



# DIGITAL OVERVIEW IN CHINA

WELCOME TO  
**MAILMAN**

欢迎来到邮人



Since 1999, Mailman has been China's leading tourism marketing agency. We create digital and media programs for the world's most desirable destinations, attractions and retail outlets.

# China by the Numbers

# CHINA SOCIAL MEDIA

Stats and Trends

The estimated number of active internet users in China during 2016 is

700,000,000+

That is over twice the population of the USA

# INTERNET USE

Stats and Trends



Total number of active internet users in China  
**700+ Million**



Internet users as a percentage of the total population of China  
**52%**



Total number of active mobile internet users in China  
**599 Million**



Mobile internet users as a percentage of the total population of China  
**44%**

# SOCIAL MEDIA USE

Based on monthly active user numbers reported by the country's most active platform



Total number of active social media users in China  
**804 Million**



Active social users as a percentage of the total population of China  
**56%**



Total number of social users accessing via mobile  
**577 Million**



Active mobile social users as a percentage of the total population of China  
**42%**

# CHINESE SOCIAL MEDIA CHANNELS

Monthly active users



# Channels



# SINA WEIBO



Broadcast messages to multiple verticals of people and interests

## Facts

- 292 MAUs
- Unlimited posts
- Word limit - 140 characters
- Hashtag friendly

## Features:

- Owning hashtag pages - lead the discussions with customized hashtag pages
- Live streaming - ability to stream directly on your account
- Media banners - free media to drive directly to web pages
- Paid Media - optional mode to promote posts or accounts

## Best Practices

- Frequency: 2-3 posts per a day
- High-quality imagery: 9 images per a post
- Localized content

## Other Comments

- Average reads per a post of new accounts range between 2-5K reads after at least 3 months of consistent posts
- Great channel to push news and fun facts - Sina Weibo remains the number channel for people to browse the latest happenings
- Easier to grow followers and impact - wider reach to get people to see your content and brand

## Most like:

Twitter mixed with some Facebook elements

# SINA WEIBO IS DEAD

"Sina Weibo's monthly active users increased 34% year-over-year to 236 million in December 2015. Daily active users reached 106 million, a year-over-year increase of 32%."

# KEY FEATURE - HOMEPAGE

## Background and Banner Positions on Homepage

- Background can be customizable - GIF or PNG
- Up to 5 banners on the homepage
- Key area to display CTR to web pages



## Homepage

- Users typically stay over 2:00 on the homepage of your Sina Weibo page

# KEY FEATURE - HASHTAGS

## Hashtags can be fully owned

- Lead the discussions with customized hashtag pages
- Branding and co-op opportunities
- Measure against number of reads

## By The Numbers

- MA owns over 16 hashtag pages with well over 8.9 million reads

MA

Berklee

#当力宏遇上波士顿#

发微博 已关注 退出主持人

话题主页 设置 图片墙 主持人推荐 话题榜

导语: 你最喜欢哪个风格的音乐? R&B、爵士、流行乐还是.....参与活动, 转发你的答案, 就有机会赢取王力宏签名T恤一件! 赶快参与吧: <http://weibo.com/p/100140E363488>

639.9万 阅读 | 7504 讨论 | 5 粉丝

添加粉丝群

最新参与用户

大黑鲸... 涛涛呀... 铃铛20... 夜袭喜...

主持人推荐

马萨诸塞州旅游局

11月16日 16:40 来自 微博活动

转发 #当力宏遇上波士顿#你最喜欢哪个风格的音乐? R&B、爵士、流行乐还是.....参与活动, 转发你的答案, 就有机会赢取王力宏签名T恤一件! 赶快参加吧! 转发赢取王力宏签名T恤

关于

分类: 其他

# KEY FEATURE - LIVESTREAMING

Newest craze to hit China, where promotes both destination and collaboration with the followers.

Popular APPs:

- YiZhiBo
- Douyu
- InKe
- YY

## Stats

- 325 million registered users
- 47% of China has at least seen one stream
- 400% app downloads in the first half of 2016



# KEY FEATURE - PAID SOCIAL

Media promotion on social is placed on posts targeted to a consumer group that is not following your current account

- Target: Demographics, Age, City, and even Accounts

Types:

- Fensitong - Weibo Ads
- Fensitoutiao - Weibo Top Post

## Results

- Weibo Ads can increase reach by up to 5-10x



# SINA WEIBO - POSTS

Posts that contain **engaging content** tailored to Chinese and have **9 high quality images** have optimal success

Rules of a post

- Official accounts still have a 140 character limit
- Maximum 9 images per a post or 1 video
- GIFs are permitted and encouraged

## Key Insights

- Have Fun
- Get people to love your brand
- Speak to the consumer
- Build a content strategy that shows followers your understanding of Chinese culture

USA 美国国家旅游局 🏠 📷 5万阅读  
2-24 来自科握

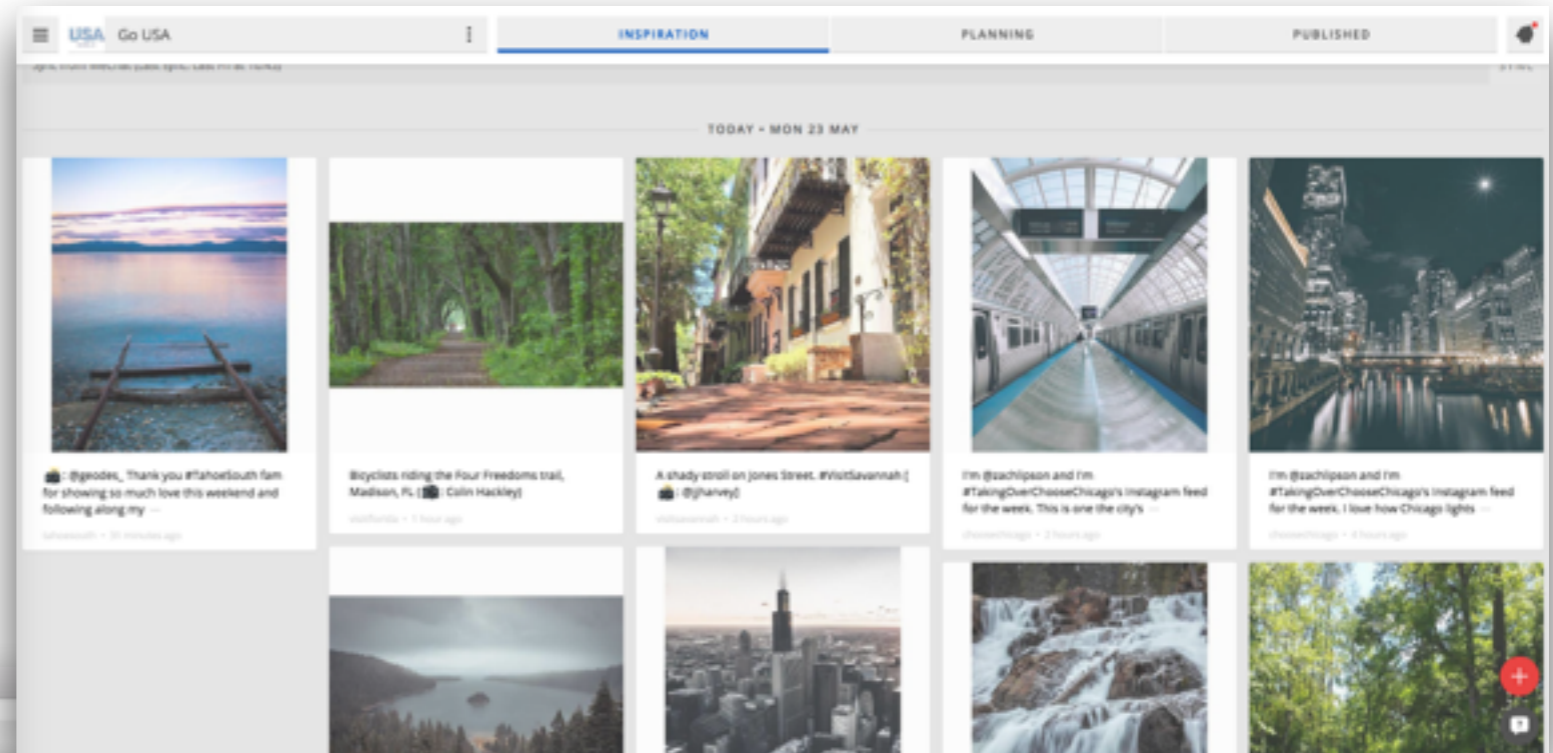
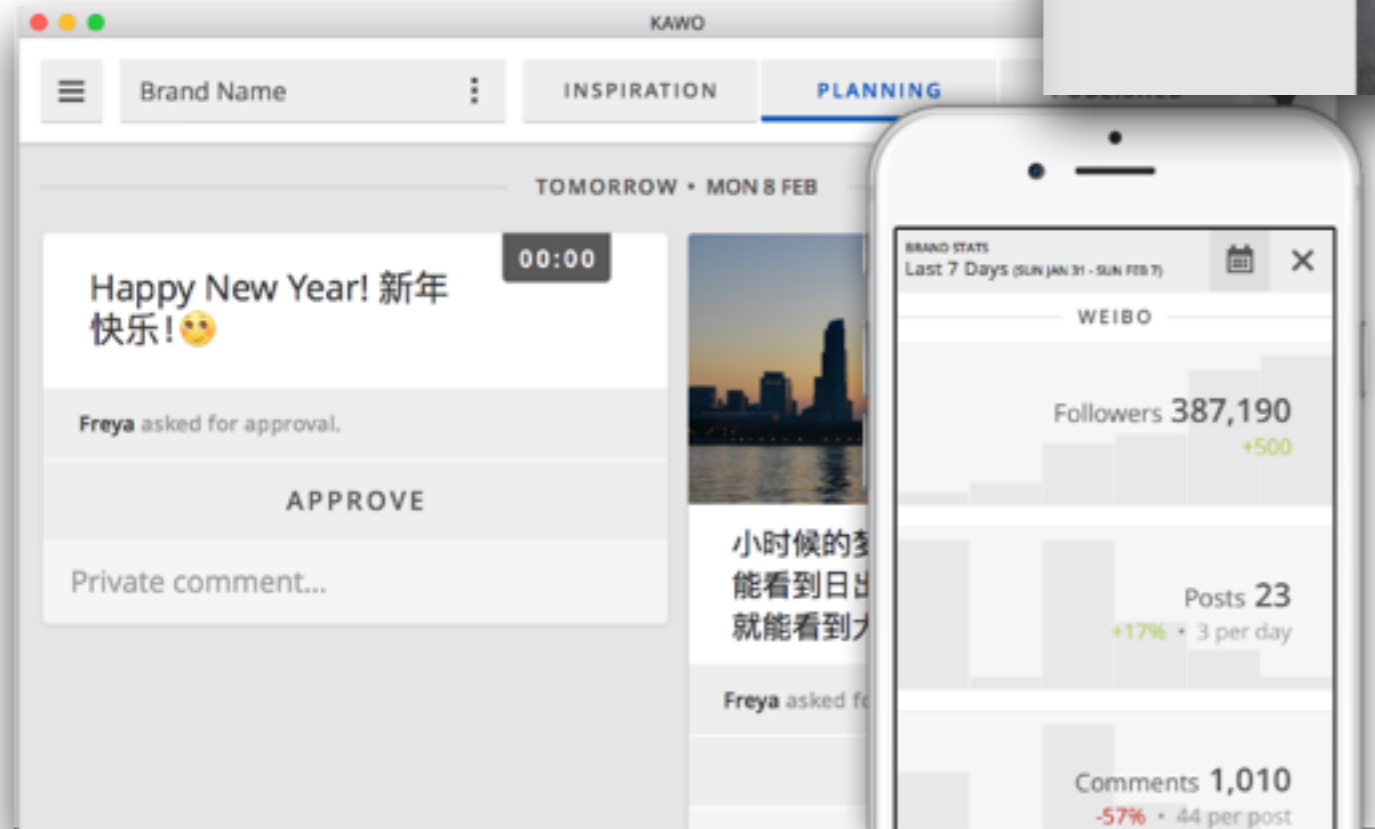
#美国最美国家公园# 犹他州，美得璀璨纯净，连这里的石头都充满了想象力。拱门国家公园（Arches National Park）的天然岩石拱门像通往那另一世界的大门..... [网页链接](#)

52 | 16 | 68

# SINA WEIBO - MANAGEMENT

## Key Features

- English facing site - designed for client confidence
- Full transparency - planned and published posts
- Tag your posts for in-depth reporting
- Safeguard and approve content
- China sensitive content screening



Syndicate your content from global networks like Facebook and Instagram, ensuring your Chinese social media is always on message.



# WECHAT



## More content centric activation and personally connected

### Facts

- 804 million MAUs
- Maximum one post per a day
- Long form blog content
- Content is web searchable on Sogou search engine

### Features:

- Auto-reply function - direct auto customer service or promotion
- Menu enabled bar - lower bar to customize for users
- Moments - connected community feed to let your closest friends see content
- Mini-sites to create hubs of themed content

### Best Practices

- Frequency: 10-15 posts per a month
- Great long content (Itineraries, stories, experiences w/ detail) and high quality images
- Strong titles, content skins, push messaging, and menu customization

### Other Comments

- Average reads per a post of new accounts range between 50 to 200 reads after at least 3 months of consistent posts. (Brand dependent)
- Content will have longer term value - push messaging and notification on subscription hub
- Bigger investment both due to account maintenance and content production - highly dependent on brand to have ready-made long content
- Much more difficult to grow followers

### Most like:

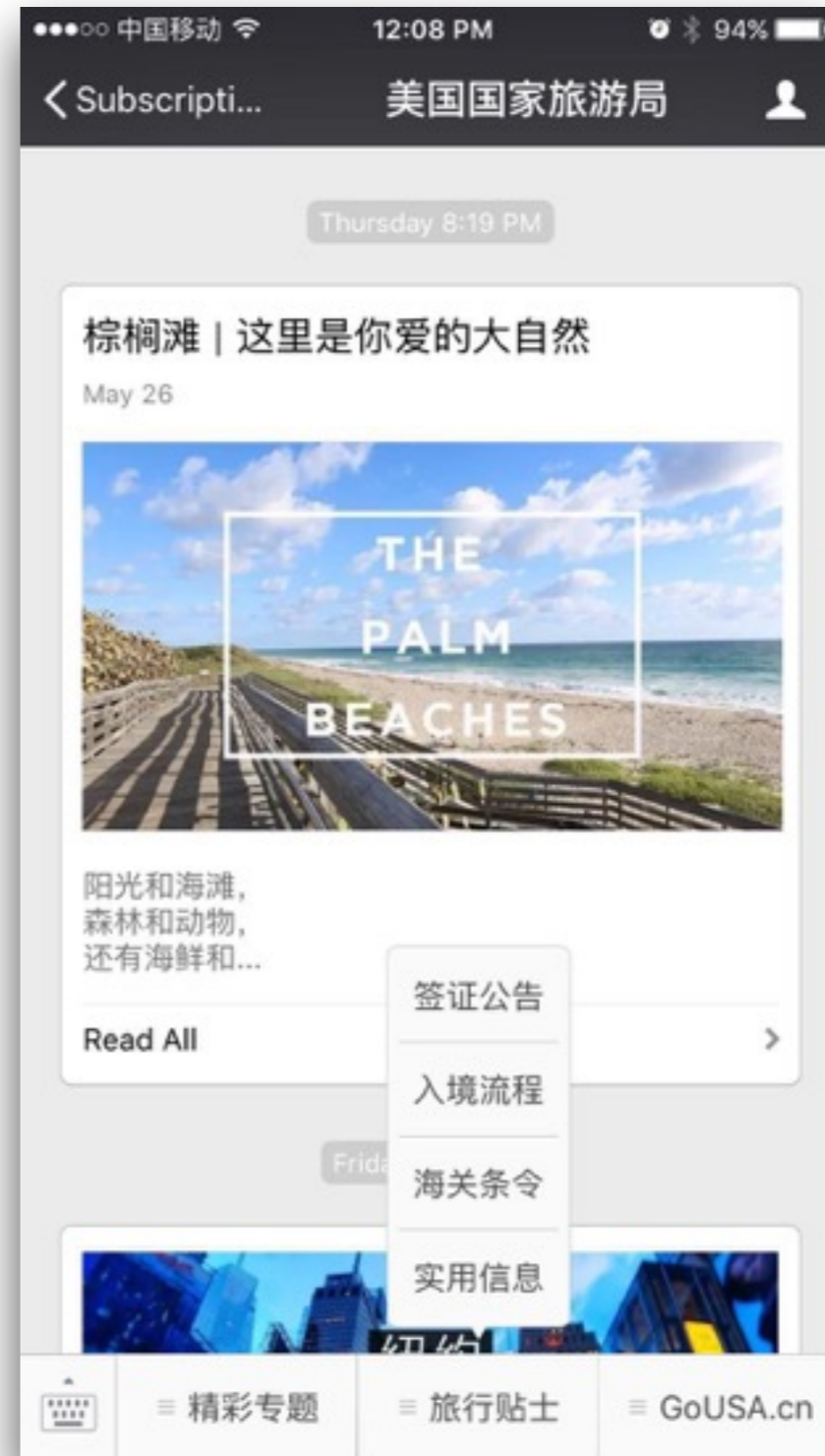
Linkedin crossed with Facebook, Whatsapp, Paypal, Uber

# KEY FEATURE - HOMEPAGE

## Landing page of a WeChat homepage

- Customizable menu to link to internal or external pages
- Viewable scroll through current and past articles

\* Only DMOs with Chinese local businesses can get a verified account



# KEY FEATURE - MINIHUB

## Create mini hubs of content

- Up to 3 scrollable banners
- 10 articles can be placed in one mini web hub

Wechat offer two different types of accounts - Service and Subscription Account - Tourism marketing organizations will typically have Subscription for its content features



# KEY FEATURE - AUTOREPLY

## Upload Auto-responses to service to your followers

- Up to 50 auto responses can be programmed into the back-end of WeChat
- Each response can have up to 10 key words associated



# LOFTER



Image exclusive and easy to enter

## Facts

- 90 million MAUs
- Unlimited post per a day
- Picture led content
- Has a free android app

## Features:

- Filtered photos
- Stickers that can be layered on top of photos

## Best Practices

- Frequency: daily
- High quality imagery
- Usage of at least 5 hashtags per a post

## Other Comments

- Gauge your popularity in China - more chance for success
- Can be difficult to grow followers but very suitable for travel related brands
- Great for brand awareness and inspiration

## Most like:

Instagram

# LOFTER FEATURES

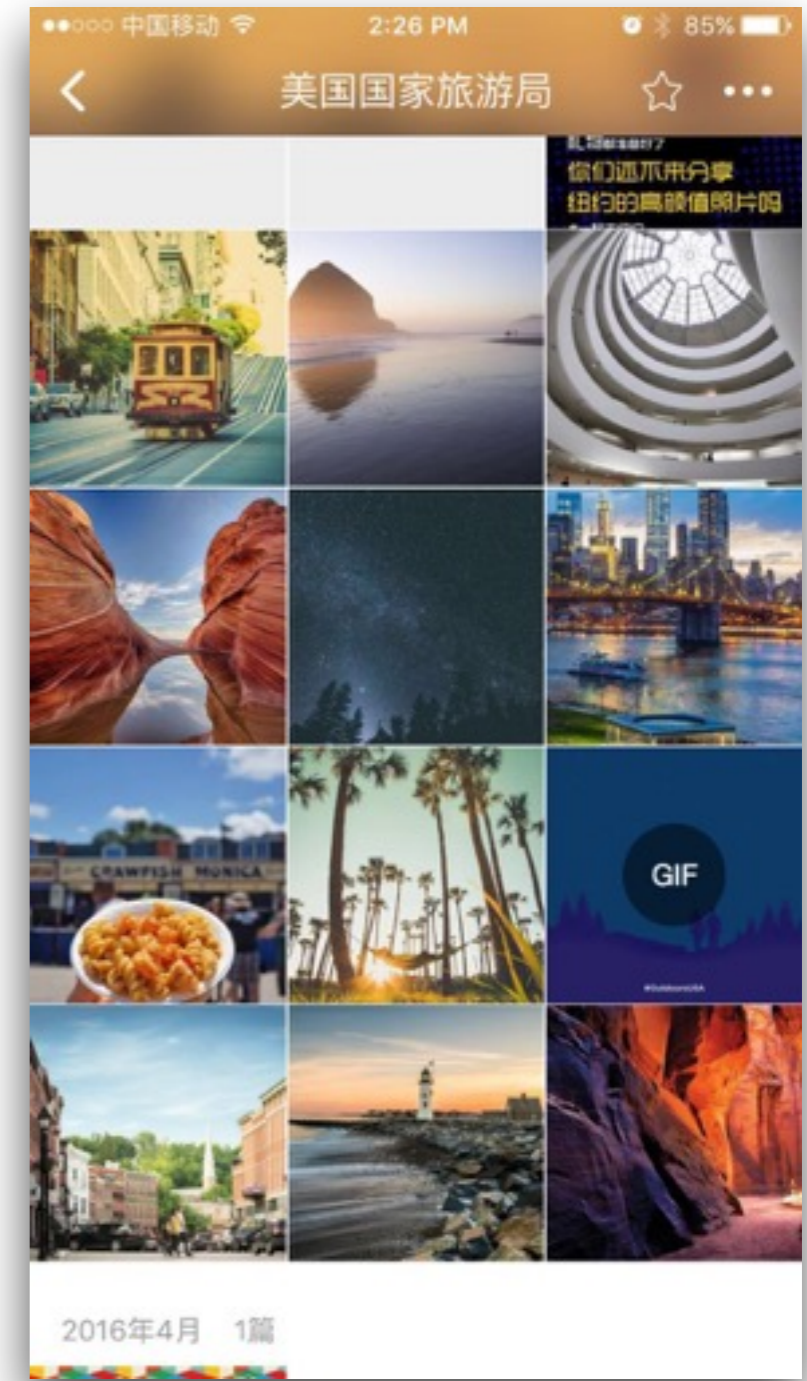
Lofter very closely emulates  
Instagram

- Posts will be image heavy - GIFs are allowed and encourages

Free android enabled app for users to download and stay updated



Homepage



GIF

# KOL TRIPS

GoUSA has over 100 KOL/Blogger connections affiliated with all kinds of content categories



## KOL SOW

Management and negotiation of KOL

Customized creation of SOW (Varies based on KOL)

Support itinerary development (usually led by DMO)

Vetting of all released content

Media asset deliverables - owned by partner and GoUSA

KOL Wrap up and Reporting

# SOCIAL MEDIA STRATEGY

Through BrandUSA social programs, DMOs or Brands will establish their own digital presence in China while leveraging BrandUSA's marketing presence in China

## Phase 1: Sina Weibo

Brand Audit to establish KPIs

1. Minimum 6 month and recommended 1 year
2. Lower investment and greater initial traction
3. Create brand or destination awareness
4. Gauge community interest and feedback
5. Measure success to move to Phase 2

## Phase 2: WeChat/Other Social Channels

1. Minimum 50,000 followers on Weibo or averaging more than 30 engagement per post
2. Have a deep library of long content
3. Additional investment and harder to grow
4. Media budget is required
5. Must make it a useful tool

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## KOL/FAM Trips

1. Encouraged to push partners to explore this option
2. Ideal for smaller lower budget partners if they don't want a long term investment
3. Recommended for Phase 2 participants but can be explored as a plus for new partners as well
4. The social multi-channel



# Case Studies



# Massachusetts - Today

Branding, campaigns, and consistency in digital



Relaunched: January 2016

Followers: 11,500+

Engagement: 15

Total Reads: 2,000,000+

# Massvacation

Building campaigns that are relevant to China

Followers: 4,600

Duration: 2 weeks

Hashtag reads: 72,000

Participants: 180



# KOL Trip

We find China's top travel influencers/bloggers and create unique experiences for them to share across their networks.



Whirlwind tour through the Great Lakes  
with Brand USA  
600,000+ READS



VIP Access Pass for Brand USA  
with NFL China in Seattle  
1.3 MILLION READS



**What works in China**



# American Culture

posts that talked about movies, celebrities garnered 3x more engagement

Most Engaged Post was contributed to being

# China Relevant



推荐大家关注美国纽约的Matt和梅州橘子哥间的动人故事.....

@mattstopera



@不卖橘子的橘子哥 it's so cold in new york city 😓 is it warmer in china?

Forward 1237 | Comment 1685 | 👍 3725

Forward 526 | Comment 25 | 👍 25



# Quality Images

Generally gain 5x more engagement per a post





# What doesn't work in China





# General Information

Basic details that can be found on a plethora of other websites

# Real-time Events and Festivals



80% of our fans are in China; Beer Festivals, Musical festivals, etc.



# Generic Scenery

"it's all the same"



# "Famous" People

Directors, C/D list celebrities just aren't recognizable



Warteschlange

排队

Schönheitsideal

美丽的标准

Im Restaurant

在餐厅

Reisen

旅游

Senioren im Alltag

老人的日常生活

Chef

领导

# What Chinese look for



# Helpful Information

American etiquette, attire, tips, signs

# Personalized Insight

Actual experience doing the things they want to do; Chinese love stories



RATES FUN  
HOTELS BLOGS  
RECOMMENDATIONS  
MAPS SHOPPING SIGNS  
ITINERARIES ETIQUETTE  
**RESERVATIONS**  
DISCOUNTS WEBSITES  
TICKETS DETAILS PRICES  
POPULAR ROADS  
TIP ACTIVITIES

# Add More Details

Itineraries and tie-ins to all aspects.

# Key Takeaways - Digital Programs

Top points to remember

1. 700 million+ internet users across China
2. Sina Weibo is not dead - 292 Monthly Active Users - the best way to gain reach and gauge popularity
3. Good localized content (text/images) can make a difference in engagement
4. KAWO is great for co-ops with your local partners - transparency (real time monitoring and in english), media management (pull in directly from western social media channels), and security (be protected against China sensitivities)
5. Social Media presences take consistency and time - more channels mean more investment so it's always best to get a feel for the market

# THANK YOU

Questions?

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