

ShopSager KOL Collaboration Brief

Project Name: ShopSager App Inaugural Launch Campaign

Part 1: Project & Brand Background

Who We Are:

ShopSager is an intelligent site selection tool powered by big data and AI. We are dedicated to helping entrepreneurs worldwide make scientific, data-driven decisions for their store locations, thereby significantly increasing their chances of success.

Product for Promotion:

The core product for this collaboration is the **ShopSager App**. It provides entrepreneurs and chain brands with end-to-end intelligent support, from location scouting and area analysis to AI-powered site recommendations and the generation of professional site selection reports. In short, it makes the complex process of business site selection as simple and efficient as using a map.

Overall Functions:

ShopSager's core is built on four functional modules, providing you with a complete "AI Location Analysis" toolkit from exploration to decision-making:

1. AI Location Recommendation:

Users simply input their business idea (e.g., "open a coffee shop in Singapore"), and the AI will recommend high-potential, high-scoring locations based on market data, serving as the starting point for scientific site selection.

2. Location Data Search:

For any specific location, users can get a comprehensive analysis of the area with a single click. It helps you gain a deep understanding of the location's surrounding business formats, competitive landscape, customer profiles (age, income, etc.), and foot traffic trends.

3. Location Marking & Data Collection:

We close the loop between online research and on-site investigation. When scouting in person, users can use the app's built-in foot traffic counter, notes, and photo functions to easily digitize offline observations and verify them against online data, making the final decision more rigorous.

4. AI Analysis Report:

Whether for your own decision-making or reporting to others, users can

generate a professional, visualized location analysis report from complex data with one click. The report clearly presents the strengths and weaknesses, making your business plan more compelling.

Key Advantages:

We hope you will convey to your users why ShopSager is an essential tool for entrepreneurs and how it fundamentally differs from other applications:

1. From Complexity to Simplicity, for Scientific Decision-Making:

Core Value: The essence of ShopSager is replacing gut feelings with data analysis. It transforms the complex business site selection analysis, once only affordable for large chain brands, into a mobile app that any ordinary entrepreneur can easily use, significantly reducing trial-and-error costs and decision-making risks.

2. All-in-One Power Tool:

Core Value: Users no longer need to switch back and forth between map software, review apps, and data websites. From generating a vague idea to exploring potential areas, analyzing specific spots, and finally generating a report, every step of the decision-making process can be completed within the ShopSager app, providing a seamless and efficient experience.

3. Global Vision, Local Insight:

Core Value: Our data capabilities cover over 90 countries. This means whether you want to open a shop in your familiar hometown or have entrepreneurial ambitions abroad, ShopSager can provide accurate data and analysis tailored to local market conditions.

Campaign Overview:

Our product is set to officially launch on **July 11th**. We aim to leverage your influence to reach and educate our core target audience during the initial launch phase (promotional video to be published by **July 23rd**). Our goal is to make more people with plans to open a store aware of ShopSager and encourage them to start using it, fostering a new industry mindset: "**Open a store with data, not just a gut feeling.**"

Part 2: Campaign Objectives & Metrics

Core Objectives:

- Awareness & Education:** Clearly communicate ShopSager's core value to your audience, ensuring they know that a powerful tool exists to solve their site

selection pain points.

- **Drive Downloads & Trials:** Spark user interest and guide them to **download the app via the link in the video description or by searching in the app store.** Encourage them to complete registration and experience the product's features.

Key Performance Indicators (KPIs):

As this is an initial launch campaign, our primary focus is on content quality and precise audience reach. The following metrics are for reference, not strict requirements.

Basic Exposure Metrics:

- **Video Views:** Expected to meet or exceed your channel's average performance.
- **Engagement Rate:** $(\text{Likes} + \text{Comments} + \text{Saves} + \text{Shares}) / \text{Views} > 3\%$.

Core Action Metrics:

- **Comment Section Quality:** We hope to see genuine discussions from target users in the comments (e.g., "I'm planning to open a store," "This tool is exactly what I need!").
- **Data Reporting:** 7 days after the video is published, please provide backend data screenshots including: Views, User Demographics (age/region), and Engagement Data (likes, comments, shares, saves).

Part 3: Target Audience

Who We Want to Reach:

- **Core Audience:** Individuals or small teams preparing to open a physical store (e.g., café, restaurant, retail shop, studio).
- **Extended Audience:** Expansion managers for chain brands, commercial real estate consultants, and franchisees.

Their Pain Points:

- Relying on gut feelings for site selection, leading to high trial-and-error costs due to a lack of transparent information.
- Not knowing how to analyze a location's foot traffic, consumer spending power, or competitive landscape.
- The site selection process is time-consuming, laborious, and inefficient.

Part 4: Core Message & Content Requirements

Key Selling Points:

Please naturally convey **1-2** of the following core value propositions in your own style and words:

- **"A Game-Changer for Site Selection"**: Say goodbye to guesswork. Use data to double your chances of success.
- **"Let AI Be Your Co-Pilot"**: Simply input your business idea (industry, city), and our AI will recommend the best locations, complete with a detailed analysis report.
- **"Global Vision, Local Insight"**: Whether you're opening a store in your hometown or overseas, ShopSager understands the local market (covering 90+ countries).

Content Creation Guidelines:

We highly respect your creativity and do not provide a fixed script. We hope you will present the product in a genuine and persuasive way that aligns with your style. The following are suggestions:

Suggested Narrative Angles:

1. Pain-Point Resonance:

- **Hook**: Start with a compelling hook like, "If you're thinking of opening a store, stop relying on gut feelings!" or "This is the #1 mistake 90% of entrepreneurs make..." to immediately grab your audience's attention.
- **Story**: Share a story (it can be hypothetical) about a failed business due to poor location, then introduce ShopSager as the ultimate solution.
- **Demo**: Quickly demonstrate the "AI Location Recommendation" feature, showcasing how easily the AI can find a prime spot.

2. Tool Review / Recommendation:

- **Hook**: Open with something like, "I just found a treasure app for entrepreneurs that could boost your success rate by 80%!"
- **Story**: Position yourself as an entrepreneur "planning to open a coffee shop" and use ShopSager to simulate the site selection process.
- **Demo**: Focus on showcasing the "Area Smart Search" and "AI Analysis

Report" features, highlighting the comprehensive data and professional quality of the reports.

Content Don'ts:

1. Please avoid false or exaggerated claims (e.g., "Guaranteed to make you 100% profit").
2. Avoid overly stiff or direct ad reads. We are looking for an authentic share based on your genuine experience.
3. Please ensure no other competing software with visible logos appears in the video.

Part 5: Deliverables & Publishing Requirements

Deliverables:

- 1 original short video, approximately 60 seconds in length. (Kindly send us the final video for confirmation before publishing).

Publishing Platforms:

- TikTok / Instagram (Reels)

Brand Integration Requirements:

- **Voiceover/Subtitles:** Naturally mention the product name "ShopSager." The name must be mentioned at least once **within the first 15 seconds**, and the product introduction segment should be no less than 10 seconds long.
- **Visuals:** Clearly display the ShopSager app interface or logo, especially during the feature demonstration portion.
- **Caption/Description:**
 - **Hashtags:** Must include the following hashtags: #ShopSager #Allocation #businesstips #sitelocation #entrepreneur
 - **Download CTA:** As we do not have a website yet, please use a clear voiceover or on-screen text at the end of the video to guide users: **"You can click the link below to download, or go to the App Store/Google Play Store and search for 'ShopSager' to try it out."** Please also repeat this call-to-action in the video description or a pinned comment.

Timeline:

- **Draft Submission:** By July 17th
- **Content Review:** We will provide feedback within 12 hours of receipt.
- **Final Post:** To be published by July 23rd.

Part 6: Other Requirements

- **Competitor Exclusivity:** For 30 days following the video publication, we request that you do not promote any direct competitors (e.g., other commercial site selection analysis tools).

Part 7: Product Mockups (The final assets will be provided when the product goes live. The current materials are for reference only.)

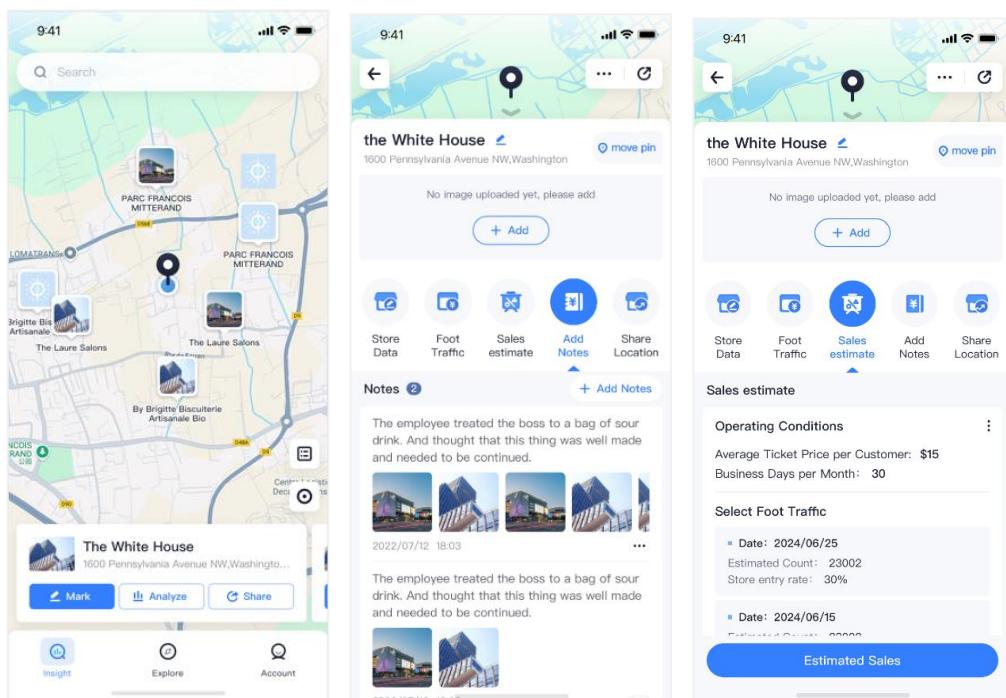
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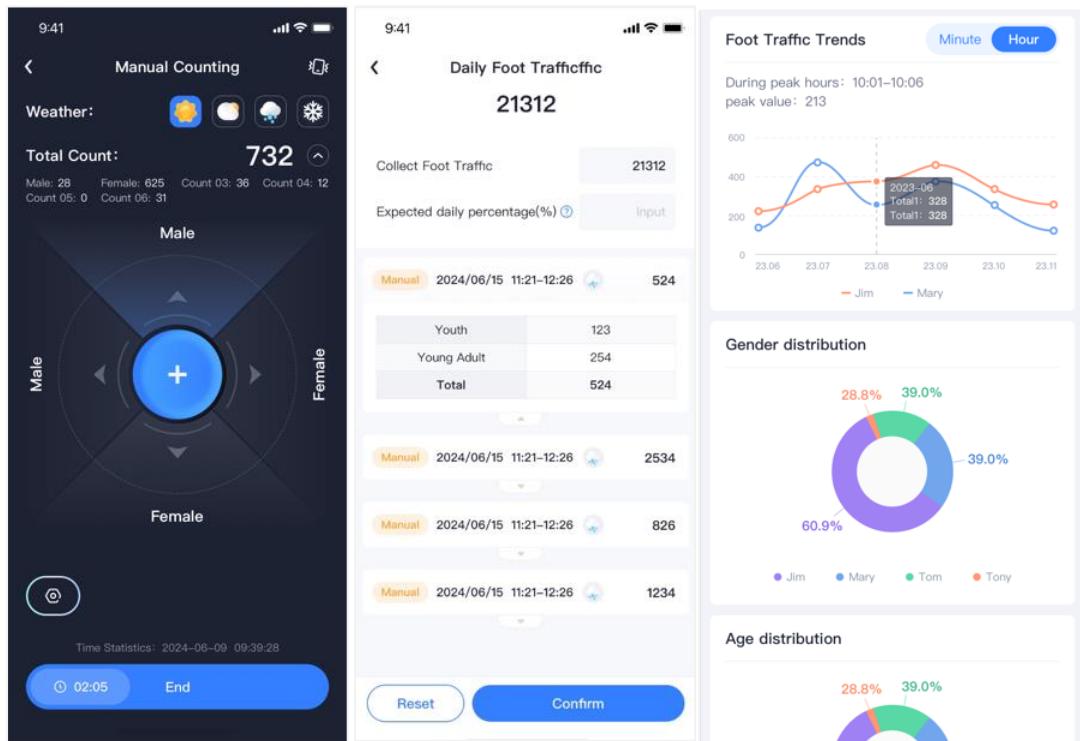


Shop Sager

1. Feature: Location Insights

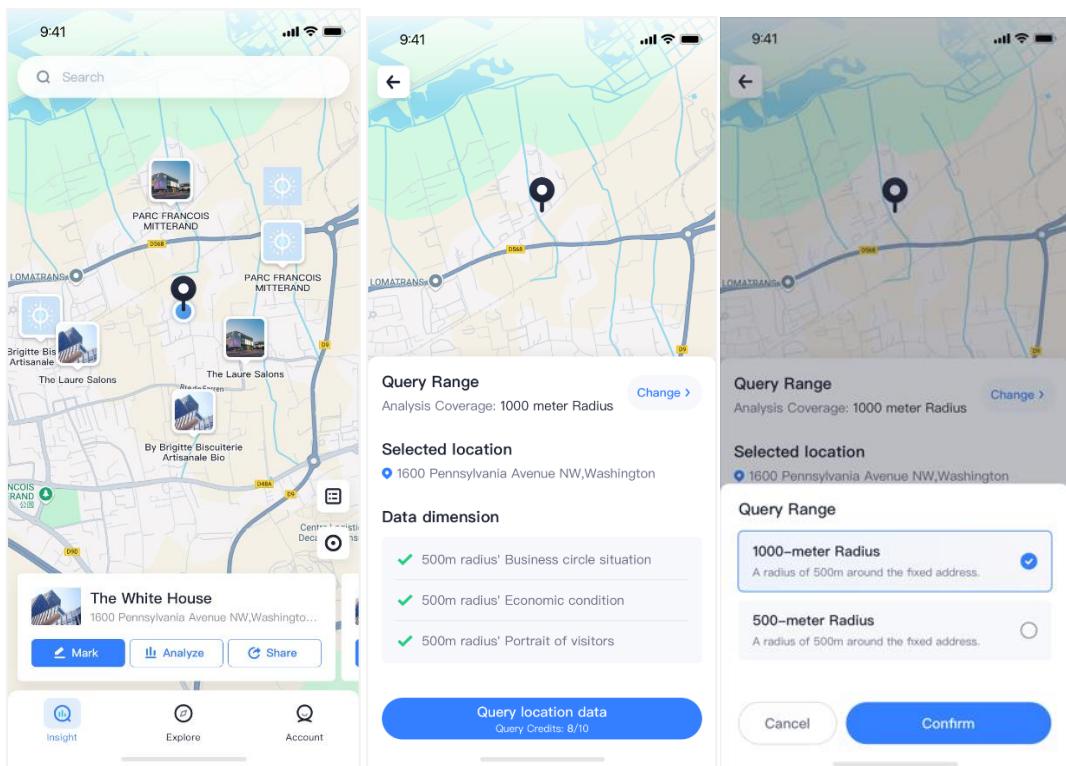
Flow: Select an address -> Tap "Mark" -> Collect location data





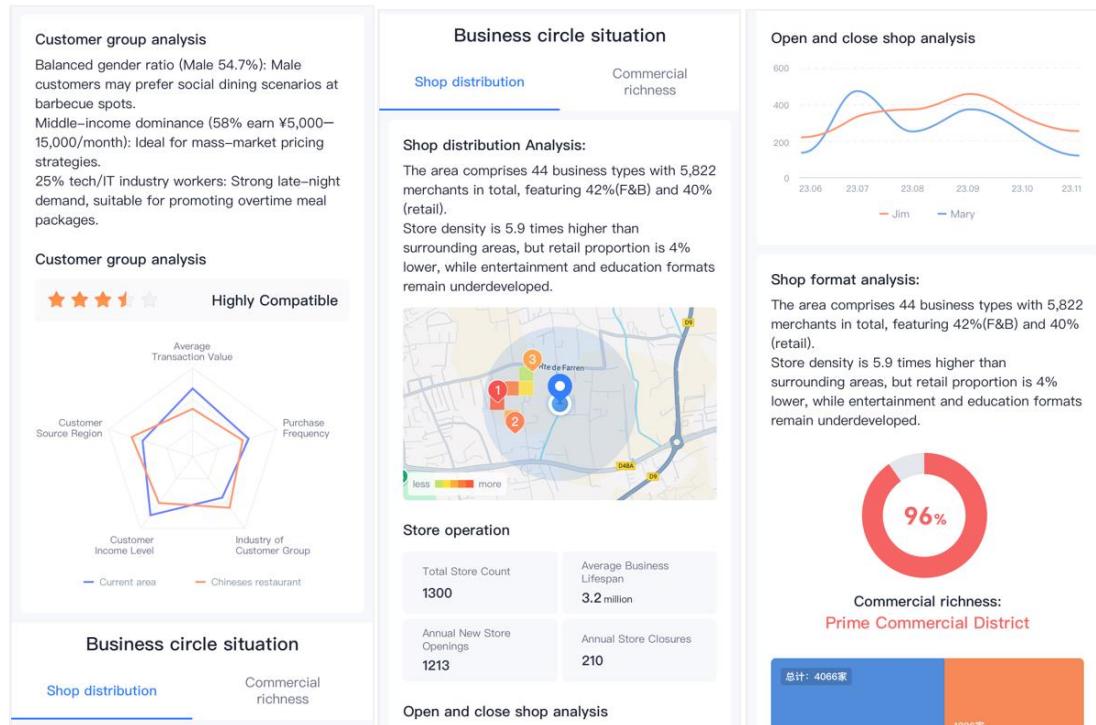
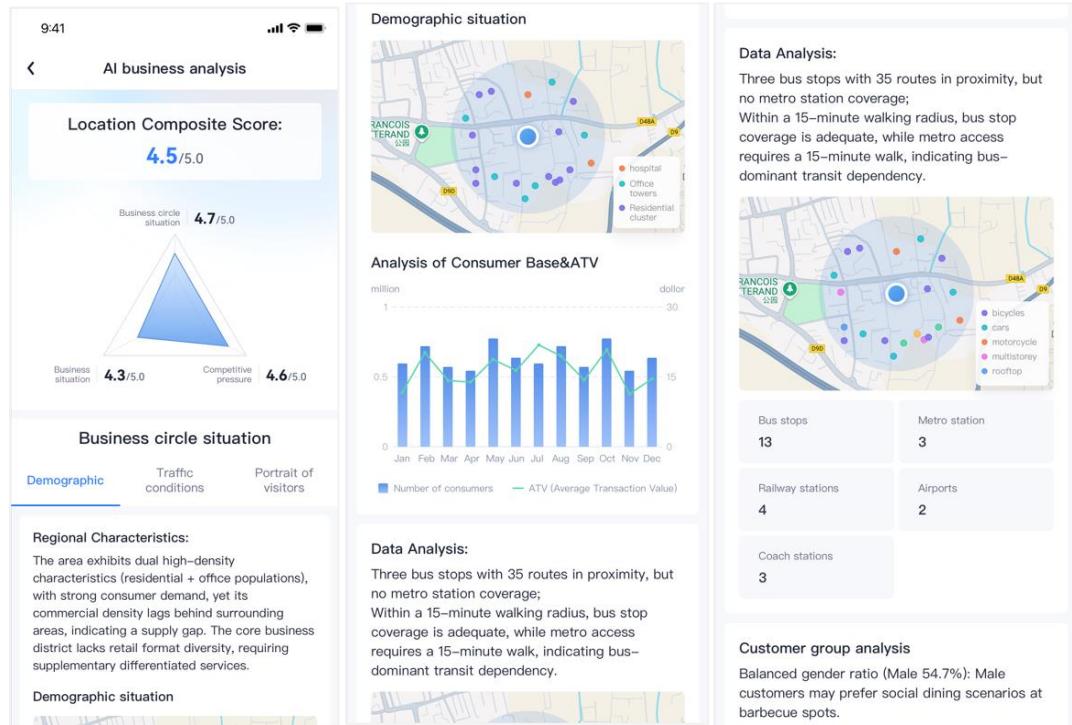
2. Feature: Location Analysis

Flow: Select an address -> Tap "Analyze" -> Choose a search radius -> Get location data report.



3. Feature: AI Business Analysis

Flow: From the location data page, tap "AI Business Analysis" to get an in-depth AI-generated report.



4. Feature: Location Recommendation

Flow: Input your desired location/industry/consumer tier -> Generate recommended

locations -> View detailed metrics for each recommendation.

