



# DIGITAL OVERVIEW IN CHINA



# ABOUT MAILMAN

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.



GoUSA.cn

# ABOUT MAILMAN

“**Our mission** is to inspire a new generation of Chinese nationals to travel the world.”

Andrew Collins, CEO



GoUSA.cn

# OUR APPROACH

We create a workflow that helps understand what makes you unique to inspire an army of followers

## LIVE

We need to live it so we can activate it and get others to live it



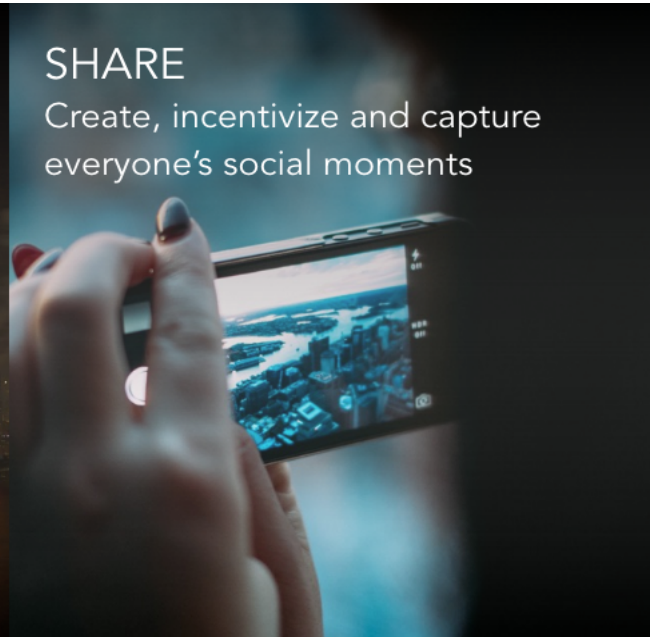
## INSPIRE

Find unique ways to show off the magic of your destination



## SHARE

Create, incentivize and capture everyone's social moments



GoUSA.cn





USA

GoUSA.cn

Brand USA

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



GoUSA.cn

# INTERNET USE

Based on reported active internet user data, and user-claimed mobile internet use



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

**762 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



GoUSA.cn



USA

GoUSA.cn

Brand USA

CHANNELS

# SINA WEIBO

Broadcast messages to multiple verticals of people and interests



## Facts

- 236 million MAUs (290 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



GoUSA.cn

# 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 FEATURES - 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 3:00 on the homepage of your Sina Weibo page



GoUSA.cn



# KEY FEATURES - 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

- GoUSA owns over 25 hashtag pages with well over 50 million reads



# KEY FEATURES – 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



GoUSA.cn

# 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

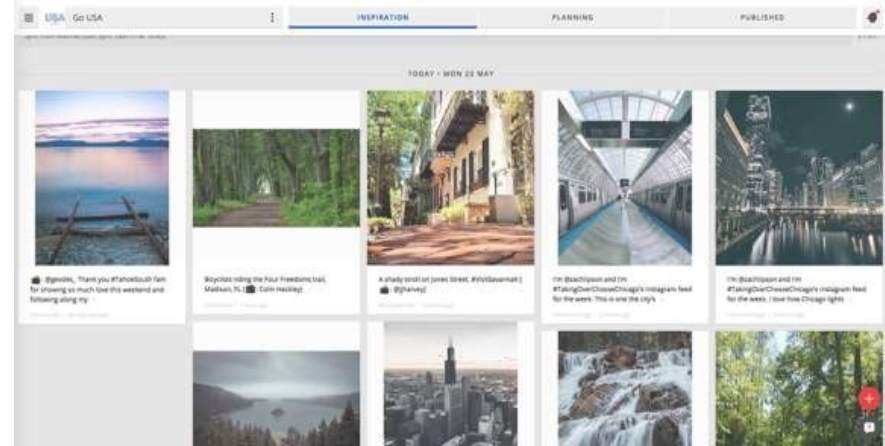
- Have Fun
- Get people to love your brand
- Speak to the consumer
- Build a content strategy that shows followers your understanding of Chinese culture



# 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.



GoUSA.cn

# WECHAT

More content centric activation and personally connected



## Facts

- 762 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

## Most like:

Linkedin crossed with Facebook, Whatsapp, Paypal, Uber

## 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



GoUSA.cn



# KEY FEATURES - 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



GoUSA.cn

# KEY FEATURE – AUTO REPLY

## 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



GoUSA.cn

# 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



GoUSA.cn

# 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



GoUSA.cn



# KOL TRIP

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



GoUSA.cn

# 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

---

## 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

# VISIT FLORIDA



**Started:** March 2011

**Followers:** 14,651

**Engagement:** 5

- Visit Florida branding missing
- Missed promotional opportunity with banners
- No direct link to the Chinese website
- No Chinese text on Banners



# VISIT FLORIDA - TODAY

Branding, campaigns, and consistency in digital



Relaunched: December 2015

Followers: 25,769 (+11K)

Engagement: 25 (x5)



GoUSA.cn



# MASSVACATION

Building campaigns that are relevant to China

Followers: 4,600

Duration: 2 weeks

Hashtag reads: 72,000

Participants: 180



GoUSA.cn

# 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



GoUSA.cn

# KEY TAKEAWAYS – DIGITAL IN CHINA

Top points to remember

1. GoUSA currently has a top 3 digital presence in China - Passport
2. Sina Weibo is not dead - 290 Monthly Active Users - the best way to gain reach and gauge popularity
3. BrandUSA partners are guaranteed coverage on digital channels
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



GoUSA.cn





USA

GoUSA.cn

Brand USA

WRAP UP

# FAQs

Questions that are commonly asked by clients

## What research backs BrandUSA's strategy in China?

Ref: [http://news.xinhuanet.com/english/2016-03/02/c\\_135148805.htm](http://news.xinhuanet.com/english/2016-03/02/c_135148805.htm); <http://marketingtochina.com/top-5-trends-chinese-outbound-travel-market-2016/>

- Chinese travelers: 400,000 visitors in 2007 compared to 2.67 million in 2015, and expected 5 million by 2025
- Solo Traveling is on the rise, even in China, with 259 million booking online - 80% via mobile
  - Online presences lead to websites, social media and apps becoming prime channels for information and planning
  - 620 million internet users in China with over 80% on social media platforms
  - **Core to BrandUSA's strategy in China**
- 67% of travelers since 2014 were born after 1980s - impacts the way the internet generation receive and share information

## BrandUSA (GoUSA) - Localize and Adapt to the China Market since August 2013

- Early recognition to establish social and website presences in China - only country to receive this treatment and led to early success to build programs
- Deep understanding of the what works and what doesn't in China - local on-the-ground team to lead messaging and branding reaching to the core audience



GoUSA.cn



**MICHAEL LIN**

**Account Director**



# THANK YOU

Questions?

Contact: [Michael@Mailmangroup.com](mailto:Michael@Mailmangroup.com)



GoUSA.cn