The Ultimate Guide to WeChat Articles 2018
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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.

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.

Joseph Leveque
31Ten, Managing Partner
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”
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.
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

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.
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.

**ARTICLE SUMMARY**

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

**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.**
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.

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

2. LIST OF TIPS

3. "HOW-TO"

4. BENEFIT-PRESENTING

5. WHY/HOW

6. CONTENT SERIES

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.

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

Source: DLG – Luxury Society
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

Meanwhile, as part of the construction of “One Belt, One Road”, the Chinese government has been providing policy and investment support to further facilitate cross-border e-commerce and foreign trade. As announced by the Central Bank in January, China will encourage companies to increase their use of Yuan for settling cross-border trade deals and to support foreigners’ use of the currency for direct investment in the country.
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.

23 Header/Footer Design Tips for a Killer E-commerce Experience

"Never let your campaigns write cheques that your E-commerce platform can’t cash."

How Big Data, AI And AR Empower New Retail in China & Beyond

This is part 3 of our series about E-commerce user experience design best practices. You can read the part 1 here:

ALIBABA founder Jack Ma brought up the concept of New Retail at the 7th Alibaba Computing Conference 2018. New Retail aims to merge online and offline retail, and use adequate information and Big Data technology to enhance customers’ shopping experience. New Retail – backed by technology and Big Data – is changing China, and also the world.

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
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

The average WeChat post receives 90% of its 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.

Data from 🔄 KAWO showing the Average Lifespan of a WeChat Article

<table>
<thead>
<tr>
<th>Day</th>
<th>73%</th>
<th>17%</th>
<th>4%</th>
<th>3%</th>
<th>1%</th>
<th>1%</th>
</tr>
</thead>
</table>

Reposting Original Content

Day 1
73%

Day 2
17%

Day 3
4%

Day 4
3%

Day 5
1%

Day 6
1%

Day 6
1%
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.
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

**AUDIO**

Audio hosted on WeChat

- Formats: mp3, wha, wav, amr
- Size: ≤30Mb
- Length: ≤ 30 min.
- No need to submit track for review
- No ads

**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

**VIDEO TOO LARGE?**

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

**CLICKABLE MUSIC EMBEDDED ON QQ MUSIC**

- No size restrictions
- Track needs to be submitted and reviewed
- No ads

**EMBEDDED AUDIO**

- Embedded WeChat Audio
- Embedded QQ music track

**EMBEDDED VIDEOS**

- Embedded Videos

**VIDEO太大使？**

视频使用H.265等编码可以允许你压缩较大的视频，从而在微信上发布。
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

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**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.
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.

**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.

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**GOOD**

Clear focal point and happy faces.

**BAD**

No focal point and a muted feeling.

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**Heading**

24px Bold #CB297B

**Sub Heading**

20px Bold #007B76

**Body Text**

16px Regular #000000

- Bullets
- Bullets

16px Regular #000000

“Quote”

18px Italic #000000
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.
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.

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.
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.

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.

MORE INFORMATION

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

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.

ID: wisersBigdata
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.
## Ultimate WeChat Article Checklist

### ATTRACT
- [ ] Header image cropped
- [ ] Selected awesome title
- [ ] Considered article title SEO
- [ ] Added article summary
- [ ] A/B test title & header image

### ENGAGE
- [ ] Article body connects to title
- [ ] Article has author name and credits
- [ ] Consistency and continuity of fonts
- [ ] Headers stand out from body text
- [ ] Styling elements appear correctly
- [ ] Colours & styling remain on-brand
- [ ] Tagged as “Original Content” (if applicable)
- [ ] Images correctly aligned for desktop

### CONVERT
- [ ] Added call to action
- [ ] Call to action benefit clearly stated
- [ ] Added account QR code at the end
- [ ] Links to previously published posts at the end
- [ ] Read more link inserted
- [ ] Read more link has been tested
- [ ] Preview draft article & check for mistakes
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**

- **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. It wouldn’t have been possible without the dedication and hard work of these WeChat Marketing experts:

Alex Duncan
KAWO, Product Lead
linkedin.com/in/acjduncan
alex@kawo.com

Joseph Leveque
31Ten, Managing Partner
linkedin.com/in/josephleveque
joseph@31ten.network

Lola Luo
KAWO, Product Manager
linkedin.com/in/lolahluo
lola@kawo.com

Olivia Plotnick
Ogilvy, Marketing & Communications Manager
IPWS Marketing & Communications
FitFam Brand & Communications
linkedin.com/in/olivia-plotnick
olivia.plotnick@ogilvy.com

Mario Juarez
31Ten, Digital Strategist
linkedin.com/in/mario-juarez
mario@31ten.network
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 build your WeChat footprint effectively, together.

SELECTED CLIENTS

Clement Ledormeur
Deputy General Manager
(+86) 186 2104 2230
clement@31ten.network
linkedin.com/in/clement-ledormeur

Add Clement to WeChat:
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 world's 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.

Sales Enquiries
sales@kawo.com

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