



# WeChat Initial Touchpoint Optimization Guide

**Beauty Industry Edition**



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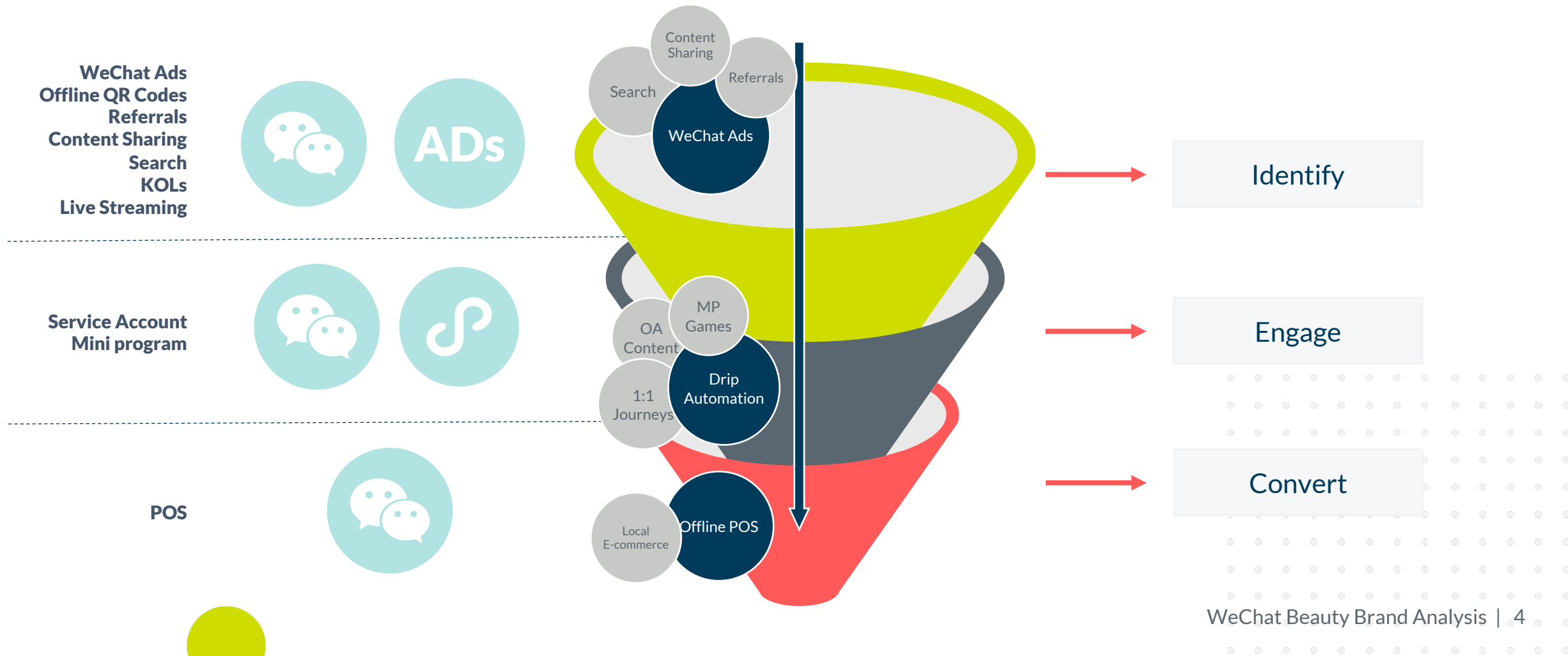


# I. Overview



# 2020 WeChat Touchpoints

As WeChat's capabilities have expanded, the number of brand touchpoints throughout the WeChat ecosystem has dramatically increased.







# Initial Brand Touchpoints

In this report, we focus on the core initial consumer touchpoints that a follower will engage **within the first week** of following the account.

Optimizing these touchpoints has potential to **increase acquisition, binding rates, and conversions** to loyalty programs + purchases.

## 5 Core Initial Touchpoints:

- Search & Acquisition
- First 48 Hours
- Service Account Menu Bar
- Customer Service
- E-commerce



# 5 Core Initial Touchpoints



Description

Item

KPI

WeChat Search

+ Acquisition

Optimize how a brand is found via WeChat search and set up a Brand Zone to showcase all 1<sup>st</sup> party content.

48-Hour Journeys

+ Bindings  
+ Conversions  
- Unfollow Rate

Create personalized 1:1 journeys based on the follower's status, CRM binding, transactions and entry into the account. Drive action such as grabbing a coupon, signing up for a loyalty program, binding PII, or making a sale.

The Menu Bar

+ Engagement Rate  
+ Bindings  
+ Repeat Visits

Design a menu bar that is focused on increased click throughs and repeat visits for the consumer. Create custom menus for different user segments to increase engagement and conversion.

Customer Service

+ Increase Loyalty  
- Unfollow Rate

Setup and deploy autoresponders to answer FAQs and help consumers navigate the account. Offer a GPS store finder and a customer service mini program with a combination of live and chatbot support.

E-commerce

+ Conversions  
+ Repeat Purchases  
- Friction

Setup and deploy e-commerce mini program integrated with Official Account and loyalty program. Offer WeChat pay and in-store pickup.



# Brands Included In Our Research

- To illustrate these initial touchpoints, we gathered statistics and case studies from a total of 67 Official Accounts from 42 cosmetics and skincare brands
- This includes 41 Mainland China Official Accounts and 26 cross-border accounts targeting Chinese consumers outside of Mainland China in places such as HK, Australia, Malaysia, and Singapore
- We mainly looked at international brands as well as a couple of Chinese domestic brands
- Majority of brands are premium or luxury price points

To see a full list of brands included in this report, visit the Appendix starting on page 67.

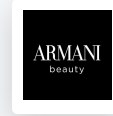
## Brands Include:



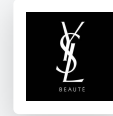
CHANEL



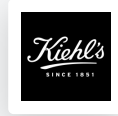
Lancôme



Giorgio Armani



YSL



Kiehl's



Estee Lauder



MAC



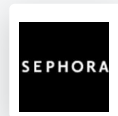
Dior



Innisfree



Laneige



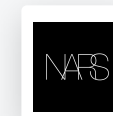
Sephora



Clinique



Clé de Peau



NARS



Givenchy



## **II. Brand Touchpoint Analysis**



# Initial Brand Touchpoints

Core Initial Consumer Touchpoints that a follower will engage within the first week of following the account.

## Search & Acquisition

First 48 Hours

Service Account Menu Bar

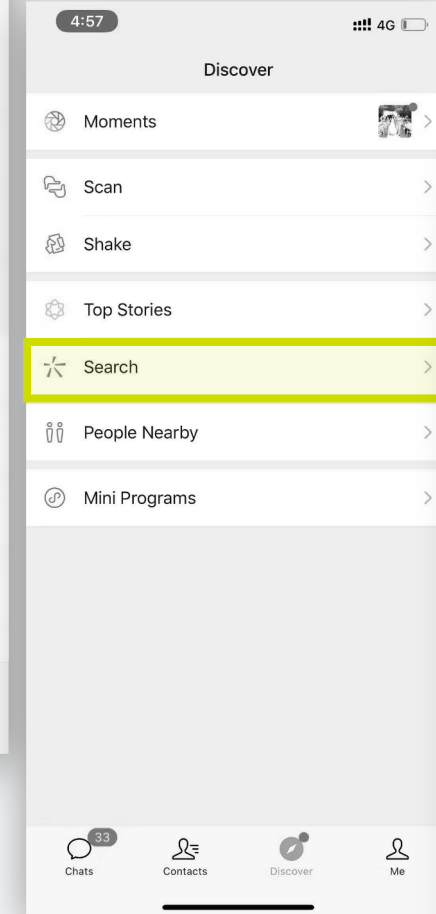
Customer Service

E-commerce

# What is WeChat Search?

## Access Points

A user of WeChat can access WeChat search from two main portals. The first is found on the home page of WeChat at the top and the second is within the discover tab. From here a user can search all channels and avenues for branded content and friend's content.



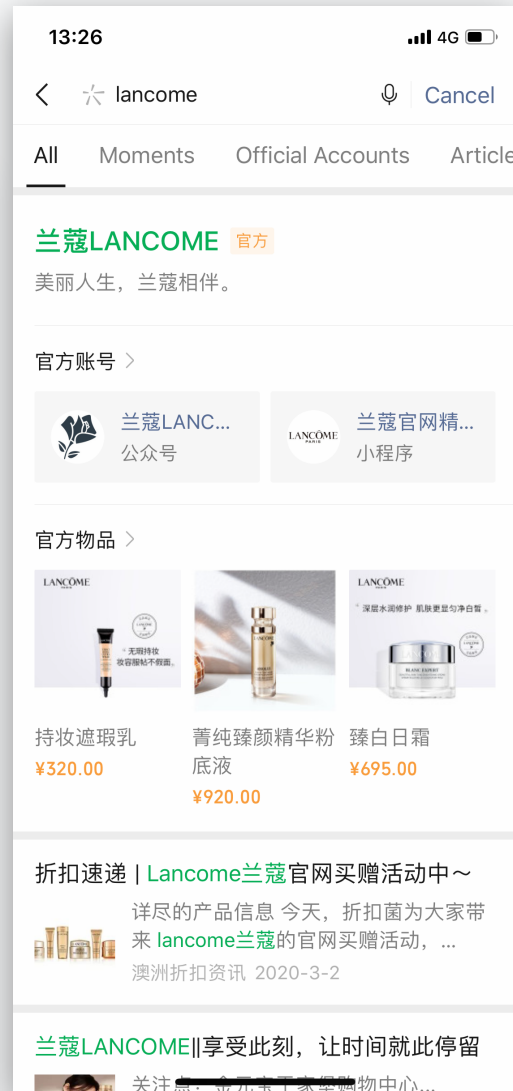


# WeChat Search Results

## Search Results Page

From the WeChat search results page a consumer can see all 1<sup>st</sup> party content published by that brand along with the following information types:

- Brand Zone
- Official Accounts
- Mini programs
- Linked products
- Recent articles
- Friend's social posts





# WeChat Search Results: Okay, Better, Best



## Key Highlights:

- 1. Okay:** Optimized search shows 1st party content on top
- 2. Better:** YSL Brand Zone occupies entire area above the fold, driving traffic to 1st party content
- 3. Best:** Brand Zone with cover image set up for a rich viewing experience



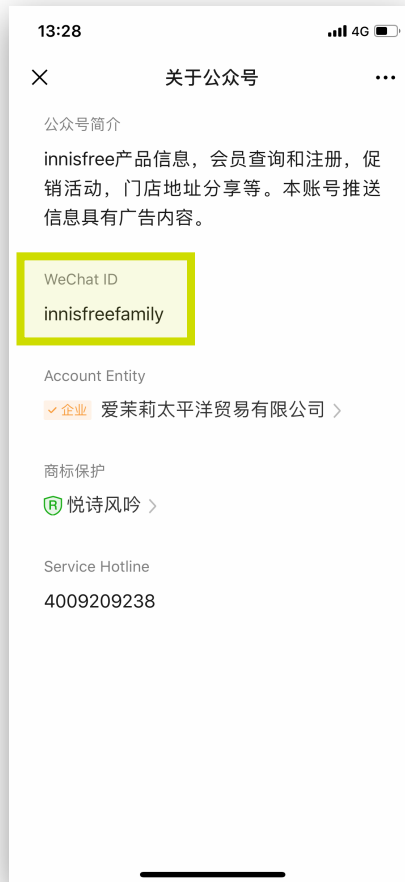


# WeChat Account IDs



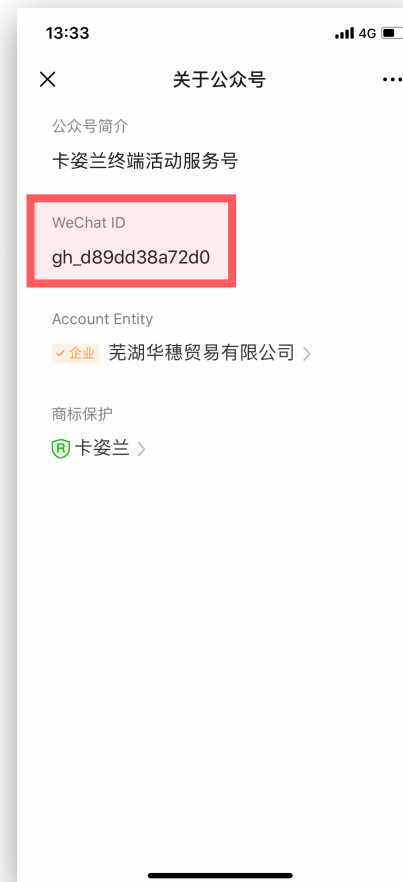
**WeChat ID: Optimizing the account ID increase exposure and gives the account credibility, helping it stand out from fake accounts.**

Account ID includes brand name



Innisfree

Account ID is just random numbers and letters making it difficult to search



Carslan



Kiehl's



# WeChat Search – Beauty Brand Results (1/3)

- 90% of brands have optimized IDs
- 80% have an MP in search
- **ONLY 19.5% have a Brand Zone**



Shiseido

No

Yes

No



CLÉ DE PEAU  
BEAUTÉ

Yes

No

No

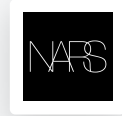


IPSA

No

Yes

No



NARS

Yes

Yes

No

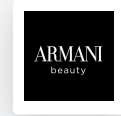


Lancôme

Yes

Yes

Yes

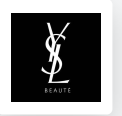


Giorgio Armani

Yes

No

No

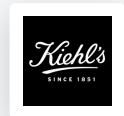


Yves Saint  
Laurent Beauté

Yes

Yes

Yes

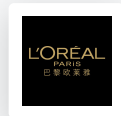


Kiehl's

Yes

Yes

Yes

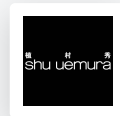


L'Oreal Paris

Yes

Yes

No

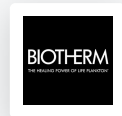


Shu Uemura

Yes

Yes

Yes



Biotherm

Yes

Yes

No

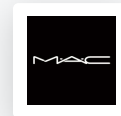


Estee Lauder

Yes

Yes

Yes

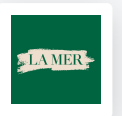


MAC

Yes

Yes

Yes



LA MER

Yes








Yes

No



## | WeChat Search – Beauty Brand Results (2/3)

							
	Origins	Clinique	BOBBI BROWN	Jo Malone	TOM FORD BEAUTY	Lab Series	innisfree
Optimized ID	Yes	Yes	Yes	Yes	No	Yes	Yes
Mini program Linked Search	Yes	Yes	Yes	No	No	Yes	Yes
Brand Zone	No	No	No	No	No	No	No

							
	Laneige	Sulwhasoo	ETUDEHOUSE	Givenchy	Dior	Guerlain	Benefit
Optimized ID	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mini program Linked Search	Yes	Yes	No	No	Yes	Yes	Yes
Brand Zone	No	No	No	No	No	Yes	No



## WeChat Search – Beauty Brand Results (3/3)

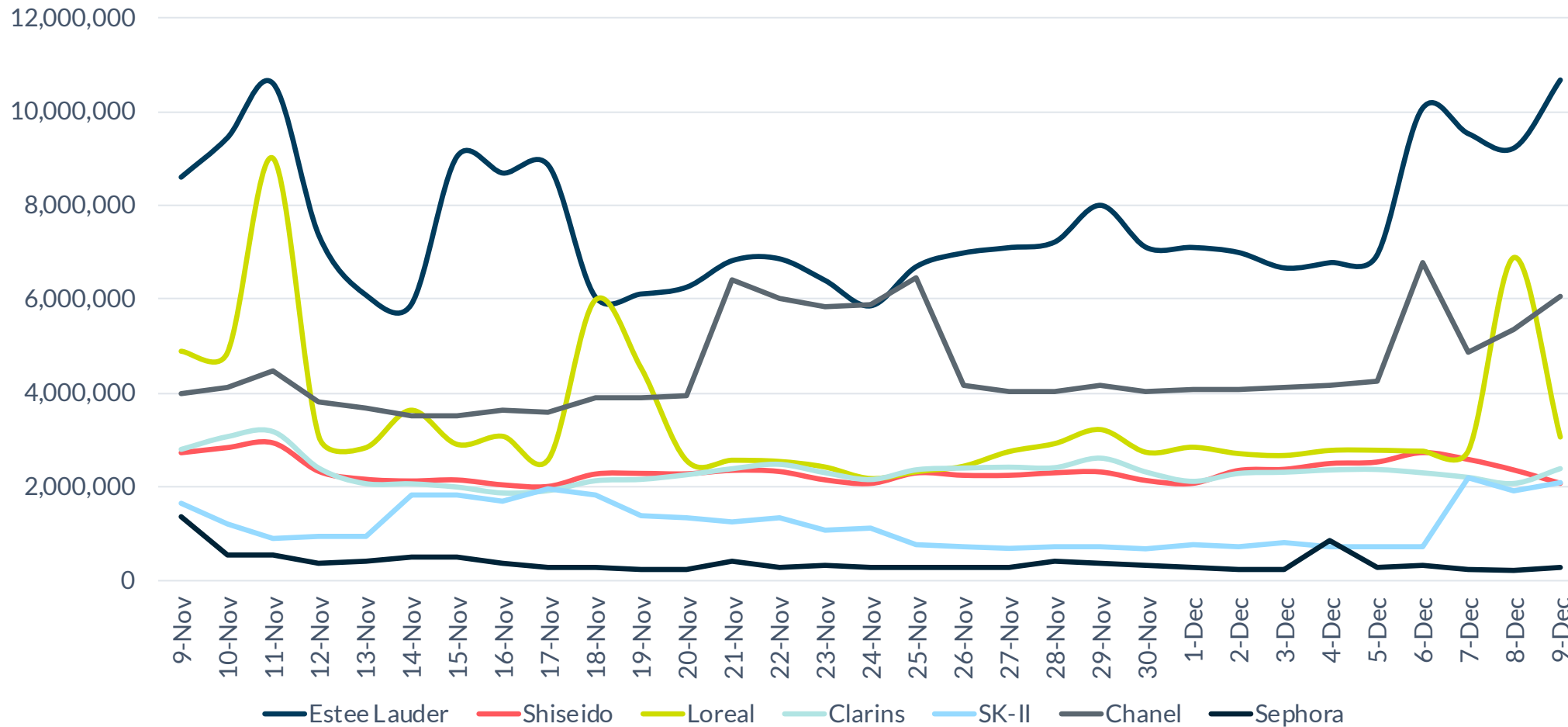
							
	Olay	SK-II	La Prairie	NIVEA	佰草集	美加净	六神
Optimized ID	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mini program Linked Search	Yes	Yes	Yes	Yes	Yes	No	No
Brand Zone	No	No	No	No	No	No	No

						
	CHANEL	SEPHORA	Watsons	卡姿兰	毛戈平	CLARINS
Optimized ID	Yes	Yes	Yes	No	Yes	Yes
Mini program Linked Search	Yes	Yes	Yes	Yes	Yes	Yes
Brand Zone	No	Yes	No	No	No	No



# One Month WeChat Index (Sampling of Brands)

Creating a WeChat brand zone and optimizing WeChat content can help **increase a brand's index results**



## Index Ranking:

1. Estee Lauder
2. Chanel
3. Loreal
4. Shiseido
5. Clarins
6. SK-II
7. Sephora



# WeChat Search Highlight: YSL

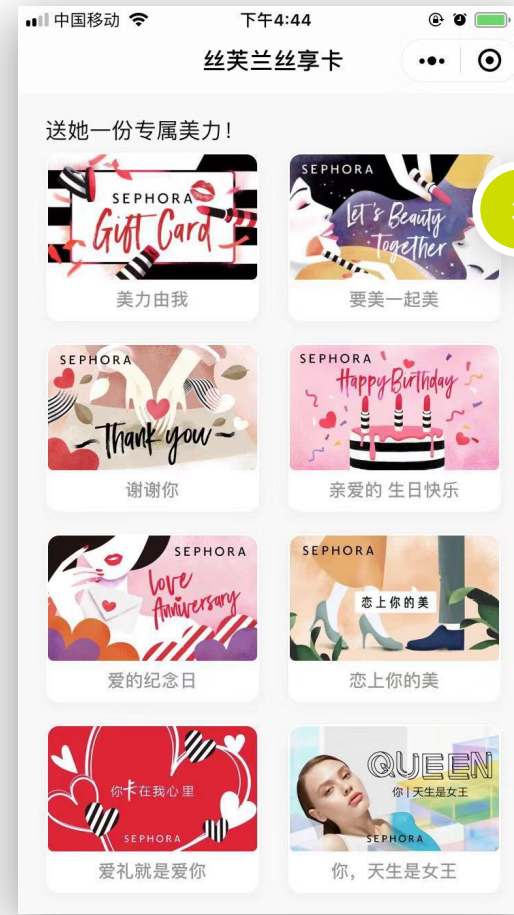


## Key Highlights:

1. Full screen official Brand Zone for easy consumer access
2. Mini program access
3. Service offering shortcuts
4. YSL brand service page
5. Intro to best selling products for fast purchase



# WeChat Search Highlight: SEPHORA



## Key Highlights:

1. Brand Zone that fills the whole screen.
2. Link to the mini program via the Brand Zone search results.
3. Access to the Gift card Mini Program for direct buy / social gifting.



# Best In Class: Guerlain



## Key Highlights:

1. Brand background image
2. Offering of direct service through mini program
3. Redirect, via one click, to campaign mini program



# Initial Brand Touchpoints

Core Initial Consumer Touchpoints that a follower will engage within the first week of following the account.

Search & Acquisition

**First 48 Hours**

Service Account Menu Bar

Customer Service

E-commerce

# What is the “First 48-Hours”?

48-Hour Welcome Journeys can be deployed to increase CRM mappings, increase loyalty signups and decrease unsubscribe rate.

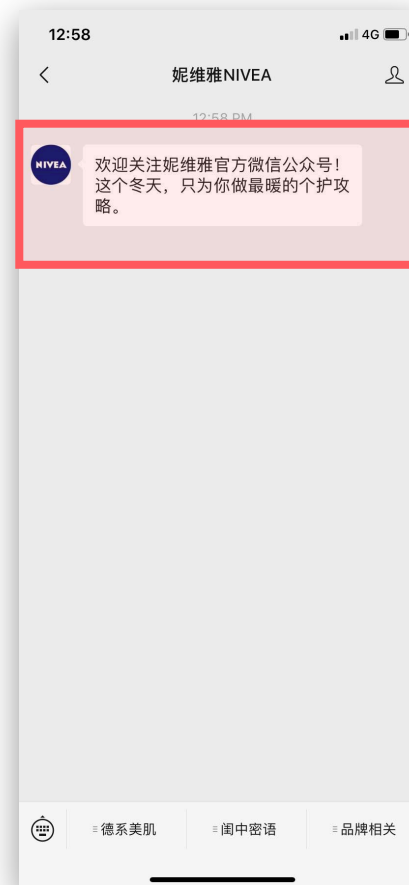
## What is a 48-Hour Journey?

During the first 48 hours after someone follows a WeChat Official Service Account, the account can send that user an unlimited number of messages and content, meaning that brands can create customer journeys similar to an automated email sequence.

What’s more, this series of messages can be customized depending on how that person entered the account or based on whether they are a customer or loyalty member.

The responses and engagement with this series of messages help the brand tag the user, group them, and know which type of content to send them, as well as drive the user to take immediate action such as making a purchase or joining a loyalty program.

Nivea



Nivea’s Welcome Journey is poor, with only a simple welcome message lacking any CTAs. Sephora, on the other hand, has an engaging multi-message 48-hour journey that drives users to sign up for their loyalty program and win prizes.

Sephora





# 48-Hour Journey – Key Criteria



Item	Industry Avg.	Description
Avg. Message Volume	1.2	Within the first 48-hours a user follows the account, the brand can send them an unlimited amount of messages. Most brands are vastly underutilizing this feature. At a minimum they should send 4 messages during this time period.
Has Personalized Content	12%	48-hour journeys can be customized depending on how that person entered the account, based on whether they are a customer or loyalty member, as well as other criteria. Personalized journeys are more relevant thereby driving more engagement.
Includes Interactive Journey	78%	The 48-hour journey includes hyperlinks, mini program cards, an automated survey, or other interactive features that encourage the user to engage with and explore the account and helps the brand build a user profile.
Pushes to Binding	68%	Journey content incentivizes user to immediately bind their WeChat Union ID or PII, allowing the brand to access more information about the user and track all their future actions.



# 48-Hour Journey Highlight: CHANEL



## Key Highlights:

1. Membership Binding
2. Redirect to Mini Program
3. Survey and recommendation



# 48-Hour Journey Highlight: GIVENCHY

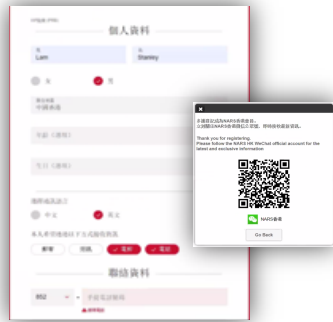


## Key Highlights:

1. New product promotion
2. Membership Binding
3. Redirect to Mini Program



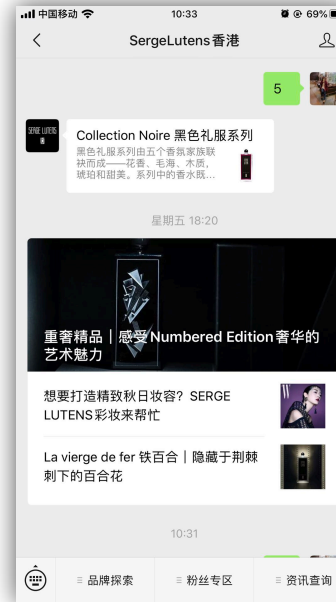
# 48-Hour Journey Highlight: Serge Lutens HK



User fills in registration form at offline store and scans auto-binding QR code to follow OA

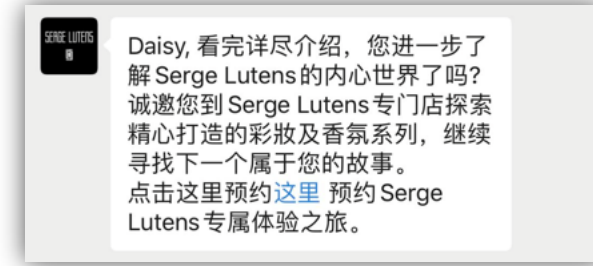


User receives welcome message with product keyword instructions



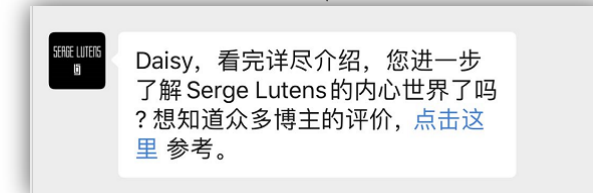
User sends keyword for product reference to receive product related content

+ 12h



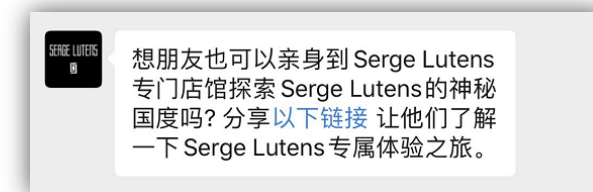
User receives invitation for an in-store visit

+12h



User receives KOL article to learn more about the brand

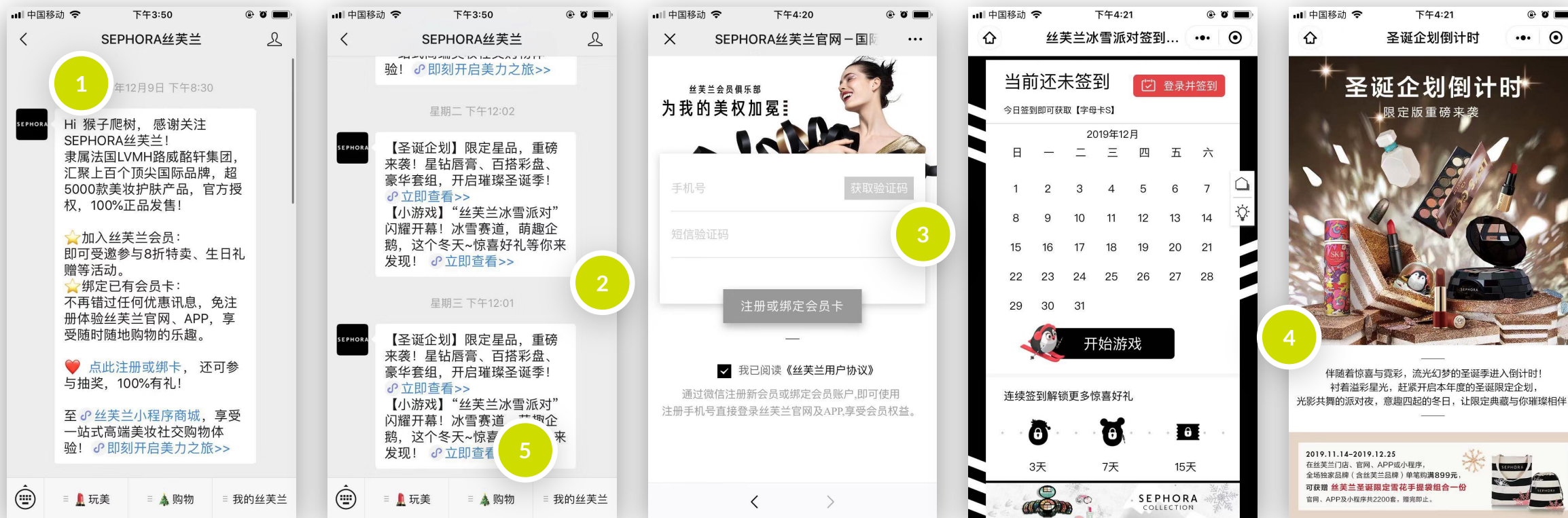
+16h



User receives message encouraging them to share the account with their friends and bring them along for an in-store visit as well



# Best In Class: Sephora




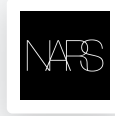

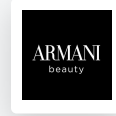
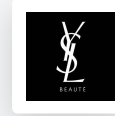





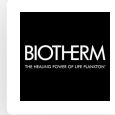

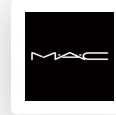

## Key Highlights:

1. Nickname in message
2. Reminder Messages
3. Membership Binding
4. New product promotion
5. Redirect to mini program



## First 48 Hour Experience (1/3)








							
	Shiseido	CLÉ DE PEAU BEAUTÉ	IPSA	NARS	Lancôme	Giorgio Armani	Yves Saint Laurent Beauté
Number of Messages Sent	1	1	1	2	1	1	1
Advanced Journey	No	No	No	Yes	No	No	No
Includes Binding	Yes	No	Yes	Yes	Yes	Yes	Yes

							
	Kiehl's	L'Oreal Paris	Shu Uemura	Biotherm	Estee Lauder	MAC	LA MER
Number of Messages Sent	1	1	1	1	1	1	1
Advanced Journey	No	No	No	No	No	No	No
Includes Binding	Yes	Yes	Yes	Yes	No	Yes	Yes












## First 48 Hour Experience (2/3)

							
	Origins	Clinique	BOBBI BROWN	Jo Malone	TOM FORD BEAUTY	Lab Series	innisfree
Number of Messages Sent	1	1	1	1	1	1	1
Advanced Journey	No	No	No	Yes	No	No	No
Includes Binding	Yes	Yes	Yes	No	No	No	Yes

							
	Laneige	Sulwhasoo	ETUDEHOUSE	Givenchy	Dior	Guerlain	Benefit
Number of Messages Sent	1	1	1	2	3	1	1
Advanced Journey	No	No	No	No	No	No	No
Includes Binding	Yes	Yes	Yes	Yes	Yes	No	Yes



## First 48 Hour Experience (3/3)

							
	Olay	SK-II	La Prairie	NIVEA	佰草集	美加净	六神
Number of Messages Sent	1	1	1	1	1	1	1
Advanced Journey	No	Yes	No	No	No	No	No
Includes Binding	Yes	No	Yes	No	No	No	No

						
	CHANEL	SEPHORA	Watsons	卡姿兰	毛戈平	CLARINS
Number of Messages Sent	2	3	1	2	1	1
Advanced Journey	Yes	Yes	No	No	No	No
Includes Binding	Yes	Yes	No	Yes	Yes	No



# Initial Brand Touchpoints

Core Initial Consumer Touchpoints that a follower will engage within the first week of following the account.

Search & Acquisition

First 48 Hours

**Service Account Menu Bar**

Customer Service

E-commerce



# Service Account Menu Bar– Key Criteria

It may seem like common sense, but the most important elements of a good menu are:

- Useful functions that match the purpose of the account
- Logical layout and clear categorization

As a Service Account, your main purpose is to provide services to your customers, therefore you want to make sure that your key services are easy and intuitive to find.

Item	Industry Avg.	Description
<b>Membership Binding</b>	90%	One of the main KPIs brands should measure is how many users have bound their WeChat Union ID and PII. Once users are bound, we can gather much more data about them and provide more relevant content and offers. Therefore brands should be sure to include this in the OA menu.
<b>Includes a Mini Program</b>	95%	If the Official Account is the home base, the hub, then mini programs are the spokes. Mini programs by nature are meant to be convenient for consumers to use and should be easily accessible in the menu.
<b>Access to Customer Support</b>	48.8%	As the name implies, one of the key things a Service Account should offer is easy access to customer service, and this should be clearly found in the menu bar. Avoid creative names and simply label it as customer service so as not to confuse users.



# Menu Bar Structure Highlights: Kiehl's



## Key Highlights:

1. Membership service
2. Customer Service
3. E-commerce mini program



# Menu Bar Structure Highlights: Estee Lauder

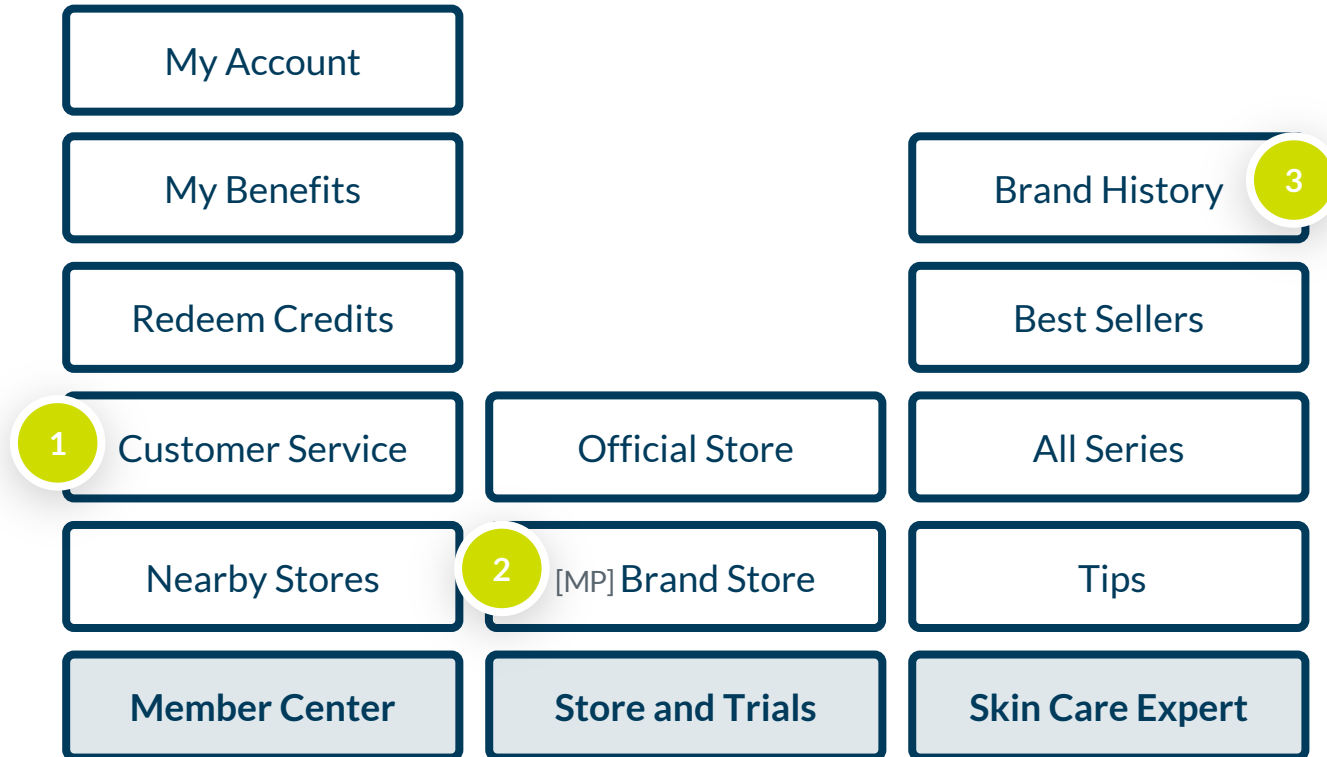


## Key Highlights:

1. Event and product promotion
2. E-commerce mini program and offline store locator
3. Customer service, membership service and community



# Menu Bar Structure Highlights: CLARINS



## Key Highlights:

1. Customer service
2. E-commerce
3. Brand and product introduction



# Menu Bar Content Highlights: YSL



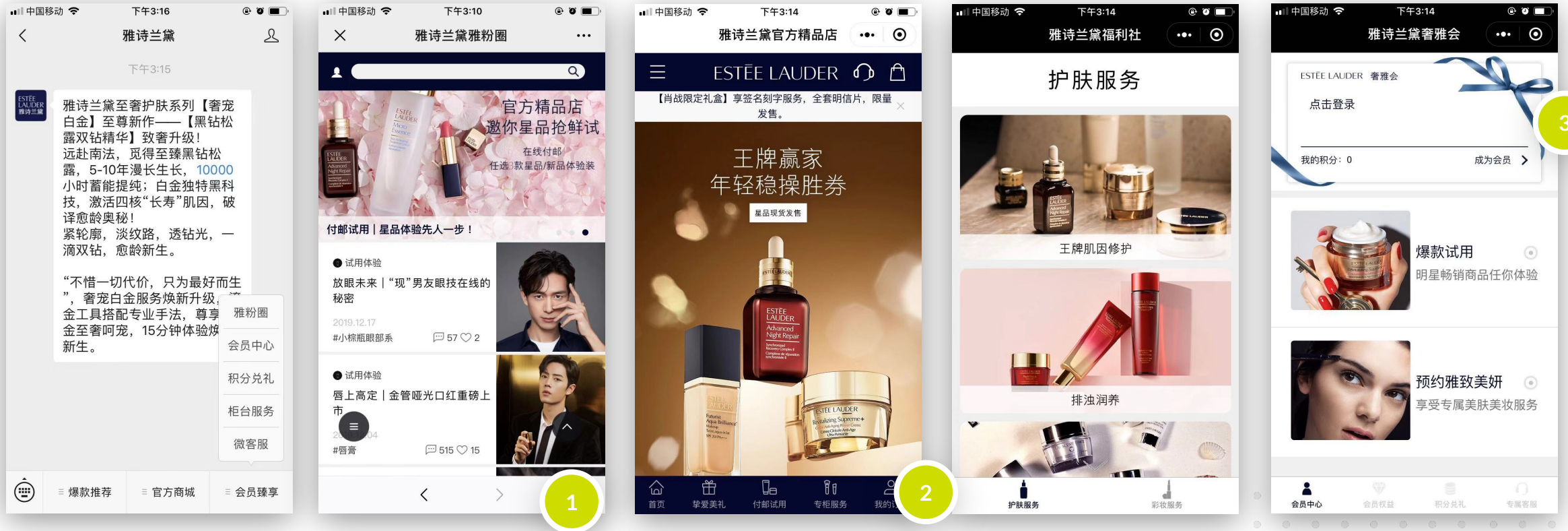
## Key Highlights:

1. Membership binding and redirection
2. UGC product review mini program to create community engagement
3. Access to mini program store





# Menu Bar Content Highlights: Estee Lauder

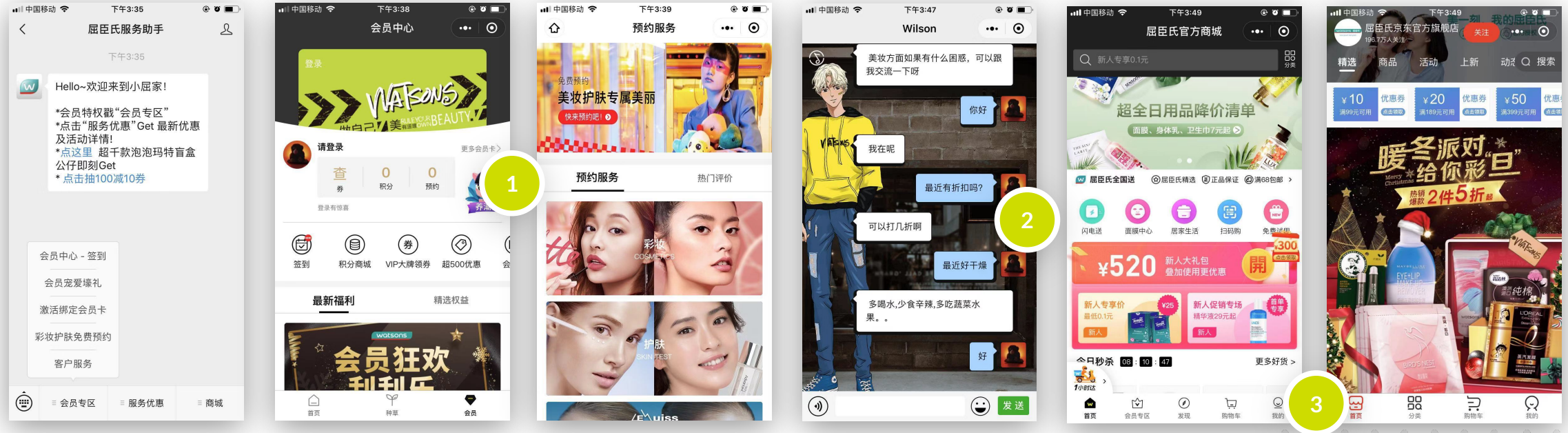


## Key Highlights:

1. Community center for content sharing / engagement
2. Access to mini program store for quick product lookup and purchase
3. Membership point access / loyalty program



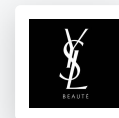
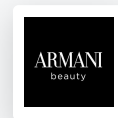
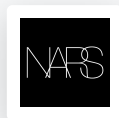
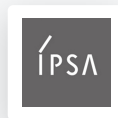
# Menu Bar Content Highlights: Watsons



## Key Highlights:

1. Membership program access
2. Customer service mini program (Customized with anime characters!)
3. Mini program stores integrated with loyalty points

# Service Account Menu Bar<sub>(1/3)</sub>



Shiseido

CLÉ DE PEAU  
BEAUTÉ

IPSA

NARS

Lancôme

Giorgio Armani

Yves Saint  
Laurent Beauté

Membership Binding

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Mini Program

2

2

2

1

1

1

4

Customer Service

No

No

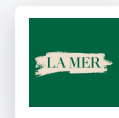
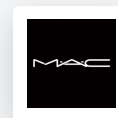
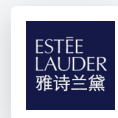
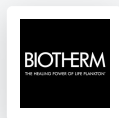
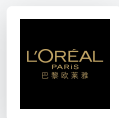
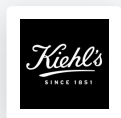
No

No

Yes

Yes

Yes



Kiehl's

L'Oreal Paris

Shu Uemura

Biotherm

Estee Lauder

MAC

LA MER

Membership Binding

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Mini Program

1

3

3

2

3

1

2

Customer Service

Yes

Yes

No

Yes

Yes

No

Yes



## Service Account Menu Bar<sub>(2/3)</sub>



Origins

Clinique

BOBBI BROWN

Jo Malone

TOM FORD  
BEAUTY

Lab Series

innisfree

Membership Binding

Yes

Yes

Yes

Yes

No

No

Yes

Mini Program

2

1

2

1

0

1

4

Customer Service

Yes

No

No

Yes

No

No

No



Laneige

Sulwhasoo

ETUDEHOUSE

Givenchy

Dior

Guerlain

Benefit

Membership Binding

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Mini Program

1

2

1

2

2

1

2

Customer Service

Yes

Yes

No

Yes

Yes

No

Yes



## Service Account Menu Bar<sub>(3/3)</sub>

							
	Olay	SK-II	La Prairie	NIVEA	佰草集	美加净	六神
Membership Binding	Yes	Yes	Yes	Yes	Yes	No	No
Mini Program	1	2	1	0	1	1	1
Customer Service	No	No	Yes	No	Yes	No	No

						
	CHANEL	SEPHORA	Watsons	卡姿兰	毛戈平	CLARINS
Membership Binding	Yes	Yes	Yes	Yes	Yes	Yes
Mini Program	2	1	5	1	1	1
Customer Service	Yes	No	Yes	No	No	Yes



# Initial Brand Touchpoints

Core Initial Consumer Touchpoints that a follower will engage within the first week of following the account.

Search & Acquisition

First 48 Hours

Service Account Menu Bar

**Customer Service**

E-commerce



# Customer Service – Key Criteria



Item	Industry Avg.	Description
General Auto Replies	54%	Brands should set up as many autoresponders as possible and constantly be updating autoresponders based on new keywords being sent by users. Autoresponders can come in many formats including text, images, and mini program cards.
GPS Store Finder	76%	Make it easy for consumers to find nearby offline stores locations. This is particularly useful for travelers.
Commerce Auto Replies	17%	Create autoresponders specifically related to products, sending the user a website link or mini program card taking them directly to that product's page.
In-Account Live Support	54%	The best and most convenient option for users likely to generate the greatest customer satisfaction is live support right within WeChat. With live support in WeChat, brands can archive those conversations and attach them to the user's WeChat ID for future reference.
Menu Bar Support Access	56%	One of the key things a Service Account should offer is easy access to customer service, and this should be clearly found in the menu bar. Avoid creative names and simply label it as customer service so as not to confuse users.
Customer Support Mini Program	68%	A customer service mini program is the best solution because it can be supported by a mix of autoresponders, customized chatbots, and live support.





# Auto Reply Highlight: Innisfree

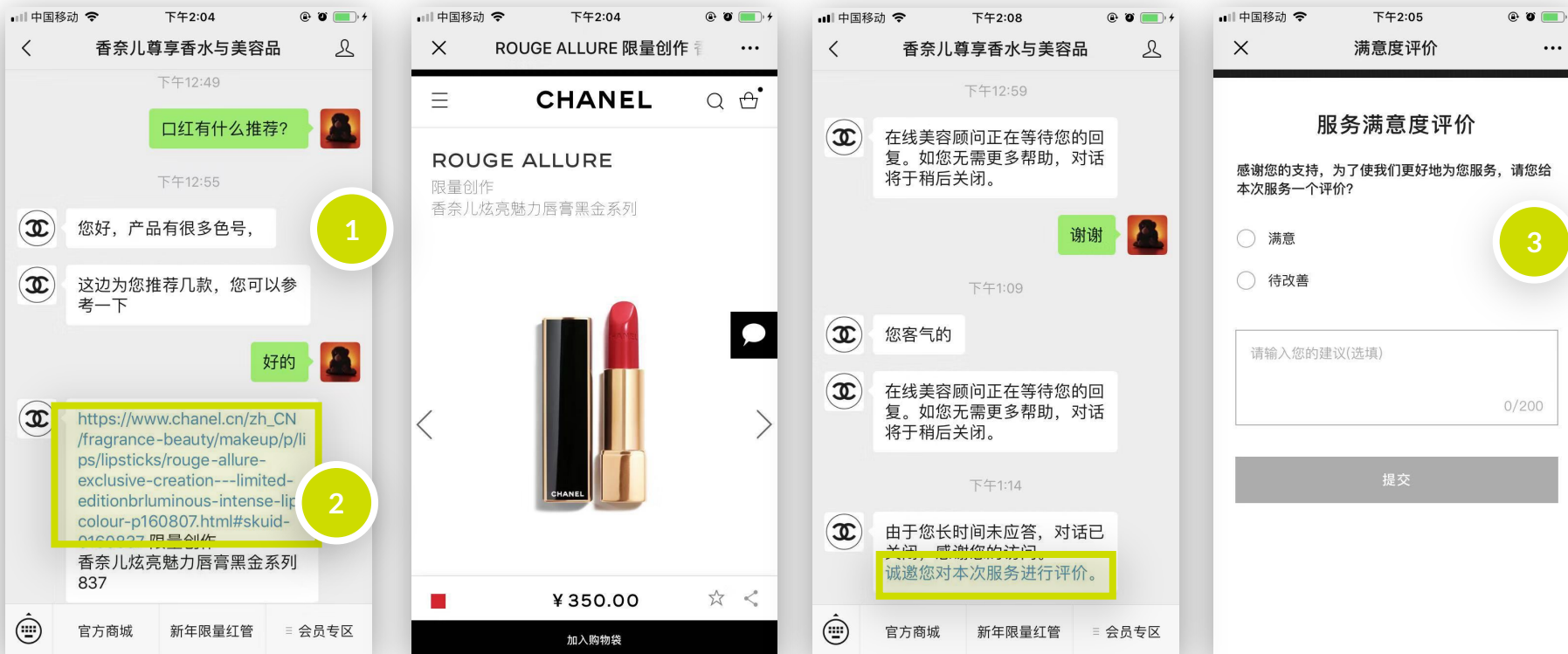


## Key Highlights:

1. Different auto reply types
2. Product keywords auto reply
3. Mini program card redirects to product purchase page



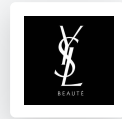
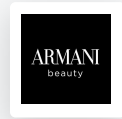
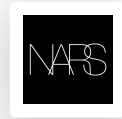
# Live Support Highlight: Chanel



## Key Highlights:

1. Live chat with beauty associate
2. Message with online store link
3. Satisfaction survey after chat

# | WeChat Customer Service (1/6)



Shiseido

CLÉ DE PEAU  
BEAUTÉ

IPSA

NARS

Lancôme

Giorgio Armani

Yves Saint  
Laurent Beauté

General Auto Replies

Yes

No

Yes

No

Yes

Yes

Yes

GPS Store Finder

Yes

Yes

Yes

Yes

Yes

Yes

No

Commerce / Product Auto Replies

No

No

No

No

Yes

No

No

In Account Live Support

No

No

No

No

Yes

Yes

Yes

Menu Bar Support Access

No

No

No

No

Yes

Yes

Yes

Customer Support Mini Program

Yes

Yes

Yes

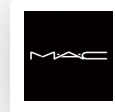
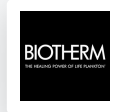
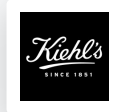
Yes

No

No

No

# | WeChat Customer Service<sub>(2/6)</sub>



Kiehl's

L'Oreal Paris

Shu Uemura

Biotherm

Estee Lauder

MAC

LA MER

General Auto Replies

Yes

Yes

Yes

Yes

Yes

No

Yes

GPS Store Finder

Yes

Yes

No

Yes

Yes

Yes

Yes

Commerce / Product Auto Replies

No

No

No

No

Yes

No

No

In Account Live Support

Yes

Yes

No

Yes

Yes

No

Yes

Menu Bar Support Access

Yes

Yes

Yes

Yes

Yes

No

Yes

Customer Support Mini Program

Yes

Yes

Yes

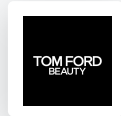
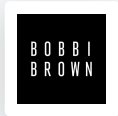
No

Yes

Yes

Yes

# | WeChat Customer Service<sub>(3/6)</sub>



Origins

Clinique

BOBBI BROWN

Jo Malone

TOM FORD  
BEAUTY

Lab Series

innisfree

General Auto Replies

No

No

No

No

No

No

Yes

GPS Store Finder

Yes

Yes

Yes

Yes

No

No

Yes

Commerce / Product Auto Replies

No

No

No

No

No

No

Yes

In Account Live Support

Yes

No

No

Yes

No

No

No

Menu Bar Support Access

Yes

No

No

Yes

No

No

No

Customer Support Mini Program

No

No

Yes

Yes

No

Yes

Yes

# | WeChat Customer Service<sub>(4/6)</sub>



Laneige

Sulwhasoo

ETUDEHOUSE

Givenchy

Dior

Guerlain

Benefit

General Auto Replies

Yes

No

Yes

No

Yes

Yes

Yes

GPS Store Finder

Yes

No

No

Yes

Yes

Yes

Yes

Commerce / Product Auto Replies

Yes

No

No

No

No

No

Yes

In Account Live Support

Yes

Yes

No

Yes

Yes

No

Yes

Menu Bar Support Access

Yes

Yes

No

Yes

Yes

Yes

Yes

Customer Support Mini Program

No

No

Yes

Yes

No

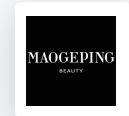
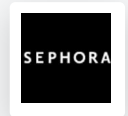
Yes

Yes

# | WeChat Customer Service<sub>(5/6)</sub>



							
	Olay	SK-II	La Prairie	NIVEA	佰草集	美加净	六神
General Auto Replies	Yes	Yes	No	No	No	No	No
GPS Store Finder	Yes	Yes	Yes	No	Yes	No	No
Commerce / Product Auto Replies	No	Yes	No	No	No	No	No
In Account Live Support	Yes	Yes	Yes	No	Yes	No	No
Menu Bar Support Access	Yes	No	Yes	No	Yes	No	No
Customer Support Mini Program	No	Yes	Yes	No	Yes	Yes	Yes



CHANEL

SEPHORA

Watsons

卡姿兰

毛戈平

CLARINS

General Auto Replies	Yes	No	Yes	No	No	Yes
GPS Store Finder	Yes	Yes	Yes	No	Yes	Yes
Commerce / Product Auto Replies	Yes	No	No	No	No	No
In Account Live Support	Yes	No	Yes	No	No	Yes
Menu Bar Support Access	Yes	No	Yes	No	No	Yes
Customer Support Mini Program	Yes	Yes	No	Yes	Yes	Yes

# Initial Brand Touchpoints

Core Initial Consumer Touchpoints that a follower will engage within the first week of following the account.

Search & Acquisition

First 48 Hours

Service Account Menu Bar

Customer Service

**E-commerce**





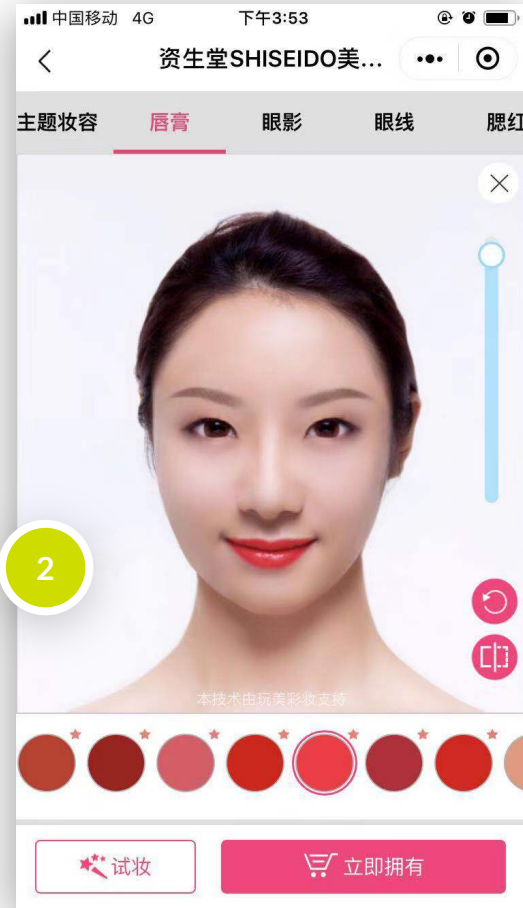
# E-commerce – Key Criteria



Item	Industry Avg.	Description
Mini Program	66%	Mini programs are the best option for e-commerce on WeChat. They are easy to use, can be created quickly for limited drops and flash sales, are fully customizable, and integrated with WeChat Pay.
Website	41.5%	If a brand does not have a WeChat mini program store, it should, at a minimum link to its website store, although this user experience isn't nearly as good as a mini program.
JD Store	4.9%	Because of JD.com's partnership with Tencent, this is another option for brands that don't yet have a mini program store. What's good about this option is that items sold on JD tend to appear at the top of WeChat Search results.
Offline Pick-up Allowed	0%	Convenient option for items that the consumer might need right away such as groceries as well as for expensive luxury items that the consumer may not trust to be shipped.
WeChat Pay	85.4%	Offering WeChat Pay is crucial for e-commerce sales on WeChat. Lack of WeChat Pay integration will cause a severe reduction in conversions.
Free Sample Application	24.4%	Offering free samples through WeChat is not only a great way to get your product in the hands of consumers, but it is also an excellent opportunity to capture user data and bind their account.
Advanced Features	22%	Advanced features could include virtual AR product try-on, lucky draw games, registration for offline skin test appointments, pop-up shop visits, etc.



# E-commerce Highlight: Shiseido



## Key Highlights:

1. WeChat store
2. Makeup try-on mini program
3. Member center mini program
4. WeChat Pay

# E-commerce Highlight: SK-II

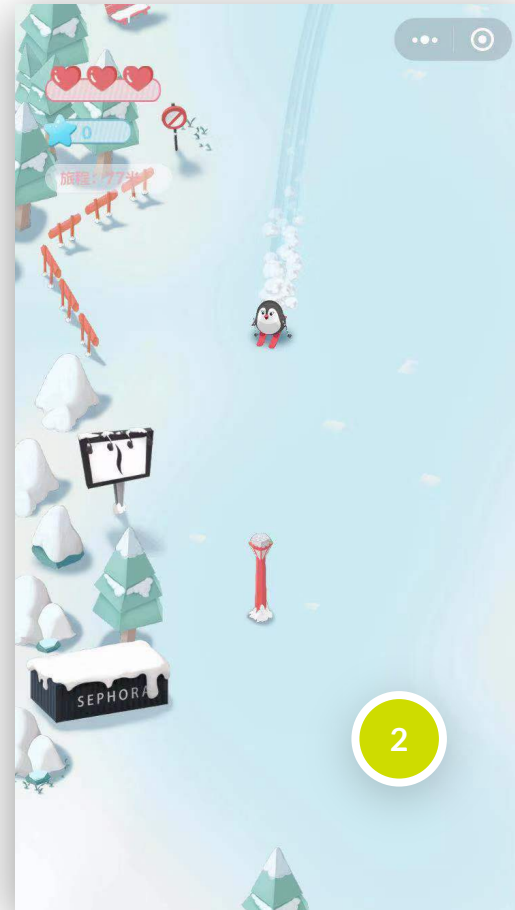


## Points

1. JD store MP
2. VIPSHOP store MP
3. Offline store skin test appointment
4. WeChat Pay



# E-commerce Highlight: SEPHORA






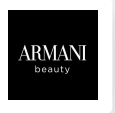


## Points

1. WeChat mini program store
2. Game mini program
3. Free trial application
4. WeChat Pay






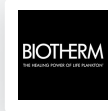



# E-commerce in Service Accounts (1/6)

							
	Shiseido	CLÉ DE PEAU BEAUTÉ	IPSA	NARS	Lancôme	Giorgio Armani	Yves Saint Laurent Beauté
Mini Program	No	Yes	No	No	No	Yes	Yes
Website	Yes	Yes	No	Yes	No	No	No
JD Store	No	No	No	No	No	No	No
Offline Pick Up Allowed	No	No	No	No	No	No	No
WeChat Pay	Yes	Yes	No	Yes	No	Yes	Yes
Free Sample Application	No	Yes	No	No	No	No	No
Advanced Features	Makeup try-on	No	Skin test	No	No	No	No












## E-commerce in Service Accounts (2/6)

							
	Kiehl's	L'Oreal Paris	Shu Uemura	Biotherm	Estee Lauder	MAC	LA MER
Mini Program	Yes	No	Yes	No	Yes	Yes	Yes
Website	Yes	Yes	No	Yes	No	No	No
JD Store	No	No	No	No	No	No	No
Offline Pick Up Allowed	No	No	No	No	No	No	No
WeChat Pay	Yes	No	Yes	Yes	Yes	Yes	Yes
Free Sample Application	Yes	Yes	No	Yes	Yes	Yes	No
Advanced Features	No	Prize questionnaire	No	No	Pop-up store	No	No










## E-commerce in Service Accounts (3/6)

							
	Origins	Clinique	BOBBI BROWN	Jo Malone	TOM FORD BEAUTY	Lab Series	innisfree
Mini Program	Yes	No	Yes	Yes	No	Yes	Yes
Website	Yes	Yes	No	Yes	No	No	No
JD Store	No	No	No	No	No	No	No
Offline Pick Up Allowed	No	No	No	No	No	No	No
WeChat Pay	Yes	Yes	Yes	Yes	No	Yes	Yes
Free Sample Application	Yes	No	No	No	No	No	No
Advanced Features	No	No	No	No	No	No	No



## E-commerce in Service Accounts (4/6)

							
	Laneige	Sulwhasoo	ETUDEHOUSE	Givenchy	Dior	Guerlain	Benefit
Mini Program	No	No	Yes	Yes	Yes	No	Yes
Website	No	Yes	Yes	No	Yes	Yes	No
JD Store	No	No	No	No	No	No	No
Offline Pick Up Allowed	No	No	No	No	No	No	No
WeChat Pay	Yes	No	Yes	Yes	Yes	Yes	Yes
Free Sample Application	No	No	No	No	No	No	No
Advanced Features	No	No	Lucky draw	Lucky draw	No	No	Makeup try on











## E-commerce in Service Accounts (5/6)

							
	Olay	SK-II	La Prairie	NIVEA	佰草集	美加净	六神
Mini Program	No	No	Yes	No	Yes	Yes	Yes
Website	No	No	Yes	No	No	No	No
JD Store	No	Yes	No	Yes	No	No	No
Offline Pick Up Allowed	No	No	No	No	No	No	No
WeChat Pay	No	Yes	Yes	Yes	Yes	Yes	Yes
Free Sample Application	No	No	No	No	No	No	No
Advanced Features	No	Skin test appointment	No	No	No	No	No



## E-commerce in Service Accounts (6/6)

						
	CHANEL	SEPHORA	Watsons	Carslan	Maogeping	CLARINS
Mini Program	Yes	Yes	Yes	Yes	Yes	Yes
Website	Yes	No	No	Yes	No	Yes
JD Store	No	No	No	No	No	No
Offline Pick Up Allowed	No	No	No	No	No	No
WeChat Pay	Yes	Yes	Yes	Yes	Yes	Yes
Free Sample Application	No	Yes	No	Yes	No	Yes
Advanced Features	No	Check in game	No	No	No	No

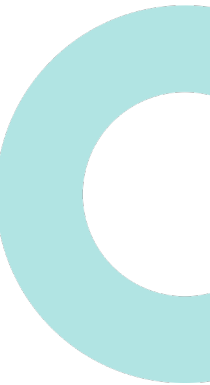


### III. Next Steps

# Recommended Next Steps

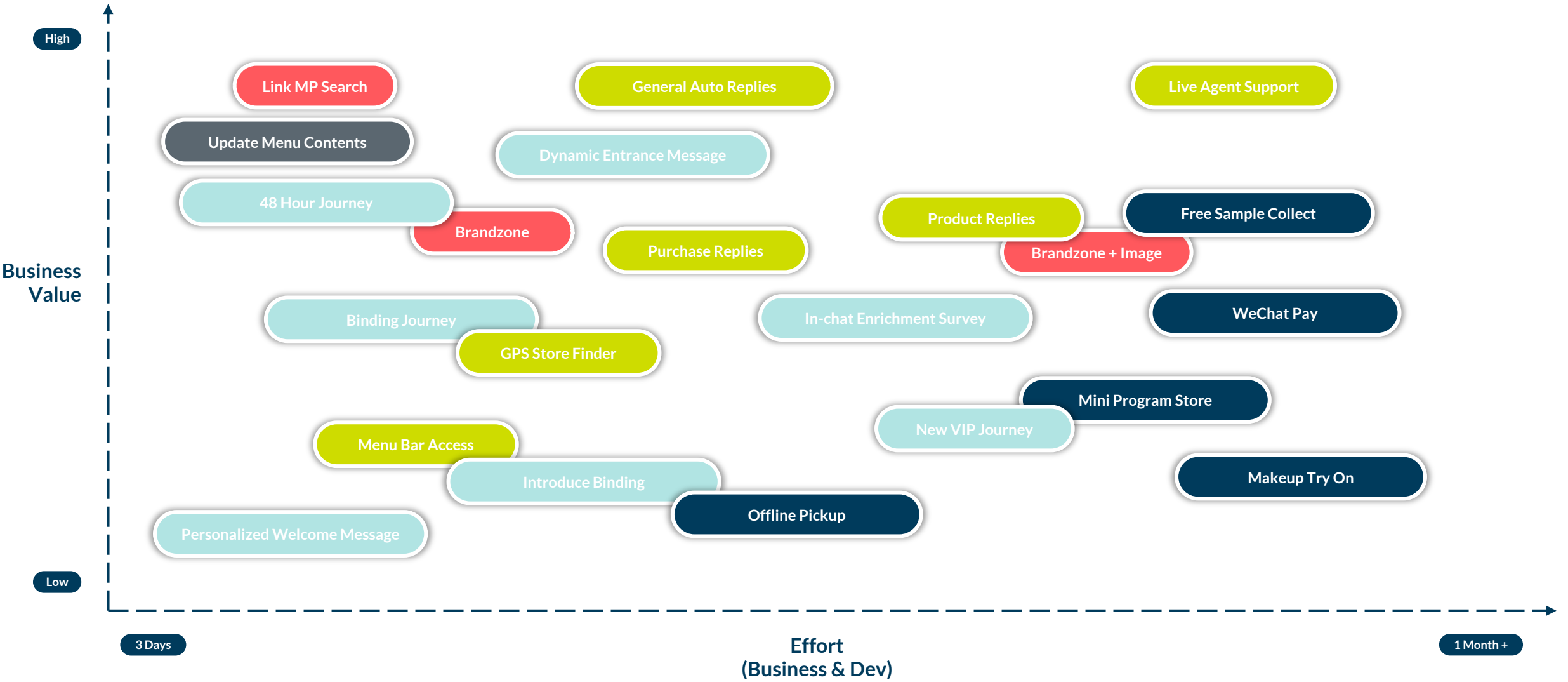
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1. Using the criteria we've provided, evaluate your Official Account's initial touchpoints
2. Once you've discovered key areas for improvement, decide which ones would have the most impact on your brand's WeChat KPIs and start there
3. OR - Review the chart on the next page in which we've mapped out the business value of these touchpoints vs. the effort it takes to set them up
4. Then start with low-hanging fruit!





# Initial Touchpoints: Business Value vs. Effort to Set Up



# Thank You



## Contact Us:

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WeChat ID: H1212118514

**Tom Kruger**

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WeChat ID: tom\_kruger



# **V. Appendix: Full Brand List**

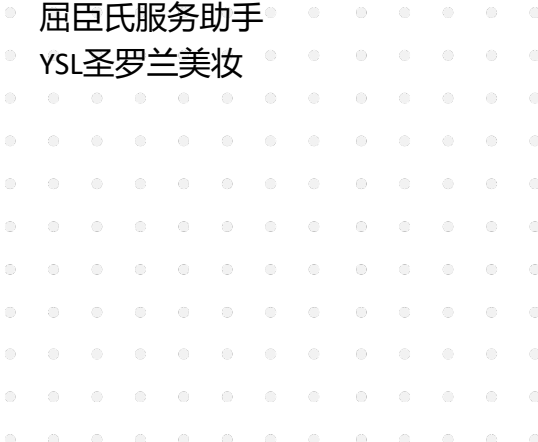
# Mainland China Accounts:



Brand Name	Account Name
Benefit	benefit贝玲妃
Biotherm	碧欧泉Biotherm
Bobbi Brown	BobbiBrown芭比波朗
Carslan	卡姿兰大咖美妆学堂
Chanel	香奈儿尊享香水与美容品
Clarins	CLARINS法国娇韵诗
Clinique	倩碧Clinique
CPB	肌肤之钥
Dior	DIOR迪奥美妍荟
Estee lauder	雅诗兰黛
EtudeHouse	ETUDEHOUSE伊蒂之屋
Giorgio Armani	阿玛尼ArmaniBeauty
Givenchy	纪梵希美妆
Guerlain	法国娇兰Guerlain

Brand Name	Account Name
Herbonist	佰草集Herborist
Innisfree	innisfree悦诗风吟
IPSA	IPSA茵芙莎
Jo Malone	Jo Malone London祖玛珑
Kiehl's	科颜氏Kiehls
La Mer	LAMER海蓝之谜
La Prairie	LaPrairie莱珀妮
Lab Series	LabSeries朗仕
Lancome	兰蔻LANCOME
Laneige	兰芝
L'Oreal	欧莱雅美丽殿堂
MAC	MAC魅可
Maxam	美加净maxam
Meogeping	毛戈平MGP

Brand Name	Account Name
NARS	NARS
NIVEA	妮维雅NIVEA
Olay	Olay
Origins	Origins悦木之源
Sephora	SEPHORA丝芙兰
Shiseido	Shiseido资生堂
Shu Uemura	植村秀
SixGod	六神
SKII	SK-II
Sulwhasoo	雪花秀
Tom Ford	TOMFORDBEAUTY
Watsons	屈臣氏服务助手
YSL	YSL圣罗兰美妆





# Cross Border Accounts:



Brand Name	Account Name
BAREMINERALS	bareMinerals香港
Biotherm	BIOTHERM香港
clé de peau BEAUTÉ	肌肤之钥香港
clé de peau BEAUTÉ	肌肤之钥美国
Estee Lauder	雅詩蘭黛香港
Estee Lauder Travel	旅行美一刻
ETUDEHOUSE	ETUDE HOUSE伊蒂之屋香港
innisfree	香港悅詩風吟innisfree
innisfree	innisfree Australia
IPSA	IPSA香港
Kiehl's	Kiehls香港
Kiehl's	科颜氏澳洲Kiehls
Kiehl's	科颜氏新加坡Kiehls
Kiehl's	科颜氏马来西亚Kiehls

Brand Name	Account Name
L'Oreal Paris	巴黎歐萊雅香港
Lancôme	香港LANCOME
Lancôme	马来西亚LANCOME
Lancôme	兰蔻澳洲LANCOME
Laneige	香港蘭芝LANEIGE
NARS	NARS香港
SHISEIDO	香港資生堂Shiseido
Shu Uemura	植村秀香港
Sulwhasoo	香港雪花秀Sulwhasoo
Watsons	Watsons屈臣氏香港
Watsons	Watsons Malaysia
Yves Saint Laurent Beauté	YSL香港聖羅蘭美妝

