

Weibo 微博 (Micro Blog)

 weibo.com

→ Stats / Facts

YEAR FOUNDED	2009
BUSINESS MODEL	Advertising
MONTHLY ACTIVE USERS	446 Million
ANNUAL REVENUE	1.15 billion USD
SHORT DESCRIPTION	Chinese Twitter - Designed for public P2P and B2C engagement
CORE USER DEMOGRAPHIC	24-33 (62.35%)
ACCOUNT TYPES	Personal / Enterprise
% OF MOBILE USERS	93%



→ Fundamentals

WHAT IS IT?

Weibo is one of the largest Chinese social media platforms. Its' core functionality is most similar to Facebook and twitter which are both banned in China. Compared with Wechat, Weibo is designed more for public engagement it is often referenced by the media as a primary source of public opinion.

CORE FUNCTIONALITY

Newsfeed, Follow, Repost, Comment, Like, Favourite, @, Messenger, Search, #Trends#

Five Advantages

- 1 Open platform great for interacting with Chinese directly
- 2 You can create and measure engagement for campaigns using #topics#
- 3 The messenger function allows for direct interaction with fans in a private space
- 4 Diverse array of content options from simple posts, articles, video and images
- 5 Pay per click advertisement allowing you to target specific groups

Five Disadvantages

- 1 The verification process can be long winded and will probably leave you pulling your hair out.
- 2 A good weibo account takes years to build up, you need to be in for the long term
- 3 Generating engagement with your audience can be difficult, especially if your business does not sell in China.
- 4 Weibo and other Chinese firms suffer from click farms. These are factories of phones simulating user behaviour. This can lead to statistic inflation. We recommend never buying promotion services from anyone other than Weibo.
- 5 Chinese will ask questions, and they expect thorough answers, quickly!

→ Verdict

Weibo is a fantastic platform to engage with the Chinese customer directly. In most cases we prefer Weibo to Wechat, as your business will be more discoverable. However operating an account and building a following requires effort and cost. Alternatively, to get access to a Chinese audience interested in your region without the overheads, join your local Chinabuzz Region today and start connecting with China.