

# E-Commerce Marketing Analysis in South Korea

ANVY ABROAD  
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01

About us

02

Sales channels  
structure

03

Marketing/ PR

04

Case studies

05

Our clients

# 01. About Us

Seeking the right advice and assistance is critical to the success of doing business in Korea. After many years of marketing experience, we became an expert to analyze the Korean market systematically. We propose 'realizable' marketing planning through enterprising and creative ideas and systematic planning. Our main task is to incubate the companies products or brands, also promoting, advertising, and marketing.



## ANVY ABROAD

## 02. Sales channels structure

	Category	Pros	Cons	Fee	Settlement period
Smart Store	Naver Smart Store	Easy Payment, Net Pay Point	Consistency in Design	5~6%	The next day after purchase
Open Market	11St, Gmarket, Auction	Simple Entry, Quick Settlement	Highly Competitive	8~15%	3~12 days
Social Commerce	Tmon, Coupang, WeMakePrice	Low Advertising Cost	Difficult Entry, High Commission	7~45%	Average 60~70 days
General Dept. Store	Lotte, SSG, GS SHOP	Credit Card Billing Discount	Difficult Entry, High Commission	20~35%	40~50 days

# 03. Marketing strategies

# NAVER

## 1. Naver cafe viral marketing

- Conduct work after analyzing and identifying the business.
- Accurate Keyword Analysis.
- Post-customer review content.
- Leverage active IDs.



# 03. Marketing strategies

# NAVER

## 2. Naver blog viral marketing

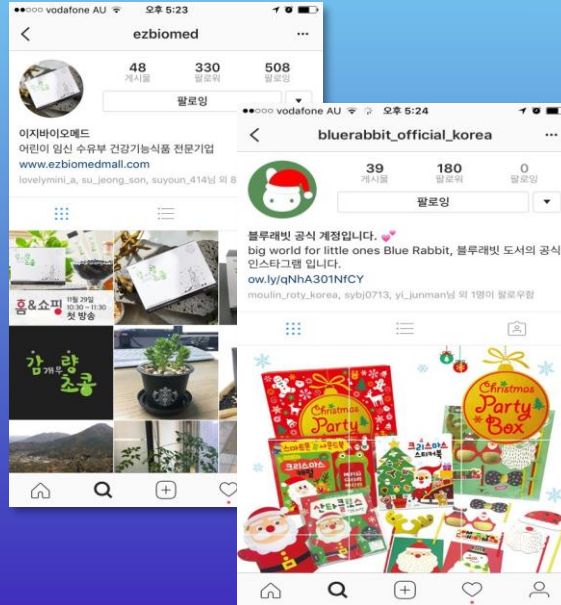
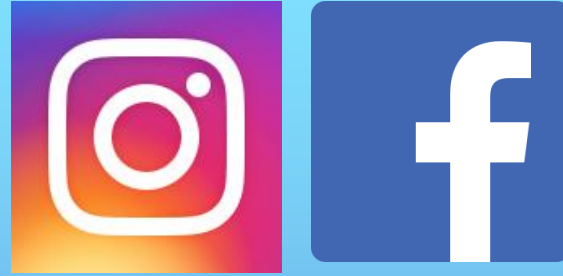
- Upper exposure
- Sincere contents
- Marketing experience group



# 03. Marketing strategies

## 2. SNS marketing

- Current trends
- Sincere contents
- High exposure
- Constant communication



## 03. Marketing strategies

### 3. Indirect advertisement(PPL)

- Indirect advertisement(PPL) for TV drama and show is effective advertising method in Korea. Ildong Pharmaceutical company recently signed a contract with JTBC(Korea broadcasting station) to put one of their health product on TV drama called ‘Mystic pop-up bar’. The sale went up rapidly after the drama aired.





### 03. Marketing strategies

- Video production such as Ad, TV homeshopping video and short video production for SNS can be a useful tool for the marketing.



## 04. Case Studies



Starpharm is distribution specialist company that sells health products such as probiotics, omega 3 and vitamins.

We contribute to make brand called Awesome Smart Omega 3 Kids, We advertised it in Naver cafes, and blogs.

The sales has been accelerated since 2018 and the sales are going up by 40% annually.

## 04. Case Studies



Blue Rabbit is a Korean publishing house, specialized in books and toys for babies, toddlers and preschoolers. From 2010 until now, they've entrusted us with online digital marketing. We have been focusing on marketing their main products and their sales stood at 5 billion won in 2011, but sales have risen to 10 billion won since 2012. It has been steadily achieving 20 billion won in sales since 2016.

# 05.Our Clients

홈&쇼피

ILDONG  
일동제약

Sili SiliF

Mento

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HYUNDAI FARMING UNION CORP.

m (주)마이다스커뮤니케이션

aevo

elite  
Organic

LE CIEL

CELLMIIN

I·SEOUL·U

Yolohollo  
물/로/홀/로



Rio  
mints

Awesome  
스마트키즈

VELLA

mupet  
doctor

cabono  
PREMIUM CAR DIFFUSER  
- your unique values -

리:네드

TOMY DECO  
To my decoration

B&D  
B&D Life Health Co., Ltd.  
주식회사 비엔디생활건강

Sunkist

GARDEN  
CLASSICS



SweetLife  
SWITZERLAND



설비

한솔MST  
Hansol Multi-System Technology

코오롱 모터스  
BMW 공식 딜러

정리  
한정사

HELLO,  
HENRY

365mc

SOPET

PLAN B  
communication

KIM Showhost Academy  
HYOSEOK

Lion KOREA  
Global Translation Services

MY SKIN SHOWER

latexco  
latex foam bedding products



이지라이프  
EZY LIFE



ZENITON  
WORLD BEST ORAL CARE GROUP

마미씨  
작은방앗간

aura

COUS KOREA

DYC  
DONGYANG CHEMICAL

Z  
ZAPS

Choi Yeul  
Premium Nuts  
최을 장품 견과

자연벗

필터테크

미세먼지  
골키퍼

SERI COSMETICS  
FOR BEAUTY & HEALTHY LIFE

lowenthal  
SENCE 1981

(주)중소기업비즈케어  
BIZ CARE

Pigville  
FRESH MEAT  
COOK FOOD

MINI

엄마랑  
아기랑

고품질 두유  
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평창지역 평창 약콩의 땅인 그대로

WD  
Waydus

SCELIDO

송사부

HANSSEM

온라인유통센터  
Online Distribution Center

그래오늘은

EVERLAND RESORT

(주)보성코퍼레이션

Kbiz 중소기업중앙회

Valansis

충청상회

IDEAzip  
LIVING SPACE, LOVING LIFE

Nature's Way

(주)한국팜비오  
PharmBio Korea Co., Ltd.

MY  
My Nutrition Information

FER A CHEVAL  
SAVONNERIE DEPUIS 1854  
MARSEILLE

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쿠쿠치나

청실홍실  
CHUNG SIL HONG SIL

쌍안자사파초

포차천국

MIA

준식당  
since 1984

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mumsboard

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블루래빗

키즈맘아트

# 250

Number of companies that put their trust in us

# THANKS!

Do you have any questions?

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