WeChat is the key to unlocking content x commerce in China.
WeChat has quickly moved into the position of leader in China's social media scene, with 600m+ users globally.

It is more than a social app. WeChat is a complete ecosystem, bringing social, content and commerce together in one tight bundle.

In this presentation, we explore the ecosystem and user paths on WeChat.
wechat
our take
WeChat is more than just a social app. It's a complete ecosystem.
messaging - content - commerce
China Online Ecosystem

Fragmented, complex user journeys

Display
(Sina, Sohu)

Online video
(Youku/Tudou)

Social
(Weibo)

Search
(Baidu)

Ecommerce
(Taobao)

Weibo - users have moved on
Ecommerce - most sales flow through Taobao
Display - limited RTB, poor quality data
Baidu - less effective than Taobao for search
WeChat Ecosystem

Shorter, simpler paths

**DISPLAY**
(N/A)

**Online Video**
(Tencent/Weishi)

**Social**
(Moments)

**Search**
(Sogou/WeChat)

**Ecommerce**
(Tenpay/WePay)

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**Subscription Account**
Brand - Content

**Brand, Mobi**
HTML5

**Service Account**
Brand - Interaction

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**Interaction Modules**

Ecommerce
Customer Service
Loyalty Management
Reservations
O2O

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**Self-contained ecosystem**

A cleaner environment (fewer ads)
Social first / Ecommerce linked
Harder to build awareness & followers
It's a very tight link between content and commerce.
We first established an account on WeChat in June 2013 and have had really good traction so far. Our WeChat fanbase grew very rapidly and it drives really good traffic to our ecommerce site as well. **It’s actually one of the first times that we’ve seen a social site driving a large number of ecommerce sales.**

Julien Chiavassa, Digital Head APAC for Clarins
user paths & brand "sites"
Key Functions

User "Homescreen"

Chat/IM (Voice/Text)
- One-to-one
- One-to-many

Sharing
- Pictures/Video
- Locations
- Business details

Voice & Video Calls

Discover
QR Code: Offline-to-online
Look around: New friends in area
Shake: contact exchange (intro)
Drift Bottle: ‘discover’ a message

Ecommerce
Shopping, group-purchase, gifts, movie tickets, dining payments, taxi reservations...
Payment Functions

The "Tencent/WePay" Wallet

WeChat Shopping Mall
Linked to www.yixun.com

Daily Deals
Mostly built around Tencent invested “Dianping” (for F&B)

Link Payments to:
- Chinese Bank Cards (Debit)
- Chinese Credit Cards
- Tenpay/WePay
- Int. Credit Cards (Visa, MC...)

Red Pocket “Hong Bao”
Giving/exchanging money

Split the Cheque
At Restaurants
Subscription Accounts are designed for brands to share updates with audiences, with a limit of one “push message” per day. Its purpose is to mirror the social awareness building activities that take place in Weibo. Very few additional functions can be added.

Service Accounts offer brands the opportunity to add many more features and functions, including customer response, sales/payments, bookings...etc. Service Accounts are more flexible but are limited in terms of content sharing to four “push messages” per month.
Paths to purchase

Channels for brands to sell

Subscription Accounts
- Offline Retail Shop
- Loyalty Cards
- Content Stream
- Brand Shop
- Ads/Promotions

Service Accounts
- Loyalty Card
- Brand Shop
- Group Buy
- Dangdang
- Amazon
- Vip.com
- Leting.com
- B1Fang.com
- Mogule
- Meituan
- Suning
- Qunar

WeChat Payments
- "Specials" (Linked from outside WeChat)
- Supermarket
- Group Buy
- Dangdang
- Coach
- Coach
- Dangdang
- Amazon
- Vip.com
- Leting.com
- B1Fang.com
- Mogule
- Meituan
- Suning
- Qunar
Loyalty Card: In-Depth

Brand CRM x Sales/Promotions

WeChat ID: qqicard

1.

Search for Branded Loyalty Cards by Location or Name.

2.

Signing up for Loyalty Card automatically enrolls the user in the Brand’s other “Accounts”

3.
Paid for contents

As an option inside of “Service Accounts” companies can offer paid-for content, reports, data ...

In-account ads

For verified accounts with more than 50,000 followers, WeChat has now provided the option of including display ads at the bottom of posts.
Brand accounts
features by category
Key Functions for Travel:

1. Content - great stories & pictures about places, experiences, hotel, shopping, dining...

2. Reservations & Payments

3. Customer Service - contact with representatives from location, hotel, agency to help with decisions... in Chinese Language.
Key Functions for Retail:

1. Ecommerce - Easy path to purchase, together with customer service. Could also look at promotions options (Snap-ups, flash sales, loyalty).


3. Social Functions - for sharing, saving and community interaction.
Key Functions for Health:

1. Content - videos, Q&A from experts (doctors), and testimonials from other patients...

2. Customer Service - contact with representatives to ask questions about:
   - Health issue/treatment
   - About services provided
   - Reservations/bookings

3. Community - support from others with similar issues ...crowd support
Key Functions for Travel:

1. Content - great stories & pictures about places, experiences, hotel, shopping, dining...

2. Reservations & Payments - shopping on-location or from China.

3. Customer Service - contact with representatives from location, hotel, agency to help with decisions...in Chinese Language
Case Study: New Zealand Bureau of Tourism

- The New Zealand Bureau of Tourism has been very active on social media sites such as Weibo and WeChat.
- Their WeChat account serves as an introduction into things to do around New Zealand, places to visit, things to buy.
- They recently added bookings/reservations for flights and hotels.
- Users can request the latest information on attractions and activities & get personalized follow up.

Images:
- Homepage
- Activities & Attractions
- HTML5 Page
- Flight Bookings
contact us

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We bring brands together with the right audiences

WeChat | Branded Content | Social
Totem is a social media solutions company, serving international brands in China. We are based in Beijing and have offices in Hong Kong & Shanghai.

We provide social media agency services focused on WeChat (content commerce).
our services
what we do in WeChat

1. Create Accounts
2. Content Creation
3. CRM / Fan Management
4. Strategy
1. create accounts

What We Do:
Design and develop branded accounts
Host/Manage ongoing operations of accounts
Create new modules/applications
2. Content Creation

What We Do:

- Images/videos and other "native" contents to attract and retain fans:
  - Social ready images/photos
  - Videos (long & 6-8 second "vine")
  - Infographics
  - Articles

Localized for China
Made for China

Places & Scenarios Close to Home

Images that fit into her world - what she sees...her place
3. CRM / Fan MGT

What We Do:

Build audiences using KOLs and other channels
Retain fans/followers & insights analysis
Guide followers to brand objectives:
- Campaigns
- Sales
- O2O (events, etc)
Attracting Followers

Bringing Awareness to Accounts

1. Audiences scan QR from Offline (Shop) or from Online (Brand Site, Weibo...).
2. Searching for the Brand/Account name.
3. Via an LBS search for Loyalty (Branded) Account.
4. By referral/recommendation by friends, influencers and KOLs.

5. Great Content!
WeChat is quickly following a similar path as Weibo before it, in the use of KOLs (Key Opinion Leaders) to support the growth of branded accounts - helping brands to increase follower count.

There are two main ways to identify KOLs and evaluate them for endorsements and seeding of branded content:

1. Go through online lists of public WeChat accounts, such as:
   - www.anyy.net
   - www.weixinlv.com

2. Identify KOLs with large followings on Sina Weibo and/or Tencent Weibo. This provides a reasonable insight into the likely follower numbers in WeChat for accounts which are not public.
4. Strategy

What We Do:

Map out users journeys (path to purchase)
Organize media partnerships
Create strategies for awareness, content, CRM, sales and building branded ecosystems in WeChat.
contact us

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