



Red

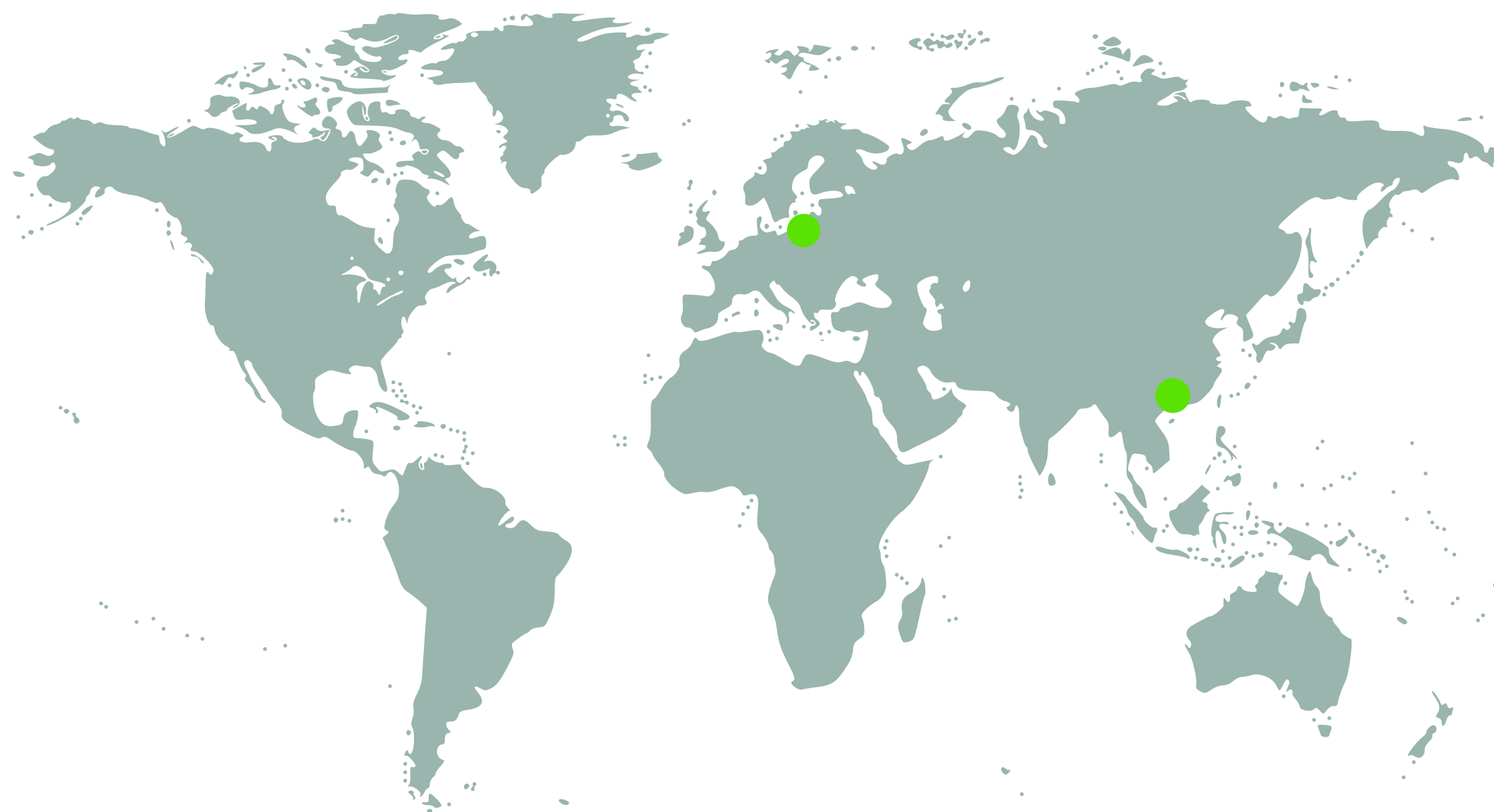
Marketing

Hello, We Are HnE

A boutique marketing agency that specializes in helping foreign brands penetrate the Chinese market.

Contents

- 01 About Red
- 02 Red Marketing
- 03 Red Paid Ads
- 04 Our Service
- 05 Contact



01 ABOUT RED

This is Red

Red, also known as the **Little Red Book** or **Xiaohongshu**, was established in 2013. It is the largest life experience-sharing platform (APP) in China, encompassing various topics such as sports, traveling, skincare, life experiences, and more. Additionally, they set up their own e-commerce platform in 2014.

With an equivalent layout to Instagram, Red is often used as both a search engine and a community for people looking for information and sharing experiences with others.



This is Red



300 M
monthly
active user



43 M+
content
creator



20,000+
brands



High
conversion rate



90%
users getting know the
brands/ product from Red



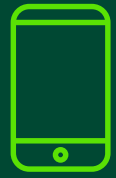
60%
user from first and
second tier city

02 RED MARKETING

This is Red Marketing

Red marketing involves building your brand or product presence on Red and **connecting it with specific customer segments**. This is achieved through customized content and interactions, allowing you to **engage with your customer on a more personalized level**.

As consumers utilize the Red platform to seek relevant information as a point of reference while making purchasing decisions, Red marketing **substantially influences the process of consumer decision-making**.



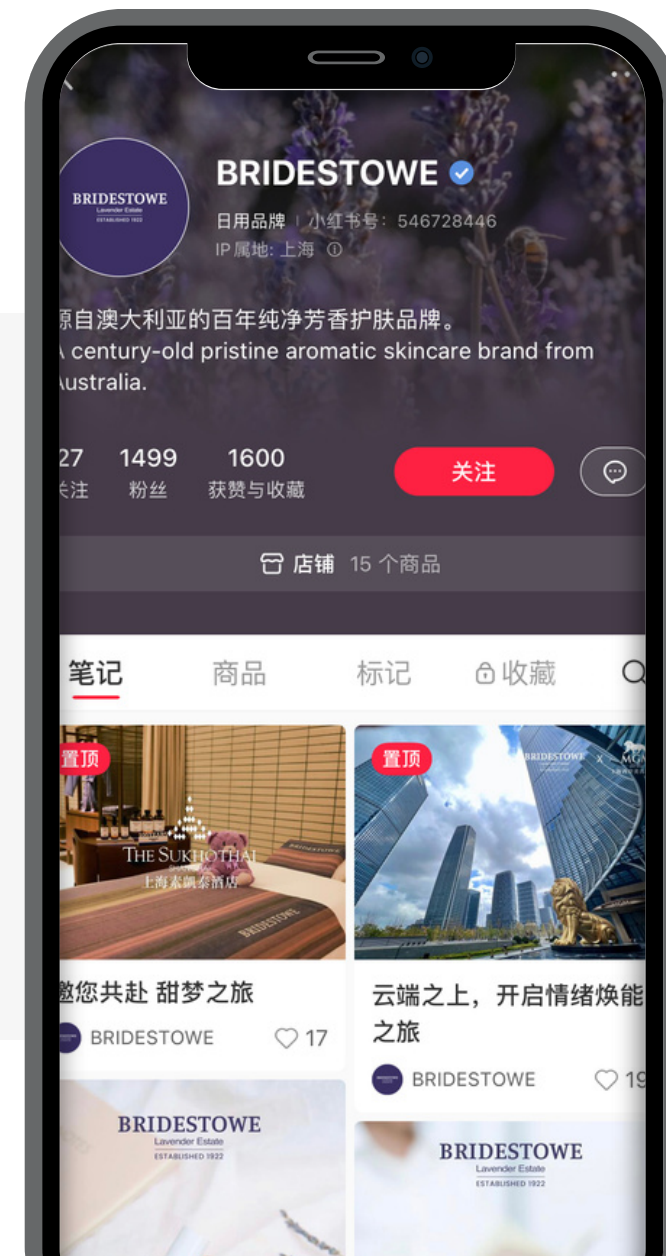
RED MARKETING



Red is an emerging social media platform in the Chinese market, helping brands expand their exposure and conversions through high-quality marketing content.

Red Official Account

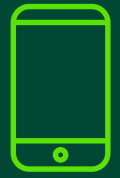
- Official brand image
- Organic traffic generation
- Direct interaction with targeted customer
- User acquisition



Red E-commerce

- Direct Call to action (CTA) channel
- Dual brand exposure with official brand image page





RED MARKETING



Red is an emerging social media platform in the Chinese market, helping brands expand their exposure and conversions through high-quality marketing content.

Step 1

Brand Account

- Set up **business account (with verification), official flagship store**
- Generate **quality content**
 - image©writing
 - video©writing
- **Effective hashtag** for Red SEO

Step 2

Content Generation

- Interaction or sharing of **quality UGC**
- Cooperation with **KOL/KOC for content generated**

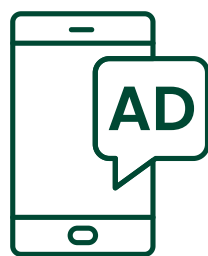
Step 3

Red Paid Ads

- Boosted post advertising
- Search engine CPC
- In-Feed ads CPC

03 RED PAID ADS

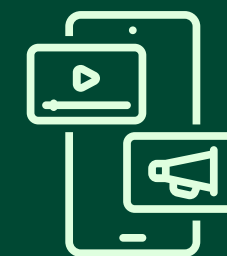
Boosted Post Advertising



Search Engine CPC



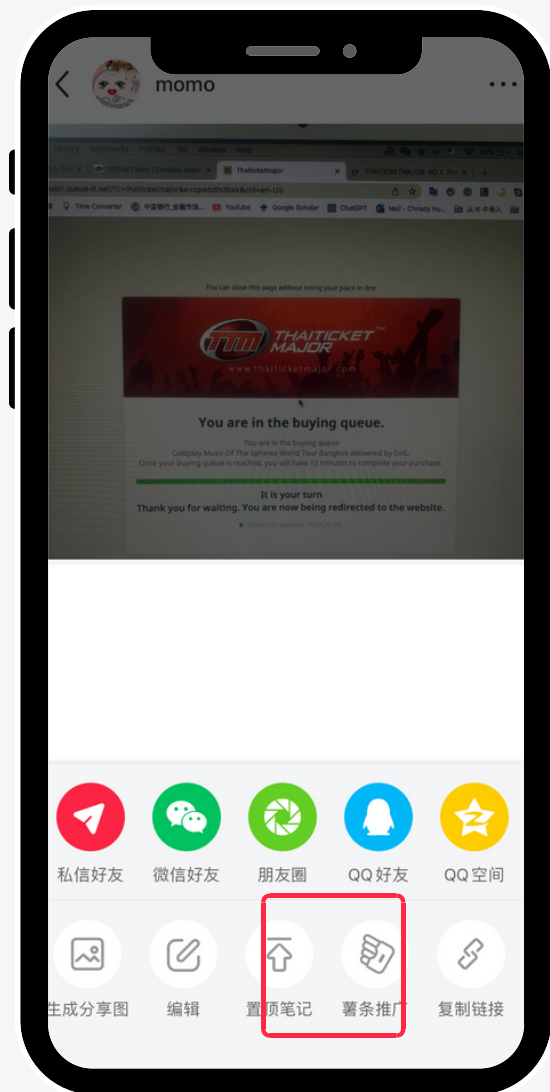
In-Feed Ads CPC





BOOSTED POST ADVERTISING

To **enhance your review rates, likes, and favorites** on your posts, as well as increase the **number of followers**, Boosted Post Advertising is the solution you're seeking. With its user-friendly interface, you can effortlessly select a specific post you wish to boost performance for and click the 'Boosted Post Advertising' button to access further settings.



- Entrance of boosted post advertising



- Advertising post
 - Advertising purpose
 - Exposure settings



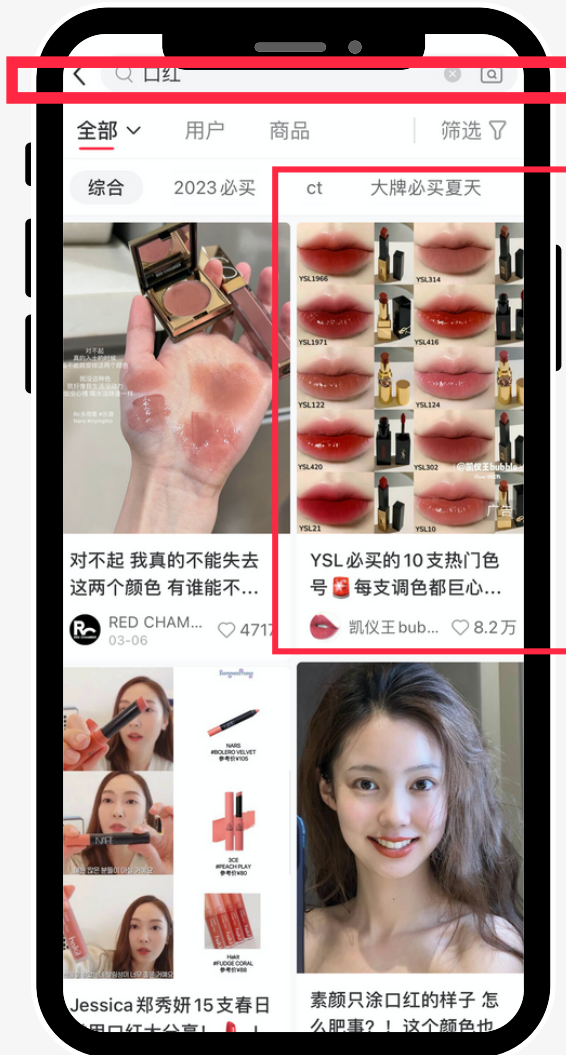
- targeted customer segmentation



SEARCH ENGINE CPC



Most Red users utilize the platform as a search engine to find user-generated content (UGC) for planning their upcoming leisure trips, learning job-seeking skills, pet feeding tips, and more. Therefore, Search Engine CPC proves effective for many **brands to enhance their exposure** on Red.



- search bar on Red (we use 'lipstick' as the keyword)
- The post is about CPC advertising on search engines. These posts typically have a small 'ads' logo at the bottom right corner.



Users enter their preferred search terms into the search box, and the system then separates and identifies them, generating valuable business keywords.



On community search result pages, search engine CPC advertisements appear from the 3rd position, increasing sequentially by 10.

On e-commerce search result pages, they appear from the 1st position, increasing sequentially by 5.



IN-FEED ADS CPC

In-Feed ads will be prominently displayed on Red's 'Discover' page, the main landing page seen by every Red user upon opening the app. This strategic placement ensures that your brand or product information has the opportunity to **reach potential users**, even if they are not actively searching for related content. By seamlessly integrating with users' Red feeds, these ads can effectively capture their attention and **drive engagement with your brand**.



- Discovery page
- This one is the in-feed ad on the Discover page, these posts typically have a small 'sponsor' logo at the bottom right corner.



Users explore new consumer information and life inspirations on the Discover page.



In-feed ads appears randomly on the Discover page, starting from the 6th position and incrementing by 10 sequentially.

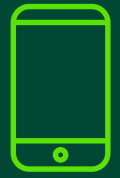
04 OUR SERVICE

Branding

- **Business account set up** (Enterprise verification)
- **Content strategy**
 - Content planning
 - Content management (creation&optimization)
- **Interaction engagement management**
- **E-commerce**

Marketing

- **KOL/ KOC marketing**
- **Paid advertisements management**
 - Advertising account set up
 - Advertising content management
 - Evaluation and optimization based on Red algorithms



BRANDING ON RED



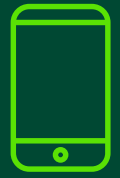
Business Account Set Up

After thoroughly assessing your target consumers, brand positioning, and distinctive attributes, we will help you create a verified business account. This account will foster your brand image through a dedicated brand page, strategic auto-reply settings, and expert hashtag management.



Content Strategy

To ensure enduring consumer engagement, we craft tailored content aimed at conveying brand messages effectively. This strategic approach seeks to positively impact consumer purchasing decisions.



BRANDING ON RED



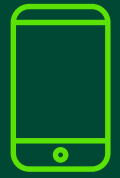
Interaction engagement management

Engaging with prospective consumers through relevant user-generated content (UGC) posts and promptly addressing private messages.



E-commerce

Developing an e-store to capture and engage traffic and leads generated from the business account. Thereby generating a synergistic dual exposure effect.



MARKETING ON RED



KOL/ KOC Marketing

Within the realm of KOL/KOC marketing, our evaluation process encompasses several key facets. These include an assessment of the KOL's follower segments, an analysis of their previous campaigns, and an examination of the congruence between the KOL's personal image and your brand's identity.



Paid Advertisements Management

We provide comprehensive assistance throughout the entire process, starting from account setup, content management, to evaluation and optimization of your advertisements. Through the utilization of tailored content, we conduct A/B testing to enhance exposure and boost visibility. Ultimately, we also assess the conversion rates from traffic to leads.

Our services

RESULT & PERFORMANCE



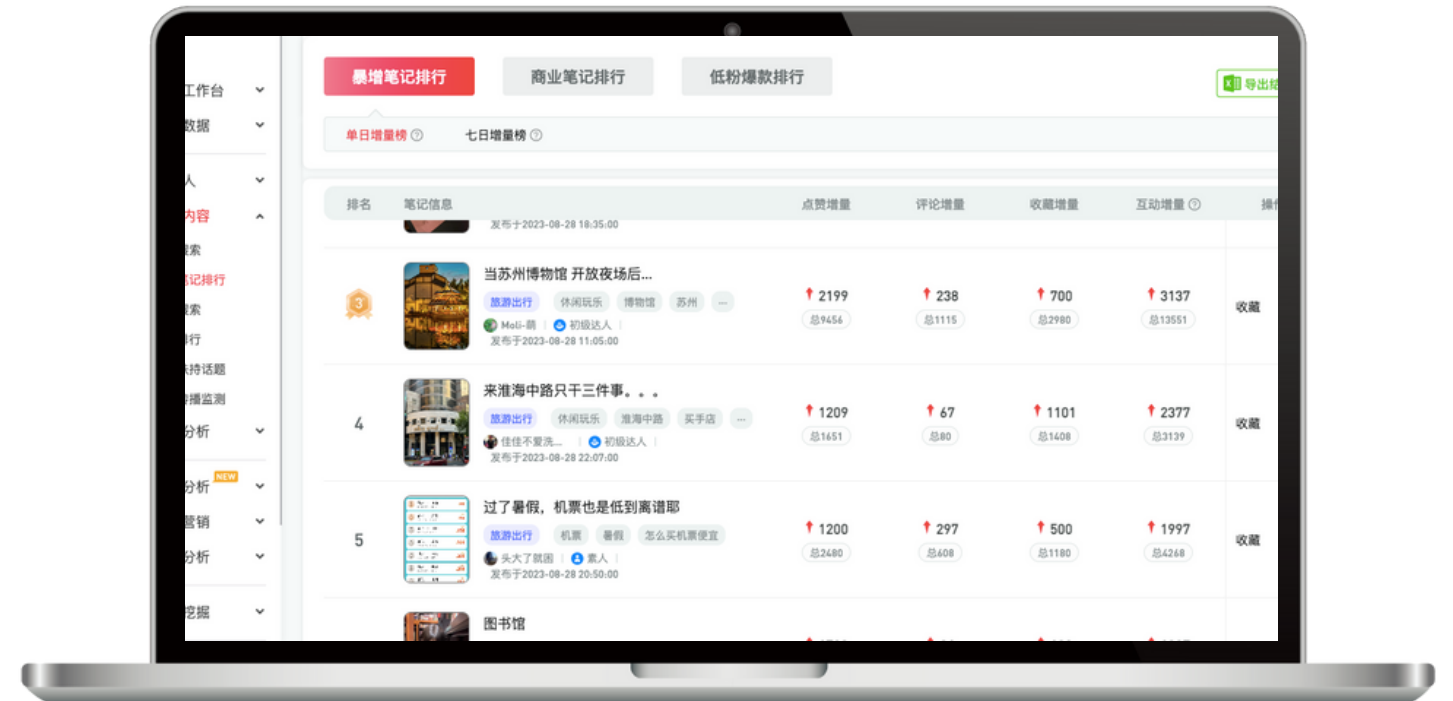
Report
Analysis



Result & Performance REPORT ANALYSIS



Case Study Bayle Carreau Wine | France



01

Performance Analysis

- Comprehensive (includes content, keywords and etc.) analysis

02

Chart Analysis

- Intuitively comprehensible data analysis chart

03

Leads Collection

- Third-party platform integrated friendly

04

Recommendation

- Insightful suggestions for enhanced optimization

05 CONTACT US

Contact

Let's keep in touch!



info@hnemktconsultancy.com



www.hnemktconsultancy.com



[@hnemktconsultancy](https://www.linkedin.com/company/hnemktconsultancy)