WECHAT - THE FUTURE OF SOCIAL CRM
WeChat is providing unique insight into the future of social CRM.

WeChat brings mobile-first capabilities (online-to-offline linkages), together with detailed audience profiles and mobile payments - into a comprehensive view of audience activities.

Imagine being able to unify the user data from Facebook, Google, Amazon, brand websites and mobile apps - into a singular view of the customer - that’s WeChat right now.

Add to this, the dominance of WeChat in China - with 900million users spending on average 34% of mobile time on the app - and it’s clear to see why brands have been rushing to setup CRM systems in coordination with their account operations on WeChat.

Social CRM systems on WeChat could offer some important insights for Global marketers into how omni-channel, social-mobile marketing will evolve.
BRANDS ON WECHAT ARE GAINING UNIQUE INSIGHT INTO THE FUTURE OF MARKETING.
WeChat connects the actions of individuals - online and offline - with audience data, allowing brands to deliver messages at the right place, right time.
Brands on WeChat are automating audience interactions (thru AI/Chatbots) and delivering highly specialized services - on a personalized level.
Given mobile penetration rates in China, the links between online and offline are more robust. Brands can collect data at every stage and react in realtime.
Offline retail is being seamlessly connected to online information. Brands with strong O2O capabilities can track users across entire purchase paths.
WECHAT PAY LAYS CLAIM TO 800 MILLION REGISTERED USERS.
CHINA HAS DRAMATIC LEAD IN MOBILE PAYMENTS

CHINA’S LEAD OVER US IN MOBILE PAYMENTS IS MORE THAN 10X.

BY 2021, 79% OF CHINESE WILL BE PAYING BY MOBILE. ONLY 23% OF AMERICANS.

According to eMarketer.

Source: iResearch, Forrester Research
With more than 2/3rds of Chinese netizens currently using mobile payments, mobile/social CRM in China is more universal (sooner) than anywhere else globally.
INDIVIDUAL APPS IN THE WEST CAN FULFILL MOBILE MOMENTS ONE-BY-ONE.

BUT IT’S WECHAT’S UNIFIED, ALL-IN-ONE CAPABILITY WHICH IS MOVING INNOVATION IN CRM FORWARD.
WECHAT REPRESENTS 34% OF CHINA’S MOBILE NETWORK TRAFFIC.

AND OWNS 70 MINUTES OF THE 200 MINUTES (AVE.) PER DAY SPENT ON MOBILE PER USER.

FACEBOOK SITES ACCOUNT FOR 14.1% OF US MOBILE TRAFFIC.

Source: CAICT WeChat Impact Report 2017
GLOBAL ECOSYSTEM

FRAGMENTED, ANONYMOUS
Tracked With Cookies

- WEBSITES (Brand Presence)
- FACEBOOK (Social Media)
- GOOGLE (Search, Discovery)
- AMAZON (Ecommerce, Sales)
WECHAT AS ECOSYSTEM

UNIFIED, COMPREHENSIVE
Real User Profiles

OFFICIAL ACCOUNTS
(Brand Presence)

MOMENTS STREAM
(Social Media)

SOGOU & WOM
(Search, Discovery)

WECHAT PAY
(Ecommerce, Sales)
PINDUODUO DEMONSTRATES THE POTENTIAL FOR VIRAL, SOCIAL SALES.
FUTURE OF MARKETING

While social demonstrates only a small impact on observable marketing outcomes globally, its power and potential is evident with social selling apps such as Pinduoduo (which is built on top of WeChat). WOM and user-get-user sales holds transformative opportunities for brands that get social CRM right.

The value of social CRM goes beyond merely building loyalty with the most ardent fans of a brand. Its purpose should be to create the sort of connections that exist on Pinduoduo...where a Brand is able to unlock deep connections with fans and stimulate follow-on referral and viral growth - per audience.
Effective social CRM leads to WOM, user-get-user outcomes

Source: Adapted from HBR
REAL USER PROFILING

DETAILED VIEW OF CUSTOMER ... DOWN TO INDIVIDUAL LEVEL
Using a CRM system plugged into the backend of WeChat, brands are able to build detailed audience profiles and collect information right down to the level of an individual—with real user profiles. Further, it is possible to follow the actions of individuals at every stage of activity; from where they go, what they read, links they click, to what they buy.
WECHAT CRM SYSTEM
Process using 3rd Party CRM system on WeChat

LOCATION OF FOLLOWER
Updated every 5 seconds

BIND WITH USER
User scans brand QR code, enters account ID

CONTENT
Articles/messages read ...shared, liked

PROFILE ON CRM
Audience profile is recorded/kept (with 3rd party CRM system)

TIMING OF ACTIONS
What the user did and when

CHAT HISTORY
Chat history with brand & other interactions

The WeChat dashboard does not permanently retain user data. A 3rd Party Social CRM System must be installed.
WECHAT CRM SYSTEM

BACK-END

BRAND ACCOUNT
CRM System

AUDIENCE PROFILE
Name, Location, Gender

PROFILE DETAILS
Actions, Interests

GROW SEGMENT
Scale Around Personas

FRONT-END

CONNECT BY QR CODE
Linked to brand account

VIEW CONTENT
From brands, social stream

ON-LOCATION
Sent messages per location

BESPOKE CONTENT
Per-person, Segment
From basic data on registration ...to deeper insights after repeat engagement.

### AUDIENCE DATA - THRU sCRM SYSTEM

The WeChat dashboard does not permanently retain user data. A 3rd Party Social CRM System must be installed.

**BASIC SEGMENTATION CRITERIA**

Demographics + Location

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<table>
<thead>
<tr>
<th>WHEN USER FOLLOWS US</th>
<th>INTEREST-BASED</th>
<th>ACTION-BASED</th>
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<tbody>
<tr>
<td>Open ID</td>
<td>Interest - Article Reads / Exits</td>
<td>Follow/Un-follow duration</td>
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<tr>
<td>Avatar Picture</td>
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<td>Gender <em>(Declared)</em></td>
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<td>Location: City/Country <em>(Declared)</em></td>
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<td>IP-based Location <em>(H5 Interaction)</em></td>
<td></td>
<td>Coupon Usage</td>
</tr>
<tr>
<td>Device Location <em>(Every 5 Seconds)</em></td>
<td></td>
<td>H5 Interactions - Clicks/Sessions/Sales*Requires Consent</td>
</tr>
</tbody>
</table>

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On-going Data Collection (for testing)
QUALIFIED ATTENTION
PROSPECTIVE CLIENTS

CONVERSION

LOYALTY
CONVERT CLIENTS TO REPEAT & UPGRADE PURCHASES

SUPPORTING INFRASTRUCTURE

OOH / Shops / Inquiry
Moments Ad / KOLs
Search / Article

Social CRM
H5/Mini-App
Retail & “WeShop”

Loyalty Program
Concierge & Customer Service
SEGMENTING AUDIENCES

Using WeChat CRM, we can target messages down to the per-person level.
With WeChat, brands are moving beyond one-size-fits-all marketing, toward strategies which are more customized for specific audience segments. CRM systems in WeChat afford brands the opportunity to develop detailed audience profiles and deliver bespoke content. Brands who get this right enjoy big increases in users engagement.
SHOTGUN APPROACH TO SOCIAL

Blanket messaging thru social channels is reaching its limits ...engagement is in decline.

BROADCAST MESSAGING

Most social channels (Facebook, Instagram, Weibo...) are organized around a single stream of messages. Brands on these social channels must create one-size-fits-all messages and aim to satisfy a portion of followers.

Brands on these channels must schedule a mix of posts to appeal to groups (segments), rotating across groups to develop wider appeal.
MOVING TOWARD PER-PERSON MARKETING

Success rests with increasing relevance of messaging (being more targeted).

SEGMENT SPECIFIC STREAMS
Brands who use CRM systems on WeChat can create streams of segment-specific messages ...with each stream highly focused on the specific interests of narrow audience sets.

Smart brands on WeChat are developing systems to tag users, create in-depth personas and dramatically increase relevance for audiences.
AUDIENCE DATA STRUCTURE
Development of customer segments (personas).

1. BASIC SEGMENTATION
Based on existing customer data, interviews, purchase info.

2. TAGS TO REFINE
Refined, organized based on user data (tags) from WeChat

3. ENHANCED, EXPANDED
Correlating keywords (tags), to Weibo, Baidu...to enhance image of customer

About persona and how they relate to our brand...
Larry is a high-value customer for our legacy products. He’s a C-Level manager in an MNC - and travels globally - making him a customer we want to engage with in China and Overseas.
“TINA TATTOO”
PERSONA

Tina is super stylish and cool, always on the edge of fashion and what's new. She leads trends with friends and online followers alike and lives a fearless lifestyle, pushing herself to the limits.

HOME CITY
SHENZHEN

AGE
25-30

GENDER
FEMALE

SHOPPING CHANNEL
"RED"

DESTINATIONS
HK, JAPAN

CONTENT

HER STYLE

HER STUFF

WHAT’S FUN FOR HER
“ENTERPRISING ED”
PERSONA

Ed is a young entrepreneur with a lot of experience internationally. He is sometimes a premium buyer but also often opts for cheaper options. Most of his shopping is done online.

TAGS
- HOME CITY: HONG KONG
- AGE: 30–35
- GENDER: FEMALE
- SHOPPING CHANNEL: TMALL, JD
- DESTINATIONS: SHA, BJ

CONTENT
- HIS STYLE
- HIS STUFF
- WHAT’S FUN FOR HIM
CRM - AUDIENCE SEGMENTATION

Matching content & offers to the correct audience groups (personas)

“SOCIALITE SALLY”
PERSONA

Sally is part of a large social circle in Shanghai. She’s pretty mainstream, but prefers high-fashion, good food and quality experiences ...and follows media and KOLs for what to wear, where to go.

TAGS

HOME CITY
SHANGHAI

AGE
35-40

GENDER
FEMALE

CHANNEL
TMALL

DESTINATIONS
ASIA

CONTENT

HER STYLE

HER STUFF

WHAT’S FUN FOR HER
INTERACTION PATHS
Connecting detailed audience insights with brand checkpoints
INTERACTION PATHS

With each persona, we create in-depth interaction maps, allowing brands to respond appropriately to each segment (persona) with relevant content and communications. Each journey, with each segment can be tested and fine tuned with information collected over time.
CRM - AUDIENCE SEGMENTATION

Segment follower base, incentivize, and lead to sale

BROADCAST: SEGMENT GROUPS

Create and manage your followers by different segment types: Gender, Age, Location, Languages, Timestamp, Article Preferences.

“LAOBAN LARRY” PERSONA

Larry is a high-value customer for our legacy products. He’s a C-Level manager in an MNC - and travels globally - making him a customer we want to engage with in China and Overseas.
INTERACTION PATHS

As a mobile-first app, WeChat provides a critical link between offline and online, connecting audiences (customers) to brand across multiple touchpoints. For each brand (and each industry) there are highly specialized interaction paths - representing the connection points in brand/audience relationships.
WECHAT SOURCE OF AUDIENCES

THE CHANNELS WHERE AUDIENCES CONNECT TO BRANDS ON WECHAT

LOCATIONS
(POS - Service Locations)

COLLATERALS
(And products, packaging)

CONTENT
(Messages/Shared by KOLs)

SOCIAL ADS
(Promoted posts)

OFFLINE

ONLINE

HAPPY TO HAVE YOU FOLLOW OUR BRAND

ACCEPT & CONNECT
OVERVIEW OF CRM PATHWAY

Developing holistic view of customer

OFFLINE
- OOH / Shops
- Inquiry
- Experience
- Purchase

WECHAT
- Moments Ad / KOLs
- Search / Article
- Follow OA
- Menu Interaction
- Share H5
- Loyalty Registration
- Concierge
- Location Message
- Store Visit

WEBSITE
- Basket
- Registration
- Purchase

BINDING
- Web Visit “WeShop”
- Purchase in Store
- Customer Service

ACQUISITION
- AUDIENCE TAGS = SEGMENTS

CONVERSION
- SEGMENT REFINEMENT

LOYALTY
- DEPTH OF ENGAGEMENT

Source: 31Ten
QR Codes play a pivotal role in connecting audiences to social in China. QR Codes are the bridge from Offline to Online...linking audiences to our accounts. They are signs (triggers), allowing audiences to identify connections to brands - and link them to social accounts, content and promotions (eg. landing pages, apps).
UNIQUE QR CODES
TO TRACK CONNECTIONS WITH AUDIENCES, MEDIA AND TOUCH POINTS.

PER MOMENT

PER PRODUCT

PER LOCATION (SHOP)

PER CUSTOMER REP

PER CHANNEL/MEDIA

PER AUDIENCE
Personalized QR codes allow brands to identify individual followers on WeChat backend CRM. Per-person QR codes can be used for user-get-user campaigns.
INTERACTION PATH

RETAIL
AND SHOPPING
PERSONA
“TINA TATTOO”

INTERACTION PATH
RETAIL - “TINA TATTOO”

INTERACTION PATH

BRAND POS & ADS
- Enter/Exit Shop
- Brand Collateral

Account Binding
- User assigned unique QR code

MESSAGING
- Personal Stories & Promotions
- Location Based Messages

PRODUCT
- Unboxing

BRAND POS
- User-get-user Opportunities

ADD TO CRM
- Location of connect
- Answers to on-boarding Q&A
- Products, topics of interest
- Locations
- Products purchased
- User friends, participation
OUT OF HOME ADS, BILLBOARDS

QR CODES LINK TO BRAND ACCOUNTS.

Linking brand to audiences. Encouraging audiences to follow brand accounts. Linking audiences to campaigns/promotions.
INFLUENCERS/KOLS

QR CODES LINK TO BRAND ACCOUNTS.

Linking brand to audiences. Encouraging audiences to follow brand accounts. QR Codes also allow measurement of KOL effectiveness (eg. how many people connect per KOL).
Linking brand to audiences. At shop entrance and/or POS, to encourage new followers. Incentivized by gift with purchase. Also valuable to provide incentives to existing followers to scan per location ...and ‘check-in’
CUSTOMIZED EXPERIENCES FOR FOLLOWERS

NEW FOLLOWERS - ENGAGEMENT THRU BESPOKE CHAT (INTERACTION).

KEYWORD AUTO-RESPONSE

Setup keywords for audience interactions. Useful for initial registration of new followers to sort them into groups/segments.
CUSTOM MESSAGES PER PERSON/SEGMENT
CONNECTING AUDIENCE INTERESTS WITH BRAND EXPERIENCES/PRODUCTS.

LEADING TO SALES & LOYALTY

“TINA TATTOO” PERSONA

HEADLINE & KEY VISUAL
Compelling, representing relevant, hot topics/themes
Maximum One Line

REGULAR INCENTIVES
To build followers & sales.
Maximum Two Lines

COOL SUMMER GEAR!

GREAT, STYLISH ESCAPES FOR CREATORS

INTRODUCE A FRIEND, WIN A VISIT TO OUR SHA EVENT.
Unboxing = Unlocking: Products delivered with QR code & messages to customers, allowing them to un-lock special events/opportunities. Scan the QR code, sign up to follow the product ...get invites to related events/opportunities.
THRU SOCIAL MEDIA

BUILD ON EXISTING CONNECTIONS - ENCOURAGE LOYALISTS TO ADD FRIENDS.

Encourage growth & WOM. Per-person QR codes can be tracked on CRM system to attribute new followers per-person.
INTERACTION PATH

TRAVEL
AND HOSPITALITY
PERSONA
“LAOBAN LARRY”

INTERACTION PATH
TRAVEL/HOTEL - “LAOBAN LARRY”

INTERACTION PATH

AT CHECK-IN
- Collateral
- Wi-Fi
- User assigned unique QR code

Account Binding
- Welcome, Concierge Intro
- Personal Stories & Promotions

MESSAGING
- Location Based Messages

RETURN HOTEL
- Return Patron, WOM

ADDED TO CRM
- Location of connect
- Answers to on-boarding Q&A
- Products, topics of interest
- Participation, Location...
- Locations
FOR VISITORS - VIA WIFI

FREE WI-FI FOR FOLLOWING THE BRAND ON WECHAT.

Linking brand to audiences. At lounges & service points providing opportunities to follow official accounts.
ON BRAND COLLATERAL
QR CODES TOGETHER WITH UNIQUE INCENTIVES TO FOLLOW.

Linking brand to audiences. Encouraging patrons to connect and follow official brand accounts, promotions.
CUSTOMIZED EXPERIENCES FOR FOLLOWERS

NEW FOLLOWERS - ENGAGEMENT THRU BESPOKE CHAT (INTERACTION).

KEYWORD AUTO-RESPONSE

Setup keywords for audience interactions. Useful for initial registration of new followers to sort them into groups/segments.

Thanks for following us!
Please let us know a bit more about how we can help your experience with us.

What city do you plan on visiting in the next 3 months?
1. Hong Kong
2. London
3. New York

1. Hong Kong

Check out our travel guide for Hong Kong.
WELCOME TO BEIJING

I'm Mary your concierge.

I can help you with booking restaurants, spa and assisting you during your stay in Beijing.

Anything I can do to help, please message me here:

Service & support applications. Once connected, encourage long-term engagement with audiences.
CUSTOM MESSAGES PER PERSON/SEGMENT
CONNECTING AUDIENCE INTERESTS WITH BRAND EXPERIENCES/PRODUCTS.

LEADING TO SALES & LOYALTY

“LAOBAN LARRY” PERSONA

INSPIRING CONTENT
Bespoke for audiences (personas)

SALES & CRM
Present products (offers) ...link to sales and loyalty
FOR RETURN CUSTOMERS/PATRONS

BUILD ON EXISTING CONNECTIONS - ENCOURAGE LOYALISTS TO ADD FRIENDS.

Encourage growth & WOM. Location-based alerts to loyalists ... with incentives to spread WOM.
Good first interactions lead to improved relevance and engagement.
First impressions matter …a lot …when it comes to building a relationship. During the first 48 hours after connecting with a new follower, normal limits on message frequency don’t apply. So smart brands use this time to collect valuable information - to improve relevance - and build lasting engagement with audiences.
READING RATES ARE DROPPING QUICKLY FOR OFFICIAL ACCOUNTS.

ARTICLE OPEN RATES DROPPED FROM 15% IN 2015 TO BELOW 5% IN 2017.

Source: Newrank, Weixinhost, Weihudong
Audiences aren’t following accounts. Brands need to up their game to jumpstart fan growth.

49% of accounts stagnated or lost followers in 2017.

Source: Newrank, Walkthechat
THE FIRST 48 HOURS
A CRITICAL WINDOW FOR CONNECTING WITH AUDIENCES

ACCOUNT FOLLOWED

COLLECT FOLLOWER INFO ...AND DESIGN BESPOKE, RELEVANT AUDIENCE CONTENT.

48 HRS
UNLIMITED MESSAGES TO NEW FOLLOWER

NORMAL ACCOUNT BROADCAST LIMITS

SUBSCRIPTION ACCOUNTS
1 push message per day

SERVICE ACCOUNTS
4 push messages per month

Up to 5 unsolicited messages at a time. Each action (response, click on menu...) by user resets the limit to 5 messages.
FIRST 48 HOURS: CASE STUDIES
AUTOMATION OF NEW FOLLOWER MESSAGING AND ON-GOING CONTENT MGT
BEAUTY RETAILER - This anonymized case study courtesy of JING Digital, demonstrates the interaction at first point of contact, where brand asks questions to follower ...in order (1) build a clear profile of audience interests, needs, and (2) to streamline the correct content to the right audience segments.

Data recorded instantaneously to CRM system (tagged on audience profile). Followers receive bespoke content per segment.

Source: JING Social

**BEAUTY RETAILER**

Followers Segmented by needs/goals.

Chatbot Q&A to understand needs.
WEBSITE

CASE STUDY: BEAUTY RETAILER

PERSONALIZED CONTENT PER SEGMENT.

62% INCREASE IN VIEWS DURING WELCOME JOURNEY.

AND 31% INCREASE IN VIEWS FOR ALL CONTENT ON THE BRAND ACCOUNT.

39% DECREASE IN “UN-FOLLOWING” RATES.

FOR BOTH THE WELCOME JOURNEY AND DURING SUCCEEDING MONTHS.

23% INCREASE IN SALES CONVERSION RATES.

THRU SEGMENT SPECIFIC CONTENT AND PERSONALIZED PRODUCT RECOMMENDATIONS.

Source: JING Social
SPIRITS COMPANY - This anonymized case study courtesy of JING Digital, demonstrates the interaction setup during the first 48 hours upon a new follower binding with the brand account.

The Sprits Company setup a Chatbot/AI using JING Digital’s social CRM tool to engage the follower in a discussion about themes of common interest between brand and follower; spirits, cocktails/mixology, and bars, nightspots around Shanghai.

AUTOMATED CHATBOT ALLOWS BRAND TO UNCOVER KEY AUDIENCE INTERESTS

Source: JING Social
CASE STUDY: SPIRITS COMPANY
MORE THAN HALF OF FOLLOWERS ENGAGED ACTIVELY.

51% OF NEW FOLLOWERS PARTICIPATED IN CHAT
VERSUS INDUSTRY AVERAGE OF 25%

40% OF FOLLOWERS TAGGED WITH NEW DATA
VERSUS INDUSTRY AVERAGE OF 10%

22.3 AVERAGE ACTIONS DURING THE LAUNCH WEEK
VERSUS ONLY AVERAGE 4-5 ACTIONS DURING LIFETIME OF GENERAL ACCOUNT

Source: JING Social
CASE STUDY

LOCATION BASED MESSAGING PER SEGMENT.
LOCATION BASED TRACKING
HOW TO MATCH USERS WITH LOCATIONS

**GPS**
For users who opt-in (give permission) we can track location based on GPS.

**IP ADDRESS**
From users who connect with an external link from WeChat (eg. an H5 page).

**DEFAULT LOCATION**
Based on the location the users elects to share with profile (eg. home city).

WE CAN ALSO DO GEO-TARGETED ADS WITH WECHAT, BASED ON REALTIME USER LOCATION.
GLOBAL BEVERAGE CO - This anonymized case study courtesy of JING Digital, highlights how companies can track locations of followers and send messages when followers arrive at a place.

The account can be set to deliver specific content - matching location x audience-specific insights. In this case content was customized for audience who (were tagged) originating in Shanghai and arriving in New York.

Location targeted messages increased page views from 2x - 5x over normal averages.

Source: JING Social
The combination of time, place and personal interests are key.
SCENARIO PLANNING

With knowledge about audiences (who - when - where), it is possible and increasingly necessary, to plan content in more detail. This in-depth content planning, called “Scenario Planning” is designed to leverage mico-moments with audiences to connect more closely with important needs, goals, interests and passions.
RELEVANCE ON SOCIAL
IS ABOUT CONNECTING CONTEXT WITH USEFUL CONTENT

PERSON

TIME

PLACE

INTERESTS
& GOALS

SCENARIOS
SEGMENTED AUDIENCES
BESPOKE CONTENT PER AUDIENCE, PER SCENARIO
AUDIENCE SCENARIOS = BESPOKE CONTENT

CONTENT FORMULA PER SEGMENT (PER PERSON) BASED ON CONTEXT

TIME
LUNCH

POWER LUNCH

SUPER FOODS
AUDIENCE SCENARIOS = BESPOKE CONTENT

CONTENT FORMULA PER SEGMENT (PER PERSON) BASED ON CONTEXT

LOCATION

LOS ANGELES

GOLF EXCURSION

ART DISTRICT
AUDIENCE SCENARIOS = BESPOKE CONTENT

CONTENT FORMULA PER SEGMENT (PER PERSON) BASED ON CONTEXT

HOLIDAYS
SPRING FESTIVAL

TRADITIONAL

FASHIONABLE
AUDIENCE SCENARIOS = BESPOKE CONTENT

CONTENT FORMULA PER SEGMENT (PER PERSON) BASED ON CONTEXT

MONTH
APRIL

SHANGHAI F1

COACHELLA
AUDIENCE SCENARIOS = BESPOKE CONTENT

CONTENT FORMULA PER SEGMENT (PER PERSON) BASED ON CONTEXT

GOALS

HEALTH

HIKING/WALKING

YOGA
AUDIENCE SCENARIOS = BESPOKE CONTENT

CONTENT FORMULA PER SEGMENT (PER PERSON) BASED ON CONTEXT

HOT TOPICS

ENTERTAINMENT

BUSINESS ICONS

REALITY TV
Personas get us to think about use in context

Scenarios highlight problems and opportunities

People are motivated to buy things to achieve goals
WeChat Mini-Programs represent clear cut opportunities for brands to help solve audience challenges - in the form of scenarios. Smart brands are solving problems for audiences through these apps in WeChat; how to improve health/fitness, guides while traveling/fashion/work... providing tips/tricks/hacks for important needs/goals.
WeChat Mini-Programs (MPs) are the new front-line in marketing through WeChat. With over 170 Million Daily Active Users (DAU) for Mini-Programs, there is a huge amount of audience interest.

While most efforts to-date have focused on ecommerce/sales, smart brands are designing MPs around scenarios to address specific audience needs per time/location/interests/habits. Brands that can help solve audience challenges are in a good position to capture lasting fan engagement.

Data capture is another important opportunity with MPs. Using a social CRM system, it is possible to collect audience interactions, locations and interests. Each new piece of info providing additional insight to connect and add value per audience.
Nike’s Training Club (NTC) has setup a mini-program as fitness app on-the-go with customized fitness/workout tutorials & tracking.
Philip: Sports & fitness enthusiast. Running & cross-fit participant.

Thursday at 12:10PM. His regular running time. Its a bad air day.

Beijing. Downtown near his office.

It's a bad-air day outside today during Philip's regular running time. Send a note with recommendations for best indoor aerobic activities.
<table>
<thead>
<tr>
<th>SCENARIOS</th>
<th>IMMEDIATE CONTENT OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Its a bad-air day outside today</td>
<td>Guide for AQI-Level versus what level of exercise is recommended outside</td>
</tr>
<tr>
<td>He wants to figure out what sorts of running training he can best do inside with limited space</td>
<td>Indoor training examples of runners. 10 exercises to do if you can't get out for a run...</td>
</tr>
<tr>
<td>Where can he plan a short vacation (excursion) to train in good air (environment)</td>
<td>Guide to quick get-aways for fitness lovers based in Beijing. Five best places to go for runners during the long-weekend.</td>
</tr>
</tbody>
</table>
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THANK YOU

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