Tips to Get the Most Out of WeChat for Event Marketing

April 2019

31°TEN

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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.

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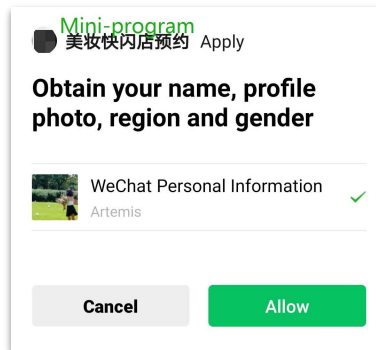- sCRM backend → Access to real time events analytics (improve the event experience and ROI)

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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

Mini-program

美妆快闪店预约 Apply

Obtain your name, profile photo, region and gender

WeChat Personal Information ✓
Artemis

Cancel   Allow

- WeChat one-step login and
  one-step checkout →
  Optimize conversion on
  booking, registration

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

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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

yoopay.cn
Events

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

50,000+
Events

7.3 m
Users

¥ 260 m
Transactions

For more information:

Wing@yoopay.cn
Saiying@yoopay.cn

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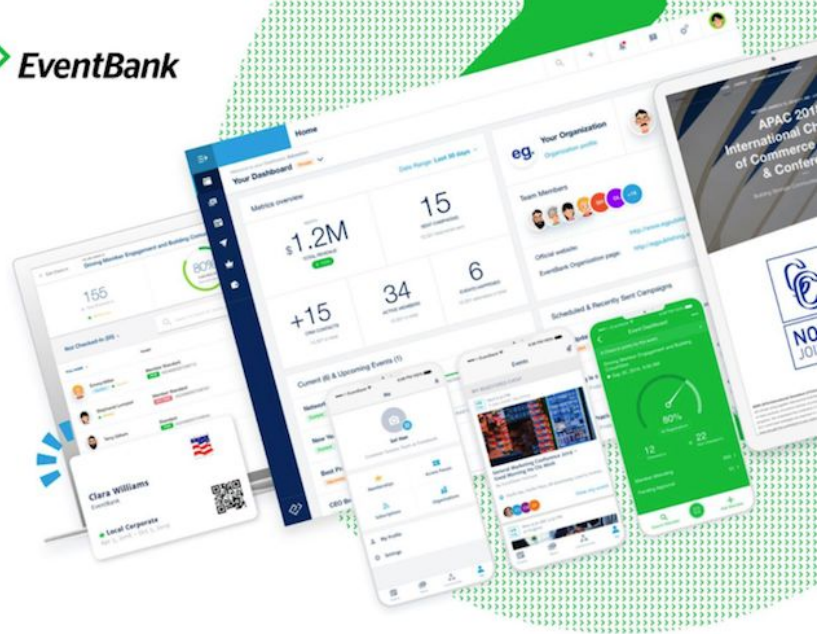
Event platform solutions

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

2

Benchmark

Louis Vuitton - VVV

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
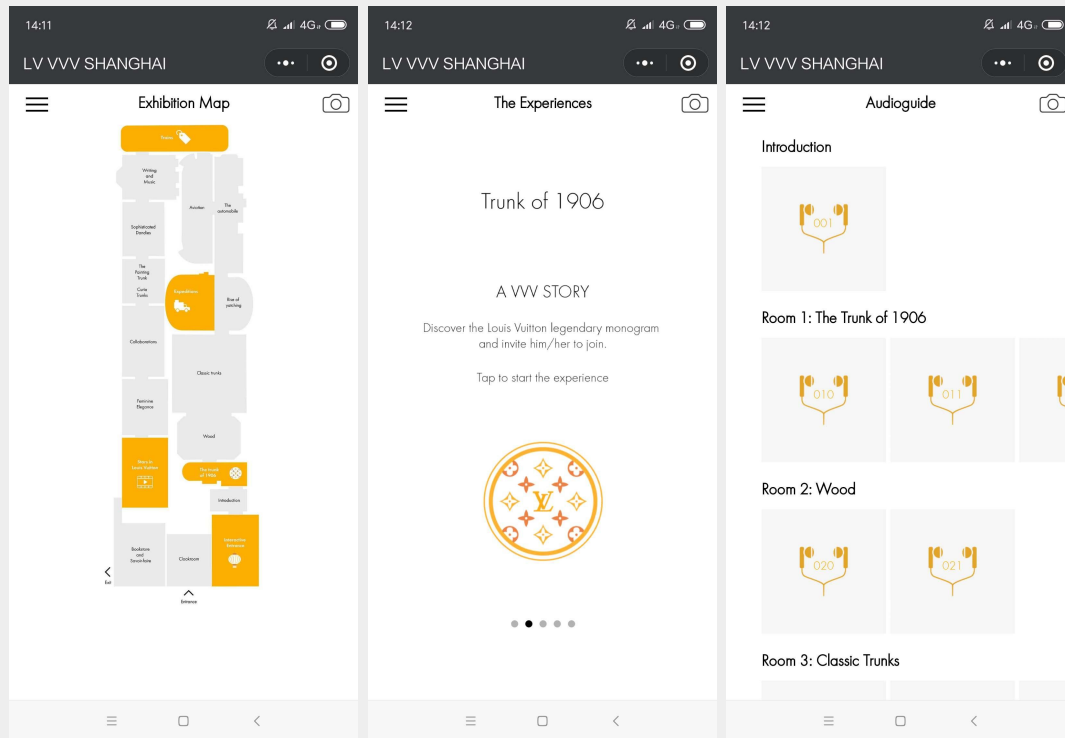
Louis Vuitton – VVV

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)


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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
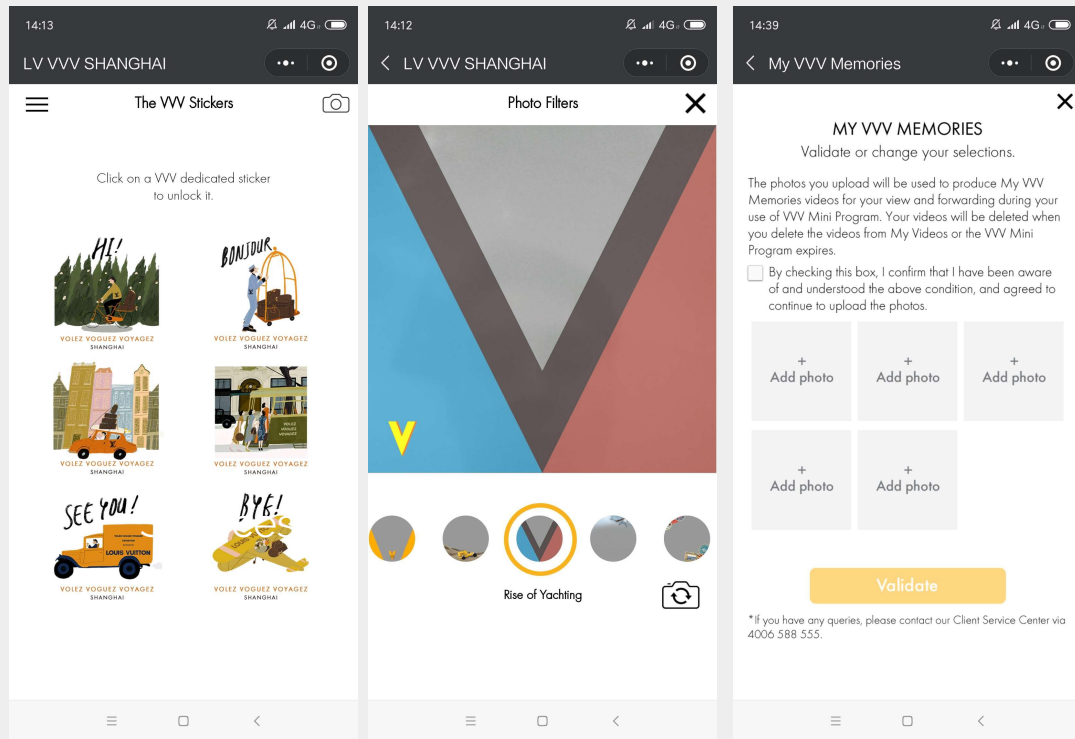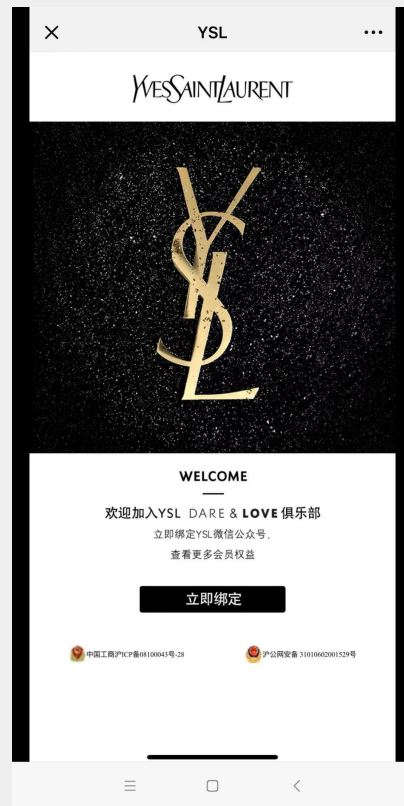
Yves Saint Laurent

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
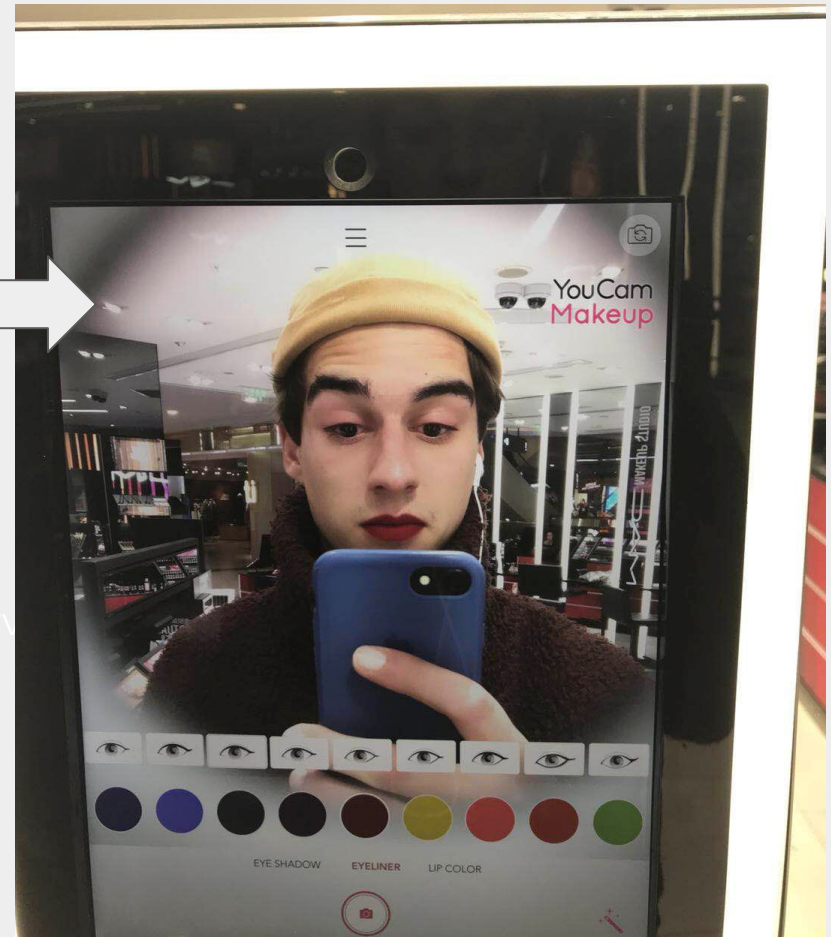
Yves Saint Laurent

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 years 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
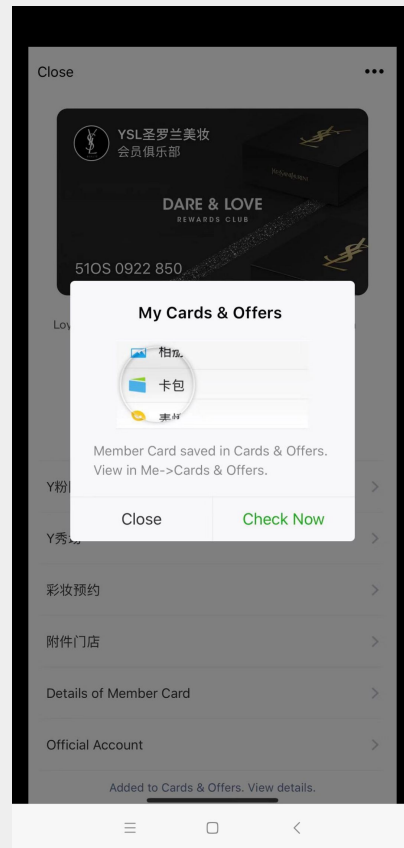
Yves Saint Laurent

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
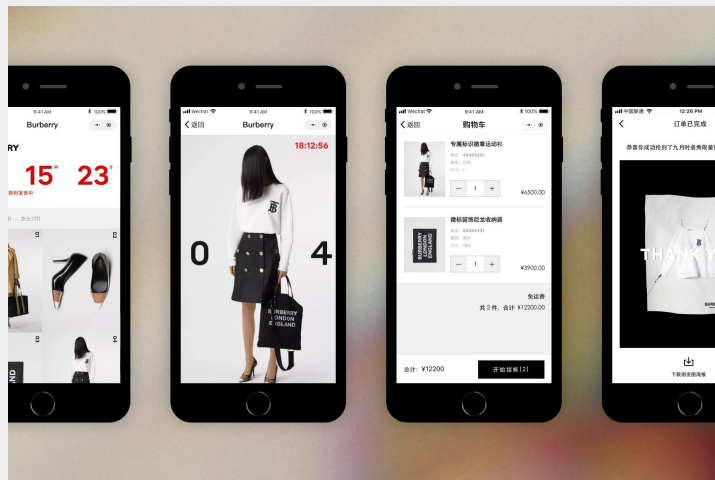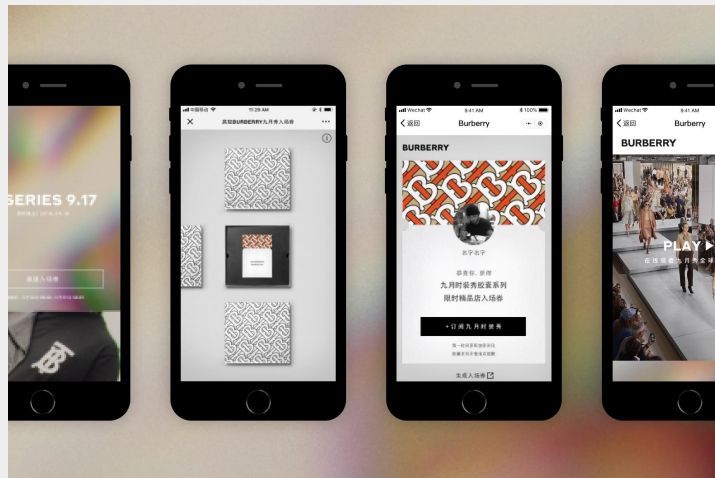
Prada House

Before the event

Prada presents "Storytelling", a solo show by Chinese painter Liu Ye curated by Udo Kittlemann, with the support of Fondazione Prada

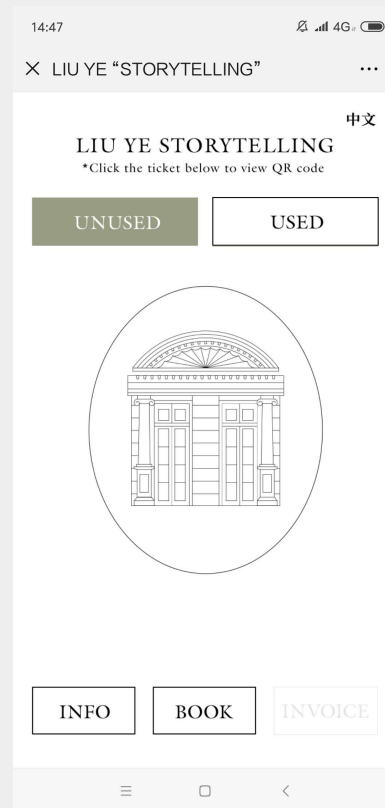- Booking platform for the exhibition with a QR code

Prada House

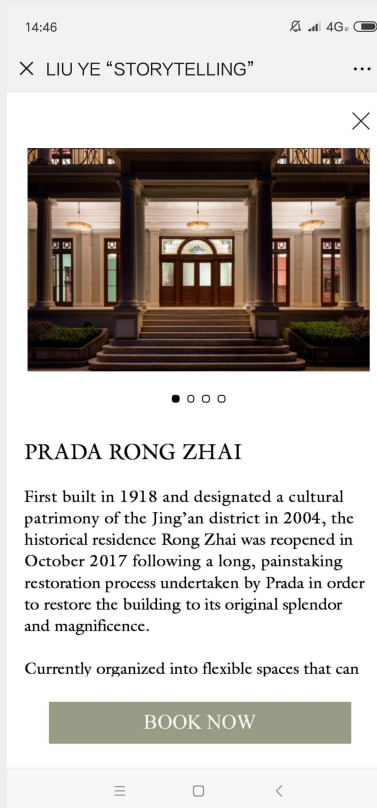## Before the event

Prada presents "Storytelling", a solo show by Chinese painter Liu Ye curated by Udo Kittlemann, 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
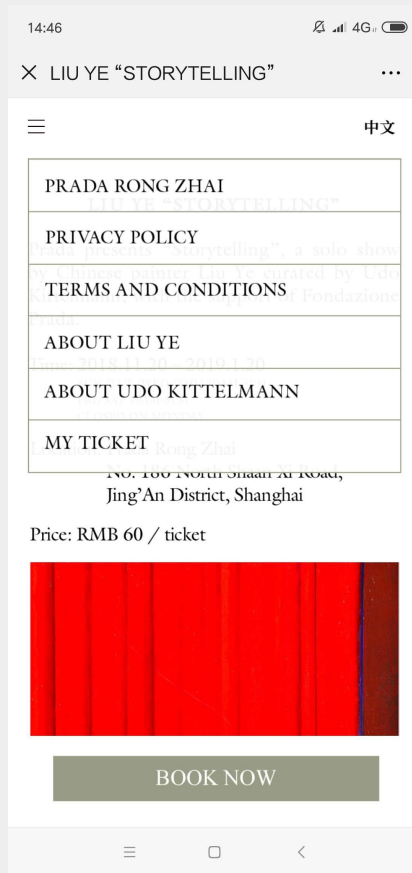
Adidas Republic of Sport

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
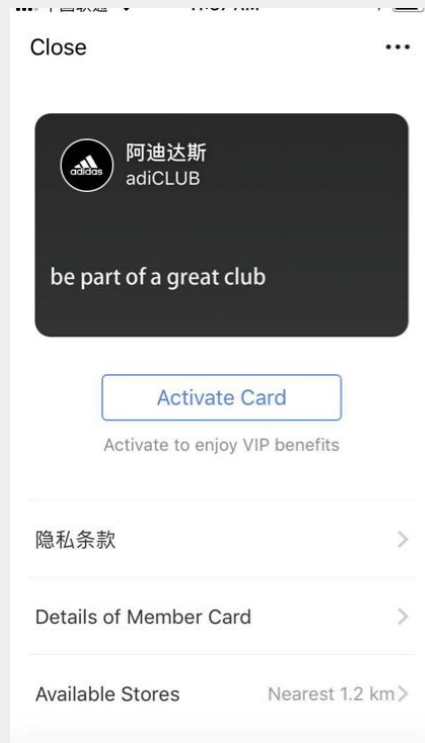
SFMOMA

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

3
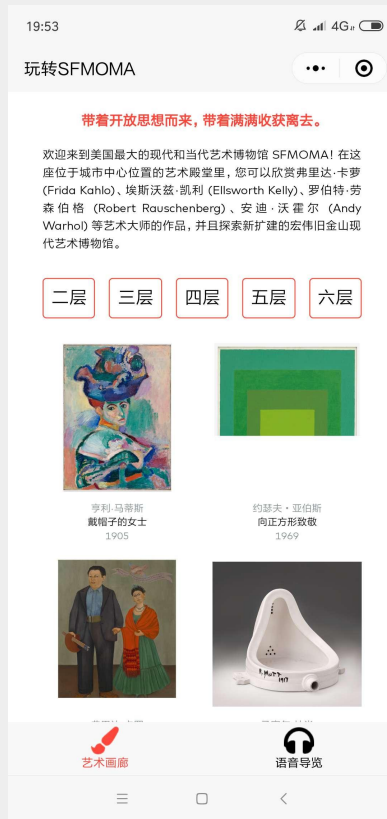
A to Z event lifecycle management with WeChat

Timeline

	- 6	-5	-4	-3	-2	-1	0	1	2	3	4	5	6

Official account

Mini-program

O2O

Registration

Reminder

Interaction

Consumer focus

Payment

Survey

Social Media

Message

Offer

Evaluation

1 Week

Before :

Broadcasting

Registration form

Announcement of the event

Mini Program
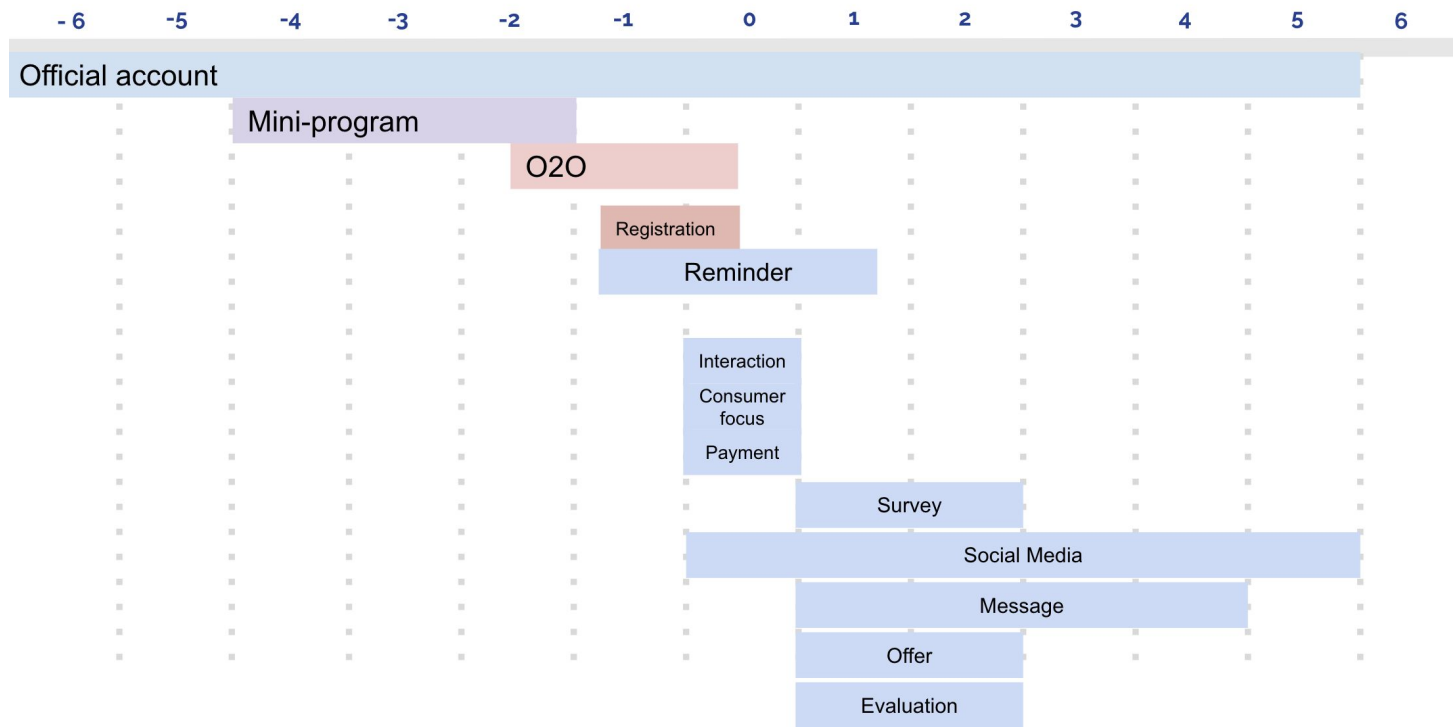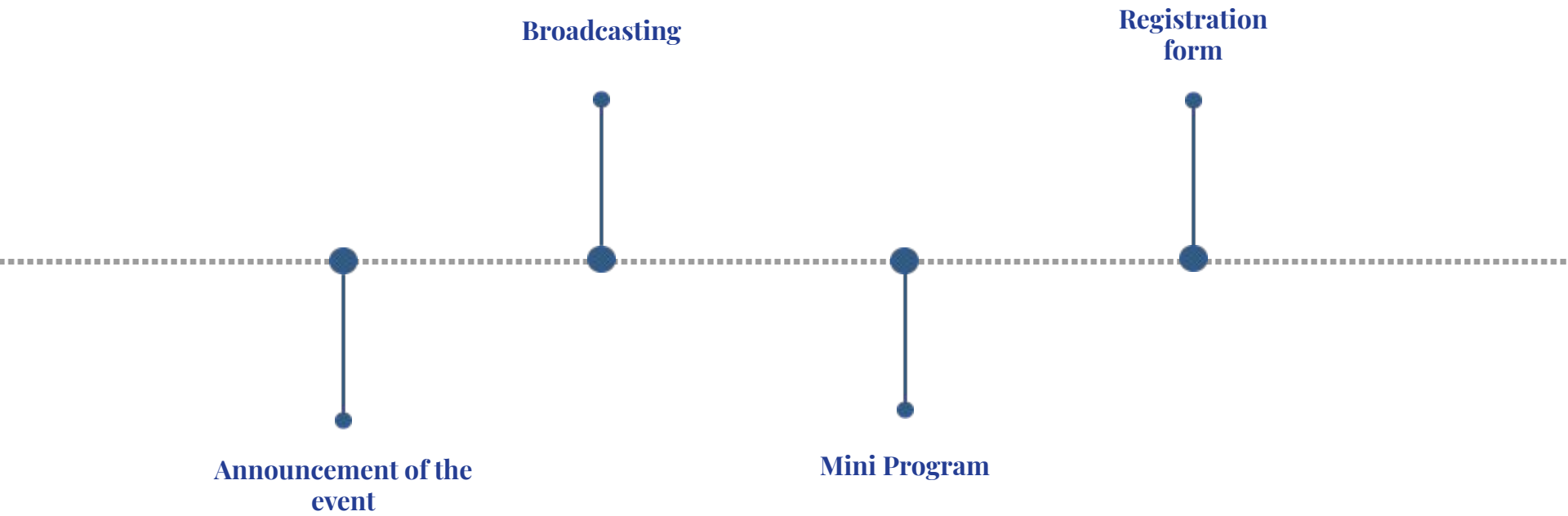
Before :

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

Register for the event

Information about the brand

1 → 2 → 3 → 4 → 5

Registration   Booking   Payment   Check in   Engagement
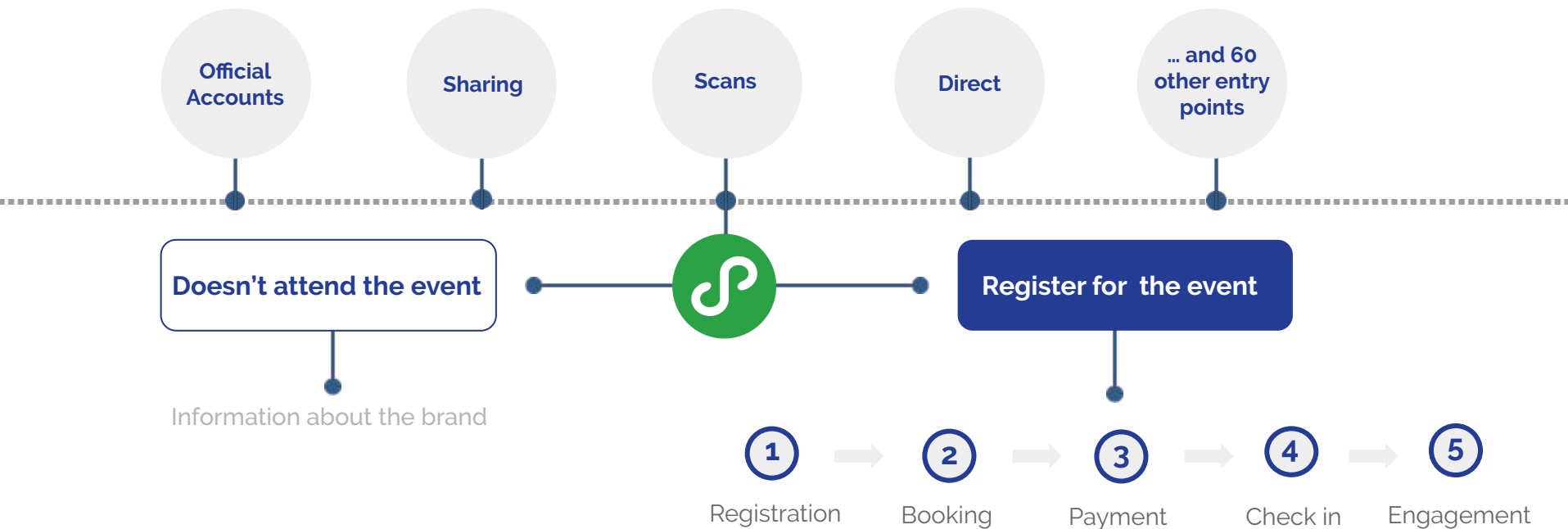
Step 1:

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

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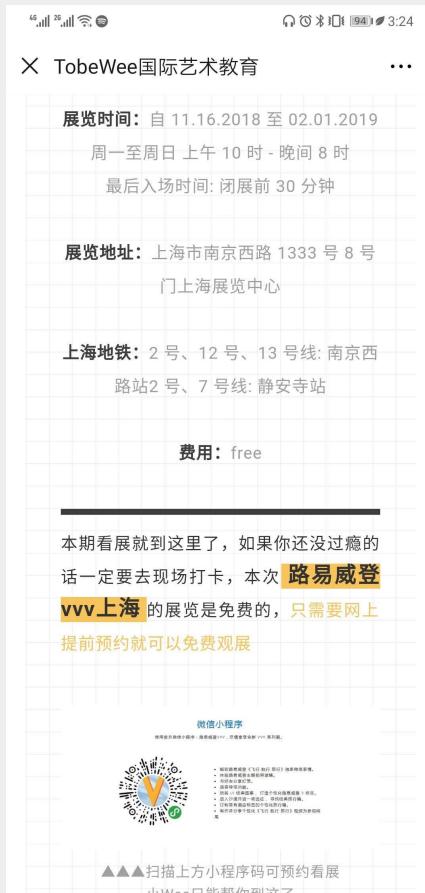
Step 2:

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

3/3/19 3:32 PM

BALENCIAGA

19 冬季时装秀直播

3/4/19 10:49 PM

BALENCIAGA
WINTER 19

Balenciaga 19 冬季时装秀

Invites

3/7/19 6:35 PM

学习计划提醒
3-7

您有新的学习计划可以申请！
学习计划：机器学习集训营
学习时间：3月21日正式开营
4大AI方向，挑战年薪40万！
点击了解更多↓↓↓

Details

3/12/19 7:58 PM

学习计划提醒
3-12

特邀【电商高级算法专家】寒小阳与您分享
学习计划：2019年AI岗位求职攻略
学习时间：今晚8点整
点击详情，免费加入学习↓↓↓

Details

Reminder

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

Register for the event

Arrive with ticket in Mini-program

Visit the event with event guide

Interaction

Push notification

Make purchase with coupon

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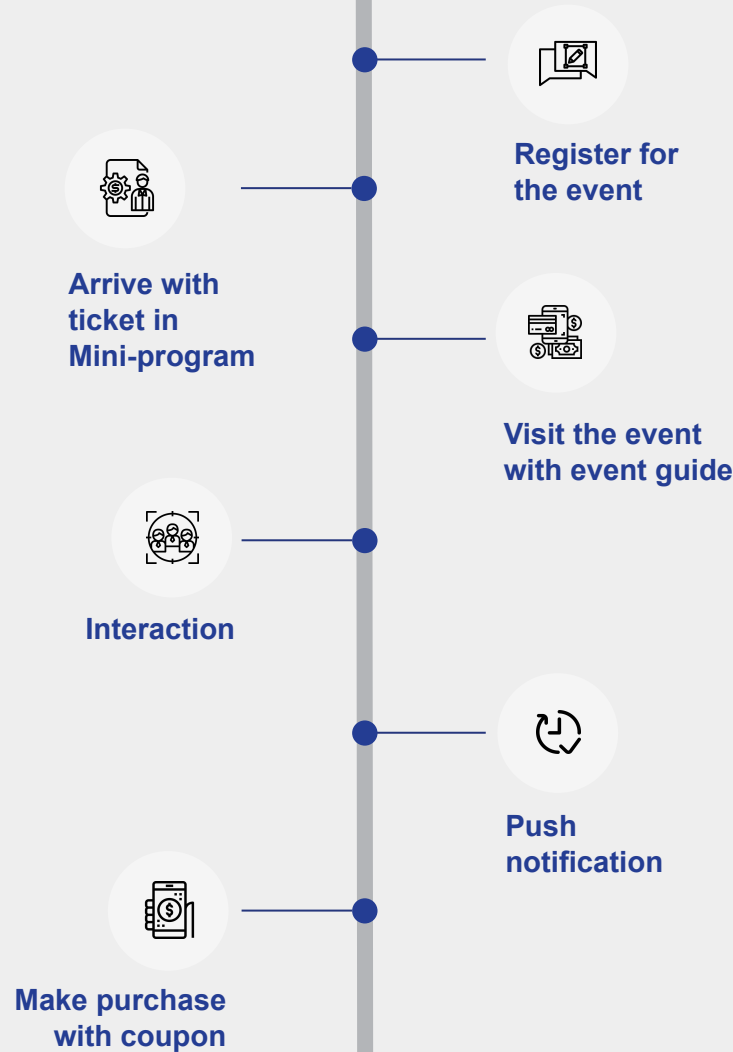
Step 4:

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

Possible medium: H5 / **Mini-program**
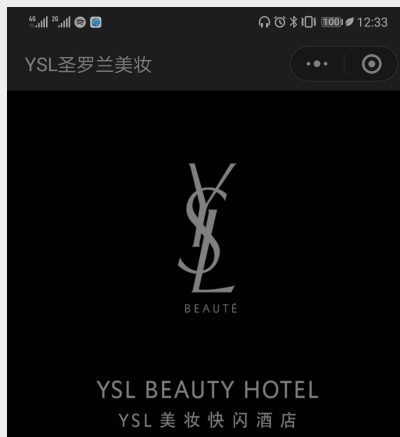
During :

Digital interaction

Conversion

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

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

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

Social media engagement

During :

Useful information

Interactive content

Experience shareable content on social media

Take advantage of the offline environment
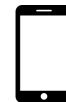
- Timetable
- Plan
- Storytelling
- Presentation of the event

- AR
- Mini game
- Audio guide
- Picture/video filters

- Link to WeChat & Weibo
- Share memories of the events
- Pictures and videos shareable

Create interaction between the real world and the online world

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

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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

Entrance
Scan the QR code

SHOWROOM

Wechat Pay

Order with MP

Try a demo

Exit
Collect the pre-ordered product

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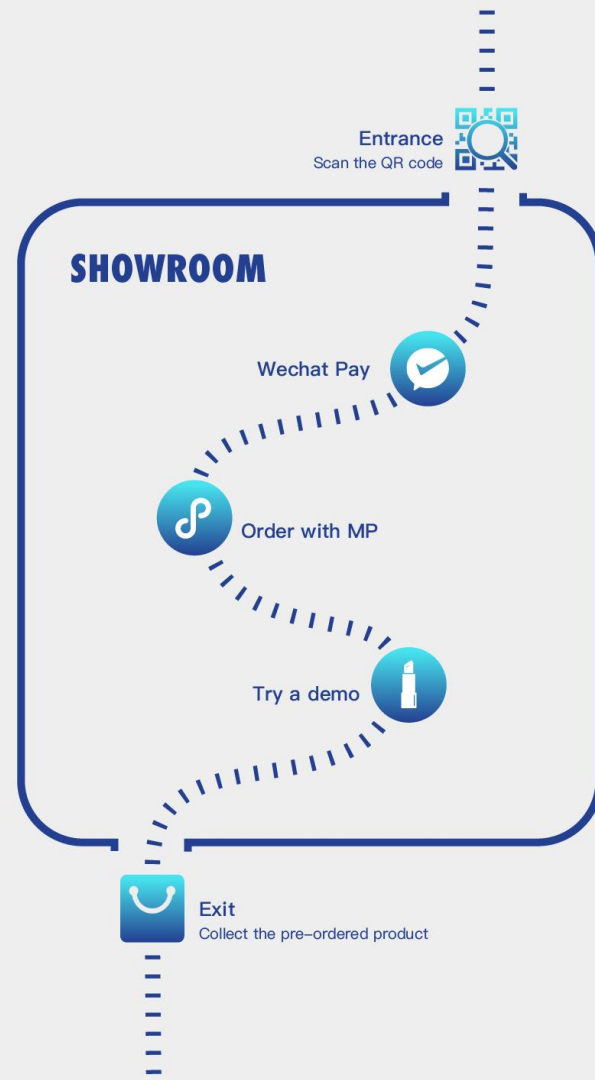
Step 3:
Social media engagement

Propose a highly shareable experience

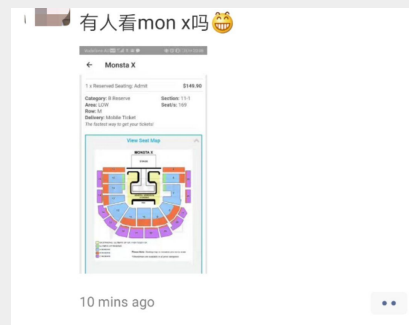Objectives:

- 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

Press release

Concert

Sport game
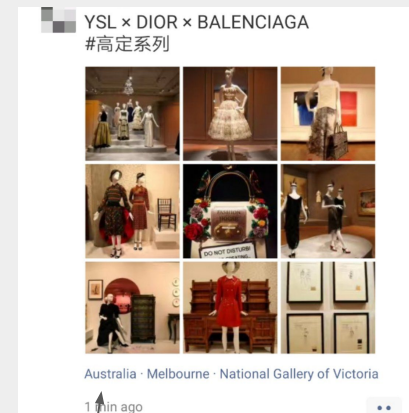
Exhibition

Geolocation

After :

Customize message

Post event offer

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

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

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

Send offer and coupons to the
attendees to thank them

**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

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〈 友付 ···

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
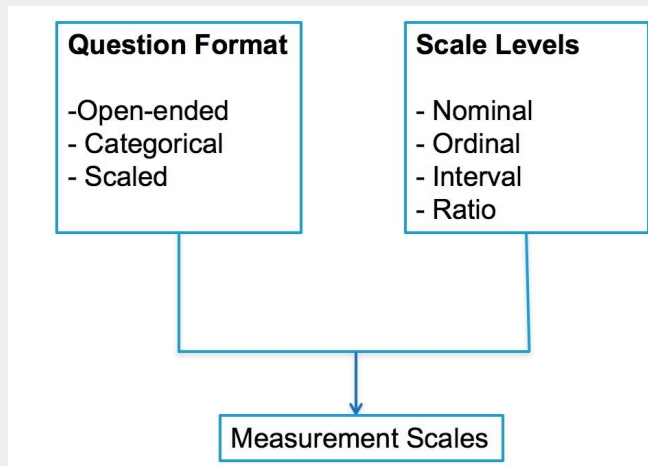
45

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

-Open-ended
- Categorical
- Scaled

Scale Levels

- Nominal
- Ordinal
- Interval
- Ratio

Measurement Scales

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.

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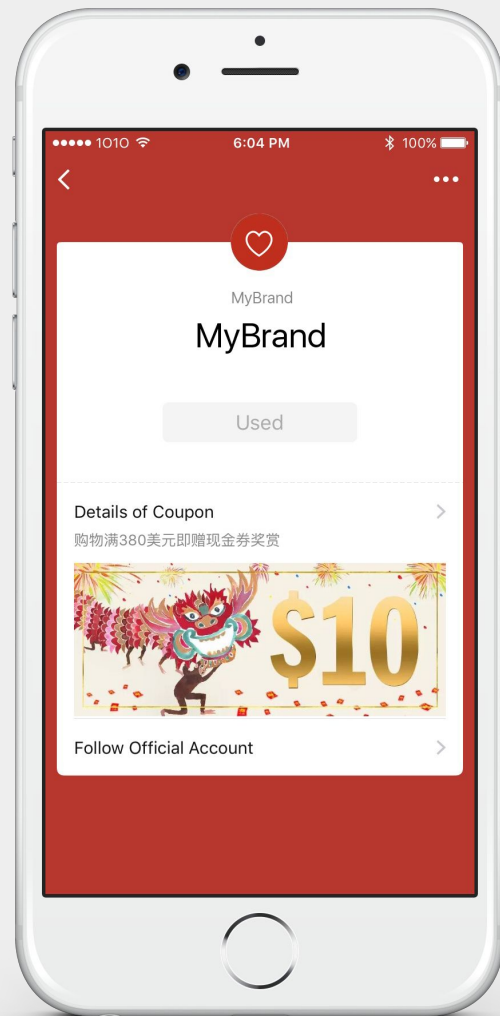
Step 4:

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

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> **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

Wuderman 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

Taobao

Starbucks Roastery

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

https://www.alizila.com/alibaba-tech-underpins-launch-worlds-interactive-starbucks/
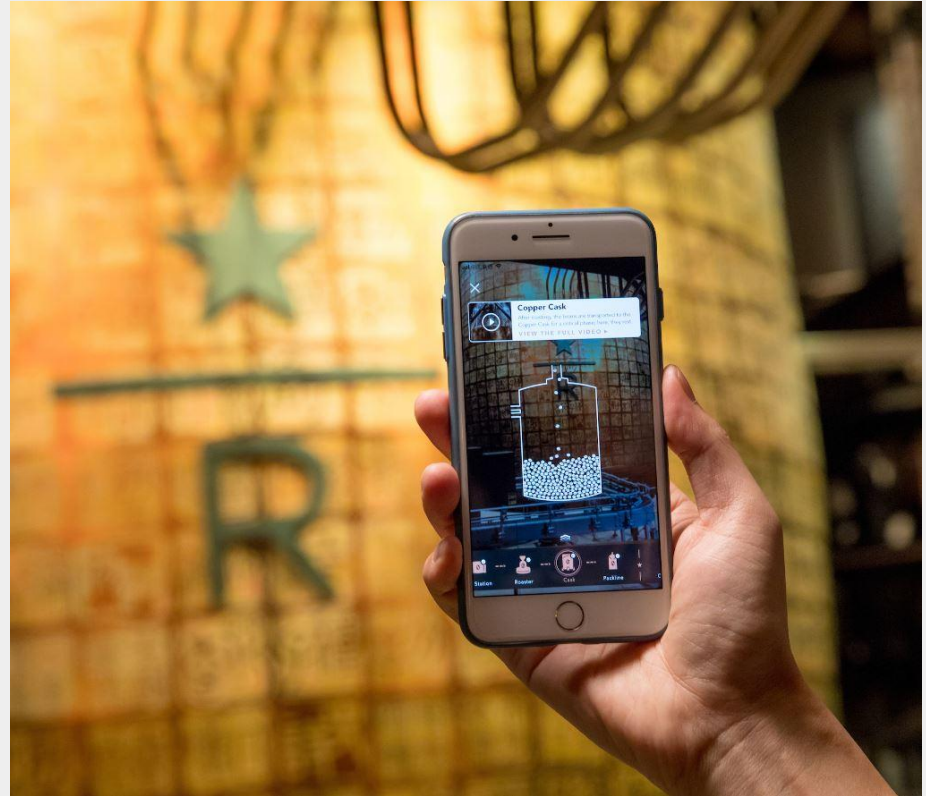
Interactive screen

Mosaic selfie

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 poky 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

54
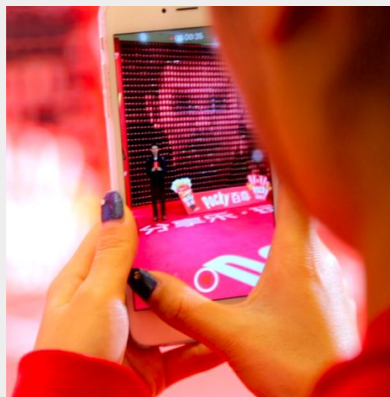
Video mapping & projection

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

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
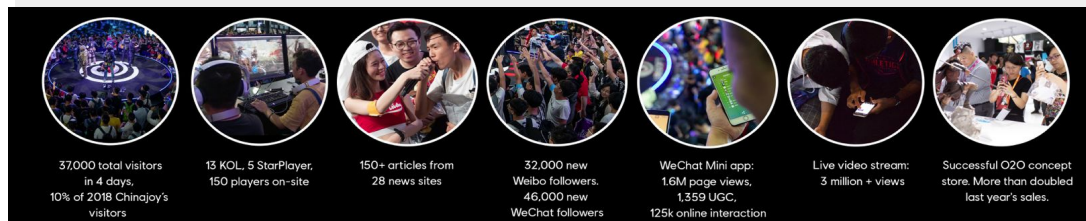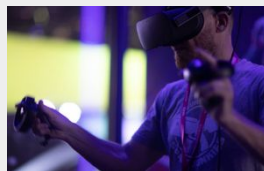
> **The WeChat event app was a Ubisoft initiative which allowed us to combine our offline immersive brand experience capabilities with the app. This vastly amplified our live performances and drove sales engagement. We were honored to be part of this Ubisoft project.**

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/
Prada: https://www.prada.com/cn/en/prada-highlights/rong-zhai.html
That's mag: https://www.thatsmags.com/shanghai/
JingTravel: https://jingtravel.com/sfmoma-chinese-wechat/
We Do Design :
https://wedodesign.com.au/diors-live-streaming-sale-session-using-wechat/
Wiredcraft :
https://wiredcraft.com/blog/inside-burberry-s-september-show-mini-program-and-our-omni-approach

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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!

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▸**UX & UI**

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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.

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