

Digital Marketing Through Asian Media

Presented by
Glogou

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小红书

Little Red Book

<https://www.xiaohongshu.com/>

- ✓ App for creating and sharing blogs, videos, and images
- ✓ 90% of users are <35
- ✓ Precise targeting and marketing

PART I



Marketing Trend of Mobile Internet

Plant Brand Seeds

Consumers Need Content Feeds

Spending Upgrade, Content is the King



Plant Brand Seeds

Pain Point

Dig targeted group's pain, observe trendy topics, find hot topics under current situation

High Quality Promotion Channel

Right Channel
Right platform
Targeted groups

Content is the king

Based upon brand, polish, slice, and dice the content, and promote at the right time to the right groups in the right tone and format

Go Viral

Use KOL effect, promote via multiple channels, simultaneously



- Users need information feeds
- Personal recommendation
- KOL plays an important role
- Short videos play an important role
- Segregation of community
- Content is the king

PART II

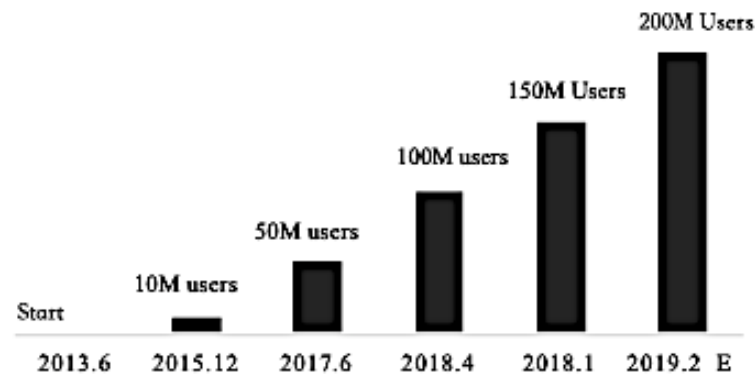


Little Red Book Platform

- Introduction
- KOL Level
- How to use Little Red Book?
- How to go virial?

About Little Red Book

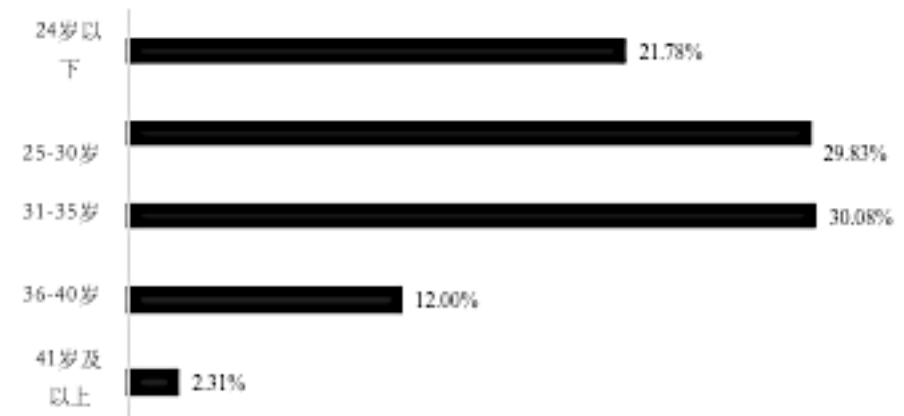
- 90 Million users by year 2018, users are from developed areas in China, high income users, annual growth rate is 360%
- Rank #1 in IOS APP Store, active users reaches to 1.5 million



Users DNA

- 85% users are female, 60% iOS users, 60% are in 1st & 2nd tier cities, 70% are born 1990 or later, 90% users access product information via Little Red Book, 150,000 new blogs daily
- Topics of greatest interest are facial care, make-up, baby care, and clothing.

Age Distribution



KOL Categories



头部博主/明星

VIP

Influential

Stand Out

Increase brand awareness/ Brand level up



潜力博主

Engagement

Dynamic

Alive

Bring topics/ Hot topics / Make brands alive



普通用户

Community

News Feeds

Potential Users

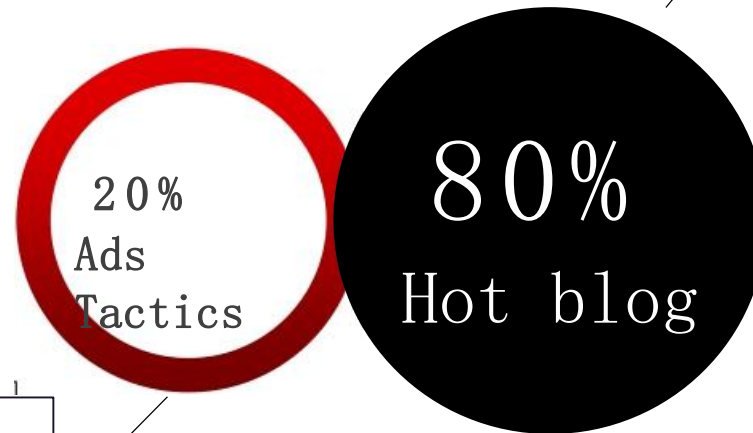
Sharing/ Review / Conversion

How to promote via **Little Red Book**?



- TOP KOL recommend + Mid Level Engagement + Grass Roots users expand
- Promotion strategy channels, make brand sticky
- Platform tools increase exposure and search chance
- Multiple channel exposure at the same time
- High quality content, multiple accounts, from KOL to grass roots

How to make products go viral via **Little Red Book**?



1: N Rule

Once certain brand blogs reach a certain level, Little Red Book will label it a brand interested in by users and open its feed stream according to 1:N rule.

For example: once users read one blog about certain brand, he/she will access similar articles about the this brand.

Pick KOL

- Choose right Ads Tactics, strategies
- Choose different level of promotion channel, allocate proper resources

Plant Grass - Feed Content
Hide the sale purpose, instead, use 'good product recommendation' to make sales through no sales. Use KOL high quality content to influence/nurture customers. Make real brand awareness, massive content to make hot brand

PART III

小红书



Brand Marketing Strategies

- Brand Status & Marketing Strategies
- Content Promotion Suggestion and Schedule
- KOL Resources Quote
- Hard Ads Quote

KOL Promotion Plan

	Warm Up Stage	Presale Stage	Sale
Channels	Multi Channels		
Goal	Brand Awareness	KOL Blog, Plant and Plant	Spread and Expand
Strategies	Beginning: Key KOL	Mid period: different average users, different situation,	End Stage: Grass Roots spread out
# of Blog	Middle Level*7	Top KOL*2+Middel Level*7+Grass roots*6	Average users
Content Distribution	4 blogs + 3 brands comparisons	Top: 2 Introduction Blogs Mid: 2 Evaluation+2 Blog+3 training Grass roots: 1 evaluation +2 comparisons +3 Sharing	Average
Display	1 Videos Rest are images + Text	Top: 1 text + image, 1 video Mid: 2 blogs, 3 videos, Rest are blogs	User expand
Evaluation	417.3 Million Exposure, 8000 Engagement		



Content Suggestions



大牌完美平替|近期爱用的三款粉底液测评 🔥

阿玛尼power fabric权力粉底液 #3
Innisfree悦诗风吟私人定制粉底液 c13/2.3

遮瑕 & 妆效

服帖度



Famous Brand Comparisons

Content Suggestions



How to use products - Video

PART IV



Celebrity Recommendation



What's Hot



Ads – Opening Screen/Feeds

Opening Screen (Full Screen)



Discovery page - Feeds



Thank you!

Your Asian Marketing Starts From Here

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