

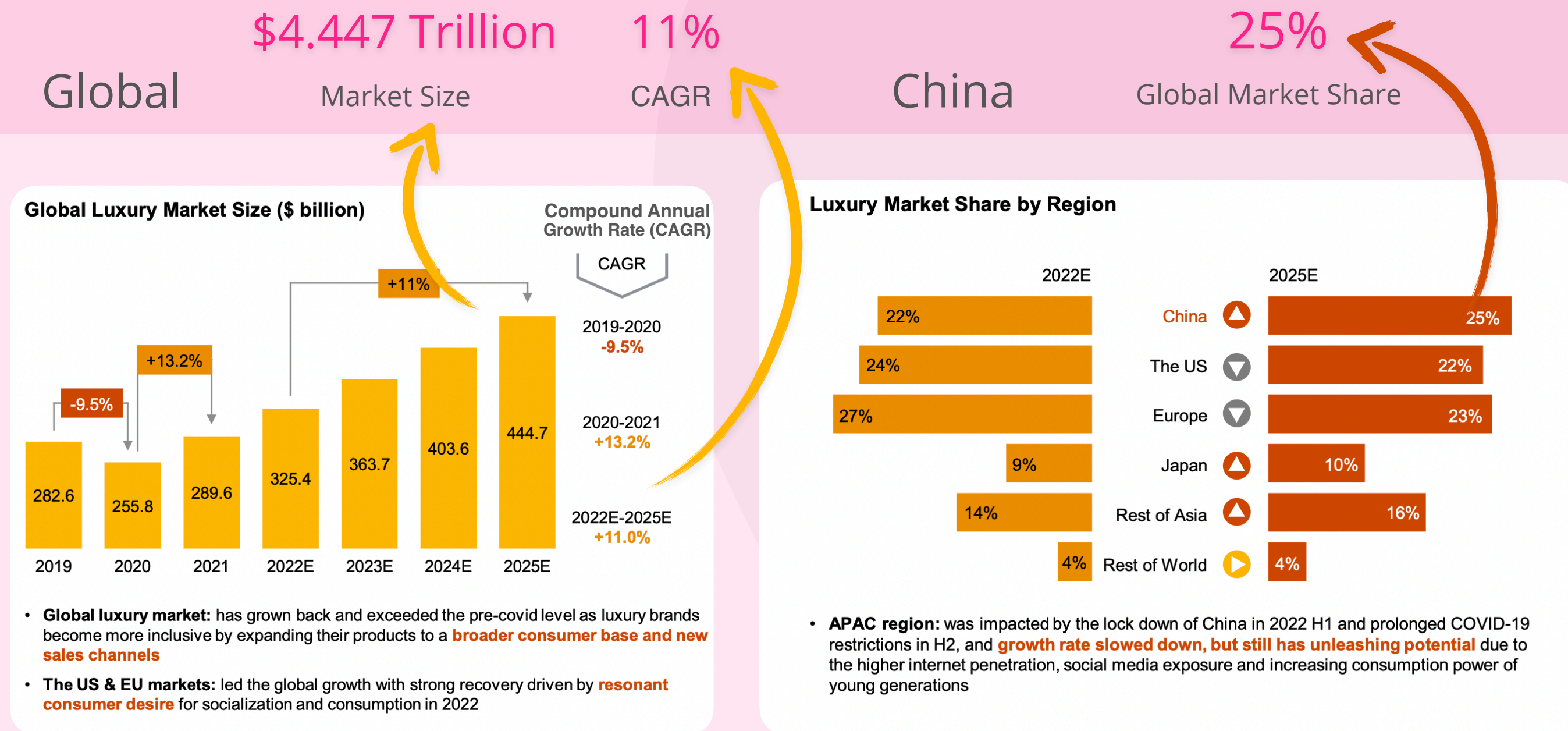


**KAWO's Content Insights for Chinese Social Media Empowering Luxury Brands to Craft Localized Social Media Marketing Strategies**



# LUXURY GOODS INDUSTRY OVERVIEW

## Asia-Pacific has Become a Key Growth Engine for the Global Luxury Goods Market — Projected by 2025



Source: PWC: Mainland China and Hong Kong Luxury Market Insights

## Keywords for the Luxury Goods Market

稀缺性 Rareness  
 与众不同 Distinctive  
 品类渗透 Category Penetration  
 独特 Unique  
**奢侈品 Luxury**  
 经典 Classic  
 生活方式 Lifestyle  
 联名 Collaboration  
 个性 Individuality  
 高附加值 High Added Value  
 高定 Haute Couture  
 限量 Limited  
 品牌故事 Brand story



# SOCIAL MEDIA DATA ACCESS



## Challenge

Lack of access to social media data

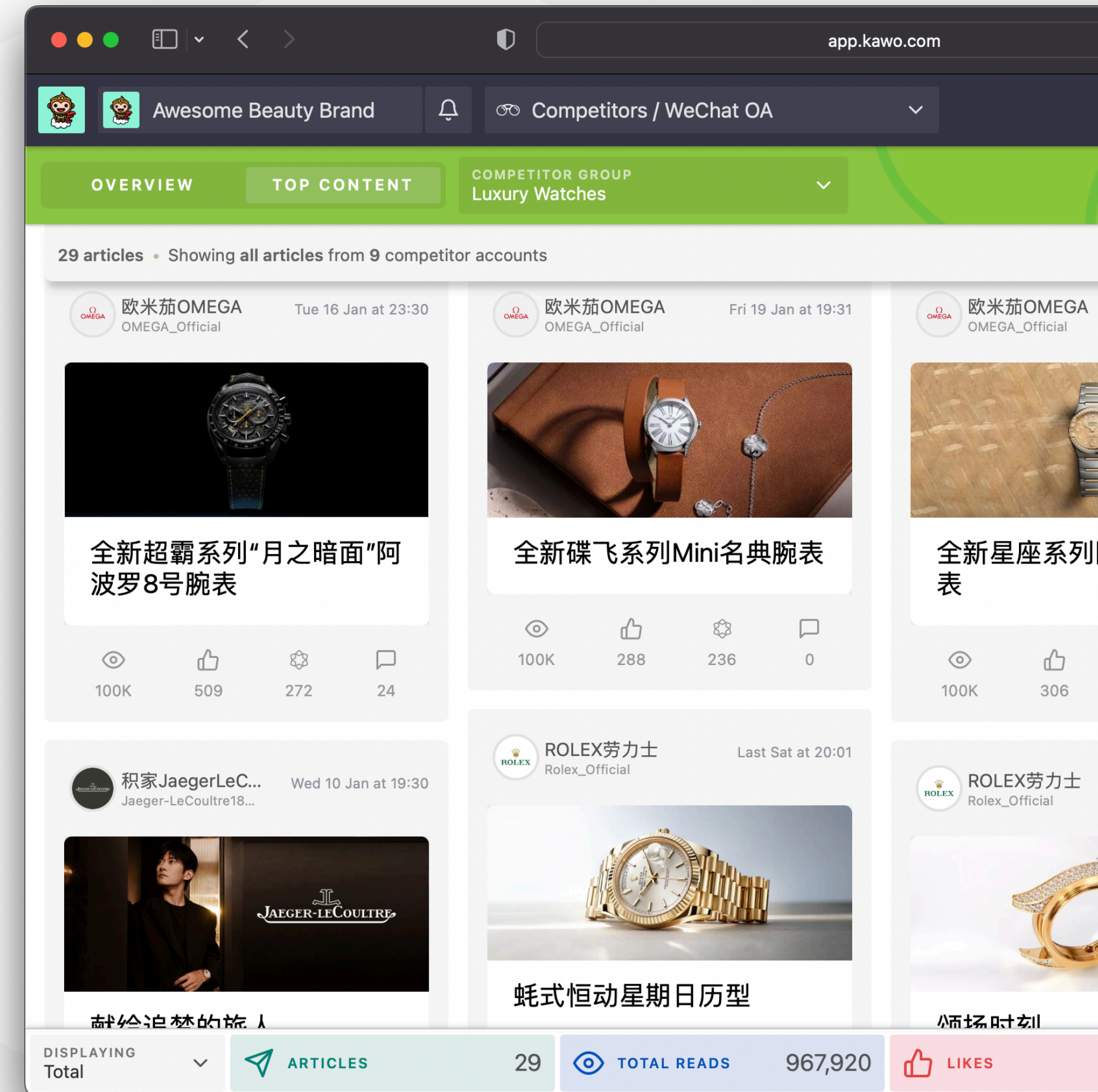
- ❑ There is limited manpower to collect a large volume of competitor's data and owned social media data.
- ❑ The network backends typically limit the retrieval of data to 30 to 90 days.
- ❑ Dependency on marketing agencies is high, and flexibility is limited.



## KAWO Solution

Social media data access in real-time

- ✅ Tracks account and post levels across 5 social networks as well as competitors' data across 7.
- ✅ Eliminates limitations on network backends, allowing data for any past time.
- ✅ Generates real-time reports anywhere, anytime.





# DATA & CONTENT INSIGHTS



## Challenge

### Uncertainty about content strategy

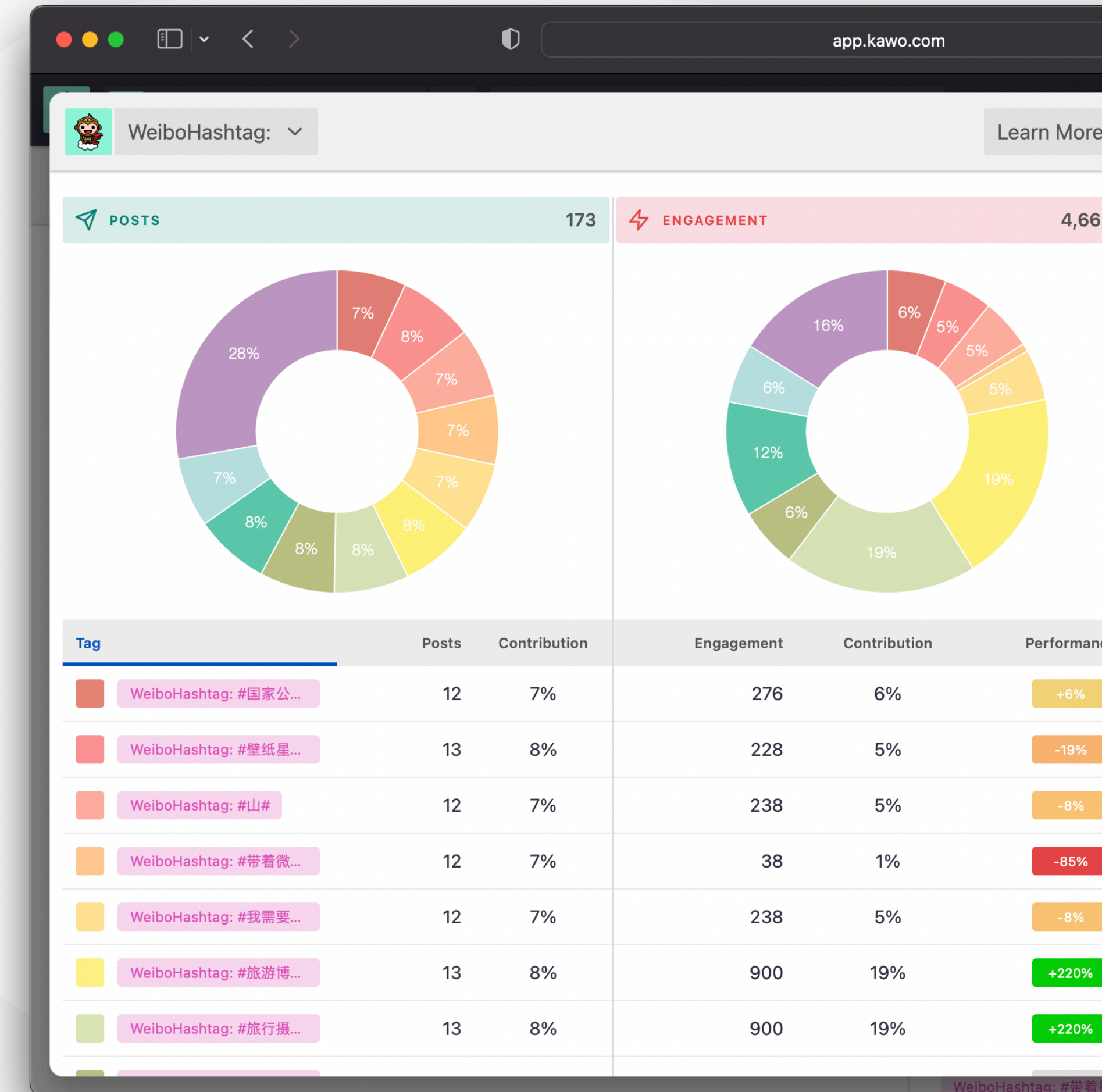
- ❑ Analyzing and presenting content data statistics by theme or keyword is a challenging task.
- ❑ Lack insights into user preferences and struggle to determine content topics.
- ❑ A lack of in-depth insights hinders effective social media strategy.



## KAWO Solution

### Content strategy ensured

- ✅ Analyze top posts based on themes and keywords to know what content engages the followers the most.
- ✅ Recreate compelling social media content using the proven formula derived from the content insights.
- ✅ Refine content strategies for 5 social media platforms.





# BILINGUAL INTERFACE



## Challenge Language barrier

- ❑ Bilingual report-making takes double time.
- ❑ Global team doesn't understand the Chinese marketing environment.
- ❑ Overseas social media materials can't be directly applied.



## KAWO Solution Channeling China and global

- ✅ Export real-time data in Chinese and English.
- ✅ Quickly translate Chinese social media posts into English with one click.
- ✅ Provide translation for the China team with inspiration to reuse overseas posts.





# KAWO SERVICES THE FOLLOWING INDUSTRIES



Ready-to-wear



Leather Goods



Jewelry



Watches



Beauty





THE SOCIAL MEDIA MANAGEMENT PLATFORM FOR CHINA

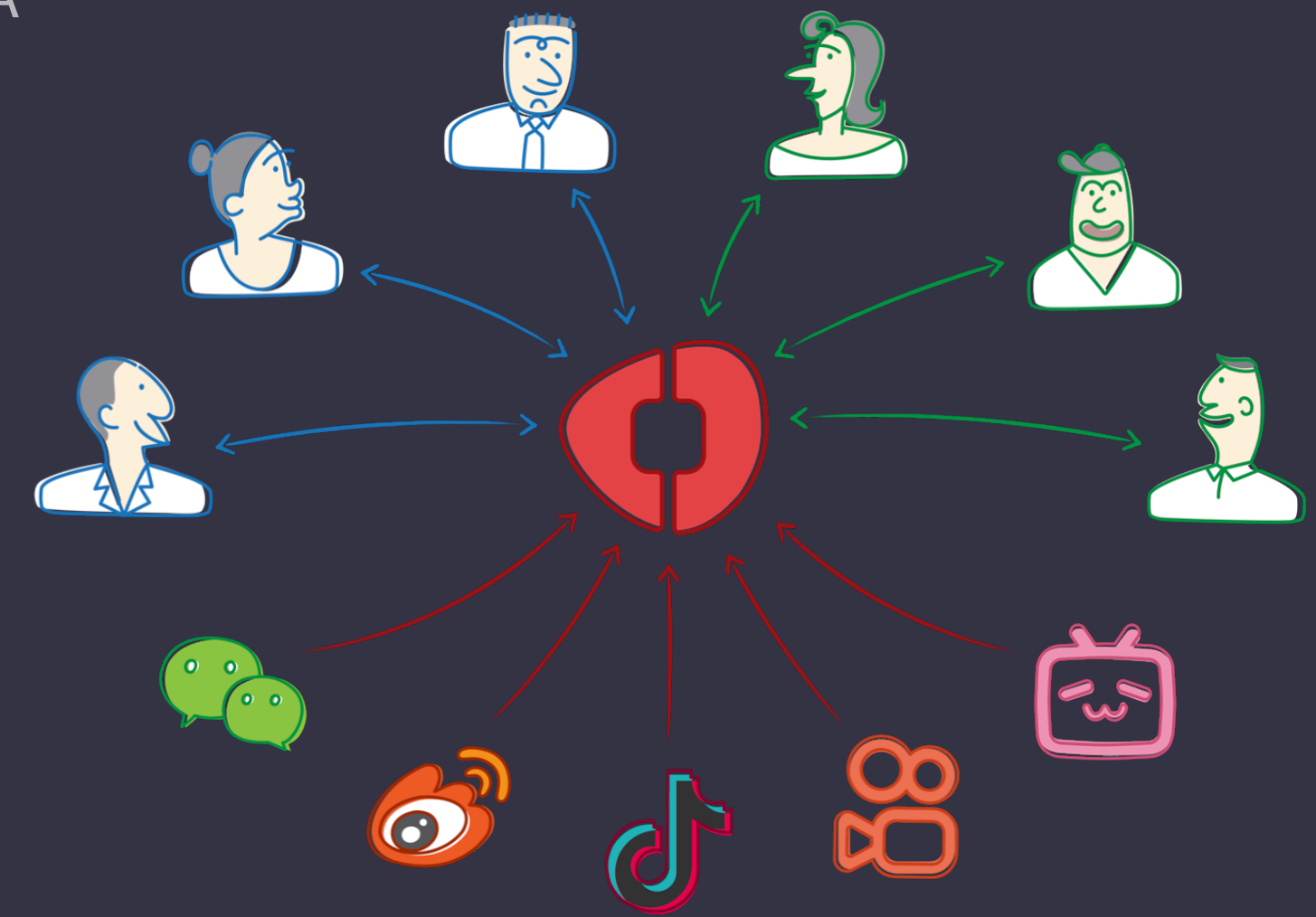
KAWO is dedicated to assisting marketing teams to efficiently and seamlessly managing China's social media channels. It is an easy-to-use bilingual platform that connects to WeChat, Weibo, Douyin, Kuaishou and Bilibili. Internal teams and agencies can jointly collaborate within KAWO for data insights, competitor analysis as well as, content planning, editing, review, approval and scheduling.

Social media has become an integral part of any marketing strategy. Producing high-quality content through data-driven decisions is crucial. However, social media teams often find themselves spending excessive time crunching data, generating reports, and managing communication — both internally and externally. KAWO helps streamline workflows and improve efficiency in gaining data insights, empowers marketing teams to allocate more time and effort to creating content that produces the best return on investment (ROI).

We are proud to be trusted by over 500 global brands:



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**6** China social channels connected

**12+** Industries included

**500+** Brands served

**33M+** Social users covered



The dashboard provides a comprehensive overview of social media performance across three major Chinese platforms: Weibo, WeChat, and Douyin. It includes planning tools, active KPIs, competitor analysis, and highlights of recent achievements.

Platform	Category	Value
Weibo	Followers	3.4M
	Articles	525
	Impressions	37.1M
	Comments	230,965
WeChat	Followers	31,279
	Articles	32 (8%)
	Impressions	84,341
	Comments	2,869
Douyin	Followers	255,157
	Articles	12
	Impressions	5.2M
	Comments	852,948

## Multi-Account Management

Manage all your social channels with a single KAWO account. Gain an overview of your account performance, competitor data ranking, weekly reports, content status, and KPI completion status in one simple dashboard.

## Data Insights

Automatically generate reports and data analysis of your social accounts, available in spreadsheets and graphs with a one-click download. Improve efficiency for content insight and decision-making.

## Competitor Analysis

Monitor and analyze the performance of competitors' accounts and individual content with data visualization. Refine your social strategy by benchmarking the results.

## Collaboration

Add unlimited users to your KAWO account, including vendors, internal and external teams. All team members can be simultaneously notified of changes to events or content plans, streamlining the marketing workflow.