



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



# 4.5 TRILLION

GLOBAL RETAIL E-COMMERCE SALES WILL REACH BY 2021

# 672 BILLION

OF SALE IN CHINA

# 340 BILLION

OF SALE IN USA

# 99 BILLION

OF SALE IN UK

As China's consumers become more individualistic, different and comfort style isn't just about going logo-free anymore.



Growing number of Niche brands



High safety in online purchase



The Chinese government has a target to connect 1.2 billion people to 3G or 4G mobile internet by 2020



The main market is Millennials

- In USA Fashion and apparel e-retail sales are especially popular with Millennial online shoppers
- In 2017, the American B2C ecommerce turnover grew by 8.9%
- 96% of Americans have made an online purchase in their life, 80% in the past month alone.

- 77% of UK adults bought goods or services online in the last 12 months
- Fashion and sporting goods are the most popular product category, followed by travel and household items.
- Approximately 42.9 million people in the country made at least one purchase digitally last year

**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 [redacted]



When [redacted] 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.



stureardon • Segui Warrington, England

stureardon Keeping warm over the holiday season in my @la [redacted]

code is STUREWIN for a 5% discount

# [redacted] # [redacted] #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



vivianxu1105

9月28日 21:42 来自 iPhone 6s

提前开启欢度国庆模式，晚餐在万达瑞华酒店五楼的和 日式料理搞定，没有偶遇到王思聪，不过这里确实环境fancy，菜品精致。刺身和龙虾都无敌新鲜😍；烤物里的牛肉滑嫩可口；收尾的海胆鱼籽盖饭有点腥，也可能是我后继无力了😂；挚爱抹茶布丁，可以说是相当地道了。最后，一定要为窗外无敌的外滩夜...

展开全文

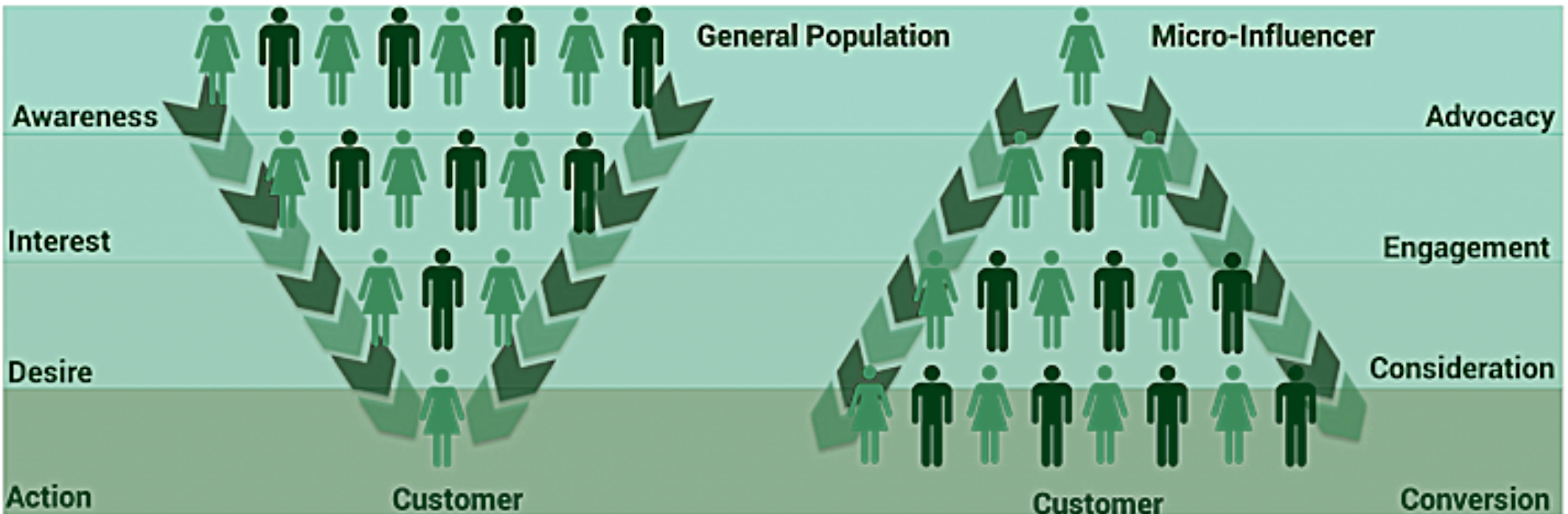


## MICRO INFLUENCERS

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





Sequenza yoga per la Luna Piena! - Pa  
000 visualizzazioni



12:54 PM 92%  
Photo



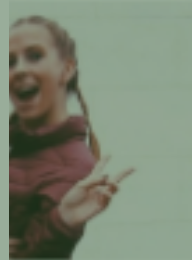
**82%**  
of consumers reported that they were highly likely to follow a recommendation made by a micro-influencer.  
**85%**  
Influencers with 1000 fans show an 85% higher lift than influencers with 100k followers.





# 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 and social media concepts like search, email, chat, 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 woman wearing a black jacket with white graphics.
- Section header: 'TEMPER MAGAZINE'.
- Text below magazine header: 'Being in Shanghai and every corner of the Westland, China's fashion and lifestyle magazine has been to be explored by the global design and fashion circles to capture a real sense of the cultural and marketing new landscape. The Magazine looks like the art of styling a contemporary China Temper'.

74%

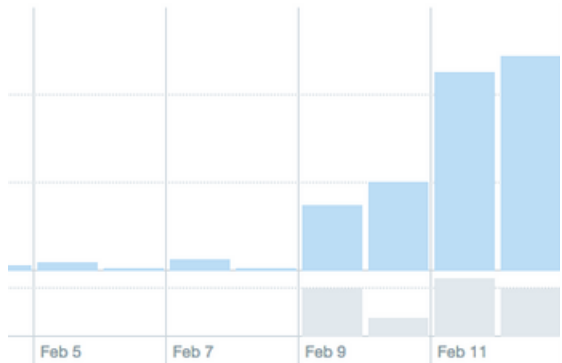
of people trust social networks to guide them to purchase decision



圣诞就要来了，跨年还会远吗？不想一个人孤独，不如就来加入MVP携手上海柏悦酒店在上海环球金融中心91层举办跨年狂欢派对，美食美酒美景相伴，2016年的第一天，从一群人的狂欢开始。想加入的YOHO!GIRL，转发并告诉本Girl你的新年期待吧，我们将选出两位幸运用户送出两张价值1,088人民币的活动票哦



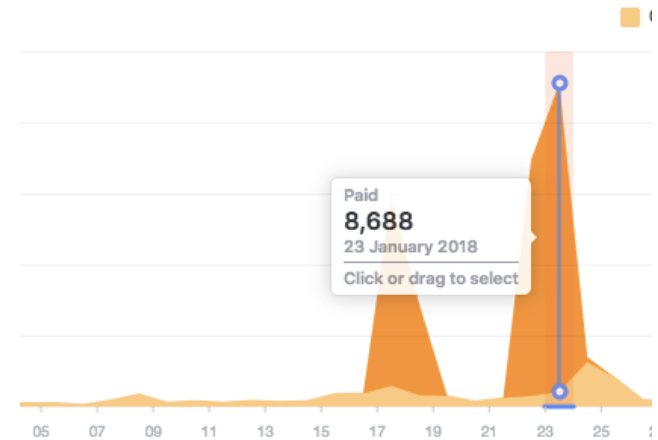
and 15.7K impressions over this 18 day p



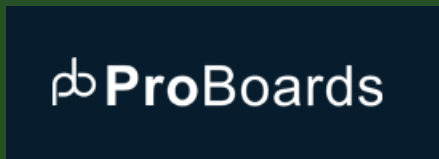
Out of X 平台于2011成立于以色列的特拉维夫市，在近5年的时间里，公司的业务拓展到伦敦、纽约，而今它又来到了中国。该平台带来的限量版设计出自1200多名来自20个国家的著名独立设计师之手，这些设计师均由Out of X的时尚专家精心挑选，它让客户能够选择独特的时尚风格，而不仅仅是快时尚。Out of X真正的力量在于那批来自世界各地的人们。该平台给设计师和客户都提供了体验宝贵的高品质原创产品的可能性，这一体验独特且令人难忘。这里的每项设计都仅在一小段时间内展示。



# SOCIAL MEDIA



- 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 Forum Need help about Flag Counter and get help with your Flag Counter.	2,114	11,047	Can't see my FlagCounter - but it's not working! by Jens
Pro Boards Check out our upgraded Flag Counter service.	314	3,533	What countries would you like to see added to the regional data for? by ilandewi
Feedback and Reviews Let us know how we make Flag Counter even better?	494	3,193	Thanks! by julfh
Service	Topics	Replies	Last post
Flags, Flags Anything about flags, your favorite flag, anything related to flags!	579	14,596	For Flag Counter Pro users - what is the newest regional flag? by ilandewi
Flags This is the only forum where it's OK to ask (or even beg!) for other forum members to help.	5,218	119,259	Visit my blog! by lindsay9309

**优雅理财**  
引用 @ 津鑫 的话: 这也是我的第一只基金好巧呀!  
4楼  
真的啊? 好巧哦! 😊 你的收益率是多少?  
2017-06-07 22:23

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**谁解花语**  
引用 @ 优雅理财 的话: 是啊, 现在才觉得这个记录真好, 随时可以拿出来看看自己的投资明细和投资成果, 是我Lg让我记的~  
5楼  
那真好 你老公也是有心人  
2017-06-07 22:33


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**HIGHLOW贵宾**  
HighLow持有澳大利亚证券和投资委员会授予的澳大利亚金融服务 (AFS) 执照。使用我们强大的iOS和安卓应用程序, 可随时随地进行交易。  
6楼  
注册地址: <https://au.highlow.net/register?oaid=59243-8428551>

专属版面!  
☎ 咨询电话: **18532130075**  
微信点击头像添加

A-千层蛋糕18532130075

**烘焙行业如何如何快速超越同行, 利润翻倍?**  
使命宣言: 《中国传统商家如何做到没有压货和冷清的生意》



# 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.



Wedding Show

[漕河泾/田林] 喜悠记—诺丁山礼

仅售30000元, 价值50000元婚宴套餐, 免费

¥30000 门店价 ¥50000

已售0 暂无评价

有效期: 至2018-5-6

10% OFF

10% OFF

COUPON CODE

Wool Base Layer On Amazon

Product URL: [www.amazon.com/Bottom/dp/B075874B5Q](http://www.amazon.com/Bottom/dp/B075874B5Q)

Add a comment

hotukdeals All Deals Voucher Codes Freebies Menu

Search brands, products etc.

Highlights Hot New Discussed

Agents Of Mayhem ps4 £2 @ Poundland

£2 PoundLand Deals

Saw this in Poundland (Newbury) sealed and for a low price. There was a couple left. I assume it's any store - aka pot luck

jackraw

Get deal

Upto 40% Off Mid-Season Sale + Free C+C @ Cath Kidston (Some with Higher Discounts)

Cath Kidston Deals

Was browsing the Cath Kidston site last night and noticed that they now have a Mid-Season sale running (couldn't miss it, as soon as I opened up the site there was a huge banner), ... Read more





# 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



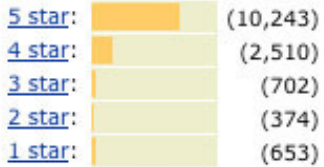
Marlyn Papa-Whybrow reviewed [redacted] 2 September 2017 · 🌐

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

王卷卷 🍷 🍷 🍷 11月15日  
打分 ★★★★★ ¥55/人 微信好友

离公司近很方便，点了味增拉面~午市套餐很实惠!



# 65%

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

# 20%

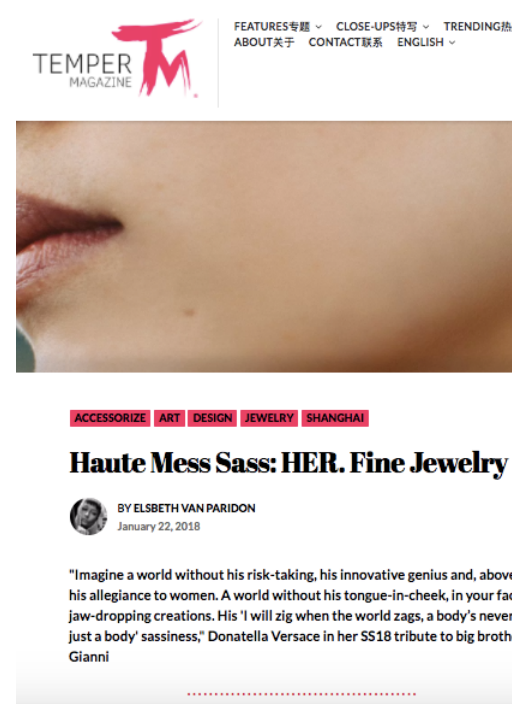
of sales are driven by reviews  
one-third of online shoppers say straight out they won't buy a product that hasn't been positively reviewed.

# 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



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# 74%

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

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

BUZZ LIFE

Videos

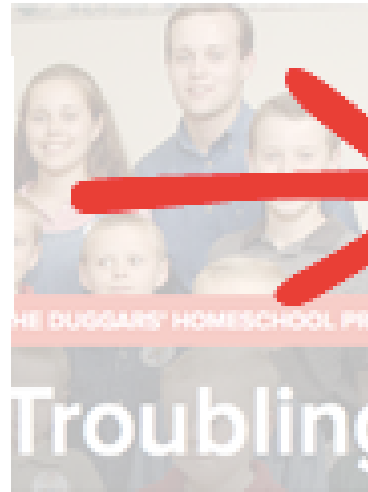
More



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