法国维克如何通过科握实现精细化社媒运营

How Virbac improved their Social Media Strategy in China

JUL 2022

关于维克集团
About Virbac

来自法国的全球第六大动物保健制药集团维克Virbac，自2002年就进入中国市场，以宠物清洁护理产品而著名，代表产品曾连续三年位列类目第一。维克很早便利用社媒渠道将动物保健品牌的专业形象与科学养宠理念传达给消费者。

Virbac, the world's sixth-largest animal health pharmaceutical group from France, entered the Chinese market in 2002. It is famous for its pet cleaning and care products, and its core products have ranked first in the category for three consecutive years. The Virbac brand is strongly associated with its scientific approach to pet health.

某篇有关狗狗皮肤过敏的微信推文中，官方收到了超100条评论，多位宠物主人在留言中普及相关宠物护理知识。而社媒高互动率的背后则是维克运用科握长期打磨并优化的内容管理模式。

In a WeChat article about dog skin allergies, their official account received more than 100 comments, many pet owners shared relevant pet care knowledge. Virbac has used KAWO to polish and optimize its social media management, resulting in a very high engagement rate.

维克集团的挑战
Virbac's Challenges

1. 行业竞争激烈，维克Virbac需要通过产出深度教育类社媒内容，才能吸引养宠人士的注意，将产品设计理念和高质量标准传达给消费者。
   In a fiercely competitive environment, Virbac needs to produce in-depth educational content to convey highly standardized product concepts to its consumers. Only then can they attract more pet owners to engage with their brand.

2. 维克的社媒内容话题涉及不同类型的产品，比如消费者普遍熟悉的"口腔护理"和"耳部清洁"两大话题下，内容点击率和分享率差别很大。
   Virbac's social media topics vary between different types of products. For example, "oral care" and "ear cleaning", which consumers are generally familiar with, differ greatly in terms of click-through rate and share rate.

3. 对于维克更高一级决策者来讲，全面的数据评估是衡量社交媒体管理效果时重要的营销指标，却又耗费大量时间。
   For Virbac's HQ, comprehensive data evaluation is an important marketing indicator when measuring the effectiveness of social media marketing, but reporting takes a lot of time.

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HOW VIRBAC REALIZED DELICACY SOCIAL MEDIA MANAGEMENT WITH KAWO

问题 PROBLEM

1 内容制作审批流程复杂
Complex Approval Process

维克的内容制作过程需要技术团队和负责产品的同事协作，还要保证总部和亚太区的其它同事跟进发布内容与节奏，耗时耗力。

Content creation of the Virbac team requires collaboration between the technical and product team, and it becomes a longer cycle to keep the HQ and APAC involved.

科握解决方案 KAWO SOLUTION

用科握计划发布社媒内容，统一管理协同审批。

Plan and post contents on KAWO, organize social media management and realize collaborative approval steps.

问题 PROBLEM

2 难以掌控社媒表现力
Lack Content Insights

没有直观的数据反馈，维克很难了解消费者喜欢什么，也很难理清不同内容的运营思路。

It's difficult for Virbac to understand what content works the best for their customers as well as having a clear strategy of social media markrting without an intuitive feedback of data.

科握解决方案 KAWO SOLUTION

用科握标签分类内容，数据指标一目了然。

Acquire deep data analysis of Virbac's social media by KAWO's tagging insights, review any marketing results easily.

问题 PROBLEM

3 低效竞品数据获取
Slow Data Acquisition

识别内容策略的有效性时，维克需要通过"手动搜索"来寻找原因，过程漫长且耗费人力。

Virbac needs to go through a "manual search" to find out the effectiveness of a content strategy, that's a long and laborious process.

科握解决方案 KAWO SOLUTION

直观展现竞品数据，一键生成报告。

Intuitively display competitor data and generate reports with one click.

计 划 发 布 内 容
Content Planning

社媒平台的内容计划在同一页面清晰展示，协作流程和报告数据直观地呈现在所有人面前，瞬间对齐维克集团管理层与执行层、海外与国内市场团队、内外部团队间的认知。

Planning of different social media channels is clearly demonstrated on the same page, collaboration and reports are intuitively presented in front of everyone. Instantly make the management and executive layers of Virbac Group, overseas and domestic market teams, and internal and external teams on the same page.

可视化数据和洞见
Data Visualization and Insights

Virbac 在设定 **#爱宠更净一步** 的话题标签之后，每一次都会对内容选题进行跟踪和优化，不断尝试深入了解消费者喜欢怎样的内容，找准客户兴趣点。

After Virbac set up the hashtag #爱宠更进一步 (one step cleaner for your pet), they always track and optimize the topic and content every time publish an article, to constantly gain a deeper understanding of what consumers like and identify customer interests.

KAWO 法 国 维 克 案 例 调 研 Virbac
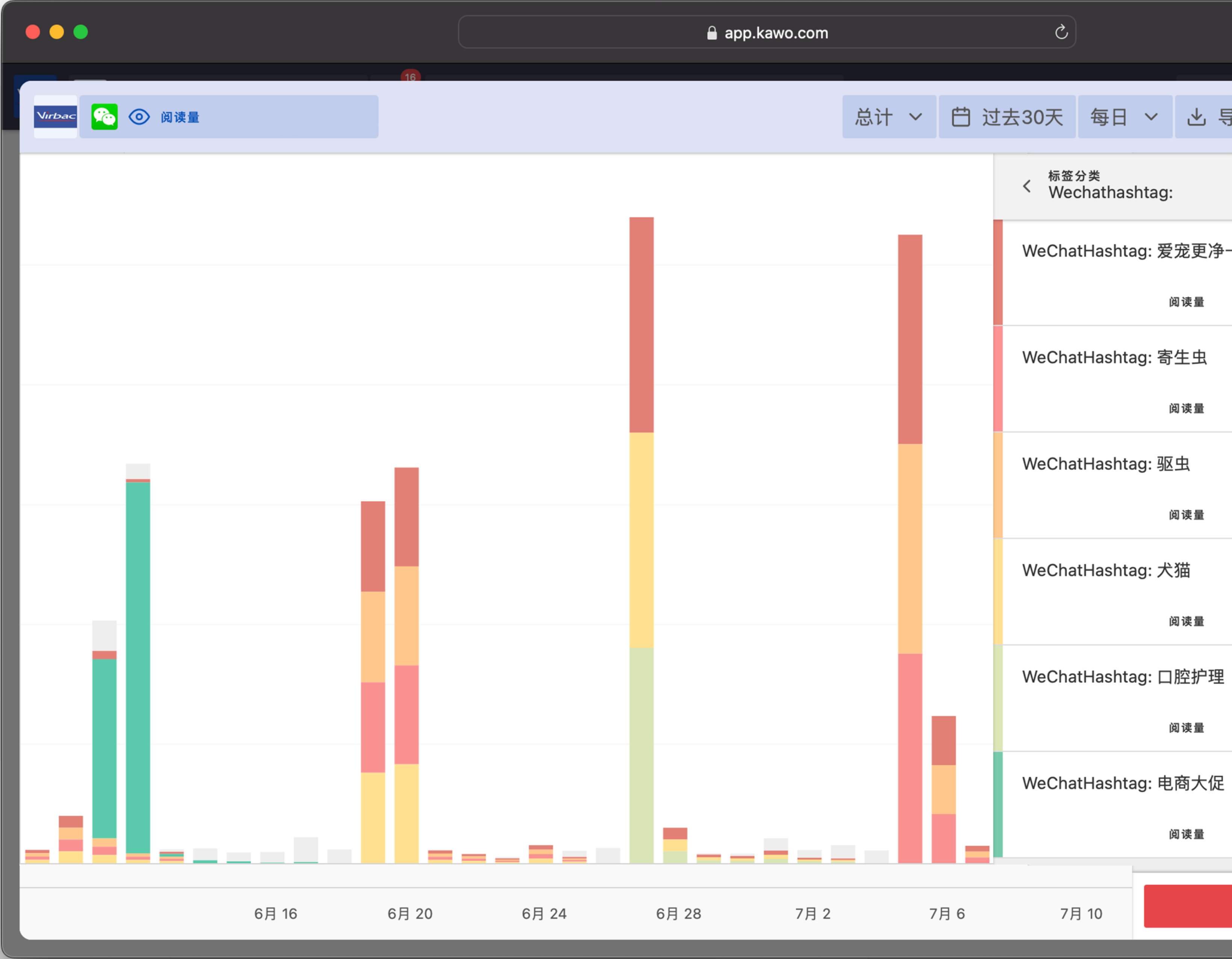
清晰展示竞争对手的数据
Competitors Monitoring

在刚做完一期月度分析后，维克的 Community Manager Alex 通过KAWO科握截取了直观的对标数据分享给了海内外的同事。虽然总体文章发布量还相对较少，但单篇的阅读量和互动率排名占据了TOP3。这些情况也让维克更清晰地了解品牌目前的市场声量，从而调整未来的策略目标。

Community Manager Alex from Virbac shared benchmarking data through KAWO with their overseas team after the first monthly review. Although articles published on WeChat OA is still small, the reading and engagement rate stay in the TOP3. All these insights give Virbac a clear view for understanding their brand voice to adjust the marketing strategies.

KAWO

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