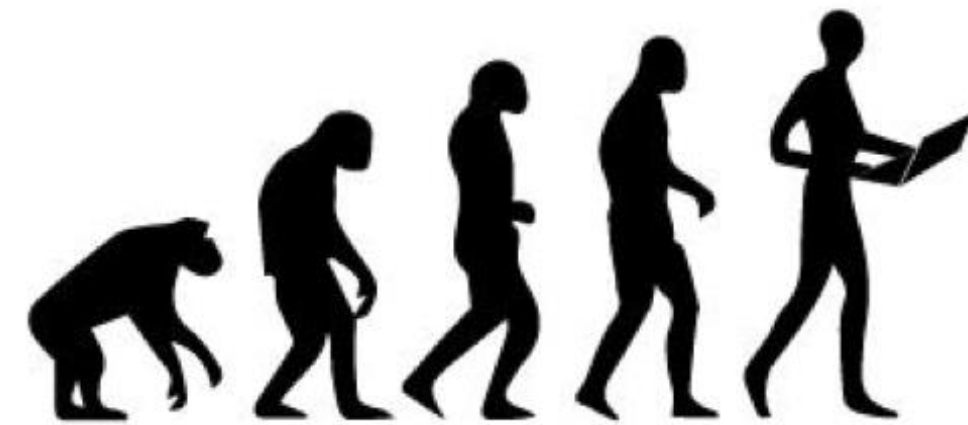




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The Next KOL Campaign Solution

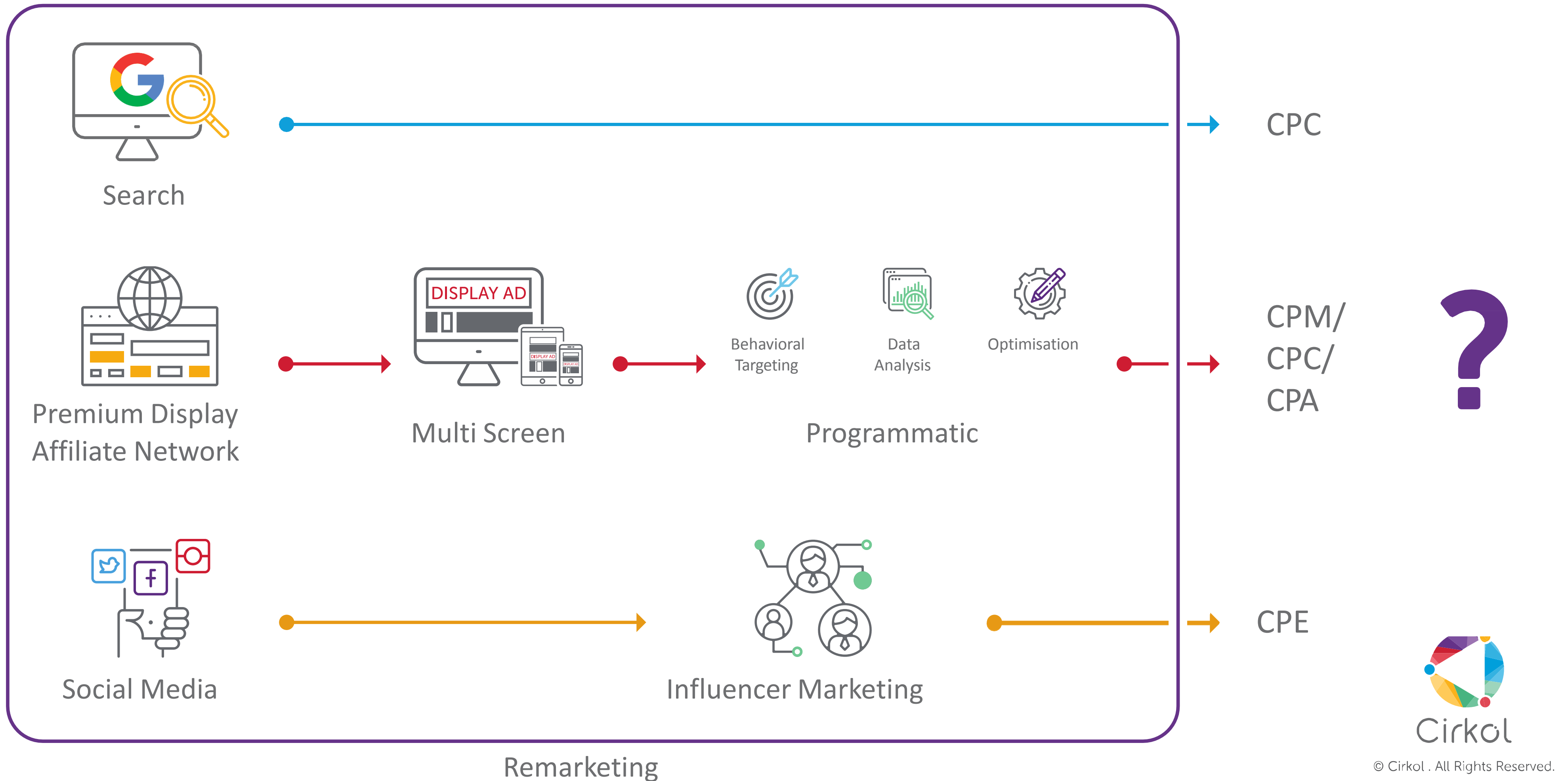
Current Situation Of Digital Marketing



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Current Situation Of Digital Marketing



The Evolution of Digital Marketing



Push Marketing

- Premium Display
- eDM
- SMS



Audience Targeting

- Programmatic Buy
- Big Data Analysis
- Ad Networks
- Mobile Networks



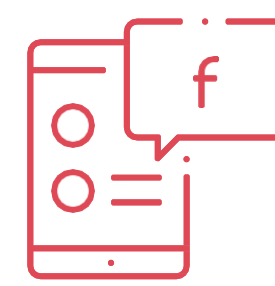
Peer Marketing

- KOL Marketing
- Influencer Marketing
- Social Campaigns



Pull Marketing

- SEO
- SEM
- CRM
- Chatbox



Social Marketing

- Fan Page Management
- Social Media Advertising
- Content Marketing



The benefit of KOL/ Influencer Marketing



The benefit of KOL/Influencer Marketing



Word of Mouth



Content Creation



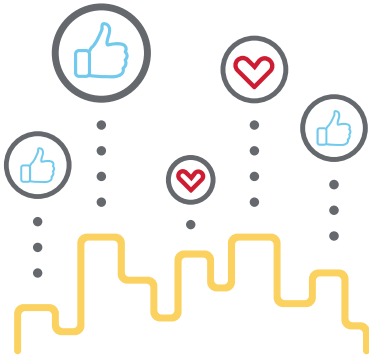
User Feedback



Trustworthy



Experience Sharing



Create Buzz

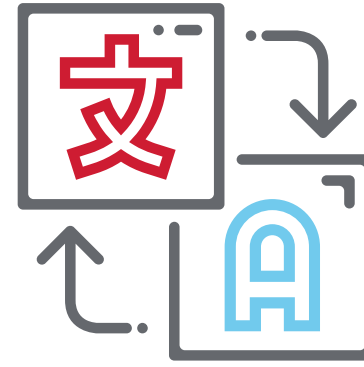


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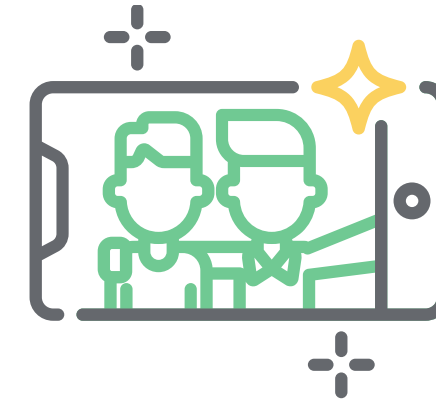
Obstacles of Cross-Regional KOL Marketing



Culture



Language



Working Style



Cooperation
Method



Communication Tools

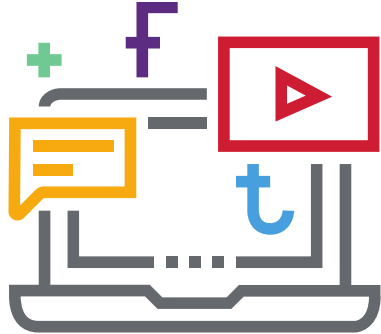


Transparency



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A major change brought by Digital Marketing



Digital Marketing

Development of eCommerce

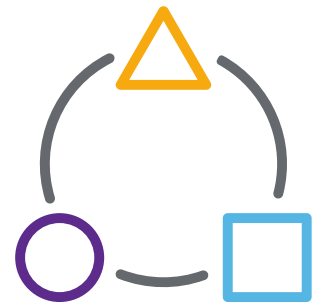
Customer Behavior



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eCommerce + KOL = KOL eCommerce Network

Benefit of eCommerce network to KOL and Merchant



Flexibility

- KOL very high
- Merchant high



Content

- KOL daily content and experience sharing
- Merchant generate UCG



Delivery

- KOL no need to take care
- Merchant use existing eCommerce method



Benefit

- KOL run the store and earn from selling
- Merchant gain buzz + sales



Media coverage

- KOL share to fans
- Merchant multiple spreading channel



Cost

- KOL low
- Merchant low



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