

How to Craft **Influencer Marketing Strategy** to Power Your Growth:

Chinese Market as an Example

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About Atlas Hiseas

OVERVIEW

A Belgium-based facilitator, designer & implementer for cultural and business exchanges between Europe and China since 2013. Our team has developed an intercultural expertise with extensive field experiences to help EU entities and businesses to conquer new grounds, always following the latest trends and connecting partners to matching targets. Our current and accomplished projects are in particular defined by their strategic and innovative features.

SOLUTIONS

- Business Development
- Influencer Marketing
- Communications & Public Relations
- Event Management
- Audio-visual Co-production
- Creative Services



Light the Heart of Europe in Brussels on the occasion of the 2018 EU-China Tourism Year

On Today's Agenda

- 01 **Why Influencer Marketing in China?**
- 02 **How to Comprehend
Influencer Marketing in China**
- 03 **Recommended Approach
to Craft Your Strategy**
- 04 **Case Study and Best Practices**

01

WHY

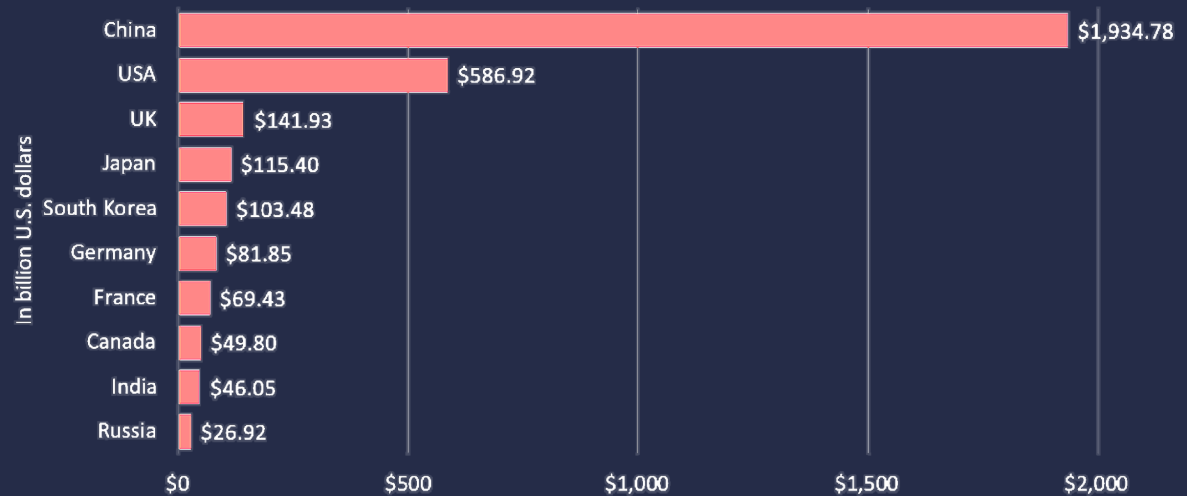
Influencer Marketing in China

E-COMMERCE

A FAST GROWING TREND IN CHINA

China's retail e-commerce sales in **2019** to grow much faster than total retail, increasing **27.3%** year over year to **\$1,935 trillion**

E-Commerce sales by country in 2019



Source: Emarketer.com

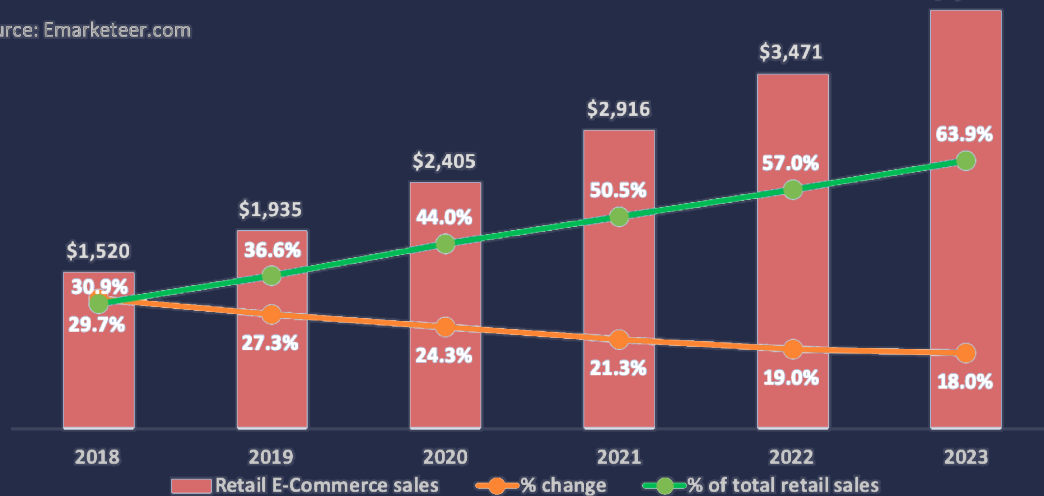
E-COMMERCE

A FAST GROWING TREND IN CHINA

By **2023**, retail e-commerce sales will represent **63.9%** of total retail sales in **China!**

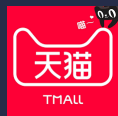
Retail E-Commerce Sales in China, 2018-2023
In trillion U.S. dollars, % change and % of total retail sales

Source: Emarketer.com



More than **10**
Shopping
Festivals /year

A BOOMING PHENOMENON



Double 11

498 billion RMB
in 2020 by Ali



Double 12

90 billion RMB
in 2018 by Taobao



6.18

269 billion RMB
in 2020 by JD.com

QUESTION

Is it sufficient to **open an e-shop**
to ensure your success in China?



Many brands
Big competition



How to grab
consumers' attention?

NEW NORMAL IN CHINA

THE MUST:

Adapted communication & marketing material for Chinese target

PAID VISIBILITY:

Your e-shop must be well-indexed



You can pay marketing fee to the platform to have a more visible e-shop, through key words or directly promoted on other websites

MOST TRENDY & EFFICIENT SOLUTION:

Influencer Marketing

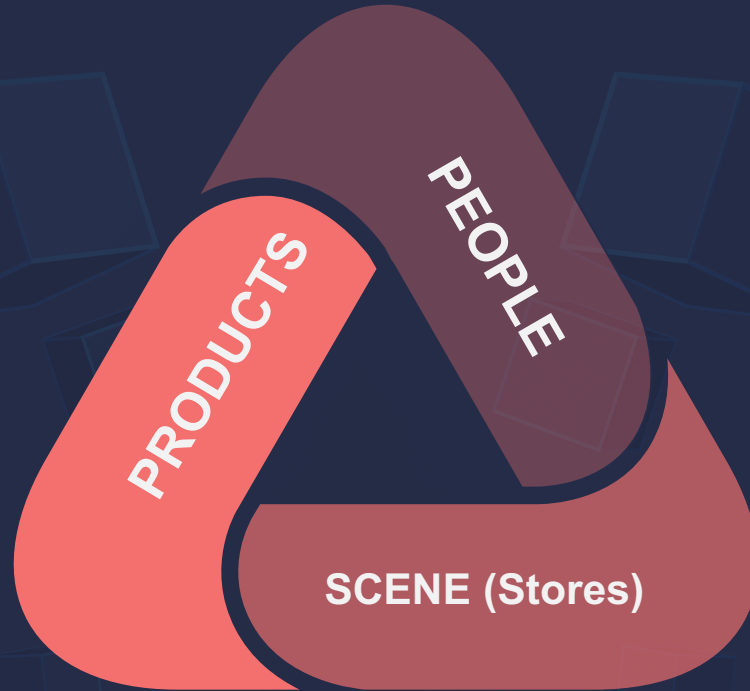


Livestream sales with Influencers

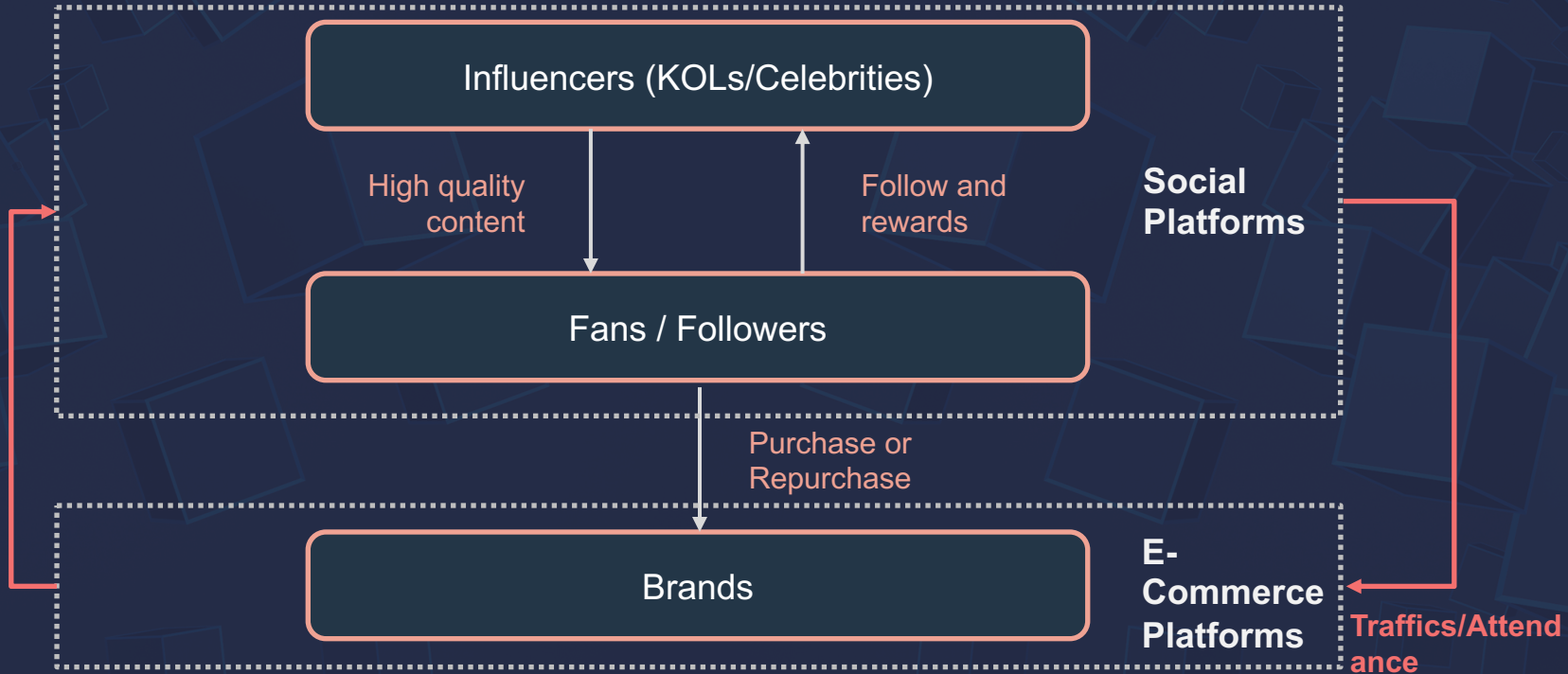
02

HOW to Comprehend Influencer Marketing in China

The Retail Triangle



Capitalisation of Social Assets



WHAT IS INFLUENCER MARKETING?



Influencers' social assets transformed in sales capacity
FOLLOWERS transformed in CONSUMERS

→ **Influencer marketing:**

Social Media **×** E-Commerce
= *Social Commerce or Community Marketing*

KOLs allow a **more precise targeting** and get your **product introduced to Chinese consumers!**
Surfing on the trends of KOLs and live streaming: **live streaming sales sessions with KOLs!**

LIVE STREAMING SALES

A REVOLUTIONARY TREND

Similar to TV shopping BUT:



The target of TV shopping is too vague



Each KOL has a defined audience
→ Precise targeting



TV Shopping has a too distant approach



The KOL is close to their followers and highly trusted

Live streaming sales sessions with KOLs allow to blur the line between entertainment and shopping

Customer excitement

Customer engagement

Personal marketing

EXAMPLES



Becky Li sold **100 Mini Countryman** in **5 minutes!** She has more than **3 million followers** and focusses on her followers' loyalty to maintain good sales.

Li Jiaqi is the lipstick king: he sold **15,000 lipsticks** in **15 minutes** and won a lipstick selling contest against Jack Ma.



DEMONSTRATION OF TACTICS



- Participation of EU and EU member states' diplomats in China to the Livestreaming Channel
- Online interaction with EU and European government representatives based in Europe



- Online interaction with European brand representatives (founder/CEO/spokesman/brand ambassador)



Content E-commerce

- (EU-China) Treasure Hunter Livestream Channel
- Entertainment + Promotion



Content E-commerce

- Cooking competition with EU/China GI products by chefs from both Europe and China
- Entertainment + Promotion

CROSS-BORDER E-COMMERCE

IN CHINA



In China, the cross-border e-commerce policy has been adapted accordingly to facilitate European brands' development on the Chinese market



1 big issue: European brands have to directly sell to Chinese customers and without any importing distributor, how do you reach the end customers?



Livestream sales with KOLs makes the go-to solution for European brands

03

Recommended Approach to Craft Your Strategy

Recommended Process

KNOW YOUR BRAND & SET YOUR GOAL

- To leverage awareness?
- To drive sales?

IDENTIFY THE INFLUENCER

- Celebrities
 - Mega influencers
 - Micro influencers
- But also,
- Diplomates/Officials
 - CEOs/Employees
 - KOCs

KEEP TRACK & EVALUATE

- Traffic/Attendance
- Average Transaction Value
- Conversion rate
- Repurchase rate

04

Case Study and
Best Practices

Influencer Marketing

China's influencer marketing industry is years ahead of the rest of the world. This is why we offer **innovative solutions** to European entities for them to implement this efficient approach into their marketing strategy aimed at China.

We bring together entertainment and promotion through targeted promotion by professional influencers / key opinion leaders (KOLs). With the **right influencers and tailored marketing actions**, we contribute to a higher engagement rate, heavy traffic on your online platforms and many other direct results!



What is influencer marketing?

A new, popular way of **promoting goods or services** to Chinese netizens by which influencers promote products on their **social media platforms**.



Why is it successful?

The KOLs' personal interests and specialised expertise gives them the **credibility to influence their audiences' consuming behaviour**.



How to select the right influencer?

We have our own **database of Chinese influencers** and special tools to analyse their profiles. This is necessary to reach the right target with a style **matching the brand's identity**.

Services

- ✓ Influencer identification
- ✓ Audience targeting & reaching strategy
- ✓ Strategical communication
- ✓ Visual & graphic production
- ✓ Promotional content creation/adaptation in Chinese
- ✓ Lives-streaming sales sessions with influencers
- ✓ Integrated influencer campaign with monitoring of the results



Examples

Sell luxury products to Chinese consumers

Promote lesser-known European destinations

Raise brand awareness in China

Introducing a brand on Chinese market

Boost visibility among target group

Your project?



More is more: a group of influencers for a greater outreach

SUCCESSFUL CASES:

Treasure Hunters - Europa



探宝欧罗巴
TREASURE HUNTERS
— EUROPA —



Concept

- > 100% designed and produced by Atlas Hiseas!
- > 10 Chinese influencers + 2 TV stars discovered local & creative treasures (places, products, brands, food) of Belgium and Luxembourg during a one-week adventure in April 2019.
- > Exclusive setting of a "life-size treasure hunt" with own visual identity and concept.
- > The KOLs reached 240 millions views Weibo, Douying and Yizhibo with their posts.

Influencer strategy

- > The project was supported by local authorities (federal and regional in Belgium & Luxembourg).
- > European celebrities and local well-known figures exchanged with the influencers in original activities.
- > The influent Chinese celebrities, CHEN Ruoxuan and MA Weiwei, became Ambassadors of Belgium's federal authorities' official campaign "Belgium. Uniquely Phenomenal".



Influencer Marketing - Cases





China-EU Sports Day: cultural promotion boosted by influencers

Context

- > We combined forces with the Mission of China to the EU during the European Week of Sport to organise a thematic day around Chinese sports and cultures.
- > Our mission: breaking new ground to promote cultural exchanges between China and Europe. So, we involved influencers!

Influencer strategy

- > Three influencers from the Chinese platform Bilibili were invited to livestream the event.
- > We chose Bilibili because this platform is known for its quality innovative content and is specialised in events, comics, games, etc.
- > They entertained the visitors on-site while also reaching their large Chinese audience online to promote the activities to a bigger audience.
- > The livestream reached 1.3 million views!



The right influencers for each goal and target

SUCCESSFUL CASES:

China-EU Sports Day Live-streaming sales

Influencer Marketing - Cases



Live-streaming sales at Liège Airport: influencers to boost sales

Context

- > EU Cross-Border E-Commerce Forum to promote the online shopping business between Europe and China.
- > We organised a live-streaming sales session to show the ideal way to promote and sell in the Chinese market.

Influencer strategy

- > The influencers are specialised in their field, so they have a passion for and deep knowledge about the product categories they promote live on their social media.
- > Their genuine connection with their followers makes them the ideal endorser for a specific product or service. Influencers' positive evaluations make up the convincing factor for their audience to go buy the featured product that is only a click away.





Connecting China and Europe through environmental protection



Mango TV

SUCCESSFUL CASE:

Chinese shooting project in Iceland: "The Protectors"

Context

- > Atlas brought the Chinese platform & producer "Mango TV" to Iceland in the frame of a greater goal that knows no borders: environmental protection!
- > With the purpose of raising awareness about the carbon footprint issue among the Chinese audience, the reality-TV programme "The Protectors" is the first one of its kind in China.

Our strategy

- > We created a strong network with local authorities to coordinate the activities.
- > Four famous Chinese celebrities took part in a pioneer travel programme through Iceland focusing on environmental protection
- > The highlight of the show was the "Icelandic Environmental Tourism Ambassador Awarding Ceremony" with the presence of local authorities
- > The show received the support from Promote Iceland, the Ministry of Tourism, Industry and Innovation and the Embassy of China to Iceland
- > Production services: governmental relations, brand public relations, shooting permission certificates, on-site management, technology rental, equipment customs clearance, casting audition, local service providers recruitment and management, logistics, local transportation arrangements,...
- > We turned this Icelandic adventure into a success story, which more than **120 million people watched in just two days!**



Connecting China and Europe through environmental protection

SUCCESSFUL CASE:

Chinese shooting project in Iceland: "The Protectors"



Context

- > Atlas brought the Chinese platform & producer "Mango TV" to Belgium and Hungary to promote the touristic treasures of both countries' capitals to the Chinese audience.
- > The show gathered **2,26 billion views!**

Our strategy

- > We created a strong network with local authorities to coordinate the activities.
- > The famous programme "Viva La Romance" was filmed in Brussels and Budapest, with a crew of 100 people entirely assisted by Atlas.
- > The project was supported by local authorities and has offered renewed and targeted visibility to these two top European destinations!
- > Production services: governmental relations, brand public relations, shooting permission certificates, on-site management, technology rental, equipment customs clearance, casting audition, local service providers recruitment and management, logistics, local transportation arrangements,...



For **more+** exchanges?

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