A man in a dark suit and tie is holding a glowing green smartphone. The phone is surrounded by futuristic digital overlays, including a globe, a network diagram, and various data points. The background is a blurred cityscape at night.

DIGITAL TRANSFORMATION (DT)

KOL and Double We Social Media In China

664771

204381

Who Am I?

Sam has been in the media industry over 25 years , he is now dedicated in digital media and CBT eComm business in China. Prior his own venture, he was;

- General Manager of Next Media Group (HK & TW)
- Consultant and Program host at DBC Radio

Now he is

- Founder of Media Pro Hong Kong Ltd.
- Executive Director of Ideal Radio Ltd.
- Columnists



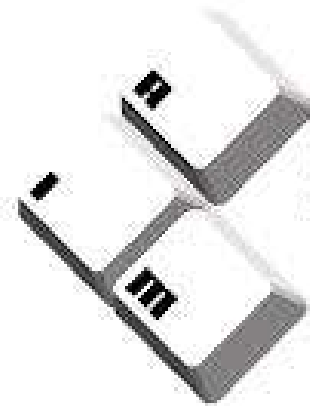
微信 | 公众平台



Associations

- The Chinese Manufacturer Association - IT Ind. Committee
 - Chamber of Hong Kong Computer Industry
 - Association IOT HK
 - Hong Kong Association of Interactive Marketing
 - Hong Kong Information Technology Federation
 - Vocational Training Council (ECTB)
 - HK General Chamber of Cross Boarder E-Comm
- Convener
Vice Chairman
Vice Chairman
Vice Chairman
Councilor
Councilor
Exe. Committee





Hong Kong Association
of Interactive Marketing
香港互動市務商會

Digital Hero 2016

Digital Transformation

Why it' matter of concern to Association?



Daddy, what do you do
in the Associations?

Learning

The opportunity to take courses or professional development activities either online or in person

- Seminar/Conference
- Website
- Email

Knowledge

The collective body of information resources produced or procured by the association, such as publications, research, or websites

- Collaborate Doc
- Project Mgt
- eBook / Publishing tools

Community

Opportunities for members to interact and share ideas, such as online forums, social media, conventions, and meetings

- Social Media
- Registration
- Newsletter

Advocacy

The political or lawmaking influence that associations exert on a local or national scale that supports the work of their members

- Survey
- Social / Data Analytic

IF YOUR ASSOCIATION IS READY TO TRANSFORM?

1. Are we gathering information all the time from digital sources to make business decisions and improve member experiences?
2. Is the brand experience we create always available to our audiences?
3. Is the product or content we are developing intended for digital use, and perhaps later adapted for other channels (vs. the other way around)?
4. Are we dedicating the necessary resources to stay at the digital forefront?
5. Are we recruiting the talent that will be able to move the organization into an interactive, digital future?

YOU DON'T HAVE TO BE BIG TO BE DIGITAL

Small organizations just might have an advantage to going all-in on digital? Here's why:

- Technology's impact on small associations is greater—they can't throw people at a problem.
- They're quicker to adopt new software, like marketing automation, because they aren't mired in a legacy structure.
- Realizing they don't have the expertise in house, smaller organizations are more likely to outsource.



Freemium Services

- Registration Form
- Collaborate Document
- Survey Form
- eBook Publishing Tools

- Meeting Scheduler
- Participation list



Doodle

Free Website Builder

Free Email Sender



WORDPRESS



weebly
Start something



MailChimp

mailer **lite**

media pro
傳媒精英有限公司

Seminar /
Conference
Interaction
Tools

Survey

Social Media
Management
System



TweetDeck



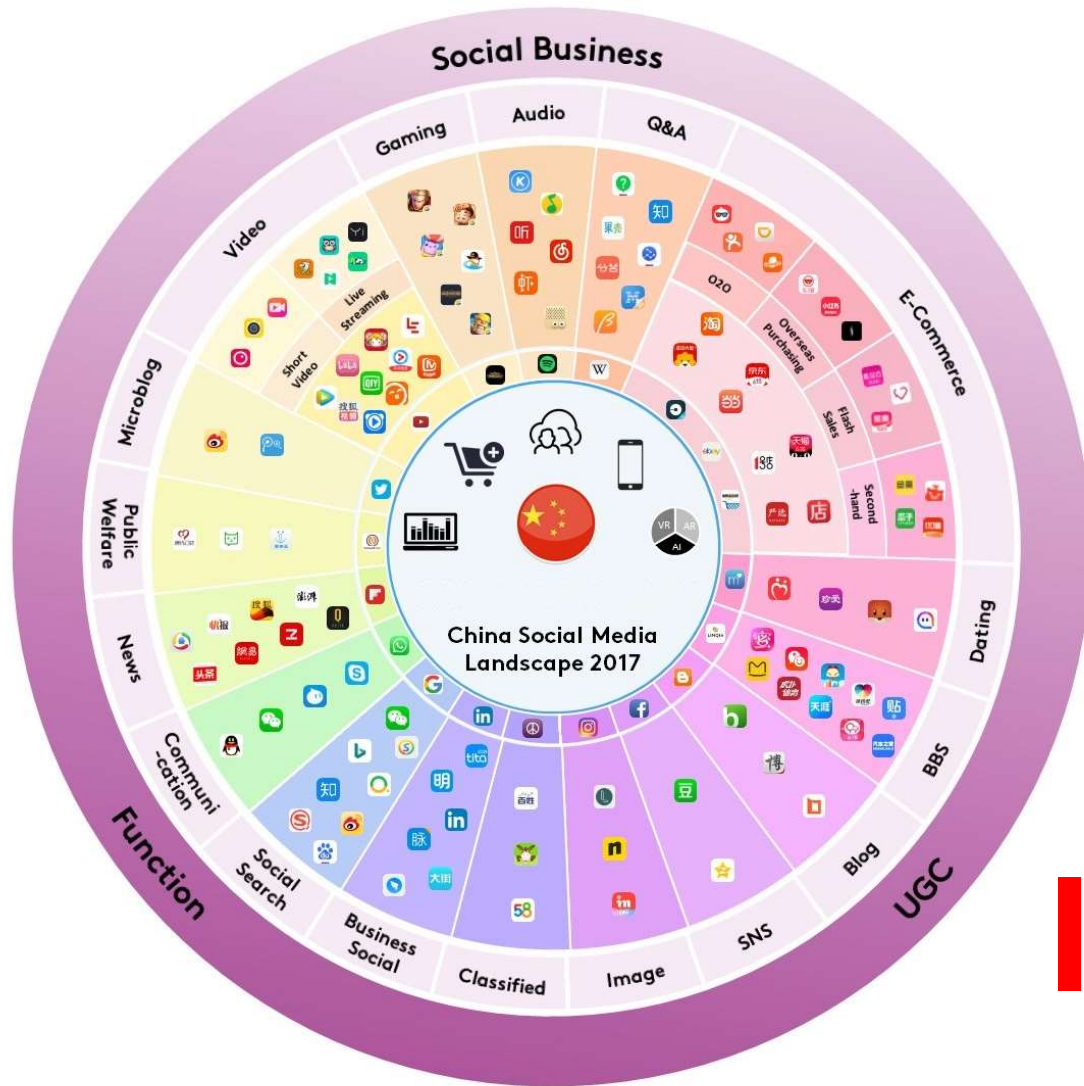
Hootsuite[™]



Digital Marketing in China
The Essentials

KOL ECONOMY / DOUBLE “WE”





China Internet Landscape Is So Unique





领英



LinkedIn

人脉

同行

同校

同事

职场就是两个脉字!!

职脉

十年

七年

五年

脉

下载脉脉APP
成就职业梦想

<https://maimai.cn/>

MaiMai.CN

- A Content driven Business Social Community
- 80 million business elites
- 49% users in first-tier cities
- The world's top 500 and China's top 500 companies.
- More than 100 industries including financial trade, IT internet, media, real estate, medical care, education and etc



網紅
經濟

KOL Economy

Who're the KOL

KOL and Audience are in the age of 24~33 years old mostly

70% of KOL are Female and 60% Audience are Male

表2 網紅與粉絲年齡集中24到33歲

中國網紅與粉絲年齡分布

■ 網紅的粉絲 ■ 網紅

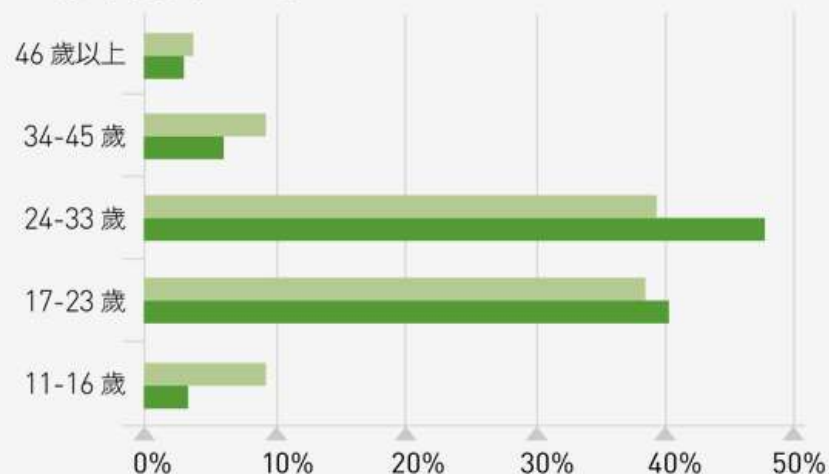
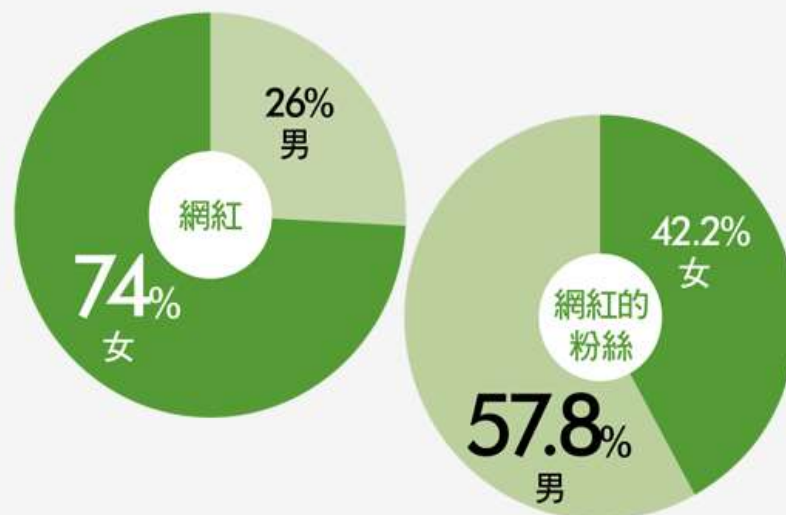


表1 網紅七成是女性，粉絲近六成是男性

中國網紅與粉絲性別比例





What do KOLs
look like ?





你缩她们到底想嘎哈（干啥）？

3 網紅變現的主要模式

KOL Business Model

Advertising

廣告

直接代言商品，
或置入商品在產
出的內容之中，收
取代言廣告費用。

Social Commerce

電商

結合自身與粉絲特
徵準確定位，匹配
對應產品，收取商
品銷售利潤。

KOL Agency

經紀培訓

加入經紀公司，
參與傳統媒體
曝光，收益來自
商業演出。

打賞

網友可以贊助、
打賞現金，獲得
收益。

資本

自組公司，接受
企業或個人的
資本投資。

其他

出版、演藝、創
業、個人品牌的
衍生物等。

Award

Capital Market

Others

KOL Pros and Cons

Pros :

- Strong Character
- Fans are loyal and easy to be influenced by the KOL
- Relatively low in promotion cost

Cons :

- Government Regulation
- The creativity of KOL might be affected by the Sponsor or Commercial
- Short life cycle



Wechat vs. Weibo

WeChat

- One to One (Private Platform)
- Strong user bonding
- Great platform for Brand's CRM
- Multifunction APP
- Mini Program – Better APP capability

Weibo

- One to Many (Open Platform)
- High Search-ability with strong hashtag categorization
- Strong in user engagement and content viral
- Great platform for Brand Exposure and Content Dissemination



Weibo Active Users Profile

Monthly Active
微博月活跃用户共 **3.76** 亿

Daily Active
日活跃用户达到 **1.65** 亿

微博月活跃人数(MAU)增长趋势

单位：亿



微博日活跃人数(DAU)增长趋势

单位：亿

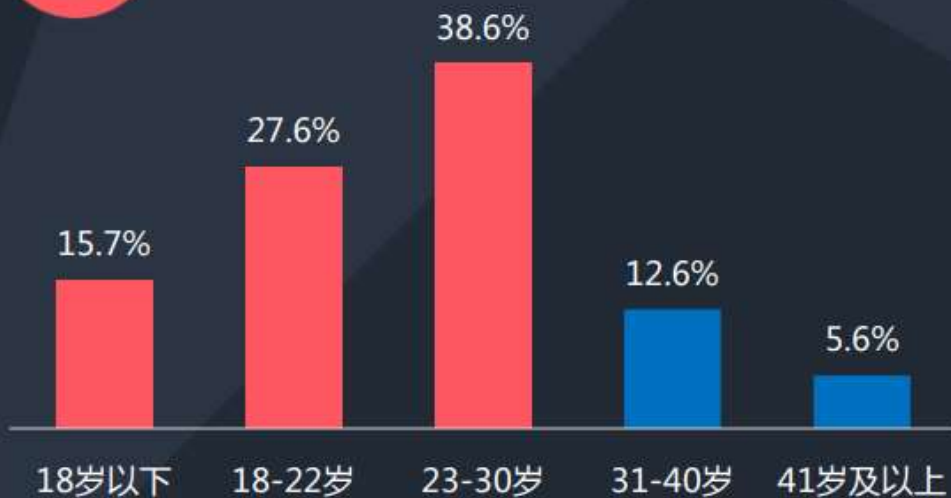




Weibo Active Users Profile

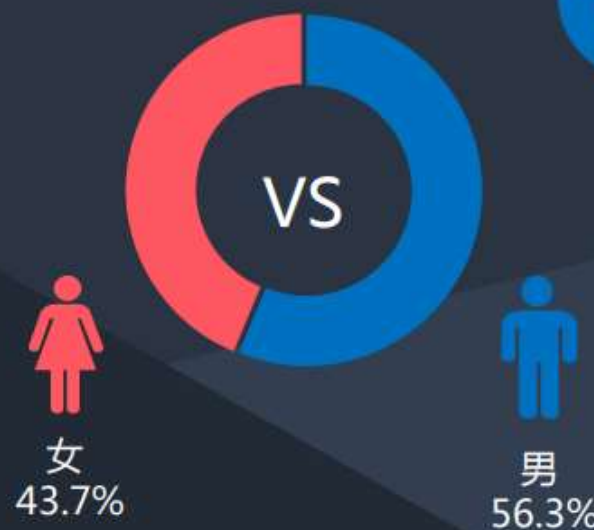
- ◆ Weibo Monthly Active Users, **Over 80% are >30 year old** ;
- ◆ Gender: Male slightly higher than Female

年龄



Source: 2017微博用户发展报告

性别





Weibo Active Users Profile

- ◆ 来自三四线城市的用户进一步沉淀，占微博月活跃用户 50%以上，微博不断朝着全民性的社交媒体平台迈进。

- 来自三四线城市的用户进一步沉淀，占微博月活跃用户 50%以上，微博不断朝着全民性的社交媒体平台迈进。



一线城市

16.2%



二线城市

26.2%



三线城市

24.8%



四线及以下

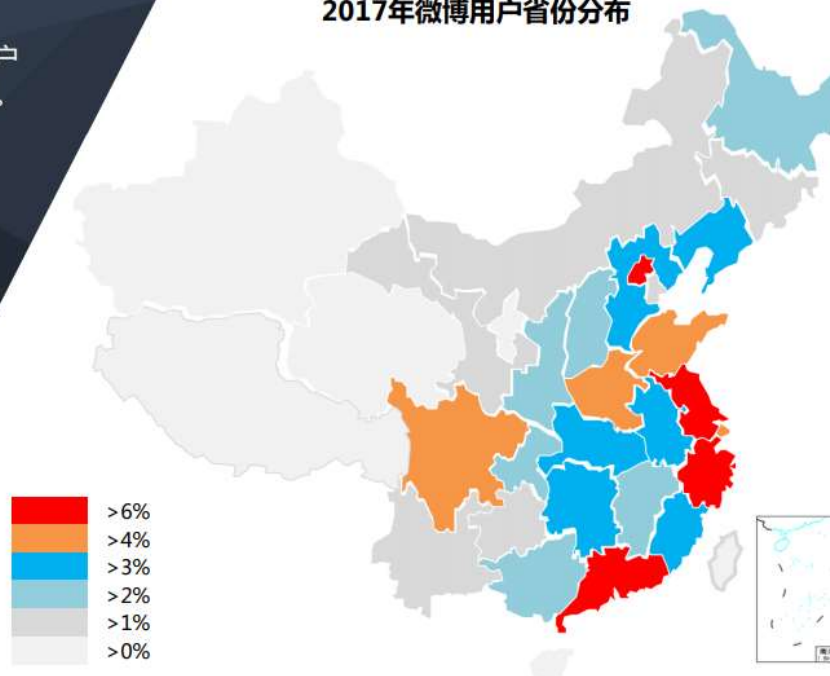
27.8%



港澳台及海外

5.0%

2017年微博用户省份分布





Weibo Active Users Profile

Weibo MAU **92%** are from Mobile



Weibo Users Interests





WeChat 微信

A day in the life of Xiaolei, powered by WeChat



Persona:
Name: Xiaolei
Age: 32 years old
Profession: Head of Marketing in a Furniture company
Description: Xiaolei lives and works in Shanghai, she uses WeChat in the same way as a typical city resident

7AM
She checks the weather on a **Mini Program** and sees that the pollution rate is quite low today. Thankfully, there are a few bikes in front of her house, so she grabs one thanks to **Mobike's** integrated feature.

8AM
She needs her usual morning coffee, so she stops by Starbucks. The waiter invites her to subscribe to their new **Official Account** and use the **'Shake'** feature to get a free cupcake. She scans the **QR code** to immediately follow it, and pays at the same time thanks to **WeChat Pay**.

8:30AM
Xiaolei arrives at work, she logs on WeChat desktop, checks Beijing's last meeting debrief on the Marketing group and asks her colleagues a few questions about it.



1PM

She arrives at the restaurant and gets her meal 5 min after her arrival. She pays the bill for everybody and asks her friends through a voice message to reimburse her via WeChat Pay. She directly receives the money on her **Wallet**.

5PM
She buys hiking clothes on **JD.com's Official Account** before buying her flight ticket to Taiwan. Unfortunately, her visa isn't up to date anymore, so she goes on the **Public Service native feature** to get a new one.

Mini Program



Wallet


















































9PM

Coming back home, Xiaolei posts pictures of her diner on **Moments**, restricting access only to her **close friends**. **WeRun's** notification informs her that she won the daily contest by having done 23,000 steps. It automatically donates 2 yuans to charity.



WeChat Functionalities

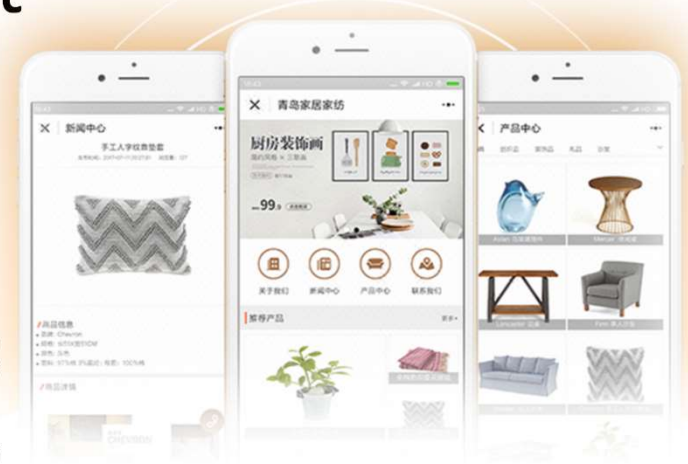
 Voice Chat	 Sticker Gallery	 Chat History Backup
 Group Chat	 Broadcast Messages	 Web WeChat
 Moments	 Friend Radar	 Shake
 Free Call	 Favorite Messages	 People Nearby
 Video Call	 Group Chat QR Code	 Walkie-Talkie

Account type vs. Functionality	Unverified subscription account	Verified subscription account	Unverified service account	Verified service account
Message displayed in sessions list				
Message displayed in subscription folder				
Send 1 message per day				
Send 4 messages per month				
Basic function: receive/reply				
Customized menu				
Advanced features				
WeChat payment				



What are WeChat Mini-Programs

- A “Sub-Application” within WeChat ecosystem and doesn’t occupy users mobile storage
- Enable to provide advanced features to users as such e-Commerce, Payment, Coupons
- Strong in LBS and Searchability
- Low development cost



What is the problem with WeChat mini Programs



- Don't have push notifications for template version
- Can't be shared on users WeChat timeline
- Updates have to be submitted to Tencent
- WeChat mini programs only work within WeChat

Marketing and Branding in China

7 Dos and Don'ts

1. Don't treat China as a single market
2. Government regulations and policy will be important.
3. Find out what their needs and expectations are.
4. Localization: Good Chinese brand name , localized photos etc.
5. Don't expect to advertise your way into the market
6. Take online and social media seriously
7. Prepare to be copied



Thank
You



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Find me on WeChat