

科握的全球美妆品牌案例调研

KAWO Case Study of a Global Beauty Brand



全球美妆品牌如何通过 科握实现高效社媒策略

How a Global Beauty Brand Boosted Their Social Media Strategy with KAWO

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全球美妆品牌概述

Global Beauty Brand Background Overview

案例分析的这家全球美妆品牌是一奢侈品公司的美妆线，其已成为世界上最成功的高端化妆品品牌之一。近年来美妆用品行业规模持续增长、各企业愈发重视线上营销推广。其结合品牌调性和目标消费群体的特点，通过大数据分析制定合理的品牌营销策略、选择适合的营销平台。

As a luxury beauty product line, this global beauty brand has become one of the most successful premium cosmetic brands in the world. In recent years, the scale of the beauty industry has grown constantly, and companies have paid more and more attention to online marketing and brand promotion. The global beauty brand has a carefully crafted brand voice and target customer group, utilizing big data analysis to formulate their marketing strategies across various platforms.

全球美妆品牌的挑战

Global Beauty Brand's Challenges

1. 局部疫情反复下，消费者购买意愿下降，影响美妆等可选消费。
The COVID-19 pandemic has resulted in a reduction in consumers' willingness to spend, particularly for non-essential items such as luxury cosmetics.
2. 跨国企业复杂的公司结构及多家第三方机构的加入导致社媒运作效率不高。
A complex organizational structure with multiple third-parties involved resulted in inefficient operation of social media.
3. 在激烈的市场竞争中，这家全球美妆品牌需充分整合线下线上多元渠道和跨界合作，促进品牌提升和传播。
In a fiercely competitive environment, the global beauty brand needs to fully integrate offline and online channels and collaborations to promote their brand.
4. 多个社媒平台的表现和运营成效需要进一步衡量和对比，分析数据并制定清晰和目标。
The performance and effectiveness of multiple social media platforms need to be further measured and compared, with clear goals set based on effective data analysis.

全球美妆品牌如何通过科握实现深度数据分析和洞见

How Global Beauty Brand Boosted their Social Media Strategy with KAWO

问题 CHALLENGE

1 缺乏历史数据分析 Lack Historical Data Analysis

品牌的市场部工作人员不了解社媒历史数据，无法与当下表现做对比。

The marketing team doesn't have access to their social media channels' historical data, preventing them from comparing their current and previous performance.

科握解决方案 KAWO SOLUTION

在科握查看自使用以来的所有历史数据，社媒表现进步一目了然，增强了该品牌的社媒策略。

The team is able to collect their historical data and compare performances across date ranges.

问题 CHALLENGE

2 不了解业内热点话题 Behind Industry Trends

品牌团队不能及时跟踪和了解美妆热门内容或主题，严重影响了他们的社媒表现。

The marketing team found itself lagging behind when it came to trending content or topics, impacting their performance.

科握解决方案 KAWO SOLUTION

设置竞争对手群组，获取美妆行业内热门内容，提高品牌各个社媒平台营销成效。

Get inspired by competitors in cosmetics, and improve brand's performance on social media.

问题 CHALLENGE

3 没有社媒成效洞察 No Content Insights

市场部不够了解自己的社媒表现情况，不清楚什么样的内容最受用户欢迎。

The marketing team has difficulty measuring their social media performance and understanding what content connects the best with their audience.

科握解决方案 KAWO SOLUTION

品牌使用科握的标签见解，轻松复盘营销效果。

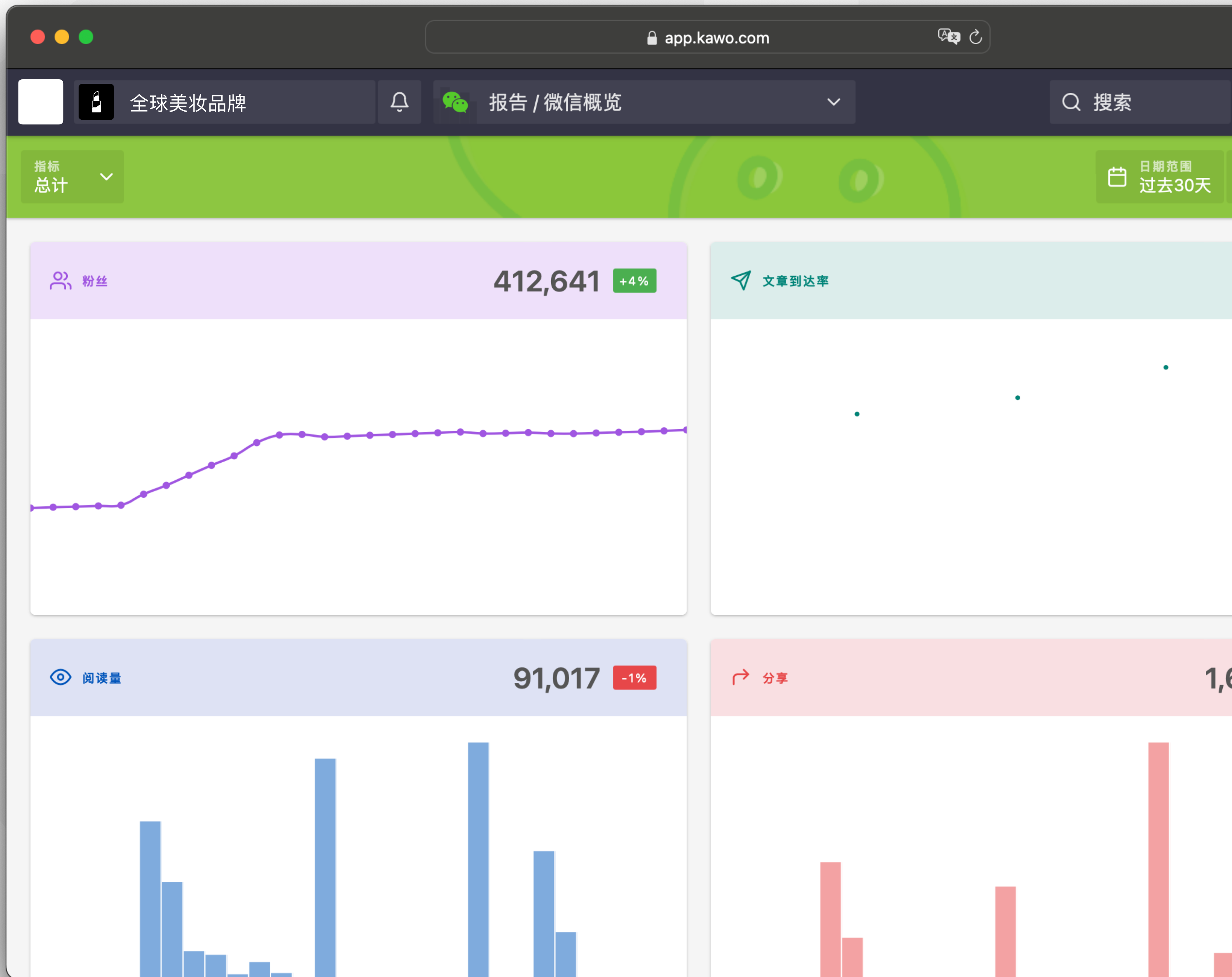
The team acquires deep data analysis of their social media by KAWO's tagging insights, easily reviewing how their content is performing.

在科握查看历史数据

Historical Data Access

对比微信公众号只提供372天后台数据，科握让这家全球美妆品牌的市场部可以清晰对比各个社媒的现状与以往任意时期的表现，了解自身进步和不足，制定更合理和清晰的营销目标。

Instead of being limited to 372 days of data from WeChat OA backend, KAWO allows the beauty brand marketing team to compare the status of each social media with the performance of any previous period. They can identify their area of improvement and formulate more reasonable and smart goals.



清晰展示竞争对手的数据 Competitors Monitoring

科握帮助全球美妆品牌在不同维度了解竞争对手的社媒表现，追踪美妆行业内或同类消费者中的热点话题，赢得市场先机，并设定更精准的社媒营销KPI。

KAWO helps the global beauty brand understand competitors' social media performances in different dimensions as well as track high-performing content. By staying on top of the trends, they are able to maintain thought leadership in the cosmetic industry, among similar audiences, and set clear KPIs.



The screenshot displays the KAWO interface for monitoring competitors. The browser address bar shows 'app.kawo.com'. The main navigation bar includes '全球美妆品牌' (Global Beauty Brands), a notification bell, and '竞品 / 微博竞品列表' (Competitors / Weibo Competitor List). Below this, there are filters for '竞争对手群组' (Beauty Brands), '展示 排名前 25 位的微博' (Display top 25 Weibo posts), and '布局 表格' (Layout: Table).

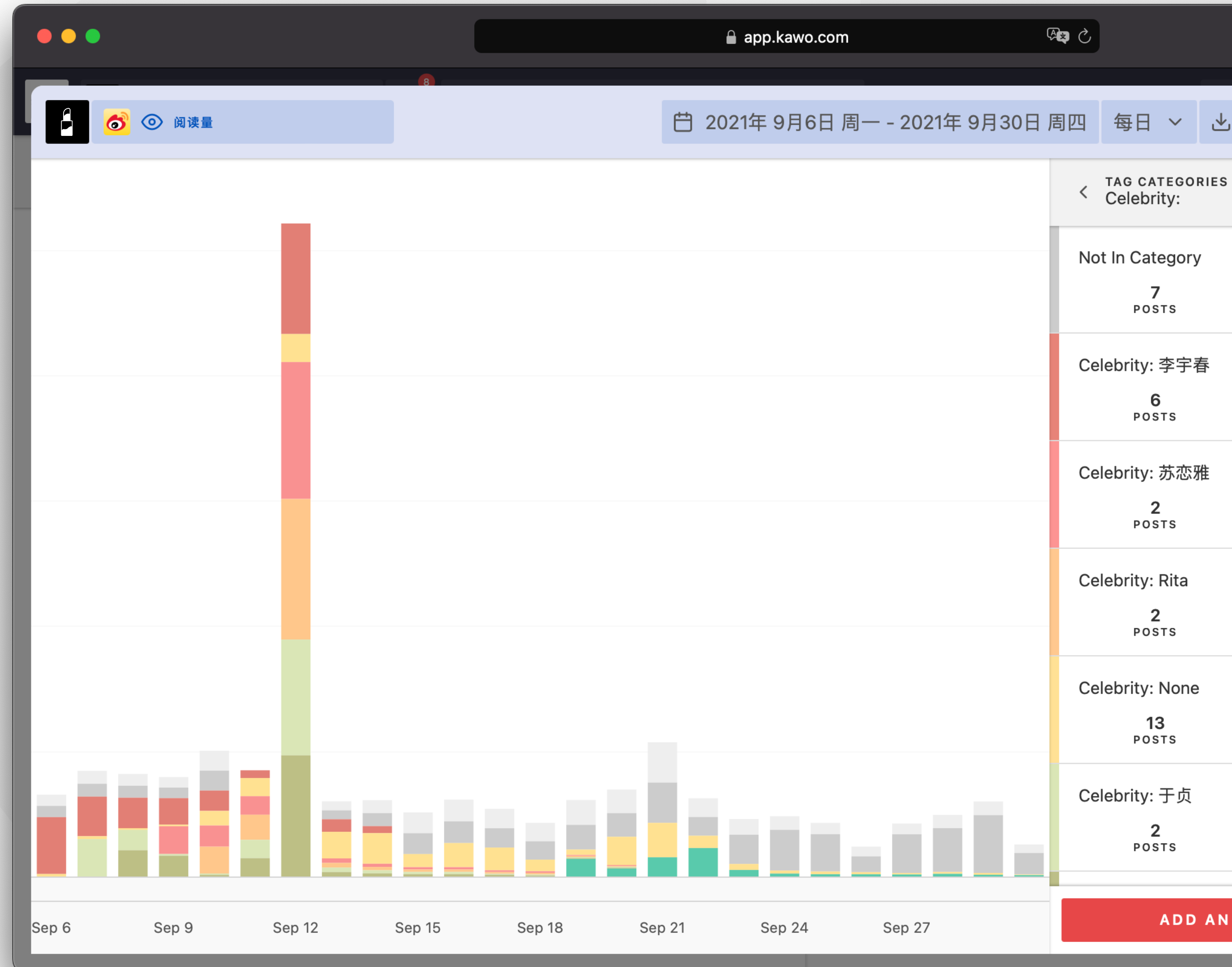
Rank	内容	发布日期	互动	点赞	转发
1	日本花艺艺术家Azuma Makoto, 以DIOR迪奥... DIOR迪奥美妆	6月28日 10:00 周二	517	307	
2	DIOR迪奥墨山繁花香氛, 格拉斯玫瑰的微辛香... DIOR迪奥美妆	6月28日 10:30 周二	539	330	
3	#GucciPets#古驰宠物生活系列解锁爱宠出行... GUCCI	6月28日 12:00 周二	616	523	
4	拉满夏日“桃”气值——#NARS腮红#SEX APPE... NARS	昨天 08:00	689	627	
5	Attention! 纯欲天花板——#NARS腮红#SEX A... NARS	7月2日 08:00 周六	689	634	
6	内敛绅士, 柔情浸染。演员#孔刘#正式成为T... TOMFORDBEAUTY	7月2日 09:00 周六	748	559	
7	缤纷色彩, 纷呈夏天, #古驰迎夏系列#全新演... GUCCI	昨天 18:00	771	756	
8	跃动黑加仑与荔枝清香交织, 缠绕在檀香木基... Guerlain法国娇兰	昨天 18:40	1020	311	
9	#GucciPets#清新夏夜、寒冷冬日, 古驰宠物... GUCCI	6月28日 18:00 周二	1280	1143	
10	法国娇兰花草水语香氛系列焕新上市。轻撷卡... Guerlain法国娇兰	7月2日 18:41 周六	1280	345	

科握标签见解

KAWO's Tagging Insights

通过可视化标签分类社媒内容，社媒成效一目了然。专注于高ROI的内容创作，让这家全球美妆品牌市场部团队的时间利用的更有价值。

By tagging their social media content, the global beauty brand team is able to visualize what kind of content and topics best perform for their audience, thus adjusting their content strategy, increasing engagement, and stopping wasting time creating content with low ROI.



ADD AN

启示与洞察

Inspiration and Insights

KAWO科握一站式社交媒体管理平台的优秀团队协作和强大数据监测与洞察功能为品牌市场部的执行人员提供流畅的内容编辑和发布体验、竞品监测和数据洞察功能，更好地辅助品牌在各大营销媒体平台上更高效地获取更多流量。

结合国内外知名美妆品牌的实际情况来看，社交媒体管理在带来不少便利的同时，也使得品牌可以衡量内容驱动的用户增长、内部协同带来的效率提升，并在长期的实践和优化过程中实现品牌资产沉淀。

KAWO's one-stop shop of social media management platform allows the marketing team to collaborate closely on content planning, editing and release, and collect market insights through monitoring competitors' performances to attract more traffic through various social media platform effectively.

Based on the current market situation for global and local beauty brands, social media management brings not only the convenience but also content-driven user growth and internal collaboration efficiency, which will help increase brand value in the long-term practice and optimization.



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