

Omni Channel Marketing on WeChat

with **WeChatify** brought to you by
The Momentum Group

Presented by Jeff Fish | Co-founder, The Momentum Group

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Outline



1
China tourism
numbers

2
Chinese traveler
profile

3
Creating brand
awareness

4
Increasing
engagement

5
Maximizing
spend

Chinese Tourists Numbers





120M

OUTBOUND
CHINESE TOURISTS



SPEND

\$215

BILLION
OVERSEAS



SPEND

\$7000

PER PERSON PER TRIP
IN THE U.S.



BY 2020 WILL
ACCOUNT FOR

20%

OF ALL GLOBAL TRAVEL

80%



Of the consumer decision journey
occurs in mainland

CHINA

REACH THEM WHERE IT COUNTS

The Chinese Traveler Profile



Traveler Types



Free
Independent
Traveler



Premium
Independent
Traveler



Guided
Travelers



Create brand **awareness**



Increase brand **engagement**



Maximize traveler **spend**

All of this is made easy with  WeChat

Creating Brand Awareness


O2O Promotions
Paid Promotions
KOLs



O2O PROMOTIONS

QR Codes for O2O Campaigns

- Publish WeChat QR code on all collateral targeting Chinese audience
- Publish QR code prominently on the website and other digital media
- Incentivize scanning: Scanning a code could offer a discount or a coupon for with a dining or shopping offer
- Solutions like WeChatify help you generated a campaign QR code in less than a minute



Meet Grand Hyatt New York's new official account on WeChat

BE IN THE KNOW. FOLLOW US ON WECHAT.

Get information on offers, best times to visit, get access to exclusive WeChat discounts and much more.

Become a follower today and use the offer code 'WECHAT' at the time of booking to get:

- 10% off Grand Hyatt New York's guaranteed best daily rates
- A FREE Suite Upgrade at time of check-in, based on availability

Account Name: GrandHyattNYC
WeChat ID: GrandHyattNYC

Note: → QR Code is available only for service account. → Temporary

Choose Type: Temporary QR Code Permanent

Name:

From Date: 2017-02-22 7:28 PM

To Date:

Mapped tag: No tag mapped Map tag ^

Photo News Photo Message Text Image Audio Video

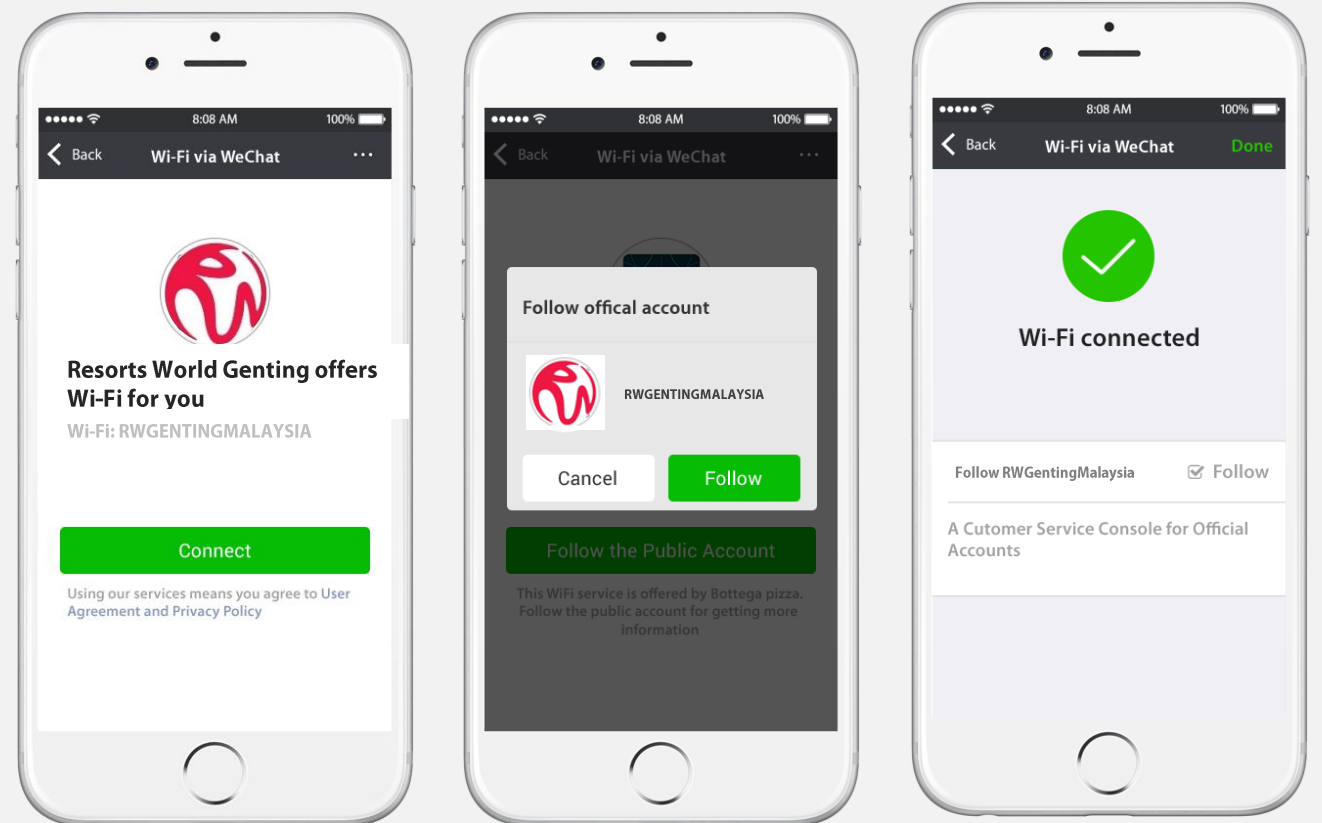
+

Choose a message card

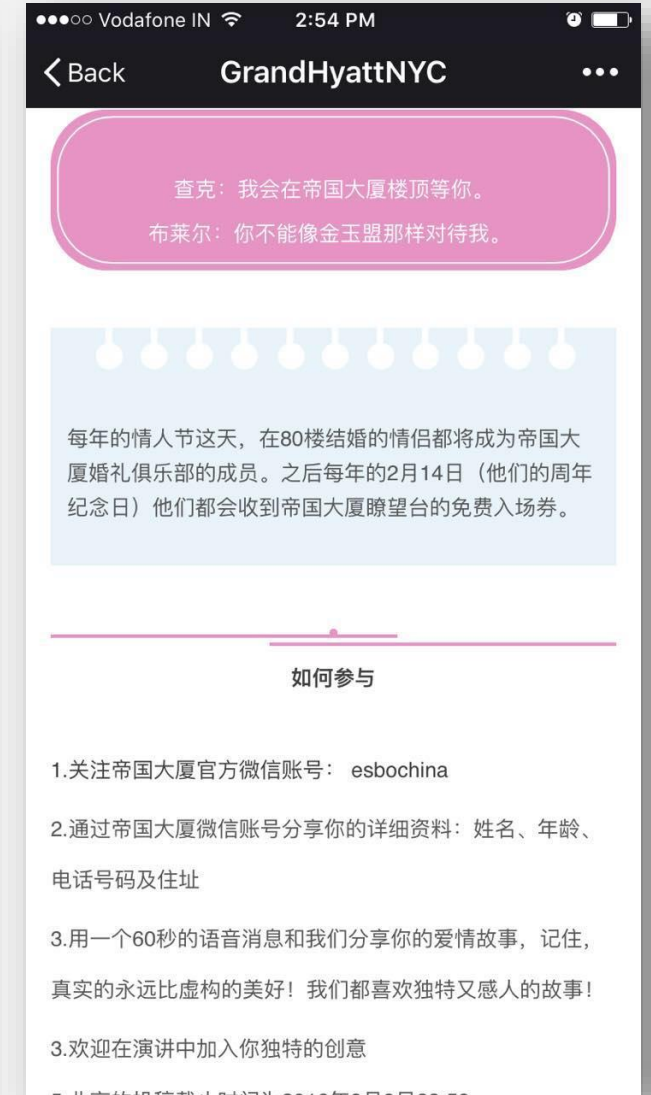
Back To List
Save Save & Close

Offering Wi-Fi via WeChat

- Chinese travelers love free Wi-Fi. Use your official account to set up Wi-Fi hotspots within the resort or destination
- Bonus: Send a message or coupon whenever a follower reconnects to the Wi-Fi
- Sponsor free Wi-Fi at airports to attract more followers who are international travelers and your target audience



- Partner with complementary services for cross promoting the brand to the target audience
- Provide exclusive offers or discounts only via WeChat to improve follower acquisition for unlimited re-targeting



Games & Contests

- Games are a fun way to get followers to learn more about the brand and share content with their social circle
- Create a Moments sharing contest where followers can share a promotion on their Moments and send a screenshot to the Official Account

Hotel 50 Bowery ran a Moments sharing contest to drive follower acquisition

Search Followers

Follower Name:
 Gender:
 From Date:
 To Date:

Country:
 Province:
 City:

Uploaded Images are in China time

Follower Name	Gender	Country	Province	City	Created Time	Uploaded Image	Act
Sunanda	Female	China	Shanghai	Pudong New District	2017-02-21 04:31:14 PM		
Sunanda	Female	China	Shanghai	Pudong New District	2017-02-21 04:28:33 PM		
Indu R	Female	India	Chennai	-	2017-02-17 12:25:23 PM		
Indu R	Female	India	Chennai	-	2017-02-09 06:02:19 PM		



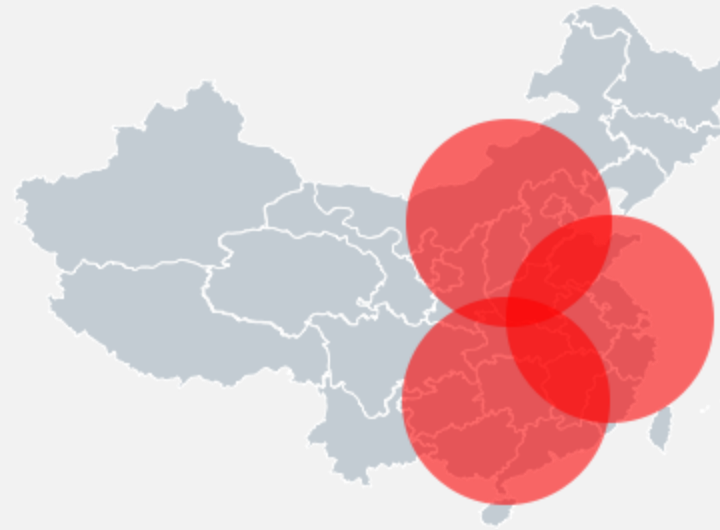
PAID PROMOTIONS

Salvatore Ferragamo
Opening Soon

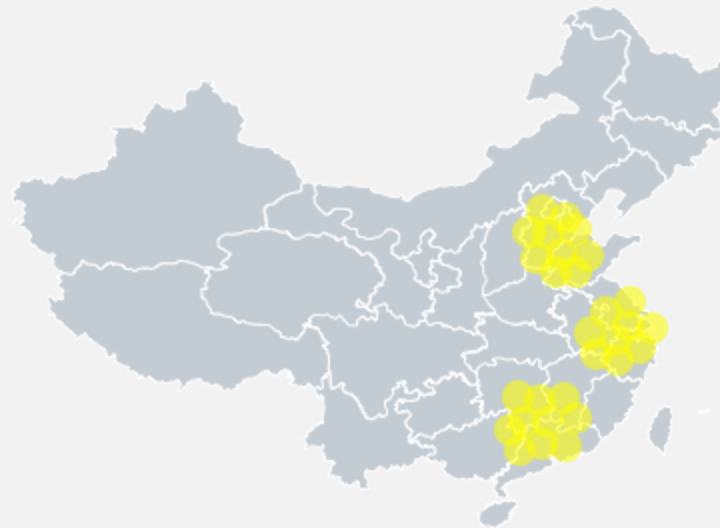
- Moments Ads: By creating a thematic ‘image+text ad’, you can direct readers to the account info page by clicking ‘learn more about the account’ and increase subscriptions.
- Banner Ads: By showing the WeChat account name card at the bottom of blogs published by official accounts from the tourism industry, attract more readers to subscribe to your account
- Targeting: Age, Region, Gender, Interests, Education, Devices



- Influential in their specific niche and are a trusted source of knowledge and advice for their followers
- Price for a message on a good KOL usually ranges from 5k to 50k RMB
- KOL Types:
 - ✓ Advertorials / Product Placement
 - ✓ Product Reviews
 - ✓ Interactive campaigns supported by KOLs
 - ✓ Sponsored Articles Combined With Direct Sales
- Channels to find Types:
 - ✓ Sites like Sogou, GSData, NewRank etc.
 - ✓ Personal network
 - ✓ Agencies



Traditional KOL Marketing



Micro KOL Solution

1000+

Reach thousands of micro KOLs which include bloggers and celebrities.

Micro KOL solution coupled with the brand awareness and conversion created from a major KOL.

Build Brand Affinity



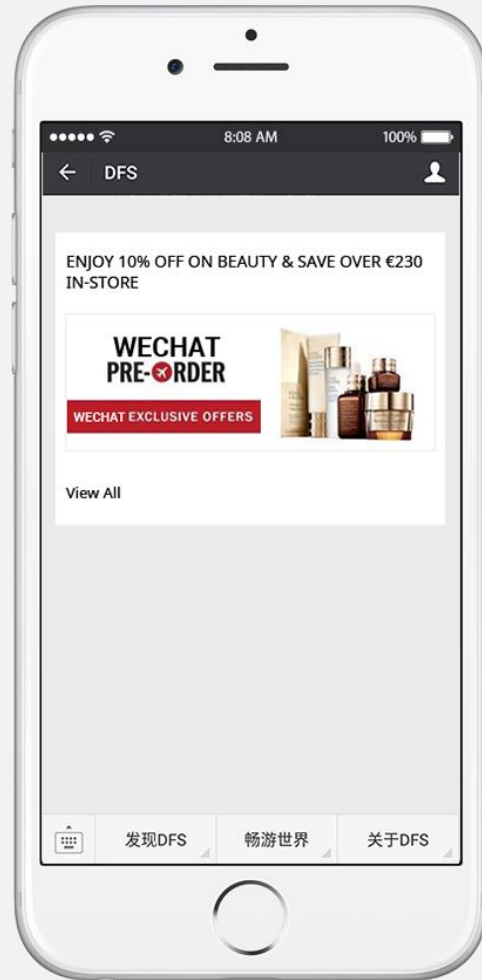
1

Progressive Profiling

- Collect information as part of contests and giveaways to incentivize users to sign-up for a loyalty program or for collecting additional information like the phone number.
- Continue to collect information about the user and link to all the follower activity on the account to better understand user preferences

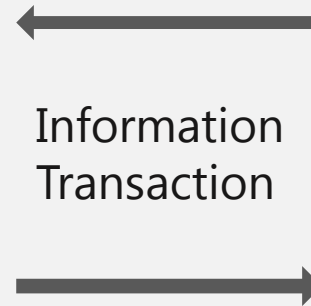
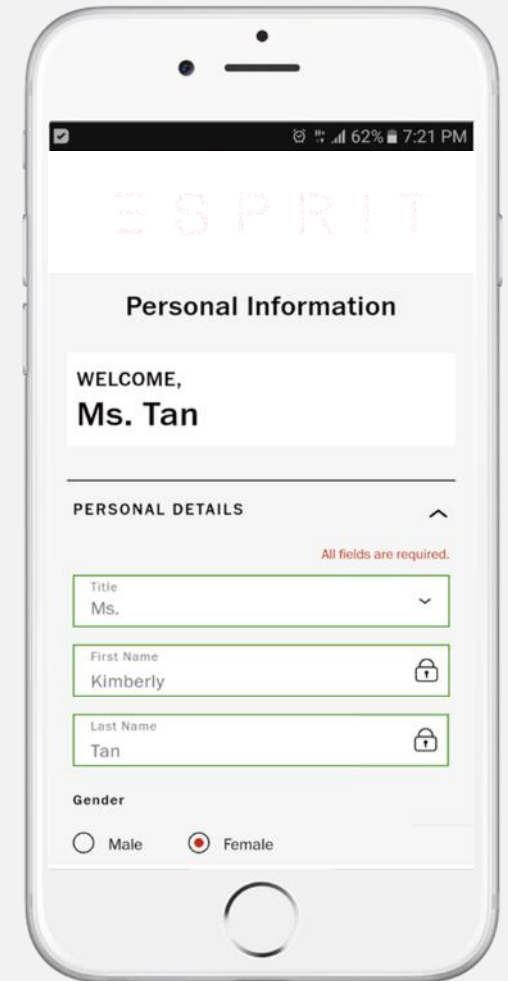
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Incentive



2

Minimum Profile



Content Marketing

- Build a relationship with your followers through posts that tell the story of your brand and what sets it apart
- Draw the audience in and encourage them to interact more through polls and comments
- Use games to encourage followers to learn more about the brand in a fun way
- Live streaming is booming in China. Use WeChat to live stream to your existing followers and other platforms like Inke.



叫上伙伴吧! 让真友情帮你赢取
澳门银河豪华夏日假期

(原创) 2017-07-14 我爱这一夏
澳门银河无限体验

点击上方“澳门银河无限体验”关注我们

一年有四季, 最爱是夏季,
只因这个季节可玩的太多了,
比如这两人就完美诠释了
夏日假期, 想怎么玩就怎么玩

01:00

活动参与办法

1. 在本文下方留言写下你的夏日旅行口号, 并**不差**地在本文留言同一个口号; (留下第一原创者, 以该留言发布时间为准)
2. 澳门银河将对每个口号进行统计, 并不定期公布前三名的统计数量; **精选留言仅保留原创**

Top Comments

Write a comment

酿酿 置顶

谢谢大家参与! 获奖名单新鲜出炉, 小编先来和大家分享一下! 本次活动得票总数前三名: “我要带上小伙伴去同阳光玩游戏” 1970 票; “跟我来一夏” 1620 票; “我要去银河过一个生日之旅” 1274 票。

7-21

W薇薇 268

Marketing automation

- Track audience engagement and segment your followers based on their activity to send content that's most relevant to that group of users
- Prompt 1:1 conversations with your followers by using marketing automation techniques like activity triggered messaging

Tag Report

Select Category: Select Tag: From Date: To Date:

No filter apply Showing 1 to 12 of 14

Tag	Category	Score	Updated Time - China Time	Details
Follows Tag	Followers	2975	2017-02-09 05:03 PM	Details
Unfollows Tag	Followers	688	2017-02-09 06:47 PM	Details
Default UnFollower	Followers	317	2017-02-22 04:05 PM	Details
PacificMalibuProperty	Menu	88	2017-02-17 03:34 PM	Details
33740pacificcoasthwy - PhotoGallery	Menu	12	2017-02-09 05:24 PM	Details
VirtualTour-33740pacificcoasthwy	Menu	12	2017-02-22 06:38 PM	Details
Default Follower	Followers	11	2017-02-15 09:22 PM	Details
33740pacificcoasthwy - LivingInMalibu	Menu	8	2017-02-09 05:44 PM	Details
33740pacificcoasthwy - MakeAnOffer	Menu	7	2017-02-09 05:44 PM	Details

PacificMalibuProperty Menu 88 2017-02-17 03:34 PM [Details](#)

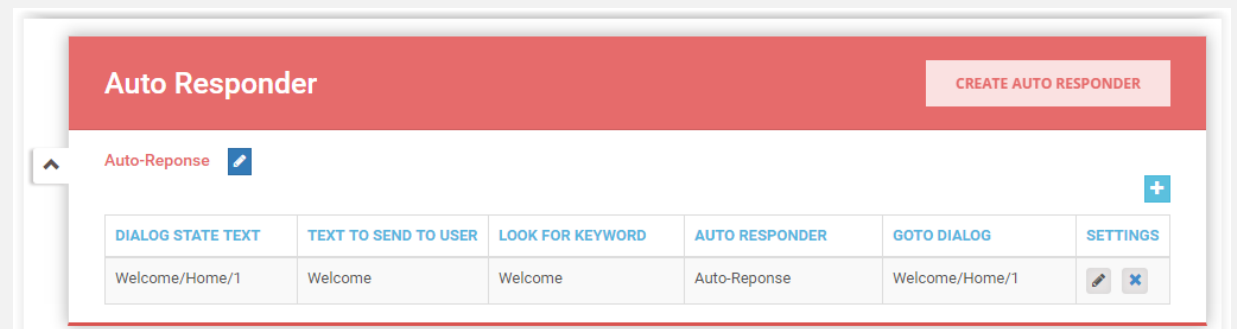
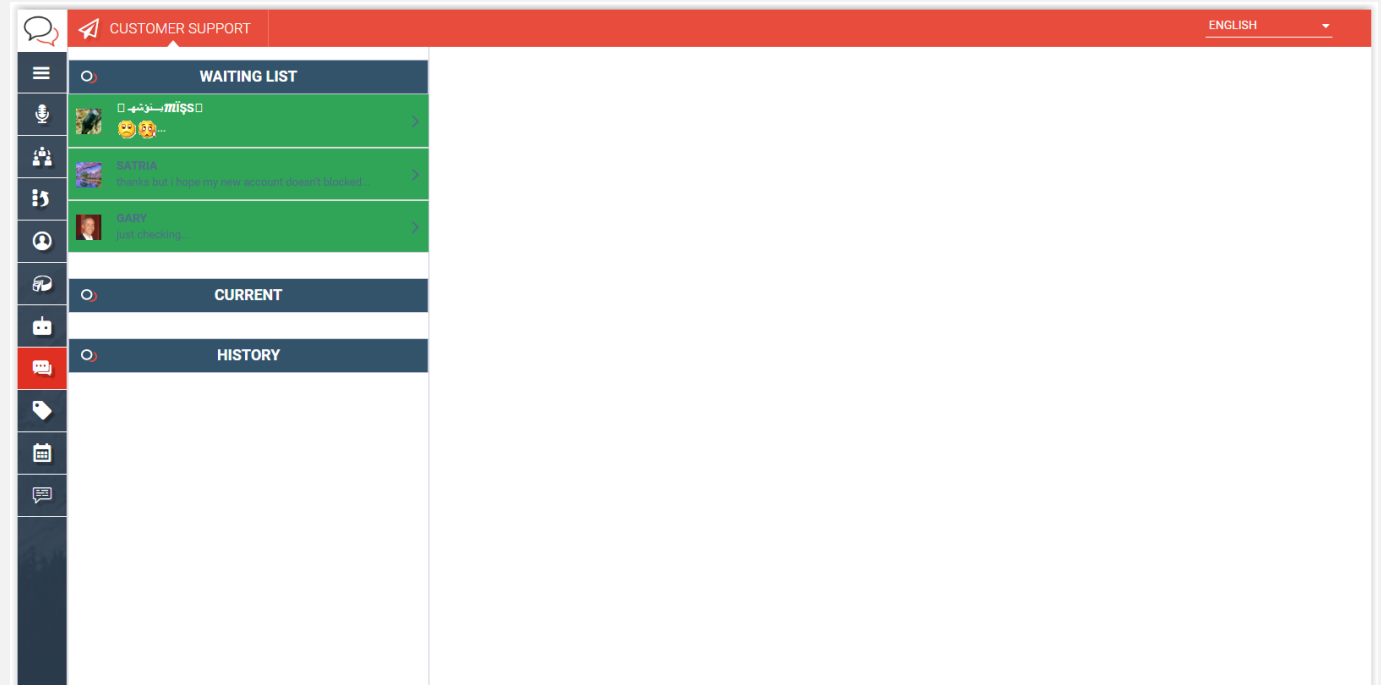
Selected Tag: **PacificMalibuProperty - Menu** ✕

Showing 25 to 36 of 64

Follower Name	Score	Updated Time - China Time	Details
何桂奇	1	2017-02-08 11:58 AM	View Details
何竟加 新顺快餐®	1	2017-02-09 07:10 AM	View Details
冯培培 🍷🍷🍷	1	2017-02-07 05:04 PM	View Details
刘睿	1	2017-02-09 04:47 PM	View Details
咏	1	2017-02-07 11:34 PM	View Details
啊中	1	2017-02-09 07:59 AM	View Details
士华	1	2017-02-07 07:18 PM	View Details

Customer Support

- WeChat's 1:1 chat capability allows you to create a personal connection with your followers than any website or landing page
- Use WeChat to answer questions and provide suggestions that will improve the traveler's experience
- Platforms like WeChatify allow you to see all of the user's activity on the Official Account enabling customer service agents to provide the best recommendations based on the user's interests



Enable Conversions



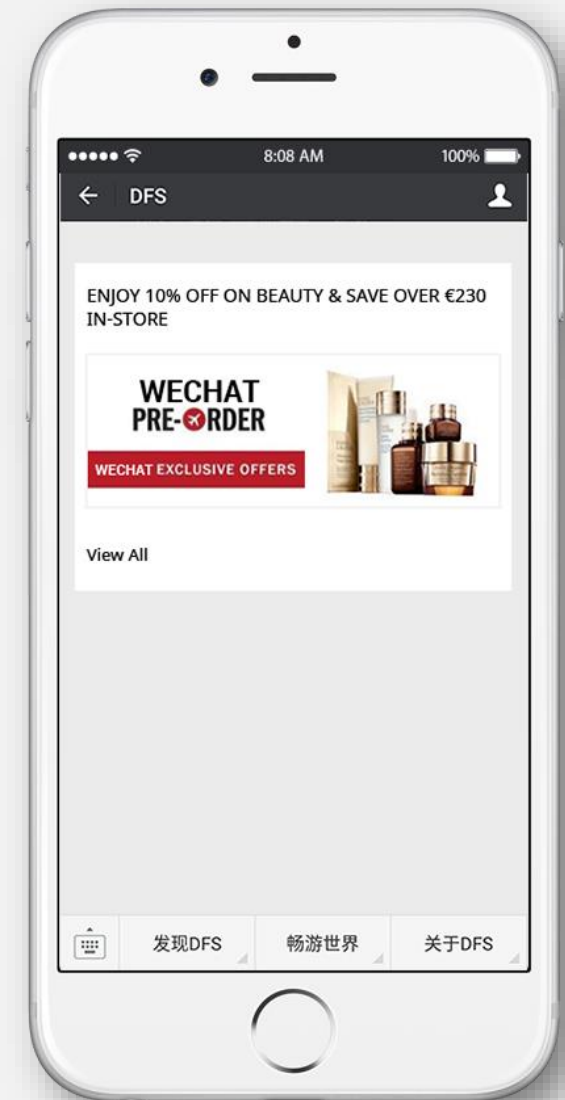
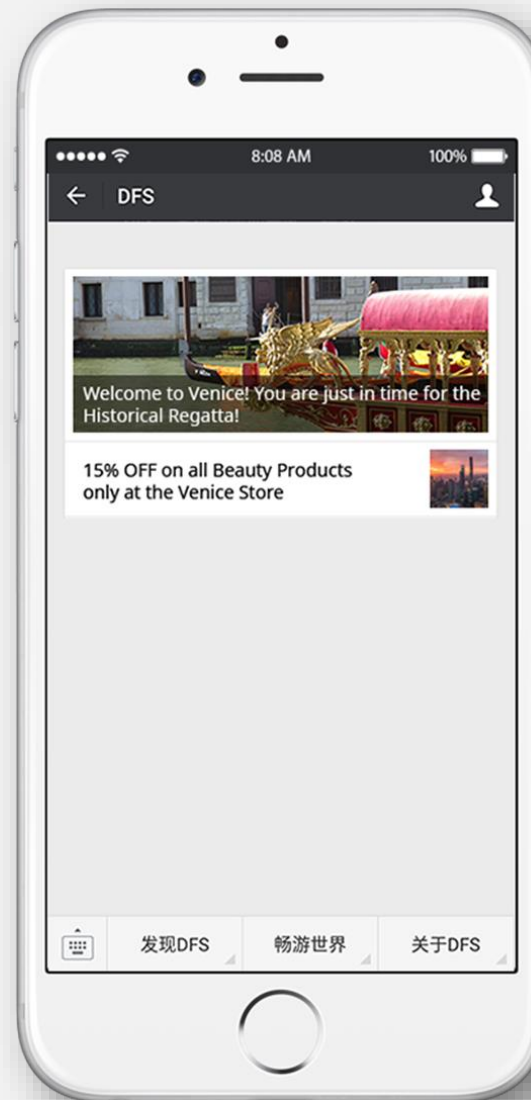
Loyalty Programs

- Digital Rewards Cards – Make their cards digital with a simple scan-in.
- Personalization – Provide personalized, targeted messages to make members feel welcome.
- WeChat Cards: Top of Mind – Use the native WeChat Cards function to remind them that they are a loyalty member.
- Redemption A/B Testing – Find out what rewards a member prefers, allowing you to make more targeted offers.

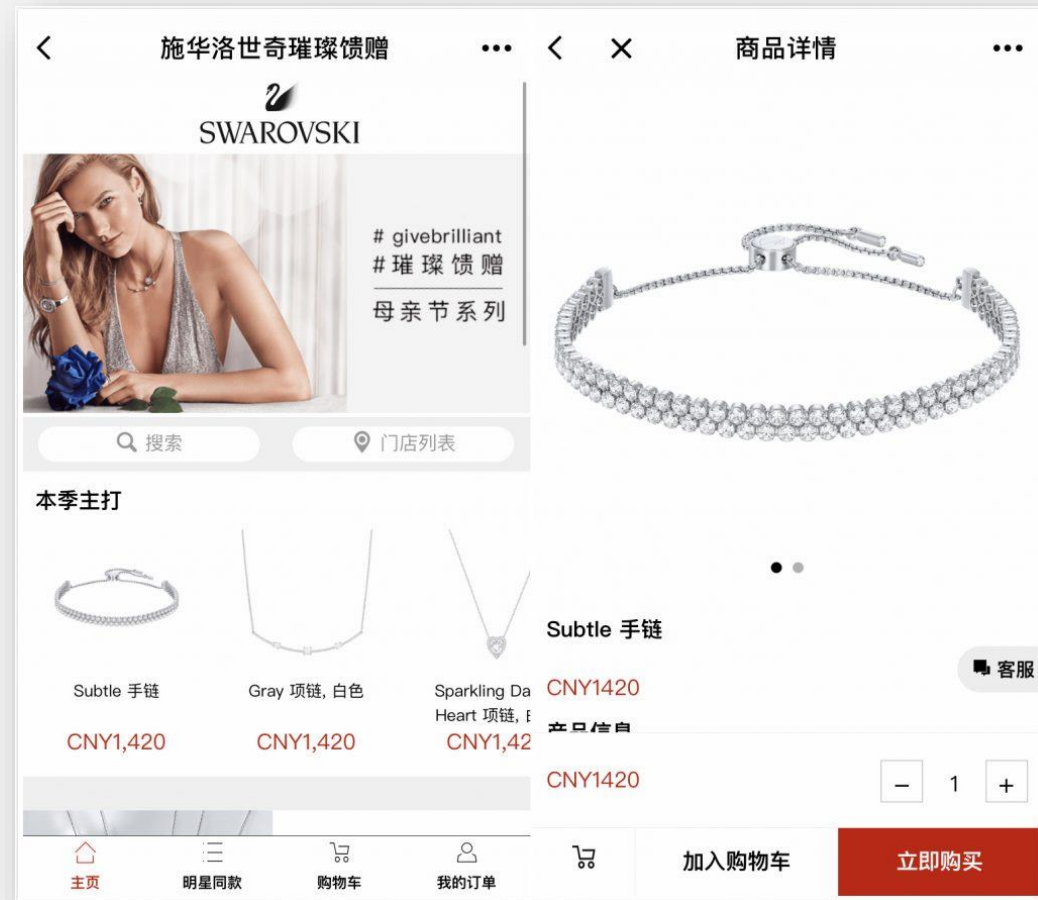


Coupons & Discounts

- Encourage buying: Use WeChat coupon features to incentivise purchases
- Exclusivity: Well promoted flash sales with limited inventory works great for China



- Set up a WeChat store with ease using the newly launched mini-programs
- Use the “Mini programs nearby” section to drive traffic to offline stores
- Using store mini programs to display offline store information and distribute cards or coupons
- “See now, buy now” with live streaming via mini programs
- Integration with WeChat Pay and the “Cards and Offers” function



“Swarovski Give brilliant” Mini Program on WeChat.

Success Stories





- DFS Goals:
 - ✓ Connect with the Chinese FIT
 - ✓ Increase revenue from Chinese FIT
- Solution: WeChat Mini Program
 - ✓ Designed in Mandarin with products specifically tailored for the Chinese market.
 - ✓ Bounce-back coupons and other features designed to drive foot traffic to stores.
- Impact:
 - ✓ DFS' WeChat mini program has ~6000 users currently
 - ✓ During the first week, at a loyalty conference of around 4000 people from April 08 to April 16, the app recorded 62 transactions on WeChat Pay
 - ✓ This translated to \$9080 in sales, from 1611 users of the mini program that week
 - ✓ The bounce-back coupons led to \$50000 revenue in store sales!



How an international travel retailer successfully increased footfall through WeChat mini program

Coupons & Discounts

- RW Genting Goals:
 - ✓ Increase awareness of resort among FITs in China
 - ✓ User acquisition to WeChat for re-targeting
- Solution: WeChat Marketing Strategy
 - ✓ WeChat official account setup
 - ✓ O2O campaign with parametric QR codes to drive organic follower growth
 - ✓ Retargeting journeys via Salesforce
 - ✓ SMS campaign
 - ✓ Contests using the WeChatify platform to drive follower acquisition
- Impact:
 - ✓ Week on week growth in the first 3 months of launch at an average of 92%
 - ✓ Average content engagement rates of over 30%
 - ✓ Viral follower acquisition referral campaign that grew follower count to over 80K from less than 10K



马来西亚5天4夜 双人游免费送

参与活动，赢取
食宿机票全包，让你在云顶世界度假村享受极致奢华私人假期

三等奖：马来西亚云顶世界度假村4天3夜 食宿机票费用全包双人游

[奖品包括]

返机票2张	精彩演出门票2张
MO豪华房车接机和送机服务	云顶缆车门票
选优质的酒店住宿	森林漫步、高尔夫球
人早、中、晚餐	二十世纪福克斯世界主题乐园
	幕后抢先体验

打算去 吉隆坡 旅游?

云顶世界度假酒店微信号正式上线啦! 关注微信, 第一时间知晓最新特价、娱乐赛事、活动折扣! 现在就预订您的云顶世界之旅吧!

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Thank You

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Start today!