



LEVEL **Up**
China Marketing Expert



WeChat Marketing

5 เคล็ดลับจับลูกค้าจีนด้วยวีแชท



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WeChat

Introduction

Build WeChat Presence – WeChat Management



WeChat is no.1 messaging app in China

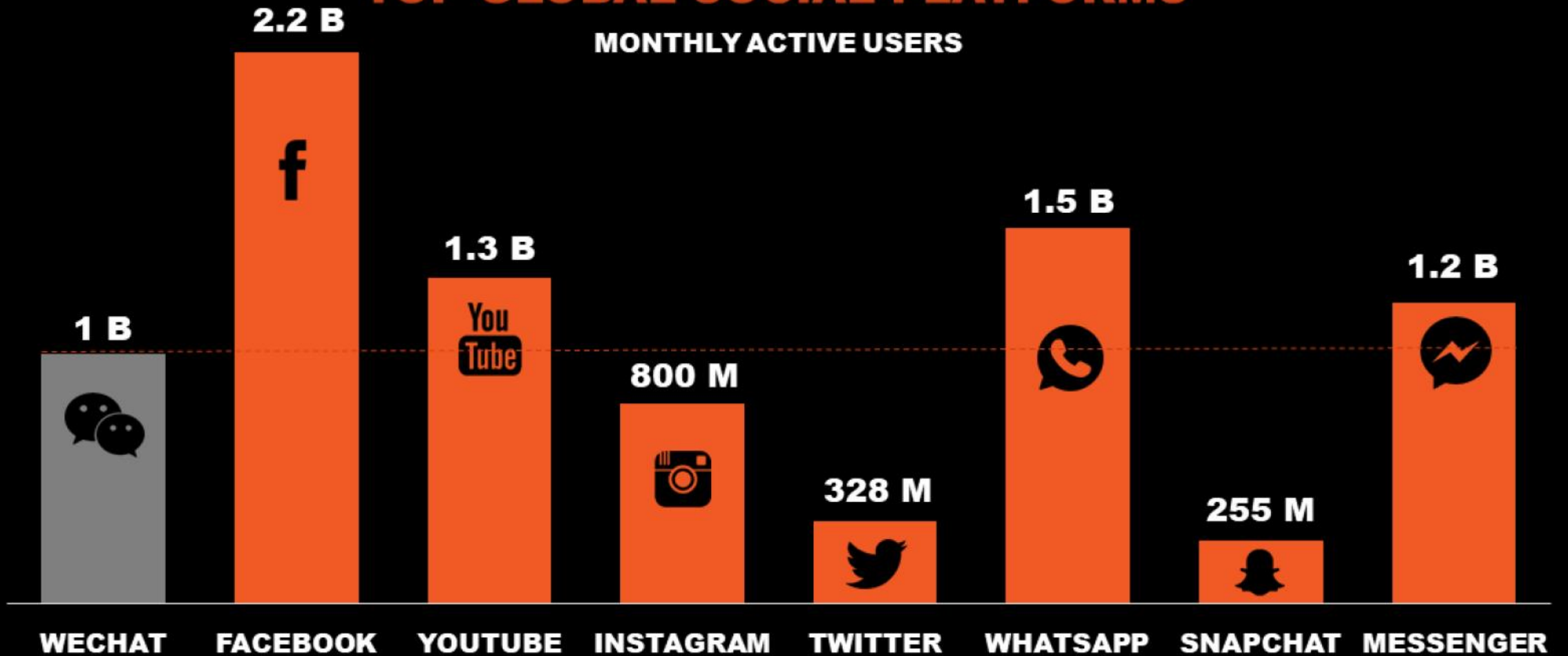
WeChat is the most frequently used app

Business must have individual WeChat as well as Official Account



WECHAT COMPARED WITH OTHER TOP GLOBAL SOCIAL PLATFORMS

MONTHLY ACTIVE USERS



JAN
2018

TOP APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER / COMPANY
01	WECHAT	TENCENT
02	QQ	TENCENT
03	TAOBAO	ALIBABA GROUP
04	ALIPAY	ANT FINANCIAL SERVICES GROUP
05	WIFI MASTER KEY	SHANGHAI LANTERN NETWORK
06	TENCENT VIDEO	TENCENT
07	IQIYI	BAIDU
08	KUGOU MUSIC	TENCENT
09	BAIDU	BAIDU
10	QQ BROWSER	TENCENT

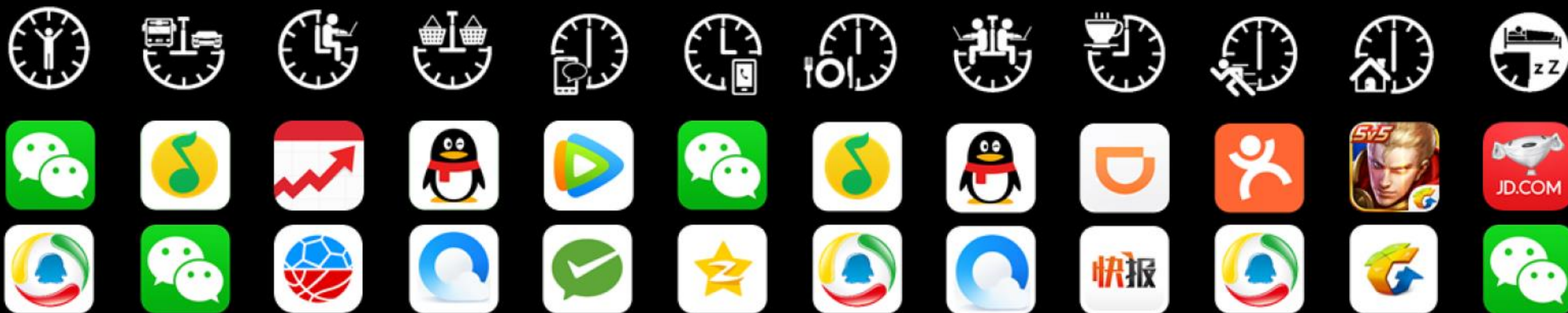
RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

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01	WECHAT	TENCENT
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05	ALIPAY	ANT FINANCIAL SERVICES GROUP
06	BAIDU	BAIDU
07	IQIYI	BAIDU
08	YOUKU	ALIBABA GROUP
09	PINDUODUO	XUNMENG
10	JINGDONG	JINGDONG





CHINA CONSUMERS' ONE DAY WITH TENCENT



60%+ OF TIME ON MOBILE IN CHINA SPENT IN TENCENT PRODUCTS



1 BILLION
WECHAT MAU ACCOUNTS



843 MILLION
QQ MAU ACCOUNTS



606 MILLION
QZONE MAU ACCOUNTS



425 MILLION
TENCENT VIDEO MUV





























300 MILLION
TENCENT NEWS DAU

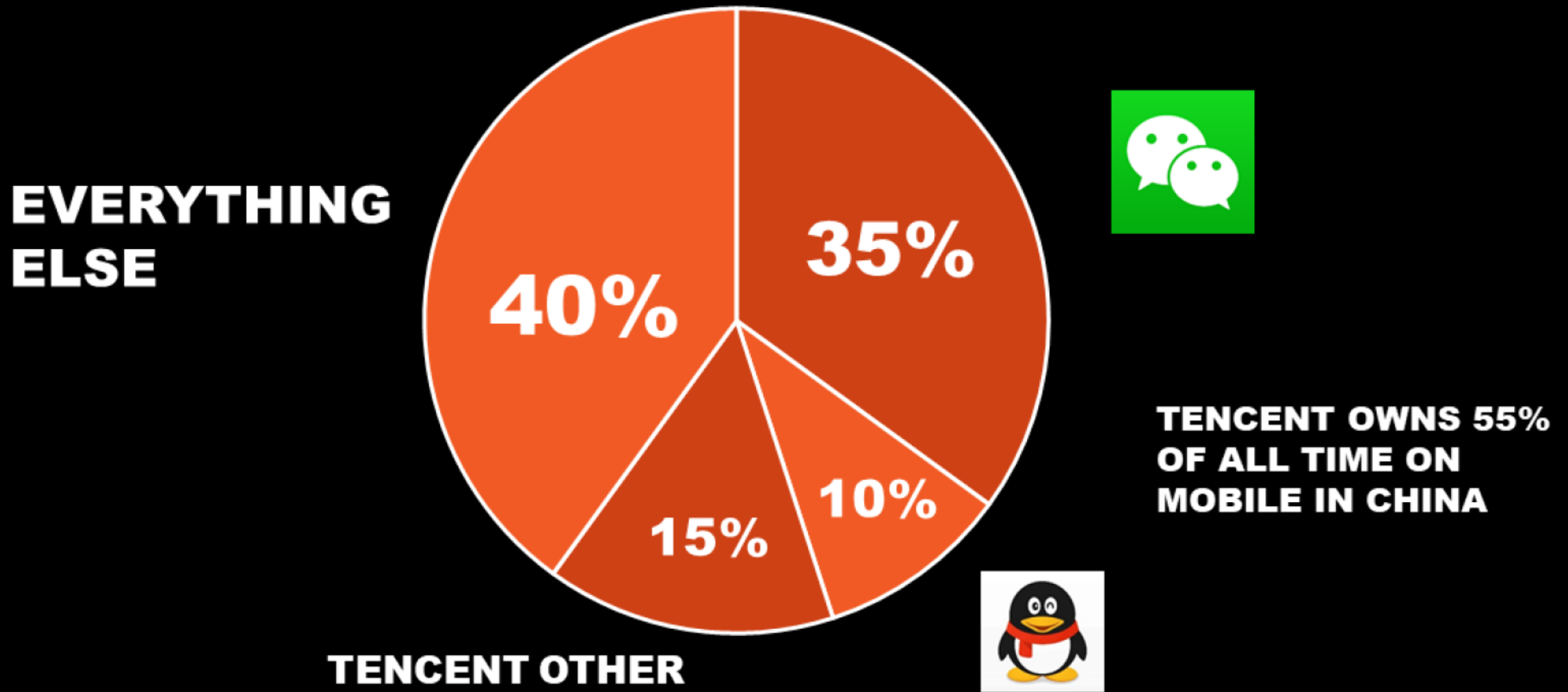


50 MILLION
HONOR OF KINGS DAU

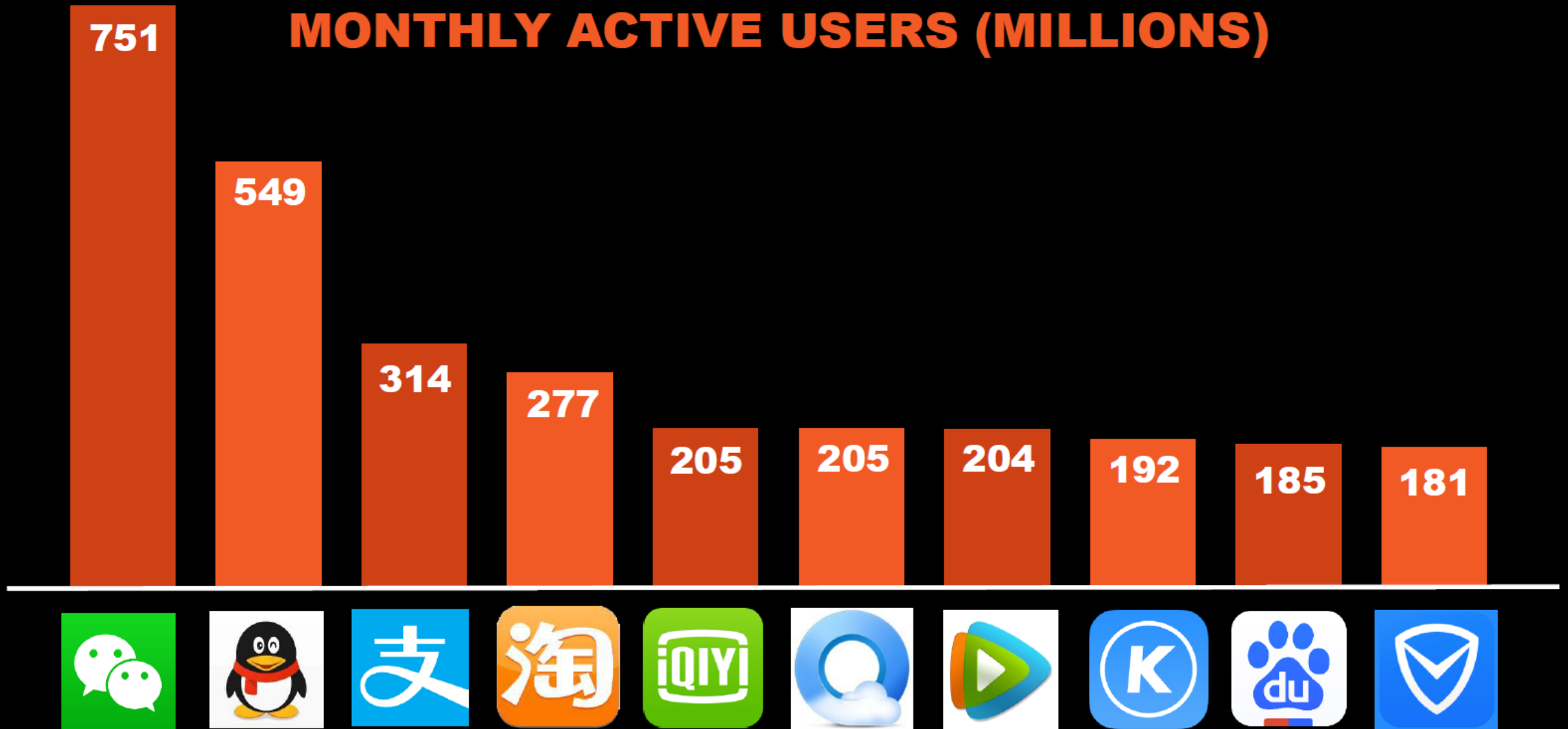
TENCENT & ALIBABA: SOME KEY AREAS OF COMPETITION

AREA	TENCENT	ALIBABA
PAYMENTS	 WECHAT PAY (PAY.WEIXIN.QQ.COM)	 ALIPAY (ALIPAY.COM)
ECOMMERCE	 JD, VIPSHOP (JD.COM, VIP.COM)	 TAOBAO, TMALL (TAOBAO.COM TMALL.COM)
SOCIAL	 WECHAT, QQ (WEIXIN.QQ.COM, IM.QQ.COM)	 WEIBO (WEIBO.COM)
BROWSERS	 QQ BROWSER (BROWSER.QQ.COM)	 UC BROWSER (UCWEB.COM)
VIDEO	 TENCENT VIDEO (V.QQ.COM)	 YOUKU, TUDOU (YOUKU.COM, TUDOU.COM)
RETAIL	 YONGHUI, CARREFOUR (YONGHUI.COM.CN, CARREFOUR.CN)	 SUNING, HEMA (SUNING.COM, FRESHHEMA.COM)
CLOUD	 TENCENT CLOUD (CLOUD.TENCENT.COM)	 ALI CLOUD (ALIYUN.COM)
TRAVEL	 LY (LY.COM)	 FLIGGY (ALITRIP.COM)
BIKE SHARING	 MOBIKE (MOBIKE.COM/CN)	 OFO (OFO.SO)
ENTERPRISE PRODUCTIVITY	 WECHAT ENTERPRISE, TIM (OFFICE.QQ.COM)	 DING TALK (DINGTALK.COM)
MAPS	 TENCENT MAPS (MAP.QQ.COM)	 AUTONAVI (DITU.AMAP.COM)
BANKING	 WEBANK (WEBANK.COM)	 MY BANK (MYBANK.CN)
O2O ON-DEMAND	 MEITUAN DIANPING (MEITUAN.COM)	 KOUBEI / ELE.ME (KOUBEI.COM, ELE.ME)

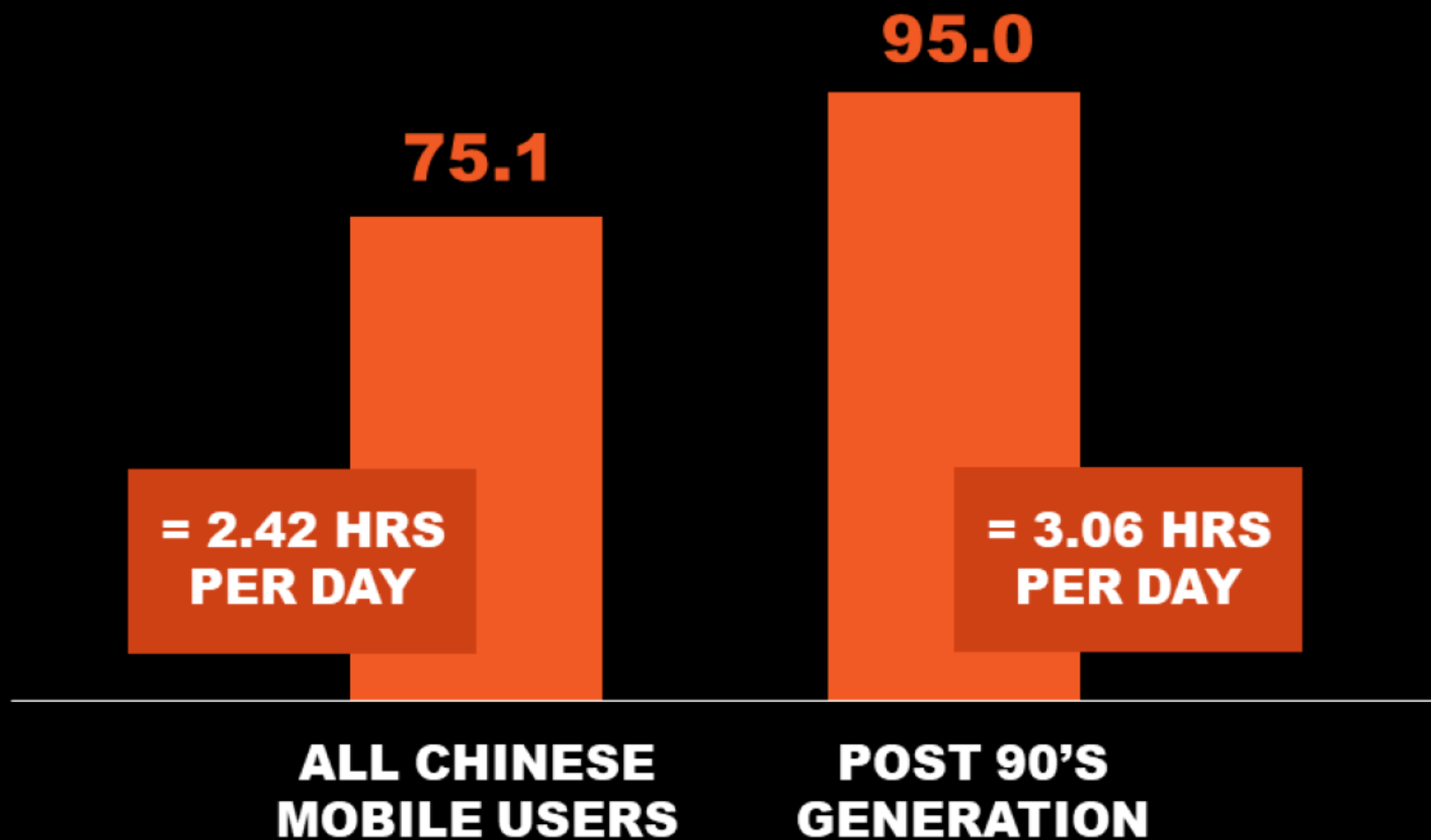
TIME SPENT ON MOBILE IN CHINA



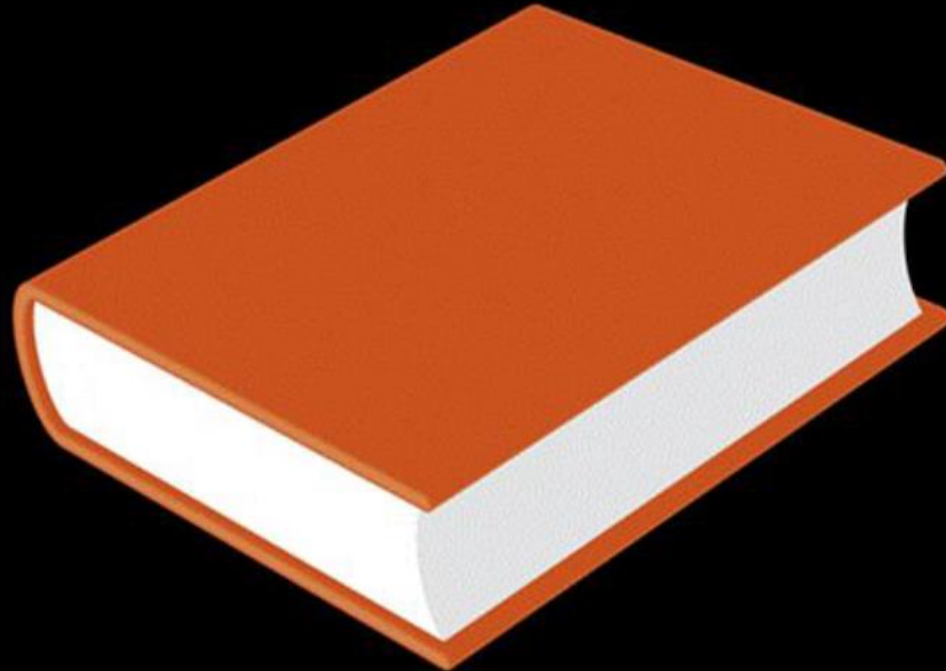
CHINA TOP 10 APPS NOV 2016 MONTHLY ACTIVE USERS (MILLIONS)



AVERAGE HRS CHINESE SPEND PER MONTH USING MOBILE APPS



**THE AVERAGE WECHAT USER READS
THE EQUIVALENT OF 1 FULL NOVEL
PER MONTH ON WECHAT!**



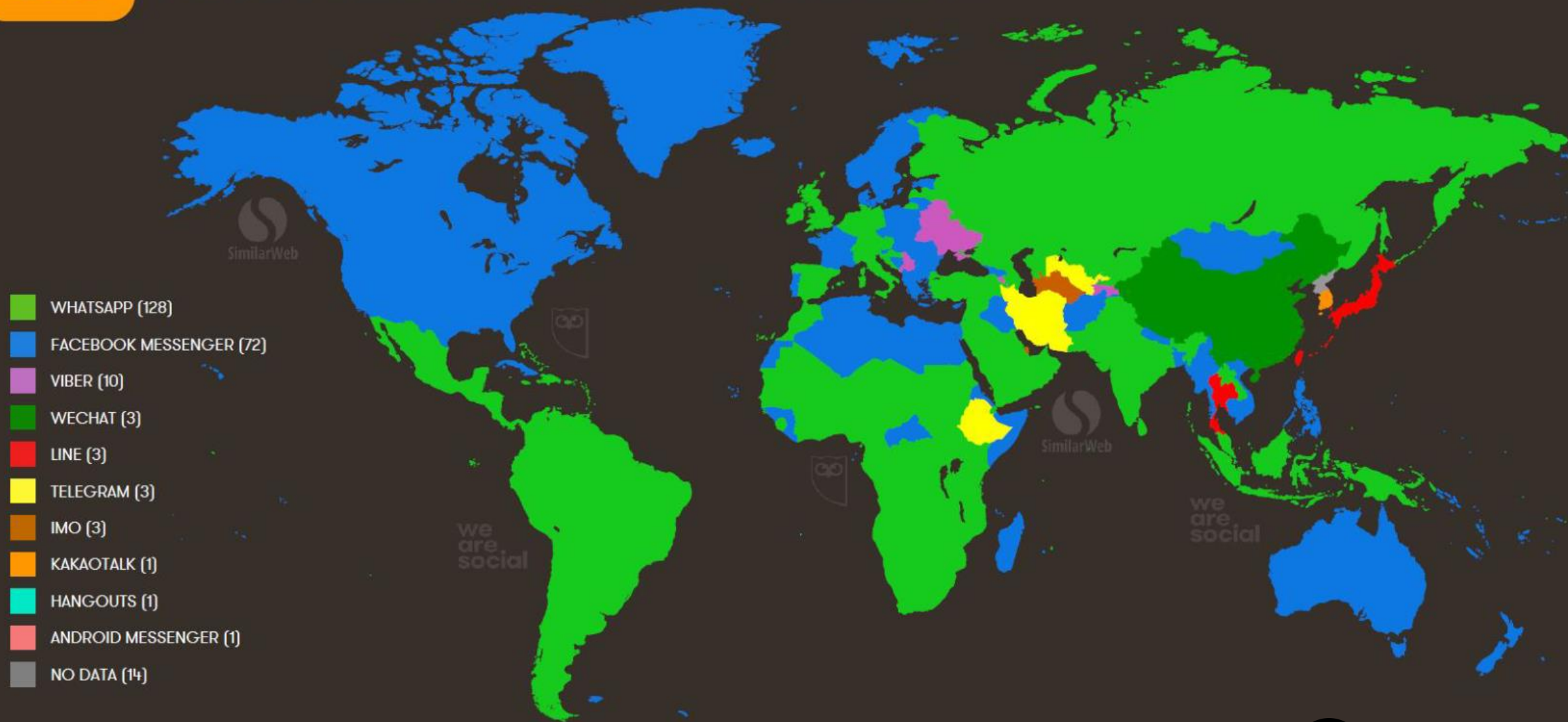
WECHAT IS USED TO SCAN QR CODES MORE THAN 80 MILLION TIMES PER DAY



JAN
2018

TOP MESSENGER APPS BY COUNTRY

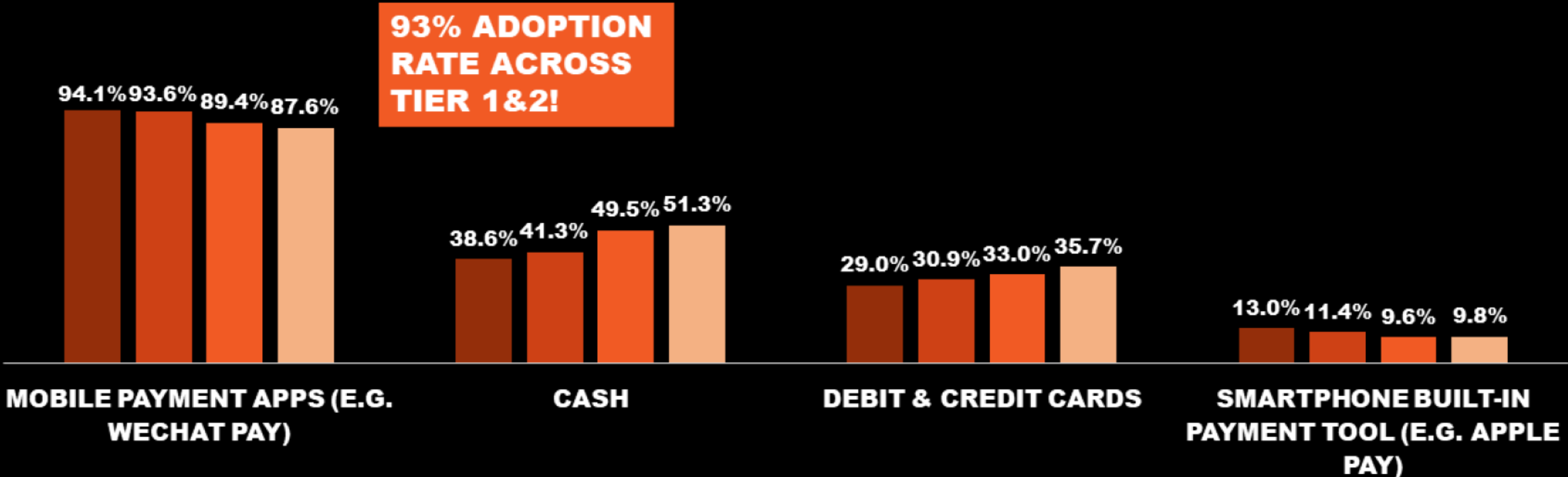
BASED ON THE GOOGLE PLAY STORE RANK FOR EACH COUNTRY IN DECEMBER 2017



SOURCE: SIMILARWEB, JANUARY 2018, BASED ON THE GOOGLE PLAY APP STORE RANK FOR DECEMBER 2017. FIGURES IN PARENTHESES IN THE LEGEND REPRESENT THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH EACH PLATFORM IS THE TOP-RANKED MESSENGER APP.

PRIMARY PAYMENT METHODS FOR OFFLINE PURCHASES

93% ADOPTION RATE ACROSS TIER 1&2!



- 1ST TIER CITIES (BEIJING, SHANGHAI)
- 2ND TIER CITIES
- 3RD TIER CITIES
- 4TH TIER CITIES & BELOW



WeChat Strategy

Look and Feel



Our Service Example of WeChat Official



Our Service

WeChat Article



Post Article on WeChat Official of Level Up

Searchable, Shareable on WeChat

WeChat Official Account



Features:

- Informative
- Ticket Reservation & Purchase
- Promotion & Coupons
- E-Commerce



WeChat Strategy

WeChat Pay

สินค้าไปรษณีย์บริการพิเศษ... 7-11

ยินดีต้อนรับชำระเงินผ่าน
欢迎使用
Welcome To Payment

支付宝
ALIPAY
蚂蚁金服旗下品牌

微信支付

VISA

ลิซ่าโปร...
เพียบ!!

7-APP โหลดง่าย
แค่สแกน

หรือดาวน์โหลดที่
เสิร์จ App Store หรือ Google Play
App 7-Eleven TH > no. "คิวอี" (install)

(086) 399608
(0) 0047590 - 94

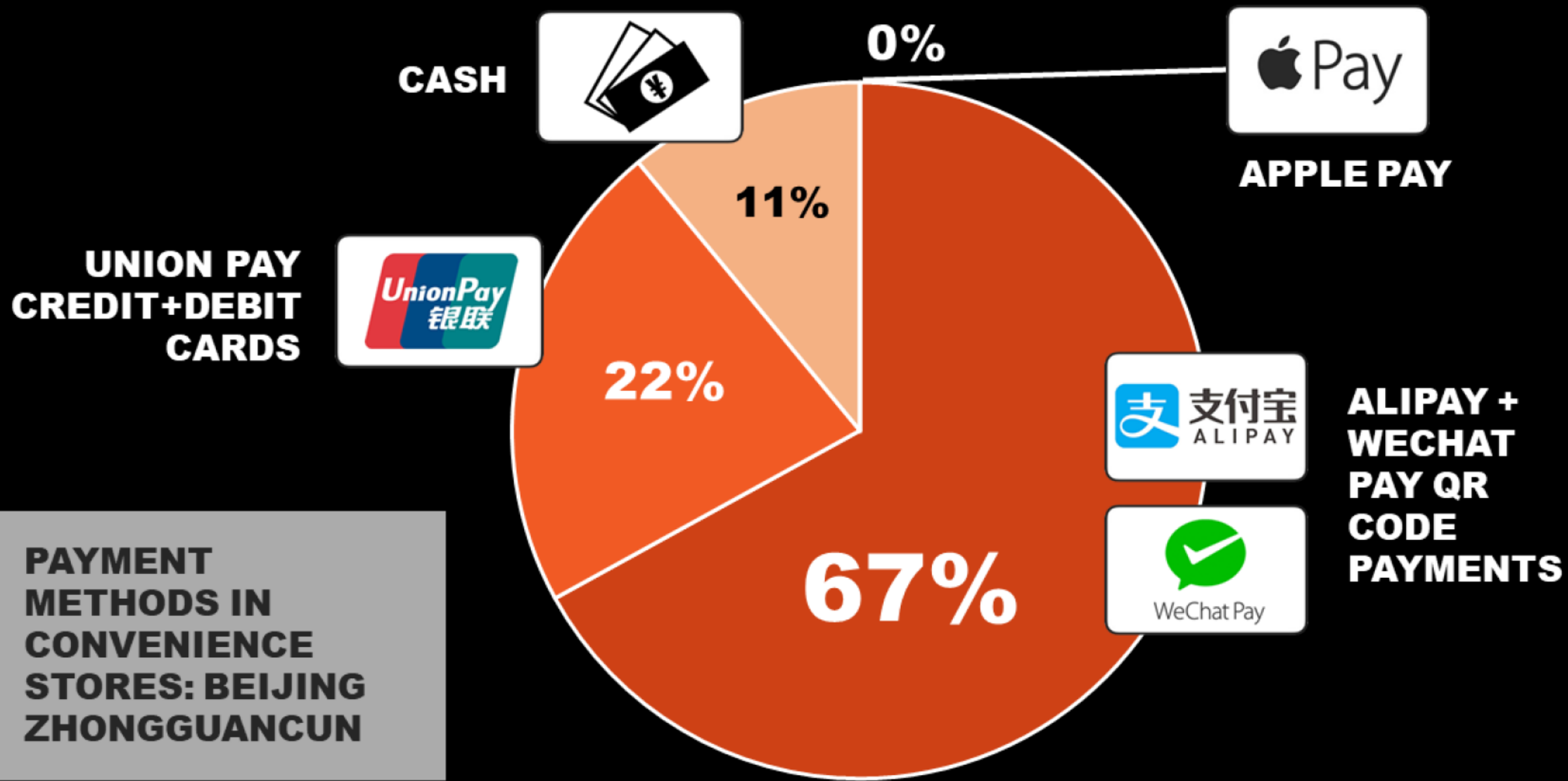
本店推荐使用
Welcome To Use WeChat Pay

微信支付

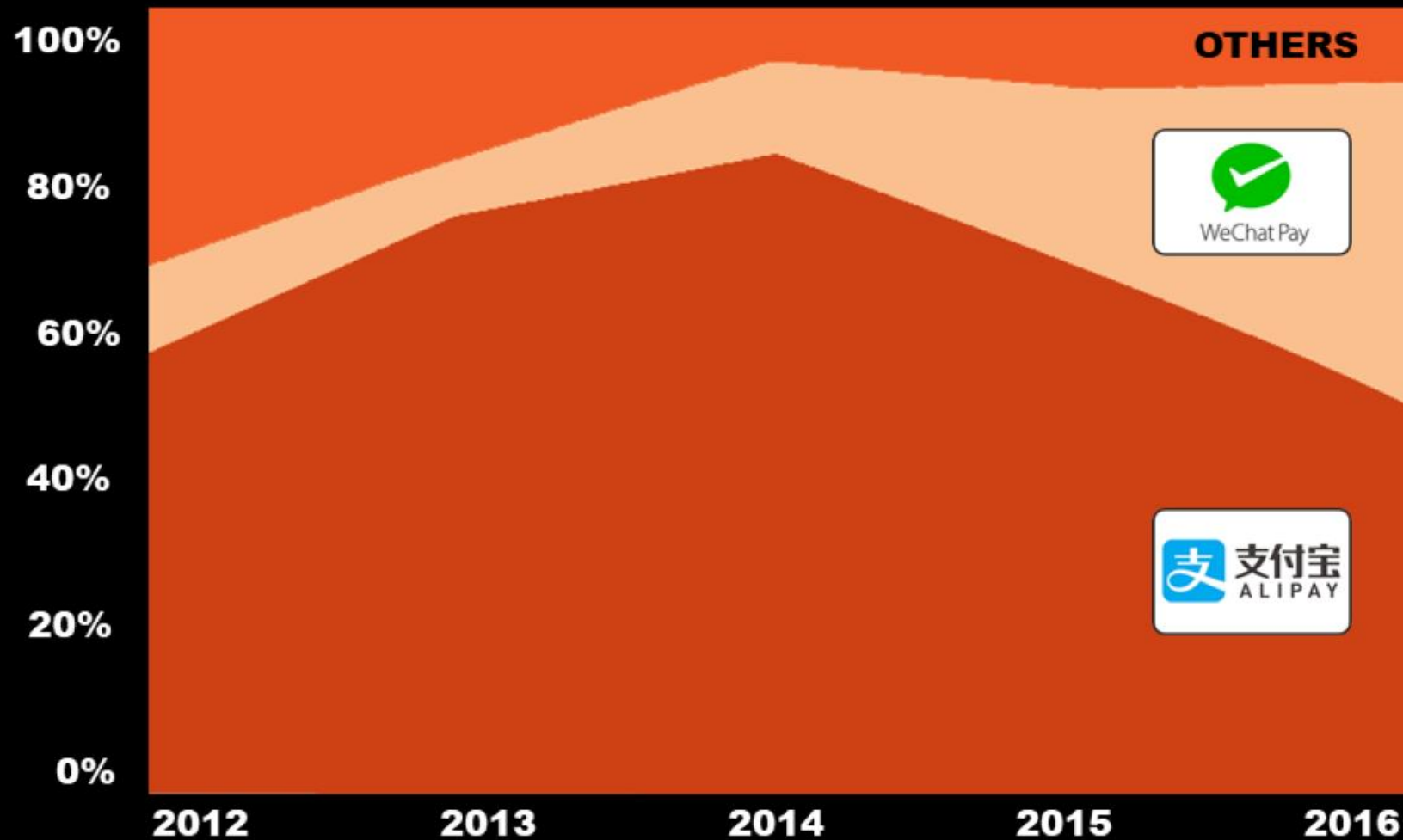
Welcome
欢迎使用VISA信用卡
ยินดีต้อนรับบัตรเครดิต

VISA

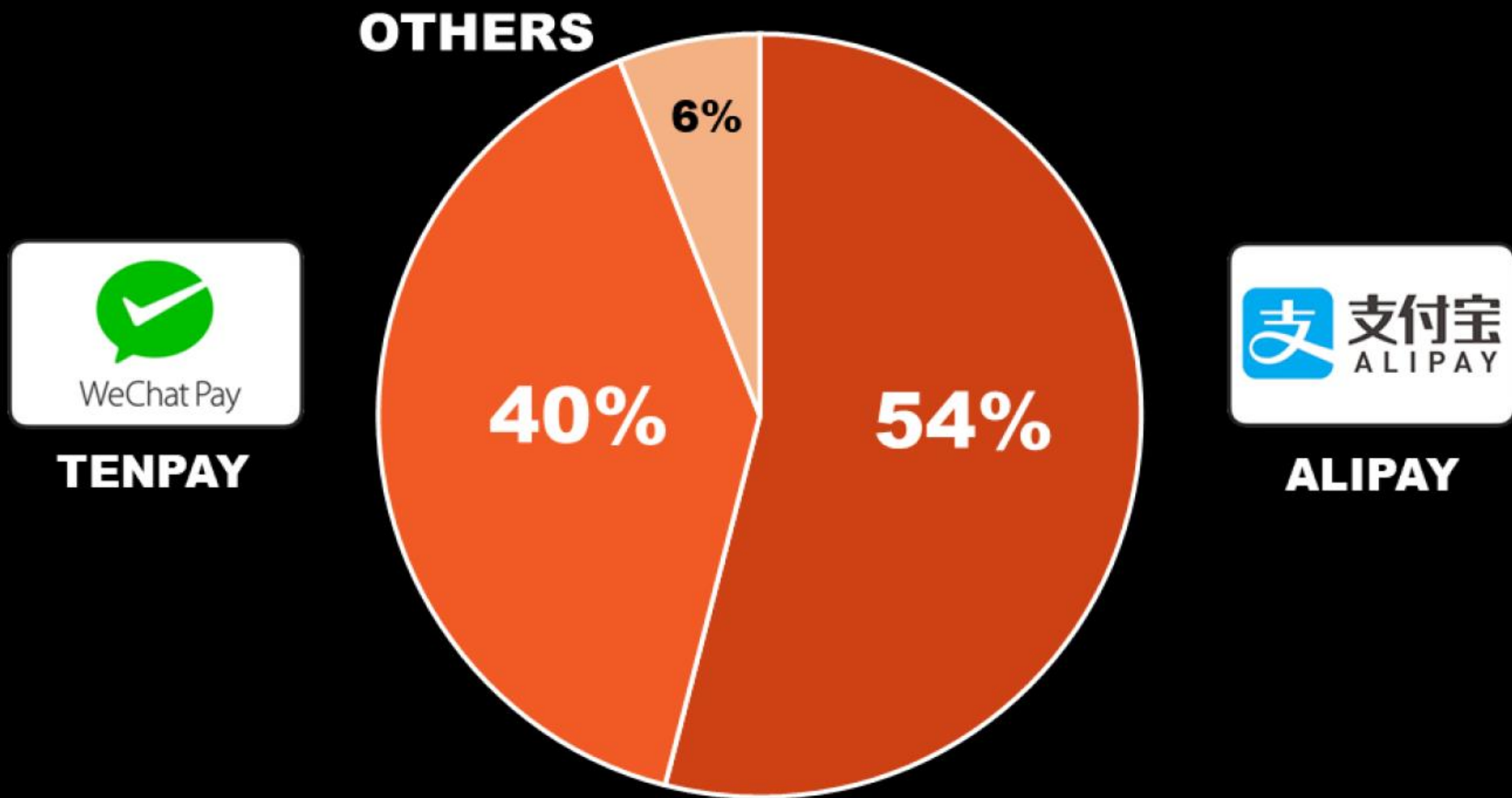
รับชำระค่าสินค้าและบริการผ่านบัตร
ยอดขั้นต่ำ 300 บาทขึ้นไป
Welcome Credit Card, minimum payment



3RD PARTY MOBILE PAYMENTS MARKET



3RD PARTY MOBILE PAYMENTS MARKET 2017 Q1



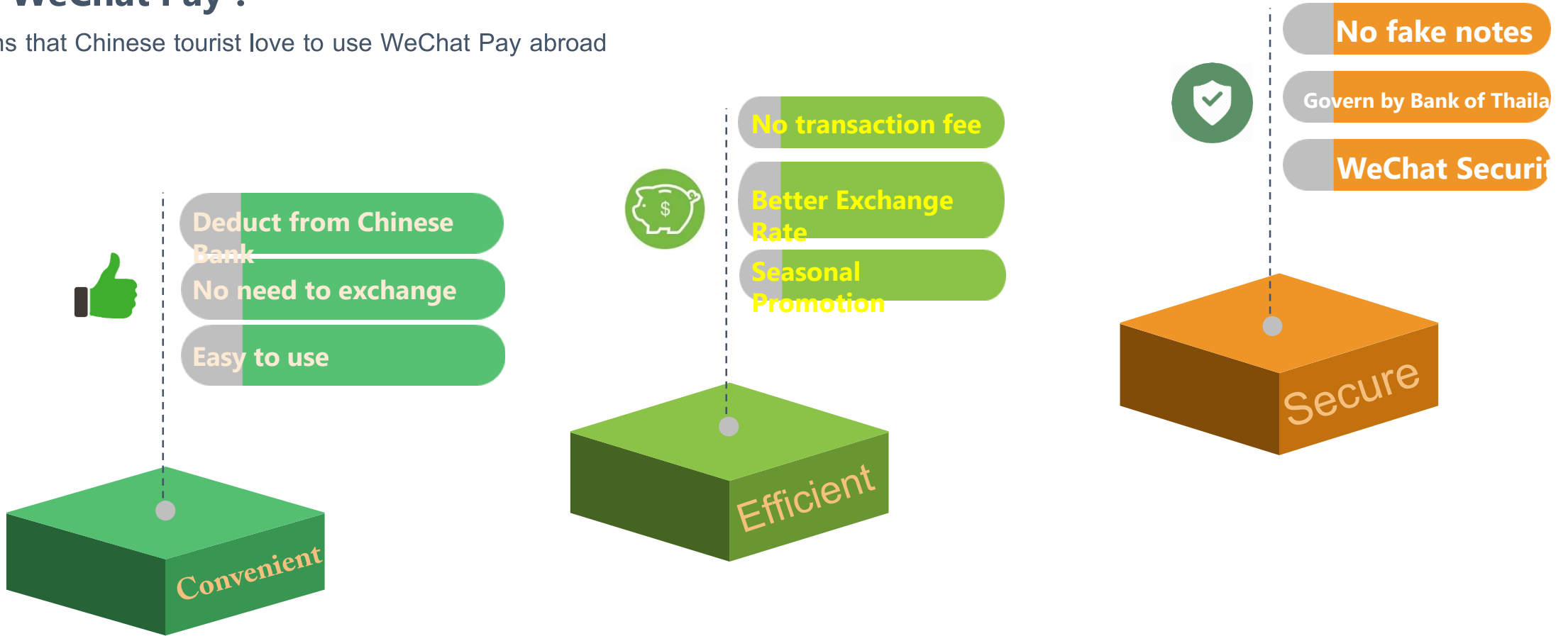


Mobile Payment – WeChat Pay



Why WeChat Pay ?

Reasons that Chinese tourist love to use WeChat Pay abroad

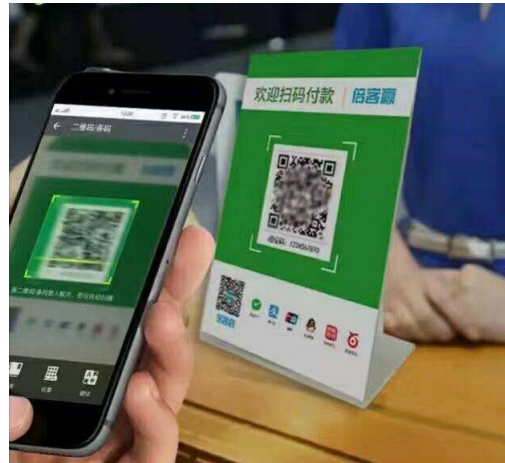


Mobile Payment – WeChat Pay



3 Methods of Payment

1. Static QR Code Offline for shop front



Scan Payment QR code



Input amount



Complete contraction

Mobile Payment – WeChat Pay



3 Methods of Payment

2. Quick Pay Offline for shop using POS/EDC



Show Payment

Code



Scan by POS/EDC

mach



Confirm amount complete

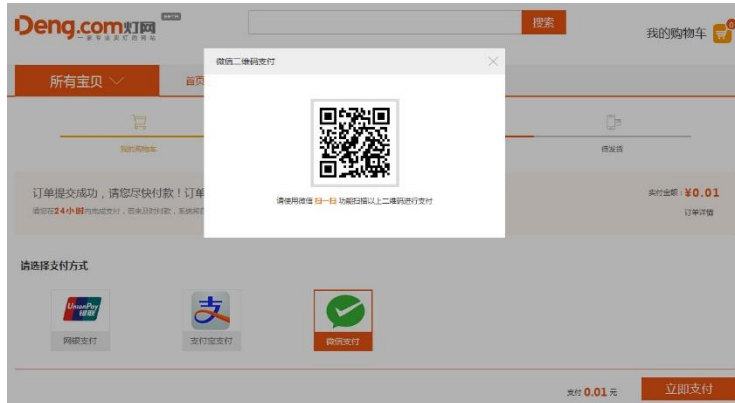
transaction

Mobile Payment – WeChat Pay



3 Methods of Payment

3. Dynamic QR Code Online for E-Commerce website



Make a transaction requirement and get QR code (temporary)



Scan QR code by Wechat



Complete transaction

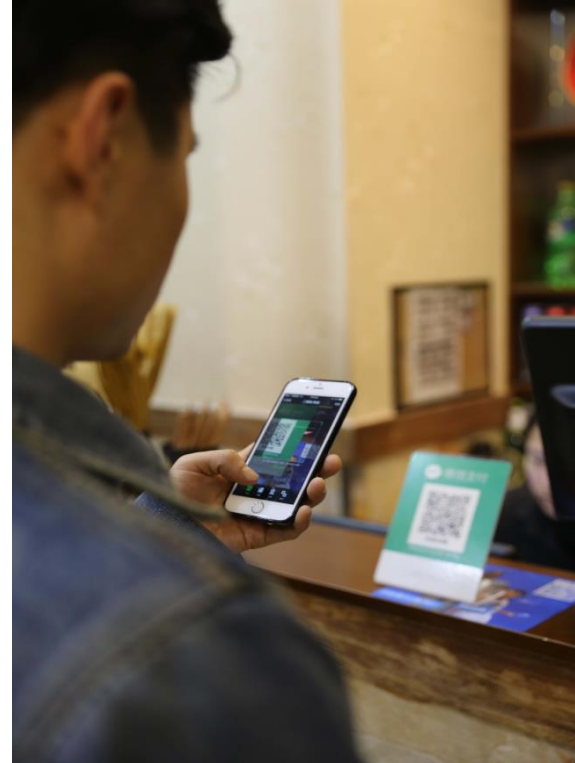
Mobile Payment – WeChat Pay



Example Convenient Lifestyle of WeChat Pay



Cash is troublesome



Mobile Payment is Convenient

Mobile Payment – WeChat Pay



WeChat Pay Market



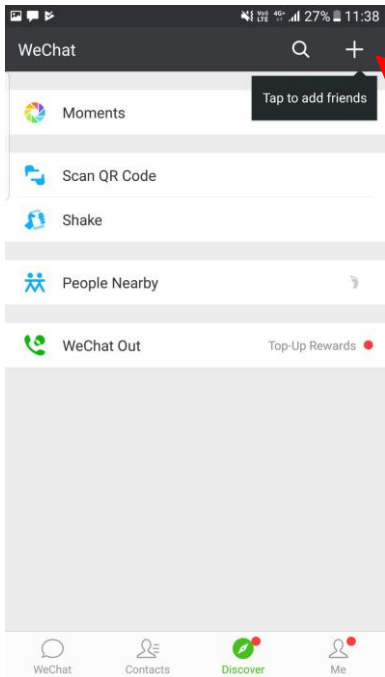


WeChat Strategy

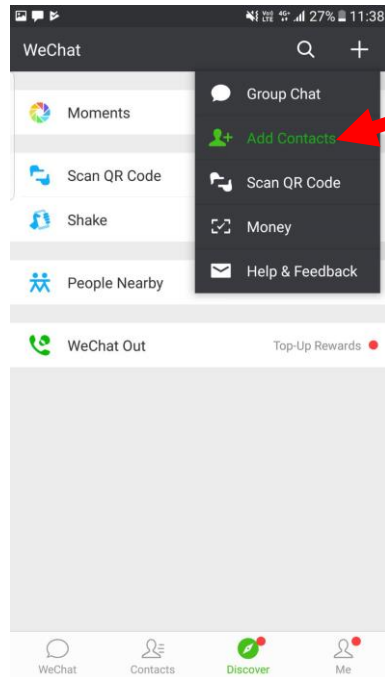
Tip 1: Create QR Code

เพิ่มเพื่อนแบบ Add ใจดี

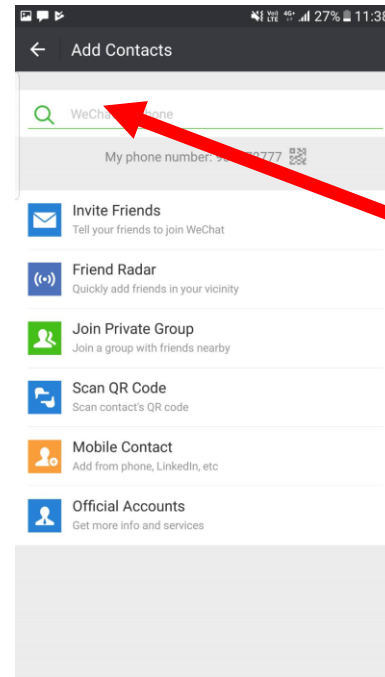
กดเครื่องหมาย +



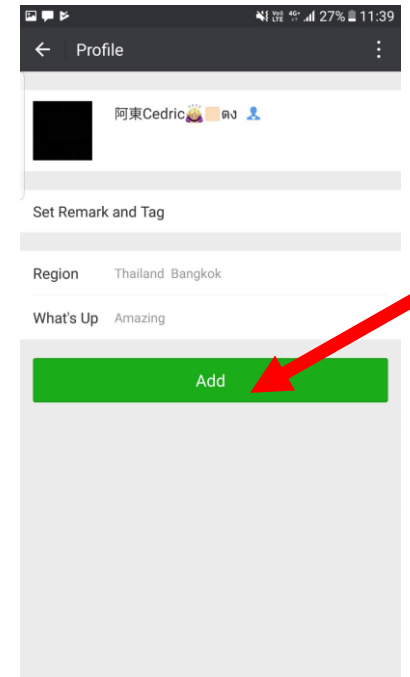
กด เพิ่มผู้ติดต่อ(Add Contacts)



พิมพ์ไอดีของเพื่อนลงไป



Add



เพิ่มเพื่อนด้วยการสแกน QR Code แบบ1

เพิ่มเพื่อนและจ่ายเงินด้วยการสแกน QR Code



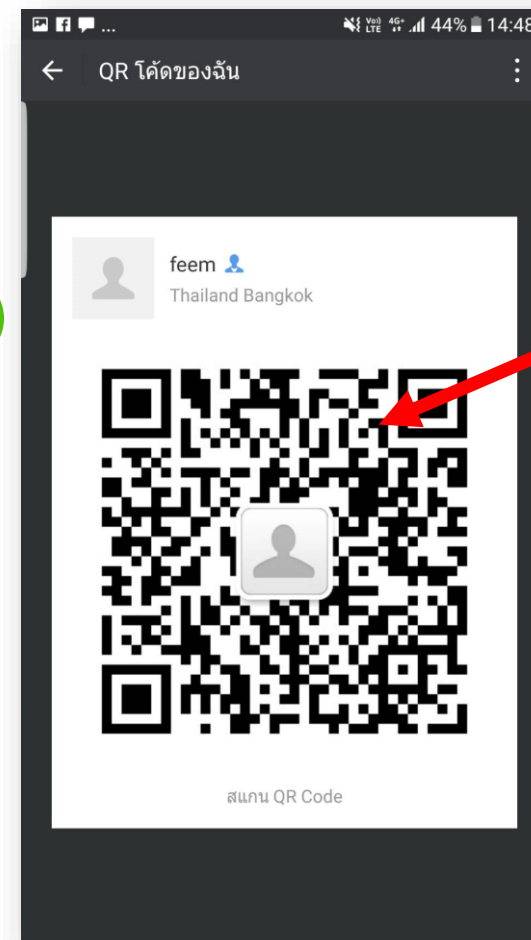
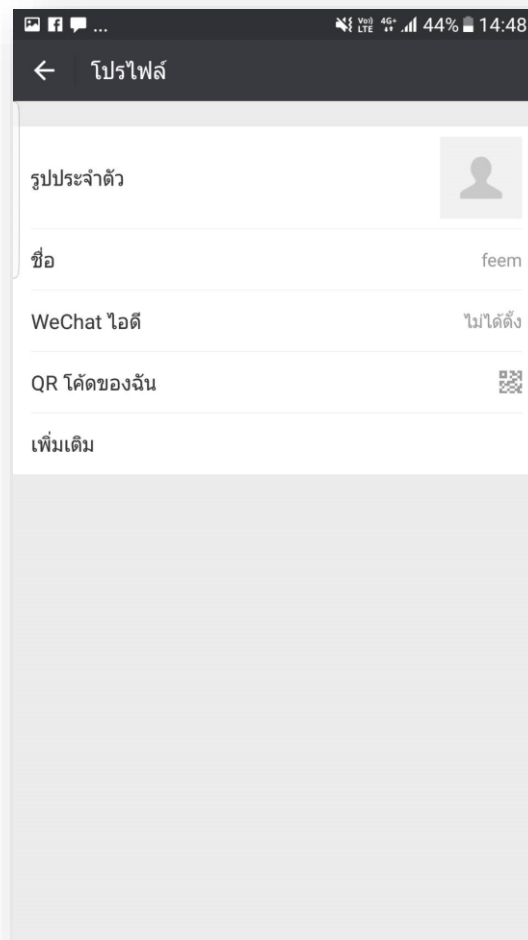
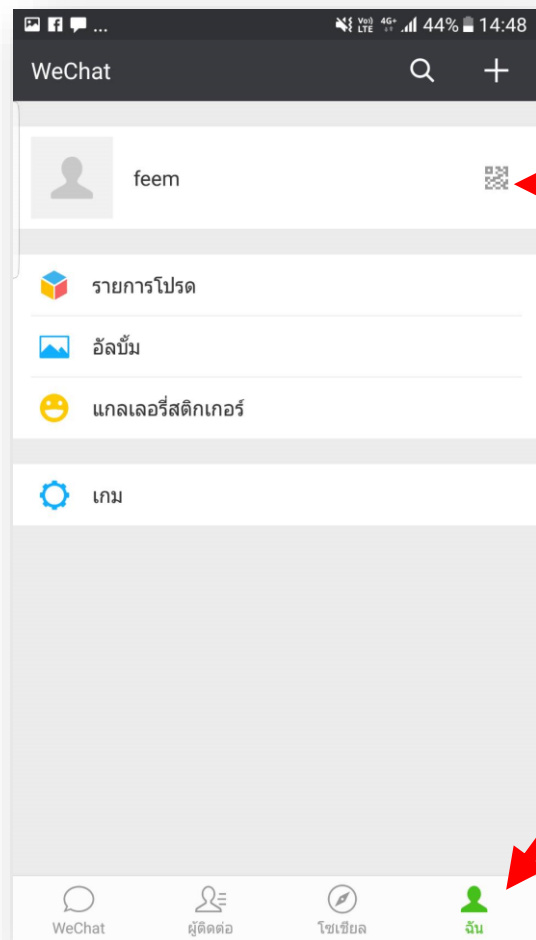
สแกน QR Code ได้เลย



สแกน QR Code บนโทรศัพท์เพื่อนก็ได้เลย

We Chat

เปิด QR Code ของเรา



ให้เพื่อนคุณมาสแกน
QR Code ของคุณได้
เพื่อ Add เป็นเพื่อนกัน



QR CODES WITH VALUE PROPOSITION





WeChat Strategy

Tip 2: WeChat Moment

โพจ ลงโฆษณา ขายของ ในMomentของเรา



PROMOTION / MARKETING



CAN POST

- **TEXT (LONG PRESS)**
- **PICTURES (MAX 9)**
- **10 SECOND VIDEOS**
- **LINKS**
- **WECHAT ARTICLES**

BEST IS PICTURE + SHORT VIDEO




人脉姐

专业人脉资源推广，人脉不是万能，但没有人脉是万万不能...

16 Nov

3 【商业推广🌸🌸🌸🌸】绮雯，一款食品级安全的面膜，主要成份：...



9 posts

🔥🔥🔥 【荳人👑团队周推广】【漂亮是必须的】LATOJA·水光针美白、补水、提拉、...



9 posts

我才推荐给大家，一天几十...
8 posts

🔥🔥🔥 【荳人👑团队🌕推广】醉美曲线定制七大优势：一，无钢圈、降低乳腺疾病，...



9 posts

3 🐟🐟🐟 【重点包🌕👑👑推广】..瘦身.抹哪儿瘦哪儿..润肤.皮肤水当当..美白.白白嫩...



6 posts

亲：樱花手镯柜台价319元！现在活动免费送你，你只要付39元邮费就好了！谢谢你...



4 posts

🔥🔥🔥 【荳人👑团队🌕推广】✅✅✅ 白皙“摇BB”为什么可以持久持妆？👉因为产...



9 posts

🔥🔥🔥 【荳人👑团队半🌕推广】需要找货源的朋友看过来！3000多家一手货源号，...



9 posts

🔥🔥🔥 【荳人👑团队周推广】【漂亮是必须的】LATOJA·水光针美白、补水、提拉、...



9 posts

🔥🔥🔥 【荳人👑团队推

9 posts

3 【商业🌩周推广🌟🌟🌟🌟】🌸🌸🌸 酵素篇🌸🌸 中医教授有讲到：前...



9 posts

亲：幸运项链柜台价268元！现在活动免费送你，你只要付39元邮费就...



3 【商业🌩周推广🌸🌸🌸🌸】因个人原因无暇顾及，现特价处理一批国...



8 posts

3 🐟🐟🐟 【重点包🌕👑👑推广】..瘦身.抹哪儿瘦哪儿..润肤.皮肤水当当..美白.白白嫩...



6 posts

🔥🔥🔥 【荳人👑团队🌕推广】✅✅✅ 白皙“摇BB”为什么可以持久持妆？👉因为产...



9 posts

15 Nov

识别下面的二维码，再关注！送红包👉 摇到六:给你1.08块钱红包...



2 posts

9 CUT



Tencent: illustration of Local Ads in WeChat Moments (as of November 2016)



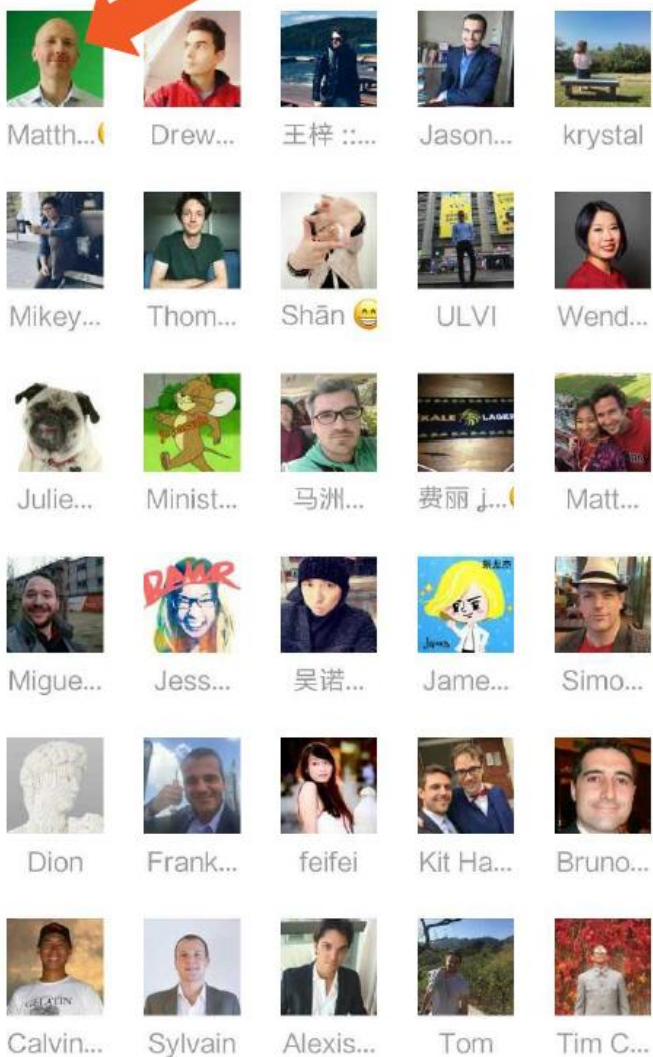


WeChat Strategy

Tip 3: WeChat Group

8:37 AM ... 4G 100%

← ข้อมูลสนทนา (496)

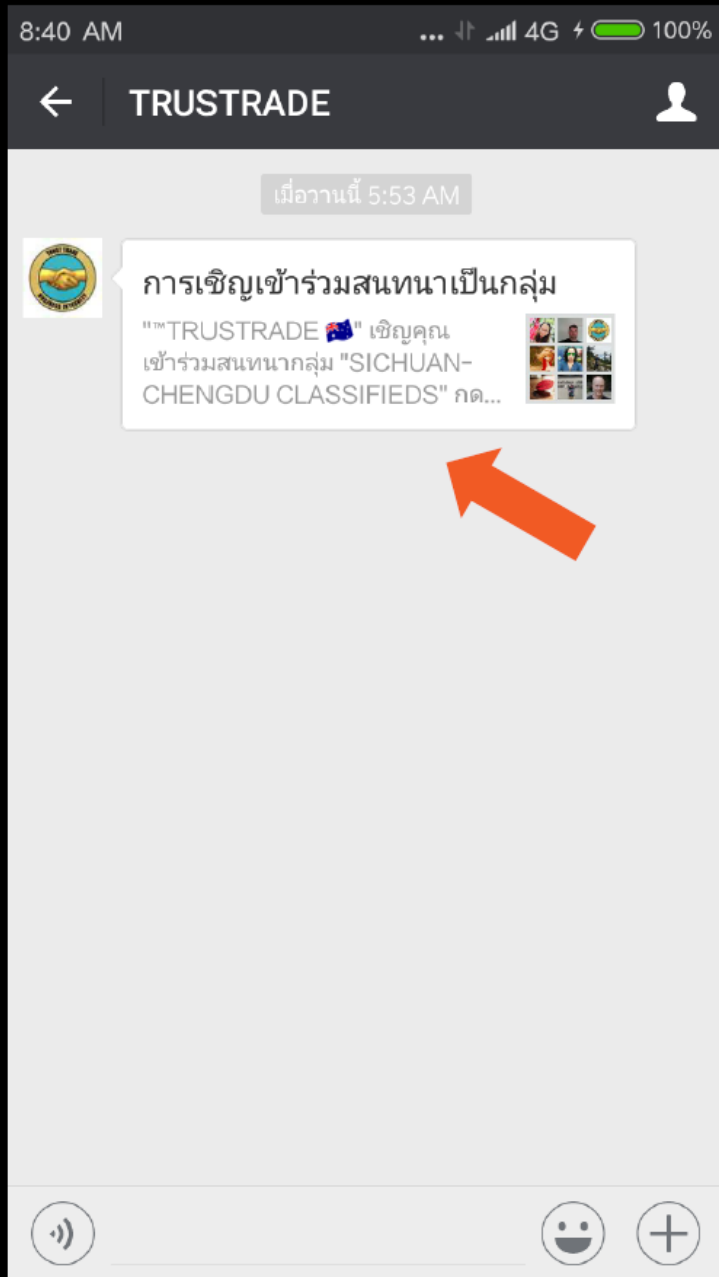


1 GROUP LEADER

ONLY GROUP LEADER CAN REMOVE OTHERS FROM GROUP

ONLY GROUP LEADER CAN SEND MESSAGES TO EVERYONE AT ONCE

ONLY GROUP LEADER CAN LOCK GROUP

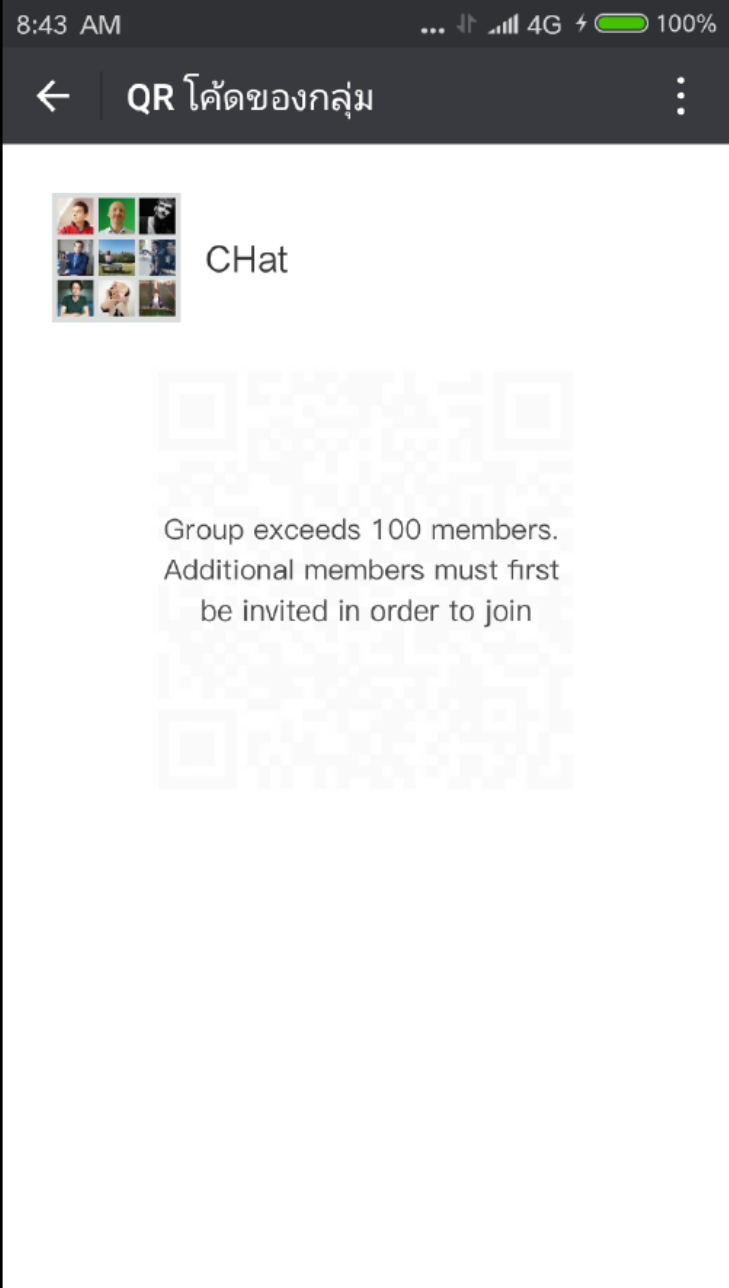


GROUPS SMALLER THAN 40

ANYONE CAN FREELY ADD PEOPLE TO THE GROUP

ABOVE 40

PERSON MUST CONFIRM THEIR INTENTION TO JOIN THE GROUP BEFORE JOINING



ABOVE 100

GROUP QR CODE NO LONGER WORKS

THOSE WHO HAVEN'T LINKED A BANK CARD TO WECHAT WON'T BE ABLE TO JOIN THE GROUP



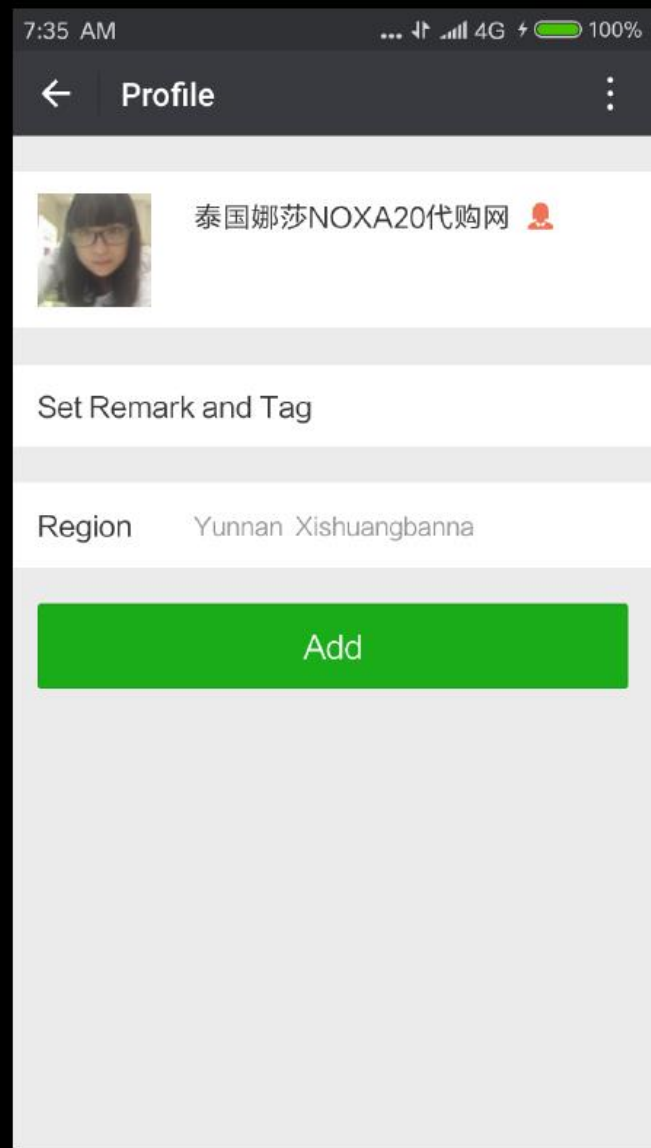
AT 500

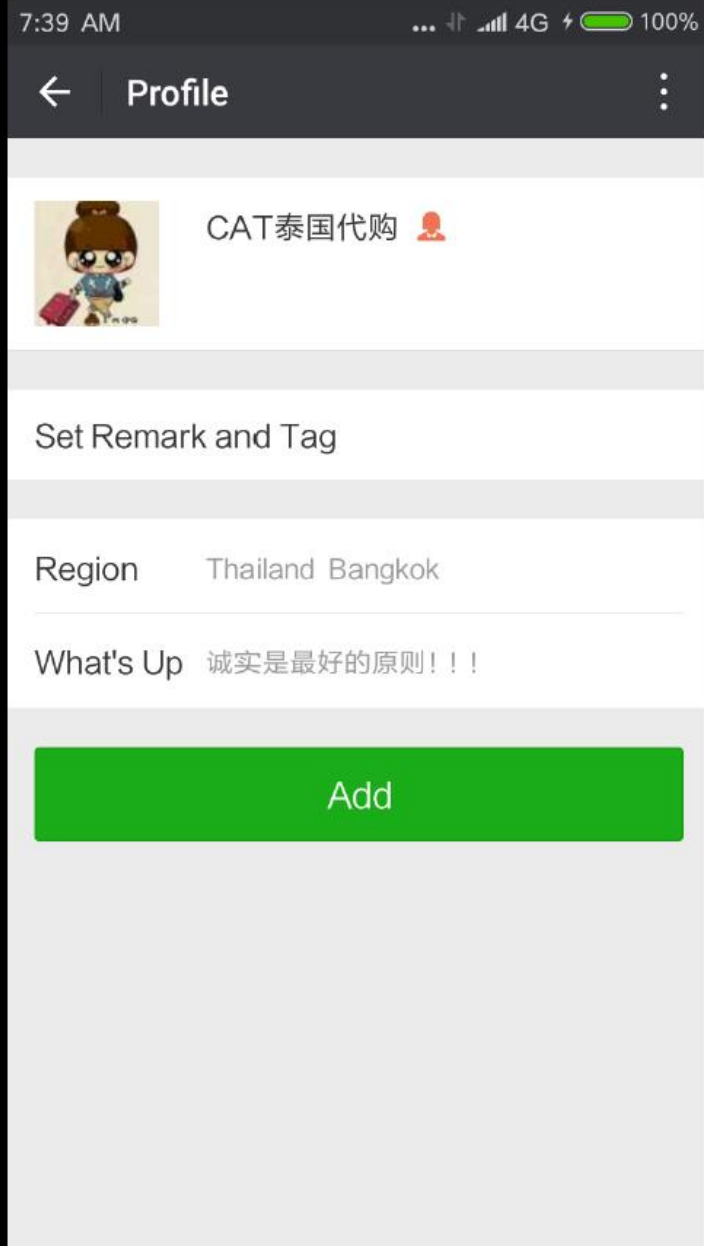
NO LONGER ABLE TO ADD PEOPLE TO THE GROUP



GROUP FATIGUE

DAIGOU BUYING AGENTS



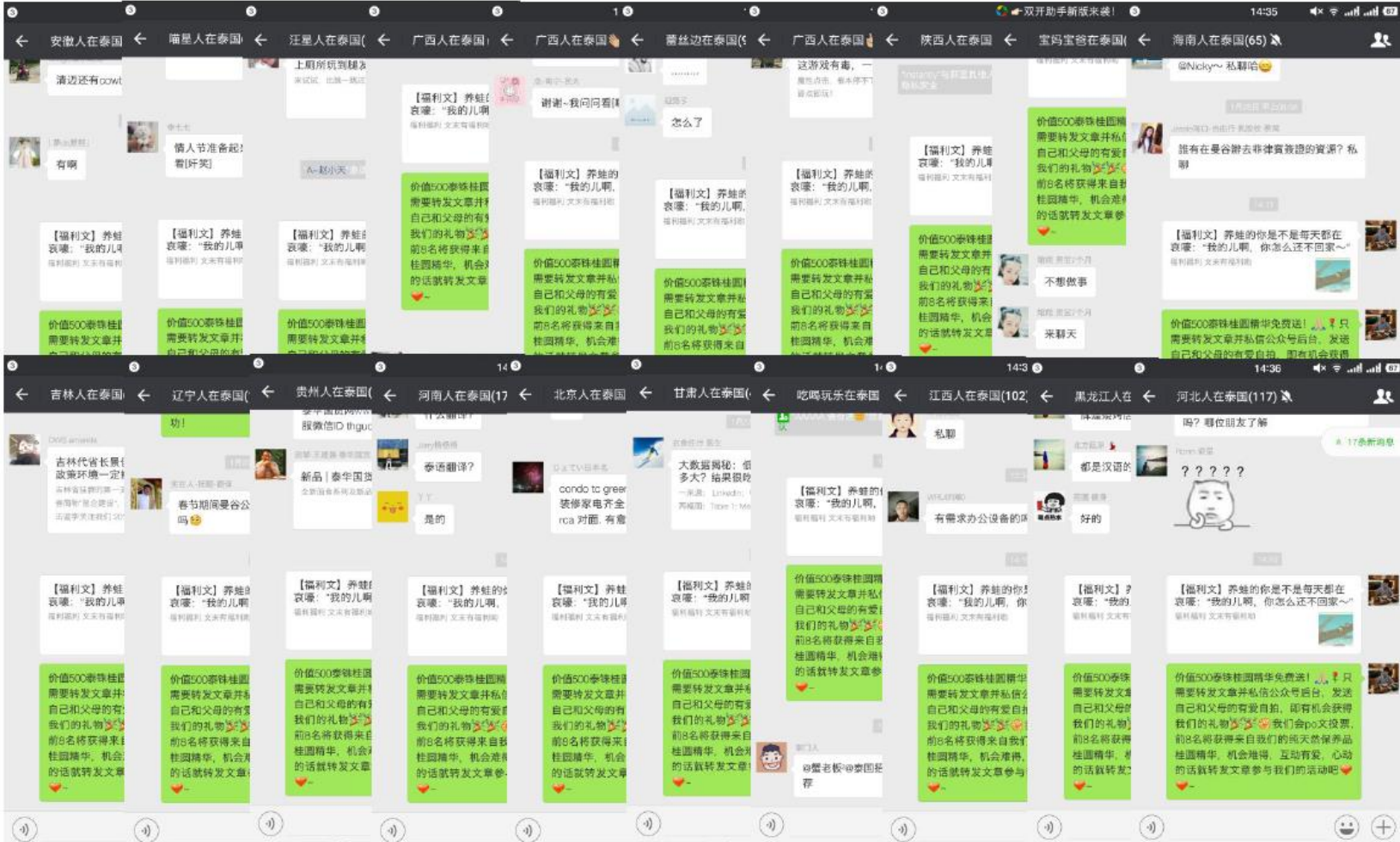
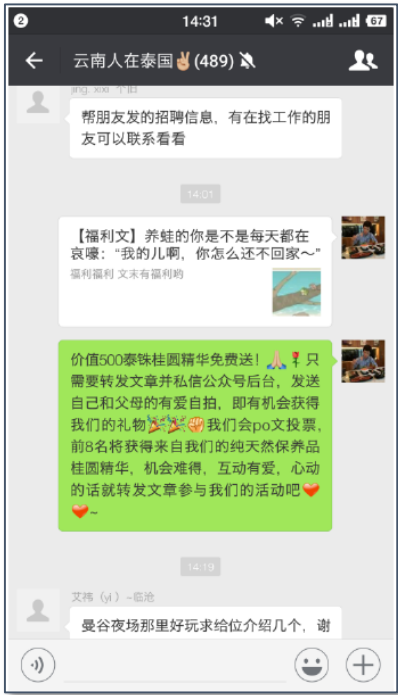


Our Service

WeChat WeChat Group



Share to 50+ Chinese group
Over 15,000+ Chinese members
(Expatriate + Thailand interest)





WeChat Strategy

Tip 4: KOL & Press

KOL (KEY OPINION LEADER) Promotion



KOL selection, communication plan, quality control



Chinese Online Press Campaign

Taiguowang WeChat Account



Taiguowang

Top Chinese press in Thailand
350,000 Follower



泰国网

8月18日 12:30 来自 微博 weibo.com 已编辑

#泰国事儿# 《Legend Siam泰国文化主题园盛大开幕吧！带你追溯暹罗缤纷传奇！》8月10号上午， legendsiam 泰国文化主题园在曼谷Grand Hyatt Erawan 酒店举行了盛大发布会。 [目 Legend Siam泰国文化主题园盛大开幕吧！带...](#)



Legend Siam泰国文化主题园盛大开幕吧！带你追溯暹罗缤纷传奇！

阅读 1.7万 推广

3

1

5

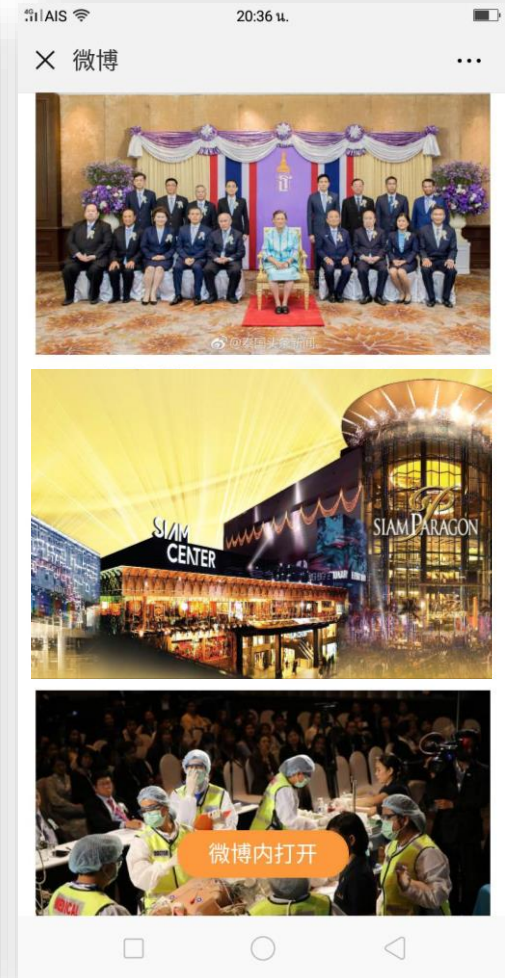
Chinese Online Press Campaign
Thailand Headline WeChat



THAILAND
泰Headlines
国头条新闻

Thailand Headline

Post photo/vdo/contents on weibo
 (100,000 follower)



Chinese Online Press Campaign
SSDaily WeChat



SSDaily

Post photo/vdo/content
 on WeChat official
 600,000 follower

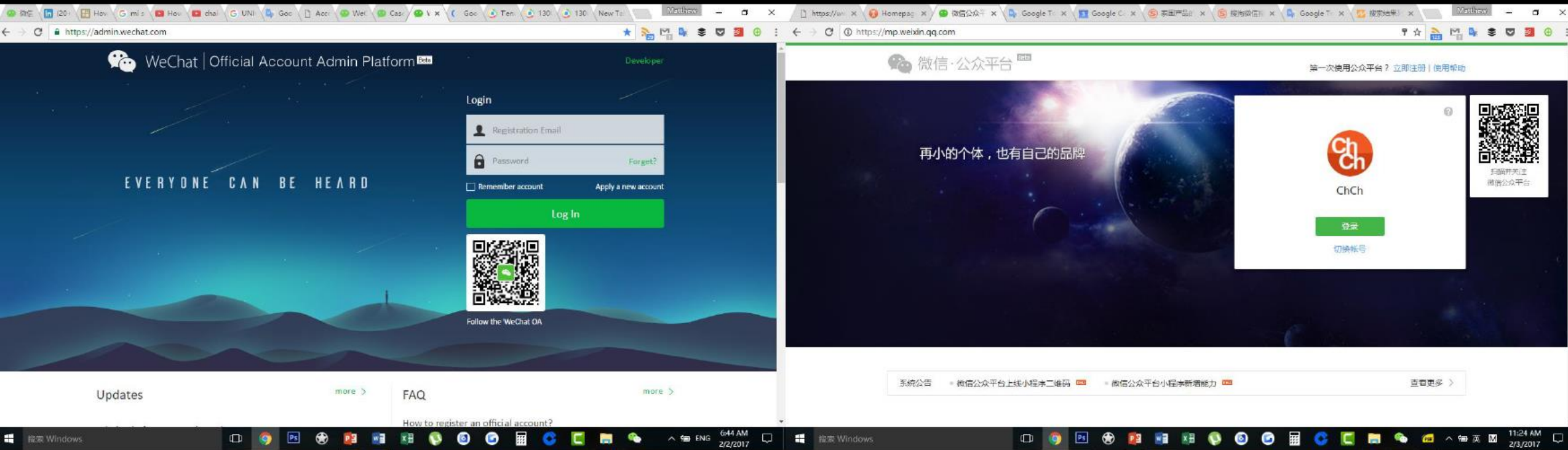




WeChat Strategy

Tip 5: WeChat OA

WECHAT vs. WEIXIN



INTERNATIONAL vs. MAINLAND CHINA



WeChat

Note

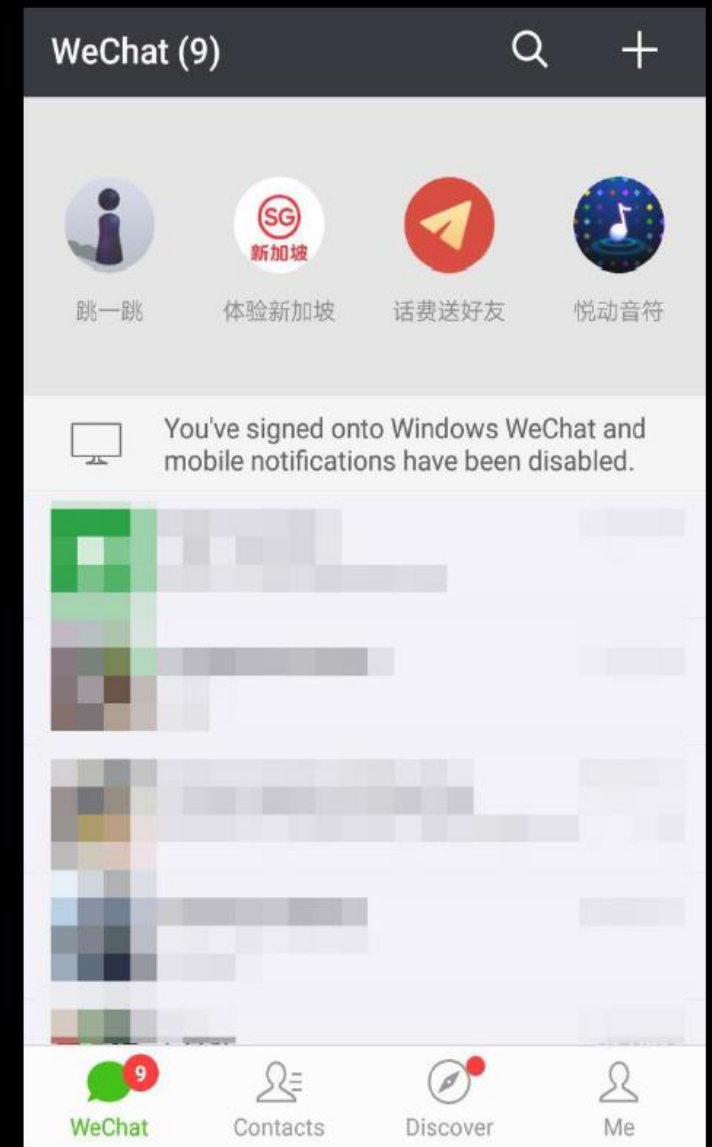
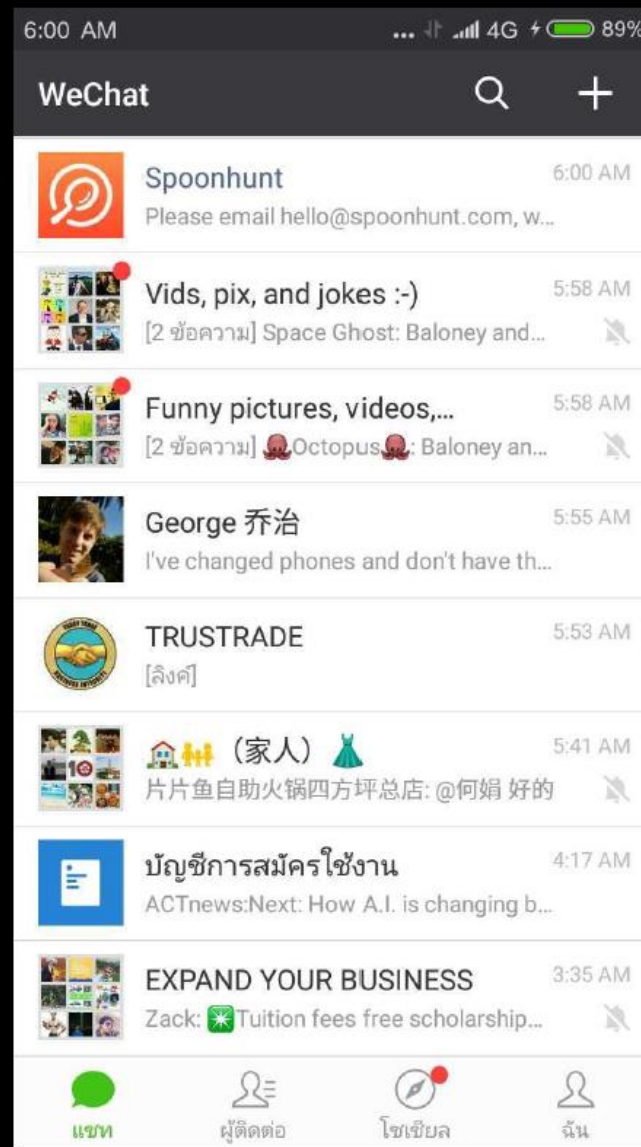
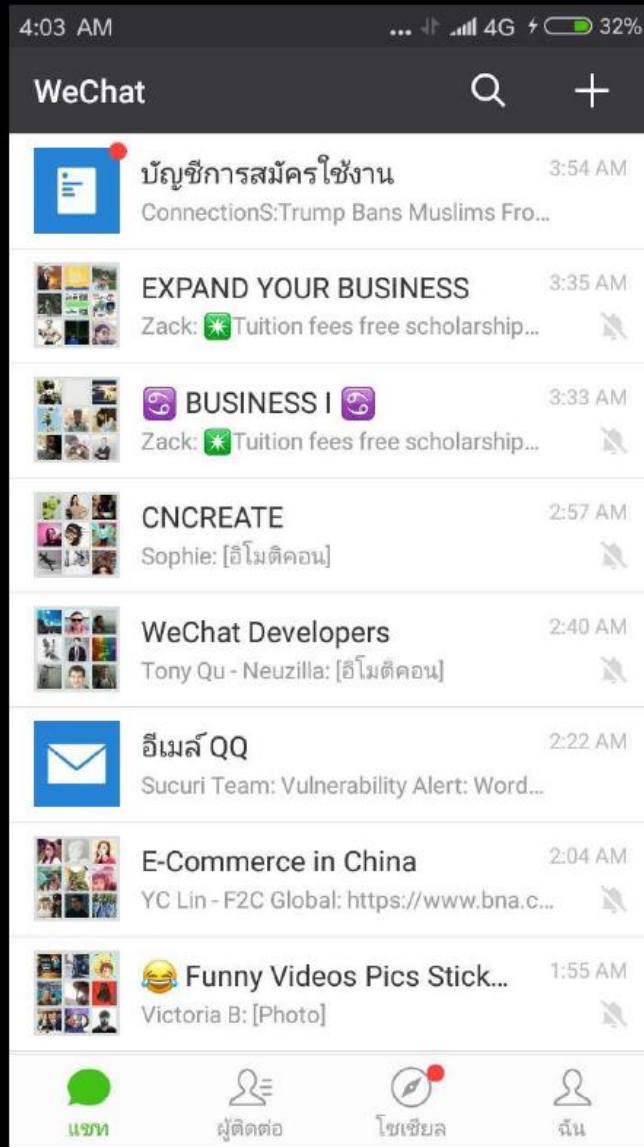
Invalid QR Code. Try a new one or
try again

OK



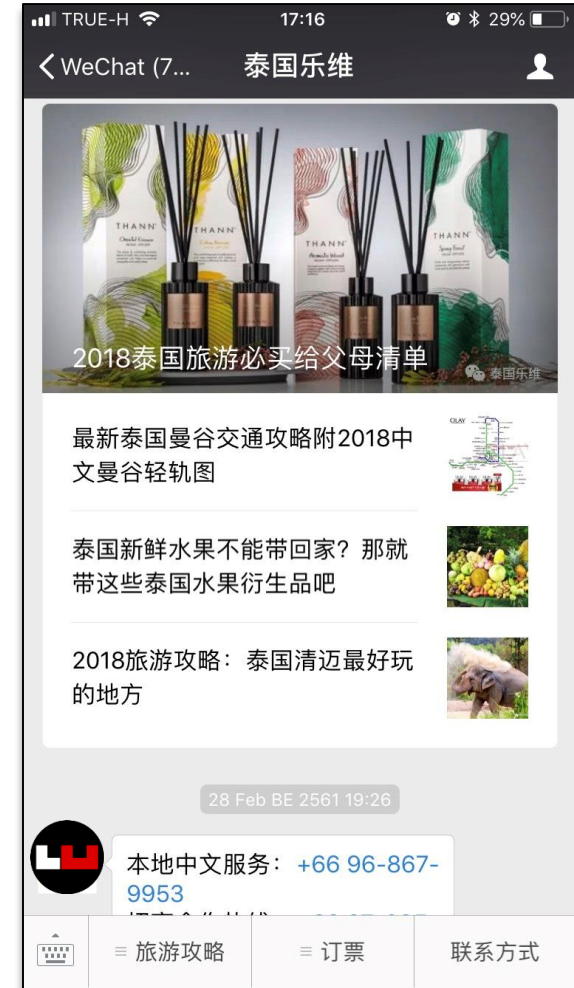
Weixin

3 KINDS OF ACCOUNT



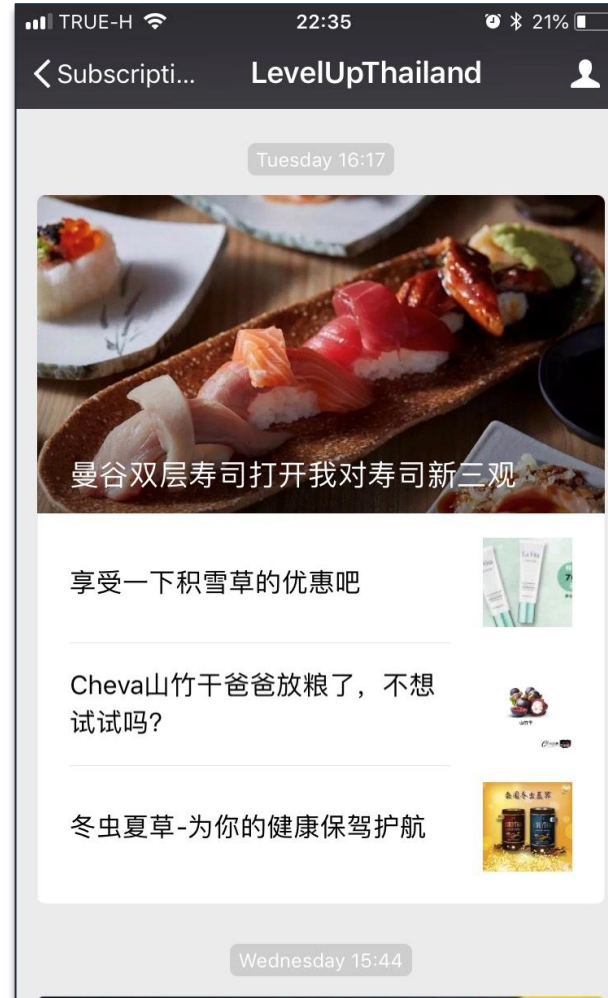


Our Service Example of WeChat Official



Our Service

WeChat Article



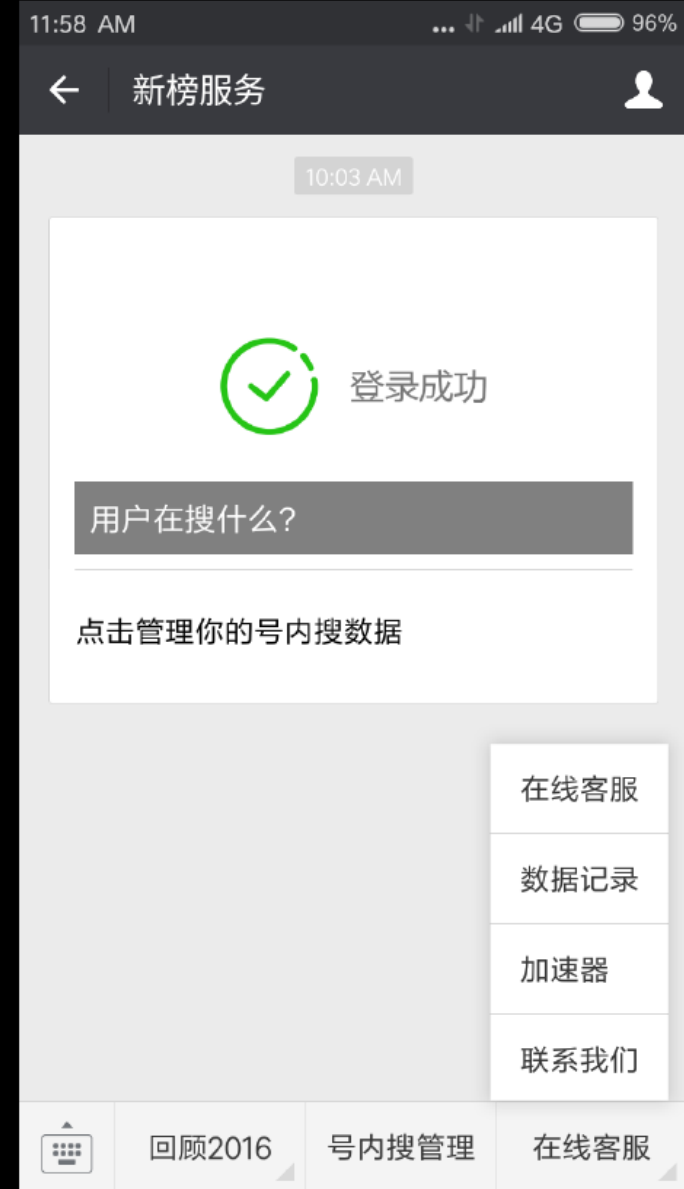
Post Article on WeChat Official of Level Up

Searchable, Shareable on WeChat

MENUS

3 FIRST LEVEL
5 SECOND LEVEL
15 MAX IN TOTAL

SAME PURPOSE AS
WEBSITE MENUS





!!! 点击“阅读原文”购买, 随机送同道大叔签名明信片

Read more Views 100000+ 1157 Report

Top Comments

Write a comment

賈Miss.17 1511



天蝎座搪胶公仔

白羊座搪胶公仔

68

购买 ¥68

商城首页

同道大叔

同道大叔



SINKER


COUPONS

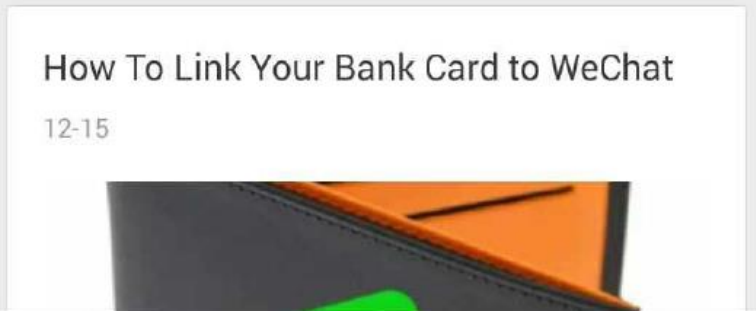


Hi 

 Thx for contacting us. 😊
Leave us your question or comment.
We'll get back to you as soon as we can. 👍

How do I link my bank card to wechat? 

 This information might be what you are looking for perhaps? 😊



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用户管理

素材管理

推广

广告主

流量主

统计

用户分析

图文分析

菜单分析

消息分析

接口分析

设置



默认组

修改备注



详细资料

默认组

修改备注



zoloo□□□□



备注名

默认组

修改备注



地区 蒙古

默认组

修改备注



签名 I miss you so much

分组

默认组

默认组

修改备注

加入黑名单



默认组

修改备注



点点

Beijing

修改备注

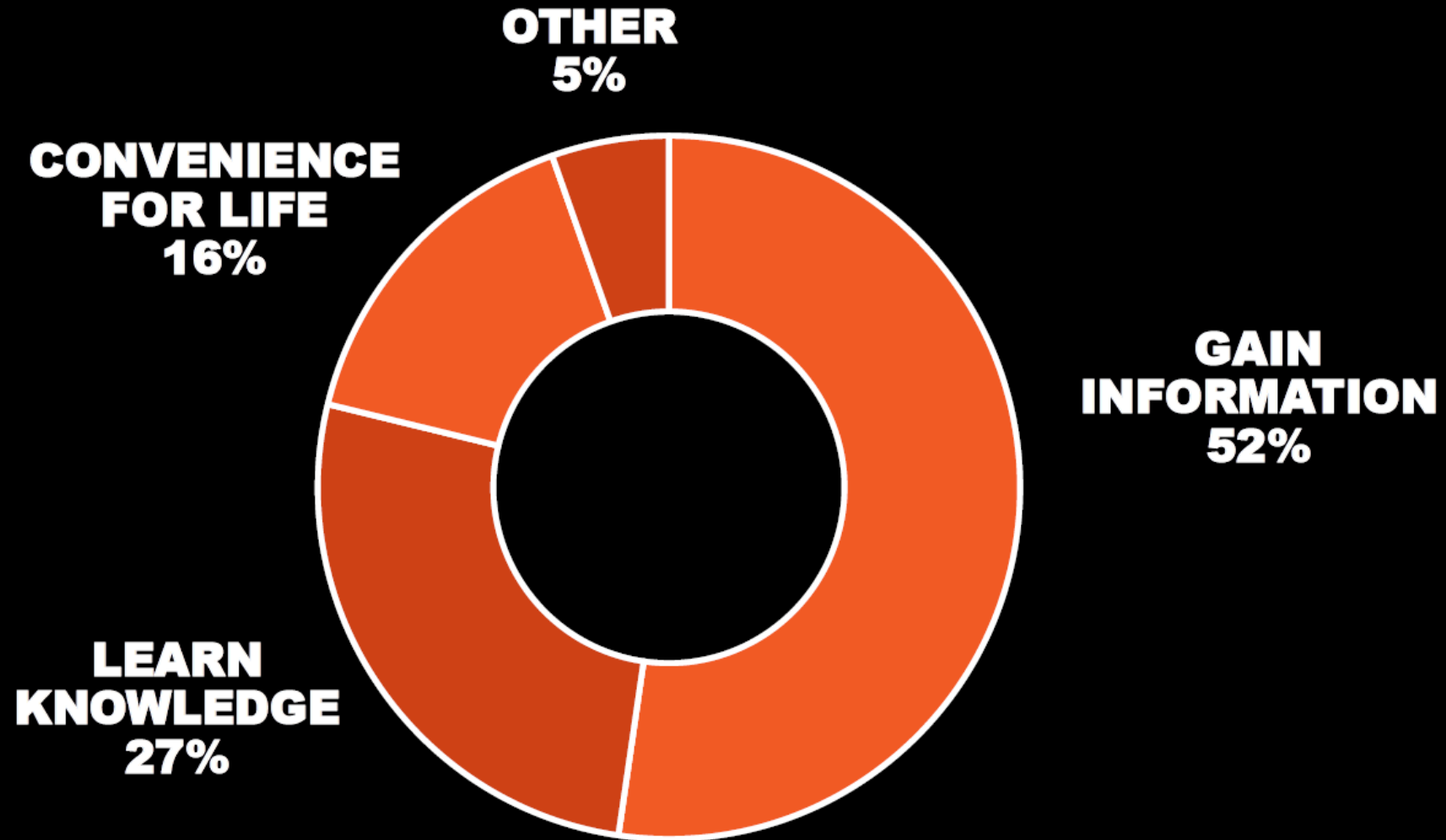


Laurent G.

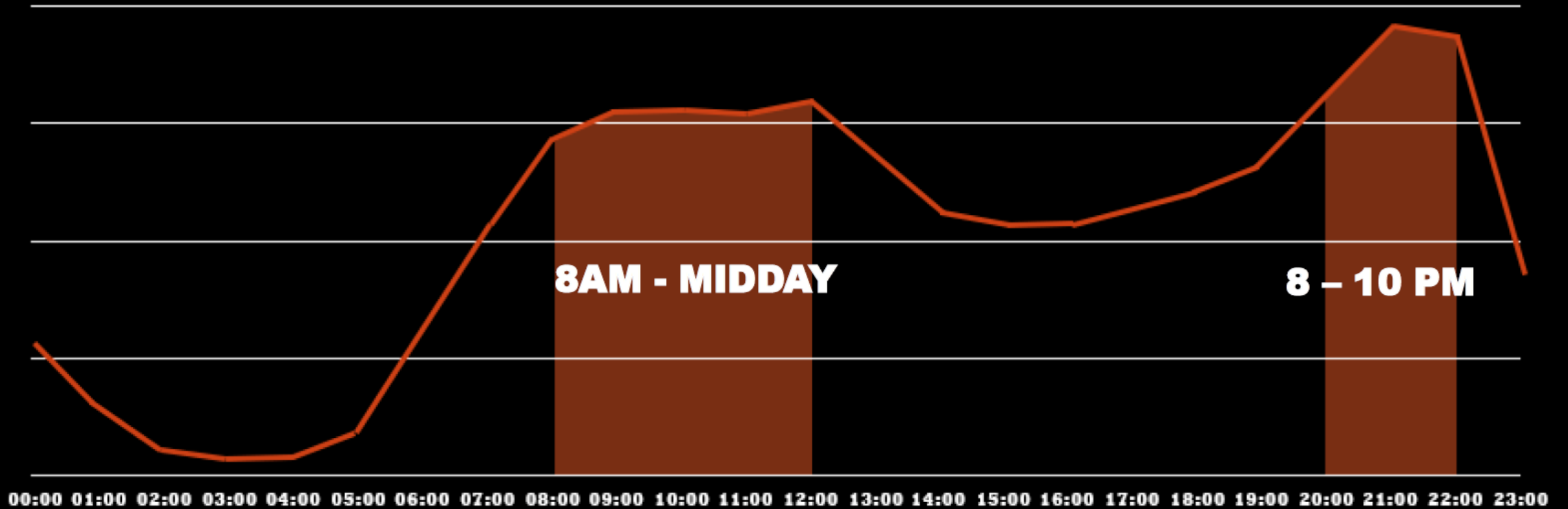
Shangh...

修改备注

WECHAT OFFICIAL ACCOUNTS USAGE BREAKDOWN



WECHAT MOST ACTIVE TIMES FOR FORWARDING & SHARING



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WeChat Moment Advertisement



Target WeChat specific user base



- 1 Logo and name
- 2 A short description
- 3 Picture
- 4 Details of the product
- 5 Location
- 6 Comment



Final Words

China Marketing



Thank you
谢谢!

LEVEL Up
H O L D I N G

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