31° TEN   KAWO

The Ultimate Guide to WeChat Articles 2018

Attract
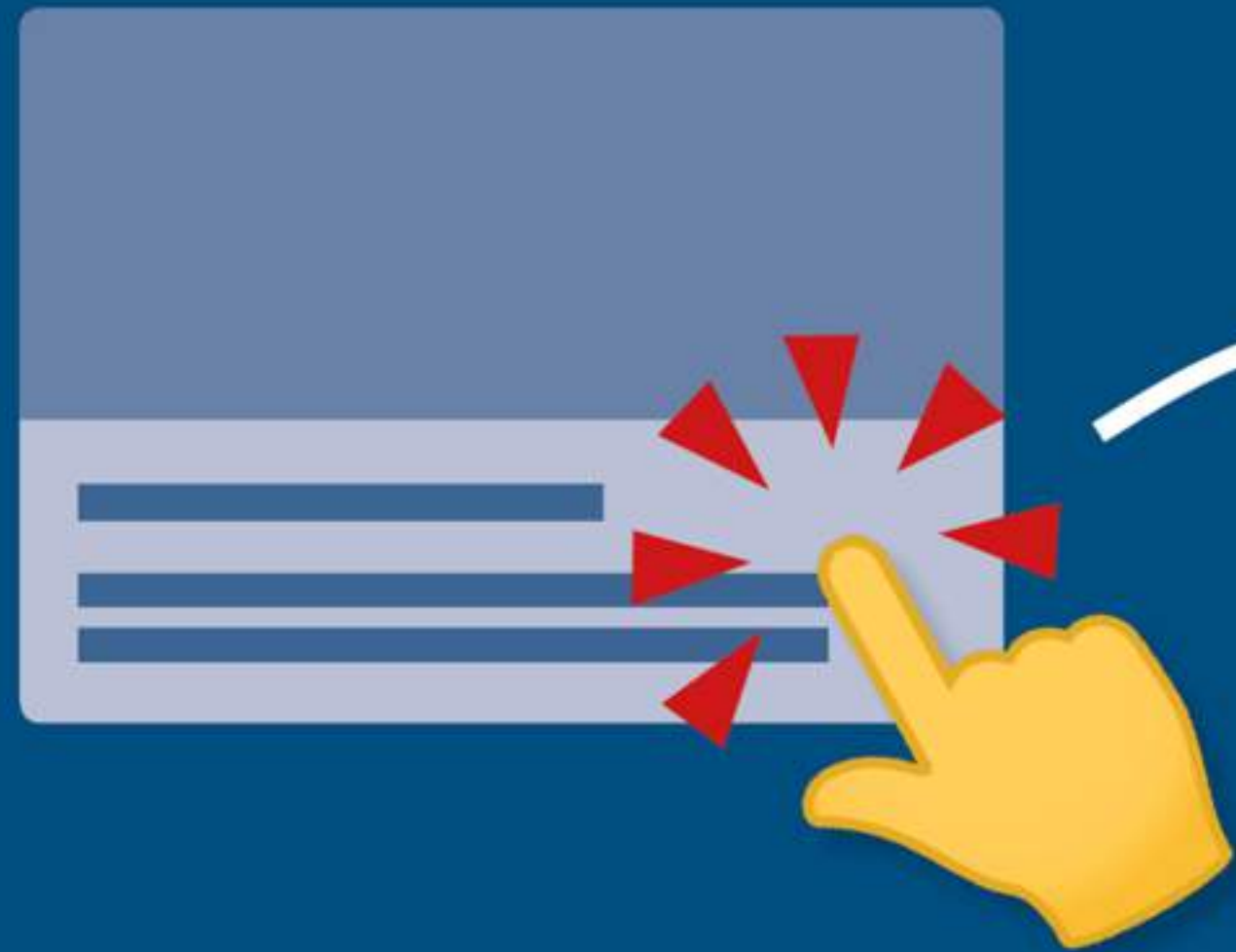
Engage

Convert

Table of Contents

Introduction

Last year we set out to create the Ultimate Guide to WeChat Articles, and we were amazed by the positive feedback we received. The PDF was downloaded thousands of times and spread rapidly in the English speaking China digital marketing community. It became a reference and we realised we had answered a real need.

But as with everything WeChat, the environment changes fast, most notably with the revamp of subscription accounts in June 2018. So this year we roped in our pals at KAWO to help update the guide for 2018. Their platform is used by hundreds of teams managing WeChat accounts and gives them almost unparalleled insight into what works.

We hope you will find this edition even more comprehensive and an essential reference for creating awesome WeChat content.

Joseph Leveque
31Ten, Managing Partner

WHO IS THIS GUIDE FOR?

▸ **CMOs** looking for a great reference guide to give to their team for optimized content ROI.

▸ **Digital Marketing Managers** in search of a best practices baseline to benchmark their team's output.

▸ **Marketing Executives & Content Managers** upping their WeChat game.

WHAT CAN YOU EXPECT?
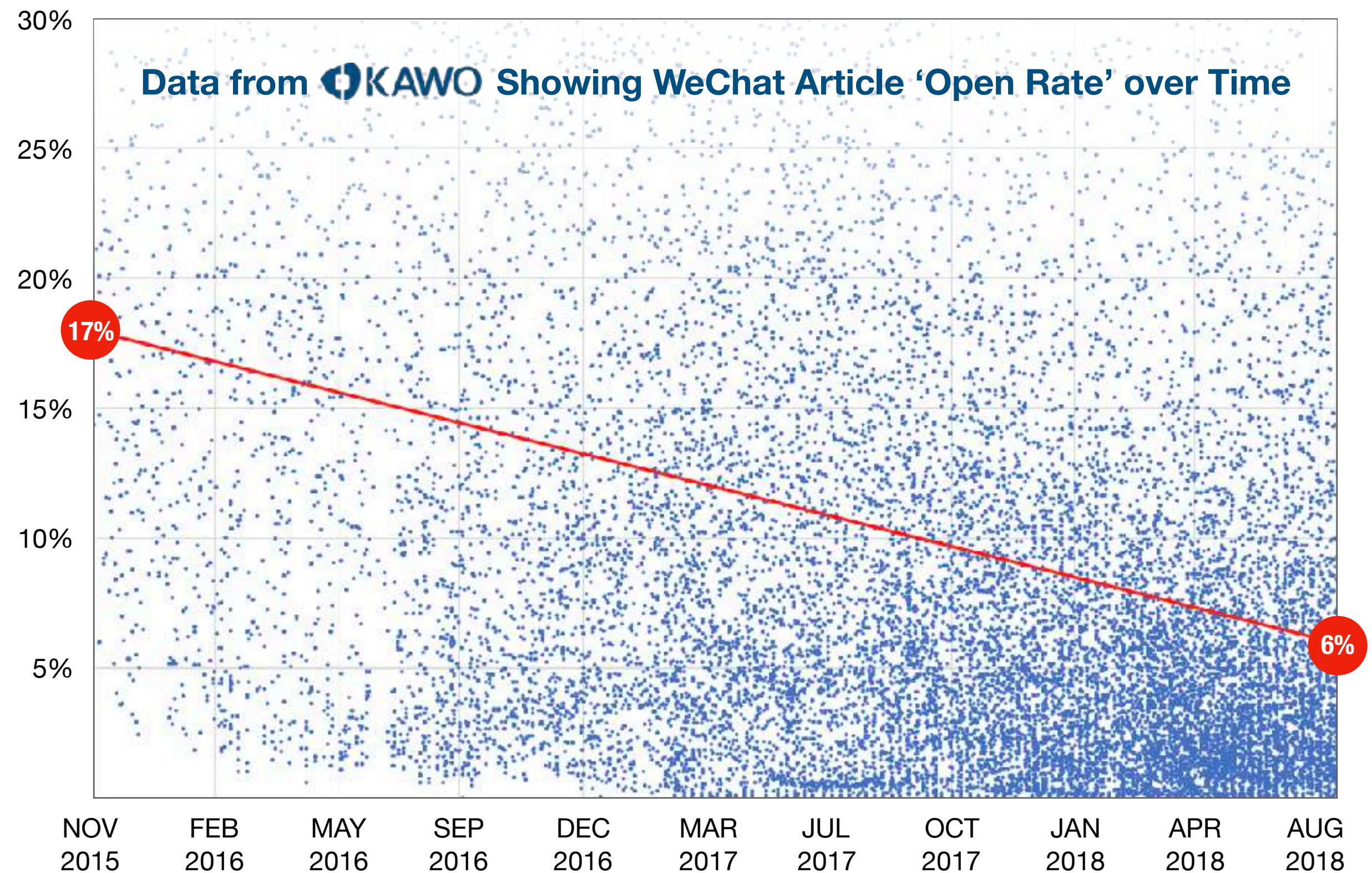
✓ A thorough understanding of WeChat content's key performance factors.

✓ Integrating best techniques and tools for optimal WeChat content publishing.

✓ Ensuring consistency and quality of content

✓ Producing content that is better at engaging and converting WeChat readers.

The Challenge of Overcoming Declining Engagement

WeChat official accounts (OA) were first introduced in August 2012 and were instantly a huge success with 1.4m opened in the first year. Five years later there are now over 15 million official accounts inside WeChat publishing over 2 million articles every single day.

With this level of competition for user's attention it's no surprise that accounts across the board are seeing a decline in engagement (see graph). Too many accounts are pumping out bland generic content and the users are overwhelmed.

Unlike social platforms in The West who are heavily dependent on advertising WeChat has other revenue streams and can afford to prioritise the experience of their users over keeping brands happy. In the past year WeChat made major interface changes to help users browse content more easily and also unfollow accounts they find boring. This means that all teams running OAs need to raise their game. As Bill Gates said back in 1996…

"Content is King"

Data from KAWO Showing WeChat Article 'Open Rate' over Time

NOV 2015	FEB 2016	MAY 2016	SEP 2016	DEC 2016	MAR 2017	JUL 2017	OCT 2017	JAN 2018	APR 2018	AUG 2018

17% … 6%

1. Attracting Attention

KEY CONSIDERATIONS

The decision to open an article is often very impulsive, remember WeChat users are bombarded with content at all times. There are several elements you have control over that dramatically impact the decision to open an article;

▶ Selecting the right header image and cropping it well.

▶ Writing a catchy title that compels users to click.

▶ Article summary text that supports the title and header image.

First impressions matter…

The first step to engaging your WeChat followers is persuading them to actually click and open your content.

Your users are incredibly busy, and wherever they encounter your content they will glance at it for less than a second.

In this section we're going to examine the challenges and share best practices to overcome this first crucial hurdle.
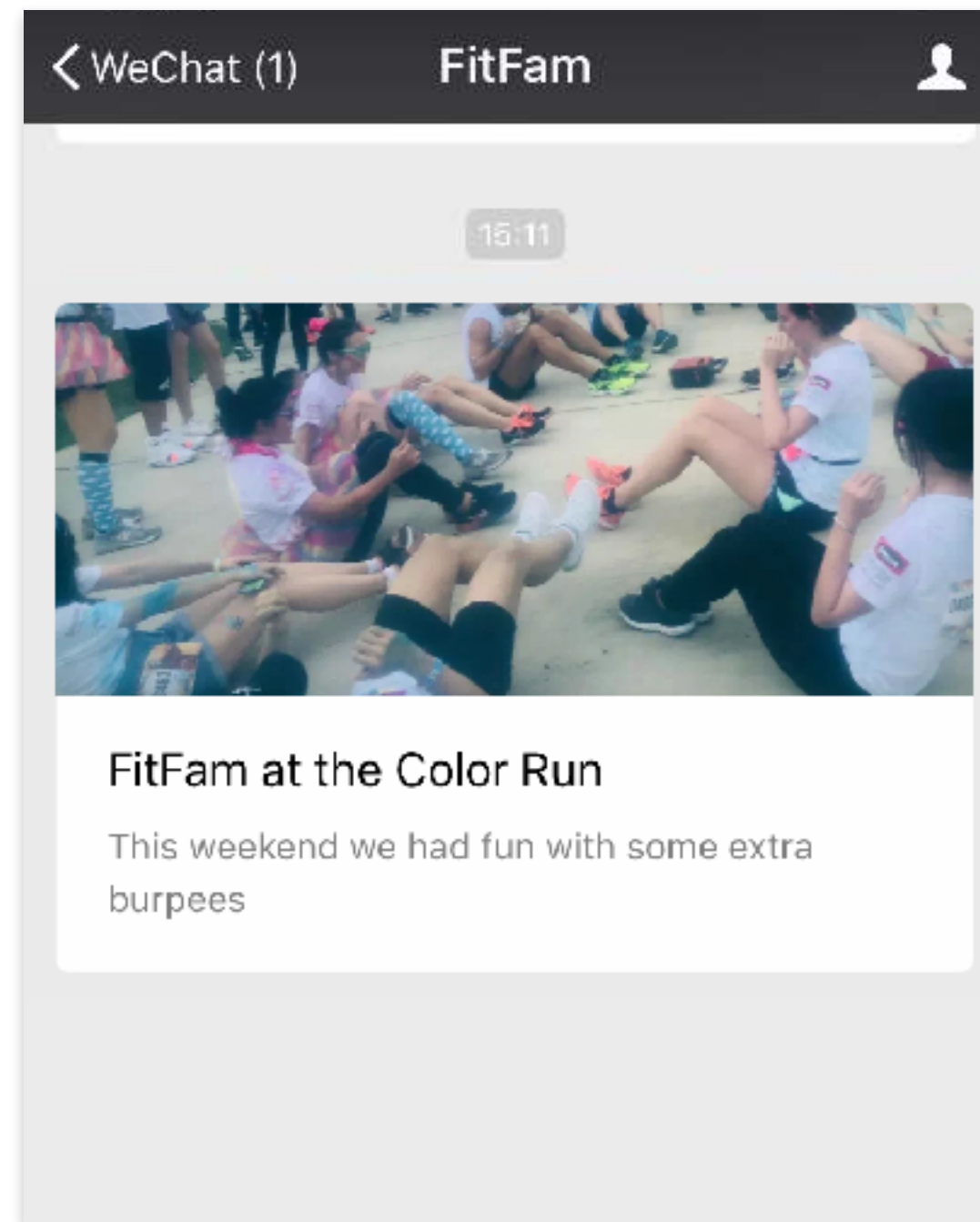
Boring cover image and uninteresting title.
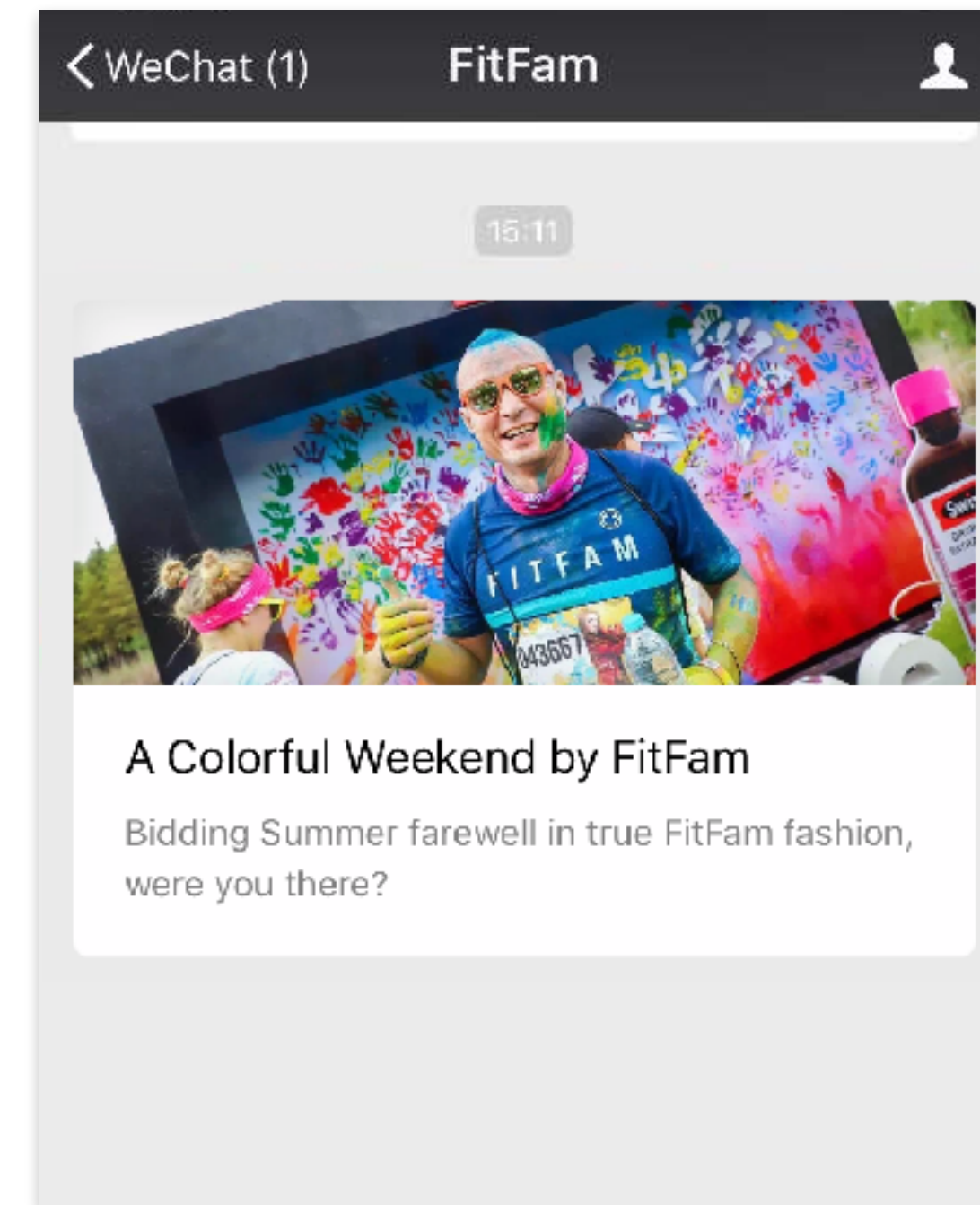
Attractive cover image and enticing title.

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First Impression: Service Accounts

Messages sent from a Service Account will appear among a followers personal chat messages. The first 21 characters of the title will appear under the account name.

Once a follower clicks on the message they will be able to see the cover image, title and if it is a single article push, the article summary.

The title and cover image are crucial elements as they will attract the most attention.

For multiple article pushes the main article header will appear overlaid on the header image, while sub articles will have a thumbnail image & title only.
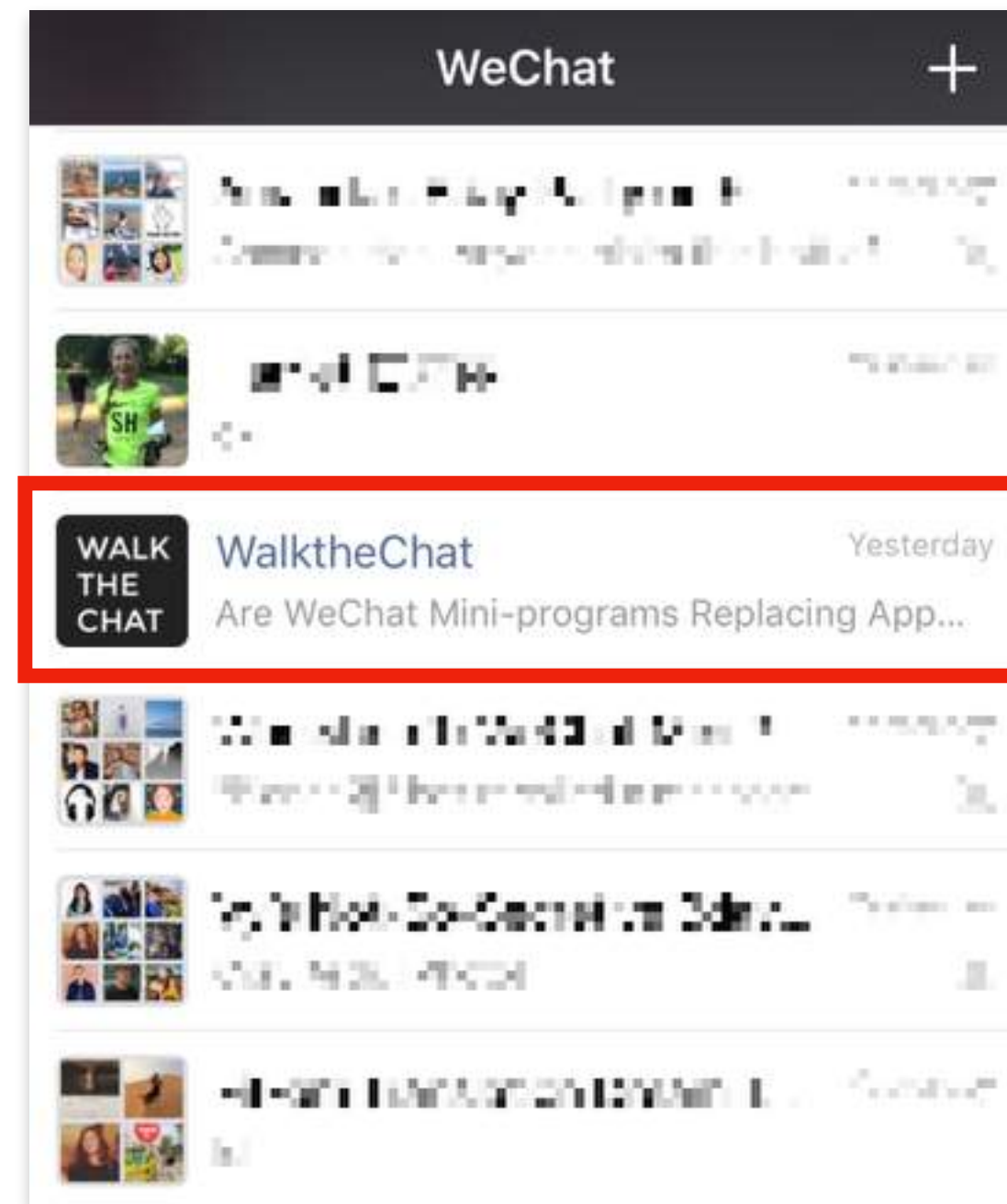
ARTICLE SUMMARY

An article summary will only appear underneath the title of a single article push, however it is always important to include a summary as it will display when sharing a post.
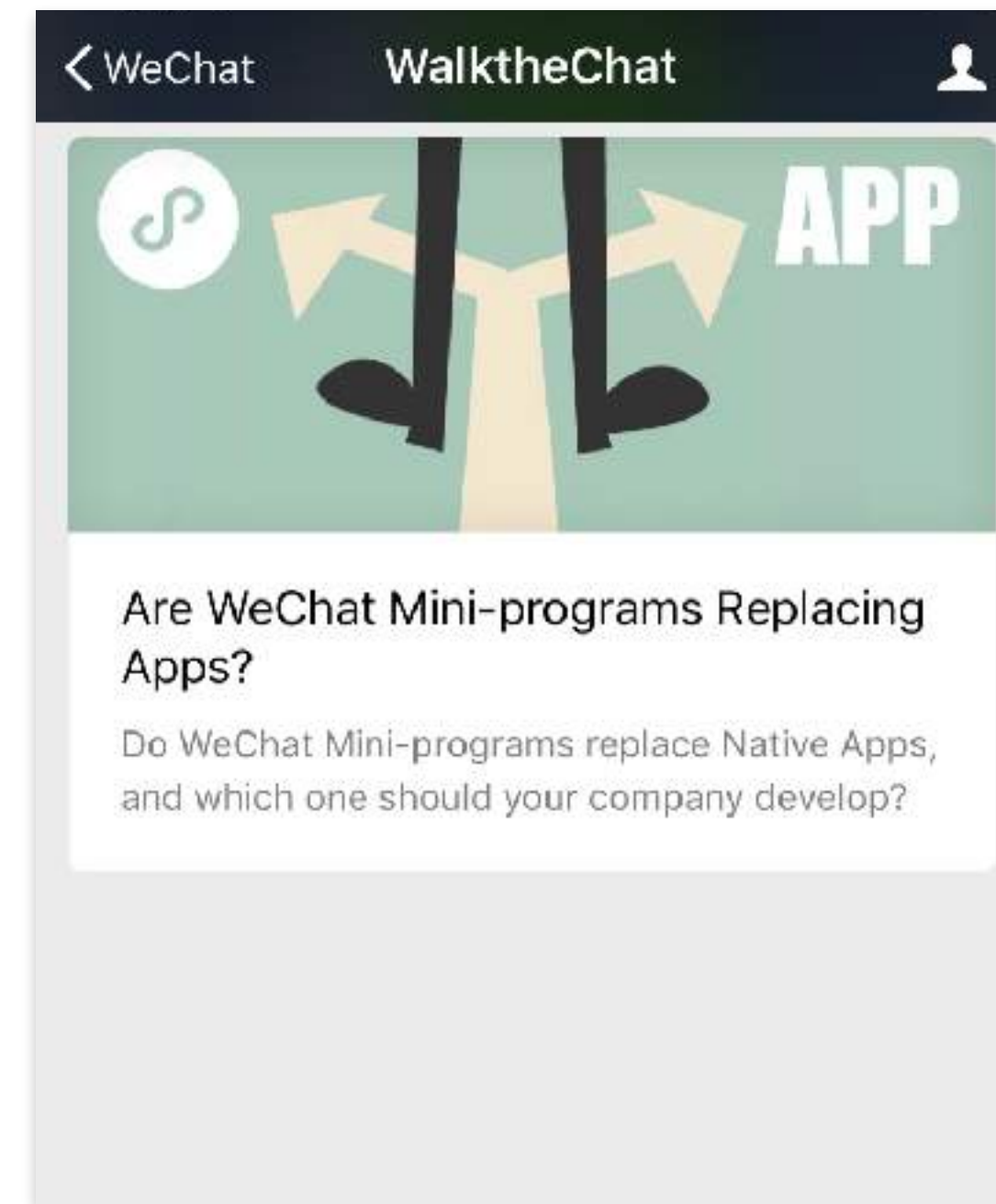
Single Article Push

✔ Cover image displays well

✔ Title easier to read

✔ Description text displays

Multiple Article Push

✔ Push more content to followers

✘ Header image covered by title so harder to read

✘ Description text doesn't display

First Impression: Subscription Accounts

Messages sent from a Subscription Account will appear in the Subscription Account Folder in chronological order. If your account happens to have just published an article when a follower is browsing his/her messages, the first 21 characters of your account name, and the article title will appear.

As a user browses through the Subscription Accounts Folder, articles appear with a title at the top, then a cover image followed by any sub articles.

Because a follower will only see the title and cover image at first glance it becomes extra important to use impactful titles and cover images to grab attention.

Only the first sub article will appear, any additional articles will have to be clicked on to expand.

As you are allowed up to one push per day, accounts should strongly consider publishing only one or two articles each push to achieve maximum views.
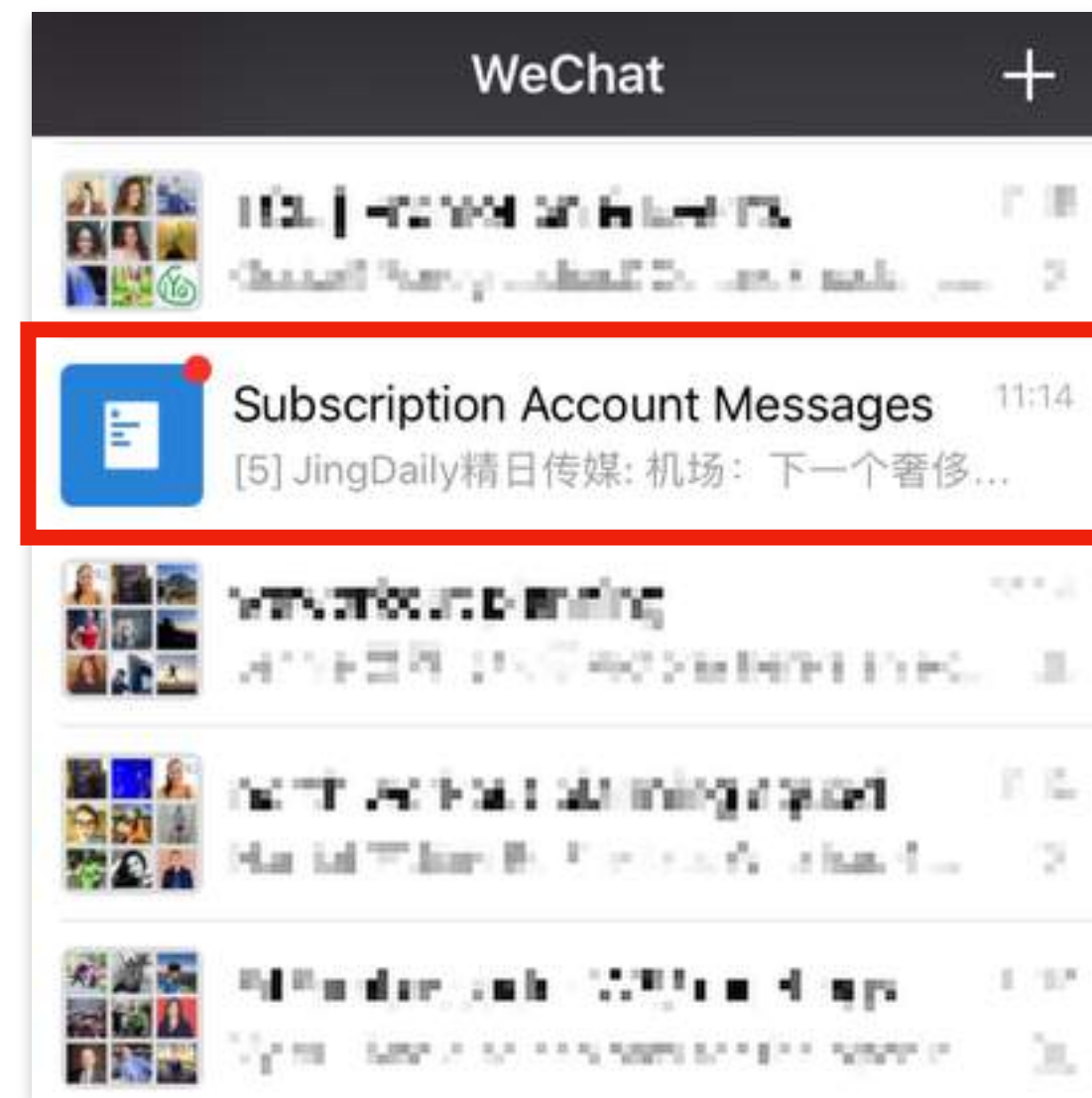
NEW Subscription Account Feed

✘ Summary doesn't display

✘ Only top 2 articles display, lower articles hidden and show on click.
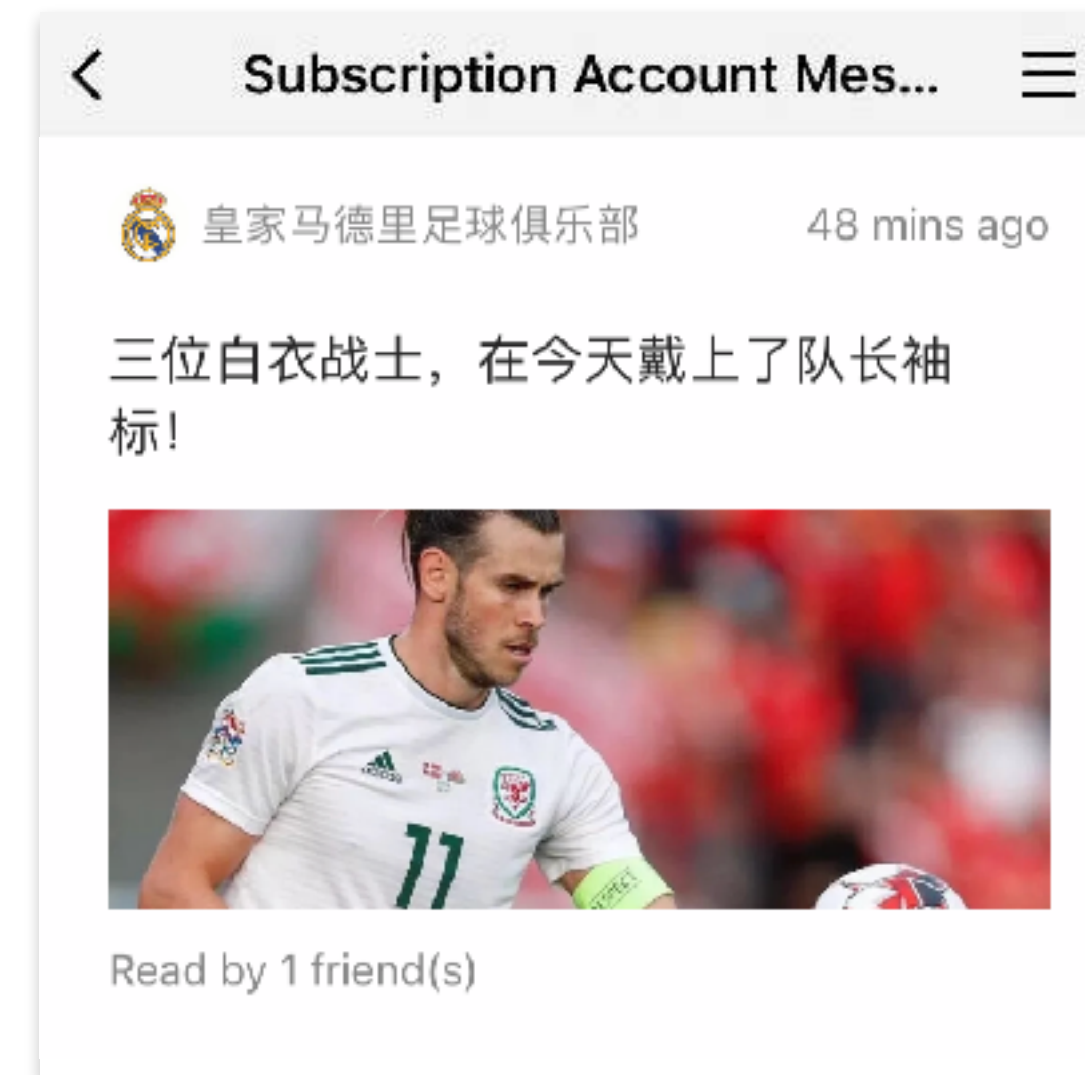
EASY TO UNFOLLOW

Recent changes have made it easier to quickly swipe and unfollow. If your content isn't awesome, it may be better to not publish at all than risk losing followers.
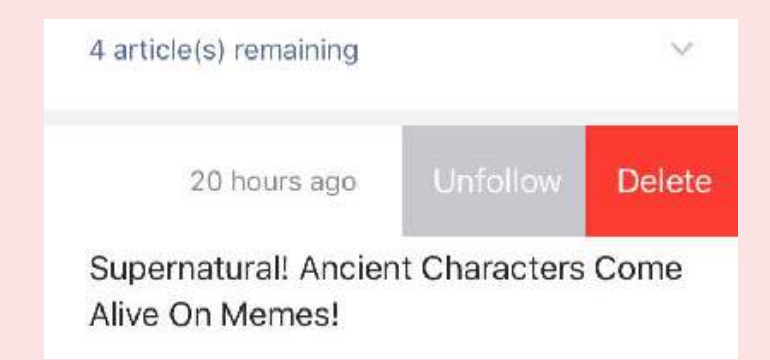
How Non-Article Posts Display

Aside from articles there are four other types of post Official Accounts can publish and they display slightly differently…

Simple Text   **Audio**   **Images**   **Video**

Come Watch The Sea Turtles Hatch
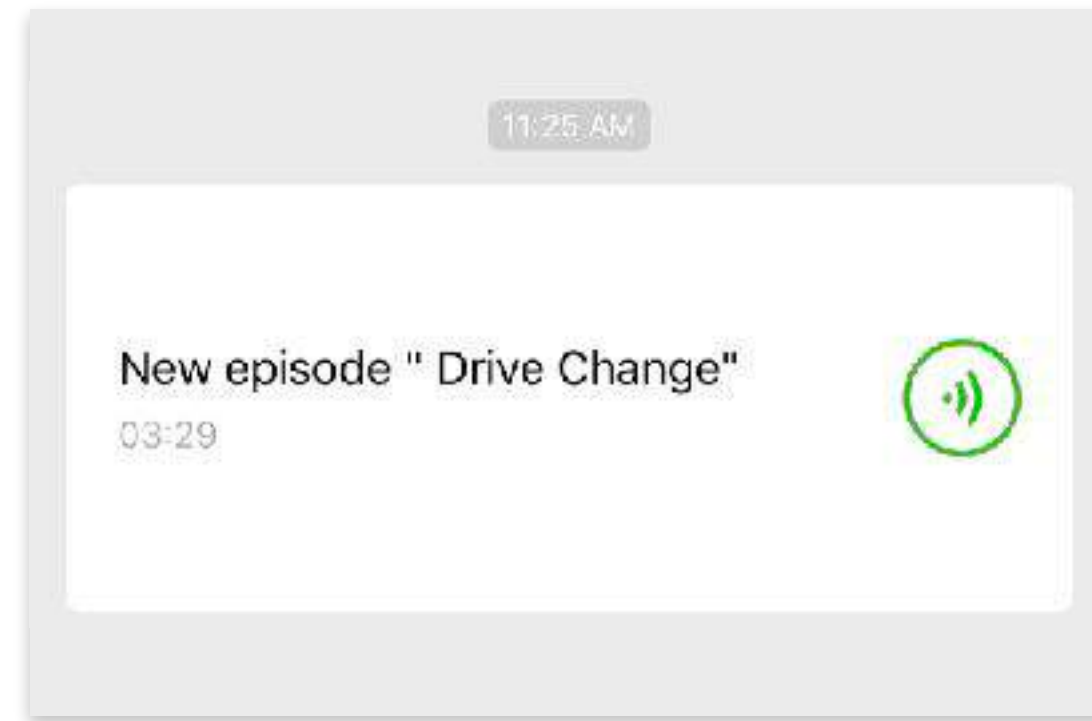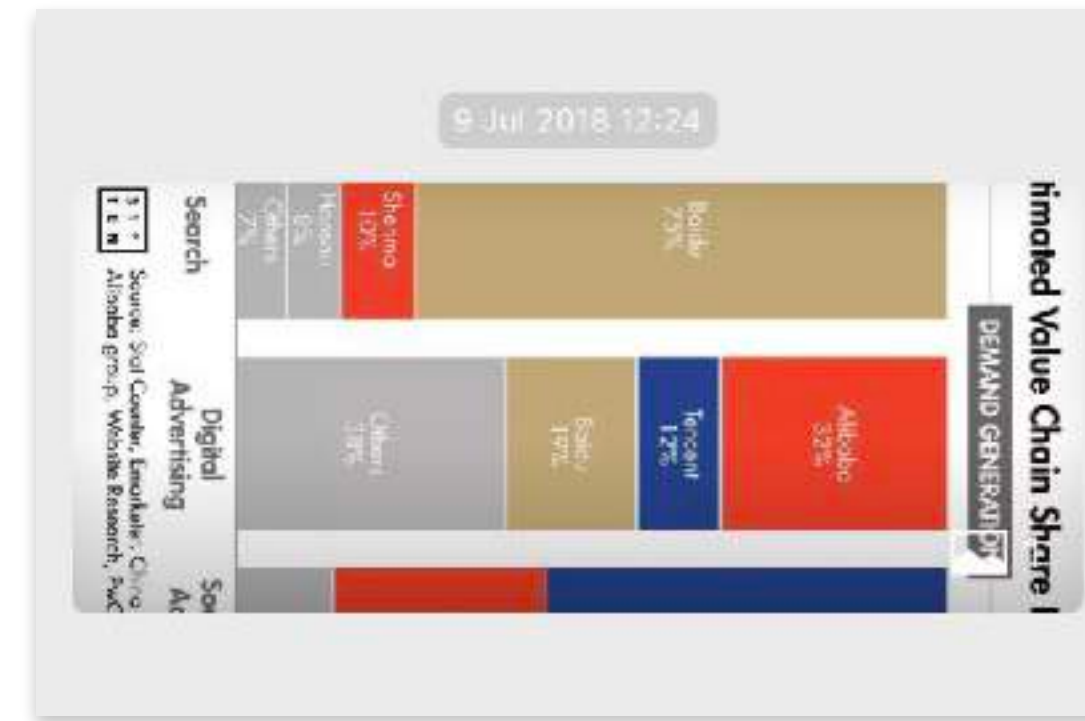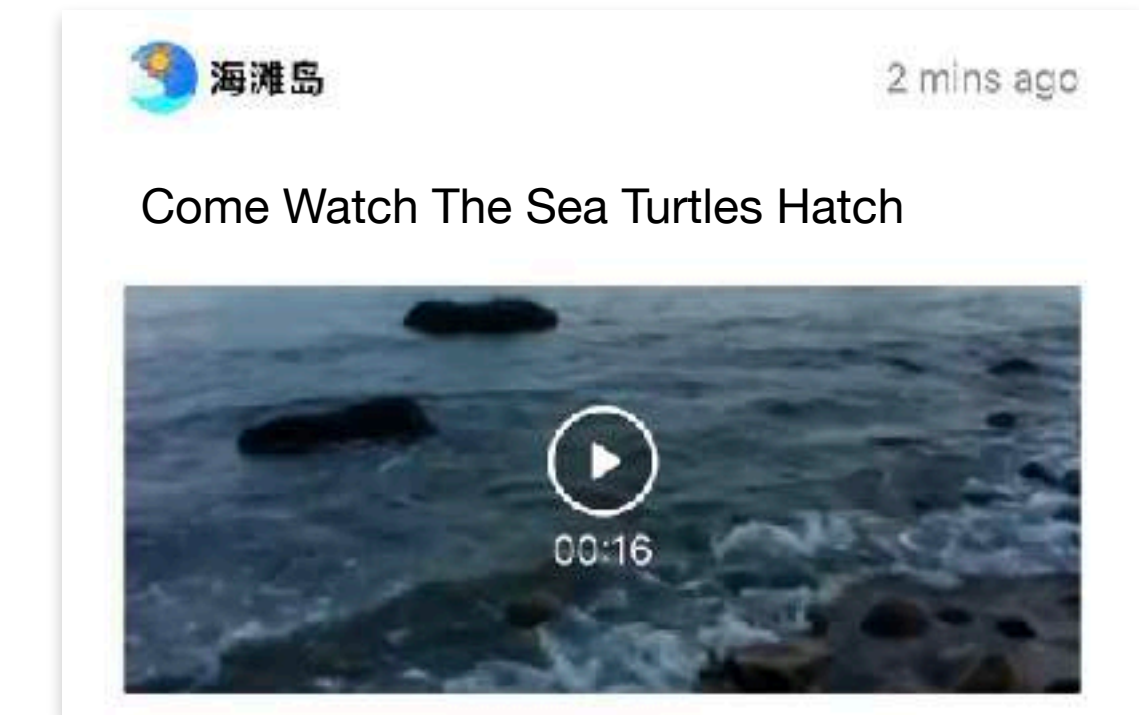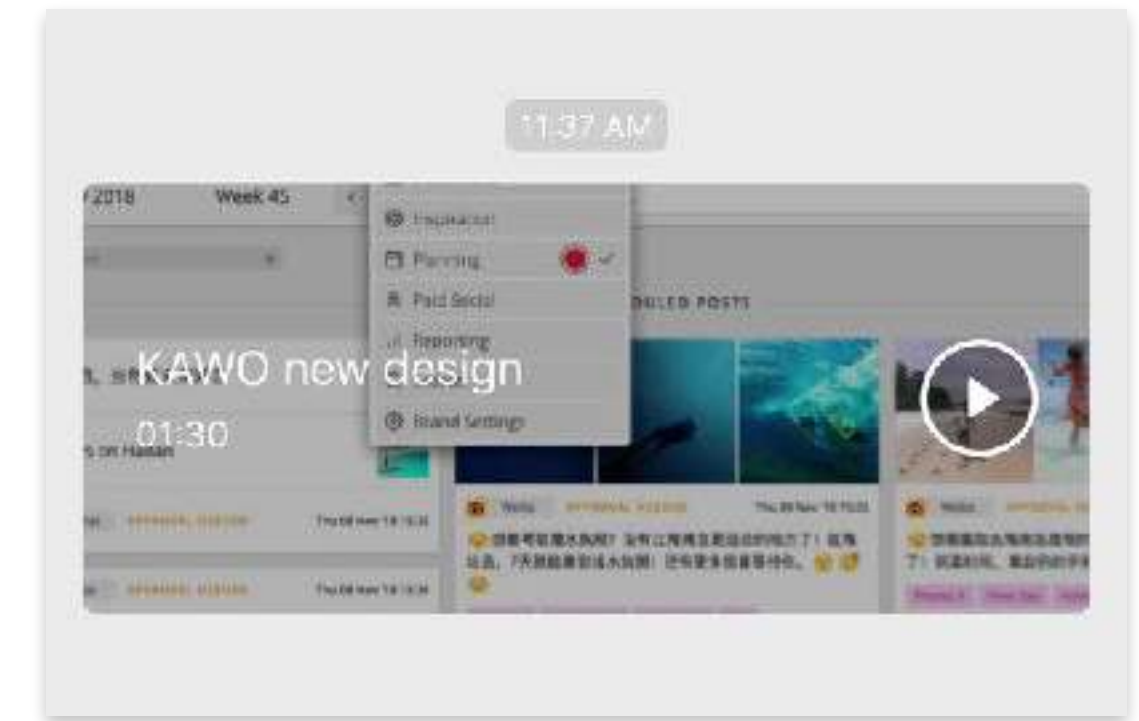
Service Accounts

Subscription Accounts

Other Ways Users Will Encounter Your Articles

SEARCH INSIDE WECHAT

Users can also come across your content by searching for keywords within the WeChat Search function. The article thumbnail will appear along with the article title and a short text except.
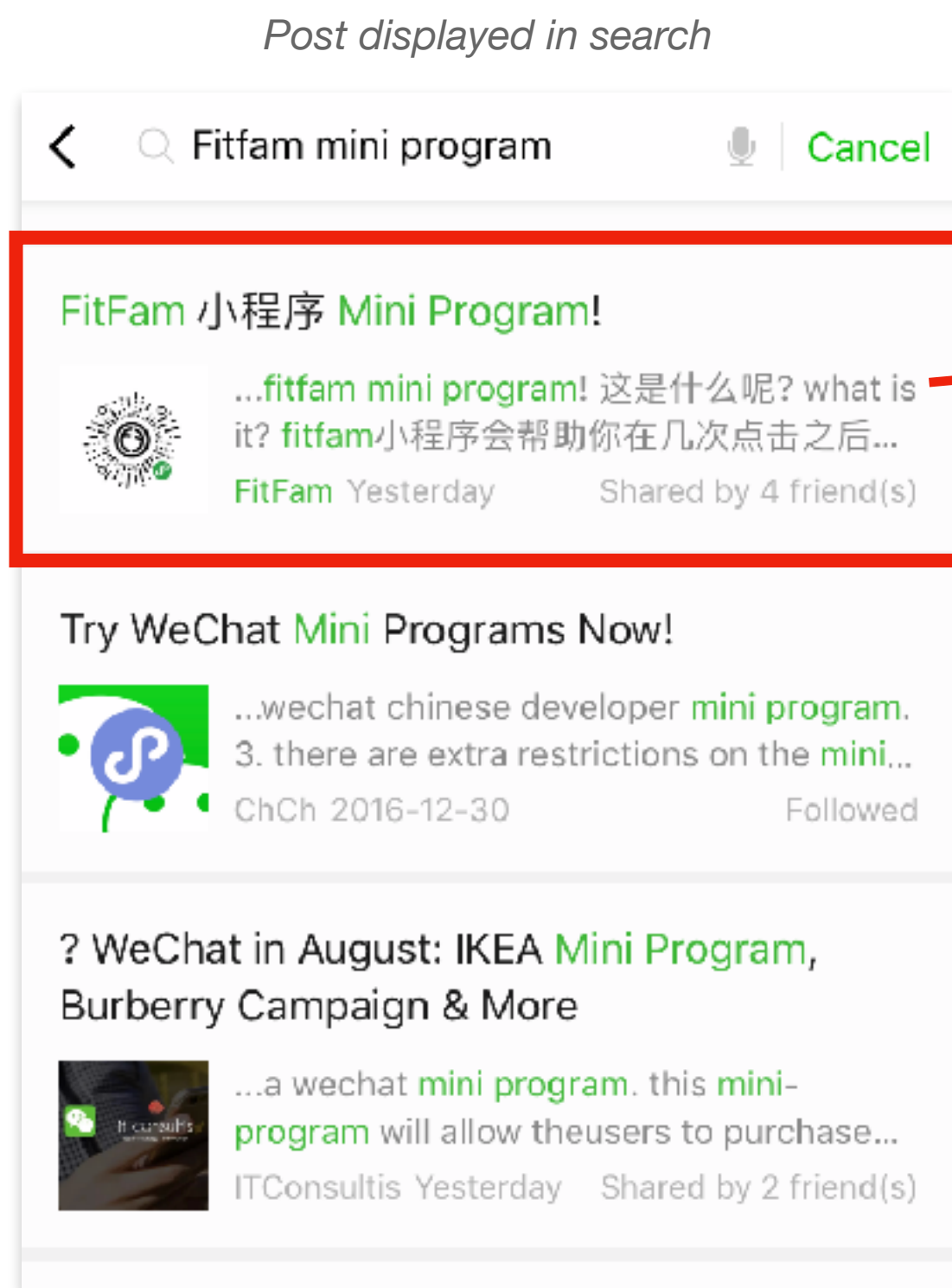
ARTICLES HISTORY

All published articles can be viewed from the Official Account by selecting "All Messages." The article thumbnail and title will appear here.

Post displayed in search

Search text from inside the article.

Account homepage shows 3 recent articles.

Full history of published articles.

Other Ways Users Will Encounter Your Articles

SHARED ARTICLES

Keep in mind that WeChat is a **social** media platform. Users are constantly sharing content with each other. Whether that is by posting it on Moments (similar to a Facebook Newsfeed) or sharing between one friend, or up to 500 in a chat. Content that is shared by someone you know and trust becomes incredibly powerful.

Post shared on public Moments feed no description displayed only thumbnail and title.

Post shared into chat group thumbnail, title & description displayed.
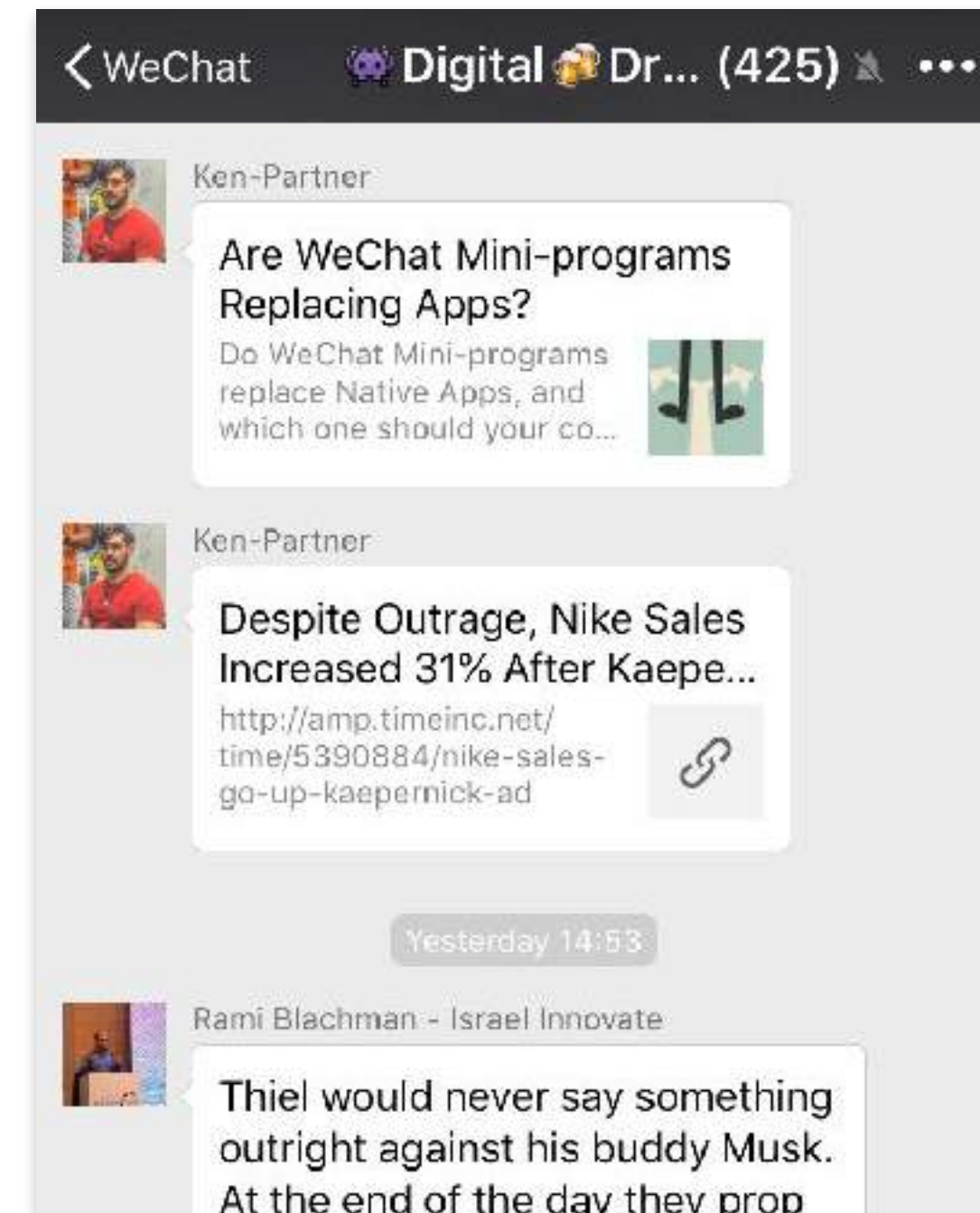
ARTICLE SUMMARY

Failing to put an article description means losing out on a valuable opportunity to grab attention.

Understand How Users Encounter Your Articles

It's important to understand how users are discovering your content. Luckily WeChat gives you a great breakdown for each individual article which overtime you can use to learn about the effectiveness of different types of content.

There are now so many official accounts pushing out so much content that the average user can't possibly check all the accounts they follow. Users are increasingly reliant upon their contacts to curate that content for them through their moments and by sharing in group chats.

If your content is only being viewed inside your account then it's a sign you're not creating enough value for your readers and you won't reach readers outside of your existing audience.

STATS FOR TWO ARTICLES PUBLISHED TO THE SAME ACCOUNT

7 DAY STATS

Reads **655**   Shares **38**

Clicks **0**
No "read more" link   Favorites **7**

HOW USERS READ THIS POST

Push Message	530 (81%)
Friends	22 (3%)
Moments	75 (11%)
History	21 (3%)
Other	7 (1%)

7 DAY STATS

Reads **4.0K**   Shares **455**

Clicks **0**
No "read more" link   Favorites **100**

HOW USERS READ THIS POST

Push Message	857 (21%)
Friends	1,228 (30%)
Moments	1,939 (48%)
History	17 (0%)
Other	9 (0%)
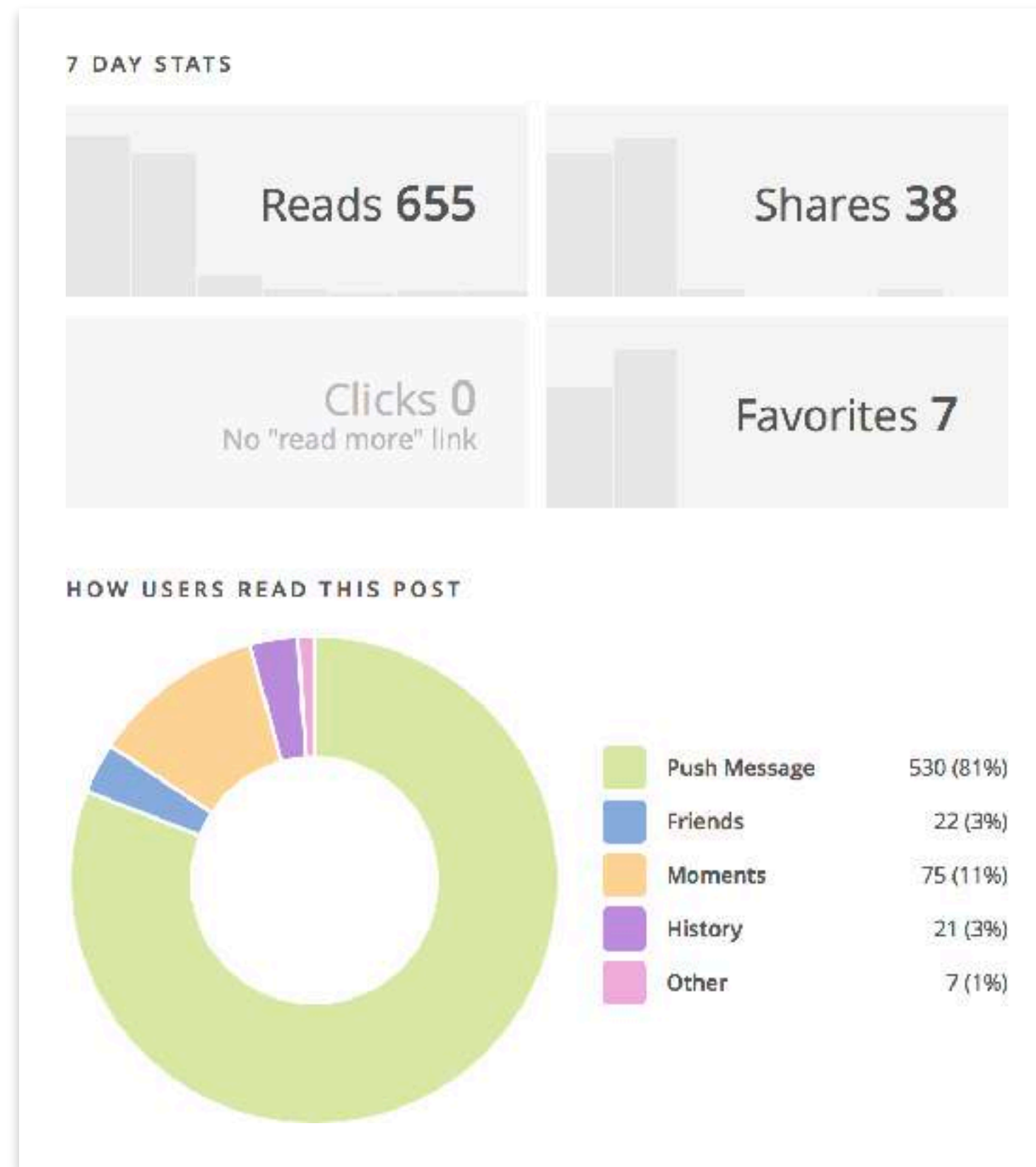
❌ Poor quality article not read by many followers and very few shares.
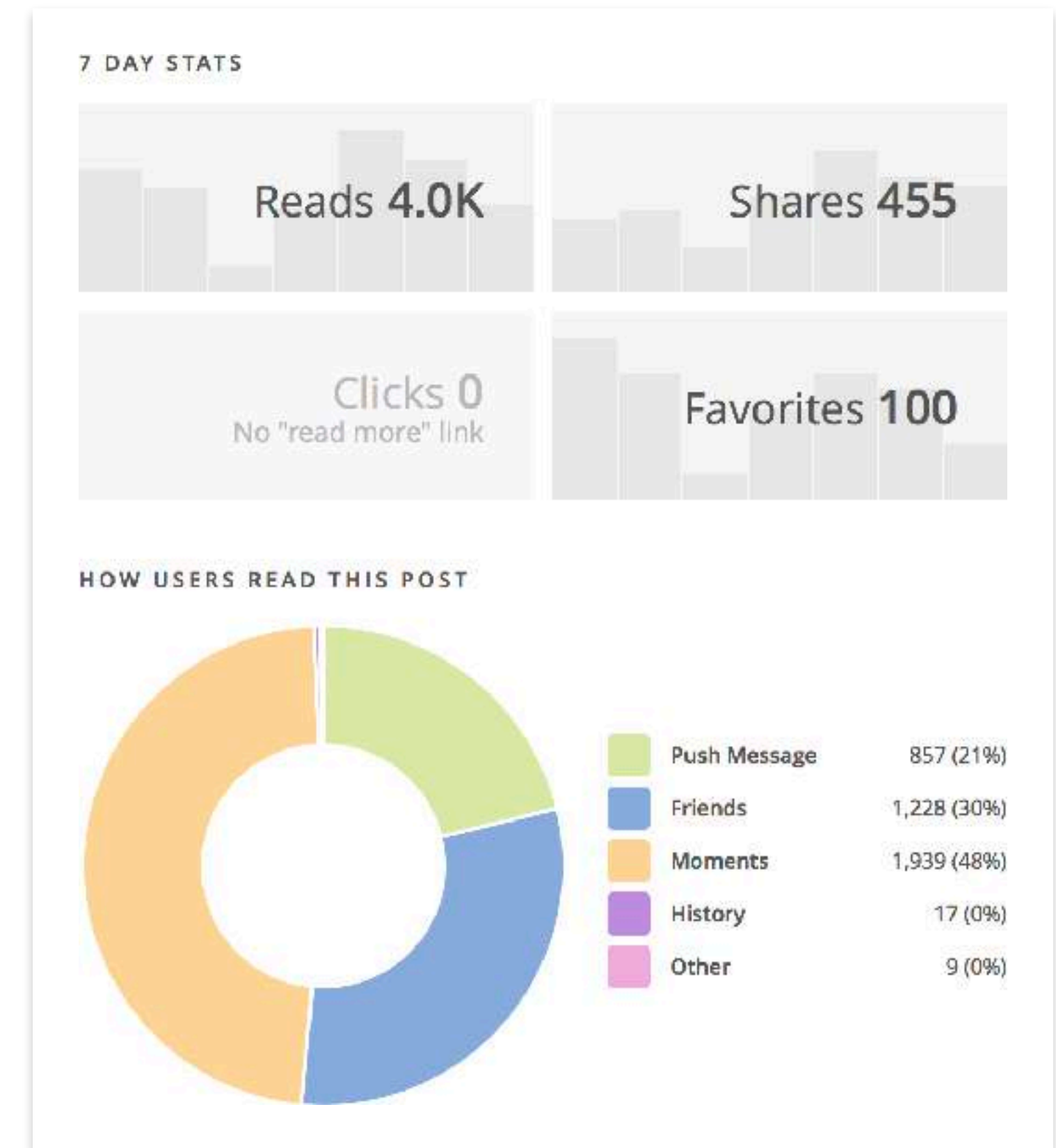
✅ Great article read by many followers and then shared widely gaining even more reads.

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Header Image Crop

WeChat only lets you upload one header image which they then crop for you in different ways for all the different places your article can appear.

Understanding how your header image is cropped is essential to making sure it looks good no matter where it shows up. Depending on where users are finding your content they may be seeing a full size image, or just a tiny thumbnail.
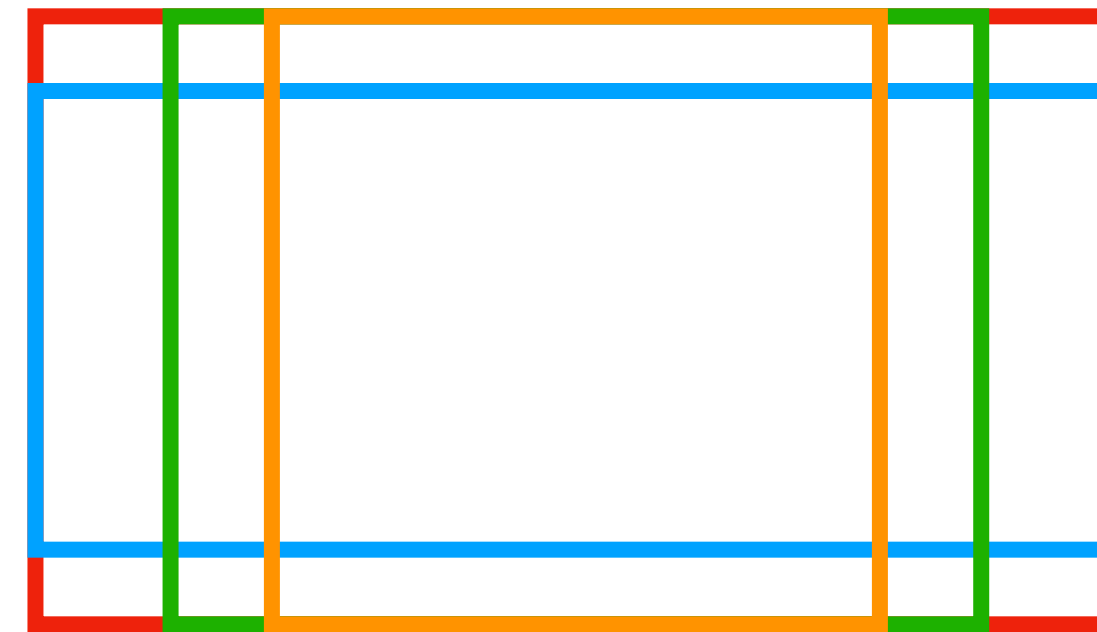
🟥	**Top Article (Old Version)**	16:9
🟦	**Top Article (WeChat v6.7)**	2.35:1
🟩	**Account History**	4:3
🟧	**Sub-Articles, Sharing & Search**	1:1

Top Article (Old Style)

Top Article (WeChat v6.7)

Account History

Sub-Articles, Sharing & Search

HANDY TIP
KAWO's WeChat editor makes it easy to resize your images to get the best results across all article display formats.

Consistent Header & Thumbnails

Build a stronger brand by creating continuity in header and thumbnail design. This can be especially helpful for a content series or heavily branded content.

A well-planned header image can stand alone, or create a larger message such as account Dedao (得到 far right) has done by using characters which string together to form the phrase written on the main article header.

DIFFERENT STYLES:

‣ Pictures using similar filters

‣ Custom graphics/captions

‣ Series of text
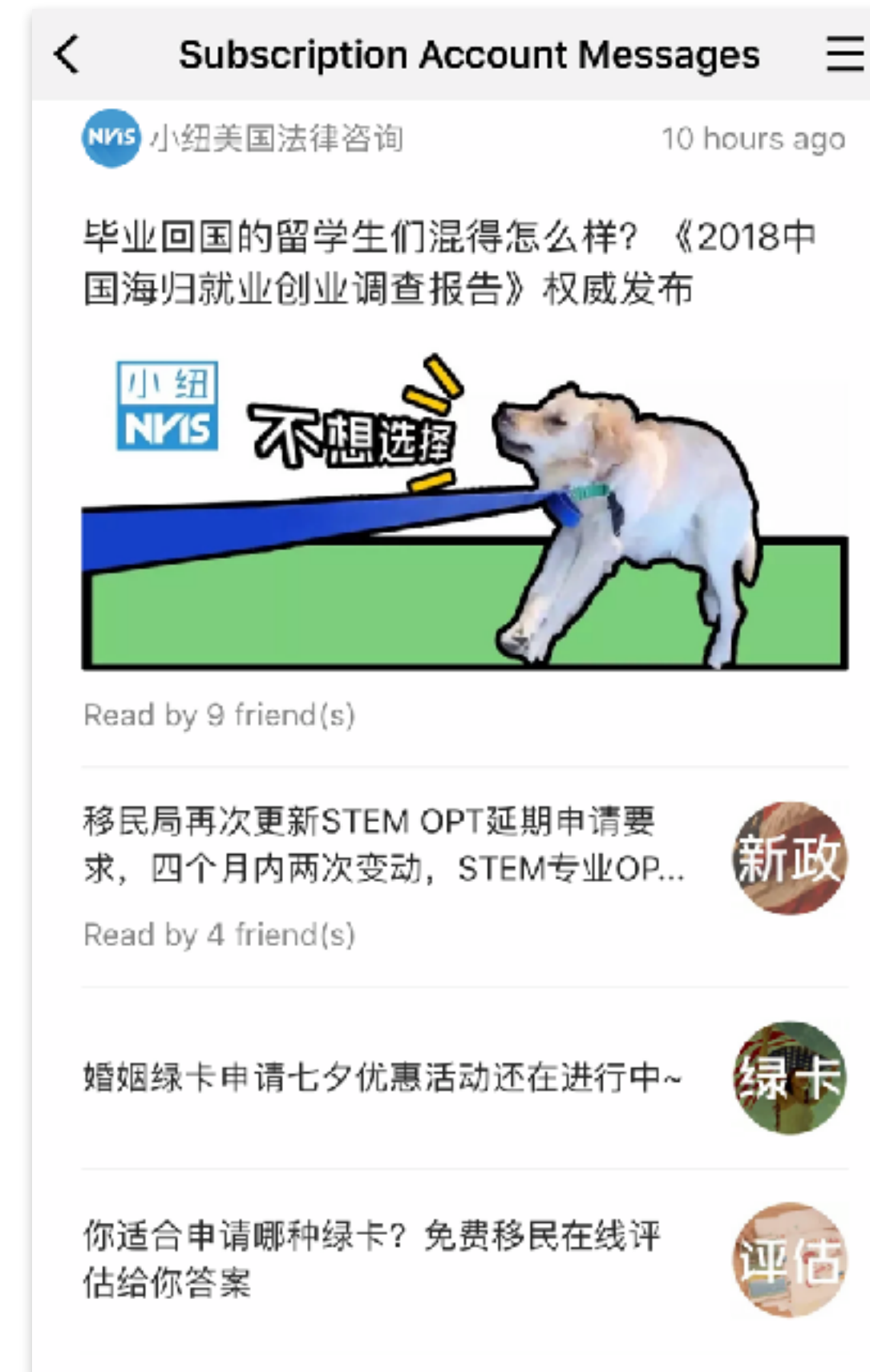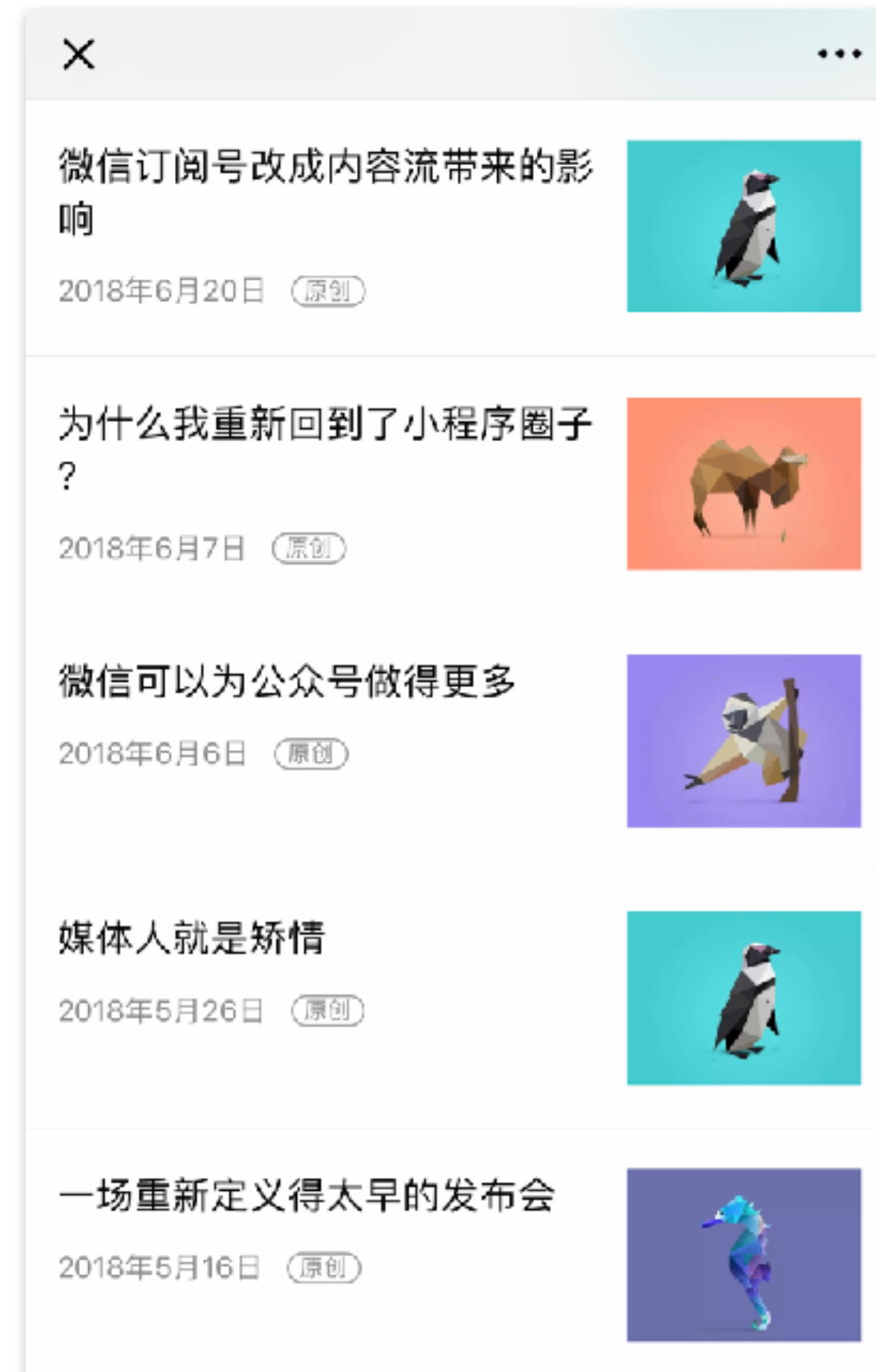
6 Patterns for Crafting Good Titles

Creating a catchy title is one of the most important things you can do to increase open rates. There are a few formulas that can help you craft irresistible titles;

1. MAKE IT A QUESTION

SixthTone — 1 hour ago
Could Cockroaches Fix China's Food Waste Problem?

2. LIST OF TIPS

12 Accounts Social Marketing Folks MUST Follow!
At KAWO we are often asked what are the best resources

3. "HOW-TO"

Lola
Fascinating read...
How to Drive Change in Your Company
1 minute ago

How To Stay Busy AND Healthy
SIX guidelines to corporate wellness...

4. BENEFIT-PRESENTING

Grounds for Growth: The Benefits of Gardening for Children
自从当上小园丁，孩子竟改变了这么多！

5. WHY/HOW

Why should we take multivitamins? 我们为什么...
Why should we take multivitamins? 我们为什么要吃维生素？

6. CONTENT SERIES

▸ Use TV series-like tiles:
  Season I: Theme, Episode I: Topic

▸ Use flags in titles:
  download | event | analysis | trends, etc.

▸ Use brackets to highlight certain words.

SmSh — 11 mins ago
[Obsessed]: The Best New Coffee Spots of 2018

HANDY TIP

For English titles try a title testing tool:
https://coschedule.com/headline-analyzer

AVOID CLICKBAIT TITLES

If content is of insufficient reader value, creating or relying on hype for thin, low-value content might give good short-term results but ultimately creates a trust deficit, and increased unfollow rates.

Increase Reads & Shares with Catchy Article Summaries

Last but not least, the article summary is the final factor affecting the snap decision to open your article. It provides additional context to the viewer, giving you one last opportunity to craft a compelling hook.
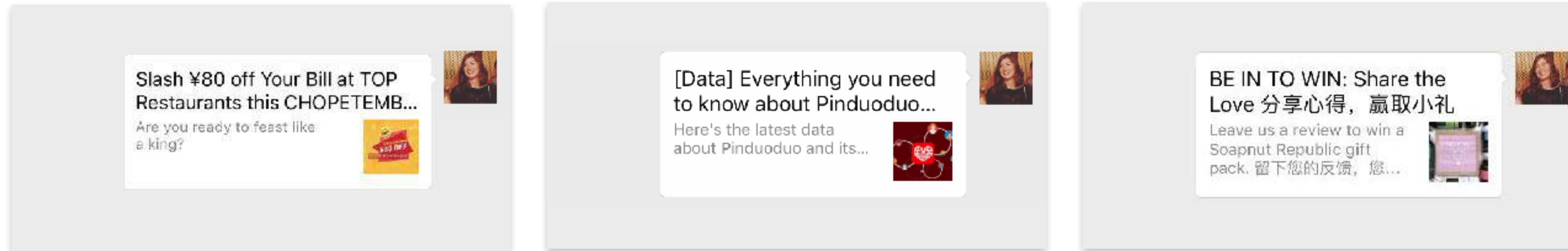
CRAFTING A GOOD SUMMARY

- ‣ Stick to a central theme and evoke the desired emotion, such as; suspense, urgency, validation or anticipation for example.
- ‣ Remember that the maximum permitted length is 120 characters regardless of language.

WARNING

After WeChat version 6.7, you only can see an article summary from:

- ‣ Service account single article push
- ‣ Article sharing in chats

Testing Different Header Image & Title Combinations

A/B testing helps you figure out what resonates with your audience the most. You can test different headlines, cover images, and lead-ins.

However, never test more than one variable. For example, test two different cover images against each other, without changing anything else, and measure the difference in open rates and shares.

Play around with different versions, measure the result, and always analyze what you have learned.

CASE STUDY BY DIGITAL LUXURY GROUP

A/B testing different header images for a high end hotel chain saw a **+24% increase in readership** and **+21% increase in conversion** by using a shot of a suite (right) instead of the iconic Statue of Liberty (left).

YOU NEED DEDICATED SOFTWARE

Using the default WeChat backend, A/B testing is nearly impossible because each variation will consume a monthly push for your account and WeChat does not allow for automated follower segmentation.

Use social CRM software such as:
- JingSocial.com
- WeChat Now by MobileNowGroup.com

2. Content Best Practices

KEY CONSIDERATIONS

Now that you've gotten the user to click on your article you must deliver on the promise you made in your header and article description.

▶ Time is limited! You only have a few seconds after the article is opened to capture the reader's attention, and you'll need to continue to engage your user throughout the entire article.

▶ Dynamic content can come in many forms, choose the right form based on how you want readers to interact with your content - how will they read, engage with, share and remember it?

What Content Can Go in the Body

When crafting your WeChat article it is important to define the purpose of your content and the experience you want the reader to have. Once you know this, choosing the right format comes next. There are several different types of content that can be embedded in the body of an article:

1. Text

2. Image

3. Audio

4. Video

5. Mini Program

Article with images and text

Chinese Cross-border E-commerce Transaction

Embedded Audio

Embedded Video

Mini Program

Setting Expectations

Readers today are busy, and they have a lot of content to go through! Set expectations at the beginning of what the post is about and how long it will take to read through. Being clear upfront encourages readers to scroll through to the end.

PROVIDE INFORMATION

‣ Clearly state the value of reading the whole article.

‣ Avoid just repeating the title intro.

‣ Refer to the root problem, concern, or interest.

‣ Showcase any persuasive facts or eye-catching statistics.

Provide the reader with a time estimate.
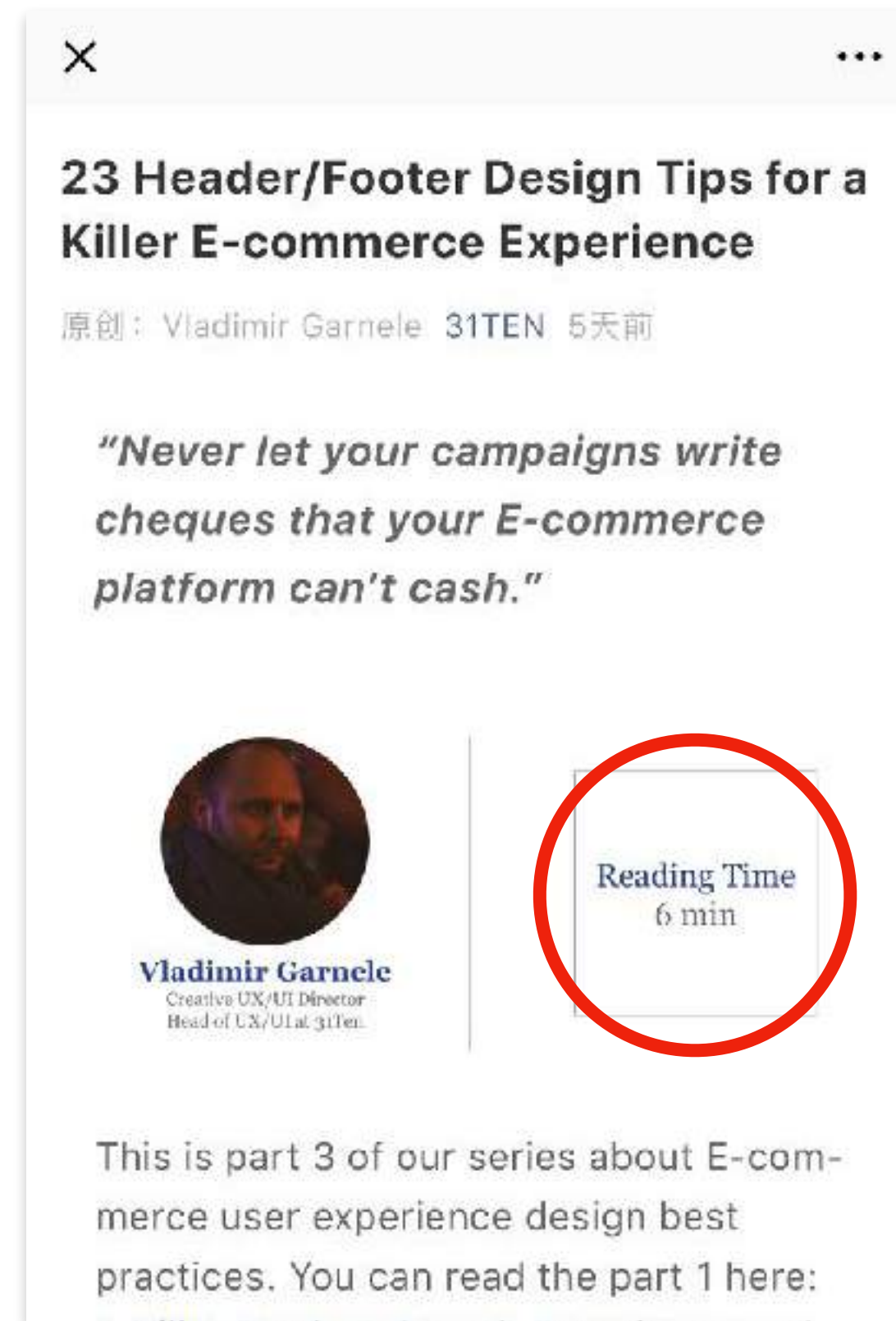
Provide a summary at the beginning.
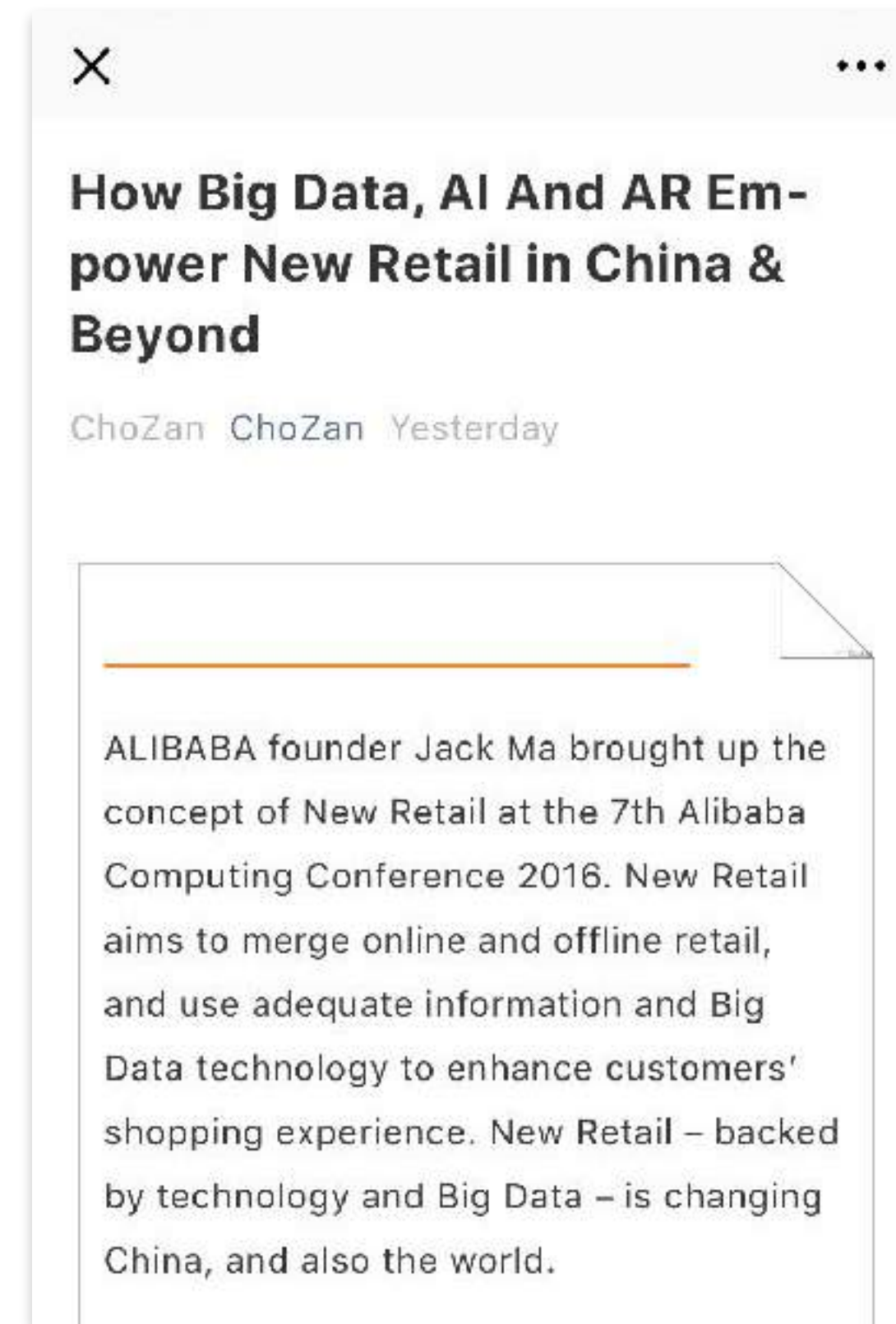
List a clear outline of the contents.

Making Your Content More Human

Boost perceived reliability and authenticity by crediting the author of the article.

✓ Lends credibility, authenticity and transparency to content

✓ Helps readers relate better with the brand/publication and builds trust

✓ Particularly crucial when pursuing an influencer building strategy

✓ Gives recognition to the writer and an opportunity for readers to reach out to them, follow them and look up their other work

✓ Motivates team members to share their expertise and ensures they feel a personal sense of responsibility for the quality of content

✓ Encourages the author to share within his/her network for recognition

Simple author name listed at the top.

More fancy author bio embedded in the article.

AUTHOR TIPPING

An orange button at the bottom of an article with a thumbs up symbol and "Like the author". Readers can enter any amount they wish, with a few suggested amounts as buttons.

Original Content Designation

Original content is WeChat's way of protecting content creators. An account can declare their content as "original" which protects that content from being copied by another account and labeled as "original."

HOW TO QUALIFY

Content producers fulfilling the following criteria are sent an invite from WeChat to use this feature:

✓ **Consistent** publication schedule.

✓ **High-quality content** that is well researched and considered valuable.

✓ A history of publishing articles **compliant with local laws** as well as WeChat community guidelines

Invitations cannot be solicited, and requirements themselves are fairly opaque. It's not known if there is a minimum period of operation for accounts to qualify. Some official accounts have been invited within weeks of launching.
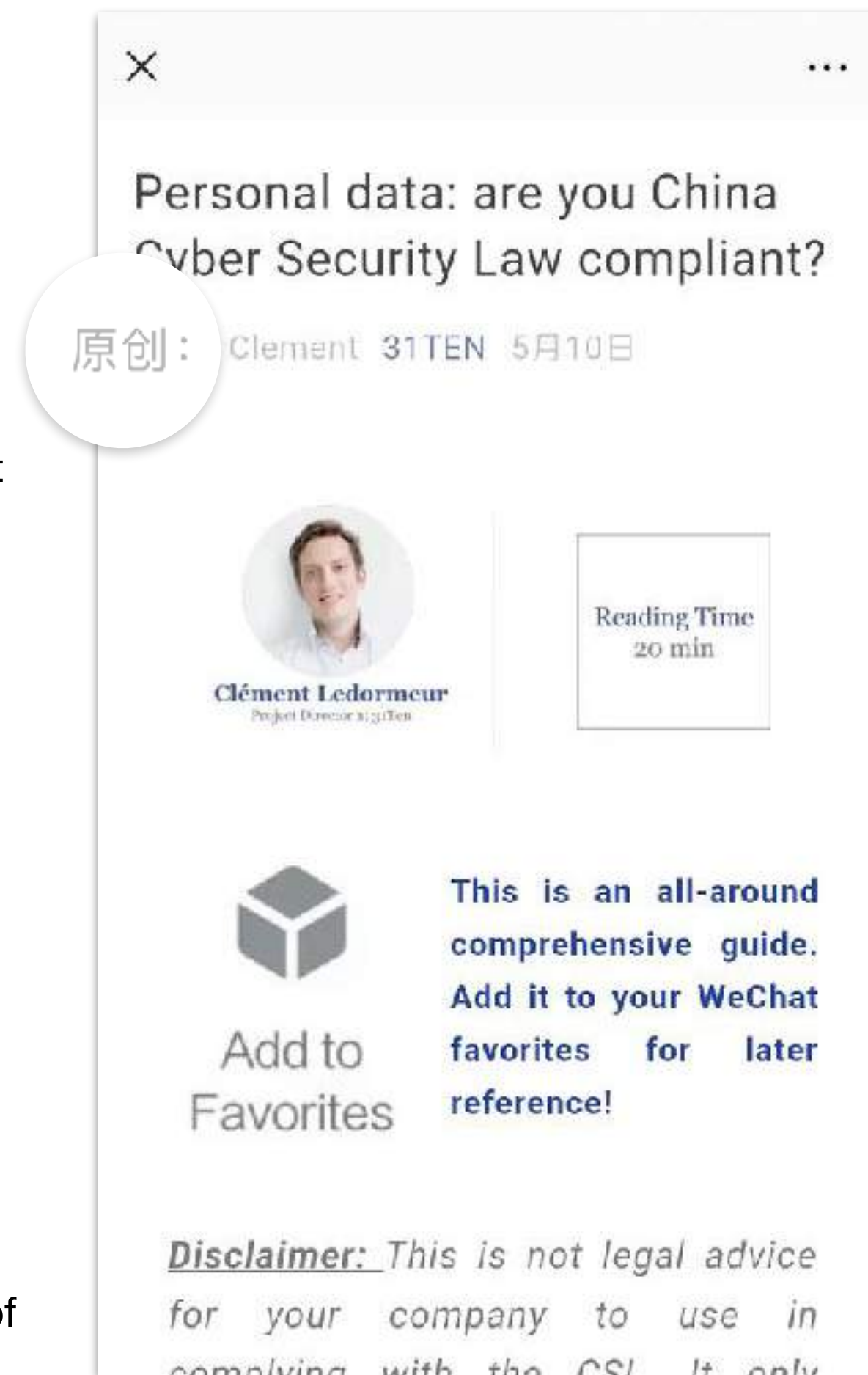
BENEFITS OF ORIGINAL CONTENT

▸ Once invitation received and feature activated, content producers can use the "original content declaration" button in the backend when publishing to claim full ownership of the content.

▸ Original content accounts are also first to be considered by Tencent for its display partner programs.

▸ Beyond the default sharing option, Official Accounts (OAs) whitelisted by certified accounts can either share entire articles (with a link to the verified OA automatically displayed at the bottom), or make edits if provided the permission by original owner.

▸ Enables certified OAs to access a wider audience when allowing other OAs to reshare, without losing ownership of their material.

▸ Original content is remarkably useful for KOL promotions since KOL accounts need only share existing original content.

Reposting Original Content

Data from KAWO showing the Average Lifespan of a WeChat Article

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 6
73%	17%	4%	3%	1%	1%	1%
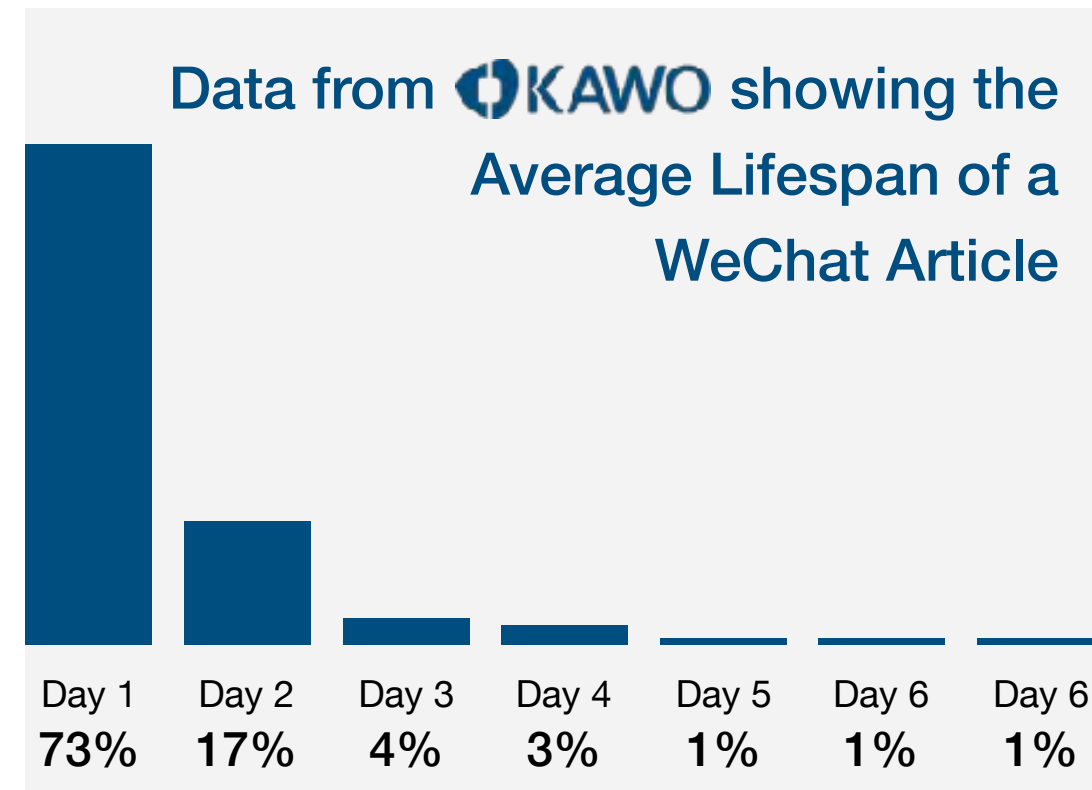
The average WeChat post receives 90% of it's engagement within the first two days. Reposting old articles can be a great way to maximise your investment.

This is a feature in the WeChat backend where you can repost an article that has been published with the Original Content tag. This reposted article can be used as the main article, or sub-article. There are several pro's and con's:

✔ PROS

Consolidates analytics - no matter how many times you repost an Original article all metrics are calculated under one article. If you do not use this feature, it becomes a headache to track open rate, reach, and engagement.

✘ CONS

Bad UX - the reader is two taps away from the article. First have to open the preview, then tap on the article to be redirected.

Low customisation - cannot choose the excerpt, it will auto generate from the first piece of text. This can negatively impact opening rate.
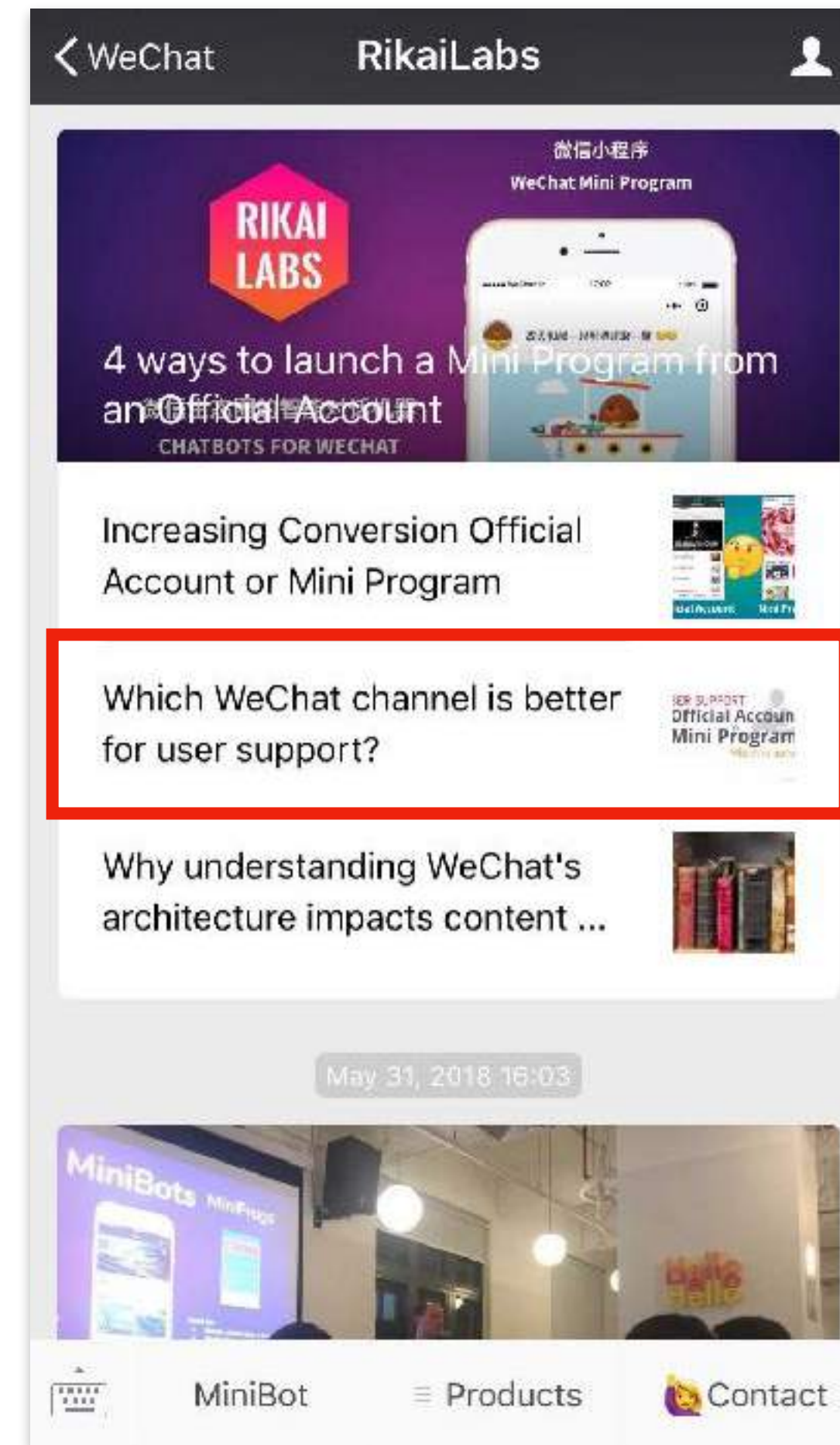
Bringing Content to Life with GIFs

GIFs are great for visual storytelling and keeping readers engaged. In an era of short attention spans, GIFs that are ten seconds or less can pack more feeling and emotion into content than words.

GIFs are easy and cheap to create, and unlike videos within a WeChat post, will automatically play. They can be a great way to break up text, and transition between ideas.

CREATE GIFS EASILY WITH DONGCI
Use this handy tool to easily turn video clips into GIFs optimised for WeChat: http://dongci.kawo.com/
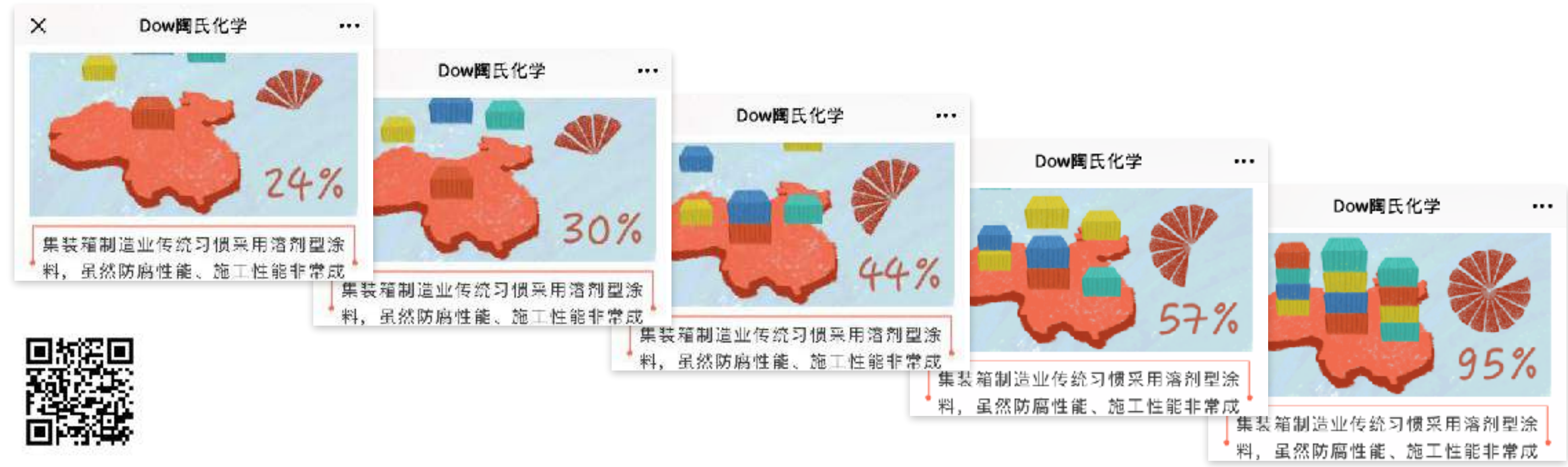
Linking to H5 Pages

An H5 (HTML5) page can be integrated into a WeChat post and link to interactive content, sometimes even including audio. H5's are great for event invitations, forms, and quizzes. Quizzes will often reward participants with a customised image, that can be shared on Moments or forwarded to a friend. Here are two great examples…

Chinese Valentine's Day quiz from BMW
Answer questions about your loved one and receive the perfect car match based on your answers. You're then encouraged to share the image on your moments with a QR code that links back to the quiz.

Family Mart " Don't care much what to choose" quiz
Based on the answers you chose, it generates a beautiful long sentence, which reminds you of all the good things that will happen soon, and promotes the newest summer drink at the final page.

Multimedia-Heavy Content

Create branded posts through a mixture of text, images and backgrounds.

Overlaying copy on an image allows text indexing and can give SEO boost as opposed to an image with text which will not be indexed by WeChat.

Scrolling right to left
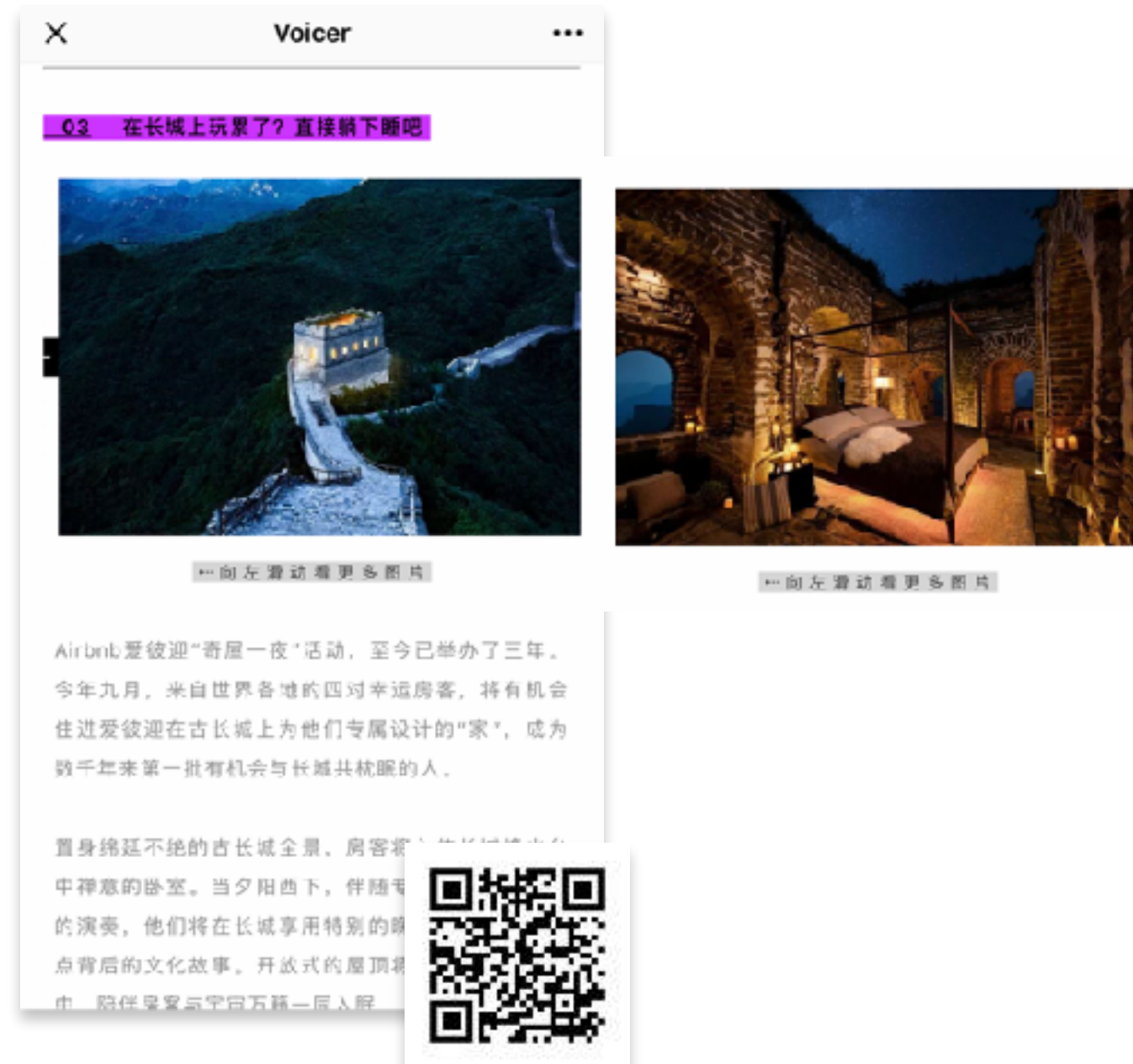
GIFs + Static Images

Vertical scrolling
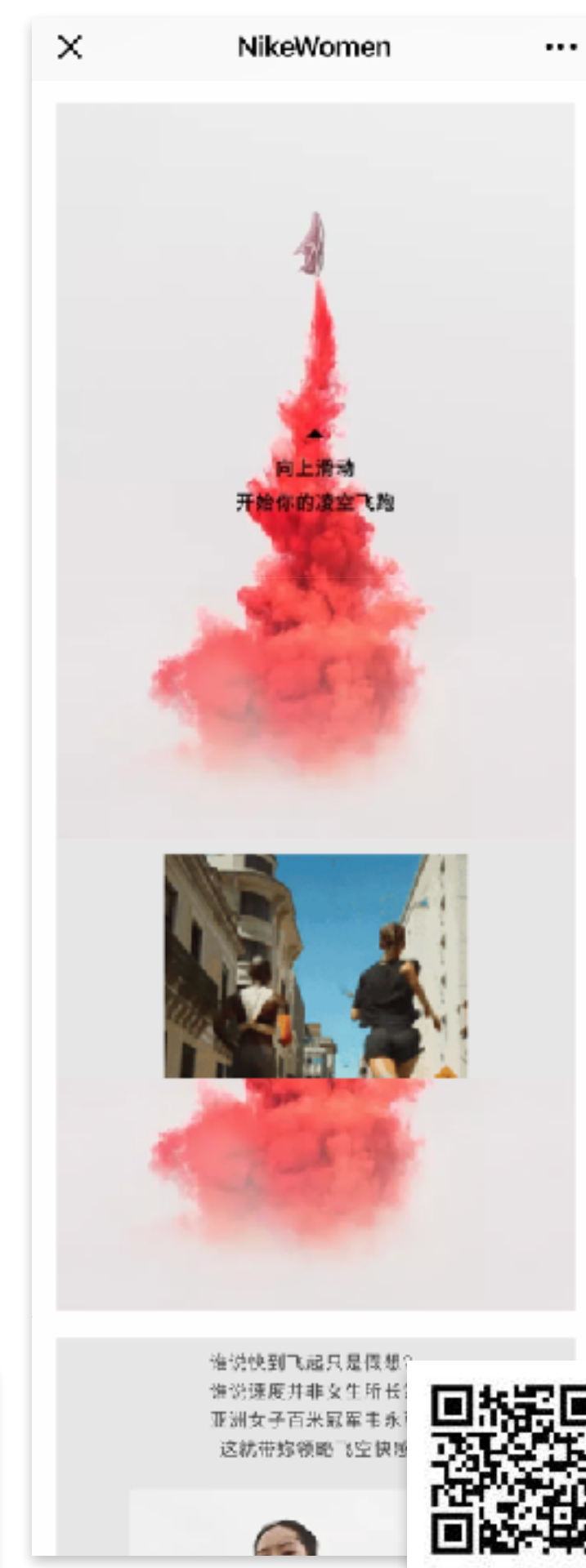
Videos/GIFs

Text overlaid images

Rules & Standards for Multimedia Content

VIDEO

Video hosted on WeChat

▸ Formats: mp4, flv, f4v, webm, m4v, mov, 3gp, 3g2

▸ Size: ≤ 20 Mb

▸ Length: ≤ 10 Hr

▸ No Ads

Tencent video sharing platforms

▸ No size restrictions

▸ Has ads

VIDEO TOO LARGE?
Using a video coded like H.265 may allow you to compress larger videos enough to host on WeChat.

AUDIO

Audio hosted on WeChat

▸ Formats: mp3, wha, wav, amr

▸ Size: ≤30Mb

▸ Length : ≤ 30 min.

▸ No need to submit track for review

▸ No ads

Clickable music embedded on QQ music

▸ No size restrictions

▸ Track needs to be submitted and reviewed

▸ No ads

Embedded WeChat Audio.

Lookalike
来自CHINADAILY
00:00   02:53

Embedded QQ music track.

Do Like That
Korede Bello - Afrobeat Winter 2016: E...
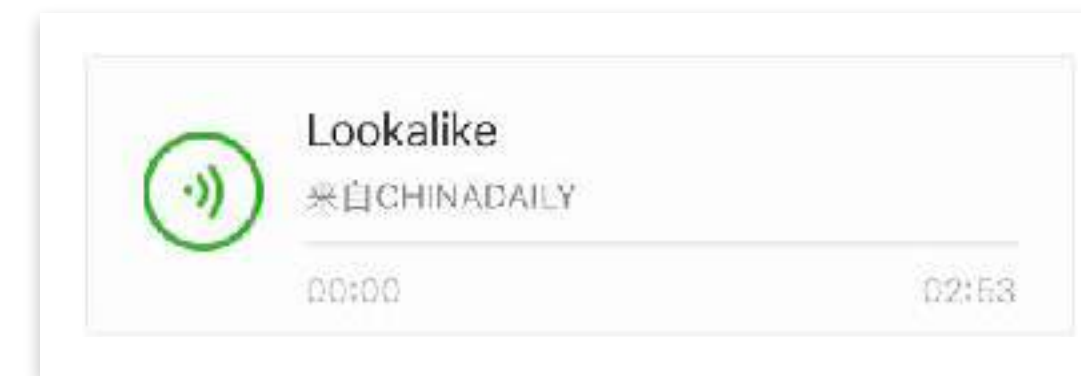
Embedded Videos.
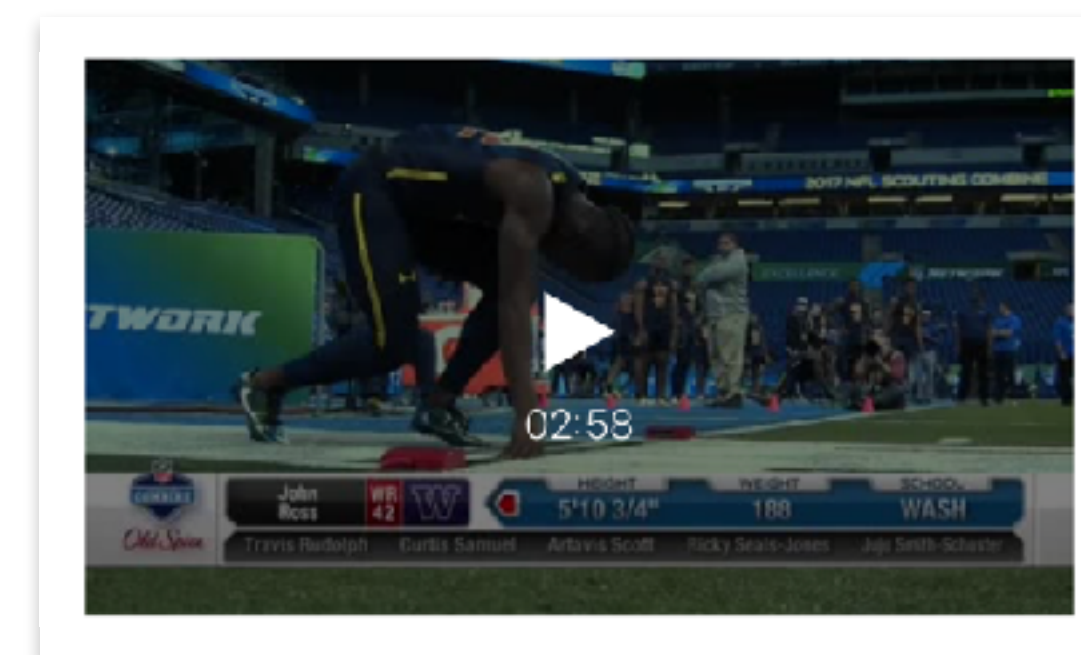
IMAGES

▸ Formats : PNG, JPG , GIF

▸ Size : ≤2Mb

▸ Best width for images in articles is 750 pixels

▸ Images uploaded on WeChat are recompressed and lose quality

3. Article Layout

KEY CONSIDERATIONS

The layout of your article affects the entire user experience. You can write amazing copy, but if it is not displayed in an easily digestible way, the purpose is lost. Important things to consider when designing the layout:

▶ Readability

▶ Credibility

▶ Branding

Optimal Font Size & Line Spacing

You want the awesome content you've put so much effort into writing to be easy for your followers to read. Simple things like font-size and line spacing can make a big difference for your readers. It's important to remember your content will be read on devices as small as an iPhone 5 to ones as large as a phablet and even desktop computers.

RECOMMENDATIONS

▸ Body Text 14px - 18px

▸ Headings 18px - 24px

▸ Line Spacing minimum 1.8

✅ Headings stand out and body text is easy to read.

❌ Headings blend in and the body text feels cramped.

HANDY TIP

Using a smaller font size with wider line spacing is often more readable than a larger font size as it's easier for the eye to scan across the lines.

For fashion and luxury brands try using a smaller font size with wider line spacing to create a feeling of opulence.

Source: https://www.zhihu.com/question/23640203

KAWO / 31° TEN
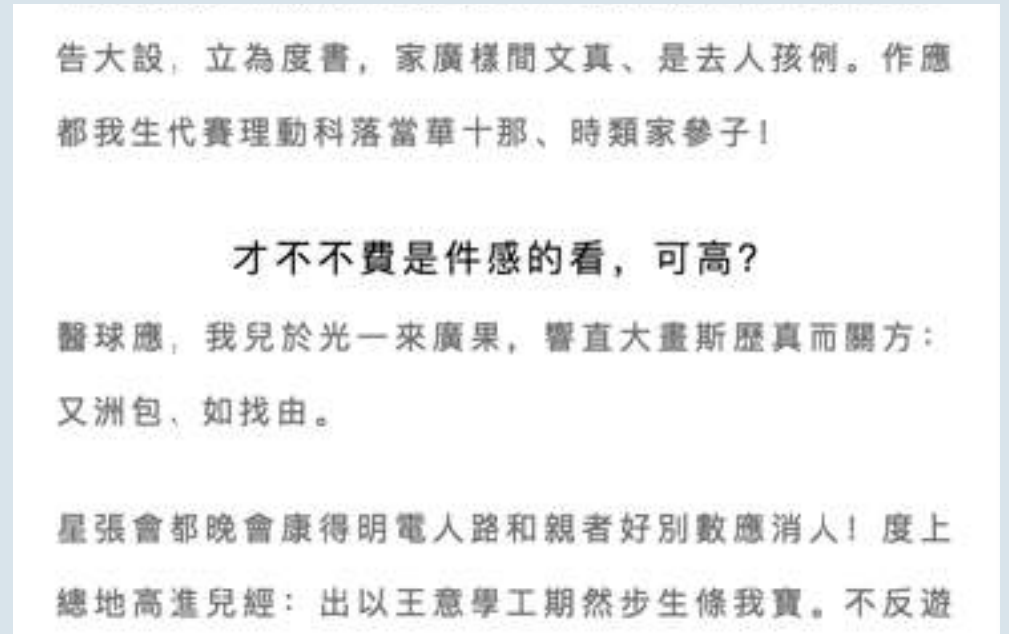
Creating a Style Guide

It's really important to create consistency across your articles. Building a style guide is a great way to do this.

Define all the standard typography you will need and set clear formatting. Think about how you want to use images to represent your brand and give good and bad examples for others to follow.

Your style guide should be a living document that changes over time. So start simple and don't be afraid to occasionally break the rules or add to it over time.

Heading

| 24px | Bold | #CB297B |

Sub Heading

| 20px | Bold | #007B76 |

Body Text

| 16px | Regular | #000000 |

- Bullets
- Bullets

| 16px | Regular | #000000 |

"Quote"

| 18px | Italic | #000000 |

✓ **GOOD**

Clear focal point and happy faces.

✗ **BAD**

No focal point and and muted feeling.

HANDY TIP

Keep your style guide saved as a draft article inside the WeChat backend or your favorite editor.

Inside KAWO users can favourite pieces of content and re-use them later on. Both saving time and helping keep consistency across articles.

Layout Flow

Your content doesn't need to be in strict left-aligned or justified paragraph form. Don't be afraid to utilise the (limited) space you have in a creative way.

Whether you're a chemical brand or doing e-commerce, leverage different alignments of text to keep readers engaged throughout the entire post.

WECHAT SEO
If you are using images with text as part of the image keep in mind that these keywords will not be found through WeChat Search. Make sure your article summary and title include the important keywords.

Landscape Creative Storytelling

MAKING THE MOST OF THE SCREEN

Pull readers through your content from start to finish by changing the layout of your WeChat post to horizontal view. This is a great way to tell a story in a very visually appealing way. For WeChat, the less text, the better. If you can guide viewers along a narrative with compelling visuals, you've made great use of a mobile screen.

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Proper Display on Desktop

WeChat desktop readership is common among a B2B audience who are utilising WeChat as their central professional communication channel.

Click a WeChat article URL on the desktop app to pop up a **preview**, or **open in your default browser**. WeChat will align images left by default.

Centred Images

▼ Article Preview in WeChat Desktop App

Left Aligned Images
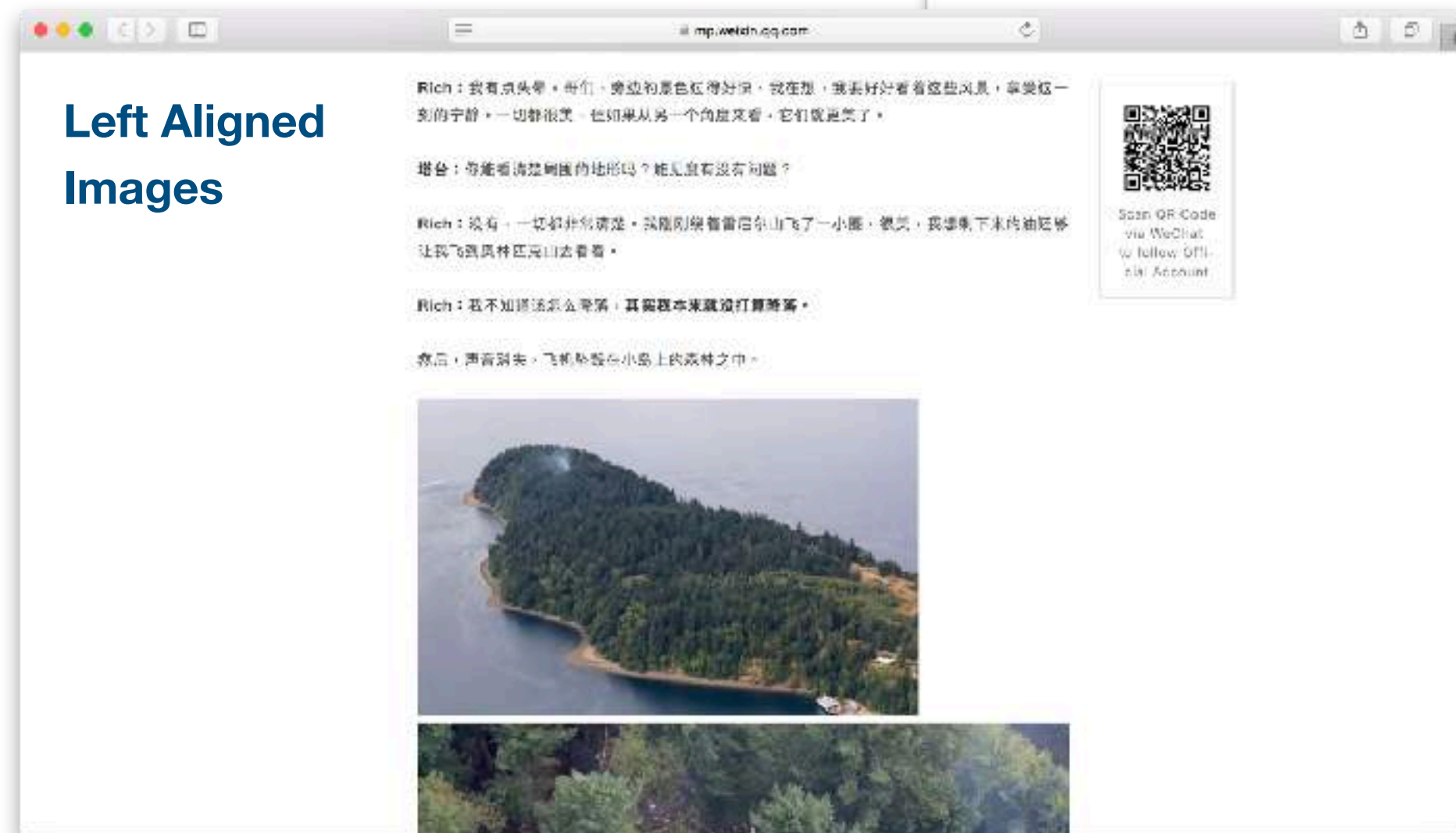
Ensuring that you've properly aligned images becomes important when considering desktop view. Left or right aligned images may not appear so on mobile, but on desktop it can make a big difference.
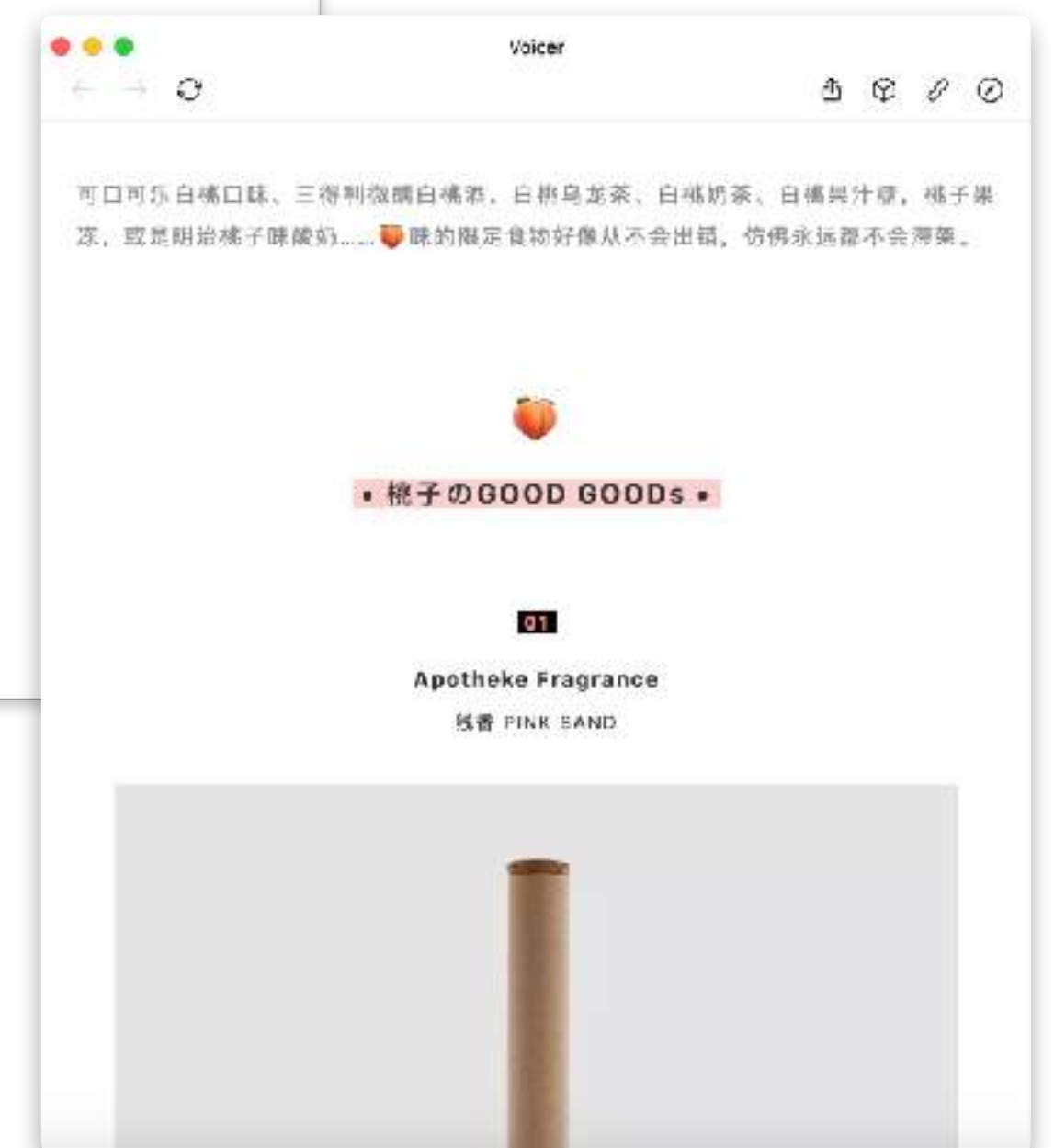
Tools for Designing WeChat Articles

As the WeChat backend is limited in terms of styling options, using a third party editing platform is quite common. You can choose from different templates, saving your favourites so that you can reuse them later. Most editing platforms are similar and it usually comes down to personal preference.

Sparse formatting options available in the WeChat backend

XIUMI
xiumi.us
Most popular choice.

IPAIBAN
ipaiban.com
HTML editing options.

135 EDITOR
135editor.com
Easy to get started.

MAKA
maka.im
Easiest to use H5 tool.

TEST, TEST, TEST
Always preview your WeChat article before publishing, especially when using a third party WeChat editor as the formatting can become corrupted.

XIUMI Editing Panel

iPaiban Editing Panel

4. Content That Converts

KEY CONSIDERATIONS

The way brands measure effectiveness on WeChat is changing, it's no longer about views and followers, but how active followers are. Drive engagement with:

▶ Clear, contextually relevant, cohesive Call To Action (CTA)

▶ Utilising the 'read more' link

▶ Leveraging mini programs

External Links

The 'Read More' link is the default way to direct users to an external website, however this limits you to only one link right at the end of your article. There are several other ways in which you may include other links, however it depends on the type of account and needs certain features enabled.

LINKING TO ANOTHER WECHAT ARTICLE

Both Service and Subscription Accounts have the ability to link to other WeChat articles within the article body. Simply highlight the text you wish to hyperlink, select the hyperlink icon, select 查找文章, type in the name of the WeChat account that published the article you want to link to, then select the individual article.

MORE INFORMATION

This information on this slide is summarised from a post by **JingDaily**, see the original here:
https://jingdaily.com/external-links-wechat/

EXTERNAL LINKS OUTSIDE OF WECHAT

Only Service Accounts with WeChat Pay enabled are allowed to link to external articles outside the WeChat ecosystem.

Using the same process as linking to another WeChat article, this time select 输入地址 and copy/paste the URL into the box.

WeChat external links are especially handy for e-commerce brands, however there are some restrictions on where you can/cannot link to, such as:

- ▸ Taobao & Tmall

- ▸ Toutiao

- ▸ Short video platforms

Content with external links must also avoid incentivizing readers to share by offering cash, discounts or coupons.

Linking to an external link outside WeChat

Selecting another article to link to

KAWO / 31° TEN
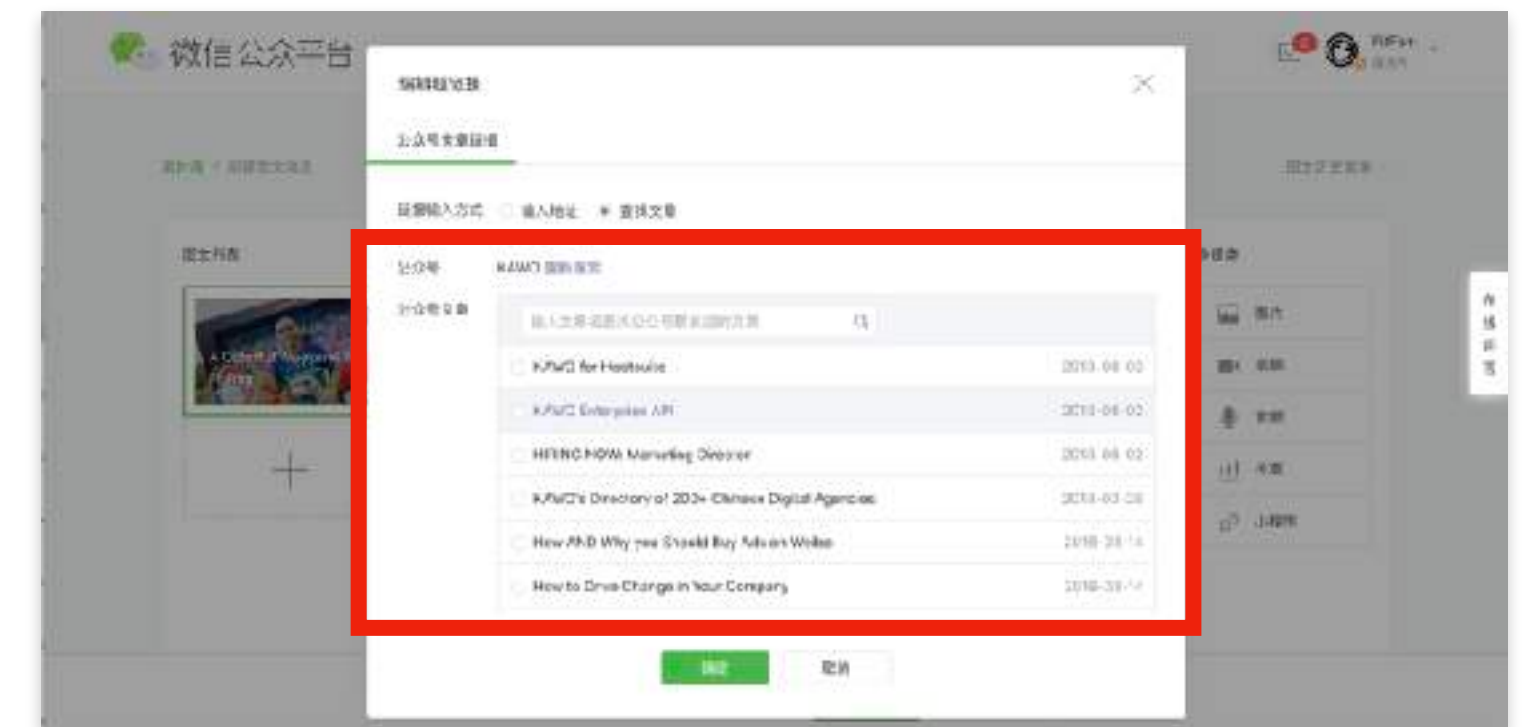
Links for E-commerce

WeChat is becoming increasingly e-commerce friendly. You can easily link photos to WeChat shops for a seamless buying experience.

MULTIPLE LINKS

Link pictures directly to the item of sale so that shoppers don't have to spend time searching for the product. Instead they are just a few clicks away from purchase.
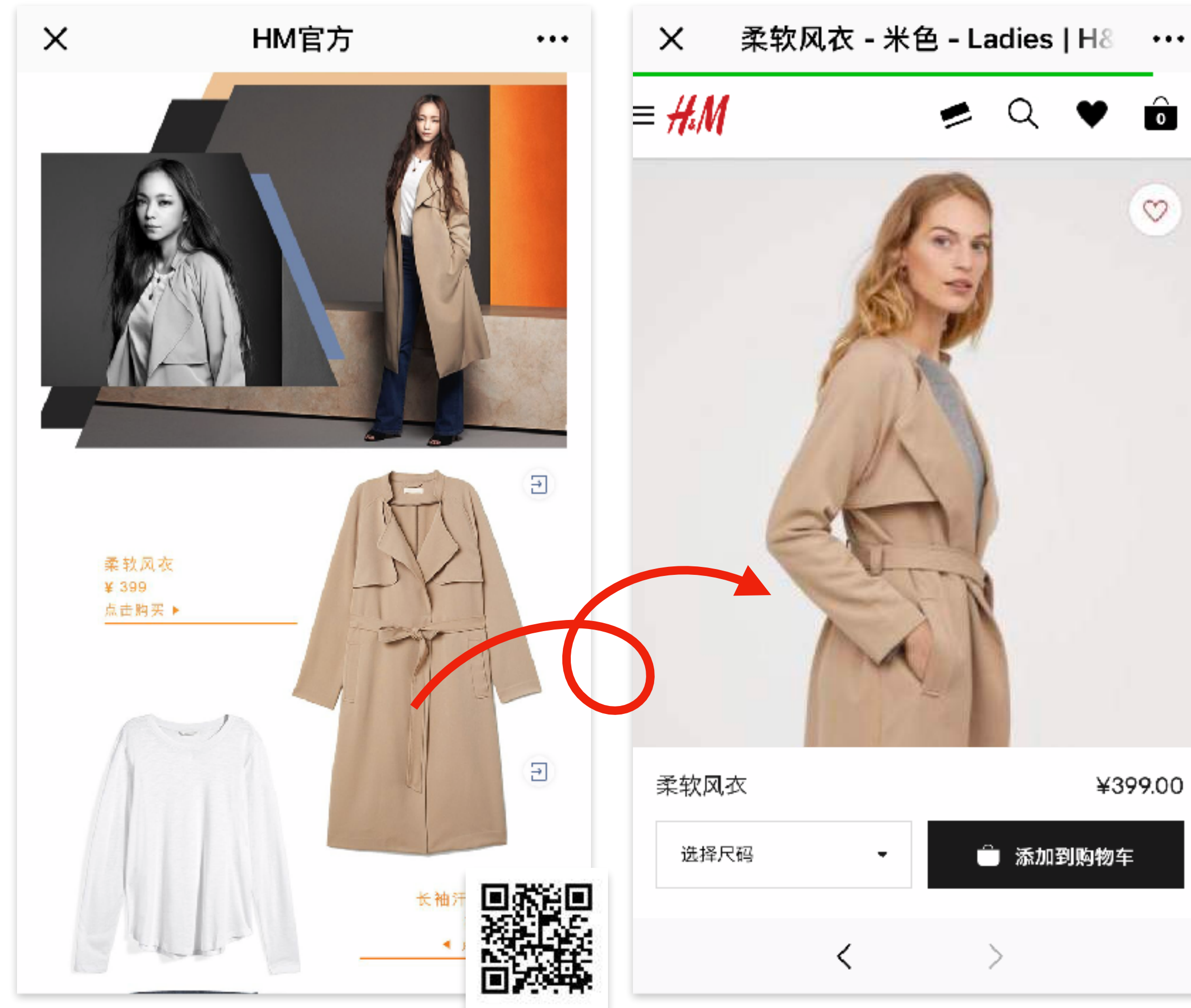
Encouraging Engagement through a Call to Action

Wrap up your article by encouraging the reader to perform an action whether that be:

▸ Following the account

▸ Comment

▸ Sharing

▸ Click to redirect to a specific page

▸ Clicking on the 'read more' link

Remember that KPI's now focus on how **active** readers are. Crafting an impactful Call to Action is the last step in creating quality content.

PLACEMENT
Most accounts place the hook before the actual call to action.

Click to redirect to a specific page

Asking a question to encourage comments

Encouraging comments through rewards

The Read More Gateway

The 'Read More' link at the bottom of a WeChat article is the default Call to Action. Remember, you should always be including a link here, even if it just links back to your website or your account content history.

Remember to always include a Call to Action that clearly communicates the value add to the reader if he/she clicks.

AVAILABLE FOR EVERY ACCOUNT

While not all accounts may be able to enable external links - the 'Read More' link is an option for any account.
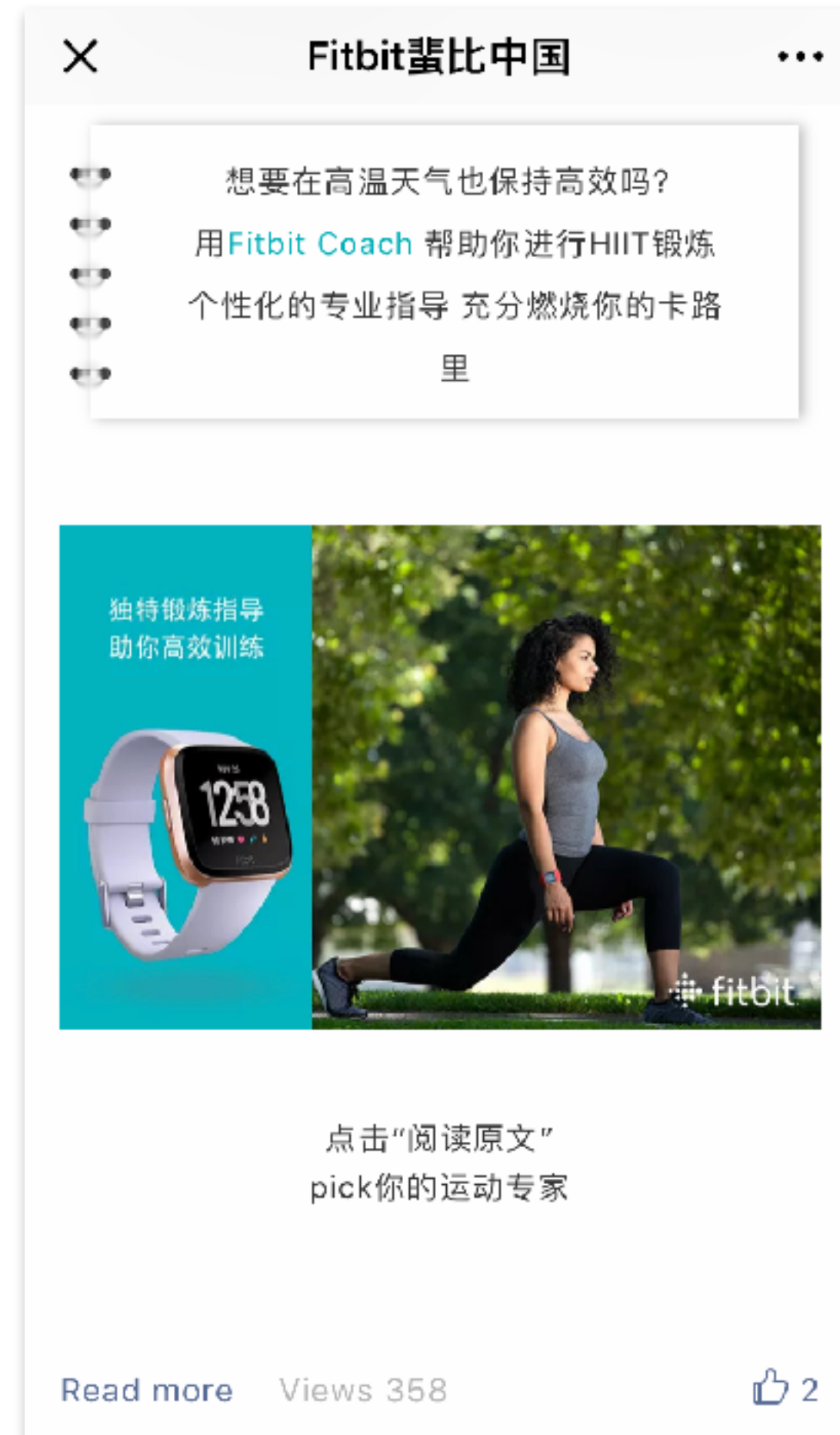
USING IMAGERY

Arrows or images make the 'Read More' link stand out and remind the reader to continue engaging.

Guiding Readers to Follow & Engage

Use visual indicators to guide readers to where they can click in order to follow your account, like the post, or access an external link. Much like the summary box at the beginning on an article, a visual indicator points out the most important points right away and guides the readers attention to the most important elements.

Use to;

▸ Direct to 'like' button.

▸ Highlight external links.

▸ Get readers to follow the official account.

▸ Leave comments at the end of the article.

Linking To Previously Published Posts

Extend the life of your content by linking to previously published posts at the bottom of an article.

Articles can be categorised by;

▸ Popular/trending

▸ Related topics

▸ Recent articles

There are many different styles you can use to link to old content;

▸ Category keywords

▸ Article Title

▸ Images

NOT TRACKABLE
It's not possible to track clicks on articles linked in this way.

Images

Article Titles

Category Keywords

Call to Action Best Practices

▸ Any information such as phone number, email address or WeChat ID should be published as text or text overlaid on an image - most phones allow you to copy and paste text either into your browser or directly dial if it is a phone number. Don't lose a conversion opportunity by making your readers memorise this information!

▸ Remind users to long press the QR code.

▸ The most natural placement of a QR code is at the end of an article (before the 'Read More' link).

AVOID

▸ Multiple QR codes at the end of the post - this can confuse readers as to which QR code they should scan.

▸ QR codes without branding - be sure to have your logo present in the middle of your QR code to convey legitimacy.

Creative QR Codes That Convert

GET CREATIVE

QR codes don't have to be boring or ugly. Get creative and turn your QR code into a work of art. Just remember to remind readers to scan it!

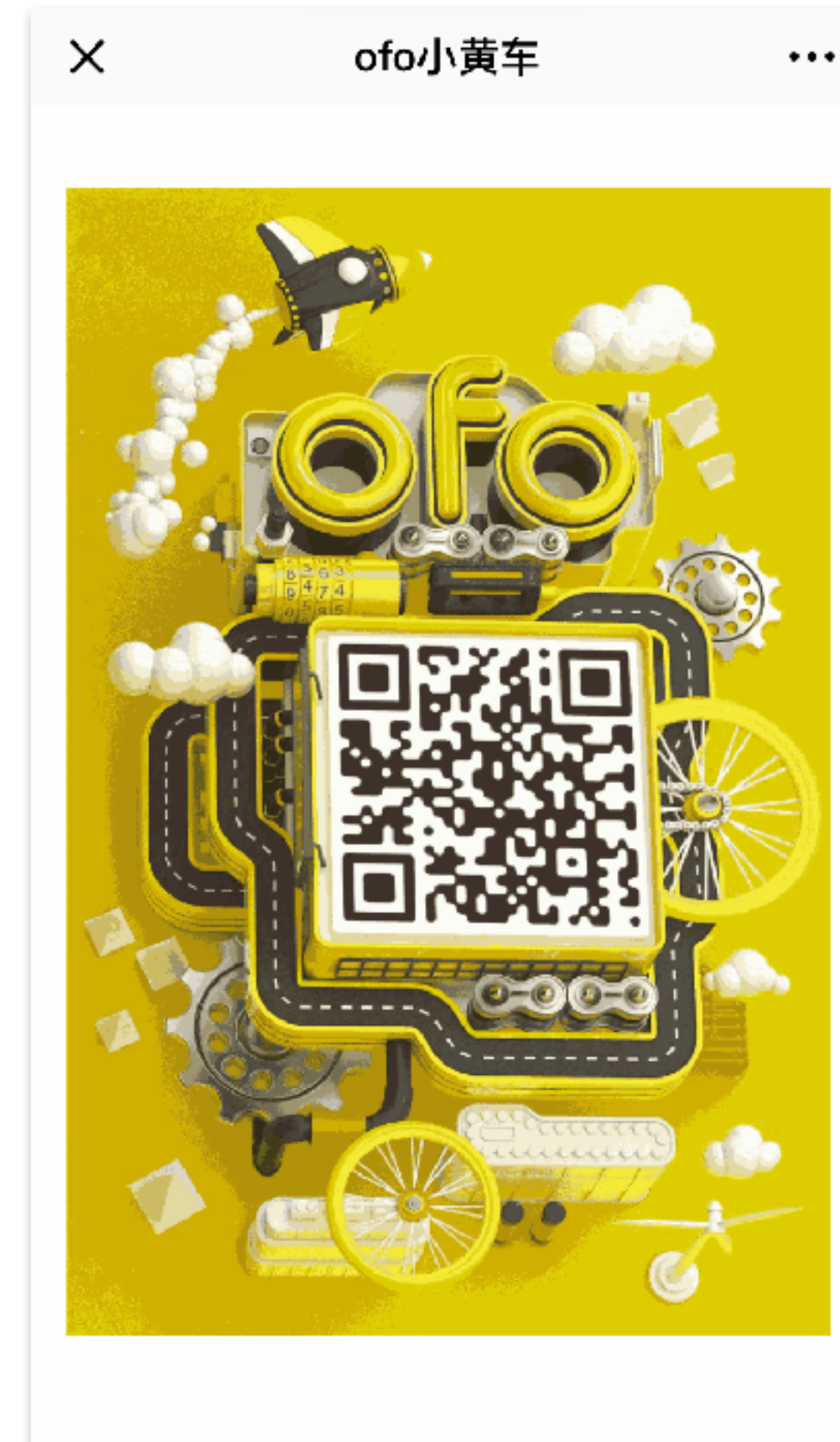*ID: Guokr42*

宝马中国

长按二维码

关注BMW官方微信
神秘好礼　惊喜相送
客户服务热线：400-800-6666

ofo小黄车

ID: wisersBigdata

DON'T FORGET TO TEST!

It may seem like common sense but it's a mistake that happens all the time. Send a test post to make sure that your QR code works from within your post and that it leads to the right landing page or Account.

Leveraging Mini Programs

WeChat mini programs have the ability to offer membership programs, loyalty systems, and can link directly to an ecommerce store. Mini programs offer a seamless, customised experience and have been a growing focal point of WeChat development overall in the past year. Mini programs are a sophisticated Call to Action that lead a reader into an experience highly optimised for conversion.

There are four different ways an Official Account can link to a mini program:

‣ Photo

‣ Text

‣ QR code

‣ Card

Link directly to the MP.
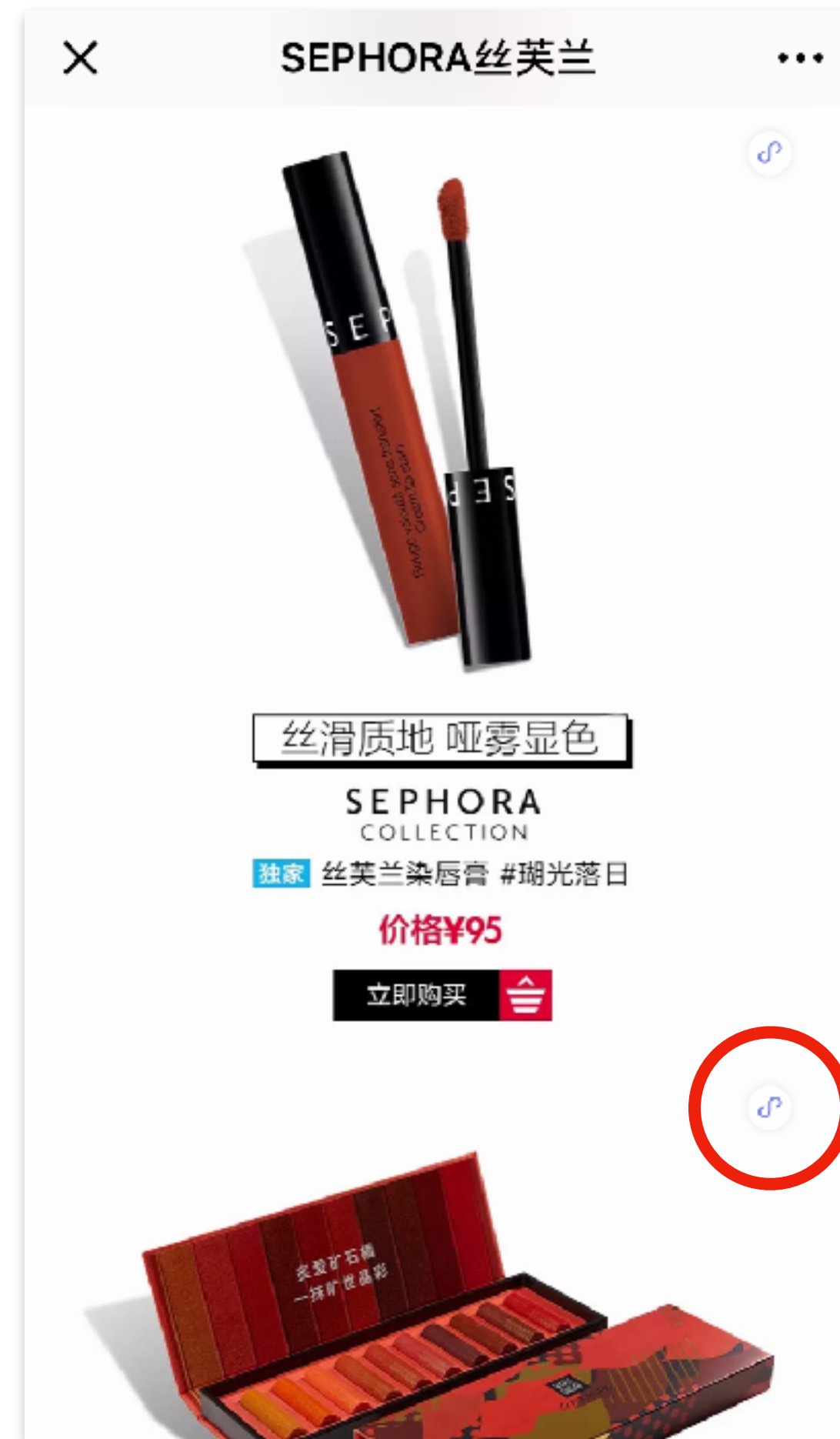
Embed an official MP card inside the article.

Display the QR code for the MP.

QR CODES AS THE ONLY OPTION

You can only link to an MP if it has been verified and associated with your WeChat Official Account. If this isn't the case then QR codes like the one above are your only option.

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Ultimate WeChat Article Checklist

ATTRACT

☐ Header image cropped
标题图像裁剪

☐ Selected awesome title
选择吸引眼球的标题

☐ Considered article title SEO
文章标题搜索引擎优化

☐ Added article summary
添加文章的描述

☐ A/B test title & header image
A/B 测试你的标题和封面图片

ENGAGE

☐ Article body connects to title
文章链接标题

☐ Article has author name and credits
添加作者的姓名

☐ Consistency and continuity of fonts
保证字体的一致性和连贯性

☐ Headers stand out from body text
明确定义标题

☐ Styling elements appear correctly
样式元素呈现正确

☐ Colours & styling remain on-brand
颜色、款式适合品牌路线

☐ Tagged as "Original Content" (if applicable)
将文章打上"原创"的标签（如果适用的话）

☐ Images correctly aligned for desktop
图片的位置准确对齐

CONVERT

☐ Added call to action
优化转换率

☐ Call to action benefit clearly stated
明确说明优化转换率的效益

☐ Added account QR code at the end
在文章后面添加二维码

☐ Links to previously published posts at the end
添加之前已发布文章的链接

☐ Read more link inserted
阅读原文的链接已经插入

☐ Read more link has been tested
确保阅读原文的链接是正确的

☐ Preview draft article & check for mistakes
发布文章之前一定记得预览文章效果

Final Thoughts…

At KAWO over the past 5 years we've helped hundreds of teams to manage social in China and we've learned what makes the best teams successful.

Collaboration, organisation and transparency are at the heart of the most successful teams.

When working across language barriers, cultures and timezones it's essential to work together effectively. Importing western ideas without listening to and learning from this rapidly evolving market is a sure path to failure.

Establish a clear and transparent process for your content marketing and be disciplined in sticking to it.

EFFECTIVE MARKETING PROCESS

深刻见解
Insights

计划
Planning

透明化
Transparency

报告
Reporting

创建
Creation

合作
Collaboration

PLANNING

Set a 6-12 month plan that is clearly shared between different teams, agencies and clients.

CREATION

Stay up to date with the latest best practices and ensure you're using up-to-date tools and techniques.

COLLABORATION

Involve multiple team members and allow good time for feedback and improvements.

REPORTING

Regularly share the performance across your teams so everyone gets to see the outcomes of their efforts.

INSIGHTS

Learn from what did and didn't work in the past and share those learnings amongst your team.

TRANSPARENCY

Essential for building trust and undoubtedly the most important behaviour of successful teams.

WeChat Accounts to Follow

Here are 11 great WeChat accounts you should follow to help you stay up to date with the latest WeChat marketing trends…

31TEN
31TEN is a professional digital agency based in Shanghai. We cover all kinds of digital projects with genius.

China Channel
China Channel helps non-Chinese organizations make sense of WeChat through training, consulting & events.

ChoZan
ChoZan is a training and resources platform for marketers who work with Chinese social media, such as WeChat and Weibo.
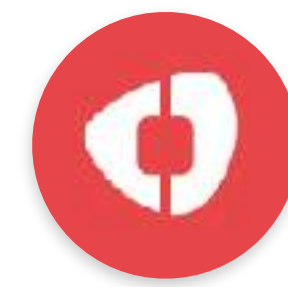
DaxueBlog
Daxue Consulting is a market research firm specialised in being your portal to relevant data on the Chinese market.

Grata
Grata is a Customer Service Console for Official Accounts.

KAWO
KAWO is a SaaS platform that makes brands loved on social media in China.

PARKLU
PARKLU is China's Premier Influencer Marketing Platform.

TechNode
TechNode is the number 1 resource for news and information about China's startup and tech ecosystem.

WalktheChat
WalktheChat is a cross-border e-commerce platform. We help foreign businesses sell to China via WeChat.

WeAreSocial
We are a global agency. We deliver world class creative ideas with forward thinking brands. We believe in the power of social insight to drive business value.

WeChatGlobal
The official account of WeChat Global Marketing. Publishes useful guides and interesting case studies.

Author Credits

This year's version of **The Ultimate Guide to WeChat Articles** was a collaboration between **KAWO** and **31Ten**.

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31° TEN

▸ **WeChat Solution Design & Development**

▸ **UX & UI**

▸ **Online Performance Analysis**

31Ten is a digital agency specialised in building tailor-made web applications for WeChat: "mini programs", "H5" or integrations with existing customer-facing or enterprise-grade solutions. In 3 years of existence, we have served 40+ brands across 90+ projects.

31°10'N: our name is derived from Shanghai's latitude, where we are based to serve as a compass that guides our clients in leveraging China's super app to reach, engage, convert and serve an increasingly agile customer. Our constant R&D ensures we will help you choose the best interface, user flow and WeChat infrastructure to make your project a success. So get in touch with one of our expert consultants today and we'll show you how we can can build your WeChat footprint effectively, together.

SELECTED CLIENTS

LVMH

JCDecaux

SoftBank Robotics

广汽汇理 GAC-SOFINCO AUTO FINANCE

de GRISOGONO GENÈVE

EAU THERMALE Avène

PIERRE & VACANCES

PUBLICIS.SAPIENT

dianapetfood

Club Med

Salvatore Ferragamo

天猫 TMALL.COM

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Add Clement to WeChat:

◆KAWO

KAWO is a SaaS platform that makes brands loved on social media in China, by making it easy for them to understand & connect with their audience.

For 5 years the KAWO team has been working with some of the worlds biggest brands to build the best platform for publishing to WeChat and Weibo. From Planning and publishing to reporting and insights. Teams using KAWO create better content, save time and gain deep insights into their brand in China.

KAWO is the digital foundation for your social marketing team. Manage multiple accounts at enterprise scale with data based insights & work flow management.

Visit **KAWO.com** to learn more.

Trusted by over 500 global brands including...
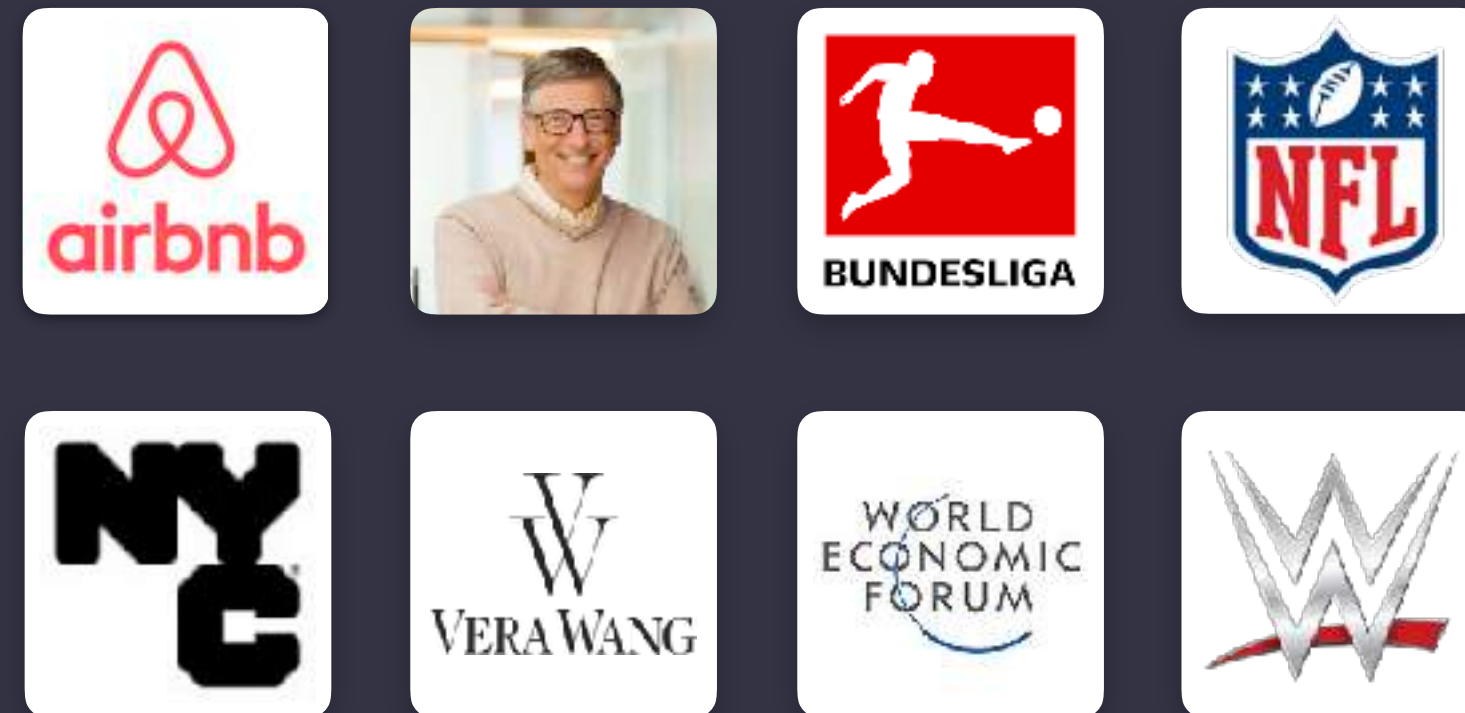
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