

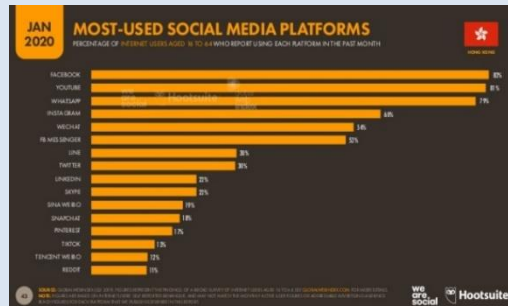
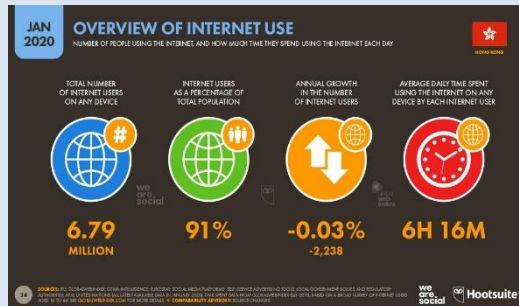


**SHARE BIRD**

**FINAL REPORT**  
**SHARE MESSAGE FOR YOU**

## Situation:

In the information age, KOL advertisement is getting more popular. The high reach frequency on social media allows KOL advertisement to replace traditional media. According to the survey from Adweek, micro influencers can bring 7.5 times of return on sales, which becomes the advertisement with the highest price-performance.



## Problems of KOL advertisement:

### 1. Unstable pricing

- Large price gap between KOLs for different customers
- >Difficulties on cost-control

### 2. Unpredictability

- Lack of data-driven indicators (Conversion rate)
- Plug-in (Automatic robots/engine of likes and followers)

### 3. Difficulties in choosing KOL

- Too many micro-influencers in the market
- The differences of KOL' s target audience

## Solutions:

### KOL service

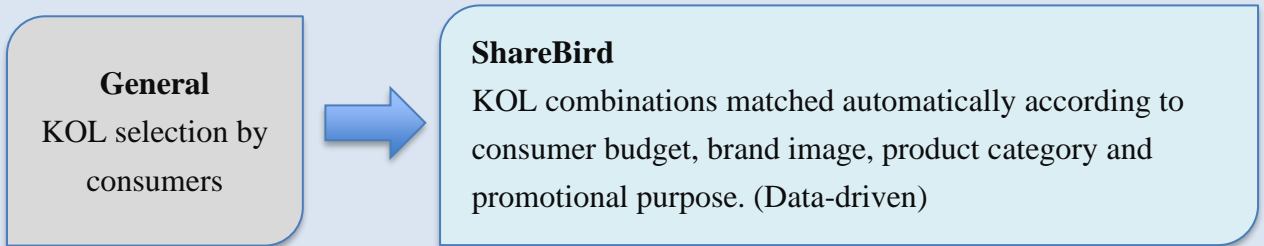
- Focus on Micro influencer
- Statistics analysis of the Instagram background data
- Adjust the fee based on the advertisement performance

### Free good

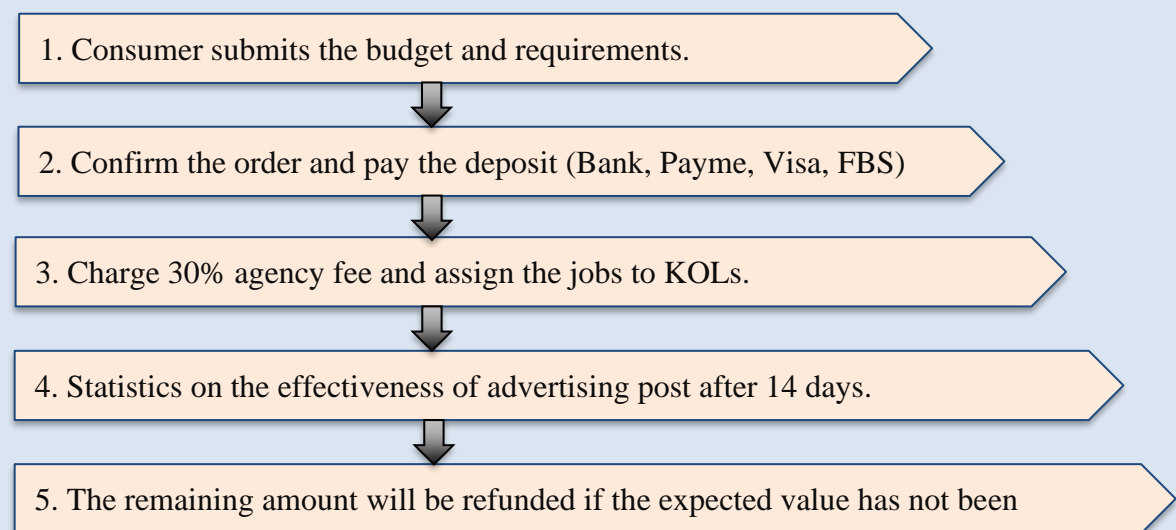
- Collect products from the brand (Sample good and new product)
- Establish an online platform for free distribution of goods

## Product1: KOL Service

Transformation of the digital marketing industry



## Demo:



## Business Model:

Statistical methods (Refer to Hong Kong advertising market price from WordStream)

Data	Statistical tools	Price calculation
CPM (Cost Per 1000 impression)	Analisa.io, Ninjalitics	HKD\$17 (30%)
CPC (Cost Per Click)	Backend data	HKD\$1 (30%)
Per 100 likes	Analisa.io, Ninjalitics	HKD\$5 (20%)
Per 10 comments	Analisa.io, Ninjalitics	HKD\$1 (10%)

Example:



**Bernard is a Instagram KOL, and it is his latest background data. Given that his advertising post will be 20000 impression and 150 clicks.**

Estimated fee=

$$20000 * 17 / 1000 (\text{CPM}) + 150 (\text{CPC}) + 8000 / 100 * 5 (\text{likes}) + 313 / 10 * 5 (\text{comments}) = \$1046.5$$

## Benefits:

### Blue ocean strategy

Eliminate	Raise
<ul style="list-style-type: none"> <li>- The complexity of KOL selection process</li> <li>- Difference in price</li> </ul>	<ul style="list-style-type: none"> <li>- Predictability of effectiveness</li> </ul>
Reduce	Create
<ul style="list-style-type: none"> <li>- Time cost of purchase process</li> <li>- Loopholes (Consumers contact KOL directly to avoid agency fees)</li> </ul>	<ul style="list-style-type: none"> <li>- Effectiveness calculation model on KOL advertisement (CPC, CPM, Engagement)</li> </ul>

## Product2: Free good distribution

How to get the free good from the company: Deal with brand

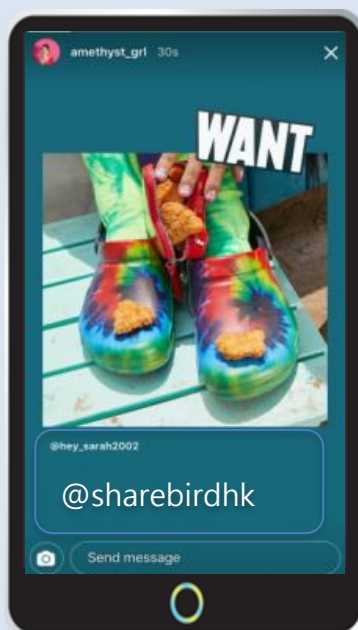
### GIVE

- Data Collection from consumers
- Advertisement

### Take

Free Goods

## Demo:



Step1: Share the specified post on Facebook/ Instagram story

Step2: ShareBird's page on Instagram will be notified

Step3: Successful application for the free good

## Business Model



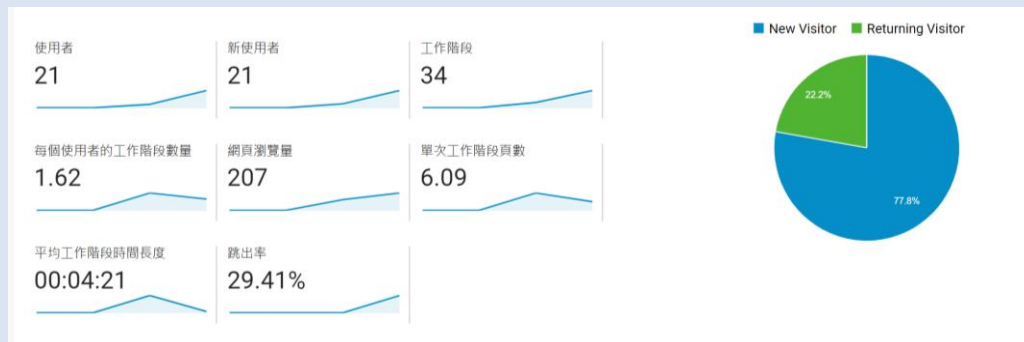
## Benefits:

1.Highly attractive to the public  
-Target at low end (free)

2.Innovation  
- Avoid competition

3.Create win-win situation for both brand and social media users  
-Brand: More underground advertisement (High acceptance)  
-Social media users: free good

## Data analysis findings



(Test subjects are KOLs and social media users)

**Problem1: Bounce rate is high and less returning visitors.**

- Low attraction of webpage design

**Problem2: Most people use mobile phones to browse.**

- 57.14% devices are mobile.

**Problem1: The page views for free goods is lower than expected**

- Only 10.38%

### Solution for problem1:

Keep improving web design by using Google Optimize.



### Solution for problem2 :

Developing mobile applications in the future which is more convenient for users to share the post on the social media. (Facebook, Instagram)

- Customer-centric

### Solution for problem3 :

Setting up a space for user to receive free goods on the homepage, which encourage consumers to click on other pages.

# Usability Study Findings:

USABILITY TEST PLAN DASHBOARD				
<b>AUTHOR</b> Justin Chan Tsz Yiu		<b>CONTACT DETAILS</b> 1155144581@link.cuhk.edu.hk		<b>FINAL DATE FOR COMMENTS</b>
<b>PRODUCT UNDER TEST</b> What's being tested? What are the business and experience goals of the product? <b>ShareBird</b> 1.KOL service 2.Free good distribution  <b>Goals:</b> Better customer experience	<b>TEST OBJECTIVES</b> What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? <b>Goals:</b> -To improve the web design -To analyze whether my product can satisfy consumers -Help formulating the go-to market process in the future -Validation with potential customer  <b>Questions to be answered:</b> 1.What is the customer plan? 2.Can the website	<b>PARTICIPANTS</b> How many participants will be recruited? What are their key characteristics? <b>5 users</b> <b>Sex:</b> 2 male and 3 female <b>Age:</b> 18-38 <b>Character:</b> Social media users <b>Occupation:</b> 2  <b>EQUIPMENT</b> What equipment is required? How will you record the data? -Laptop with a stable Wifi connection -Software/App (Zoom/Google Form) -Video camera and microphone -Taking notes	<b>TEST TASKS</b> What are the test tasks? <b>Home page:</b> -Find the sign up function in home page (Customer/KOL)  <b>KOL service:</b> -Read 2 interested KOLs' profile -Choose the highest conversion rate of KOL and view their profile -Sign up as a KOL -Sign up as a consumer  <b>Free good</b> -Share the post in exchange for free good -Fill in the questionnaire	<b>RESPONSIBILITIES</b> Who is involved in the test and what are their responsibilities? <b>Justin:</b> -Tech support(Zoom) -Moderator(Explain the task in the process) -Facilitator(provide assistance to participants)  <b>LOCATION &amp; DATES</b> Where and when will the test take place? When and how will the results be shared? <b>Online(Zoom)</b> <b>25 April, 2021</b> <b>Participant1: 18:00-18:25</b> <b>Participant2: 18:30-18:55</b> <b>Participant3: 19:00-19:15</b>
<b>PROCEDURE</b> What are the main steps in the test procedure? <div> <div>0-5minutes Welcome/identity verification and inquiry</div> <div>0-5 minutes Moderator explain the task Q&amp;A</div> <div>5-20minutes Carry out the test tasks</div> <div>20-25minutes Validation with potential</div> <div>20-25minutes Thank the interviewees and ask</div> <div>5minutes Reset the Zoom and check about the</div> </div>				

The full version on: <https://justinchan6466.github.io/finalreportut.pdf>

## Challenges:

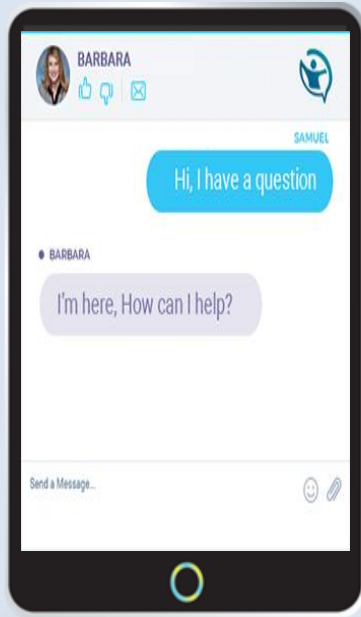
### Problem1: High complexity for new user

- Unclear user journey
- Two different service (KOL and free good)
- > Not ease to use

### Problem2: User journey is not clear for the brand ( free good part )

- The website does not provide a channel for customers to upload the free goods





## Solution for problem1: online chat box (To create better customer experience)

Stage1: Common questions will be answered automatically by chatbot, such as

- *How to know the effectiveness of the promotion?*
- *What is the form of KOL promotion?*
- *How can I receive free products?*
- *Will there be a refund if the performance is not as well as expected?*
- *Can I unsubscribe at any time?*

Stage2: If consumers have further inquiries, they will be arranged to talk to the customer service.

## Solution for problem2 : Ask at registration

用戶註冊

電子信箱:

設定密碼:

聯絡電話:

品牌/店鋪名稱:

宣傳模式:

宣傳目的/宣傳產品:

註冊及領取迎新優惠

你預期達成哪些成效?

● 收集用戶數據 ● 社交媒體宣傳產品 ● 增加品牌登記會員, 及持續發放廣告資訊

● 社交媒體曝光度上升

供應數量

貼此上載圖片

免費商品資訊簡介:

註冊及領取迎新優惠

## Key Metrics

	Metrics	Calculation
Key metrics	monthly visit	Paid + organic + puzzle boost + return
	paid monthly visit	Cost per visit*monthly visit
	returned monthly visit	Returned percentage*views of last months
	Monthly KOLs sign-up	Percentage of KOL sign-up *sign-up
	Monthly general user sign-up	Percentage of general user sign-up *sign-up
	Monthly new free goods provided	
	Willing to buy KOL service	
	Willing to share the post on social media	The percentage of sharing post*members
	Number of completed questionnaires	The percentage of completing questionnaires*members
	The sum of new members of each brand	
Pricing	One month subscription revenue	128*subscription
	Three months subscription revenue	258*subscription
	Year subscription revenue	788*subscription
	KOL service revenue	
Cost	Monthly operation cost	Website improvement costs

## Market Size

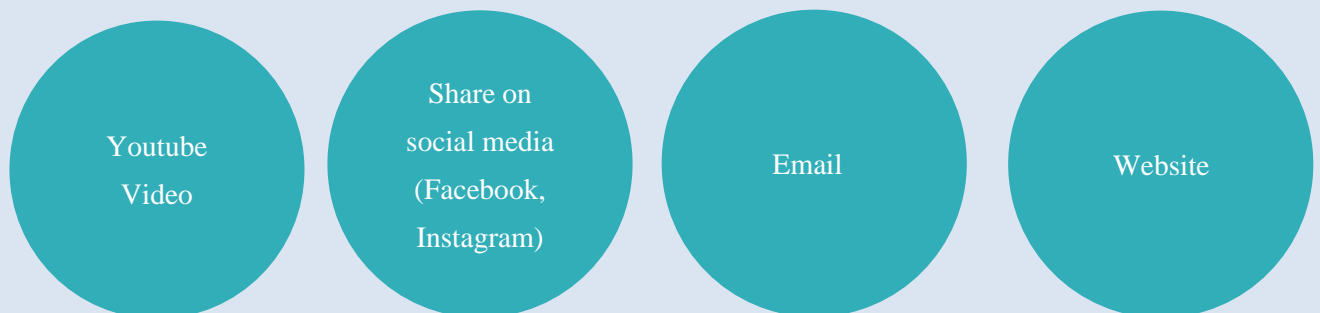


# Go-to Market

## Market Segment



## Channel



## Target of each month

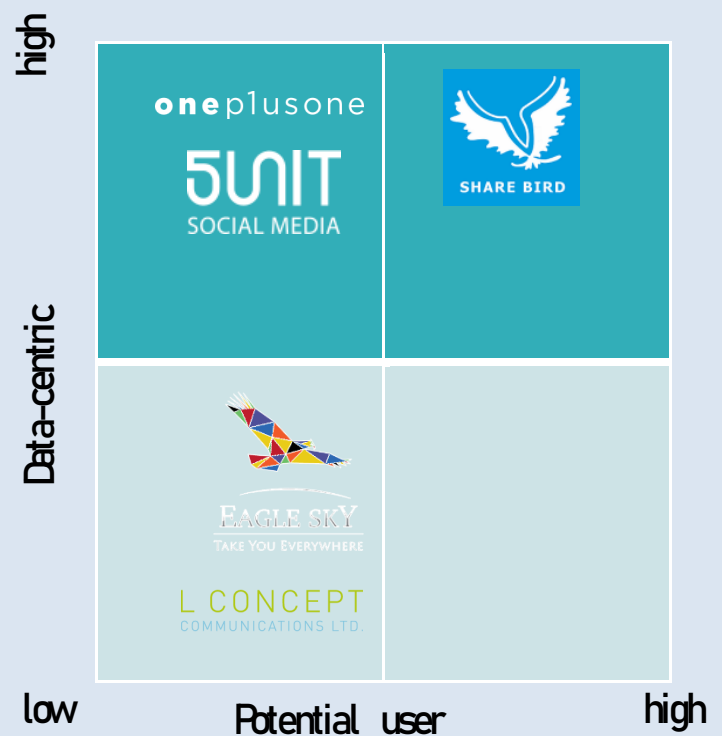
<b>+10000</b> Organic website views	<b>+1500</b> New visitors	<b>+1000</b> Return visitors	<b>+200</b> Registration (KOL and general users)
<b>+5</b> Cooperation brand (Enterprise/ small business)	<b>+200</b> Followers on Instagram	<b>100</b> Free goods are distributed (From at least 3 different brands)	<b>5</b> Successful KOL advertisement

## Competitors



oneplusone

L CONCEPT  
COMMUNICATIONS LTD.



## Comparative advantage

### 1. Innovation

The first Hong Kong company that integrating free goods from the brand

### 2. Digitization and personalization

# Financials

## First 6 months

### Cost Structure:

Website design effort and time ( 2-3months )

Statistical tools for KOL data(Year plan: HKD \$ 800/2=HKD\$400)

SEO improvement: HKD\$1000

R&D: HKD\$1000

### Revenue Steams:

10 successful cases of KOL advertisement:

$40 \times 10 = \text{HKD\$}800$

Total subscriptions for all months: 20

Assumed 70% consumer choose 1 month plan,

30% choose 3 months plan.

$128 \times 20 \times 70\% + 258 / 3 \times 20 \times 30\% = \text{HKD\$}2708$

ITEM	Amount (HKD)
Revenue	
KOL advertisement	400
Subscription of Share Bird	2308
	2708
Cost	
Statistical tools	400
SEO	1000
R&D	1000
	2400
Net Income	308

Reference:

<https://wearesocial.com/digital-2020>

<https://www.adweek.com/brand-marketing/the-pros-and-cons-of-picking-an-influencer-to-represent-your-brand/>