



品牌出海社交媒体营销策略

Social Media Marketing Strategies for Brands Going Overseas

Chris Chen

赛文思营销咨询

Sevens Marketing Consulting



- 陈勇 Chris Chen
- 10年跨境电商出海营销资深专家
- 10 years senior expert in cross-border e-commerce overseas marketing
- 前Google员工；Facebook中国电商业业务早期开拓者
- Former Google employee; early pioneer of Facebook's e-commerce business in China



- 品沃科技及赛文思营销咨询创始人
- Founder of Pingworth Technology and Sevens Marketing Consulting
- 出海电商品牌营销公众号《陈述出海》作者
- Author of the official account of "Chen Shu Chu Hai" for e-commerce brand marketing
- 2015-2017任飞书互动副总裁，负责跨境电商事业部及华南区总经理
- 2015-2017, Served as the vice president of Meetsocial, responsible for the cross-border e-commerce business department and general manager of South China
- 2011-2014曾任谷歌中国新业务拓展部出口营销负责人，主要负责独立站电商客户开拓与服务。
- 2011-2014, Former head of export marketing of Google China New Business Development Department, mainly responsible for independent e-commerce customer development and service



- 曾服务傲基, Anker, DJI, 出门问问, 华米等知名跨境电商企业。累计帮助数百家跨境电商企业实现快速成长
- Served well-known cross-border e-commerce companies such as Aukeys, Anker, DJI, Mobvoi, and Huami. Accumulatively helped hundreds of cross-border e-commerce companies achieve rapid growth
- 曾多次受邀参加国内大型出口行业峰会 (Paypal年会, 海贸会, 亿邦动力电子商务大会, 深圳市跨境电商大会等) 担任分享嘉宾
- He has been invited to participate in large-scale domestic export industry summits (Paypal Annual Conference, Foreign Trade Federation, ebrun E-commerce Conference, Shenzhen Cross-border E-commerce Conference, etc.) as a sharing guest.
- 擅长海外整合营销策略规划, 精通搜索引擎营销和海外社交网络营销, 对出海电商DTC品牌营销有较深刻的理解
- Good at overseas integrated marketing strategy planning, proficient in search engine marketing and overseas social network marketing, and have a deep understanding of overseas e-commerce DTC brand marketing

DTC品牌兴起 The Rise of DTC Brands



海外的DTC品牌典型代表 Typical Representative of Overseas DTC Brands



allbirds

图片来源: www.jumeili.com



Casper



WARBY
PARKER



Glossier.

简析DTC模式

Brief Analysis of DTC Mode

- 产品要少，要精，要聚焦
Products should be few, refined and focused
- 重视品牌内容，以内容驱动营销
Pay attention to brand content and drive marketing with content
- 将消费者看作真实用户，重视用户沟通
Treat consumers as real users and attach importance to user communication
- 关注用户体验，提供优于竞品的购物体验
Focus on user experience and provide a shopping experience that is superior to competing products

传统零售 Traditional Retail



DTC



年轻消费者的崛起是DTC品牌的主要推动力

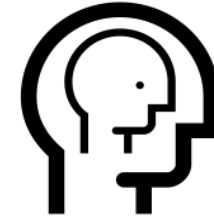
The rise of young consumers is a key driver for DTC brands



年轻消费者的崛起
the rise of young consumers
(千禧一代和Z世代)
(Millennials and Gen Z)



互联网原住民
Internet Natives



更强调凸显自我意识
more emphasis on self-awareness



更注重生活体验感
pay more attention to life experience



关心气候/环境
Care about the climate/environment



多元文化
Multiculturalism



重视性价比 Value Cost-effective

跨境电商主要流量渠道对比分析

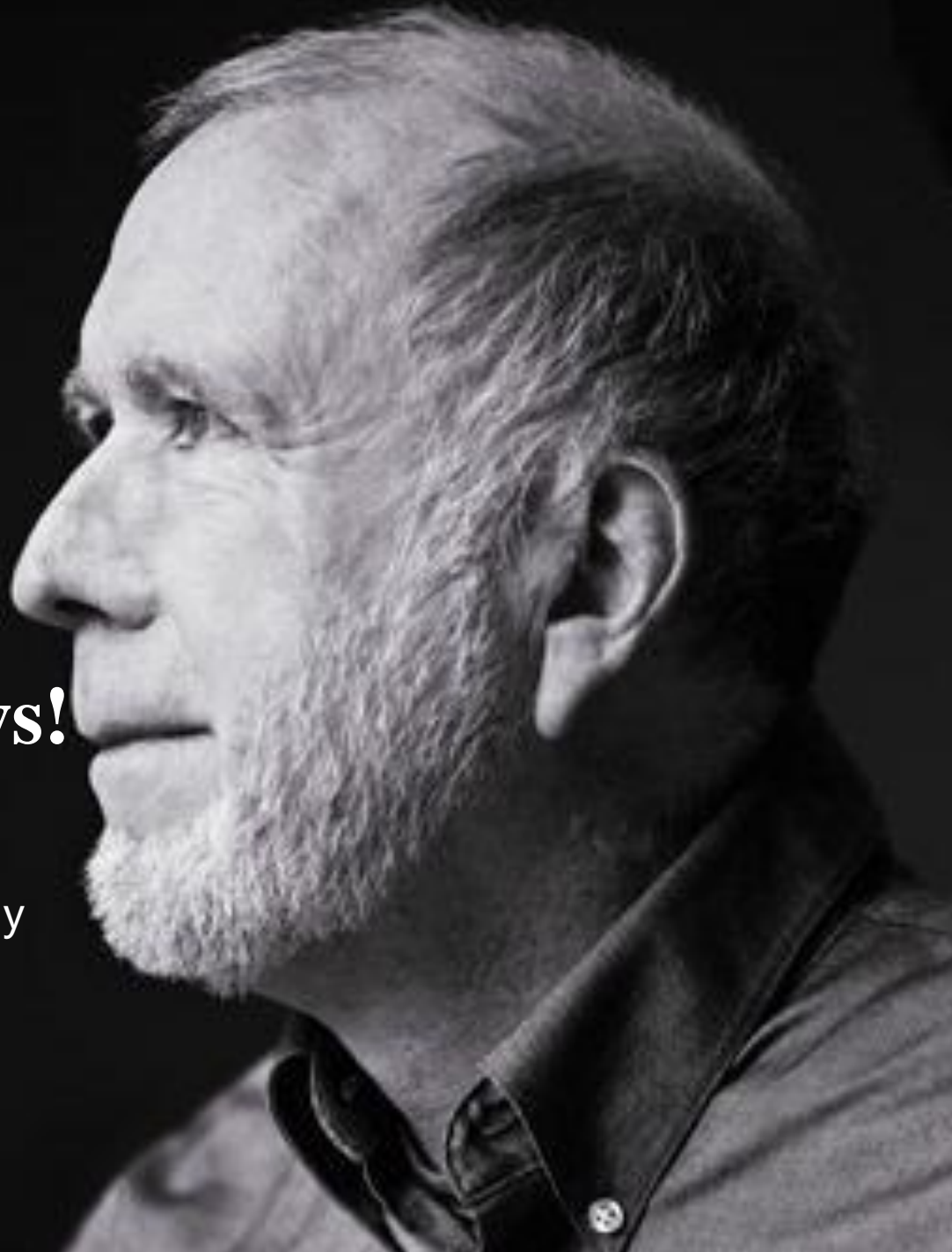
Comparative analysis of main traffic channels of cross-border e-commerce

流量渠道 Traffic Channels	适用条件 Applicable conditions	引流方法 Way to Attract Traffic	精准性 Accuracy	便利性 Convenience	时效性 Timeliness	可控性 Controllability	流量成本 Traffic Cost	流量大小 Traffic Capacity	其他 Other
自然流量 natural traffic	网站 / 产品知名度积累 website/product popularity accumulation	老用户自然积累 natural accumulation of old users	高 high	好 good	漫长 long	低 low	0	小 small	
推荐流量 recommended traffic	自有网站 self-owned site	网站优化 website optimization	低 low	差 bad	漫长 long	低 low	低 lower	小 small	平台卖家不适用 Not applicable for platform sellers
邮件营销 email marketing	邮箱列表 mailbox list	自建 / 付费购买 self-build/purchase	高 high	高 high	及时 timely	高 high	较低 low	受限于邮件量 limited by mail volume	
网盟广告 Network Affiliate Advertising	付费 pay	付费购买 purchase	低 low	高 high	及时 timely	中 medium	较低 low	大 big	文字+展示广告 Text + Display Ads
搜索引擎 search engine	可关键词清楚描述产品 / 服务 Key words clearly describe product/service	付费购买 purchase	高 high	高 high	及时 timely	高 high	高 high	大 big	文字广告为主 text ads
社交媒体 social media	所有产品服务, 相对清晰用户画像 clear user persona	付费购买 purchase 免费内容运营 free content operation	高 high	高 high	及时 timely	高 high	中 medium	大 big	图片, 多媒体, 视频广告 Image, multimedia, video ads

营销进入注意力经济时代 Marketing Enters the Era of Attention Economy

**“注意力在哪儿，钱就在哪儿！”
Where attention flows, Money follows!**

——凯文凯利 Kevin Kelly



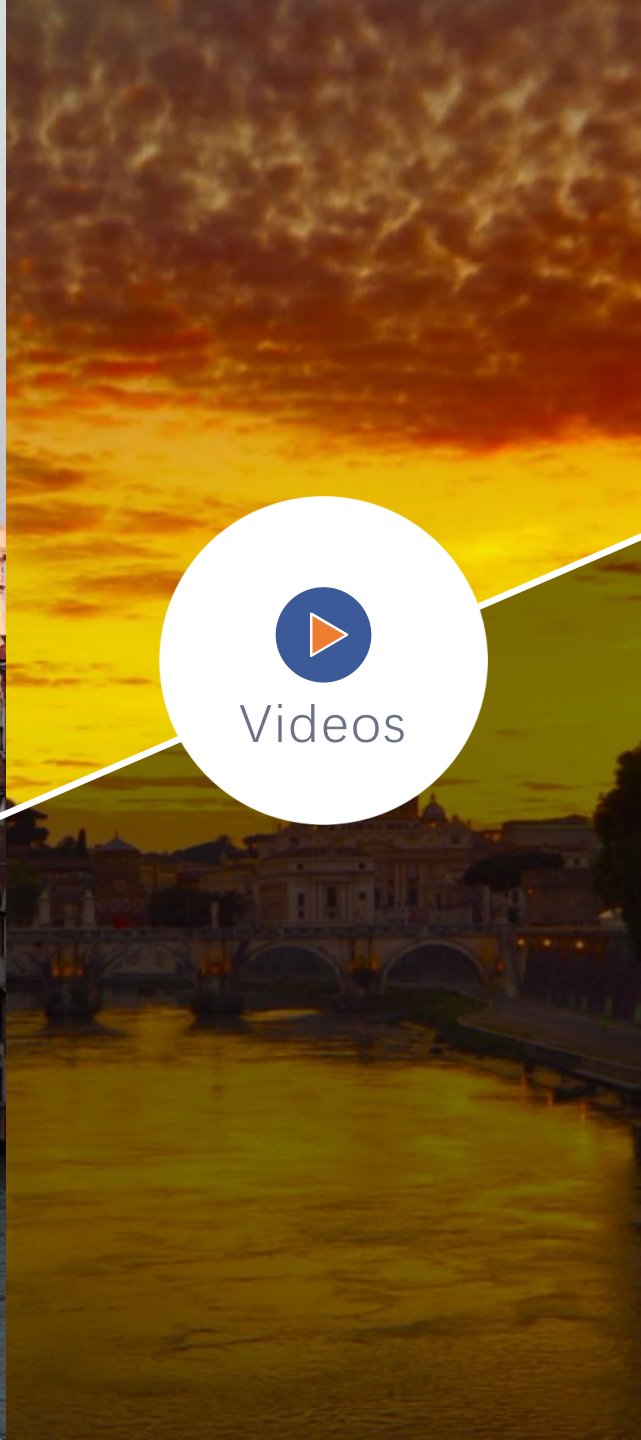
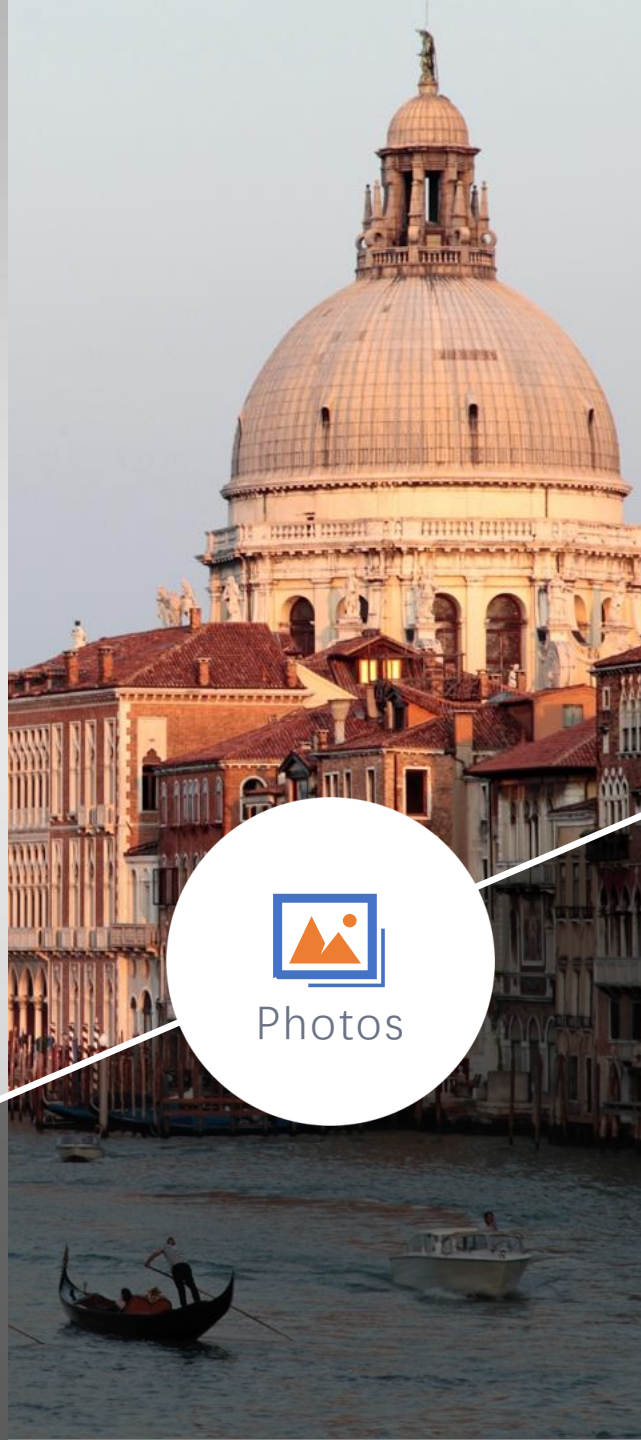
“Wow, Italy is so beautiful!”


Text

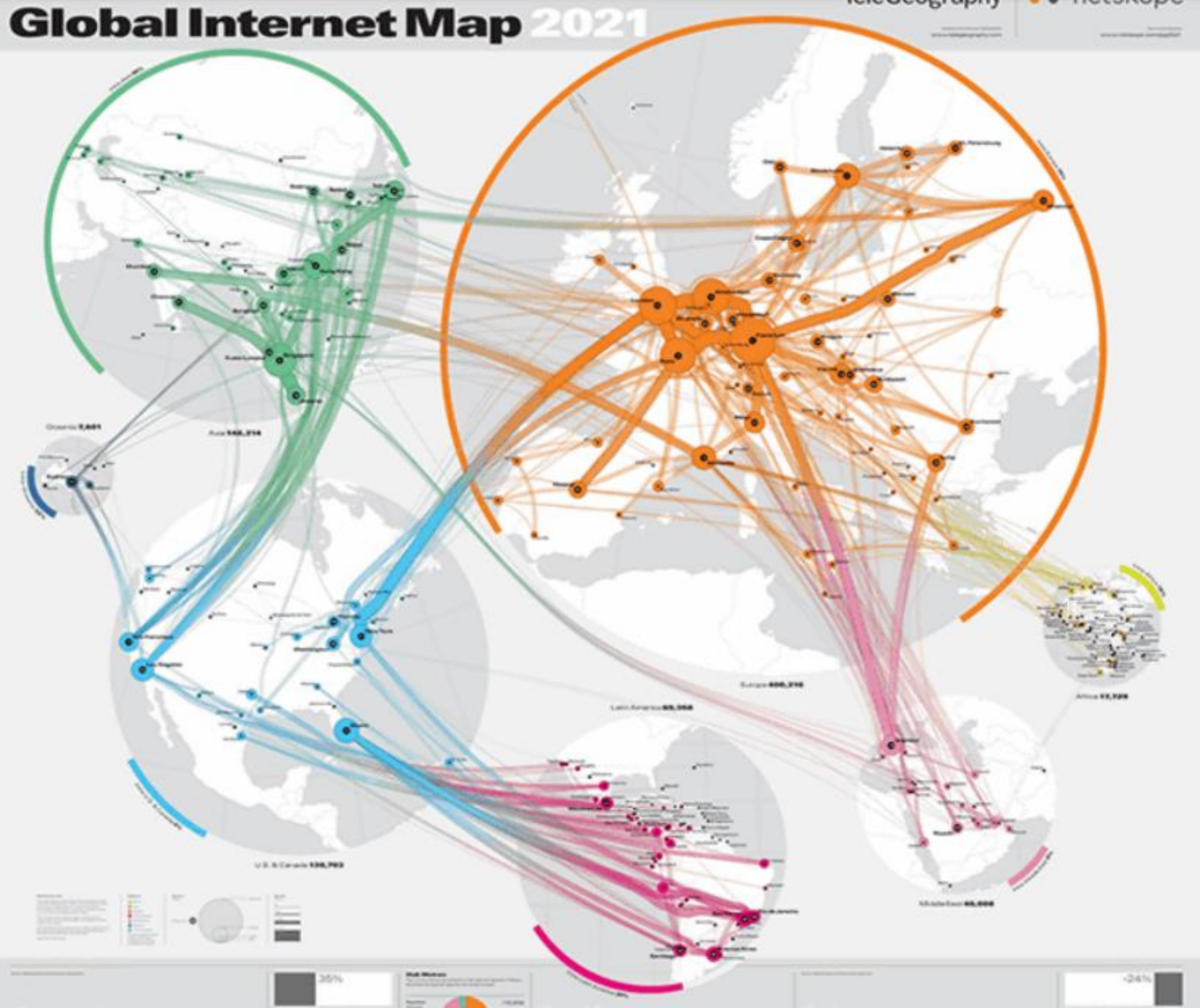

Photos


Videos


VR/AR

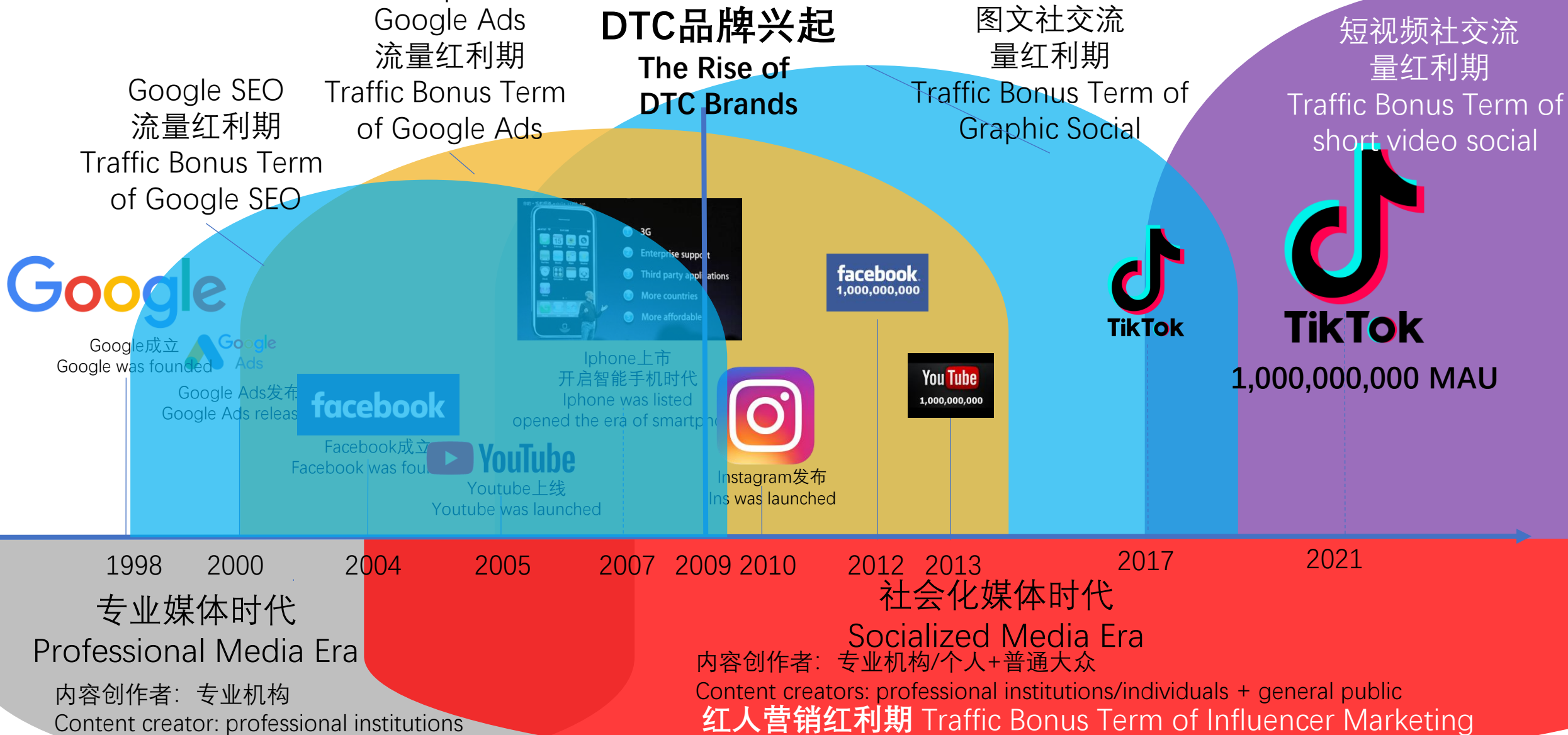


互联网
流量转移
Internet Traffic
Diversion



海外互联网发展与流量红利转移趋势

Overseas Internet Development and Traffic Bonus Transfer Trend

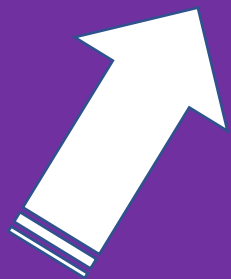


互联网流量的新变化

What's New in Internet Traffic

长短视频

Long and Short Videos



图文内容

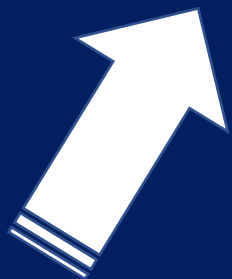
Graphic Content

媒体格式

media format

意见领袖

Opinion Leaders



专业机构

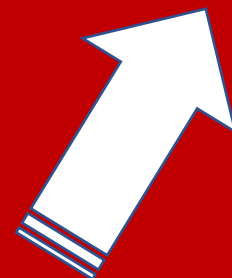
Professional Institutions

媒体内容

media content

算法推荐

Algorithm
Recommendation



订阅关注

Subscribe & Follow

传播渠道

channel of dissemination

把握海外流量红利 Grasp the Overseas Traffic Bonus



图文社交流量红利末期
the end of graphic
social traffic bonus term



红人营销红利中期
medium term of
influencer marketing bonus



短视频社交流量红利初期
the initial term of short
video social traffic bonus

海外主流营销渠道介绍:图文流量媒体

introduction of overseas mainstream marketing channels: graphic media with traffic

The Google logo, consisting of the word "Google" in its signature multi-colored font (blue, red, yellow, green, red).The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.



Google搜索

全球最大的搜索引擎 the world's largest search engine

欧美主流市场90%+市场占有率 90%+ market share in mainstream European and American markets

每月超过1000亿+搜索请求 over 100 billion+ search requests per month



Youtube

全球最大的视频网站
the world's largest video site
每月超过15亿活跃用户
over 1.5 billion monthly active users
每天超过10亿小时视频观看
over 1 billion hours of video views
per day
每天平台产生10亿条评论
the platform generates 1 billion
comments every day



展示网络 Display Network

全球最大的展示广告网络 the world's largest display advertising network

覆盖PC及移动平台 covers PC and mobile platforms

Gmail, 地图, Android, Chrome 等均超过10亿用户 Gmail, Maps, Android, Chrome and more all over 1 billion users

Facebook 应用家族 App Family



20亿+活跃用户
2 billion+ active users
全球最大的社交网络
the world's largest social network



10亿+活跃用户
1 billion+ active users
及时通讯工具
instant messenger



10亿+活跃用户
1 billion+ active users
照片分享应用
photo sharing app



10亿+活跃用户
1 billion+ active users
及时通讯工具
instant messenger

Facebook大数据助力数字营销

facebook

MAKING BIG DATA WORK FOR FACEBOOK ADVERTISING

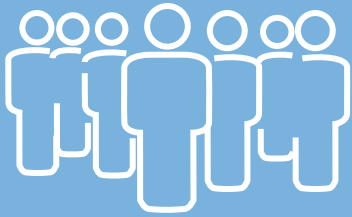
真实的身
份注册
Real ID
Registration

真实的兴
趣爱好
Real
Hobbies

真实的行
为轨迹
true
behavioral
trajectory

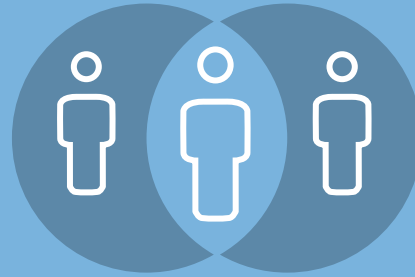
Facebook大数据用户识别与精准定向

Facebook big data user identification and precise targeting



核心人群
Core Groups

Sophisticated targeting with
unsurpassed accuracy



自定义人群
Customized
Groups

Reach the people you
already know



近似人群
Similar Groups

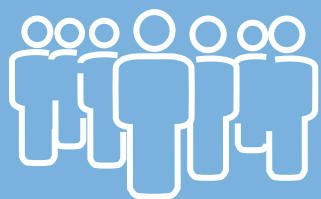
Find more people like your
best customers

大数据精准目标用户定位，广告创意，千人千面

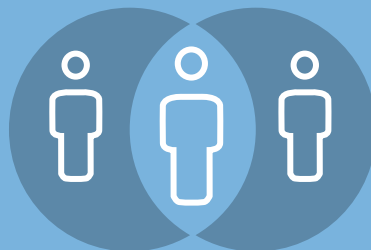
Big data accurate target user positioning, advertising creativity,

借力Facebook精准 + 触及的优势，对全球用户个性化营销不再是梦想！

Leveraging the advantages of Facebook's precision + reach, personalized marketing to global users is no longer a dream



核心人群
Core Groups



自定义人群
Customized Groups



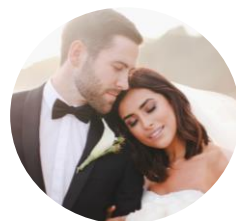
近似人群
Similar Groups



针对欧洲45+人士
target at European
45+ people



针对13-17岁受众
target at 13-17 year
olds



婚纱礼服相关行业
wedding dress related industries



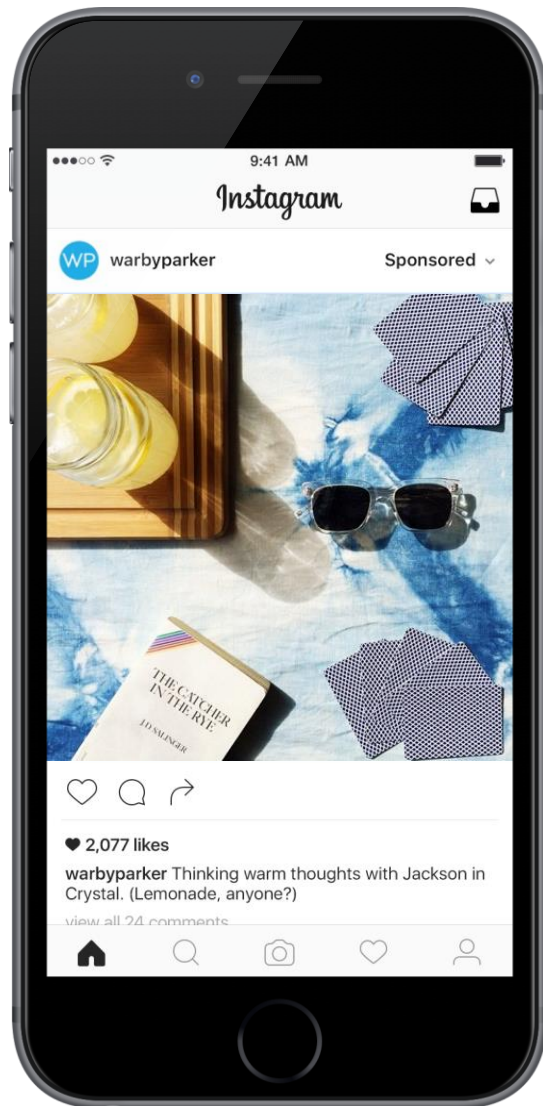
新生儿父母
newborn parents



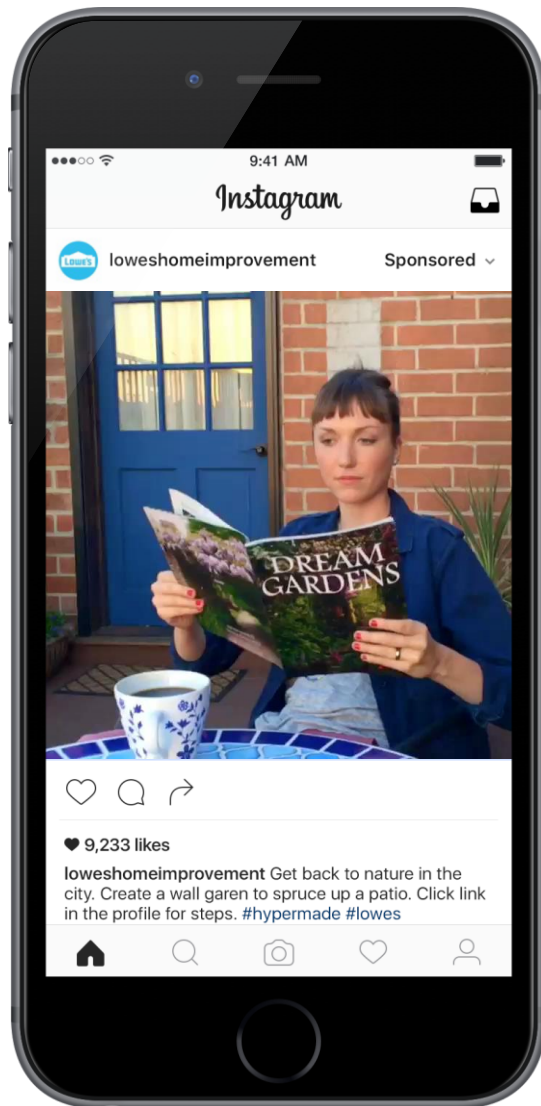
料理器材 / 原料相关产品
cooking equipment/raw
materials related products

Source: Placeholder text.

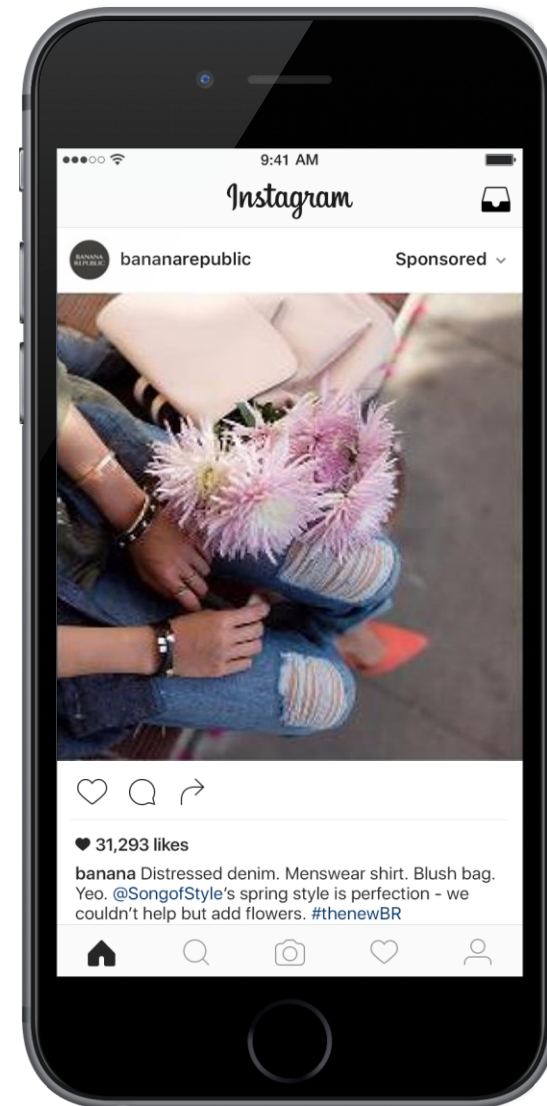
创意形式丰富
Rich in Creative Form



照片 Picture



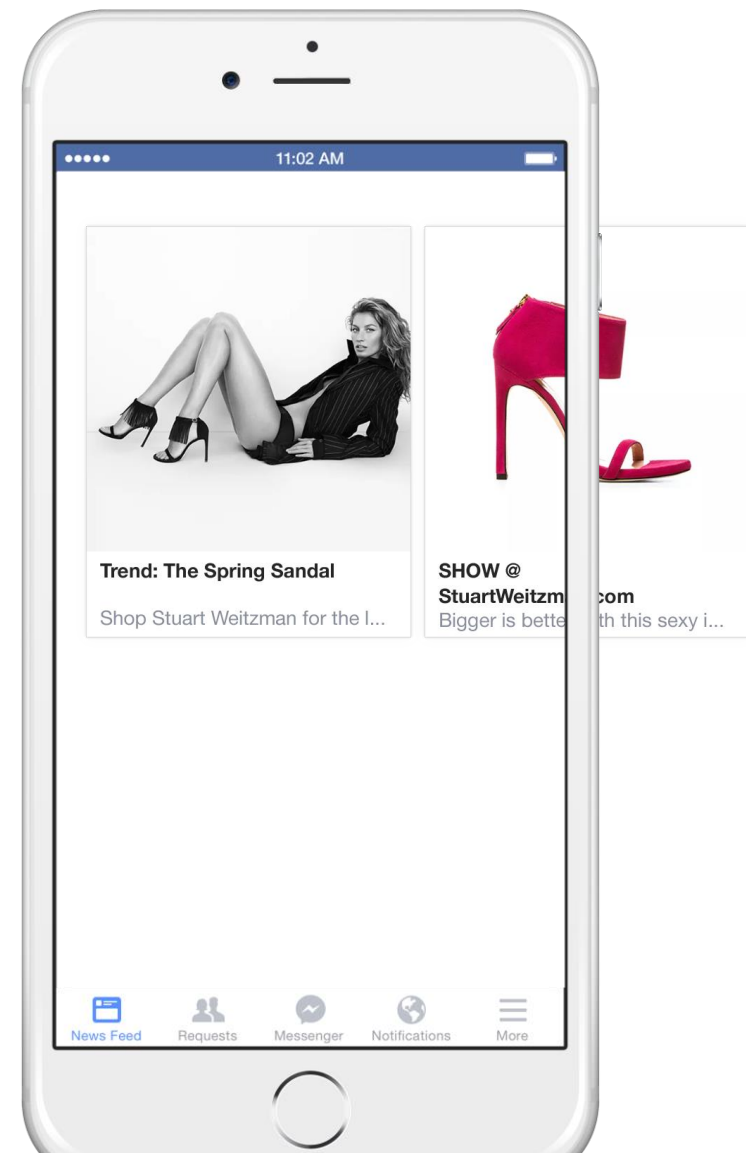
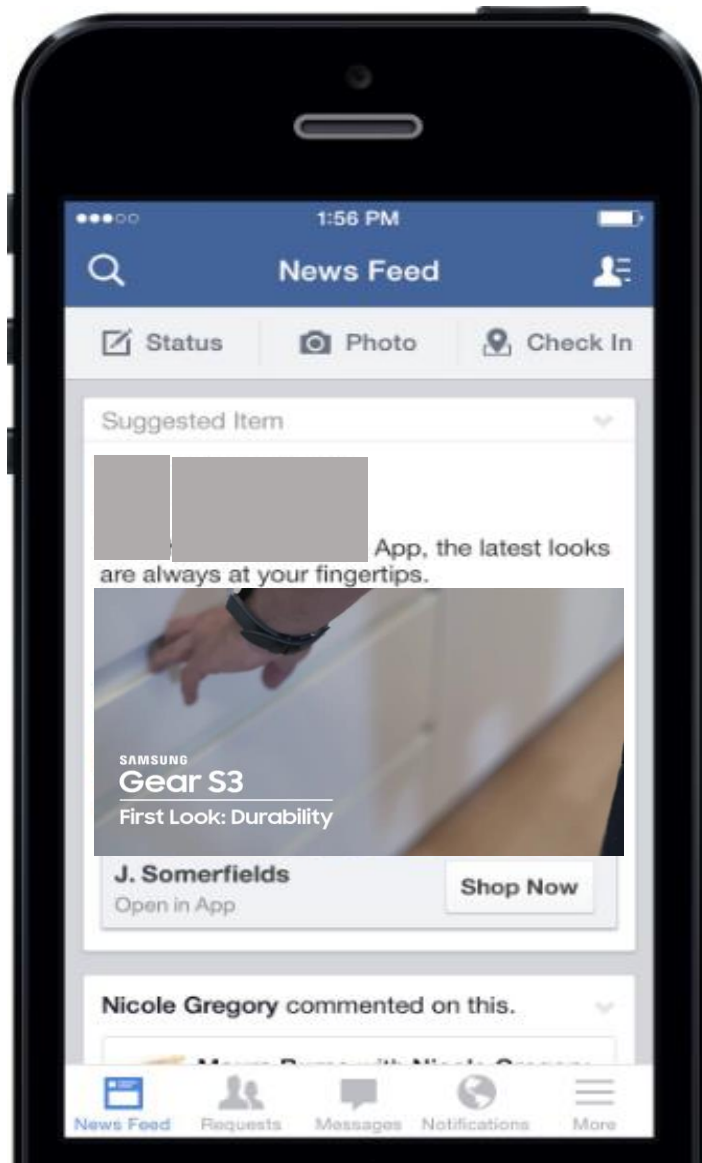
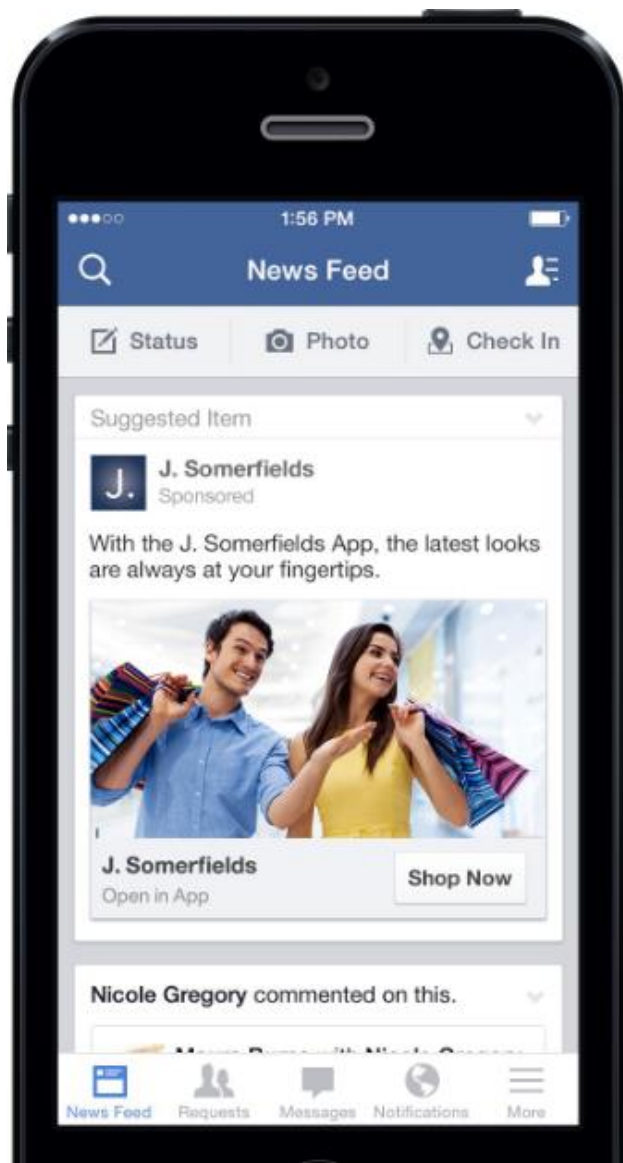
视频 Video



轮播 Slides

Facebook广告创意： 图片→多媒体→视频

Facebook Creative Ads: Pictures→Multimedia→Videos



社交媒体运营策略

Social Media Operation Strategy

Ensure the timeliness of brand and content information delivery; seize current hot topics, festivals, events and other factors to deliver brand relevance

SNS content can be delivered and shared, and has strong interactivity; it strengthens and stimulates word-of-mouth marketing among users.

SNS内容是可以传递分享的，且具有较强的互动性；强化刺激用户中的口碑营销。

确保品牌、内容信息传递的时效性；抓住当前热门话题、节日、事件等因素，传递品牌相关性

时效性
Timeliness

一致性
Consistency

传递性
Transitivity

精准性
Accuracy

确保消费者、粉丝所接受到的信息与产品特点、品牌文化与故事的一致性

Ensure the consistency of information received by consumers and fans with product features, brand culture and stories

SNS运营的目标群体属于高精确定位人群，对产品和品牌有兴趣、有购买欲望。

The target group of SNS operation belongs to the high-precision positioning group, who are interested in products and brands and have the desire to buy

善用社交媒体品牌主页促进用户沟通

Make good use of social media brand homepage to promote user communication



Facebook page

Youtube Channel

Messenger

粉丝页运营建议 Suggestions for Followers Page Operation

01 积累真实粉丝 01 Accumulate Real Followers

- 完善页面信息
 - 原创帖文内容
 - 保证帖文质量
 - 增加真实粉丝
- Improve page information
 - Original post content
 - Guarantee the quality of post
 - Increase real followers

02 创意活动发布 02 Release Creative Activities

- 结合行业热点
 - 结合产品特性
 - 考虑病毒特性
 - 融入品牌元素
- Combine industry hotspots
 - Combine product features
 - Consider virus signatures
 - Incorporate brand elements

03 借力红人营销

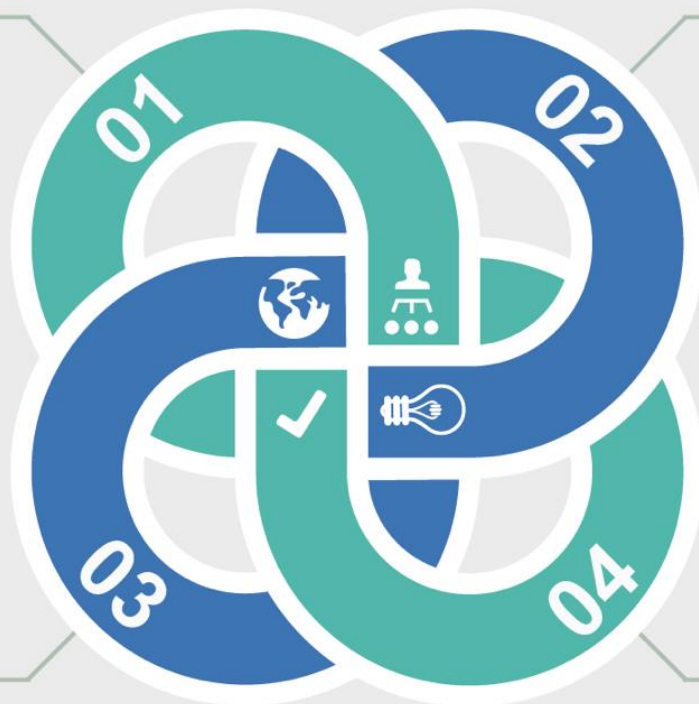
- 发掘网络红人 Discover Influencers
- 软文转帖曝光 Advertorial repost exposure
- 创意评论发布 Post Creative Review
- 创意深度合作 Creative in-depth cooperation

03 Leverage Influencer Marketing

04 积极粉丝互动

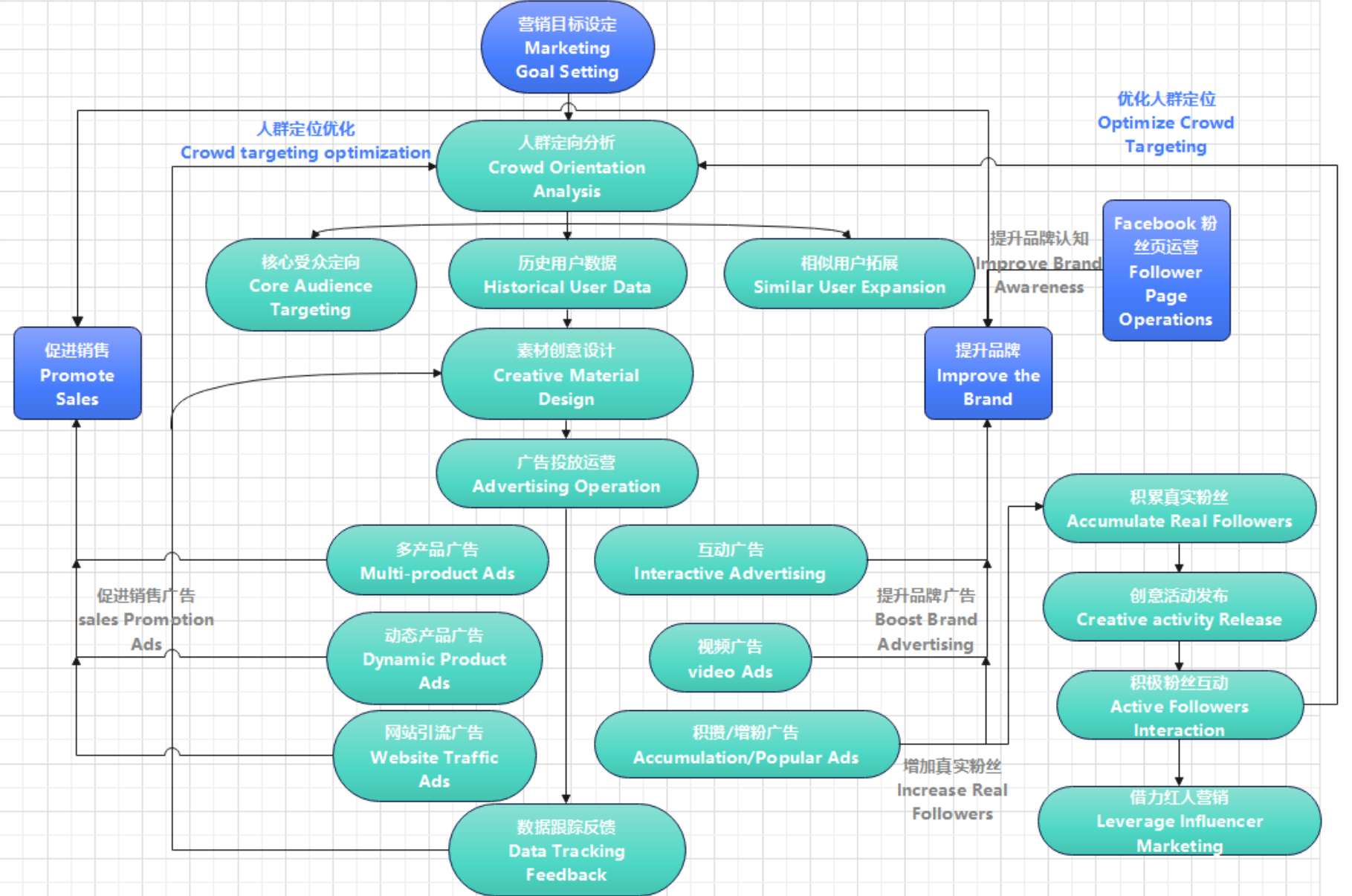
- 及时回复提问 Respond to questions promptly
- 鼓励用户参与 Encourage users to participate
- 积极提供资讯 Actively provide information
- 处理负面评论 Handling negative reviews

04 Active Followers Interaction



社交营销促进转化与用户保留

Social Marketing Drives Conversion and User Retention



海外主流营销渠道介绍：短视频媒体

Introduction of overseas mainstream marketing channels: short video media



YouTube 全球最大的视频网络

YouTube the world's largest video network

1B

if YouTube was
a country, it
would be
3rd largest

YouTube 的覆盖人口
数量相当于全球排名
第三的国家

400

hours of video
uploaded to
YouTube every
minute

每分钟有400小时
的视频上传

65%

of YouTube
watchtime
comes from
mobile

65%观看时间
来自手机

视频营销是海外品牌非常重视的营销渠道

Video marketing is a marketing channel that overseas brands attach great importance to



'Dollar Shave Club' Lunch video on Youtube

A screenshot of a YouTube video player. The video shows a man with long blonde hair and a beard, wearing a blue button-down shirt, standing in a cafe. In the background, there are other people and cafe furniture. The video player interface includes the YouTube logo, a search bar, and video statistics.

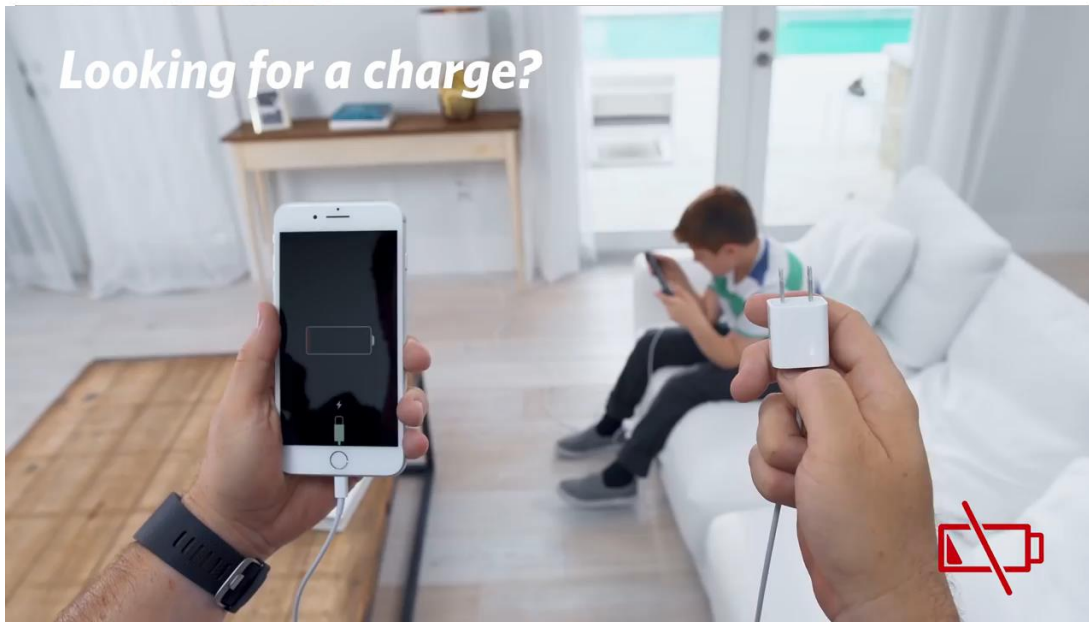
#FamilyPorVida
William Painter Spring 2019 Commercial

70,744,142次观看 · 2019年4月17日

👍 1万 💬 941 ➦ 分享 📌 保存 ⋮

William Painter Inc
9340位订阅者

订阅



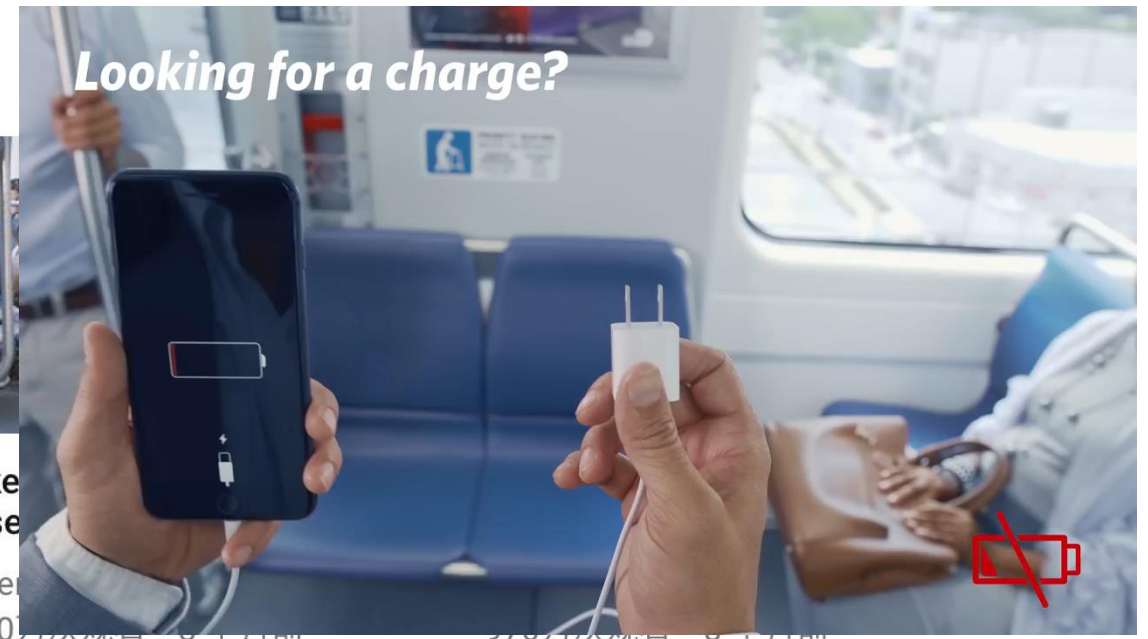
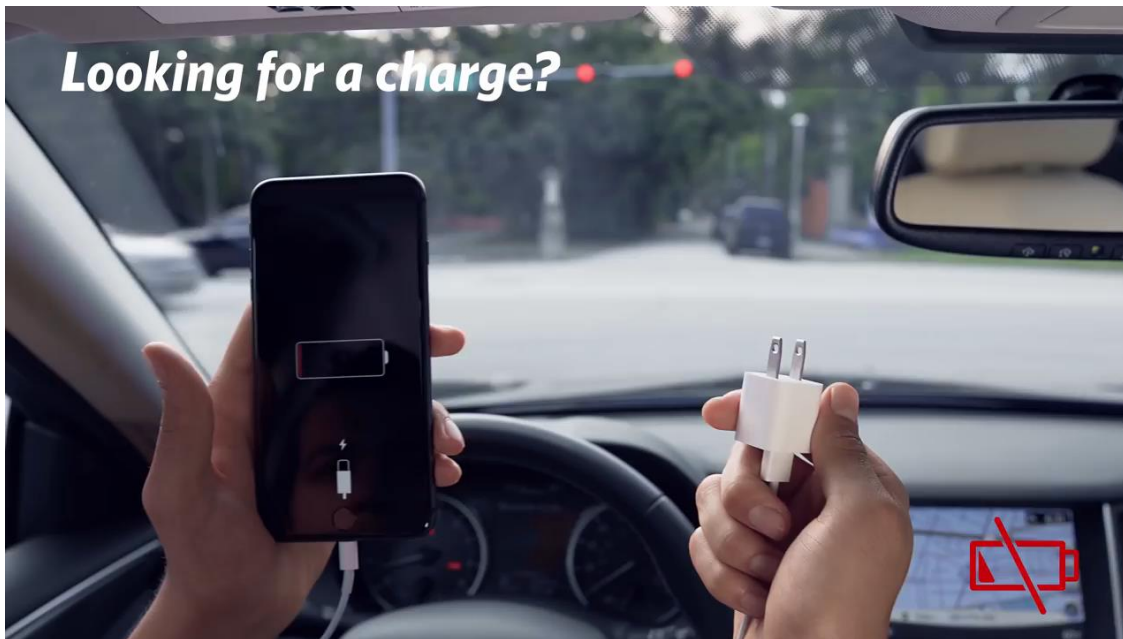
Anker | Multi-Port Chargers | #UseAnkerInstead

5,892,591次观看 · 3个月前

Need a charge but everyone else got to the outlet before you?
You could crawl around looking for an outlet or...

[#UseAnkerInstead!](#)

Learn more about PowerPort here: <https://goo.gl/gQ9BvG>



TikTok是全球排名第一，且增长最快的短视频应用

TikTok is the world's number one and fastest growing short video app

Top Apps Worldwide for May 2021 by Downloads (Non-Game)



Overall Downloads

- 1 TikTok
- 2 Facebook
- 3 Instagram
- 4 WhatsApp
- 5 Messenger
- 6 ZOOM
- 7 Snapchat
- 8 CapCut
- 9 Telegram
- 10 Josh

App Store Downloads

- 1 TikTok
- 2 YouTube
- 3 Instagram
- 4 CapCut
- 5 WhatsApp
- 6 Facebook
- 7 ZOOM
- 8 Messenger
- 9 Google Maps
- 10 Gmail

Google Play Downloads

- 1 TikTok
- 2 Facebook
- 3 Instagram
- 4 WhatsApp
- 5 Snapchat
- 6 Messenger
- 7 ZOOM
- 8 Josh
- 9 Telegram
- 10 ToonApp

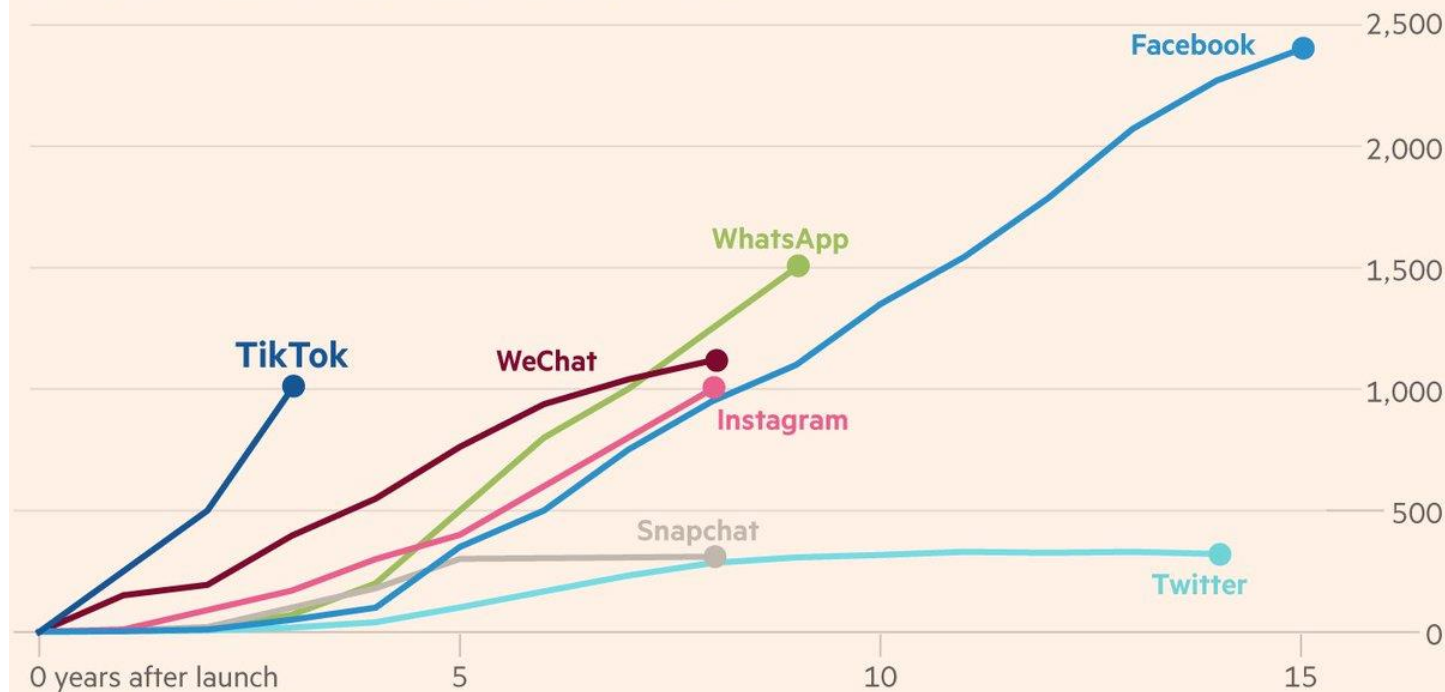
Note: Does not include downloads from third-party Android stores in China or other regions. TikTok includes downloads of Douyin.

TikTok is the largest traffic bonus opportunity for overseas marketing

TikTok brings new opportunities for overseas marketing's largest traffic bonus

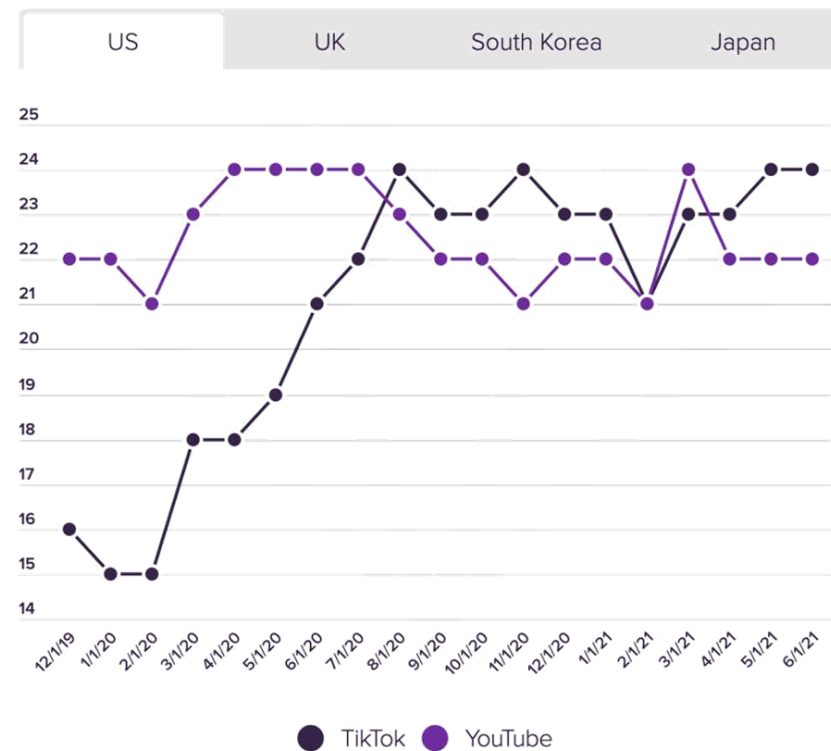
TikTok has reached 1bn users faster than any other social media app

Monthly active users since product launch (millions)



Source: FT research
© FT

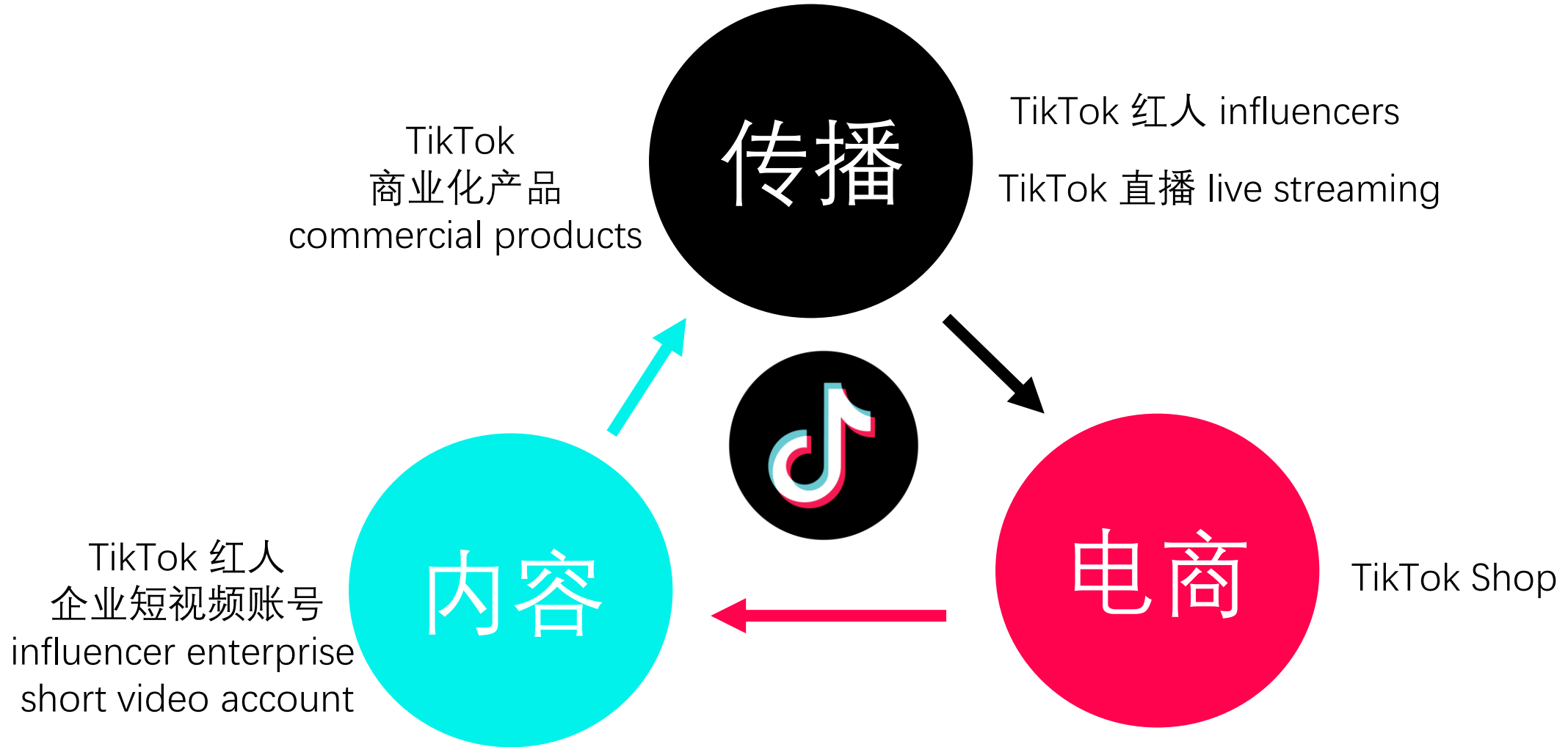
Average Monthly Hours Per User, TikTok vs YouTube



Source: App Annie Intelligence Note: Android phones only

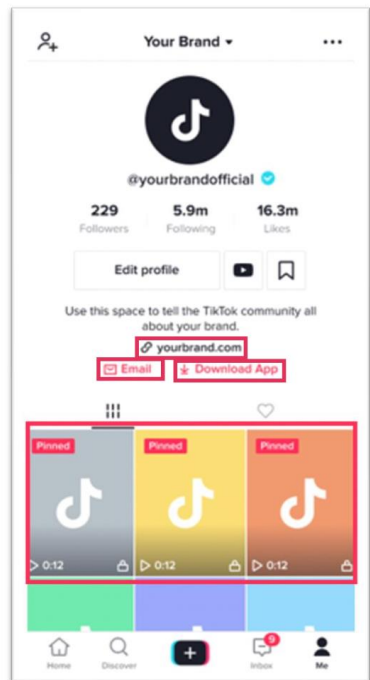
不仅仅是新媒体渠道，更是内容电商生态圈

Not just a new media channel, but a content e-commerce ecosystem



把握TikTok流量红利的四种方式

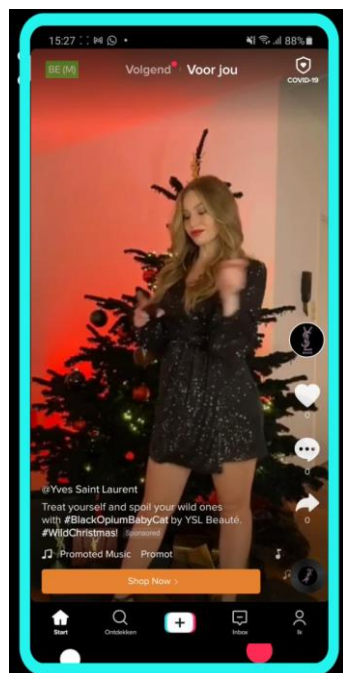
Four ways to grasp the TikTok traffic bonus



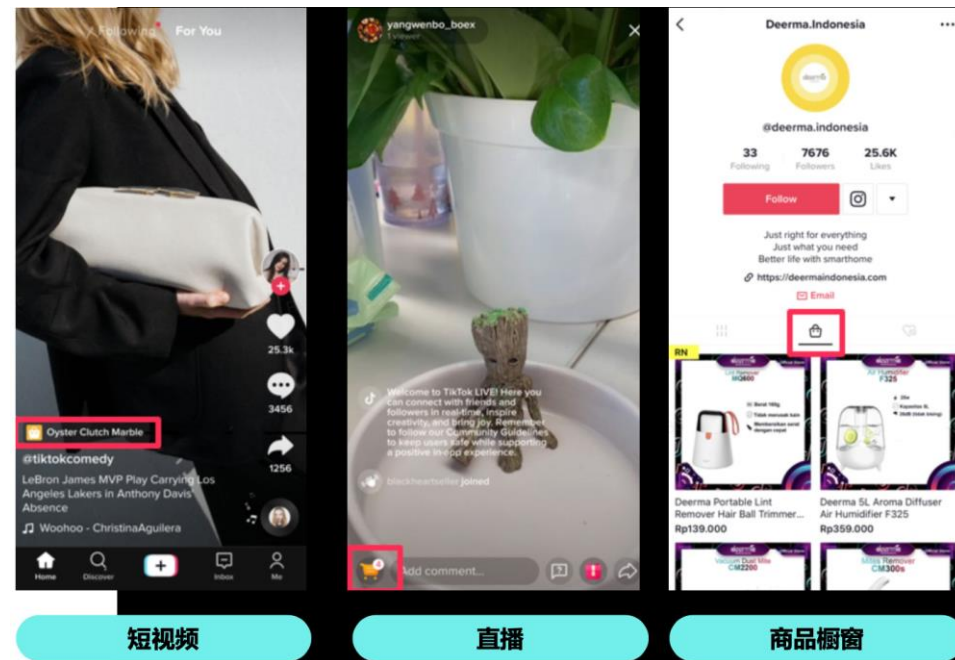
TikTok 企业号
Enterprise Account



TikTok 网红 Influencer



TikTok 广告 Ads



TikTok Shop

TikTok 短视频营销案例-手机品牌

TikTok short video marketing case - mobile phone brand



内容呈现形式 Content presentation form:
B.具体场景应用 Specific scene application

品牌声量如何提升? How to improve brand voice?

- 基于具体场景凸显产品的某项特性
- Highlight a feature of a product based on a specific scenario

内容方向2: 生活使用场景 Content direction 2: life usage scenarios
基于日常工作、游戏等场景的植入 Integration based on daily work, games and other scenarios

Eg.

游戏口播手机的特色和效率, 并跟其他手机进行比较

日常vlog推荐, 强调手机如何提升自己工作和生活效率

Features and efficiency of gaming mobile phones, and compare with other mobile phones
Daily vlog recommendation, emphasizing how mobile phones can improve their work and life efficiency

“为了展示出产品能够满足摄影爱好者的摄影需求, 摄影师进行猎奇的摄影拍摄动作, 借此表达该 ‘手机也能拍大片’ 的场景链路 ”

In order to show that the product can meet the needs of photography enthusiasts, photographers performed curious photography and shooting actions to express the scene link of "mobile phones can also shoot blockbusters"

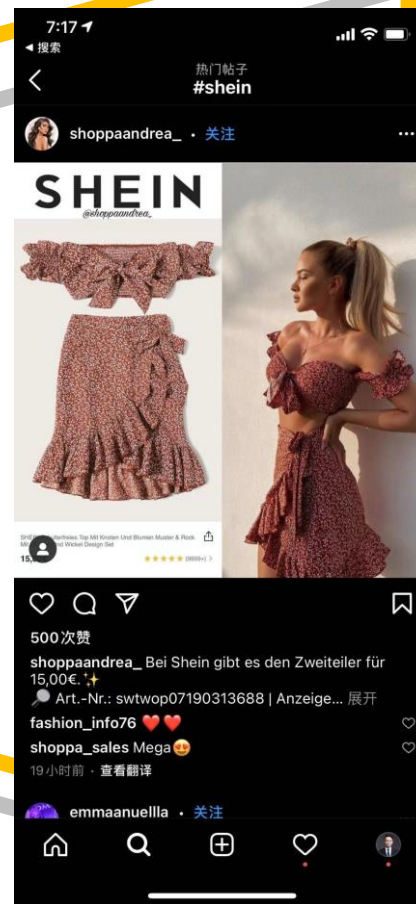
TikTok短视频营销案例-SHEIN TikTok short video marketing case



*红人给我们带来什么创意?
What ideas do influencers bring to us?

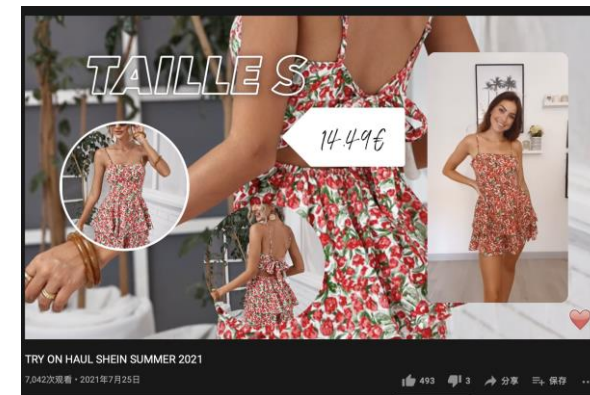


开箱 Unboxing



晒单

Show product performance



试穿
try on

- 有故事、接地气的素材
Storytelling and down-to-earth material
- 贴近生活的有人物的场景
A scene with characters close to life
- 轻松找到品牌故事方向
Easily find brand story direction

红人营销流量红利

Influencer Marketing Traffic Bonus

INFLUENCER



BLOGGER

KOL

NET IDOL

VLOGGER

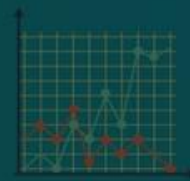
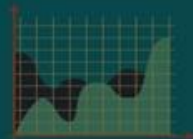
SOCIAL NETWORK



ONLINE CELEB



INFLUENCER



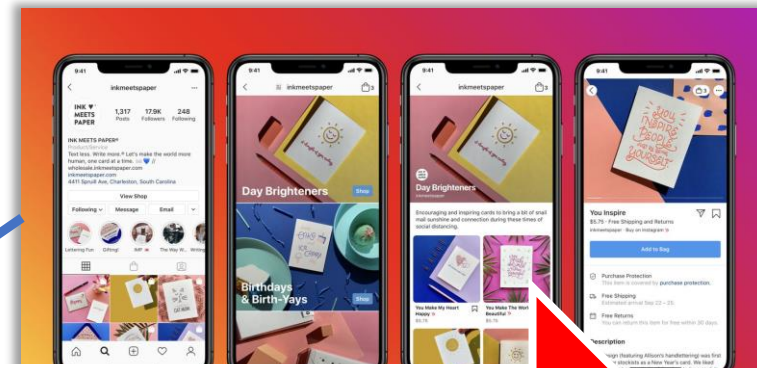
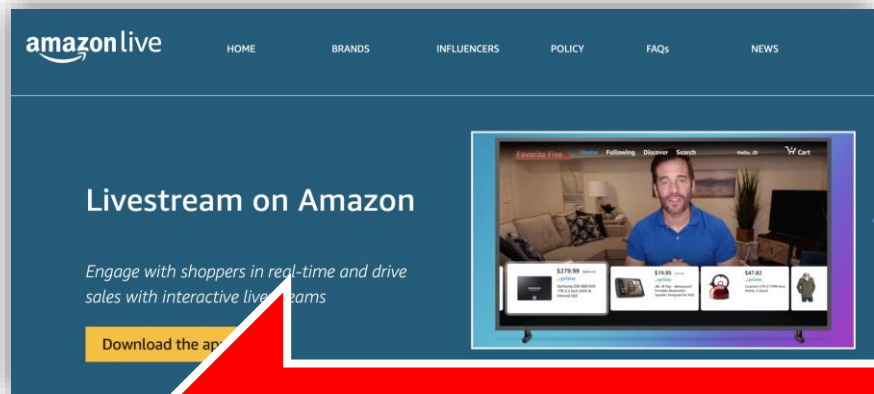
电商内容化 & 社交媒体电商化 → 网红是枢纽

E-commerce content & social media e-commerce → Influencers are the hub

网红是内容创作与社交传播的核心节点. 把握网红 = 把握电商的未来 influencer is the core node of content creation and social communication. Grasp influencer = grasp the future of e-commerce

电商营销内容化 E-commerce marketing content

海外社交媒体电商化 Overseas social media e-commerce

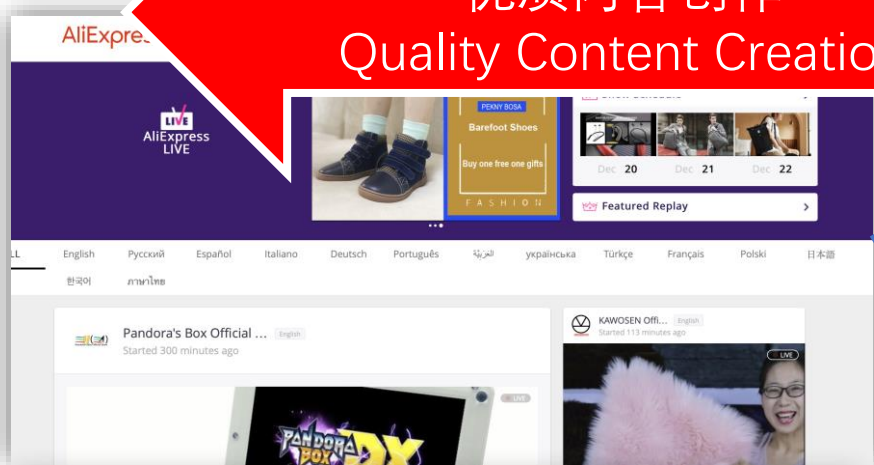


优质内容创作
Quality Content Creation

社交媒体传播
social media communication



网红 Influencer
内容创作+社媒传播
Content Creation +
Social Media Communication



直播电商, 短视频电商, 网红带货

Live broadcast e-commerce, short video e-commerce, Internet celebrities bring goods

Facebook Shop, Tiktok连接Walmart直播卖货
Live Stream Selling by connecting with Walmart

红人/KOC内容做社交媒体背书，促进销售转化

Influencer/KOC content is endorsed by social media to promote sales conversion



网红营销是低成本高回报的投资

Influencer marketing is a low-cost, high-return investment

网红营销预估 ROI

Influencer Marketing Estimates



每一美元网红营销预算，最高可以为品牌带来18美元的投资回报
For every dollar of influencer marketing budget, brands can bring up to \$18 in ROI

\$18

(来源: Influencemarketunghub,2018)

网红营销统计数据

Influencer Marketing Statistics

50%

消费者对于UGC内容的信任度比传统媒介高50%以上
Consumers trust UGC content more than 50% higher than traditional media

90%

的消费者相信朋友的推荐
90% of consumers trust recommendations from friends

81%

的美国消费者相信博客信息的推荐
81% of U.S. consumers trust recommendations from blog posts

71%

的消费者更可能购买有社交媒体推荐的商品
71% of consumers are more likely to buy products with social media recommendations

如何合理选择优质的红人

How to choose high-quality influencers reasonably



海外主要红人营销渠道对比

平台 Platforms	说明 Introduction	主要国家地区 Region	用户规模 (MAU)	内容形式 content form	用户分布特点 User distribution characteristics	内容引流链接 Content Drainage Links	营销效果 Marketing effect	红人内容创作能力 Influencer Content Creation Ability	适合品类 suitable category
-----------------	--------------------	------------------	---------------	----------------------	---	----------------------------------	--------------------------	---	---------------------------



主要社交媒体渠道与内容形式 – Facebook&Instagram

Main social media channels and content formats – Facebook&Instagram



Instagram Post
图片+文案
(无链接)
picture + copy
(no link)



Instagram 快拍 snapshot
15秒短视频, 24小时有效
(可添加上滑链接)
15 seconds short video,
valid for 24 hours
(You can add a slide-up link)



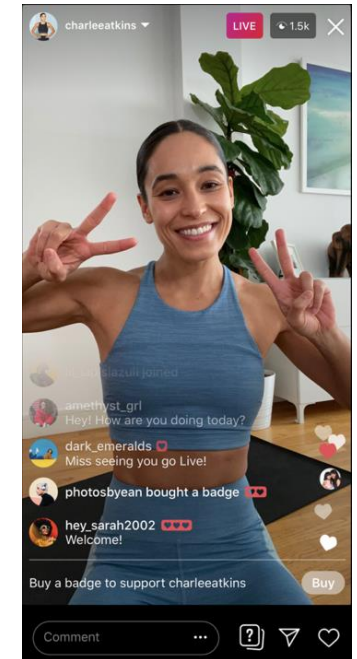
Instagram 视频 video
3-60秒短视频
(无链接)
3-60 seconds short video
(no link)



facebook Post
图片+文案
(可放链接)
Picture + copy
(you can put a link)



facebook Video
(可放链接)
(you can put a link)



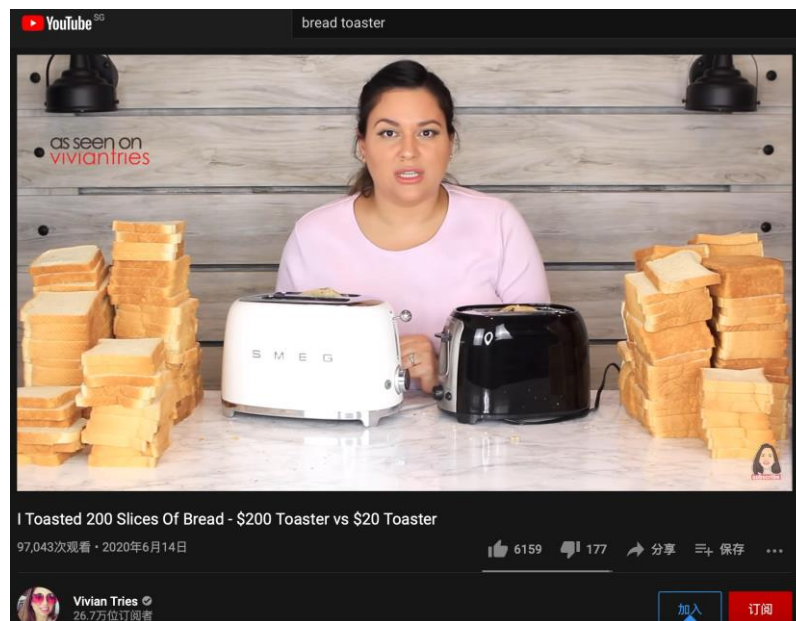
Facebook&Instagram live

主要社交媒体渠道与内容形式 – Youtube

Main social media channels and content formats – Youtube



开箱视频
unboxing video



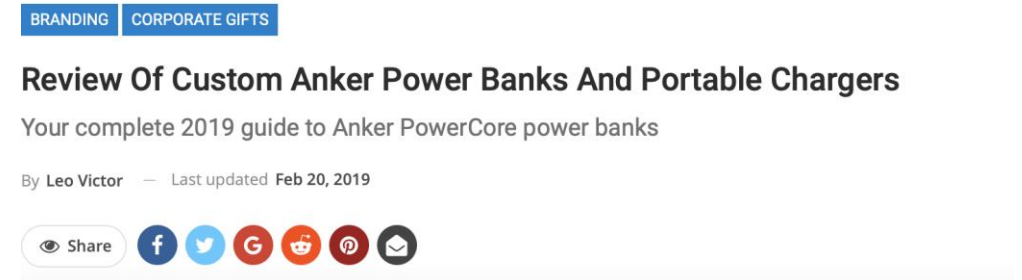
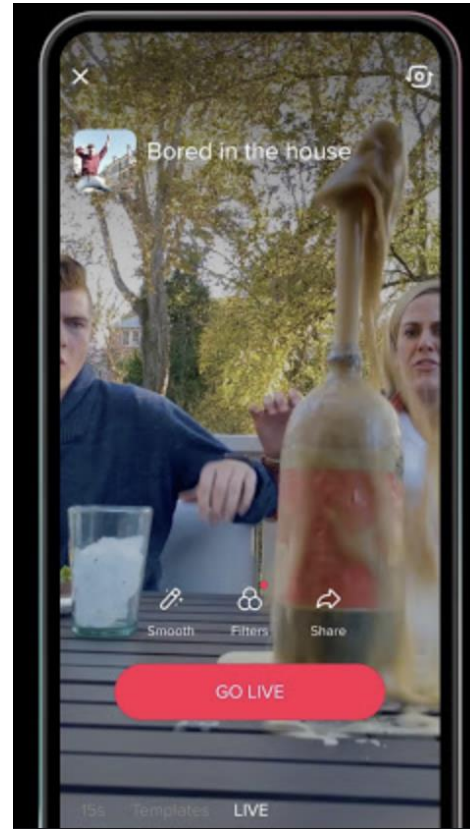
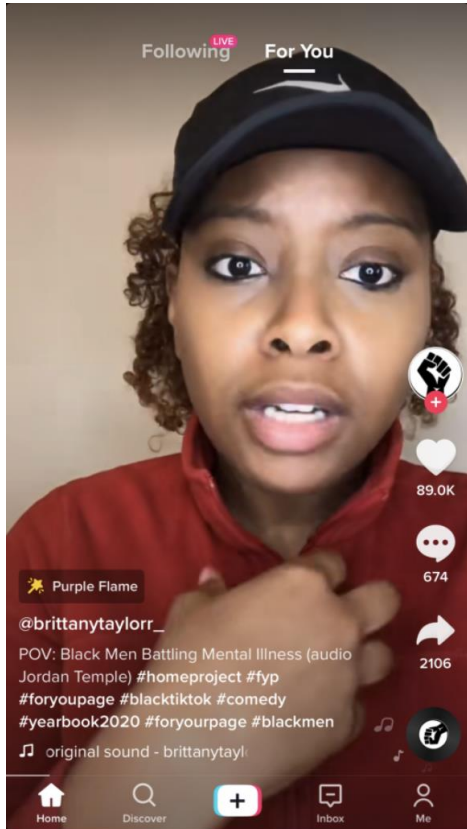
测评视频
evaluation video



植入视频
implant video

其他一些红人媒体渠道及内容表现形式

Other Influencer Media Channels and Content Expression Forms



Tiktok video
15-60秒短视频，无链接
15-60 seconds short video, no links

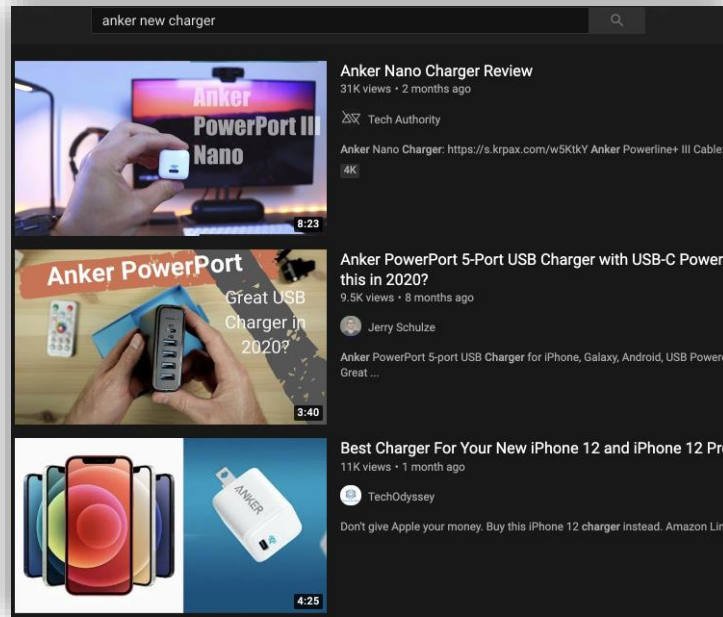
Tiktok 直播 live streaming
无链接
no links

Blog Post
图文为主，可自由放置链接
Image-based, free to place links

红人营销的主要应用场景

The main application scenarios of influencer marketing

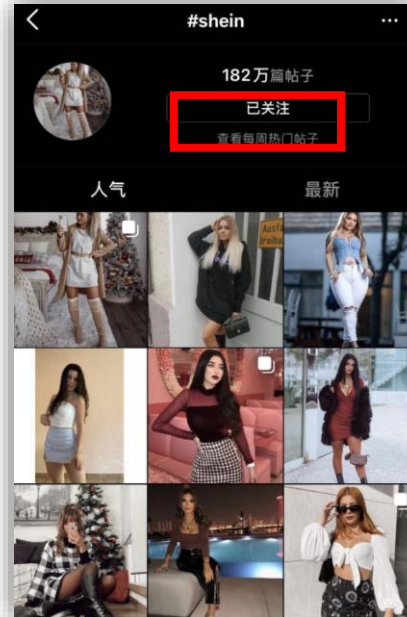
新品上市 new arrivals



红人营销是出海科技品牌ANKER
新品发布的重要营销渠道

Influencer marketing is an overseas technology brand ANKER
important marketing channels for New Arrivals

品牌声量 brand voice



出海服装品牌SHEIN在Instagram上
有**182万**个相关的帖子，创造了巨
大的**品牌声量**
overseas clothing brand SHEIN on Instagram
1.82 million related posts, creating a huge
big brand voice

活动引流 activity drainage



小米手机通过Facebook社交媒体
发起购机**抽奖活动**，吸引消费者
引流购买
Xiaomi phones via Facebook social media
launch a machine purchase lottery to attract consumers
drainage purchase

案例：意见领袖推动跨境品牌迅速成长

Case: Opinion leaders promote the rapid growth of cross-border brands

口碑传播奠定用户基础

Word-of-mouth communication lays a foundation for users

- 一篇旅游博主的BLOG，让Orolay席卷纽约上东区时尚编辑们的衣橱A travel blogger's BLOG makes Orolay sweep the wardrobes of fashion editors on New York's Upper East Side

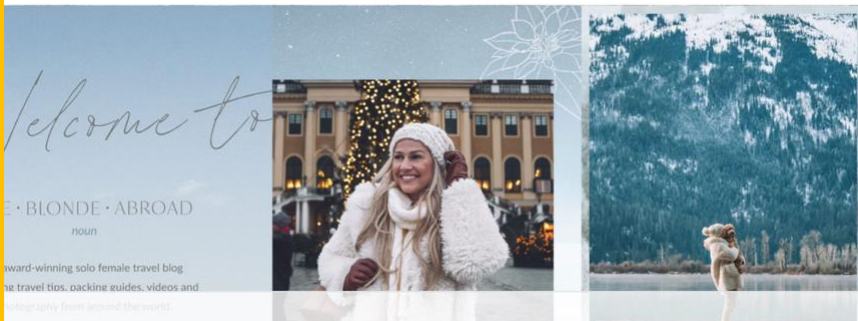


WHAT TO PACK FOR A WEEK IN WHISTLER

FAQ @ f t v e s SEARCH THE SITE

THE Blonde ABROAD

START HERE DESTINATIONS TYPE OF TRIP LIFESTYLE PHOTOGRAPHY TRAVEL SHOP RESOURCES



- 纽约杂志旗下的购物种草类网站Strategies报道了Orolay在纽约上东区走红的消息，无意间为Orolay带来超1万件订单
- Strategies, a shopping recommendation website owned by New York Magazine, reported the news that Orolay became popular in the Upper East Side of New York, and inadvertently brought more than 10,000 orders to Orolay



the Strategist

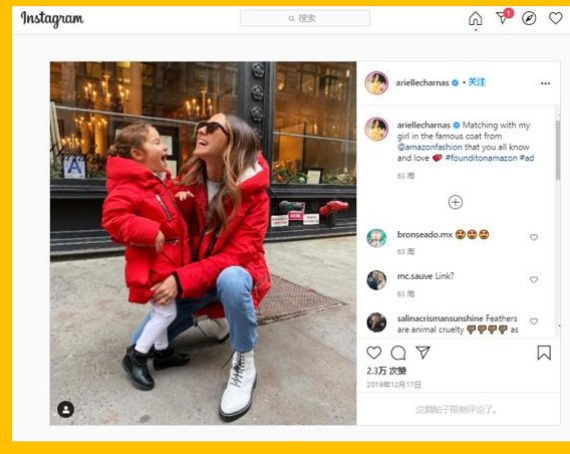
The Unlikely Tale of a \$140 Amazon Coat That's Taken Over the Upper East Side

By Katy Schneider



Every product is selected by (obsessive) things you buy through may earn us a c

- 紧接着时尚类百万大v@ariellecharnas在ins上推文晒买家秀，同时被纽约时报报道，Amazon Coat的名号彻底走红
- Immediately after the fashion class millionaire v@ariellecharnas tweeted on the ins to show, and was reported by the New York Times, the name of Amazon Coat became popular.



The New York Times

The New Mom Uniform of Park Slope

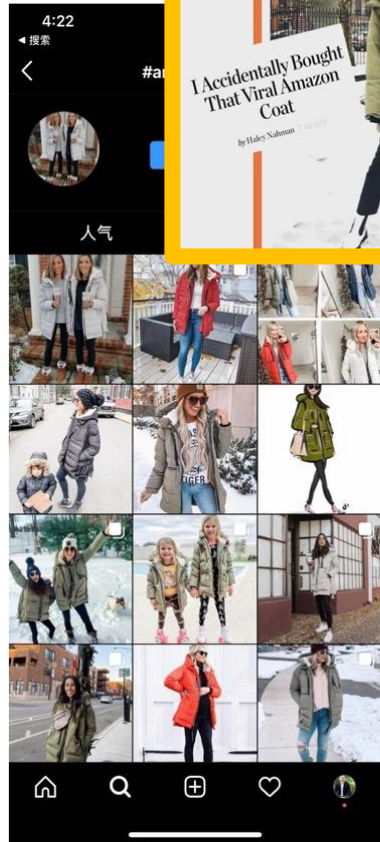
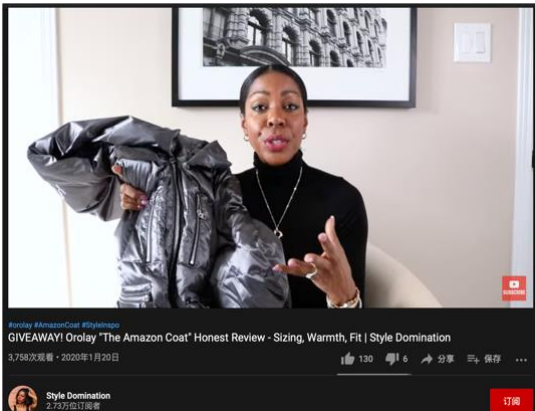
It involves clompy ol' clogs and a mysterious strap.

从病毒传播到主流媒体报道 From viral spread to mainstream media coverage

病毒传播占领用户心智

Occupy the user's mind in the form of virus transmission

- 走红后的Amazon Coat获得YouTube、Ins等社交平台上中小红人/KOC的广泛种草 After becoming popular, Amazon Coat has been widely recommended by small and medium-sized influencer/KOCs on social platforms such as YouTube and Ins.



Tried to Hate the Amazon Parka, But It Won Me Over



- 2年间, Orolay被路透社、ABC新闻等主流媒体争相报道, 在瑞秋秀、奥普拉等电视节目上频频亮相, 成为一件现象级“爆品” In the past two years, Orolay has been reported by mainstream media such as Reuters and ABC News, and has frequently appeared on TV programs such as Rachel Show and Oprah, becoming a phenomenon-level "explosive product".

案例：Webcam品牌的海外情感之旅

Case: Overseas Emotional Journey Brand Webcam

项目背景Background of the project:
海外疫情的爆发，改变了人们联系与交流的方式。
也为Webcam品牌带来了新的应用场景。希望借助红人营销，提升品牌亲和力与影响力。The outbreak of overseas epidemics has changed the way people connect and communicate. It also brings new application scenarios to the Webcam brand. Webcam hopes to use influencer marketing to enhance brand affinity and influence.



透过市场洞察，我们发现人们在疫情期间强烈的更多的依赖线上的联系维持情感需求。为了突出品牌在帮助消费者更好的建立情感连接的理念，我们为品牌设计了以“亲密联系”为主题的红人营销策略，帮助品牌提升亲和力和影响力。Through market insights, we found that people rely more on online connections to maintain emotional needs during the epidemic. In order to highlight the brand's idea of helping consumers better establish emotional connections, we designed an influencer marketing strategy with the theme of "intimate connection" for brands to help them enhance their affinity and influence.

一方面，我们邀请KOL以“亲密联系”，为主题创作典型情感场景。We invite KOLs to create typical emotional scenes with the theme of "intimacy".

- 节日前与圣诞老人视讯宣泄孤独情绪 Video chat with Santa before the holidays to vent loneliness
- 与家人视讯谈家常 Video chat with family
- 与恋人视讯缓解相思之情 Video chat with lovers to ease lovesickness

另一方面，我们也通过线上线下结合的活动，发起UGC活动，邀请用户分享疫情期间情感联系故事以及使用场景UGC内容等积极参与互动。We also launched UGC through online and offline activities, inviting users to share emotional connection stories during the epidemic and use scene UGC content to actively participate in the interaction.

活动成效：低成本撬动巨大影响力

Activity results: low-cost leveraging huge influence

红人营销数据 influencer marketing data

20个红人传播; spread by 20 influencers

5位Youtubers, >110K播放 views;

15位Instagramers, 18个帖子 posts, >90K点赞 likes。

红人素材广告投放Influencer creative advertising

CPM比市场预期低, 为市场的40%水平; CPM is lower than market expectations, 40% of the market level整体效益提升了2.5倍。The benefit has increased by 2.5 times.

品牌影响力

5位Youtubers, >110K播放 views;

15位Instagramers, 18个帖子 posts, >90K点赞 likes。





**Allow "Facebook" to track
your activity across other
companies' apps and
websites?**

[Here, in addition to other screens,
Facebook can explain why users
should allow tracking.]

[Ask App not to Track](#)

[Allow](#)

社交媒体时代的营销新挑战

New Marketing Challenges in the Age of Social Media



信息过载
information
overload



信息茧房
Information
Cocoon Room



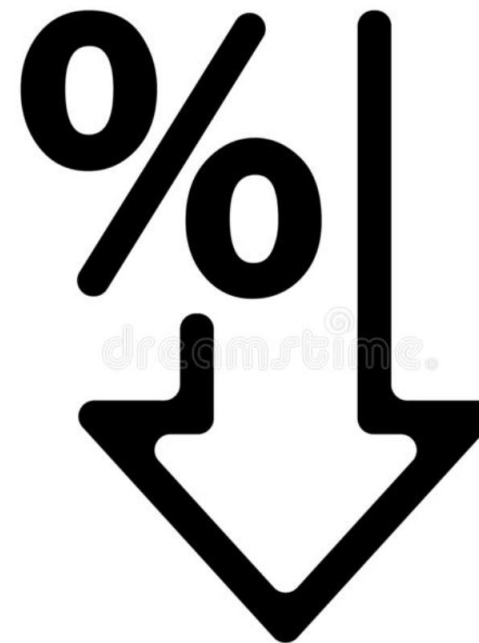
广告免疫
Ad Immunity

现在是流量运营的“坏时代”

Now is the "bad era" for traffic operations



流量成本飙升
soaring traffic costs



流量转化率下降
traffic conversion rate drops

A blue-toned image featuring puzzle pieces. A hand is shown placing a puzzle piece into a larger assembly. The piece being placed has the word "Solution" written on it in a white, cursive font. The overall scene is illuminated with a strong blue light, creating a sense of focus and depth.

如何破局？

How to break the game?

新流量时代的社交媒体营销思维

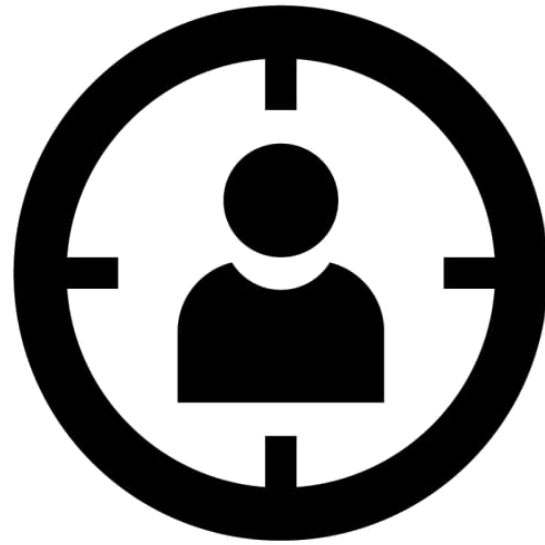
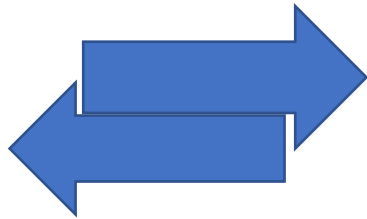
social media marketing thinking in the new traffic era



流量思维 traffic thinking

关注流量的获取

pay attention to the acquisition of traffic



用户思维 user thinking

关注用户的价值运营

focus on the value operation of users

互联网品牌的成功公式 The formula for internet branding success

$$\text{LTV} \uparrow > \text{CAC} \downarrow$$

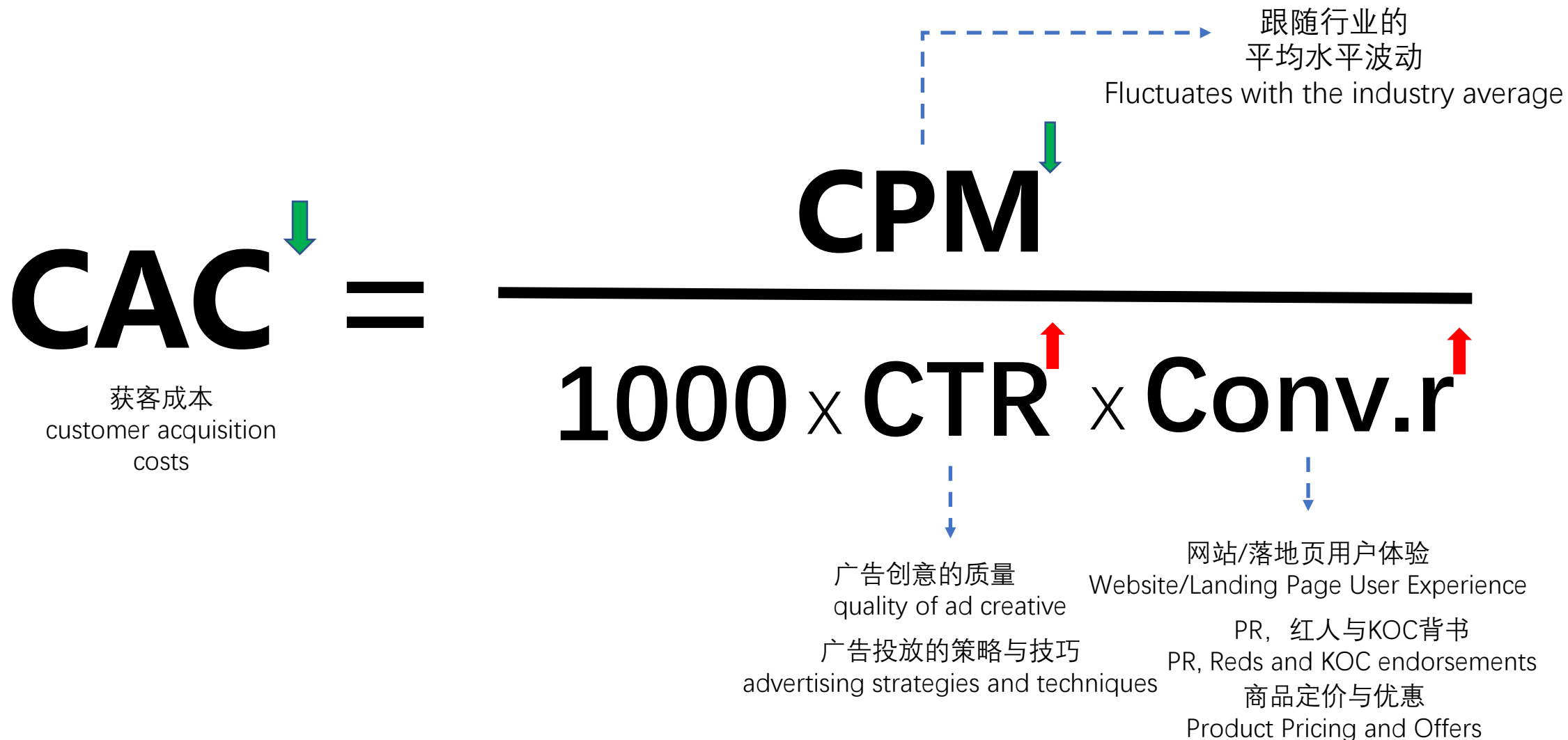
客户终身价值 lifetime value of customer

客户获取成本 cost of acquiring customers

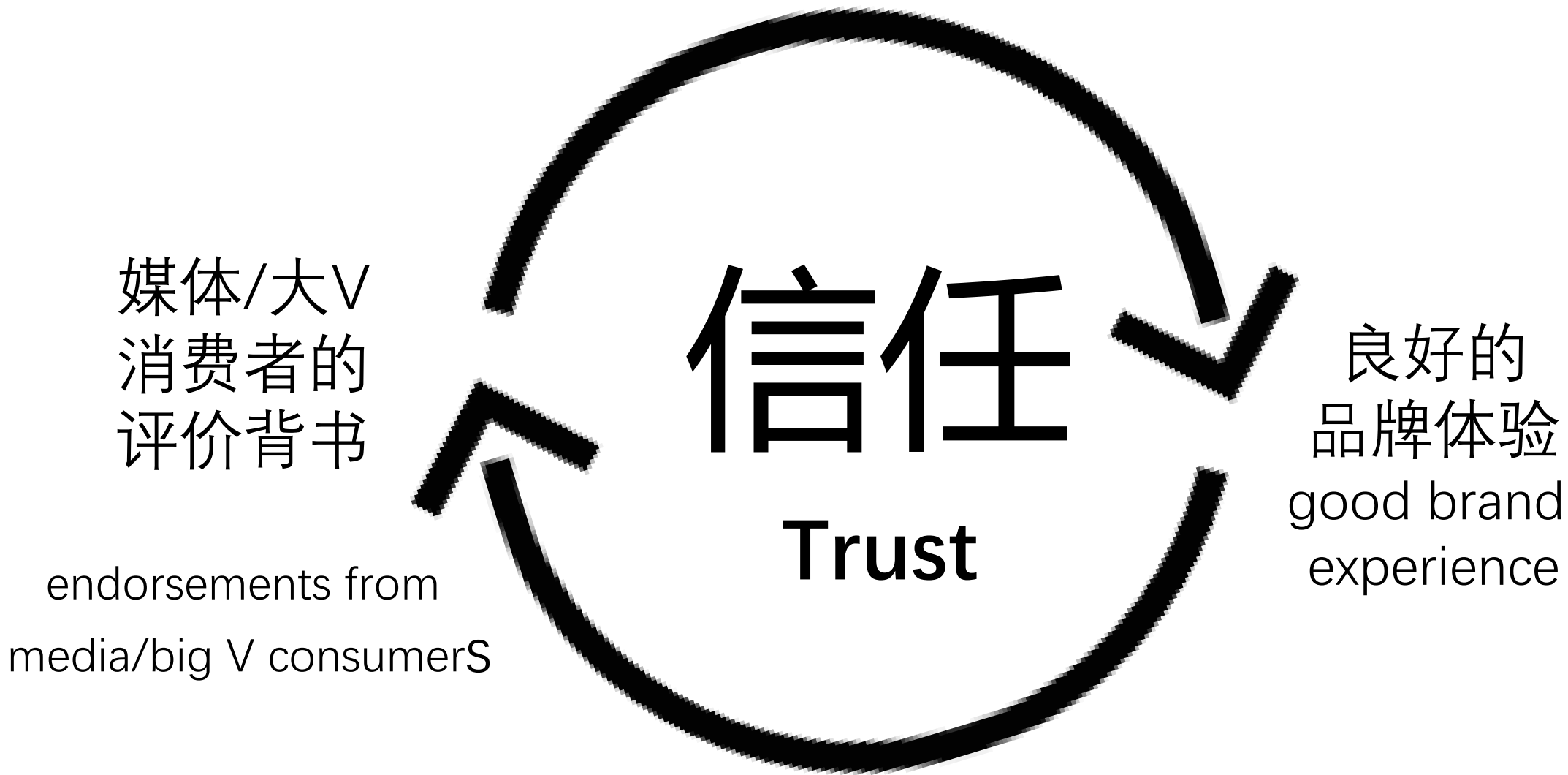
客单价 连带销售 客户保留 重复购买 流量渠道 流量成本 点击率 转化率
customer price joint sales customer retention repeat purchase traffic channels traffic costs CTR conversion rates

流量思维：关注获客成本

Traffic thinking: focus on customer acquisition costs



高效转化率的秘密 The secret to high conversion rates



品牌案例：红人内容X广告助力时尚女装品牌快速增长

Brand Case: Influencer Content X Ad Helps Fashion Womenswear Brands to Grow Rapidly

品牌故事 Brand Story:

专注于北美轻奢的DTC时尚品牌创立于2017年。该品牌创立初期通过大量的红人合作以及包括Keylie等头肩部红人的背书获得了不少的粉丝积累和品牌认知度。在客单价和消费者复购方面都获得了非常不错的数据。因缺乏从红人种草到拔草的路径，红人种草带来的品牌知名度的提升未能有效转化成品牌销售的快速增长。通过红人内容X数字广告优化营销漏斗，帮助品牌提升了**270%+**的广告互动率以及**380%**的广告投资回报率。推动该品牌年销售增长超过 **300%+**

DTC fashion brand focusing on North American light luxury was founded in 2017. In the early days of its establishment, the brand gained a lot of fans and brand recognition through a large number of influencers collaborations and endorsements from top influencers such as Keylie. It has obtained very good data in terms of customer unit price and consumer repurchase. Due to the lack of a path from recommendation to purchase, the increase in brand awareness brought by influencers' recommendation has not been effectively translated into rapid growth in brand sales. Optimizing the marketing funnel through the influencer content X digital advertising has helped the brand to increase the advertising interaction rate by 270%+ and the return on advertising investment by 380%. Drive annual sales growth for the brand by over 300%+

品牌案例：红人内容X广告助力时尚女装品牌快速增长

Brand Case: Influencer Content X Ad Helps Fashion Womenswear Brands to Grow Rapidly

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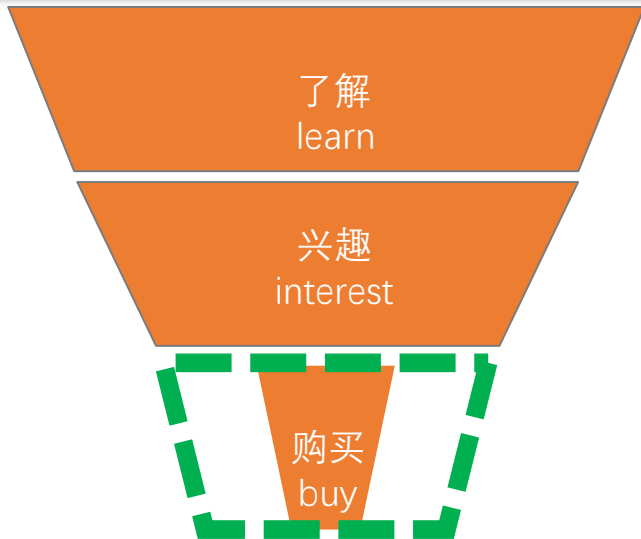
解决方案 solution



品牌挑战 brand challenge

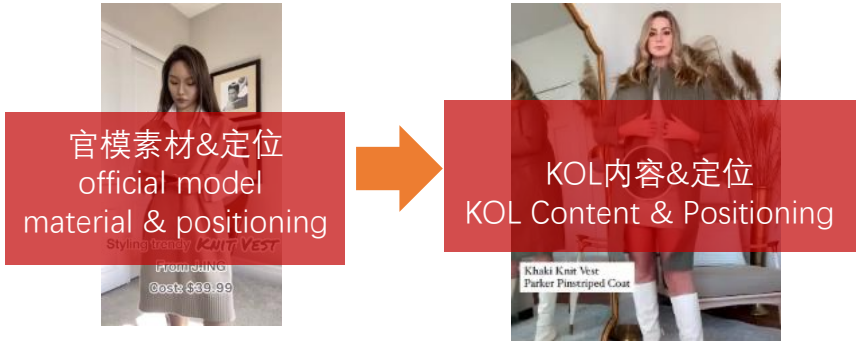
品牌知名度的提升未能有效转化为品牌销售的增长

increased brand awareness did not effectively translate into increased brand sales



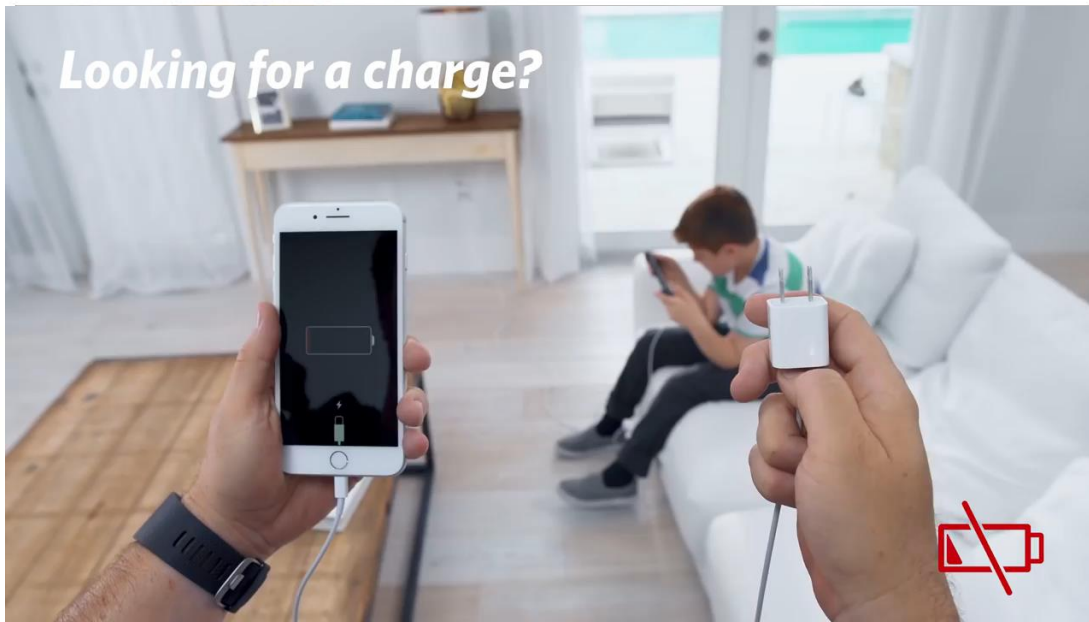
红人内容X广告工具有机结合, 实现品效合一的销售增长

The organic combination of influencer content and advertising tools achieves sales growth that combines quality and efficiency



CTR **+270%** ↑

ROI **+380%** ↑



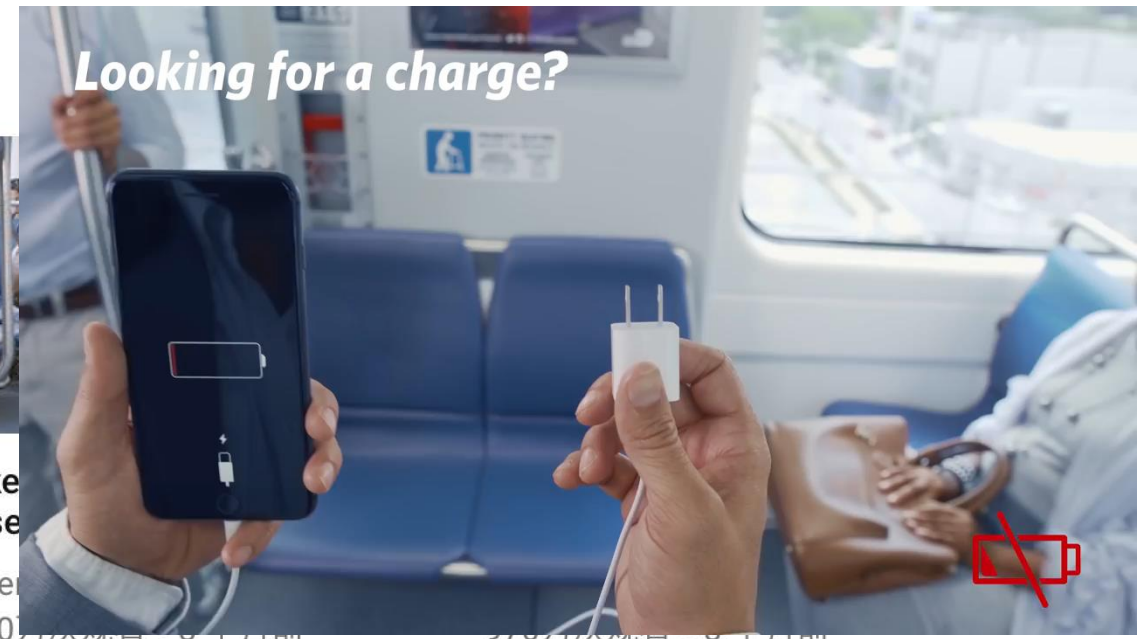
Anker | Multi-Port Chargers | #UseAnkerInstead

5,892,591次观看 · 3个月前

Need a charge but everyone else got to the outlet before you?
You could crawl around looking for an outlet or...

[#UseAnkerInstead!](#)

Learn more about PowerPort here: <https://goo.gl/gQ9BvG>

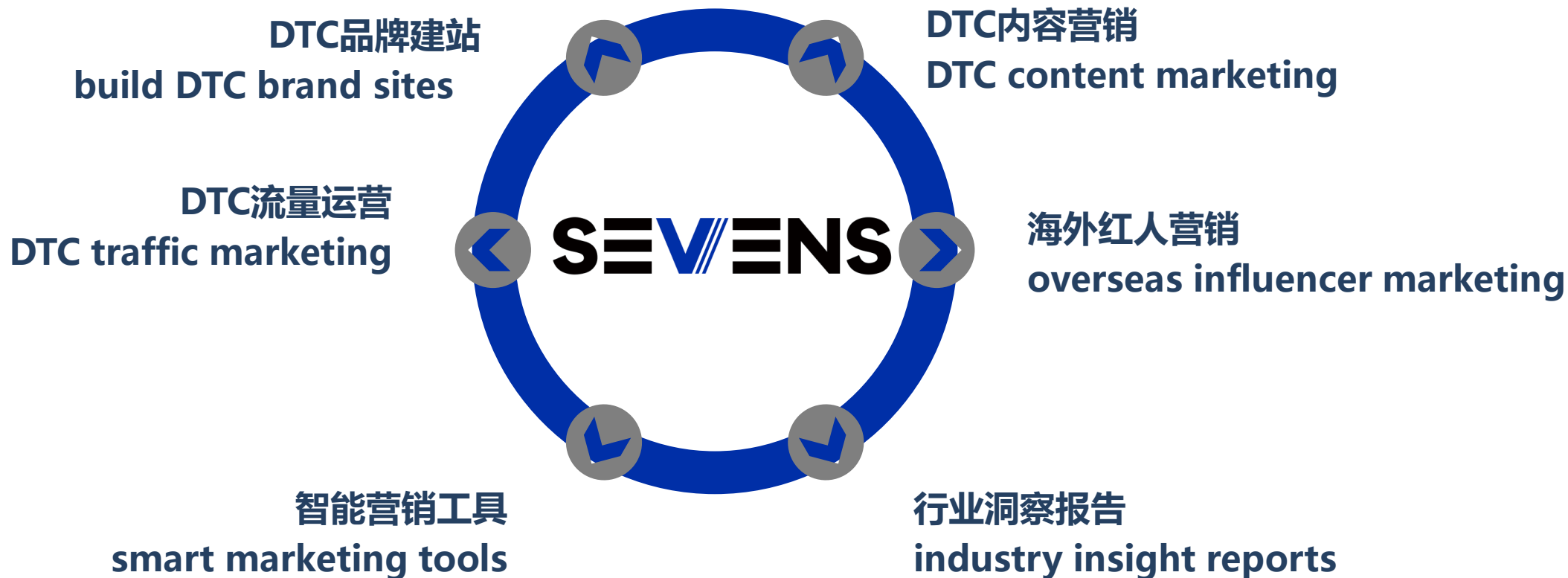


赛文思营销咨询简介 Introduction of Sevens Marketing Consulting



国内首家具备DTC品牌出海全案营销能力的营销咨询公司

The first domestic marketing consulting company with the ability to sell DTC brands overseas



我们的使命 Our Mission



赋能国货 品牌出海

Empowering Domestic Brands to Go Overseas

—— 值得你信赖的出海营销顾问
Your trusted overseas marketing consultant



谢谢大家!
Thank You

SEVENS | Pingworth
赋能国货 / 品牌出海 | 品沃 / 营销科技