

Client Case Study

KOL Full-Screen Marketing to Create Tenfold Orders

Zebrant is an e-commerce website to export garment products, it was established in 2018, specializing in export a variety of fashion styles, Chinese cheongsam, shoe, bags, accessories, and other products. In this cooperation with XBN, target to enhance the sales from topics created by KOL, speculation by internet celebrity, fan interaction, product recommendations, and other marketing means.

Firstly, XBN analyzed the behavior of the target population, launched topics relying on big data, word data of competitors, diversify internet celebrity, multi-channel KOL cooperated with product promotion period. Made a plan according to the content direction and product lines to formed a unique UGC atmosphere for hype. Through internet celebrity live broadcast and fan interaction to produced viral marketing with the help of fans' power. Popular recommendation and other marketing strategies to improved brand image and enhanced sales.

It was able to monitor and continuously optimize in this internet celebrity full-screen marketing campaign, from overall planning, content planning, media selection, internet celebrity selection, multi-channel diffusion to final influence. From another view, we obtained the customer's confidence by creating a brand value through the hottest internet celebrity. Then we launched multiple topics to form a full-screen effect. At the same time, we spread to the whole network through friend network, news media and social networking, so as to achieved the hegemony effect. It greatly shortens the business path of consumers to brand "cognition - preference - research - comparison - decision making - purchase - sharing".

According to statistics, this time Zebrant not only achieved turnover increasing by 11 times, but also improved the brand reputation and was strongly recognized by consumers. The traffic rate of the website is increased by 12 times, and the purchasing rate of internet celebrity marketing is increased 300% within a week.

Brand Reputation
Great Improved

Website Traffic
Increased by 12X

Turnover
Increased by 11X

ZEBRANT

Zebrant
(Fashion Export E-commerce Website)



Challenge

1. The operation time of website is short and the brand awareness is low.
2. Low website traffic and low order conversion rate
3. Starless products, less pop-up products
4. Low viscosity of users and low repurchase rate

Solution

1. Use the speculation from internet celebrity and launch some topics to enhance the brand image.
2. Diversified internet celebrity and speculation from KOL, to transmit through internal closed-loop and external radiation. Form a specific UGC atmosphere to enhance website traffic.
3. Infusion of star product recommendation and product purchasing links in live video broadcasting can improve the purchase rate.
4. Improve the repurchase rate by promote fans' interactive activities, generate viral and share by the help of fans.

Improvement

1. Turnover is increased by 11 times
2. Website traffic is increased by 12 times
3. Within a week, the purchasing rate is increased by 300%.

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