Tips to Get the Most Out of WeChat for Event Marketing
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Experience economy in China
Event marketing is booming in China
Sophisticated Chinese consumers are difficult to win over

- **Experience economy** → As the Millennials are more sophisticated and tech savvy, global retailers should come up with a comprehensive digital strategy to snatch up market share.

- **Data-driven** → Chinese customers are more willing to share their data in exchange for better customer experience. As the expectation increases, retailers have to differentiate themselves to sophisticated Chinese consumers using events and experience.

- **New retail** → Originated from Alibaba group, digitization of the offline store to enrich the consumer shopping experience in the store. Shopping increasingly becomes an event, and the store turns into a showroom.

- **Pop up** → Fast growing option for overseas brands and newly launched product lines to test the waters in China and iterate quickly.
Experience economy in China

Pop up store in China
The way to impress, connect, and interact with the new consumers

Experience generation:
→ Attractive way to present your brand/product
→ Explore new locations/ new cities
→ Engage new target as millenials

Expansion of the malls → create high traffic and opportunity to reach the right target

In 2020, there will be more than 10,000 malls in China

E-commerce sites create online and offline popup store
→ opportunity to link offline & online retailers

Objectives to launch a pop up store: → Sales
→ Brand awareness
→ Market insight
Digitizing your event

Digital solutions for events should be flexible and used for only a short time frame.

- **Online to offline (O2O) experience** → Shorter path to conversion and purchase during and after the event

- **Data generation** → Cheaper and easier to gather data compared to traditional events, further enhance the measurability of ROI and event performance

- **Experience augmentation** → Improve the experience for attendees with interactive activation, augmented information, gamification, AR, VR, etc.

- **Event Personalization** → Tailor the interactive experience in the event for the attendees via personalized updates and messages

- **Cost reduction** → Multi-channel marketing break through via digital means to reduce the cost for traditional marketing and event organization hardware
WeChat is the privileged platform because it’s ubiquitous

Trackable/ Highly shareable / O2O

- Brand zone which gathers all information regarding one brand
  - WeChat official account
  - Geographic store location
  - Aggregation of mini-program
  - Customer service phone number
  - Brand story introduction
  - Products from the brand

- sCRM backend → Access to real time events analytics (improve the event experience and ROI)
Experience economy in China

WeChat is the privileged platform because it’s ubiquitous

Trackable / Highly shareable / O2O

- WeChat mini-program
- Shareability of Mini-program and posts → Become viral on Social Media with the features of your event
- Over 60+ entry point including offline and online

- WeChat one-step login and one-step checkout → Optimize conversion on booking, registration
Experience economy in China

**WeChat is the privileged platform because it’s ubiquitous**

Trackable/ Highly shareable / O2O

- Moment ads
- Largest exposure but significant cost
- Price range from 3k rmb to 50k+ rmb

- Event & product marketing: link to H5 or Mini-program
- Link to
  - Android H5 application download page
  - iOS AppStore directly

WiFi via WeChat → Increased traffic to the official account
**WeChat features for Event**

Most of these can be done via WeChat ecosystem

Get access to all of the possibilities of event management with WeChat mini-programs

- Seat Map
- ROI reporting
- Registration
- Ticket groups
- Marketing service
- Promotion
- Ticketing
- Priority withdraw
- Event Series
- Event schedule
- Booking
- Calendar
- Marketing
- Brand awareness
- Customisation
- Logistics
- Questionnaires
- Event tour
- CRM
- Event confirmation
- Event publishing
- Account manager
- Online payment
- Event reminder
**Event platform solutions**

**Event cloud platform in China**

- Event management
- Online payment
- CRM
- Marketing
- Membership
- Survey

**Professional Account advantages**

→ **Branding**: domain name, tools, customized page and content
→ **Services**: performance, funds withdrawal priority, favorable pricings
→ **Value-Add**: Issue the Fapiao attendees, Multi account management, Marketing promotions

For more information:

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Experience economy in China

Event platform solutions

EventBank

Event management & automation software
- Membership management
- Email marketing
- CRM
- Finance
- Websolution

Event management features
- Payment options
- Registration & Ticketing
- Promotional tools
- Reporting & Analytics
- Onsite operations
- Attendee mobile APP

EventBank
Optimize your Events with the
#1 All-in-One Solution

For more information:
sales@eventbank.com
binoy@eventbank.com
Social CRM platforms

Most of Event-related functions can be covered with a SCRM

Besides having features that can be leveraged individually some SCRM tools have management tools, where you can manage all the resources for one event in one place.

**Before**
- WeChat Follower segmentation - Contact selected followers
- H5 Generator - Form
- QR Code generator - Access pre-event H5
- WeChat Coupons

**During**
- H5 Generator - Generate pages for the event, grant different users different experiences
- QR Code Generator - Generate interactive O2O experiences
- Track User Behavior on connected digital interfaces via SDK

**After**
- H5 Generator - Generate survey of after event review
- WeChat followers segmentation - Segment the event content based on followers characteristics
Benchmark
End to end event lifecycle management using a WeChat Mini Program

Get access to the full experience of the exhibition with the Mini Program

- MP provide users and attendees the first glance of the event
- Allowing initial discovery of the event
- Full directories to the individual pages of the MP
Louis Vuitton - VVV

Before the event

Get access to the full experience of the exhibition with the Mini Program

- Book your ticket on the platform
- Find all the information about the exhibition (opening hours, address with interactive map).

Use of WeChat:
- Communication about the event
- Give the information to the attendees
- Allow the attendees to book tickets online
## Louis Vuitton - VVV
### During the event
Get access to the full experience of the exhibition with the Mini Program

- Find your way around the exhibition and plan your visit with the map
- Access the audio guide of the exhibition for the explanation of each room
- Follow the LV story via the experiences of the brand

**Use of WeChat:**
- Interact with the scenography and the exhibition objects (O2O)
**Louis Vuitton - VVV**

**During the event**

Get access to the full experience of the exhibition with the Mini Program

- Share your pictures of the event using photo filters
- Create customized VVV shareable videos
- Use VVV stickers to chat with your friends and share your experience

**Use of WeChat:**
- Create filters, picture section for the attendees so they can talk about the event
- Social interaction with your attendees network
Yves Saint Laurent

Before the event

Create Offline to Online process with the Yves Saint Laurent Beauty Hotel event

- Check-in and booking for the event
- Presentation of the product with the Mini Program
- Take personalized makeup consultation, learn about the brand history, master class.

Use of WeChat:
- Give information to the attendees and focus on the storytelling of the brand
- Content is shareable on Moments
Yves Saint Laurent

During the event

Create Offline to Online process with the Yves Saint Laurent Beauty Hotel event

- Experimental pop-up store for the next season cosmetic product line
- At the end: option to purchase next year’s product online or offline (pre-booking)
- AR screens that use facial recognition enabling customers to virtually try on different makeup looks

Use of WeChat:
- Presentation of the new product collection
- Lead the consumer to the popup store to try the product
Yves Saint Laurent

After the event

Create Offline to Online process with the Yves Saint Laurent Beauty Hotel event

- Link to e-commerce platform (Mini Program)
- Cards and offers for promotions

Use of WeChat:
- Drive the attendee to the e-commerce Mini Program
- Create loyalty program and membership card to retain the customer
**Dior - Live Streaming**

**During the event**

Use live streaming to increase the sales on WeChat: model 'See now, buy now'

- Live show presented by the creative director of Dior on Mini-program (to present the products and offer makeup tips).

- Simple for user to purchase online on the WeChat Mini Program (product list with name, price, etc.)

- Create a social shopping experience

**Use of WeChat:**
- WeChat has launched native live streaming
- There are also live streaming MP powered by 3rd party operators
Burberry - Live Streaming

During the event

Use live streaming to increase the sales on WeChat and engagement from users

- Allow users to watch the live fashion show when they open Burberry’s Mini Program
- Use notifications to remind followers they can start shopping during the show
- Generate specific QR codes to allow different stages of purchase (premium customers before the general public)

Use of WeChat:
- Drive the users to the shopping section of the Mini Program
- Social game to generate engagement and gather data
Prada presents “Storytelling”, a solo show by Chinese painter Liu Ye curated by Udo Kittlmann, with the support of Fondazione Prada

- Booking platform for the exhibition with a QR code
Prada presents “Storytelling”, a solo show by Chinese painter Liu Ye curated by Udo Kittelmann, with the support of Fondazione Prada.

- Presentation of the exhibition and general information
- Communication and branding around the Prada brand and the artist exhibition

Use of WeChat:
- Branding and communication about Prada and the exhibition
- Booking tickets for the event
Adidas Republic of Sport

Before the event
Experience the creative power of sport and setting the stage for sport action.

- QR code scanning to participate in the event (offline to online) and a need to register to Adiclub to come to the event (engagement)

Use of WeChat:
- Create membership card on the Mini Program
**Adidas Republic of Sport**

**During the event**

Experience the creative power of sport and setting the stage for sport action.

- Book your classes and register to some Adidas activities
- Collect performance data of the attendees

**Use of WeChat:**
- Booking + gather attendees information/data
Adidas Republic of Sport

After the event

Experience the creative power of sport and setting the stage for sport action.

- Link to the other digital channels as the e-commerce WeChat Mini Program
- Retain the attendees with the Adiclub membership card

Use of WeChat:
- To connect to the ecommerce Mini Program
- Increase loyalty with membership section
During the event

Offer Chinese tourists free audio guides via WeChat Mini Program

● Audio stories that help to transform a passive art viewing experience into a more engaging one

● Clean layout of the museum's exhibitions

● Highlights and must-sees of the exhibitions

Use of WeChat:
- Give a unique experience for the visitors
- Create an interactive presentation of the museum
A to Z event lifecycle management with WeChat
Timeline

Official account

- Mini-program
- O2O
- Registration
- Reminder

Interaction
Consumer focus
Payment

Survey
Social Media
Message
Offer
Evaluation

1 Week
Before:

- Announcement of the event
- Broadcasting
- Mini Program
- Registration form
Event A to Z with WeChat

**Before:**

Creation of Marketing and Communication content on WeChat and other channels

- **Official Accounts**
- **Sharing**
- **Scans**
- **Direct**
- **... and 60 other entry points**

Doesn't attend the event

Information about the brand

Register for the event

1. **Registration**  
2. **Booking**  
3. **Payment**  
4. **Check in**  
5. **Engagement**
Event A to Z with WeChat

Step 1:
Event Awareness - Acquisition

Create awareness for the event leveraging WeChat as a marketing channel

Objective:
- Generate presence of the event on one of the most popular social media platforms
- Communicate about the existence of the event repeatedly
- Setting the base for potential EC feature using mini-program and H5

To-do:
- KOL, PR, and other publicity tools to redirect all stakeholders to the WeChat OA
- Leverage the in-WeChat paid promotions: e.g., moment & banner ads
- Send templated notifications to OA followers

Paid KOL posts
Step 2: Broadcasting the event

Sending messages via OA account to interact with the attendees and send the ticket (also transaction confirmation)

Objectives:
- Connect the attendees with offline experience
- Find consumers online and bring them into real-world stores
- Incentivize the attendees with the products long before the events take place

To-do:
- Send customized information to the attendee linked to their reservation
- Interact with the attendees with schedules, plans, mapping, seat selections and many other information
Step 3: Designing Mini Program/H5

Create a Mini Program for a full digital consumer experience

Objectives:
- O2O interaction: gamification, questions and answers, photo sharing, etc.
- Engage the consumer before, during, and after the event
- Many other event management lifecycles can be integrated with Mini Program

To-do:
- Design the UI and UX interface of the proposed event mini-program → 2 weeks
- Decide the marketing communication content and media→ 2 weeks
- Develop the mini-program → 1 month
- Best to finalize 1 month before the event to allow room for wider buzz and spread of influence
**Step 4: Send Registration Form**

Integrate registration flow and collect key data from the attendees

Objectives:
- Information gathering
- Attendee management: confirmation, etc.
- Increase segmentation accuracy
- Help to organize and maintain the number of attendees in one time slot of the event
- Drive traffic to OA and increase the fan base

**To-do:**
- Send out the registration form via Official account push notification
- Reminding attendees to fill out the form to book a time slot for the event
During:

**Digital interaction**

Create digital interaction via the MP during the event: AR, VR, live stream, audio guide; etc...

Propose shareable experience (customize picture/sticker/video, Social media contest for interaction between the attendees)

**Conversion**

Integrate a payment process for purchasing products during the event on the Mini Program

**Social media engagement**
Event A to Z with WeChat

**During:**

- **Useful information**
  - Timetable
  - Plan
  - Storytelling
  - Presentation of the event

- **Interactive content**
  - AR
  - Mini game
  - Audio guide
  - Picture/video filters

- **Experience shareable content on social media**
  - Link to WeChat & Weibo
  - Share memories of the events
  - Pictures and videos shareable

- **Take advantage of the offline environment**
  - Create interaction between the real world and the online world
Event A to Z with WeChat

Step 1: Create Digital interaction

Create digital interaction via the MP during the event: AR live stream, audio guide, etc.

Objectives:
- Before event → Directing the audience of the online marketing towards offline real-world event
- During event → Connect the attendees with online experiences
- Enrich the customer journey with digital channels

To-do:
- Design AR experience that can be supported by WeChat or other on-the-field hardware tools
- WeChat just released their native live streaming capability
- In-event digital lucky draw, Q&A, photo sharing, etc.
- Prepare different QR codes for each section of your event:
  - To link to different pages of the Mini Program
  - To track the QR code entry point from which the attendees reached the Mini Program
**Step 2:**

**E-commerce in event = New retail**

Integrate a payment process for purchasing products during the event in the Mini Program

Objectives:
- The easiest way of payment for registration.
- No need to link to outside API and other payment agencies
- Reduce the manpower needed at the showroom
- Shorten the payment process for user to complete the booking journey ASAP

To-do:
- Connect the Miniprogram with the WeChat payment API
- Ensure the booking system is bounded with WeChat pay
Step 3: Social media engagement

Propose a highly shareable experience

Objectives:

- Create buzz and dialogue around the event afterwards
- Induce the attendees to be your mini-KOL within their friend circle

To-do:

- Create fun and outstanding shareable content to be posted on social media
- Make sure the venue is available on the Tencent map to accurately locate the event
**Customize message**

Send a customized message to each attendee on the WeChat OA discussion

Ask for the attendees feedback to improve your next events, and analyze your results

**Post event offer**

Send offer and coupons to the attendees to thank them

Propose shareable experience (customized picture/sticker/video, Social media contest for interaction between the attendees

**Survey/questionnaire**

**Evaluation**
After:

**Coupons and promotions for attendees**
- **Online:** Ecommerce platform on WeChat
- **Offline:** Propose some shops nearby

**WeChat Official Account**
- Link to the Official Account
- Follow the brand
- Online engagement

**Coupons and promotions for attendees**
- Consumer survey
- Feedback of the experience
- Analysis of the results
Step 1: Templated messages

Send a customized message to each attendee on the WeChat OA discussion

Objectives:
- To reconnect with the attendees
- Greeting the attendees and asking their opinion of the event
- Strengthen attendees’ memories of the event
- Capture and redirect the potential target customers towards the product/service that was offered in the event

To-do:
- Engineer interactive content in the customized message
- This can be done easily with a social CRM’s marketing automation tools.
- You can even identify and segment the attendees to have them receive different templated message in the OA sCRM backend

Yoopay Ecommerce Powers Zamani Collection in China!
Full stack ecommerce software platform, powering 55,000 international merchants and events in China.

3/21/19 13:30

购买门票成功通知
3-21
尊敬的用户您好，您的门票已购买成功
活动名称: Running a Social Impact Business Networking Dinner
门票名称: Dinner 200RMB at Door
门票数量: 2
活动时间: Friday, March 29, 2019 20:00 to 23:45
活动地点: 99TaixingLu泰兴路99号
请通过详情查看门票信息

Details
Step 2:

Share Survey/Questionnaire

Ask for the attendees feedback to enrich your data collection

Objectives:
- Used as a follow-up after an event which identifies the key issues, key variables to measure the post-event effect.
- To reconnect with the attendees to remind them of the experience they had.
- Gather quantitative information and opinions about the event

To-do:
- Design the questionnaire
- Avoid survey design mistakes such as:
  - Scaling error in the survey answers
  - Extremity Bias
  - Non-response error to increase response rate
  - Mental set error that answers the previous question which influences the answers to a later question
- Decide on the measurement scale of your questions

![Question Format and Scale Levels diagram]

- Open-ended
- Categorical
- Scaled

- Nominal
- Ordinal
- Interval
- Ratio
Step 3: 
Post event conversion

Send digital coupons or freebies to the attendees to thank them

Objectives:
- To reconnect with your audience
- Draw the attendees to the retail store or other platform of sales
- Convert the attendees to true sales leads

To-do:
- Create trackable coupon code/QR code to understand the user of this offer:
  - Average time spent on the offer page
  - Success rate of converting to sales
  - Access depth
  - Exit Pages
  - Etc.
Step 4:
Evaluation

Using the data gathered during the event to help improve the event in the real time

Objectives:
- Measure customer experience by visitor tracking analysis, length of stay, etc., in the Mini-program
- Behavior events analysis: KOL performance monitoring, independent event tracking and funnel model configuration, etc.
- Improve and upgrade your events

To-do:
- Implement feedback tools
- Gather all the social media posts about your event
- More information is available in 31Ten's analytic white paper. Scan the QR code to see comparison across different tools

Download our event tagging template and implement Event tracking and Funnels on your MP.
Mistakes to avoid: focusing too much on using “cutting edge” technologies but missing the core part of providing a good visitor experience - one that should aim at providing a personalised journey and getting the event messages across. A good event should be about rewarding human experiences, not about the digital tools it employed during the course of the event. Focusing solely on technologies is no good, technology serves a means to reach the purpose, not the other way around.

Yeelin Ng, Vice President for Apax Group Greater China - Event
Complementary digitization of events in China
Virtual mirror

MAC cosmetics

First Interactive Experience Center in Shanghai

Wunderman Shanghai

- Blends product discovery, social engagement and purchase into an immersive journey
- Invites customers to scan for a WeChat check-in → Mini Program becomes the touchpoint for the entire store experience
- Virtual makeup mirror enables customers to sample MAC lipstick color
- Center contains an open space for master classes and KOL events

Source: https://jingdaily.com/mac-cosmetics-experience-center/
Alipay

Uniqlo - Hongbao

AR Hongbao game in collaboration with Alipay

- During 2 week campaign, customers receive virtual Hongbao on their phone when they approach a UNIQLO
- To receive the coupon, the consumers need to enter the store and scan the logo with an AR scanner through Alipay
In-store and online customer experience powered by Alibaba’s Mobile Taobao APP and AR technology.

- Mobile Taobao App recognizes when an App user arrives in the Roastery
- Propose using a web package with:
  - A map
  - Coffee & tea menu
  - Favorite Starbucks products
  - Useful information
- AR functions:
  - Scan key features
  - Get information with fun visuals & animations
  - Photo filter for social media

Glico - d2c

- If a brand wants to increase familiarity, what’s a better way than letting people snap a selfie and make a face out of their best selling product? Glico did just that.
- We have created 5m high display out of 1344 real-size Pocky boxes, which are individually controllable and interactive in real time.
- When a user stands in front of the screen, a hidden camera captures their face and projects it onto a massive screen by creating different shades using Pocky boxes.
- Attendees shared their experience on WeChat and other social media channels.
- Create interactivity between the brand and the customers
- Create a digital experience to capture the Chinese audience
- Follow up with the video and experience sharing
Video mapping & projection

Tiffany & Co - Paper flowers

Branded event empowered by digital art and projected video content

- Incentivize social sharing by beautifying the surroundings
- Changing the environment throughout the dinner as an easy way to create storytelling and highlight the brand values
- Give identity to the event by using unique and custom-made experiential content
Complementary digitisation event

Live experiences

China Joy - Ubisoft

WeChat Mini Program:

- Increase user experience during the event
  → Fast past registration
  → Schedule, live news feeds
  → Real-time interaction
- Gather data from all the attendees
- Extend the event outside the exhibition for other users
- Visibility on social media
  → Live Stream watching
- Retain the attendees
- Gamification
  → Lucky draw

So how can Ubisoft’s booth stand out during ChinaJoy, Asia’s largest gaming event?
The WeChat event app was a Ubisoft initiative which allowed us to combine our offline immersive brand experience capabilities with the app. This vastly amplified our live performances and drove sales engagement. We were honored to be part of this Ubisoft project.

Kestrel Lee, Freeman China ECD
Credits
Freeman APAC - Kestrel Lee
WB Show - Maxime Wenger
D2C - Mika Inoue
APAX Group Greater China - Yeelin Ng
Wiredcraft - Ronan Berder

Resources
Yoopay: https://yoopay.cn/
EventBank: https://www.eventbank.com/
Louis Vuitton: https://eu.louisvuitton.com/
JingDaily: https://jingdaily.com/
That's mag: https://www.thatsmags.com/shanghai/
JingTravel: https://jingtravel.com/ctmoma-chinese-wechat/
We Do Design:
Wiredcraft:
Follow 31Ten on WeChat for in-depth analysis of China Digital & WeChat trends.
Need to design, build or audit/improve a WeChat Mini Program? Connect with us!

- WeChat Solutions Design & Development
- UX & UI
- Online Performance & Analytics

31Ten is a digital agency specialized 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 on serving 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

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