

CASE STUDY FROM PRO

STRATEGY BREAKDOWN FOR FOUR SUCCESSFUL CASES



Channel Selection Strategy

Instagram

Suitable for developing fashion products such as clothing and bags.

Product Selection Strategy

Example Product: fashion clothing

Selection strategy: Independent fashion websites have a large market share, with simple and comfortable styles that are fashionable and suitable for a wide range of people.

Product Attributes

Multiple colors and sizes ranging from S-5XL are available to meet the diverse needs of customers, with particular consideration given to the demand for large sizes in Europe and America.

Product Development Process

The initial testing of the product resulted in a dozen orders, but the profit margin was not optimal due to the high cost per order. Therefore, we replaced the materials and retested the product with a slide-show-style advertisement. We created a first image with a puzzle of multiple colors, highlighting the proportion of hot-selling colors and specifying sizes from S-5XL. We also optimized the landing page. The advertisement performed well in the initial stage, so we seized the opportunity to increase the budget, and achieved a daily GMV of over \$5,000.



Channel Selection Strategy

New Products From Ads Library

Visit competitor websites regularly to discover potential best-selling products. If any promising products are identified, prompt follow-up action should be taken.

Product Selection Strategy

Example Product: Comfy Shoe

Target market: Women aged 35-55 in European and American markets

Selection strategy: The shoes feature a small wedge heel, as well as sparkling embellishments, and are designed for easy wear and comfort. These attributes are intended to meet the aesthetic preferences of women in this age group in European and American markets.

Product Attributes

The shoes are available in multiple colors and sizes to facilitate customer selection. Sizing must be standardized across different countries to ensure ease of purchase for customers.

Product Development Process

The daily Gross Merchandise Volume (GMV) for this product is currently at 2.8 thousand US dollars.



Channel Selection Strategy

Facebook

Product Selection Strategy

Example Product: holiday-related products

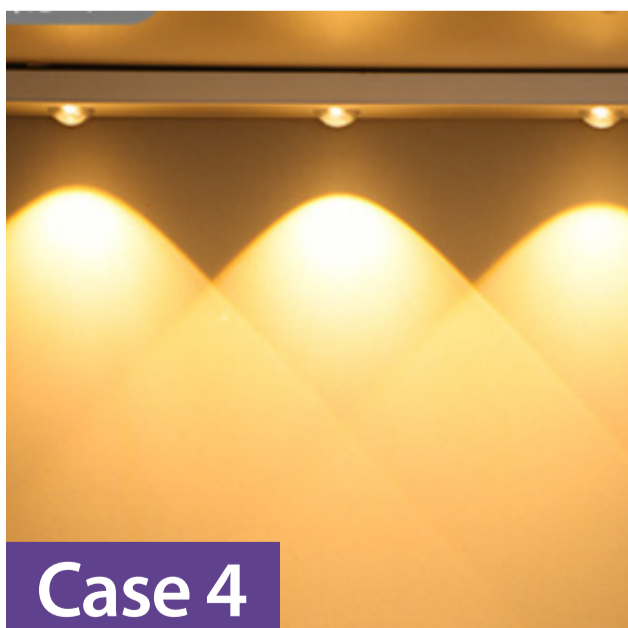
Selection strategy: there has been a consistent trend of high sales during Valentine's Day in recent years, with a smaller spike during Mother's Day. It is recommended to plan ahead and prepare for these peak periods.

Product Attributes

The focus should be on popular colors, while also considering the option of offering a low-priced product in a less popular color to attract potential customers.

Product Development Process

As this product is a proven best-seller, it would be beneficial to review previous customer comments and feedback to address any issues and highlight improvements in advertising copy.



Channel Selection Strategy

AdSpy

Product Selection Strategy

Example Product: LED motion sensor lights

Selection strategy: Filter products with a minimum of 100 likes over the past three days to identify high-quality products positively received by consumers.

Product Attributes

This product offers various length options, is completely wireless, and features durable sensors. It can be installed in any location in a home, providing illumination and serving as an accent light to highlight artwork. The product is versatile and suitable for every household.

Product Development Process

A video showcasing the product's functionality and convenience in real-life situations would be effective. With this approach, it is possible to achieve a daily Gross Merchandise Volume (GMV) of over 3,000 US dollars.