

American Journal of Humanities and Social Sciences Research (AJHSSR)

e-ISSN :2378-703X

Volume-08, Issue-02, pp-249-256

[www.ajhssr.com](http://www.ajhssr.com)

Research Paper

Open Access

## SOCIAL MEDIA MARKETING AND STRATEGY ANALYSIS OF CASETIFY

Gang Chen<sup>\*1</sup>, Ding Jingying<sup>2</sup>*School of International business, Zhejiang Yuexiu University, Shaoxing, 312000, Zhejiang Province, China.**Corresponding author: Gang Chen*

**ABSTRACT:** The process of Chinese enterprises going overseas has moved from the traffic era to the brand era. Building brand influence on social media has become the common appeal of many brands, especially for overseas brands and consumer brands. By focusing on CASETIFY's overseas social media marketing strategy, we can see the importance that overseas brands attach to social media marketing and summarize strategies to stand out.

**KEYWORDS:** Social media; the marketing strategy; CASETIFY

### I. INTRODUCTION

Social Media refers to the virtual community and online platform for content creation, sharing, exchange of views and experiences based on user relations with the technical support of Internet Web2.0. Through Internet technology, individual users, organizations and communities can form an interdependent and connected network operation system. The presentation forms of social media in the digital age mainly include text, images, music, and videos. Currently, online community marketing focuses on platforms such as Facebook, YouTube, WhatsApp, Instagram, etc., all of which have over 100 million monthly active users. By 2022, YouTube has 2.5 billion users worldwide, accounting for 31.4% of the Earth's population, and the total daily video views will reach 5 billion. In February 23, Meta Platforms announced its fourth quarter financial report, stating that Facebook currently has over 2 billion daily active users. Nearly 700 million users worldwide search for trendy new products through Instagram channels. The social platforms widely used in China include Weibo, Xiaohongshu and Tiktok, and their e-commerce cargo carrying capabilities cannot be ignored. Social media networks are continuously growing, which is a potential opportunity for B2C (consumer oriented) enterprises.

In the field of digital advertising, social media platforms are the biggest beneficiaries of the shift towards digitization. Statistical analysis shows that the share of social media in global digital advertising spending has increased from about a quarter in 2019 to over one-third in 2022. Since the outbreak of Covid-19, the global social media advertising expenditure has more than doubled, reaching 226 billion dollars by 2022.

CASETIFY is the world's first and currently the largest personalized electronic accessory brand in terms of revenue. Since its establishment, the brand has ranked 48th on the Brand OS Overseas Brand Social Media Influence Top 100 List; At the same time, CASETIFY also maintains strong competitiveness among a group of phone case brands in the consumer electronics segmentation list, ranking 22nd. According to the founder of the company, CASETIFY sells over 3 million phone cases annually and has been growing and generating multiple times profits every year for over 10 years.

According to One Sight data, as of May 1, 2023, CASETIFY has gained over 2.7 million followers and more than 130,000 interactions on the Instagram social media platform.

The process of Chinese enterprises going abroad has entered the era of brand from the era of data traffic. Building superior brand influence on social media platforms has also become a common demand of many brands, especially for overseas and consumer brands.

By focusing on CASETIFY's overseas social media marketing strategy, we can see the importance that overseas brands attach to social media marketing, and summarize the strategies that stand out from it.

### II. CASETIFY's CURRENT STATUS of BUSINESS DEVELOPMENT

#### 2.1 CASETIFY's Basic Condition

CASETIFY is a fashion and lifestyle brand under Shell Play Limited, founded by Wesley Ng and Ronald Yeung in Hong Kong, China. The brand takes "self-expression as the core, creating personalized phone cases" as its product concept, focusing on the production and sales of phone cases and other electronic accessories. Its star phone case products include classic prints, co-branded series, personalized design, etc.

Since its founder Wesley Ng made the decision to develop creative custom phone cases in 2011, after years of development, CASETIFY has designed and produced over a million high-quality phone cases and accessories, fully showcasing its brand tone to consumers and preparing for service. From the Hong Kong market to the European and American markets as well as the Asia Pacific market, CASETIFY has developed rapidly, and its phone case products are highly sought after by consumers in more than 180 countries and regions.

## 2.2 CASETIFY's Main Products

CASETIFY's products mainly include classic print series, artist series, co-branded series, personalized design series, other accessory series, and selected product series.

### (1) Classic print collection

Bestselling styles, new product launches, selection of trendy hot items, cartoon series, sticker series, flower series, etc.

### (2) Artist Series

Lauren Tsai, Edgar Plans, Gemma Correll, Katie's Collective, Mikko Illustrations, Top Girl Studio, Slowcoaster, etc.

### (3) Co-branded series

NBA, Disney and Pixar's Monster Power Company, BLVCK Paris, Mandalorians, Disney Alice's Adventures in Wonderland, Sticky Monster Institute, Disney Mickey & Friends, Voyager, Alice+Olivia, and more.

### (4) Personalized design series

Personalized customization includes different models of phone cases, watch straps, tablet/laptop protective cases, AirTag hanging rings, MagSafe card holders, and MagSafe mobile power protection cases.

### (5) Other accessory series

The main categories of accessories are mobile phone chains, MagSafe, protective stickers, lifestyle accessories, charging cables & boards, Apple electronic accessories, and other accessories.

### (6) Selected product series

## 2.3 CASETIFY's R&D and Operation Achievement

### 2.3.1 Research & Development Ability

CASETIFY has launched a 100% biodegradable bamboo fiber phone case, which has stronger anti-drop performance and durability compared to traditional materials, as well as comfortable touch and breathability. This ingredient is made from exclusively developed ecological materials that blend biopolymers, starch, and bamboo. It can be decomposed into carbon dioxide, water, and other natural minerals, and can be reintegrated into the natural environment without leaving toxins.

CASETIFY values environmental protection and sustainability. In order to avoid the environmental burden caused by the disposal of consumables such as phone cases, in addition to launching 100% biodegradable bamboo fiber phone cases, it also advocates environmental protection from the source. The brand encourages users to recycle old phone cases, and in terms of production technology, Re/CASETIFY technology is used to achieve the recycling of old phone cases, which can be recycled into phone cases. The official definition of the strong anti-drop recycling phone case series is made of 65% recyclable and plant-based substances. The plan has successfully recycled over 10,000 old phone cases for remanufacturing, giving discarded phone cases a second life and streamlining the manufacturing process to reduce carbon emissions by 20% in order to achieve zero waste.

CASETIFY environmentally friendly recycled phone cases skip the polishing step in the process of using recycled old phone cases as new phone cases, retaining the original recycled plastic particles on the surface and reducing carbon emissions by 20%. In response to environmentalism, the brand participates in a tree planting program, and for every decomposable phone case sold, they plant a tree for the user.

The entire CASETIFY series of phone cases are manufactured without the use of BPA, a substance commonly used in plastic products that can affect the function of the human liver and kidneys; In addition, as one of the most frequently used daily necessities for modern people, the brand uses DEFENSIFY antibacterial coating on the surface of the phone case, which can effectively reduce 99% of the bacteria commonly attached to the phone in daily life. The CASETIFY strong anti-drop and decomposable recycled phone case not only implements environmental protection concepts, but also maintains its strong anti-drop function. The raised edge provides 360-degree comprehensive protection for the phone screen, ensuring that the phone is not damaged when dropped from a height of 6.6 feet.

### 2.3.2 Operation Achievements

Since its establishment, CASETIFY has been deeply involved in the field of electronic accessories, insisting on providing consumers with high-quality products and services. Currently, it has become a globally

renowned electronic accessory brand. We have subsidiaries in multiple countries and regions, and sales branches in countries and regions such as Europe, America, Japan, and South Korea. Since its establishment, over 80% of the brand's sales have come from online channels. At present, we have launched over 300000 SKUs and established good cooperative relationships with platforms such as Amazon and eBay, which can meet the needs of different markets and types of consumers.

The love of consumers is an important guarantee for driving the dual growth of CASETIFY sales and profits. The annual sales of branded phone cases exceed 3 million units, and the annual revenue level maintains a multiple profit growth. In terms of choosing marketing strategies, social media is the main focus. CASETIFY's fans are mostly women, and many users share their shopping experiences of purchasing phone cases or accessories on the official website on social media platforms. Contemporary young people's purchase of CASETIFY products is no longer just a common everyday item, but a way to showcase their personal fashion and attitude. Therefore, as brand awareness continues to rise, CASETIFY can easily achieve a good annual retail sales of over 100 million yuan by selling Apple phone cases and accessories, leading similar electronic accessory brands.

For CASETIFY, fan support is the greatest wealth.

According to data research, the brand INS currently has 2.74 million followers, Facebook has 1.94 million followers, and TikTok has over 500000 followers. Although YouTube has not many followers, its top five historical works have over 2 million views.

According to eCommerce DB data [13], CASETIFY sells 3 million products annually and achieved brand sales of \$120 million in 2021. According to Inside Retail, the brand's goal is to achieve \$3 billion in sales through omnichannel channels by 2025.

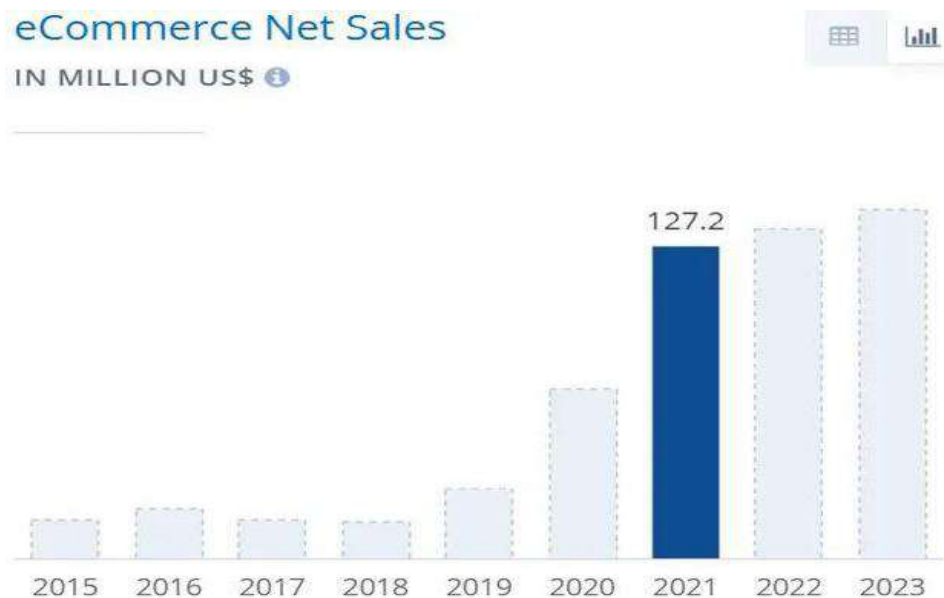


Figure 1. CASETIFY's Sale in 2021

Data Source : E-Commerce DB

### III. CASETIFY' COMMUNITY MEDIA LAYOUTS

#### 3.1 KOL Marketing

The marketing selling point of CASETIFY on Instagram is to provide users with customized phone case services, but the initial improvement was not enough. The brand gradually generated order conversion through a long period of concentrated KOL promotion to gain consumer trust. Due to the novelty of customized products and the high appearance, celebrities such as "soccer king" Messi, supermodel Kylie Jenner, and Korean women's group BLACKINK spontaneously shared on the personal column of Instagram, and CASTIFY really became famous on the Internet.

The creative inspiration and product design of CASETIFY have always been at the forefront of trends, constantly capturing market trends and elements. The brand is of its own personalized nature and has positioned its target community as the group most active on the Internet and various social platforms at present: Generation Z young people. CASETIFY places KOL marketing on social media platforms in an important strategic position

to increase brand exposure and visibility. On YouTube, CASETIFY combines platform user habits and chooses to release videos in the direction of product "anti-drop testing" to attract hardcore fans.

### 3.2 IP Collaboration and Artist Collaboration

Regarding IP co branding, CASETIFY has collaborated with well-known IPs in various fields, such as Disney and Pixar, Sticky Monster Institute, Pok é mon, Urban Sophistication, Vegimite, etc. To expand the advantage of IP co-branding, the brand has also developed an app specifically for releasing a series of co branded products for targeted consumers to choose from.

Regarding IP co-branding, CASETIFY has collaborated with well-known IPs in various fields, such as Disney and Pixar, Sticky Monster Institute, Pok é mon, Urban Sophistication, Vegimite, etc. To expand the advantage of IP co-branding, the brand has also developed an app specifically for releasing a series of co-branded products for targeted consumers to choose from. And with the collaboration of artists, CASETIFY has specially created a platform for uploading designer works. Attracting designers from around the world to submit their designs with bounties, selecting the most popular design drafts for mass production through interactive voting among netizens, has increased the correlation between consumers and design works. After the designers' personal creativity is adopted by the brand, they will receive a sales share. In addition to adopting the UGC (User Original Content) model in production, it also leverage the influence of designers and KOLs in promotion and sales to achieve mutual benefit and win-win results.

### 3.3 Hotspot Marketing

CASETIEY excels at capturing the psychology of young people and is also aware of using hot topics to create buzz. To seize the environmental trend pursued by brands in the European and American markets and launch a series of environmental concept products; By leveraging the hot topics of Women's Day, more than half of the brand's female designers have been announced, publicly supporting female designers, and so on. At the same time, we will also edit and publish content based on the elements of holiday hotspots. For example, during Christmas, CASETIFY's unboxing video on the TikTok platform not only shows seasonal products as usual, but also adds Christmas elements, such as a little dog wearing a Christmas hat, photographed from a children's perspective, and accompanied by a Christmas themed BGM to render the festive atmosphere at the end of the year.

## IV. CASETIFY'S HIGHLIGHTS OF MARKETING STRATEGIES

### 4.1 Features of Overseas Community Media Homepage

#### 4.1.1. Social Media Matrix for Regional Homepage Segmentation

Comparing the 7 social media pages of CASETIFY with over 100,000 followers, it can be found that, in addition to its Facebook global page, the other 6 belong to the Instagram page - which is consistent with the situation where CASETIFY started on Instagram.

These six Instagram pages with over 100000 followers are divided into two types. The regional homepages for Global, Mexico, Japan, and South Korea respectively; IP co-branded community and single category homepage like Apple Watch.

The strategy of setting regional homepages for key markets has long been a consensus in social media marketing for overseas brands. However, brands also specifically set up dedicated homepages for single category and IP co-branded products, which maximizes the brand's advantages in segmented products and IP co-branded resources.

#### 4.1.2. Set Localized and Distinctive Homepage

In the regional market homepage, CASETIFY carefully plans content releases for different regional markets, selecting and using visual elements that local users love to increase user favorability in different regions. Targeting different regions, CASETIFY adopts a local style in the selection of image content: colorful and eye-catching from Mexico, elegant and minimalist from Japan, and fresh and fashionable from Korea.

Vision is a necessary factor in attracting users on social media platforms, and CASETIFY incorporates localized aesthetics into the setting of homepage content, which also has reference significance for other brands that focus on fashion and beauty.

### 4.2 Marching Into Mainland Social Media and Offline Layout of Specialized Phone Case Stores

#### 4.2.1. Online Mainland Social Media Layout

As the world's largest e-commerce market, mainland China is a red ocean that no e-commerce brand can ignore. To this end, CASETIFY, which has established a high reputation and consumer community overseas, has established an excellent local e-commerce team to ensure meeting market demand. Vincent Au, General Manager of China, admitted, "Compared to the international market, the competition in China's e-

commerce market is more intense. There are not only more product suppliers here, but also more marketing tools. At the same time, whether it is the system login method, payment method, delivery expectations, and related policies, all make the consumption behavior here unique."

The comprehensive membership mechanism of CASETIFY, local SF Express logistics cooperation, complete customized experience and services, and other supporting measures will be presented to local consumers with the launch of the mainland official website. Brand founder Wesley Ng stated that he believes the future will be driven by Generation Z. These generation of people born with the Internet and e-commerce are truly 'digital vagrants'. They have quite different consumption patterns and ideas from previous generations, and they are not willing to stay in the office environment for a long time. They will become the most mobile labor group we have ever seen. The characteristics of the young generation also inspired us to design technology accessories suitable for this generation's lifestyle, so we will design We will also expand our product line to include textiles, backpacks, and more.

#### **4.2.2 Offline Store Layout**

At present, the brand has opened 8 offline stores in Hong Kong, China, and has settled in shopping centers such as K11 Musea and New City Plaza. In addition, CASETIFY also has physical stores in South Korea and Japan. These stores not only showcase brand personality, but also enable consumers to better understand the advantages of the product itself.

The K11 new store opened in Shanghai, similar to previous retail spaces, organically combines the real environment with the digital world, bringing Chinese consumers a unique sense of technology and a humanized in-store experience. In addition, the new stores have also opened a new community space for users to experience product customization, rest, and provide mobile charging services. By extending the time consumers spend in store shopping, they can better help brands expand their customer base and further convey the personalized concept of CASETIFY.

#### **4.3 Technological Revolution and Environmental Protection Mission**

Since the establishment of the brand, CASETIFY has always placed improving the protective performance of accessories as the top priority in technological research and development. The phone case uses QiTech, a patent that has been certified for impact resistance by US military regulations <sup>TM</sup>. The material is composed of a combination of impact resistant thermoplastic polyurethane and UV resistant polycarbonate. The brand states, "Every product undergoes thousands of drop tests during the production process to ensure high-quality protective performance."

CASETIFY transfers over 28,000 kilograms of discarded phone cases from landfills, covering an area equivalent to 240 football fields. As the only company with relevant environmental capabilities and technology, it had won the Fast Company World Changing Ideas Award in 2022, making us one of the few Asian companies to receive this award.

The Re/CASETIFY project, which began in 2021, is an excellent representative of brand sustainability technology. Consumers who develop a recycling awareness of returning old phone cases to their stores can continuously exchange them for new ones and receive corresponding consumption discount coupons; and these recyclable and discarded phone cases will enter the recycling process and be applied to the production and production of new products through technical treatment.

The goal of CASETIFY in reshaping the supply chain and environmental protection is to ensure that the end of each phone case's lifespan is a new beginning for the next phone case's life.

### **V. CASETIFY'S INSPIRATION AND REFERENCE POINTS**

#### **5.1 There Are a Large Number of Domestic Internet Users, and Social Media Marketing Has a Huge Prospect**

The number of domestic Internet users is large, and the social media marketing prospect is huge. With the development of technology, modern people are increasingly fond of surfing the internet. According to the data released by the China Internet Center, as of December 2022, the number of Internet users in China has reached 564 million, with a penetration rate of 42.1%, which is the largest and most active social media user group in the world. This is also a huge advantage of conducting social media marketing in China, and with the development of information technology, the functions of social media platforms are gradually improving. More and more companies are seeing the trend of community marketing, and the improvement of platform mechanisms can help companies settle in, and it is also expected to become a personal consumption portal for young netizens. Creating a certified account on a social platform can establish a media platform that is closer to consumers, helping companies establish closer connections with consumers. This can not only increase user understanding of products, but also enable companies to better launch products and activities that meet consumer needs.



## 5.2 Construction of Online Social Media Platforms That Align with Brand Positioning

In the context of the rapid development of Internet social media, enterprises need to plan and integrate the best marketing strategy of their own brands in the face of huge information groups.

### 5.2.1 Choose the Most Suitable Social Media Platform Based on the Target Customer Group

Identify the target audience for marketing strategies on social media platforms through brand customer segmentation. Currently, excellent social media platforms in China each have their own characteristics. The Weibo platform has a huge audience base, which is suitable for timely updating of brand updates, maintaining close relationships with customers, and also being able to know customer needs in a timely manner. But the real-time sales ability is poor, and generally needs to be combined with Taobao live streaming for online sales. In addition, the homepage can upload medium to long videos to tell the brand story, establishing a good corporate image will give the public priority in choosing consumption. The content on the homepage cover of the Xiaohongshu platform is very vertical, usually in the form of a combination of pictures and text or short videos. Groups can easily choose their preferred direction to learn about. Tiktok and Kwai platforms are mainly short videos, so users can learn about commodity information in a relatively short time. At present, these two platforms have strong ability to broadcast goods, which are the main sales platforms operated by e-commerce, and suitable for FMCG enterprises.

### 5.2.2 Plan the Release and Update of Official Account Content Based on the Style That Best Fits the Brand Positioning

Due to the characteristic of social media sharing information at any time, the content of information posted on the platform must be screened and controlled to a certain extent. The CASETIFY brand first has unique insights from homepage settings. Currently, many brands have used regional homepage settings in key regions. However, CASETIFY understands that its brand awareness is closely related to IP co-branding, and it has even set up a special homepage of CASETIFY for the display and introduction of IP co-branded products Colab, along with an independent shopping app, maximizes the influence of IP aggregation and fan economy, and maximizes the brand's advantages in segmented products and IP co-branded resources. Secondly, take the content release of CASETIFY on the domestic community platform Xiaohongshu as an example. The updated content mainly includes the launch of new co-branded products, offline store check-in activities, real-time hot topic promotion, and KOL photo printing. The brand seizes its collaborative advantage and maintains a monthly frequency of new artist collaborations for fans to choose from. The opening ceremony of the new offline store will feature "city limited" full gifts to attract consumers, and a themed art exhibition will also be held near the store to check in and promote the brand story through offline viewing. In the recent hot topic of the March 8th Goddess Festival, CASETIFY had put up a slogan "In 2022, we will work together with over 300 female creators to create an exclusive series, collaborated with local illustration artist Sunday Central to launch the latest collaborative series Lower Waist Girl". It has also specially created an offline theme park, inviting fans to check in and post topic notes to have the opportunity to receive gifts. The official activity calls for offline check-in and online photo sharing by fans. More and more KOLs across the network are wearing CASETIFY phone cases, and the brand awareness is increasing day by day.

## 5.3 Sustainable Trendy Art in Offline Stores

At the beginning of this year, CASTIFY opened the brand new CASTIFY STUDIO in Xintiandi Fashion II, the second domestic offline store after the previous K11 store in Shanghai. Unlike before, the new store aims to create an immersive creative activity center, serving as a link between the brand and the local creative community. It will regularly send out creation invitations to local artists, creators, and every consumer through various forms of workshops and symposiums.

The new store's main theme is environmentally friendly, with a pink gradient phone case that has been recycled and remade as the brand's environmental protection concept. This also stems from the "sustainable development" concept that the CASETIFY brand has adhered to since its establishment. As a plastic intensive industry, CASETIFY has always focused on finding creative solutions to reduce the use of new plastics in production, reuse similar types of plastics, and use recyclable plastics throughout the entire supply chain.

On the brand's official website, CASETIFY promises to achieve the mission of "Drop to Zero" with zero carbon emissions and zero waste in order to protect the Earth's environment. The brand adheres to the RECATETIFY plan, combining adjustments and improvements in the production process with user incentives to maximize project efficiency and enhance user interest. Consumers can recycle their old phone cases and redeem them for store coupons.

Nowadays, with the increasing awareness of environmental protection among consumers, sustainability is also influencing their minds and purchasing decisions, and encouraging consumers to donate old phone cases is one way to implement this concept. Creating attractive and creative designs with recyclable materials, or

creating vibrant colors with biodegradable materials, are another way to make sustainability more appealing to consumers. Therefore, CASETIFY demonstrates extremely high brand value in terms of sustainability.

As for how to balance sustainability and brand profitability, brands combine profitability with sustainable development, and a global supply chain centered on sustainability has emerged, making it easier to find the right ESG strategy that aligns with business goals. At CASETIFY, the use of upgraded and recycled materials is very in line with the goal of reducing plastic ownership in the accessories industry, which has also enabled the brand to achieve its own business growth.

With the deepening development of economic globalization, a green wave aimed at protecting the Earth's ecological environment has quietly emerged around the world, and the concept of green marketing has also emerged. This concept emphasizes the protection of resources and environment in marketing activities, and coordinates the relationship between natural resources, ecological environment, and economic development. China is a developing country, and there is still a significant gap in the development of green marketing compared to developed countries. To avoid developed countries using green trade barriers to restrict the export of our goods and services. To fully achieve foreign exchange and revenue generation, we must recognize the importance of green marketing, strive to increase the sustainable attributes of goods, develop higher quality products and new consumer experiences.

After China's accession to the WTO, facing the competitive situation of the global market, green marketing is an important way and inevitable trend to achieve sustainable economic development. To adapt to the economic development situation of the environmental protection era and seek a sustainable development path, enterprises can refer to the concept of green marketing, establish a green image of the enterprise, adjust future environmental strategies, and comprehensively enhance comprehensive competitiveness.

## VI. CONCLUSION

### 6.1 Unique and Innovative Brand Style, Customized Products Are Worth It

Customization, also known as personalized customization services, has always been the core selling point of the brand. In recent years, POD (Print on Demand), also known as customized products, has become a popular e-commerce trend among many businesses. Consumers design and print patterns or letters on products according to their preferences, and then the products are produced by the merchants after placing an order. CASETIFY's popularity overseas is also attributed to its sales model that supports users to choose to use custom images to customize exclusive phone cases. On this basis, during the "design" process, it is also possible to pre-select renderings to enhance the customer's visual engagement and enhance the shopping experience. CASETIFY has a strong specialization in its products, firmly grasping the field of electronic phone cases and accessories, starting from phone cases to various protective cases, hanging rope accessories, and wireless chargers around iPhone products. Once a customer group that pursues customization and personalization enters the market, it is easy to collect psychology and match the entire series of accessories.

In addition, the materials and quality of CASETIFY's products are also important selling points that distinguish it from other phone case brands. The pricing of goods is generally higher than the market, also due to the high investment in material research and development and costs. To maintain a good product protection experience, the brand stipulates that the production process of each phone case must include high-altitude fall testing.

### 6.2 Building a Brand Collaboration Laboratory to Achieve High Conversion Rates

CASETIFY understands consumer preferences and collaborates with multiple globally renowned brands, celebrity singers, and outstanding artists to create a collaborative series of products, including Harry Potter, Barbie, Disney and other super IPs, as well as celebrity artists like Aespa and Ader, Neverthat, Yohji Yamamoto and other trendy brands which have expanded their influence through brand collaboration and integration, further enhancing their international market awareness.

Launch multiple co-branded products with signature or exclusive design details to cater to the consumer view of the target audience, trendy/IP enthusiasts, and design new products and marketing plans to achieve high profit conversion. Regarding the phone cases of the Korean girl group Blackpink, the brand has designed concert ticket stubs signed by four members as selling points for fans to freely choose from. After the first phase of cooperation yielded good returns, a second wave of co-branded themed "Best Close Friends" series was designed, inspired by the new songs of the group. A new design called "Memo Phone Case" was launched, allowing users to leave exclusive customization, narrowing the distance with celebrity idols and bringing huge exposure to the brand. And with the return of the fourth season of science fiction TV series *Strange Tales*, which has sparked a global craze, CASETIFY immediately took the beloved highlight storyline of the season as inspiration and jointly launched a series of products to attract consumers to purchase. Users can choose the "Upside Down" text format in the opening scene of the drama as their exclusive engraving, and the detailed

introduction set on the product homepage is also consistent with the plot progress, making fans more immersive and paying for their favorite IP.

### 6.3 Building a Social Media Marketing Matrix to Promote Personalized Expression in the Z Era

CASETIFY invites users and social influencers to showcase their customized works on social media platforms. The official website of the independent brand website has a Key Opinion Leader (KOL) collaboration entrance, which has attracted many KOLs with strong marketing capabilities to actively seek cooperation for celebrity marketing. In addition to the joint IP and celebrity effect, many active social media users also actively share their personalized CASETIFY phone cases, accessories, etc., and annotate them in their posts, which has also brought a large number of "tap water" advertisements to the brand.

By investing huge marketing costs in brand collaboration with IP and KOL to penetrate the market of the Z era, they have established a reputation as a successful global electronic parts brand leader. For many companies, rapid expansion and multi departmental activities can be an adventure, but if done correctly, they can also become a model of DTC brand marketing like CASETIFY.

Nowadays, the sales scope of CASETIFY has expanded to various parts of the world. Due to the influence of history and local culture, different consumers have different preferences and needs in self-expression and consumption choices. However, in today's information age, global trends have already been mastered by everyone, and personalized self-expression needs are gradually becoming the goal of contemporary young people. As brand leader Wu Peishen said, "we believe that the future will be driven by the Z generation, and even the A (Alpha) generation, born in the digital age. They value creativity and self-expression lead the way in the lives of the new generation of young people. We hope to leave the paintbrushes for them, as expressed by CASETIFY's brand slogan 'Show Your Colors': we provide a platform for everyone to express themselves, but what content to express is entirely up to you."

### REFERENCES

- [1] Zeng Dede, Nie Zhongwen. A Review of Research on Online Brand Communities Abroad [J]. *Business Economics Research*, 2016 (06): 44-45
- [2] Cheng Ming, Zhou Yaqi. From Flow Realization to Relationship Realization: A Study on Community Economy and Its Business Models [J]. *Contemporary Communication*, 2018 (02): 68-73
- [3] Li Yifang, Cao Rui. Research on Marketing Strategies for Chinese Social Media [J]. *Economic Research Guide*, 2013 (36): 92-93
- [4] Wang Qian, Wang Yuan. Research Content and Development Review of Brand Communities [J]. *Journal of Anyang University of Technology*, 2017,16 (05): 36-40.
- [5] Hu Yingjia Lu, Yangfan. Research on Precision Marketing Strategies Based on Social Media [J]. *Science and Technology ThinkTank*, 2020 (12): 12-18.
- [6] Jiang Zhibin, Huang Xiyu. Research on Integrated Digital Marketing Strategies [J]. *China Advertising*, 2014 (11): 134-137
- [7] Qiu Li, Green Marketing - An Inevitable Choice for Domestic Enterprises to Achieve Sustainable Development [J]. *Journal of Shandong Normal University (Humanities and Social Sciences Edition)*, 2012,57 (02): 94-102.
- [8] Wang Sen, Strategies for Cross border E-commerce Marketing Using Social Media [J]. *Chinese Market*, 2022 (27): 125-127
- [9] Zheng Wei, Research on Overseas Social Media Marketing Strategies for Cross border E-commerce Facebook [D]. Xiamen University, 2019
- [10] Yuan Lu, Personalized phone case leverages "big business" *Beijing Daily*, April 24, 2022 (006)
- [11] Vivek Madupu, Delonia O. Cooley, Antecedents and Consequences of Online Brand Community Participation: A Conceptual Framework [J], *Journal of Internet Commerce*, 2010(2)
- [12] Yagmur SacideBahcecik, Senem Seda Akay, Ali Akdemir. A Review of Digital Brand Positioning Strategies of Internet Entrepreneurship in the Context of Virtual Organizations: Facebook, Instagram and Youtube Samples [J]. *Procedia Computer Science*.2019(03).