

HOW TO WIN MEGA CAMPAIGN

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Agenda

- WHY MEGA
- MEGA CAMPAIGN MENTAL MODEL
- CONCLUSION



11.11 **ONLINE** **12.12**
REVOLUTION

WHY MEGA

TRAFFIC

BUYERS

ITEMS/ORDER

GMV

7X- 15X

9X – 15X

3X-5X

10X-20X

UPLIFT
MEGA VS
NORMAL DAY

- YOUR BRAND WILL JOIN TRAFFIC TOGETHER WITH MANY BRAND
- YOUR CUSTOMER WILL ENJOY NOT ONLY YOUR PROMOTION BUT ALSO PLATFORM AND ANOTHER BRAND

CAMPAIGN MENTAL MODEL

GOAL

- **Target of campaign:**
- GMV
- Ranking
- Market share

STRATEGY

- **Assortment**
- **Traffic**
- **Investment**
- **ROI**

PLANNING

- **Back up plan**
- **Stock**
- **Merchandise**
- **Promotion plan**
- **Media plan**

EXECUTION

Before campaign

- Join campaign
- Inbound
- Design& set up: onsite banner, offsite banner

Before campaign

- Setup media channel
- Set up mechanic

Campaign D-1

- Check price, Check stock
- Check mechanic
- Check merchandise

Campaign D-DAY

- Check traffic, sales
- Check OOS/Shortage stock
- Check voucher, gift
- Check media performance

TRACKING

- **Sales**
- **Key matric**
- **Traffic**

- **By sku level**
- **By day**

ANALYTIC

- **Data is king**
- **All key matric**

All key matric

- Sales
- Traffic
- Investment allocation, ROI
- Media

- **Benchmark**
- **Key learning**

CAMPAIGN GOAL

S

Specific

Your goals should be as specific as possible, identifying who the goal is for, where it will take place, how - and how often - it is measured

M

Measurable

Define how you will measure the goal based on consensus from management, stakeholders and project leaders

A

Attainable

The goal should be attainable - yet challenging - with your existing capabilities, resources and project budget

R

Relevant

The goal should be relevant to the project, the organization, communication targets, and the client's requirements

T

Timely

The goal should have a fixed time-frame or deadline for measuring results. This will motivate your team to work faster, harder.

SALES

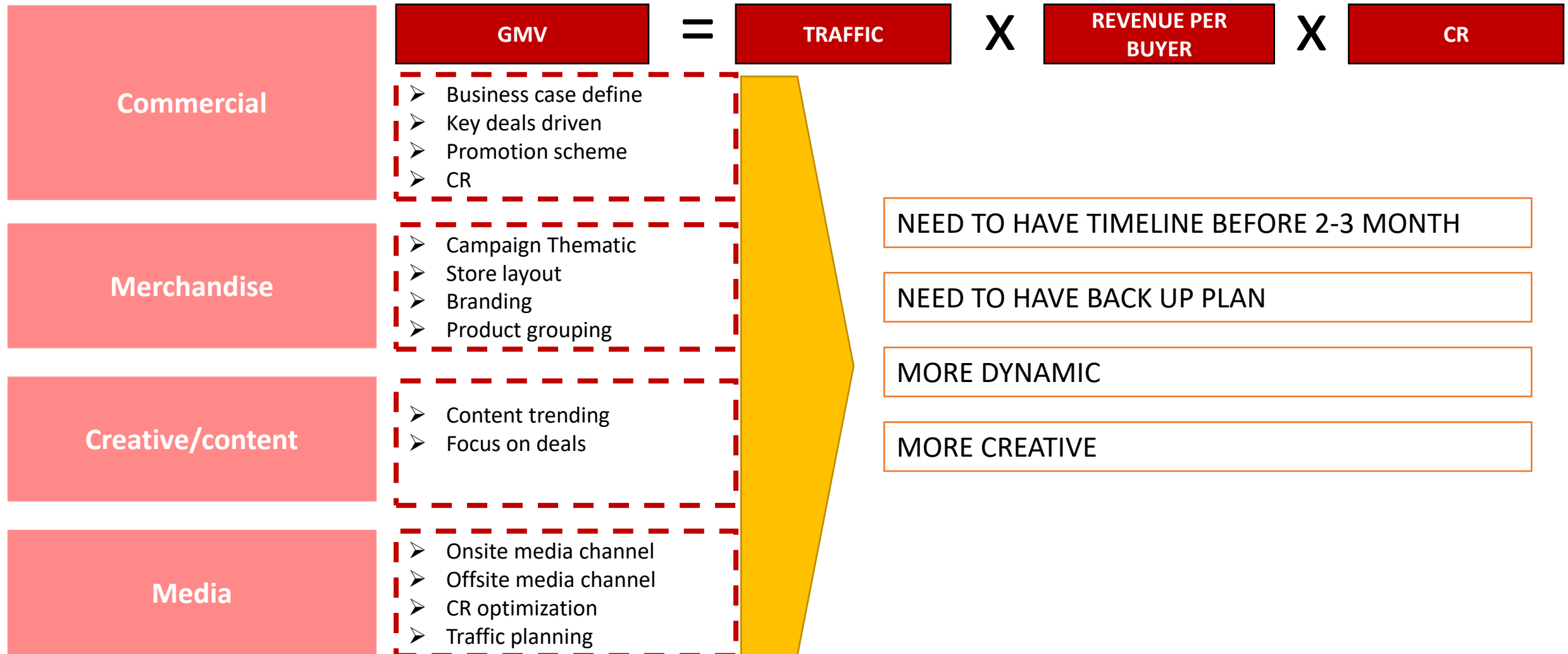
BRAND AWARENESS

MARKET SHARE

NEW PRODUCT
LAUNCHING/NEW STORE
LAUNCHING

Define clear goal before
planning the campaign will
help you have right
investment to increase
efficiency of business

CAMPAIGN STRATEGY & PLANNING



CAMPAIGN PLANNING

STOCK

- 80/20 RULE
- Stock backup
- 120% stock for key deals
- Fulfill stock before campaign 7 days

PROMOTION

- Price submit
- Voucher
- Gift
- Free-ship

MERCHANDISE

- Shop in shop
- Campaign page
- Product frame
- Home page banner

MEDIA PLAN

- CPAS
- Livestream
- KOL
- Tiktok
- Platform marketing solution: search, affiliate, google ads

CAMPAIGN EXECUTION



- Ontime
- To do list, check list, tracking timeline
- Always have PIC to remind the task
- Make sure your campaign ready before teasing day.



CAMPAIGN TRACKING

KEY MATRIC IN COMMERCIAL

- GMV
- AOV
- RPB
- OOS/SHORTED STOCK
- STOCK COVERARE
- ATC

KEY MATRIC IN TRAFFIC

- UV
- PDPV
- PDPV/UV
- CTR
- CPV
- CPC
- TRAFFIC BY CHANNEL

KEY MATRIC IN CR

- SALES
- ATC RATE
- Bounce rate

TEASING

- STOCK
- SALES
- ATC
- TRAFFIC

D'DAY

- SALES
- RUN RATE
- TRAFFIC BY CHANNEL
- STOCK
- COMPETITOR
- INVESTMENT

AFTER CAMPAIGN

- DATA
- COMPETIOR

CAMPAIGN ANALYTIC



- Sales performance
- Transaction
- CR
- Traffic source
- Marketing performance
- Service performance
- Benchmark campaign
- Investment, ROI

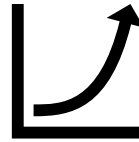
CONCLUSION TO WIN MEGA CAMPAIGN



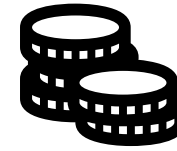
NEED TO HAVE GOAL, STRATEGY



Good preparation

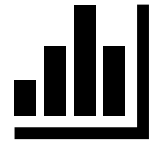


Tracking and optimize by sku level



Right Investment

- Traffic investment
- CR investment



Analytics

THANK YOU!