

KAWO Empowers Global Outdoor Sports Brand to Build & Strengthen Presence in China



ABOUT THE BRAND

Background

Headquarter: Switzerland 

Segments: Running & outdoor sports

Products: Shoes, apparel, accessories

Competitive differentiators:

- ✓ Patented technology
- ✓ Eco-friendly fabrics
- ✓ Celebrity endorsement

Market Entry into China: 5-year

Goals

China is a **saturated market** for outdoor sports, and the brand aims to **expand its market share** in the niche by establishing a **strong brand presence** there.

Local Team

Marketing Leadership style: flat

Approval Processes: simplified

Decision-Making: by the China team

CHINA SOCIAL MEDIA MANAGEMENT



Challenge:

Not familiar with Chinese social media ecosystem

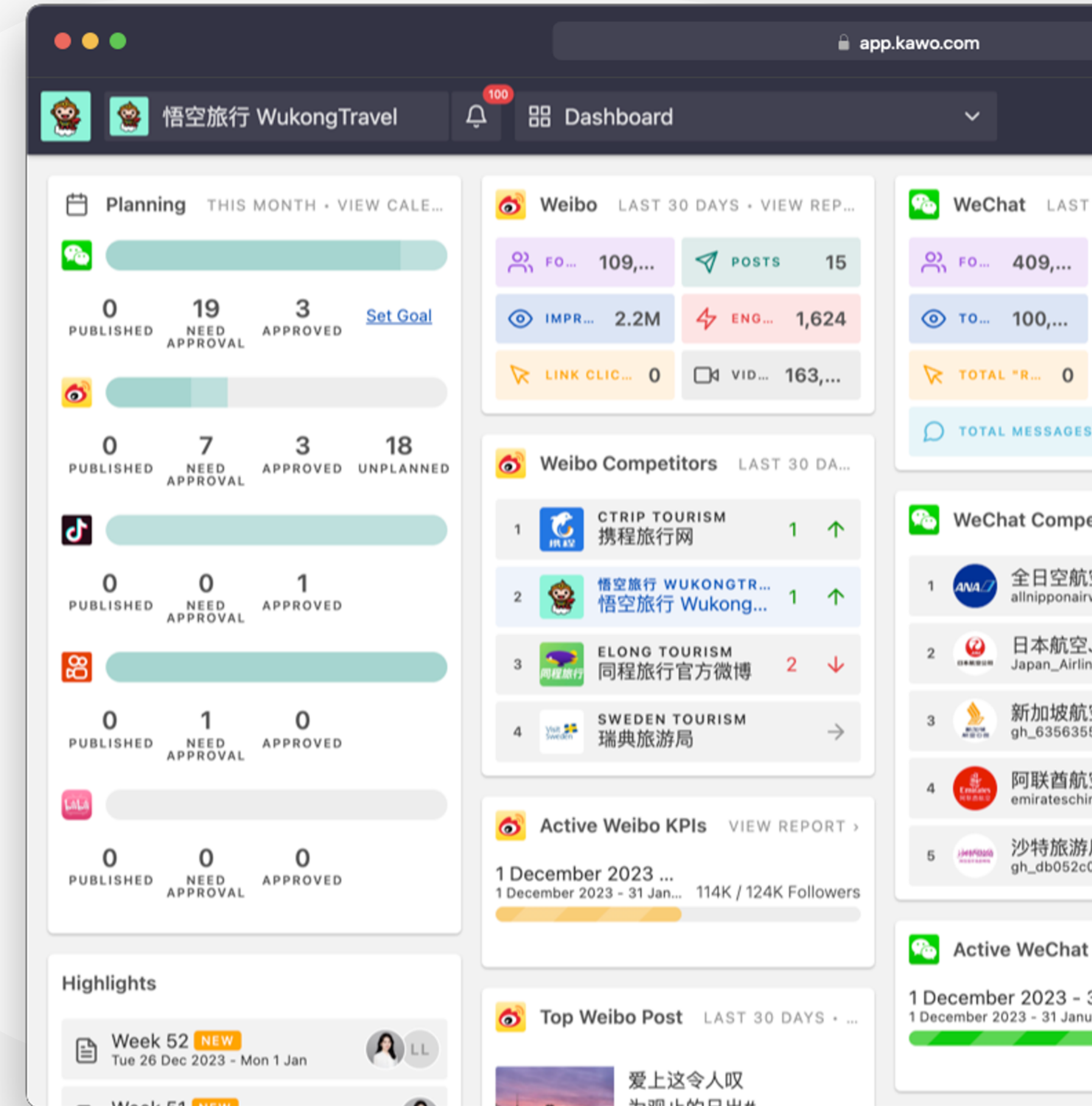
- ❑ The Chinese social networks are exclusive to each other.
- ❑ No easy way to efficiently manage multi-account data.
- ❑ Time is wasted on gathering data to make reports, leaving little room for value creation.



KAWO Solution:

One-stop social media management (SMM)

- ✅ A proven China SMM solution
Overview the performance of dozens or even hundreds of social media accounts
- ✅ Multi-account management
Get comparable performance data and metrics such as followers and engagement.
- ✅ Data export & report generation
Save approximately 5 hours per week on data consolidation and report creation.



COMPETITOR MONITORING



Challenge

No easy access to competitor data

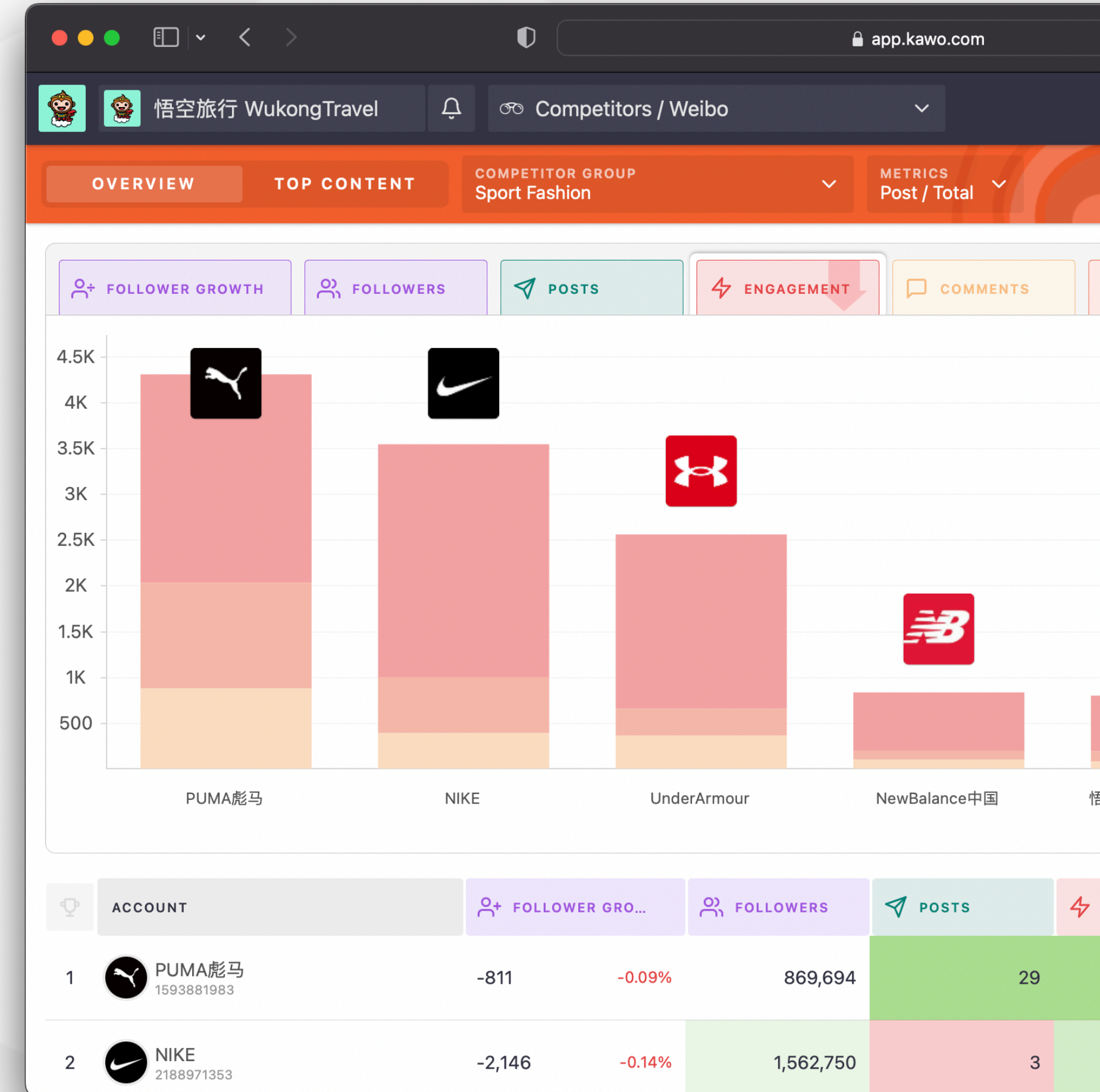
- ❑ Manual consolidation of competitor data is time-consuming.
- ❑ As a relatively new brand in China, it lacks a thorough understanding of the local market.
- ❑ A lack of insight into market trends hinders effective brand content localization.



KAWO Solution

Overview cross-network competitor data in real-time

- ✅ Visualize performance of competitors on 7 networks.
- ✅ Explore the formats, content, and impact of competitors' to discover trends and market dynamics
- ✅ By understanding their competitors' focuses on each network, the brand can improve its content strategy.



DATA INSIGHTS



Challenge

Uncertainty about content

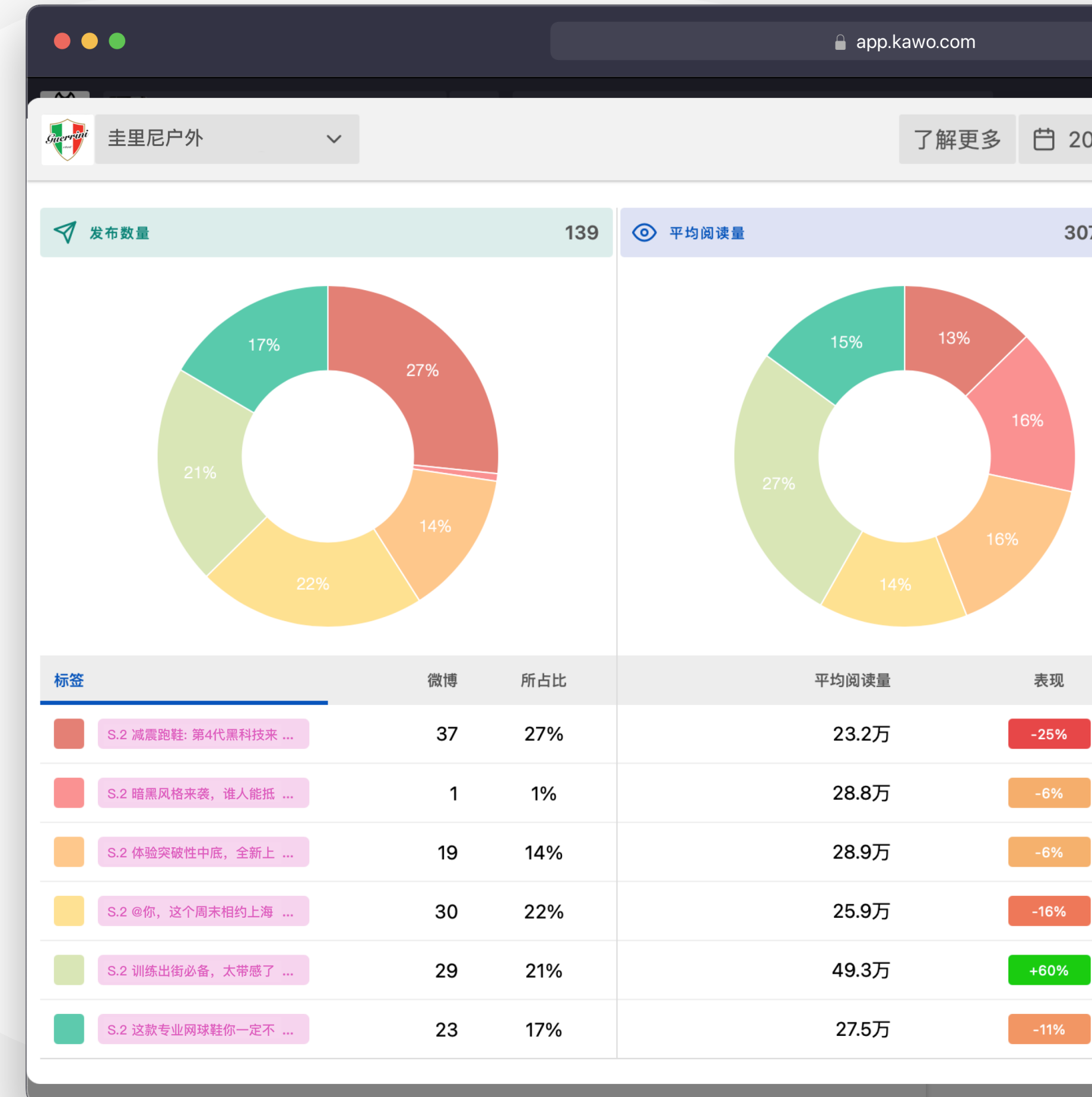
- ❑ Hard to assess the performance and contribution of the various types of content the brand posted.
- ❑ Lacking in-depth insights hinders applying effective social media strategy.
- ❑ There is a gap between the brand and its content.



KAWO Solution

Deep content insights

- ✅ KAWO's Tagging Insights help the brand find patterns in audience preferences about the brand's social content.
- ✅ The brand decided to integrate its running culture into its WeChat posts to stand out from the competitions.
- ✅ With KAWO's Tagging Insights, the brand can continuously adapt to audience preferences.





THE SOCIAL MEDIA MANAGEMENT PLATFORM FOR CHINA

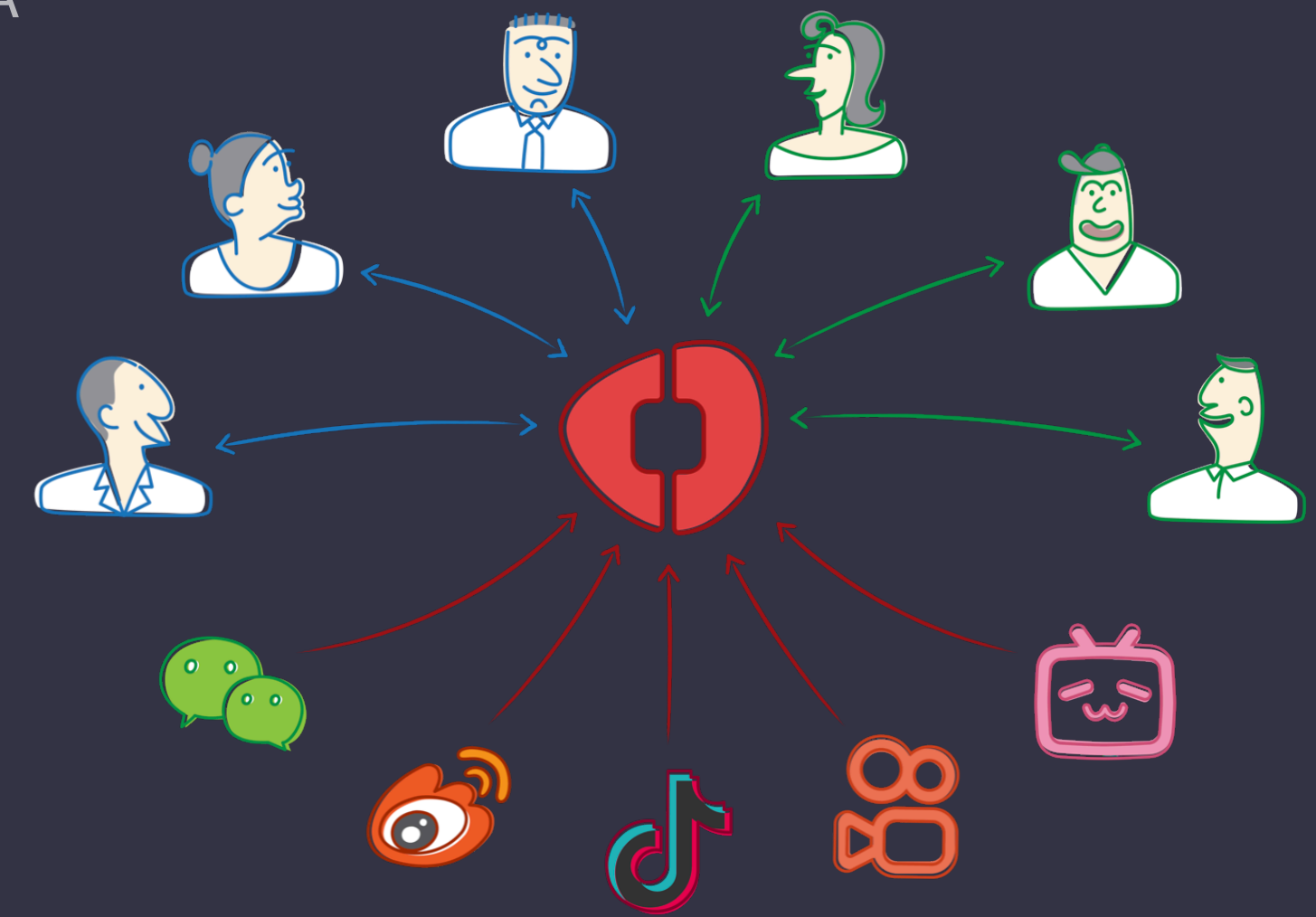
KAWO is devoted to helping marketing teams to efficiently and seamlessly manage China social media channels. It is an easy-to-use bilingual platform which connects to WeChat, Weibo, Douyin, Kuaishou and Bilibili. Internal teams and agencies can jointly collaborate within KAWO for data insights, competitor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

Social media have become an integral part of any marketing strategy. Producing high-quality content through data-driven decisions is crucial. However, social media teams are spending too much time on crunching data, making reports and communication — both internally and externally. KAWO helps to streamline workflows, improve efficiency for gaining data insights, empower marketing teams to spend more time and effort creating content that produces the best 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	Followers	Engagement	Other Metrics
Weibo	3.4M	525	37.1M views, 1,221 posts, 470,162 likes, €668K
WeChat	31,279	32 (8%)	84,341 views, 2,869 posts, 147 posts, 264 likes, 49 posts, Not Set
Douyin	255,157	12	5.2M views, 852,948 likes, 5,825 posts, 2,245 posts, 350 posts, 3,519 posts

Multi-Account Management

Manage all your social channels with one 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

Auto-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 performance 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 marketing workflow.

Learn more at [KAWO.com](https://kawo.com) or email marketing@kawo.com.