

Li-Ning USA: New World Thinkers In Social Media



Opportunity and Objectives

Li Ning is one of China's most beloved Olympic champions, and the company he founded in 1990 has grown to become China's fourth-largest athletic footwear brand.

When Li-Ning entered the US market in early 2012, they wanted to use social-media marketing to:

- **build a community**
- **drive engagement on their social media posts**
- **deliver traffic to their e-commerce site**
- **build an e-mail database for one-to-one remarketing**

Solution

Li-Ning launched an integrated social-media-marketing solution that spanned owned and paid social media:



Platform for discovering, curating and publishing content into owned social media channels on Facebook and Twitter.



Managed service for optimizing paid Facebook ads and target the right audiences and affinities on Facebook.

Impact

- **Grew from 0 to 115,000+ fans in just under five months** at an **effective cost per fan of \$0.25**
- Highly engaged fan base where
 - **44% of their Fans like, comment or share** with Li-Ning every month
 - **Organic page posts reach 80% of their Fans** every month
 - Percentage of fans engaging with their content is **10x the athletic-footwear industry average**
- Acquired **6,000 emails** as part of a two-week promotion at effective cost of **\$1.00/ email**

“Rallyverse gave us the tools and expertise to jump start the Li-Ning brand in the United States, giving us one of the largest and most engaged communities for a young performance athletic manufacture in less than five months.”

- Craig Heisner, VP of Marketing, Sales, and Merchandising at Digital Li-Ning