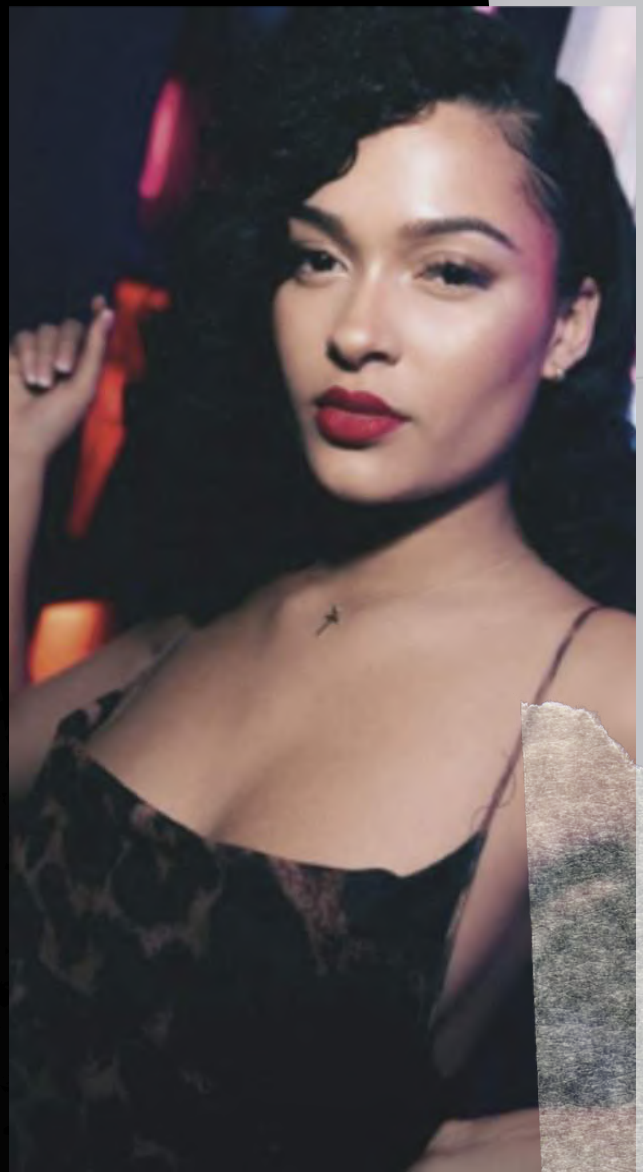


LONDON

Digital Marketing Audit and
Portoflio | Created by Chiko Shire

Report Content Last Updated: February 15th, 2020

Report Created for Tape London

Marketing is the force behind every business which allows them to propel and dominate in their local market. With our extensive marketing background, accompanied with our proprietary technology, we're able to pinpoint exactly where Tape London needs the most help.

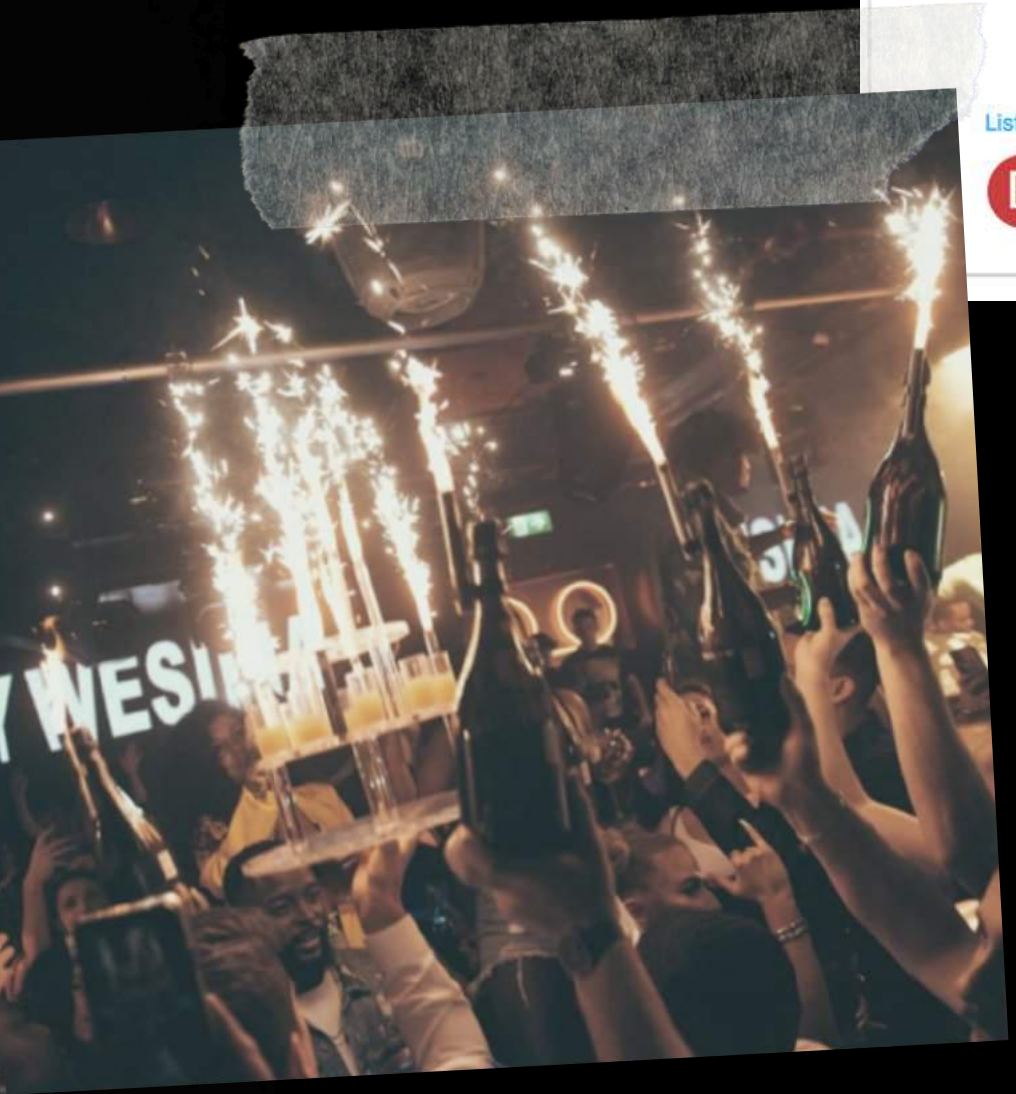
Name	Tape London
Address	17 Hanover Square
City, State	, England
Country	United Kingdom
Zip Code	W1S 1HU
Phone Number	020 7659 9080
Website	http://tapelondon.com/
Business Category	Nightlife - Adult Entertainment

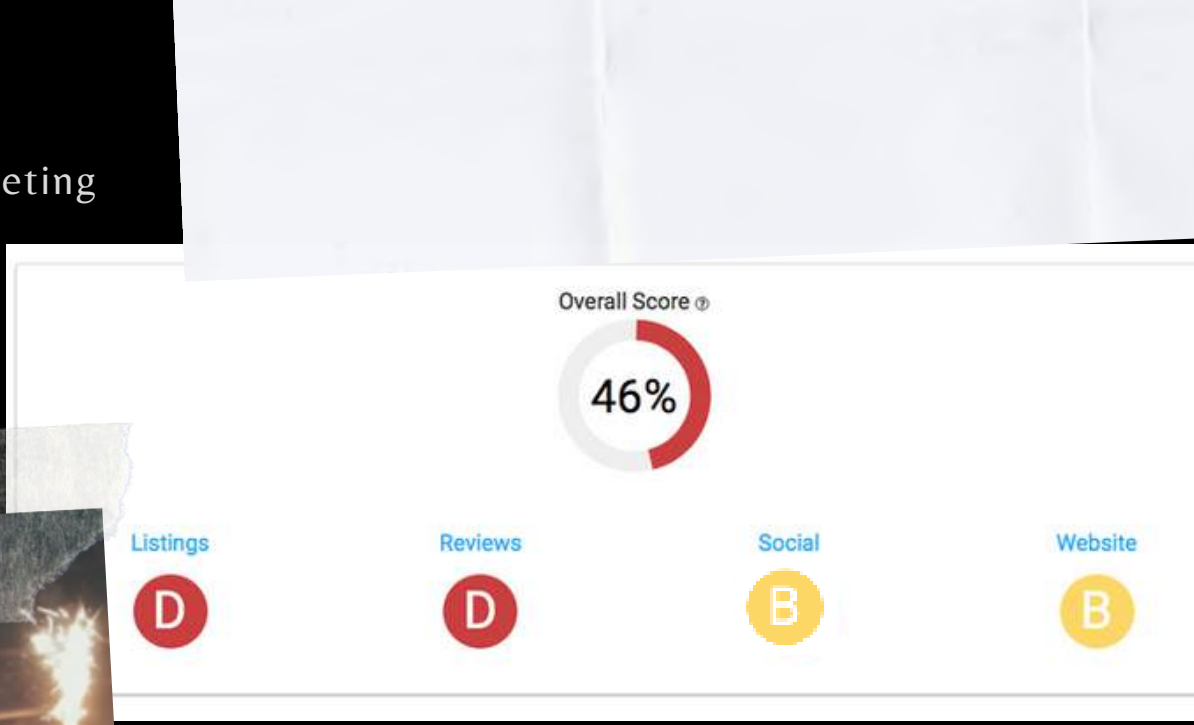






Tape London | Digital Media & Marketing

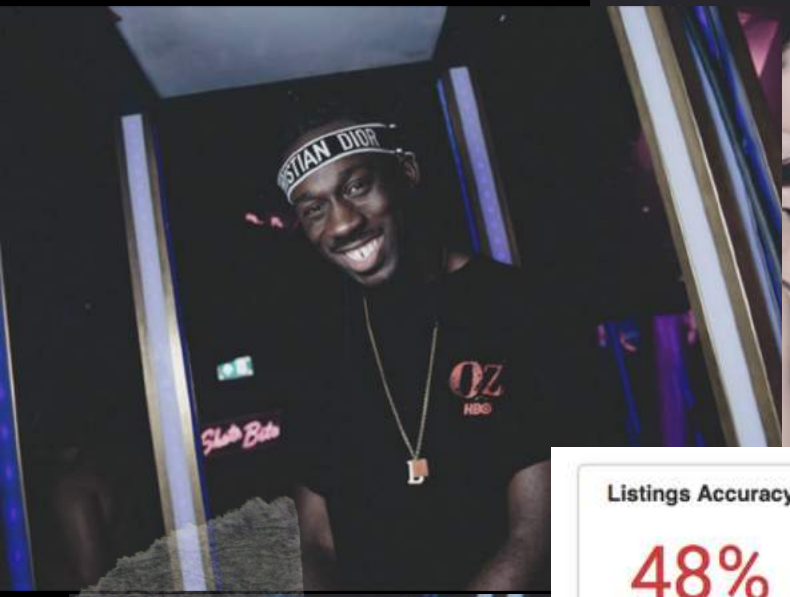




Strategy Outline

KEY POINTS

Listings
Reviews
Website
Social

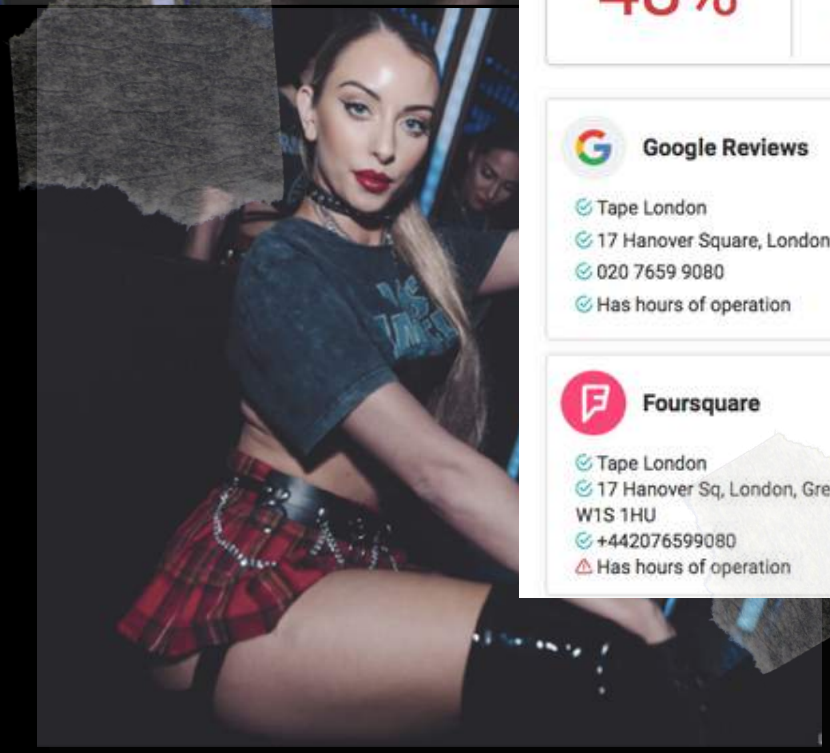




83% of searches for local businesses on a mobile device result in a call or visit to the business within 24 hours.

For the best visibility, it's important to make sure your listings are accurate across the web with the correct business name, address and phone number. I

scanned Tape London to show you exactly how you're listed in these directories.



Listings Accuracy

48%

Listings Found Overview

Found listings	12
Available Listings	23
Listings With Errors	13

Listings Accuracy Overview

Business Name	43%
Address	52%
Phone Number	48%

Google Reviews

- Tape London
- 17 Hanover Square, London W1S 1HU
- 020 7659 9080
- Has hours of operation

Bing

- Tape
- 17 Hanover Square, Mayfair, London W1S 1HU
- 020 7659 9080
- Has hours of operation

Facebook

- Tape London
- 17 Hanover Square, London W1S 1HU
- 0207 659 9080
- Has hours of operation

Foursquare

- Tape London
- 17 Hanover Sq, London, Greater London W1S 1HU
- +442076599080
- Has hours of operation

Yelp

- Tape London
- 17 Hanover Square, London, XGL W1S 1HU
- +442076599080
- Has hours of operation

iBegin

- Listing Not Found!

+ More

LISTINGS

REVIEWS

Total Online Reviews Found

Reviews Found
Google: 174 | Yelp: 2 | FB: 277

Total Reviews	Industry Avg.
453	

Reviews Found
(in last 6 month)

Yes

Average Review Score

Your Rating	Industry Avg.
3.83	

Sources For Reviews

Your Rating	Industry Avg.
3	

Your Business's Online Review Overview



Rich Hobs
January 30, 2020 at 9:41 am GMT

★★★★☆ (Google)

The venue is good and great music, but the queue to get in way too long. Recommend booking a table to speed it up a bit. We booked on ⊞



Sab S.
September 2, 2017 at 7:03 pm BST

☐☐☐☐☐ (Yelp)

If you are American coming to town to visit do not waste your time coming here go else where. What a waste . ⊞

Google Reviews Found

Total Reviews Found

174

Reviews Found
(in last 6 month)

Yes

Average Review Score

3.10

Your Business's Google Reviews Overview



Phil Advise
December 17, 2019 at 1:32 am GMT

★★★★★ (Google)

They shouldn't be judgemental but good club bouncers can be jobs worthy but I know Adam (the owner) who is lovely so always get in ⊞

Yelp Reviews Found

Your Business's Yelp Reviews Overview

Total Reviews Found	Reviews Found (in last 6 month)	Average Review Score
2	No	3.00

(re) Antony A.
September 22, 2015 at 4:26 am BST
(Yelp)

A brilliant hybrid concept that is sure to shake up the music and nightlife scene in London and beyond..

Facebook Reviews Found

Your Business's Facebook Reviews Overview

Total Reviews Found	Average Review Score
277	4.30

88% of consumers trust online reviews as much as personal recommendations. It's important to know what people are saying about Tape London.

Good reviews can help skyrocket your business, whereas bad reviews can severely damage it. I scanned the 3 major review platforms, Google, Facebook and Yelp to see what people are saying about Tape London online.



What about the website?

79% of consumers research a business online before visiting in person or making a purchase.

Having a website that's mobile responsive, optimized for speed and beautifully crafted for conversions is the stepping stone for every business.

Using Google's Page Speed Test, I ran an audit on http://tapelondon.com/ to find any issues that can affect the performance of your marketing efforts.

B Mobile

PageSpeed Summary

Should Fix	5
Consider Fixing	5
Passed	20



Should Fix

Eliminate render-blocking resources — Potential savings of 1,260 ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. Learn more

Serve images in next-gen formats — Potential savings of 982 KB

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. Learn more

Reduce server response times (TTFB) — Root document took 1,390 ms

Time To First Byte identifies the time at which your server sends a response. Learn more

Serve static assets with an efficient cache policy — 43 resources found

A long cache lifetime can speed up repeat visits to your page. Learn more

Ensure text remains visible during webfont load

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. Learn more

Consider Fixing

First Meaningful Paint — 3.1 s

First Meaningful Paint measures when the primary content of a page is visible. Learn more

Speed Index — 5.0 s

Speed Index shows how quickly the contents of a page are visibly populated. Learn more

Time to Interactive — 3.9 s

Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more

Max Potential First Input Delay — 210 ms

The maximum potential First Input Delay that your users could experience is the duration, in milliseconds, of the longest task. Learn more

First Contentful Paint (3G) — 3776 ms

First Contentful Paint 3G marks the time at which the first text or image is painted while on a 3G network. Learn more

Passed

First Contentful Paint — 2.1 s

First Contentful Paint marks the time at which the first text or image is painted. Learn more

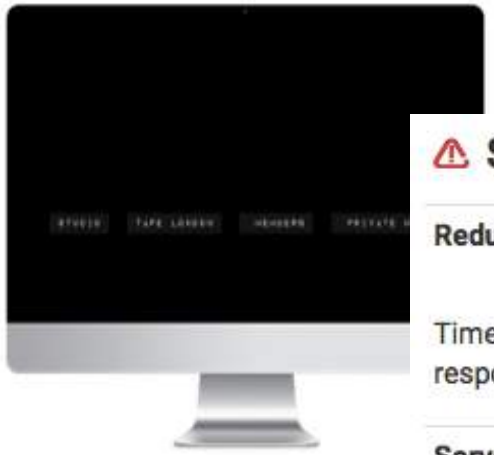
First CPU Idle — 3.1 s

First CPU Idle marks the first time at which the page's main thread is quiet enough to handle input. Learn more

Desktop

PageSpeed Summary

Should Fix	3
Consider Fixing	4
Passed	22



Should Fix

Reduce server response times (TTFB) — Root document took 1,180 ms

Time To First Byte identifies the time at which your server sends a response. Learn more

Serve static assets with an efficient cache policy — 41 resources found

A long cache lifetime can speed up repeat visits to your page. Learn more

Ensure text remains visible during webfont load

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. Learn more

Consider Fixing

First Meaningful Paint — 1.1 s

First Meaningful Paint measures when the primary content of a page is visible. Learn more

Speed Index — 1.5 s

Speed Index shows how quickly the contents of a page are visibly populated. Learn more

Eliminate render-blocking resources — Potential savings of 410 ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. Learn more

Serve images in next-gen formats — Potential savings of 776 KB

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. Learn more

Passed

First Contentful Paint — 0.6 s

First Contentful Paint marks the time at which the first text or image is painted. Learn more

Time to Interactive — 1.1 s

Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more



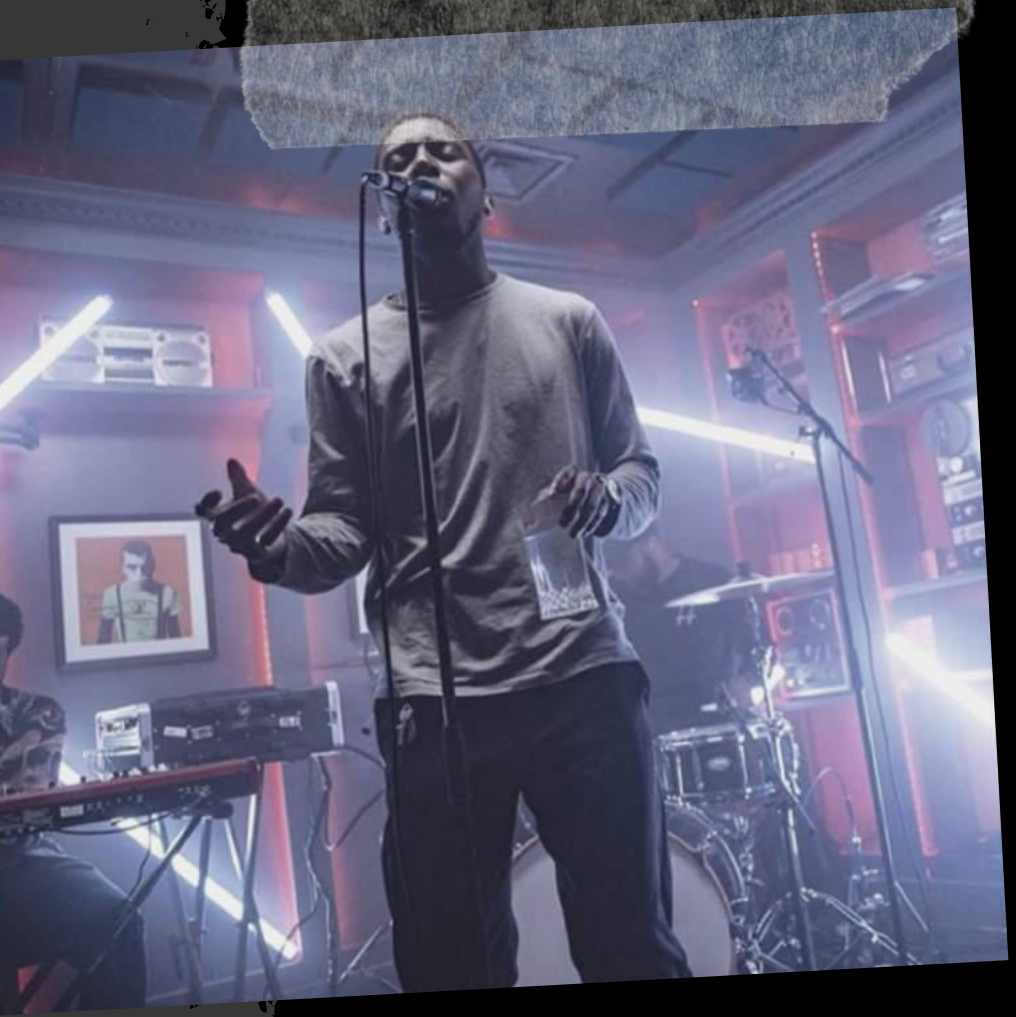
Social Media

INSTAGRAM - @TAPELONDON

38,289 Followers	865 Following	1,283 Posts
216 Average Likes	6 Average comments	1,998 Average Views

Engagement rate 0.58 %

E.R. lower than average



Social Media

INSTAGRAM - @TAPELONDONSTUDIO





Social Media

INSTAGRAM - @TAPEMEMBERSCLUB

2,772 Followers	7,236 Following	22 Posts
37 Average Likes	1 Average comments	383 Average Views

Engagement rate 1.41 %

E.R. lower than average



Social Media

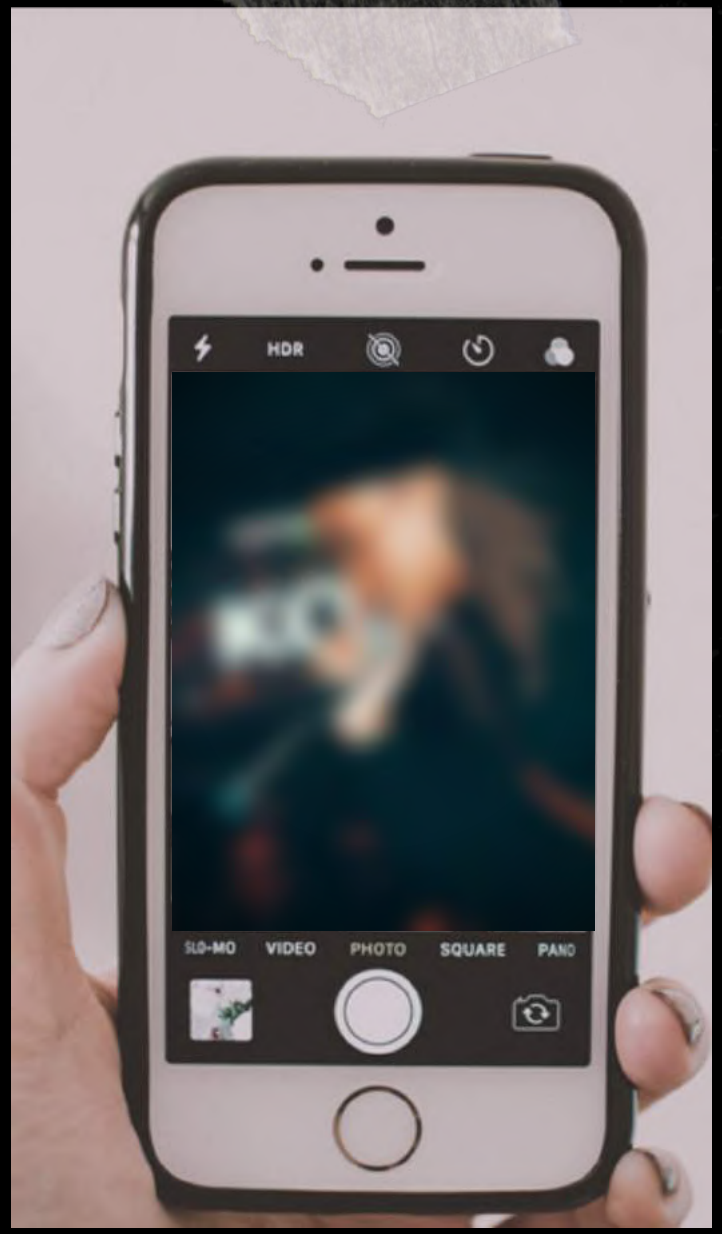
INSTAGRAM - @THETAPEGIRLS



HOW TO IMPROVE ENGAGEMENT ON SOCIAL MEDIA IN 2020

Due to the updates that Instagram/Facebook made in 2019, engagement rates across the platform decreased for many accounts.

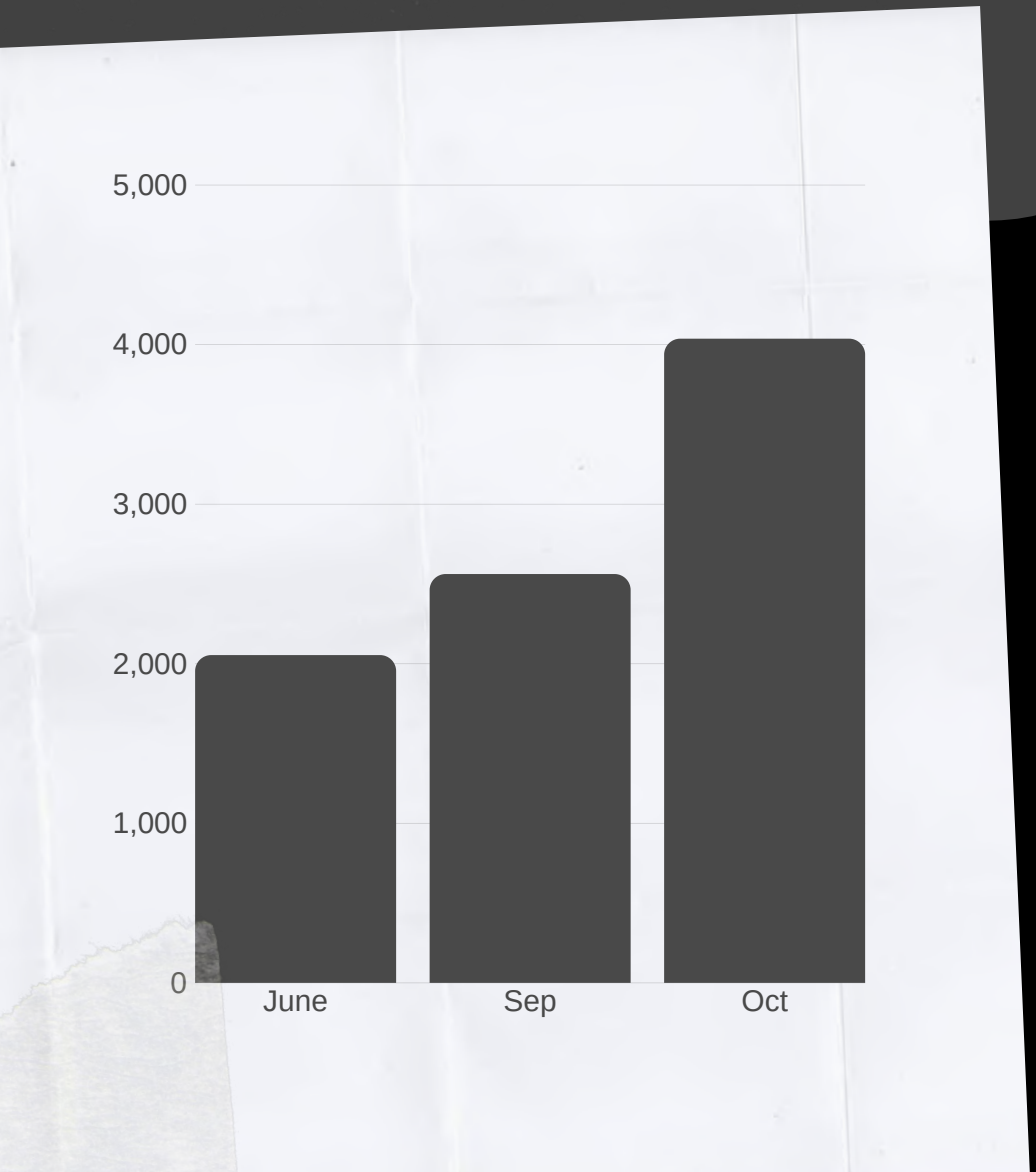
If you're business does not understand how to otimize their accounts for maximum engagement, it becomes harder to grow your brand.



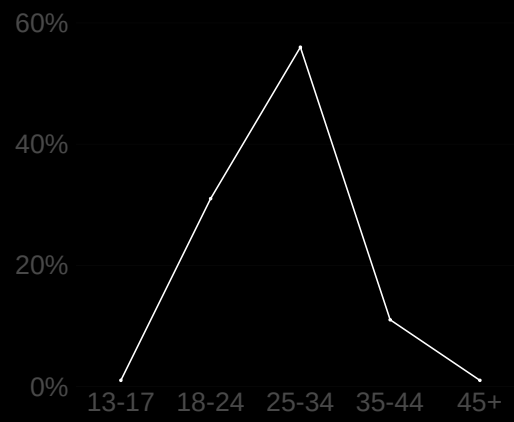
Case study Rilla Party

I worked with Rilla Party for a short term to help increase their engagement rate and develop their marketing strategy

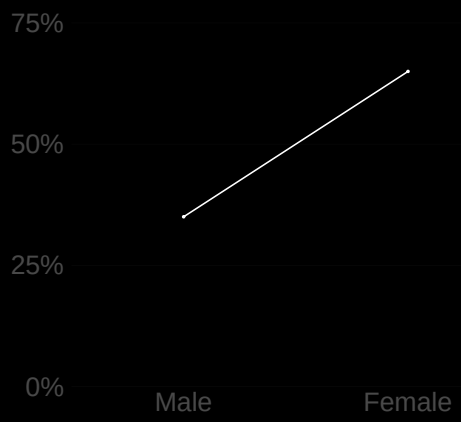
This graph shows the increase in followers gained on Instagram.



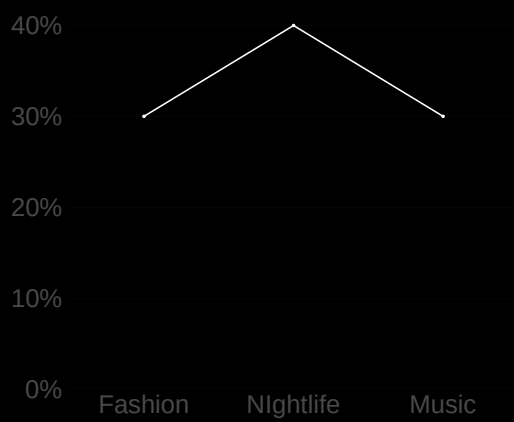
Their Target Audience



BY AGE



BY GENDER



BY LIFESTYLE

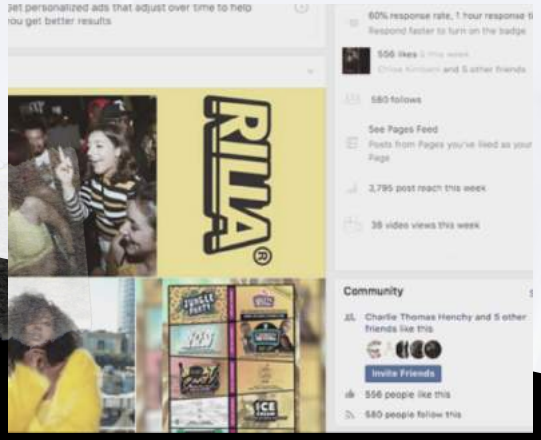




7%

INCREASE IN AUTHENTIC ENGAGEMENT WITHOUT USE OF ADS - UP FROM 0.1%*

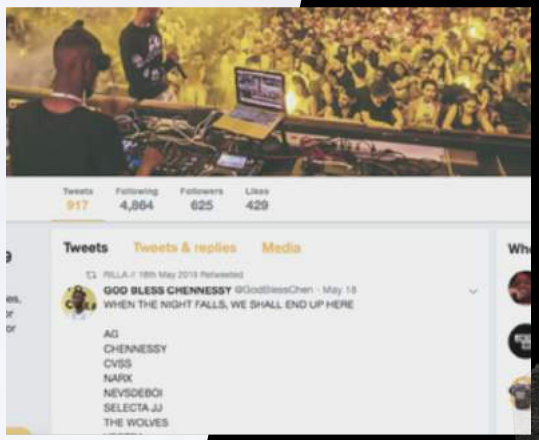
*If ads were used, this could have increased a lot more



INVEST MORE ON SOCIAL ADS



ORGANISE CAMPAIGNS BASED ON EVENTS



BE SEEN ON OTHER SOCIAL MEDIA PLATFORMS

AFTER MAKING CHANGES TO THEIR MARKETING STRATEGY WITH MY SUGGESTIONS, ENGAGMENT RATE ONLINE IMPROVED AND SELLING OUT PARTIES DIDN'T BECOME A PROBLEM



GOING DEEPER

WAIT THERE IS MORE...



CHECK OUT MY OTHER WORK

Projects and brands I've worked with:

Logo design
Event curation

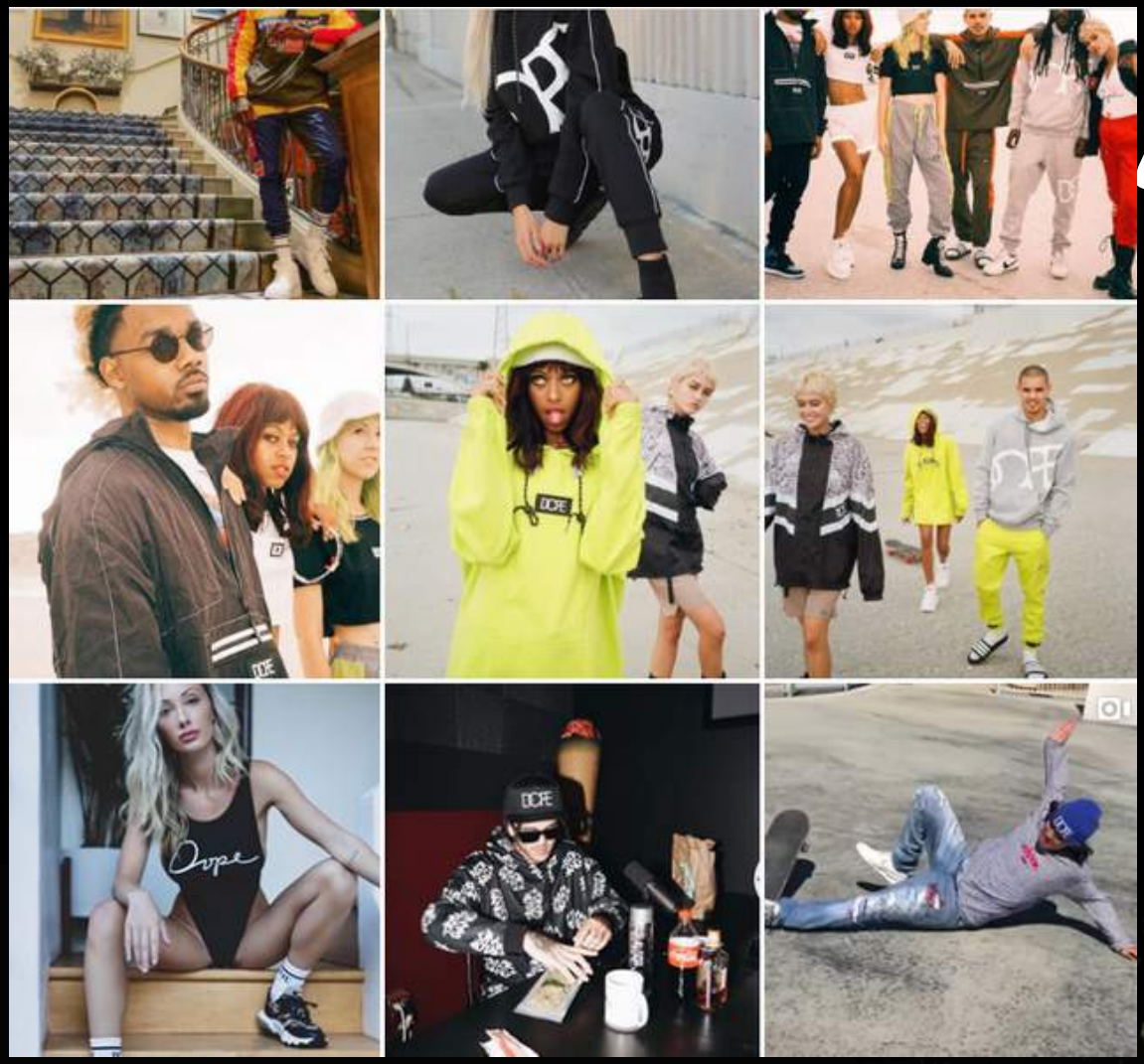
1. Nike/Ball Out



Projects and brands I've worked with:

2. Dope

Content curation



Projects and brands I've worked with:

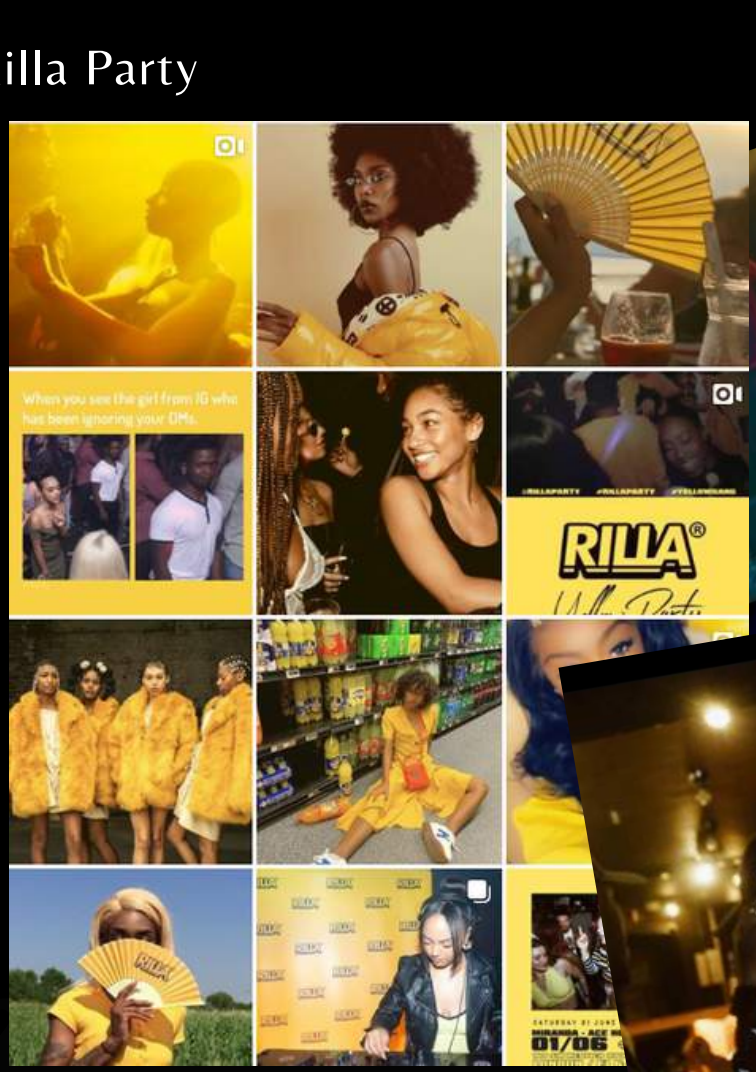
3. Midnight Madness / Quai 54



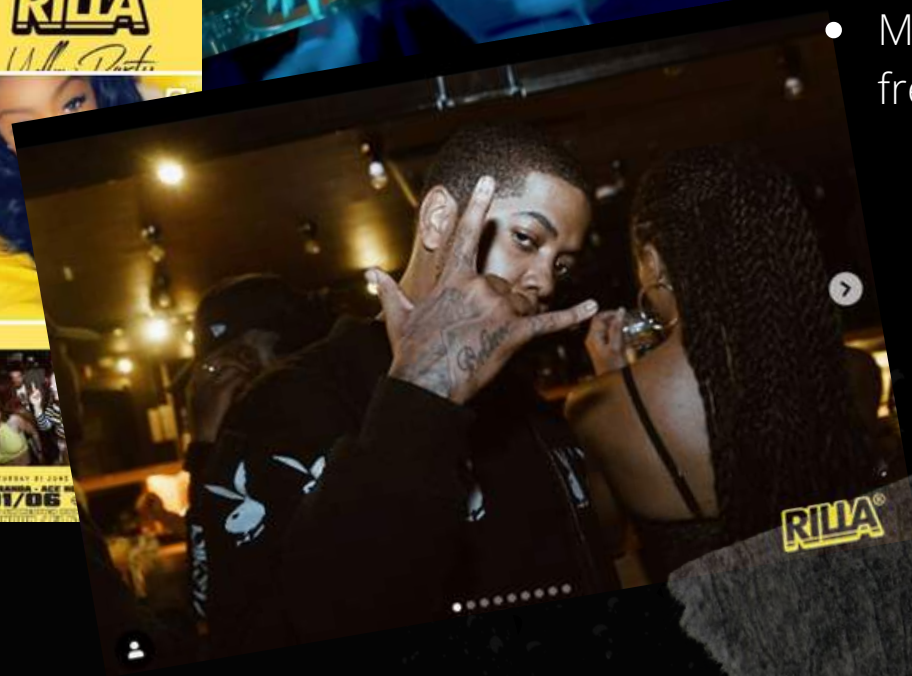
- Content strategy
- Event curation
- Media Manager
- Managment of both the in-house digital media team and external digital freelancers.
- Website development

Projects and brands I've worked with:

4. Rilla Party







- Overseeing all social media platforms. Posting, commenting, updating and engaging with the online community
- Content Curation
- Flyer creation
- Video content
- Managing external freelancers

Projects and brands I've worked with:

5. Adidas / Birdnoise

- DJing
- Event curation
- Communicate and organise all artwork for campaign

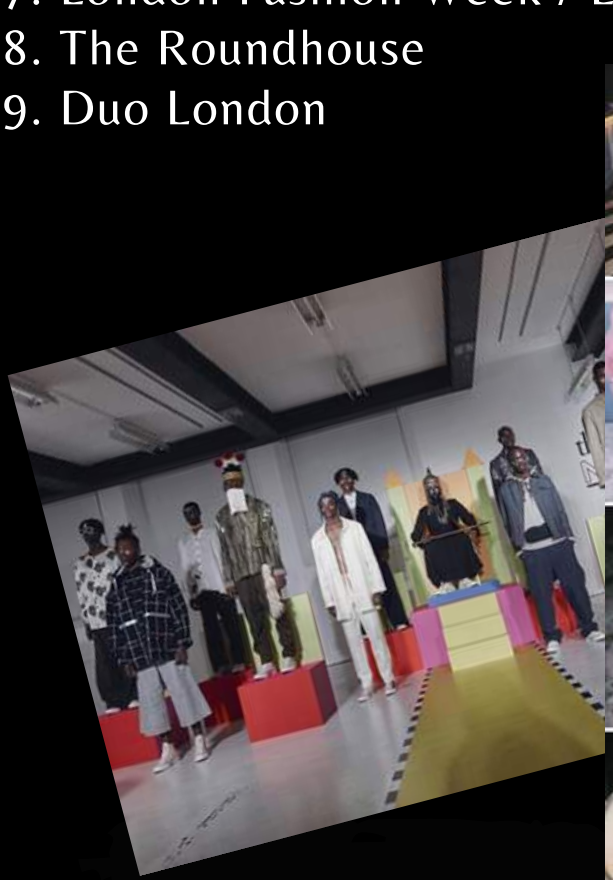


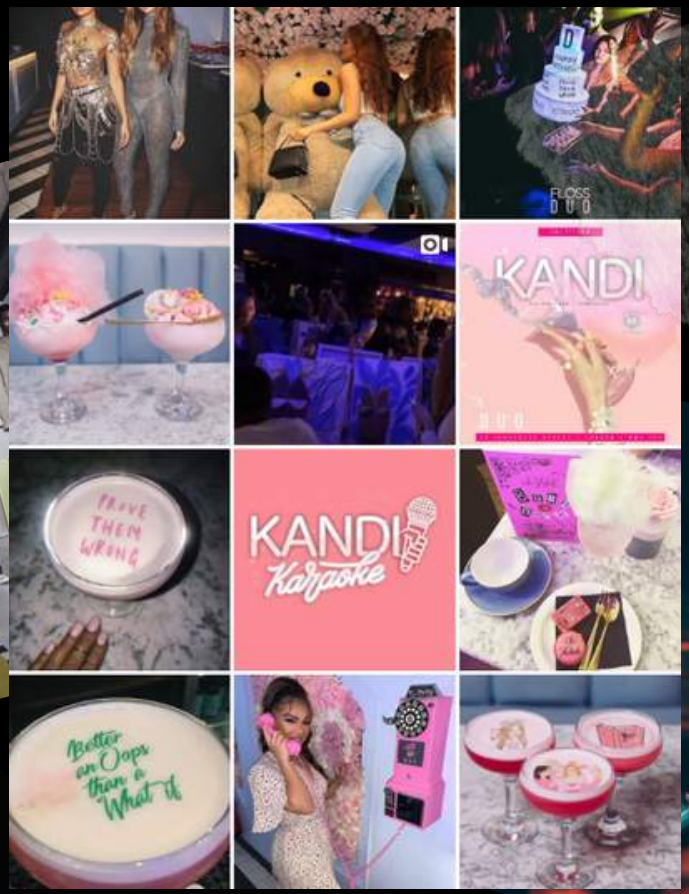




Other brands I've helped:

6. Android Homme
7. London Fashion Week / Labrum
8. The Roundhouse
9. Duo London









FOR COMMENTS, QUESTIONS, OR SUGGESTIONS

Contact Information

I'LL BE HAPPY TO TALK FURTHER

EMAIL ADDRESS

shirechiko@gmail.com

PHONE NUMBER

(+44) 7480 642 511