

OPTIMISE THE SOCIAL

HOW TO MAXIMISE YOUR INVESTMENT
IN SOCIAL MEDIA

Jordi Du
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JORDI DU

General Manager NZ

1 UNITED MEDIA SOLUTION

- An award-winning digital agency
- Specialize in social media
- Shanghai, Ningbo, Melbourne and Auckland

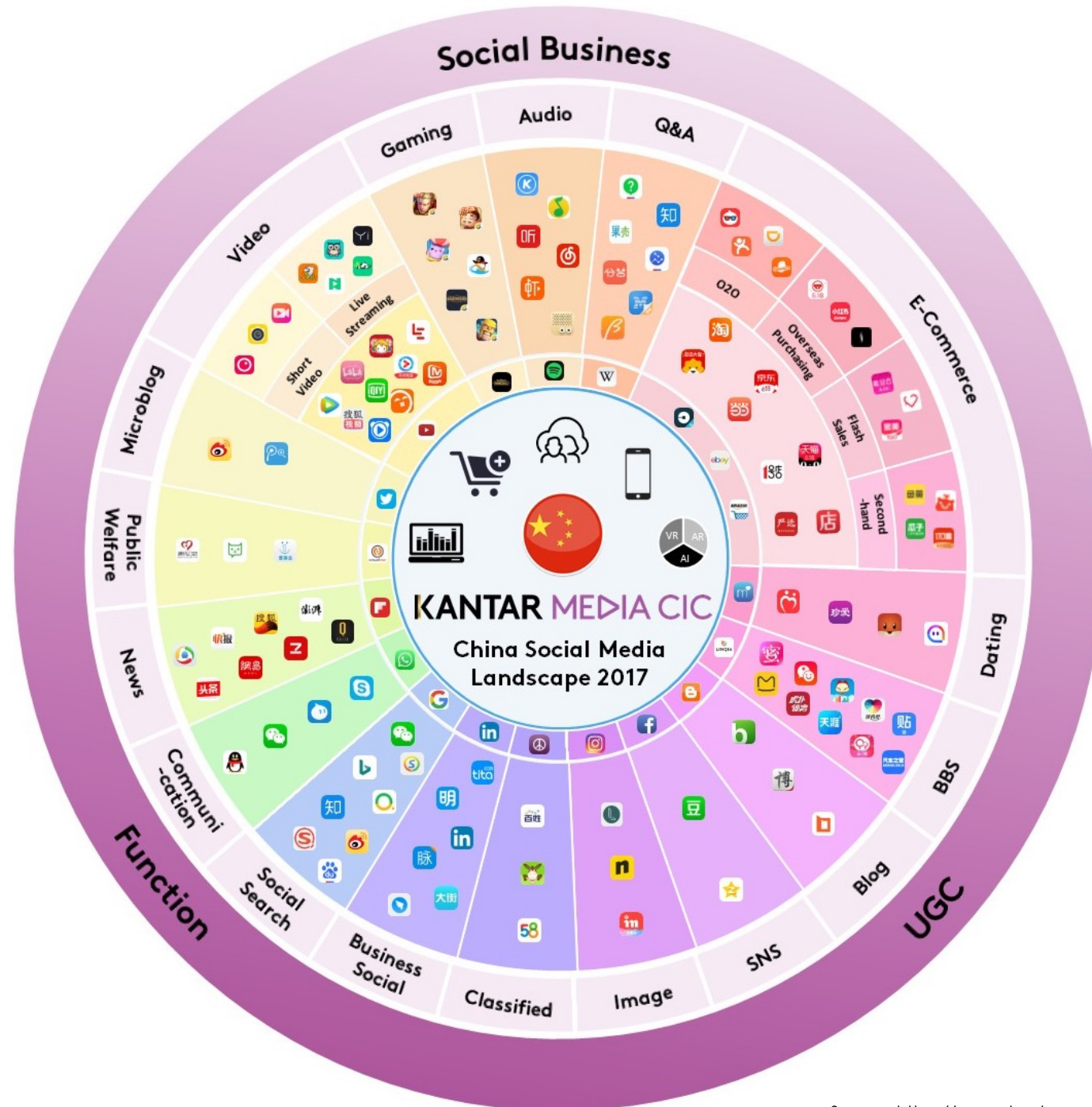
2 CLIENTS

- New Zealand Trade & Enterprises
- Tourism New Zealand
- Education New Zealand
- Air New Zealand
- Vodafone New Zealand
- Villa Maria
- Tourism Holding Limited
- Virgin Atlantic
- Visit Britain
- Skycity

CONTENTS

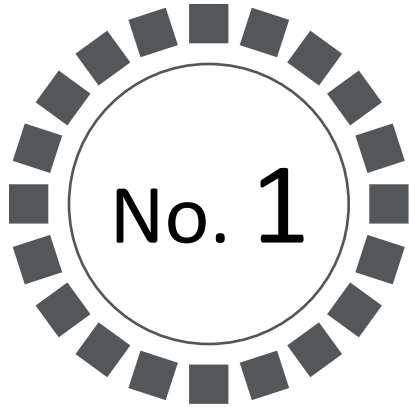
- 1 **Social media landscape**
- 2 **Chinese Consumer Behaviour**
- 3 **Maximising Social Media in China**
- 4 **Case Study – NZTE ‘Taste New Zealand’**

CHINA SOCIAL MEDIA LANDSCAPE

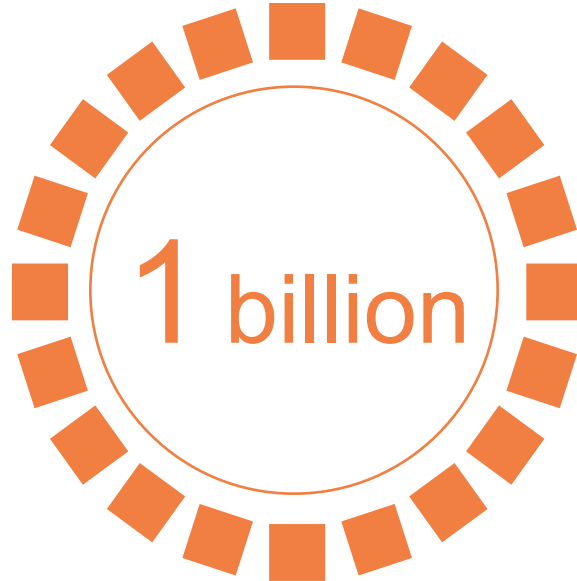




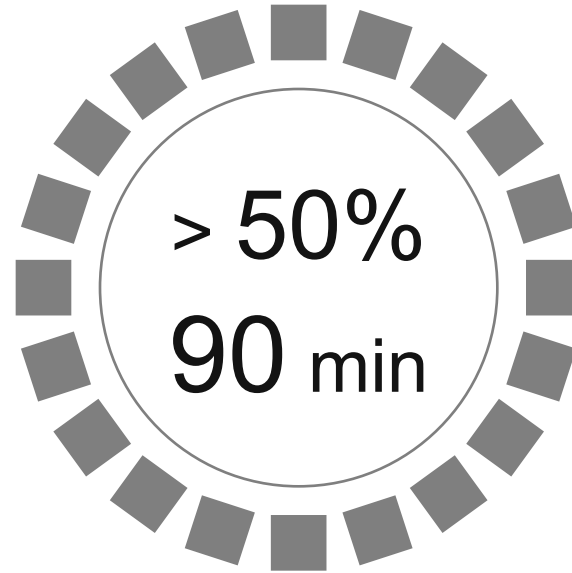
WECHAT



China's No.1 App



Monthly Active Users / World



More than 50% of
WeChat users spend at
least 90 minutes per
day on the app



- Chat with friends
- Access news content
- Book train tickets
- Buy products
- Order meals
- Make payments

BEFORE YOU LAUNCH ON WECHAT



Before you decide to launch an account it is important that you consider your objectives and ensure you have a clear vision and manageable expectations.



Why do we want to launch a WeChat account?



What do we want to achieve with this account?



What will our target audience get out of this account?



How will WeChat help us to achieve our goals?



What sort of budget and ongoing resource can we allocate to this platform?

CONSUMER BEHAVIOUR ON SOCIAL MEDIA

Trust No One:

Research and Analysis



CONSUMER BEHAVIOUR ON SOCIAL MEDIA

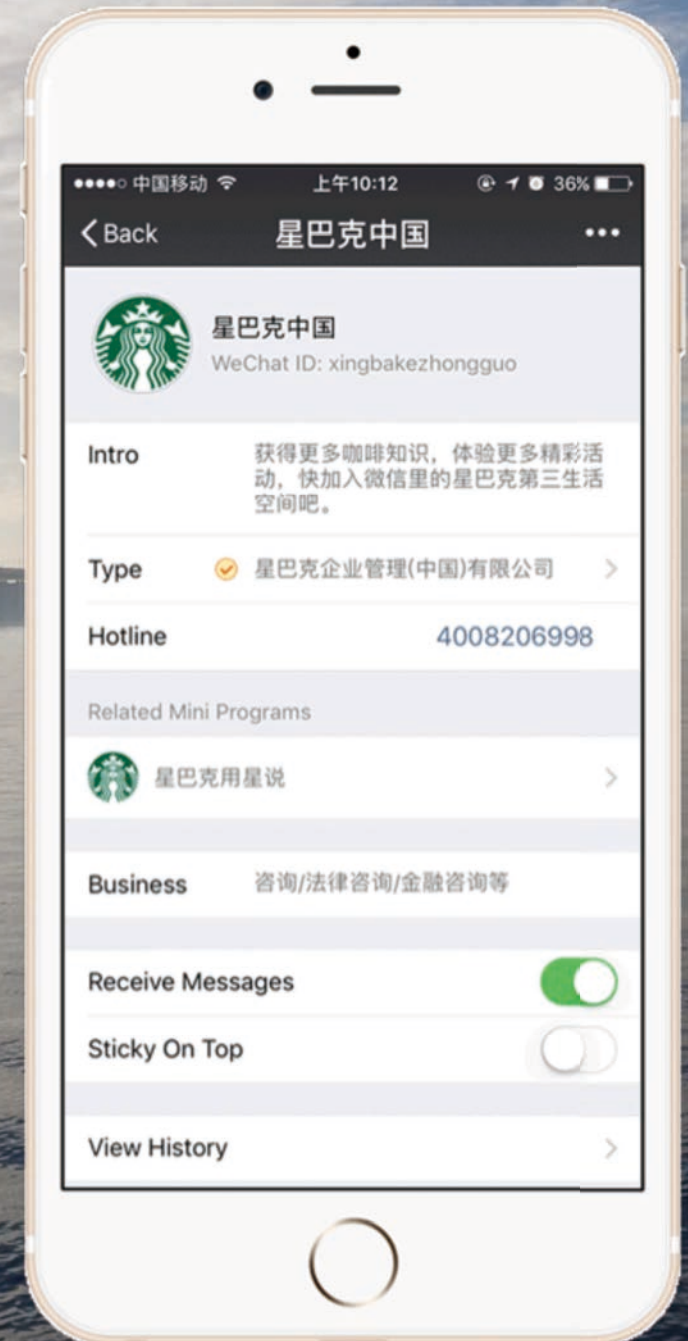
The Influencers:

Impact of KOL



CONSUMER BEHAVIOUR ON SOCIAL MEDIA

Customer Journey:
Everything on Mobile



MAXIMISING SOCIAL MEDIA IN CHINA

Social Ecosystem



COMMUNITY

Acquire fans through omni-channels to create a community



CONTENT

Create compelling content to increase brand engagement



COMMERCE

Enable seamless sales conversion



COMMUNITY

Chat Group Management

- Promotional campaigns
- Competitions
- UGC
- Administration
- Rules of conduct



Natural health
product summit



Valid until 3/25 and will update upon joining group



COMMUNITY

Influencer Effect

- Beware the “Water army” - Fake fans
- Quantity vs. Quality
- Omni-channel presence
- Ensure consistency





CONTENT



- Brand Identity
- Target Audience
- Frequency
- Timing
- IP



COMMERCE

Seamless Transition from Content to Cart

- Navigation experience
- Adaptive platforms and seamless customer experience
- Trackable transaction
- Loyalty programmes



Case Study:

‘Taste New Zealand’

A WeChat Loyalty Programme

CASE STUDY - TASTE NEW ZEALAND



Taste New Zealand Loyalty Program on WeChat

YouTube:

<https://www.youtube.com/watch?v=VC2UPf2k66Y>



Jordi Du

WeChat: ef81780



RECAP

- 1 Acquire fans by **building and maintaining active communities** via different channels.
- 2 **Authentic & engaging content** is essential to create earned media and attract followers.
- 3 Ensure you are providing the **best user experience** at each touch points throughout the customer journey across all platforms.

If you want to talk
to China, talk to us.

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[Don't Forget about Weibo](#)



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[REPORT: How Jinri Toutiao Grew to Become One of China's Biggest News App](#)



[Ximalaya FM Is a Big Deal in China, Here's Why You Should Be Tuning In](#)



[How Marketers Can Target China's Young, Fit & Health Conscious Consumers](#)