



PORTFOLIO CASE STUDY

AI-Powered Digital Marketing Strategy

Sui Records: an independent vinyl retail concept built around curation, education, community and omnichannel experience.

PERSONAL PROJECT

Marketing & Digital Strategy · 2026

FÁBIO PIRES



Born in the Groove

The project in one page.

What was being solved, how I approached it and what was delivered.

CHALLENGE

How can a small vinyl retailer create relevance without competing on price, scale or catalogue depth?

Sui Records was conceived as an omnichannel cultural retail brand for the Alentejo.

STRATEGIC RESPONSE

Compete through cultural affinity: curation, education, community, events and connected channels.

MY ROLE

Individual end-to-end project covering research, positioning, audience, website, content, AI and retention.

SCOPE

15 applied marketing activities, from brand identity and market analysis to SEO, social, video, podcast, loyalty and email.

Project status: conceptual academic work. No commercial performance results are claimed.

Start with a coherent brand idea.

The identity and proposition were designed to make the retail concept feel cultural, independent and recognisable.



CORE PROPOSITION

A casa da cultura analógica no Alentejo

BRAND ATTRIBUTES

Premium

Authentic

Independent

Community-led

STRATEGIC ROLE

Make every later touchpoint - website, content, events and retention - reinforce the same cultural position.

Find the gap competitors leave open.

PESTEL, Porter and competitor analysis were used as inputs to a positioning decision - not as ends in themselves.

FNAC	CONVENIENCE	Scale · promotions · digital funnel
LOUIE LOUIE	CURATION	Specialisation · credibility · authority
SOCORRO	EXPERIENCE	Events · community · cultural space

STRATEGIC GAP

**CURATION + EDUCATION
+ COMMUNITY + EVENTS
+ OMNICHANNEL**

No analysed competitor dominated all five dimensions simultaneously.

POSITIONING DECISION **Become the vinyl culture hub of the Alentejo.**

KEY INSIGHT

The advantage was not 'more vinyl'. It was a stronger reason to belong.

Translate positioning into customer logic.

The persona was used to guide communication and channel choices, while its limitations were explicitly recognised.



PERSONA SNAPSHOT

Miguel Santos

34 · Évora · Creative professional · 1-3 records/month

THREE NEEDS

DISCOVERY

Find music worth knowing.

TRUST

Get expert curation and useful guidance.

BELONGING

Share analogue culture with a community.

STRATEGIC IMPLICATION · Communicate as a cultural discovery platform, not simply as a retailer.

Method note: hypothetical AI-assisted persona; not validated with primary consumer research.

Make the website the commercial and editorial hub.

The architecture connected discovery, content, events and conversion rather than treating e-commerce as a standalone catalogue.



WEBSITE PRINCIPLES

CURATED	Reduce catalogue overload.
EDITORIAL	Blend product with culture and stories.
COMMUNITY	Make events and participation visible.
SEO-READY	Use educational content for discovery.
OMNICHANNEL	Connect physical and digital experiences.

“Sell through cultural affinity, not convenience alone.”

Give every content format a job.

A compact content system connecting discovery, community, conversion and retention across social, SEO and owned channels.



STRATEGIC CONTENT SYSTEM

The project did not treat social media as isolated posting. Each format was linked to a specific role in the customer journey.

- DISCOVER** Educational and cultural content to attract curious audiences.
- ENGAGE** Community stories, events and recurring formats.
- CONVERT** Product discovery, newsletter capture and limited editions.
- RETAIN** Club, email and events to keep the relationship active.

SELECTED OUTPUTS

SOCIAL POSTS

#DiscoDoDomingo · Disco da Semana · Listening Party

SEO CONTENT

Beginner guide built around search intent and CTA

EDITORIAL MIX

30% education · 30% culture · 20% community · 20% product

Use AI for leverage - keep judgement human.

Tools were selected by task and their outputs were compared, challenged and validated.

01 RESEARCH

Perplexity

Evidence & competitor research

02 STRATEGY

ChatGPT

Structure, analysis & copy

03 PRODUCTION

Gemini · DALL-E · Runway · Kling · Suno

Visual, video & audio

04 VALIDATION

Human review

Facts, fit, instructions & quality

WHAT HUMAN OVERSIGHT CHANGED

COMPARE

Different tools exposed different strengths and weaknesses.

REJECT

A non-existent Gemini document link was identified as invalid.

LIMIT

Raster outputs were not treated as production-ready vector assets.

AI-assisted marketing judgement, not simply tool usage.

Design the relationship after the first purchase.

Acquisition was connected to lead capture, nurturing, loyalty and feedback.

LEAD MAGNET

Vinyl maintenance guide

Useful educational value to capture interest.

Lead capture

LOYALTY

Sui Club

Benefits, exclusivity and events to support repeat engagement.

Retention

EMAIL

7-message sequence

Welcome, education, discovery, events, product and reactivation.

Nurture & conversion

FEEDBACK

Satisfaction survey

Measure experience and create a learning loop.

Learning

WHY IT MATTERS · The strategy connects reach, experience, repeat engagement and learning.

Broad execution, one strategic thread.

The final work covered the journey from brand foundation to customer retention.

01 Brand identity

02 PESTEL

03 Porter

04 Competitor analysis

05 Persona

06 Website benchmark

07 Sitemap & wireframe

08 POEM / funnel

09 Content calendar

10 Social posts

11 SEO article

12 AI video & audio

13 Podcast

14 Lead magnet & loyalty

15 Email & survey

THE COMMON THREAD

Position the brand around cultural belonging, then make every channel reinforce that position.

What this project demonstrates.

The value is in the decisions behind the deliverables, not in claiming results that were never measured.

01 STRATEGY BEFORE TOOLS

AI accelerated execution, but positioning created the real direction.

02 TOOLS BY TASK

Research, strategy and creative production benefited from specialised platforms.

03 VALIDATION MATTERS

Hallucinations, instruction failures and production limits were identified explicitly.

04 ONE IDEA ACROSS CHANNELS

Website, social, email, content and events work harder when they express the same promise.

BOTTOM LINE · Applied digital marketing thinking across research, brand, content, customer experience and AI-assisted execution.