

PRODUCT DESCRIPTION

LUXATO HEARING CORP was founded in Chicago, USA in 2018 and is a hearing aid e-commerce company. The hearing aid product manufacturer selected by the company has many years of mature industry experience and advanced technology. For decades, it has been adhering to the concept of quality monitoring in all links and user needs as the first to provide hearing aid users with a variety of high-quality and effective hearing loss solutions.

LUXATO

ABROAD AREA



ABROAD CHALLENGE

Industry structure

The US hearing aid industry is highly competitive, and there is a significant trend towards homogeneity among products. The main competitors have entered the U.S. offline market more than 40 years ago, and the leading companies occupy 70% of the mainstream market share (From CEA Market Research Report). As a company only founded in 2018, LUXATO has to challenge this pattern. Faced with tremendous pressure.

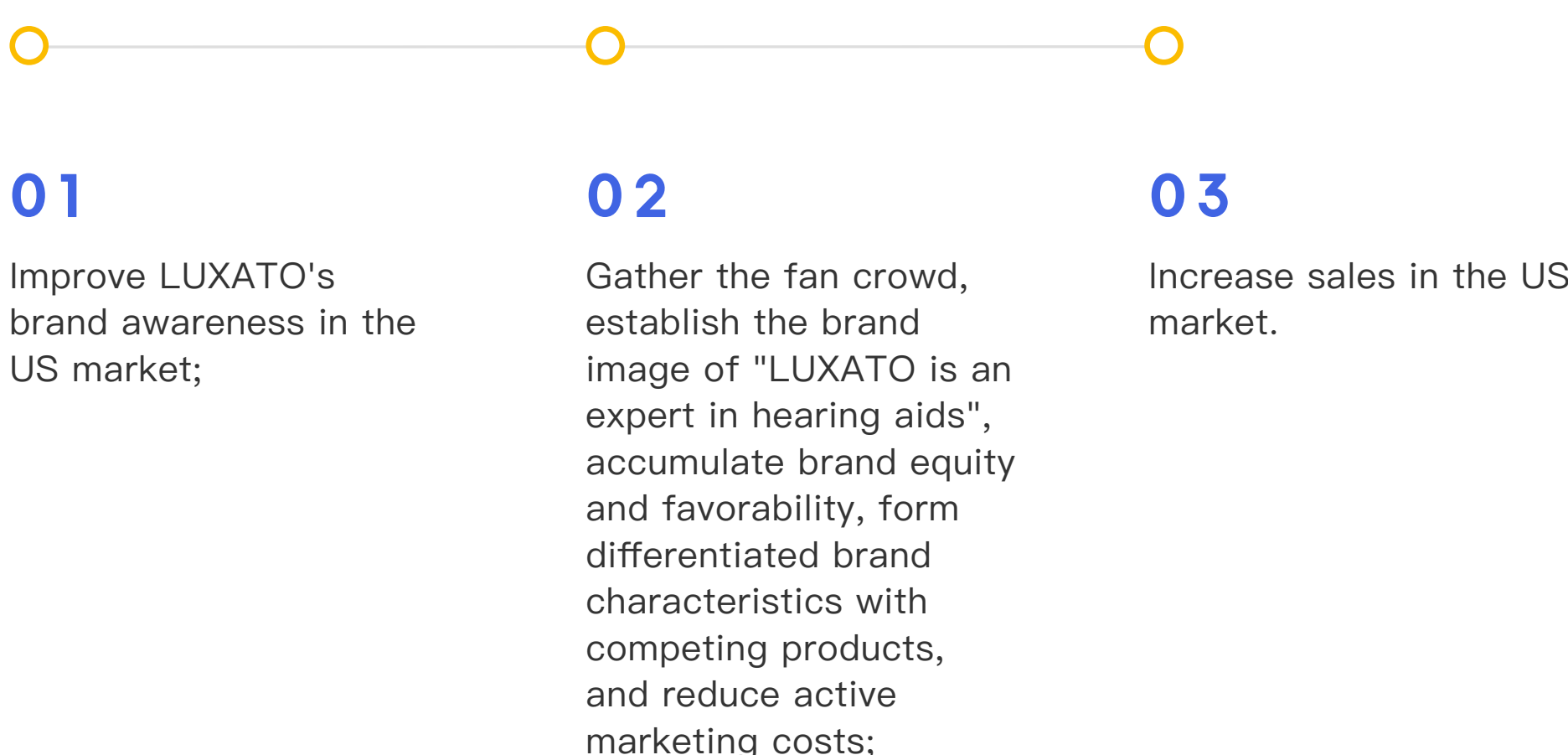
Market competition

In the face of the offline market being controlled by giants and the relaxation of the US hearing aid online sales policy in 2017, LUXATO began to consider online promotion and marketing, but hearing aid products are used by middle-aged and elderly users, who have "low frequency online Buying habits + product experience + product after-sales service" and other characteristics, it is difficult to simply do online marketing.

Brand environment

As a new brand that has just entered the United States, LUXATO's brand awareness is low, and compared with other hearing aid e-commerce brands, it does not give users too obvious differentiated perceptions; the quality of brand content output is unstable. As a result, the number of fans on mainstream social media accounts is undersized and the interaction activity is low, so it is currently unable to make full use of the advantages of social media advertising to increase sales, but in fact there is still a lot of room for growth.

MARKETING GOAL



MARKETING STRATEGY

- 01 User positioning**
Through the phased test data, feedback the relatively specific user characteristics of the offline marketing promotion end, narrow the scope of A/B testing, and effectively shorten the exploration period of the product-efficiency integration model;
- 02 Channel integration**
According to the characteristics of hearing aid users who are more than 50 years old, like political news, and pay attention to lifestyle and quality, through brand marketing, interactive marketing, sales advertising, etc. on social media such as Facebook, Instagram, Youtube, Twitter, etc. Integrate strategies to enhance LUXATO's brand awareness in the e-commerce market. At the same time, according to the user characteristics of the US market, traditional offline media brand promotion methods such as direct mail, regional magazines, industry professional magazines, TV media advertisements, etc. are selected, and the refined characteristics of audience age/geography/device characteristics, interest behavior characteristics, etc. promote emotions upgrade.
- 03 Creative material**
Using Google's machine learning and big data, based on sales-oriented goals, test and improve the video creative, so that the creative fits the platform (YouTube) environment. After several months of adjustments, the conversion rate of Youtube videos has increased by a maximum of 4 times.
- 04 Content marketing**
launch high-quality social media content marketing with live broadcast + short video as the core to increase the interaction and stickiness of overseas fans; hold small video classes for experts, small product operation classes, and other content extensions and upgrades that are conducive to user product experience.
- 05 Public relations communication**
Hearing aid users pay more attention to brand awareness. Through various media PR promotion, on the one hand, it can accelerate the exposure of a new brand in a short period of time, on the other hand, it can make the professional endorsement image of LUXATO brand gradually clear in the minds of users and improve user choices. While the brand's decision-making speed, it gradually achieves the goal of influencing the user's brand mind.

CORE ACHIEVEMENT

