



# Social Media in China

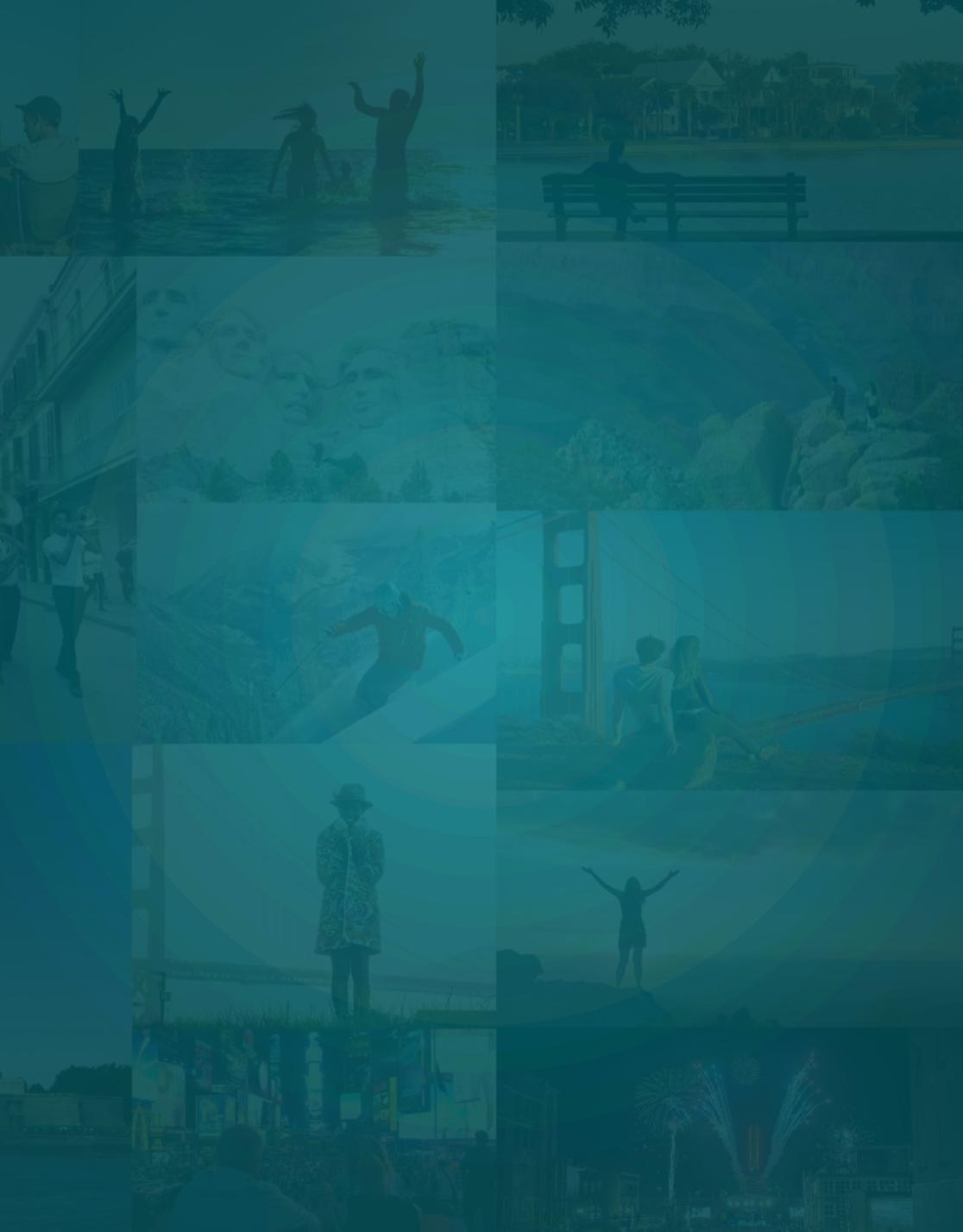
July 17, 2017

Presented by:



Brand USA's agency of record in China





# Karyn Gruenberg

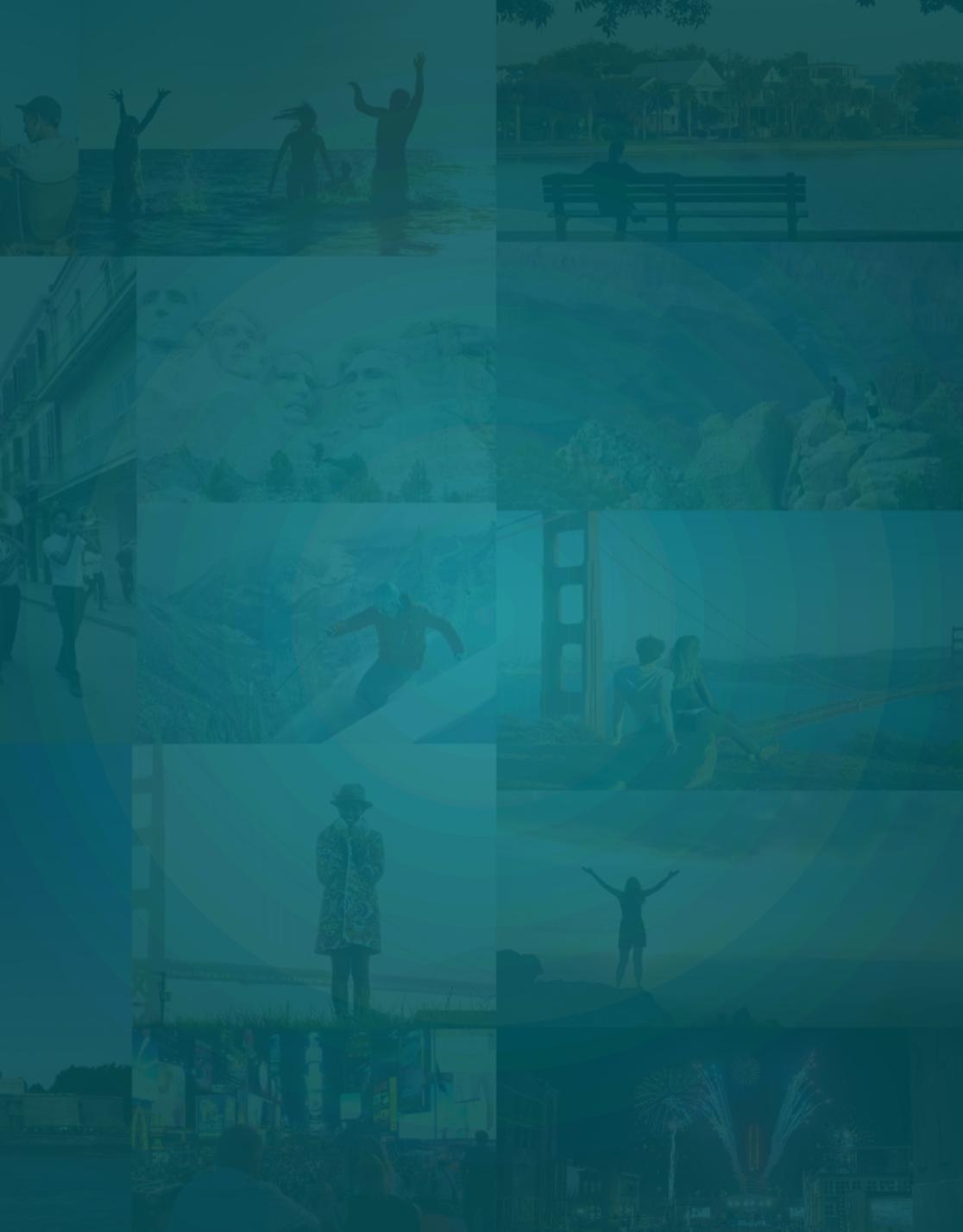
Senior Vice President,  
Partner Marketing & Strategic  
Alliances

Brand USA

# Overview

- GoUSA.cn Web Opportunities
- Social Programs (Wechat and Weibo)
- Brand USA Originals
- Ctrip
- Fliggy
- Mafengwo
- Baidu





# Humphrey Ho

Managing Director,  
Hylink Digital Solutions

# Yuki Bi

Head of Planning,  
Hylink Digital Solutions



GoUSA.cn

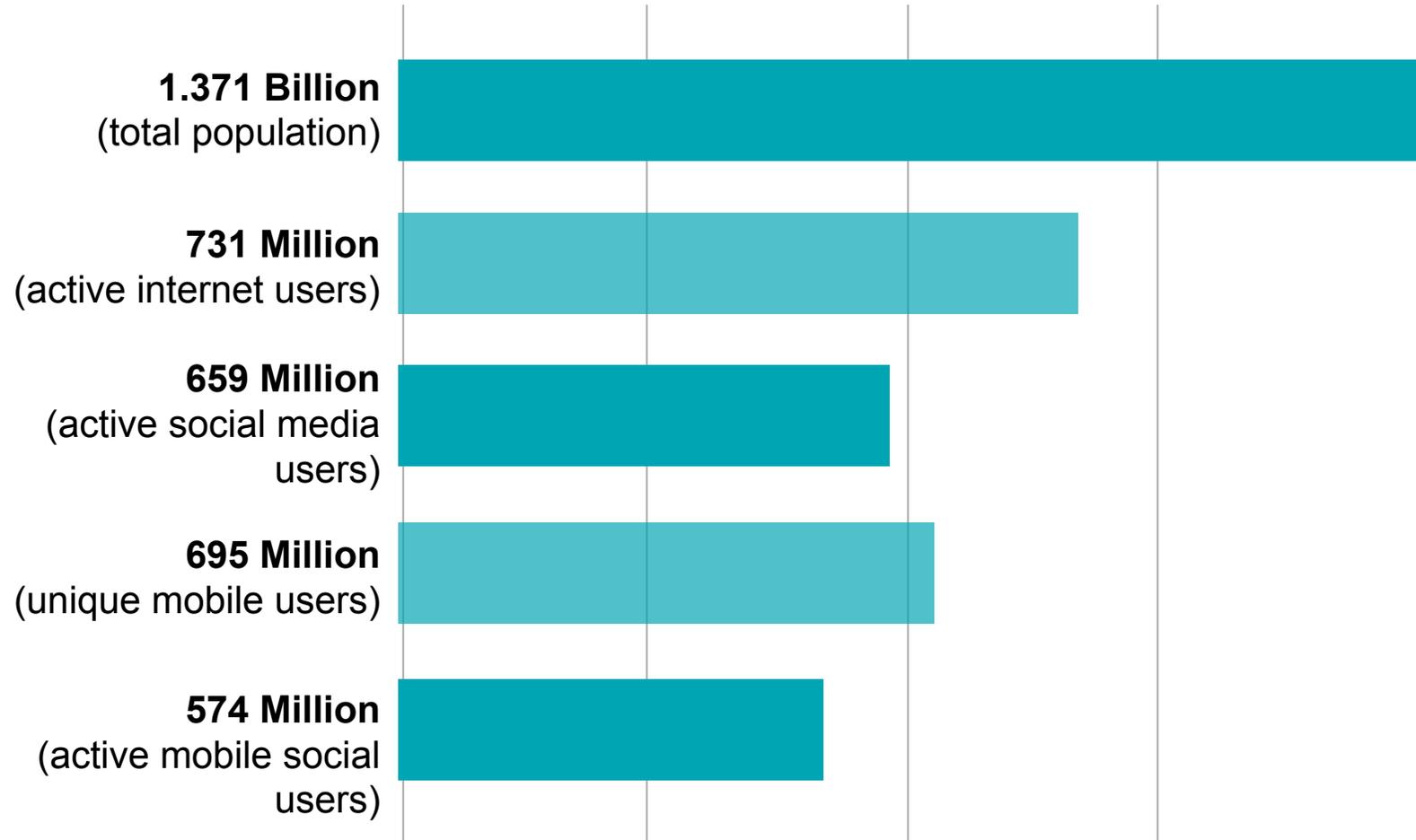
A scenic landscape featuring a couple sitting on the edge of a rocky cliff. The woman is lying on her stomach, and the man is kneeling next to her, holding a camera. They are overlooking a vast valley with rolling hills and mountains under a blue sky with scattered clouds. The foreground is filled with lush green foliage.

你好. (Hello.)

USA  
VisitTheUSA.com

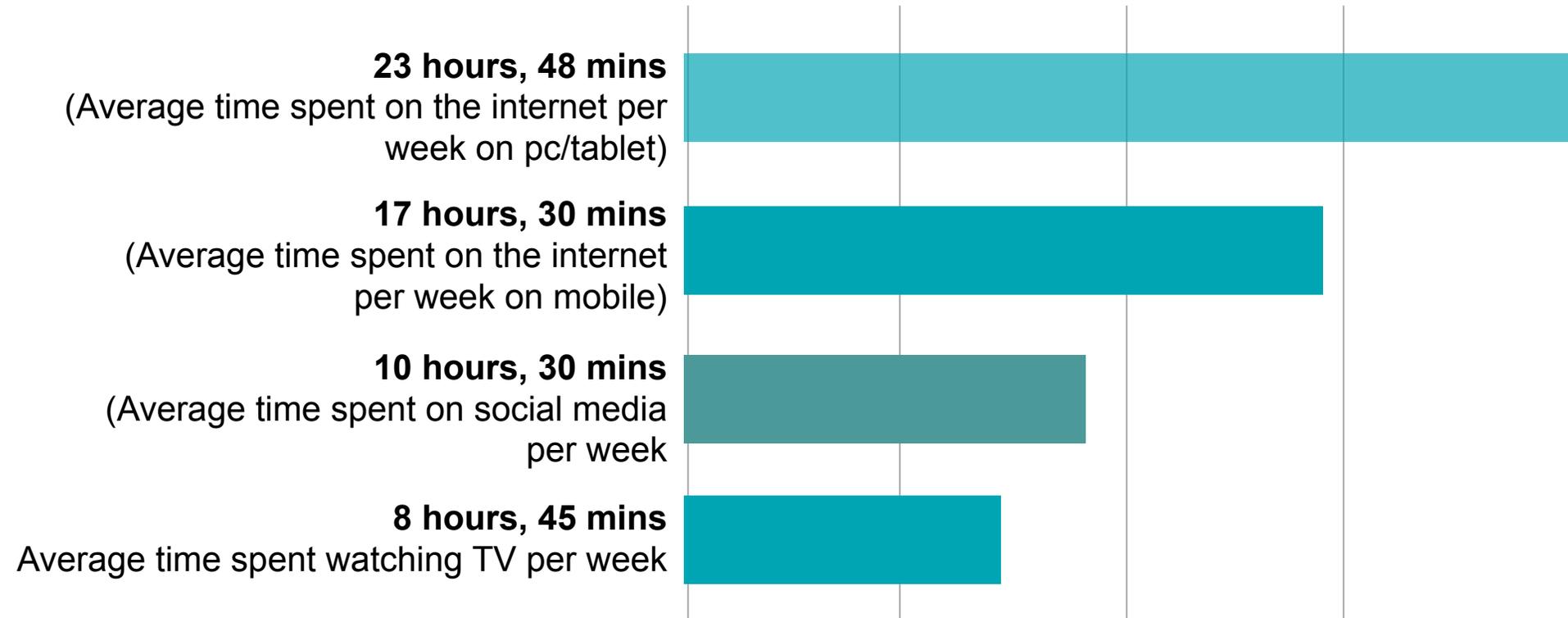
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# To Win in China is to Win in Digital



Source: China Internet Network Information Center, "China Internet Development Statistics Report" January 22nd, 2017."

# Always Online



Source: WeAreSocial Special Report Digital in 2016

# Big Potential Waiting to Be Capitalized

## Great Awareness

Every Chinese citizen can name up to 5 cities in the US, and American content tops box offices.

## Aspiration is #1

7/10 people claim that visiting the US is a lifetime goal.

THE BRAND GAP

## Affinity is Low

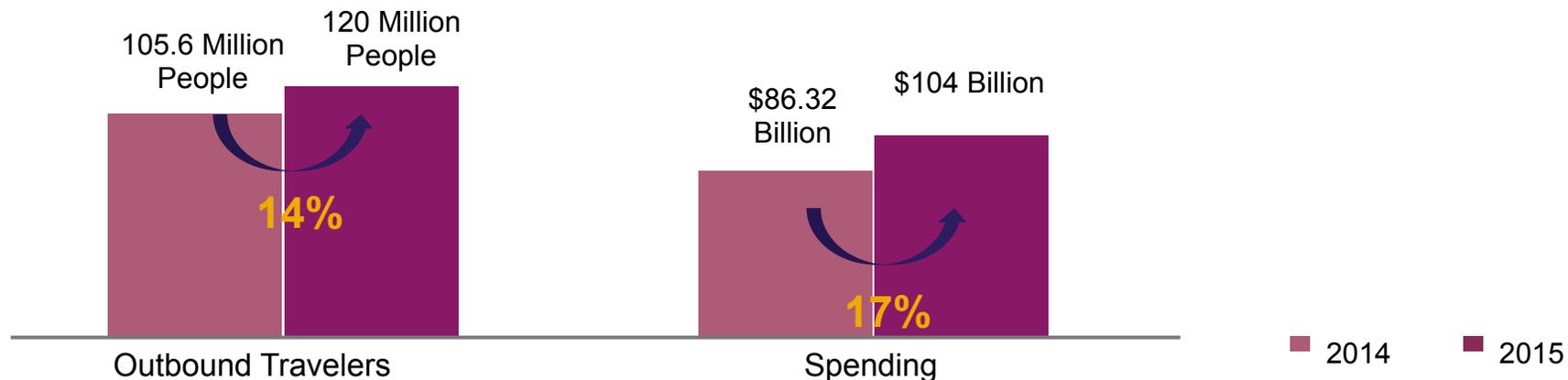
When price is not taken into consideration, 5/10 TA under 30 will not prioritize the US as their next destination .

## Motivation is Low

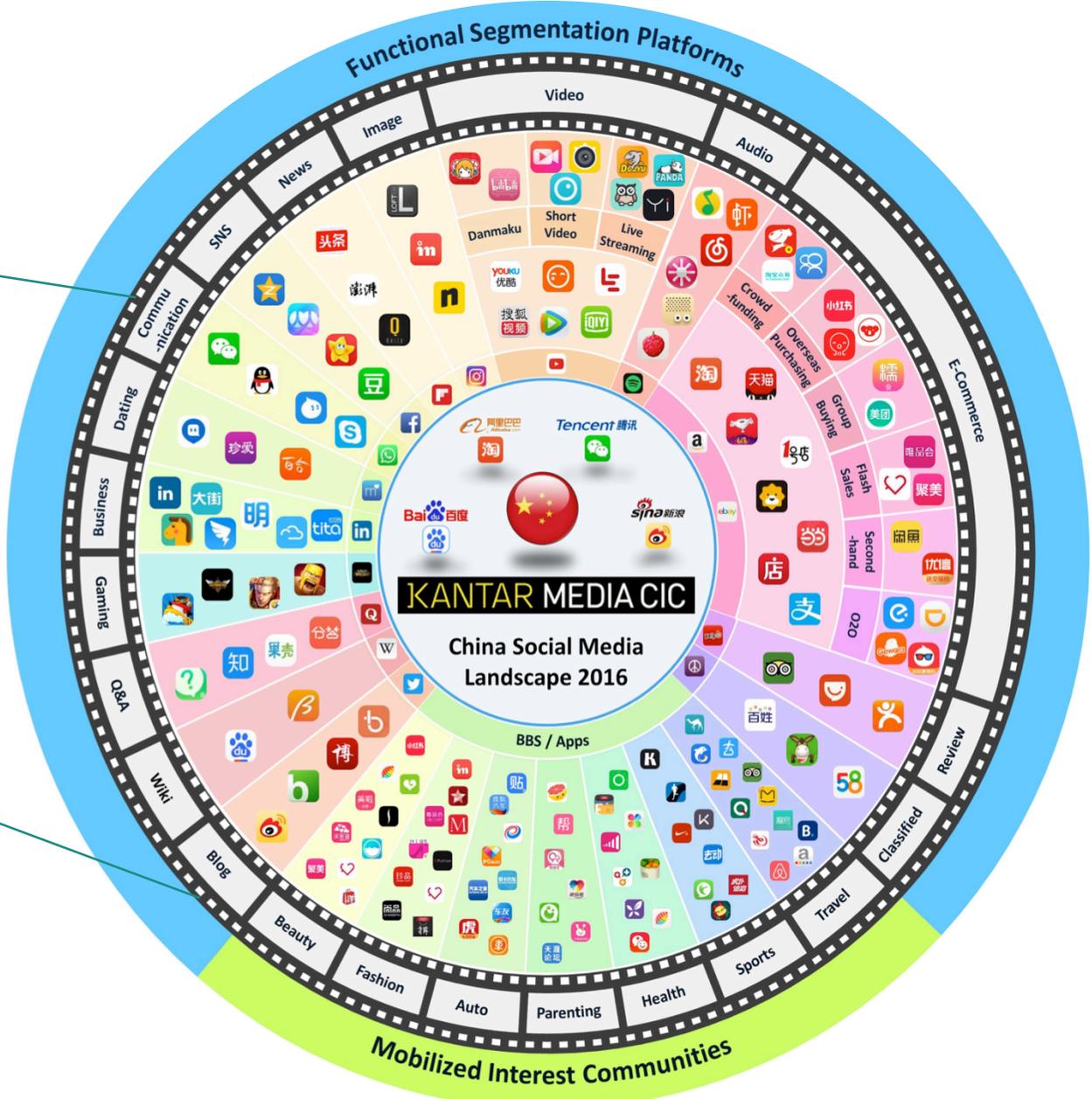
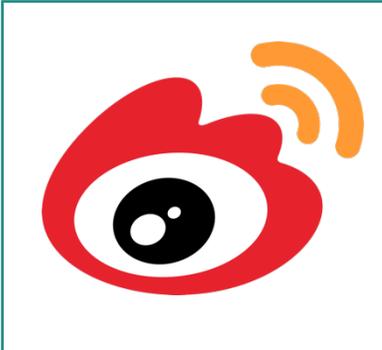
No sense of urgency to visit.

## And Their Spending Power is Growing

### 2015 Chinese outbound travelers & spending



# China's Social Landscape at a Glance



# Meet the Millennial Traveler

Numbering over **400 million**, Chinese millennials (post 80's) have become a consumer super power. A youthful population of educated, tech savvy & globally-minded travelers who use social media to connect to the outside world and are making independent travel the norm.



**Interest-based Travel:**

The motivation for travelling gradually shifts away from “shopping for cheap goods” to “having more fun”.

**The Top 5 Activities:**

- Living Better
- Eating Better
- Seeking More Fun
- Exploring Popular Attraction
- Experiencing Local Culture

**Young FITs:**

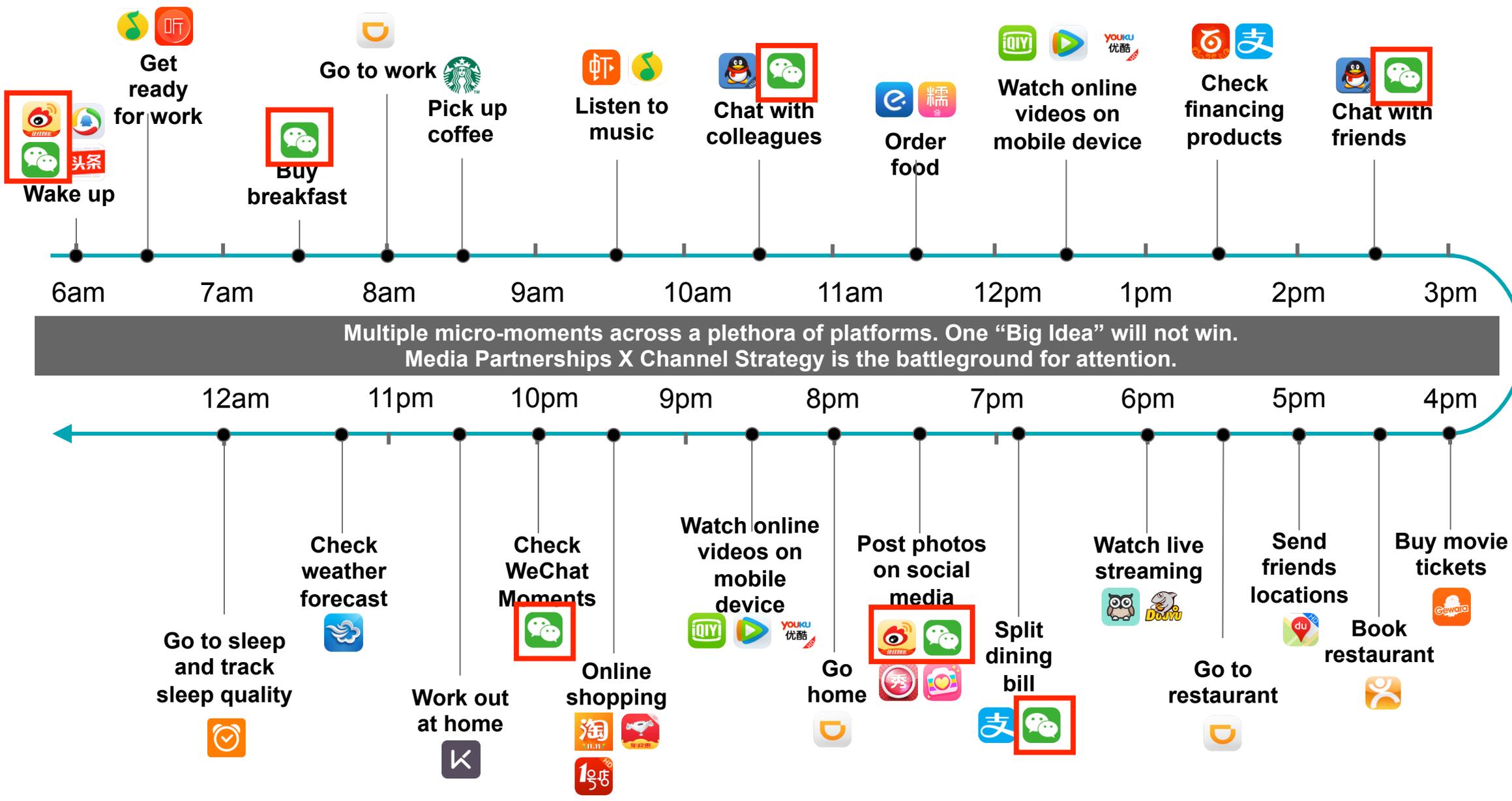
**67.6%** of Chinese outbound travelers are millennials.

**90%** of Chinese tourists to the US are independent travelers.

**Digital Driven:**

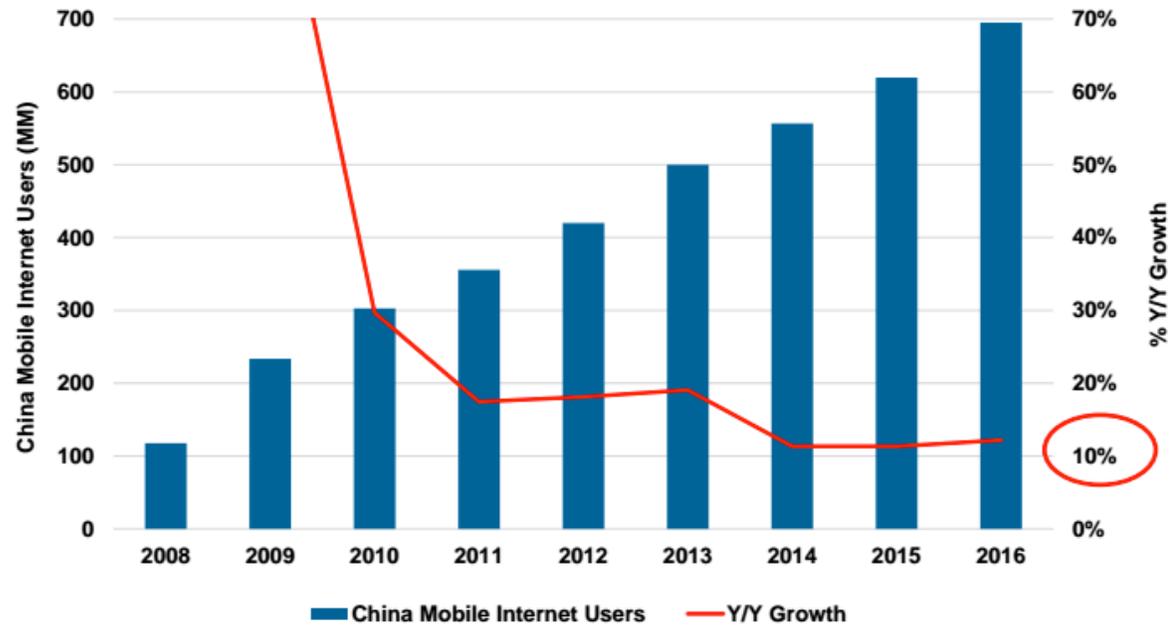
They spend over 21 hours on average per week on digital media obtaining news, information, video, entertainment & online shopping.

# They Live Their Entire Day on Social

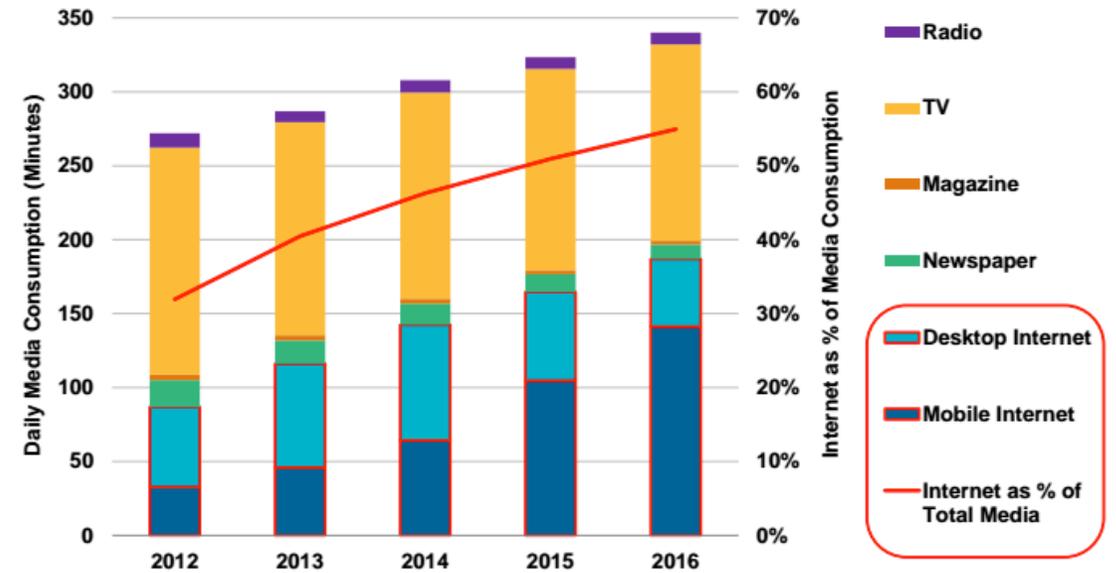


# Mobile Prevails in China

## Mobile Internet Users & Y/Y Growth, China, 2008 – 2016



## Average Daily Media Consumption Minutes by Medium, China, 2012 - 2016



# Major Apps and Platforms in China

## IM



WeChat



QQ

## Fashion



VIP.com



Shangpin



Little Red Book

## Microblogging



Weibo

## Entertainment / Lifestyle



Dianping

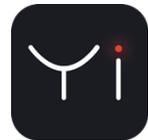


58.com



Gewara

## Livestreaming



Yizhibo

## Search



Baidu



360



Sogou

## Shopping



TMall



Taobao



JD.com

## News



Toutiao



NetEase

# To Understand the Media Landscape is to Understand B.A.T.S.

**Baidu** 百度

( **Google** )

**Tencent** 腾讯

( **facebook** )

  
**Alibaba.com**<sup>TM</sup>

( **amazon** )

  
**Sina** 新浪

( **YAHOO!** )

\*(parenthesis) are examples of Chinese platform's US counterparts.  
Examples are used solely for analogous purposes and are by no means affiliated.



WeChat

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VisitTheUSA.com

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# WeChat: China's #1 Social Media Platform

## Platform Overview

- **WeChat** is the **#1 social media platform** in China.
- Registering an official WeChat account allows **direct communication** with Chinese travelers by sending text, images, audio, video, and links **directly to their inboxes**.

## Coverage

- **889 million** monthly users
- **768 million** daily users
- **8 million+** brands

## Notable Features

- **Moments:** allows users to share multimedia and links with friends
- **WeChat Pay:** can be used to transfer money between WeChat users (peer-to-peer), and make payments online to participating offline retailers.

## Value for Brand USA

- Registering a verified WeChat service account will bring more partner value to the Brand USA programs
- Leverage WeChat Moments Ads to precisely target potential tourists and deliver multimedia messages



GoUSA WeChat Service Account (Mockup)

# WeChat: China's #1 Social Media Platform

- WeChat is similar to Blogging + Facebook.
- WeChat posts normally contain **lengthy text**, **as well as numerous photos**, like a **news article** or **blog post**.
- WeChat users want to **re-post captivating content to share with their friends and colleagues**.
- Post content should **guide** users through their trip planning process.



# WeChat Subscription Account vs. Service Account

A verified WeChat service account is the best account type to maximize your reach in China!

 WeChat	Subscription*	Service**
<b>Who can apply</b>	Individuals and Organizations	Organizations Only
<b>Posting Content</b>	1 message per day	4 messages per month
<b>Display Position</b>	Subscription account folder	Session list (active chats)
<b>Basic Functions and Custom Menu</b>	Yes	Yes
<b>Advanced Features</b>	Some	All
<b>WeChat Payment System</b>	No	Yes
<b>Direct Communication with Followers</b>	Yes	Yes



**\*Messages sent from subscription accounts are sent to the subscription folder, making messages less visible.**

**\*\*Messages sent from service accounts appear in active chats, maximizing visibility.**

# WeChat - Best Content Examples



High resolution image at the beginning of the post piques users' interest

**“Hurry to experience fall in Michigan”**

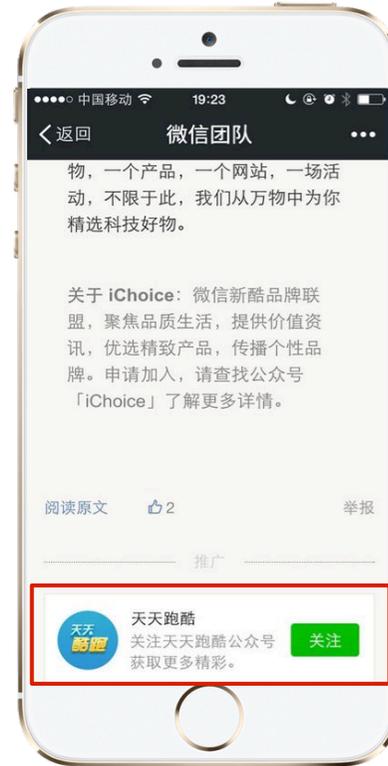


Image succeeds in telling a story, and allows users to visualize themselves in the destination

**“It turns out that many of these exquisite national parks are all in this state!”**

# WeChat Advertising- Put Your DMO on the Map

- WeChat moments ads give advertisers the opportunity to advertise within the Moments section, WeChat's equivalent of Facebook's news feed. This will include:
  - DMO's name and logo
  - Up to 40 characters for ad copy
  - Video or Image
  - WeChat Landing Page
  - User engagement (Likes & comments can only be seen by user's friends)
- Two types of WeChat Moments ads (featured right):
  - WeChat Moments Advertising
  - WeChat Post Advertising



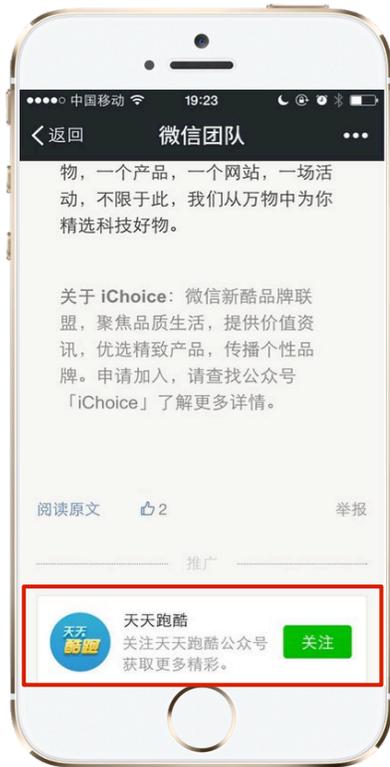
WeChat Post Ad



WeChat Moments Ad

# WeChat Ads + Landing Page- Expand Your Reach

When users click on a WeChat post ad or a WeChat moments ad, they arrive at a custom landing page.



WeChat Post Ad



WeChat Moments Ad



Landing Page



Weibo



# Weibo: China's #1 Microblogging Platform

## Platform Overview

- Weibo is China's **number one microblogging** website, and is owned by the Sina corporation.
- Verified Weibo accounts allow companies to advertise and launch campaigns to reach a large audience on an easily accessible online platform.
- Sina Weibo is valued at **\$11.3 billion**, making it more highly valued than its American equivalent, Twitter.

## Coverage

- **503 million** registered users
- **120 million** daily active users (PC+mobile)
- 85% are on mobile
- 70% active users are at university level

## Notable Features

- **SEO-able** content- popular platform for **short videos, live streaming, and buzzing topics**
- Has various marketing tools including data analysis, monitoring tools, and CRM features
- **Multiple advertising opportunities:** promoted content can be placed on the start-up header, at the top of the newsfeed, as a featured hot topic, etc.

## Value for Brand USA

- Strengthen **KOL partnerships**, and use KOL's voices to drive interest in discovering the USA



Start-up  
Ad

Ad featured at  
the top of the  
news feed

Featured  
hot topic

# Weibo: China's #1 Microblogging Platform

- Weibo is similar to Twitter + Facebook.
- Weibo posts can contain a maximum of **200 words**, and **9 pictures**.
- Weibo users prefer **fun, easy to read** content.
- Post content should contain **trendy words** and **hashtags**, and allow viewers to **picture themselves in your destination**.



# Weibo - Best Content Examples

High resolution images captivate users



USA 美国国家旅游局 V 4月1日 21:51 来自 科握

凤凰城，每年平均300多天都晴空万里，被称为“太阳之谷”。所以，来这里绝不能错过「沙漠植物园」（Desert Botanical Garden）！10米高的巨人柱，让人觉得自己来到了巨人国。仙人掌和绚烂的沙漠花卉，则诉说着#玩美户外#大自然的奇妙。 [网页链接](#)

☆ 收藏 | 117 | 33 | 168

Beautiful photos of the Desert Botanical Gardens, Phoenix, AZ

High quality video allows users to picture themselves in your destination



USA 美国国家旅游局 V 3月13日 14:54 来自 微博 weibo.com

#心之所向无往不至#

是旅途中的未知，促就了别样的风景；  
是旅途中的冒险，成就了别样的自我；  
是旅途中的探寻，惊喜了流逝的岁月...  
而一切，始于简单的两个字：出发！

追寻旅行的意义

追寻旅行的意义  
不论何时，出发美国→

☆ 收藏 | 3238 | 423 | 3351

30 second video- “Searching for the Meaning of Travel”

[Watch Here](#)

# Do's and Don'ts of Social Media

<b>Do's</b>	<b>Don'ts</b>
Include Chinese faces	Include only Chinese faces
Use fun, light hearted material	Use humor that is specific to American audiences
Keep it family oriented and appeal to couples	Discuss politics or use maps with political borders
Provide useful and resourceful content, with numbers	Provide vague content
Target specific age and gender groups	Post generic content
Include current events (celebrity or sports related)	Include outdated/old material
Include seasonal content	Include event or holiday specific content



Recap

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Brand USA

# The Must-Haves of Social Media Marketing in China

Category	Platform	Must-Dos
<b>Social (Content)</b>	Weibo WeChat	<ul style="list-style-type: none"><li>- Legitimize your content by <b>verifying your account in your own name</b> (not 3rd party).</li><li>- <b>Reduce the travel barrier</b> by creating engaging content that inspires and drives travel to your destination. Debunk confusion and offer helpful tips.</li><li>- Incorporate <b>KOLs</b></li></ul>



# Q & A



# WeChat and Weibo Social Media Management

Service	Description	Post Frequency	Commitment	One-Time Verified Account Fees NEW	WeChat Microsite Setup	Reporting	Annual Verified Account Fee	Reach
GoUSA Social Account	Participate in an active, vibrant community of pre- and post-travelers on the GoUSA branded WeChat and Weibo page.	1 post per month on GoUSA's WeChat, and 1 post per month on GoUSA's Weibo	Minimum 3 months	N/A	N/A	Quarterly	N/A	800,000 on Weibo + 129,000 on WeChat.
Owned Social Weibo and WeChat	Own your own WeChat and Weibo account, verified by your brand or destination! An exciting opportunity to grow your own audience in a custom-branded WeChat account.	4 Posts / Month on WeChat (1 post/week); 30 posts/month on Weibo (1 post/day)	Minimum 1 Year	WeChat: optional account verification one-time fee. Verification takes 6-8 weeks.  Weibo: optional account verification one-time fee. Verification takes 6-8 weeks.	Create a rich media-enabled mobile site	Quarterly	Yes	20,000*  *Estimate dependent on the average partner's owned social performance



# Thank You!

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Travel Industry

TheBrandUSA.com



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BrandUSATV



BrandUSA

Consumer

GoUSA.cn



GoUSAcn



DiscoverGoUSA



GoUSAcn



:美国国家隅哇

