



# Unlocking 11.11

Insider Strategies for  
Skyrocketing Your Sales on  
Singles Day

*Daphne Tuijn & The Chaoly Team*





# Table of Contents

<b>Introduction</b>	<b>1</b>
<b>Chapter 1: 11.11 Preparation Checklist</b>	<b>3</b>
<b>Chapter 2: 11.11 Strategic Planning</b>	<b>16</b>
<b>Chapter 3 Next Steps</b>	<b>29</b>
<b>Conclusion</b>	<b>40</b>



# Introduction

### ***Introduction: Navigating the Singles Day Labyrinth in a Post-Zero-Covid China***

#### **Who This eBook is For**

This comprehensive guide is designed specifically for:

***Overseas managers of brands that are active in the Chinese market.***

***Chinese eCommerce and marketing managers***

Whether you've outsourced your eCommerce operations to a Tmall Partner (TP) or manage your own in-house eCommerce team, this eBook is tailored to equip you with the insights, strategies, and actionable tips you'll need for a successful Singles Day campaign.

#### **Welcome to Your Go-To Singles Day Guide**

Every November 11th, known as Double Eleven or Singles Day, brands and consumers alike brace for a shopping event that can make or break annual sales targets. In a landscape evolving at breakneck speed, particularly in a post-Zero-Covid era, how

can your brand not just survive, but actually flourish?

#### **The Pinnacle of E-Commerce**

In China, Singles Day is more than just a shopping event; it's a cultural phenomenon. Born out of an anti-Valentine's movement, the festival has grown exponentially since its inception. For brands selling on Tmall and other online platforms, it offers an unparalleled opportunity to engage with millions of eager consumers.

#### **Why is Singles Day Challenging?**

##### ***The Scale***

The sheer volume of sales and competition is staggering. With millions of products on discount and brands pouring in vast amounts of money into advertising, standing out becomes a daunting task.

##### ***Rapidly Changing Consumer Behavior***

Chinese consumers are savvy, well-researched, and increasingly selective, often juggling multiple platforms to compare deals. Meeting their high expectations for

## Introduction

product quality, customer service, and overall shopping experience is non-negotiable.

### **Post-Zero-Covid Challenges**

As China emerges from its Zero-Covid strategy, the consumer market faces its own set of challenges. While the pandemic has been controlled, consumer sentiment has not yet fully recovered. People are cautious about how they spend their money, making them even more discerning shoppers. Brands need to recognize and adapt to this new economic climate to ensure success.

### **Why This eBook?**

From understanding when to kickstart your promotional activities to optimizing your product listings, this eBook will take you through a comprehensive journey to prepare for Singles Day. We'll cover topics like:

### **11.11 Checklist**

- **Setting sales targets and budgets**
- **Collaborating with Tmall Partners (TPs)**
- **Campaign ROI optimization**
- **Strategic planning – When to get started**
- **How to measure success**

**And much more...**

*Your Singles Day success starts now. Dive in to discover how you can navigate the complexities of this massive shopping event, especially in a consumer market that's recovering and reshaping itself.*

Hope you enjoy reading this eBook and pick up some useful tips to be well-prepared for this year's Singles Day.

Good luck & Jiayou/加油

Warm Wishes,

Daphne Tuijn & The Chaoly Team

**YOUR JOURNEY  
STARTS HERE.**

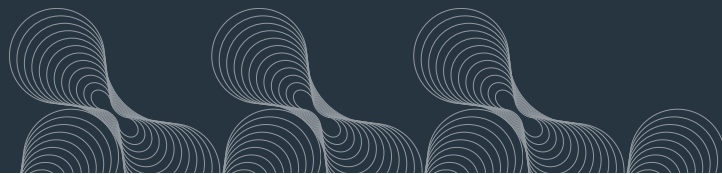


1

# 11.11 Preparation Checklist

## 11.11 Preparation Checklist

- ☒ Determine Overall Goals
- ☒ Set Target & Budget
- ☒ Define Campaign Strategy
- ☒ Optimize Store & Product Page
- ☒ Prepare Sufficient Inventory
- ☒ Review & Feedback
- ☒ Manage Your Ad Budget





# Determine Overall Goals

Balance between sales and profitability

### ***Determine Your Primary Objective: Sales or Profitability***

#### **Sales as a Focus:**

**Overview:** If your primary objective is to maximize sales, then Singles Day is the time to go all out. With millions of potential customers browsing, this is your chance to get your products into as many shopping carts as possible.

#### **Enroll Multiple SKUs:**

**Why it's Essential:** Diversifying your product range appeals to a broader audience and increases the chances of upselling or cross-selling.

**Strategic Selection:** Choose SKUs that are either top sellers or have the potential for high sales volume based on market trends and consumer demands.

#### **More Aggressive Ad Budget:**

**Scaling:** Be prepared to ramp up your advertising spend, targeting high-impact channels and platforms to capture a wide audience.

**Dynamic Adjustments:** Monitor the ad spend ROI in real-time to make data-driven decisions on where to allocate or re-allocate budget for maximum impact.

## 1 11.11 Preparation Checklist

### **Profitability as a Focus:**

**Overview:** If profitability is your primary concern, then Singles Day can still be lucrative without going all in. By making strategic choices, you can still partake in the event while maintaining a healthy bottom line.

---

### **Enroll Only Select SKUs:**

**Why it's Prudent:** Focus on SKUs with higher margins that will maximize profit rather than just increase sales volume.

**ROI-Centric:** These selected SKUs should have a proven ROI track record to make sure every dollar spent on promotion or discounts is justifiable.

### **Treat 11.11 as Business as Usual:**

**Controlled Spending:** No need to pump up your ad budget. Stick to your regular advertising plan and don't get swayed by the Singles Day frenzy.

**Smart Offers:** Utilize smart bundling options or limited-time offers that will enhance profitability rather than just boosting sales numbers.

### **For New Sellers (Less than 90 Days on the Platform):**

**Check Eligibility:** New sellers should be aware that they may not be able to participate fully in the Singles Day sales. Platforms like Tmall often have a 90-day threshold before new sellers can enroll their products in such massive sales events.



## **Set Target & Budget**

Set realistic targets based on previous performance

### **Setting Overall Sales Targets: Realistic and Achievable Goals**

#### **Based on Previous Performance:**

**Data-Driven Goals:** Utilize data from previous sales events and monthly performances to set a realistic sales target. Look at both your successes and shortcomings to create an informed strategy.

#### **August, September, and October Sales:**

**Why They Matter:** These months can offer a reliable forecast of consumer behavior and purchasing patterns.

**Rule of Thumb:** Your sales target for Singles Day can be the sum of your August, September, and October monthly sales or aim for a 50%-100% increase on your June sales figures.

## 1 11.11 Preparation Checklist

### Exclusions:

#### **Why Exclude Affiliate and Livestreaming**

**Sales:** These channels are highly volatile and can lead to inflated expectations.

**Focus on Stable Sales Channels:** Stick to metrics from more stable sales channels for a realistic sales target.

### **Determine Overall Budget and Acceptable ACoS (Advertising Cost of Sales)**

#### **Target ACoS:**

**Importance:** Your target ACoS for Singles Day should ideally be lower than that of the previous month.

**Strategy:** By keeping a lower ACoS, you can ensure better ROI, which is particularly crucial given the increased ad spend often associated with Singles Day.

### **Negotiate with Your Tmall Partner (TP) on Cost Splitting:**

**Shared Responsibility:** Discuss the possibility of your TP sharing some of the costs related to advertising and promotions.

#### **Benefit to TP:**

Remind them that a successful Singles Day campaign will not only boost your sales but also enhance their commission and market reputation.

### **Include Costs for Social Media and Livestreaming:**

**Why It's Crucial:** Social media campaigns and livestreaming can be significant drivers of traffic and sales. However, these also come with costs for creation, promotion, and, in the case of livestreaming, possible partnerships with influencers.

**Detailed Breakdown:** Your budget should have a detailed line-item for these channels to ensure you're adequately funded but not overspending. Balance the costs with expected ROI, based on past performance metrics and industry benchmarks.

By setting a data-informed sales target, creating a well-defined budget, and negotiating shared responsibilities with your Tmall Partner, you'll be better prepared to make the most of the Singles Day opportunity.



# Define Campaign Strategy

Get detailed about individual product campaigns

### **Define Product-Level Campaign Strategy for Singles Day**

#### **Determine Bottom-Line Price for Each SKU:**

**Importance:** Knowing the minimum price point you're willing to go down to for each SKU allows you to enter promotions and negotiations from a position of strength.

**Cost Analysis:** Conduct a detailed cost analysis, considering manufacturing, shipping, and any associated platform fees, to determine this bottom-line price.

#### **SKU Enrollment Criteria:**

##### **Minimum Discount Requirement:**

**Rule of Thumb:** Each enrolled SKU must be at least 10% off the lowest price it has been sold at in the past 30 days.

**Consumer Psychology:** Shoppers are looking for deals, especially on Singles Day. A minimum discount ensures that your offers are competitive.

#### **Presales and Spot Sales: Choose Wisely**

##### **One Listing Rule:**

**Why It Matters:** Platforms typically don't allow one listing to be both a presale and a spot sale item.

**Solution:** Create new listings for the same SKU if you plan to engage in both presales

and spot sales.

#### **Optional Promotions: First-Minute Deals**

**Flash Promotions:** You can create buzz and urgency by offering incredible deals like "first minute half price" or "first 2 minutes 200 RMB off."

**High-Margin Products:** Offset the cost of such aggressive promotions by enrolling products with high margins, allowing you to maintain overall profitability.

#### **Extra Benefits: Add Value Beyond Price**

##### **Sample Giveaway:**

**Why:** Free samples can encourage hesitant shoppers to make a purchase.

**Product Choice:** Ideally, the sample should be a gateway to more extensive, more lucrative sales, like a teaser of a premium product.

##### **Gift With Purchase (GWP):**

**Added Value:** Offering a GWP can sweeten the deal and increase the overall cart size.

**Relevance:** Make sure the gift complements the purchased product and appeals to your target audience.

##### **Gift Sets:**

**Bundling:** Offering pre-made gift sets can encourage shoppers to buy more.

**Targeting:** Create gift sets that target spe-

## 1 11.11 Preparation Checklist

cific demographics or needs to maximize appeal.

### **Celebrity Endorsement:**

**Star Power:** A celebrity endorsement can bring added visibility and credibility.

**Alignment:** Ensure the celebrity's image aligns with your brand and speaks to your target market.

By defining a comprehensive product-level campaign strategy that includes pricing, SKU selection, special promotions, and added value, you'll be positioning your brand for maximum success during Singles Day.





# Optimize Store & Product Page

Attention to content ensures page success

## ***Store & Product Page Optimization: The First Step to Winning Customers***

### **Tmall Partner (TP) Responsibilities:**

**Comprehensive Services:** Your TP is generally responsible for optimizing your store and product pages. This is a multi-step process that includes form filing, copywriting, and graphic design.

**Why Trust the TP:** Tmall Partners are experts in e-commerce strategies and understand the localized needs of the Chinese market. Their expertise can help your brand resonate with local consumers.

### **Providing Support to Your TP:**

#### ***High-Quality Assets are Crucial:***

**What Constitutes High-Quality Assets:** This includes high-resolution images, well-designed logos, and compelling video content.

**Brand Consistency:** Ensure that all the assets are consistent with your brand's identity and messaging.

### **Form Filing:**

**Importance:** Forms are generally required for any promotional activities or special pricing for Singles Day.

**Your Role:** While the TP handles the form filing, make sure you've provided all the necessary information to prevent any delays or issues.

### **Copywriting:**

**Localized Content:** The TP will create copy that not only describes your products but also resonates with local consumers.

**Keywords:** Discuss with your TP about incorporating relevant keywords to improve your product page SEO, making your items easier to find during the Singles Day frenzy.

### **Graphic Design:**

**Visual Appeal:** Your TP will focus on making your product and store pages visually attractive.

**Your Contribution:** Providing high-quality images and design guidelines can help your TP better align the graphics with your brand identity.

## 1 11.11 Preparation Checklist



### Supporting with Quality Assets:

**Why It's Important:** Supporting your TP with high-quality assets can expedite the optimization process and ensure the final **output** meets your brand standards.

#### **What to Provide:**

**Images:** High-resolution, professionally shot photographs of your products.

**Videos:** Short, engaging videos showcasing product features or how-tos can add value.

**Brand Guidelines:** A document outlining color schemes, fonts, and other branding elements to ensure consistency.

By collaborating closely with your Tmall Partner and providing them with the resources they need, you set the stage for a highly optimized online storefront just in time for Singles Day. This ensures that when the floodgates open, your brand is poised to capture consumer attention and drive sales.



# Prepare Sufficient Inventory

Plan ahead & ensure products are always in stock

***Prepare Sufficient Inventory: Avoiding the "Out of Stock" Nightmare***

### **Products Enrolled in Platform Events: The Hero Products**

***Why It's Important:*** These are the products that you're heavily promoting for Singles Day. Running out of inventory on these items can severely impact your sales and brand reputation.

#### ***Inventory Planning:***

***Best-Sellers and High-Margin Items:*** Prioritize these when stocking up.

***Dynamic Monitoring:*** Keep an eye on sales trends in real-time to dynamically adjust your inventory if possible.

### **Imported Products: Special Considerations**

***Longer Lead Times:*** Imported goods often have longer shipping and customs clearance times, which makes early planning essential.

***Local Preferences:*** If your brand sells imported goods that have gained traction in the local market, consider bulking up more on those SKUs.

***Mind the Due Date for Replenishing Inventory: Stay Ahead of the Curve***

***Tmall Announcements:*** Tmall often announces specific due dates for replenishing inventory before major sales events like Singles Day.

#### ***Consequences of Missing Deadlines:***

Failing to meet these deadlines can result in penalties or even exclusion from participating in the event.

#### ***Emergency Measures:***

***Contingency Planning:*** Have a backup plan for quick replenishment in case of unexpected sales surges.

***Communication:*** Keep an open line with your TP and your supply chain contacts to ensure you can react quickly to any inventory issues.

### **Additional Tips:**

***Safety Stock:*** Always keep a buffer stock to manage unexpected demand spikes.

***Storage Costs:*** While it's crucial to stock up, remember that holding too much inventory can also incur additional costs.

***SKU-Level Planning:*** Break down your

## 1 11.11 Preparation Checklist

inventory planning to the SKU level for more precise management.

By adequately preparing your inventory and staying ahead of the replenishment deadlines, you're positioning your brand for maximum success during Singles Day. It's a

balancing act between having enough stock to meet demand and not overstocking to the point of incurring high holding costs. Proper planning here is not just an operational necessity; it's a strategic imperative.



## Review & Feedback

Double check TP's campaign plan & communicate

***Review TP's Campaign Plan and Provide Feedback: Ensuring Aligned Strategies***

**Sales Distribution: Presales vs. Spot Sales**

***Recommended Ratio:*** Your TP will likely suggest a distribution between presales and spot sales, often recommending around 60-70% focus on presales.

***Why This Ratio Matters:***

***Consumer Behavior:*** Many consumers in China enjoy the anticipation and preparation that comes with presales, effectively locking in sales even before the event begins.

***Inventory Management:*** A higher focus on presales can help with inventory planning, as it gives you some preliminary sales data.

***Your Feedback:*** Evaluate this ratio in the context of your brand's past performance and future goals. Would a different split make

## 1 11.11 Preparation Checklist

more sense for your particular product range or target market?

### Gap Filling Measures: Your Plan B

**Why You Need a Plan B:** Even the best-laid plans can go awry. Having a contingency plan ensures that you can pivot quickly to fill any gaps in your original strategy.

#### **Extra Ad Budget:**

**Importance:** An extra ad budget can act as a safety net, allowing you to boost underperforming campaigns.

**How Much to Allocate:** This should be a calculated fraction of your initial ad budget, to ensure you don't go overboard.

#### **Affiliate Livestreamers:**

**Quick Boost:** Utilizing affiliate livestreamers can give you a quick boost in visibility and engagement.

**Choosing the Right Livestreamers:** Opt for those who resonate with your brand and have a following that aligns with your target audience.

### Questions to Ask Your TP:

**Performance Metrics:** How will the effectiveness of the plan be measured?

**Flexibility:** How easy is it to pivot to the Plan B strategies? Is there a trigger point at which this switch will be made?

**Cost Implications:** What are the cost implications of switching to the Plan B strategies, and how will these be managed?

By meticulously reviewing your TP's campaign plan and providing informed feedback, you're not just rubber-stamping their ideas; you're actively collaborating to create a campaign that's well-aligned with your brand's objectives and prepared for any eventuality. This level of preparedness can make the difference between an average Singles Day and a phenomenal one.

## 1 11.11 Preparation Checklist



# Manage Your Ad Budget

Transfer marketing budget for ad tools

***Prepare Marketing Budget for Paid Traffic Tools: Secure Your Path to Success***

**Ensuring Funds are Available Pre-Festival:**

***Why It's Crucial:*** The worst time to realize you're running low on funds is midway through the shopping festival. Make sure your budget is approved and allocated well before Singles Day kicks off.

***Liquidity:*** Ensure there's a quick way to access these funds. Any delays in fund allocation can be detrimental during the fast-paced Singles Day sales.

**Key Considerations:**

***Dynamic Allocation:*** Be prepared to reallocate funds between different channels based on real-time performance metrics.

***Contingency Funds:*** Always have a reserve for unexpected opportunities or to bolster underperforming campaigns.

***Collaboration with TP:*** Discuss your budget plans with your Tmall Partner. They may have insights into how to allocate funds more effectively based on their experience.

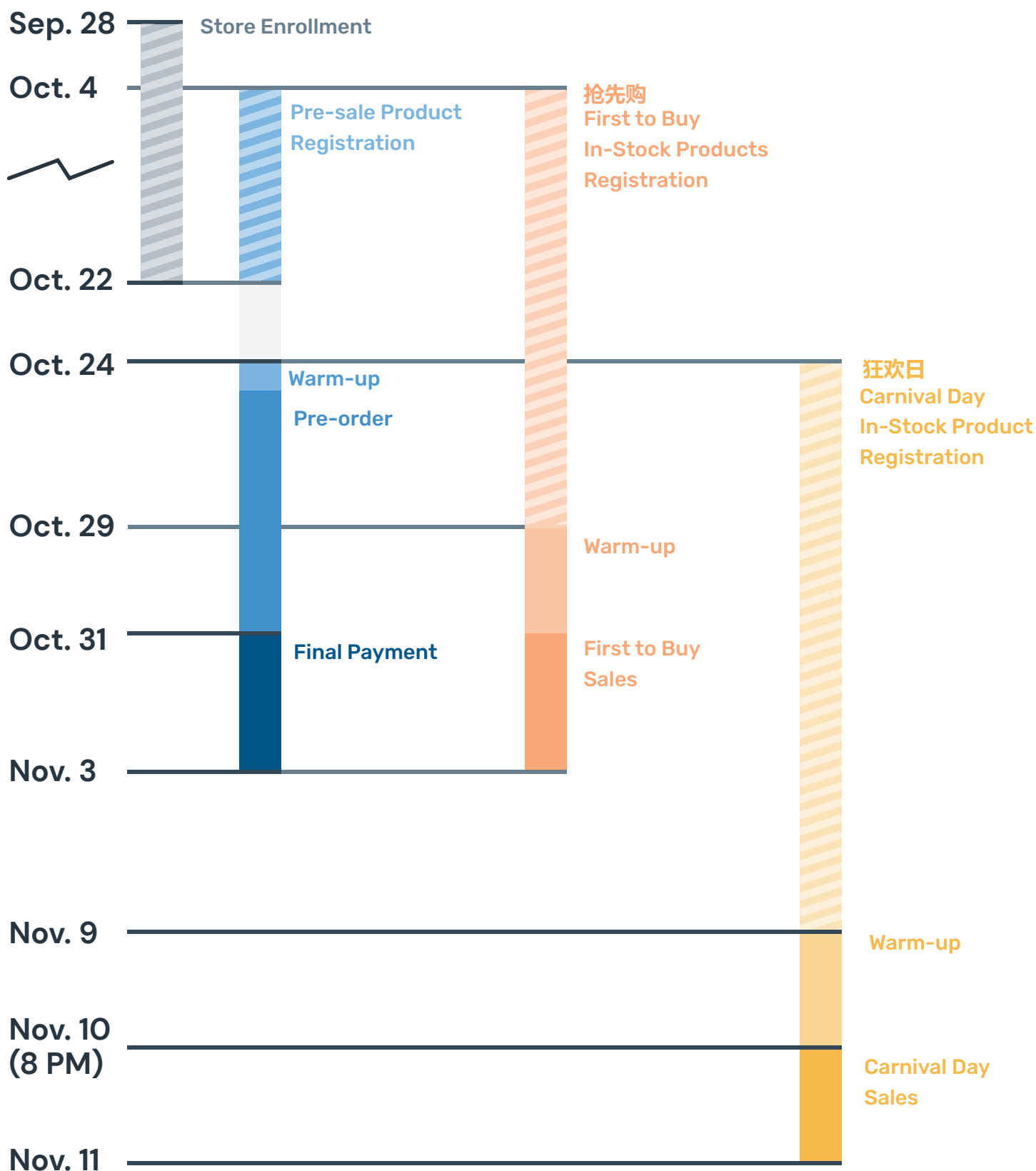
By thoroughly preparing your marketing budget for paid traffic tools, and ensuring that funds are accessible before the event begins, you're laying a solid financial foundation for Singles Day success. This isn't just about having the money to spend; it's about spending it wisely to maximize both reach and ROI.



2

# 11.11 Strategic Planning

# 2023 11.11 Timeline (Diagram)



# Store Operation Planning: Wave 1

Date	Sep. 28–Oct. 22	Oct. 24–31	Oct. 31 – Nov 3
Stage	Preparation	Wave 1 preorder	Wave 1 final payment
Objective	Remind existing customers and increase new customer base	Interest & Conversion	
Key Metrics	No. of add to cart/favorite Cost per add to cart/favorite	Add to car, sales, CVR, ROI	
Products to Advertise	Wave 1 campaign products (to be optimized)	Wave 1 campaign products	
Targeted Audience	New & existing customers	Potential & existing customers	
Main Tools to Invest <sup>1 2</sup>	Search, display & brand ad tools, Livestreaming and SMS	All; plus increase spend on conversion tools	

<sup>1</sup>All paid tools are on throughout Double Eleven, but the investment and focus changes

<sup>2</sup>Search ads: Express Train Display ads: Gravity Cube, Ad Brain, etc. Brand ads: Star Shop etc.

# Store Operation Planning: Wave 2

Date	Oct. 24–Nov 9	Nov 10 – 11
Stage	Wave 2 Category campaigns	Wave 2 Conversion
Objective	Recap and adjust strategy Re-target who didn't purchase	Conversion
Key Metrics	No. of add to cart/favorite Sales from category campaign	Sales, CVR, ROI
Products to Advertise	Wave 2 campaign products; high conversion products	
Targeted Audience	New and potential customers, and who didn't purchase	Same except no new customers
Main Tools to Invest <sup>1 2</sup>	Search, display & brand ad tools, Livestreaming and SMS	All, plus Increase spend on conversion tools

<sup>1</sup>All paid tools are on throughout Double Eleven, but the investment and focus changes

<sup>2</sup>Search ads: Express Train Display ads: Gravity Cube, Ad Brain, etc. Brand ads: Star Shop etc.



# When to Start Promoting for 11.11

### ***When to Start Promoting for Double Eleven: Timing is Everything***

#### **Alibaba's Kickoff: Setting the Stage**

**Annual Promotion Strategy:** Every year, Alibaba begins promoting Singles Day in October through a mix of online and offline channels.

#### ***Why This Matters:***

**Consumer Awareness:** This is to set the stage and remind consumers that the world's largest shopping festival is around the corner.

**Traffic Influx:** The early promotion helps to increase both new and returning traffic to the Alibaba platform, including Tmall.

### **Tmall Sellers: When to Start Advertising**

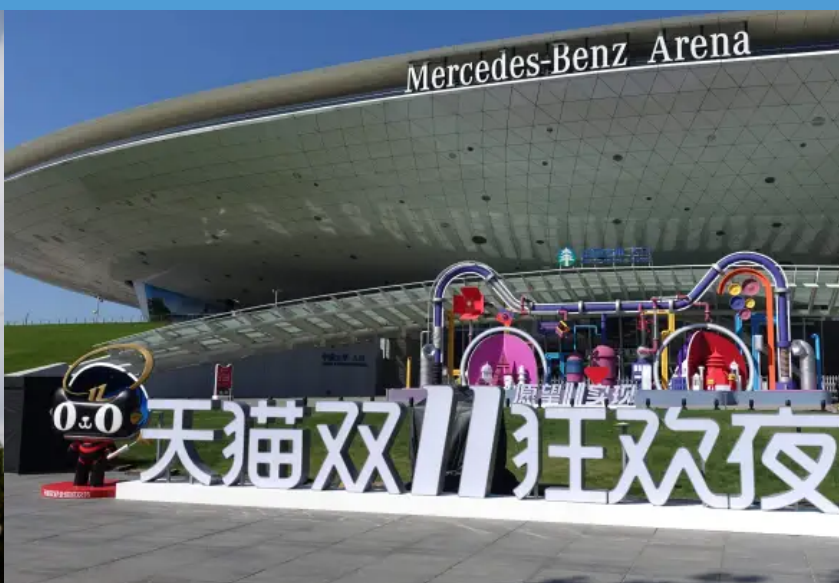
**Our Recommendation:** It is advisable for Tmall sellers to start their promotional activities from October 1st.

#### ***Why October 1st?:***

**Cost-Efficiency:** Traffic costs, measured as Cost Per Click (CPC) or Cost Per Mille (CPM), tend to be a bit cheaper before the peak season hits.

**Get Ahead:** Early promotion allows you to build momentum and gain an initial customer base that can be retargeted closer to the event.

## 2 11.11 Strategic Planning



### Start Preparing Now: Time Waits for No One

#### **Campaign Enrollment:**

**Why Start Now:** The enrollment for Double Eleven campaigns typically starts around September 28th.

**Action Items:** Provide your TP with all the necessary inputs they'll need to craft a Double Eleven plan tailored for your brand.

**Don't Delay:** The sooner you start, the more time you have to make adjustments, run A/B tests, and optimize your strategy.

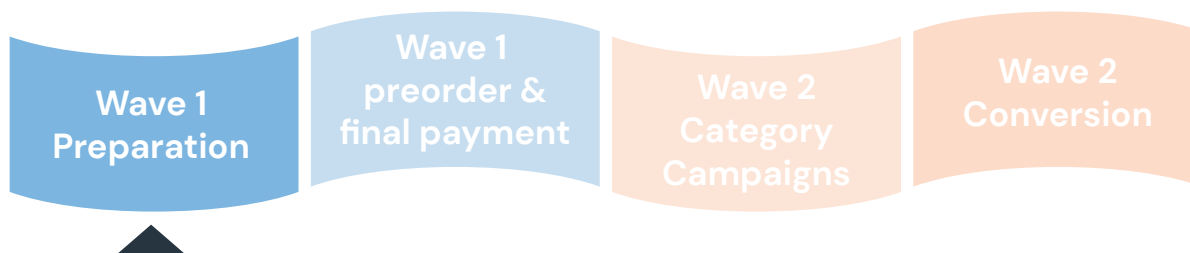
### Conclusion

Timing your promotional activities well can provide you with a competitive edge for Double Eleven. Starting early offers not just cost advantages but also strategic benefits, allowing you to fine-tune your approach

based on real-time insights and performance metrics. With campaign enrollment opening soon, now is the time to get all your ducks in a row and kickstart your journey to a successful Singles Day.

By following this roadmap, you're setting your brand up for a more structured, effective, and ultimately successful Double Eleven campaign.

## 2 11.11 Strategic Planning



# Sep. 28 -Oct. 24: Preparation

### ***The Preparation Phase: Setting the Stage for Success***

#### **Objective:**

The Preparation Phase is your launchpad for a successful 11.11 campaign. The key objectives during this phase are:

#### ***1. To Remind Existing Customers and Protect Your Client Base from Competitors:***

Before new competitors swoop in, reminding your existing customers about your products and upcoming offers can ensure their loyalty.

#### ***2. To Engage with New Customers and Increase Your Client Base for Conversion:***

The buzz around Singles Day attracts potential new customers. Use this phase to grab their attention.

#### **Key Metrics to Monitor:**

**Click-Through Rate (CTR):** Indicates the effectiveness of your ad campaign in attracting user interest.

**Add to Cart & Add to Favorite:** Measures the customer's intention to purchase and their interest in your products.

**Cost Per Add to Cart/Favorite:** Helps you

understand how much you're spending to get one user to take a desired action.

#### **Products to Advertise:**

**For New Customers:** Hero Products. These are your bestsellers or unique offerings that can attract the attention of new consumers.

**For Existing Buyers:** Set/New Arrival/Specialty. Offer exclusive sets or new arrivals to engage your existing client base.

**Backup Products:** Always have a Plan B. Products that can replace any underperforming items at the last minute.

#### **Target Audience:**

**New Customers:** Those who have shown an interest in your product category but haven't yet purchased from you.

**Existing Customers:** Your loyal customer base who already have experience with your brand.

#### **Marketing Tools to Invest in:**

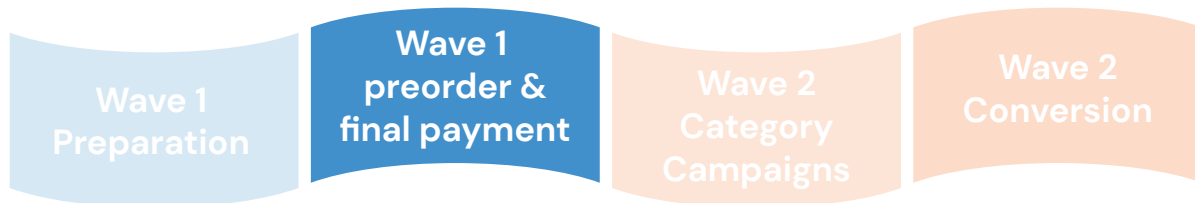
**Search, Display & Brand Ad Tools:** Essential for brand visibility and targeted messaging.

**Livestreaming and SMS:** Direct and real-time engagement with potential and existing customers.

## 2 11.11 Strategic Planning

**CRM, Affiliate Network, and Livestreaming:** Enhance your customer relationship management with a focus on personalized communication.

**Note:** The focus at this stage is on all tools except those solely focused on conversion. The idea is to build a comprehensive customer engagement strategy that will later translate into sales.



# October 24 - November 3: Pre-order & Final payment

### **Wave 1 Shopping Phase (Pre-order): Converting Intent into Action**

#### **Objective:**

As you transition from the Preparation Phase into Wave 1, the objectives evolve too. During this phase, your primary goals are:

**1. Increase Traffic Share:** Utilize targeted campaigns to guide more potential customers towards your Tmall store.

**2. Convert Previously Accumulated Customer Base into Sales:** The leads and interest you've generated in the preparation phase now need to be converted into sales.

#### **Key Metrics to Monitor:**

**Add to Cart:** This is a key indicator of customer intent to purchase. Watch this metric to gauge how your campaigns are translating into potential sales.

**Sales and Conversion Rate:** The ultimate measures of your campaign's success. The conversion rate indicates the percentage of visitors who take a desired action, in this

case—making a purchase.

**Return on Investment (ROI):** Aim for an ROI greater than 2 to ensure that you're getting more value out of your ad spend than what you're putting in.

#### **Products to Advertise:**

**Wave 1 Campaign Products:** Focus on the products you've specifically prepared for this phase. These are usually the ones with the best deals and highest attractiveness to ensure a strong start.

#### **Target Audience:**

**Potential Customers:** Those who have shown a moderate to high level of interest in your products but have not made a purchase yet.

**Existing Customers:** Your already-established customer base who are more likely to convert given the right incentives.

#### **Marketing Tools to Invest in:**

## 2 11.11 Strategic Planning

### **Prioritize on High Conversion Rate Tools:**

Tools that have proven to yield higher conversion rates should take priority.

**Ad Brain & Livestreaming:** These specialized tools can drive both engagement and conversion, offering an interactive and personalized shopping experience.

**Broad Spectrum Tools:** In this phase, every tool is important but increase your spend

specifically on tools geared towards conversion.

**Note:** Now that you've built the necessary foundation during the Preparation Phase, the focus shifts to conversion. Your marketing mix should be fine-tuned to convert as many leads as possible into actual sales.



## Case Study: Use Pre-Sales Effectively

### **What is pre-sales?**

*Customers pay a down payment during the pre-sales period, usually 5-10% of the full price.*

*Customers complete full payment on sales kick off day.*

### **Case Study: Maximizing 11.11 Sales Through Effective Pre-Sales - A Mobile Phone Brand's Success Story**

#### **Introduction to Pre-sales**

In the lead-up to Singles Day, or "11.11," many brands offer pre-sales as a way to build

momentum and secure customer commitment. During the pre-sales period, customers can pay a down payment, usually ranging from 5-10% of the full price of the product. The remaining payment is then completed on the sales kick-off day, allowing brands to lock in sales well in advance of the actual event.

## 2 11.11 Strategic Planning

Which option looks more attractive?

Mobile phone 11.11 campaign

List price: 5,888 RMB



Discount price -900 RMB off list price  
5,888 RMB

**Minus 900 RMB on 5,888 RMB  
(~15%)**



Pay 100 RMB deposit during pre-sales,  
enlarge 10x to 1,000 RMB, deduct from the  
total price of 5,888 RMB

**100 RMB deposit -> 1000 RMB  
discount (10x)**

### The Mobile Phone Brand's Dilemma

Our case study focuses on a mobile phone brand faced with the challenge of standing out in the crowded 11.11 marketplace. The brand had two options for their campaign:

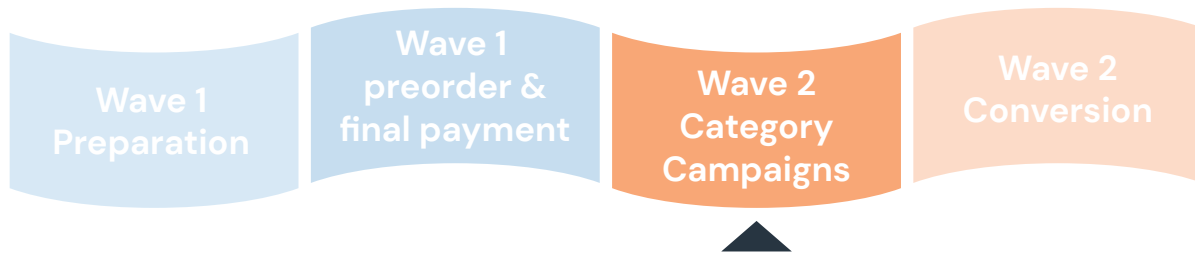
**Option A:** A straight discount of 900 RMB off the list price of 5,888 RMB.

**Option B:** A more innovative approach involving a pre-sales strategy where customers would pay a 100 RMB deposit that would enlarge 10x to a 1,000 RMB discount.

#### Why Option B was More Attractive

The brand decided to go with Option B for several compelling reasons:

- 1. Commitment:** The 100 RMB deposit served as a psychological commitment from the buyer, making it more likely they would complete the purchase.
- 2. Engagement:** The deposit-to-discount enlargement created a sense of urgency and excitement, further driving customer engagement.
- 3. Cash Flow:** Securing early down payments improved the brand's cash flow ahead of 11.11.
- 4. Differentiation:** This innovative sales tactic helped the brand stand out in a marketplace full of straightforward discounts.



# Oct. 24 - Nov. 9: Wave 2 Category Campaigns

### ***Wave 2 Warm-Up with Category Campaigns – The Final Sprint Before The Grand Finale***

#### **First Things to Do:**

Before diving into the objectives and metrics for this crucial phase, there are a few house-keeping tasks you need to tackle:

**Review Stock Level After Pre-sales:** You don't want to promise what you can't deliver. Ensure you have enough inventory to meet the demand you're aiming to generate.

**Review Product and Ad Performance:** Analyze how your Wave 1 strategies performed to understand what worked and what needs adjustment.

**Adjust Store Decoration:** If someone visited but didn't buy, tweak your store's appearance to be more inviting and engaging for these potential customers.

**Enroll in New Released Optional Discount Campaigns:** Keep an eye on any last-minute opportunities to boost your visibility and sales.

#### **Objective:**

This period serves as your last chance to engage new customers and convert them

into potential sales. It's also an opportunity to recapture the attention of those who didn't make a purchase during the previous phases.

**Engage New Customers:** The clock is ticking, and this is your last shot at attracting new faces to your Tmall store.

**Target Those Who Didn't Purchase:** Don't forget about the ones who got away. Re-engaging with previous visitors who didn't convert can yield surprising results.

#### **Key Metrics to Monitor:**

**Add to Cart/Favorite:** A last pulse-check on consumer interest before the grand finale. This can help you fine-tune any last-minute promotional strategies.

**Sales from Category Campaign:** Measure the impact of these category-specific promotions to understand their effectiveness in driving conversions.

#### **Products to Advertise:**

**Wave 2 Campaign Products:** These are the star players in your lineup for the main event. Make sure they're front and center.

## 2 11.11 Strategic Planning

**(Unexpected) High CVR Products from Wave 1:** If any products unexpectedly performed well during Wave 1, it's a good idea to continue pushing them.

### Target Audience:

**New and Potential Customers:** Any last-minute joiners to the Singles Day festivities can still be lucrative targets.

**Those Who Didn't Purchase:** The window for conversion hasn't closed until the event is over. Keep trying to win these customers over.

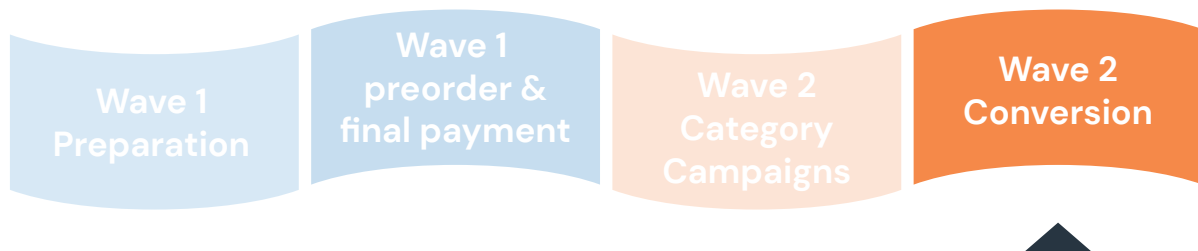
### Marketing Tools to Invest in:

**Search, Display & Brand Ad Tools:** These are your bread-and-butter tools for visibility. Don't cut corners here.

**Livestreaming:** In the final stretch, these more immediate and engaging channels can make all the difference.

**\* SMS:** Don't forget this traditional tool which is still of common use in China.

**Note:** This period is your final chance to fine-tune everything before the main event. Use this time wisely to ensure that when Singles Day arrives, your store is not just participating, but dominating.



# November 11: Wave 2 Conversion

### **The Big Day: 11th of November – The Grand Finale of Singles Day**

#### Objective:

The 11th of November, the day where all previous efforts culminate into peak performance. The primary goal on this day is straightforward but monumental:

**Convert Previously Accumulated Customer Base into Sales:** All the warm-ups, the teasers, the pre-sales, and the engagements have led to this moment. Now, it's time to convert those potential customers into actual sales.

#### Key Metrics to Monitor:

**Sales:** This is the number that will dominate your dashboard and discussions. It's the ultimate indicator of whether your strategies have worked.

**Conversion Rate:** While sales are the primary goal, understanding your conversion rate can provide insights into the effectiveness of your customer journey.

**ROAS (Return on Ad Spend):** A key indicator of how well your advertising dollars are working for you. Aim for a ROAS greater than

## 2 11.11 Strategic Planning

2 to ensure that your marketing investments are paying off.

### Products to Advertise:

**Wave 2 Campaign Products:** This is the grand stage for the products you've specially picked for the finale.

### Target Audience:

**Potential Customers:** You've attracted their interest; now is the time to seal the deal.

**Those Who Didn't Purchase:** They've stuck around this long, which means there's still a chance to convert them into buyers.

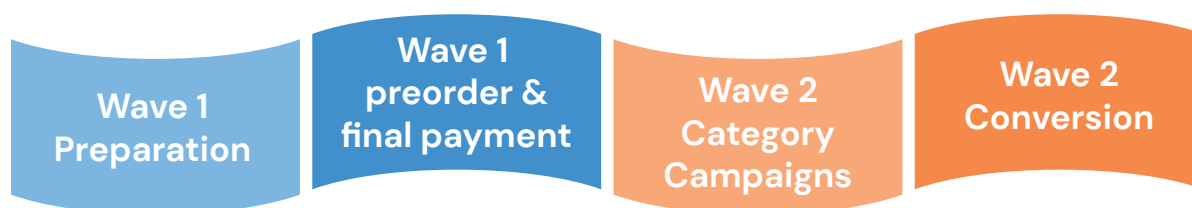
### Marketing Tools to Invest In:

**All Tools That Are Available:** Unleash the full arsenal of your marketing toolkit.

### Increased Spending on Conversion Tools:

Given that the objective is to convert, allocate more funds towards tools known to drive conversions.

**Note:** The 11th of November is the day where every click, every impression, and every conversion counts exponentially more than on any other day of the year; make it count!



Date	Sep. 28–Oct. 22	Oct. 24–31	Oct. 31 – Nov 3	Oct. 24–Nov. 9	Nov 10 – 11
Stage	Preparation	Wave 1 preorder	Wave 1 final payment	Wave 2 Category campaigns	Wave 2 Conversion
Objective	Remind existing customers and increase new customer base	Interest & Conversion		Recap and adjust strategy Re-target who didn't purchase	Conversion
Key Metrics	No. of add to cart/favorite Cost per add to cart/favorite	Add to car, sales, CVR, ROI		No. of add to cart/favorite Sales from category campaign	Sales, CVR, ROI
Products to Advertise	Wave 1 campaign products (to be optimized)	Wave 1 campaign products		Wave 2 campaign products; high conversion products	
Targeted Audience	New & existing customers	Potential & existing customers		New and potential customers, and who didn't purchase	Same except no new customers
Main Tools to Invest <sup>1 2</sup>	Search, display & brand ad tools, Livestreaming and SMS	All; plus increase spend on conversion tools		Search, display & brand ad tools, Livestreaming and SMS	All, plus Increase spend on conversion tools

**3**

# 11.11 Next Steps

### 3 11.11 Next Steps

*Setting Core KPIs for 11.11 and  
breakdown of sales by activity*



## Sales Strategy

*Setting Core KPIs for 11.11 and  
breakdown of sales by activity*

Key Performance Indicators (KPIs) serve as quantifiable metrics that help you evaluate the success of your Singles Day campaign. By setting specific KPIs and breaking them down by activity, you can gain a detailed understanding of how each component of your strategy contributes to your overall goals. Here's how to approach this critical step.

### Core KPIs to Consider

#### **Revenue Targets**

**Overall Revenue:** What is the total revenue you aim to generate on Singles Day?

**Revenue by Product Category:** Break down your revenue goals by each product you're promoting.

#### **Conversion Rate**

**Site-wide Conversion Rate:** What percentage of visitors to your store do you aim to convert into customers?

**Conversion by Marketing Channel:** Assess how effective each of your marketing channels is at converting visitors.

#### **Customer Acquisition and Retention**

**New Customer Acquisition:** How many new

customers do you aim to acquire?

**Customer Retention:** What percentage of existing customers do you aim to retain or re-engage?

### Breaking KPIs Down by Activity

After setting your core KPIs, the next step is to break them down by each marketing and sales activity you plan to engage in. Here's how:

#### **Pre-Sales Activities**

**Preparation and Wave 1:** What KPIs are you setting during the preparation phase and Wave 1 sales

**Social Media Promotions:** Metrics could include engagement rate, reach, and conversion rate for each platform.

#### **Singles Day (11.11) Activities**

**Wave 2:** What are your targets for revenue and inventory turnover during wave 2 sales?

**Livestreaming:** If you're planning a livestreaming event, set KPIs for viewer count, engagement rate, and conversion rate.

#### **Post-Singles Day Activities**

### 3 11.11 Next Steps



## Product Plan

*List stock requirements, calculate stock gap & estimate product performance*

**Follow-up Campaigns:** Consider KPIs like re-engagement rate

**Customer reviews:** How satisfied were the Singles Day buyers with their purchase?

**Inventory Management:** Assess your post-event inventory levels to gauge the efficiency of your inventory turnover.

### Why a Product Plan is Essential

A robust product plan serves as the backbone of your Singles Day strategy. By meticulously planning your stock requirements, calculating stock gaps, and making educated estimates about product performance, you pave the way for a smooth and successful shopping event. Let's delve into how you can create an effective product plan.

### Stock Requirements: Ensuring Product Availability

#### **Assess Current Inventory Levels**

**Overall Inventory:** Take a comprehensive account of all products in stock, across all categories and SKUs.

**High-Performance Products:** Specifically, identify the inventory levels of your best-performing products, often termed 'hero products.'

#### **Anticipate Demand**

**Historical Data:** Use data from previous years to anticipate which products are likely to be in high demand.

### 3 11.11 Next Steps

**Consumer Trends:** Keep an eye on market trends and consumer behavior to make educated guesses about demand for newer or seasonal products.

#### **Calculate Stock Gaps: Bridging Supply and Demand**

##### **Identify Shortfalls**

**SKU-Level Analysis:** For each SKU, compare current inventory levels against anticipated demand to identify any shortfalls.

##### **Create Contingency Plans**

**Safety Stock:** Maintain a certain level of 'safety stock' to account for unexpected spikes in demand or supply chain issues.

**Alternative Products:** Have a plan to promote alternative products that could replace any out-of-stock items.

#### **Estimate Product Performance: Leveraging Data and Trends**

##### Revenue Forecasts

**By Category:** Break down your revenue forecasts by product category to provide targeted stock and promotional efforts.

**By Price Point:** Analyze which price points are most popular among your customer base and stock accordingly.

##### Conversion Predictions

**Customer Reviews and Ratings:** Use these as indicators to forecast which products are more likely to convert.

**Competitive Analysis:** Assess how your products stack up against competitors in terms of price, quality, and features, and use this analysis to make performance estimates.

##### Margin and Profitability

**Profit Margins:** Calculate the profit margin for each product and use this data to prioritize stock and promotions.



# Marketing Budget Plan

*Plan investments across channels  
Estimate by channel the cost and performance*

## Marketing Budget Plan: Allocating Investment Across Channels

### The Importance of a Strategic Budget Plan

When gearing up for Singles Day, having a marketing budget plan in place is indispensable. Your budget doesn't just dictate how much you can spend; it also serves as a strategic guide for allocating resources to maximize returns. In this section, we'll discuss how to plan your marketing budget across various channels and how to estimate both the costs and the expected performance for each.

### Plan Investment Across Channels: Where to Put Your Money

#### Identify Key Marketing Channels

**On-Channel Advertising:** Platforms like Tmall and JingDong offer valuable advertising opportunities in many different ways, including keyword bidding, banner advertisement and livestreaming.

**Out-Channel advertising:** XHS (Little Red Book), Douyin, Wechat and Weibo can be powerful tools for both paid and organic

engagement. Most of these platform also offer social commerce, where the purchase takes place on the social media channel itself rather than redirecting traffic to Tmall or JingDong.

**Livestreaming:** This has become an increasingly vital channel, especially for product launches and Singles Day.

### Assess Past Performance

Use historical data to assess the ROI of each channel you've used in the past. Allocate more budget to high-performing channels and reconsider or optimize the low-performing ones.

### Estimate Costs and Performance by Channel

#### Cost Projections

**CPC and CPM:** Estimate the cost-per-click or cost-per-thousand-impressions for each channel.

**Setup and Maintenance:** Some channels may have initial setup costs or require ongoing maintenance.



### Customer Plan

*Operation plan: how to target old/new UV*

#### **Performance Projections**

**Traffic Estimates:** Use past metrics to estimate the amount of traffic you can drive through each channel.

**Conversion Rates:** Estimate expected conversion rates based on the performance of similar past campaigns or industry benchmarks.

**Customer Lifetime Value (CLV):** In channels aimed at customer retention, consider the CLV as a part of your ROI calculations.

#### **Revisit and Revise**

**Adjust Budgets:** As Singles Day approaches, keep an eye on channel performance and be prepared to reallocate funds as needed.

**Emergency Fund:** Always keep a reserve for unforeseen opportunities or challenges.

#### **Customer Plan: Operation Strategies for Old and New Unique Visitors**

##### **Why a Customer Plan is Crucial**

Singles Day isn't just about the products you sell; it's also about who you're selling them to. Understanding your audience—both returning customers and new unique visitors—can dramatically impact your sales performance. A well-crafted customer plan will help you tailor your operation strategies to different customer segments for maximum impact.

##### **Know Your Audiences: A Brief Overview**

###### **Old Unique Visitors (Returning Customers)**

These are customers who have visited and possibly purchased from your store before. They are already familiar with your brand and products.

###### **New Unique Visitors**

These are potential customers who haven't interacted with your brand before. Winning

### 3 11.11 Next Steps



them over can contribute to long-term growth.

#### Strategies for Old Unique Visitors

##### ***Personalized Campaigns***

***Tailored Recommendations:*** Use data analytics to offer product suggestions based on their browsing and purchase history.

***Loyalty Programs:*** Utilize point systems, exclusive discounts, or early access deals to make them feel valued.

##### ***Re-Engagement Tactics***

***Direct messages:*** Use personalized messages to announce your Singles Day promotions.

***Retargeting Ads:*** Remind them about products they viewed but didn't purchase through retargeting ads.

#### Strategies for New Unique Visitors

##### ***Attention-Grabbing Promotions***

***Introductory Offers:*** Provide first-time visitor discounts or freebies to entice them to make a purchase.

***Bundled Deals:*** Offer value-packed bundles

that allow new customers to try multiple products at a reduced cost.

#### Analytics and Adaptation

##### ***Track KPIs:***

Monitor key performance indicators like click-through rate (CTR), conversion rate, and average order value (AOV) separately for old and new visitors.

***Adapt in Real-Time:*** Be prepared to make quick adjustments to your strategy based on real-time analytics.

# Questions to ask your TP or in-house eComm team

## ***Ensuring a Smooth and Successful Campaign***

### **Introduction: The Importance of Effective Communication**

Your Tmall Partner (TP) or in-house eComm team will significantly affect your Singles Day performance. Therefore, keeping an open line of communication is critical. Below are the essential questions you should consider asking to ensure a successful campaign.

### **Double Eleven Plan**

*What is the overarching strategy for Double Eleven?*

*How will the plan align with our brand's overall objectives and KPIs?*

### **How are these figures calculated**

*What methodology is used to estimate sales and budget?*

*How are consumer trends and historical data factored into the estimates?*

### **Breakdown with High Level of Detail**

*Can you provide an itemized budget, including costs for advertising, promotions, and other operational expenses?*

*How will each line item contribute to*

*achieving our goals?*

### **Products to Replenish Inventory**

*Which products are most likely to run out of stock based on your estimates?*

*What is the recommended timeline for replenishing these inventories?*

### **Assets Needed**

*What type of media assets do you need for promotional activities (e.g., high-res images, videos, etc.)?*

*What are the deadlines for submitting these assets?*

### **Recommended Products to Participate in Platform-wide Campaigns**

*Which products should be enrolled in pre-sales versus warm-up activities?*

*How do these recommendations align with the broader strategy for Double Eleven?*

### **Align on Bottom Line Pricing**

*What is the recommended bottom line pricing for each SKU?*

*How does this pricing strategy factor into meeting our sales and profitability goals?*

### 3 11.11 Next Steps

#### **Recommended Pricing Strategies**

*Should we consider dynamic pricing based on real-time demand?*

*Is there a maximum number of items that can be sold against the discounted price?*

#### **GWP, Giveaway, and Sample Support Needed**

*What kinds of giveaways or samples should accompany purchases?*

*How will these add-ons be sourced and what is the budgetary impact?*

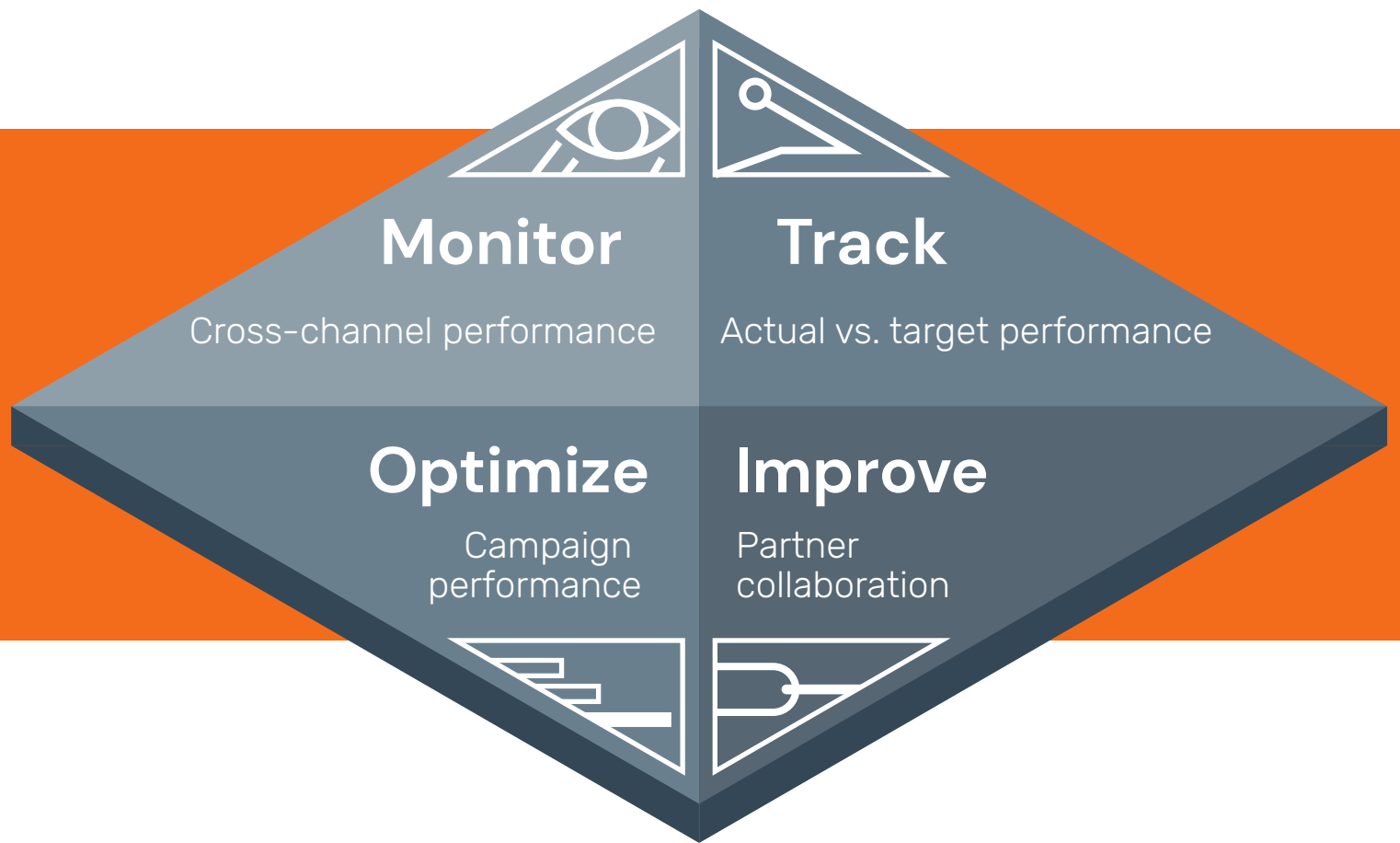
#### **Sales Gap Filling Measures**

*What contingency plans are in place in case sales don't meet expectations?*

*How quickly can these gap-filling measures be implemented?*



### 3 11.11 Next Steps



## Measure 11.11 Campaign Success

### Introduction: The Importance of Measurement

Your Singles Day campaign doesn't end when the clock strikes midnight on November 11th. The final, yet critical, step is to measure your campaign's performance. Detailed measurement is vital for understanding your ROI, making data-backed decisions in the future, and enhancing your collaboration with partners like your Tmall Partner (TP).

### Monitor Cross-Channel Performance

To understand the full impact of your Singles Day campaign, you'll need to monitor metrics across various channels, such as Tmall, JingDong, Douyin, WeChat, and even offline activities. Employ analytics tools to collect this data, examining click-through rates, conversion rates, and ROI to gauge how each channel contributes to overall success.

### Track Actual vs. Target/Budget Performance

Accurately tracking your actual performance against pre-set targets and budgets will give you a clear picture of your campaign's effect-

### 3 11.11 Next Steps

tiveness. Periodically review key performance indicators like sales, profit, and customer acquisition. Then analyze the variance between your actual figures and your goals to pinpoint areas of success and those that need improvement.

#### **Optimize Campaign Performance Real-Time**

One of the advantages of digital marketing is the ability to make quick adjustments based on real-time data. Utilize agile marketing techniques and continuously monitor your dashboards to identify underperforming aspects of your campaign. This enables you

to take swift actions like reallocating budget, changing featured products, or adjusting advertising spend to optimize performance.

#### **Improve Partner Collaboration**

Strengthening your relationship with your Tmall Partner (TP) and other stakeholders is crucial for long-term success. After the campaign, share performance summaries and work together to analyze what strategies worked and what could be improved. This open dialogue fosters a strong collaborative relationship that will benefit future initiatives.



# Conclusion

### ***Seizing the Opportunity for an Unforgettable Singles Day***

As we all know, the past couple of years have been nothing short of tumultuous. We're stepping into the first Singles Day in the aftermath of a Zero-Covid world, facing unique challenges and opportunities. Now, more than ever, the choices you make can redefine your brand's path forward. As we've seen in this eBook, a truly successful Singles Day campaign demands a well-strategized approach in three critical areas:

**1. Building a Powerful Singles Day Framework:** The first step towards a successful Singles Day is laying a strong foundation. This entails selecting the right promotional strategy that aligns with your brand identity, building up the hype through warm-up campaigns, and effectively leveraging presales to boost your revenue even before the big day.

### ***2. Executing a Comprehensive Sales Strategy:***

Planning your sales down to the last detail is vital. This involves setting clear KPIs, breaking them down by activity, and planning your inventory meticulously. Knowing exactly what you aim to achieve can make a world of difference in how you execute your sales strategy.

### ***3. Mastering Marketing and Customer Engagement:***

The last pillar is all about putting your products in front of the right eyes. A strategic marketing budget and a customer plan tailored to both old and new unique visitors can significantly boost your performance on Singles Day.

### **An Invitation to Elevate Your Strategy**

Perhaps you've worked tirelessly with your Tmall Partner or in-house eComm team in China on the Singles Day plan. Maybe you haven't had the chance to review everything into detail. Either way, isn't it reassuring to

## Conclusion

have a seasoned pair of eyes look over your 11.11 plans, especially when the stakes are this high? At Chaoly, we genuinely believe that sometimes the best catalyst for success is a fresh perspective.

### **Why a Second Look Matters Now**

While you could go it alone, consider this: we're standing at a crucial moment where economic challenges are a reality, yet con-

sumer demand is rebounding. This Singles Day could be your brand's turning point, a chance to make a definitive statement in the marketplace. So, if you're truly committed to making Singles Day 2023 a transformative experience for your brand, we're here to offer you a complimentary review of your existing plans. Not as a sales pitch, but as a genuine offer to help you navigate these complex times.

**FREE**

**Get a complimentary second opinion  
of your Singles Day plan!**

***Reach out to Chaoly today.  
Let's turn your hard work into unmatched  
success, together.***



### ***Reach out to us!***

Email: [daphne@chaoly.com](mailto:daphne@chaoly.com)

WeChat ID: daphnetuijn

Or call us at +86 180 1922 3613

*Thank you for accompanying us through this journey in this eBook. We hope it's been as enlightening for you as it has been fulfilling for us to guide you.  
To unparalleled success and beyond!*

*Warm wishes,*

***-Daphne Tuijn and the entire Chaoly Team***

Jiayou/加油

An abstract background composed of multiple overlapping, wavy, orange-colored line patterns that resemble stylized, flowing shapes or perhaps a complex, organic structure. These patterns are centered on the page and partially obscured by the text.

**Thank you.**