



10 TIPS FOR BRANDS ON WECHAT



ToRem media

10

Tips for WeChat

For brands building audiences through official accounts.



About This Presentation

The latest statistics from WeChat place its monthly active users (MAU) at 700million, with audiences visiting the application upwards of 30 times per day.

While follower numbers for most brands continue to grow, the honeymoon appears to be over. Signs are starting to emerge that follower growth rates for brand accounts are slowing.

At the same time, the government has started to apply pressure to regulate H5 apps built onto WeChat. And Tencent itself is applying greater control over brand activities.

Brands will have to employ more effective content strategies on WeChat moving forward. In this presentation we share our tips to help brands continue to grow by attracting/retaining audiences on WeChat.



About This Presentation

This report focuses on content strategies/tactics.

For insights on WeChat setup, ecommerce and advertising...you can find our other reports:



totemmedia.net/blog/wechat-content-x-commerce/



totemmedia.net/blog/wechat-analysis-brands-2015/



Prepared by Totem Media

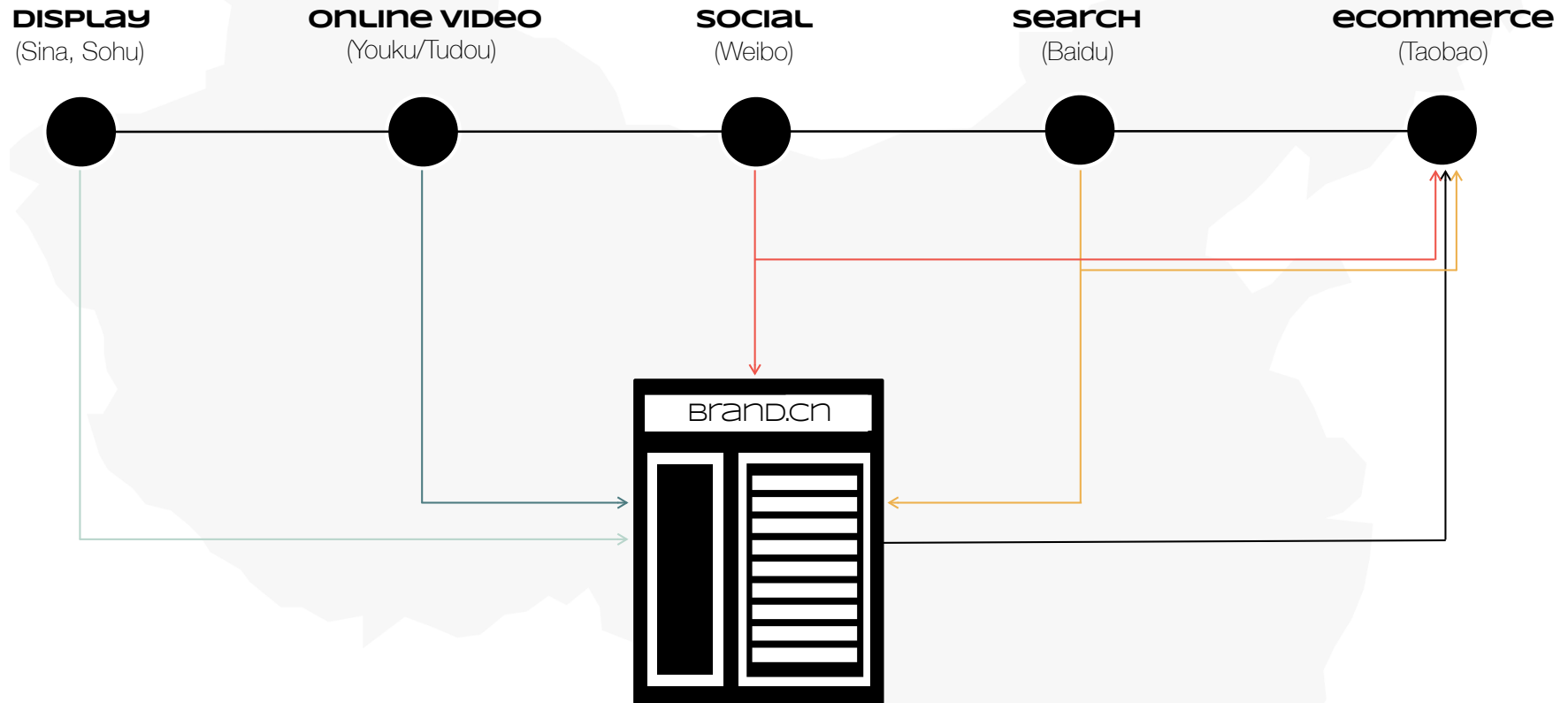
WeChat Ecosystem

A rival for China's desktop ecosystem - linking social to sales.



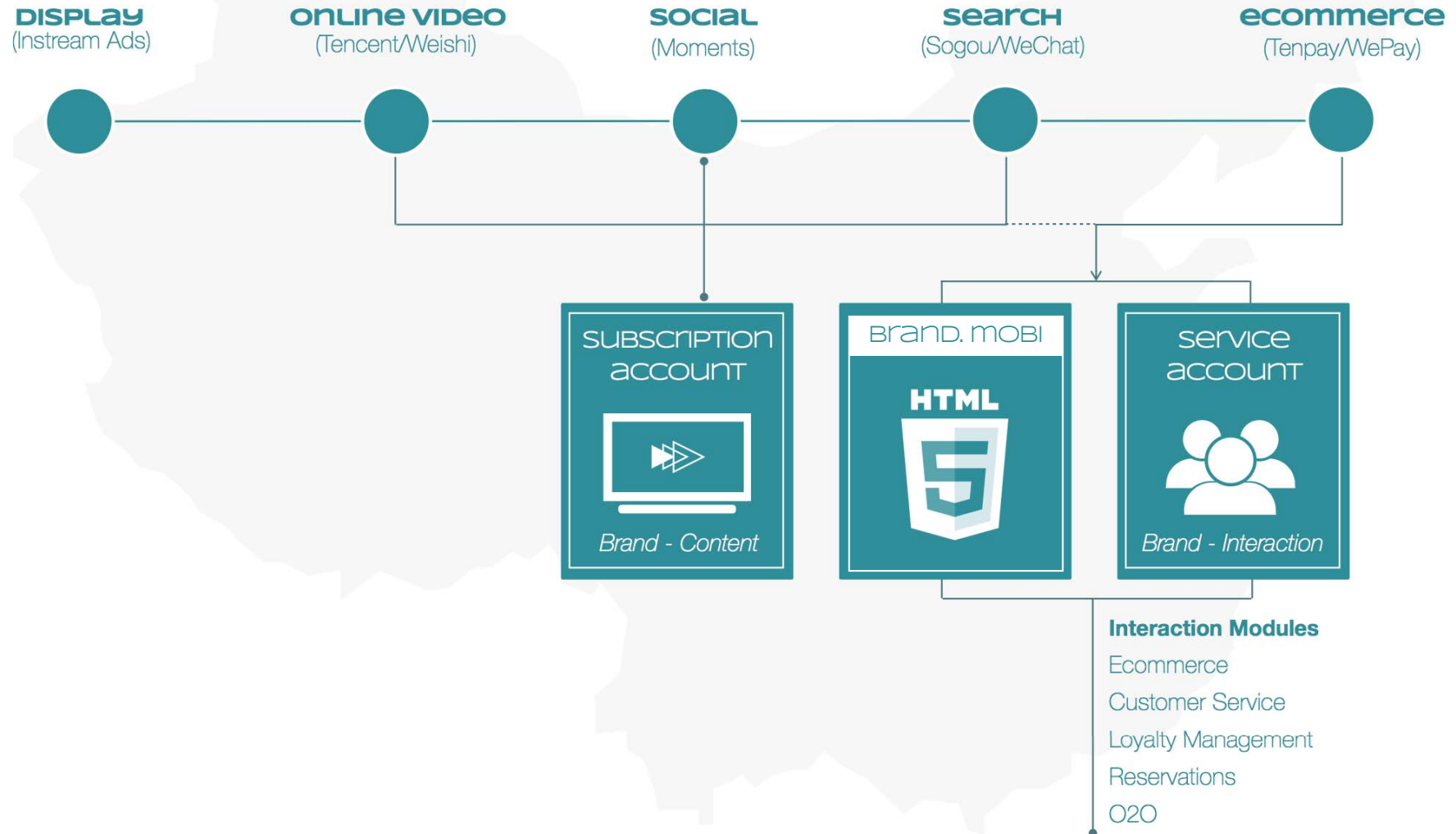
China Online Ecosystem

Fragmented, Complex User Journeys
Dominated by a few big players.



WeChat Ecosystem

Shorter, Simpler Paths - Mobile First.





IT'S A VERY TIGHT LINK BETWEEN
Content and Commerce.





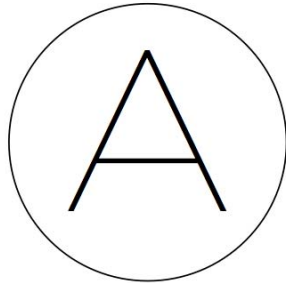
We first established an account on WeChat in June 2013 and have had really good traction so far. Our WeChat fanbase grew very rapidly and it drives really good traffic to our ecommerce site as well. **It's actually one of the first times that we've seen a social site driving a large number of ecommerce sales.**

Julien Chiavassa, Digital Head APAC for Clarins



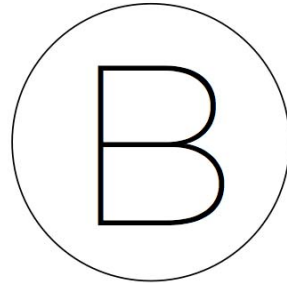
Setting Up On WeChat

Basic steps to getting brand accounts started on the right track.



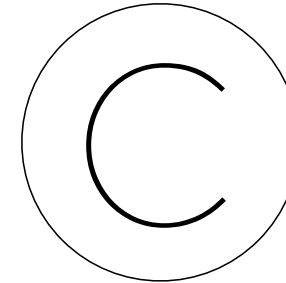
GREAT, SHARABLE CONTENT

At a point where you as a brand are ready to start attracting followers, you must have quality content ready and waiting for them when they land on your Official Account.



INCENTIVES, REWARDS

Account following can be rapidly accelerated by providing incentives/rewards to followers ...discounts, exclusive content, gifts, 'welcome letters.'



LEVERAGE KOLS TO GROW

KOLs are an important complement to quality content. KOLs provide the reach to help expand audiences. They are particularly important for targeting "interest groups."

10

Tips for WeChat

For brands building audiences through official accounts.



01

Make Headlines Count

You have a brief opportunity to connect - headlines and key visuals are essential to driving viewership and engagement.



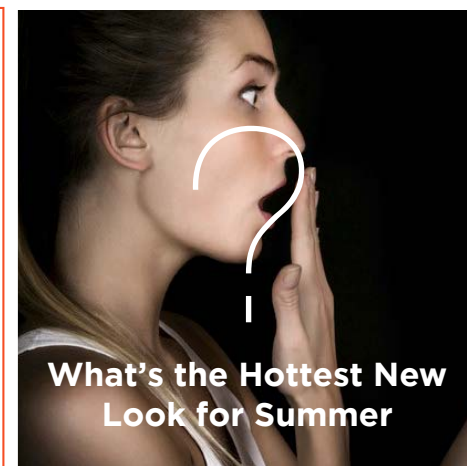
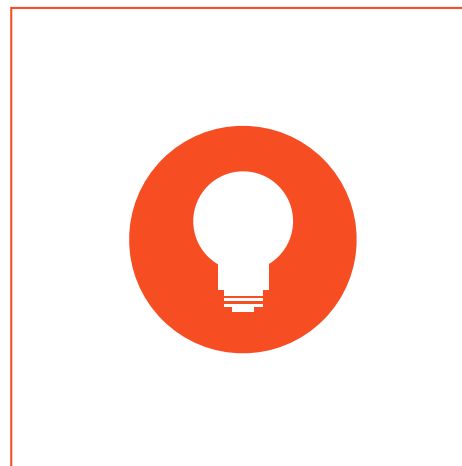
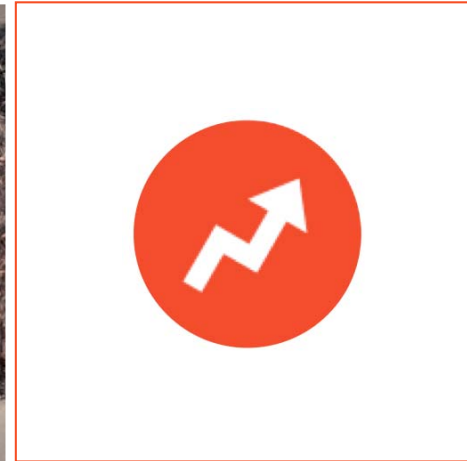
Make Headlines Count

Provocative questions. Surprises, secrets & intell.
Crisp, quick statements teasing interest to what's inside.

There is only a very brief opportunity to capture audience attention, especially with service accounts which publish once per week in a digest format. The lead story & key headline must hook audiences instantly.



5 Secrets That Men Don't Want You to Know



What's the Hottest New Look for Summer

You Must Focus on Triggering Action

Provocative questions. Surprises, secrets & intell.
Crisp, quick statements teasing interest to whats inside.

1. Trigger

What gets the user to visit?
What does the user really want?

2. Action

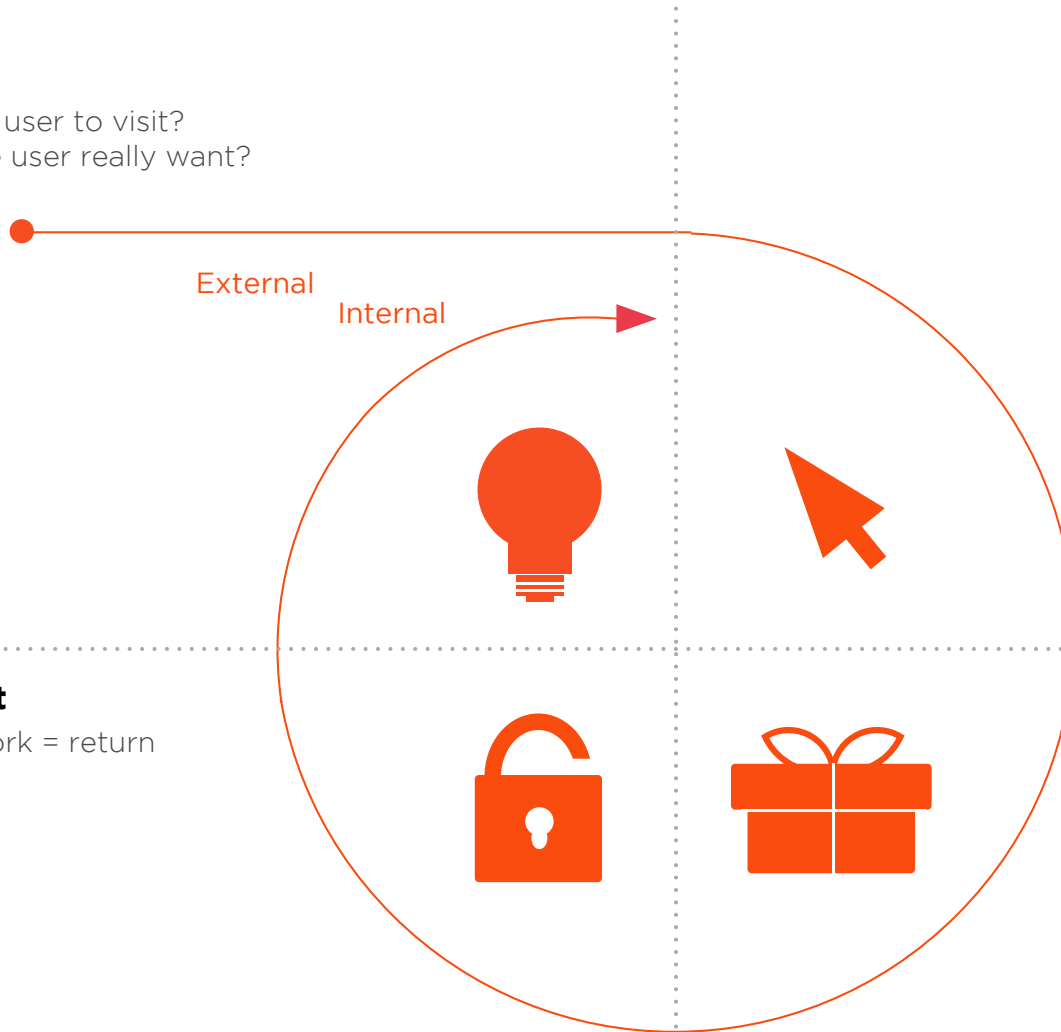
Pathway/Routine

4. Investment

Small bit of work = return
A habit

3. Reward

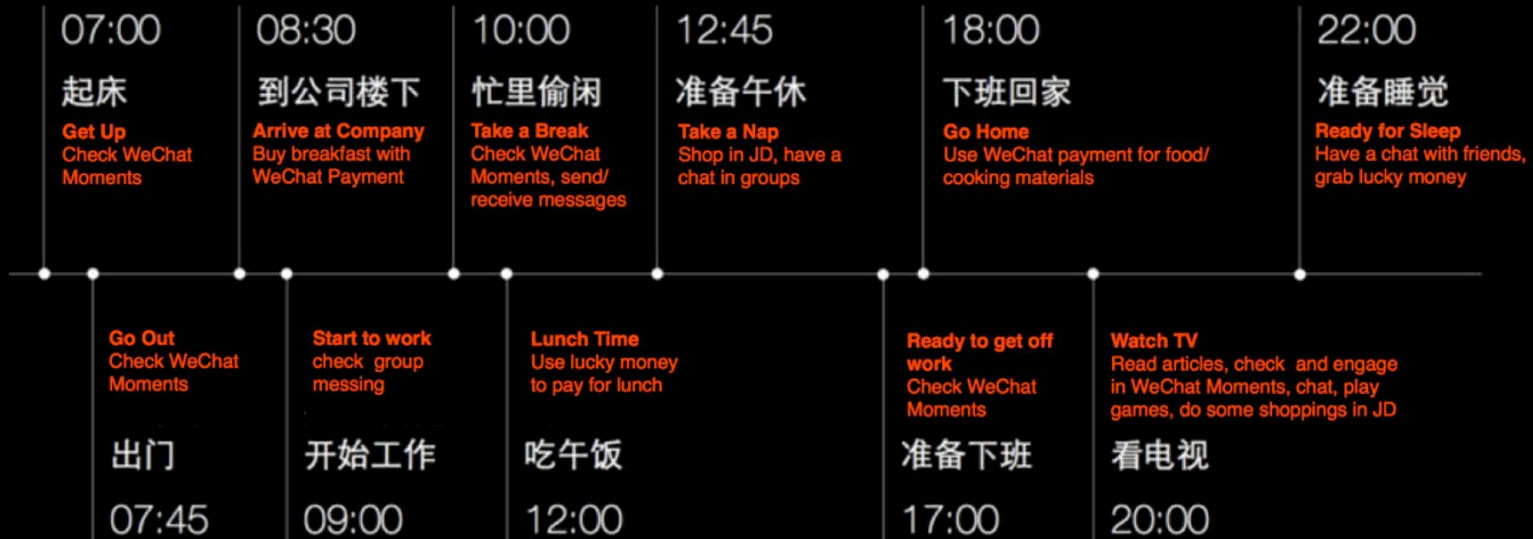
Payoff (want)
Variable reward



Timing Matters - Own a Moment.

What questions, information, needs are present during the day?
Its not enough to just publish at peak hour of 22:00 ...be more distinct!

A day from a typical user



**Data Provided by WeChat/Tencent, Oct 2015

02

Segment Audiences

Identify (Tag) your core segments and create content to match.



By Gender, Age & Location

Segment into targeted content channels to do better job at engagement/growth
Streamline specific content per channel based on natural consumer splits.

WOMEN

Fashion, Beauty,
Cosmetics, Jewellery,
Home & Lifestyle,
Wellness



MEN

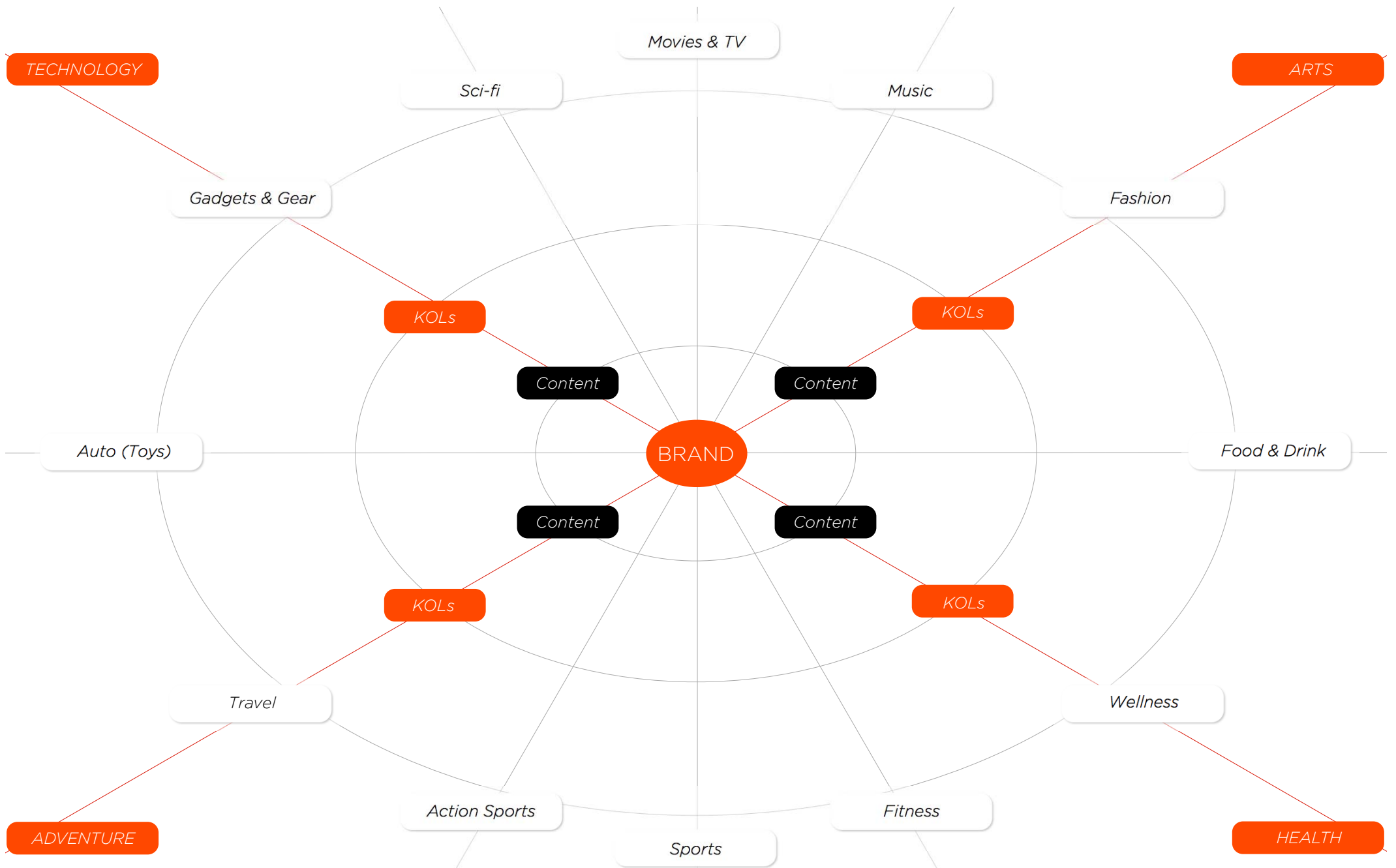
Sports, Menswear,
Gear/Gadgets, Sci-Fi,
Fitness, Auto



***Using a CRM/CMS system for WeChat, we can target specific users/segments and streamline content to match.*

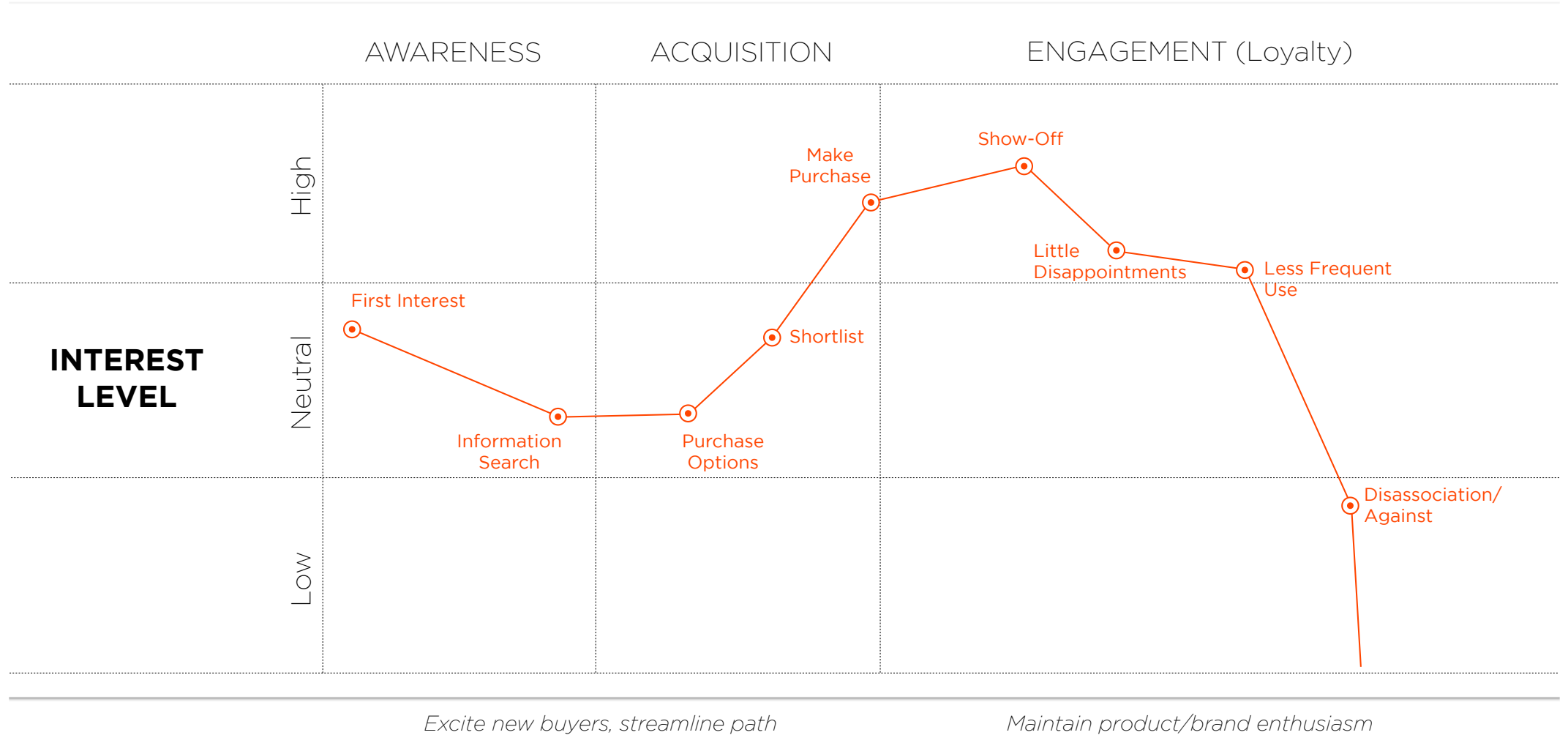
By Interest/Theme

Develop brand x audience themes with narrow focus on important interest segments
Streamline specific content per channel ...support with KOLs.



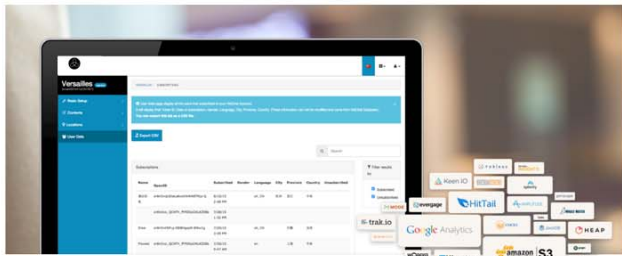
Along the Path to Purchase

Develop a mix of content for people who are new to the brand and repeat buyers
With the aim of developing authentic word of mouth from loyalists to new.



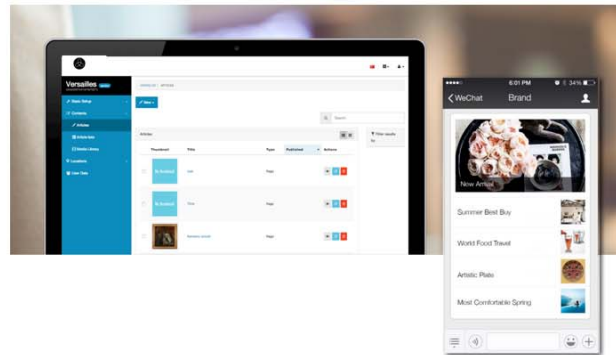
WeChat CMS for Social CRM

Allows for targeted content & detailed CRM with followers on WeChat.



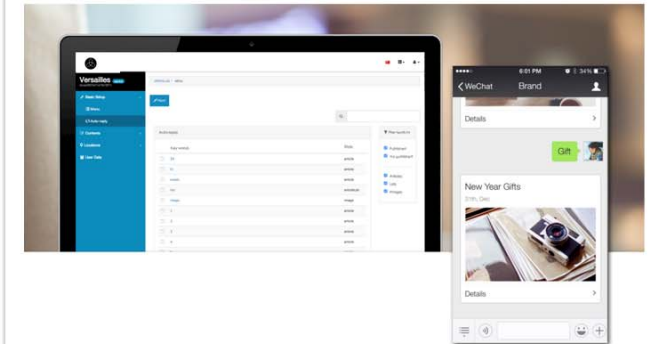
VIEW & EXPORT USER DATA

Collect follower information from WeChat to export to proprietary CMS.



BROADCAST: SEGMENT GROUPS

Create and manage your followers by different segment types; Gender, Age, Location, Languages, Timestamp, Article Preferences.



KEYWORD AUTO- RESPONSE

Setup keywords for audience interactions. Useful for initial registration of new followers to sort them into groups/segments.

These are important features/functions which improve on the existing WeChat admin dashboards, allowing brands to do a much better job in targeting audiences with content (& messages).

03

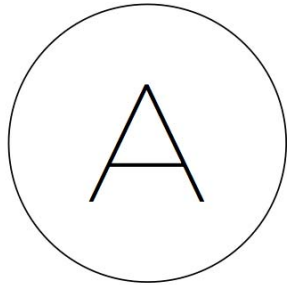
Increase Relevance

Shift content more to what matters for audiences. Find triggers.



Increase Relevance

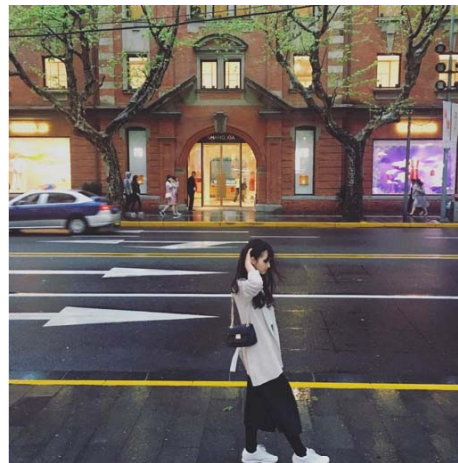
Explore the locations that TRIGGER audience action/engagement.



CITY SPECIFIC

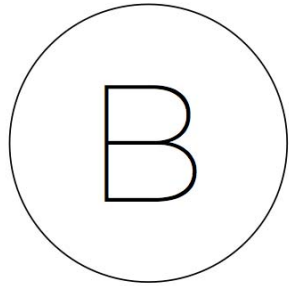
More content for cities where
the brand is present.

Shanghai is of key
importance for most brands
given that it has taste-making
effect on other markets.



Increase Relevance

Explore the events/trends that TRIGGER audience action/engagement.



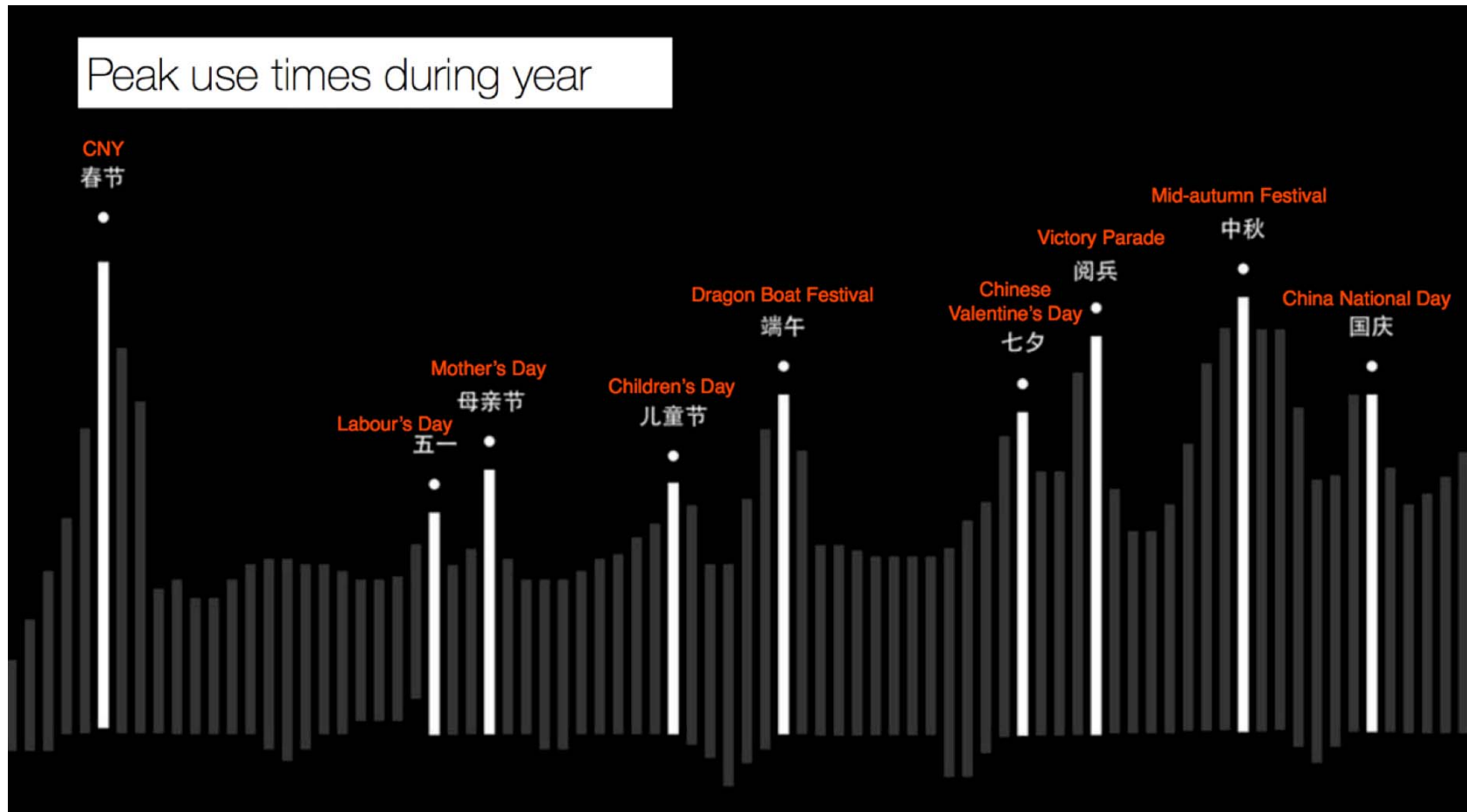
REALTIME RESPONSE

More real-time response -
responding to news/trends
more quickly ...Fashion,
sports events, celebrity
news ...with focus on topics
matching brand character.



Increase Relevance

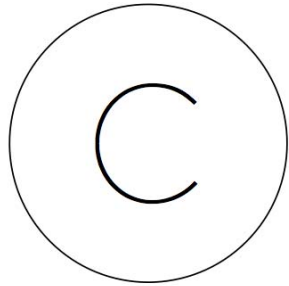
REALTIME: Taking advantage of peak seasonal/calendar events for big attention gains.



**Data Provided by WeChat/Tencent, Oct 2015

Increase Relevance

Explore the products that TRIGGER audience action/engagement.



ENTRY-LEVEL PRODUCTS

Identify the themes & products which have unique ability to bring people in/and get them to look further into the brand.

Showcase these products and then expand interest.



04

Be More Compelling

For content to be compelling it must (1)create a sense of surprise/discovery,
(2)be human ...tap into audiences' emotional center.

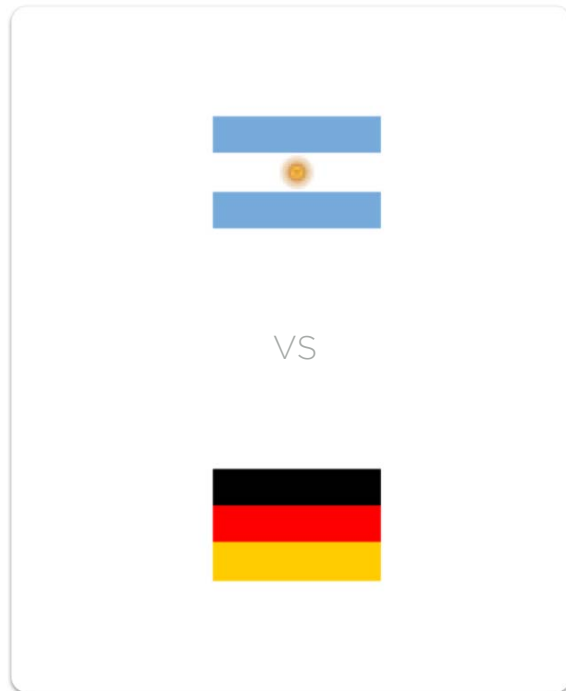


Be Compelling. Surprise Them!

Discovery, surprise (conflict)
...and resolution (to questions) are key to great content.

1. RELEVANCE

Trigger/Setup



2. CONFLICT

Discovery/Surprise



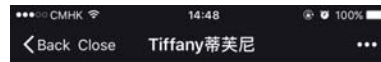
3. RESOLUTION

Payoff/Answer



Human Stories ...Hit the Emotional Center

Tiffany features real love stories in a way that real/true to the brand
Tapping into a key emotion/need of audiences.



我看蒂芙尼的爱 | 黄磊：礼物
2015-08-25 Tiffany蒂芙尼

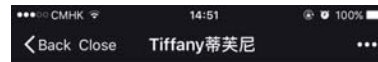
也曾收到过许多礼物，渐渐才发现，
原来倾付此生的陪伴才是最浪漫的那一件。
蒂芙尼诚邀知名演员黄磊，
与我们分享爱的恒久之美。



文黄磊



年轻时我们相爱
面对彼此之间送上的礼物
都会急不可待



我看蒂芙尼的爱 | 姚谦：坚持很久的
自由都投降
2015-08-18 Tiffany蒂芙尼

爱情，宛若仰望到的最美风景，
它是你的渴望，你的坚持，你的决心。
蒂芙尼诚邀著名词人姚谦，倾情分享爱情誓言。



爱，再次出发
2015-05-15 Tiffany蒂芙尼



腾讯视频

爱是彼此相伴，无论人生是激昂或平淡；爱是相互信任，无论走到哪，一回头就能遇上对方坚定的目光。离开球场，李娜和姜山的爱情，再次出发。



*Tiffany features a steady stream of celebrity
and user love stories.*

05

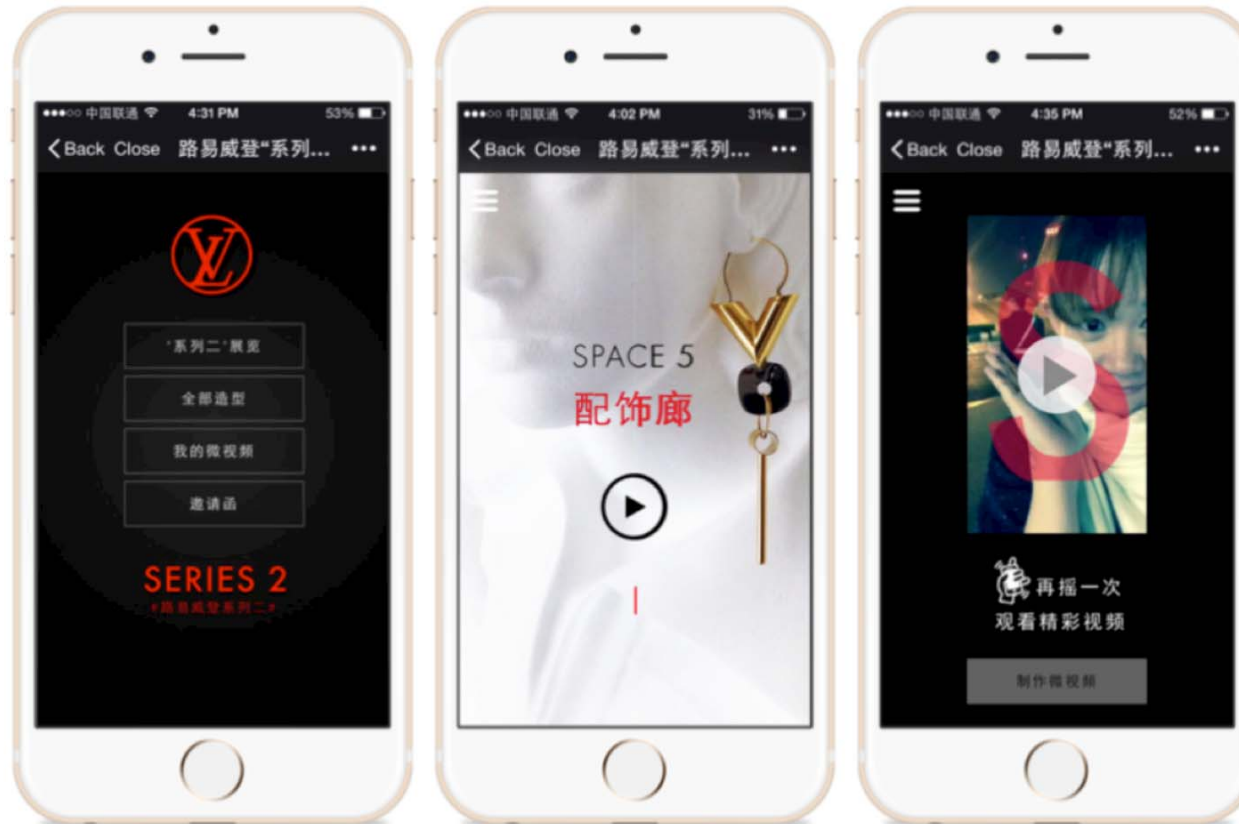
Incentives/Rewards

Provide audiences with a reason to follow & acknowledgement to stay.



Acknowledgment of Long-Term Followers

Like any good relationship, people want/need to be acknowledged.
Bring loyalists in closer by demonstrating gratitude.



“Insider Communities”
For only those in-the-know, people who are already following Louis Vuitton on WeChat.

For companies with subscription & service accounts, the service account can play the role of being for ‘insiders/loyalists.’

Rewards for New Followers

Weekly acknowledgements (gift package/letters) for new followers
...whisper about it on Weibo, Zhihu ...and thru KOLs.



- Each week, 10-20 new followers get gift packs, hand written welcome letter.
- XXX number of new followers get invitations to special events.

06

More Visual Storytelling

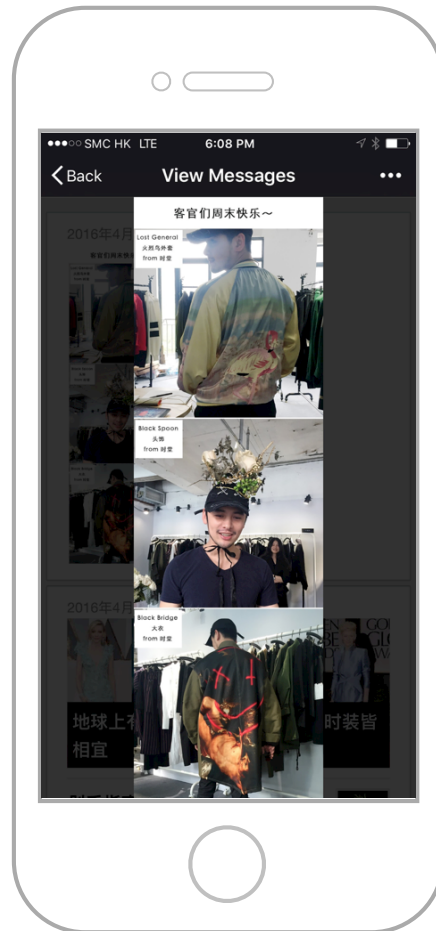
Visuals (images/video) = Quick engagement with mobile audiences.



Shift More to Visual Storytelling

Visual content is the key currency on social media now. WeChat does have long stories but visual (images/videos) have instant impact.

Gogoboi (perhaps China's most successful fashion-focused WeChat blogger) has shifted firmly towards more visual (less text).



Shift More to Visual Storytelling

New Balance (among others) are creating images for WeChat, fit with the right dimensions to make the most of the interface.



Shift More to Visual Storytelling

Experimenting with novel, fun visual formats is a tactic in itself.

A remarkable format can have viral appeal ...just make sure brand isn't overshadowed.

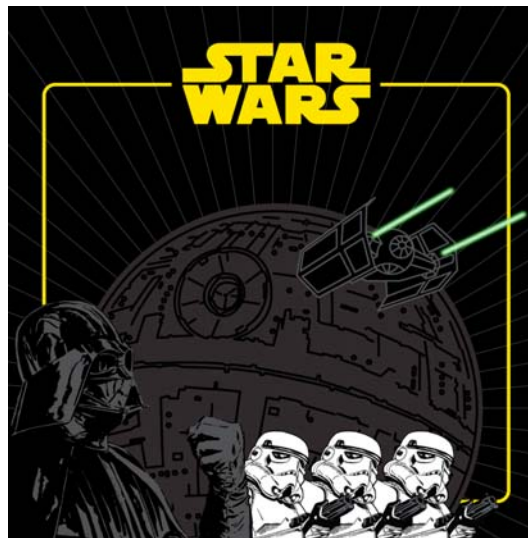
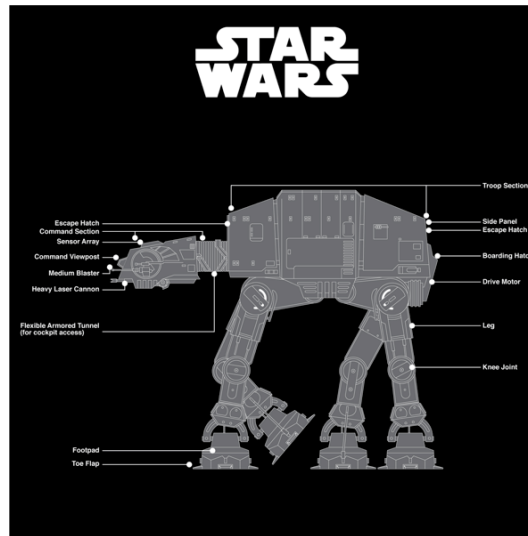
CARTOON STRIPS

Kappa



MOVING GIFs

Star Wars



INFOGRAPHICS

Chevrolet

再比如:

2016年, 雪佛兰新一代迈锐宝XL



为什么是迈锐宝XL?

这车我代言, 因为它和我具有一样气质!



雪佛兰迈锐宝XL, 汽车界的突破王!

经历九代传承

从里子到面子, 不断突破想象的界限



Visuals Shared to “Moments”

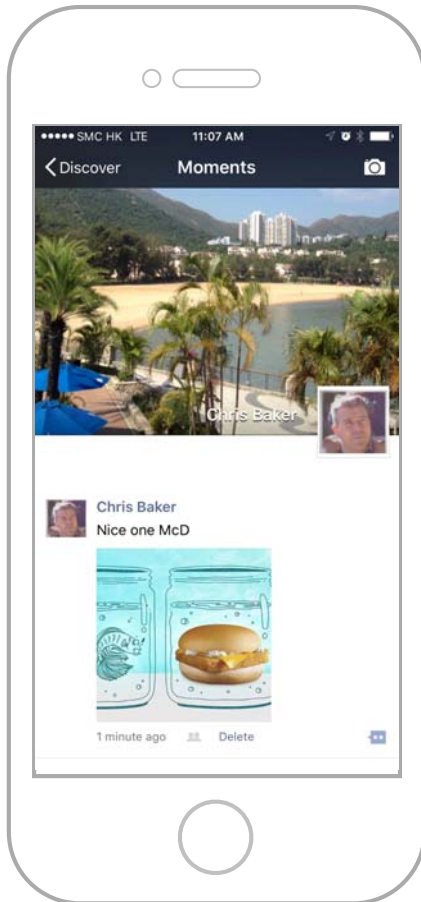
Design more bite-sized visual content for sharing to moments stream.

By creating great visuals (images/GIFs/Videos/Infographics), brands can move into the “Moments” stream. That’s where the real user-to-user sharing takes place!

Paid “Moments Ads” in WeChat are very expensive...and recent feedback is showing them to be decreasing in effectiveness. Creating a great piece of sharable content is much more cost effective.

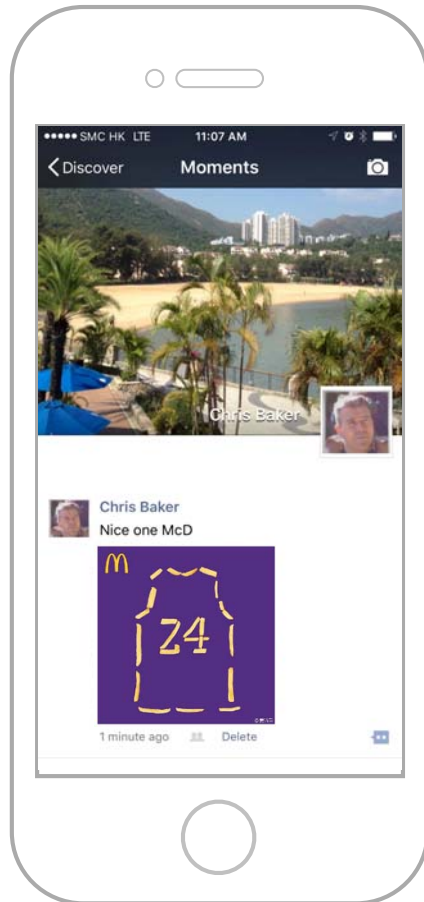
Visuals Shared to “Moments”

McDonalds has experimented with posts as infographics, ... sharable from Official Accounts to the “Moments” Stream. From there, content reaches new audiences.



Realtime Contents Get More Shared to Moments

Kobe Bryant's retirement generated a lot of attention in China. It resulted in a torrent of interesting realtime contents from Brands.



07

Add Other Social Media

Linking WeChat accounts with other social media = fresh content.



WeChat + Other Social

Utilize additional social media channels to stimulate discussions

nice

Lane Crawford

Lane Crawford

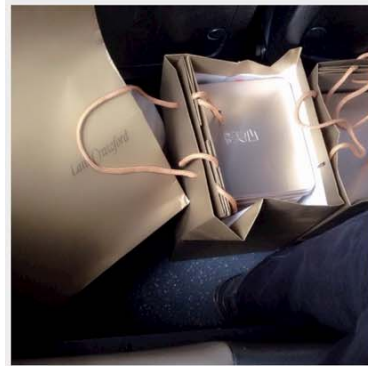
Lane Crawford is Asia's leading stores, sales for Greater China many kinds of designer brands Lane Crawford merchandise. Lane Crawford in Hong Kong, Beijing, Shanghai and Chengdu shop gathered women's, men's, footwear and accessories, lingerie, jewelry, cosmetics and home fashion products from around the world, highlighting the unique taste.

Follow

942 photos | 1387 nicers a using the this Tag



Nice, Lofter, In and Zhihu should all be considered as supplements to WeChat. These social channels help (using more UGC), stimulate more WOM.



Consumers there are helping to author the brand's story.



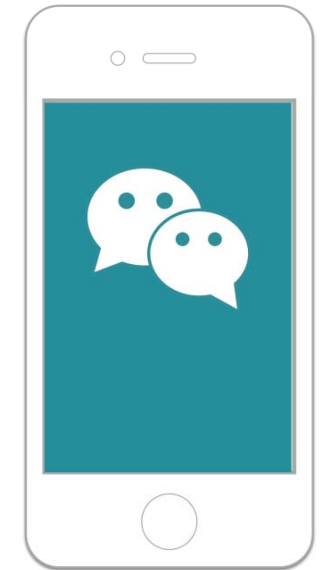
Created on NICE ...Amplified thru WeChat



Nice took 10 KOLs to Japan for UNIQLO to reveal the Spring/Summer 2015 collection. All KOLs visited Uniqlo's flagship store in Tokyo, and shared their visits on Nice as a "live show." The images were sent through NICE ...and later share more widely through WeChat.



Source of Content



Reach for Content

08

Guest Editors

Bring in outside influencers to curate content.



Invite a Guest Editor to Co-Create.

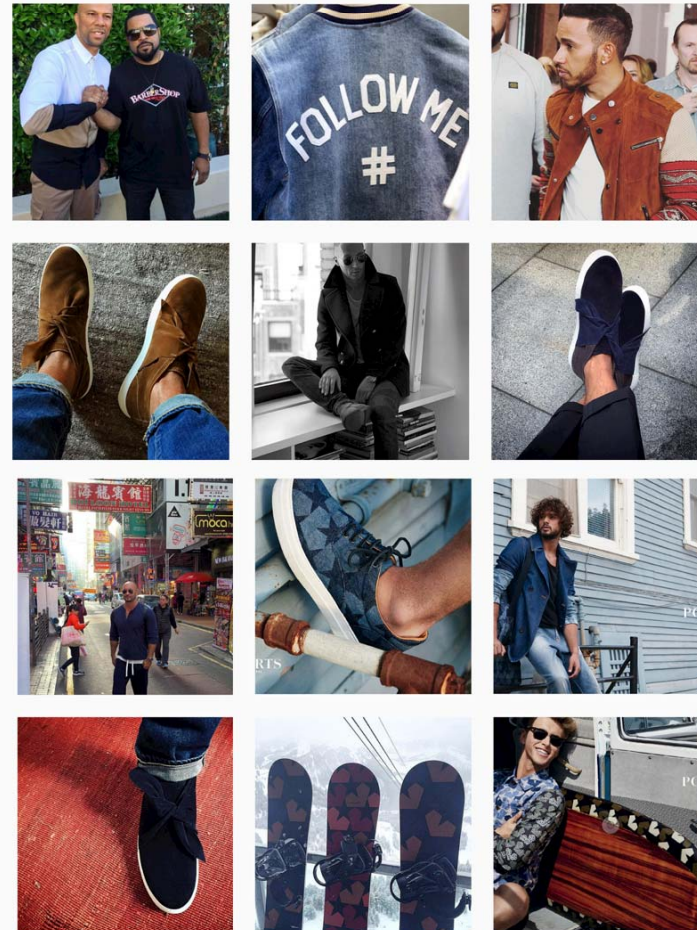
KOLs are typically used to send/spread brand contents into their accounts (to build reach).
Why not bring them inside, to add more depth/value?

Invite KOL/Influencers into your official account to curate/create.

Guest editor to write 1-2 stories ...decide on theme for the week.

Guest editor could also introduce a city/favorite thing/style.

Stories published into the Brand's official account ...and spread further thru the KOL account to amplify.



09

Questions into Content

Start taking relationships with followers seriously by listening/responding.



Audience Questions = Valuable Content

Instead of guessing what your audiences are looking for, ask ...then respond well.
Audiences are looking for answers. They also want to know the community.



STARBUCKS
Social Listening (Questions answered well!)



VOGUE
Surveys/Polls = Infographics.
Very sharable content from the community.



10

Content On-Location

Bring customers, influencers and KOLs to your shops to co-create content.



Content Created On Location.

Working with customers, influencers and KOLs, brands can merchandise products in a fun, relevant way. Let them take your products out for a spin and show it off!

Get outside and find the people, stories, places and scenarios where people want your brand.

Put your products/brand in the hands of KOLs & real audiences ...to create fun content.


Start better using your retail locations to have content created (with your products featured).



Start telling better stories at retail locations.

Allow content to start being created at your shops, with your products.



- 
1. Make Headlines Count
 2. Segment Audiences
 3. Increase Relevance
 4. Be More Compelling
 5. Incentives/Rewards
 6. More Visual Storytelling
 7. Add Other Social Media
 8. Use Guest Editors
 9. Questions Into Content
 10. Content On-Location

Summary

Content quality is key as WeChat becomes more mature. Relevant, compelling, visual content is a MUST!

Its time to experiment more with other formats of video/motion-graphics, similar to whats hot on mobile social networks like Snapchat in the US. While (text) stories have a strong place in WeChat, more visual, interactive formats will win out.

Brands who have already attained large follower numbers on WeChat, should be looking to install CMS/CRM systems which provide segmentation and tagging.

Brands must also begin creating content in realtime - in response to events/trends - based on the themes, locations and the focused audience segments that matter.



TOTem media



THANK YOU

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