

# WECHAT SERVICES

HOGO/WORLDMEDIA INTERACTIVE

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# WE HELP BRANDS MARKET TO CHINESE CONSUMERS



## Cross-border shops

Sell to China while collecting payments in foreign currencies



## Payments

Process payments via WeChat Payment and Alipay cross-border



## Customer Service

Ensure your customers are happy and get answers to their questions



## Promotion

Let Chinese customers know about your products and offerings



## Design

Make sure your visuals fit Chinese UX guidelines and expectations



## Content

Keep your customers engaged via exciting content



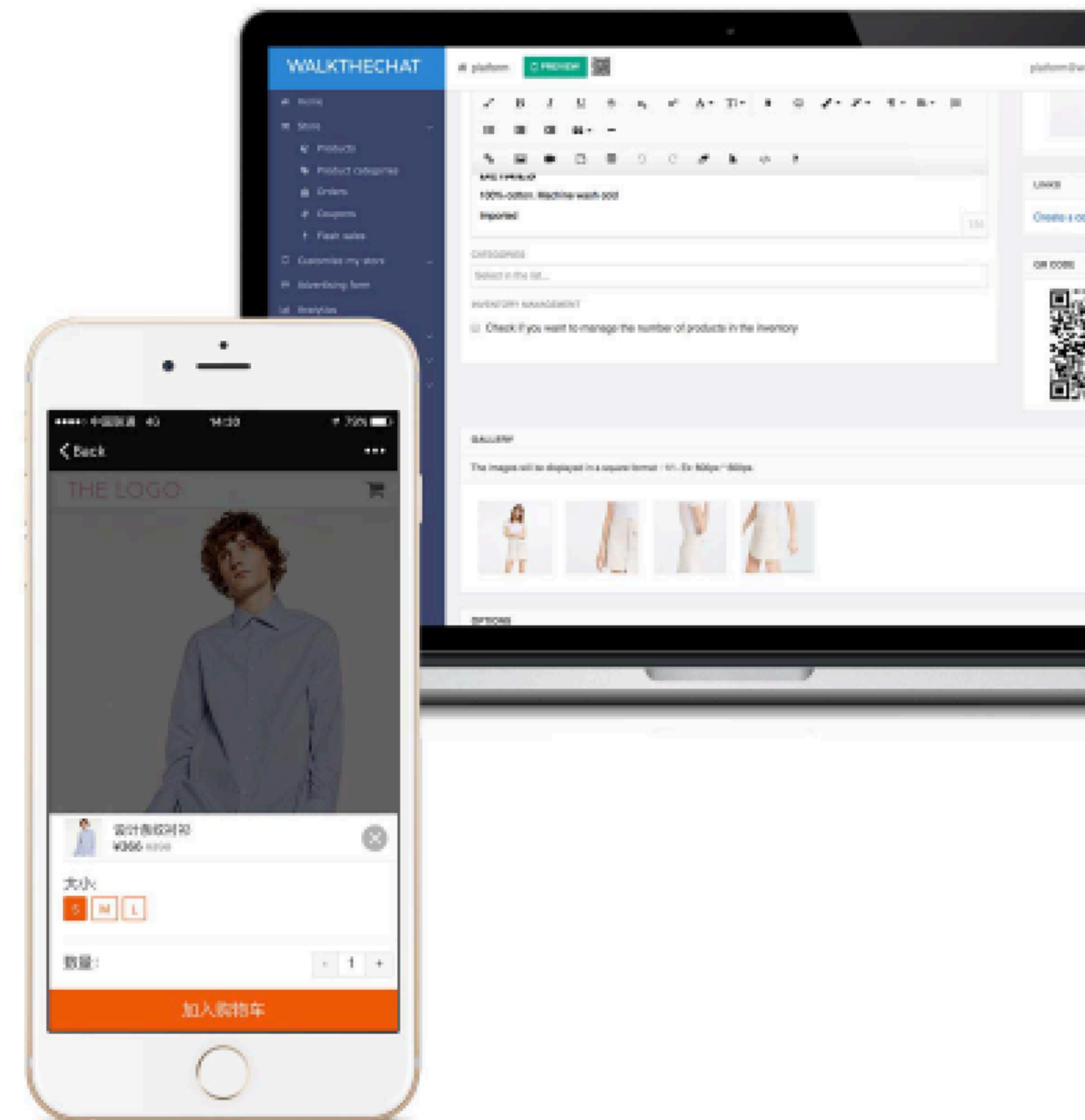
## Management

Update your products regularly in order to keep your users excited



## Analytics

Monitor your store traffic and orders in real time via our platform





# **ACCOUNT CREATION**



**Create China Visible Account With Overseas Business License**

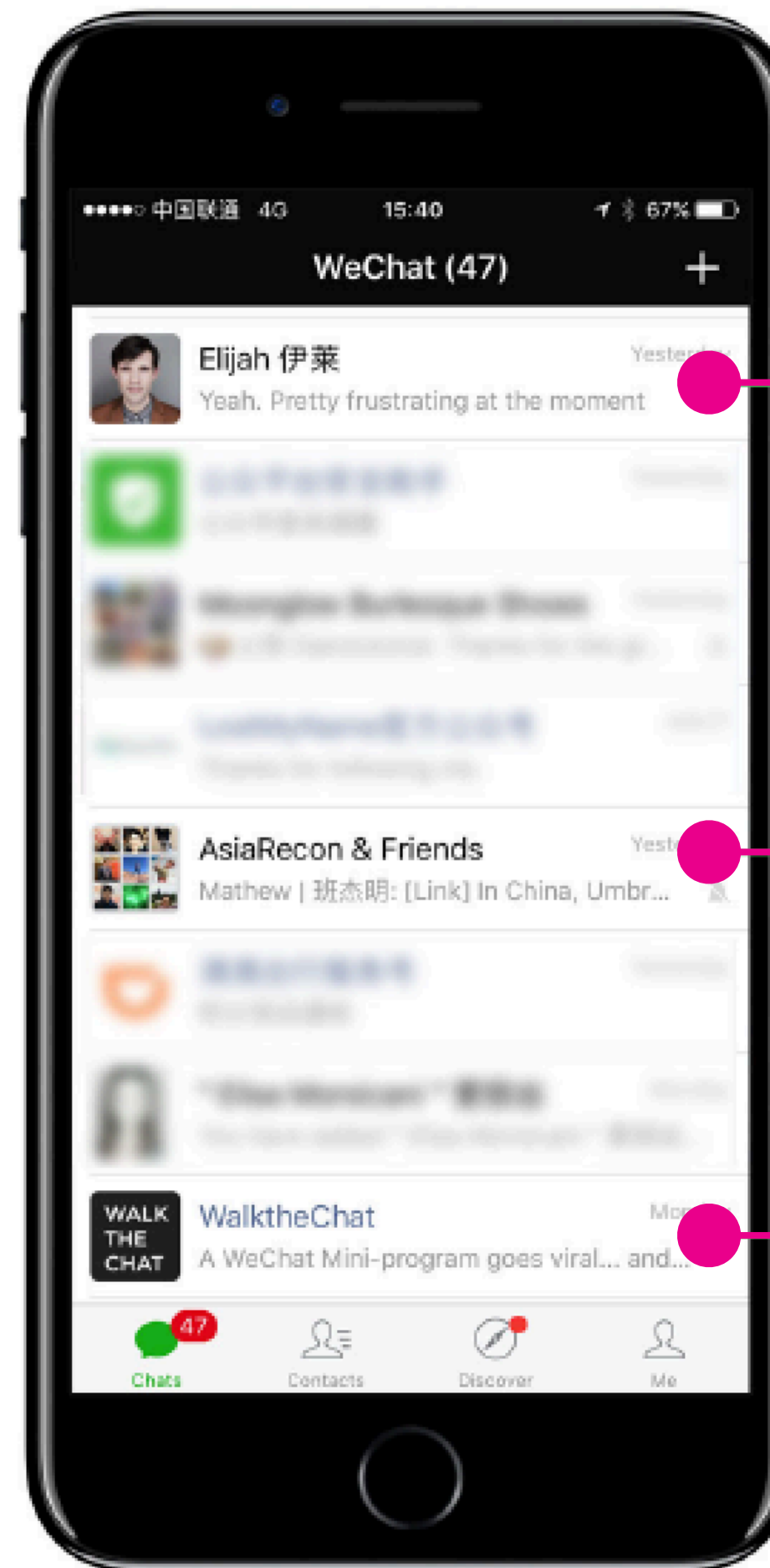


# BRANDS CAN USE WECHAT OFFICIAL ACCOUNTS TO COMMUNICATE WITH CUSTOMERS

**WeChat Friend**

**WeChat Group**

**WeChat Official Account**



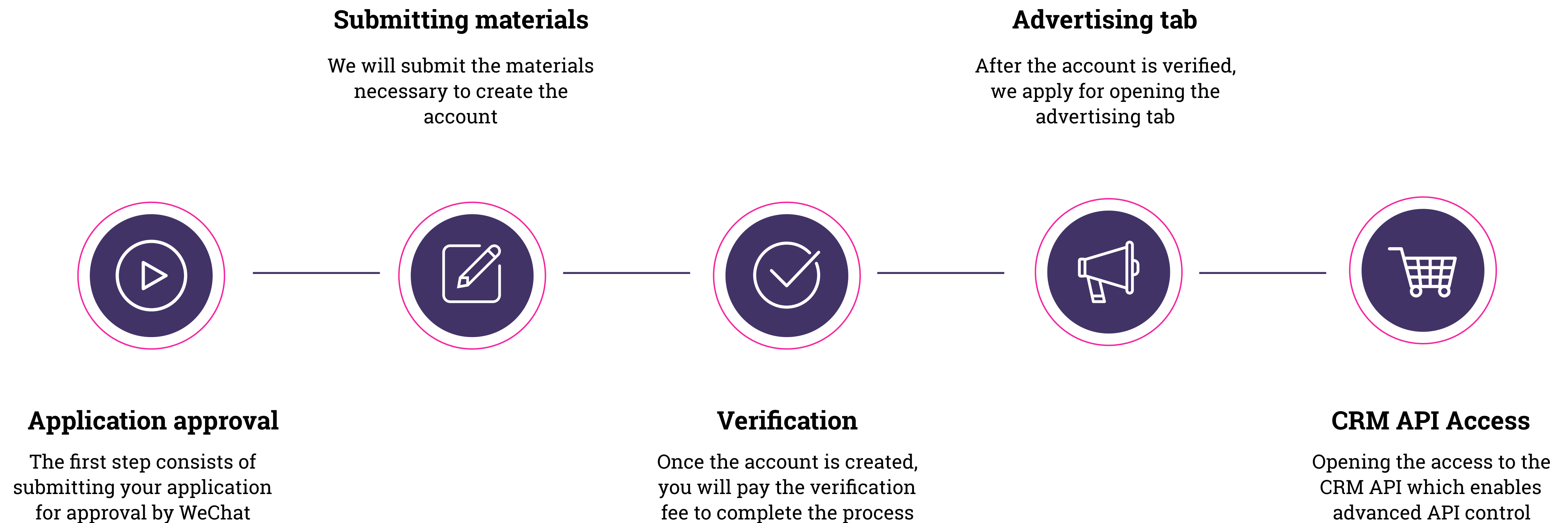
WeChat Official Accounts appear in the same screen as regular friends

WeChat Official Accounts appear in the same screen as user groups

WeChat Official Accounts are brought to the top when they send out push notifications



# BRANDS CAN USE WECHAT OFFICIAL ACCOUNTS TO COMMUNICATE WITH CUSTOMERS



Note: Advertising and WeChat Payment steps can be carried in parallel



# STEP 1: APPLICATION APPROVAL



First step consists of submitting your organization description to Tencent in order to get the initial approval from WeChat.

This step is the most critical one, and can take up to 6 weeks in order to receive approval (although for Hong Kong companies, the timeline is usually much shorter)

## **Required documents:**

- Company name
- A scanned copy of your business license
- Description of your company (preferably in Chinese)
- Email (used for registration)

Note: Advertising and WeChat Payment steps can be carried in parallel



# STEP 2: SUBMITTING MATERIALS



During Step 2, we will help submit detailed organization information that we will have previously collected, and send it to WeChat.

Step 2 is usually less than 2 weeks.

## Required documents:

- Business registration number or other organization registration document
- A scanned copy license (please apply company stamp)
- Account operator name
- Account operator's phone number
- Account operator's ID number and ID type
- Official Account name
- Official Account short description
- WeChat Official account ID (user can use this id to search for the account, cannot have space in the ID)
- Last three months of telephone bill of the account operator
- Front and back photocopy of the account operator's photo ID
- Business registration license or other official organization document
- Office landline phone number
- Banking account
- Bank name
- Bank address

Note: Advertising and WeChat Payment steps can be carried in parallel



# STEP 3: WECHAT OFFICIAL ACCOUNT VERIFICATION



During Step 3, you will need to send Tencent USD 99 verification fee from your company bank.

Make sure the brand also pays for the international transfer bank fee. (We had a case in the past where Tencent only received USD 90, and the brand had to apply again.)

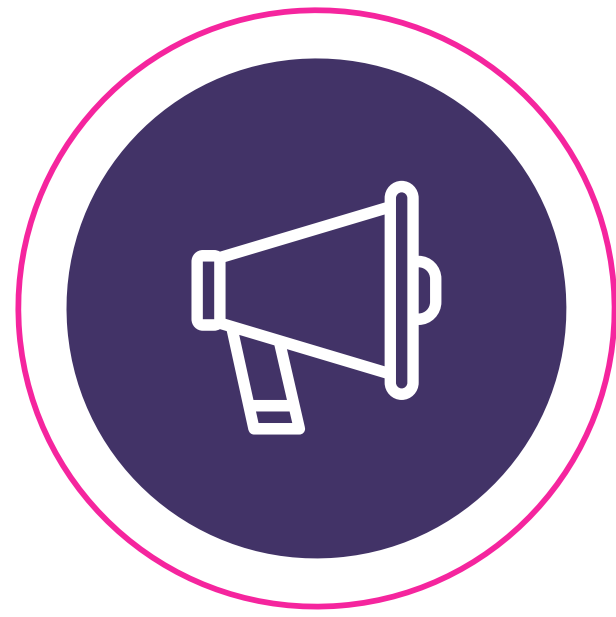
## Required documents:

- A bank account belonging to the entity applying for the WeChat Official Account is necessary in order to transfer the \$99 USD fee

Note: Advertising and WeChat Payment steps can be carried in parallel



# STEP 4: ADVERTISING TAB APPLICATION



During Step 4, we will enable the advertising tab for your account.

The advertising tab we will open will enable you to display ads both for mainland China users and for tourists visiting other regions or countries.

## Required documents:

- WeChat Official Account details
- Advertiser website information
- Description of a typical campaign (type of ads, targeting, budget)

Note: Advertising and WeChat Payment steps can be carried in parallel

## STEP 5: CRM API APPLICATION



During Step 5, we will enable the WeChat CRMN API function of your WeChat Official Account.

This function will enable you to connect your WeChat Official Account to a 3<sup>rd</sup> party CRM software, for instance, for advanced management of followers information.

### Required documents:

- A custom domain or subdomain that we can use to host a website on Tencent Cloud

Note: Advertising and WeChat Payment steps can be carried in parallel



# FAQS

## **What type of account will be created?**

The account will be a verified WeChat Official Service Account

## **Who will own my account?**

The account will be 100% owned by your oversea entity (not by Hogo/WMI)

## **Will my account be visible from Mainland China?**

Yes, your account will be visible for all users inside and outside Mainland China

## **How long does the process take?**

Account creation usually takes 2-4 weeks. Opening advertising tab or API access usually takes an additional couple of weeks for each step.

## **What about WeChat payment?**

WeChat Payment is usually set-up via a 3<sup>rd</sup> party official partner of Tencent.

Set-up is free and a commission of about ~2.5% is charged on cross-border transactions



# WECHAT STORE

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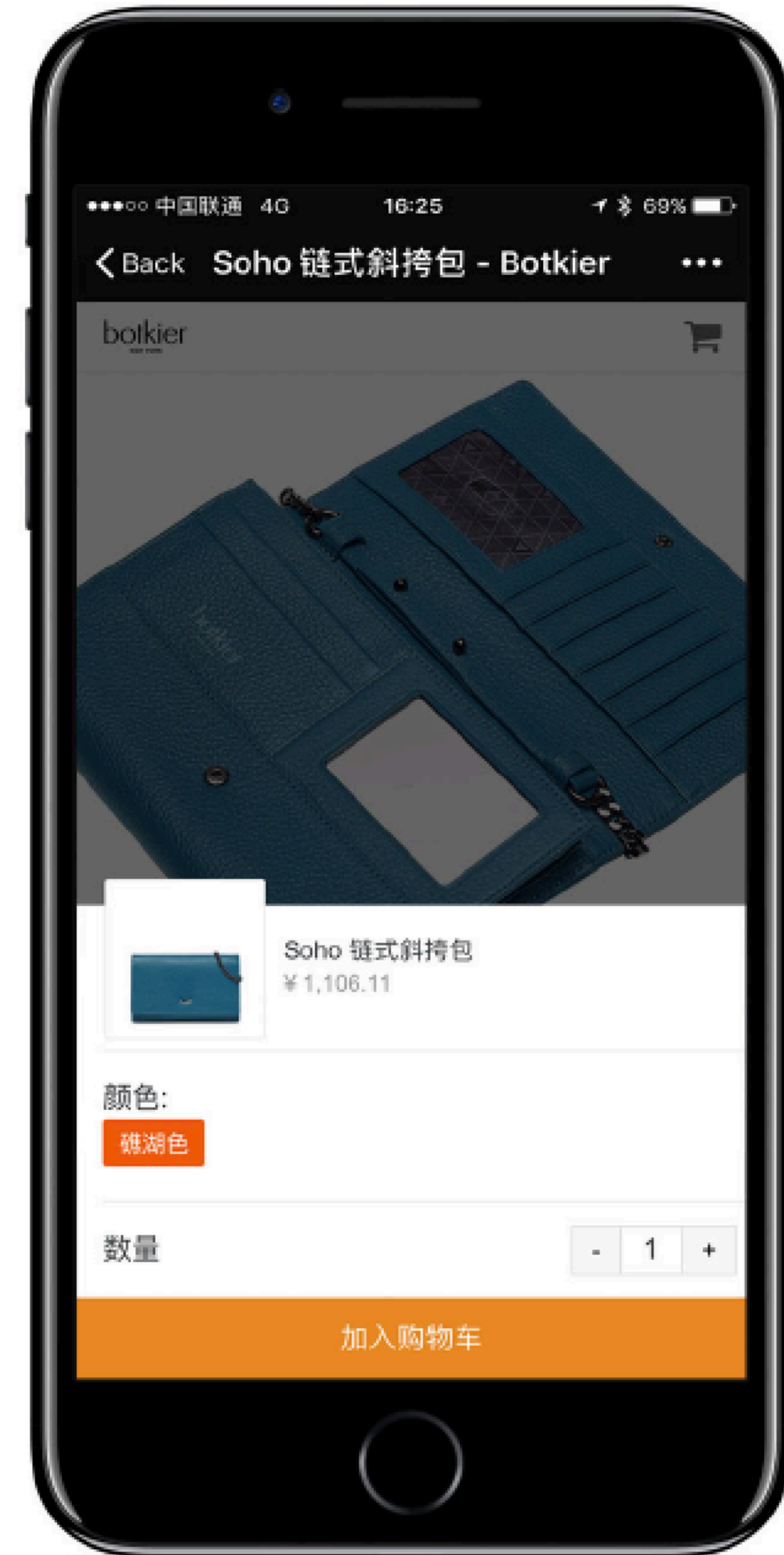
**Learn More About Your Followers & Customers**





# OUR E-COMMERCE PLATFORM ENABLES YOU TO OPTIMIZE SALES FROM YOUR WECHAT ACCOUNT

- WeChat Cross-border Payment directly to your US bank account.
- WeChat log-in to maximize conversion rate
- WeChat friendly UX makes users feel safe and likely to purchase
- Integrated with Shopify for product import



# WHAT IS THE PROCESS AFTER A CUSTOMER ORDERS FROM YOUR WECHAT STORE?



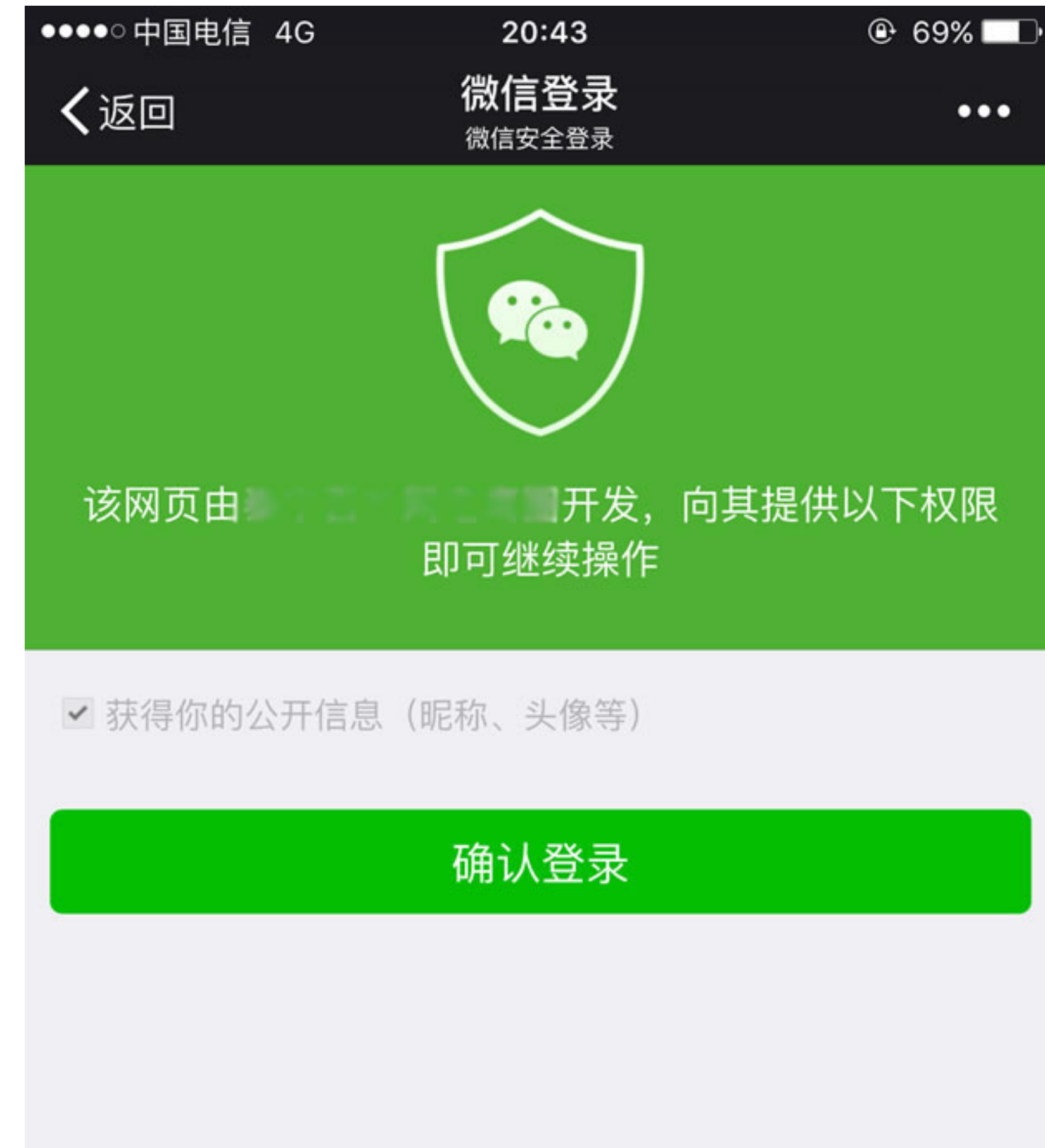
# SOCIAL LOGIN

## WeChat Login

Users can easily login with one-click WeChat login

## Text Message Login

Users can also login via an easy text message system, we support international phone numbers





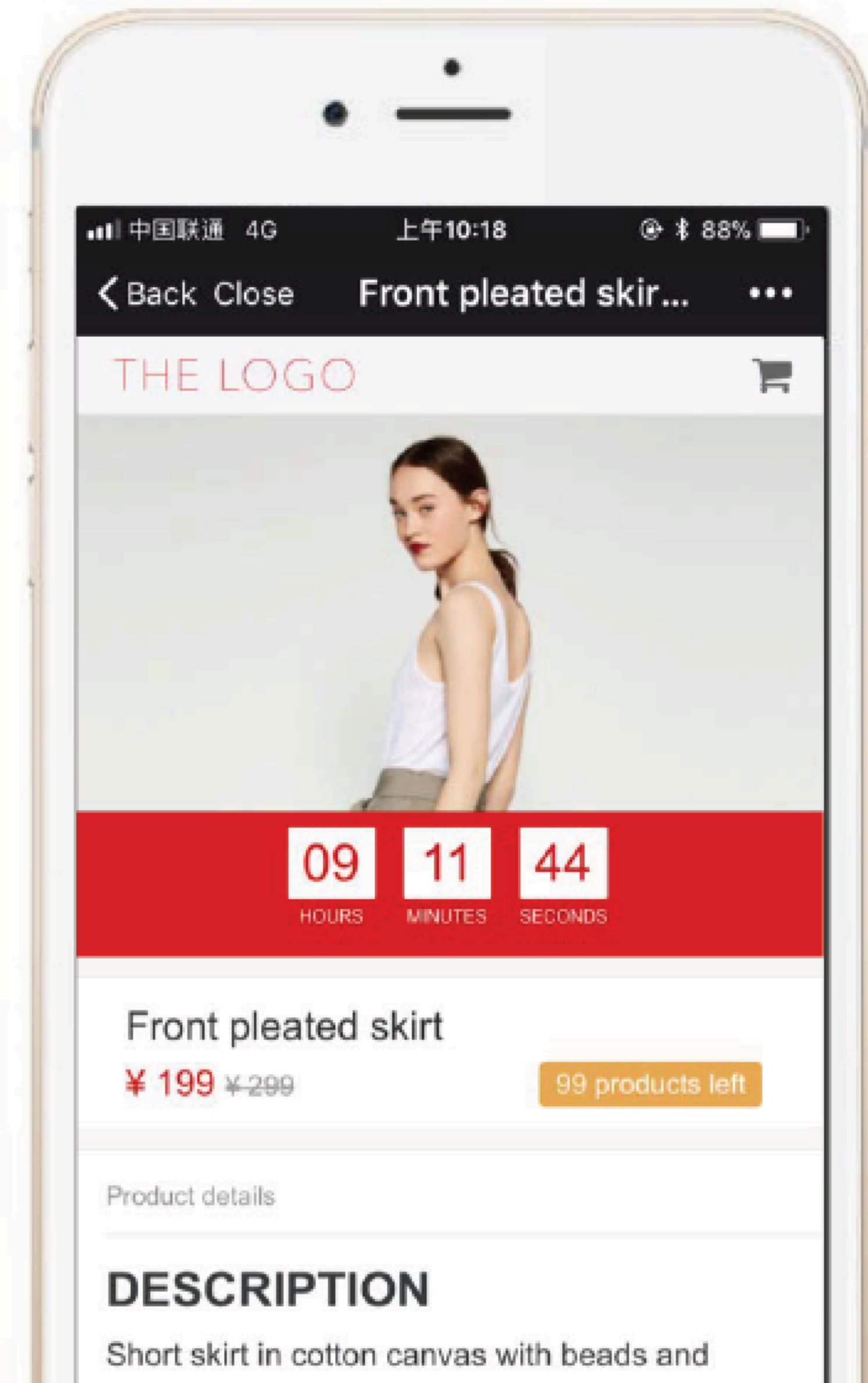
# FLASH-SALE CAMPAIGN

## Countdown Clock

Flash-sales campaign can drive up the conversation rate.

## Strong Incentives

Flash-sales incentives users to make immediate purchase.



# COUPON SYSTEM

## Customizable Coupons

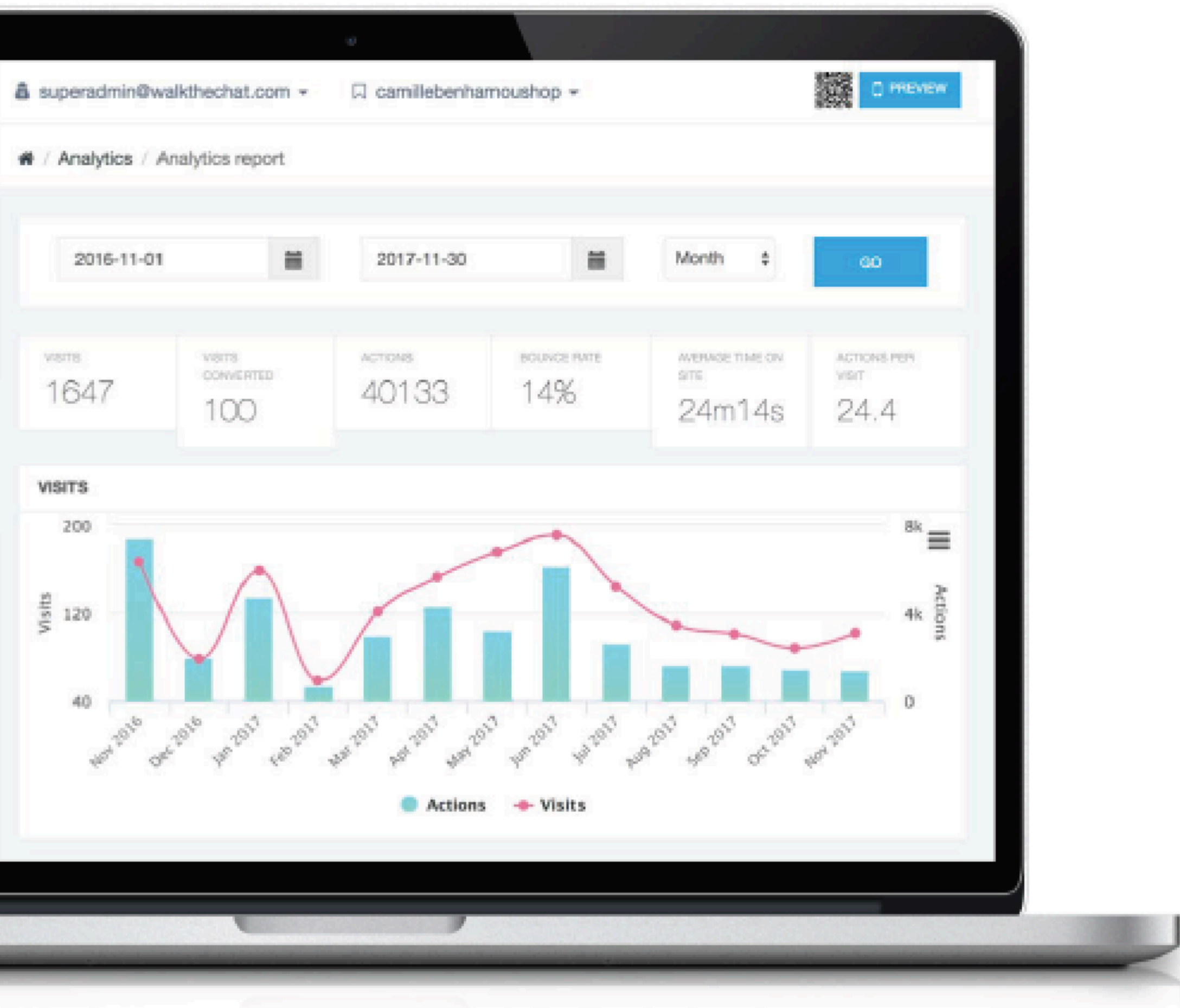
Apply coupons to specific products, categories or to your entire store.

## Coupons Analytics

See performance of each coupons to analyze campaign results.



# CAMPAIGN TRACKING BACKEND



## Create Specific QR Code

You can create a special QR code or campaign link for your store

## Analytics Backend

See the performance of each campaign to measure the success of your marketing



# BRANDS CAN USE WECHAT OFFICIAL ACCOUNTS TO COMMUNICATE WITH CUSTOMERS

## Chinese Customers

Simply pay in CNY with WeChat Payment

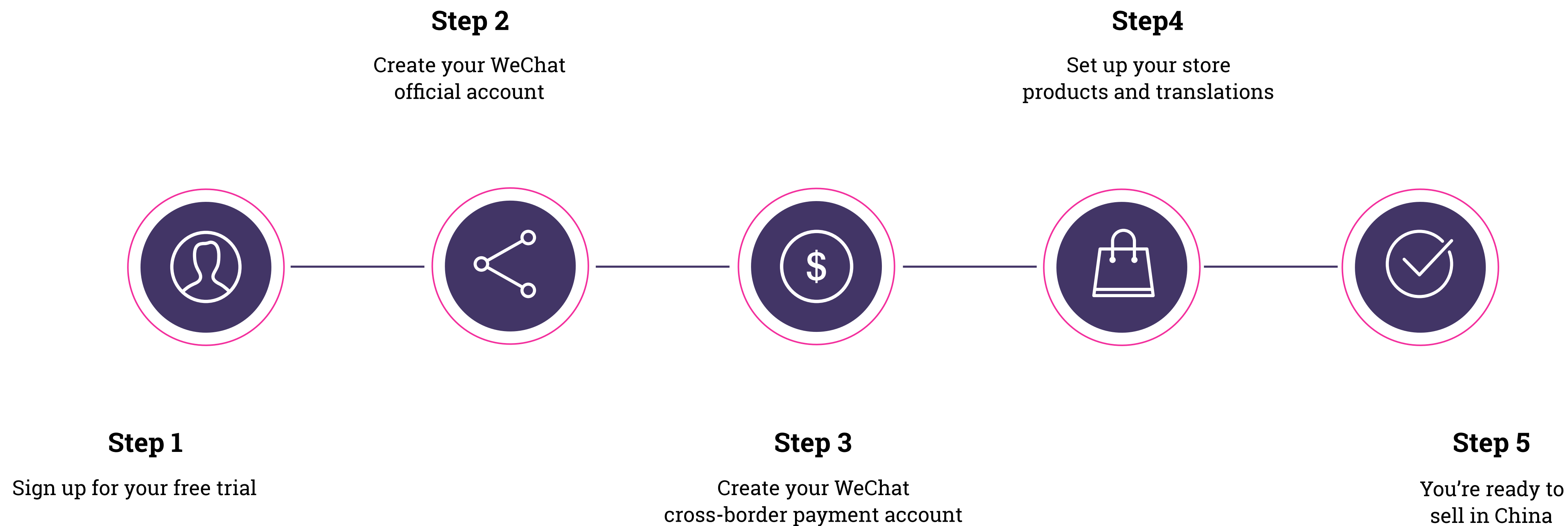


## Oversea Merchant

Automatic convert into local currency based on real-time rate...

**No Chinese Bank Account Is Required**

# HOW TO GET STARTED?



# **WECHAT MINI-PROGRAM**

An abstract background featuring a series of concentric circles and radial lines, creating a tunnel-like or optical illusion effect. The lines are dark and set against a lighter, textured background.

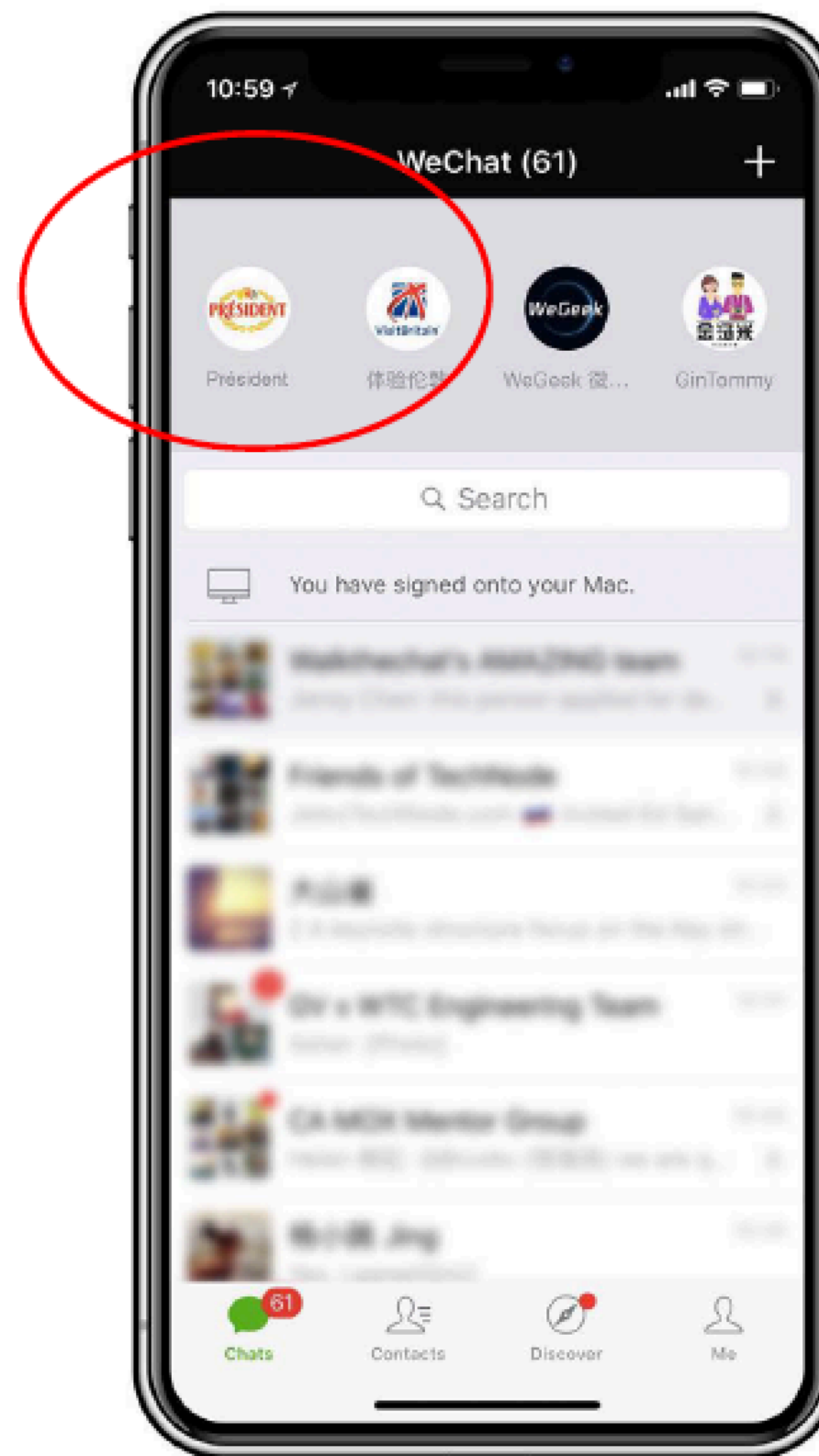
**Introduce Your Products in an Enticing Way**



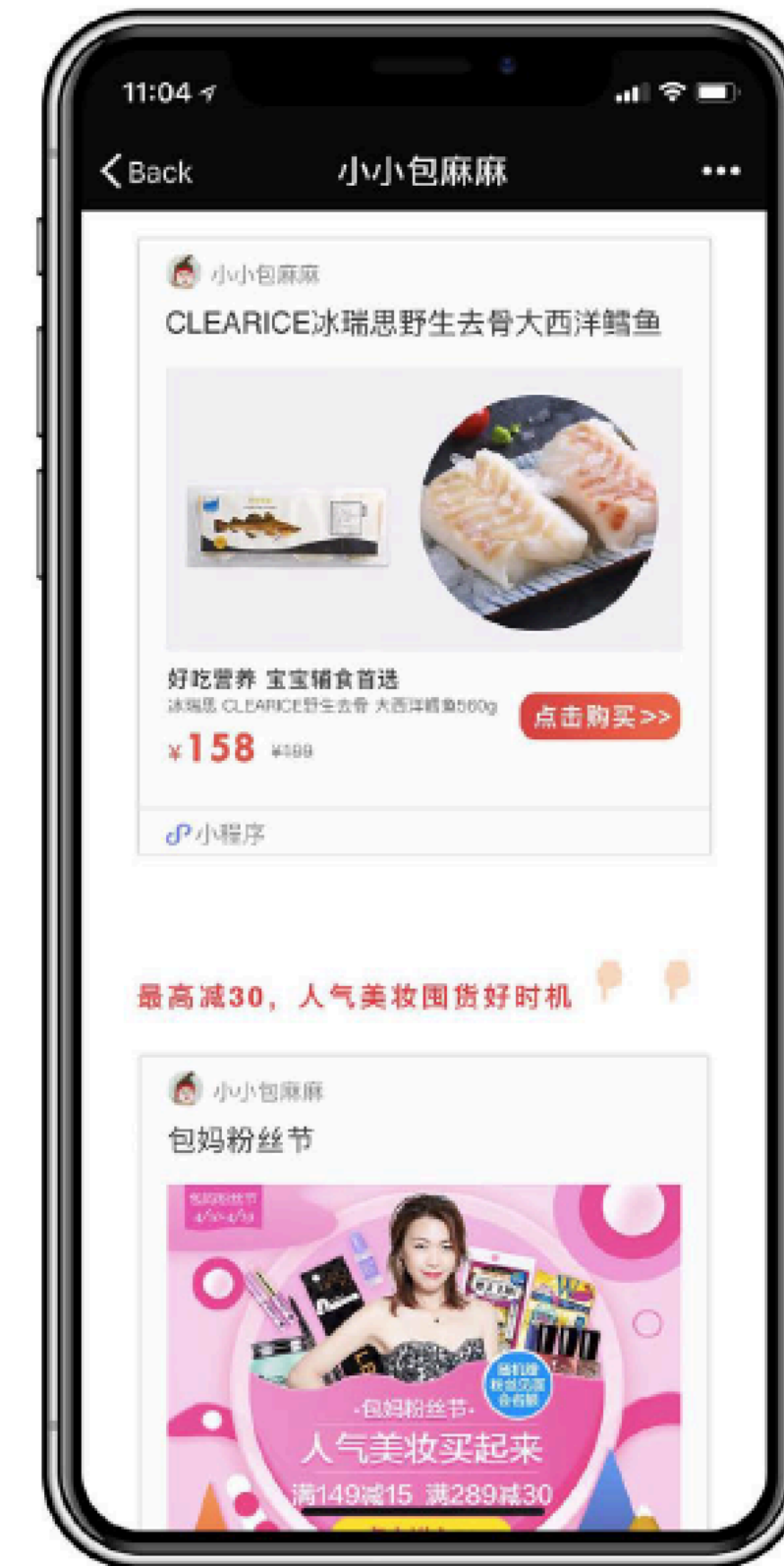
# COUPON SYSTEM



Mini-programs enable a smooth experience for users on WeChat



They can be easily accessed by a sliding gesture inside WeChat



Mini Program appears more visible when sharing in a chat

# WE WILL CREATE A MINI-PROGRAM TO SHOWCASE YOUR PRODUCTS



**The best way to introduce your products from your WeChat Account**

- Modern and high-end experience
- Fast and easy-access within WeChat
- Accessible directly from your WeChat Official Account

## **WECHAT LOGIN**

Users can easily login with one-click WeChat login

## **TEXT MESSAGE LOGIN**

Users can also login via an easy text message system through both local and international phone numbers



# WE PROVIDE ADVANCED ANALYTICS AND REPORTING SYSTEMS

## ANALYTICS REPORTS

Analytics backend provide real-time reports about your store performance

## ORDER OVERVIEW

You will be able to analyze order data to optimize your next promotion campaign

## SMART TRACKING SYSTEM

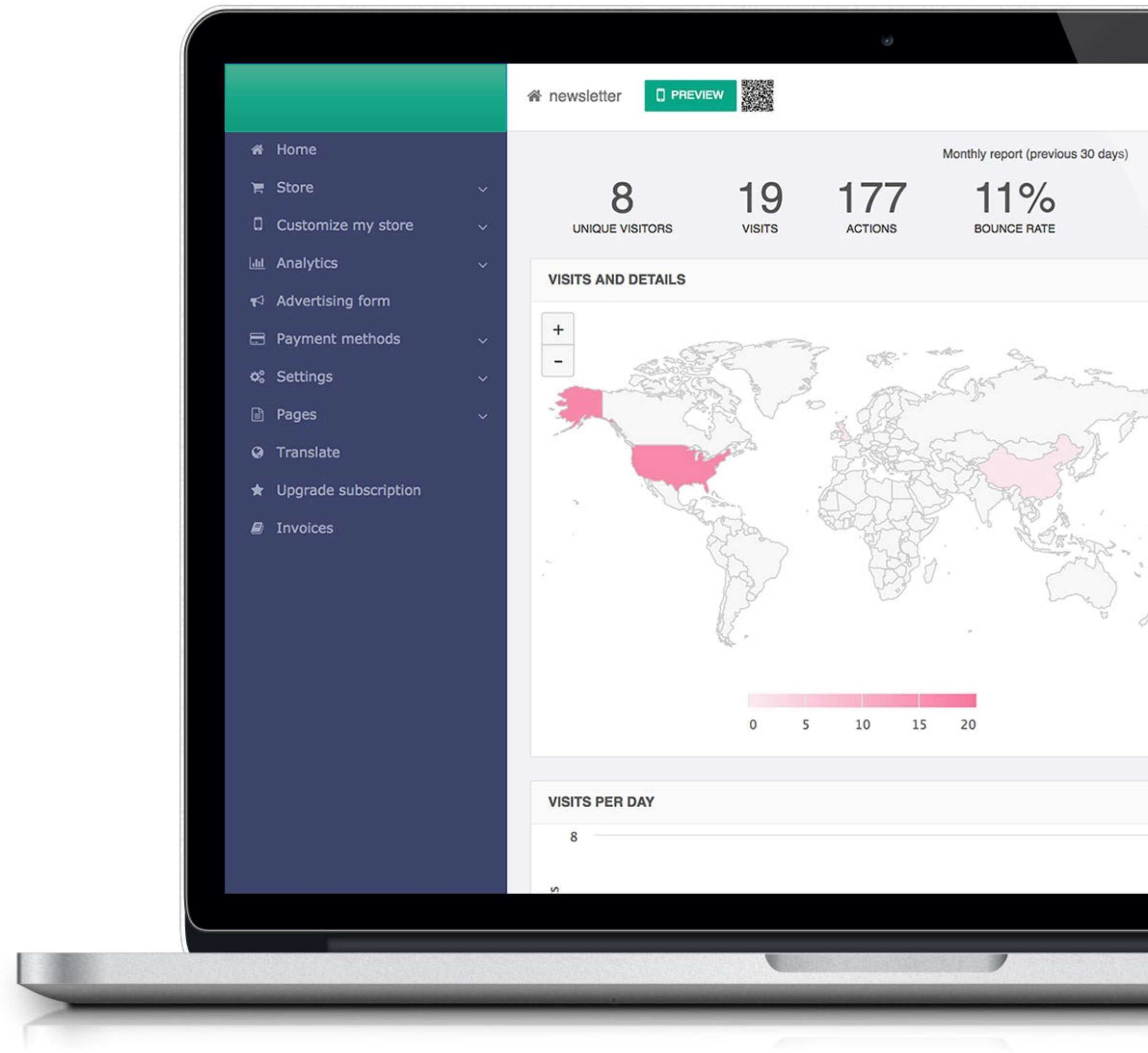
Track where each order comes from and users' action on the store

## CREATE SPECIFIC QR CODE

You can create a special QR code or campaign link for your store

## ANALYTICS BACKEND

See the performance of each campaign to measure the success of your marketing





# **CUSTOMER SERVICE**

**Connect With Your Customers**



# WHAT DOES A WECHAT STORE MANAGER DO?

The WeChat Commerce manager is the link between your brand, your store and your customers

1

## PRODUCT UPDATES & TRANSLATIONS

Making sure your store is always up to date

2

## CUSTOMER SERVICE

Answering your customers questions with a guaranteed 24 hours response time

3

## MONTHLY REPORTS

Keeping you updated about your store's performance and suggesting improvements



# PRODUCT UPDATES & TRANSLATIONS



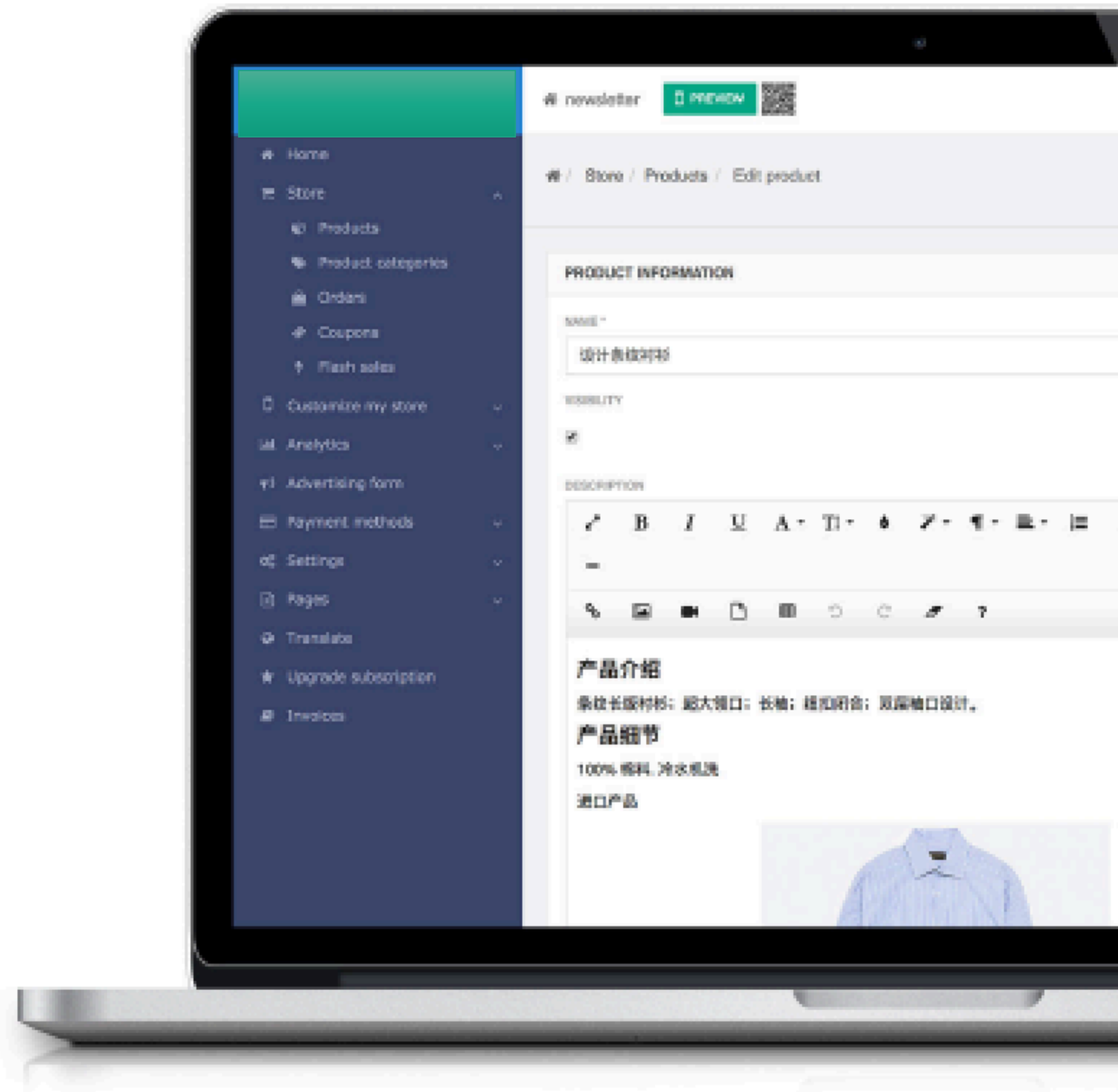
## WEEKLY UPDATES

Keep your products up to date so that you can keep your customers' interest



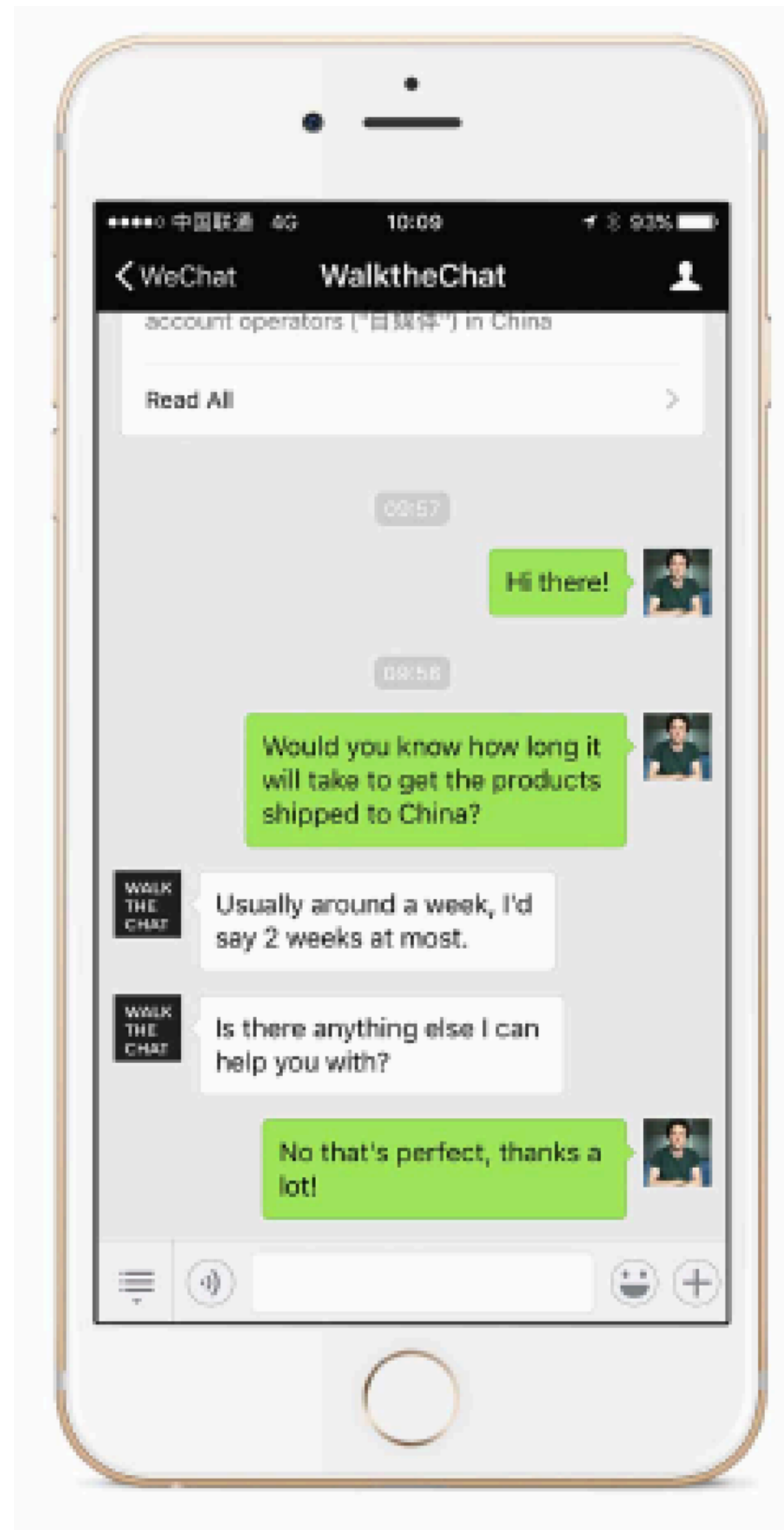
## TRANSLATIONS

Provide us with information in English and let us take care of Chinese translations.





# CUSTOMER SERVICE



## CUSTOMER SERVICE

Your WeChat Commerce Manager will answer all of your customer requests within 24 hours



## DYNAMIC FAQ

We'll set-up a FAQ database for your customers and for WeChat Store Manager

# MONTHLY REPORTS



## MONTHLY ANALYTICS REPORTS

Your WeChat Ecommerce Manager will provide monthly reports about your store performance



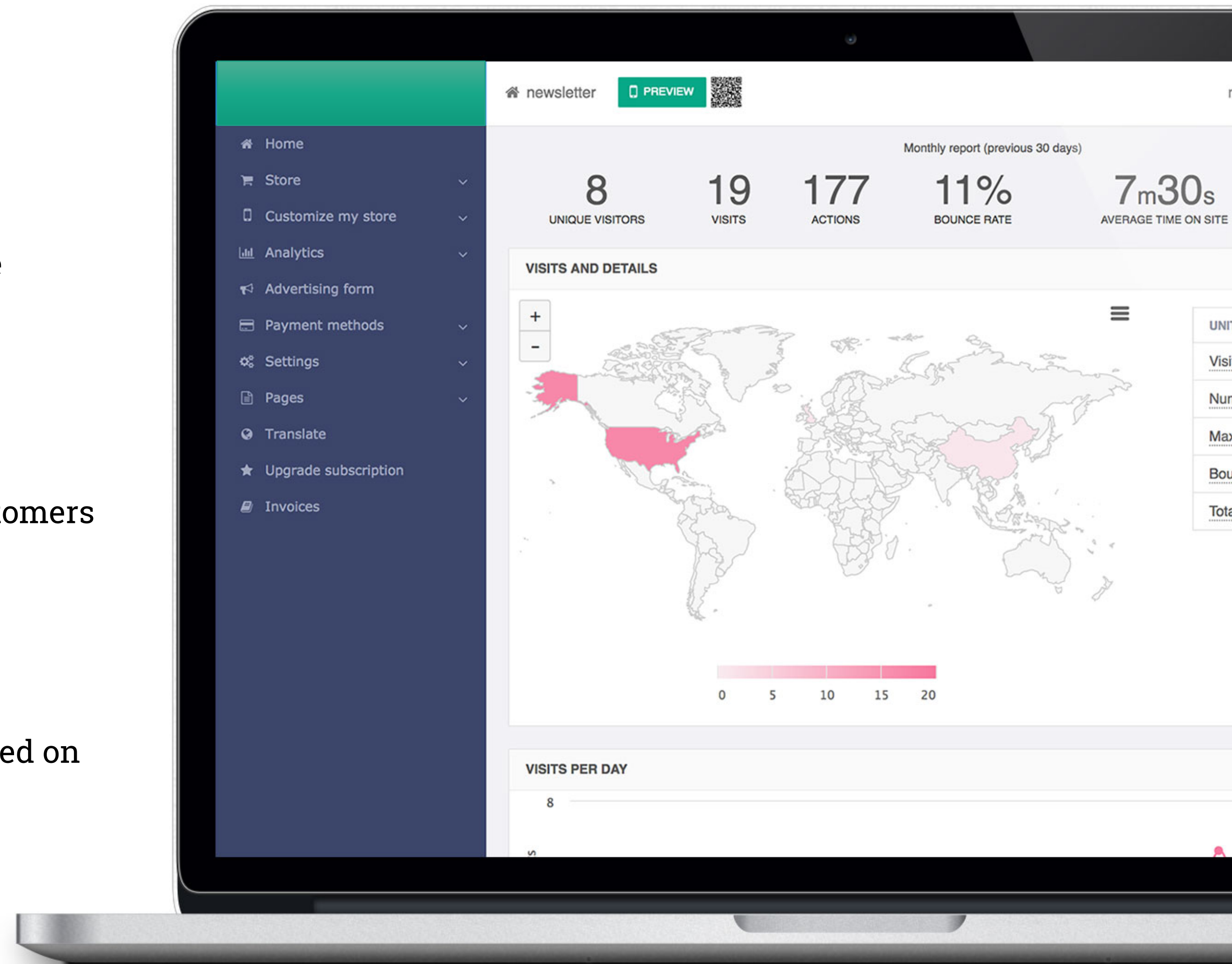
## CUSTOMER FEEDBACK

Reporting will provide feedback from your customers based on customer service interactions



## SUGGESTIONS FOR IMPROVEMENT

We'll provide suggestions for improvement based on customer behavior and sales data



# HOW WILL YOU WORK WITH OUR CONTENT TEAM?

Our content team will help you design the right content for your brand targeting a Chinese audience

1

## ADAPT YOUR CONTENT STRATEGY TO CHINA

We'll look into your current footprint outside China so you can maintain brand positioning

2

## WORK WITH THE BEST COPYWRITERS

We leverage both in-house copywriters and external KOL to get the best content in your industry

3

## CONSTANTLY ADAPT

Every week, we'll review performance and adapt positioning





# TARGET THE RIGHT AUDIENCE

We'll adapt content based on audience

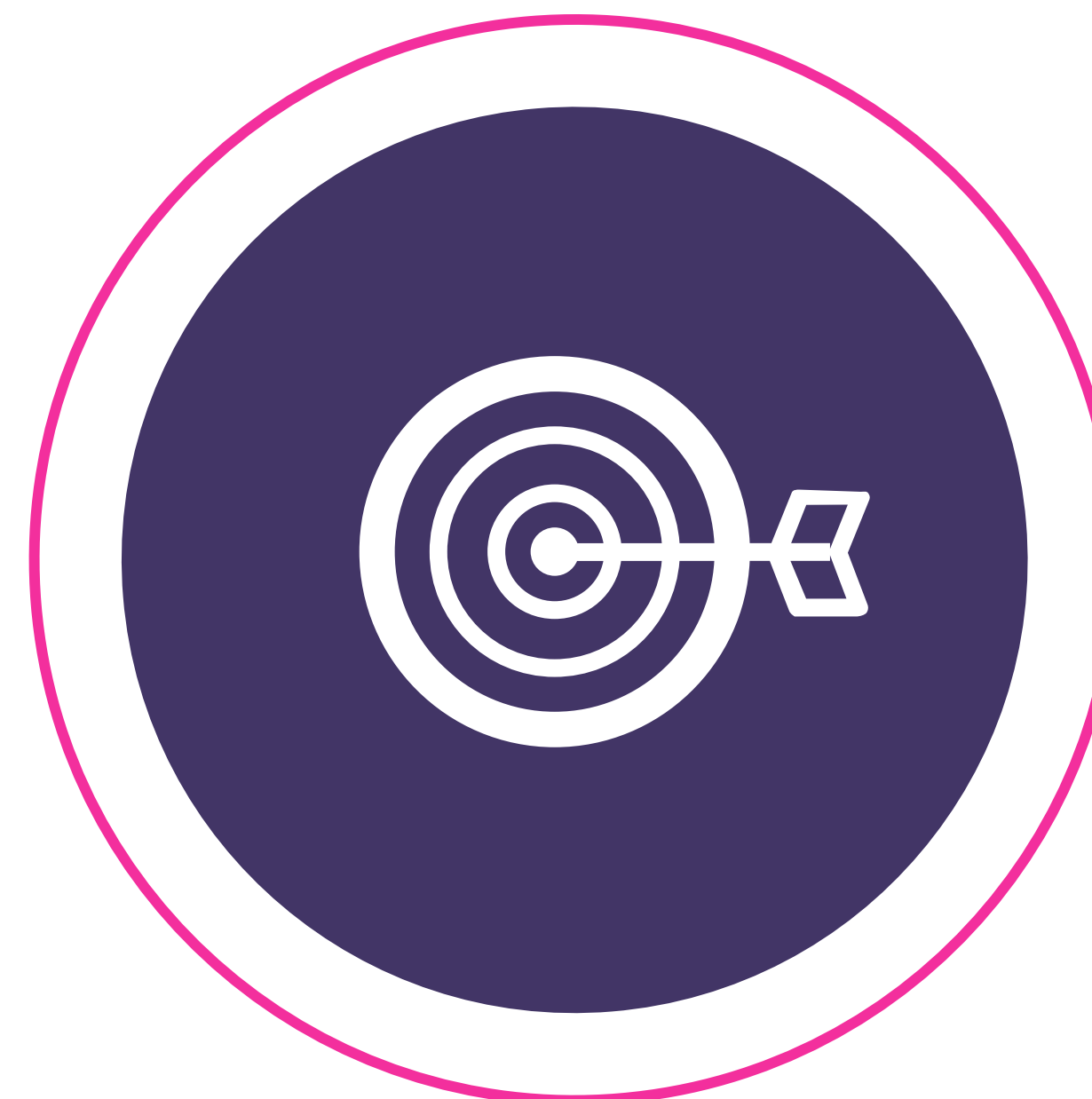
Content can be adapted based on:

Followers Gender

Followers location & language

Previous interaction with your WeChat store, including product views or abandoned carts

Interaction with previous H5 campaigns generated from our system



# SHARING TO WEIBO

In order to enable maximum impact, we'll spread the content so it can be found on other platforms

- Weibo (微博)





# KOL MANAGEMENT

**Drive Traffic via Key Opinion Leaders**



# WHY ARE KOL A GOOD CHOICE FOR YOUR BRAND?

There are several ways to promote your brand in China: Baidu, Tmall, Cost per Click ads... so why should you pick KOL as your first choice?

1

## TARGETING

KOL have very specific followings depending on what they blog about: fashion trends, childcare or any other topic

2

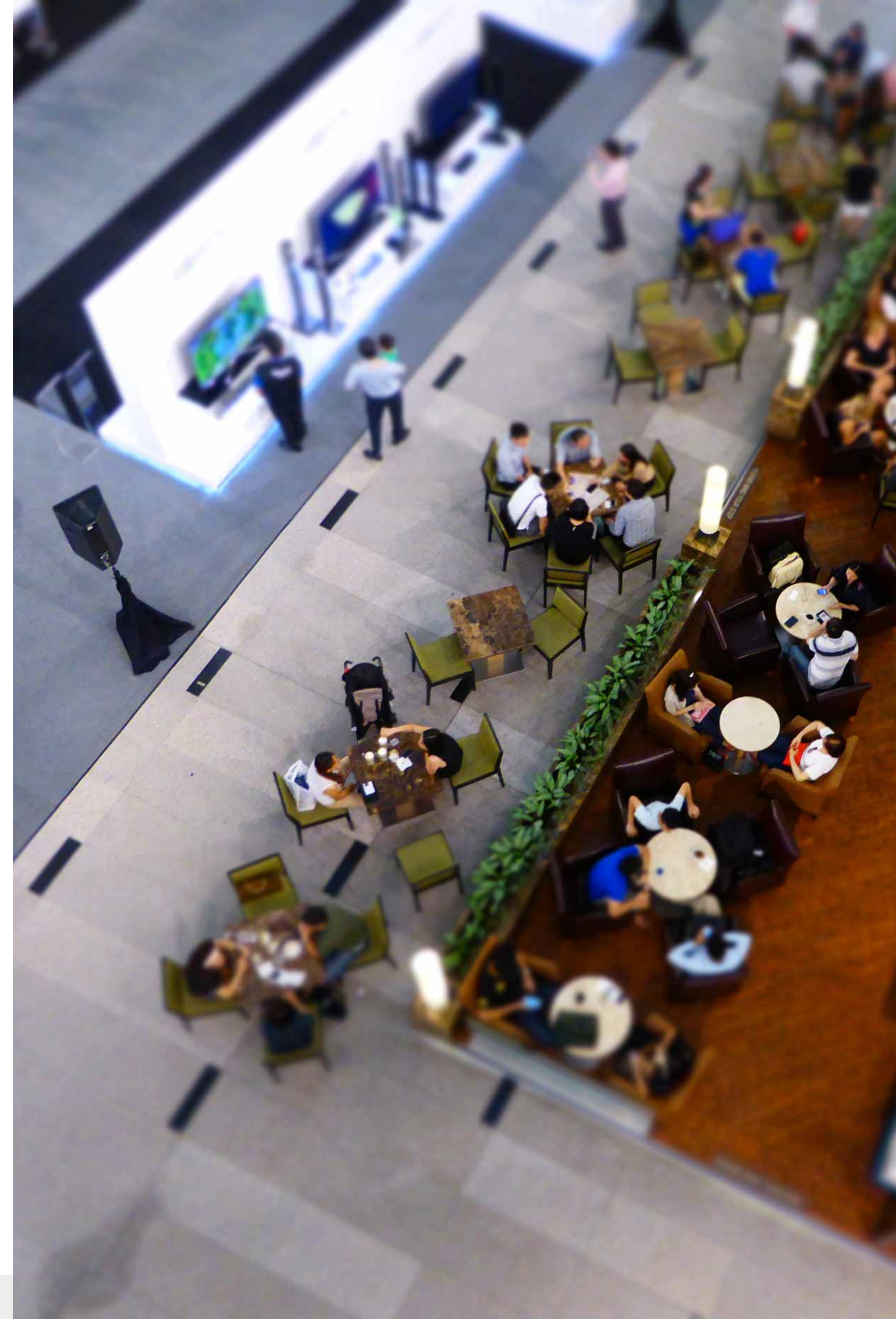
## SOCIAL PROOF

By endorsing your product, KOL can enable you to get traction even if you're just getting started marketing in China

3

## REACHABILITY

KOL often can help you to reach to large groups of potential customers within a short promotion window





# SELECT

WE PICK THE BEST  
KOL TO PROMOTE  
YOUR BRAND

# ORGANIZE

COORDINATE WITH  
KOL TO DEFINE THE  
MESSAGE

# ENGAGE

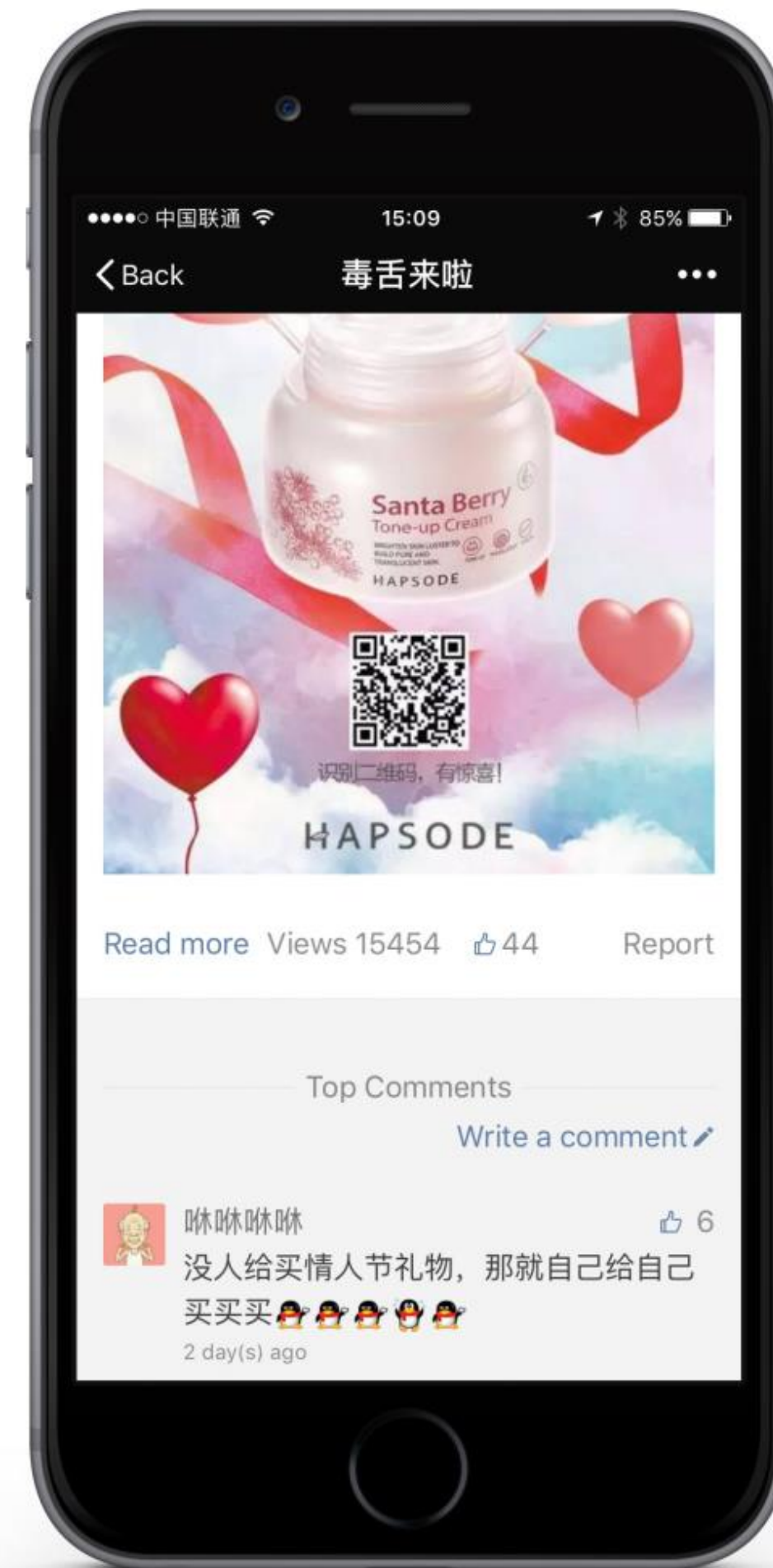
SPREAD A MESSAGE  
TO FOLLOWERS  
ABOUT YOU

# MEASURE

ANALYZE READS,  
SHARES AND SALES  
FROM THE CAMPAIGN



# THE WECHAT KOL WILL WRITE A FULL ARTICLE ABOUT YOUR BRAND, ENDING WITH A QR CODE TO YOUR ACCOUNT



KOL will write a long, sharable article mentioning your brand and products

At the end of the article, readers will be invited to follow your WeChat official account and visit your store

Readers can also engage with your brand by liking, commenting on and sharing the article

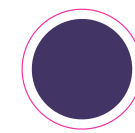


# **WECHAT ADS**

**Promote Your Brand Efficiently**

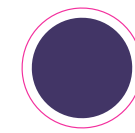


# 3 TYPES OF WECHAT ADVERTISING



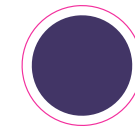
## WeChat Banner Ads

Most efficient way to grow WeChat Official Account followers with a stable ROI



## WeChat Moments Ads

Best method for growing brand awareness and driving user engagement



## WeChat Overseas Ads

Targeting Chinese tourists overseas with WeChat Moment ads, best way to reach high-income bracket users

# WECHAT BANNER ADS: APPEAR AT THE BOTTOM OF A THIRD PARTY WECHAT ACCOUNT



1

**WeChat article:** WeChat banner ads appear at the bottom of a WeChat article written by another WeChat Official Account

2

**Ad banner:** the ad banner contains a logo, account name and headline. If clicked, it takes the user to a page containing additional information about the brand/product

3

**Action call:** the action call gives the user the opportunity to perform a more direct and specific action such as following an account, purchasing a product or claiming a coupon

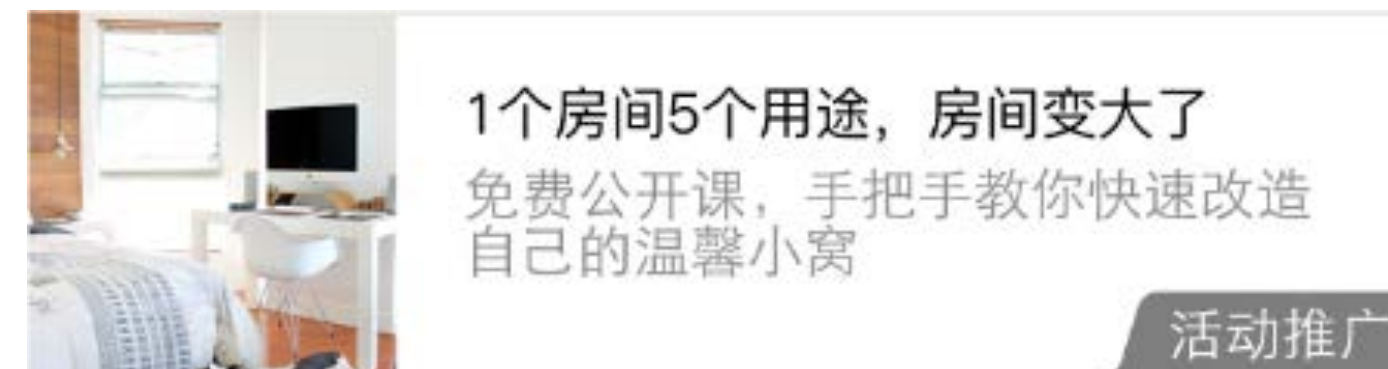


# WECHAT BANNER ADS: VARIOUS ACTION CALLS FOR DIFFERENT TARGETING

WeChat banner ads enable the choice between different type of action calls. These action calls are more diverse than WeChat Official Accounts, enabling a wide range of conversion paths.



Follow WeChat Official Account



Direct link with headline



Claim coupon



Buy a product



Direct link with full screen image



Download an APP

# WECHAT MOMENTS ADS: APPEAR ON USERS' SOCIAL TIMELINE



1

**A friend's update:** WeChat advertising appear on the social timeline, in-between updates from friends

2

**WeChat ads:** WeChat advertising are displayed as a combination of text, pictures, videos and links (see next section) that the user can interact with

3

**WeChat ad comments:** If the same ad is displayed to several friends, they can see each-other's comments on the ad (unlike Facebook, comments from people you aren't friend with are hidden)



# WECHAT MOMENTS ADS: APPEAR ON USERS' SOCIAL TIMELINE



- 1 **Account name:** Profile picture and name of the WeChat Official Account conducting the advertising campaign
- 2 **Main headline:** Introducing the ad, at most 4 lines.
- 3 **Ad pictures:** Set of pictures introducing the product in more details
- 4 **Link text:** brings users to an HTML5 introducing your products or invites user to follow your WeChat Official Account
- 5 **Comment section:** Enables users to write comments about the ad



# WECHAT MOMENTS ADS: APPEAR ON USERS' SOCIAL TIMELINE



- 1 **Account name:** Same as previous
- 2 **Main headline:** Same as previous
- 3 **Ad video:** The video displays a preview of either 6 or 15 seconds. Upon clicking, the user can open a full screen video of up to 300 seconds
- 4 **Link text:** Same as previous
- 5 **Comment section:** Same as previous

# WECHAT MOMENTS ADS: APPEAR ON USERS' SOCIAL TIMELINE



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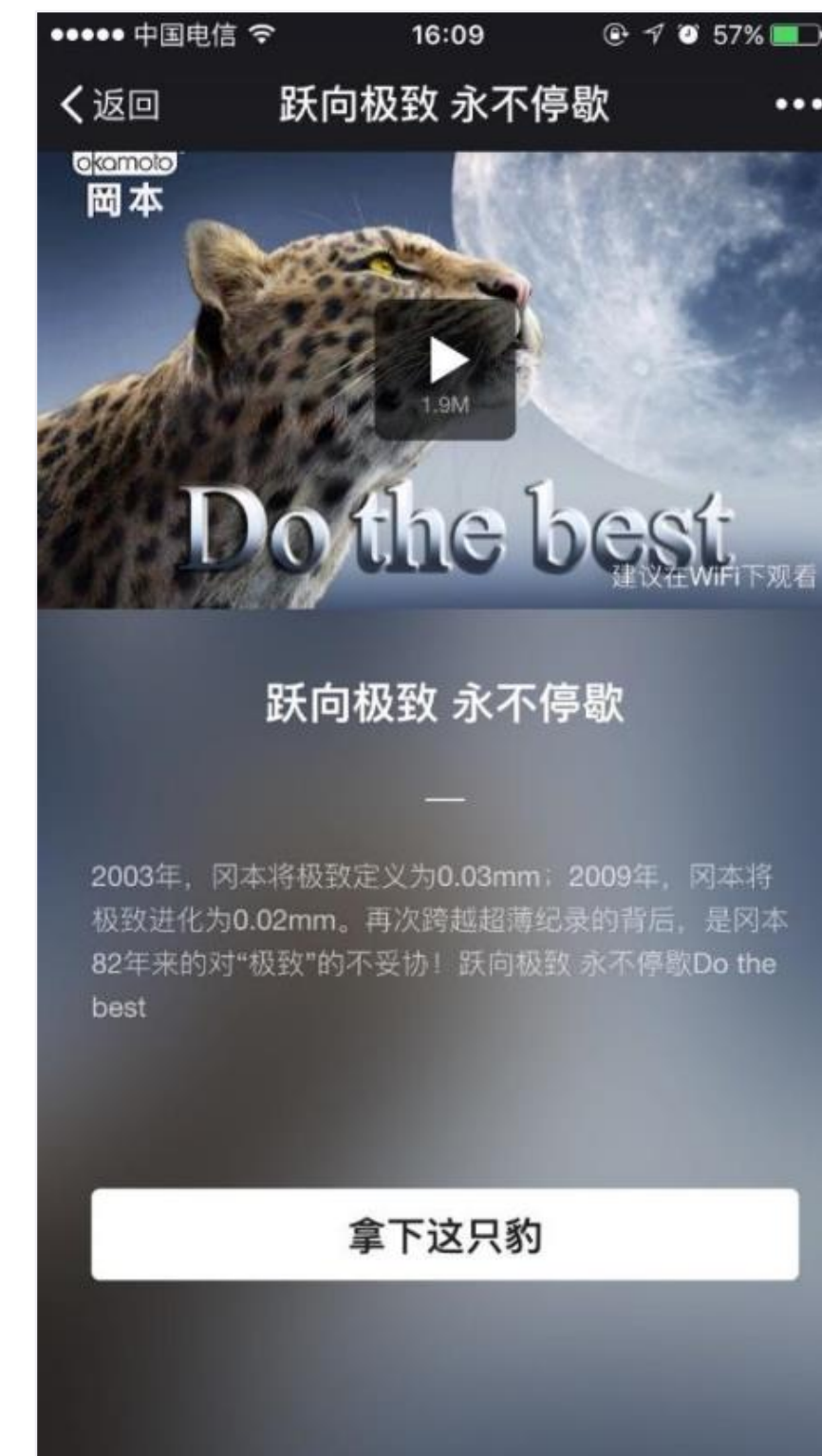


# HOW TO USE MOMENT ADS: BRAND PROMOTION

WeChat Moment Ads are powerful tools to directly promote your brand. The ads can link to beautiful HTML5 pages improving your visibility in China and brand perception



WeChat public account article



Default HTML5 template

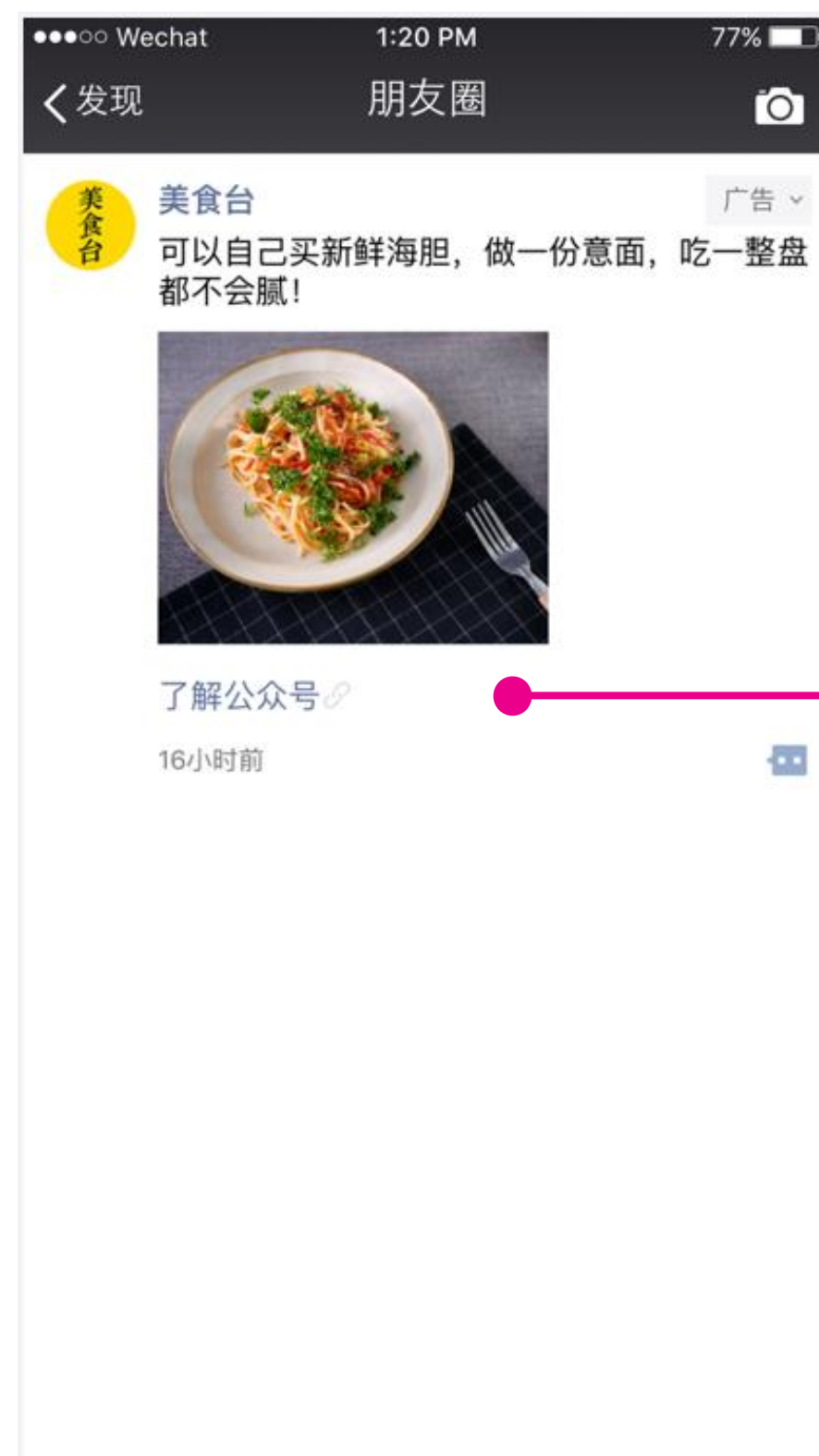


Custom HTML5 template (>1M RMB)



# HOW TO USE MOMENT ADS: WECHAT OFFICIAL ACCOUNT PROMOTION

You can use WeChat Moment Ads to promote your Official Account and acquire qualified, targeted followers. Average cost per followers usually ranges from 20 to 50 RMB.



WeChat Account Introduction



After the account has been followed



# HOW TO USE MOMENT ADS: APP PROMOTION

WeChat moment ads can offer an excellent exposure to native APPs. The ads link to a landing page introducing the APP, and including a direct download button.



**Direct APP Download:** The link on the action call page can lead directly to the iOS download page of the APP (for Android, the function is still in its testing phase and only enables to download the APP bundle)

# HOW TO USE MOMENT ADS: DISCOUNT COUPON

WeChat Moment ads can contain coupons which can be redeemed on your online store. Upon claiming the coupons, another action call invites users to visit the shop right away.



User can claim the coupon



This button links to the online store



# HOW TO USE MOMENT ADS: LOCATION BASED PROMOTION

Another way to use WeChat moment ads is to link to an article or the name card of a shop located in the vicinity of an area where users spend a large amount of time



Link to landing page

Link to store name card



WeChat article



Landing page template



Store name card

# WECHAT OVERSEAS ADVERTISING TARGETING CHINESE OVERSEAS TRAVELERS

Support **42**  
Countries and regions

## Asia

Hong Kong, Macau, Taiwan, Japan,  
Korea, Malaysia, Singapore, Thailand,  
Vietnam, Russia, Philippine, Cambodia,  
Laos, Maldives, Myanmar, India,  
Indonesia

## Europe

Germany, France, England, Italy, Finland,  
UAE, Egypt, Belgium, Denmark, Netherlands,  
Morocco, Portugal, Sweden, Switzerland,  
Saudi Arabian, Sri Lanka, Turkey, Spain

## North America

United States, Canada, Mexico

## Oceania

Australia, New Zealand

## South America

Brazil, Argentina



**THANK YOU.**