successfully target its digital audience. Physical media is effective (and can be interactive, depending on the approach utilized) for a local audience.

What’s Left Records has done a phenomenal job cementing itself as a trusted and inclusive space within the community. The Ostrow brothers have established WLR as a brand and set themselves apart from local competition while maintaining partnerships.

This campaign is meant to increase visibility and showcase further (to a larger audience) what makes WLR a special addition to the music scene.



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