

A vertical decorative panel on the left side of the slide. It has a light beige background with thin, dark grey contour lines. There are several red circles of different sizes and a black four-pointed star. Some of the contour lines contain small black dots or plus signs. At the bottom, there are two overlapping black semi-circles.

# Star in Carousell

## Next group

LIN Qianxi 23435984

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KPI on the strategy  
for this campaign



01

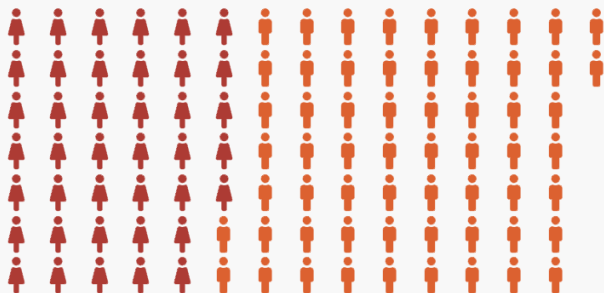
# About Carousell

Introduction and Analysis

# User Persona

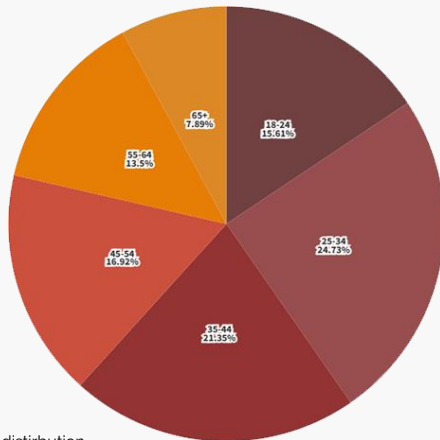
Female: 40.3% Male: 59.7%

♀ = 1 ♂ Female ♂ Male

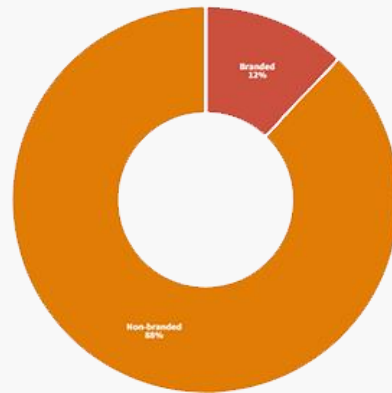


Source: Our World in Data

Age distribution



Branded vs. non-branded



**Carousell HK** is the most popular and widely used online second-hand trading platform in Hong Kong, through which the most traded items are **electronic devices**. Data shows that Carousell's users are **40.3% female and 59.7% male**, and the main demographic distribution is **25-44 years old**.

Therefore, for individual buyers and sellers, we should promote it to the **younger age group**. For merchants only **account for 12%**, so we also need to attract more merchants to join Carousell to expand the market.

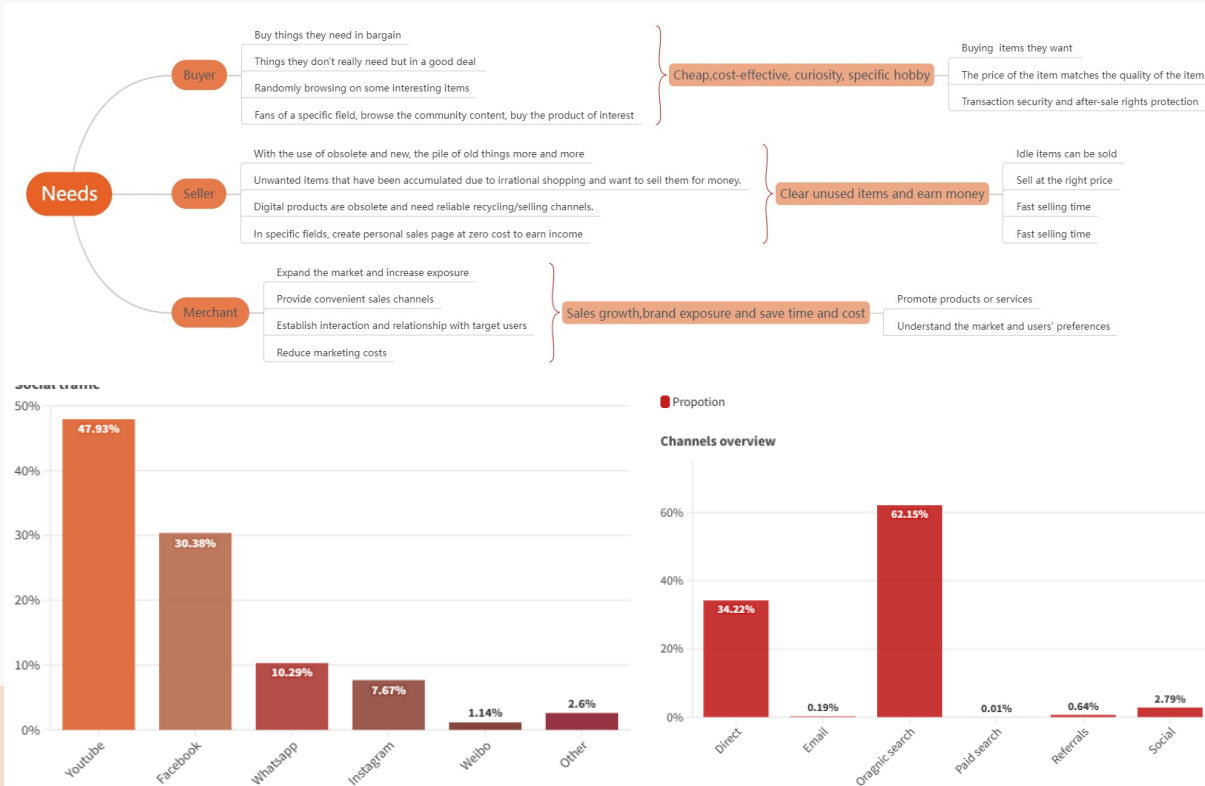
Data reference:

<https://www.similarweb.com/zh/website/carousell.com.hk/#demographics>

# Needs & Analysis

The traffic to the Carousell is mainly from two parts: Direct visits and organic searches.

Carousell has already established a certain brand awareness, in order further to increase the traffic and exposure of the website, we will be based on **all users, merchants and stargazers groups' needs** to promote advertising in social media to attract more visitors and potential customers.



# Insights



## Internal assessment

### Strengths:

- Established a certain **brand awareness** in the Hong Kong market.
- Large user base** and **active community engagement**.
- User-friendly** platform and **intuitive interface**.

### Weakness:

- Without** an online payment function.
- Potential issues with **trust and security**.
- Reliance on user-generated content, which may result in **inconsistent quality** and **accuracy of listings**.



## External assessment

### Competitors

#### User community:

Facebook Marketplace has a large user base that they can access and use Marketplace directly on Facebook.

Carousell's user base may be relatively smaller in size, but more **vertical**.

#### User Experience:

Facebook Marketplace's user experience is relatively simple and straightforward.

Carousell focuses on providing more **transaction details** and features, **user evaluation**, etc.

#### Security:

Facebook Marketplace doesn't have a dedicated review or rating system to help users determine each other's credibility.

Carousell provides user authentication, transaction protection plans, and an **evaluation and rating system** to improve the security of transactions.



02

# Big Ideas

For all users/star prefecture/merchants



# Influencer Profile



For HONGKONG: **Emily Lau (HK-KOL)**

**TV Host | Yoga Instructor**

**Tag: Vlog/lifestyle/beauty/ Travel**

**Power metric: Beautiful face/Share love of life cover multiple topics/Well-known in bilibili**



**Relevant Post:**



For Mainland: **10+ KOC** (with **1k+** Fans in **小红书**)

## Hong Kong Drifter



## International Student



## Relevant Post:



## Vertical Interest Blogger (Photography, Lifestyle Blogger, etc)



**Beauty / Outfit**

**Lifestyle**

**Photography**



# For all users: 上“心”

- Login for **7 consecutive days** to **sign in and view or post** to get the **promo code of the designated merchant** or **YUU**.
- **Placing orders at designated merchants** can get payment **discounts** (show the platform order page to reduce cash directly, part of the deduction will be subsidized by Carousell to merchants).
- After completing the transaction, **give each other a 15-word evaluation and publish feedback pictures to get exposure roll**. By showing the credibility of the buyer or seller, the transaction is as secure as possible.
- **Set up a product category promotion day**, a fixed day each week to increase the exposure of quality and low-price products in the specified product category (Monday: furniture, Wednesday: electronic products and Friday: costume).

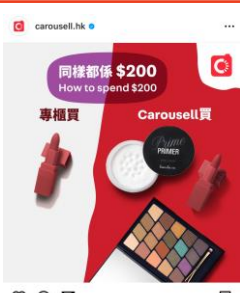


## Ads format Official account

### Using before-after test

Carousell's previous style: The form of memes and words

Current style: the form of product pictures and offer characters



## KOC uses advertising in the way of implicit wide investment



## KOL: Lau posted a promotional video on IG and YouTube at the same time.

### Simple Story Board

Shot	Shotsize	Description	Note
1	Close-up	In person, Lau told fans on camera that she had recently moved. Then in a personal style say why or something	
2	Wideshot	Showing off her room that is cluttered from the move	To take this opportunity to say that it's hard to get rid of a lot of large pieces of furniture and cosmetics that used to go unused for the purpose of reviewing.
3	Close-up	Explain that she have put these items in carousell, and you can buy them for only 0.1hk\$ each. At the same time, describe some of carousell's recent activities. e.g. Send coupon.	Place carousell's icon and activity page in the top right corner of the screen.

# Star Prefecture: 上“星”

## Reasons for opening a Star Prefecture

There is a **huge market** for big IP and celebrities' souvenirs because many of them are limited or unpublished.

Meanwhile, the main consumers of the celebrity souvenirs and the carousell are **young people**.

Because **prices around these souvenirs fluctuate so much**, buyers tend to **browse the page frequently** to check prices.

## Specific programs

- Create a star prefecture on the **main page of the app**.
- Consecutive login lottery on **the 15th of every month**, the users who have signed in to the star prefecture **for 7 consecutive days** will receive the registration link **of ticket lottery** places for the recent music festival/performance/fan meeting through their email. The lottery will be opened **on the 20th**.



KOL:

Instagram: Concert live pictures  
YouTube: Concert vlog format

Ads format official account

Using A/B test	
Photo post	Carousel post
Combine all functions of star prefecture in one photo with links to the page	Display the different pages of star prefecture in turn in the form of carousel posts, with links to the pages

Simple Story Board			
Shot	Shotsize	Description	Note
1	Close-up	Suitcase in hand	<p>Express that she have bought tickets at the original price in this newly opened special area</p>
2	Wideshot	Airport panorama	
3	Close-up	The camera shot herself said that she finally came to see the concert, expressing that the tickets were very difficult to buy, and found a dozen friends to buy together, and did not get the tickets	
4		Showing carousell's star prefecture	

# CarouBiz: Star Merchant

## 上“新”

### Reasons for merchants to join:

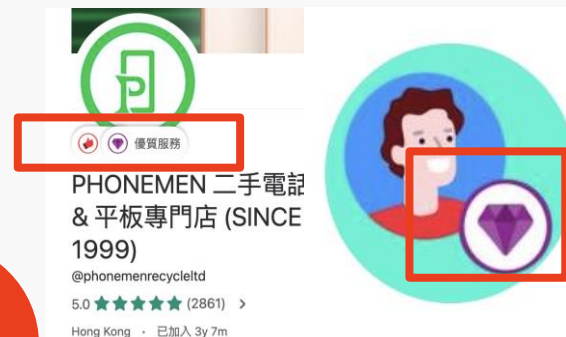
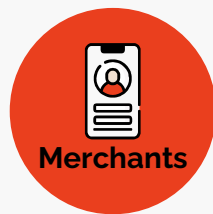
Currently, Carousell's merchants are **micro and small enterprises**. They have no physical stores or offline stores due to geographic reasons for poor foot traffic, **hoping to open brand awareness through online channels**. Still, they do not have enough budget to push a large number of advertisements directly on mainstream media platforms. **Carousell users are vertical**, and the platform has no intermediary fees at the beginning of the sale of goods.

### The obstacles for merchants to join the platform:

- To become **a certified merchant**, they need to **pay a high annual/month fee** after passing the basic merchant profile audit.
- Merchants may be **unable to choose the proper advertising mechanism** due to the lack of marketing advertising knowledge, which may lead to poor promotional results despite using the spotlight and pump functions in the Carousell.

### The difficulty for users:

At the present time, the only certified merchant level is **the purple diamond badge merchant**, and it isn't easy to **distinguish the quality level** of certified merchants by this criterion.



優質賣家徽章係咩?

- 旋轉商店賣家獨有嘅認證徽章
- 喺Carousell上信譽嘅保證
- 增加買家嘅信心，購買更多產品

認證商家優勢:

錄影產品: 增加3倍的點擊和50%潛在用戶; 收藏產品: 分類展示; 封面照片量增加: 建立品牌形象  
獨家徽章: 增加信譽; 泵可定时: 可挑選你推广的日子和次数; 宣傳個人檔案: 更多買家直接入店鋪



Promote **new merchants to join** the platform.

Promote **new and old merchants to use the advertisement** promotion function.

Optimize the **merchant-level system** to make users trust the platform more.

# Strategic Goal

## Strategic programs



### New Merchant Offer

**20% discount** on the **first month's monthly fee** or **30% discount** on the **first year's annual fee** for new merchants. And give **two times** of store **products push flow coupons** (One Month Limited).



### Old Merchant Offer

Old merchants use **advertising spotlight and pump promotion fee gradient discount**, the first **10% off**, the second **12% off**, and the third **15% off**. (One Month Limited)



### Advertising Consulting

Provide merchants with **three times advertising and promotion of free consultants**, and provide merchants with each working day the site will be by the product categories to push the flow of the program.



### Optimization of merchant star rating



**Blue Diamond Badge:** New merchants or merchants with a low number of order transactions within six months of passing the certification audit.



**Purple diamond badge:** through the certification audit more than a year and have a certain amount of order volume merchants and ratings greater than 4.



**Gold Diamond Badge:** certified for more than a year, with a specific order volume and a rating of more than 4.5.

### 了解一下旋轉商店全新年費訂閱計劃

CarouBiz 計劃	Starter CarouBiz	Standard CarouBiz	Growing CarouBiz	Pro CarouBiz
收藏產品	5	5	5	10
錄影產品	5	5	5	10
封面照片	✓	✓	✓	✓
自動回覆	✓	✓	✓	✓
快速回覆	✓	✓	✓	✓
金幣數量	0	● 10,000 個	● 20,000 個	● 35,000 個
月費訂閱 價錢	每月 \$188 (低至 \$6.30 一日)	每月 \$488 (低至 \$16.30 一日)	每月 \$968 (低至 \$33 一日)	每月 \$1,648 (低至 \$55 一日)
全新年費訂閱計劃				
年費訂閱計劃 (價錢)	每年 \$1,988 (12%)	每年 \$5,099 (13%)	-	-
年費訂閱計劃 (價錢)	每年 \$1,899 (16%)	每年 \$4,899 (16%)	每年 \$9,499 (18%)	每年 \$15,999 (19%)
年費訂閱計劃 (價錢)	手機 app 及電腦網頁版	手機 app 及電腦網頁版	手機 app 及電腦網頁版	手機 app 及電腦網頁版

### 用「泵」來增加您的銷售額

您投資了大量時間和金錢在建立自己的生意上，是時候接觸更多買家。旋轉拍賣的「泵(Bump)」，是最容易接觸買家的方法，讓您的產品瞬間在所屬類別中置頂，助您賣出更多、更快。



#### 即時曝光

使用「泵」後，您的產品會出現在類別中買家，讓更多潛在買家看到。



#### 高成交

根據我們的資料，一個「泵」可將您的產品賣出時間縮短到產品，開始對話的機會更廣闊，較易賣出產品。



#### 靈活選擇

我們提供「泵」，每款均可按您的需要選擇，一切全視乎您想多快賣出產品。



#### 全年度第一步

透過我們的「泵」，讓您在「泵」的黃金時期，能與更多買家接觸，助您賣出更多！

### 透過熱門推廣來增加產品的曝光度

旋轉拍賣的熱門推廣可讓您的產品獲得更長時間的曝光。您可在固定時段內把您的產品展示於尋找相關產品的買家面前，當買家點擊產品後才需要付款，助您善用每分預算。

使用熱門推廣廣告可獲多達 4.5 倍的點擊次數和 3 倍的潛在客戶查詢。



熱門推廣廣告可運作30天，並使用追蹤金幣來購買。您可透過購買追蹤金幣來查看每部廣告。



視乎流量和分類，熱門推廣廣告的價格亦會有所不同。



高需求可導致價格略為上漲，這是在為了防止有大量廣告競爭曝光率，同時確保您的產品獲得更多曝光。



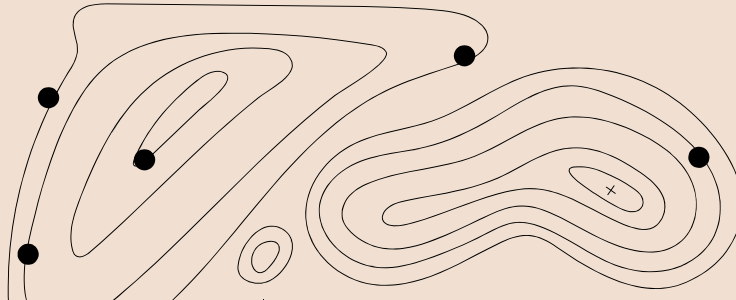
當獲得點擊時才需要付款，這能確保您的預算能一分一毫，讓您的廣告能接觸更多人。



# Strategic Calendar

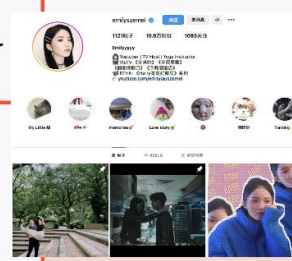
Program lasting 3 months (Dec.-Feb.) in calendar format






03





			on Instagram the night after the concert.
28	29	30 Emily Lau posts a vlog of watching the concert on YouTube.	31



SUN	MON	TUE	WED	THU	FRI	SAT
2024 FEB.				1 Official account post advance notice of Merchant Offers.	2	3 Official Website and IG announces changes to merchant certification system.
4	5 Merchant Offers open.	6 	7 Send IG tweets for daily promotion of new merchant events.	8 	9 For the merchants using advertising spotlight and pump function sent from the backend message publicity.	10 
11	12 	13 IG's official account publishes a post on the number of new merchants in the last one week and publicizes merchants' offers for the second time.	14	15 	16	17 
18 僅僅一星期 入駐新商家數量 多達 300+	19	20	21	22 The banner on the official website for the third time, emphasizing that the campaign is only available for the	23	24



The background is a light beige color with various abstract decorative elements. On the left, there's a large red circle partially visible, a black four-pointed star, and a black semi-circle. On the right, there's a red circle with a red triangle pointing downwards, and a black four-pointed star. In the center, there are two 5x5 grids of small black dots. The text '04' is inside a red circle, and 'KPI Overview' is in large black font. Below it, the text 'KPI on the strategy for this campaign.' is in a smaller black font.

**04**

# KPI Overview

KPI on the strategy for this campaign.

# KPI Overview

## Estimate Reach:

Top 3 most popular categories to sell secondhand items by market<sup>1</sup>

Hong Kong Hobbies & Toys Fashion Luxury

受訪者最願意買/賣的二手物品類別

買

賣

香港

玩具及遊戲(包括遊戲機、電子遊戲) 44% 玩具及遊戲(包括遊戲機、電子遊戲) 41%



Estimate how much people care about popular categories(%):

$$16.23/787.52 * 100 = \mathbf{2.06\%}$$

INSTAGRAM:

$$(7k+119k) * 10 = \mathbf{1.26M}$$

## CTR:



**3-5 Times Increase** in total visits  
(refer to competitor metrics)

Monthly website hits  
(before & after)

**3-4 Times Increase**

**Number of Newly Accredited Merchants:** during the campaign

**Monthly Advertisement Income:** **2-3 Times Increase**

during the campaign

Data reference:

[1]The Carousell Recommerce Index(2022)

[2]<https://datareportal.com/reports/digital-2023-hong-kong>

[3]<https://www.similarweb.com/zh/website/carousell.com.hk/#demographics>





# Thanks for Listening

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