

Q1|17

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For AB+L Radio Blog
March 2017



Quarterly Report
Jan-March 2017


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SECTION 1 - QUARTER REPORT





Atlanta is seeing a growth in two major markets: the Atlanta art scene as well as the overall city population. By 2040, the metro area is projected to grow by 2.5 million residents (according to the Atlanta Regional Commission.)

People are not only coming to the city for jobs and opportunities, but also for entertainment and culture.
However, this growth is also shifting the dynamic in the city due to gentrification.

There are very few outlets based in Atlanta that truly cater and service the creative black community. By filling in that gap and becoming the bridge, Ablradio.com can be the connecting point between creatives and patrons; between Atlanta natives and transplants; between Atlanta and other major cities when it comes to art culture.

DECEMBER SNAPSHOT | 2016



DECEMBER STATS

- Blog site audience size: 572
- Current Instagram following: 4560
- Current Instagram engagement rate: 1%

Total impressions:
(total # of people who saw the posts): **14,095** or 564 average per post

Total reach:
(# of new people who saw the post): 12,187 or 487 average per posT

Total engagement:

(# of likes and comments): **1,176** or 47 average per post.

GOALS & STRATEGIES | Jan- March 2017

OBJECTIVES

- Increase ablradio.com audience size to 2000 monthly (4x current amount) by April, 2017
- Grow social media followers (Instagram, Twitter, and Facebook by 30% by April ,2017
- Increase social media engagement rate to 5% by April 2017.

STRATEGIES & TACTICS

1.) Build consistent content to blog that reflects brand identity by:

- Post weekly on the three subgroups: Arts, Beats, and Lyrics
- Create original content (photos, videos, graphics, sharable lists and infographics)
- Promote, share, and repost original content throughout social media platforms

2.) Consistently post images & content that connects to targets emotions and interests

- Pose questions and discussions with followers
- Hashtag with appropriate tags/ create unique hashtags
- Stay in the current/trending conversations/ offer unique opinions

STATISTICS | Jan- March 2017

WEBSITE TRAFFIC

The website has been seeing a steady increase in month to month traffic.

Audience size has grown of **62%** since December 2016 - February 2017, increasing from 616 in size to 1,001.

Site visits has grown **51%,** increasing from 1,096 to 1,567, while page views has grown **37%** from 2,000 views to 2,748.

As of March 21, visits, page views, and audience size are all at about **80%** of last month's numbers.



	Visits	Page Views	Audience Size
March	1,382	2,328	930
February	1,567	2,748	1,001
January	1,191	2,300	748
December	1,036	2,000	616

From March 21, 2017

WEBSITE REFERRERS

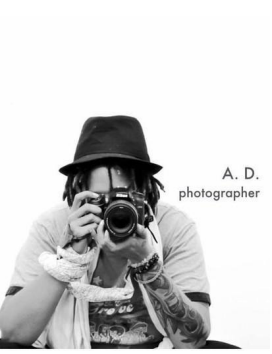
43% of the web site's traffic comes from direct access. Meaning people are going to the website straight from the address bar.

Facebook brings in the most hits from social media, providing nearly **33%** of the site's traffic. Instagram brings in about **8%** of the site's traffic and **2%** from Twitter.



From March 21, 2017

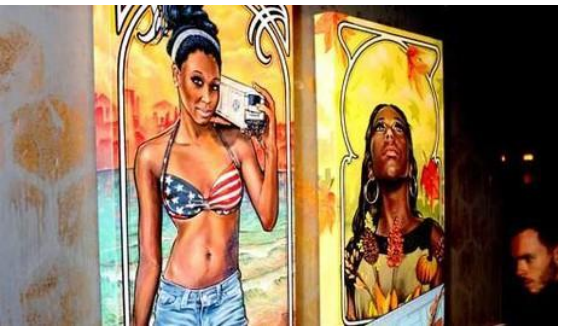
STATISTICS | Jan- March 2017













WEBSITE CONTENT

The 90 Day campaign was designed to build connections with the AB+L Radio Blog's audience members.

The campaigned focused on more emotionally driven content, from dating advice to sports commentary,event , as well as poetry. Over the months we saw large spikes in page views for content that evoked feelings.

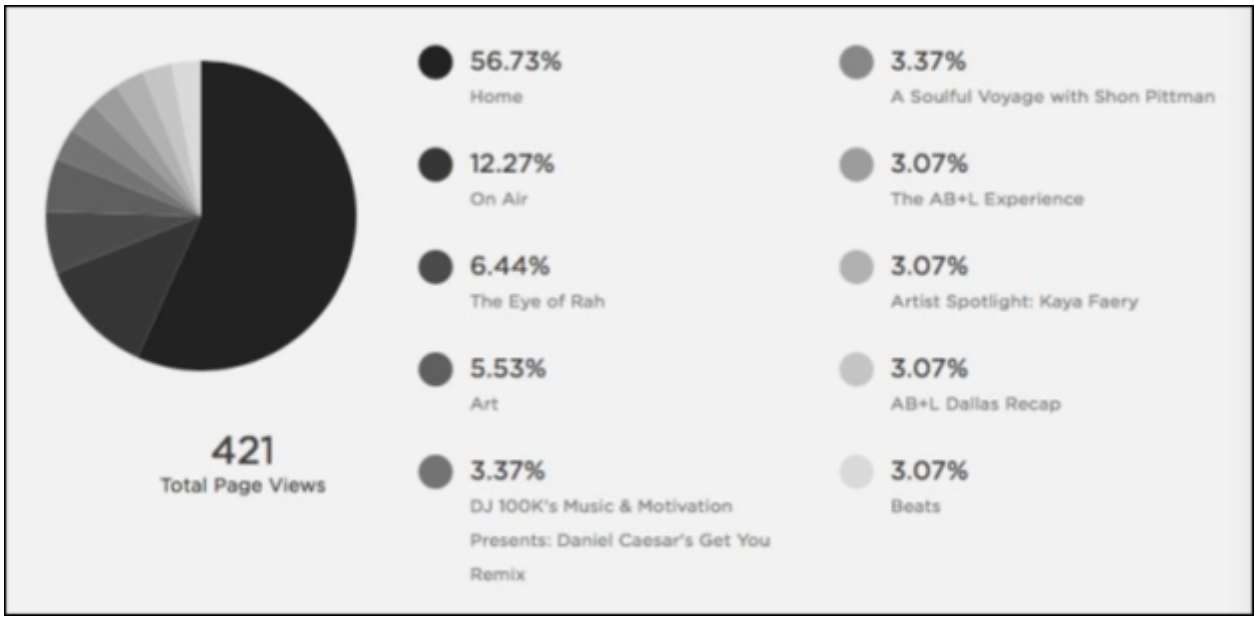
CONTENT RANKING

The top 10 ranking site pages on the site were captured for the month of January. For

February and March, the chart on the left measures hits from the entire site (radio pag- es and blog posts). The list on the right are the radio show pages only.

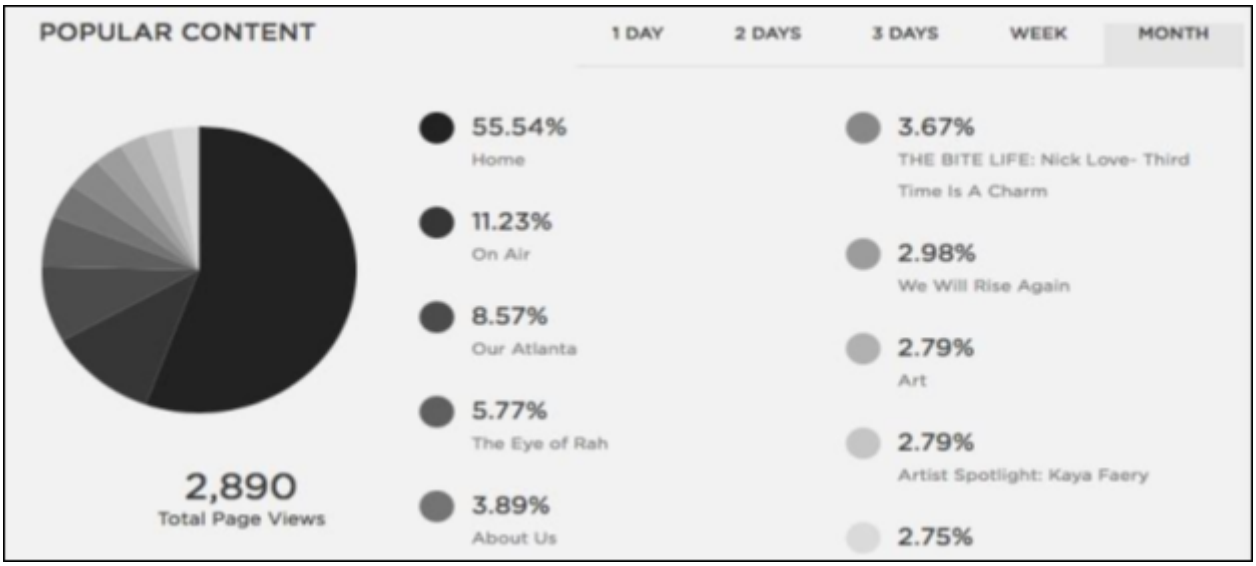
STATISTICS | Jan- March 2017

JANUARY 2017



963	Home
110	On Air
90	Jack Honey Art Beats
78	Art
68	Beats
63	The Eye of Rah

STATISTICS | Jan- March 2017



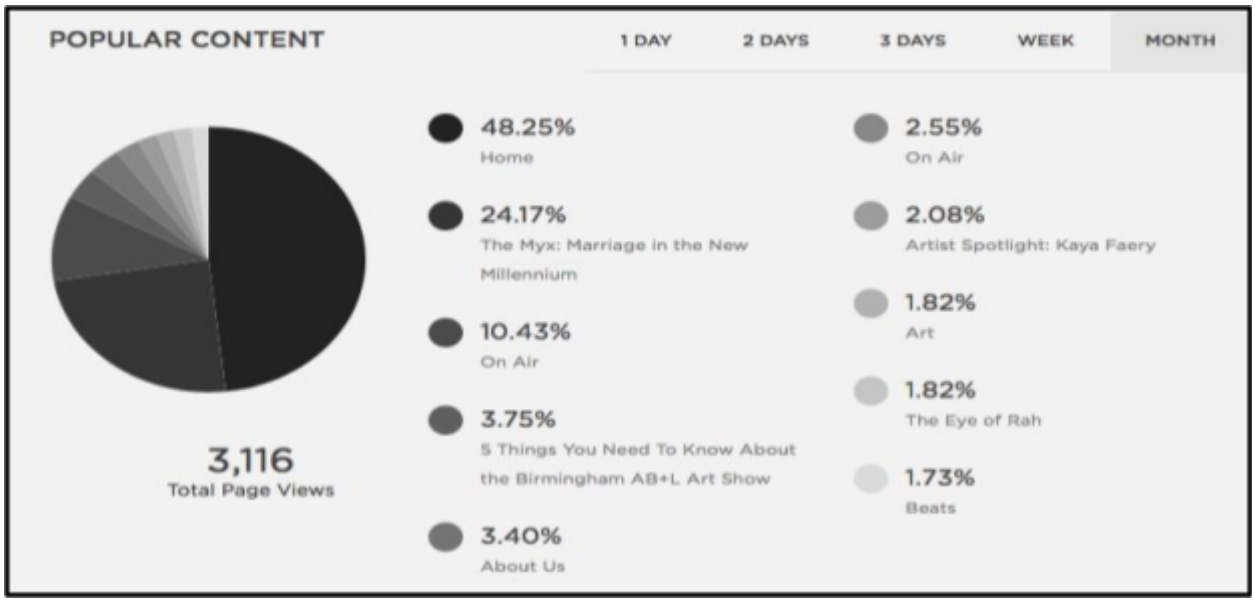
FEBRUARY TOP 10

RADIO SHOW PAGE VIEWS

Count	Page
1,212	Home
245	On Air
187	Our Atlanta
126	The Eye of Rah
85	About Us
80	THE BITE LIFE: Nick Love- Third
65	We Will Rise Again
61	Art
61	Artist Spotlight: Kaya Faery
60	Beats

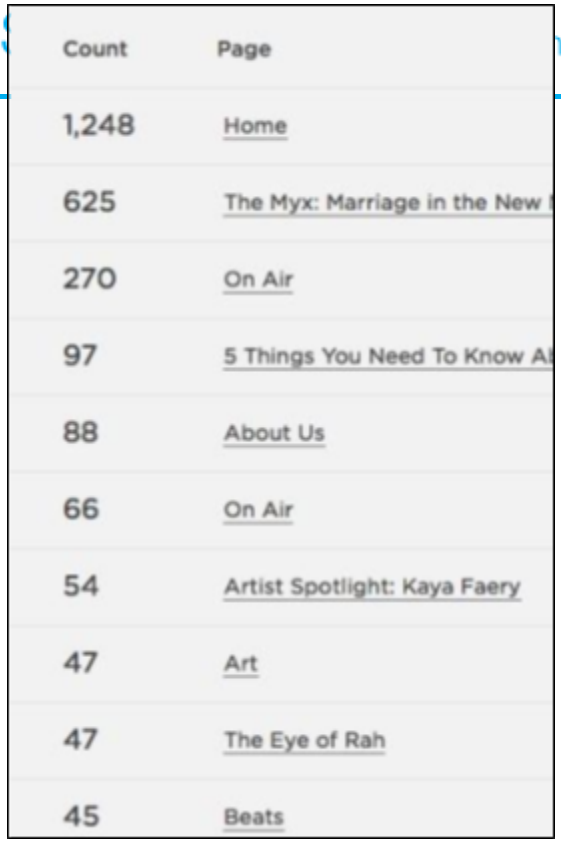
1. The Eye of Rah 126
2. Day 1 Radio 26
3. The Artifact Radio 24
4. The Influencers 19
5. The Jazzy Belles 17
6. The Sapio Show 17
7. Mo Audio 15
8. Dent Radio 14
9. Krazy Kids 9
10. Jooski 9
11. Running Free 5

STATISTICS | Jan- March 2017



MARCH TOP 10

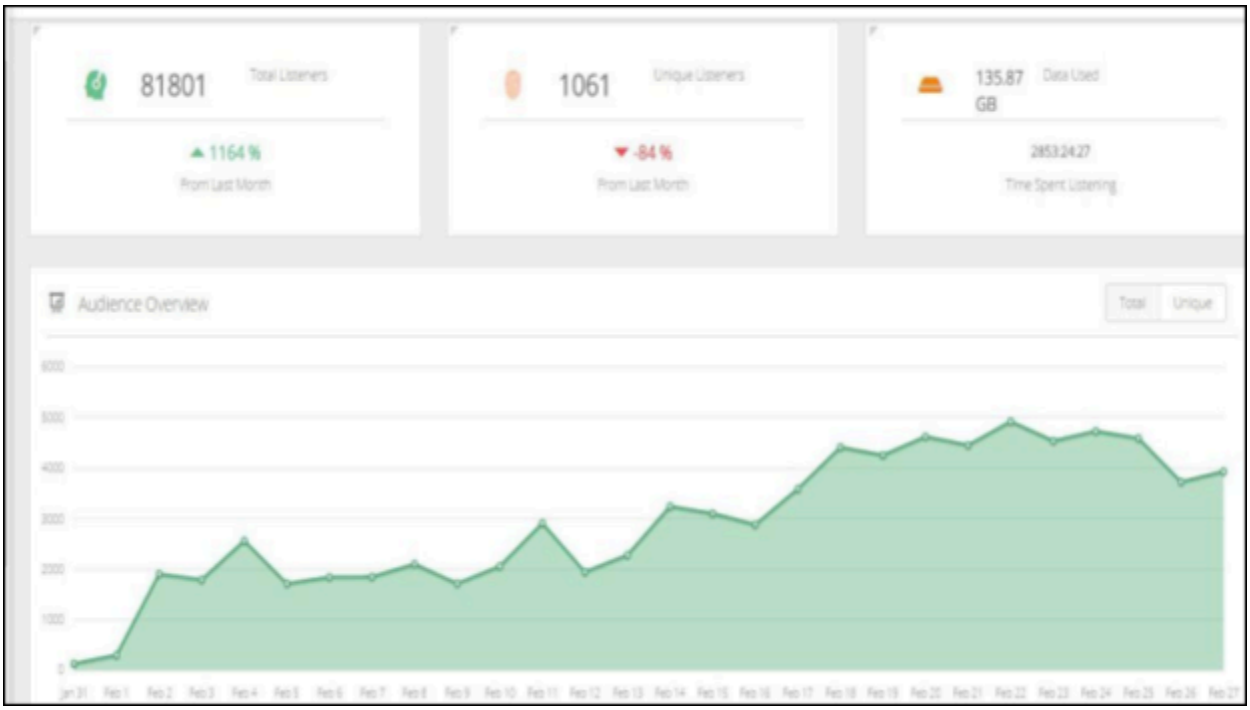
RADIO SHOW PAGE VIEWS



Count	Page
1,248	Home
625	The Myx: Marriage in the New
270	On Air
97	5 Things You Need To Know Al
88	About Us
66	On Air
54	Artist Spotlight: Kaya Faery
47	Art
47	The Eye of Rah
45	Beats

1. The Eye of Rah 47
2. DJ Tabone 24
3. The Artifact Radio 20
4. Day 1 Radio 20
5. Mo Audio 14
6. Dent Radio 13
7. The Jazzy Belles 11
8. Jooski 11
9. The Influencers 10
10. The Sapio Show 10
11. Krazy Kids 7
12. Running Free 2

RADIO LISTENERS - FEBRUARY

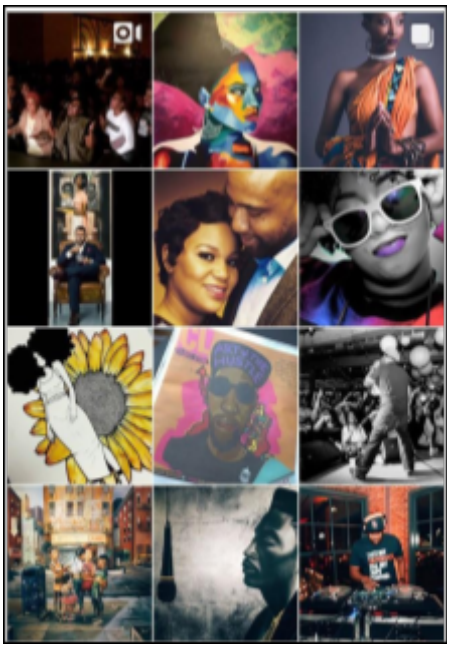


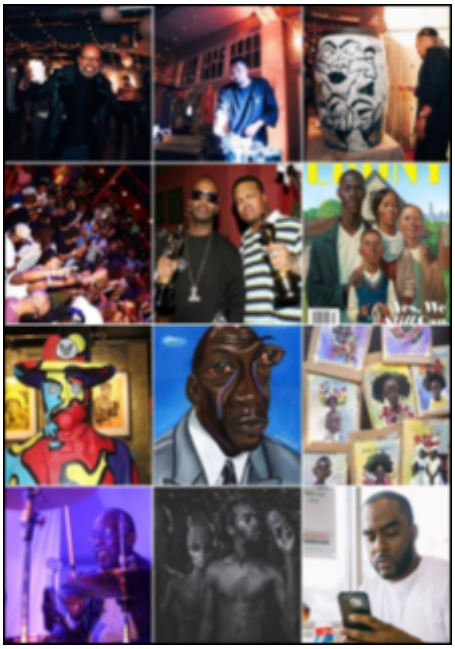
STATISTICS | Jan- March 2017

RADIO LISTENERS - MARCH



STATISTICS | Jan- March 2017







INSTAGRAM SNAPSHOT

The Instagram page is used to promote various radio shows, events, as well as blog posts.

During this campaign, the approach for posts was to curate and use images that reflected the **interests and values** of the followers.

The Instagram saw great responses from **current event posts** (award shows and the super bowl), as well as saw consistent numbers with themed posts (the black history facts)

Hashtags also played a major role. When paired with **related tags** and personable caption, the Instagram post would see **double** the numbers in impressions, reach, and overall

engagement.

STATISTICS | Jan- March 2017



OVERALL 3 MONTH GROWTH

Total impressions:
(total # of people who saw the posts): **37,698** or 754 average per post

Total reach:
(# of new people who saw the post): **31,112** or 527 average per post

Total engagement:
(# of likes and comments): **3,632** or 72 average per post.

INSTAGRAM SHOW PROMO - FEBRUARY 10TH, 2017

I went through each show's IG page, looked at their content, their follows and how often (or not) they promote their show. Overall findings, no one really/truly utilizles hashtags in general, let alone use them to simply tag their show with #ablradio but most hashtag their show's name at least. THe Asterid points were what we could use/ benefit from each show/brand

1) *The artifact* - has a separte IG for the show. Page has 1224 followers - Also has a website for the show (hasnt been updated since december 2016 - Doesn't use hashtags often - little content
show promo - does an ABL post once a month. Feb 2017. Jan 2017. December 2016. October 2016 *could use her photographs for events and stock image content if she allowed us to use her shots.

2) *Day 1 Radio* - Ig page for the show - page has 1438 followers - little promo for ac- tual radio show (at least using a flyer)- promo for events like hip hop trivia and Before Serato- don't use hashtags *can use to get/create local presence content from events (dj events and trivia night)

3) *Dent Radio*- ig page last updated in July 2016 - 416 followers - Jayda_b page has 1842 followers- posts often for bae tokyo- uses #ablradio to hashtag posts sometimes - *has content we can push if she sends it to us (photos/a day in the life of -could do a DJ story like Wally, Rah, & Jeremy

4) *Eye of Rah* - Ig for the show - 123 followers and growing- posts and promotes show often - doesn't always hashtag abl but @s abl at least- strong following with reposted promo (the strongest show on the site) Includes the abl graphic on her sho promo im- ages! *use her show promo template for all shows for uniformity

5) *The influencers* - own Ig page - has 1025 followers - have their own website for merchandise- and tumblr for content/updated frequently- They have audio promos for their show (includes the website at the bottom of promo - they don't hashtag their

ADDITONAL NOTES | Spring 2017

posts- post a show promo once a month *can use audio graphic for dj drops/set up shop template using their template- filter their blog content to our blog

ADDITIONAL NOTES | Jan- March 2017

INSTAGRAM SHOW PROMO - FEBRUARY 10TH,2017

6) *Jazzy Belles*- own ig page for show- 310 followers- last promo for their show was january 2017.then december 20,2016, Then it was october 2016 for the kick it event- don't hashtag their posts. *they are female trio/appeal to women (in general)

7.) *Krazy Kids*- own ig page with 818 followers- consistent posts- good graphics and content. have their own website & its updated frequently - didnt see direcct abl promo *could use for out of state content/building a satellie brand

8) *Mo Audio*- Doesn't have a direct Ig page for the show *needs an IG page solely for the show

9) *Sapio Show* - Shares with Sapio magazine page- 1834 followers- posts regularyly- uses hashtags and gets more likes than other pages- uses abl hashtags as well
* Spencer Charles (the sapio curator) will be the event photog for ABL now

10) *Running free*- No show promo - No abl drops // Edited March 22, 2017. The past month he's done the most promo for his show. And his guests have reposted. *he's a good writer but he gives other websites better content than he sends to ABL

11) *Cool people I know*- ig page for show has 140 followers and growing- they do pro- mote the show/abl (they @ more than hashtag- Have some content here and there. *could do a cool person of the week for blog content or for the month as selected by them and that be there contributed blog post.

******Again, these notes specificially were made on February 10, 2017.**

REPORT SUMMARY | Jan- March 2017

SUCCESSES

During this frst quarter campaign, the website has seen a rise in audience size and web traffic.

The blogs that have pulled in the largest numbers have been emotionally driven con- tent, posts that people can relate to.

This same success in content has been proven effective on Instagram as well.

Overall, we have learned that our audience likes to be entertained as well as informed/ educated about the creative culture.

THINGS TO CONSIDER

“The Eye of Rah” show page has consistently been a top ranking page on the site as well as the #1 radio show page these last 3 months.

The Instagram engagement rate is still at 1%, but the overall interactions have increased.

“The Myx” has been the biggest hit blog content wise. It is a relationship video series, which opens the door for more video content as well as a new style approach.

The “About us” page consistently gets monthly hits, which indicates that people are wanting to know who truly runs and manages the radio and site.

Out of the three sections, art, beats, and lyrics, art is the most visited page.

Instagram followers respond more to art and event related posts, while Facebook fol- lowers respond more to hip hop related and news stories posts.

REPORT SUMMARY | Jan- March 2017

The Facebook page needs more tending to/consistent posting/engagement.

The radio has had 80,000 listeners February and March, while the blog has had an audience of 1,000 at it's peak. How do we convert more listeners to the blog?

FUTURE FOCUS



Continue to build original content that reflects the brand's inside eye to art & culture. Stronger brand identity.



Engage with audiences on Social media. Make emotional connections with shared interests and values. Establish stronger brand values.



REPORT SUMMARY | Jan- March 2017