

# Digital Marketing Through Asian Media – China

Presented by  
Glogou  
[www.glogou.com](http://www.glogou.com)



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- ✓ The #1 Chinese Social Media platform
- ✓ Search, display, video and variety search format
- ✓ News Feeds Ads
- ✓ GEO/Demographic targeted Ads/Blog

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

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- 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

表情 表情 图片 图片 视频 视频 音乐 音乐 话题 话题 投票 投票 发布

**Pictures/Video/Music**

Look anytime!

**Topic**

What topics be discussed?

**Feeds**

Who see your words?



# 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



## 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.
- News 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



微博推广 ?

Love\_NBA小秘书 V

尼克斯复仇绿衫军 <http://t.cn/zYzYPCE> 1月25日, 东部宿敌相遇, 尼克斯客场险胜凯尔特人, 报了上次失利的一箭之仇, 也结束了6年多在波士顿不胜的历史。“甜瓜”安东尼28分9篮板, 基德12分, 伊曼-山姆珀特10分5篮板。凯尔特人五连败。@LOVE\_尼克斯

对此信息不感兴趣

+关注

推广 来自新浪LoveNBA

转发(34) | 收藏 | 评论(0)

- 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 ;

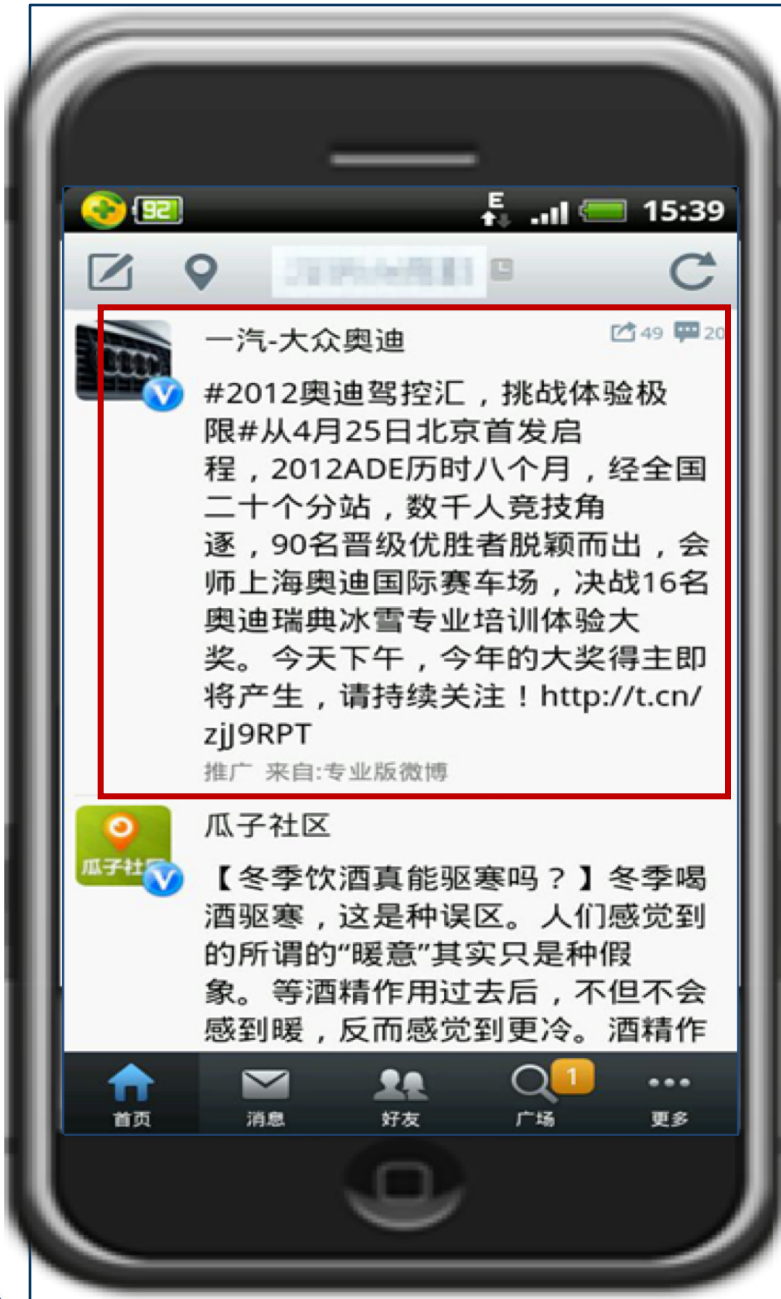
Difference :

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



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# 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 appearing on 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)



# *Your Asian Market Campaign Starts from Here!*

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