The Ultimate Guide to WeChat
Building Brand, Audience and Sales
How to maximize the business and communications potential of China’s #1 social media platform with 1 billion+ active users
Welcome to Current Asia’s Ultimate Guide to WeChat

WeChat is an essential part of the lives of Chinese consumers and a core platform for just about every company doing business in China.

In China today, you need a WeChat strategy.

That’s why Current Asia created the Ultimate Guide to WeChat. For multinational companies now operating in China, or looking to enter the market, the Guide provides the signposts to frame up and successfully execute a WeChat strategy.

You will also find the most comprehensive rundown of WeChat’s features and functionality, as well as tips to get the most out of your account.

And when you need a helping hand, Current Asia is here, offering everything from complete turn key solutions, to specialist services for content, campaigns, analytics, and operations.

Learn more about Current Asia services on page 56.
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1 The WeChat Phenomenon
WeChat: A Uniquely Chinese Success Story

WeChat is the #1 social media platform in China.

It’s not Facebook for China -- or Twitter, or just another messaging app. It’s all these things and more, rolled together into a powerful ecosystem of users, utility, data and opportunities – all uniquely Chinese.

For users, it enables a completely mobile lifestyle. Leave home with nothing but your phone and you’re completely empowered to connect, communicate, search, navigate, watch, ride, dine, shop, pay and play.

For brands and companies, WeChat offers the opportunity to be where their customers are 24 hours a day. They not only communicate and advertise, but also provide and deliver services through the platform and mini program apps.

WeChat has also become a critical channel to reach business audiences and influencers. Many businesses in China literally run on WeChat with the bulk of communications among management, employees, customers and partners happening via the platform.

There are many reasons for WeChat’s success, ranging from the position and power of parent company Tencent, to the PRC’s weak data privacy environment compared to Europe or the US, to the clever engineering and cross app functionality that makes WeChat so relevant to Chinese people everywhere all day.
Creating Social Momentum in Since 2011

WeChat is the most influential social platform in China.

WeChat has 1.0825 billion monthly active users. 45 billion of messages are sent on WeChat each day.¹

WeChat accounts for 34.0% of all mobile traffic in China. Facebook makes up only 14.1% of mobile traffic in North America.²

There are 20 million Official Accounts, and 3.5 million are active monthly; WeChat Official Accounts are designated for famous individuals, government, media and enterprises.²

Number of monthly active WeChat Mini-programs users: 600 million.³

Number of users for WeChat Pay: 800 million.³

Number of people that use WeChat Moments daily: 750 million.³

Users can share messages with their friends and post short updates, photos and videos for their fans.

WeChat started in 2011 and stood out by using voice messaging as its core channel for communication.

Today it features high-quality video calls, a page for posting thoughts and pictures called “moments” and a virtual wallet.

Source: 1 WeChat Official, 2019; 2 CAICT WeChat Economic and Social Impact Report 2017; 3 DMR, 2019
Getting Started with WeChat
The Power of WeChat

How do organisations supercharge their sales and marketing strategies with WeChat?

32% WeChat Official Account operators that have sold products via their accounts

40% Operators that used WeChat Official Accounts to provide services or customer service

34% Operators that mentioned how WeChat Official Accounts enabled them to reduce costs significantly – by more than 30%

Source: CAICT WeChat Economic and Social Impact Report 2017
WeChat Basics

WeChat is an integrated social platform that merges media, ecommerce and business.

WeChat is the most important traffic entry point to China’s mobile internet and has been expanding in new markets including Southeast Asia, Korea and Japan.

WeChat users are content consumers, and producers, distributors.

WeChat is an Open Content Platform. Individuals and organisations can register their own Official Accounts. They can also publish content on the WeChat Official Account Platform, and push it to subscribers.

Multi-media content uses a combination of text, images and videos. Subscribers can interact on WeChat with others, including polling, giving likes, leaving comments, sharing, geolocation interaction and more.
WeChat User behavior

Users spend an average of more than four hours a day on WeChat. What do they prefer to see and share in that time?

- **Products or Brands Display**: 14.7% preferred, 16.2% sharable
- **Trending News**: 24.5% preferred, 16.6% sharable
- **Expression of Personal Opinions**: 23.6% preferred, 32.6% sharable
- **Work-Related Content**: 33.1% preferred, 33.0% sharable
- **Content Sharing of Interest**: 39.0% preferred, 33.8% sharable
- **Personal Life Records**: 66.8% preferred, 62.7% sharable

Users consider WeChat to be a useful communication tool at work, making social promotion easier.

**How is WeChat Helpful for Work?**

- Makes it easier to get high quality information: 20.8%
- Makes it easier to manage personal networks: 33.1%
- Provides a convenient mobile office tool: 34.5%
- Makes social promotion easier: 39.7%
- Offers a useful communication tool: 80.9%

Source: Tencent; China Channel
WeChat’s All-Encompassing Functions

Official accounts empower companies and individuals to connect to WeChat users by publishing content and building dynamic services that run within WeChat.

WeChat Official Account Functions

- **Broadcast Messaging**
  Easily publish articles and media to users regularly.

- **Interactive Menus**
  Define custom menus to give users quick access to features in your account.

- **HTML5 JS API**
  Extend your account by building HTML mini-apps that take advantage of WeChat’s JavaScript API.

- **Message Handling**
  Messages and user events can be passed off to your server to formulate a response.

- **Cards & Offers**
  Deliver offers, membership cards, and discounts to your customers.

- **QR Codes**
  Generate unique QR codes that can activate specific features in your account.

- **Location-Awareness**
  Request the user’s location to deliver location-based services.

- **Analytics**
  Get detailed data on your users and how they engage with your content.
Types of WeChat Official Accounts

Official Accounts empower companies and individuals to connect to WeChat users by publishing content and building dynamic services that run within WeChat.

Official Account Types

WeChat offers three different types of Official Accounts featuring various functions and uses.

Subscription Account
Primarily targeting media and publishers to broadcast content frequently (allow 1x push of up to 8 posts once per day)

Service Account
Offers businesses and organizations more advanced interactions such as interactive web views, templated messages, and WeChat Pay to enable app-level capabilities (allow 4x pushes of up to 8 posts per month)

Enterprize Account
Offers organizations a powerful set of tools for broadcast messaging, organizational directory management, and office automation (Only available in mainland China)
# What’s the Difference Between Subscription and Service Accounts?

<table>
<thead>
<tr>
<th>API</th>
<th>Subscription Account</th>
<th>Service Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messaging: Messages appear in...</td>
<td>“Subscriptions” folder</td>
<td>Inbox, top-level</td>
</tr>
<tr>
<td>Messaging: Broadcast Limit</td>
<td>1/day</td>
<td>4/month</td>
</tr>
<tr>
<td>Messaging: Send Template Messages</td>
<td>No</td>
<td>Yes†/No</td>
</tr>
<tr>
<td>Custom Menus</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Users: Set groups &amp; notes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Users: Get Open ID and Basic Profile</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Users: Request user location</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Users: Get full follower list</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Parametric QR Codes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Payments</td>
<td>No</td>
<td>Yes†</td>
</tr>
<tr>
<td>Cards and Passes</td>
<td>Yes†/No</td>
<td>Yes†/No</td>
</tr>
<tr>
<td>Instant Store: Manage store contents</td>
<td>No</td>
<td>Yes†/No</td>
</tr>
<tr>
<td>Customer Service</td>
<td>No</td>
<td>Yes†/No</td>
</tr>
<tr>
<td>Hardware</td>
<td>No</td>
<td>Yes†/No</td>
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</tbody>
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† Source: WeChat Open Platforms
† China / International (where differences exist between the two platforms)
† = feature available pending a separate application
WeChat Mini Programs

Mini Programs are “sub-applications” that function within the WeChat environment.

They are light and there is no need to download them to your phone.

Mini Programs are not available in any kind of app store, so if you want to find one, you will have to search for it on WeChat, scan a QR code from an ad on a billboard or magazine, receive it within a WeChat group or from a friend, or find its link on a WeChat Official Account.

The WeChat Mini Programs are hosted on Tencent’s servers, so their speed is swift and efficient.
B2B and B2C Marketing on WeChat
B2C WeChat Marketing

The B2C and B2B social media marketing cycles are not all the same. B2C may quickly profit on a social media platform by the nature of fast-moving products, while B2B involves a complicated purchase behavior map.

| B2C | B2C example - Kiehls: Visually eye-catching product posters that link to their e-commerce mini program platform |
| Emotions to marketing strategies | Subjective; More reactive to visual and intriguing user experience |
| Buying journey | Shorter, simpler. The consumer is the main decision maker |
| Customer personas | Various types of personas in terms of age, gender, occupation, etc. |
| Marketing resources required | Strong flow of engagement ideas; Robust, cross-functional team involving copywriters, designers, community managers and customer service, etc. |
| Goal! | Drive traffic to e-commerce sites/physical stores for product purchase |
| B2C example - BMW: Vertical long poster image with static and animated elements |
# B2B WeChat Marketing

The B2B marketing process is longer and more complicated. IT company customers won’t directly download software from WeChat, so they must go to the website. Customers will read articles then check more details on the web to know about your brand reputation, service, customer feedback, etc.

## B2B Examples:

- Infographic
- Analytics
- Market insights

<table>
<thead>
<tr>
<th>Emotions to marketing strategies</th>
<th>Objective: Value industry updates and market insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying journey</td>
<td>Longer, more complicated, numerous decision makers and influencers</td>
</tr>
<tr>
<td>Customer personas</td>
<td>Focused on certain types of customers</td>
</tr>
<tr>
<td>Marketing resources required</td>
<td>Cross-team collaboration between marketing, sales, corporate communications and operation teams to deliver company updates and insightful content</td>
</tr>
<tr>
<td>Goal</td>
<td>Collect leads for sales team to follow up</td>
</tr>
</tbody>
</table>

▲ B2B examples: infographic, analytics and market insights.
Differences Between B2B and B2C Marketing on WeChat

What is the right content mix for B2B and B2C WeChat marketing?

**B2B content**
- 60% Industry updates & market insights
- 20% Company updates, e.g. Awards
- 10% Promotion of company services
- 10% WeChat activities with followers

**B2C content**
- 30% Promotion of product with visuals
- 30% Consumer-y content with seasonal themes or stories
- 20% Fun and entertaining fan activities
- 20% “Lifestyle” content e.g. life hacks, know-how
WeChat Marketing Strategies and Approaches
The Customer Journey on WeChat

The key objective of WeChat marketing is to share your content and engage subscribers to drive sales and lead generation.

WeChat users follow Official Accounts via friends' recommendation or posts shared to become Subscribers.

WeChat users may buy products or become sales leads through campaigns.

Subscribers can become sales leads by engaging with content, campaigns or customer service.

Sales leads (B2B)
Purchase behavior (B2C)

Bring more subscribers through content sharing

Other WeChat users
Common Marketing Objectives on WeChat

Brand Dimension

- Drive subscriptions
- Content engagement
- Gain exposure

Sales Dimension

- Lead generation (sign up/ obtain data)
- Sales promotion

Customer Dimension

- Customer service
- Loyalty management

Drive sales
Boost Your Subscriptions
Convert WeChat Users to Subscribers
Driving Organic Subscriptions

The opportunities for promoting your business, products and services on WeChat are massive. But there are unique challenges.

One challenge is that WeChat is an exclusive platform – previously before 2019, users did not know what posts other users “liked” or were not exposed to what other users subscribe to, unless other users shared their favorite posts on Moments. Also #nohashtags: articles and content cannot be shared with non-subscribers through hashtags.

It was only in late December 2018 that WeChat released its 7.0 version to enable friends’ recommendation feed in WeChat “Top Stories”. Currently, users are now able to know what interesting posts others are reading in “Top Stories”.

So, how then do you get followers to share your Official Account content and boost subscriptions?
Driving Organic Subscriptions

1. Shareable content
Does your content attract followers to share and showcase their tastes and personality? Shareable content includes:

- **Humorous videos**
- **Interactive and personalized games on Mini Programs (e.g. personality test result)**
- **Personalized content on Mini Programs (e.g. "DIY" greeting cards)**
- **Gift promotions & sales promotions**
Driving Organic Subscriptions

1. Shareable content

- Educational content, e.g. whitepapers
- Compelling visual content (e.g. infographics)
- Compelling visual content (e.g. horizontal article)

Sales promotions

Rewards promotions
Driving Organic Subscriptions

2 Get your QR Code Out Everywhere!

The QR code of your Official Account is like a gateway – both offline and online. Post your QR code wherever you can to drive traffic to your Official Account.

**Offline Channels**
- Sales’ name cards
- Event venue e.g. registration table
- Physical stores
- Posters
- ... and more!

**Online Channels**
- WeChat articles
- WeChat posters
- Company websites
- Email signatures
- ... and more!

▲ Print your QR code in brochures, magazines, etc. to drive traffic to your Official Accounts
▲ Engage participants at an event venue via QR code
▲ Include Official Account QR code name card in every post
▲ Paid option: Design a one-of-a-kind, compelling QR code business card
▲ Paid option: Tailor your own eye-catching QR Code
Driving Organic Subscriptions

3) Cross-promote your WeChat account across your other social channels

Social media accounts should not be run in silos. Cross-promote your WeChat Official Account by publishing your QR code and article links on other channels.

▲ Share an article link from your WeChat Official Account

▲ Post a poster or banner with WeChat Official Account QR code for your networks to scan

WeChat Feature Spotlight

WeChat’s “article preview” allows you to display article links much more easily than on other social media platforms. WeChat also allows audiences to extract QR codes, giving marketers an easy free way to drive traffic to WeChat.
Driving Organic Subscriptions

4 Get your articles “Recommended”!

In the West, social media “likes” are an obvious way to expose content to non-subscribers, but it is only since late December 2018 that WeChat upgraded its platform to enable recommendations to friends and followers.

▲ Once an article is recommended by you or your friends, the article will show up under the “Wow” section of “Top Stories” (看一看)

Limitation
The latest upgrade only allows users to view recommended posts within 7 days – so you need post engaging content every week to earn recommendations.
Driving Subscriptions: The Bottom Line

Don’t fall into the trap of churning your subscriptions

A large follower base is important, but the quality of your subscribers should also be top of mind.

Businesses often reap great rewards in building followers through paid marketing, but they either suffer from high dropout rate after the advertising campaign or having ghost followers – inactive followers who don’t respond to any of your articles and activities. As a result, you will lose the great opportunity of capturing followers’ data including their behavior, interest and contacts for sales.

Here are two takeaways to boost subscriptions and maintain the quality of subscribers:

1. Always place your advertising campaign in a bigger marketing plan. Map out a content and activity plan BEFORE and AFTER the advertising campaign, so that new visitors are enticed to subscribe and stay connected because they are engaged by quality content and interactivities.

2. If incentives are applied in your campaign, don’t give away gifts or vouchers to readily – aim to attract users who will have real loyalty to your brand.
WeChat Content Engagement Strategy
Convert WeChat Users and Subscribers to Leads
Content Engagement Strategy

WeChat offers various types of content you can utilize to engage followers and users to achieve your marketing objectives.
Content Engagement Strategy

Develop engaging content
- What is your objective?
- What are the attributes of your target audience?
- What is the unique selling points of your product/service?
- Follow the trends/hot topics. (optional)

Match with appropriate interactive forms
- How much time do you have?
- What is the budget?
- What outcomes do you expect?

High quality content
- Insightful
- Valuable
- Creative
- Accurate

Interactive mechanism
- Simple & Interesting
- Innovative
- Well-designed
- Rewarding
Content Engagement Strategy

Combine online and offline channels
Physical stores and offline events and activities are an effective way to entice people to subscribe to your Official Account on the spot.
Voting, prize draws, activity awards and live message boards during events as well as shareable takeaways from your store can all lead to new subscribers.

▲ Consumers “trying on” outfits in front of a monitor and taking selfies at a Uniqlo’s brick-and-mortar shop. (Source: Internet)

Consistent Follow Up is Key

Businesses can see a surge of subscribers from Offline-to-Online WeChat campaigns, but without consistent follow-up and compelling content, they may see a low retention rate – followers don’t stay connected after the events.
Content Engagement Success: UL

[UL公司] Thanksgiving day

**Objective:** Drive subscriptions and viewership

**Audience:** Subscribers, including UL partners, current and potential customers, other followers

**Service:** Safety certification, quality testing service

**Brand Value:** Empowering Trust

**Hot Topic:** Thanksgiving Day

1. Compelling story to engage readers in the Thanksgiving atmosphere, and highlight UL’s brand value, history and appreciation.

2. Design engagement mechanism. Drive readers to share post and leave comments to win a UL gift. The reward drives greater viewership and subscription.

https://mp.weixin.qq.com/s/-EufVvJvNn7PPNu5d78g
Content Engagement Success: Volkswagen

[一汽大众汽车] Magotan

Objective: Lead generation. Audience: Subscribers include VW owners and followers. Most drivers/followers of Magotan were born in 1980s. Product: Volkswagen Magotan, B class auto from VW.

Post Title: The success secret of 1980s: The Chinese Driving partner.

Start the story by resonating with the 1980s generation - to recall the memory of subscribers.

▲ Change the focus from the audience to Magotan, the driving partner

▲ Highlight the selling points of Magotan

▲ Guide readers to book a test drive.
Content Engagement Study: Cadillac

Objective: Brand building; Lead generation
Audience: Cadillac followers, fans, and potential audience.
Product: Cadillac New luxury SUV XT4 Launch

1. Start with creative video and design
2. Immersive and innovative interaction
3. Encourage sharing and lead generation
Customer Relationship Management: From Followers to Hot Leads
From Followers to Hot Leads: 
Manage Loyalty with WeChat CRM

If content is king, then your data is a treasure, and Customer Relationship Management (CRM) system is your wealth manager.

It helps you understand your customers and such insights can further refine and diversify your marketing approaches until followers are converted into hot leads for your sales team.
From Followers to Hot Leads:
Manage Loyalty with WeChat CRM

Operating an Official Account without a CRM System?

- Consumers’ data will evaporate into thin air (WeChat native backend does not store your data forever!)
- Feeding the wrong content to the wrong people a data-driven strategy
- Followers are less encouraged to contact your sales team

Marketing Department → WeChat content and marketing campaigns → Audience

- Sales promotion
- Event invites
- Press releases
- Videos
- Infographics
- Insights
- Case studies

Contact sales team → Interested, look for more information

▲ WeChat Official Account without a CRM to store and analyze your data
From Followers to Hot Leads: Manage Loyalty with WeChat CRM

As your follower base grows bigger and more active, ensure your Official Account is backed by a WeChat Customer Relationship Management (CRM) System so your customers’ data won’t evaporate into thin air.

The 4 Types of Followers

- Desired customers but not engaged: Not ready to buy. Need retargeting based on interests
- Desired customers and highly engaged: Suitable for sales’ follow up
- Unknown – interest and engagement not shown: Try various types of content to intrigue them
- Highly engaged, but irrelevant customers

How do you understand your audience by their digital behavior and target them more accurately?

Your WeChat followers can basically fall into 4 types based on their level of brand relevance and engagement.
From Followers to Hot Leads: Manage Loyalty with WeChat CRM

- WeChat content and marketing campaigns
  - Sales promotion
  - Event invites
  - Press releases
  - Videos
  - Infographics
  - Insights
  - Case studies

- Audience clicking or scanning
- Follow-up action:
  - Retarget followers based on user interests.
  - Provide VIP customer support to hot leads

- Consumer Insights
- WeChat CRM
- Audience
- Follower's Profile
  - Name: James Wong
  - Tagged for:
    - Financial innovation seminar
    - Download of industry report
    - Participation in a lucky draw

- Cold/warm/hot leads
- Customers' data:
  - Audience TAGGED and TRACKED for Their behavior

▲ WeChat Official Account with a CRM to store and analyze your data

Measure performance of marketing campaigns or channels – what works best?
From Followers to Hot Leads: Manage Loyalty with WeChat CRM

CRM System Features

**Campaign Management**
- Content editing
- Scheduling
- A/B testing

**User insights**
- Account linking and configuration
- User profile entry and management
- User data acquisition
- Tagging and segmentation via trackable QR codes
- Personalization (language, menu link, push messages, customer service)
- Sharing network mapping

**Loyalty/membership**
- Profile editing
- Account binding
- Loyalty program management
- Redemption
- Customer service

**Retail**
- O2O
- Coupon & upsell offers
- Targeted marketing campaign
- Advertising

**Data reporting and analytics**
- Conversion rate, retention rate, bounce rate
- Impact of each touch point in WeChat sales funnel
- Performance of promotional campaigns
- Custom dashboards
5

Sales Promotion on WeChat
Sales Promotion on WeChat

With a huge follower base interested in your products, drive traffic to your e-Store and brick-and-mortar stores with always-on content and WeChat advertising.

Always-on content

- Engagement Reward
- Special offers
- Electronic Coupon

WeChat Advertising

- Moment Ads
- Official Account Ads
- Influencer Marketing

[Diagram showing offline store connected to online e-store through WeChat advertising methods]
Sales Promotion on WeChat

1. In-post promotion
Publish sales promotion information on the article and drive subscribers to shop offline.

2. Utilize mini program or third-party ecommerce platform
Promote product and sales information in articles and embed a link of the mini program in the product items.
Sales Promotion on WeChat

3. Location-based messaging
Push product information and roadshow information to followers nearby your store or offline campaign.

4. WeChat e-Membership card
- Membership promotion with WeChat
- Reward followers with electronic coupons.

Users need to allow the access to their location
WeChat Advertising
WeChat Advertising

Consumer content can go viral; sharing is less common in B2B for Moments. If you’re seeking an immediate surge of followers or sales growth, paid WeChat marketing strategies including influencer marketing and WeChat advertising to effectively boost your own user base.

1) Influencer marketing

Chinese consumers are often drawn more to celebrities than brands. Businesses which leverage influencer marketing can partner with other WeChat account owners who have a significant number of followers.

- Business partners (possibly for free)
- Vertical media relevant to your business (cheaper option)
- Key Opinion Leaders and celebrities (more expensive) with hundreds of thousands of followers.

Which KOL?

What are the criteria for selecting the right influencers to promote your own account?

Check out Newrank 新榜 and KOL Rank 领库

▲ CLSA highlighting insights from its report CG Watch and embedding the QR code of ACGA, the report co-author
WeChat Advertising

WeChat advertising

WeChat advertisements can be displayed in these three formats.

a. Moment (朋友圈广告)

This type of advertising guarantees you that your ads will be naturally embedded in Moments like a normal feed. Open for 28 industries for ad placing.

b. Official Account (公众号广告)

These kind of ads are displayed in an article of an Official Account. Open for 32 industries for ad placing.

Restricted Ad Categories

Tencent imposes strict restrictions on certain advertisers’ industries (e.g. cigarettes, healthcare and financial services) and their promotional messages. Foreign firms can only register as advertisers through manual application. Click here for more details.
WeChat Advertising

c. Mini Program (小程序广告)
Mini Program Ads show up in a Mini Program. Open for 32 industries for ad placing.
How to Target Your Audience with WeChat Advertising

Targeting Options:
WeChat advertising allows companies to target their audience based on:

- **Location** (even overseas for advertisers from some industries),
- **Demographics**
- **Interest**
- **Behavior**
- **Device** and **network**

You can also choose to **retarget** and **de-target** certain types of users.
Tips For Successful WeChat Advertising

1. Research and accurately define your target audience to make the most out of your advertising budget.

2. Plan smart ways to measure the performance. If your WeChat Official Account is backed by a CRM system, create a QR code to measure the number of users visiting your Official Account via the ad.

3. Always find a specialist or agency to help you monitor the performance and adjust advertising strategy as needed.

4. Carefully map out the user journey. Make sure it doesn’t involve more than 3 clicks to your landing page, app, or Official Account. Every additional click will make you lose a large part of your audience.
Advertising and Influencer Marketing

Both advertising and influencer marketing on WeChat are effective in their own ways. Successful campaigns combine the strengths of both.

**Advertising**

- Flexible ad formats
- Visualized ad performance reports
- More data-driven targeting

**Influencer Marketing**

- Authentic promotion with native content WeChat articles
- Detailed introduction with point-of-views
- Build trust: Credible recommendation by KOLs
- Good for start-up businesses or brands with less recognition in China
WeChat at Current Asia
WeChat Marketing at Current Asia

Current Asia creates digital business, marketing and communications strategies that deliver insights and results. Our WeChat marketing services help our clients build their digital presence in China and engage with followers with confidence.

From campaign strategy and planning, to content creation and analytics and insights, we help clients maximize the business value of the WeChat platform. Our deep expertise and resources span content, creative services, advertising, KOL identification and activation, coding, and analytics.

Get started with Current Asia

- Official account audits
- Campaign strategy
- Content creation
- Mini programs and H5
- Engagement campaigns
- WeChat advertising
- Influencer marketing
- Managed operation services
Supercharge Your China Marketing Strategies

Scan and check out our samples!
Thought leadership content creation
Supercharge Your China Marketing Strategies

H5 creation and lead capturing

“What kind of deal maker are you?” fun quiz in Html 5
China Forum Teaser with form Filling
Solutions Intro With form filling
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Let’s get started!

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