

Differentiation strategy helps optimize the effect of TOP fitness products

PRODUCT DESCRIPTION

The Keep team was established in 2014. It is a fitness-focused mobile fitness tool App that is being used by more than 200 million users. Keep is currently the top product in China's online sports and health industry. Keep provides users with diversified training programs such as weight loss and shaping, muscle gain, running, yoga, etc., and provides personalized customized content. At the same time, it has the functions of social sharing, exercise data recording and daily exercise check-in, helping users build a healthy lifestyle here.



ABROAD AREA



ABROAD CHALLENGE

Look for incremental markets, which will bring more new high-quality users.

MARKETING GOAL

Achieve customer KPIs through optimized materials based on customer needs and crowd analysis

MARKETING STRATEGY



01

Material test

After determining the material direction, organically combine user needs and product functions, use A/B test to test the impact of different core elements on the data, and filter out high-quality material elements: video format, BGM, copywriting.

02

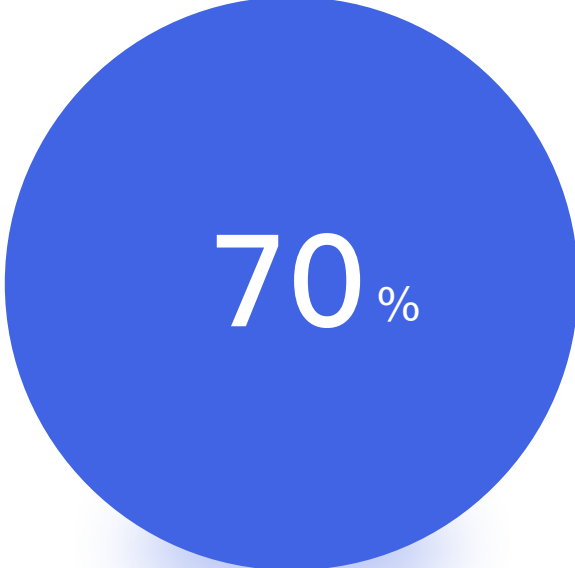
Creative strategy

Emphasize that users pay attention to information, combine the characteristics of this product to meet user pain points; focus on faster-paced music, try to choose popular vibrato music as a foreshadowing; the screen and the copy are echoed, highlighting the product's functional points, and achieving guidance The role of.

CORE ACHIEVEMENT



Exposure increased by 3 times



Registration rate 70%