

# DIGITAL CAMPAIGN

## EDM



[And More >](#)

## SOCIAL MEDIA



[And More >](#)

## WEB DESIGN



[And More >](#)

# AND SEO...

## Marketing Campaign Works

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## SEO Content Improvement

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case display 1 P.6

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## Site Structure

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web design P.8

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site ranking P.9

EDM P.10

# Marketing Campaign Works

-- to list a few

# Instagram Post



→ <https://www.instagram.com/p/CIVUc7eiHS1/>



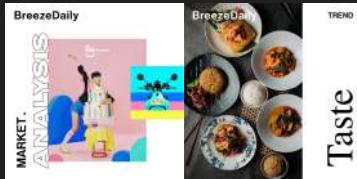
 <https://www.instagram.com/p/CJ-CJJa|nbtq/>



 <https://www.instagram.com/p/CJNNU0mnZR9/>

# Facebook

## *promotion ad*



## ***book swap poster***



## ***lunar new year curation***



## **reader survey poster**



→ <http://bit.ly/34o2uOb>

# 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 · 8

Sales

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

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

超級店長學  
2017年8月19日 · 8  
員工不是資本，是家人。  
最好的公司賣的不是東西，而是服務。當你用著免費賺錢  
的餐點時；那些被挑掉的蔬菜葉，被退回的過熟蔬果後約下場如何？  
更多 ...



sold 100+  
Ebook online

# Site Opening Campaign

## -- mask give away

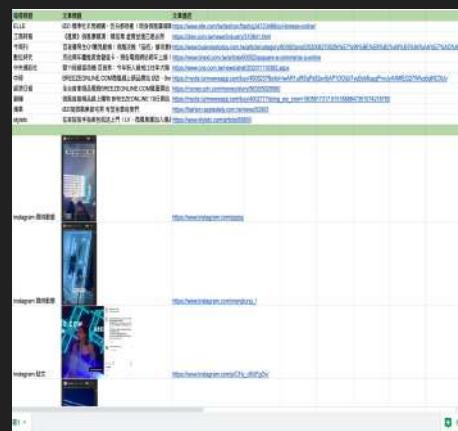
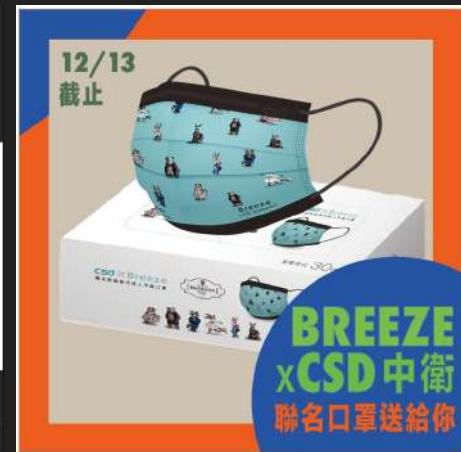
I was a social media planner for Breeze Group. To promote the opening of our online market place, we cooperated with illustrator Via Fang and produce the exclusive mask like the picture below.

- 1 We made the mask as a gift for the influencers, and created the rage of curiosities 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.



【注意事項辦法&備註】  
1. 本次抽獎活動每人限參與乙次，重複报名者將遭封鎖，取消抽獎資格  
2. 所有贈品恕不折現，亦不提供交換贈品  
3. 本次抽獎活動需擁抽奖權限，如經查證一律取消獲獎資格  
4. 中獎者若居住在臺灣，將自付郵件郵資(於兌換時需知郵資金額)  
5. 口罩預計11月底到貨 (實際寄送日以到貨時間為主)  
6. 敬請問Breeze Daily對於活動內容及商品保有修改及解釋之權利  
#BreezexCSD #中衛口罩 #從善聯名款 #禮盒版也可選

161,439  
總人數  
16,546  
互動次數  
加強推廣貼文  
你和其他2,551人  
3,250則留言 2,035次分享



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



3K+ new followers  
on breeze daily

# Book Swap 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 swap event to interact with our reader and raise the brand awareness.

- 1 We cooperate with the column and book publisher to recommend books in specific 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 involvement.
- 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.



TAAZE | 中東，看得見，聽不見，只是一種選擇嗎？  
01月16日 在中東內，無數世界版圖重收成柱的悲憤，進軍、黑壓、塔利班...  
5章 96 評論 4次分享  
你和其他90人  
+ 購買此書

### 蹲點慈慧飛

作者 / 慈慧飛

「你怎麼要出去？到底在幹嘛？」我這樣問自己，自己也不是很清楚這是一百分的決定。成魔想擋，可是知道沒去，我百分之百會後悔！「目標在哪？」自己也路不消停徘徊在地，只知道往那個方向走，就拿到我要去的地方！大學畢業後，我決定再去找些別國家一年，給別人的說法是提高語言能力，希望留下來調研所；自己心中的答案是想要說故事，這個說書人，告訴大家那個樣子的風度！



▲ 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":

- Designer Totes - Shop Women's Tote Bags at Mytheresa
- Luxury Bags
- Work Out in Style
- The Marc Jacobs The Large Tote Bag | Shopbop
- Tote Bag - Bellroy
- 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

More results from Mytheresa, Farfetch, and Bellroy.

Micro News

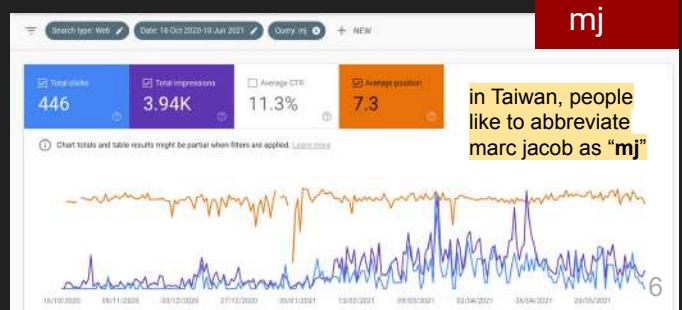
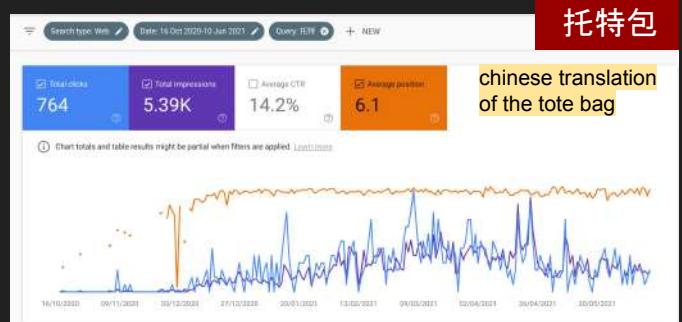
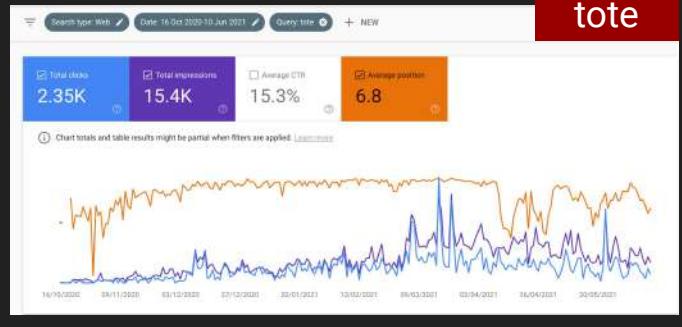
## Marc Jacobs 「The Tote Bag」容量大到可以裝下全世界！看Selina、孟耿如、謝欣穎IG怎麼搭

2020-10-16

ACCESSORY 话题单品, FASHION 时尚

The 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

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



in Taiwan, people like to abbreviate marc jacobs as "mj"

page 1-1

以輕盈燕麥米、萊姆 ...

2021年3月22日 — Marc Jacobs的托特包，至推出以來一直是熱賣高CP值單品，2021春夏系列將The Tote bag換上明亮的色系裝亮相，同時也推出全新款-The ...

tote

mj

6

# SEO for contents / marketing

-- to list a few

文森佐打火機

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

佐》宋仲基根本行走的衣架跟錶架 ...

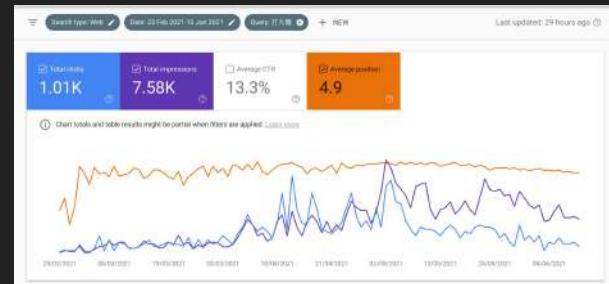
2021年3月10日 — Dupont 打火機燒掉看不過眼的地方（誤）· 宋仲基講著義大利文就能好聽，第一集更是大放送他的好身材，這位文森佐律師更是個 ...

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

Goooooooooooooogle >

1 2 3 4 5 6 7 8 9 10 下一頁



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

點火之於人體，不像對身出汗就會齒痛、老虎出身就會符號般的直覺，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** 繼續跟研打火這項古老的技藝，打造出了一不只能滿足一般食客的火鉗，連挑逗的雪茄愛好者們也頗愛的打火機。因為要完全點燃一根雪茄是浪費的，尤其當室內成為禁煙區後，戶外的風更為此帶來挑戰。

MEGAJET銀色打火機  
MEGAJET黑色打火機

這裡買 [SHOP NOW](#)

design the CTA button

雪茄與一般香菸的差異。雪茄是用加濕的菸草以煙燭燒棉花一樣，慢慢地在火焰上烘烤雪茄，因為過高的溫度一上來，會使菸草迅速焦化，導致你彷彿在吸一團灰，而不是享受濃醇菸草的本味。



- 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

女士

女士

Home > 女士

Filter

Sort by: Recommended

2020EYHaus

【FOR ART'S SAKE】 MATHESON AVIATOR

Duchess SUNGLASSES

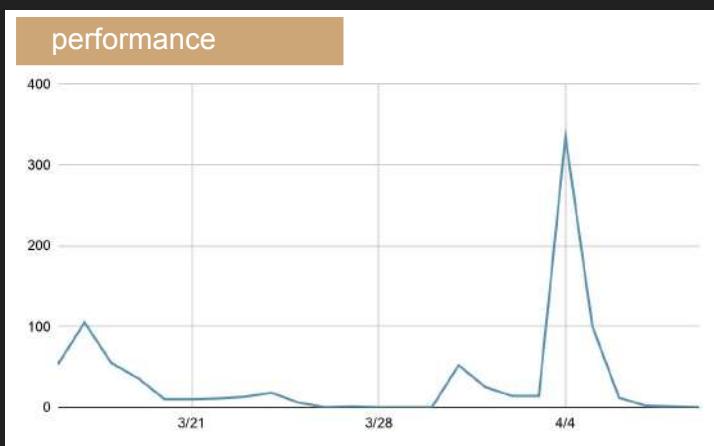
NT\$7,880 NT\$33,800

# 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.



yahoo! 時尚美妝 搜尋 站內搜尋 搜尋

首頁 流行時尚▼ 保養彩妝▼ 名人特搜▼ 品味生活▼ 勸敗小姐▼ 美妝排行榜 醫生怎麼辦

(左) LOUIS VUITTON Arcade平底涼鞋 / 28,700元 (右) STELLA McCARTNEY厚底涼鞋 / 價格店洽

(左) TOD'S 乳白色漁夫涼鞋 / 26,700元 (右) LONGCHAMP平底涼鞋 / 13,300元

延伸閱讀：

任誰看了都會抱緊處理～2021必買「枕頭包」，一個比一個還要柔軟好「睡」是孫芸芸的新歡，也是Lisa的最愛～2021春夏IT Bag「半月包/馬鞍包」品牌大公開，這六款已默默被搶翻了！

Facebook 24 訂閱 加入Yahoo奇摩時尚美妝粉絲團

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

# EDM design

-- to list a few

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.

COSMOPOLITAN

Hot Topic

最近「個人私隱」成爲熱話題，我們找來一些事件，讓你了解現時的社會現象！

[點此閱讀](#)

Sarah Ma

一起追大牌！2014年女人榜揭曉 – 2014年最可愛的女人榜你唔係一起留意下？快來點評一下吧！

### Editor's Pick

又到了一年一度的「女人榜」揭曉日，「2014年最可愛的女人榜」已經選出，快來看看今年都有哪些人榜上有名吧！

### WOW! 2014年最可愛的女人榜

由《明報》編輯部主選

由《明報》讀者投票

舞蹈女神：王心凌  
「我就是我，是颜色不一样的烟火」，這首歌火遍全亞洲，王心凌也因為這首歌而爆紅，如今她又憑著《我愛黑澀會》再創高峰。

活力女神：胡杏兒  
「我就是我，是颜色不一样的烟火」，這首歌火遍全亞洲，胡杏兒也因為這首歌而爆紅，如今她又憑著《我愛黑澀會》再創高峰。

最佳搞笑女神：白百何  
白百何在《屌丝男士》中飾演屌絲女「屌絲女」，這角色讓她爆紅，如今她又憑著《我愛黑澀會》再創高峰。

柯夢波丹：翁虹  
「我就是我，是颜色不一样的烟火」，這首歌火遍全亞洲，翁虹也因為這首歌而爆紅，如今她又憑著《我愛黑澀會》再創高峰。

Apple宣傳官iPhone公主  
蘋果公司宣傳官大爆紅，這位宣傳官就是她，她就是白百何。

最佳口才女神：翁虹  
翁虹在《我愛黑澀會》中擔任主持，她那流利的國語和流利的英文，讓她成為《我愛黑澀會》的一大亮點。

### Editor's Choice

由《明報》編輯部主選

- 由《明報》編輯部主選「最可愛的女人榜」，得獎者有：「我就是我，是颜色不一样的烟火」，這首歌火遍全亞洲，王心凌也因為這首歌而爆紅。
- 最佳搞笑女神：白百何在《屌丝男士》中飾演屌絲女「屌絲女」，這角色讓她爆紅，如今她又憑著《我愛黑澀會》再創高峰。
- 人氣爆棚女神：翁虹在《我愛黑澀會》中擔任主持，她那流利的國語和流利的英文，讓她成為《我愛黑澀會》的一大亮點。
- 十二生肖今年「最暴戾」星女：她就是她，她就是白百何。

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EDITIONS

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NIKE  
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