

A G E N C Y C A S E S T U D Y



通数码如何利用公开透明赢得客户的信任

How Tong Digital Uses Transparency
to Win Their Clients' Trust

S E P T 2 0 2 2

摘要 SUMMARY

通数码作为一家营销代理机构，以公开透明的方式为客户提供卓越的服务，并赢得客户信任。

As an agency, Tong Digital has delivered outstanding results for their clients with transparency to win their trust .

平均来看，通数码的客户可以看到：

On average, their clients saw:

+179% 关注 Followers

+121% 阅读量/印象量 Reads/Impressions

+425% 点赞 Likes

+318% 评论 Comments



关于通数码 ABOUT TONG DIGITAL

通数码帮助品牌在中国实现在线零售销售额和社交媒体投资回报率的最大化。他们创造了快速、有效和可持续的方式，让客户的产品触达中国新一代精通科技的消费者。总部位于伦敦，自2014年以来，他们一直在帮助标志性的外国品牌规划和实施进入中国的制胜战略。

Tong Digital help brands maximize their online retail sales and social media ROI in China. They create fast, effective and sustainable ways of reaching China's new generation of tech savvy consumers. Headquartered in London, they've been helping iconic foreign brands plan and implement winning entry strategies into China since 2014.



使用 KAWO 前

B E F O R E

通数码的努力客户看不到

Efforts are invisible to clients

由于时区和工作流程的差异，难以与客户团队合作

Difficulty on working with clients' team due to differences in time zones and workflows

为多个客户端处理不同的内容策略

Juggling different content strategies for multiple clients

花费大量时间准备报告

Large amount of time being spent preparing reports

使用 KAWO 后

A F T E R

以公开透明赢得信任

Win trust with transparency

合作中与客户建立更紧密的连接

Build closer connections in collaboration with clients

有序规划并创作更好的内容

Schedule and plan creatives in order and produce better content

将时间专注于激发团队创造力

Focus on stimulating team creativity

公开透明的价值 VALUE OF TRANSPARENCY

许多营销代理机构看不到对客户保持公开透明的好处:

Many agencies fail to see the benefits of being transparent with their client:

- 客户可以看到并成为内容打造过程的一部分，从而消除疑虑
Clients are reassured by being able to see and be part of the content creation process
- 客户可以看到计划、排期和分析内容等所有工作
The client sees all the effort that goes into planning, scheduling, and analyzing content
- 客户觉得自己参与其中，并对营销活动产生了影响
The client feels involved and that they have impact on the campaigns

KAWO为帐户上的所有用户提供了相同的信息访问权限。这意味着客户能够准确地看到营销代理机构所能看到的内容。

KAWO gives all users the same access to information on an account, which means clients can see exactly what their agencies can see.

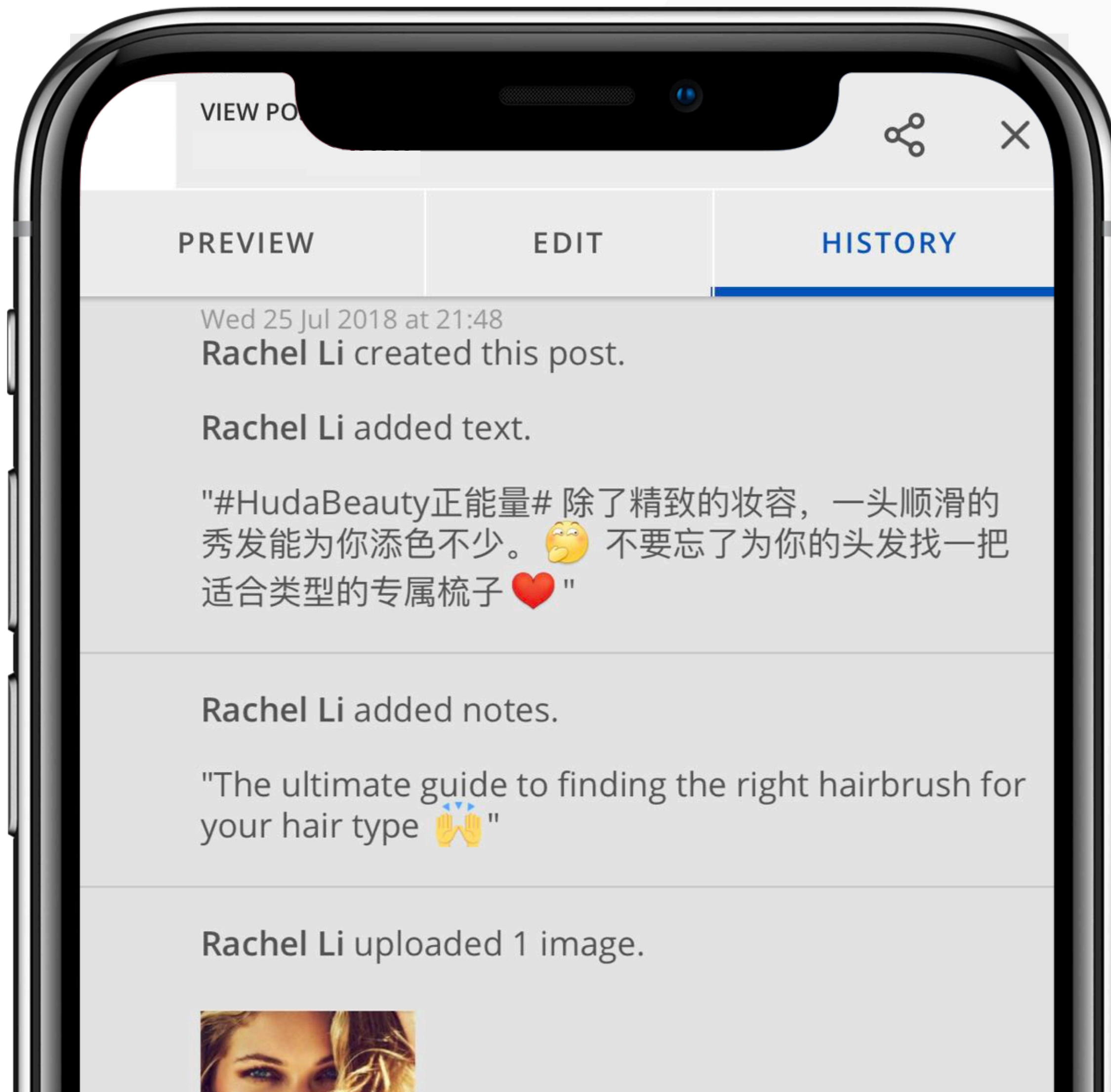
“信任是我们维护良好客户关系的核心。
让客户积极参与到我们的整个社交媒体工作流程中，带来了**高透明度**，
因此建立了客户对我们的**信任**，使其相信我们处处为品牌着想，
争取**品牌利益最大化**。”

“Trust is at the heart of all our client relationships.
The **transparency** that comes with allowing our clients a look under the
hood at our work builds that **trust**, giving them the confidence that we
have the **brand's best interests** in mind.”

— James Campbell, Co-Founder of Tong Digital



更好地与客户合作 COLLABORATE BETTER WITH CLIENTS



通数码与客户共同努力，确保他们的品牌定位是完美的，而广告成功的责任不再完全由营销机构承担，而是由品牌和代理机构共同承担。

Tong Digital work together with their clients to ensure their brand alignment is perfect and the responsibility of the success of a campaign is no longer entirely burdened by the marketing agency but shared by both the brand and the agency together.

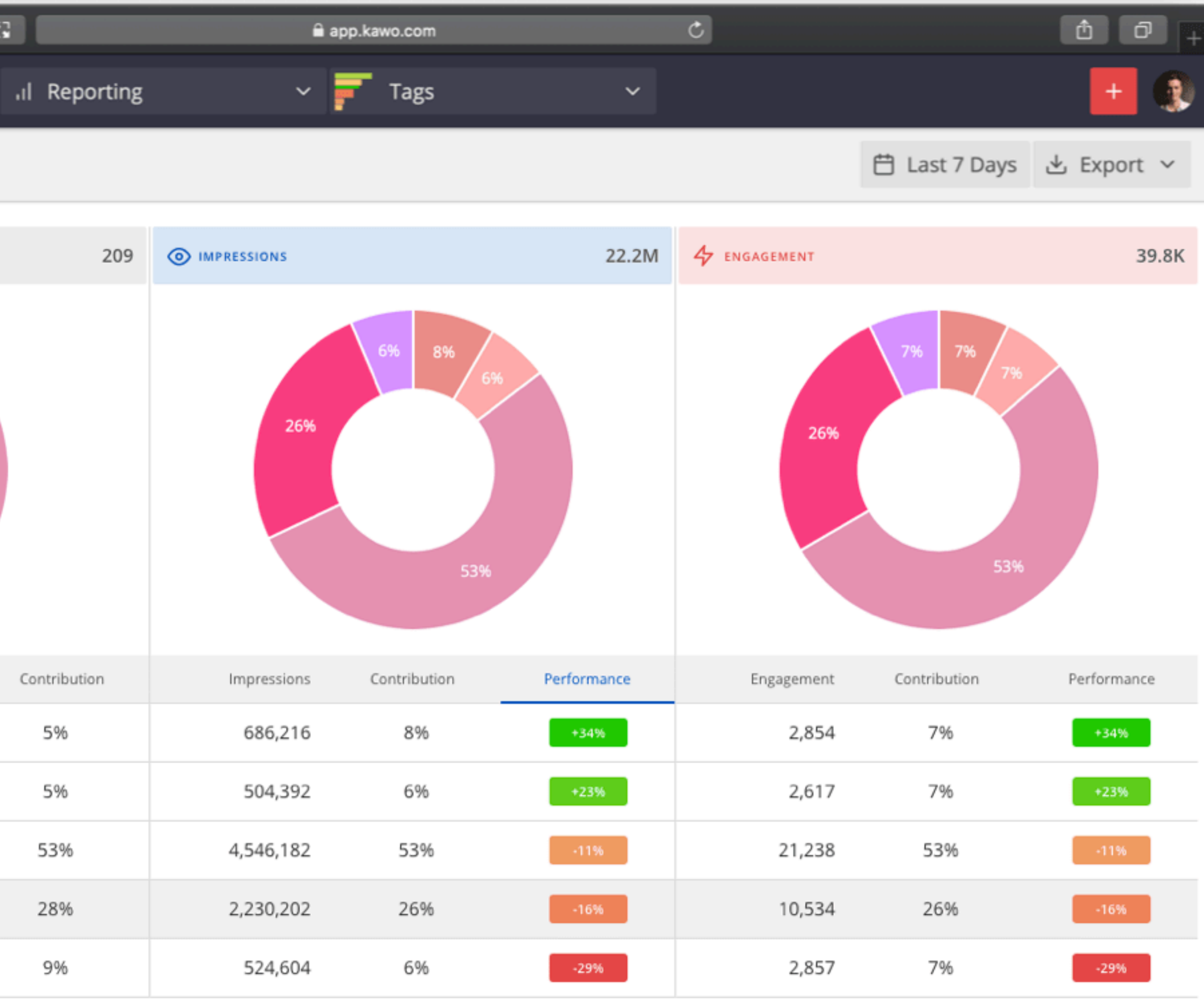
“KAWO的协作工具使我们能够与客户在世界各地的营销团队**密切合作**。共享电子表格和媒体库文件夹的日子一去不复返了；实现**集中管理，并同步实时更新。**”

“KAWO’s collaborative tools empower us to **work hand in glove** with our clients’ existing marketing teams around the world. Gone are the days of shared spreadsheets and asset folders; everything is **centralized and updated in real time.**”

— Adam Knight, Co-Founder of Tong Digital



创作更好的内容 PRODUCE BETTER CONTENT



通数码利用KAWO的标签解析功能快速分析各类型的内容，以可视化的方式跟踪其内容策略的进展，并做出及时调整。从而使得所制作的内容更有针对性，更符合品牌调性。

Tong Digital utilizes KAWO's tagging functionality to track the progress of their content strategy, making the produced content better targeted and more authentic to the brand.

更有效率地工作 WORK MORE EFFICIENTLY

KAWO自动生成每个品牌的社交媒体周报，不必花费几个小时手工做。

KAWO auto-generate weekly reports for each brand so you don't have to spend hours doing it manually.



“能够在—个数据仪表盘上处理和监测我们的整个客户群，已经改变了我们作为—家代理机构的工作方式。自动化的报告和KPI跟踪有助于精简我们的时间，并将我们的精力集中在创造力和客户服务上。”

“The ability to work on and monitor our whole client based on one dashboard has transformed the way we work as an agency. Automated reporting and KPI tracking help streamline our time and focus our efforts on creativity and client service.”

— James Campbell, Co-Founder of Tong Digital



结果 RESULT

+179%

粉丝增长

Followers

+41%

内容发布量

Content Produced

+121%

阅读量

Reads/Impressions

+96%

分享

Shares

+153%

点击

Clicks

+425%

点赞

Likes

+318%

留言

Comments

这是通数码所有客户的社交媒体表现概览。

Here is a snapshot of the social media performance of all of Tong Digital's clients.

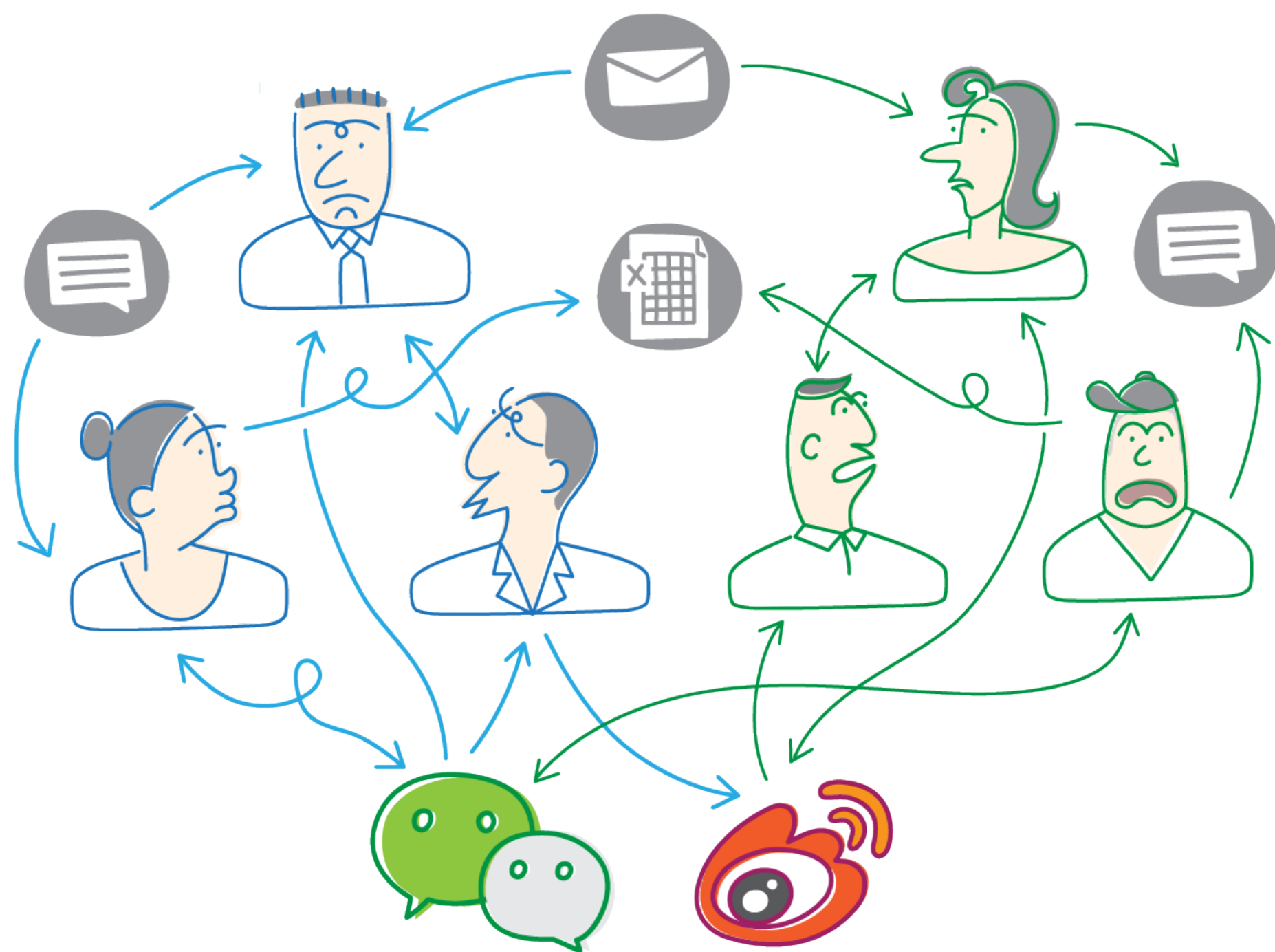
通过KAWO平台，通数码共计服务了近五十个品牌主。

KAWO帮助通数码打破常规，对客户保持完全公开透明。

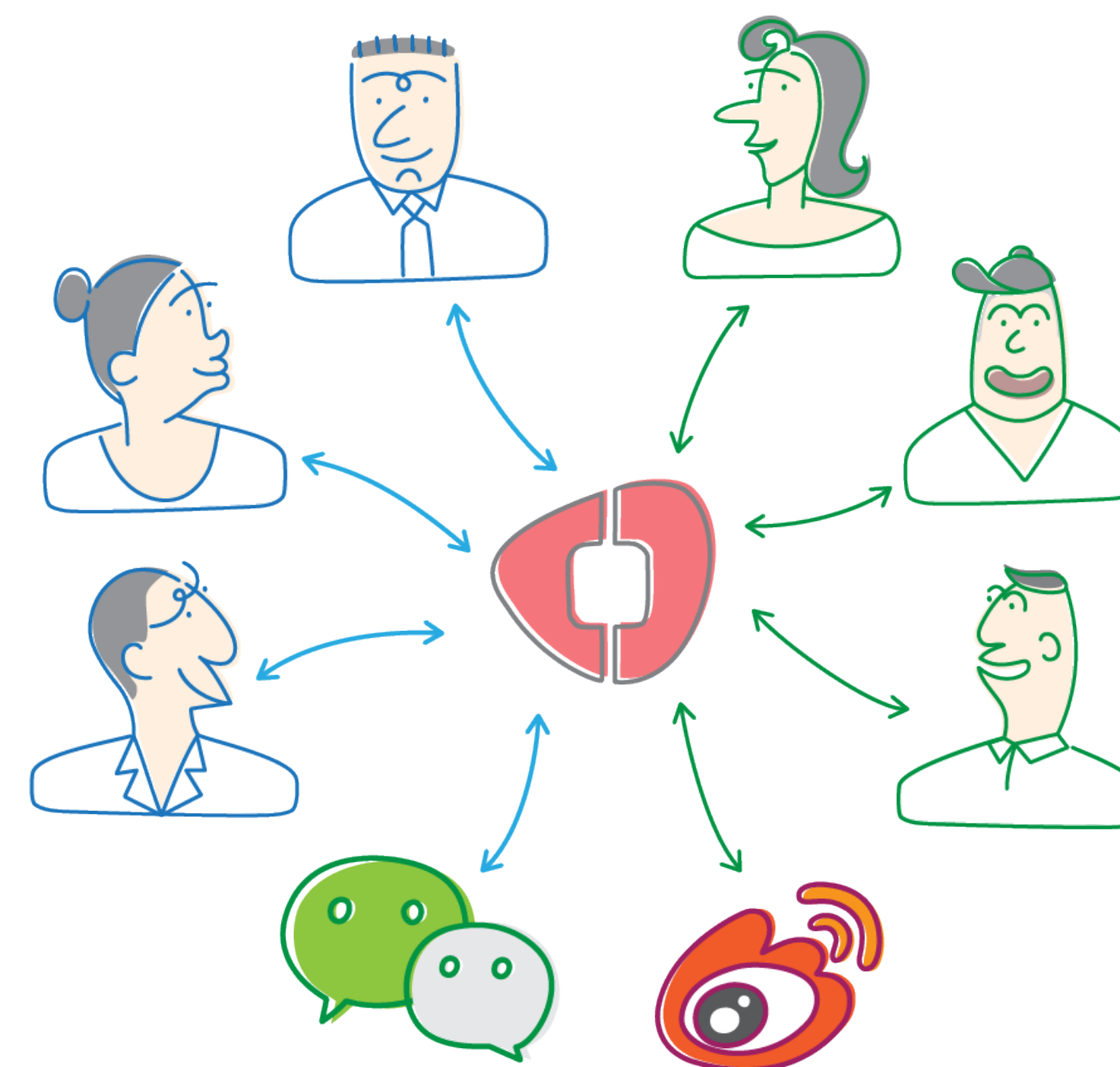
不仅保持行业竞争力，也为客户提供了非凡的结果。

Tong Digital uses KAWO to serve nearly 50 brands. KAWO has been proud to support Tong Digital in providing complete transparency to their clients, allowing them to maintain industry competitiveness and deliver extraordinary results.

公开透明 TRANSPARENCY



过时的品牌管理方式
The Old Way



每个成员通过科握连接在一起
Everyone Aligned on KAWO

启示与洞察

Inspiration and Insights

KAWO科握一站式社交媒体管理平台为营销代理机构提供了颠覆性的透明化协作机制，内容规划与创作、强大的报告与数据分析功能，更好地辅助其在各个社交媒体之间切换，为品牌客户交付卓越的社交媒体表现。

在激烈的市场竞争环境下，通过将重复耗时的工作自动化，简化繁琐的流程，在多客户多项目进行的情况下依然实现精准沟通是核心竞争力的重要部分，提升这部分的能力有助于从同质化的竞争中赢得更多商机。

KAWO's one-stop shop of social media management platform provides agencies with a cutting-edge collaboration mechanism with transparency. Functionalities including content creation, planning, reporting and data analysis fuel agencies to handle various social media platforms and deliver extraordinary results.

Under the fiercely competitive environment, automating repetitive time-consuming tasks, simplifying cumbersome process and achieving efficient communication are key components of core competence. Improving the ability will help agencies stand out from the homogeneous competition and win more business opportunities.



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