



SOCIAL MEDIA IN CHINA **a different ecosystem that requires a brand new approach**

Milan-London, June 2016

A photograph of three young adults, two men and one woman, smiling and looking at their smartphones. The image is overlaid with a semi-transparent green filter. The text 'Social media in China...what makes it so different' is written in white across the middle of the image.

Social media in China...what makes it so different

Remember where we come from...



...Then we added pieces one by one

As a consequence, we got used to the idea that the internet experience develops across a set of distinct, vertical sites/apps



E-mail for exhaustive communication



Website to provide information and services



Facebook to entertain



Twitter for opinion leadership



Whatsapp for mobile, real time communication



Skype for voice calls, mostly business oriented

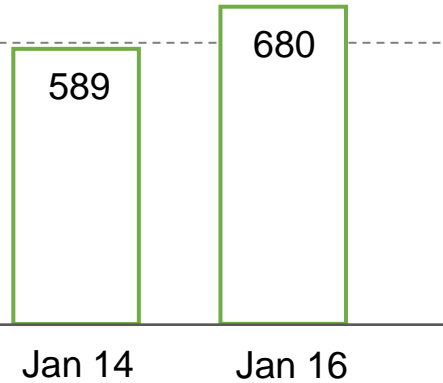


Native apps for all vertical needs

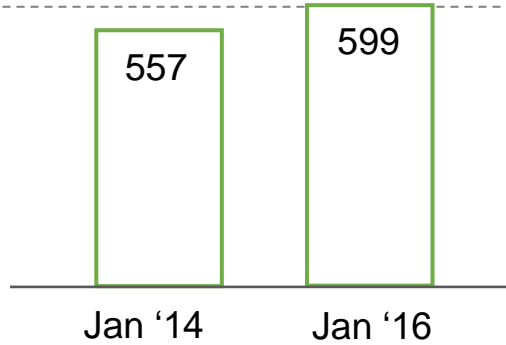


Guess what? The great majority of chinese people are instead true digital natives

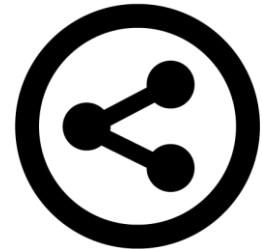
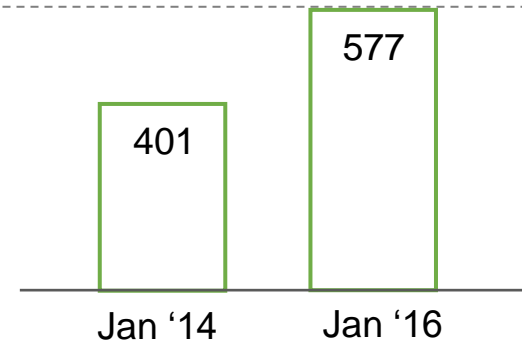
Active internet users



Mobile internet users



Active mobile social accounts



Source: WeAreSocial – “Digital in 2016” report

For this reason, it came natural to combine digital experiences in one single app...



Text messaging



Browser

Media player



QRcode reader



Feed reader



Location Based
Service

Backend with
open APIs




RESULTS ARE IMPRESSIVE



**Almost 800 million
active users
worldwide...**





**...with a
penetration of
93% in tier 1 and 2
cities in China**



**And more
than 90% of
smartphone
users in China**





8.08 Billion

“hongbao”

exchanged on
WeChat in a single

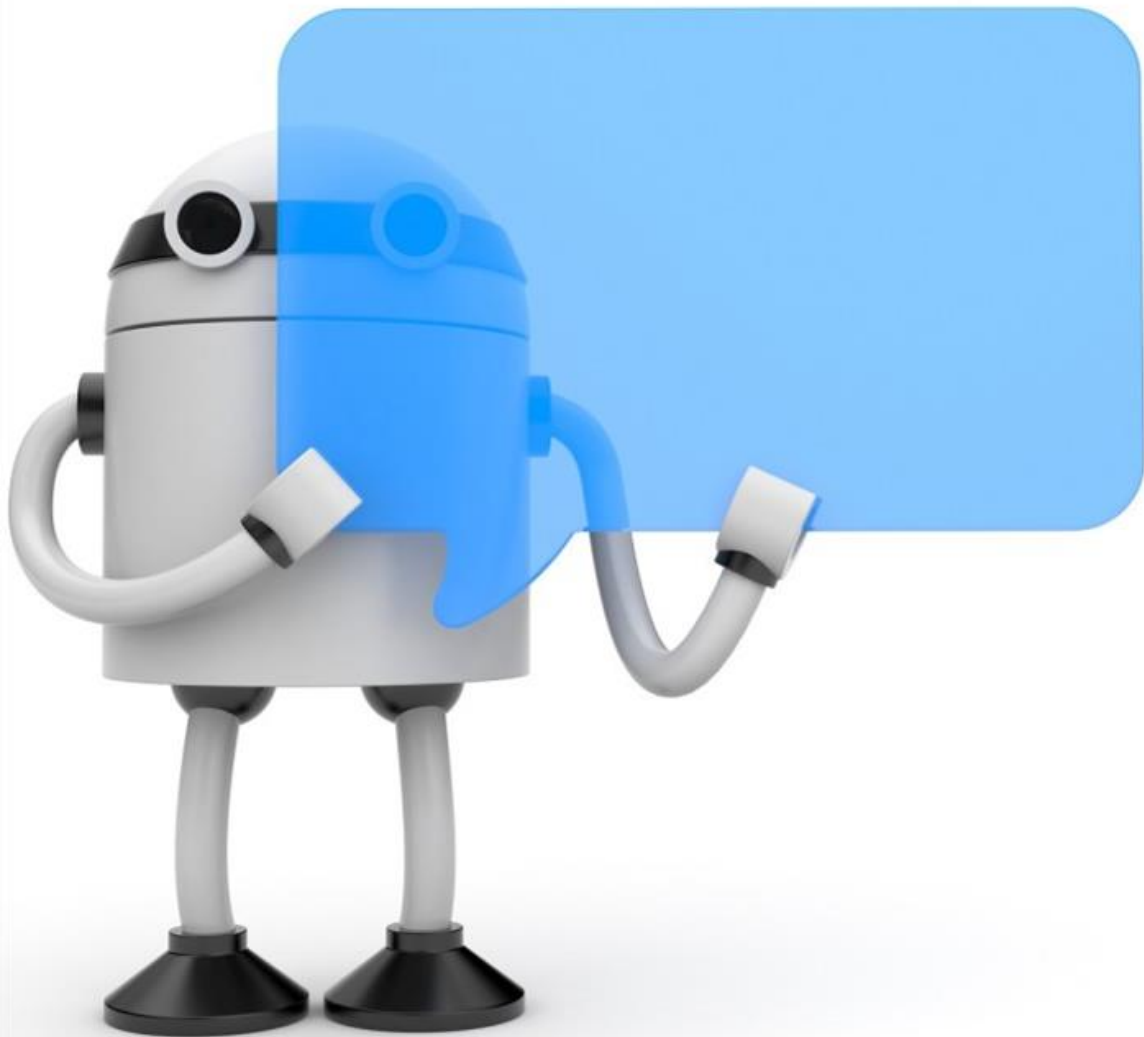
day by **420**

Million of

people



...39 Billion
during the 10
days of
celebrations for the
Chinese New Year



**Today
we're
discovering
BOTs**

But in
China,
Official
Accounts
on WeChat
are already
much
more



In app customizable
menù

Integrated browser

Set keywords to trigger
automated contents

Followers profiling
capabilities

CRM integration



Leveraging social media to generate leads and drive conversions

Attract

Engage

Convert

Retain



Attract

Tencent allows to reach the biggest online community in China...

Engage

Convert

Retain



85%

Market share
of mobile social



90%

Market share
of social



800M

Daily active
users

16Bn

Daily page views



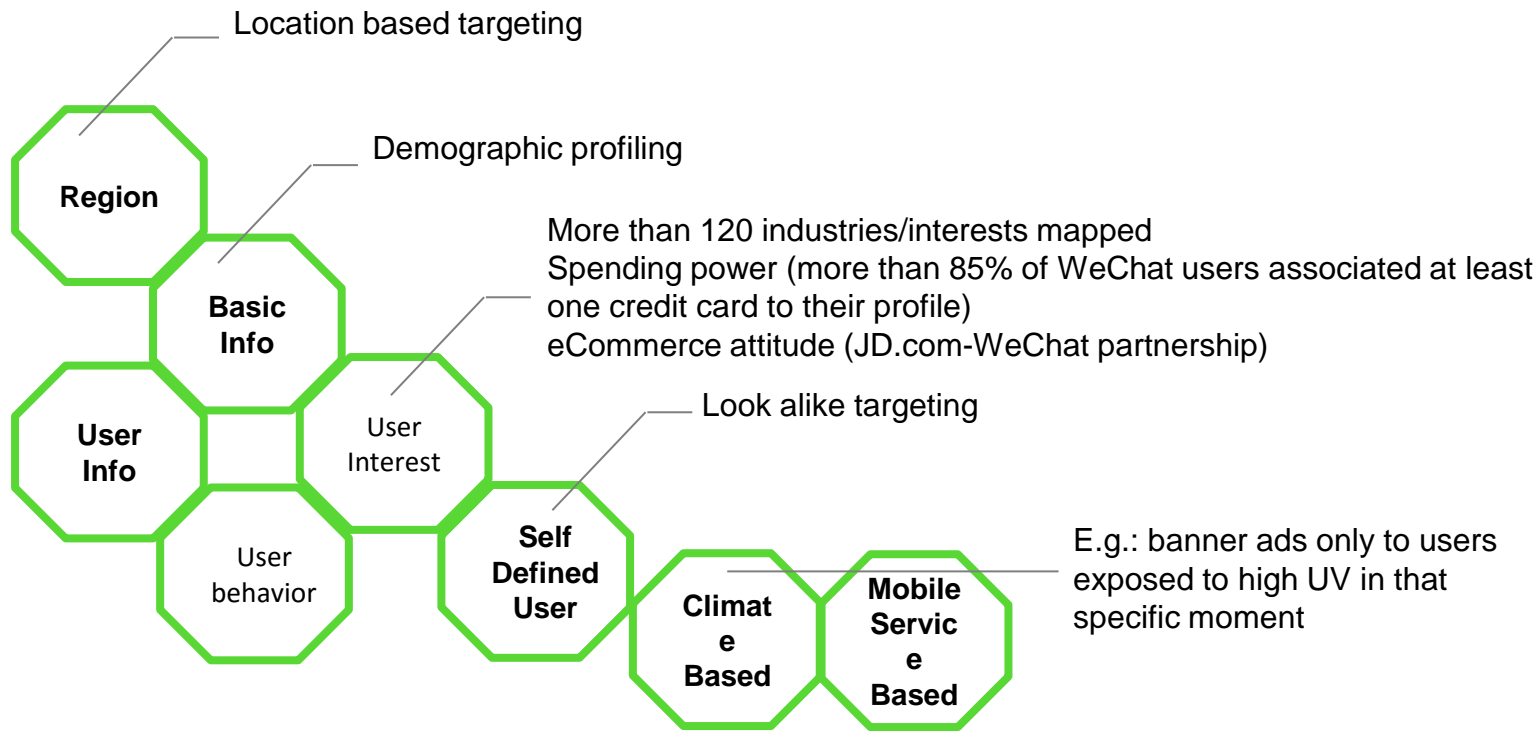
Attract

Engage

Convert

Retain

Focusing investments on the most accurate target audience



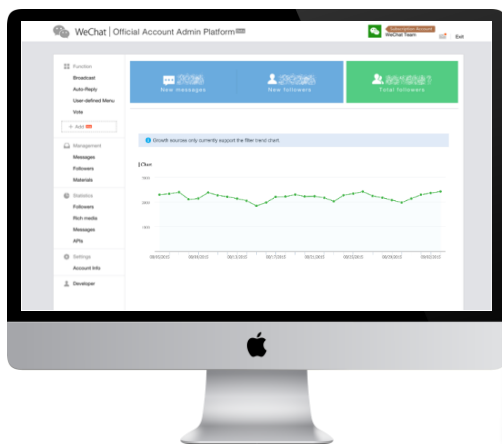
Attract

Engage

Convert

Retain

Official Accounts on WeChat: much more than a “social page”...



WeChat backend
via Web

Communication & service



Engagement



Transaction



- Broadcast messages
- 1-1 customer care
- CRM integration

- Micro-sites
- Mini-app HTML5
- API to develop integrated experiences

- eCommerce (JD.com) integration
- MPayment
- “O2O”



Attract

Engage

Convert

Retain

...to develop fully integrated experiences: the example of Burberry



Attract

Engage

Convert

Retain



Full integration between WeChat and JD.com experience



WeChat Shopping Channel



JD official WeChat account's newsfeeds covers 50+million fans daily



Attract

Engage

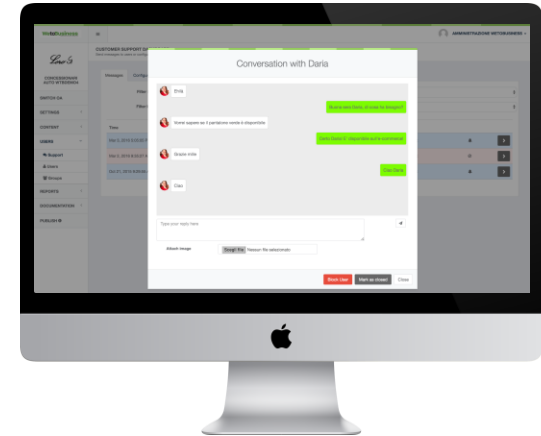
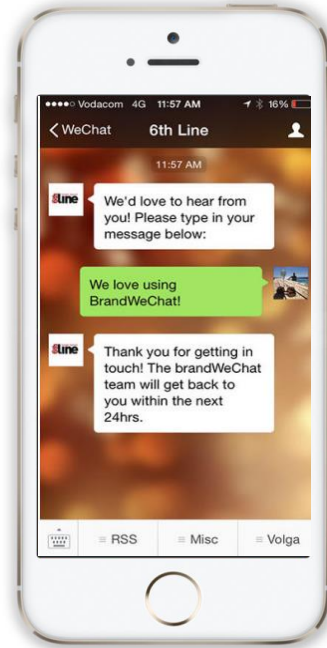
Convert

Retain

Assistance via
WeChat
backend

or

Full
integration
with customer
care systems





CONTACT US



OA open



OA set up



OA management



eCommerce



Advertising



Training

More info?



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THANK YOU