



WeChat 101



Co.media

www.comediamarketing.com



Chinese Social Media Users

WeChat & Weibo

Chinese consumers enjoy engaging with and learning from both new and established brands through social media platforms.

WeChat and Weibo are two major channels used for social outreach and engagement.

WeChat, which has over 700 million active users, and Sina Weibo (NASDAQ: WB), which has over 400 million active users. Over 90% of Weibo and WeChat users access the platforms on mobile.

710M
Internet User

48.6%
Higher Education

656M
Mobile Users

77.6%
Under 40

53%
Male

26.5 Hrs
Per Week Spend On Internet

47%
Female

What's WeChat?

WeChat is the most popular mobile social media platform in Chinese market , developed by Tencent.

WeChat was an instant messaging app when it was first released. However, WeChat now is an integrated smartphone application that consists of :

- **Messaging and Instant Messaging**
- **Official Account**
- **Moments (news feed)**
- **WeChat Payment Services**
- **City Services**
- **Enterprise WeChat**
- **Business Promotions**
- **WeChat Mini Program**



The Value of WeChat



768M

Daily login users

65%

Users born in the 80s and 90s

14%

Users age 17-21

94%

Users login every day

10M

Official account

700K

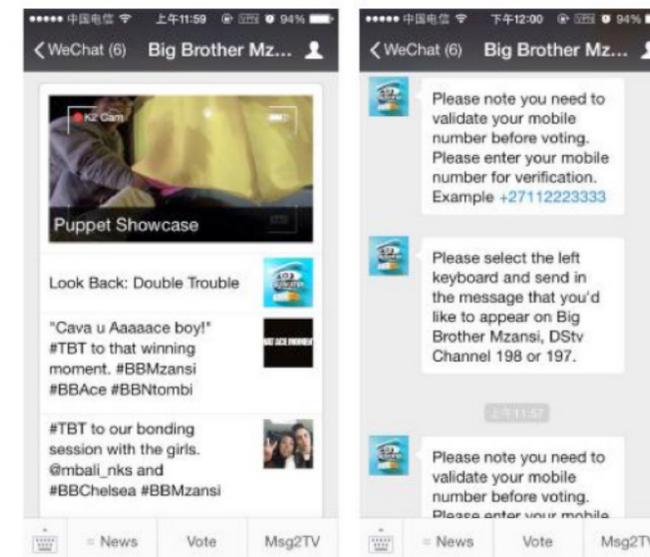
New posts per day

Community Management

Two types of accounts:
Subscription accounts and Service accounts.



- **Subscription accounts** provide a new information propagation means for media and individuals to build up better communication and management with readers.
Broadcast Group Message 1 time/day



- **Service accounts** provide more powerful business service and user management capabilities for enterprises and organizations, to help enterprises quickly implement a brand-new official account service platform.
Broadcast Group Message 4 times/month

Community Management

WeChat official account gives brands new method to manage customers' relationship. It allows brand to :

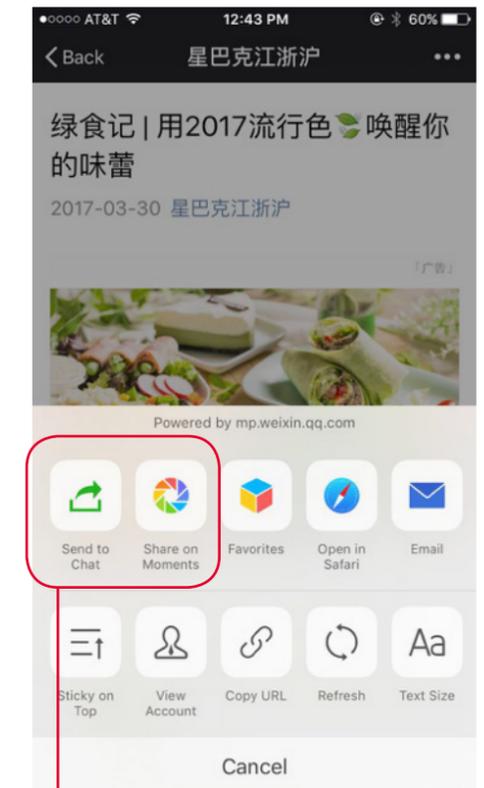
- Create fresh content for marketing and branding
- Use comments to increase engagement
- Easily posts to instant chat and moments



Create fresh content for marketing and branding



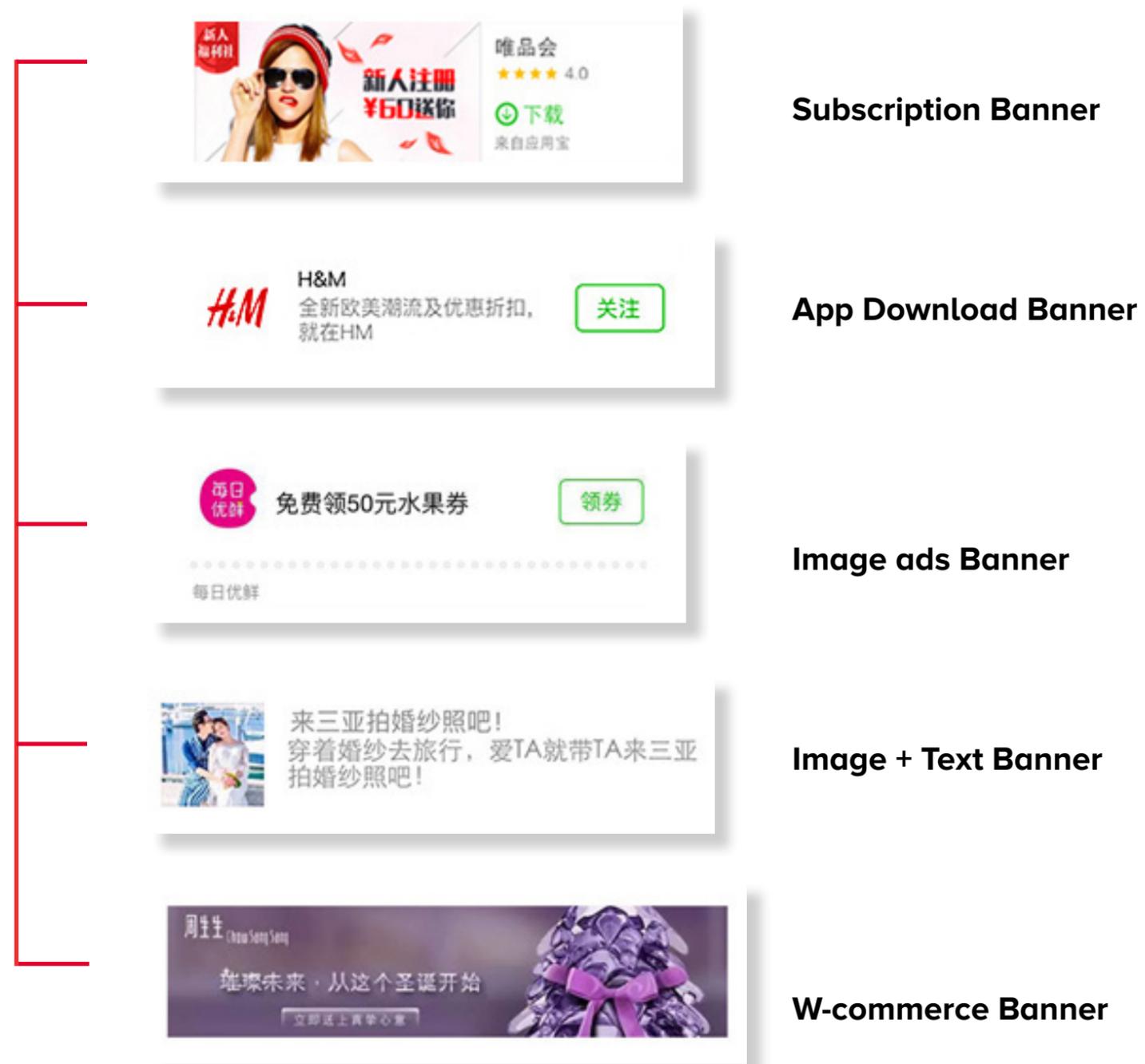
Uses comments to increase engagement



Easily share to instant chat and moments.

Blog Display Ads

The display banner ads will show on the end of each blog. There are total 5 types of banners:



Moment (in-feed) Ads

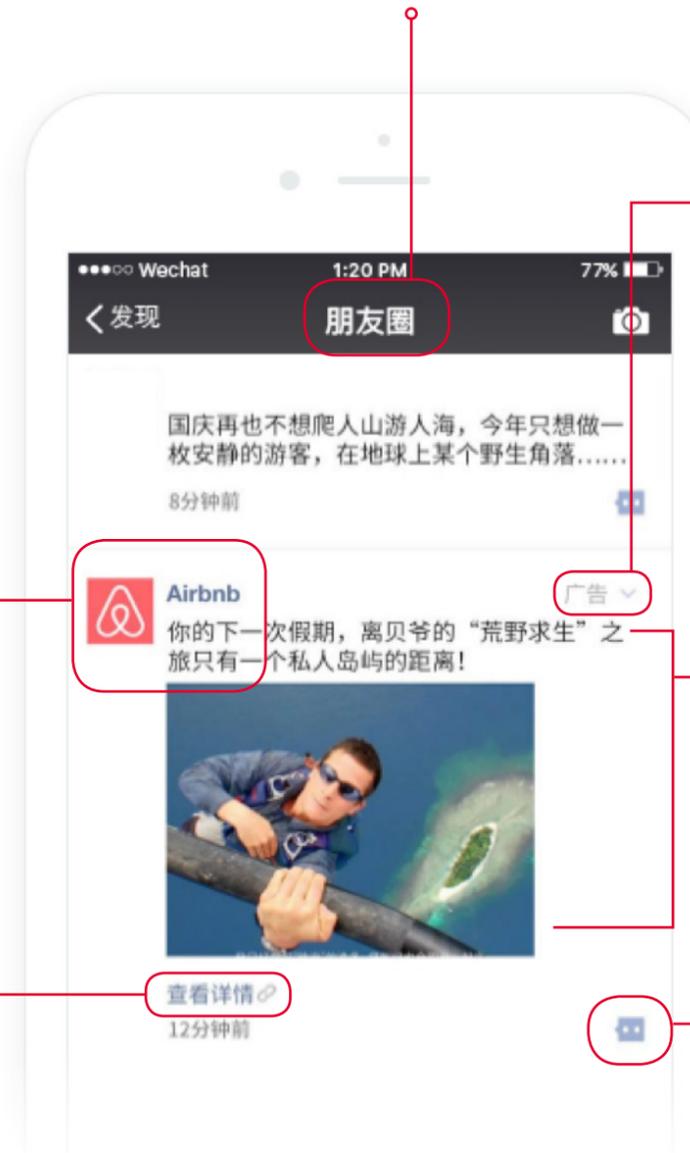
Brand name and logo

Users can click and follow official account

External Link

Link to other landing page or websites

Moment



Ads display marker

Indicate the post as an advertisement

Ads content

Fresh Text Content

Multi media options: image / video

Social Component

Users can interact with an ad by liking and commenting

Moments aMarketing

Update fresh content related to the trending topics to increase visits and conversions in WeChat Moments.

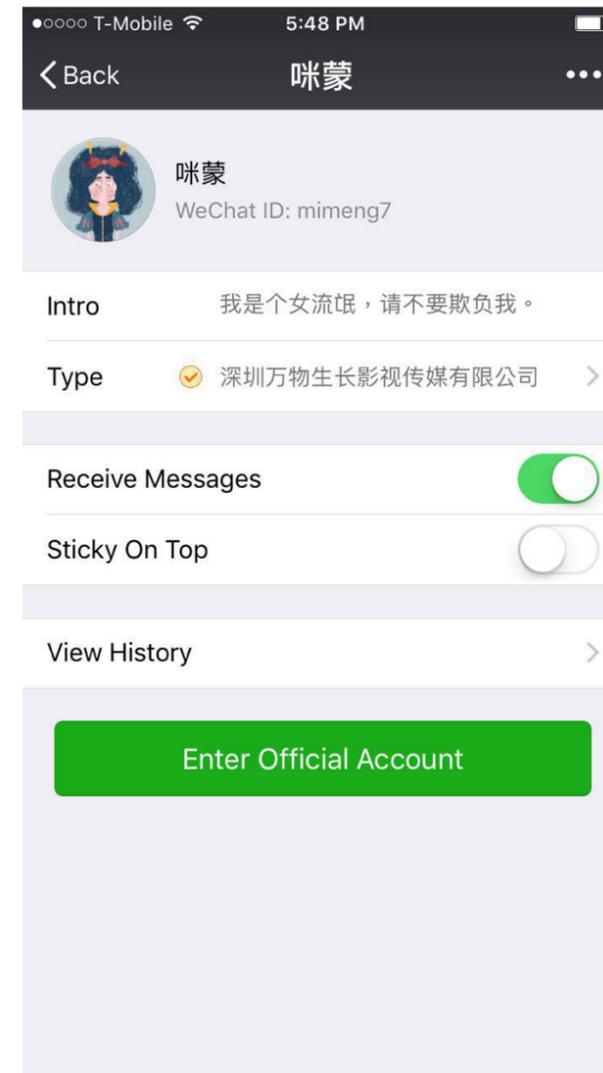
Create high engagement microsities or landing pages, such as game and lottery, and share within the Moments to create buzz marketing effect.



WeChat Influencer Marketing

For any brand seeking to increase their brand awareness to Chinese consumers, utilizing online influencers or key opinion leaders (KOLs) is an effective strategy. **Co.media** collaborates with a variety of influential Chinese KOLs on WeChat to help promote your business and brand.

- KOL research based on keywords related to your brand and audience
- KOL outreach via customized communications
- Manage the influencer campaign and intergrade with other social media channels like Sina Weibo
- Target all Chinese speakers around the world



5 key points to running a successful social media campaign



Research your target market. It is important to define who you are speaking to in order to make the most out of your advertising dollars. Pricing is depends on the demographic and geographic of your audiences.



Have a content strategy for social media and tie in newsfeed advertising as a part of an amplification strategy.



Have a dedicated and nimble team member who can adjust ads if they don't perform as desired.



Ensure your brand provides relevant content that is not intrusive but offers value to users.



Take advantage of CPM pricing across the boards (impressions, clicks on external link, links, and comments) and encourage clicks and interactions for a better measure of engagement.

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Thank You.



Contact

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