

Digital Marketing Asia Media China

Presented by
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- ✓ The #1 Chinese Social Media platform

Sina Weibo “News Feed Ads” (Story Teller Ads)



- With 500 million active users, Weibo helps to brand to the **fans (audiences)** based on the most specialized ads targeting ever available.
- Business can use a complex matrix of demographic filters, personal attributes, interests, social relationship to define **exactly where** and **whom** your advertising will be targeted to.
- Meanwhile it has **all features** such as regular blogs/posts, such as forwarding, comments, collection, praise and so on.

What is Sina Weibo "News Feed Ads" ?

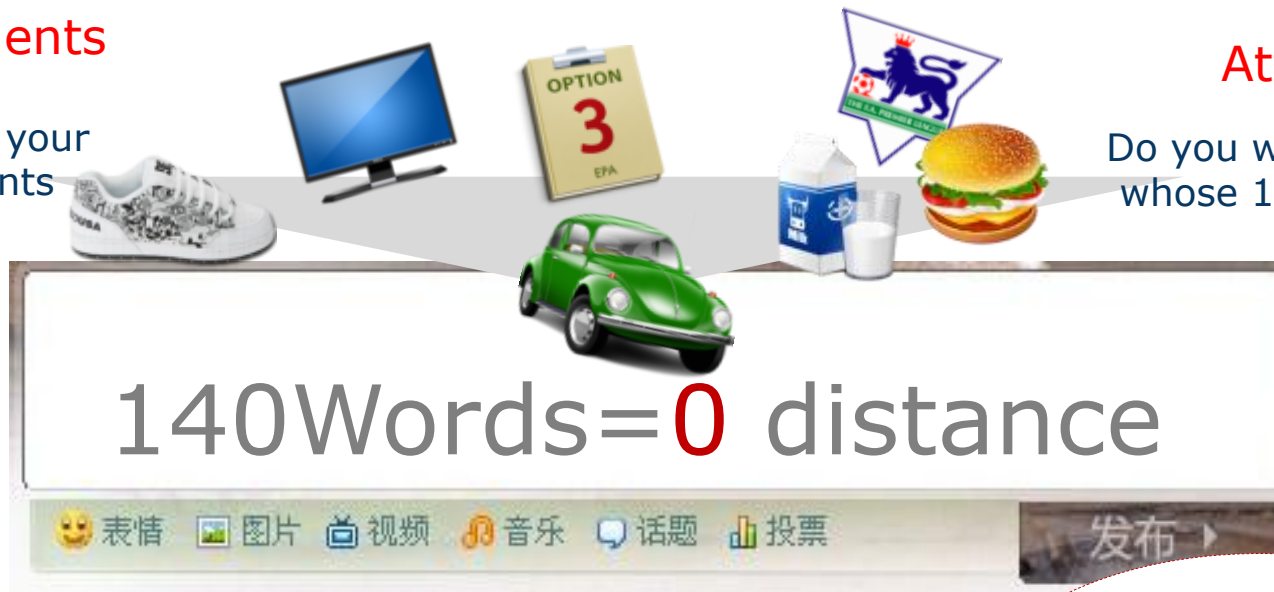
Transmit 140 good words be transmitted.

Comments

Publish your comments

Attention

Do you want to see whose 140 words?



140Words=0 distance

Pictures/Video/Music

Look anytime!

Topic

What topics be discussed?

Feeds

Who see your words?

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What is the Ads Advantages ?



Massive Reach

The brand information widely available to fans and potential fans, covering hundreds of millions of Weibo users



Precisely Targeting

Find a more accurate target population based on user attributes, interests, social relationships etc.



Multi-dimensional delivery

Be transmitted multiple times after delivery to the target users, maximize the advertising effect

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What is the Ads Advantages ?

Right-hand side Ads



News Feed Ads

facebook

News Feed Ads

- Right-hand side ads best for branding-oriented content marketing such as videos
- News Feed Ads best for outright product offers.
- New Feed Ads targeted ads in the news feed get clicked nearly 50 times more than those on the right-hand side and more than 20 times as much as standard Web ads
- At the same time, the prices of those news feed ads were half those on the right-hand side and a fifth of Web ads.

- ◆ Similar placement and display
- ◆ Similar search algorithm
- ◆ Similar fee structure



Display to Fans

Appears in the middle of the news feed as a regular post/blog;

Difference:
Promotion sign at the right left corner.

Display to Potential Fans



- Reminder: it is the ads
- Click to read the product info

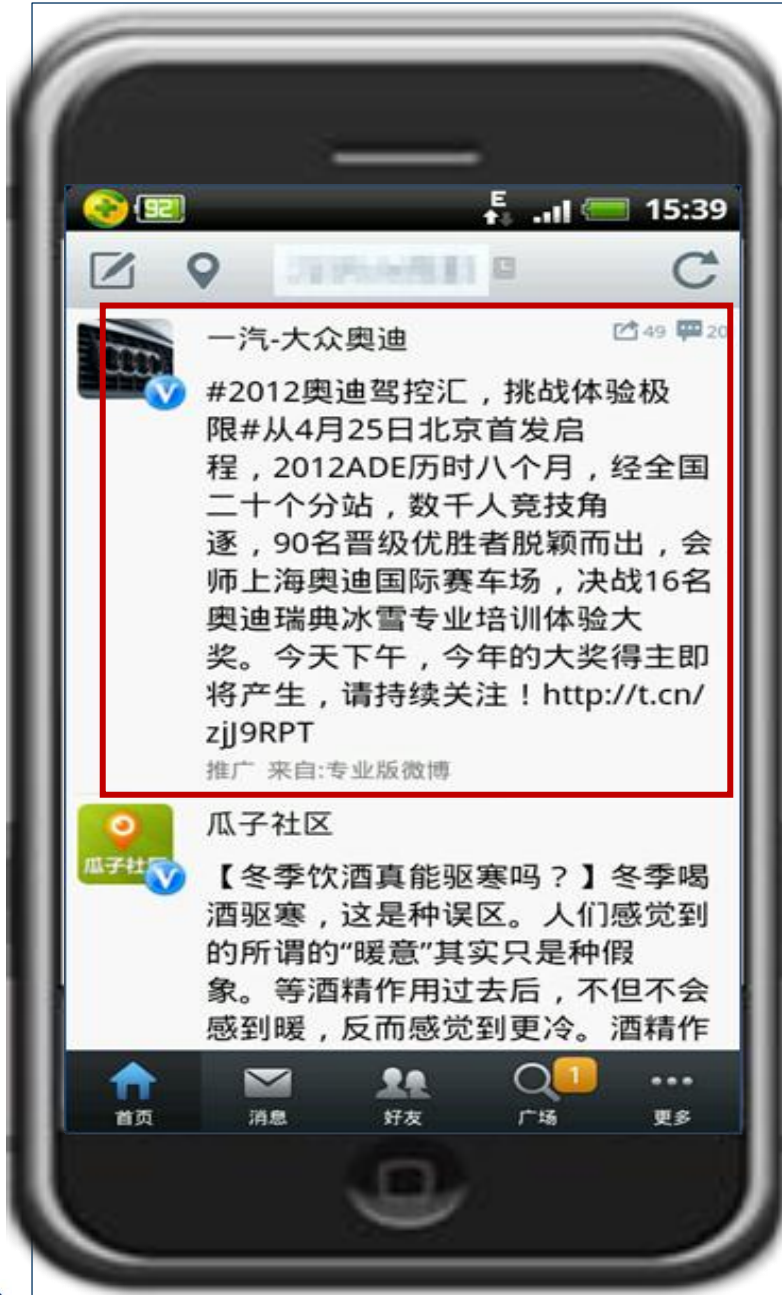
User Relationship

Appears in the middle of the news feed as a regular post/blog;

Difference:

After click it will direct the potential fans to the official Weibo site, with the more detailed explanation of the product/service.

Display on Mobile



Cell phones iPad display:
similar to the regular PC
display

Cover:

- iPhone
- Android
- iPad

Open Weibo Account Requirement

- To open an account, please provide the following documentation
 - ❑ Business record on registered official government website
 - For example
<https://www.sos.nh.gov/corporate/soskb/csearch.asp>
 - ❑ Business License
 - ❑ Upfront payment is required
 -

Note: **NOT** allowed to do ads on China Gambling and related Finance related (highly restricted)
Drug (medicine)

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