

# Digital Marketing Asia Media China

Presented by  
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# Wechat

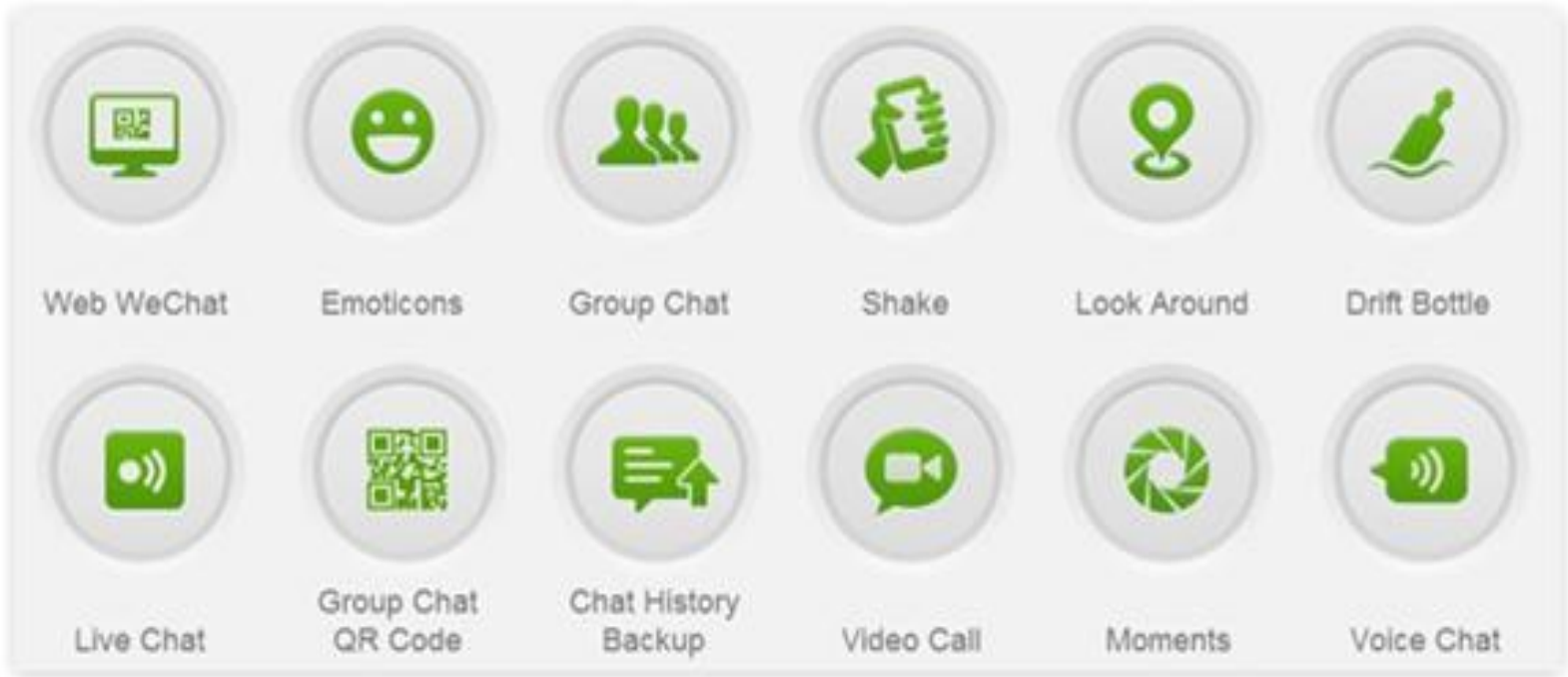


- ✓ The #1 China private chat platform



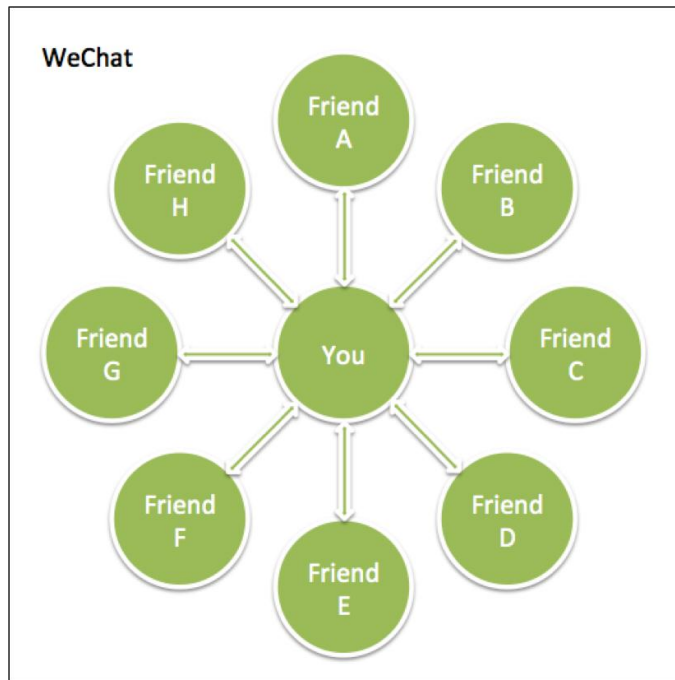
# Why Tencent WeChat?

- One of the most popular channels for Chinese consumers to communicate .
- A gateway to bridge your customers between the offline and online world.
- The smart phone app has an estimated 400 million users in China.
- Users are able to utilize a variety of features such as voice chats, group chats and unique meet-and-greet features like 'Look Around' and 'Shake'.
- Wechat verified account allows a company to post rich media content, such as videos and audio messages, specifically tailored to the platform.





# WeChat—Privacy, Personal, Deeper Engagement



- WeChat offers higher level of privacy for social media users
- WeChat can help build more personal and deeper relationship with followers, especially VIP fans
- Weibo and WeChat combined can initiate and improve the relationship with fans to achieve the goals of brand building and leads generation



# Open WeChat Public Account Requirements

## Opening Account Requirement

- Chinese Citizenship
- Or Business office in China with official address

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