

Instagram Post



<https://www.instagram.com/p/CJ-CJglnbtq/>



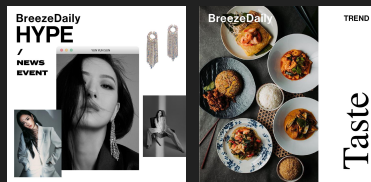
<https://www.instagram.com/p/CJ-CJglnbtq/>



<https://www.instagram.com/p/CJNMU0mnZR9/>

Facebook Campaign

promotion ad



book swape poster



lunar new year curation



reader survey poster



<http://bit.ly/34o2uOb>



I was an intern editor in the magazine named “Manager Today”. The magazine holds the workshop called “Super Manager” annually for those who want to improve their management skill on works.

In 2017, me and other interns proposed the idea of selling Ebook for those who couldn't come but wish to take the class.

1

We used an abandon fan page to share management contents. And asked the main site followers and course members to follow us.



600+ followers



12 posts



2

Beside the fan page, we started advertising on the main site

● A/B test

according to our Ebook, we sorted the contents into four area : overall, staff management, business model, sales.

Then we generated four different ad copies for understanding their needs.

● Focused on Sales

after a week's research and the data we received, we then focused our ads on: [35-52, male, 18:30-22:00]



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Sales

Lesson 8: The last step for customer to buy your product.

Lesson 9: Your customer won't come only if you do something.



with 99 NTD/ copy
we sold 100+ Ebook
online with a budget of
28K NTD