



SocialCloud

*Let them speak about you*

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*Let them speak about you*

## ABOUT

Social Cloud is a marketing and Public Relation firm with branch in China and Italy that provides marketing support for businesses of all sizes across different industries, mainly fashion, food and beverage, lifestyle and entertainment. Our mission is to offer creative solutions to meet your marketing and communication needs.

## WHAT WE DO

- Social Media
- Media relation
- Press release creation
- Influencers marketing
- Newsletter
- Cross marketing
- Reviews
- Events
- Ticket selling
- Forums

## OUR FOOD'S AUDIENCE



22- 60 years old  
Chinese and foreigners



18- 45 years old  
Italian and Chinese



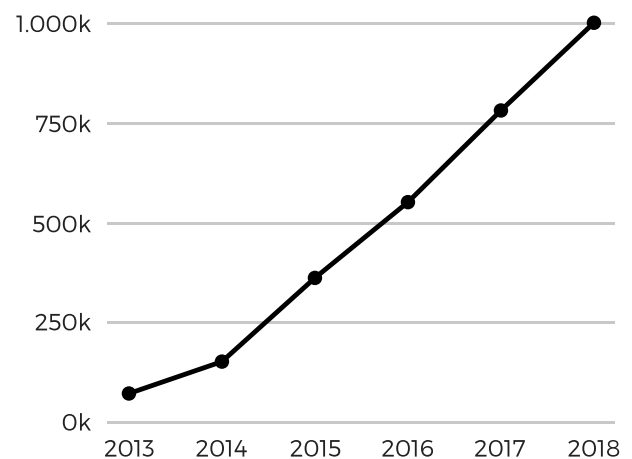
18- 45 years old  
American and Chinese



20- 45 years old  
English and Chinese

## OUR REACH

Customers show a variety of preferences when it comes to the methods of marketing which they will positively respond to. A wrong assumption might lead to a business adopting the wrong marketing strategy which will result in a loss of revenue, time and some potential customers. This is why we reach your potential customers in different ways, tailor-made for your brand and your target.



# WECHAT

**Content creation.** Today's customer doesn't want to be talked to; he wants to be engaged in conversation. We create contents that engage people, videos, challenges, interviews. Social Cloud have created contents for more than 100 different Wechat accounts, including overseas brands

Antonio Marras在9月23日的走秀恰似一场角色繁多、梦幻气息浓郁的费里尼电影。其秀场布置在剧院内部，由鲜花装饰复古风格的衣帽，40年代的头巾，花边刺绣的复古西装外套，拼接礼服等众多元素点缀。Antonio Marras所营造的米兰“伊甸园”（Giulietta Degli Spiriti）中，其灵感来自电影《朱丽叶与魔鬼》（Giulietta Masina），她是著名意大利电影巨匠费德里科·费里尼（Federico Fellini）的终身伴侣。其走秀还在音乐人、杂技演员、舞者和乐队的渲染烘托下创造了强烈的视觉冲击与梦幻光影。



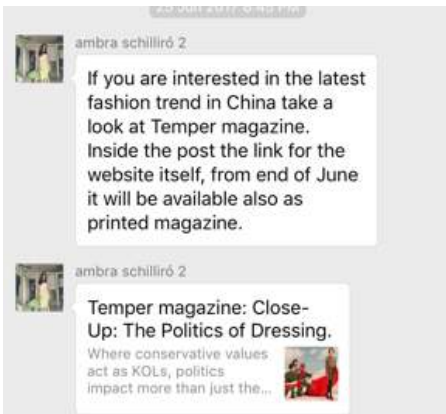
**Graphic.** Graphic design is an important tool that enhances how you communicate with other people. It serves to convey your ideas in a way that is not only effective, but also beautiful. Social Cloud have created Wechat graphics for more than 100 different Wechat accounts, including overseas brands



**Wechat store.** It's time to bring your brand to the next level and open a store directly on wechat. Fast, easy and convenient for both the brand and the seller.



**Group share.** To stimulate the post reach and engagement posts of the brand are shared among various group-chats according to the target. 34.09% of total readers are acquired by referrals



**Buttons.** Set up of tabs for previous posts, map, insert the miniwebsite, galleries. Social Cloud have created Wechat buttons for more than 100 different Wechat accounts, including overseas brands



**H5. HTML5 Wechat campaign** are perfect for events, collect informations, and interaction. Rich animations allow you to create a broad range of different styles. Check <http://r.xiumi.us/stage/v5/30jIR/50747924> for one of our sample



**Gamification.** Including a game in your wechat account let your customers or potential customers interact with you and share their contacts. players have the chance to win prizes from the brand. Social Cloud has created more than 10 gamification experience



**Wechat Analysis.** Deep analysis at the end of every month of the brand wechat account including followers, posts and final suggestions. Studying the analysis Social Cloud has managed to grow a monthly average of 20% new followers per account



**Micro-influencers share.** Share of the wechat post in personal moments of micro-influencers. People with more than 1500 friends. The engagement is more personal and the result is 38% more of the readers. Social Cloud works with more 1000 micro-influencers in the fashion and lifestyle sector





# WEIBO



My Home

Photos

Management Center

**Account creation.** Creation of the Weibo account including verification and VIP membership. Special crown, customize the home page, special custom account number, Vip badge. Social Cloud has created more than 100 accounts including for overseas clients



**Content Creation.** it's essential to develop a solid content strategy. Our content creations includes not only promotions but recipes, KOL reposts, challenges, giveaways. All the post include multimedia contents including videos, pictures and live streaming. Social Cloud has created content for more than 100 weibo accounts



**Micro-influencer.** Micro-Kol can involve in a variety of promotional activities, including product trials, promotional code distribution, sponsored lucky draws, short video creation. Having less followers they have a much more intimate connection with their viewers. Social Cloud works with more than 1000 Micro-Kol on weibo



**Group share.** Participating actively into Fashion and lifestyle groups on weibo, share conversations, opinions and posts of the brands will engage more potential customers and activate curiosity. Social Cloud is part of more than 50 fashion and lifestyle groups on weibo



**Advertising.** We carefully choose the right kind of weibo advertising among the different options available, we are expert on social media advertising carefully choosing the target based on the industry and interests

# XIAOHONGSHU & DOUYIN

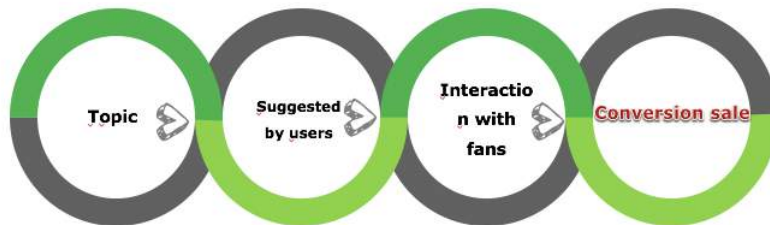


OFFICIAL ACCOUNT CREATION  
SHOP CREATION  
CONTENT CREATION  
CAMPAIGN CREATION  
INFLUENCERS  
REVIEWS



## Communication Strategy on RED

High-quality content creates a topic for the brand, stimulating fans to read: conversion sales



Product characteristics

KOL suggestions and reviews

Purchase link in the video



Activate Functions to Concentrate Traffic and Boost Conversion Rates

Enterprise (blue) VIP + Shopping Cart

Put in purchase orders, that is "seeding the grass"  
Full-scale optimization for upping e-commerce conversion rates,



Blue VIP + Pop-Sale Stores

Immersion experience, direct in-store purchase



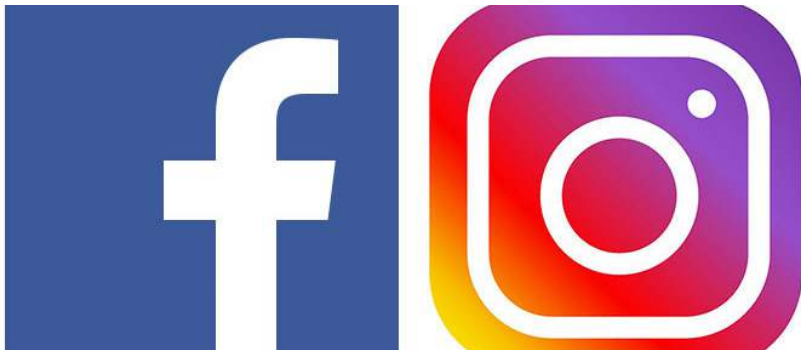
Blue VIP + Mini-programs

One-Stop Brand Application





# FACEBOOK & INSTAGRAM



**Account creation.** Creation of the official fanpage on Facebook and the business account on Instagram. Set up of all the information, pictures, community, groups and about us. Social Cloud has created more than 50 Facebook fanpage and 30 Instagram account

Published by Ambra Schillirò (?) · 13 July · €

Temper Magazine Contributor Jessica Laiter knocks it out of the park with this report on Fashion Tech through the lens of Anina Net and 360Fashion Network.

"Creativity fuels the fashion industry, as does a thirst for creating new from the ashes of old. Admired for their open-minded approach to the world, creatives play a significant role in how the world evolves, with fashion tech as the next step."

Read more at



daretodanceblog · Se  
St James's Park

daretodanceblog Dancing into week like... 🌸🌸🌸 So happy week to rest my body, try some classes and catch up on all my to try to give the blog some at thanks for bearing with me, it's crazy busy few weeks! Photo by @jakeowensphoto wearing @l  
daretodanceblog #ballet #dancer #student #dancestudent #trainee #photography #balletbeautiful #dancers\_in\_training #ballerina

**Content Creation.** Creation and planning of the content for the 2 different platform including research of the best performing hashtag for the category for the week. Analyzing the data of the account to pick the best times and days to posts

**Micro-influencer.** People with less than 10k followers on Instagram and 2k-3k friends on Facebook have a more intimate relationship with their readers. Sharing their experience with the brand will engage new potential customers and create brand awareness. Social Cloud cooperate with + 2k micro-influencers

17 shares



Hans Martin Galliker Slow fashion is a young discipline of sustainable fashion and helps to mature the movement. Because of its holistic, decentralized, (often) self-catering nature, it's as precious as it's rare. Kudos to TEMPER to give it a platform!

Like · Reply · Message · 1 · 17 July at 13:23



Temper Magazine And to you to bring this amazing and young discipline around the world!

Like · Reply · Commented on by Ambra Schillirò (?) · 17 July at 21:05

**Group share.** Participating actively into Fashion and lifestyle groups, creating Facebook events, and specific groups for the brand give a sense of attachment to the people. Challenge, special group discounts and giveaway are some of the activities Social Cloud create. Social Cloud is active in more than 100 fashion and lifestyle groups

 8,571 people reached

Recent activity

**Advertising.** We carefully choose the right kind of Facebook and Instagram advertising targeting your ideal customers. We analyze and split tests to reach the maximum engagement for the brand at the right cost. Our average of impression increase is 2700%, our CPC cost is 0,20-0,60 \$

# INKE

## LIVE STREAMING



China's live streaming market is estimated to reach US\$ 4.4 billion by revenue in 2018 and with the location-based matching available on Inke it's easier to engage with people close to the restaurant or the place where the event is hold. Everything involve a connection between the online and offline world, with the focus on the consumer experience. Social Cloud average viewers on Inke live streaming is around 2000 people per live stream.

# GO APP

## LIFESTYLE SOCIAL MEDIA

GoApp is a local entertainment sharing community APP, where you can find and discover the most popular activities around the city. Go is a one-stop service platform for lifestyle in which all the users can share pictures, videos, articles and events. Social Cloud has an average of 2000 viewers per post and an interaction (likes and comments) of the 20% per number of viewers

听说zara春夏款又开挂了? | 日常及设计款开箱+试穿 | 理性种草拔草 | 春夏  
2018-03-16 03:00:05  
弹幕 未经作者授权, 禁止转载



# BILI BILI

## VIDEO USER GENERATED CONTENT

Bilibili's platform offers a wide range of video content for China's Generation Z internet users. Also Bilibili provides a live streaming service where audiences can interact with streamers. Average monthly active users 92.8M; of those, mobile MAUs hit 79.5M

What I want for my brand

DO YOU WANT TO REACH MORE?

- Twitter
- Fashion Tap
- Lawo
- P1





首页 > 时装 > 时装周

### 国际范时装中心 (IFF Gallery) 携五大品牌 点亮2018春夏米兰时装周

来源: ELLE中文网 2017-10-11 14:39 编辑: ValeriaYang

今年九月米兰时装周上, 国际范时装中心 (IFF Gallery) 携五个意大利时尚品牌入驻2018年春夏意大利时尚盛典, 并参与新品发布。本次参展品牌和设计师分别为Antonio Marras, Aquilano Rimondi, CIVIDINI, Francesco Scognamiglio 和GRINKO。

标签: 张华范 时装 宝姿 奥克 时装周 高梦瑶 秀场 柏林时装周 李锐 时尚

9月20日由Scalone Argentario 主持的Francesco Scognamiglio时装秀受到众多国际明星的追捧, 其中不乏经典优雅的代高人董安娜。当场走秀下来, 可见Francesco Scognamiglio对时装面料和线条形状的大胆尝试, 而其模特选择仍坚持当代性感女性风格。中国模特何璐、王新宇也参与了本次时尚秀, 所有的秀场模特统一着迷耀银色眼影, 用波尔卡原点和印花图案进行混搭, 与展览主题完美融合。



NEWS 最新资讯  
时装 美容 明星 奢华 男士 生活

## MEDIA

We cooperate with media in China, USA, UK and Italy to give the brand the maximum press coverage possible. Our coverage is not limited to local or national media but also foreigner media present in the country of choice. We cooperate with media of English, Chinese, Italian, Korean, Japanese, French, Arabian and German languages.

## PRESS RELEASE

### Why are they important:

- Announcing a new product, service or promotion
- Improving brand image
- Viral possibilities
- Get more customers

*A professional press release can change the perception of a brand and the possibility to be published. Social Cloud has created more than 500 press releases for fashion brands*

# Media RELATIONS



### PEUTEREY PRIVATE SALES EVENT Press release

The luxury casual wear Italian brand Peuterey is glad to announce an exclusive week of special sales where located in Peuterey Kerry Centre flagship store, from December 12<sup>th</sup> until 21<sup>st</sup>, 10am- 8pm, all the guests will discover the beautiful FW14-15 women's and men's collection and they will enjoy a great shopping experience. Up to 80% discount on all products. Peuterey Flagship Store, Boutique No. S1-01B, Jing An Kerry Centre, 1515 West Nanjing Road, Shanghai.

To celebrate the private sale event, Peuterey will hold a party in Bar Rouge, together with MVP Shanghai, on the 11<sup>th</sup> of December from 11pm. Check the official Weibo and Facebook "Peuterey private sale event", Social Cloud (ID: Socialcloud) and MVP (ID: MVP\_Shanghai) official Wechat account, we are giving away 2 tickets per account (one invitation allow 2 guests) for the VIP private sale (not open to the public) on the 11<sup>th</sup> of December from 12pm. The 16 VIP guests will be welcomed with complimentary drink while they will have the possibilities to make shopping and choose among the whole Peuterey collection.

意大利奢侈休闲时装品牌PEUTEREY很荣幸地向您宣布我们独家放送的, 位于PEUTEREY静安嘉里中心旗舰店的一周特卖会。自12月12日起至21日止, 上午10点至晚上8点, 所有到访客人都将欣赏到精美的2014-15秋冬男女装系列, 低至2折的超低折扣更将为您带来前所未有的购物体验。PEUTEREY静安嘉里中心旗舰店, 商铺号S1-01B, 上海南京西路1515号。

为了庆祝此次独家特卖活动, PEUTEREY将于12月11日晚11点携MVP在Bar Rouge举行时尚派对。请关注官方微博, 以及Facebook "PEUTEREY PRIVATE SALE", Social Cloud (ID: Socialcloud) 以及MVP官方微信 (ID: MVP\_Shanghai)。每位用户将有机会获得2张至VIP独家特卖活动的入场券 (每张入场券可允许2位客人), VIP独家特卖活动将不对外公开, 并会在12月11日中午12点举行。16位VIP客人将在挑选PEUTEREY全部服装系列之余, 享受免费精美特饮。

About Barroux

## MEDIA STATS

- 9 Millions+ Media impressions
- 97% of Social Cloud press release published
- 2000+ Media available
- 2 Million+ PR value

Media samples of other previous works available on request



# INFLUENCERS

*Fashion and Lifestyle KOLS*



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，不仅是快时尚。Out of X真正的客户是世界各地的人们。

## ABOUT KOLS

Followers feel a sense of community and trust the influencer to share accurate information with them. Social media reach and influence is a huge part of a brand's success. Very (and REAL) influencers and celebrities have a big impact in their followers, their fans will often buy a product their idol has endorsed, but it's important to understand how to choose them. We manage to carefully review all the influencers we work with, including mapping out historical data, checking their account with third party softwares

**+20M**

SOCIAL  
IMPRESSION

**+8M**

SOCIAL  
ENGAGEMENT

**+5K**

INFLUENCERS  
DATABASE

### About the cooperation

We cooperate with influencers in different way including testing, PPC with dynamic qr code, affiliate marketing. Basic fee with KOL can be bargained, please understand that having a big influencer promoting for free or just a testing is not possible.

The number of e-mail users worldwide is forecasted to rise to 2.9 billion users by 2019

# Newsletter

Social Cloud contacts are checked every month.  
Average unique open 17%  
Average unique click 8%



*Linking People Smile*

Be a part of the family!

<https://ymlp.com/zqKbrD>



er of the Mainland, China's fashion explored by the global design sense of this colorful and into the art of clothing

化吸引了全球时尚人士  
背后故事，向您展

<https://ymlp.com/zt8Aaq>



Milan Fashion Week



<https://ymlp.com/zQneKT>

**+160K**  
CONTACTS IN  
CHINA

**+44K**  
CONTACTS IN  
USA

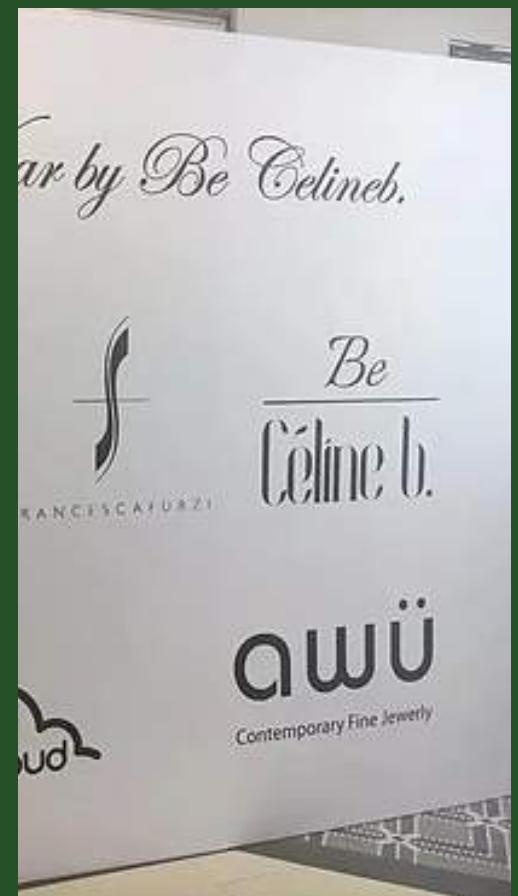
**+30K**  
CONTACTS IN  
UK

**+20K**  
CONTACTS  
IN ITALY



# CROSS MARKETING

Have you considered cross marketing as a way to market your business? Working with other companies with the same target customers to promote each other's businesses it can result in quality new business.



## STATISTIC

Social Cloud has successfully connected and operated cross marketing with more than 100 brands

## METHODS

- Promotion exchange
- Event partnership
- Posts exchange
- Movie partnership
- Giveaways exchange
- Sponsorship exchange

# EVENTS

Social Cloud successfully run different kind of events, from the concept to the promotion and operation together with the sister event company MVP



## EVENTS

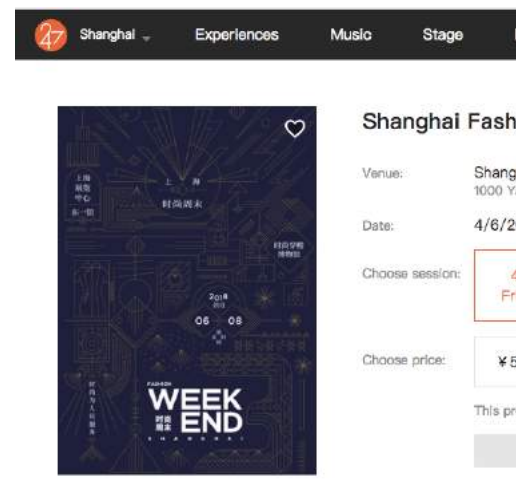
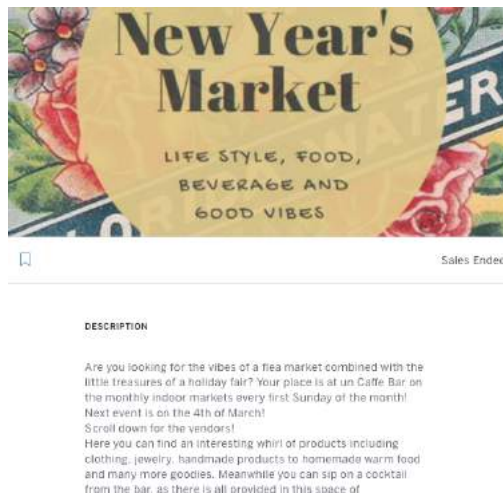
- China Fashion group gathering (China only)
- The New Made in China events (USA- Italy only)
- Grand Opening
- Product Launch
- Press conference
- Fashion shows
- Business matching
- Private sales (China only)
- Movies sponsorship/partnership (China and USA only)





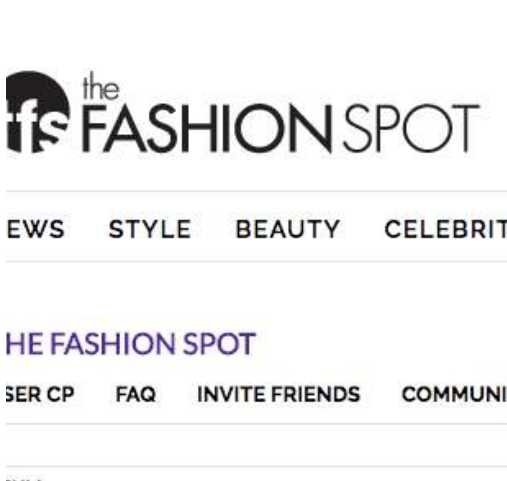
# TICKET SELLING

Do you have an event? There is nothing better than selling the ticket of your events in very well known platforms that will help market the event to their customers. Social Cloud cooperate with 4 of the biggest foreigners and Chinese platform in China and 3 of the biggest ticket platforms in USA. (Commission on selling required for the platform)



# FORUM & COMMUNITY

Social Cloud has accounts (personals, managed by real people), post and comments in more than 30 different fashion forums in China and USA. Interact with people about fashion, lifestyle and new trends engage more customers in the brand





**THANK YOU**



INFO@SOCIALCLOUDCHINA.COM  
(+86) 13761027404

*All the samples in this deck are from Social Cloud works.  
For privacy reasons send us an email for reviews information*