

PRODUCT DESCRIPTION

SHEIN is a cross-border B2C fast fashion e-commerce platform. The company's business is mainly fast fashion clothing, including clothing, accessories, shoes and bags, jewelry, home furnishings, beauty, home textiles and other categories, mainly for consumers in Europe, America, the Middle East, India, etc. market. The company created its own brand SHEIN in 2014, and tailor-made its own website and App. As of April 2020, sales cover more than 200 countries and regions around the world, with daily shipments exceeding 3 million pieces at most. The company has gradually become an industry leader in cross-border fashion e-commerce through deep cultivation of supply chain management and continuous improvement of operational strength.

SHEIN

ABROAD AREA



ABROAD CHALLENGE

- 1 The brand's early overseas popularity is low;
- 2 During the same period, there are many websites of overseas clothing category, and the competition is fierce;
- 3 The early logistics distribution cycle is long, and it does not have an advantage in competition with similar offline fast fashion brands.

MARKETING GOAL



MARKETING STRATEGY

- 01 **Market strategy**
Determine North America as the main promotion area, and the secondary release area is Europe and Australia;
- 02 **Creative strategy**
Create differentiated ideas for different countries, categories and languages. Combine pictures and videos to enhance the richness of creativity. According to the test results, select excellent templates for batch operation. During the big promotion period, cooperate with site activities to produce Sexual material;
- 03 **Pull new strategy**
through the combination of Facebook and Instagram related positions, expand the coverage of brand influence, acquire new users through diversified interest words and similar audience segmentation, promote product matching and combination, and increase customer unit price;
- 04 **Product selection strategy**
at the beginning of the month, formulate a category launch plan based on the season and the performance of the existing categories, focusing on sub-category hot selling pages, placing products in the form of portfolio, mostly in the form of carousel, which can effectively improve the linkage;
- 05 **Effect marketing**
According to the new buyer cost and roi data analysis for each launch country, combined with the launch category, product and audience, effectively measure the effect, and optimize it.

CORE ACHIEVEMENT

