

ANGELINA SAIYI LI

HOW TO LIVE STEAMING



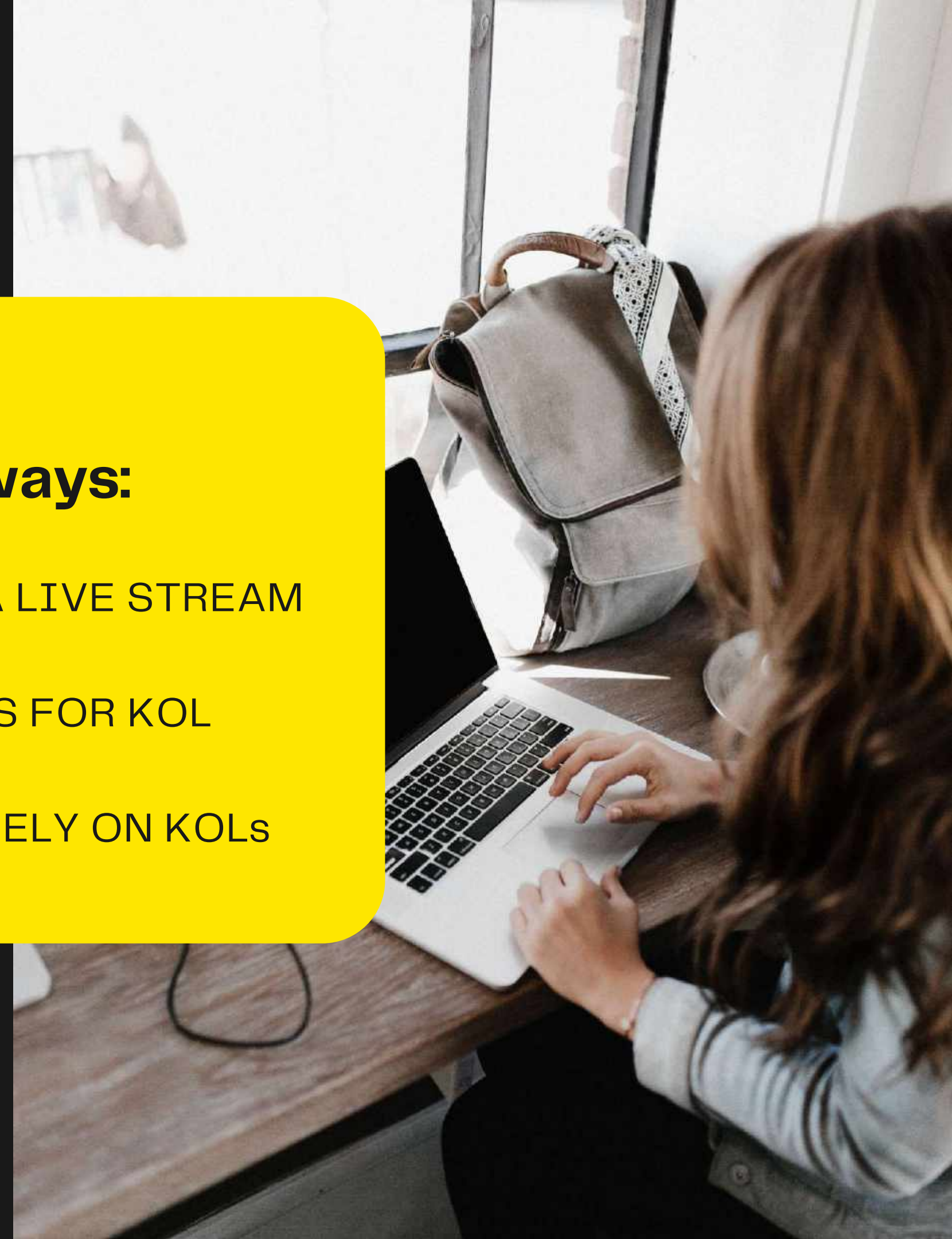
VIEW OF A KOL



Topics to discuss

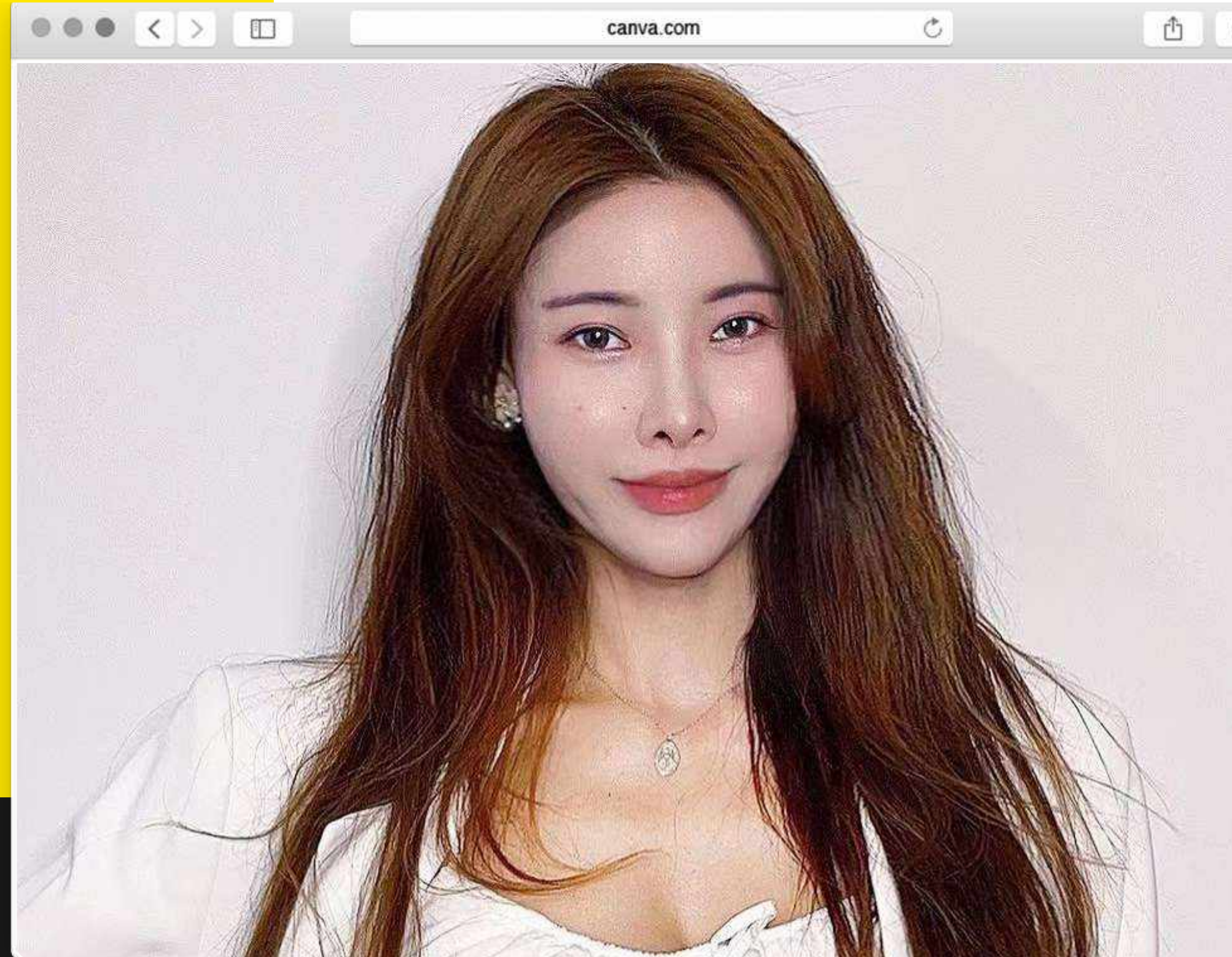
Key takeaways:

- HOW TO BE A LIVE STREAM KOL
- NEXT TRENDS FOR KOL INFLUENCER
- THINGS TO RELY ON KOLs



Angelina Saiyi Li

FOUNDER/CEO of LYRRA
TV HOSTESS
ONLINE STREAMING KOL



WHY ME?



Media/PR



1. 15+ years experience in PR, marketing and media industry
2. Publish monthly magazine, LYRRA
3. Published over 8 restaurant guide books partering with CITIC Bank and VISA

Model/KOL/TV hostess



1. Model for 100+ brands
2. Owner/creator personal TV show , 60 M viewers per ep
3. 30+ hours per month live steaming in 2020

Entrepreneur



1. Founder of media and PR company LYRRA since 2016
2. Founder of first shareable charging company in US- POP Charge since 2019.

HOW DID I LIVE STREAM



PP体育自制健身节目
女神养成计划
HOW TO BECOME GORGEOUS
截止到第八集
手机端超过1000万次浏览



《女神养成计划2》第6期：打卡泰国必去大皇宫 体验正宗泰拳



粤盟直播：竞猜中超比分 赢价值3000元神秘大奖



BRANDS I WORKED WITH

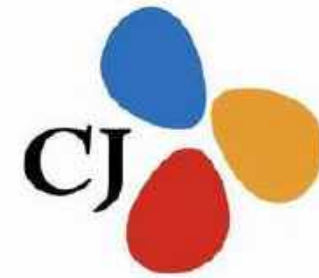
Salvatore Ferragamo



b!b!go
HOT STONE
Korean Healthy Fresh Kitchen



VISA



HUROM

GUCCI



NIO  蔚来

HOW TO BE A LIVE STREAM KOL



influencers

show/short videos

owns personal account



OEM/Platform choose



How TO WORK WITH BRANDS



brands/ agency



company/KOL



research /education



choose/time



sign



what kind of trouble?

1.brand culture

2.fans

3.exclusive

4.fee





NEXT TRENDS FOR KOL INFLUENCE D

HOW OFTEN PEOPLE WATCH LIVE STREAMI NG

2020 JAN-JUN



29.2% MANY TIMES PER DAY



16.5% ONE TIME PER DAY



23.6% 4-6 TIMES PER WEEK



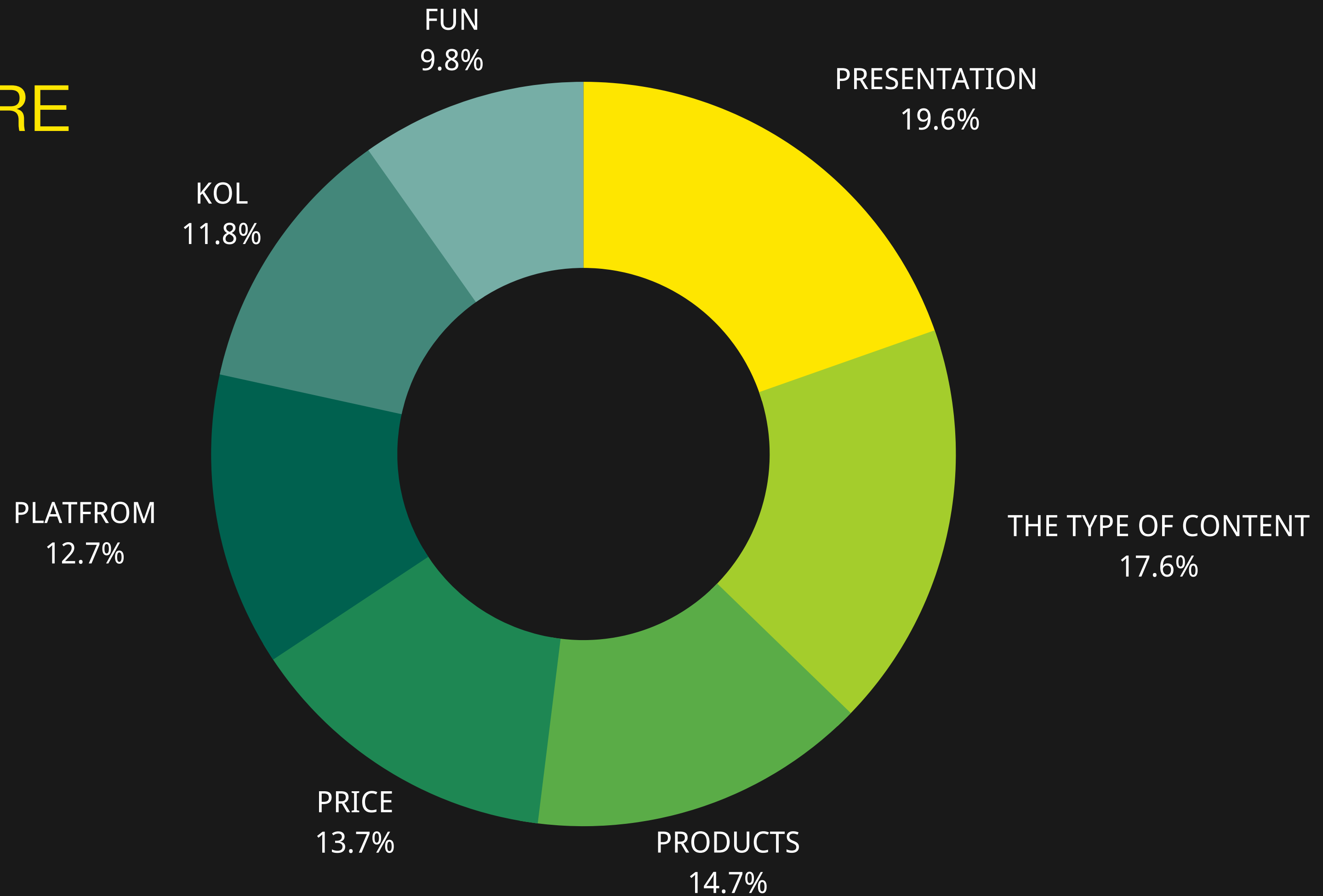
14.2% 1-3 TIMES PER WEEK



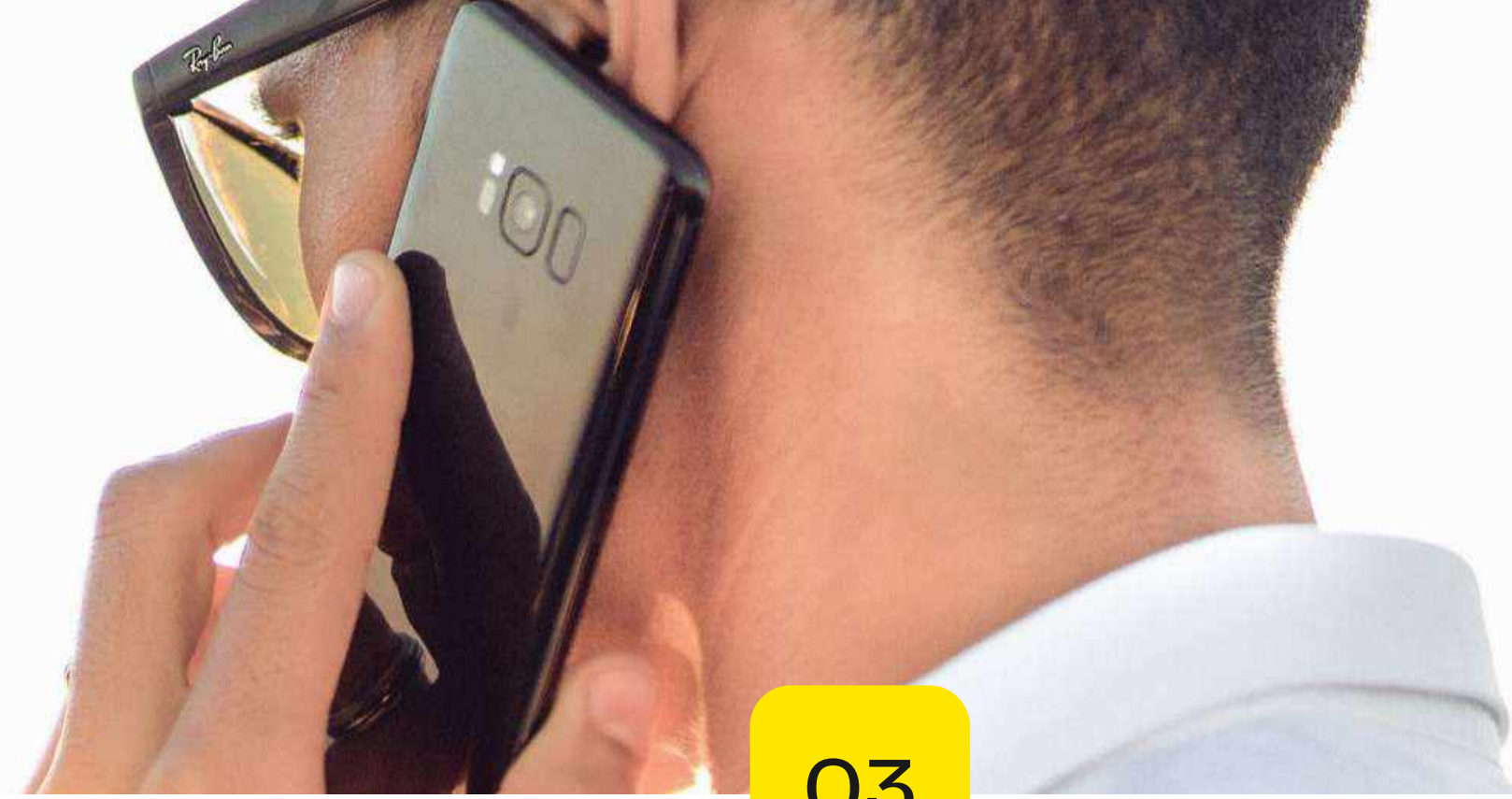
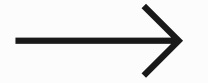
16.5% 1-3 TIMES PER MONTHS



WHAT DO PEOPLE CARE ABOUT



WHAT ARE THE TRENDS?



01

**BRANDS WILL FIND
THEIR OWN DEDICATED
KOL**

02

**BRANDS WILL BUILD
THEIR OWN LIVE
STREAMING ROOM**

03

**Prices will be lower and
lower**

THINGS TO RELY ON KOLs



What do KOL care about



**Price of the
products**



Personal exposure



Profit



Brand awareness



Exclusiveness

What kind of brand we would love to work with



famous brand

cosmetic

home appliances

pet supplies

exclusive

low price

What kind of brand we would not love to work with



commission too low

**the product market
is too competitive**

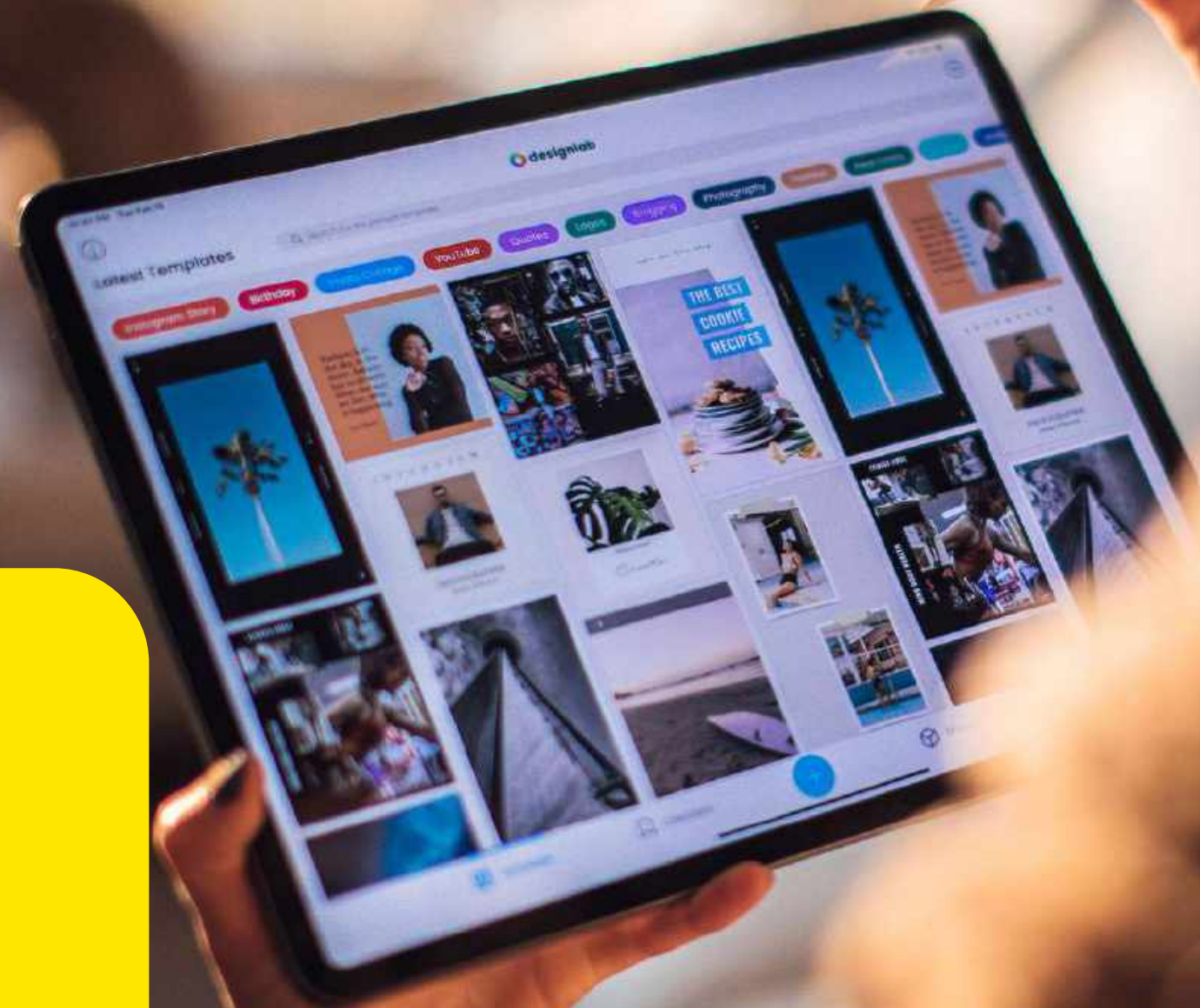
not famous

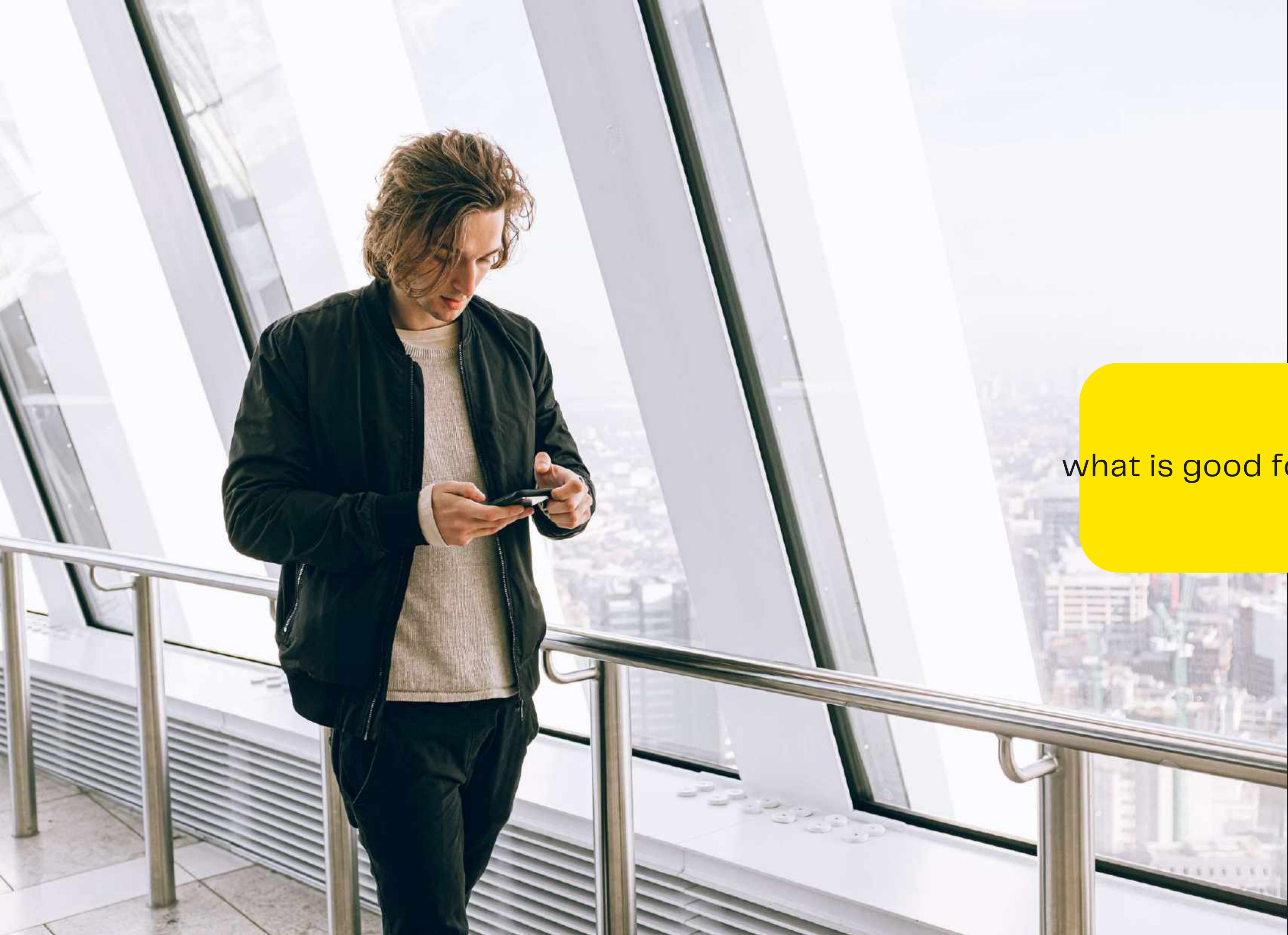
**same time but other
KOLs price lower**

no entrance fee

not my area

**Some
example**





what is good for live streaming ?



TAOBAO

JD.COM

TIK TOK

Contact Me

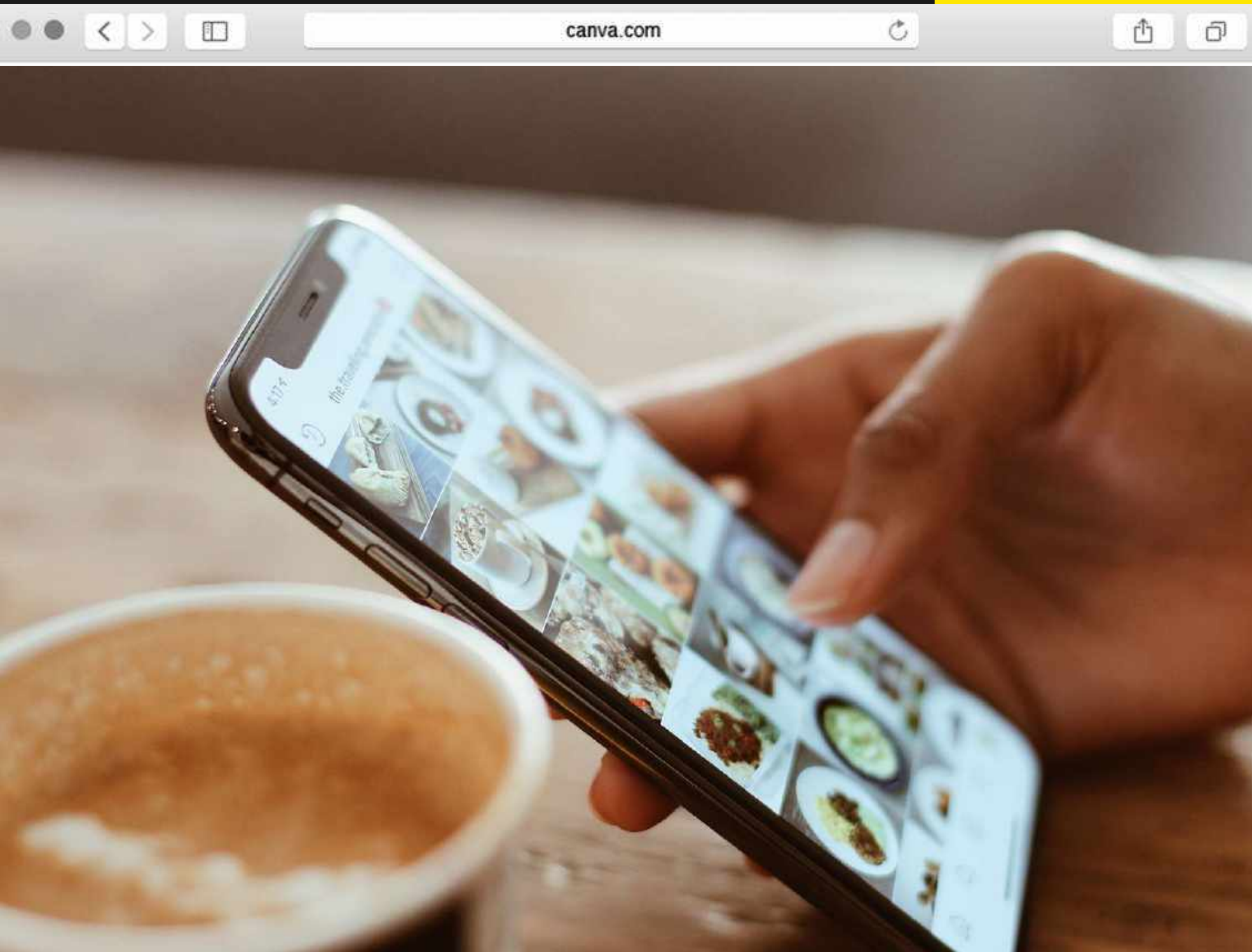
We'd love to talk about all things marketing.



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**The best marketing
doesn't feel like marketing.**

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