

Date 2014 – 2017
Company Day 6 Entertainment Group
Author / Role Cindy Corral, Studio Manager



Case Study: Redefining a Recording Studio's Growth Path

INTRODUCTION

Day 6 Entertainment is a recording studio and media production house providing professional services in recording, music and video production, post-production, distribution, and management. Their subsidiary, AVA J Publishing, handles licensing, publishing, and copyrighting. As the Studio Manager, I joined two years post-foundation, driven by a passion for nurturing local talent. Our goals included improving our CRM system, refreshing our brand look, refining operations and services, and attracting a wider customer base.

- **Name:** Day 6 Entertainment Group
 - **Industry:** Arts, Media, & Entertainment
 - **Location:** Mobile, Alabama, U.S.
 - **Target Market:** Local and regional independent musicians, bands, and groups in need of professional recording services and spaces
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CHALLENGE AND OPPORTUNITY

We identified two key areas for improvement:

1. Boosting Sales and Retention

While equipped with multiple audio engineers, the studio faced infrequent bookings. Engineers managed their personal booking calendars, limiting clientele to their repeat clients. Our aim was to diversify and expand beyond this limited clientele.

2. Improving Services and Customer Experience

To strengthen brand equity and drive customer loyalty, we focused on enhancing our brand image, operations, systems, and customer experience. Elevating our studio's appeal and distinguishing it from competitors were key objectives.

STRATEGIC APPROACH

1. Boosting Sales and Retention

- Upgraded CRM and business management software and protocols
- Restructured our pricing model
- Launched loyalty programs, preferential pricing, and seasonal promotions
- Introduced diverse service packages (e.g., music production, video, album design)
- Enhanced customer communication and management
- Utilized digital marketing tools to engage and attract new customers

2. Improving Services and Customer Experience

- Redefined staff roles and responsibilities
- Organized community-building events for artists and musicians
- Provided tailored experiences for VIP clients

- Updated the website and self-booking service
- Streamlined operational processes (booking, billing, client communication, studio protocols)
- Revamped brand and visual identity, along with marketing materials

RESULTS AND IMPACT

Our comprehensive strategies led to a **220% increase in sales within two years** and a **customer retention rate of 75%**. By improving operations, customer service, and brand visibility, we set ourselves apart from competitors and delivered exceptional experiences to the music and creative community along the Gulf Coast.

VISUALS



GET IN TOUCH

Is your project experiencing difficulties? Struggling with department misalignment or conflicting strategies? Let's work together to bring clarity and organization. [Contact me](#) to steer your team and projects back on track.

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