

Remember: Online Marketing & Sales Strategy

based on con
AIPL Framework upon Omni-commerce



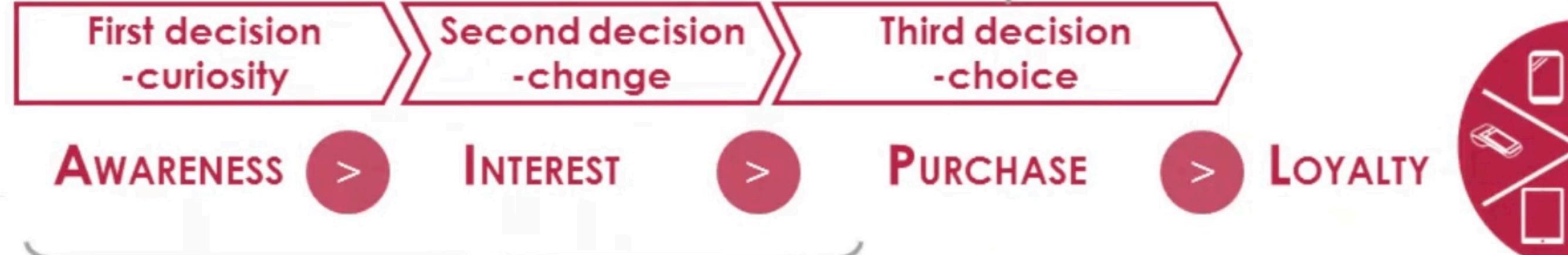
Brands need to increase the A& I population at this stage

Overcome the first and second stages of brand obstacles
– Function, uniqueness

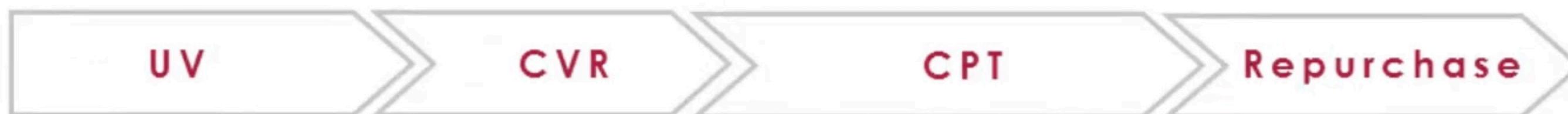
Overcoming brand obstacles in the second and third stages
– Uniqueness, trust and identity

Overcome the third and fourth stages of brand obstacles
– Trust Identity, Emotion Resonance Alliance

Content marketing path



Sales stimulus path



Content marketing that does not push
– Product quality, function; brand story; consumer emotional resonance

KEVIN

WISEPARTNERS

Founding Partner



Kevin Li

Committed to promoting the business elements including traditional brands and retailers, and the comprehensive integration and cooperation with the new retail model

- A practitioner of **omni-channel e-commerce and new retail [sales + marketing]** for over 17 years
- Integrate **online omni-channel platform resources** and **e-commerce system resources**
- Leading the WISEPARTNERS team to serve more than **250 well-known brands**
- **Marketing Pioneer in AIGC and new technology**

- Providing **E2E one-stop e-commerce and new retail overall operation and marketing services**
- Expert in e-commerce system building and marketing services, **CRM management consulting and implementation services**

Focus Areas

- e-commerce strategy formation and implementation series
- Internet Marketing 3.0-4.0
- New retail strategic thinking and practice
- End-to-end cultivation of e-commerce operation
- Profit model of e-commerce industry
- Social commerce strategy and implementation
- The start-up and development of Internet e-commerce business model



CONTENT

- **e-Commerce environment and trend sharing**
- Strategies of Digital Marketing and Ecommerce
- Practices of e-Commerce and social marketing in China

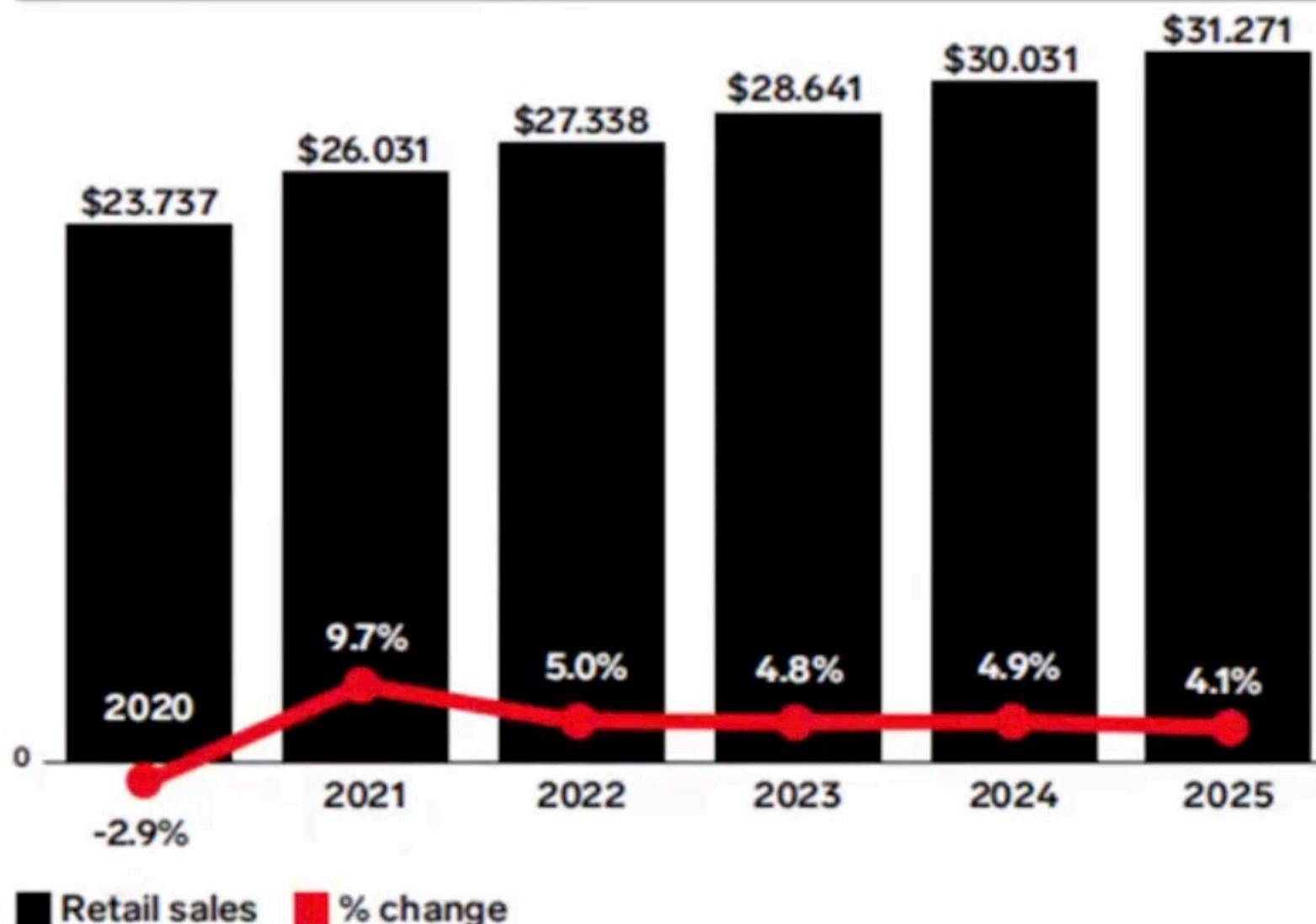


Global e-commerce environment

Worldwide Retail Ecommerce Trend

Retail Sales Worldwide, 2020-2025

trillions and % change



Note: excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales
Source: eMarketer, Jan 2022

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eMarketer | InsiderIntelligence.com

- The **growth rate** of worldwide **retail sales** is still in status of market downturn, with quite slight increasing trend

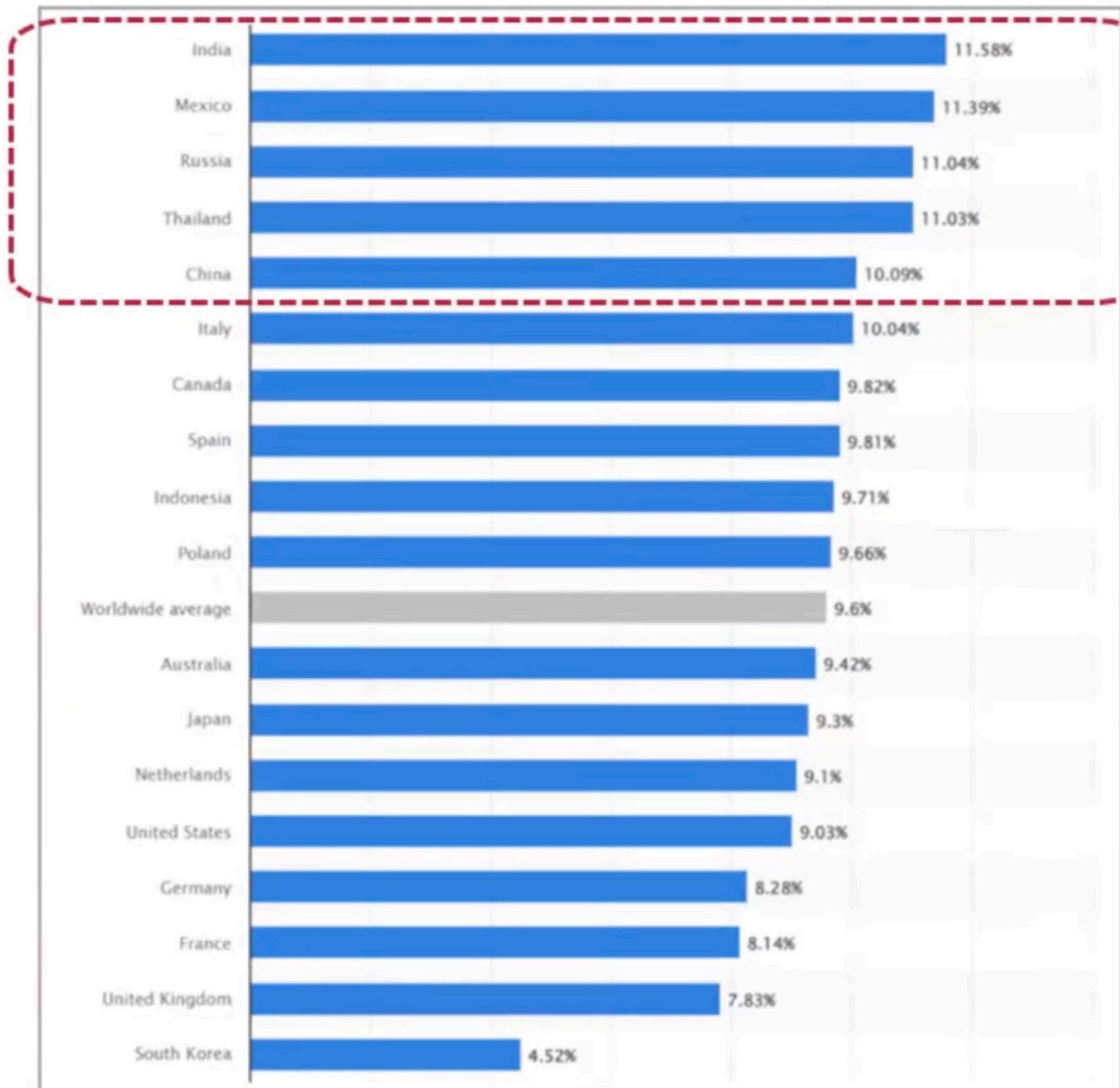
The **2 largest eCommerce economies** remain:

- China remains the largest eCommerce market** with a current market size of \$3.45 trillion (2025), expected to **exceed \$3.98 billion** by 2027
- The US follows with \$1.38 trillion** in 2025, projected to **reach \$1.88 trillion** by 2029
- Meanwhile, countries like **India, Mexico, Russia and Thailand** are projected to experience the highest compound annual growth rates (CAGR) through 2029, signaling strong opportunities for international expansion



Global e-commerce environment

Worldwide Retail Ecommerce Trend



Global eCommerce sales are expected to reach **\$8.5 trillion by 2026**, up from an **estimated \$6.86 trillion in 2025**. This reflects a continued shift toward online-first purchasing behavior and a steady rise from \$6.33 trillion in 2024.

To understand where the eCommerce market is expanding fastest, it's essential to look beyond absolute sales and consider **compound annual growth rates (CAGR) across regions**.

The chart in left, based on **Statista's CAGR forecast from 2025 to 2029**, reveals which countries are leading in retail eCommerce momentum.

According to Statista, the countries below **lead in eCommerce growth by CAGR**:

- **India: 11.58%**
- **Mexico: 11.39%**
- **Russia: 11.04%**
- **Thailand: 11.03%**
- **China: 10.09%**



Global e-commerce environment

Worldwide Retail Ecommerce Trend

US Retail Ecommerce Sales Growth, by Category, 2022-2026

% change

	2022	2023	2024	2025	2026
Auto and parts	30.1%	22.7%	21.4%	19.6%	18.8%
Food and beverage	20.7%	19.6%	17.2%	16.5%	16.3%
Apparel and accessories	15.4%	14.6%	14.5%	14.1%	13.4%
—Jewelry	6.8%	21.3%	18.2%	14.2%	11.6%
Health, personal care, and beauty	15.1%	14.7%	14.4%	14.1%	13.9%
—Cosmetics and beauty	19.6%	14.5%	14.3%	12.5%	12.2%
—Fragrance	19.4%	13.8%	13.2%	12.3%	11.9%
—Pet products	17.7%	13.4%	12.4%	12.0%	10.8%
Computer and consumer electronics	15.0%	14.1%	13.9%	13.2%	10.5%
Office equipment and supplies	14.0%	13.6%	12.6%	10.2%	9.1%
Toys and hobby	12.0%	11.4%	11.2%	11.0%	10.8%
Furniture and home furnishings	10.3%	9.3%	8.9%	8.6%	8.5%
Books, music, and video	8.4%	9.9%	8.3%	7.4%	7.3%
Other	-4.5%	4.1%	3.9%	3.7%	3.4%
Total	14.1%	13.8%	13.4%	12.9%	12.1%

Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, Feb 2022

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eMarketer | InsiderIntelligence.com

As for the retail eCommerce worldwide, when we look into US market, It is reported that **Automotive, Food and Apparel as the fastest-growing categories:**

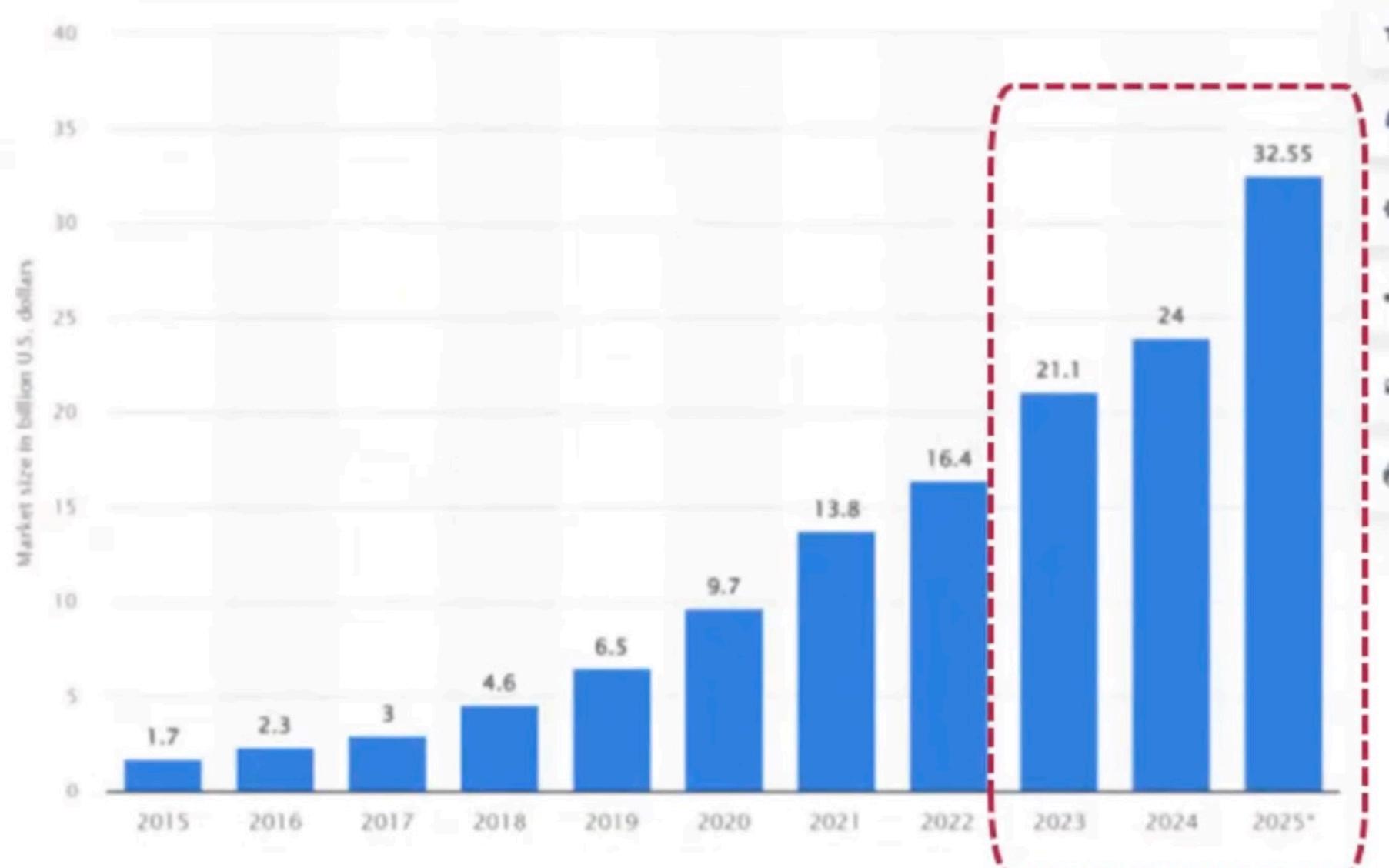
- **Automotive sales rose by 30.1% in 2022 and are projected to grow by 18.8% in 2026**
- **Food and beverage grew by 20.7% and is estimated to rise by 16.3% in 2026**
- Apparel's growth declined from 15.4% in 2022 to 14.6% in 2023. **By 2025 end, both apparel and health, personal care and beauty are predicted to grow by 14.1%. In 2026, apparel's growth is expected to decrease to just 13.4%, while the health, personal care and beauty category is anticipated to fall to 13.9%**



Global e-commerce environment

Worldwide Retail Ecommerce Trend

Influencer marketing market size worldwide from 2015 to 2025
(in billion U.S. dollars)



As of 2025, the **social commerce market is valued at \$1.2 trillion**, with Gen Z and Millennials driving most of the growth

These digital-native shoppers are deeply influenced by creators, peer reviews and the ease of shopping directly through platforms like **Instagram, TikTok and Pinterest**

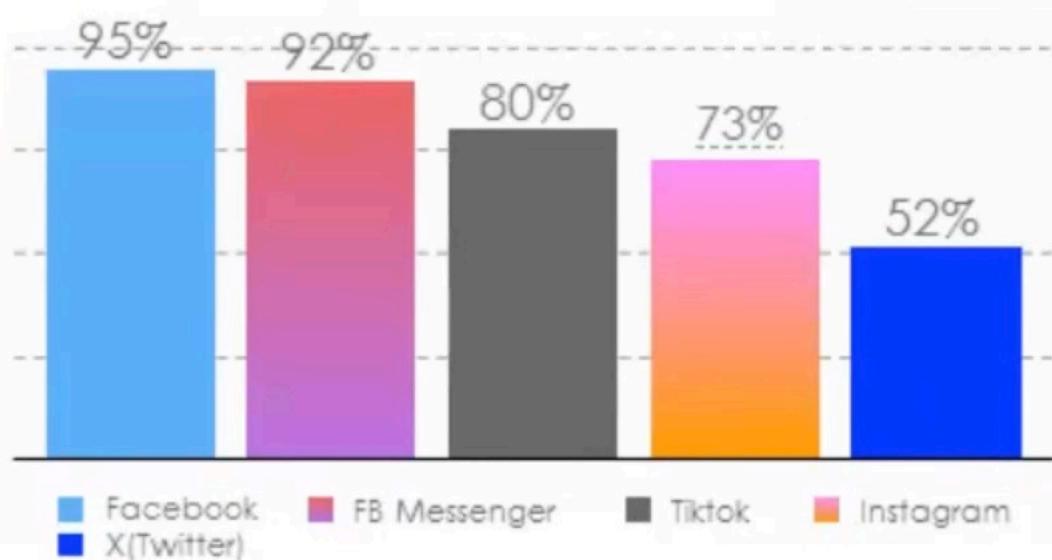
The **global influencer marketing industry reached \$24 billion in 2024**, more than doubling its value from 2019, according to Statista. These creators aren't just promoting products, they're **driving purchase decisions**

In China, **nearly 87% of consumers have purchased a product launched or co-created by an influencer**

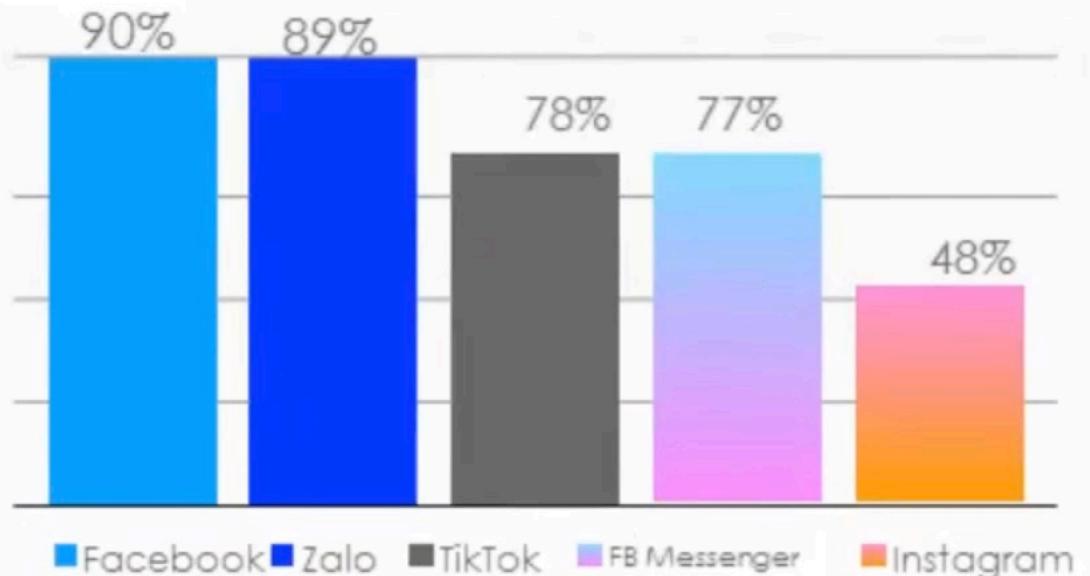
This shift has prompted **major online and offline retailers to invest directly in creator partnerships**, realizing their persuasive power



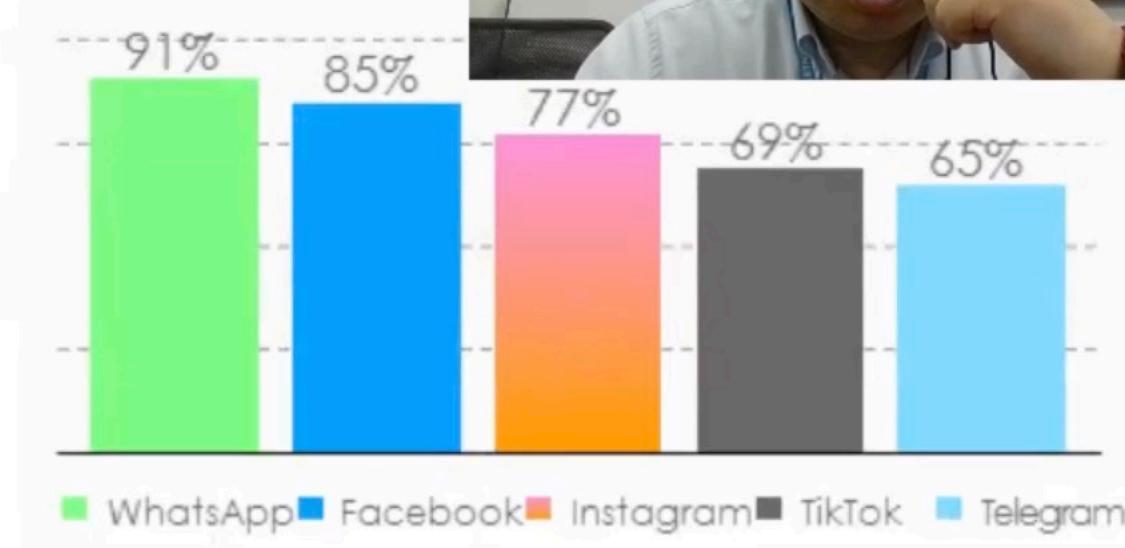
Mainstream social media platforms in various Southeast Asian countries



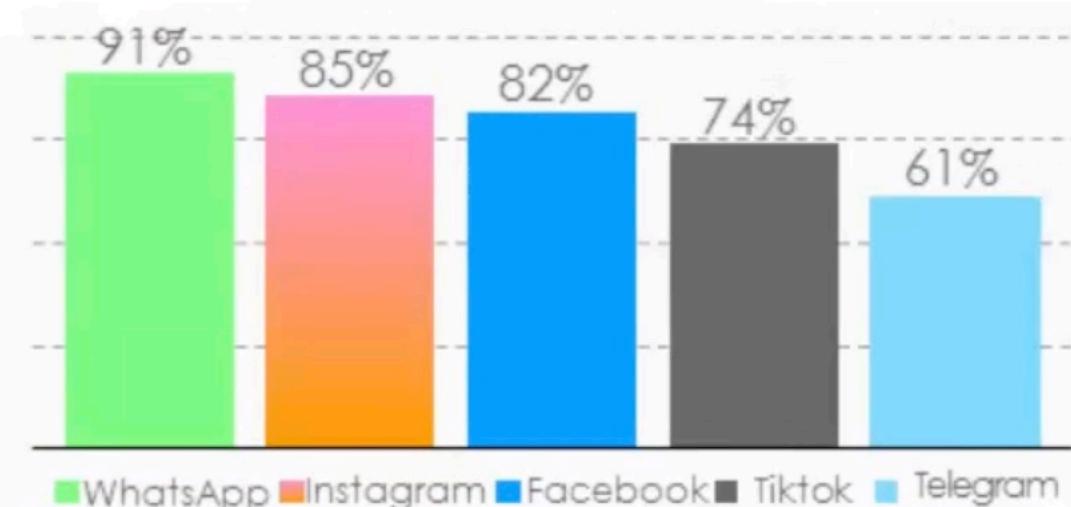
the Philippines



Vietnam

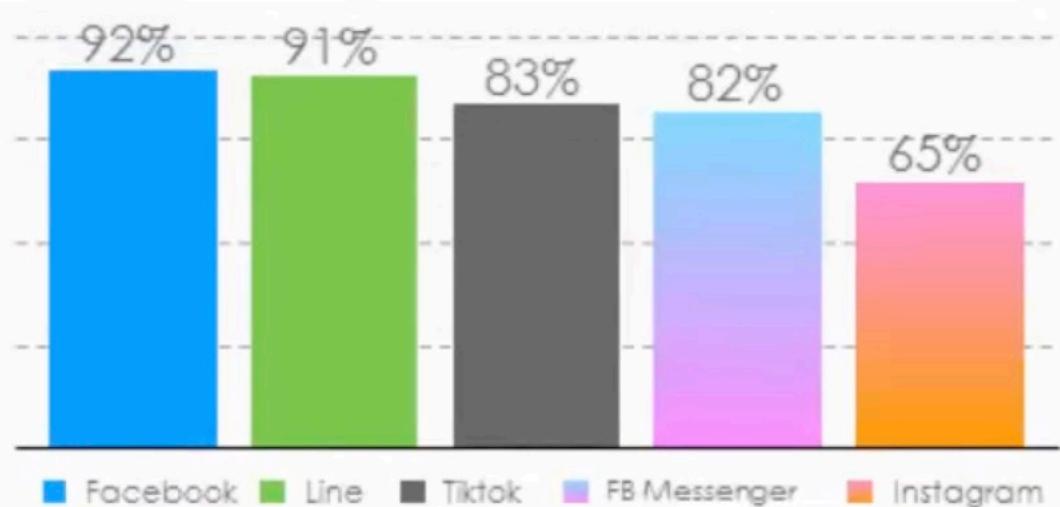


Malaysia



Indonesia

Data source: Datareportal 2024



Thailand

- Facebook, TikTok, and Instagram have entered the top 5 mainstream social media platforms in five Southeast Asian countries.
- The Vietnamese social media platform 'Zalo' has a large number of users in Vietnam, ranking second among mainstream social media platforms. Vietnam is also the only Southeast Asian country with a significant influence on its own social media.

Post Pandemic Era:

Trends and Opportunities in Product, Marketing, and Op

The combination of virtual and real, a new commercial entrance activated by technological innovation

Some
New
Trends

Further prudence in marketing investment, and rebalancing of branding and result, quality and efficiency

The rise of a new natural and emotional healing trend in product design & development

More oriented to sales channels which closer to consumers (i.e. instant retail) and more resilient logistics solutions

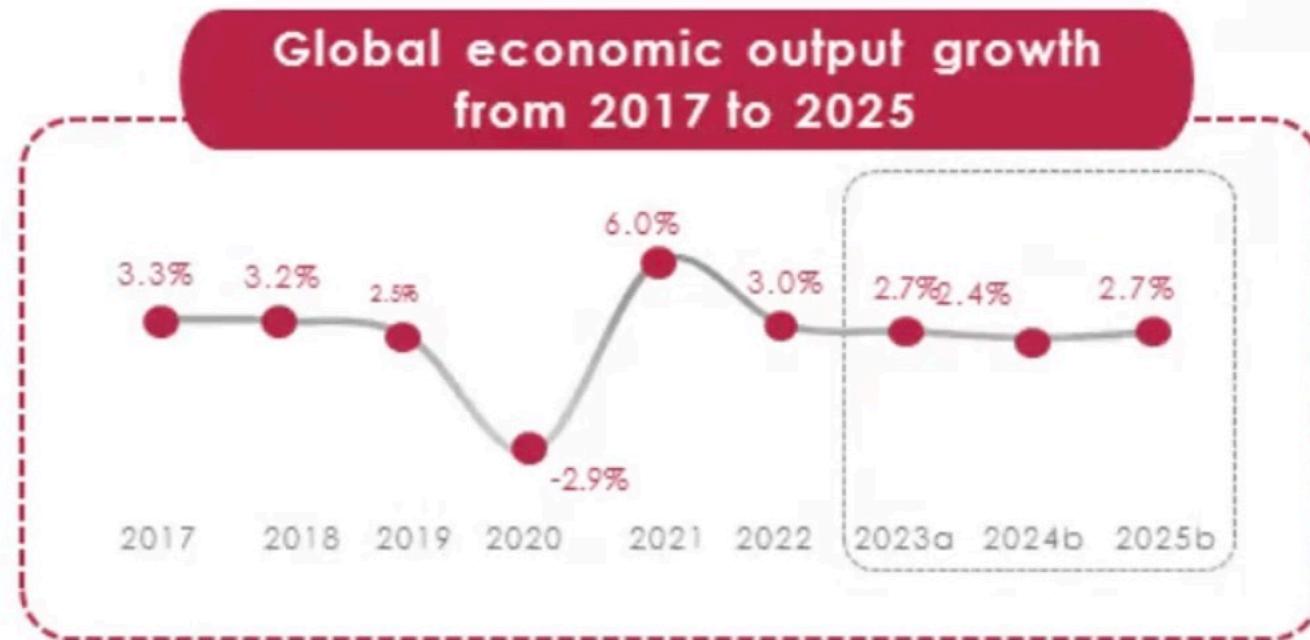
Social media market environment in China

Condition of Social Media APPs in China



Current main themes of enterprise development

- **Slowing** economic growth
- **Conservative** brand expectations
- **Cost reduction** and efficiency improvement



- In the post pandemic era, against the backdrop of global economic slow-growth, brand owners have relatively conservative growth forecasts for the overall marketing market, but **their confidence in the growth of social media marketing is still higher than the overall situation**
- And **KOL social marketing** remains a **key direction** for the future **social media marketing** market

Strategies of Digital Marketing & Ecommerce

i.e. Consumer Centric Marketing Strategy



AWARE

ATTITUDE

ACT

ACT AGAIN



Connectivity era

AWARE

APPEAL

ASK

ACT

ADVOCATE

Shift 1

in the pre-connectivity era, individual customer determines his/her own attitude towards a brand
Now the initial appeal of a brand is influenced by the community surrounding the customer to determine the final attitude

Shift 2

in the pre-connectivity era loyalty is often defined as retention and repurchase; Now it is defined as willingness to advocate a brand

Shift 3

Customers now actively connect with one another.
Building ask-and-advocate relationships—connection either strengthens or weakens brand appeal

Strategies of Digital Marketing & Ecommerce

i.e. Content Marketing Strategy



Content Interaction through the entire Consumer Journey

Step 6

Content Amplification

Not all audiences are created equal

Influencers can amplify content

- must be a win/win
- Marketers must continue to engage content posted from influencer channels

Step 7

Content Marketing Evaluation

Strategic: Does the content marketing strategy achieve sales related and brand related goals

Tactically: 5 Metrics to measure content



Visible
(aware)



Relatable
(appeal)



Searchable
(ask)



Actionable
(act)



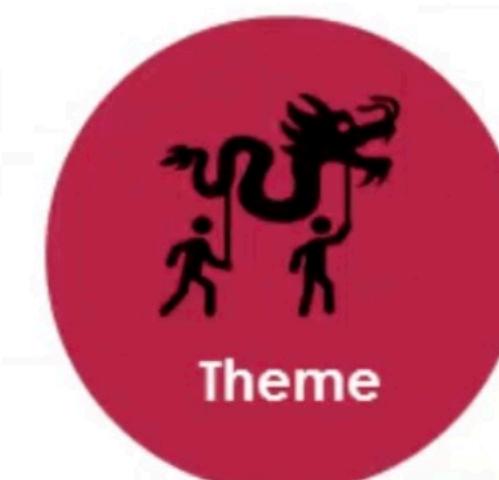
Sharable
(advocate)

Step 8

Content Marketing Improvement

Content marketing Vs. Traditional Marketing—
Content Marketing is highly accountable

Performance can be tracked by —



AIGC + Marketing Trend Framework



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Front-end

Content | Advertisement & PR | eCommerce | MCN | ISV | Consulting

Mid-end

Intelligent Q&A | Text & Image & Video Generation | Digital Human

Back-end

Infrus
-tructure

Algorithms
& Models

Cloud+

Data and graphics engine

Data Processing, Source Material



AIGC + Marketing Trend Framework



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Social media marketing

Different categories of media



Social media era: , brand image could collapse in one day—B2C、B2B crisis PR

