

DIGITAL CAMPAIGN

EDM



And More >

SOCIAL MEDIA



And More >

WEB DESIGN



And More >

AND SEO...

Marketing Campaign Works _____ P.2

case display 1 _____ P.3

case display 2 _____ P.4

case display 3 _____ P.5

SEO Content Improvement

case display 1 _____ P.6

case display 2 _____ P.7

Site Structure

web design _____ P.8

site ranking _____ P.9

EDM _____ P.10

Marketing Campaign Works

-- to list a few

Instagram Post



<https://www.instagram.com/p/CIVUc7ejHS1/>



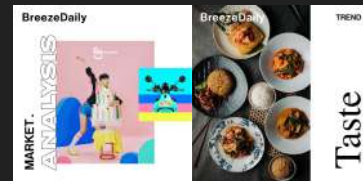
<https://www.instagram.com/p/CJ-CJglnbtq/>



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

Facebook

promotion ad



lunar new year curation



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

book swape poster



reader survey poster



Q Ebook Campaign

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.

In 2017, me and other colleagues 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.

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]



經理人月刊MANAGERtoday
4小時·學

Sales

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

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



600+
followers



12
posts



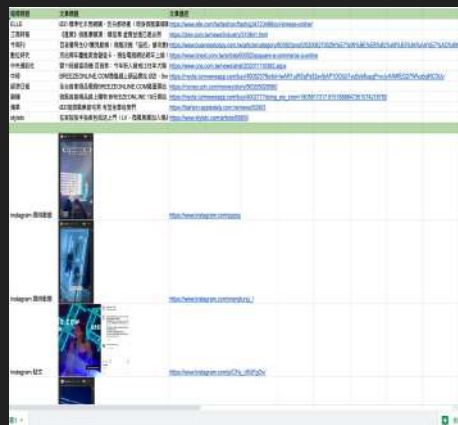
sold 100+
Ebook online

Q Site Opening Campaign

-- mask give away

I was a social media planner for Breeze Group. To promote the opening of our online market place, we cooperated with illustrator Via Fang and produce the exclusive mask like the picture below.

- 1 We made the mask as a gift for the influencers, and created the rage of curiosity among their fans.
- 2 Before the opening of the online marketplace, we placed a series of giving out events on social media to raise the attention. Event has drove 3K+ followers on our attached fan page Breeze Daily.



24 media has reshared our event 64K impressions from the influencers



3K+ new followers on breeze daily

Book Swape Campaign

-- book give away

Working as a content specialist, I worked closely with editorial board of Crossing Magazine or the past three years. Each year, we conducted the book swape event to interact with our reader and araise the brand awariness.

1 We cooperate with the column and book publisher to recommend books in sepcific area, and ask reader to tell us what is their favorite topic in the past year with a book as the give away gift to remark their envolvemnt.

2 Base on their feedback, we can improve the contents. Also, this help us to generate the idea of podcast or invite specific author to share the experience.



▲ Cooperation with online book store TAAZE to curate the book list recommend by our column authors on MENA topic.



11K link clicks to the main site



2K+ new followers

SEO for contents

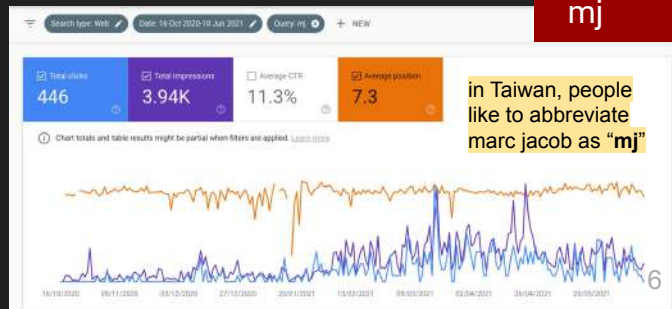
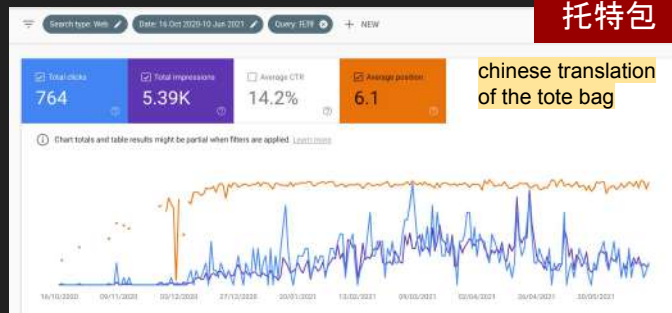
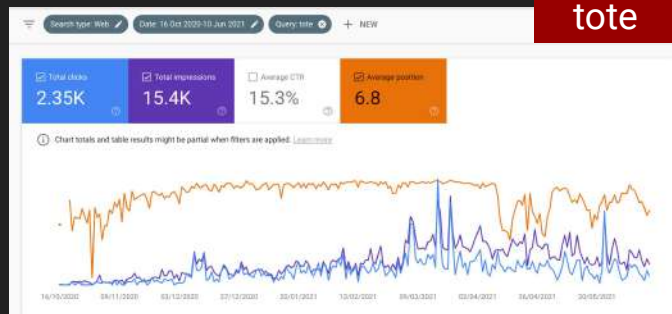
-- to list a few

Google search results for "the tote bag". The results include several e-commerce listings for designer tote bags, such as "Designer Totes - Shop Women's Tote Bags at Mytheresa", "Luxury Bags", "Mommy & Me", "Work Out in Style", "Straight from the Runway", "The Marc Jacobs The Large Tote Bag | Shopbop", and "Tote Bag - Beltrio". A red box highlights a snippet from a news article titled "Marc Jacobs 「The Tote Bag」 容量大到可以裝下全世界！看Selina、孟耿如、謝欣穎IG怎麼搭", dated 2020年10月16日. The snippet mentions that the bag is a must-have for the fall season and is popular among celebrities like Selina, Meng Gengru, and Xie Xinying.

page 1-1

News article titled "Marc Jacobs 「The Tote Bag」 容量大到可以裝下全世界！看Selina、孟耿如、謝欣穎IG怎麼搭". The article discusses the popularity of the Marc Jacobs The Tote Bag, highlighting its large capacity and its appeal to celebrities like Selina, Meng Gengru, and Xie Xinying. The article is dated 2020-10-16.

since the article published, the keywords related to "the tote bag, 托特包, mj tote bag" has gained more than 2.5K clicks in Taiwan



SEO for contents / marketing

-- to list a few

文森佐打火機

全部顯示

https://www.breezedaily.com.tw / fashion / feature

宋仲基新劇《黑道律師文森佐》化身黑手黨冷酷 ... - breezedaily

2021年2月24日 — 第一幕，穿著整套黑西裝的他彷彿化身地獄之神，一臉狠勁隻身前往敵人住所談判，最終瀟灑將手中打火機往身後一拋，直接一把火燒了敵人的葡萄 ...

page 1-1

宋仲基根本行走的衣架跟銀架 ...

2021年3月10日 — Dupont 打火機燒掉看不過眼的地方 (誤) • 宋仲基講義大利文就能好聽，第一集更是大放送他的好身材，這位文森佐律師更是個 ...

相關搜尋

- 文森佐打火機品牌
- 黑道律師 文森佐 難看
- 文森佐打火機zippo
- 黑道律師 文森佐 歌劇
- 文森佐同款打火機
- 黑道律師打火機
- 黑道律師文森佐更新時間
- 文森佐zippo

Googooooooooooooole >

1 2 3 4 5 6 7 8 9 10 下一頁

文森佐同儕都打打火機推銷：

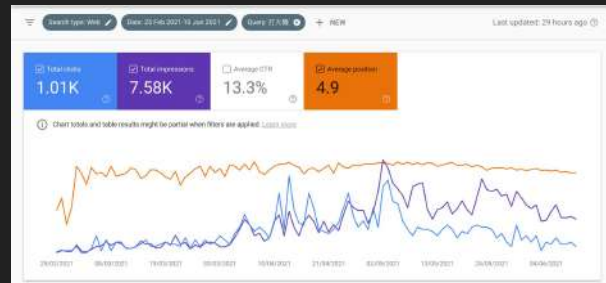


S.T. Dupont MEGA JET 黑色和鍍銀打火機

這裡買 SHOP NOW

S.T. Dupont THE ROW 限量聯名系列12打火機-大馬

這裡買 SHOP NOW

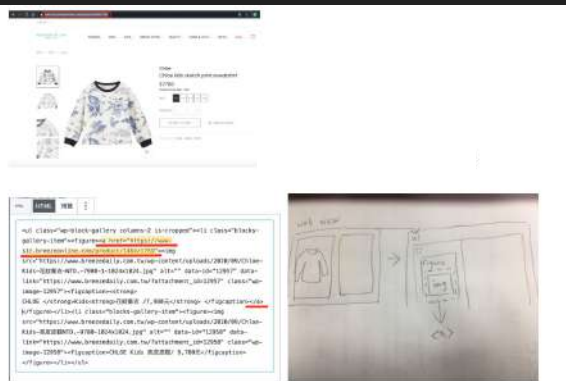


Finding the popularity of a k-drama named "Vincenzo", we created an online campaign to promote s.t. dupont's lighter, which was sold on our fellow e-commerce platform.

After the article and the campaign has published, the keywords related to "s.t. dupont, vincenzo lighter" has gained more than 1K clicks in Taiwan. Moreover, 3.2% of users have clicked the call to action button and the lighter has sold out on the site within two months.

SEO for the site (WordPress)

-- to list a few



點火之於人類，不像鑽出身就會燦爛，老虎出身就會狩獵的直覺，是一件需要學習的事。現代的我們雖然有著各種方便的點火方式(電子菸甚至不需要有火)，但 S.T. Dupont 仍繼續鑽研打火這項古老的技藝，打造出了不只像滿足一般菸客的火焰，還挑逗的當菸愛好者也讚嘆的打火機，因為要完全點像一根菸結是很費時的，尤其當室內成為禁煙區後，戶外的風更為此帶來挑戰。



design the CTA button

導致你彷彿在吸一團灰，而不是享受溫暖菸草的本味。

before



after



- Produce sample sites
- Create the look of the website with the demand
- Digital retouching and image editing
- Demonstrate and receive feedback

ENGLISH ▾

Search



BREEZEONLINE.COM

專業線上精品



女士
女士

Home > 女士

Filter

Sort by:

Recommended ▾



2020EYEhaus

【FOR ART'S SAKE】

Duchess

NT\$7,880

2020EYEhaus

MATHESON AVIATOR

SUNGLASSES

NT\$33,800



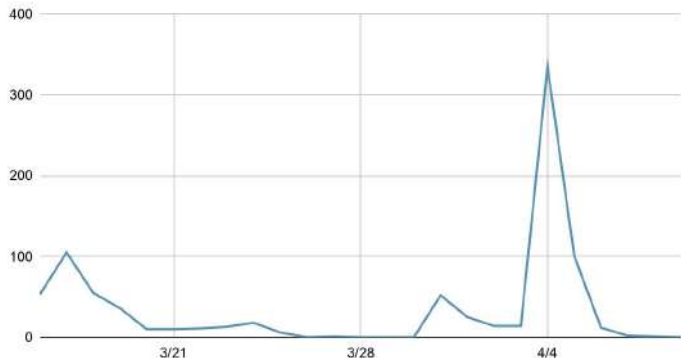
SEO for site ranking improvement

-- to list a few

The Backlink is a crucial part of site ranking, so I reached out to other media and platforms, asking for collaboration with them by helping them create the contents and they put our link on the web page which will link back to our site.

Took the collaboration with Yahoo Style as an example, we produce one article with 2 backlinks in it for them every week for a month. The result shows that our contents drive more than 1K new users to our site.

performance



by embed the code in the backlinks, we tracked down the performance from the other sites by google analytics


EDM is a way to put the backlink for the site, and a good promotion opportunity.



Google uses a large number of traffic and interaction indicators to determine the relative value of web pages. More user engagement will improve the site ranking, so continue to provide valuable information to our TA and guide them back to the site is a means to optimize SEO for the brands.

[illegible][illegible]

[FREEZONLINE.COM](#)
 全球网上商店

年中钜惠 UP TO 70% OFF
Sneaker Collection: NIKE DUNK HIGH FRAGMENT, NIKE DUNK AMBUSH DEEP ROYAL and more
EXTRA 10% OFF CODE: JUNE5ALE10



NIKE

NIKE BLAZER LOW SACH BANGA ORANGE

NTB\$595

SHOP NOW


NIKE

NIKE BLAZER LOW SACH CLASSIC GREEN NYBAL\$100

SHOP NOW


SHOP MORE ►

SALE -
UP TO 70 % OFF



BURBERRY

SHOP WOMEN




BURBERRY

SHOP MEN

下载Burberry Rewards App:

进入Burberry上持该应用
 从该应用开始上购物并享受优惠

通过Burberry Rewards APP可免费下载并
 进入会员俱乐部上会员权益



Thank you for subscribing to the FREEZONLINE.COM newsletter. You'll soon start receiving updates on our new arrivals & special offers on our website.

感谢您在注册时提供您的E-MAIL地址。我们将不定期为您提供最新产品资讯及特别优惠的讯息。

