

Creative content marketing enhances brand awareness

PRODUCT DESCRIPTION

Alibaba is the world's leading cross-border trade B2B e-commerce platform. By displaying and promoting suppliers' companies and products to overseas buyers, it obtains trading opportunities and orders. Its logistics has covered more than 200 countries and regions around the world, with 40+ different Industry, 5900+ product categories, is one of the preferred online platforms for export companies to expand international trade.



ABROAD AREA



ABROAD CHALLENGE

- 1 Alibaba is a B2B platform. Compared with the perceptual consumption of C-end users, B-end users are more cautious and the cost of acquiring customers will be higher;
- 2 There are many categories in the subdivided industries, and the global markets are clearly differentiated, and they face the difficulty of matching the industry with the market.

MARKETING GOAL

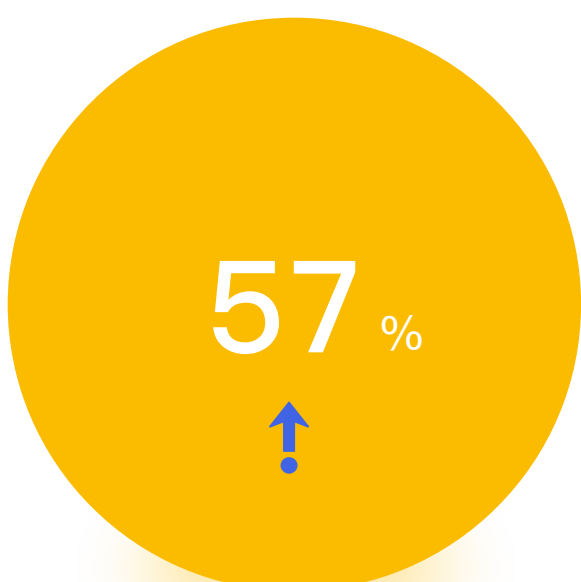
- 01 Increase the number of app downloads
- 02 Increase the number of new enquiry users

MARKETING STRATEGY



- 01 **Precise positioning**
Combining historical release data and industry data, select high-quality countries as the preferred country for release, and conduct targeted country-industry release tests;
- 02 **Creative content marketing**
Combining product characteristics, derive product selling points such as Make Profit Easy, Trade Assurance, Easy Sourcing, Fast Shipping, etc., carry out localized creative production iterations, and set the activity slogan as Business is during publicity and promotion during the epidemic. back online;
- 03 **Customized material strategy**
Aiming at the product's subdivided industries and numerous characteristics, the overall output of materials is industrialized, and material directionality is formulated, tested and iteratively optimized based on industry attributes, and the industry material methodology is output;

CORE ACHIEVEMENT



App downloads increased: 57%



Conversion rate increased: 59%