

How to circle the global subculture youth

PRODUCT DESCRIPTION

BLACKHEAD is a designer jewelry brand, established in 2012, formed by Chinese avant-garde jewelry designer Liu Yu and his designer team in Shanghai. Its fusion of youth subculture and non-sexist brand tonality has aroused the resonance of more and more young people, with sales increasing at an average annual rate of 50%, with about 30 offline stores all over the country. In order to achieve better development, BLACKHEAD officially began to deploy overseas markets in 2020 after 8 years of brand precipitation.



ABROAD AREA



ABROAD CHALLENGE

- 1 Poor base of overseas brands;
- 2 Fierce competition in the jewelry e-commerce industry;
- 3 Insufficient experience in product layout;
- 4 The brand vision is single, and the main product has irregularities.

MARKETING GOAL

- 01 Short-term goal: to increase the sales of overseas official websites.
- 02 Long-term goal: to increase its market visibility overseas (especially North America and Europe), gather fan groups, and reduce active marketing costs.

MARKETING STRATEGY

- 01 Brand building
eclicktech has carried out a unified upgrade for BLACKHEAD. Compared with BLACKHEAD's domestic Tmall product page, it is richer in product design concept communication and model selection, and it is more in line with the aesthetic preferences of North American consumers, the main target market of the brand.
- 02 User lock
According to data such as social media and website purchases, BlackHead, due to its unique design style and brand concept, often hides potential users in various sub-cultural circles. According to the display characteristics of social media advertisements, BLACKHEAD brand positioning, and potential interest points, the screen material has been dynamically adjusted many times, and the overall profit of the project has doubled.
- 03 Content marketing
When choosing KOLs, not only was it limited to fashion bloggers, but also collaborated with punk music bloggers in cross-border online concerts. In terms of the form of communication, it also borrowed from China's live streaming mode and achieved KOL with 40w fans on the Youtube platform. The first overseas live broadcast.

CORE ACHIEVEMENT

