

# Unleashing the Digital Dragon

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Navigating  WeChat  
and the Internet in China



blueplanet  
PUBLIC RELATIONS

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# Great to meet you...

**Blue Planet PR and Allegravita** have joined forces to deliver a turn key solution to social media planning and execution in both Australia and China.

**From Australia, Blue Planet PR** can help you plan your digital communications strategy for opportunities in Greater China, Hong Kong, and with local Chinese audiences in this market.

**We also deliver knock-out PR**, event management and social media campaigns locally!

**From Beijing and NYC, Allegravita** provides a bespoke service for companies who are looking for expansion into the Chinese market.

**Allegravita's core business mission** is to provide our clients with comprehensive marketing communications strategies, to build and amplify a strong brand impact.



# Social media in China – the landscape

**Facebook, Google and Twitter are not accessible in China...**

- 1. TENCENT QQ** – one billion active users – instant messaging, online services, microblogging, emails, games and more
- 2. SINA WEIBO** – similar to Twitter – the ultimate space for debate and airing of views. 340m users
- 3. DOUBAN** – discussion groups, reviews and testimonials on services and products
- 4. TENCENT RENREN** – considered the ‘Facebook of China’ and one of the first registered social media sites in China; but lately has become more of a portal for gaming.
- 5. WeCHAT** – developed by Tencent, and the most popular app in Asia...



# What is WeChat?

**WeChat** is the key entry into mobile marketing in China.

**WeChat** = Communication  
+ Interaction + Marketing.

**WeChat** becomes an extension  
of a Brands CMS

**WeChat** builds personal interactions  
through interesting, relevant and  
informative content.

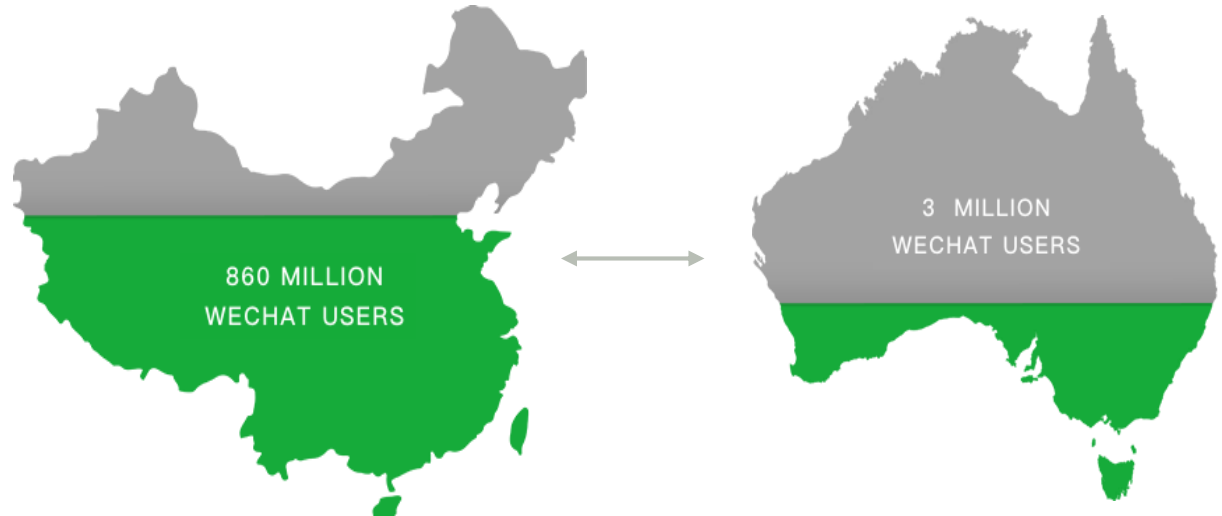
**WeChat is a smartphone  
application that consists of...**





# WeChat – User statistics

OVER 1 BILLION REGISTERED ACCOUNTS, AND GROWING. 3 million users in Australia.



# Brands using WeChat



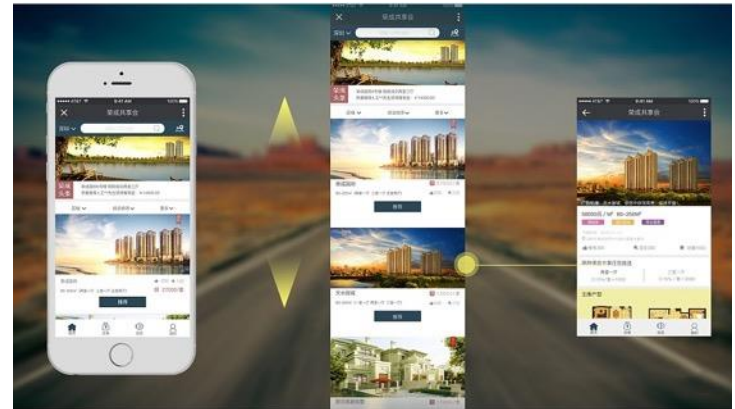
## DHL Global Forwarding China Teleshare Campaign



## PROPERTY DUBAI

The best of international real estate  
is being sold on WeChat.

WeChat sales of high end \$10 million property  
have become a reality because for Chinese  
property investors their whole life is largely run  
and co-ordinated via this single application.



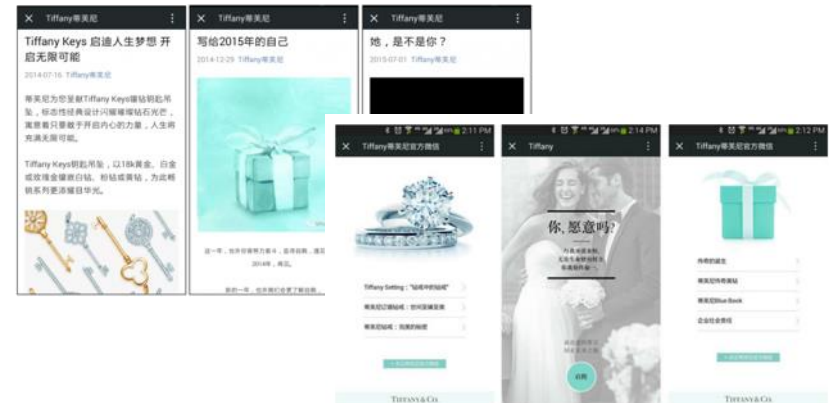
# Brands using WeChat



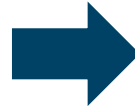
**UNIQLO O2O Campaign**  
added over 500,000 new followers  
in less than 3 months



**Tiffany** uses WeChat and global and local celebrities to launch its key campaigns in China.



# China's market influence



**one**  
**MILLION**  
**NEW JOBS**

**China's middle class** became the largest in the world, and now comprises (by one estimate) some 109 million adults (almost five times the size of Australia's population)

**Could be created in Australia** within the five key industry sectors of health, education, tourism, finance and construction by 2026





# China's market influence

**Under relatively conservative scenarios for Chinese growth in the Australian export market, the modelling suggests that by 2025 China could represent:**



**42-47%**

of the healthcare  
and social  
assistance  
export market



**36-41%**

of the  
educational  
export  
market



**30-35%**

of the short-term  
accommodation  
(tourism) export  
market



**16-19%**

of the financial  
services  
export  
market



**11-13%**

of the  
construction  
export  
market





# SECTION

## 02 Where to start

# What is a WeChat 'Official' Account

A WeChat account that represents

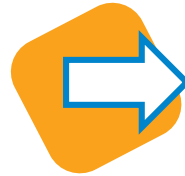


A brand or enterprise

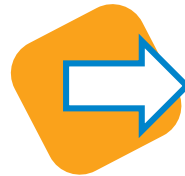
A Government  
department

A news or media service

A celebrity or media  
personality



10 million official WeChat  
accounts



1 billion monthly active  
users on WeChat  
(BBC, 7 March 2018)

# Creating a WeChat account

## (Personal Vs Business)



### YOU WILL NEED:

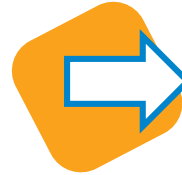


Chinese ID for  
subscription  
account

**OR**



Registered  
company  
in China



In both cases, you will need  
a registered company in  
China in order to get your  
account certified



**RESTRICTIONS BECAME MORE  
STRINGENT AFTER NEW SOCIAL  
MEDIA REGULATIONS IN 2014**

# The limitations of creating an international account



## INTERNATIONAL ACCOUNT

English language platform

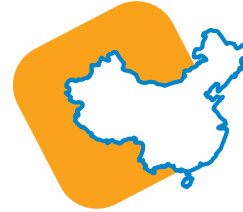
Not visible within  
mainland China



## CHINESE ACCOUNT

Chinese language platform

Visible from users both within  
and outside mainland China





# There are 2 types of official accounts



## SERVICE ACCOUNT

Enhanced functions for companies to provide prompt response and service



## SUBSCRIPTION ACCOUNT

Basic functions for brands to spread content to subscribers



### MESSAGE LIMITATION/ VISIBILITY

Allows **4** broadcast messages/month  
Displayed alongside personal contacts

Allows **1** broadcast message/day  
Displayed in “Subscription Accounts” folder

### USER INTERFACE

Customised menu **supported for all service account**

Customised menu **available only after verification**

### PUSH NOTIFICATION

Followers **receive push notification**

Push notification **available only after verification**

### E-COMMERCE

**Payments API supported** for all verified service accounts  
**Access to develop and manage e-store**

**Does not support payment functions**

# What's available for businesses...



## BROADCAST MESSAGING

Message all followers or selected followers categorised by geography, gender, or a custom group



## AUTO REPLY

Set a welcome message, reply to keywords, and default reply to any other messages



## DIRECT MESSAGING

Send text responses to individual follower's messages



# What's available for businesses...



## FOLLOWER MANAGEMENT

View profile data, group followers, add aliases



## CONTENT MANAGEMENT

Upload image, audio, and video files, and create multimedia cards













## ANALYTICS

Detailed reporting on followers, content engagement, message volume, and much more



# Registering your 'Official' WeChat Account

## - What's required?

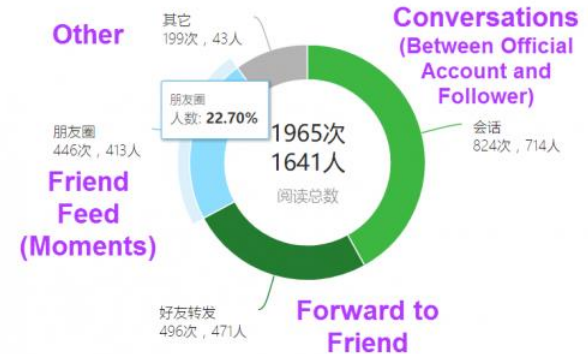
-  Email use for registration
-  Business license (a scanned colour copy or a photocopy with business seals)
-  Organisation certificate
-  Chinese landline phone number (to receive verification call from Tencent)
-  The WeChat ID of your Administrator (with a WeChat account that enables WeChat payments)
-  Chinese staff PRC ID number
-  Chinese staff mobile phone number
-  Unique name for the WeChat account (can't contain a space or a symbol. Some sensitive words may be restricted. The name has to be unique)
-  A Chinese bank account, bank name and bank address. The bank account name has to match the Chinese business license.
-  Select the account – Service or Subscription

(Information courtesy of Think China)

# What about analytics?

WeChat offers some useful analytic tools:

- ➡ Day-by-day data on the total number of followers, new and cancelled followers (filtered by source)
- ➡ User demographics (questionable, as entered by the user themselves). No geo-data for users outside of China
- ➡ Article analytics – but only available for 7 days after article ran
- ➡ Views by hour
- ➡ Source of article views – eg. Conversations (between the official account and followers); WeChat Moments (the friend feed/news feed); Forwards between friends.





A photograph of two young women with long dark hair standing in a modern shopping mall. They are both smiling and looking at a pink smartphone held by the woman on the left. They are carrying several shopping bags, including a large black one and a white one. In the background, a glass-enclosed escalator is visible.

# SECTION

## 03 Building awareness with KOLs

# Who are the Chinese KOLs? (Key Opinion Leaders)

KOLs build their own community of followers, and influence purchase decisions by posting images on social media.



## GURUS

Experts in  
their chosen  
field



## GRASSROOTS CELEBRITIES

Normal people  
with strong personal  
branding



## ORGANISATION ACCOUNTS

Publishers  
of news and  
sponsored posts



## CELEBRITIES

Actors, movie stars,  
musicians, models,  
famous individuals

## Meet the KOLs

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# Fan Bingbing

- Leading Chinese Celebrity
- Credited with generating the equivalent of **\$75m in sales** to Taobao (Chinese Amazon) in just 12 months





# Meet the KOLs

## Tao Liang (Mr. Bags)

- Tao Liang, better known to China's fashion cognoscenti as **Mr.Bags**
- Collaborated with Givenchy to record 1.2 Million RMB (\$173,652 USD) sales in just 12 Mins).



GIVENCHY MINI HORIZON	
 GIVENCHY MINI HORIZON 零售价: 14900RMB 您需支付14900元以获取“取货验证码”	 GIVENCHY MINI HORIZON 零售价: 14900RMB 您需支付14900元以获取“取货验证码”
- 姓名: _____	- 姓名: _____
- 手机号: _____	- 手机号: _____
- 身份证号: _____	- 身份证号: _____
- 取货城市: 北京	- 取货城市: 北京
- 取货门店: 北京三里屯精品店	- 取货门店: 北京三里屯精品店
- 取货时间: 2月10日 11:00-13:00	- 取货时间: 2月10日 11:00-13:00
订单金额: 14900RMB	
<input type="button" value="修改信息"/>	<input type="button" value="修改订单"/> <input type="button" value="取消订单"/>
<input type="button" value="提交订单"/>	<input type="button" value="支付订单"/>



# KOLs create a **buzz** around your brand



Connect  
to a target  
segment of  
consumers



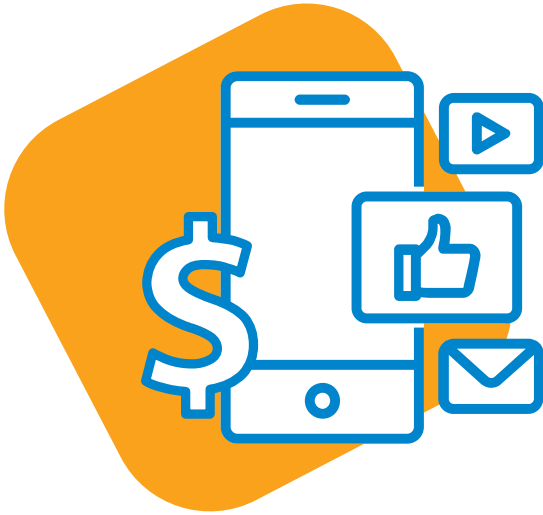
Use  
enhanced  
influencer  
validation,  
to reduce  
barriers to  
sales and  
conversion



Reduce  
marketing  
budget, while  
achieving similar  
results to  
celebrity  
endorsement



# How much does it cost?



**A KOL WILL USUALLY CHARGE  
BETWEEN 3K TO 50K RMB  
(\$AUD600 - \$AUD10,000)  
PER MESSAGE**

It depends on the number of average views and followers, position of the message, time sent and length of promotional content within the message



# SECTION

## 04 Navigating the Internet in China

*(Following info courtesy of Sinorbis)*

# Everything is bigger in China....



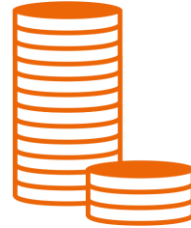
**25%**

of world's  
population



**44 Million**

additional  
internet users  
every year



**400%**

growth of annual  
disposable income  
in 10 years for a  
middle class family



**94%**

of websites visible in  
Australia are not  
visible in China  
according to Sinorbis

# The Great Firewall of China

**The Great Firewall of China** – a nationwide security project, also known as the Golden Shield Project – aims to control what info accessed in China

An incredibly complex series of filters and blocks that shut out foreign content

Has led to emergence of a separate ecosystem

## What content is off-limits?

- Superstitious, pornographic, violent, gambling-related, 'harmful' in nature
- Long list of ever-changing blacklisted terms: the obvious (Tiananmen Square or Tibet) and not-so-obvious ('lifelong control', 'my emperor' and recently – the letter 'n')
- Greatfire.org can tell you more



# Getting through **the wall**

3 pillars of high-performing Chinese websites:

- 1. Visibility**
- 2. Localisation**
- 3. Optimisation**

Up until recently, the only way to get through the Wall was to obtain an ICP (Internet Content provider) licence which is costly and involves holding a Chinese legal entity.

Now – local software packages (such as Sinorbis) – are available to help Aussie companies on this front.







# Key design features

1. **Navigation** – Chinese sites tend to offer more options
2. **Content structure**
3. **Page length** – western sites tend to have longer pages
4. **Colour** – Chinese sites like bright colours; informative and lively
5. **Functionality** – merchandising, new tabs (links are opened in a new window, rather than navigating back and forward)
6. **QR codes**
7. **Mobile** - responsiveness is a must
8. **Chinese payment platform** (Union Pay, Alipay, Tenpay)



# Optimisation

Not all SEO tactics will translate – eg. Google not available

Key players: Baidu, Sogou, 360 and Shenma

## **Websites will rank higher on Chinese search engines if:**

- Entire website is in Chinese
- It uses a .cn domain
- Inbound links and social resources are local

## **Focus on three main goals:**

1. Increase the number of pages indexed by search engines – submit your sitemap to Baidu's webmaster tool
2. Improve website ranking for target keywords (identify the most effective!)
3. Take advantage of China's unique online landscape – local search engines have own diversified portals

And, don't just focus on Baidu...it's not as widely used as Google!



A photograph of three people from the chest down, holding their smartphones. The person on the left is wearing a dark blue sweater, the middle person is wearing a light grey cardigan over a blue button-down shirt, and the person on the right is wearing a white button-down shirt. They are all looking at their phones, which are held in their hands. The background is a plain, light grey wall.

# SECTION

## 05 Working with us

# Success stories – BPPR and Australian Asian Ethnic social media

## OZ COMIC-CON

National reach  
of around  
42.7 million

Combined event  
circulation worth  
close to  
**\$AUD10 million**



# Testimonial



“

It is clear that Blue Planet PR is committed to **FORGING MEANINGFUL RELATIONSHIPS** with clients, talent and media alike. Blue Planet PR works tirelessly for us and are committed to kicking goals”

”

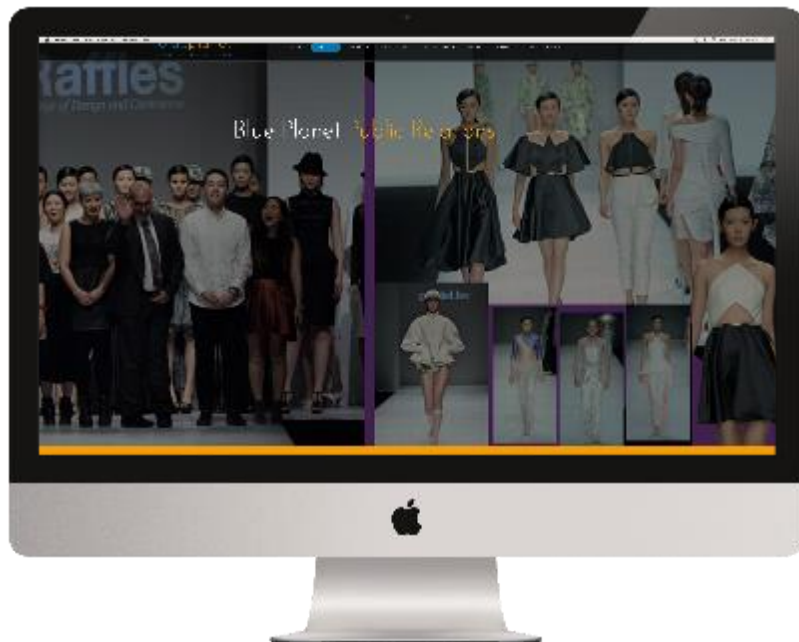
**Carissa Avenhouse**

Director, The Hub Productions (Oz Comic-Con / ReedPOP)



# Want to know more?

Drop us a line...



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Director

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