



# wechat ecosystem

BY TOTEM media | nov 2014



A photograph of a woman with long brown hair standing in a busy city street at night. The background is filled with blurred lights from buildings and other pedestrians, creating a bokeh effect. A teal-colored horizontal band is superimposed over the middle of the image, containing white text. The woman is wearing a grey coat and has her arms crossed.

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





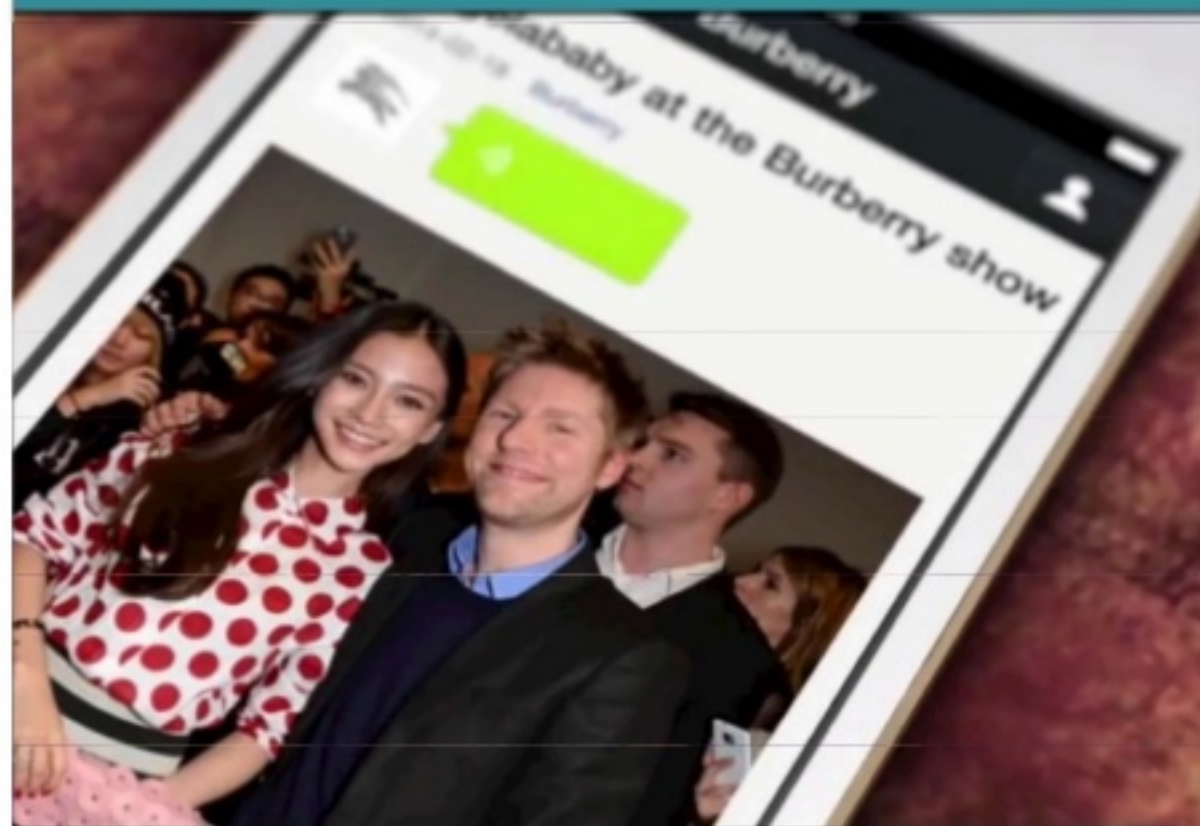
wechat is more THAN JUST a social app.  
ITS a COMPLETE ecosystem.





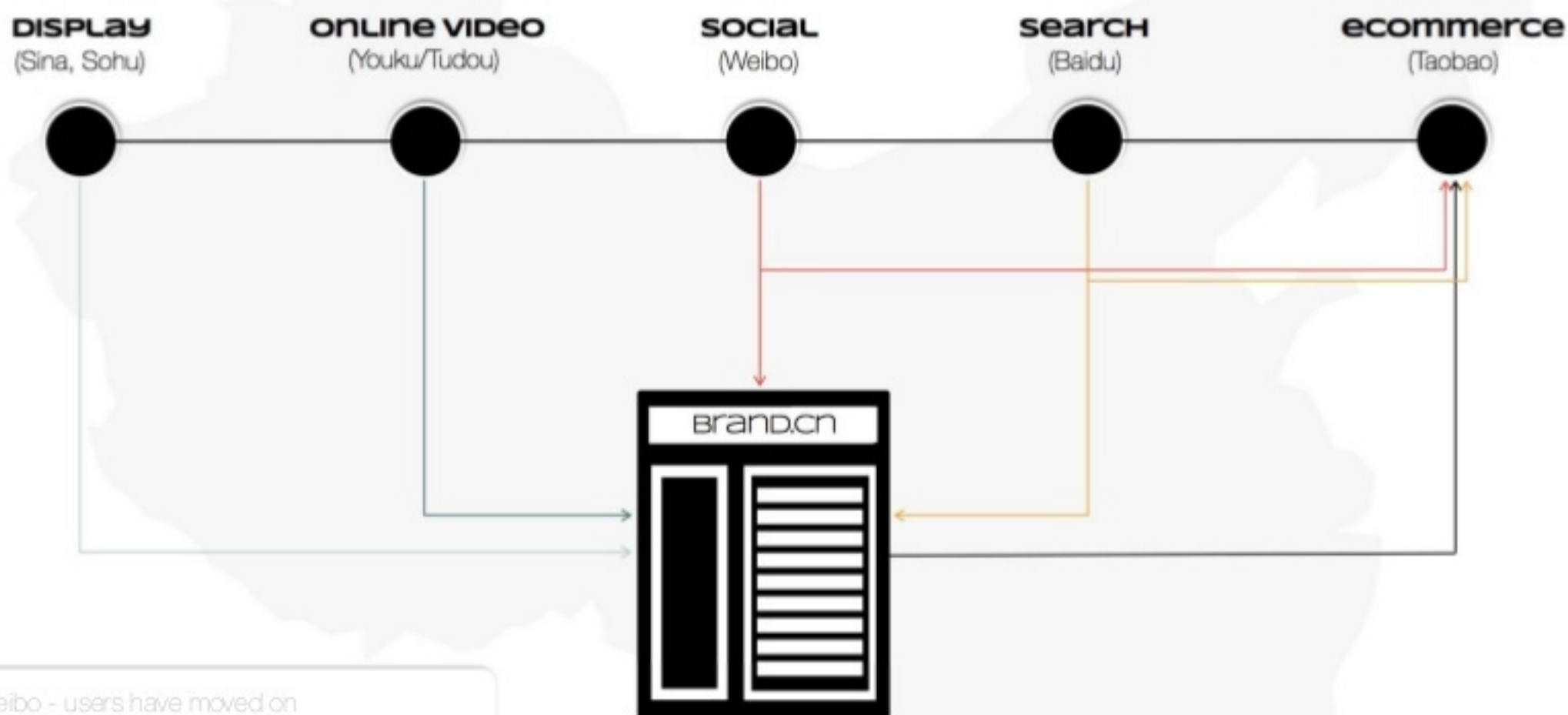


messaging - content - commerce



## China Online Ecosystem

*Fragmented, complex user journeys*



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*



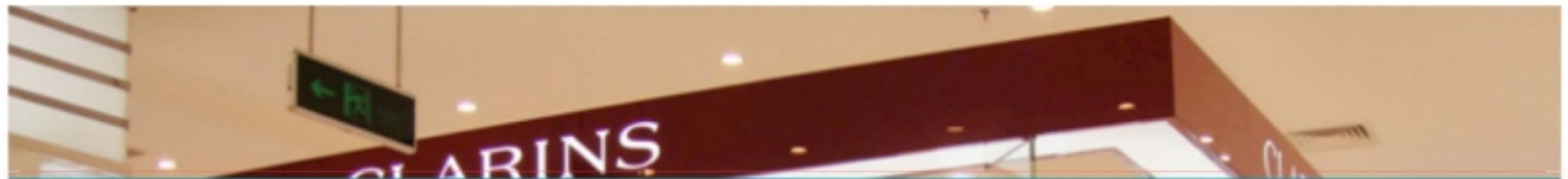




ITS a very TIGHT LINK BETWEEN  
CONTENT and commerce.







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"

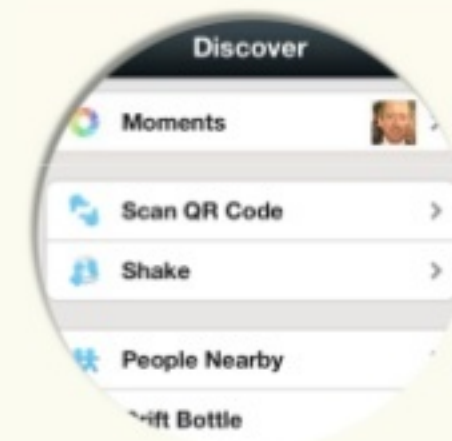
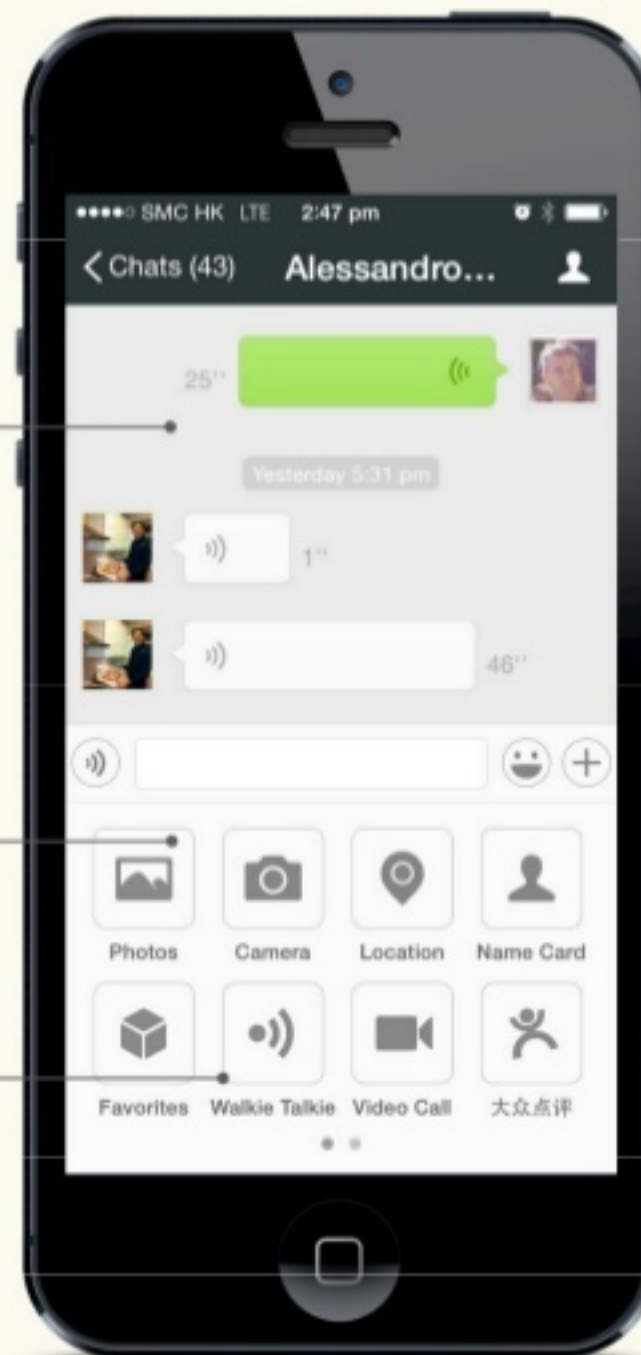
## Key Functions

User "Homescreen"

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

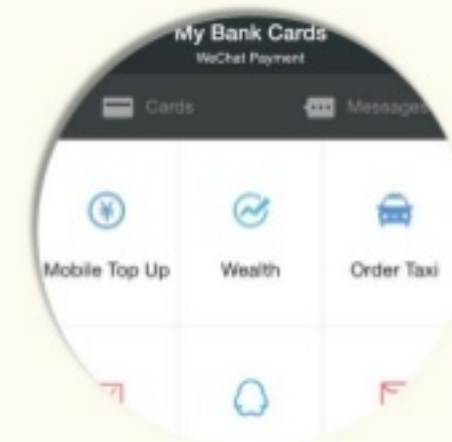
Sharing  
Pictures/Video  
Locations  
Business details

Voice & Video Calls



### Discover

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



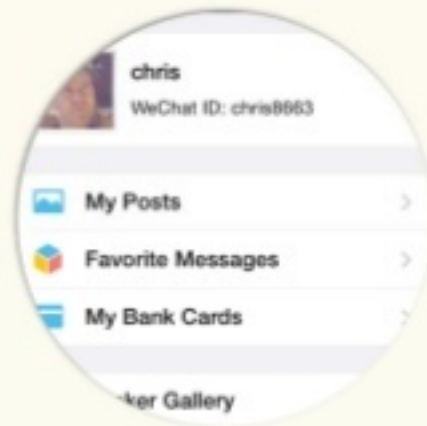
### Ecommerce

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



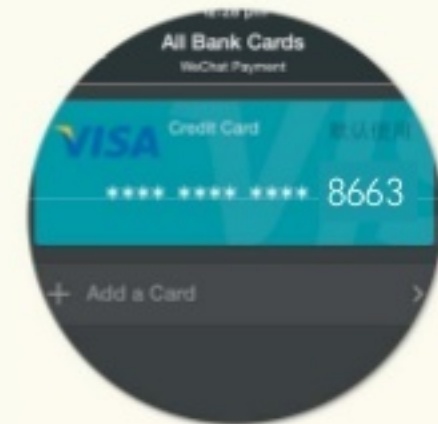
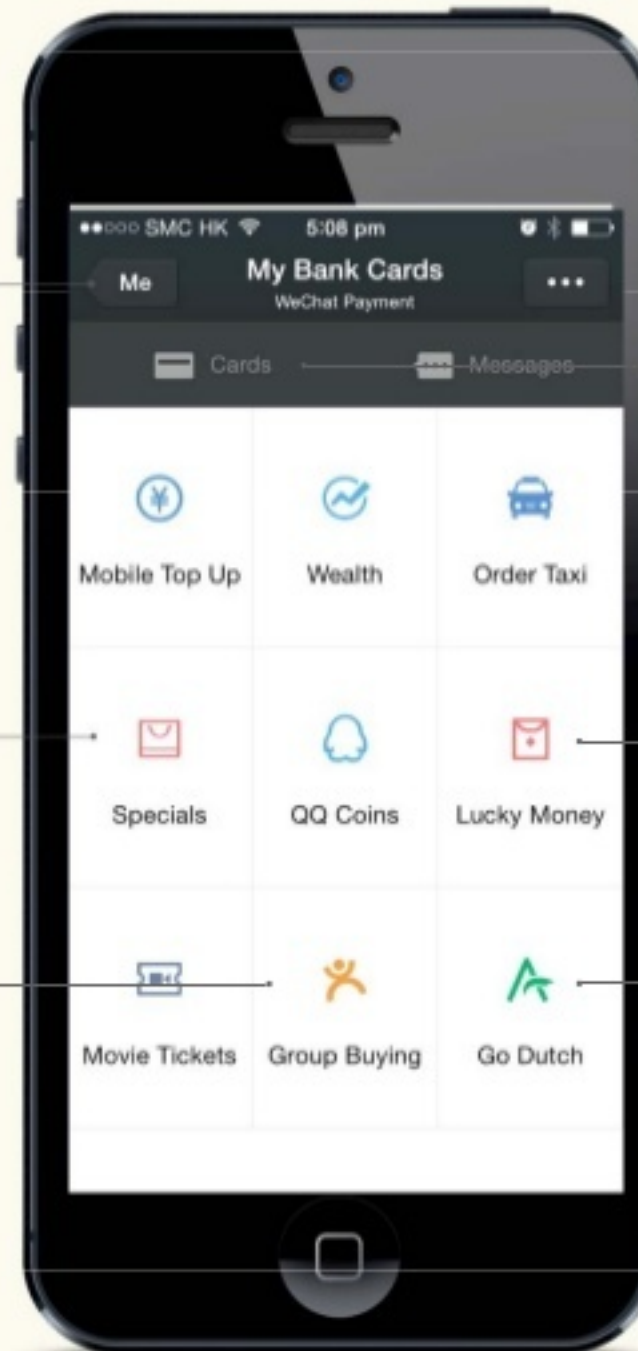
## Payment Functions

*The "Tencent/WePay" Wallet*



**WeChat Shopping Mall**  
Linked to [www.yixun.com](http://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

## Branded Accounts

### 2 Main Paths for Brands

#### SUBSCRIPTION accounts



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

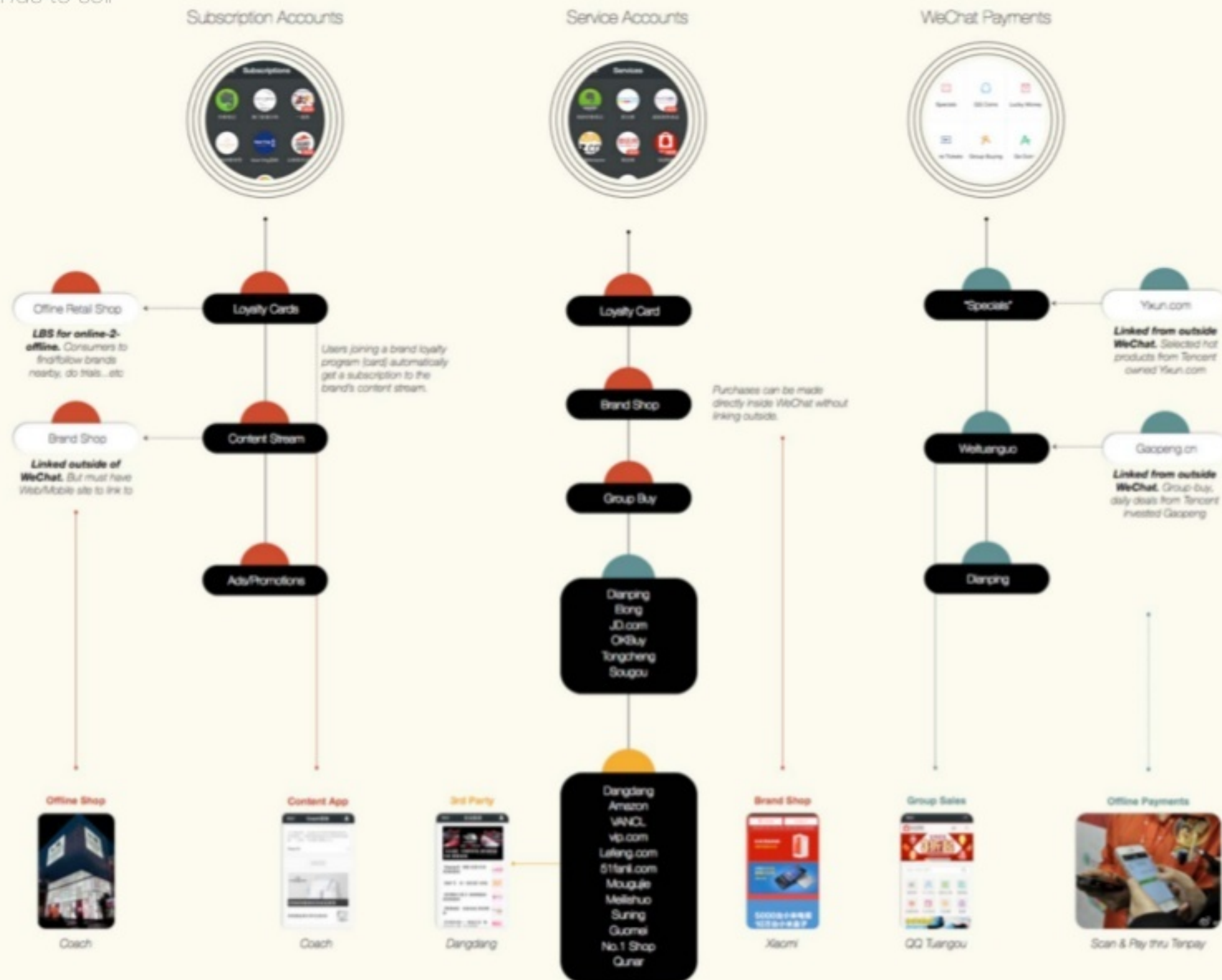


Service Accounts offer brands the opportunity to add many more features and functions, including customer response, sales/payments, bookings...etc. Service Accounts are more flexible but are limited in terms of content sharing to four "push messages" per month.



# Paths to purchase

Channels for brands to sell



# Loyalty Card: In-Depth

Brand CRM x Sales/Promotions



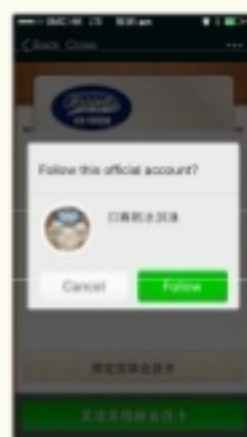
WeChat ID: qqicard

1

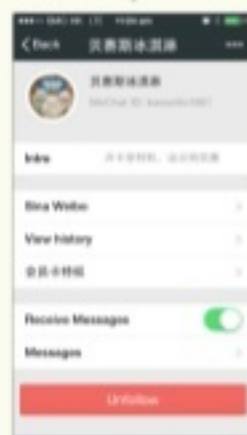


Search for Branded Loyalty Cards by Location or Name.

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

## Travel



### 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.



Destinations



Hotels

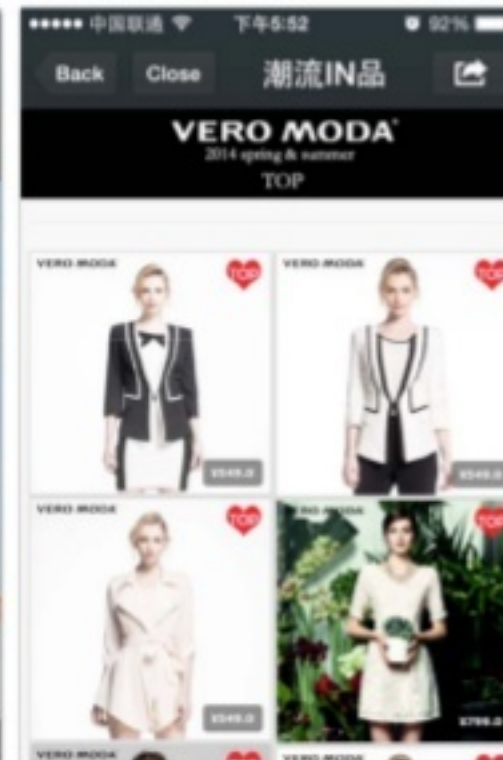


## retail



### 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).
2. Content - High-quality photos & videos featuring products. Localized visualization of products in China.
3. Social Functions - for sharing, saving and community interaction.



## HEALTH



### 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





## CITIES



### 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



Vancouver  
City Guide

Shopping Cart

Content (Pics, stories)

Hotels

Cool Stuff (Shopping)

Restaurants

## 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



Homepage



Activities & Attractions



HTML5 Page



Flight Bookings



TOTem media



# CONTACT US

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Twitter/WeChat: Talktototem



# TOTem



We BRING BRANDS TOGETHER  
**WITH THE RIGHT audiences**

WECHAT | BRANDED CONTENT | SOCIAL



# WHO we are



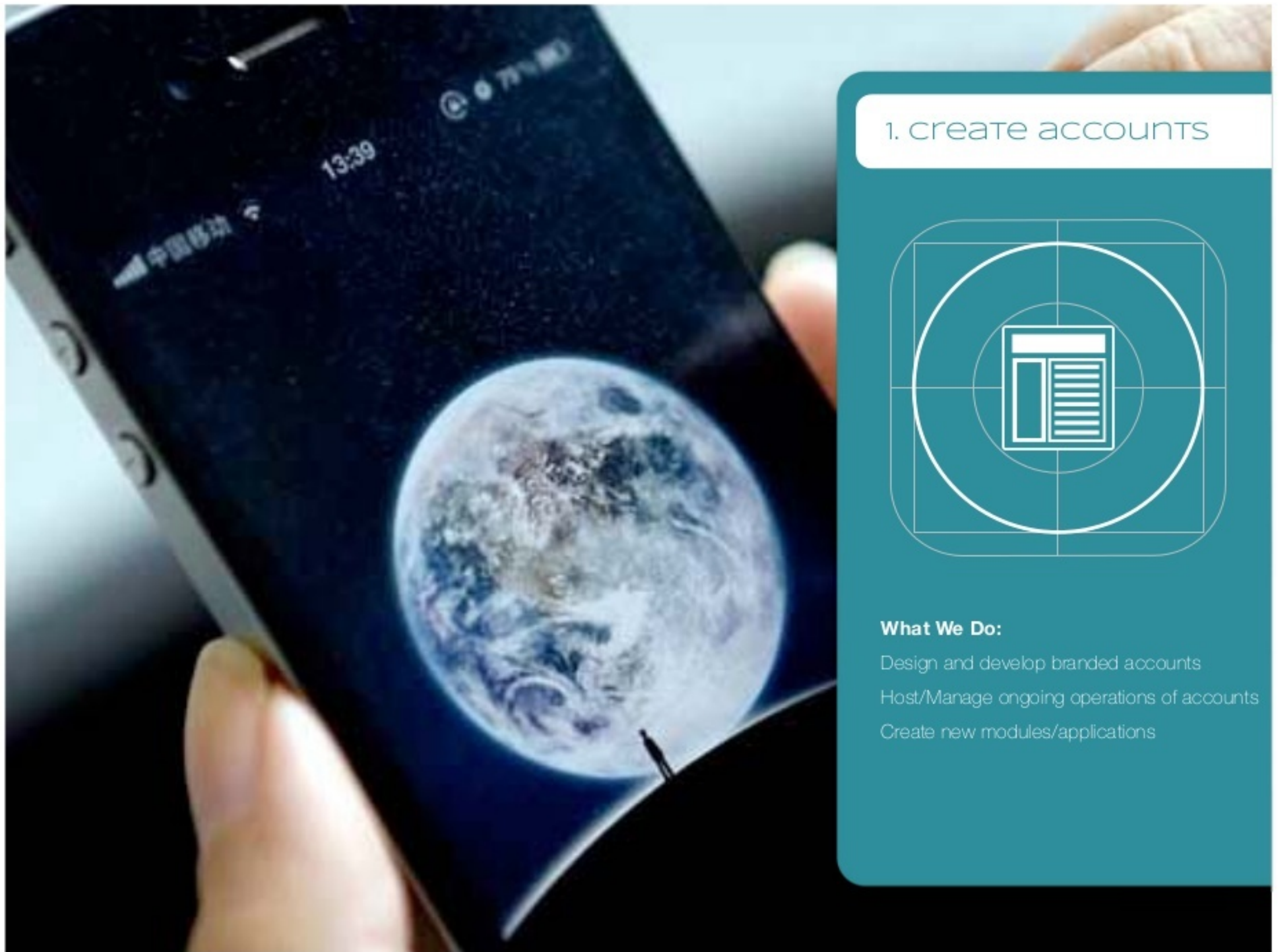
TOTEM is a SOCIAL media SOLUTIONS company,  
serving INTERNATIONAL BRANDS in CHINA. We  
are BASED in BEIJING and HAVE OFFICES in  
HONG KONG & SHANGHAI.

WE PROVIDE SOCIAL media agency services  
FOCUSED on WECHAT (CONTENT x COMMERCE).

# our services

WHAT WE DO IN WECHAT

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



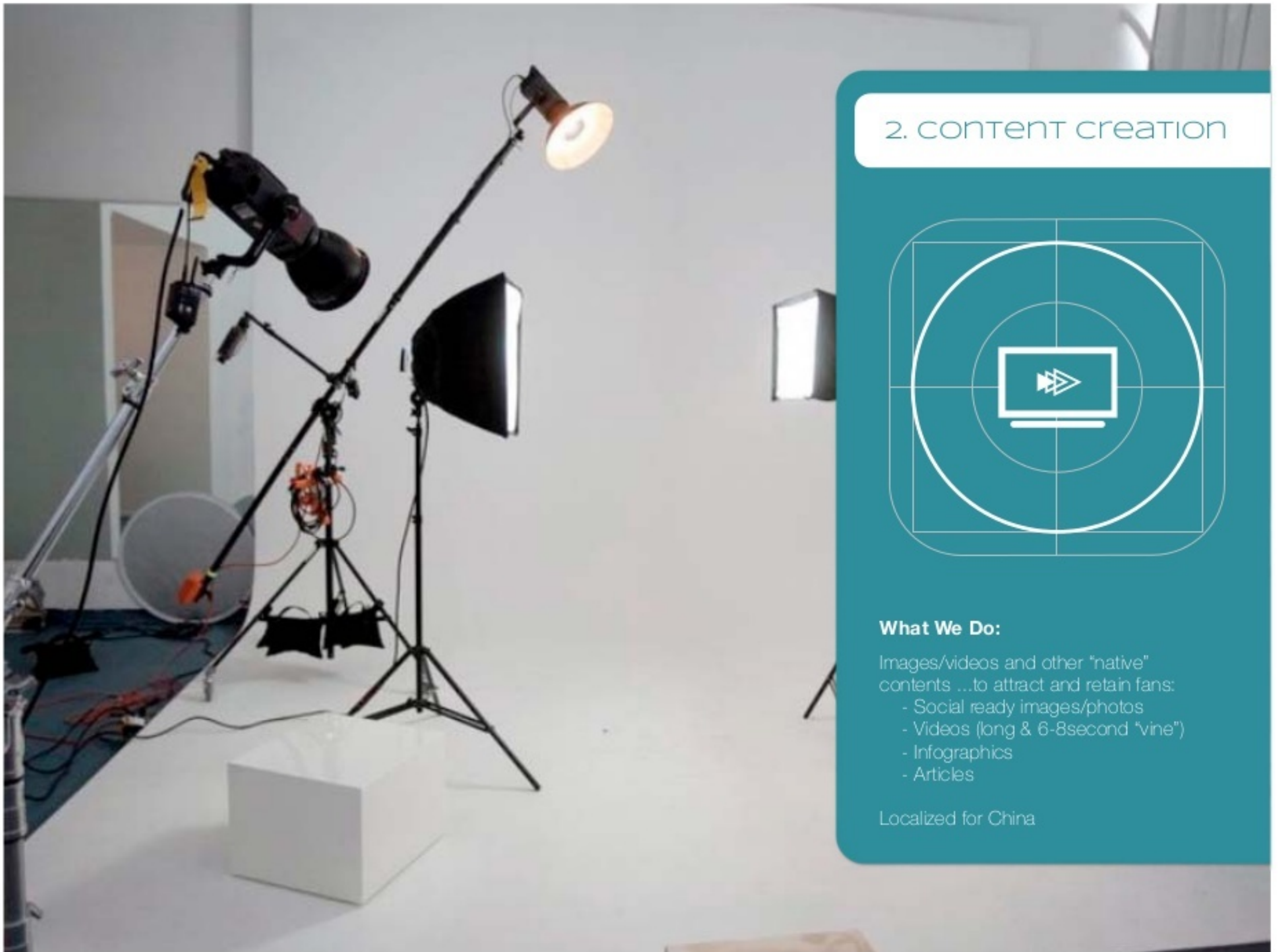
## 1. create accounts



### **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 & 6-8second "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



## Global Creative Teams

*For "Native" Chinese Content*





### 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!



## Influencers/KOLs

*To Speed Up Growth*



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](http://www.anyy.net)  
[www.weixinlv.com](http://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.

TOTem media



# CONTACT US

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