

Project Outline for Optifold

Goal Help Optifold gain greater visibility among Korean consumers and establish a smooth path to purchase conversion in the Korean market.

Specific Solutions

- Go beyond just Naver Blog — sharpen target consumer profile to enable organic viral spread among consumers
 - Monitor and report on local market sentiment
 - Phased marketing solution (consistent SEO work + Korean advertising in parallel → monitor traffic growth trends → reviews and ongoing development)
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Relaunch Roadmap (Suggestion)

[Phase 1] Target Audience & Advertising Direction Reset

[Phase 2] Infrastructure Setup

- Blog renewal (existing posts will NOT be deleted, theme/design restructuring only)
- Naver SmartStore setup
 - *Why this is essential: Without a direct Korean shipping and payment channel, Naver Blog marketing is essentially useless. No matter how much interest you generate on the blog, the moment users are redirected to an English overseas website, bounce rates skyrocket. I can help with the store setup at no additional cost.*
- Secure free trial reviewers (Naver Blog influencers, mom cafes, Instagram, etc.)
- Establish direct shipping channel within Korea

[Phase 3] Full-Scale Marketing

- Viral marketing through reviewers
 - SEO marketing on official Optifold blog in parallel
 - Performance measurement and optimization
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Removing the Biggest Competitive Barrier (Target Reset)

Reality Check: Double eyelid surgery bookings are extremely common on apps like Gangnam Unnie and Babitalk. As mentioned earlier, double eyelid surgery is perceived as a minor "procedure" rather than major surgery — the barrier is very low.

Therefore, we need to redefine the target consumer:

"Consumers who don't want double eyelid surgery for various reasons, but still want to achieve double eyelids 'quickly and easily'"

Persona Definitions:

Persona	Characteristics	Core Need
Teenage students	Can't afford surgery / need parental permission / no recovery time	Affordable and subtle
Early 20s college students	Not considering surgery, prefer natural look	Natural results without surgery
20s working professionals	Can't take time off, concerned about swelling period	No disruption to daily life
People satisfied with monolids but occasionally want double eyelids	Don't want permanent change	Flexible, reversible option

1-1. What attracts these consumers:

- "In a short time" → Before/after effect must be dramatic
- "With almost no cost" → Price competitiveness needed
- "Without surgery" → Emphasize no cutting, reversible
- "Naturally" → Emphasize no visible signs, natural adhesion

1-2. Advertising formats Koreans dislike:

- Formats that obviously look like ads ("This product is amazing!" style blatant promotion)
- Ads that obviously use AI (images where you can't see the actual product)
- Ads where before/after difference isn't clear
- Ads that are too long (scroll fatigue)
- Ads that push purchase without providing information

Advertising formats Koreans prefer:

- Content where you can't tell if it's an ad or a genuine review → *Ultimately, consumers need to spread the word about the product themselves*
- Honest reviews from actual users
- Clear before/after comparison images
- Informational content that also teaches how to use the product

- Posts where real users verify in the comments
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Keyword Selection Process

Step 1: Seed Keyword Discovery Derive core keywords based on product, problem, and solution

- Product-based: Optifold, double eyelid tape, double eyelid trainer
- Problem-based: eyes without double eyelids, monolid concerns, eye shape correction
- Solution-based: non-surgical double eyelids, natural double eyelids, double eyelids without surgery

Step 2: Keyword Expansion Use Naver autocomplete, related searches, tools like Blackkiwi(<https://blackkiwi.net/>)

Step 3: Search Volume & Competition Analysis Check monthly search volume, competition intensity, ranking difficulty

Step 4: Search Intent Classification

- Informational (seeking information): how to ~, effects of ~
- Comparison (evaluating options): A vs B, pros and cons
- Transactional (considering purchase): recommendations, reviews, price

Step 5: Keyword → Content Mapping Assign content based on 1 keyword = 1 post principle

Keyword Usage Rules:

- Each post targets 1 main keyword + 2 sub keywords (3 total)
 - Each keyword mentioned 5 times or fewer in the body
 - *Mentioning more than that may cause Naver's algorithm to flag it as promotional content and lower its quality score*
 - Use naturally within context (don't force it)
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Posting Cadence & Approval Process

Pilot Plan (Current): 4 posts per week

Recommended Plan (Future): 5 posts per week (Mon-Fri, 1 per day) *While I cannot 100% guarantee maximized results, I still recommend this because:*

Reason	Explanation
Faster C-Rank recovery	After 2+ years of dormancy, we need to quickly signal "this blog is alive"
Build initial momentum	Intensive investment in the first month → can reduce to 1-2 posts/week afterward while maintaining momentum
Keyword coverage	1 post/week = 4 keywords/month; 5 posts/week = 20 keywords/month
VIEW tab exposure probability	More posts = more chances for long-tail keyword exposure
Speed vs competitors	Competitors like Forevita are already established; fast catch-up needed

Approval Process:

Step	Timing	Description
1. Draft writing	Thu-Sat weekly	Write posts scheduled for that week
2. Save draft & share	By Sunday	Save as draft and request review from Optifold team
3. Review & feedback	Sun-Mon	Optifold team reviews, I incorporate any revision requests
4. Final approval	Monday	Approval confirmed
5. Scheduled publishing	Mon-Fri	Set to auto-publish 1 post per day

Recommended posting time: 8-9 AM or 7-8 PM (Korea time, peak traffic hours)

Required Assets

[1] For Blog Theme Redesign

- Optifold logo (Adobe AI file preferred, high-res PNG if not available)
- Brand color codes (if available)
- Any images or content you'd like included in the theme
- Slogan or tagline (if available)

[2] For Blog Post Publishing

- Actual review images and before/after comparison images (the more the better)
- Product usage instructions — images or video
- Reception in home market (metrics if available — sales figures, review counts, etc.)
- Loyal customer reviews (text or screenshots)
- Company origin story (for storytelling purposes)
- Brand's social values or mission
- Product specifications (size, usage duration, materials, etc.)
- Frequently asked questions (FAQ)

[3] For SmartStore Setup (Phase 2)

- Business registration certificate (Korean entity or overseas business)
- Customs-related documents (if shipping internationally)
- Images for product detail page
- Shipping policy (estimated delivery time, shipping costs)
- Exchange/refund policy

[4] For Reviewer Recruitment (Phase 2)

- Number of units available for trial program
- Reviewer guidelines (required mentions, prohibited expressions, etc.)
- Trial application form content