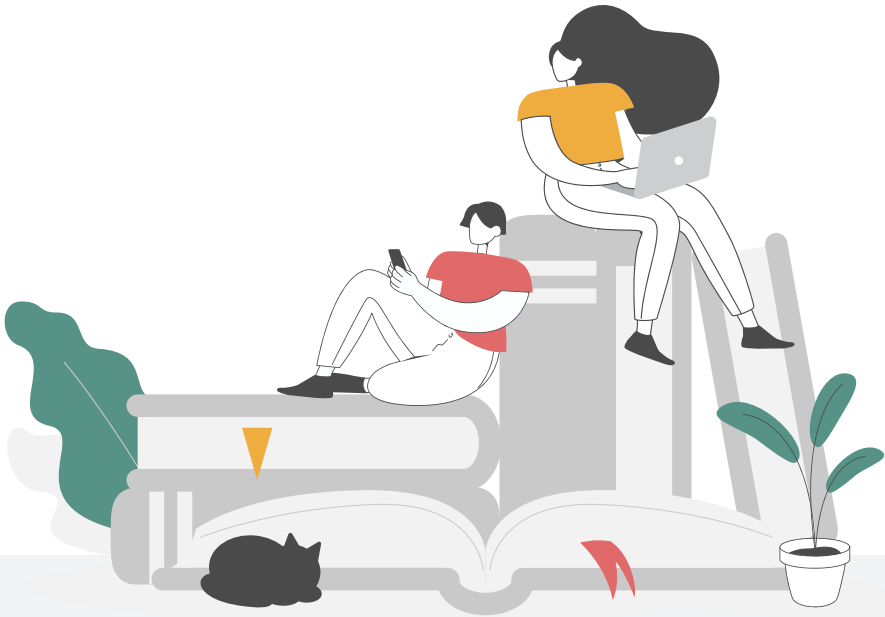


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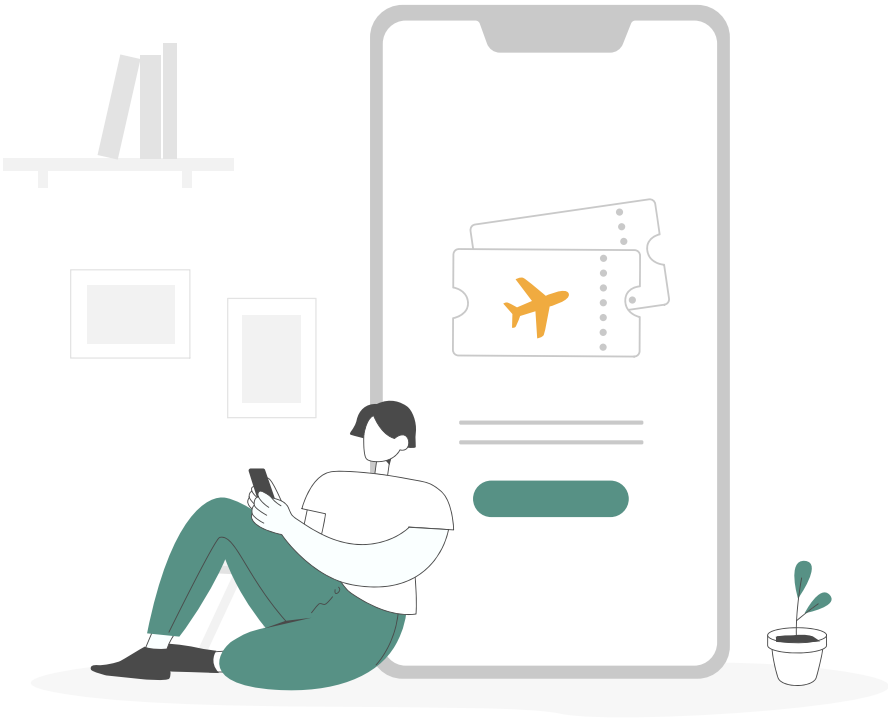


An analysis of Klook's content and social media marketing strategies

Case analysis series – research, analyse, and learn
from others

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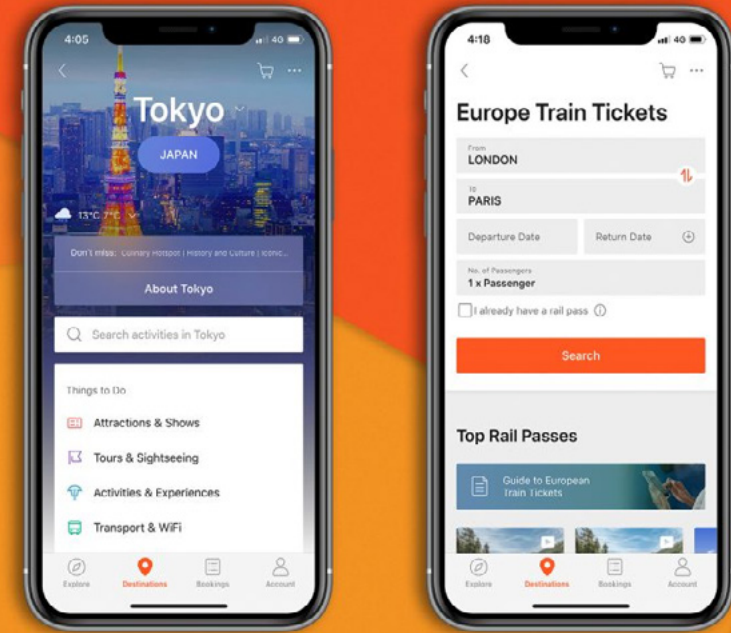
ABOUT KLOOK

Staying competitive during COVID 19: An analysis of Klook's content and social media marketing strategies.

If you are looking for discounted attraction tickets, hotel deals, or tours with unique experiences for your next journey, Klook would most likely be the company with which you are most familiar. **Klook is one of the fastest-growing travel brands in the world. With over 50,000 activities covering over 270 destinations worldwide**, the brand is known as a marketplace to look for fun-things-to-do at great prices. Read on to find out more about the Klook marketing strategy and how they successfully overcame challenges during the pandemic.

Did you know that Klooks is one of the most funded companies globally in the tours and activities sector?

KLOOK



Source: [Skift](#), Klook Website

For those who are not familiar with Klook, here is a bit of history to give you some context: Klook, short for "Keep Looking", is a travel tech startup based in Hong Kong founded in 2014. The company's mission is to offer travellers a simple way to discover and book attractions, local experiences, and service at an exclusive price. The company has snowballed since 2014, from 3 people to over 1,800 across 26 offices, and its revenue is growing in triple-digit rates. As of today,

Klook has raised total financing of US\$521.5 million (according to [Crunchbase](#)), making it **one of the most funded companies in the tours and activities sector globally**.

Unlike most online travel agencies (OTAs) that offer flight and hotel booking services, Klook mainly competes in the tours and activities market, offering travel activities from local transportation, attraction tickets, day tours and outdoor excursions.

What sets Klook apart from other competitors in the travel industry?

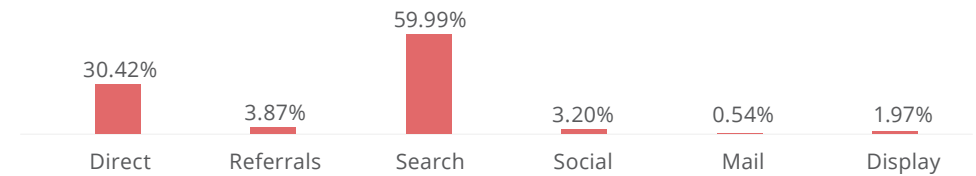
The key differentiator of Klook as compared to similar players in the industry would be their **mobile-first strategy**. Klook understands the needs and behaviour of free and independent travellers (FITs) who have shifted from hyper-planning to last-minute booking, and like to manage every aspect of their trip over their mobile devices. Klook made it easy for them to look for things to do just 24 to 72 hours before they start the experience, and they can redeem the services on-site using QR codes or e-vouchers.

To make its offering more unique and comprehensive, Klook has also partnered with local services operators to provide VIP experiences. For example, one of its successful collaborations would be with Ngong Ping 360, a cable gondola lift located in Hong Kong, to offer skip-the-line tickets so Klook customers can get a special counter to get on without needing to line up.

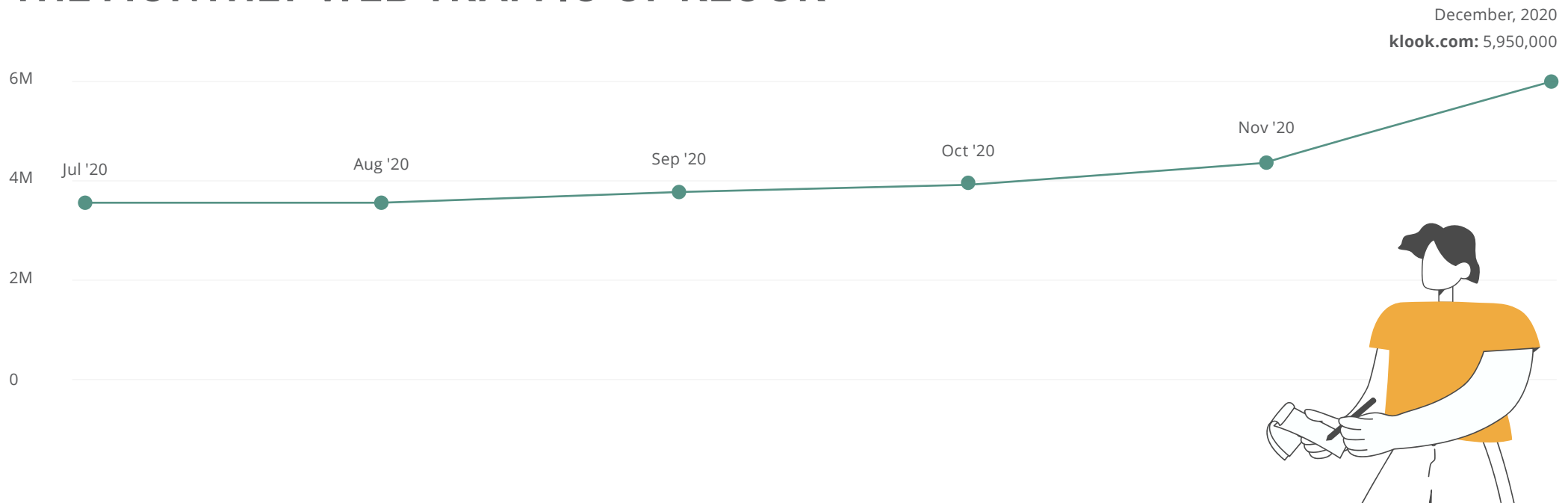
Let's take a look at other marketing tactics Klook has used to stay ahead of the curve, even during the challenging times under the pandemic.

Digital Marketing Strategies of Klook

If you look at the chart below, you will see that Klook has monthly traffic of **around 5 million with visitors from Singapore, Taiwan, Hong Kong and other countries in Asia**. And that close to **60% of its traffic was from search**.



THE MONTHLY WEB TRAFFIC OF KLOOK



”
Klook applies the growth hacker mindset to its content strategy formulation.



Judy Wu, APSIS Professional Services Consultant

A LOOK INTO KLOOK'S MARKETING FUNNEL

So how did Klook achieve this even under COVID-19? We will use the marketing funnel to analyse the digital marketing strategies used by Klook at each stage of the buyer journey.

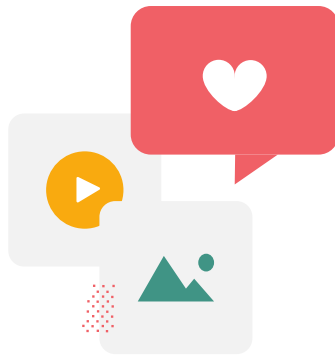


Source: APSIS

"Klook applies the growth hacker mindset to its content strategy formulation. It is obvious that they learn from tracking results and adjust the content calendar with data-driven insights. From what we see from their social media content and statistics, they keep adjusting their approach along the way. It is a great way to test and optimise the content strategy while saving each dollar of the marketing budget."

Judy Wu, APSIS Professional Services Consultant

KLOOKS MARKETING FUNNEL: ATTRACT



Use content and influencer marketing to raise awareness

The main objective of this stage is to make the audience aware of the value Klook offers. **Klook has a comprehensive content strategy that consists of 5 content types. It then takes advantage of its social media platforms, including Facebook, Instagram, and YouTube, to weave these different content types together.** We will take a quick look at them in this section.

Each type of content has its purpose and objective.

Sales-driven content

The main objective for sales-driven content is to provide information on Klook's latest travel deals to make the audience aware of what they offer and arouse their interest to find out more.



Source: [Klook Instagram Hong Kong](#)



Partnership content

Klook has many strategic partnerships with other companies and organisations. They would push through content related to their commercial collaborations, such as providing use cases of certain products through introducing lifestyle and cooking tips for modern living and how-to videos.

The above is an example of Klook featuring a Bruno multi-purpose oval hotplate to demonstrate how to make a quick and easy meal, suggesting that it is a perfect gift idea for Mother's Day.

Source: [Klook Hong Kong YouTube](#)



Source: [Klook Instagram Hong Kong](#)

Lifestyle content

Klook also shares the latest tips, along with information on popular attractions and fun-things-to-do related to a destination.

For instance, an update about the raise of consumption tax in Japan.



Source: [Klook Travel Instagram](#)

Artistic content

From time to time, they would feature attractive and "instagrammable" scenic photos to suggest new destination ideas to the target audience. This type of content is perfect for engaging their followers on Instagram and inspiring them to plan their next vacation.

Pandemic related content

To cope with the change in consumer behaviour during the pandemic, Klook also produced specific content to address the market's needs during the lockdown. For example, announcing the launch of their home-based experiences, food ordering and staycation packages, providing use cases of their Do-It-Yourself (DIY) craft and cooking kits, as well as hosting online workshops and free virtual tours.



Source: [Klook Facebook Hong Kong](#)

Influencer marketing

It's hard not to notice that Klook has been using various travel related Key Opinion Leaders (KOLs) or influencers as part of their content and social media strategies.

Depending on the content piece's target audience, Klook would choose the KOL that best fit that audience group to get the message across. For instance, during the pandemic, there was a considerable demand for local Hong Kong travellers to look for things to do within the city; hence, staycation, hiking, and glamping were the hottest topics in town.

To reach out to families with children, Klook partnered with Coffee Lam, an influencer famous for content about healthy living and parenting, to feature her "staycation" experience in her own Instagram story. Through that, her followers would be able to find out more about where she stayed, what experiences she took part in and find invaluable tips, such as fun staycation things to do with small children.

As for raising awareness amongst millennials who are single and favour living with style, Klook worked with the influencer Jerry C., to demonstrate how to relax and enjoy life having a staycation despite the pandemic.

It is important to note that most of the social content featured by the KOLs stays on their account instead of being heavily promoted on Klook's corporate media channels. Making the content appear more sensational for the audience, allowing them to be inspired by the messages more naturally, giving off a more genuine feeling without diluting the KOL's image.



Source: [Coffee Lam Instagram Story](#); [Jerry C's Facebook](#)



KLOOKS MARKETING FUNNEL: CONVERT



Use blog content, SEO, and paid campaigns to move the audience from interest to consideration stage

Once the social content has reached out to the target audience, the next stage for Klook is to make informative and educational content available on their blog. Klook needs to tackle its potential customers' pain points, demonstrate solutions to their problems, and the blog does precisely that.

Blog

Klook's blog provides the "how" when an audience is interested in finding out more about a particular destination or attraction.

For instance, a consumer gets inspired by social content about the idea of going glamping in New Territories. The person then looks up the keyword "glamping, Lau Fau Shan". Organic search results would take them to a Klook's blog post about "Top 10 Most-Go Glamping Sites in Hong Kong". The page includes pictures and information

on these glamping sites, their price points, how to get there, and other useful information they need to know about planning this glamping experience.

Klook has adopted the same approach on most of their targeted products and experiences, such as staycations, takeaway packages, and day trips at various Hong Kong locations, to ensure they appear to be a trusted travel source.



Search results for "流浮山白泥Glamping" on Google.

Ad - www.klook.com/

流浮山白泥豪華露營體驗

特色景點體驗時優惠，用戶真實評價供你參考，無限樂趣等你来探索！玩盡熱門城市必到景點，無限樂趣等你来探索，獨家優惠更低至4折起，馬上預訂！精選確認：100,000+個地產旅遊精選，免排隊，中英文客務支援，全球領先旅遊體驗預訂平台，手機電子憑證。

精選本地Staycation優惠
精選本地酒店，低至28折優惠，幫你簡單分類，更易揀取心水！

精選超人氣美食套票
精美海鮮、佳餚、美酒和咖啡的時髦，提前預訂更可享額外優惠！

全網Promo Code懶人包
全球旅遊熱點優惠大放送，大量限時超值組合等你選購，手快有手慢無！

購買Klook禮品卡
多種支付方式讓你更易付款，無使用期限，輕鬆計劃及預訂你的行程

Map data ©2021

Rating **Hours**

白泥生態保育農場
4.2 ★★★★★ (43) 休閒度假別墅區
Lau Fau Shan
Their website mentions camping

Mingle Farm
3.8 ★★★★★ (78) 休閒度假別墅區
Lau Fau Shan
Their website mentions camping

Glampingland
3.3 ★★★★★ (7) 露營地點
Lau Fau Shan

Organic Result
Source: Google

SEO and paid campaigns

According to [With Content](#), Klook's blog has ranked for over 80,000 keywords as of January 2020. With the large number of keywords they have on their blog, we can reasonably guess that should be the key contributor to their high natural ranking on search engines like Google and, consequently, **generate 60% of their web traffic through search**.

As you can see, Klook appears on the first page for organic and paid results once you enter the keywords.

Once the audience knows about Klook, search results can then easily direct them to the specific product page related to their search term via Adwords ads and Facebook retargeting campaigns.

This is an example of a Facebook retargeting ad on 'staycation' related keywords.

Klook Sponsored

【限時4日！Klook Staycation大獎得獎酒店快閃優惠！最佳親子酒店大獎—香港愉景灣酒店】
Klook Staycation大獎2020終於出嚟喇... See more

KLOOK 2020 Staycation大獎

最佳親子酒店大獎

香港愉景灣酒店

一晚住宿 + 自助早餐兩位 + 三道菜午餐 + 兩杯氣泡酒

人均 **HK\$ 620起** (原價每位 HK\$ 1,240起)

新年或情人節期間可預約

KLOOK.COM
Klook Staycation大獎快閃優惠！香港愉景灣酒店 Staycation 連三道菜午餐人...

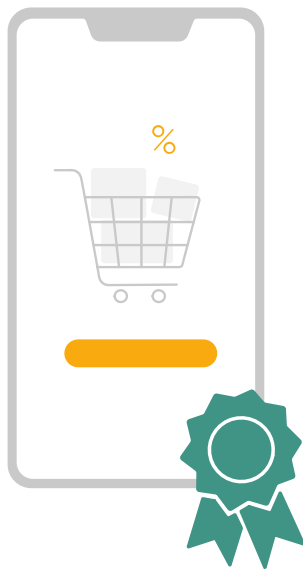
Book Now

*優惠期由2021年1月13日至1月16日。*優惠名額有限，受條款及細則約束。

Source: Facebook

Klook has used this approach to move their target audience down to the next stage of the marketing funnel, from providing the "how" in an informative way to pointing directly to a solution, booking the specific products or services on their platforms.

THEIR MARKETING FUNNEL: ENGAGE



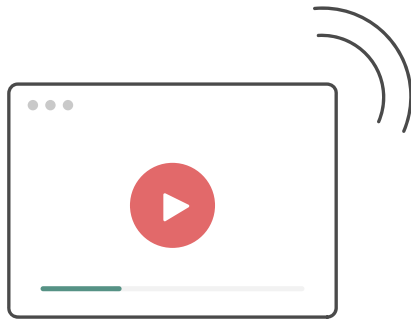
Engage: Provide unique experiences and easy check-out process to drive conversions

Once an audience lands on Klook's platforms, there is still a bit more convincing to be done, and Klook has performed the following to convert the web visitor to make their purchase:

- 1 Provide unique travel experiences exclusive to Klook, for example, VIP services at NP360 as we mentioned before.
- 2 Place customer reviews in a prominent location on the product page so the audience can get a better understanding and an authentic look at the experience.
- 3 Provide the best price guaranteed on their offering so their prospective customers can save time without needing to compare their pricing with other operators.
- 4 Ensure customers' shopping experience is quick and easy on their platforms, making it effortless to complete their purchases.

The customer journey does not just stop once the purchase has been completed. Klook does a great job of building a connection with their customers to turn first-time buyers into repeat customers.

THEIR MARKETING FUNNEL: CONNECT



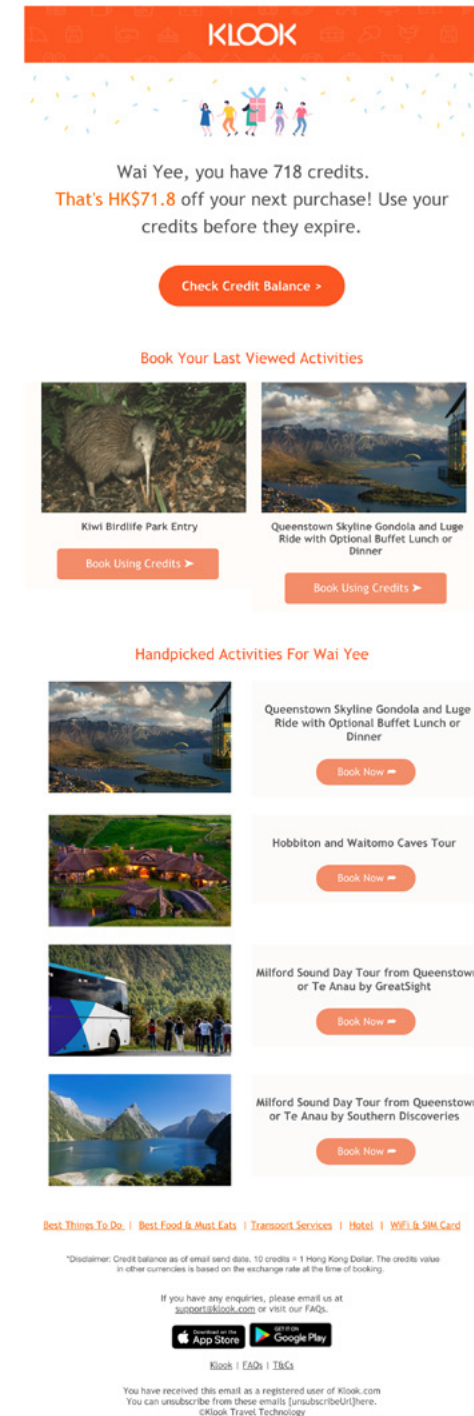
Use a loyalty programme to create brand advocates

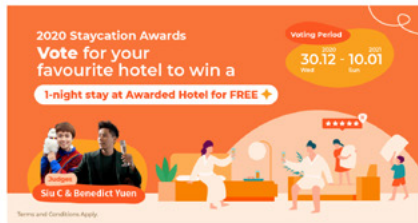
Loyalty programme

Klook provides a points system loyalty program that incentivises its customers through Klook credits. Customers get points for every activity they book and complete, as well as for referring Klook to a friend, or leaving a review about the experience of the last activity.

Customers can also redeem credits as a discount towards the next booking. By rewarding recurring engagement, Klook can increase customer loyalty, making customers less likely to switch to a competitor and ensure continuous growth for their business.

Here is an example of how Klook engaged their customers via email, communicating their points system loyalty program and also taking the chance to provide suggestions on other activities as a form of upselling and enhancing customer experience.





Klook Staycation Awards 2020

Klook Staycation Awards 2020 accomplish and recognise hotels that received positive reviews on Klook platform in 2020. Vote for your favourite hotel to win a 1-night stay at awarded hotel for FREE (Quota: 1) or Klook e-gift card HKD\$100 (Quota: 9)

[Vote NOW](#)

Klook Staycation Awards 2020 - Judging Criteria & Voting Procedure



2020 has been a challenging year for those HongKongers who are eager to travel. While international travel has been severely impacted, Klook started to promote staycation in March to let our users have a taste of vacation. Throughout the whole year.....

[Read More](#)



Staycation Awards 2020 - Terms and Conditions:
Please refer to <https://www.klook.com/hk/promote-staycation-awards> for more offer details.

If you have any enquiries, please email us at support@klook.com or visit our FAQs.



Klook | Promotions | FAQs | T&Cs

Copyright © 2020 Klook Travel. All rights reserved.
You have received this email as a registered user of Klook.com.
Don't want to receive email from us? [unsubscribe](#)
Klook Travel Technology

Source: Klook e-newsletter

Contests and Live Streaming

To further engage with their customers during the pandemic, Klook also runs contests and live-streaming events to build a brand community.

Klook launched an award programme inviting its community to vote for their favourite staycation hotels. By joining in this contest, participants would have a chance to express what is meaningful and vital to them, and also be able to resonate with others within the community who share the same values.

To keep the Klook brand top of mind and drive conversions during COVID-19, Klook also rolled out its first-ever live streaming event series, Klook Live, to engage with its target audience online via their mobile app during the lockdown and social distancing. In this live broadcast, they would introduce their latest offers such as takeaway and staycation packages together with some exclusive discounts to the attendees.

An analysis of Klook's content and social media marketing strategies

25

As attendees could only access this live event through their mobile app, it also provides a great chance to promote the mobile app's usage to its existing customers.

Taking advantage of the various business collaborations of Klook, they invited some of the influencers they partnered with to be speakers so they can reach out to a wider audience.

The Klook community gets a close interaction with the influencers they like, and at the same time, get informed on the latest offerings and even make quick purchase decisions by the "live-exclusive" deals.

Source: Klook Facebook Hong Kong

KLOOK

KLOOK LIVE

睇 LIVE 即搶!

1 **STAYCATION 買一送一***

2 **免費 GLAMPING***

3 **DBS 信用卡客戶 一人獨享 HK\$2,000 優惠碼*** (名額2個)

嘉賓

人氣旅遊達人 Jerry.C 謝利

9月3日(四) 9:00PM

立即下載 Klook App 睇 LIVE

*優惠名額有限, 受條款及細則約束。
#優惠先到先得, 送完即止。
提示: 借定唔借? 還得到先好借!

CONCLUSION: TO WRAP UP

Klook understands its target audience's needs during the pandemic is its major success factor. The company puts a lot of effort in coping with the shift in demand for stay-at-home and domestic experiences by enhancing its product offering. The company is also embracing the power of content and social media marketing to boost awareness and interests, and is always looking for opportunities to reach out to more people through collaborations with major KOLs in Asia.

On top of the strategies we mentioned above, one more winning factor is hard to miss: **Klook understands the power of proper tracking, content comparison and optimisation, as seen in how they use the various content types and social media channels.**

From broadening the product offerings to collaborating with different activity providers and choosing the influencers to work with
– Klook is a brand that clearly understands their target audience and makes sure they are agile in what they provide. Their content communicates what is needed to stay connected with the audience in the most optimum way.

Are you interested in finding out more about adopting a similar digital marketing strategy or improving your current practices? [We are here to help, speak to us to get a consultation.](#)

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