



Marketing & Public Relations Firm
市场营销公关公司

The Amazon logo is centered in the middle of the page. It consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is the iconic orange arrow that curves from the letter 'a' to the letter 'z'. The background behind the logo is a stylized city skyline at sunset or sunrise, with buildings in shades of purple and blue, and a large yellow sun on the right side. The sky is a gradient of light blue and purple, with a few white clouds and small black silhouettes of birds in flight.

amazon

178 BILLION

NET SALES OF AMAZON IN 2017

310 MILLION

ACTIVE USERS

5 MILLION

OF SELLERS ON ALL THE AMAZON MARKETPLACES

INFLUENCERS

MICRO INFLUENCERS

NEWSLETTER

SOCIAL MEDIA

COMMUNITIES

DEAL WEBSITES

REVIEWS

PRESS

NATIVE ADVERTISING

UNIVERSITIES



INFLUENCERS

INFLUENCER MARKETING IS "WORD OF MOUTH" MARKETING AT SCALE.


70% of millennial consumers are influenced by the recommendations of their peers in buying decisions.

92% of consumers worldwide say they trust word-of-mouth more than advertising




COMPANIES MAKE, ON AVERAGE, 6.85\$ FOR EVERY 1\$ SPENT ON INFLUENCERS

08/26/2017

DAYS OUT WITH 



When  sent us some beautiful activewear from their new UK line, Steven and I decided the best way to try it out would be with one of our favourite coastal walks. Whilst we both go to the gym, getting out and about for a walk is one of our favourite ways to stay active. Long walks are extremely therapeutic for me. Being out in the fresh air surrounded by nothing but seaside on the left of you, and countryside on the right is the best place to clear your mind, get your thoughts together and also just to talk. We always get into the deep and meaningful conversations during our walks which is just one of the things I love about them.

We chose to head to Dunnottar Castle in Stonehaven, because every single time we've been to Stonehaven in the last month it has rained... so having it cloudy with a bit of sporadic sun was the very best weather we could hope for to get these photos... you see... summer is over after roughly a day (or two) in Scotland particularly in the North.

 healthy_fitnum • Segui
Crown Paradise Club Cancún

healthy_fitnum It's not important how long we live but how well we live. Ad meaning to your life each day. . Treat yourself or someone with the beautiful jacket from @lapasa.inc . TI deliver worldwide. Using HEALTHYM get 5% off .

#lifestyleblogger #lifestylephotograp #jacket2in1 #travelbloggers

Carica altri commenti

angela.poole Simply gorgeous healthy_fitnum @angela.poole thani so much Angela

healthy_fitnum @virtuedrinks happy Friday

healthy_fitnum @helenarawandlifest thank you so much dear




Piace a 533 persone
28 DICEMBRE 2017

Accedi per mettere "Mi piace" o commentare.



stureardon • Segui
Warrington, England

stureardon Keeping warm over the holiday season in my @

code is STUREWIN for a 5% discount

# # #lifestylebrand #sportbrand #thermalunderwear

Carica altri commenti

irvinthunder Nice feet!

philbottenberg What's the e&s for on the Christmas tree? :)

3rico_raven3 ★★★★★

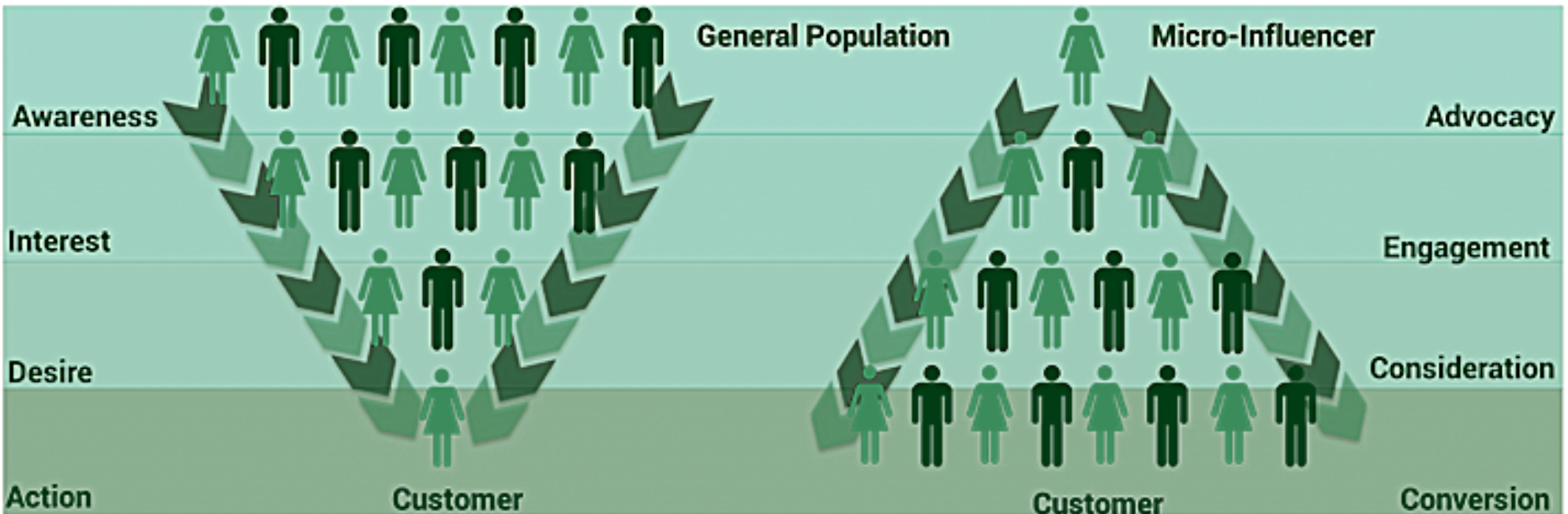
nurafraxe Lindo demais 🥰💕
@nay.castilho1

MICRO INFLUENCERS

BECAUSE THEY HAVE A SMALLER NUMBER OF FOLLOWERS, THEY ARE ABLE TO BUILD MORE PERSONAL RELATIONSHIPS WITH THEM. AS A RESULT, THEIR ENGAGEMENT RATES ARE HIGHER, AND THEY'RE A COST-EFFECTIVE SOLUTION TOO.

Traditional Marketing

Micro-Influencer Marketing





▶ | 🔊 0:09 / 8:19

Sequenza yoga per la Luna Piena! - Pa

000 visualizzazioni



Anna Flamin shared [Temper Maga](#)
China Fashion Scene.
9 January · 🌐



Temper Magazine
16 December 2017 · 🌐

Accessorize your weekend with the new #Normal...
From golden pearls, 80s style and acrylic to qipao...
Magazine brings you the depeche mode on Zhu.
<https://temper-magazine.com/.../about-shapes-sounds-and-hear...>



12:54 PM

📶 🔊 📶 92% 🔋

Photo



blog

ited Kingdom >



82%

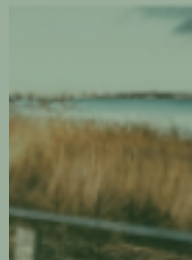
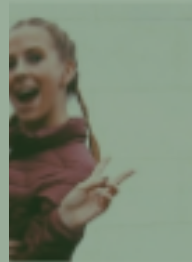
of consumers reported that they were highly likely to follow a recommendation made by a micro-influencer.

85%

Influencers with 1000 fans show an 85% higher lift than influencers with 100k followers.

Newsletter

- The number of e-mail users worldwide is forecasted to rise to 2.9 billion users by 2019
- Brands that personalize promotional marketing emails experience 27% higher unique click rates and 11% higher open rates than those that do not personalize.



Be a part of the **_____** fami



The collage includes:

- Top right: Social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram.
- Top left: A small logo with a green leaf.
- Center: A grid of red circular icons representing various digital marketing concepts like search, social media, and analytics.
- Below icons: A laptop icon and the text 'Click the image to read the white paper about...'
- Section header: '2017 PILL-OF-CHINESE-MARKETING'.
- Section header: 'FASHION & CO...'
- Two product images: A smartphone with a purple lightning bolt icon and a black jacket with white text.
- Section header: 'Be a part of the _____ fami'.
- Image of a woman in a blue dress standing by a body of water.
- Text: 'Being in Shanghai and every corner of the Westland, China's fashion and lifestyle magazine has always been inspired by the global design and culture to capture a real sense of the cultural and inspiring new traditions. The Magazine looks like the art of styling a contemporary China.' and 'Temper'.
- Bottom: A button labeled 'TEMPER MAGAZINE'.

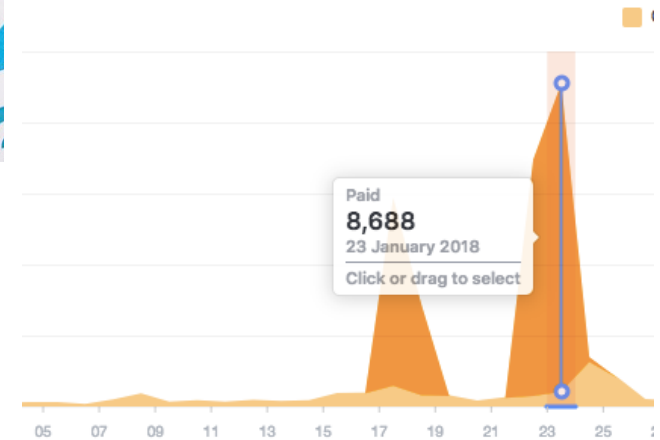
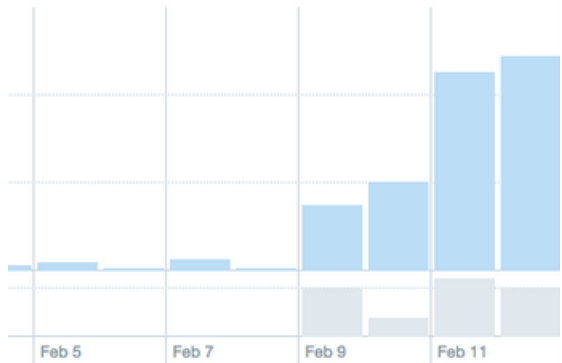
74%

of people trust social networks to guide them to purchase decision



SOCIAL MEDIA

Received 15.7K impressions over this 18 day period



- Content creation
- Advertising
- Sharing



Networking is the key to success in the digital world, and online communities are based on this idea. Online communities provide a highly focused target, interconnecting of people that share similar interests.

COMMUNITIES

Service	Topics	Replies	Last post
Support Forums Need help about Flag Counter and get help with your Flag Counter.	2,114	11,047	Can't see my FlagCounter - but it works! by Jeta
Enter Pro Get the most out of our upgraded Flag Counter service.	314	3,533	What countries would you like to see added to the regional data for? by Handewi
Reviews and Feedback How do you think we make Flag Counter even better?	494	3,189	Thanks! by julfh
Service	Topics	Replies	Last post
Flags, Flags Everything about flags, your favorite flag, anything related to flags!	579	14,566	For Flag Counter Pro users - what is the newest regional flag? by Handewi
Flags			Visit my blog

Quora Home Answer Notifications Search Quora

British Canals Letterpress Printing London Taxis +1

Does the United Kingdom use WeChat?

Request Follow 1 Comment Downvote

You've written an answer
You can edit or delete it at any time.

Promoted by Triplebyte

Why is the technical interview false negative rate so high?

Triplebyte's objective skills-based process reduces bias and pattern matching at top tech companies.

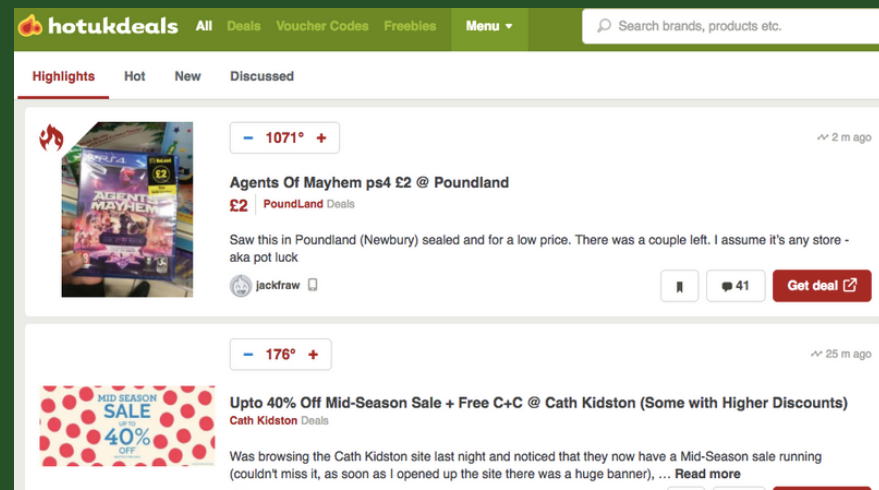
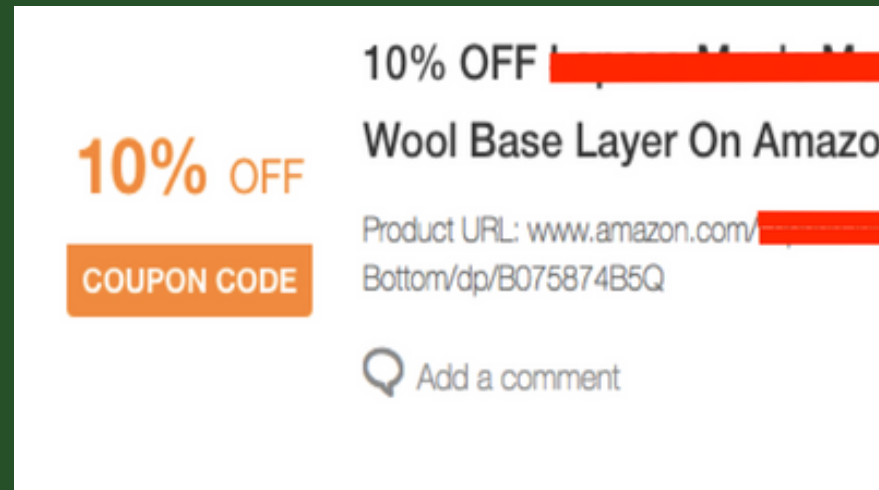
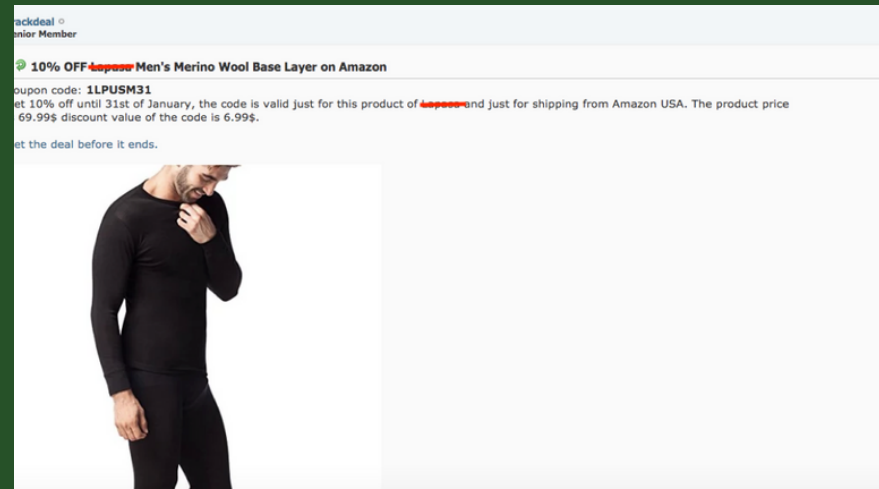
Learn more at triplebyte.com

Alessio Zappalà shared a link to the group: Amazon UK Freebies and Discounts.
25 January

For you the DEALWEB1 discount code to get a 20% discount on Amazon UK go to link

DEAL WEBSITES

The concern that using a Coupon/Voucher site will hurt your brand's image stems from the idea that, should you put your products on a discount or offer, you're devaluing your own products – thereby hurting the way people see them. This misconception, however, doesn't protect brand identity – it hurts brand awareness and exposure. Customers shopping on Coupon/Voucher sites aren't looking necessarily for specific brands, but rather looking to learn about specific offers and explore what's out there from a perspective of "how can I find a high-quality product at a price point that's right for me?" Since they're starting their customer journey by already exploring for deals, you can end up at the front of their mind throughout the process, as well as the top of their shopping carts.





Reviews

It's a virtuous cycle — the more reviews, the more buys. The more buys, the more reviews. The more buys, the higher your rank in search and the more sales you get

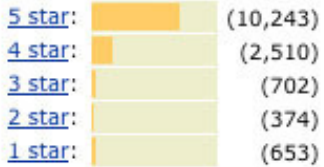
Marlyn Papa-Whybrow reviewed [redacted] 2 September 2017 · 🌐

I bought this [redacted] to use for my work out as I notice I gain weight and I would like to loose weight again so when I see this beautiful [redacted] it inspires me to wear it for my workout. and it is lovely silky material. Very comfortable to wear. I am very happy with my purchase. Highly Recommended!



Customer Reviews

14,482 Reviews



Average Customer Review
★★★★☆ (14,482 customer review)

Most Helpful Customer Reviews

18,653 of 18,810 people found the following review helpful

★★★★★ Carole

This was like a t-shirt material. It is so I don't have to share. The arms

Was this helpful?

Yes

65%

Just going from zero review to one increases the rate at which online window-shoppers actually click the "buy" button

20%

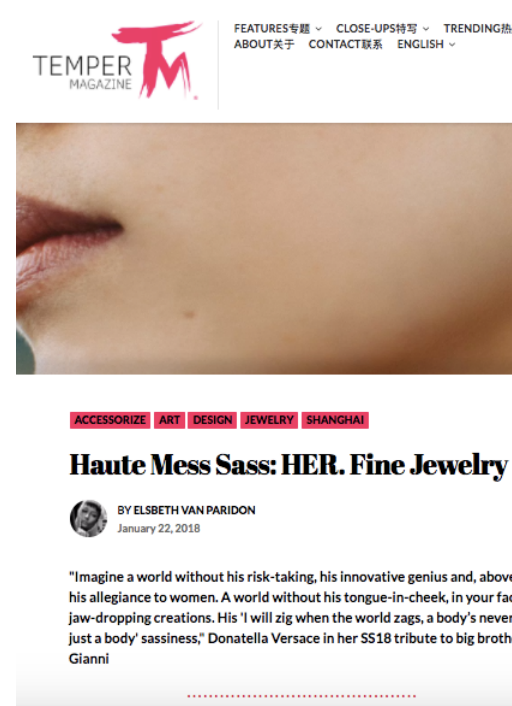
of sales are driven by reviews one-third of online shoppers say straight out they won't buy a product that hasn't been positively reviewed.

50%

of all shoppers say they rely primarily on Amazon for reviews, according to Statista.com

Press

Adding media into a retail campaign increases effectiveness by 2.8 times



74%

According to Business Insider, Native advertising will drive 74% of all ad revenue by 2021

Native ads blend into the surroundings where people congregate to consume content.

BUZZ LIFE

Videos

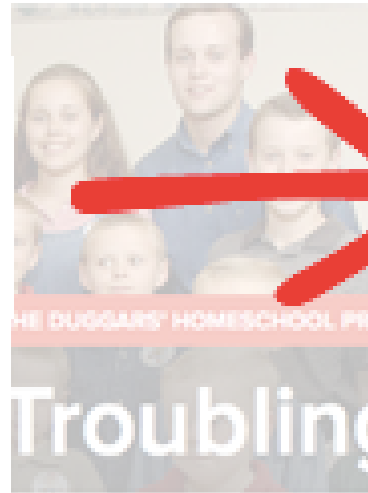
More



SPECIAL COVERAGE

Small Business

PRESENTED BY CONSTANT CONTACT



ly Feminist Man
for

id has only confirmed this

10 responses

its As Motivational



SPONSORED BY CONSTANT CONTACT

Heartless Monster Walks Out Of
Local Small Business Without
Buying Anything

Comfort

PRESENTED BY SC

Child Visiting El
Grandparents O

Museum Of Rep
Conceals New E
Experiments

Urban Polling Co
Start Lining Up

Native advertising

UNIVERSITIES

Why targeting college students?

- Increase their discretionary spending freshman year of college 260 %
- Change brand preferences in college, then build brand loyalty
- 68 % report they are willing to spend more money on quality brands.
- Media consumption grew by 30 percent year-over-year — reaching 49 hours per week among students. Driving this growth is increased time online, with students now spending 11 hours per week consuming online media via a mobile device (up 120 percent year-over-year).
- Influence their family's purchasing decisions





Social Cloud

Let them talk about you

info@socialcloudchina.com

THANK YOU