Chinese Social Media in 2024
Reaching Chinese travelers in an evolving landscape

Dragon Trail International for Turespaña | June 2024

Contents

Chinese social media at a glance

	Monthly active users	Content type + functionalities	Audience	Best for
WeChat	1.34 billion	Articles, chat, videos, payment live streaming,	Everyone!	Communication, payments, providing official information
Weibo	605 million	Microblogging, photos, video, hashtags	Post-80s-95s, Active trend seekers	Influencer (KOL) partnerships, joining campaigns, widening reach/audience, giveaways
Xiaohongshu	312 million	Photos + text, Short videos	Premium lifestyle seekers; 70% women, higher-tier cities; 50% Gen Z	Reaching key outbound travel market demographic; KOL and UGC content seeding; practical in-destination guides (lifestyle themed); POI reviews
Bilibili	341 million	Short and long videos, vlog, live stream	Over 75% users aged 18-35	Video content in the ACGN and science/tech communities of young people
Kuaishou	684.7 million	Short video and live stream	Young; Mostly lower-tier cities	Sales-focused live stream, "pop-up store" with attractive product offers
Douyin	755 million	Short video and live stream	Multiple segments; skews young	KOL and KOC videos, viral hashtag challenges, short video series about destination differentiators
Dianping	1 million	Restaurant and other venue listings	Millennials, hIgh quality lifestyle seekers, higher-tier cities	Restaurants – Premium members can upload full menu information; Promotion through coupons

Chinese Social Media at a Glance

WeChat Ecosystem

- WeChat Personal
- Channels
- Subscription Account
- WeChat Moments
- Service Account
- Search
- WeCom
- Mini Program

- Weibo
- Xiaohongshu/RED
- Douyin
- Kuaishou
- Alipay
- Dianping

A Chinese Traveler's Social Media Journey
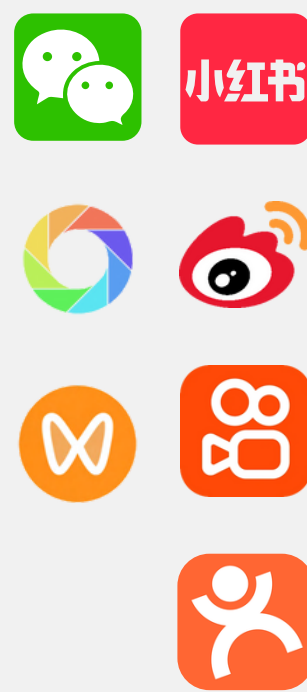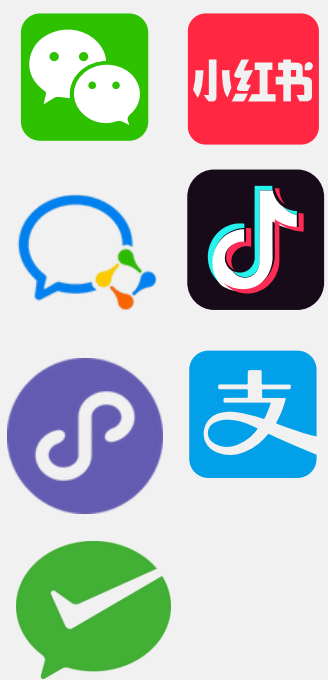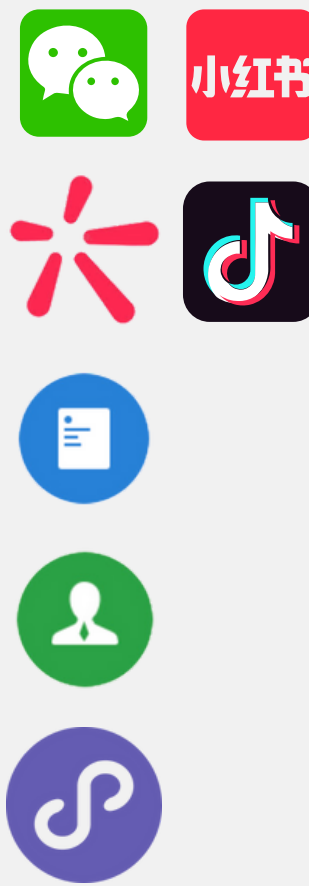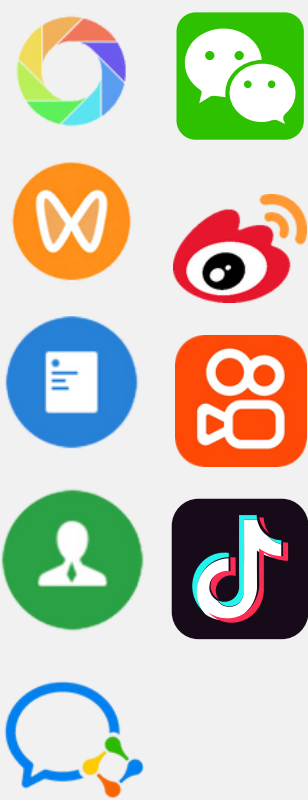
Inspiration ▶ **Research/Planning** ▶ **Booking** ▶ **In-Destination** ▶ **Sharing**

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Discussion: The Chinese Digital Landscape in 2024

China had 5.3 million websites in 2017. By 2023, this had dwindled to 3.9 million (CNNIC). Rather than using the open web, Chinese internet users now increasingly spend their time using apps – notably, multifunctional social media platforms.

Meanwhile, Chinese social media are constantly developing to keep users within the platform's ecosystem, increasing functionalities to provide connections, inspiration, entertainment, and information – as well as product purchasing and payment. Social media platforms in China also now function as the primary search engines, with 300 million searches daily on Xiaohongshu, and 800 million MAUs of WeChat's search tool. In 2023, the use of social networks for brand research in China increased by 10.8% year on year (We Are Social).

As of January 2024, China has 1.06 billion social media users, accounting for 74.2% of the country's population. The social media they use are uniquely Chinese, led by the original "superapp," WeChat. Relative newcomers like Xiaohongshu and Douyin have grown quickly and now pose real competition in the fight for Chinese web users' time and attention. Looking at how Chinese travelers use social media and other digital tools, there have been significant changes and fluctuations since the COVID-19 pandemic put a hold on Chinese outbound tourism in early 2020. Travel brands that hope to engage with and attract Chinese visitors using online tools will need to understand which apps Chinese travelers are using, how they are using them, and which content forms and themes are most resonant and impactful.

Which platforms?

The rise of Xiaohongshu is one of the biggest shifts in Chinese online behavior in recent years. This aspirational lifestyle platform boasts growth rates in active users and content volume that far exceeds other social media (Ji-Gua Data). Another way in which Xiaohongshu has seen significant growth is in its relevance for travel. Travel-related posts and searches for travel content surged during the pandemic years, and this trend shows no sign of stopping. In 2023, travel related posts were up by 273%. Now, the platform is used by more than half of travelers (52%) to find destination information, compared to 43% who use Douyin, 37% who use Ctrip, and 26% and 23% who use Weibo and WeChat, respectively (Dragon Trail, April 2024 Chinese Traveler Sentiment Report).

Douyin, the Chinese version of TikTok, has also become increasingly relevant for travel. In the first three months of 2023, searches for travel-related content on the app increased by more than 300%, compared to the same period one year earlier.

With longer videos than Douyin, BiliBili is gaining popularity among young Chinese, taking up an average of 97 minutes a day for users. But its relevance for travel is limited, and it is not used for promotion by tourism organizations. At present, it is more oriented towards ACGN (anime, comics, gaming, and novels) culture and science/technology.

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Despite the rise of other platforms, WeChat remains firmly at the top of the Chinese social media kingdom. It's the most-used Chinese app and social media platform, and also chosen by 47.7% of Chinese polled by GWI in 2023 as their favorite social media platform. WeChat's ubiquity for daily life in China and usefulness for everything from work correspondence to paying for dinner makes it irreplaceable – at least for now.

Weibo's Instagram-like Oasis launched in 2019, but failed to make a splash. While Weibo is not grabbing headlines or delivering the same growth rates as newer platforms are, it still remains an online space where things can go viral, and is very much a public sphere. On Weibo, we see extraordinary spikes in engagement with celebrity-related content, as well as mass outpourings of moral outrage – for example, against the British Museum for posting about "Korean New Year" celebrations in 2023 rather than identifying the Lunar New Year holiday as Chinese. As an open forum, Weibo also provides unique opportunities for brands to communicate directly with consumers, and there are recent examples of this in the travel sphere.

Competition is leading to continued development for all platforms as they strive to remain relevant and profitable. A financially-struggling BiliBili is investing more into live streaming in 2024. WeChat added its own video channel in 2020 to stay competitive with Douyin. Meanwhile, Douyin and Xiaohongshu are enticing users to remain within the respective apps for more of the customer journey, with increased e-commerce functionalities.

Commercialization

OTAs such as Ctrip and Qunar are the most commonly used channels for Chinese tourists to book outbound travel itineraries and services, selected by 60% of Dragon Trail's survey respondents in the spring of 2024. However, booking though social media platforms such as WeChat or Xiaohongshu is emerging as a common practice as well (chosen by 38%), revealing the evolving role of social media in China's travel market. In addition to being sources of travel inspiration and information, social platforms are also used by Chinese travelers to directly place orders and make bookings.

WeChat has long been a "superapp" that can retain users throughout the entire customer journey, from inspiration and research, through to booking and payment, and then sharing the travel or product experience afterwards. For example, a WeChat user with a search and video viewing history of content related to Spain might first see a video posted by Barcelona's La Pedrera - Casa Milà on WeChat Channels. Then, they could click through to Casa Milà's Official Account to read articles for more inspiration, and then open the attraction's WeChat Mini Program to check practical information like opening hours, compare ticket options, and purchase tickets via WeChat Pay. This is one major advantage of the WeChat ecosystem, but increasingly, other apps are adding commercial functionalities to compete.

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Between November 2022 and November 2023, there were 7.44 million orders for travel products on Douyin, with order volumes increasing by 100% or more for airlines, urban transport, hotels, and attractions. Airline orders increased nearly ten-fold. (Ocean Empire 2023 Travel Data Report)

On Xiaohongshu, new advertising positions, designs, and options for brands allow users to find and book products easily. For example, searching for "MSC Cruises" on the app brings up an advertising banner with direct links to several cruise products, above the search results field.

Video Content

In February 2020, WeChat added a new feature to its arsenal: WeChat Channels, an open stream of short video content. This development was meaningful for three reasons. First, it addressed WeChat's weakness as a closed system by creating a public stream of short video content, making it easier for content to go viral and for brands to get wider exposure. Second, it emphasized the popularity and importance of video content in China. And thirdly, by effectively adding its own in-app version of Douyin or Kuaishou, WeChat showed that these short video platforms were starting to pose a challenge in the competition for Chinese web users' time. 2022 saw a 350% year-on-year increase in original content on WeChat Channels.

The popularity of video content shows no sign of abating, and short video is the "no. 1 time-killing weapon" for Chinese netizens. Now, 93.2% of 16-64 year olds in China watch videos online every week (We Are Social). On average, short video users consume more than 150 minutes a day worth of content, and short video is the stickiest kind of online content (Ji-Gua Data).

Spanish tourism brands that have prioritized video content as part of their Chinese marketing strategies by opening WeChat Channels accounts include Madrid, the Region of Valencia, Meliá Hotels International, Casa Milà, and El Corte Inglés.

Live Streaming

During the pandemic, live streaming for travel took off. It provided something to do for out-of-work tour guides and for grounded travelers seeking a virtual escape from lockdowns through "cloud travel." For tourism boards, live streaming was a way to showcase their destination to an audience desperate for fresh content, and sew the long-term seeds of travel inspiration. For travel businesses including OTAs, airlines, and hotels, live streaming provided a much-needed platform to boost sales and stimulate recovery.

As an example, Turespaña ran a six-hour live stream on WeChat in May 2022, featuring both Seville and Barcelona. The live event attracted 450,000 viewers and generated 550,000 engagements, taking viewers to famous attractions such as Seville's Cathedral and Plaza de España, and La SagradaFamilia and Barça Stadium in Barcelona.

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Fast-forward to 2024, and live streaming has remained a strategy for travel sales. The Trip.com Group, China's largest OTA, held 14 live broadcasts in the first five months of the year, with 500 international hotels participating. They say they plan to expand this into the "tens of thousands" over the next three years – a strategy aimed at least in part in staying ahead of the competition as social media platforms Douyin and Xiaohongshu start to expand into the travel bookings arena. A February 2024 Trip.com live streaming event with the Tourism Board of Thailand generated more than US$2.8 billion in sales. But rather than an on-the-ground exploration of Thai tourism destinations, this live stream was shot in a studio, with an e-commerce style.

While other kinds of live streaming content can deliver the authenticity that Chinese travelers crave from online content, these broadcasts are not popular the way they were in 2020 or 2021. Once promoted as a major feature on travel app Mafengwo, their live streaming page is now relegated to one of the very last content options on the menu, behind "camping" and "hiking trips", and as of June 2024, many of the top live streams on the page date back to 2023.

Algorithms

WeChat Channels and Douyin push content to users with algorithms that incorporate individual behavior on the apps. For WeChat, this includes which official accounts the user follows, content they've interacted with previously, browsing and search records, and content liked and shared by friends.

Douyin's algorithm uses "user's historical clicks, duration, likes, comments, relays, dislikes and other behavioral data" to generate the personalized video feed.

Both Douyin and Xiaohongshu use a decentralized traffic distribution mechanism that helps to even the playing field for small content creators and large accounts, so that big brands don't have a monopoly on what users see. On Douyin, all content is allocated a certain amount of "basic traffic" once it has been published, where this content is served to a small pool of users. Then, based on how the content performs among those users in terms of completion rate (this metric naturally favors shorter videos), likes, comments, and other engagement metrics, the content will be served to a larger pool of users. This continues until the content fails to meet the threshold to progress to the next distribution level. What's interesting about Douyin is that content can continue to be pushed to new users for 90 days, which is a long exposure period for a social media platform, and offers more chances for the post to gain popularity and engagement.

Similarly, all content on Xiaohongshu gets distributed to 50-200 users once it is initially posted. The performance of the content is then assessed, with a "content engagement score" that places top priority on follows and shares generated by the post, then interaction through comments, then "collects", and finally "likes." With "collects" prioritized before "likes", Xiaohongshu rewards content that is deemed to be useful, favoring guides, itineraries, and recommendations over content that is merely aesthetically pleasing.

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Xiaohongshu also provides separate feeds based on accounts followed, an "explore" feed with recommended content, and a "nearby" feed that uses location-based services to push content from users in the area.

Communication: Social Media for CRM

Social media doesn't just provide a platform for brands to push out marketing messages – increasingly, employees use their personal accounts to communicate with and sell to customers directly. WeChat's primary function, after all, is a chat app.

The use of personal WeChat accounts, as well as WeCom, as a CRM tool is already popular in China's fashion and beauty industries, and is becoming a new trend for hotels and retailers in the travel industry. Private chats can be used to provide personalized services, and connecting on WeChat Momentsalsoopens a new environment for marketing.

WeCom, previously known as WeChat Work, is a tool for office management and corporate communication. It's used internally at Chinese companies, but also provides a platform where salespeople can connect to clients through their WeChat accounts and publish to their clients' WeChat Moments. For the company, one major advantage of WeCom is that all of the customer data is retained and managed on the backend of the company's account – so if the employee leaves the company, the company still keeps the customers' information and can continue to re-market to them in the future.

Beyond Daka: New Aesthetics for Social Media

A few years ago, the trend for young Chinese travelers was "daka", a checklist-style of travel that involved visiting every must-see site and taking photos to document it on social media. Now, travelers are more interested in unique experiences and avoiding crowds; they use social media to seek out niche, off-the-beaten-track destinations found through word-of-mouth recommendations and amplified by KOLs.

Tourism marketers can also tap into this desire for a more low-key travel experience. The Region of Valencia, for example, has recently published a number of WeChat articles recommending small towns and villages where visitors can appreciate nature and quiet cultural sites. The Region of Valencia's current WeChat content strategy is built around an emphasis on niche destinations, nature, authentic local food, and slow travel.

In China, the destinations currently most in favor with young and trendy travelers all have their own unique selling points. The city of Zibo went viral for cheap and tasty barbecue, while the ancient capital of Xi'an is a hotspot for dressing up in historical "Hanfu" clothes, and Harbin attracts travelers with its annual ice and snow festival. Destination marketing to Chinese tourists now needs to communicate clearly what sets a destination apart from other places and stands out as a special experience that one can't get elsewhere.

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China's new "small town literature" trend provides a sharp contrast to daka travel. What the two have in common is they both require documenting the experience with photos shared to social media. But the aesthetics couldn't be more different. In daka, tourists pose in front of famous backdrops, looking joyful or glamorous or cute. In "small town literature", young Chinese try to look moody and wistful, seeking out run-down or messy urban backgrounds, and hiring professional photographers to create portraits imbued with melancholy and nostalgia.

Authenticity

When they travel, Chinese consumers are now seeking out authentic, local experiences that can give them something beyond a superficial tourist itinerary. And this search for authenticity is also one of the biggest trends for Chinese social media marketing.

One way that brands are creating more authentic – and cost-effective – marketing content is by leveraging employees. For example, AirAsia is receiving high engagement on Xiaohongshu in 2024 for short videos about its cabin crew's daily lives. These short videos, filmed by the crew using their own phones, feel more intimate to the audience than professionally shot content, helping to create a friendly image for the airline.

In the retail sphere, individual branches of a large chain may be encouraged to open their own social media accounts – the number of followers of each account will be smaller than for the main brand account, but together the numbers add up. The posts are more localized and feel more authentic coming from just one shop, and therefore receive higher engagement.

The decision by brands to work with KOCs (Key Opinion Consumers) rather than KOLs (Key Opinion Leaders) is similar to individual shop branches running their own social media accounts – the reach of a KOC is smaller than that of a KOL, but the results can actually be better because the audience is more targeted and engaged, and the content is perceived as more authentic.

Community

The importance of community and direct people-to-people contact on Chinese social media is another trend that relates to this stress on authenticity, and a preference for content that is less polished and more "real" than a traditional marketing push.

Xiaohongshu places a high value on user generated content – the platform boasts 80 million content creators, and 90% of the posts are UGC. Xiaohongshu users feel more confident about products that they see in UGC, and also perceive this content as more interesting and authentic.

On Weibo, employees of local tourism boards now use their personal accounts to interact directly with travelers, answering questions, sharing local information, providing assurances about local safety, and responding to complaints. In this way, social media becomes a platform for two-way communication, rather

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than just one-way, hard-sell marketing messages. That said, though, another type of "community" on Weibo are celebrity fan groups, and posts featuring celebrities in a tourism destination or acting as an official tourism ambassador can receive staggeringly high traffic and engagement.

This role of social media as a community can also be seen clearly through users' tendency to use the platforms as "mutual support" networks and crowd-sourcing forums. For example, a first-time traveler to Europe might publish a post asking for advice about the best-value destinations and other tips. Or a traveler in trouble might ask for help and support – anecdotally, one Xiaohongshu user in Turkiye in 2023 who ran into trouble with his bank card was able to find help from other Chinese within a few hours of posting online.

The community aspect for social media for travel is similar to how Chinese travel websites Qyer and Mafengwo were used a decade ago. In addition to sharing and asking for travel advice and recommendations, Xiaohongshu users also use the app as a way to meet new travel companions.

Xiaohongshu's emphasis on useful information and recommendations has turned Düsseldorf, Germany into a hotspot for the Chinese diaspora throughout Europe, in search of authentic Chinese food. Students and professionals abroad often use the app to find and share useful information with others in their community, and Düsseldorf and its wealth of Chinese restaurants went viral in late 2021 among Chinese craving tastes of home and unable to travel back to China due to COVID-19 travel restrictions.

Conclusion

China's digital landscape is a unique and dynamic one. The way users interact with online content and with each other is always evolving, and platforms themselves are always adjusting and adding new features to keep up. Social media platforms are generally open places, where connections and communities are formed, and information and advice is sought out through crowdsourcing and increasingly powerful search functions. At the same time, these same social media platforms are adding and enhancing functions to become more like WeChat's closed-off, all-in-one, walled-garden environment, where users spend longer and have fewer reasons to leave.

In terms of outbound travel in the post-pandemic era, we expect to see more reliance on UGC and KOC content for finding recommendations and seeking out unique destinations and experiences. Overseas travel brands should consider the ways in which they can use Chinese social media platforms to connect and communicate with Chinese visitors – whether that's by private chat or in a public forum – and how to showcase themselves as authentic and unmissable.

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WeChat

WeChat

WeChat, created by Tencent, is China's versatile app for messaging, social media, and mobile payments, known as the "app for everything" due to its extensive features. With more than a billion active users, it's a super-app integrating messaging, social media, payments, e-commerce, gaming, and more, dominating daily digital interactions in China.

For global marketers, WeChat's massive user base offers immense brand engagement opportunities. It leads in social commerce, with many users shopping on the platform, and is an innovation trendsetter. WeChat's integrated services provide a seamless digital experience, influencing global trends with live streaming and mobile payments. Its mini programs allow brands to offer interactive experiences without additional app downloads, and it provides valuable insights into Chinese consumer behavior.

WeChat is more than a messaging app; it shapes consumer behavior and sets digital trends in communication and e-commerce. Understanding WeChat is crucial for marketers to engage the Chinese market and stay ahead in the evolving digital landscape.

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WeChat

SUMMARY

China's omnipotent all-in-one super app

KEY FEATURES

Messaging, Social Media and Mobile payments

COMPARED TO

WhatsApp · Facebook · PayPal

MONTHLY ACTIVE USERS

1.34 billion*

DEMOGRAPHICS

Female 47%

Male 53%

Below 24 — 22.3%
25-34 — 13.7%
35-44 — 22%
45-54 — 19.2%
55 and above — 22.7%

T1 & New T1 — 33.1%
T2 — 19.3%
T3 — 21%
T4 and others — 26.5%
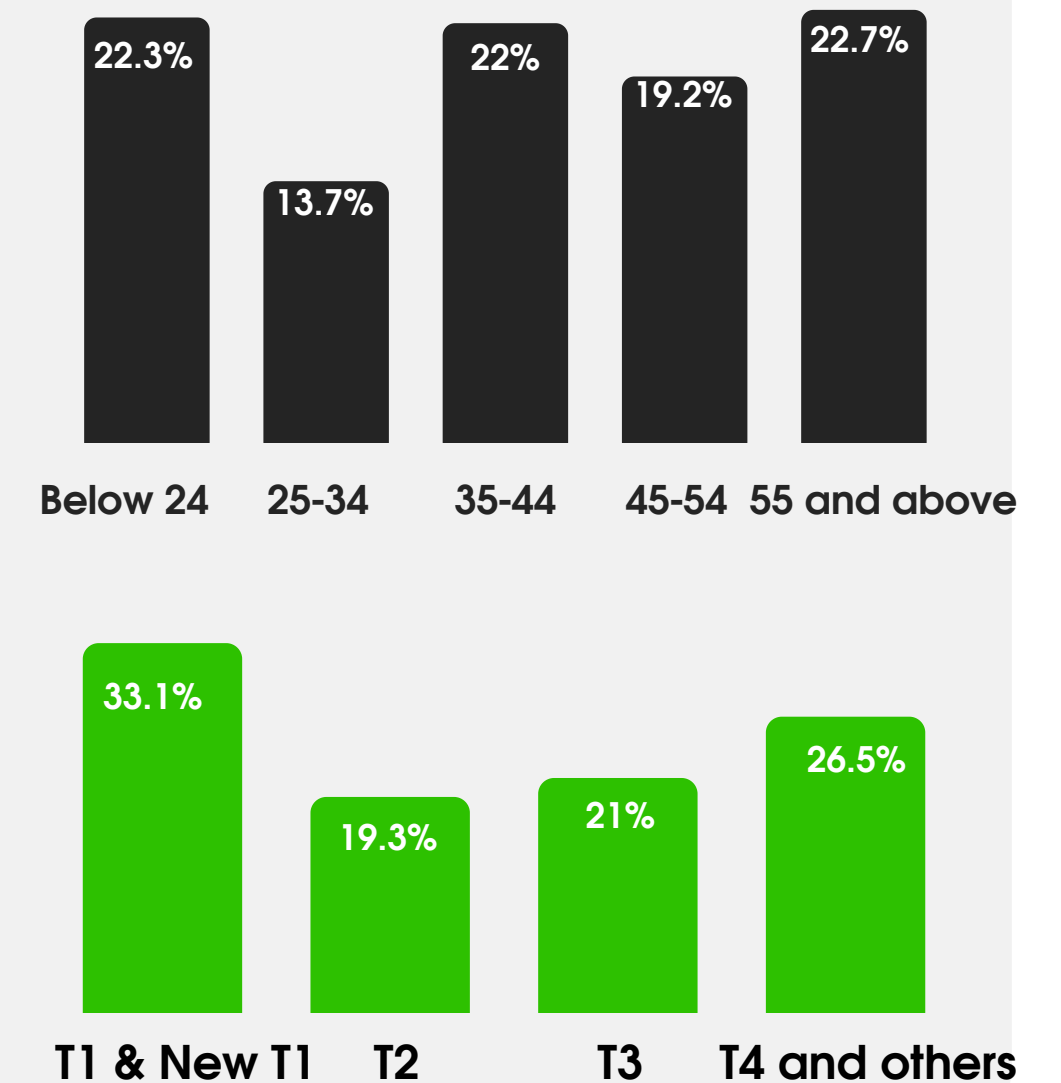
*Source: Statista, 2024
**Source: Statista, 2022

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WeChat Eco System

WeChat Eco-System

Personal
- WeChat Personal
- WeChat Moments
- WeChat Search
- WeCom

Official
- Subscription Account
- Service Account
- Mini Program
- WeChat Channel

Functional
- WeChat Reading
- WeChat Games
- WeChat Listening
- WeChat Keyboard
- WeChat Pay
- WeChat Finance
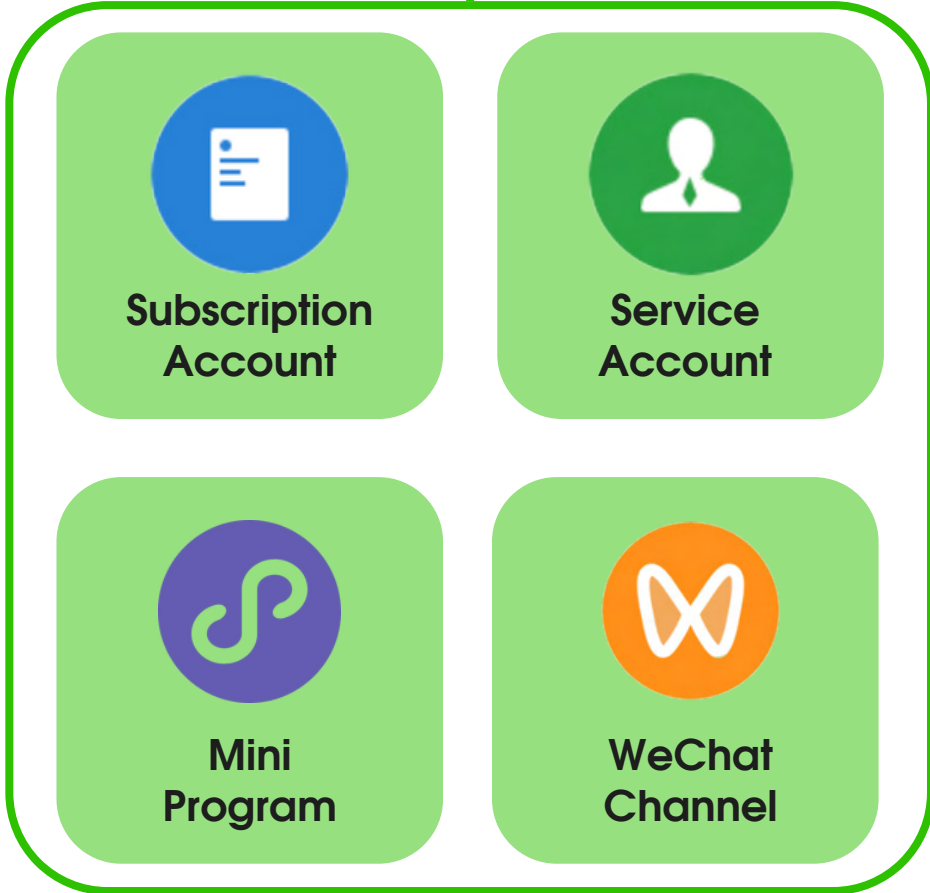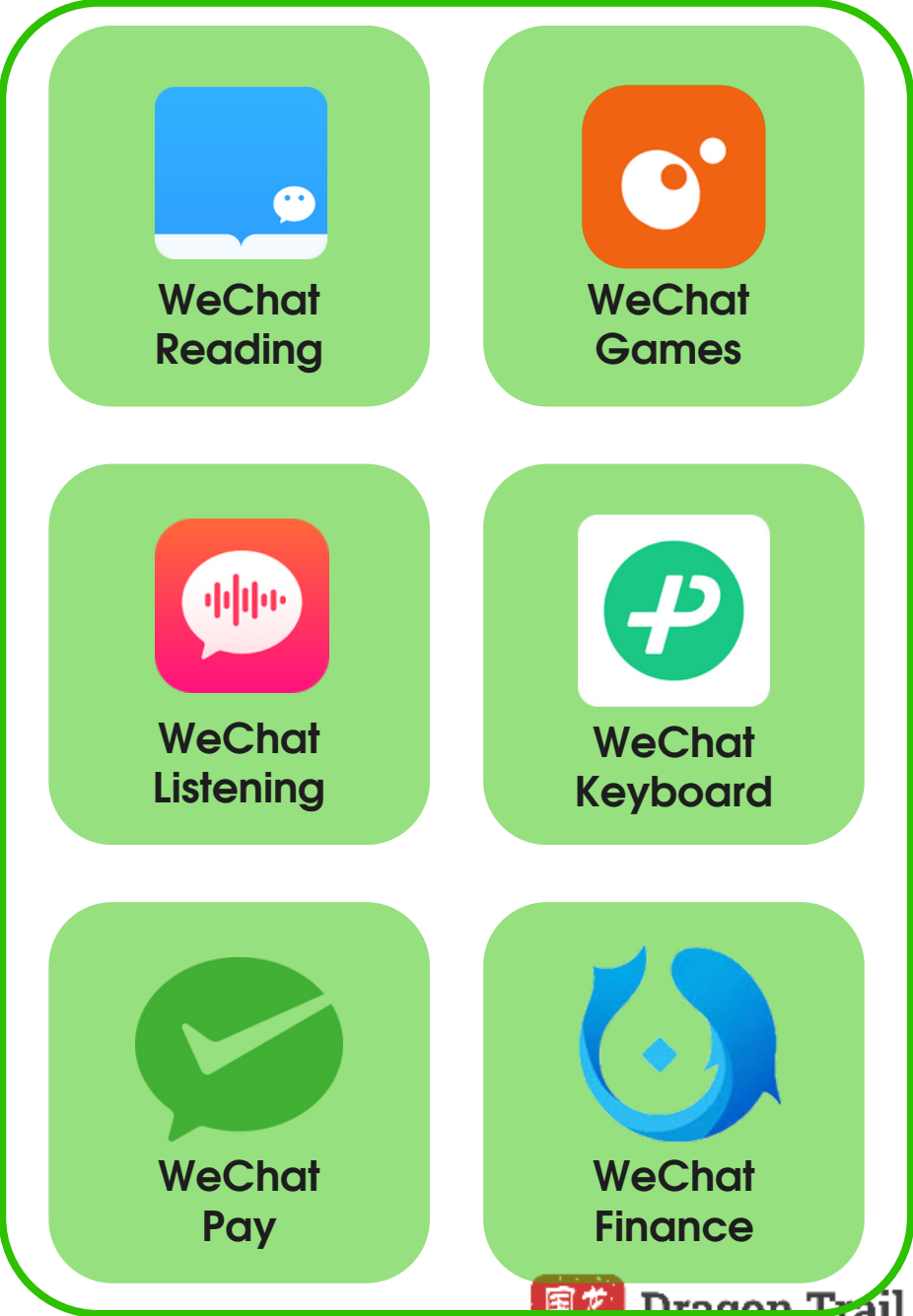
WeChat Traffic Flow

> We are not trying to confuse you or complicate matters, but the flow of traffic is so crucial that every enterprise relies on it to manage both public and private traffic. This is a battle for traffic dominance, where the **winning brands are those that can capture more traffic and retain it,** effectively managing their customer relationships.

Paid Ads

Public Traffic

WeCom

WeChat Channel Livestream

QR Code Offline/H5

Private Traffic

WeCom

Mini Program

WeChat Pay

WeChat Channel & Channel Store

Paid Ads

Search

Official Account

Public Traffic

Public Traffic

Public Traffic

Private Traffic

Public Traffic
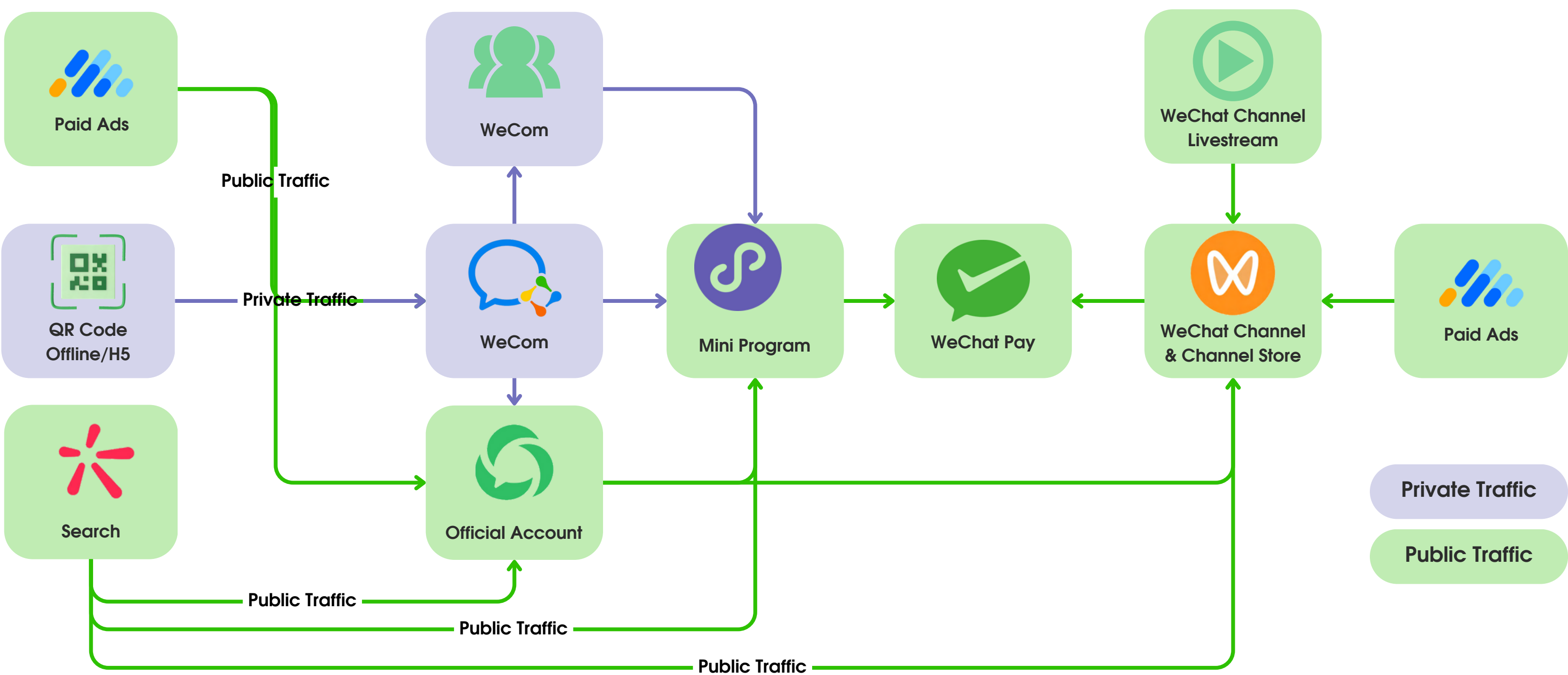
WeChat Crucial Numbers

45 Billion
Messages sent on WeChat

9.35 Billion
WeChat Pay MAU

9.45 Million
Mini Program MAU

20
Official Accounts Followed Per User
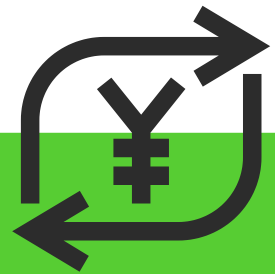
150 Billion
GMV on Mini Programs Q3 2023

100 Million
WeChat Search DAU

813 Million
Use Video Channels

Source: WeChat, 2023
Source: Tencent, TechCrunch, 2023
Source: Daxue Consulting, 2023
Source: QuestMobile, 2022
Source: QuestMobile, 2019

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WeChat Personal Account

WeChat Personal Account - Functionality

This is what Chinese people use every day for purchasing goods, transportation and transfering money to friends. Other services can also be accessed via this page.

Chats Page

Personal Chats
Group Chats
Subscription List
Official Accounts

Discover Page
to discover what's new in friend Moments, Channels and Top Stories.
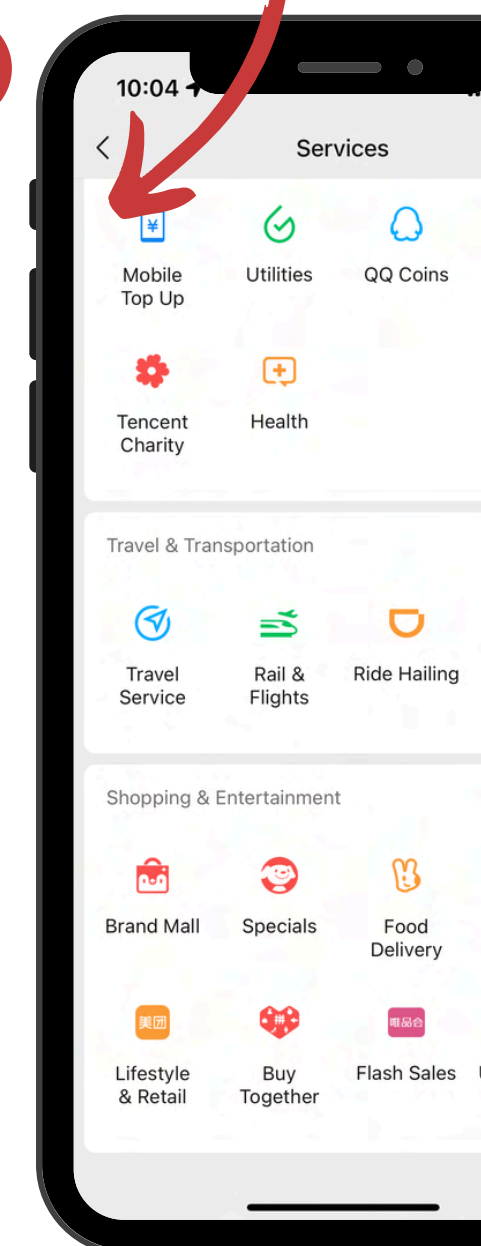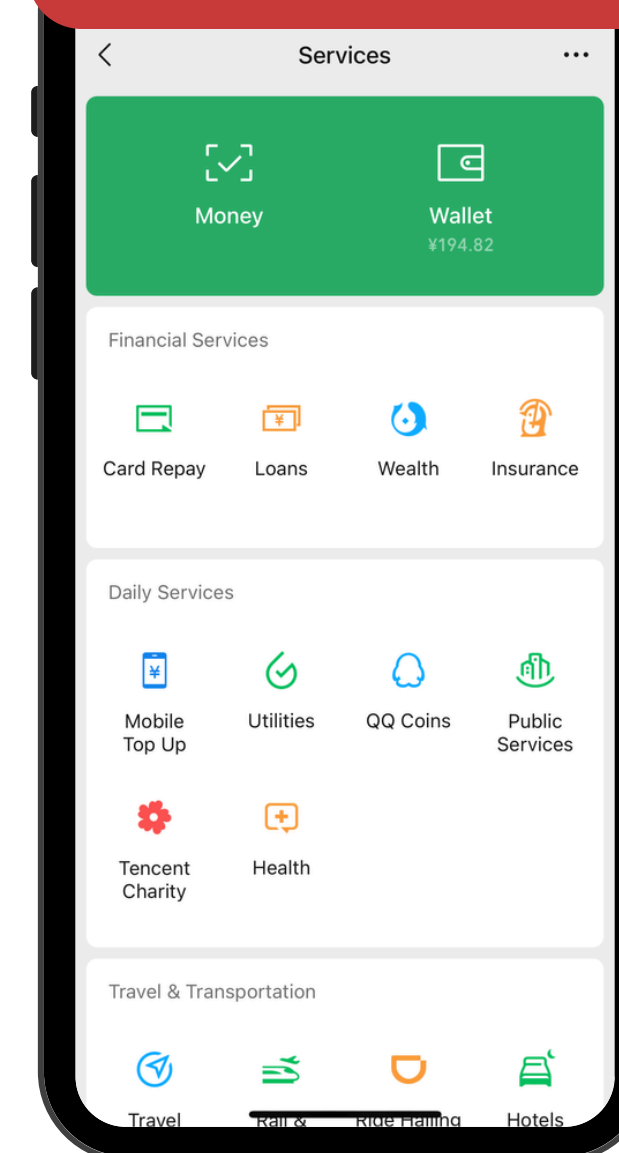Also access to Search and Mini Programs.

Discover Page
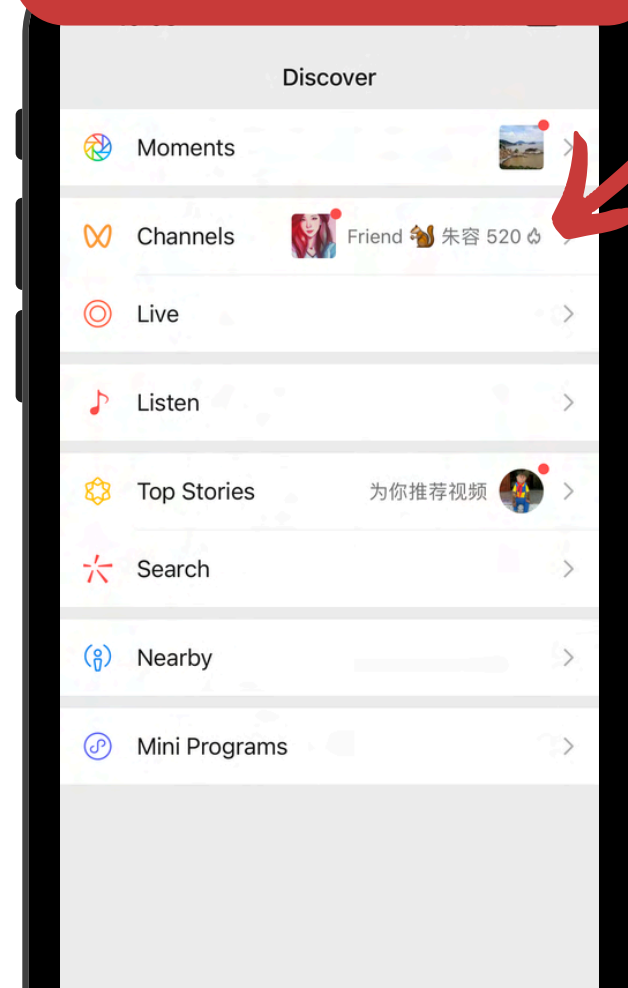
Moments

A private social media stream, exclusively displaying posts from friends with the exception of paid ads.

WeChat Pay

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WeChat Personal Account - Registration Step by Step
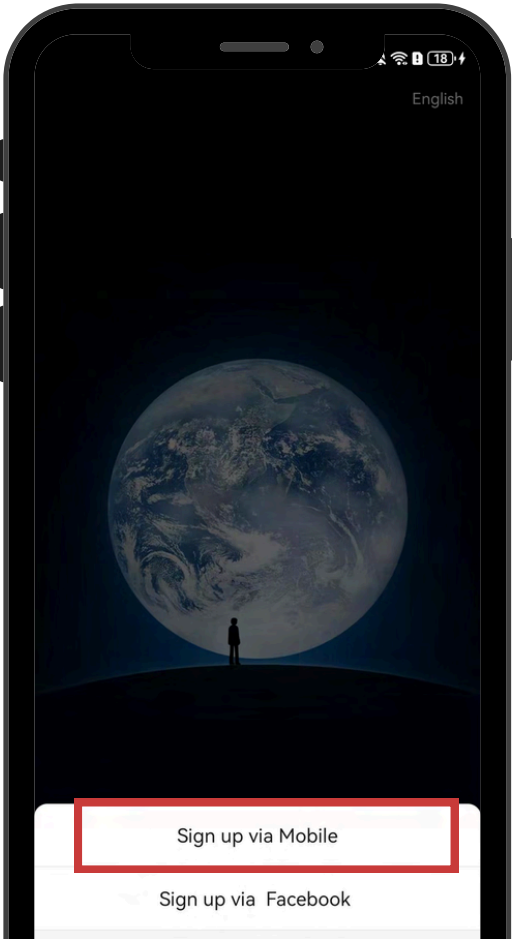
Step 1

Download and install WeChat on the Apple App Store, Google Play or WeChat official website: www.wechat.com
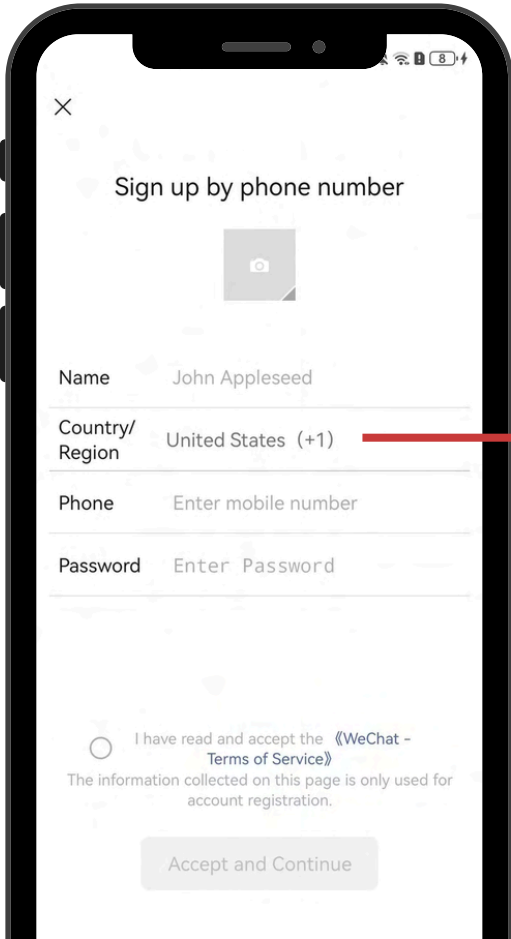
Step 2

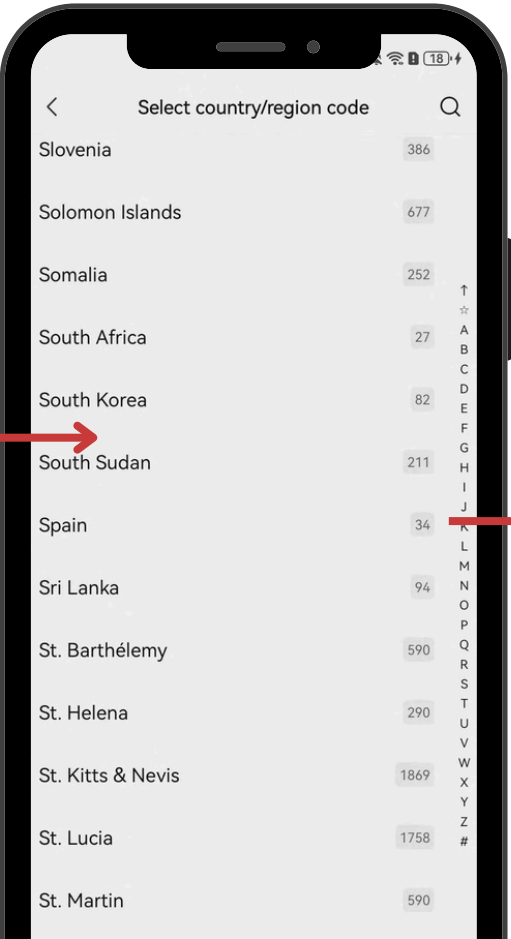Tap to sign up via your phone number or a Facebook account. We recommend to use your phone number.

Step 3
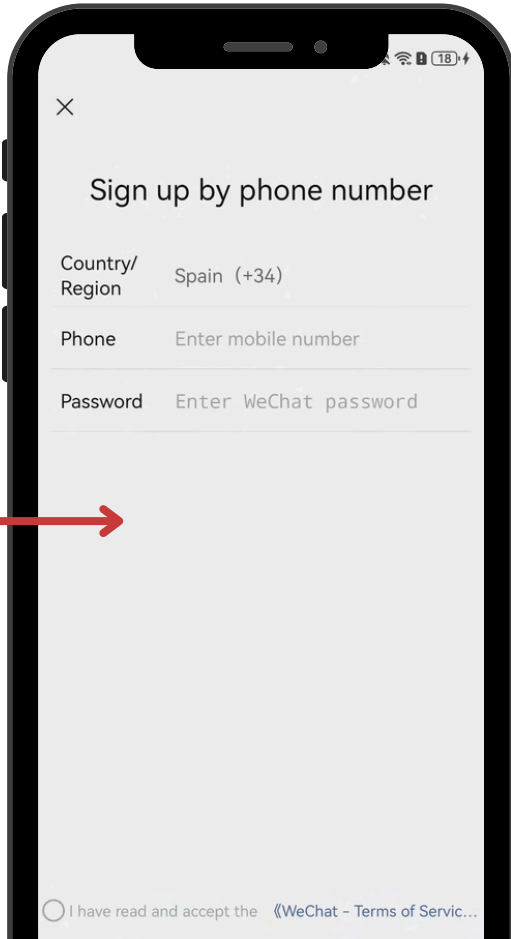
Tap "Country/Region" to the next step.

Step 4

Make sure to select your region linked to your mobile phone number.
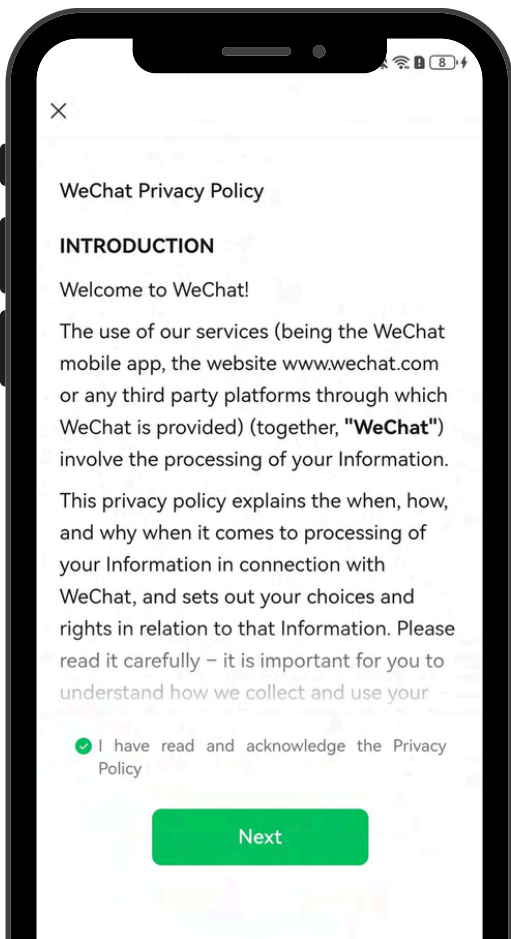
Step 5

Fill in your mobile phone number and desired password

Step 6

Agree to the privacy policy then hit "Next."

WeChat Personal Account - Registration Step by Step

Step 7

Follow the instructions to pass the human-computer verification

Step 8

Ask a WeChat user who fits the **below criteria** to scan the QR code to complete the verification.

- You can send the screenshot of the QR code to your friend
- The QR code is a dynamic code that expires after 3 minutes once it's activated.
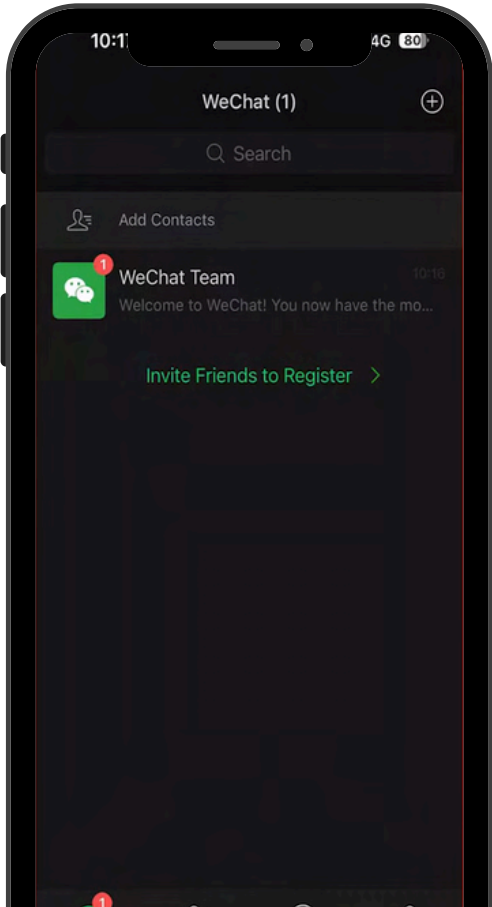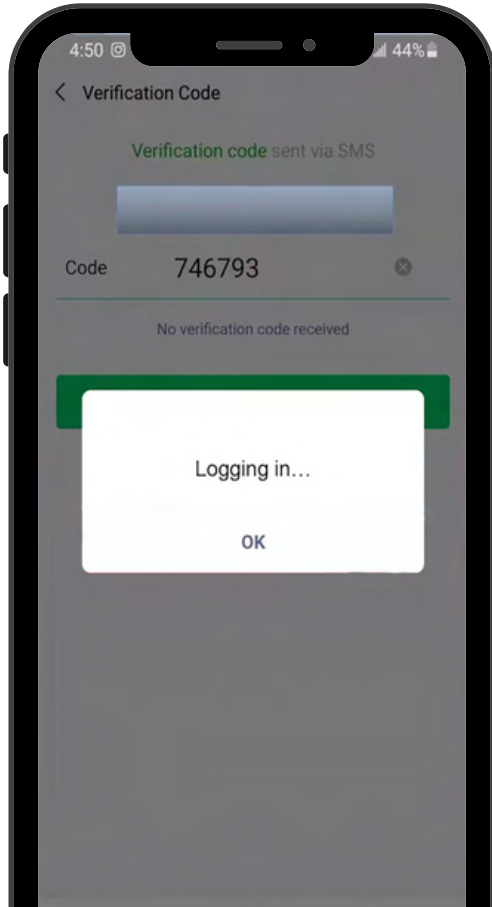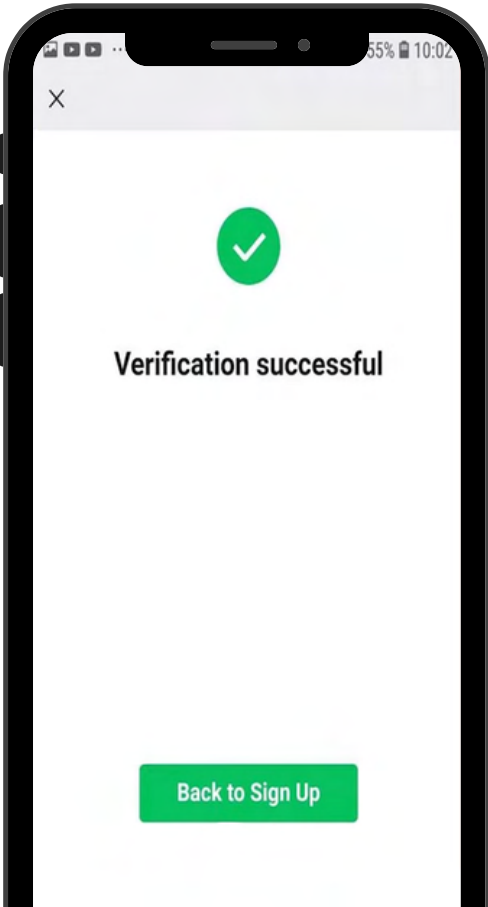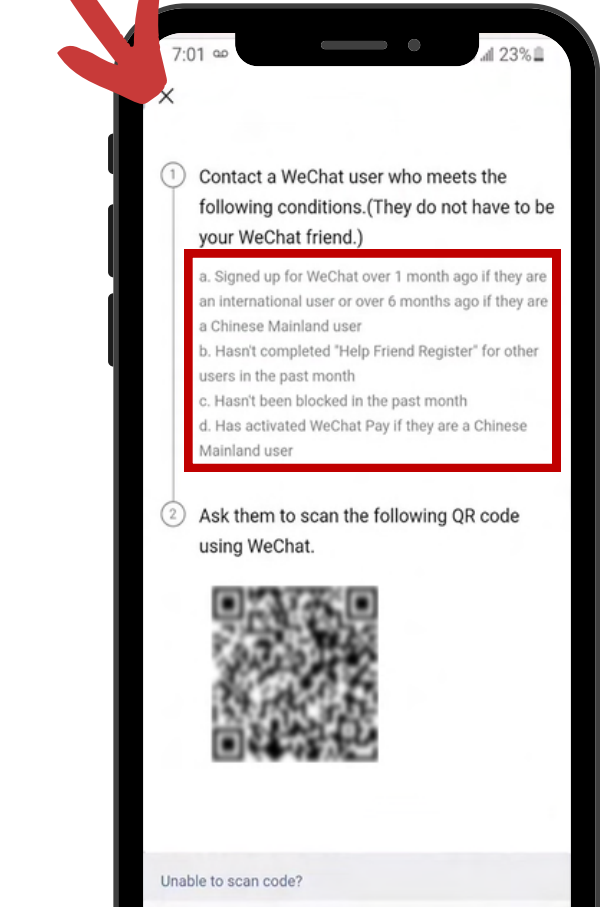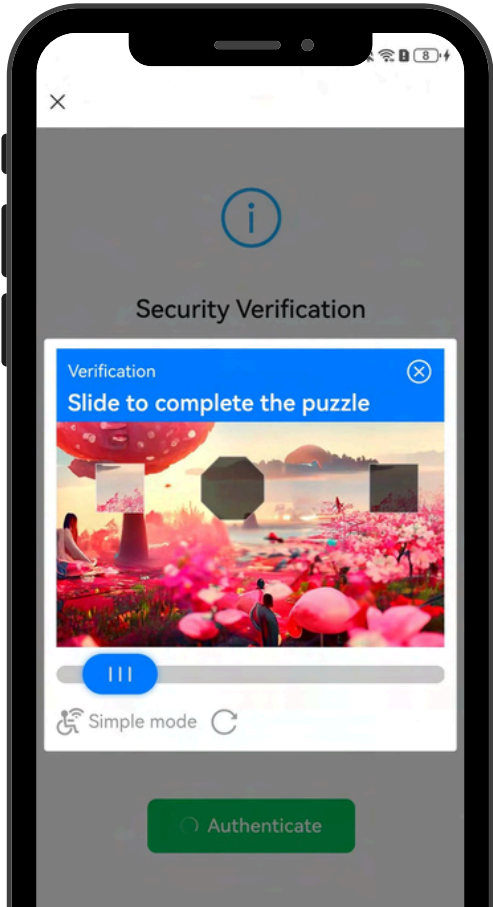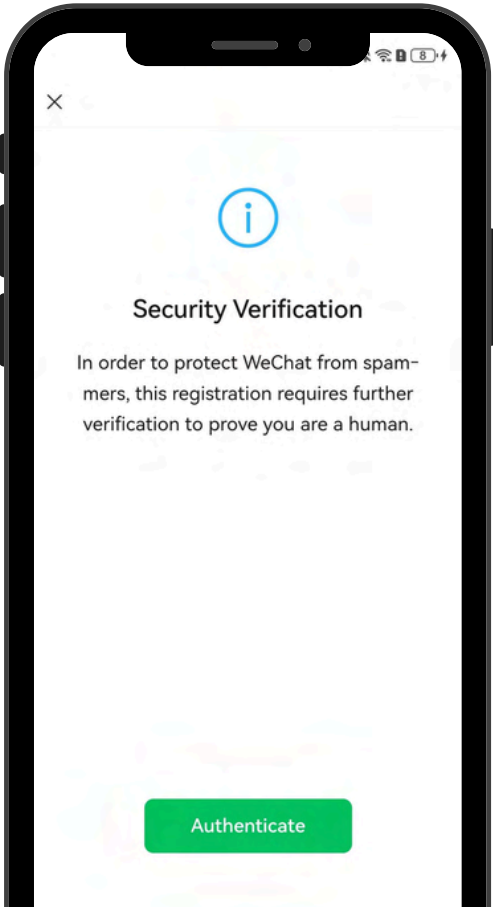
Step 9

Tap to Back to Sign up **DO NOT** leave this page after being verified. If you exit, the QR code verification will be wasted.

Step 10

Enter the verification code received by SMS **DO NOT** hit back, otherwise the QR code verification will be wasted.

Congratulations

You have your personal WeChat account now!

WeChat

WeCom

WeChat Personal Account

WeChat Official Account
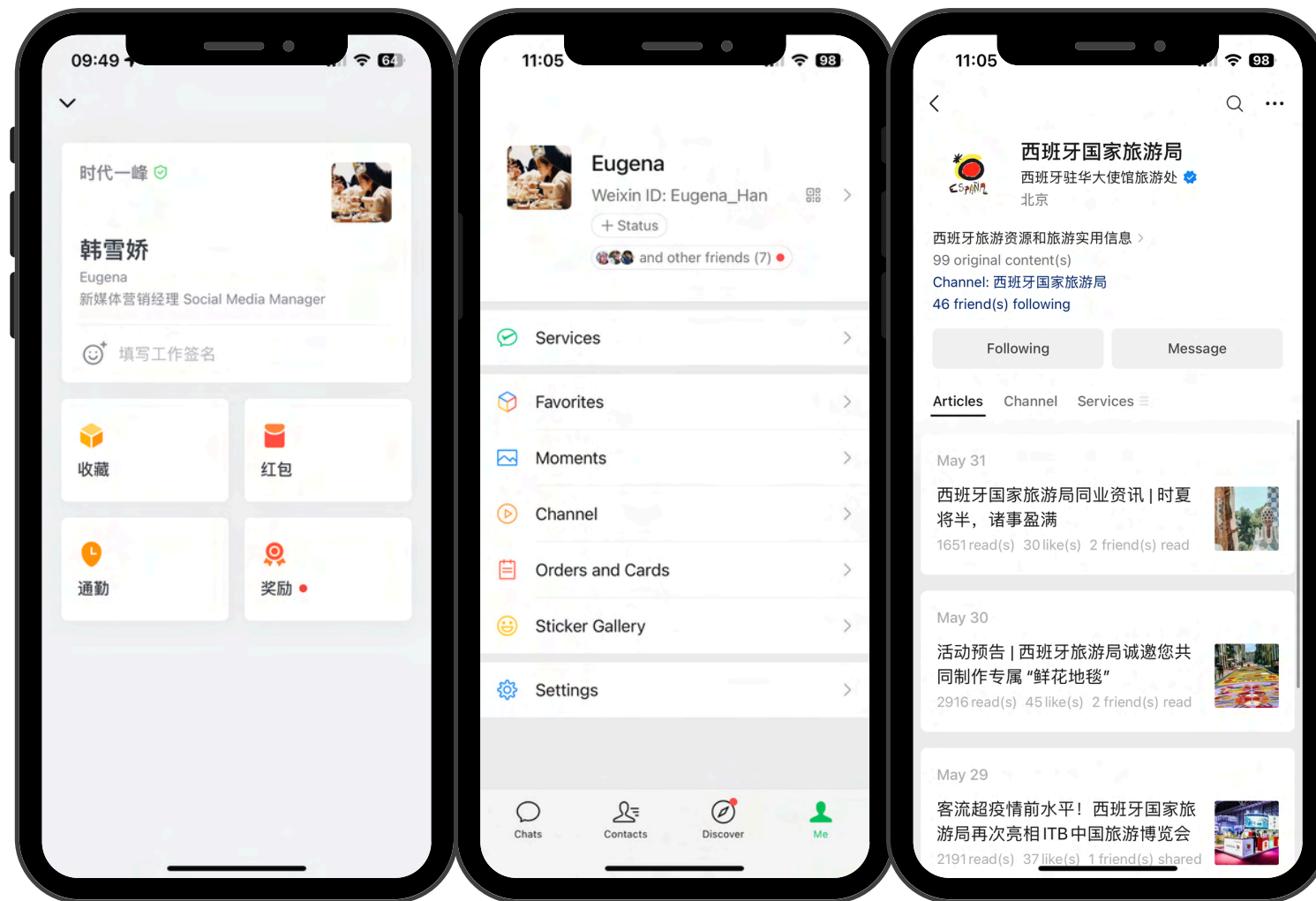
Personal Account vs Official Account

In the following slides, we will discuss the benefits of WeChat Official Accounts. However, in this section, we aim to highlight the differences between WeChat personal and official accounts and also argue for the advantages of a company maintaining a WeChat personal account.

WeChat Official Accounts have strict limitations on how often they can send messages to their followers. In contrast, WeChat groups can accommodate up to 500 members and have minimal restrictions on message frequency.

As a result, numerous brands are creating group chats filled with KOLs or their most dedicated followers. Some employees serve as moderators or community managers, regularly posting content and interacting with fans. This can also be achieved using WeCom.

It's all about private traffic.

WeChat Official Accounts

WeChat Official Accounts

What is a WeChat Official Account?

A WeChat Official Account, also known as a WeChat public account or   in Chinese, is a feature within the WeChat messaging platform that functions similarly to a Facebook Page. It allows individuals or organizations to create a public profile where they can publish content, attract followers, and sell products and services. These accounts serve as a vital communication channel for account owners to influence, engage, and interact with their audience.

Case Study - La Pedrera
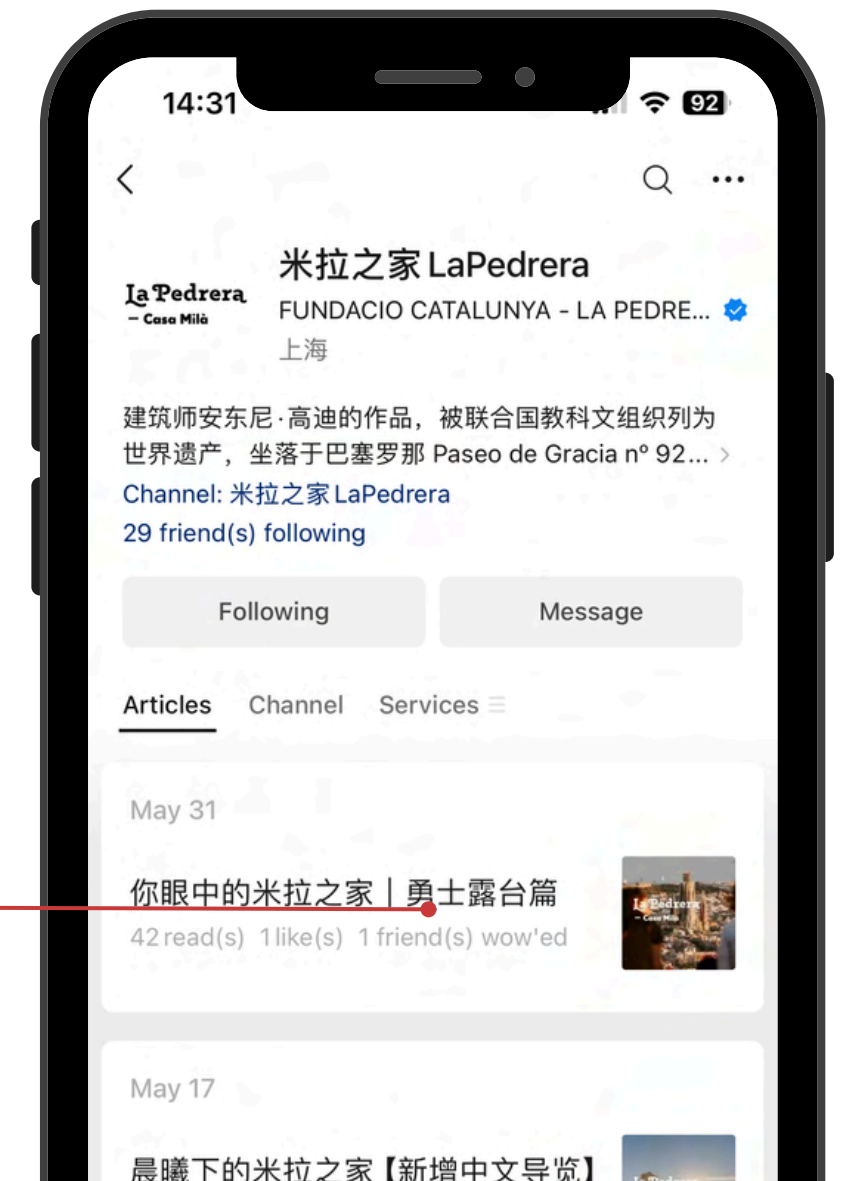
WeChat Official Accounts - Verification

Why Verification?

As a brand, obtaining verification on WeChat is crucial. The small blue checkmark (right image) assures users that the account is the genuine brand and its content is authentic. Nonetheless, the process to get verified on WeChat can be quite intricate.

Different Procedure

Brands have the option to secure verification on WeChat using either a mainland Chinese business license or an overseas business license, though the procedures and outcomes differ.
In contrast to mainland accounts, those from overseas can only establish Service Accounts. Verification for Subscription Accounts is exclusive to those with a Chinese business license. Brands may opt to employ a third-party intermediary to set up the account as a workaround for this issue.

Verification Mark

Case Study - Turespaña

WeChat Official Accounts - Overseas Verification

Step 1: Materials you need to prepare

- WeChat Verification Letter with Official Seal
- Company Registration/ Business License
- Contact Person/ Contact Information/ ID card
- Payment Method

Step 2: Information and Payment

- Company Registration No.
- Enterprise Registered Address
- Upload Business License
- Contact Person Contact Info
- Contact Person Mobile Phone Statement
- Contact Person ID Card
- Account Name for Future Use

Enable WeChat Verification

The below materials are required to enable WeChat Verification. Make sure you have these prepared before beginning the application process.

① WeChat Verification Letter with Official Seal (electronic version)

按此下载 简体版认证公函 繁体版认证公函 英语版认证公函 日语版认证公函 韩语版认证公函，完成填写后盖章，并准备好电子照片或扫描件。
重新认证或年审，较上一次资质成功提交的申请公函主体名称未发生变化时可免提交申请公函，具体以第三方审核机构最终审核结果为准。

② Qualification Documents

机构类型 企业法人（其他类型暂不支持）
准备材料 《企业注册证》或《商业许可证书》

③ 联系人手机电话对账单（必选）

若联系人手机电话对账单无法提供，可上传公司办公电话对账单（需加盖公章），或银行卡对账单。
联系人手机对账单内容要包括联系人姓名、电话号码、最近三个月的缴费记录等。
公司办公电话对账单要包括企业名称、电话号码、最近三个月的缴费记录等。
银行卡（包括借记卡和信用卡）对账单要包括联系人姓名、最近三个月的转账记录等。

④ 联系人身份证件正反面（必选）

联系人身份证正反面或者护照、驾照含联系人姓名的页面照片或者扫描件。

⑤ "Trademark Registration" and "Trademark Authorization" (optional)

如果公众号包含商标名称，需要上传此材料

⑥ 认证支付方式

微信支付或银行卡支付

⑦ 银行卡支持类型

Visa、MasterCard、JCB、Discover、Diners Club、China Union Pay、American Express

[I understand. Begin application.]

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2 Types of WeChat Official Accounts

	WeChat Official Account Service Account	WeChat Official Account Subscription Account
Content Types	Articles, Images, Audio, Video, Livestream	Articles, Images, Audio, Video
Publish Times	4 times/month 8 articles (at most)/time	1 time/day 8 articles (at most)/time
Push Method	Chatting List	Subscription Message
Push Notification	Strong Notification	Weak in Subscription message stream
Verify by a person?	No	Yes
Open WeChat Pay	Yes	No
Register Mini Program	Yes	Yes

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WeChat Official Service Account

Service Account in Chatting List
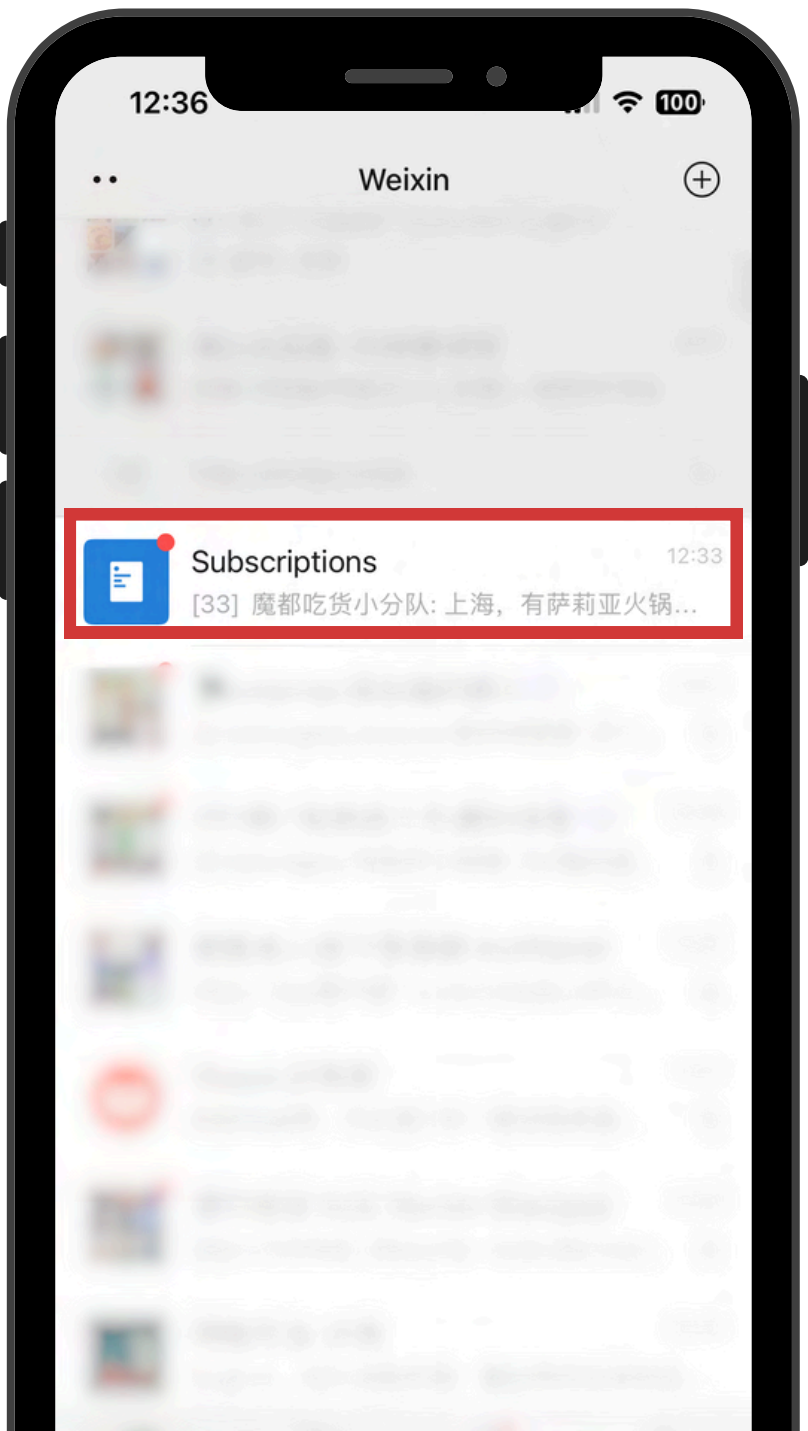
Service Account Landing Page

Click into WeChat Article

WeChat Official Subscription Account

Subscription Account in Chatting List

Subscription Messages

Click into WeChat Article

WeChat Official Account - Functionality

Once you have set up and verified a WeChat Official Account, you can create a variety of content and features within the account, similar to designing a website. This allows you to attract new users and maintain interaction with existing ones, thereby increasing brand influence and facilitating transactions.
However, achieving this is not easy, as the WeChat platform is vast and complex, requiring a well-considered tactical strategy for effective operation.

Case Study - La Pedrera

Account Intro

Article List

Welcome Message with Call-to-action

Menu

Mini Program

WeChat Article

Dragon Trail
INTERNATIONAL
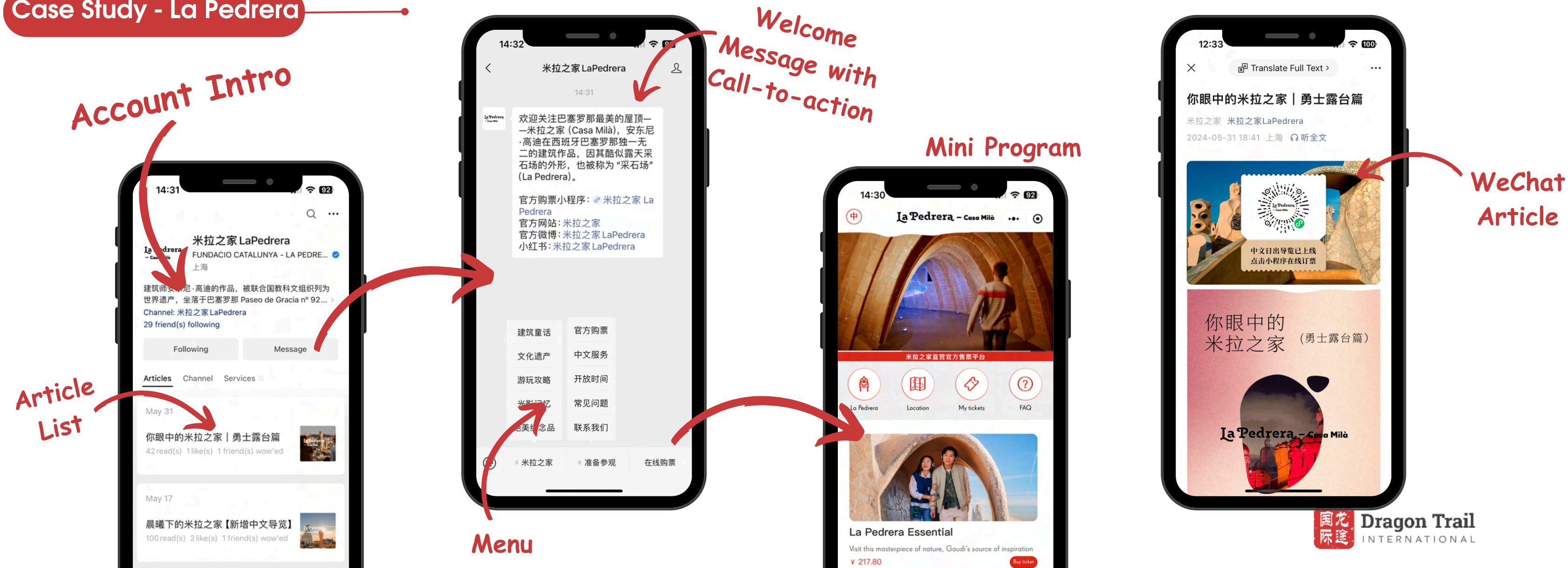
WeChat - Overarching Social Strategy

WeChat Social Strategy
This is a general strategy applicable to all WeChat accounts,
though it may need to be adapted for individual account specifics.

Increase Fan Base

- Creation of relevant content for Chinese audience;
- Social media campaigns with all marketing data collection
- Optimization of all the account functionalities
- Yearly H5 Campaign, if required

Content Creation

- Articles by themes: popular topics, experiences, offers, facilities, and cooperation. The brand value will be a common theme throughout all the content;
- Leverage UGC and brand official content
- Branded design templates
- Monthly Interactive longform article

Engagement

- Partnerships with KOLs (and relevant travel channels)
- Seek strategic third-party co-promotion opportunities;
- Monthly engagement campaigns

Data Analytics

- Monthly performance report – content, fans and account analysis
- WeChat marketing data management: collect & manage user engagement data; generate insights to optimize marketing strategy on all channels
- Competitors Analysis
- WeChat Ranking

WeChat Official Account - Menu & Welcome Message

*Welcome Message includes brief introduction of the account with **call to action** (either to dive deep in the account or click to buy)*

In La Pedrera's case, they embedded the mini program in the welcome message, and encourage followers to buy tickets through this.

*Set up a navigation bar for WeChat and update it as **on-demand content** is published.*

In La Pedrera's case, they included general introduction of Casa Mila, history & cultural heritage, user experiences and useful information. Users will be directed to the WeChat articles once they click on the menu,

Case Study - La Pedrera

米拉之家 LaPedrera

14:31

欢迎关注巴塞罗那最美的屋顶——米拉之家（Casa Milà），安东尼·高迪在西班牙巴塞罗那独一无二的建筑作品，因其酷似露天采石场的外形，也被称为"采石场"（La Pedrera）。

官方购票小程序：米拉之家 La Pedrera
官方网站：米拉之家
官方微博：米拉之家 LaPedrera
小红书：米拉之家 LaPedrera

建筑童话	官方购票
文化遗产	中文服务
游玩攻略	开放时间
光影记忆	常见问题
绝美纪念品	联系我们

米拉之家　准备参观　在线购票

你眼中的米拉之家｜勇士露台篇
米拉之家 米拉之家LaPedrera
2024-05-31 18:41 上海 听全文

中文日出导览已上线
点击小程序在线订票

你眼中的米拉之家 (勇士露台篇)

La Pedrera – Casa Milà

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WeChat Article - Content Pillars

To effectively manage a WeChat account, it's crucial to **identify the key topics you want to share with your followers and understand which subjects resonate most with your target audience.** Concentrate on these areas, striving for a harmonious blend of brand-centric and audience-engaging content.

Additionally, establish a consistent **posting schedule** for each topic to avoid inundating your audience with repetitive content.

Hotels

- Hotel brand story
- Hotel Unique Selling Points
- Dining
- Facilities and staff
- Activities
- Special offers
- Member benefits

Restaurants

- Restaurant story
- In-season dishes
- Stories behind the dishes
- Chef introduction
- Activities
- Special offers

Retail

- Brand story
- Detailed shopping experience
- Food & Beverage info
- Special offers
- Member benefits
- Travel guide

Tourist Attractions

- Itineraries
- Tour guide
- Attraction introduction,
- Useful information
- Attraction highlights

DMO/NTOs

- Travel destinations
- Culture
- Festivals
- People
- Travel Routes

Here are the content pillar suggestions for key players.

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WeChat Articles - Different Design Style

To elevate your communication on WeChat, consider selecting varied content types or article formats integrating multiple touchpoints, aligned with your specific objectives.

Achieving exceptional account optimization is crucial for effectively engaging with your audience on WeChat. This enables you to explore and test diverse formats and styles in your WeChat articles and marketing campaigns.

The case study of La Pedrera on the next page demonstrates various types of WeChat article formats, ranging from basic to sophisticated, and from standard to highly engaging.

WeChat Articles - Different Design Style

| Words+Images No Design	Words+Images Basic Design	Designed Images + Words	Long-form Infographic	Long-form Infographic with SVG
Pros: • Easy to format **Cons:** • Very Standardized • Not attractive enough to catch audience's attention	**Pros:** • Use third party platform to format, can choose different format styles **Cons:** • Limited design style • Still not account-tailored design	**Pros:** • Simple design posters that can be tailored to content **Cons:** • Limited wording, not suitable for long articles	**Pros:** • Sophisticated designed article that can be tailored to accounts and content style • More attractive **Cons:** • Will take longer time and more effort to design	**Pros:** • Sophisticated designed article with SVG animation that can be tailored to accounts and content style • Most attractive and engaging **Cons:** • Will take longer time and more effort to design • Will be confusing if the animation is not well-designed

WeChat Channels

WeChat Channels

What is WeChat Channels?

WeChat Channels serves as a platform for viewing video content, resembling Instagram.

WeChat Channels are inherently public, in contrast to the private nature of WeChat Moments, which are only visible to one's contacts.

WeChat Channels offer seamless integration with WeChat Official Accounts and WeChat Pay, providing a convenient experience for users. By linking their Official Accounts with Channels, businesses can streamline the purchasing process without requiring users to switch between apps.
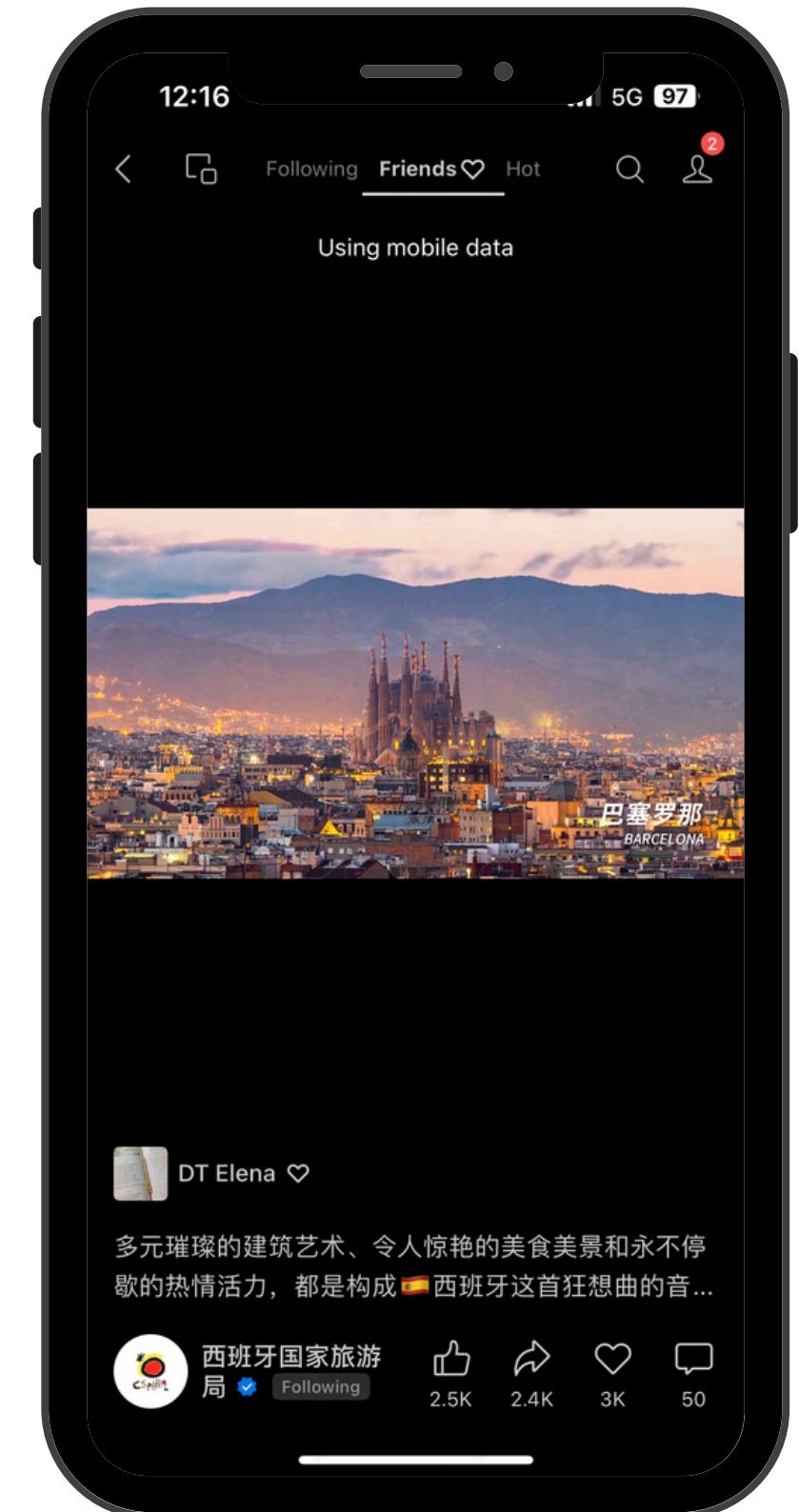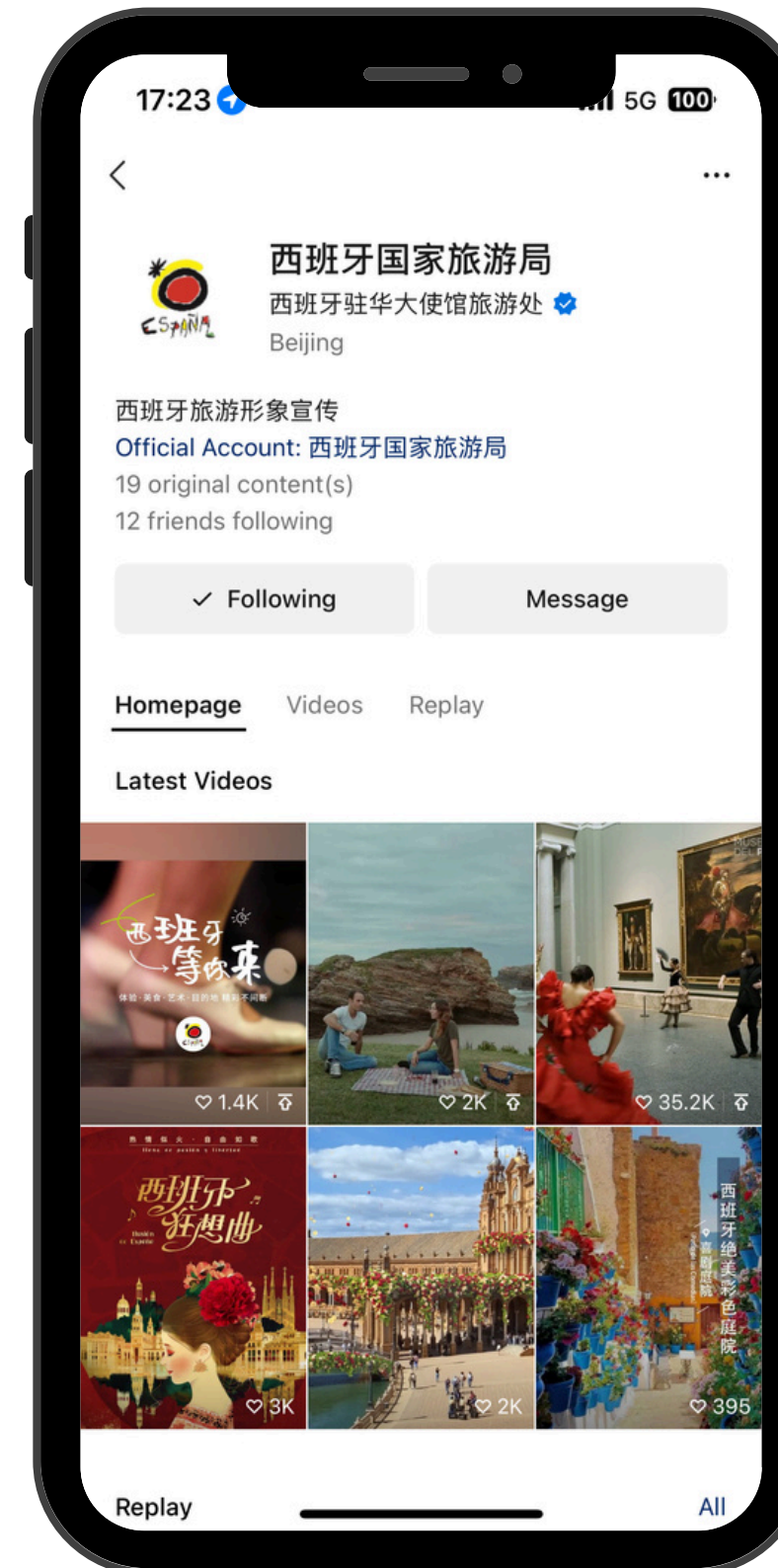
WeChat Channels

CHINESE NAME

LAUNCHED
2020

OWNERSHIP
Tencent 腾讯

SUMMARY

WeChat public short video platform, benchmarking Douyin and Kuaishou
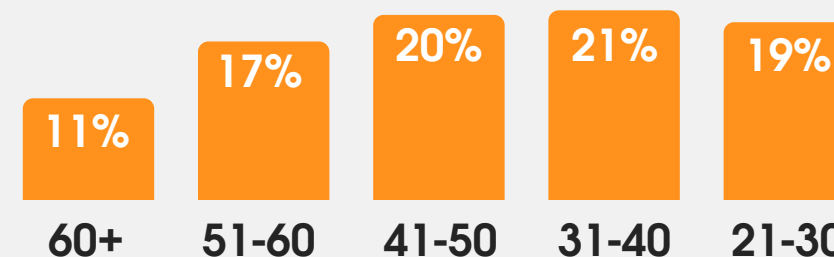
KEY FEATURES

Short Videos
E-commerce
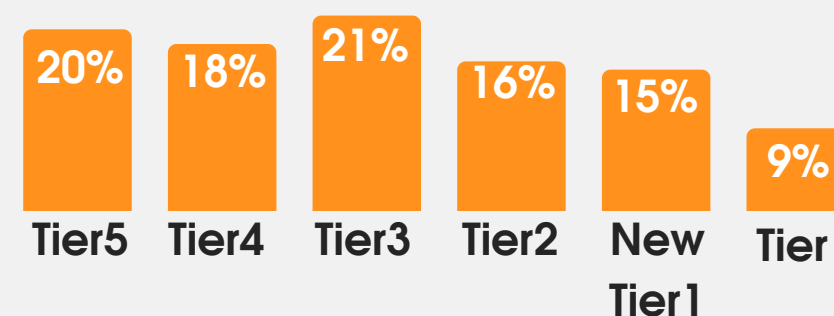
COMPARED TO

DAILIY ACTIVE USERS

813 million*

DEMOGRAPHICS

By age, 2022

60+	51-60	41-50	31-40	21-30
11%	17%	20%	21%	19%

By city, 2022

Tier5	Tier4	Tier3	Tier2	New Tier1	Tier1
20%	18%	21%	16%	15%	9%

+ 400% YoY
AI Recommended Video Views**

+ 350% YoY
Original Content**

+ 308%
Creators (10k Followers)**

*Source: QuestMobile, 2022
** Source: 2022
*** Source: Tencent, 2022

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WeChat Channels vs Douyin vs Kuaishou

Different video platforms cater to distinct user demographics and content styles:
WeChat Channels emphasizes social interaction; Douyin focuses on creativity and personalization;
while Kuaishou highlights authentic life experiences and interactivity.

WeChat Channels

- Public to private traffic
- More educational and informative, balanced
- Keep the traffic in WeChat, not necessarily in Channels
- Part of WeChat ecosystem, but not intrusive
- Low recency bias
- Momentization through livestreaming, potential monetization through knowledge economy
- Social sharing as default (see what your friends and family watch and follow)
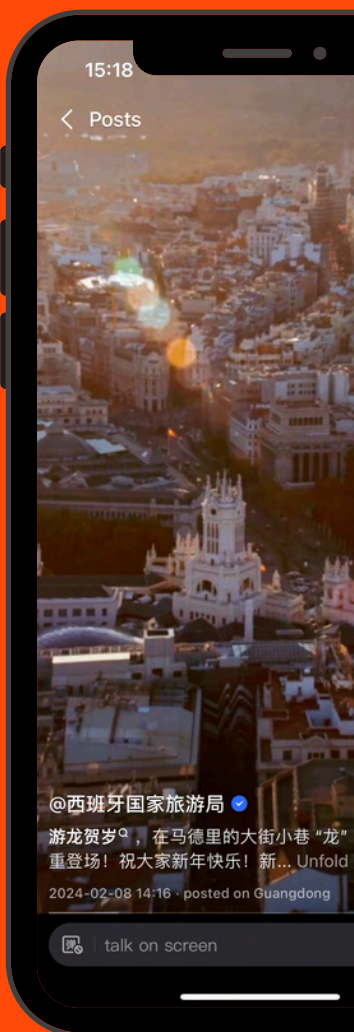
Douyin

- Focus on public traffic
- Entertainment, memes, jokes, pranks
- Keep the traffic in Douyin
- Standalone app
- High recency bias
- Momentization through ads, livestreaming e-commerce and local services
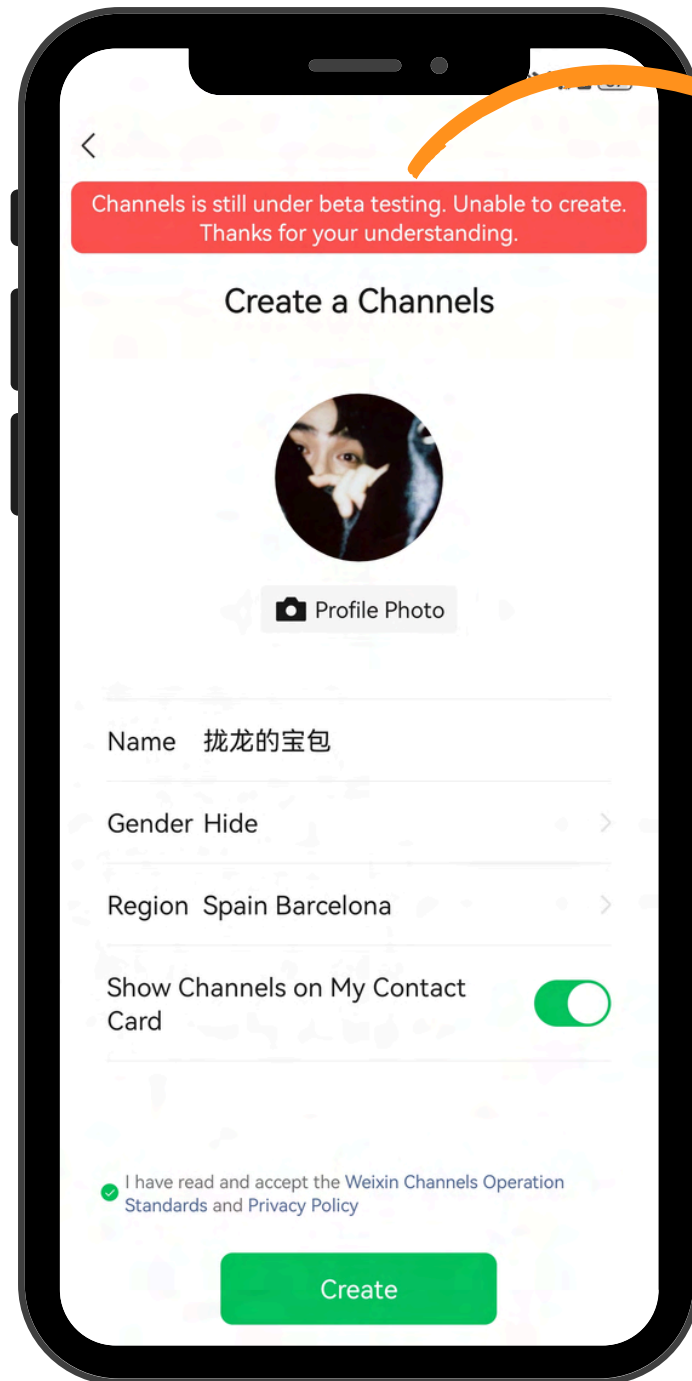- Anonymity for users as default
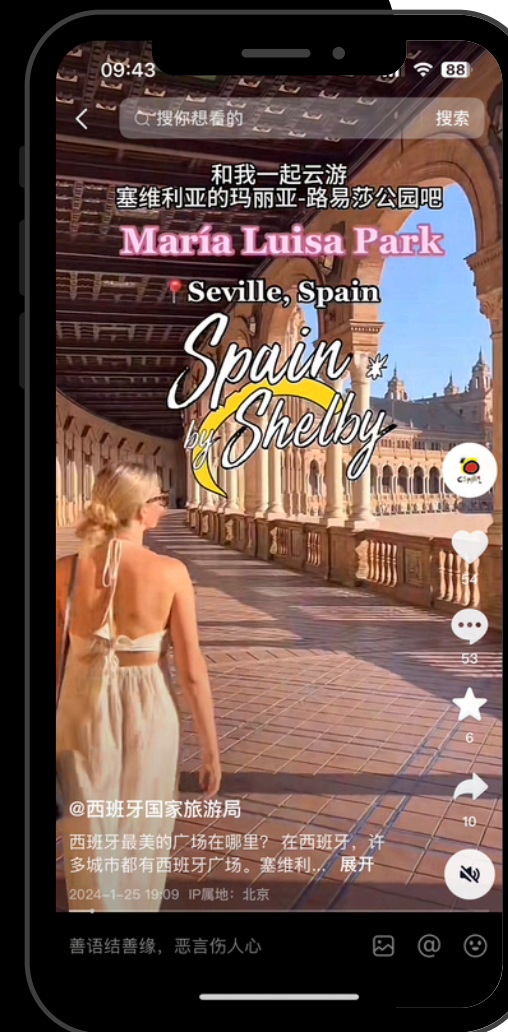
Kuaishou

- Focus on public traffic
- Lifestyle-oriented, relatable, and covers a wide range.
- Covers both urban and rural areas, with strong interactivity.
- Social connections plus algorithmic recommendations.
- Advertising, live-stream commerce, and social e-commerce

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WeChat Channels - Set up

Channels is still under beta testing. Unable to create. Thanks for your understanding.

Create a Channels

Profile Photo

Name　拢龙的宝包

Gender　Hide

Region　Spain Barcelona

Show Channels on My Contact Card

I have read and accept the Weixin Channels Operation Standards and Privacy Policy

Create

Account registered overseas cannot create a WeChat Channel

It's recommended to use an agency based in China to help you create your WeChat Channel.

- **Step1** Create WeChat Official Account.
- **Step2** Verify the WeChat Official Account.
- **Step3** Register a personal WeChat account with Chinese mobile phone number in mainland China.
- **Step4** Create WeChat Channel with the new personal account.
  The name of the WeChat Channel must be the same as the name of the WeChat Official Account.
- **Step5** The administrator of the WeChat Official Account scans the QR code generated by the WeChat Channel. Or, go to the WeChat Channel assistant website on a computer: channels.weixin.qq.com to complete the verification.
  One Official Account can only verify one WeChat Channel
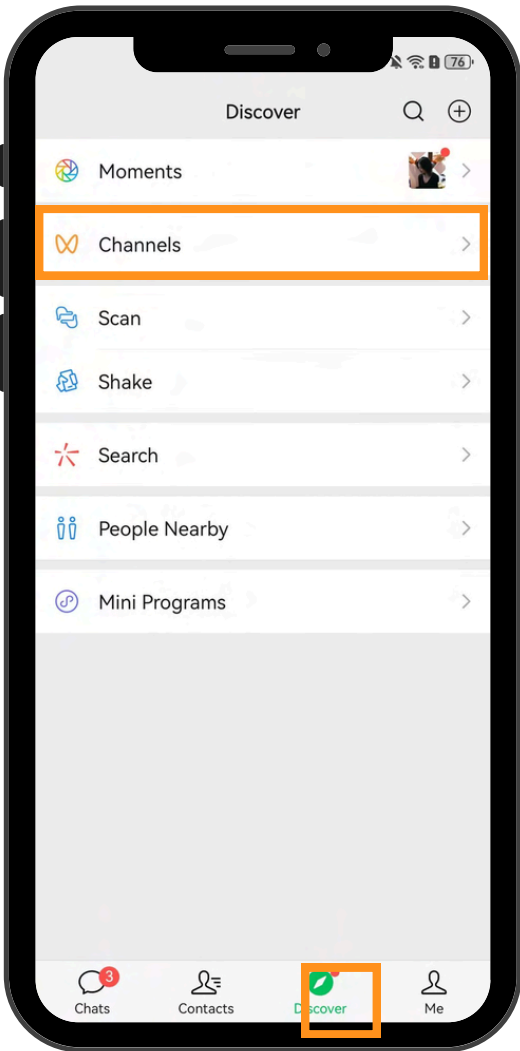
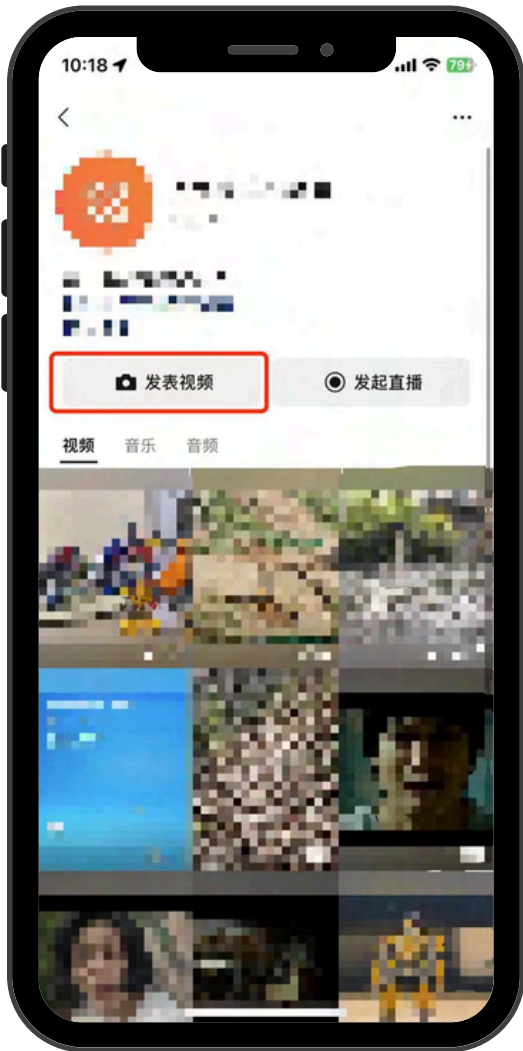**WeChat Official Account** **WeChat Channel** **Official Account Verifies Channel**
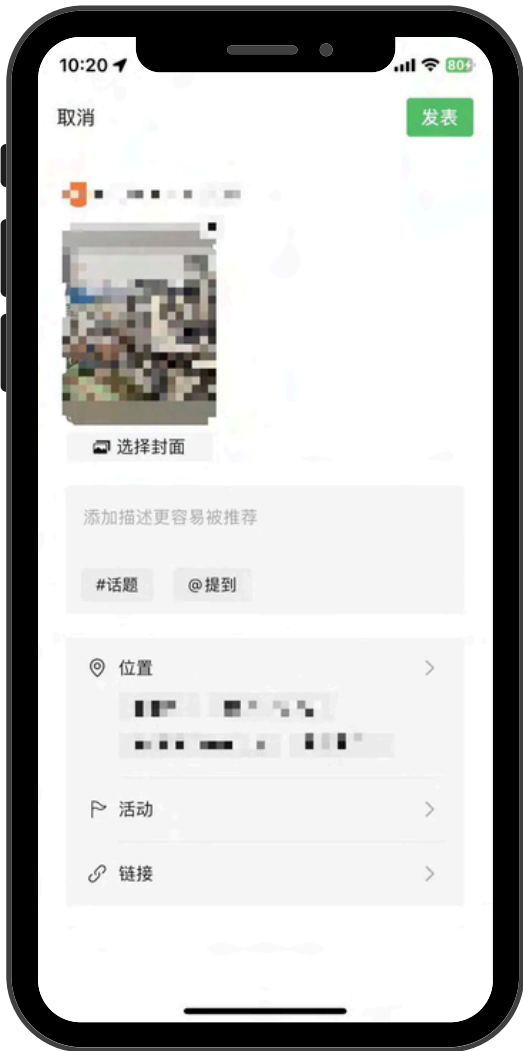
WeChat Channels - Post Video

For brand accounts, only the account logged in as the administrator account can post videos on mobile.
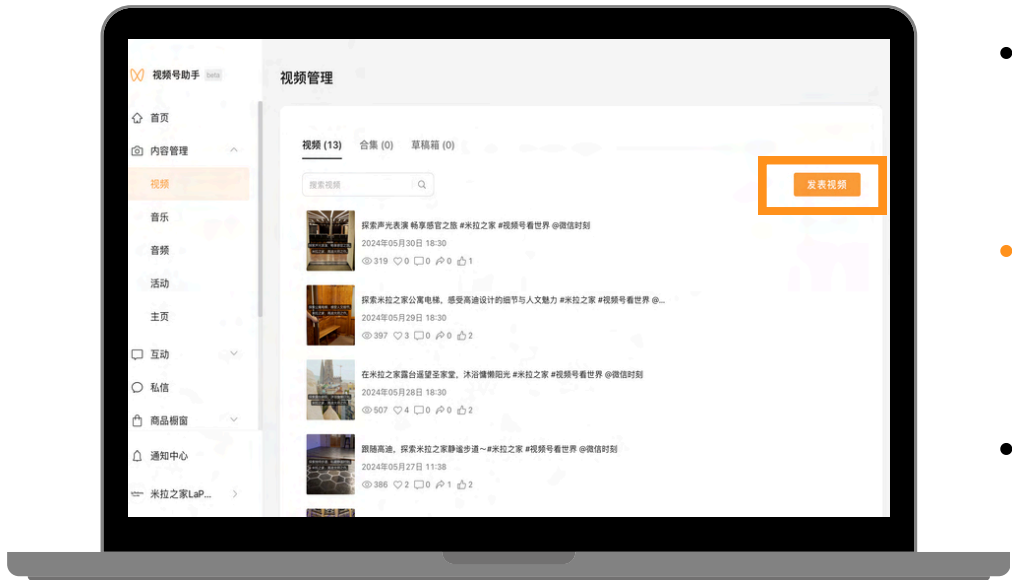

Enter the Channel in Discover

Tap on "Post Video"

Choose a video or film one, fill in the information, then hit post

- Go to the WeChat Channel Assistant website: channels.weixin.qq.com
- Operator scans the QR code to login, operators can be added in the backend.
- Click "Post Video"

- Upload the video
- Fill in the information of the video
- Enter the text (description)
- Hit post

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WeChat Channels - Normal Videos

As previously mentioned, WeChat Channels serves as an open platform for short video content, facilitating a public stream that enhances the potential for content to go viral and provides brands with increased exposure. Consequently, if the content is both compelling and popular, it can easily propel brands into viral territory.

Geneva Tourism - Chinese New Year

A notable case study comes from Geneva Tourism, featuring the director of the tourism board donning a traditional Northeastern Chinese padded jacket during Chinese New Year, in a challenge to Chinese internet celebrity Li Mei Yue. This act of creating a dialogue around a top trending topic in China, coupled with the striking visual contrast of his outfit, sparked a significant online buzz.

Analytics reveal that videos featuring the mayor in the floral padded jacket typically garnered thousands of likes, a major contrast to the mere double-digit likes that ordinary videos received.
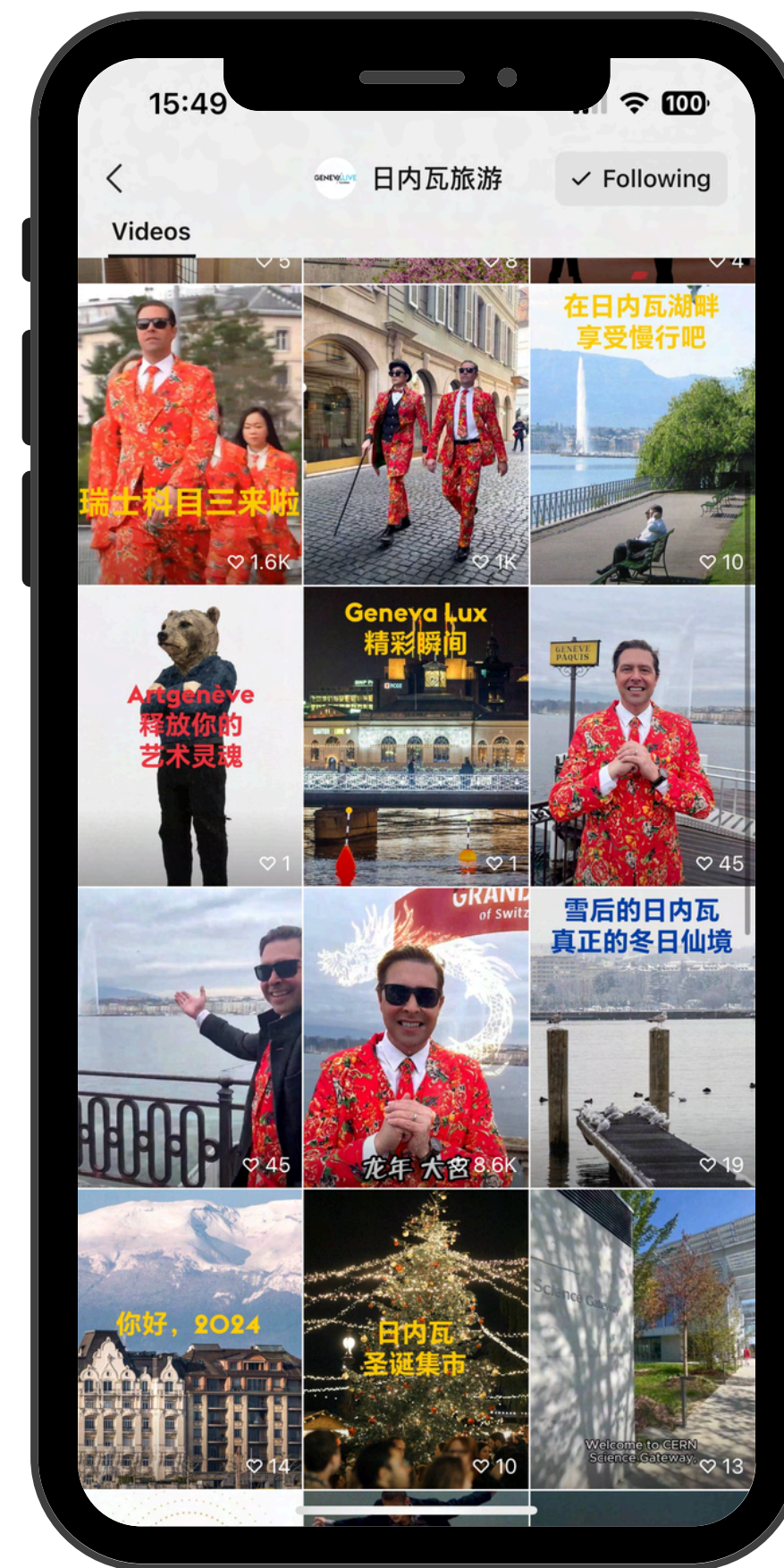
Geneva Tourism
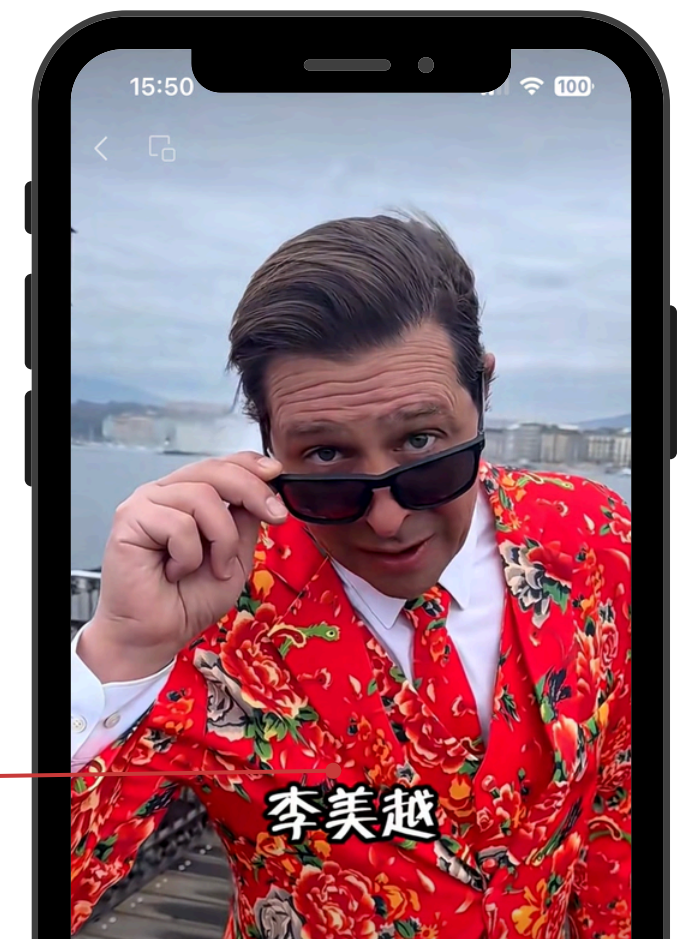
WeChat Channels - Live Streaming

WeChat live streaming supports account-based video broadcasts, aiding businesses and creators. In March 2020, WeChat and 52 tourism boards launched a digital tourism initiative using WeChat's features, including live streams of global destinations.

Visit Sweden - Catch the Aurora

- **Livestream title: "Catch the Aurora"**
- **Duration: 13 hours**
- **Audience count: 260,000**
- **Number of likes: 1,500**
- **Number of clicks on Visit Sweden's post: 4,489**

In February 2021, WeChat Moments and Visit Sweden teamed up to live stream the Aurora Borealis from Sweden. The event drew an enthusiastic international audience, with hundreds of thousands tuning in to witness the natural wonder. WeChat's official account supported the event by **featuring a call-to-action button for the live stream and initiated the topic "Who comes with you to view the aurora"** to enhance viewer interaction.


Visit Sweden
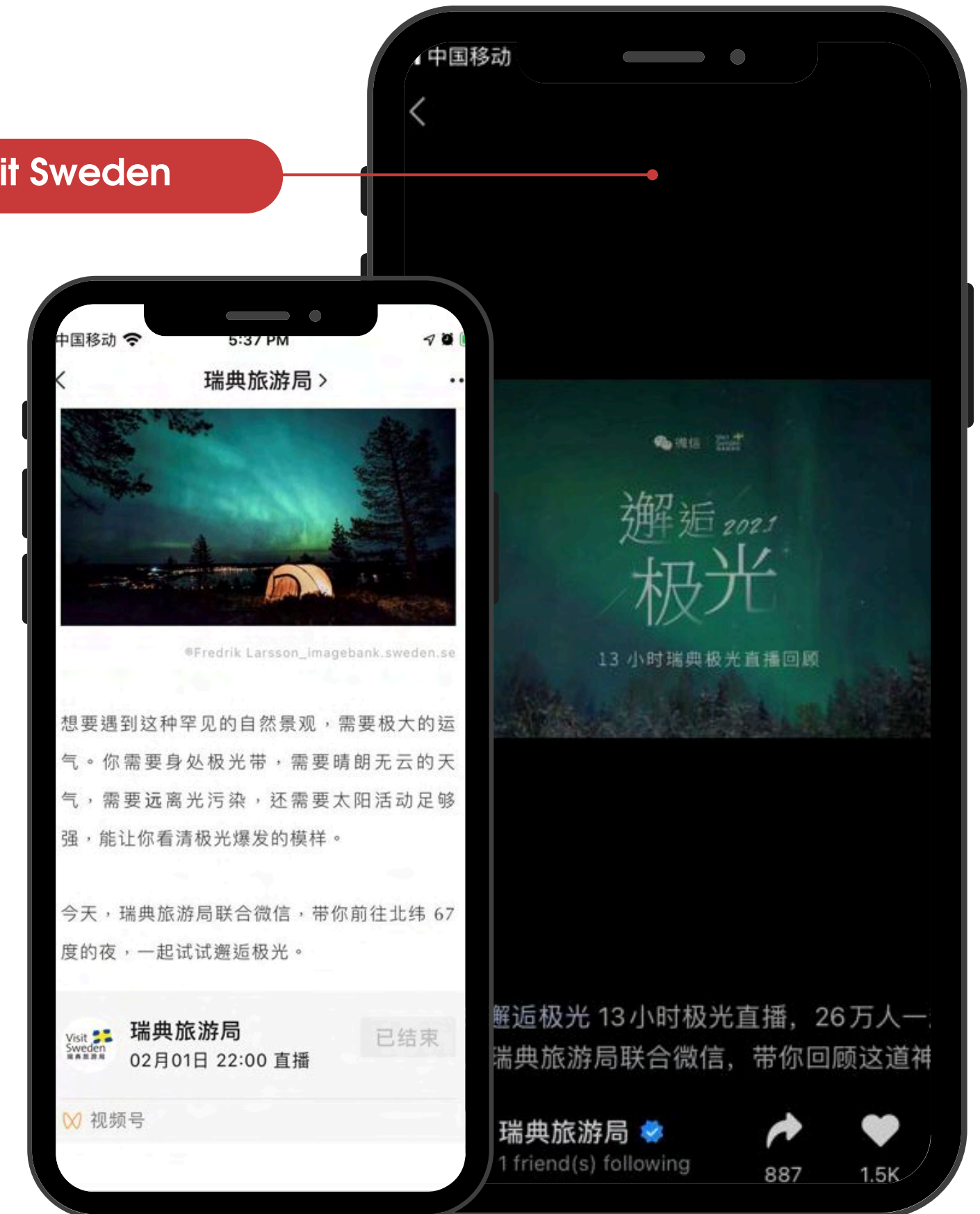
WeChat Channels - Commercialization

WeChat Channels Commercialization Potential

WeChat Channels are an integral part of the WeChat ecosystem, seamlessly integrating with WeChat Official Accounts, Mini Programs, WeChat Search, and WeChat Pay.

Leveraging its robust infrastructure, WeChat has been actively promoting the commercialization of WeChat Channels. In 2022, WeChat debuted the "Channel Store", enabling direct sales for merchants within video accounts.

Now, WeChat Public Platform users can use the same account to open WeChat Channels stores and Mini Program malls. These channels can interconnect, providing convenience for brand merchants in managing user operations.
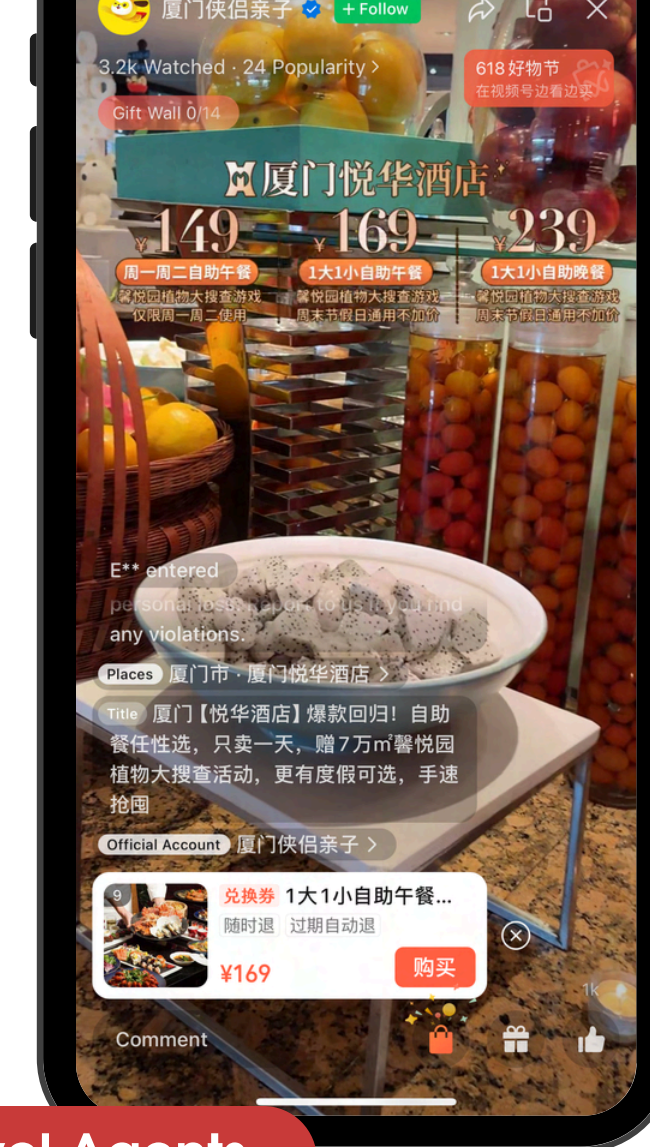
Local Travel Agents

WeChat Channels - Content Strategy

Opening a WeChat Channel is not easy, and once it's established, it must be operated continuously, or it will be difficult to maintain sustained attention in the public domain traffic.

The volume of video assets on the video channel also determines the difficulty of operating it. Many accounts do not have so many videos, so it is quite difficult to maintain the Channels account.

It is recommended that tourism bureaus or tourist destinations, while having a large number of video materials, **invite professional marketing agencies to help edit and localize video materials.** At the same time, **KOLs** can be invited to visit the local area for shooting and promotion, and these KOL materials can be reused repeatedly in the future.

Tips for WeChat Channels Post Descriptions

- **Title -** Be concise and clear, similar to Instagram. The first lines are key, so make them count.
- **Hashtags -** Use hashtags wisely for better visibility, though they're less critical here than on other platforms. Choose a few relevant ones, like your brand, campaign, or general theme, and place them at the start or end.
- **Partnerships** - Mention other Channels for partnerships.
- **Pin the Location** - Adding location can enhance visibility, but it's optional.
- **Link** - Include a link to drive traffic to official accounts. (You can find the link within WeChat by opening the article, clicking the upper right '...', and selecting 'copy link.') Or Link to live-streaming events for real-time engagement.

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WeChat Mini Program

WeChat Mini Program - Features

What is a Mini Program?

Embedded within the WeChat app, WeChat Mini Programs are easy-to-use applications that do not require any additional downloading or installing, providing a smooth and trouble-free user experience.

Thanks to WeChat Mini Programs, users can conveniently tap into a variety of services and content with just a few clicks, all without the need to switch between different apps on their mobile devices. This fluid integration into the WeChat ecosystem offers a practical and uncluttered method for users to quickly and easily access a multitude of features and functionalities.

Features and Functionalities

Instant Access: Users can access Mini Programs instantly, which is particularly useful for services that are needed only occasionally.

Reduced Storage: Since there's no need to download or install, Mini Programs help save storage space on the user's device.

User Experience: The user experience is streamlined as users can switch between chatting and using Mini Programs without any hassle.

Ecosystem Integration: Mini Programs are deeply integrated into the WeChat ecosystem, allowing for features like messaging, payments, and more to be used within the same platform.

Business Opportunities: For businesses, Mini Programs offer a new channel to engage with customers, provide services, and drive sales without the overhead of developing a full app.

Development and Maintenance: For developers, creating and maintaining Mini Programs can be less resource-intensive compared to full-fledged apps.

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WeChat Mini Programs - Limitations

Although Mini Programs offer distinct features and unique functions, they still have certain limitations.

Mini Program Limitations

Limited Functionality: They are designed to be lightweight, so they lack the advanced features of full apps, which can be limiting for complex business needs.

Dependence on WeChat: Mini Programs are exclusive to the WeChat platform, making businesses vulnerable to WeChat's policy changes and platform updates. Additionally, coding can be difficult due to Tencent's unique JavaScript for Mini Programs.

Discoverability Issues: Lacking presence in app stores, promoting Mini Programs relies heavily on social media, posing challenges for businesses with weak online footprints.

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WeChat Mini Program - How to Access

WeChat Mini Programs have the following six major entry points, and users can enter the Mini Program through these touchpoints. However, the location of different entry points determines their probability of being used, which will also vary.

Therefore, once a brand has a WeChat Mini Program, it needs to consider where to set touchpoints so that the Mini Program can always be accessed.
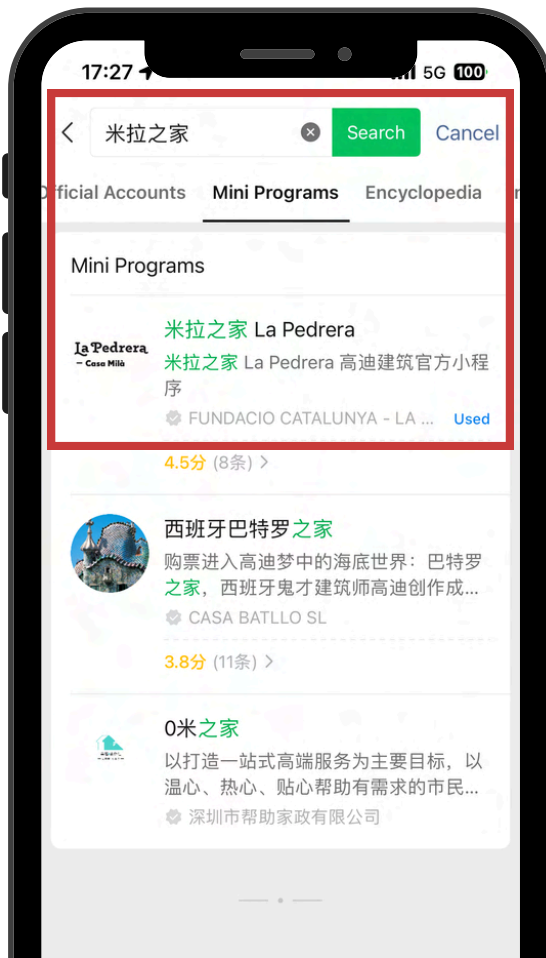
27%	15%	5%	14%	9%	6%
Drag Down Menu	**Welcome Message&Menu**	**Search Result**	**WeChat Article**	**Share to Chats**	**Discover Page**
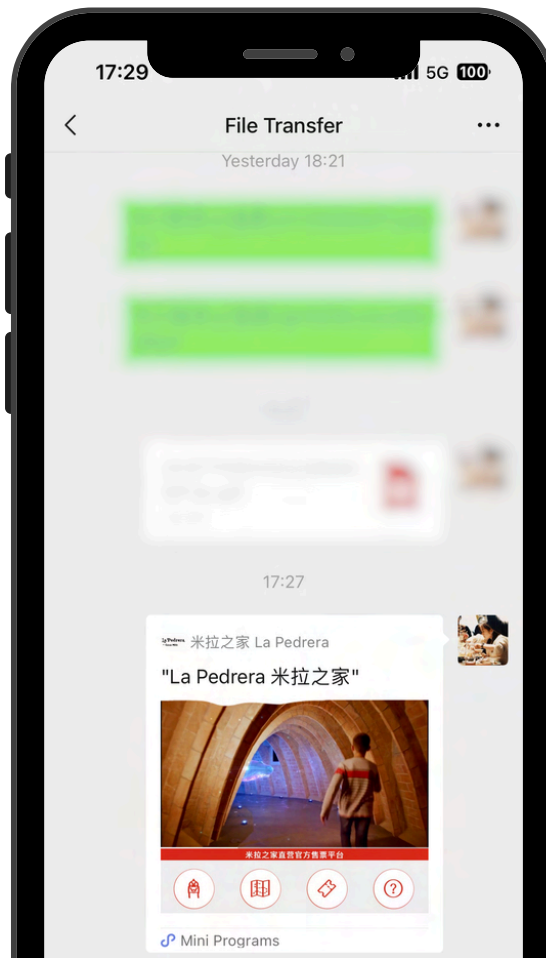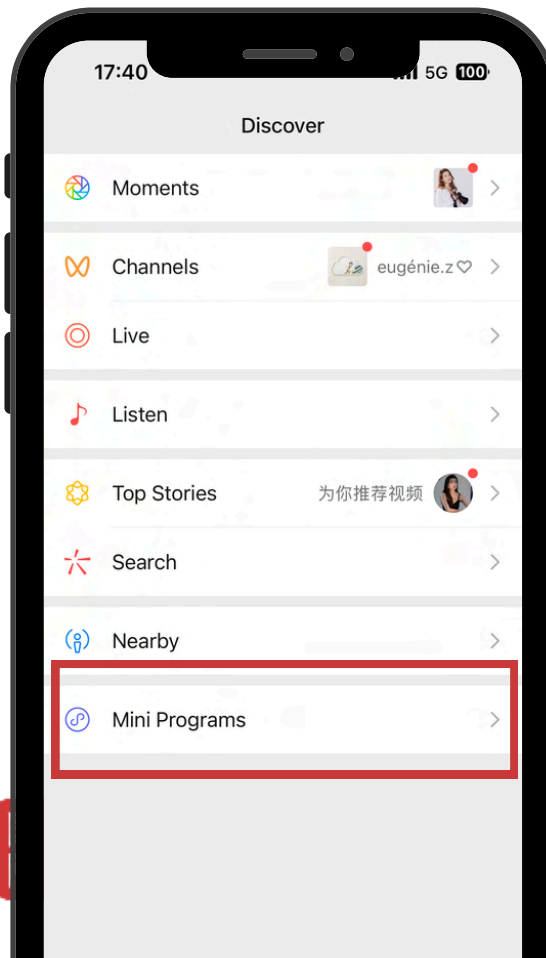
WeChat Mini Program Case Study

DMO Lucerne Tourism	Attraction La Pedrera - Casa Mila	Airport Aena Airports

Sections in Mini Program
- Attractions/Food/ Shopping/Hotels
- Travel Tips
- Itineraries
- Recommendations

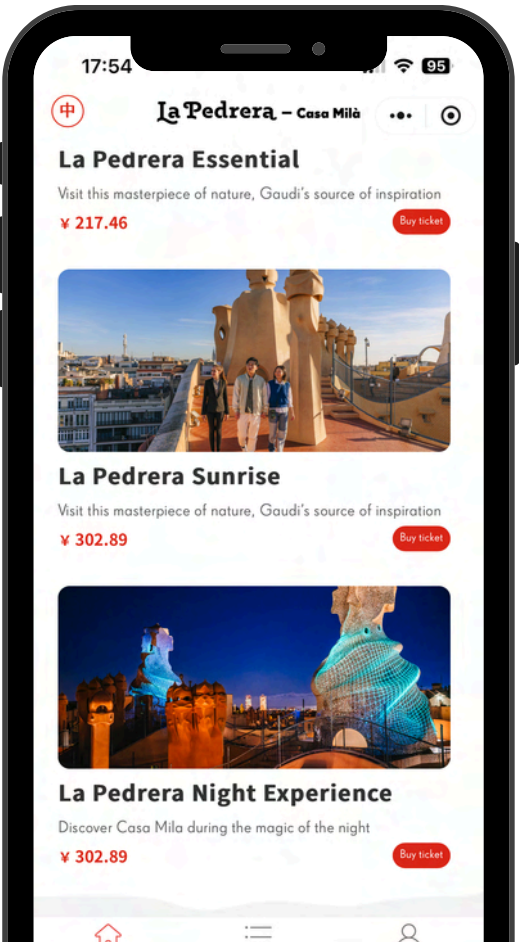**Sections in Mini Program**
- Attraction Introduction
- Ticket purchasing
- My Tickets

Good case study of MP with purchasing online function

Sections in Mini Program
- Airport transportation
- Airport dining/shopping
- Shopping cart
- Customer service

*Good case study of MP with customer service*

WeCom

WeCom

What is WeCom?

WeCom, previously known as WeChat Work, is a tool for office management and corporate communication. It's used internally at Chinese companies, but also provides a platform where salespeople can connect to clients through their WeChat accounts and publish to their clients' WeChat Moments. For the company, one major advantage of WeCom is that all of the customer data is retained and managed on the backend of the company's account – so if the employee leaves the company, the company still keeps the customers' information and can continue to re-market to them in the future. This is more commonly utilized by Travel Agents and DMCs

Klook Travel WeCom
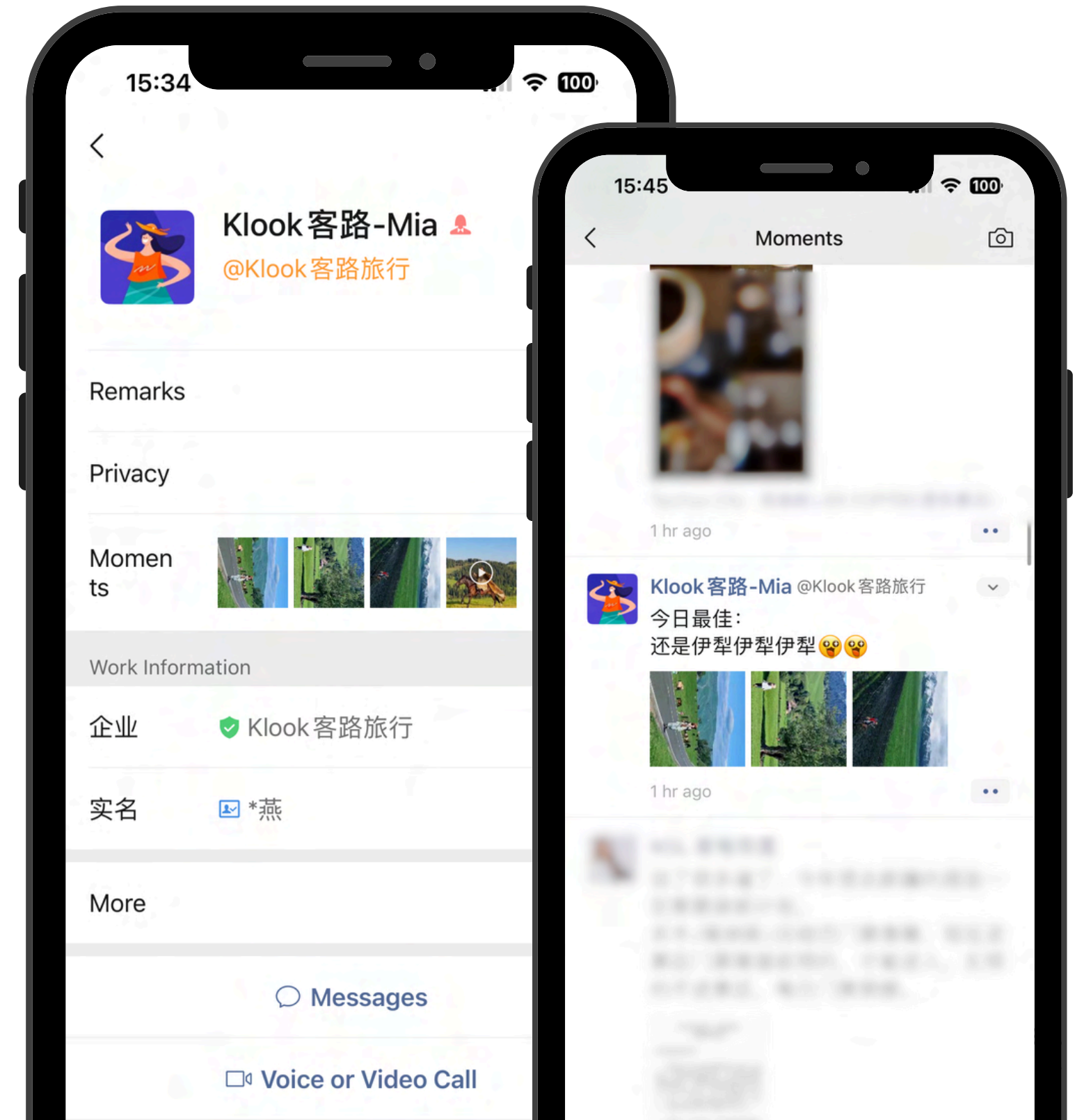
WeCom - Customer Service Features

Contact with Customers

- Directly add customers' WeChat, provide services through single chats or group chats.

Moments Promotion

- Post promotional information, product dynamics, professional knowledge and other content to customers' WeChat Moments, and interact with customer reviews.

Customer groups

- Manage WeChat customers added by members, and reassign customers of departing members.

Mini Program

- Enterprises can develop WeChat mini-programs that can be run and used in WeCom. They can also be sent to customers directly through WeChat messages.

WeChat Advertising

WeChat Advertising Formats

Moments Ads

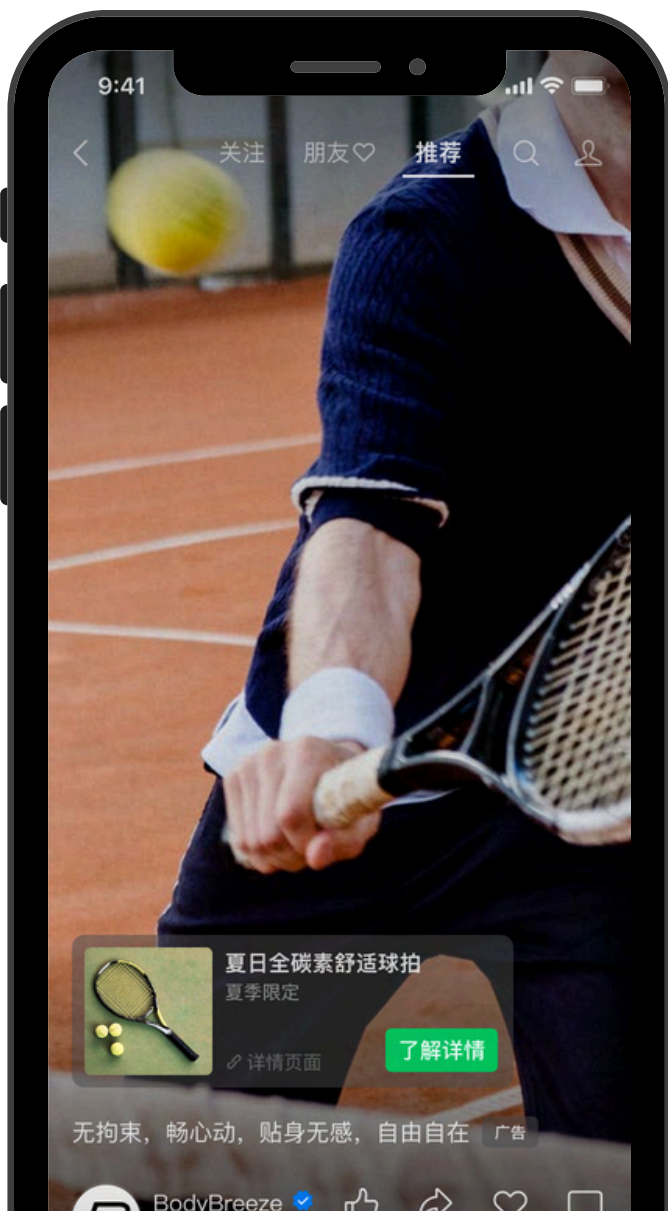Displayed in WeChat Moments **with an ad icon**
- Regular size Images and videos
- Images with functional buttons
- Large size and innovative image presentation

Channel Ads

Displayed in WeChat Channels as **video stream content.**
- Short video
- Live streaming
- Carousel of images

Subscription Ads

Displayed in the **subscription information list** and **articles** of the official account
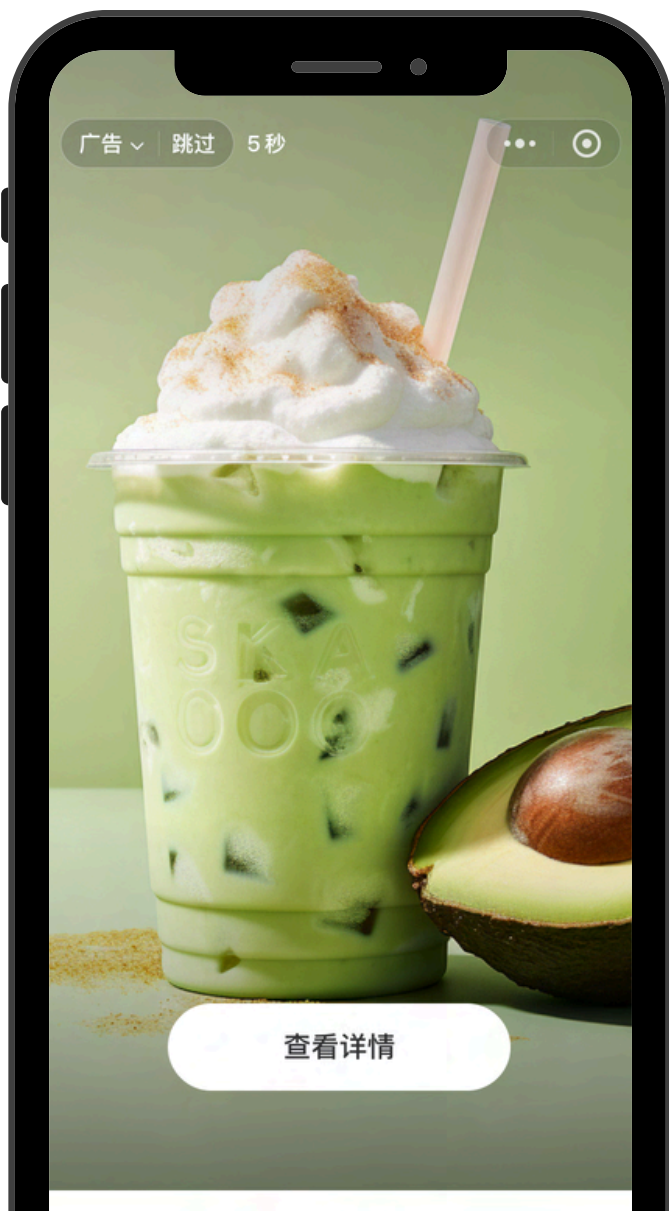- Image with redirect button
- Video inserted in video content

Mini Program Ads

Displayed at different points while **using the mini-program.**
- Splash ads
- Splash ad with rewards for viewers
- Banners inserted in mini-program

Search Ads

- **Displayed on top** when the keyword is being searched

WeChat SEO

	Owned Media	Paid Media	Earned Media
Definition	Channels for brand's independent operation and management	Channels for brand-paid advertising	Channels for brand's organic acquisition
Example	Official social media accounts	Advertising, KOL/KOC placement	User-generated content
Advantages	• Precise audience targeting • High user engagement • Strong brand control over content	• Short duration, quick results, • Strong brand control over content	• Precise audience targeting, • Strong engagement • High credibility
Challenges	Hard to see short-term results	Broad audience reach, weak engagement, high investment	Requires long-term accumulation, weak control over content
Cost	Depends on the manpower and time investment	High	Free

- WeChat is one of the **most important owned media** channels.
- **SEO within the WeChat ecosystem** has become an important strategy for brands to increase visibility and expand their influence.
- The **data from the WeChat Search Data Dashboard** can help brands better manage their Official Accounts, Video Accounts, and Mini Programs.
- **Search rankings** also impact brand's marketing performance within the WeChat ecosystem.
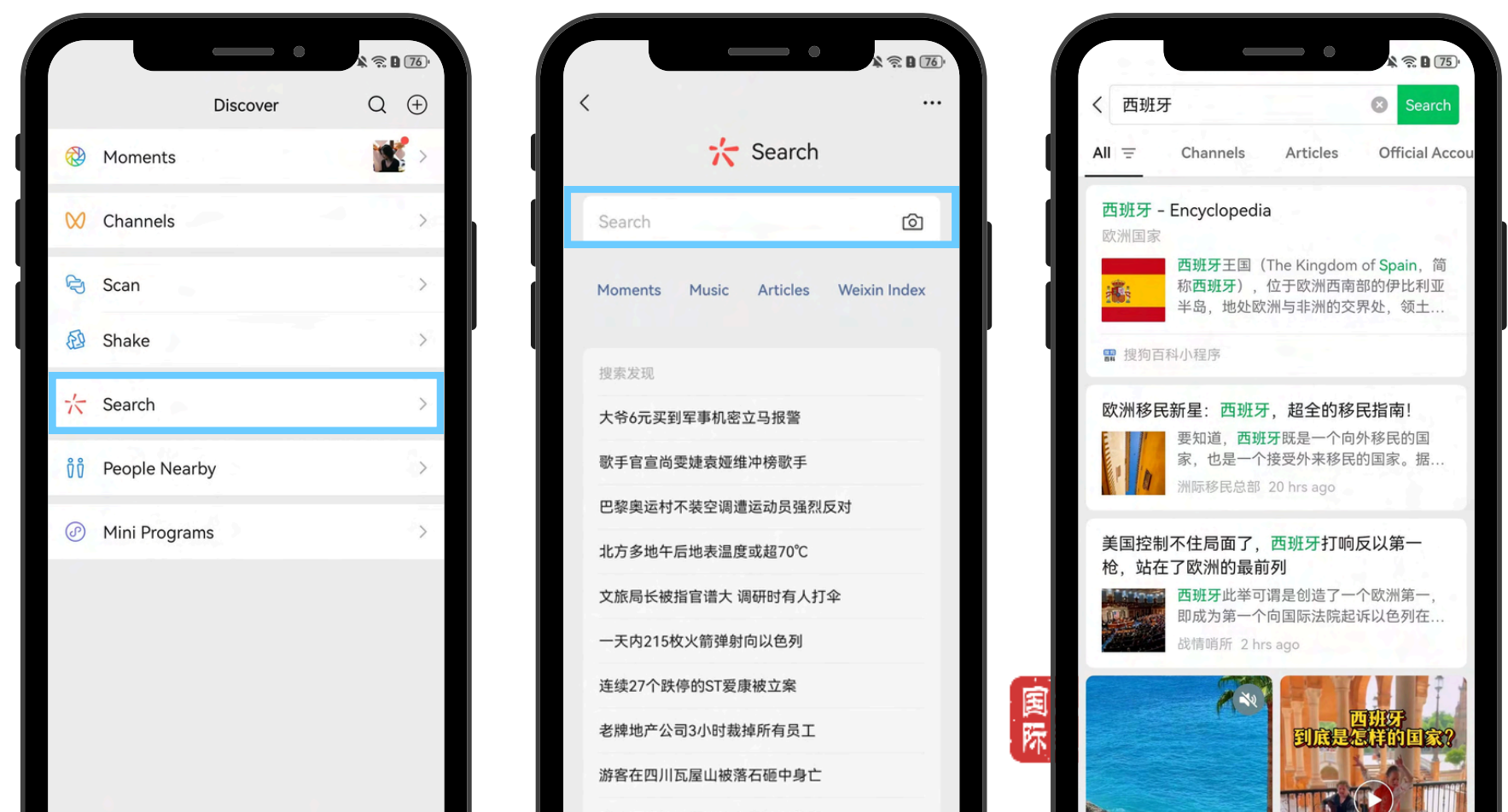
WeChat SEO Strategy - Even if the budget is limited

Account Setting & Verification

- **Account name:** The brand name or a combination of the brand name and keywords is recommended.
- **Account description**: Emphasize the products/services and core selling points.
- **Verification:** Verification can enhance the credibility and professionalism of the account.

Consistently Produce Valuable Original Content

- Clear and understandable **titles** closely related to the theme of the content
- Maintain consistent content **output frequency** and strengthen **interaction** with comments.
- Incorporate high-frequency **search keywords** into the text.
- Use text on the **video cover image** to attract clicks

Create a Virtuous Cycle of Data Performance

- Good **data performance** will be seen as a sign of a high-quality account, leading to higher rankings.
- The **quality of content** is reflected through reading/viewing count, play count, completion rate, engagement count, etc.
- **Account popularity** is reflected through the number of followers.

Avoid Behaviors that Lead to a Decrease in Ranking

- **Factors affecting the main content:** extensive advertisements, illogical redirection links, etc.
- Directly copying content, plagiarism, clickbait titles.
- Using **generic keywords** excessively, **keyword stuffing**, **impersonating** well-known brands.

Make Best Use of the Official Account Menu

- **Popular menu bars** with high click rates will be displayed in search results.
- **Menu bar names** should be specific, direct, easy to understand, and aligned with core functionalities and high-frequency user needs
- **Update the menu** promptly and avoid invalid links.

Prioritize User Experience on Mini Program

- Avoid requesting user **authorization, login, or phone number binding** unless absolutely necessary.
- Notify in advance about **payment**.
- Enable the "**Page Indexing**" switch on the WeChat Open Platform.
- Use **sitemap** to notify WeChat of the pages you want indexed.

Dragon Trail INTERNATIONAL

Weibo

Sina Weibo, launched by Sina Corporation in August 2009, is a social platform that provides microblogging services. It is a social media with a large user base that allows users to interact and communicate with others. Sina Weibo allows users to share images, text and videos in real time. Other users can comment, like or share the posts according to their preferences.

Sina Weibo has changed the nature of relationships between individuals. On this platform, you can follow your favorite bloggers, and others can follow you. It has influenced the way individuals connect with each other, breaking the limitations of physical space and time, allowing information to spread quickly and in real-time.

Weibo is an integrated platform that combines social interaction, content aggregation, and content dissemination. With its database that is based on users' social relationships, interests, and behaviors, marketers can precisely target audiences to achieve efficient marketing.

Dragon Trail
INTERNATIONAL

Weibo

CHINESE NAME

LAUNCHED

2009

OWNERSHIP

SINA 新浪   Alibaba

SUMMARY

Micro-blogging news site with potential for virality
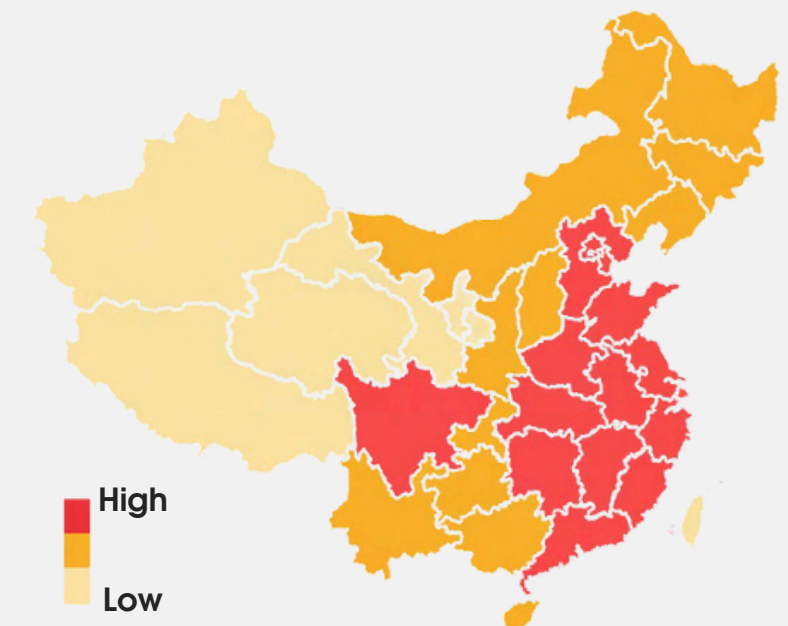
KEY FEATURES

Micro-blogging, trendy topics, news

COMPARED TO

MONTHLY ACTIVE USERS
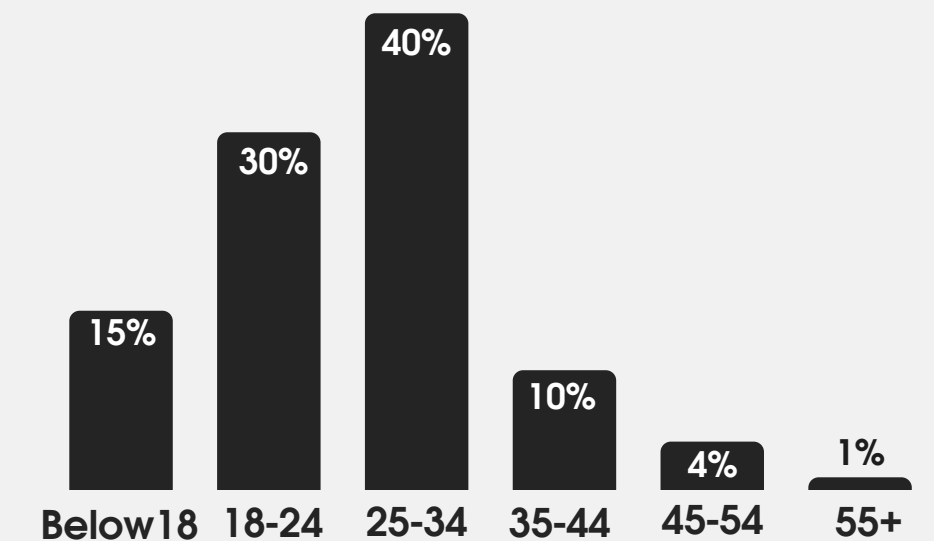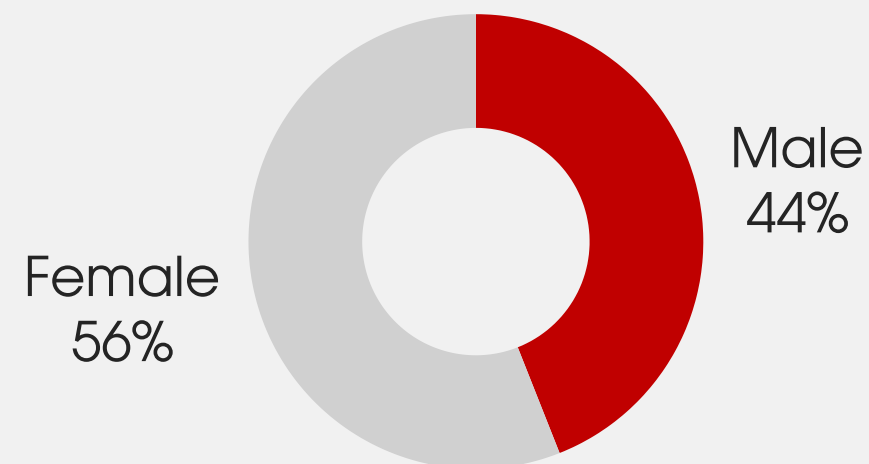
605 million*

DEMOGRAPHICS

Male 44%

Female 56%

15% Below18
30% 18-24
40% 25-34
10% 35-44
4% 45-54
1% 55+

High

Low

*Data Source:2023 Weibo Young User Development Report
Data Source: SINA THINK TANKS

Dragon Trail
INTERNATIONAL

Weibo vs Twitter

*Compared to Twitter, Weibo's features are tailored to the Chinese-speaking audience, emphasizing **direct content consumption and community engagement**.*

|	Weibo	Twitter
Rich Media	Offers a **more integrated experience** with rich media, allowing users to view content from various sources directly on the platform, including videos from Youku Tudou.	Primarily allows sharing of video URLs but **lacks the seamless in-platform viewing experience** that Weibo provides.
Comment Thread	Features **a user-friendly comment thread system**, making it easy to track and engage with specific discussions, which is beneficial for brand awareness.	The **comment system is less organized**, making it harder to follow specific threads or discussions.
Trending Categorization	**Categorizes trending topics** into specific areas such as sports, entertainment, finance, and travel, which helps users find content relevant to their interests.	**Trending topics are not categorized**, which might make it more challenging for users to find content that aligns with their preferences.
Contests	Has a dedicated **'event' feature** that aggregates user engagement and participation in various contests and activities, fostering a higher level of community involvement.	**Relies more on contests and influencer interactions** for engagement, but could benefit from a more organized approach similar to Weibo's event feature.

Dragon Trail INTERNATIONAL

Weibo Personal Account

Weibo Personal Account - Functionality

Post Stream

Create your own post. You can add photos, gifs, videos, and live links in the post.

To Post

Read posts from people you follow

Message
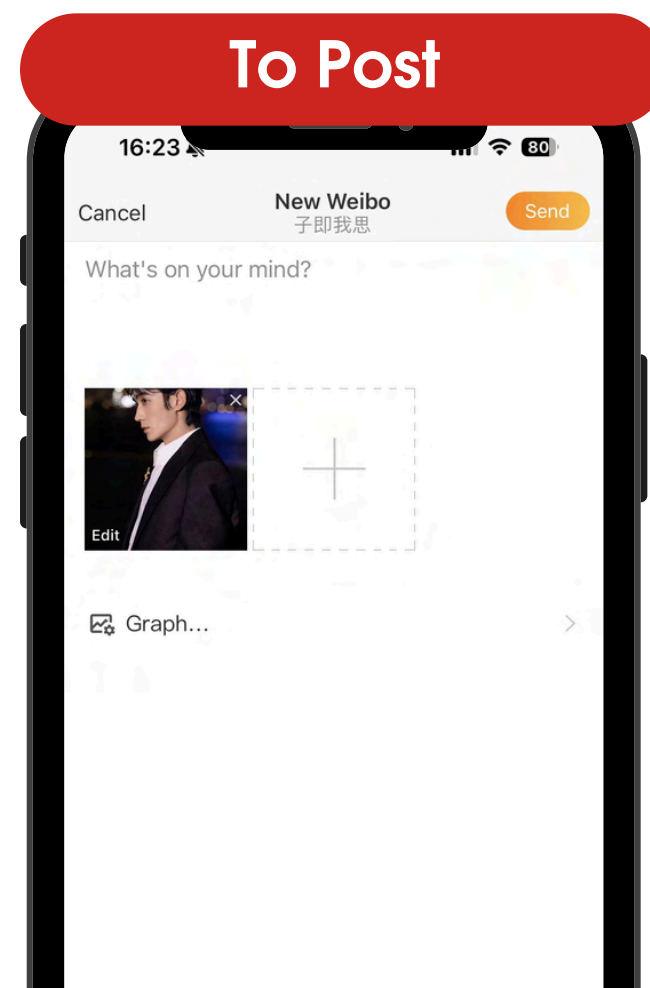
Check the mentions, comments and likes that you received. DM with other users.

Hot search
Trending topics
Trending people
Hot posts

Discover

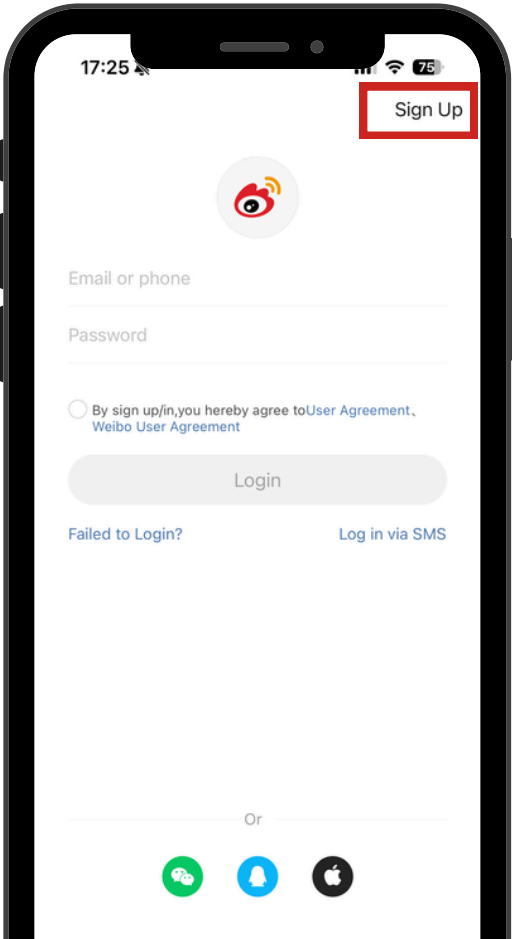# Weibo Personal Account - Registration Step by Step

Step 1

Download and install Weibo on Apple App Store or Google Play

Step 2

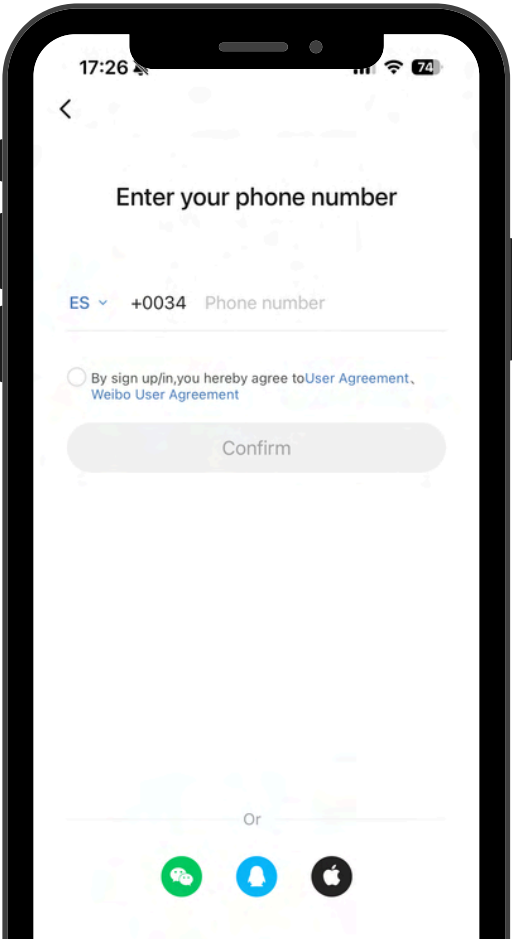Tap to sign up via your phone number or a WeChat/Apple account. We recommend to use your phone number.

Step 3

Select your region, enter your phone number and check the agreements.
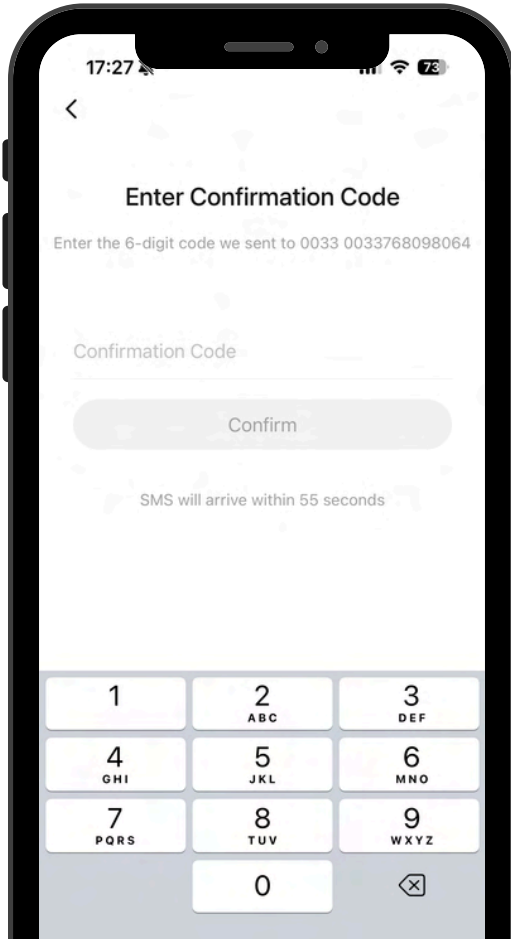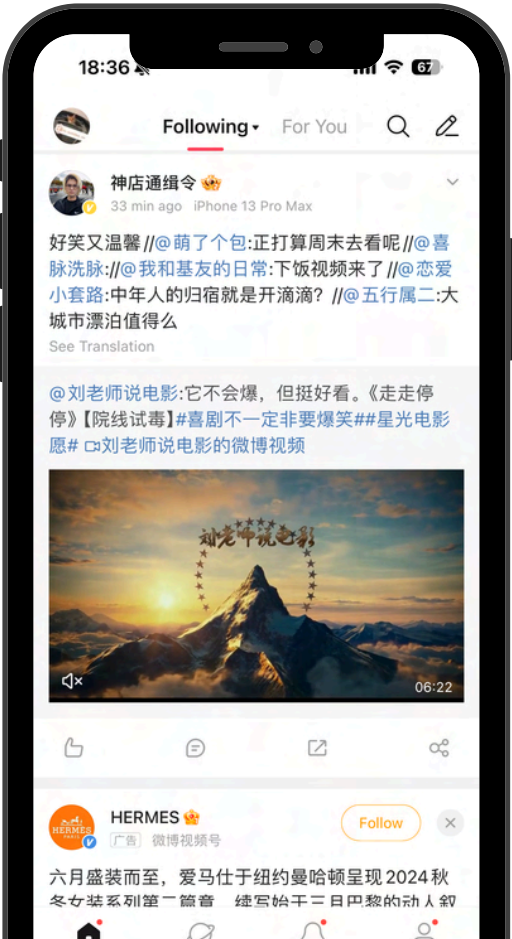
Step 4

Agree with the privacy policy

Step 5

Enter the Verification code received by SMS, then hit "Confirm".

Congratulations!

You have your personal Weibo account now!

Weibo Official Accounts

Weibo Official Accounts - Verification

Why Verification?

As a brand, obtaining verification on Weibo is crucial. The small blue checkmark (right image) assures users that the account is the genuine brand and its content is authentic. Nonetheless, the process to get verified on Weibo is fairly complicated.

Different Procedure

When we receive an enterprise, government, or institutional account that has not applied for the Blue V verification, our first operation is to apply for the Blue V certification from the platform. This process requires signing and submitting a series of documents, including a third-party authorization letter, Weibo Community Convention, official government Weibo account certification application letter, and official government Weibo account certification application form.

Verification Mark

Case Study - Turespaña
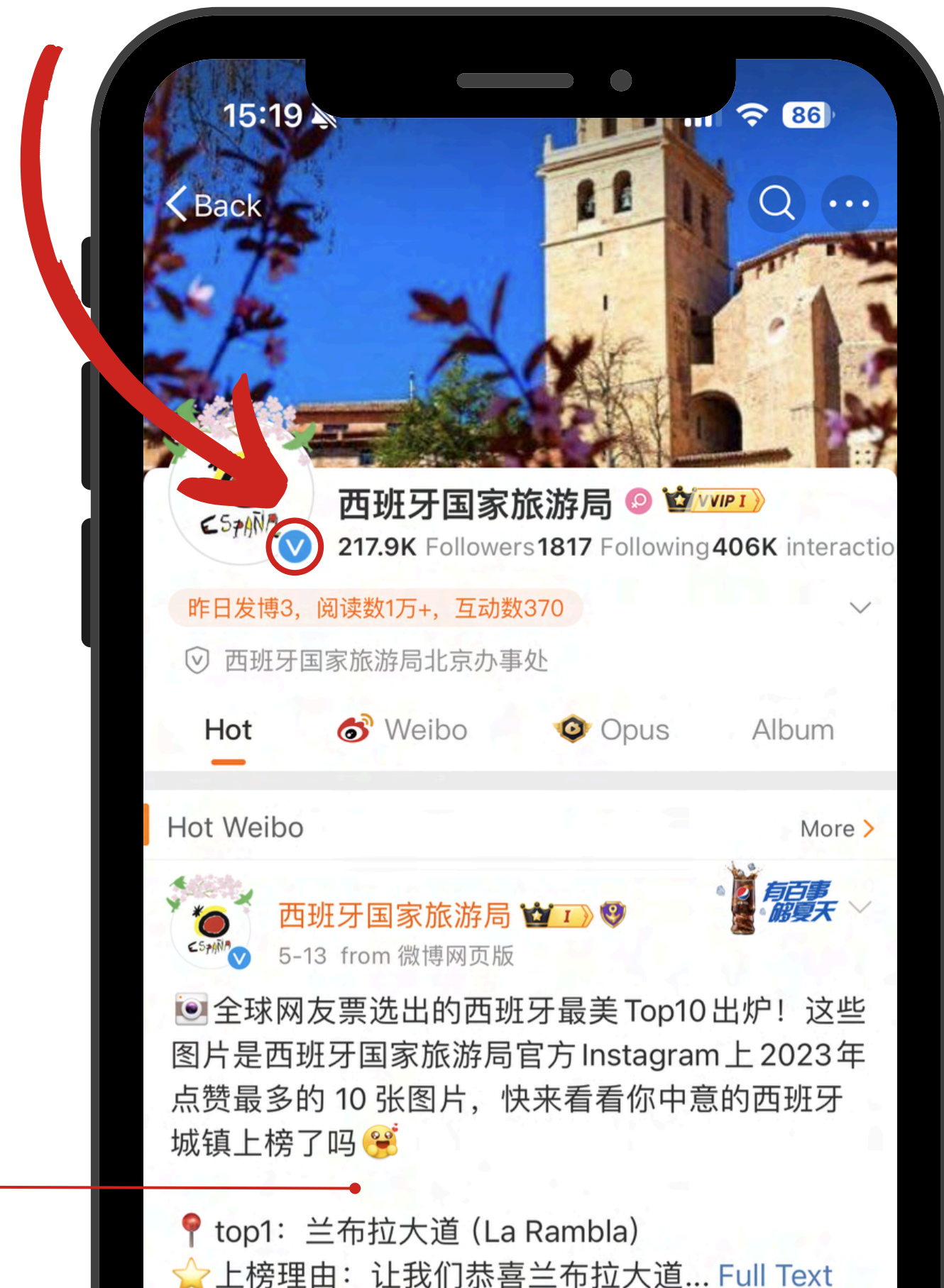
Weibo Official Accounts - Verification

Optimize the profile page & Manage first impressions to followers

Once the account is established and verified, you can take advantage of the verification privileges for homepage decoration:

- **Image-Rich Comments:** Increase the chances of users seeing the destination through visual comments.
- **Edit Posts:** Correct any mistakes after posting by editing the posts.
- **Pin Posts:** Use the pin feature to highlight the current campaign and most useful posts at the top.
- **Change Background Image:** Make the homepage more attractive by updating the background image.

Background Image

Top Pinned Posts

Case Study - Madrid
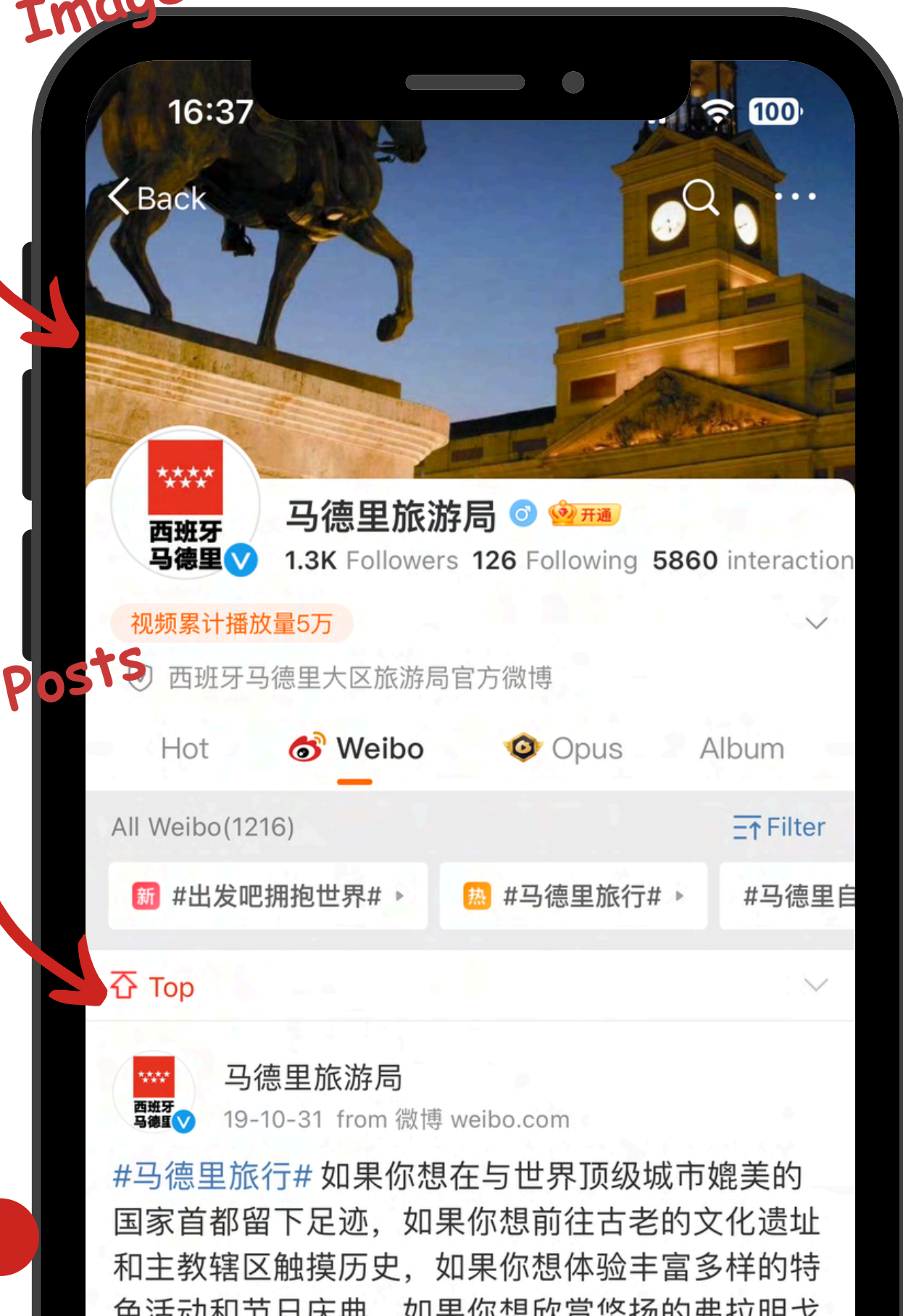
Weibo Operation Tactics

Weibo Official Accounts - Posting

Tips 1: Tone & Manner - How to tell story in a creative perspective

1 **Crafting a brand persona**
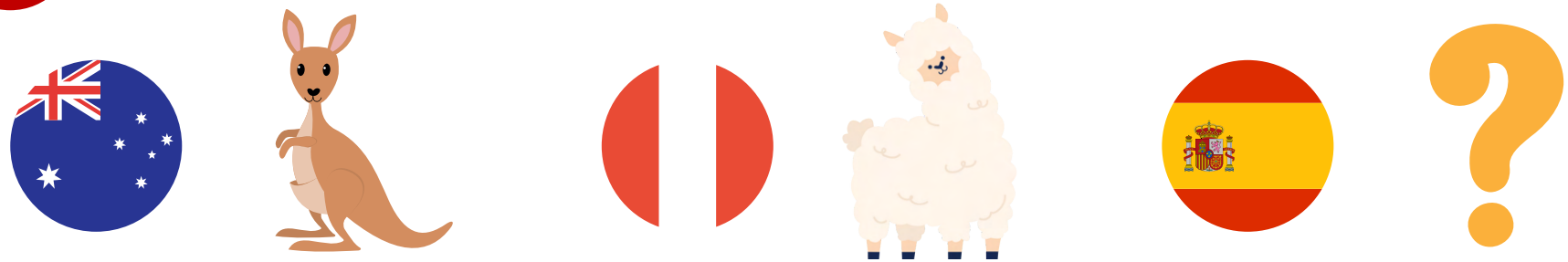
2 **Keep up with the trends and explore new and exciting ways to play online**

#CityWalk   #   Companion
Lie Flat   #   Dopamine

3 **Official Guide**

Act as the trustworthy official information source

How to purchase the ticket
How to get into the attraction
Recommended restaurants nearby
......

Weibo Official Accounts - Posting

Tips 2: POIs and Images

• POIs Mentioned - Unified and Identifiable

In Weibo posts, restaurants, scenic spots, shopping centers, and the like that are mentioned and have Spanish names should be **unified using the same official names used in past posts** to enable readers to find all related posts. Destinations mentioned in Weibo posts should be labeled with the **Chinese name followed by the Spanish name** in parentheses, for example: (Somosierra). Make sure to use English (not Chinese) parentheses here.

• Image Use: 1 or 3 or 6 or 9 Images for Optimal Visual Impact

For optimal visual impact, aim to include **a set of nine images**. If you're short on quantity or quality, consider using one, three, four, or six images. Alternatively, you can employ the technique of image segmentation to create a composite that meets the nine-image requirement.

Image segmentation to create a composite that meets the nine-image requirement

Weibo Official Accounts - Posting

Tips 3: Content Pillars & Posting Time

- Content can generally be divided into key sectors: Food, attractions, shopping, festivals, sports, and culture. A balanced weekly schedule is maintained, with copywriting designed to evoke an emotional response by focusing on lifestyle and travel experiences.

- Post content during peak commute times (**8-9:30am, 6-8pm**) and after meals (**12-1pm, 8-10pm**) on weekdays. Avoid excessive posting to prevent information overload.

DMO/NTOs

- Goal: Promote destinations and boost visitor numbers.
- Content Pillars: Scenery highlights, cultural events, travel tips, user-shared photos and stories, and special event promotions.

Restaurants

- Goal: Attract customers and increase foot traffic.
- Content Pillars: Menu recommendations, signature dish showcases, ambiance displays, customer reviews, and chef and team stories.

Retail

- Goal: Strengthen brand image, convert into sales
- Content Pillars: Brand story, shopping experience, food & beverage info, special offers, member benefits, travel guide.

Tourist Attractions

- Goal: Increase visitor rates and enhance recognition.
- Content Pillars: Site introductions, historical context, visitation routes, special event promotions, visitor interactions, and local culture presentations.

Hotels

- Goal: Improve occupancy rates and strengthen brand image.
- Content Pillars: Amenities and services, room and package promotions, customer feedback, and special deals and promotions.

Here are the content pillar suggestions for key players.

龙途国际 Dragon Trail INTERNATIONAL

Weibo Official Accounts - Posting

Tips 4: How to strengthen your content and make it more powerful?

Precise topics, target users - Capture users interacting under the topic, accurately reach potential audiences.

1.

Social issues, emotional resonance - Continuously connect to social trends to strive for greater emotional resonance.

2.

Speak with substance, hit the pain points - Look for different entry points, but ultimately still recommend scenic spots.

3.

Eco-friendly topic to target environmentalists

Attraction described as "Poland's Hogwarts" to resonate with Harry Potter fans

"Copernicus" as the entry point

POI 1

POI 2

Weibo Official Accounts - Engagement

Once the account is established, it's imperative to consider how to attract new followers and maintain the activity level of existing fans. Here are some good tips:

Initiate lotteries and polls to attract new followers and enhance existing fans' engagement.

1.

Maintain **super-topic** engagement with 10 original posts and 20 check-ins monthly. Enhance fan and brand loyalty through regular hosting, lotteries, and discussions to boost activity and brand visibility.

2.

Create fan groups for daily interaction to boost fan loyalty. Encourage fans to share travel-related content to increase their participation.

3.

Engage promptly with fans' comments and messages to foster interaction and loyalty, enhancing the account's approachability and user engagement.

4.

Weibo Official Accounts - KOL/KOC/Celebrity Cooperation

Weibo emphasizes interaction and personalization, with consumers favoring marketing activities that pique their interest rather than traditional broadcast-style advertising. Consumers heavily rely on KOCs (Key Opinion Consumers), KOLs (Key Opinion Leaders), and celebrities.

Enrich promotional materials by collaborating with bloggers through image-text exchanges and material licensing.

1.

Re-creating content and publishing it through bloggers again, both accounts and bloggers will achieve shared traffic benefits.

2.

Celebrities' posts on Weibo offer higher visibility than traditional media. The narrative and connection between the celebrity and the destination can boost destination appeal and fan engagement through endorsements.

3.
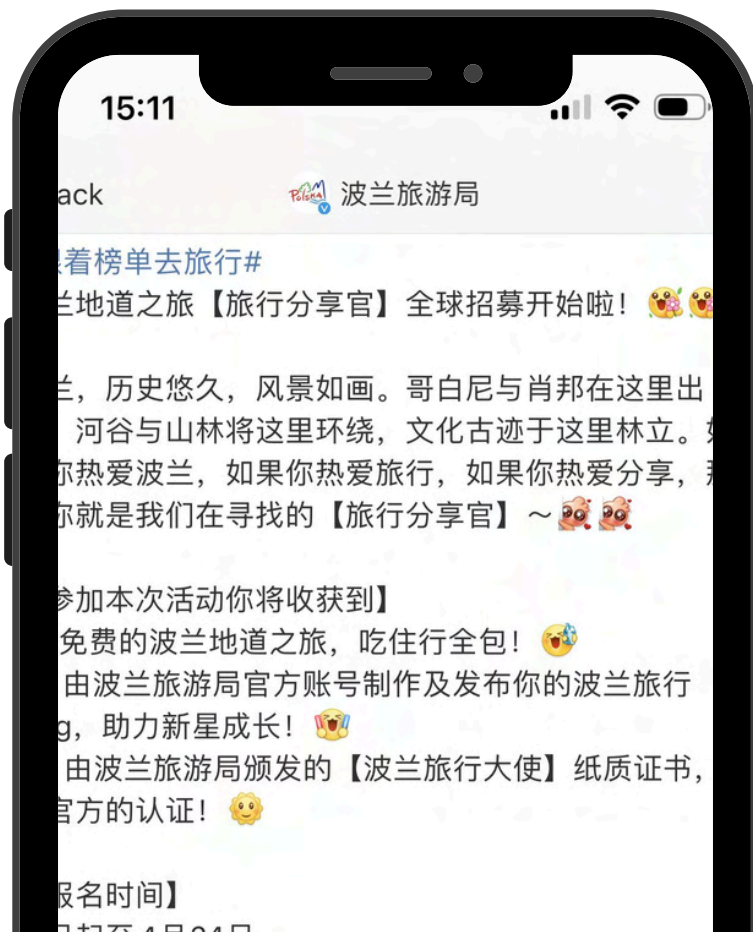
Weibo Official Accounts - Brand Cooperation

Brand crossover collaboration

In the early stages of Weibo operation, with a small fan base, you can collaborate with brands that have already accumulated a significant following to increase traffic and attract high-quality fans of the same type.

Valencia X People's Daily

Poland X Polaroid

Weibo Advertising

Weibo Official Accounts - Advertising

Advertising and Marketing Tool: Superfans Pass

The Superfans Connect platform **leverages user attributes, social relationships, and content relevance** to help advertisers efficiently distribute their content to their target audiences, comprehensively influencing user mindsets and supporting businesses in social content marketing.
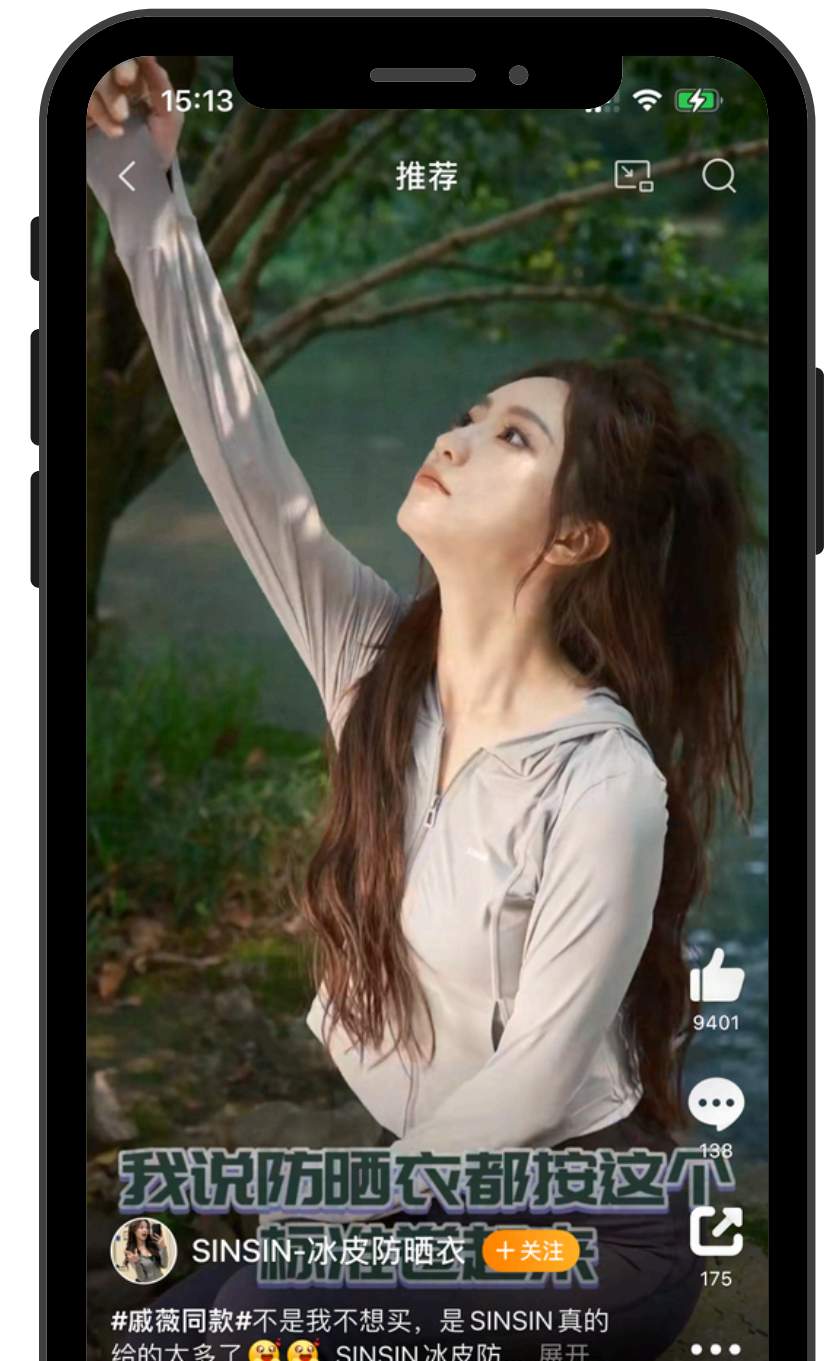
The Superfans Pass will promote posts in:

- Bidirectional attention streams
- Vertical video streams
- Bidirectional stream groupings
- Mobile search
- Popular Trends on Mobile Devices
- Mobile Blog Post
- Mobile Blog Comment Stream

Bidirectional attention stream

Vertical video stream

Weibo Official Accounts - Advertising Six Major Presentation Styles
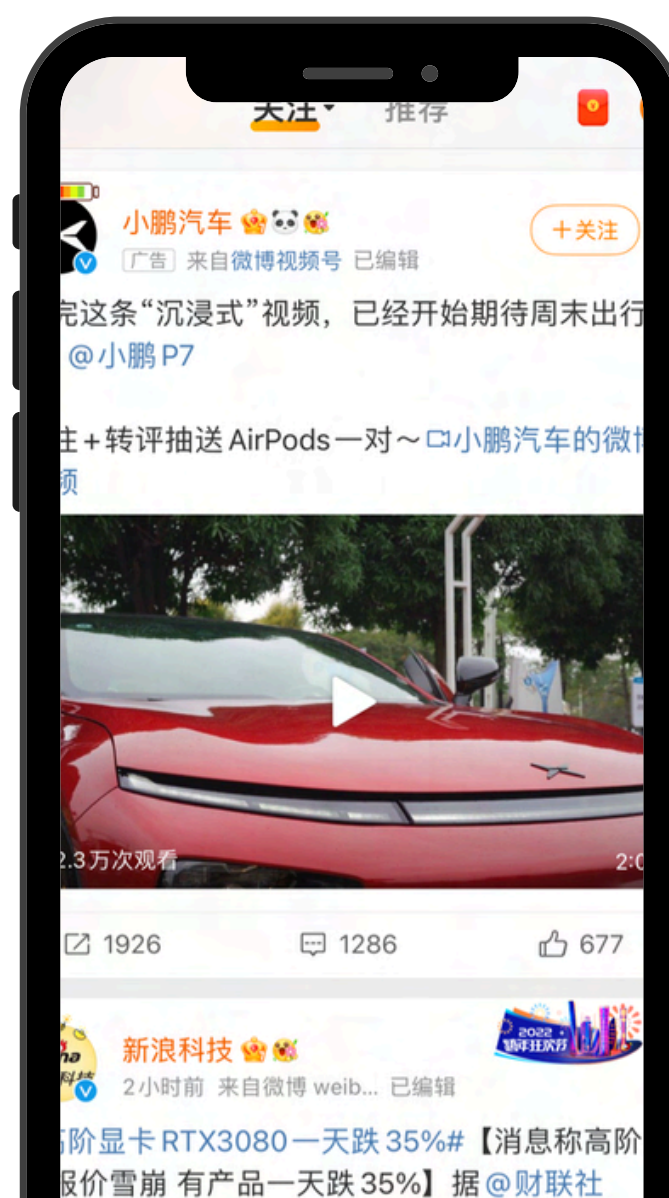
Card

Displayed on the user's timeline
- Concise and clear
- Quickly attracts attention

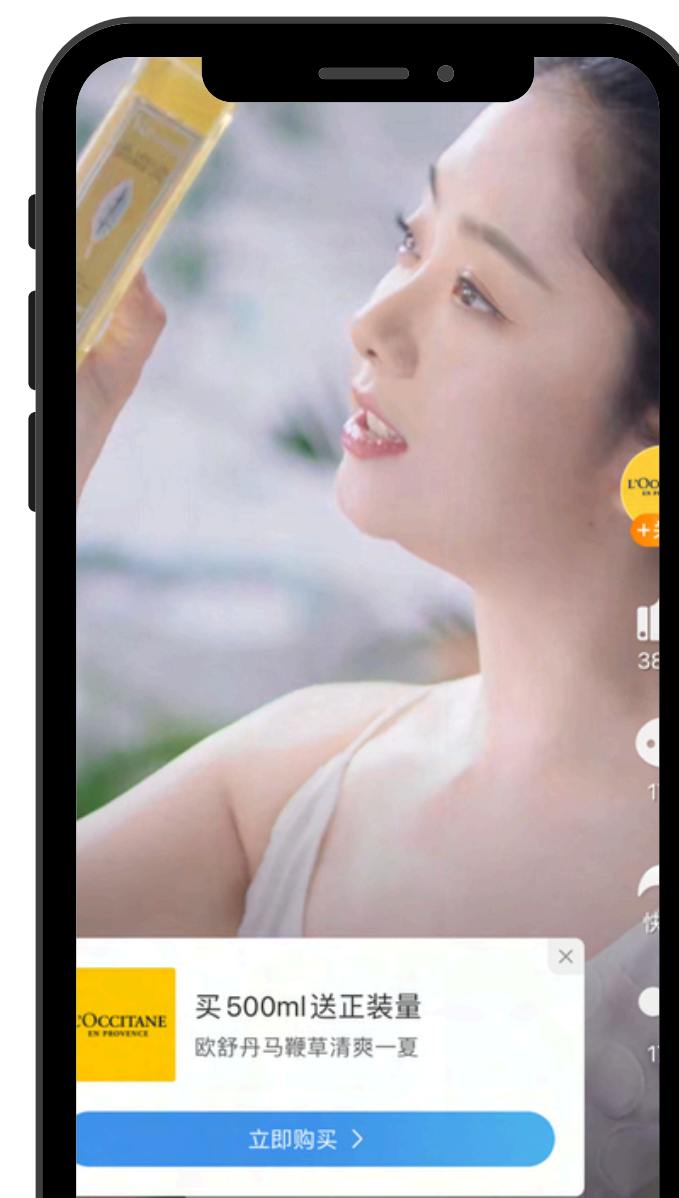## Horizontal Video

Displayed in video feeds or specific channels
- Strong visual impact
- Suitable for showcasing product features or eye-catching content

Portrait video

Displayed naturally as users scroll through
- More convenient for mobile viewing

Weibo Official Accounts - Advertising Six Major Presentation Styles

Short form

Displayed on the user's timeline to quickly convey visual information
- Conveys information through brief images

Long form

Displayed in content with longer engagement times
- Detailed display of product features or narrative content
- Helps users deeply understand advertising information while browsing

Body page banner

Displayed at the top or bottom of Weibo content pages
- Displays brand or product promotion information
- Enhances brand awareness and encourages interaction

Weibo "Free" Advertising

Weibo Official Accounts - Free Advertising

Free Advertising?
It's POSSIBLE on Weibo!

After posting any Weibo, you can look for popular keywords in the Discovery/Search section or within trending topics.

If your post appears within the top few results and the keywords or topics are highly trending, it will significantly increase the exposure of your post.

Weibo Official Accounts - Free Advertising

Leveraging UGC Content

To find UGC (User Generated Content) with potential to go viral, actively engage with real visitors by searching using keywords in squares or communities, then share and interact with them to achieve conversions.

Short-term:
Reposting + private message authorization, sharing UGC across all platforms, extending usage on official accounts like Xiaohongshu, WeChat, etc.

Long-term:
Maintain interaction and contact with travelers, travel bloggers, photography bloggers, and other KOLs/ KOCs. This can lead to more collaborations in the future.

Xiaohongshu/Little Red Book/Red

Xiaohongshu

Often described as the "Chinese Instagram," Xiaohongshu is a unique blend of Instagram, Pinterest, and Amazon, making it stand out in its own right. Xiaohongshu's social media posts revolve around reviews and personal experiences covering lifestyle, travel, beauty, and fashion products, as well as interests and hobbies. Users share their insights through "notes" (i.e., posts) comprising photos, short videos, and textual descriptions. XHS has evolved into a trusted, community-driven environment where a large number of users search for insights and advice when making purchasing decisions.

Xiaohongshu's accessibility oversteps geographical boundaries, making it a truly global platform. One of its notable features is its availability both within and outside Mainland China. This accessibility extends to an international audience, allowing users from various parts of the world to engage with its content.

Xiaohongshu is the go-to platform for small businesses and international brands tapping into the aspirational lifestyles of young, affluent, cosmopolitan females in China.

Dragon Trail
INTERNATIONAL

Xiaohongshu

CHINESE NAME

LAUNCHED
2013

OWNERSHIP
Tencent 腾讯   Alibaba

SUMMARY
Lifestyle-focused content sharing platform

KEY FEATURES
UGC-based community
KOC/KOL marketing

COMPARED TO
Instagram   Pinterest   amazon

MONTHLY ACTIVE USERS
312 million*

DEMOGRAPHICS

Male 30%

Female 70%

Below 24 — 29.6%
25-34 — 21.9%
35-44 — 18.1%
45-54 — 11.3%
55 and above — 19.1%

T1 & New T1 — 28.2%
T2 — 18.2%
T3 — 24.32%
T4 and others — 29.28%

*Source: Xiaohongshu Business News, 2023

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INTERNATIONAL
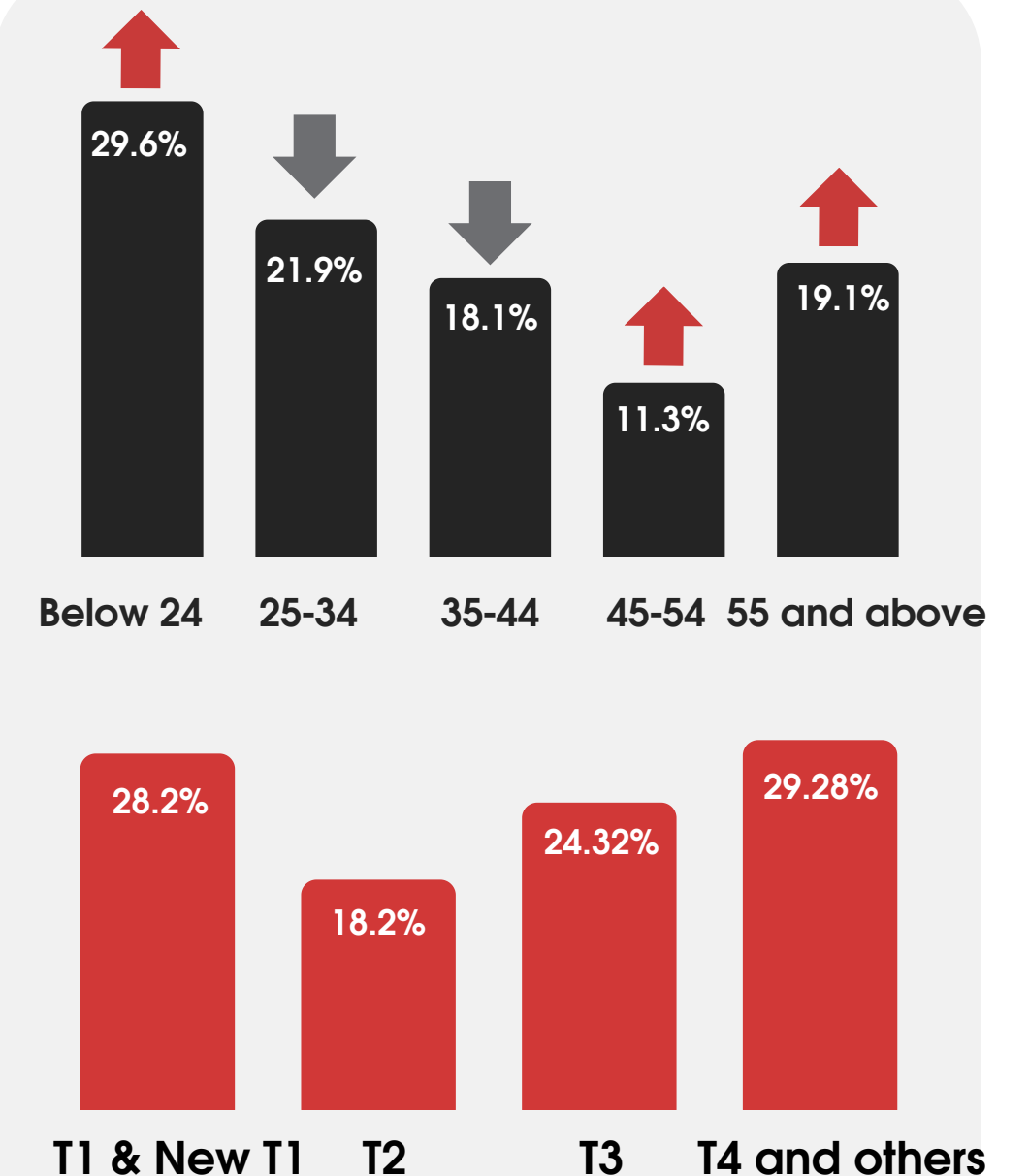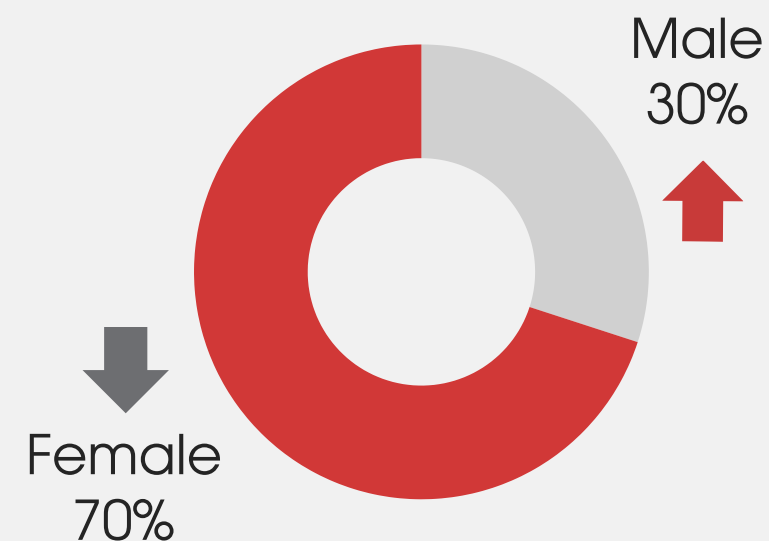
Why Xiaohongshu?

81% of Users Felt a Purchase Desire on Xiaohongshu

3 Million New UGC Notes per day

60% DAUs Actively Search

+116% N. of KOLs compared with other platforms

30 Billion Daily Note Impressions

80% Travelers Search for Tips on XHS Before Their Trip

XHS   Ctrip   Fliggy   Dianping   Meituan   Douyin   Weibo
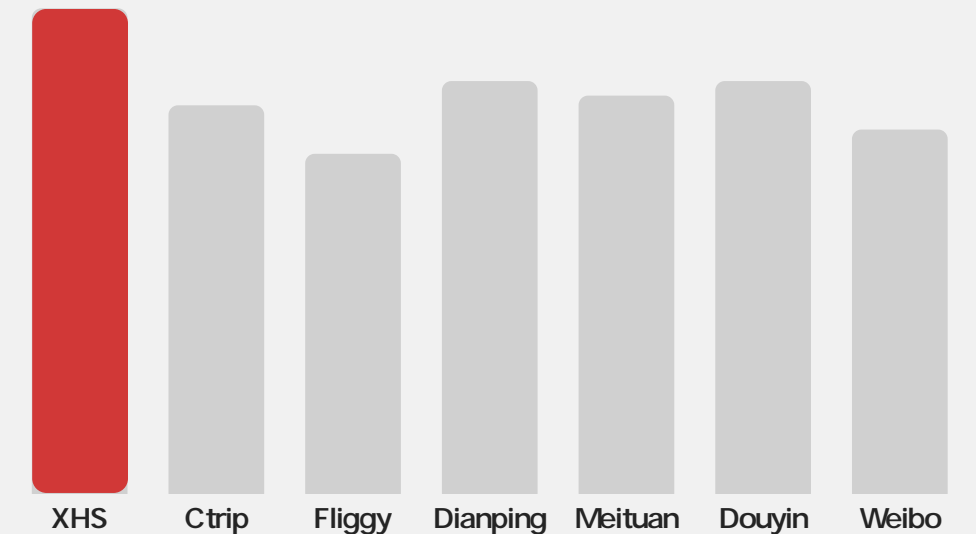
Time and Effort Distribution Across Platforms

Source: Xiaohongshu Business News, 2023
Source: EssenceMediacom & Xiaohongshu, 2023

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INTERNATIONAL

Why Xiaohongshu?

Case Study - Düsseldorf

> "(Düsseldorf is) my third hometown ," an Amsterdam-based Chinese student posted on the app. "My Asian stomach is always so happy here."
>
> **Such Notes have turned Düsseldorf into a foodie destination. Xiaohongshu is the best platform to leverage UGC for empowering new brands.**

At the end of 2021, due to COVID-19, Chinese users living abroad began seeking hometown flavors locally. "Weekend Trip to Düsseldorf" became a trending topic on Xiaohongshu.

Thanks to Xiaohongshu's precise big data push mechanism, users in Europe who had previously shown interest in food or travel content could easily see Notes on this topic. This allowed the topic to go viral quickly.

Thanks to Xiaohongshu users, demand for restaurants in Düsseldorf that cater to diaspora tastes has surged. Local Chinese restaurants have expanded their offerings in response, with many diversifying their menu options or opening new locations. For example, DongWu Chinese Kitchen, a local Chongqing restaurant, opened its second branch in November 2022.
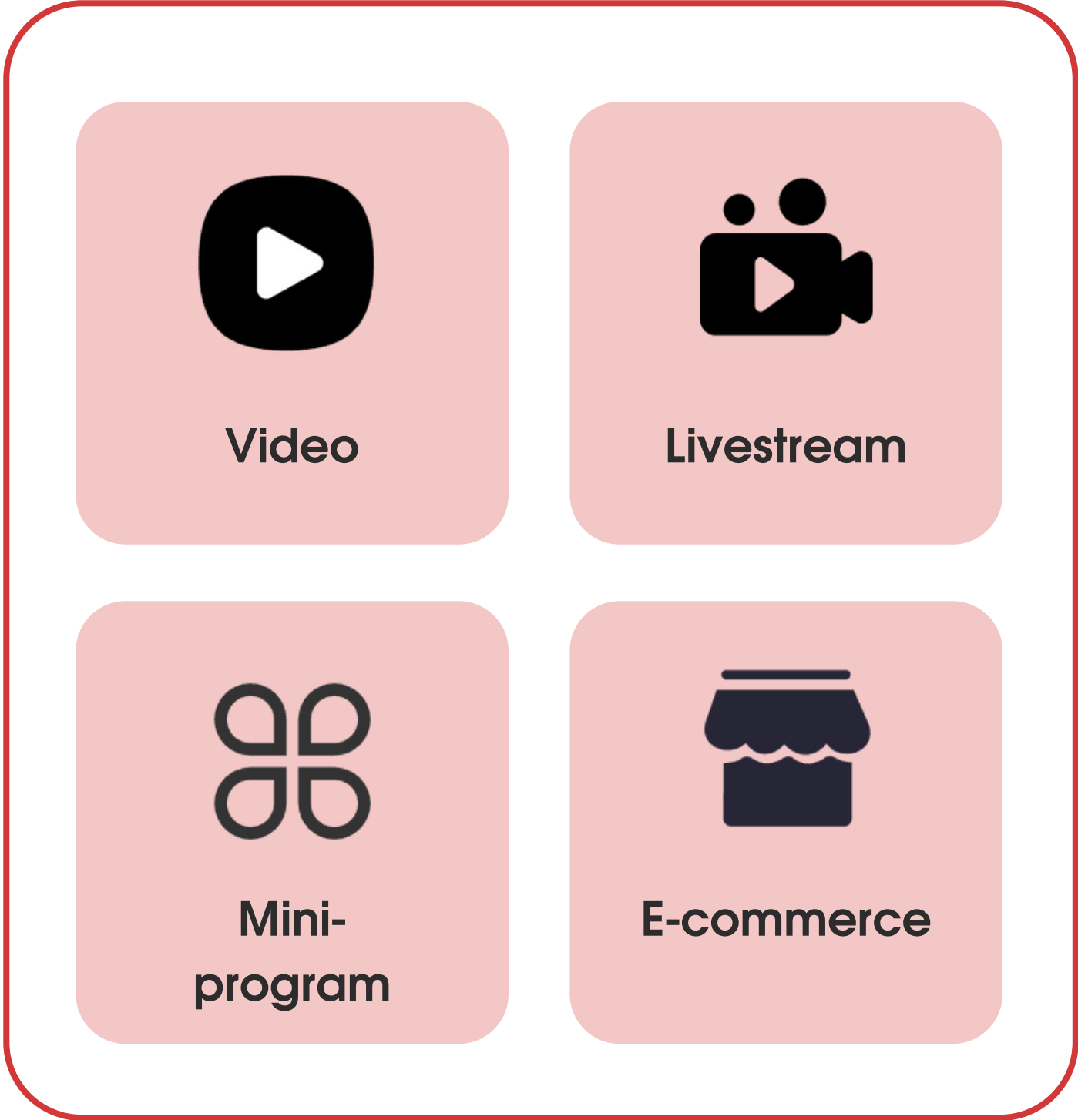
*Source: https://restofworld.org/2023/xiaohongshu-users-make-dusseldorf-destination/

Xiaohongshu System Map
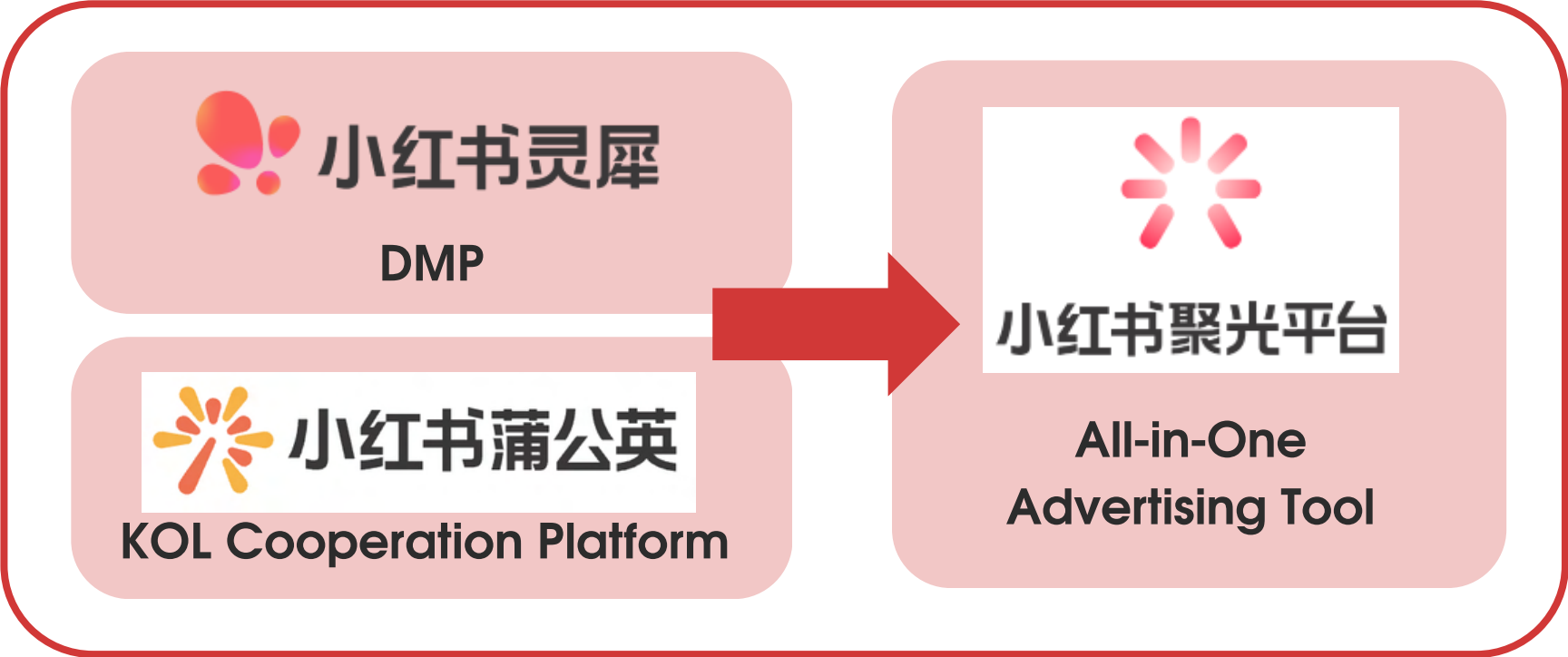
Xiaohongshu Functionality - Comparison with Instagram

Xiaohongshu

Instagram

- Both platforms are UGC-based content platforms that focus on visual content display. The difference is that Xiaohongshu uses a double-column waterfall layout, which improves browsing efficiency. This layout provides merchants with more exposure opportunities while giving users greater control.

- Both platforms use algorithms to provide personalized content recommendations, with discover page and feed as the two main formats. However, Xiaohongshu integrates "search" and "reels" on the same page, and replaces them with "shop" and "messages" in the menu bar, highlighting its social and e-commerce attributes.

Dragon Trail
INTERNATIONAL
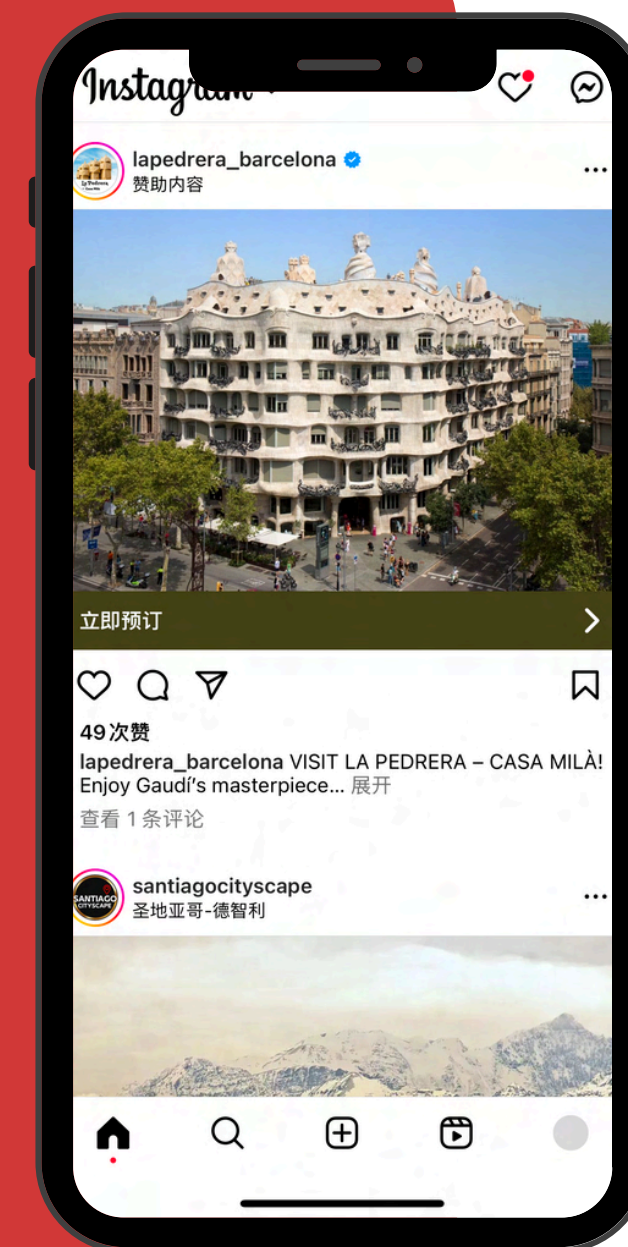
Xiaohongshu Account - Registration Step by Step

Step 1

Download and install XHS on the Apple App Store or Google Play.

Step 2

Login via your QQ (China WhatsApp), phone number, Weibo or Apple ID. We recommend to use your phone number.

Step 3

Choose your Country/Region and fill in your phone number. You'll receive a message with verification code.
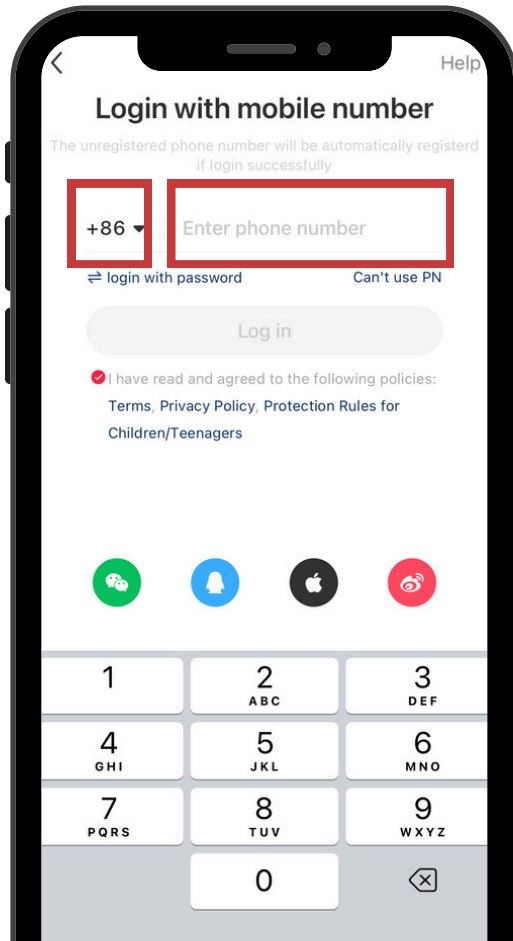
Step 4

Choose your gender, age, and interests. The area of interest you choose will determine the initial positioning of your account. It is recommended to choose an area related to the brand itself.

Step 5

The personal account has been successfully registered and you can start browsing Notes!

Why Upgrade to a Professional Account

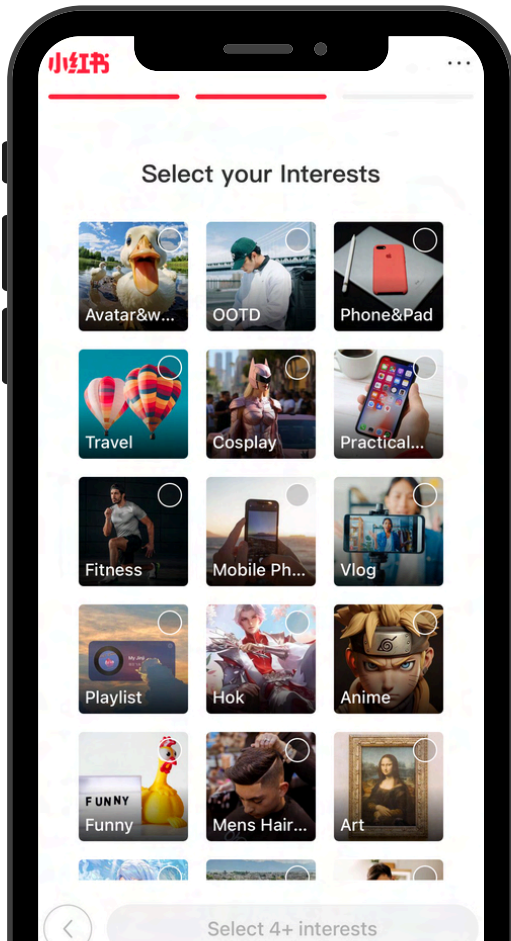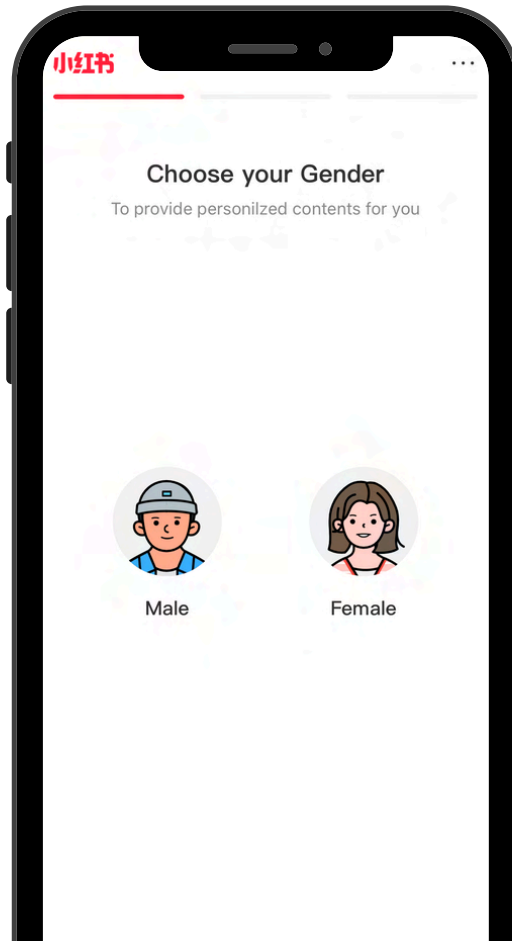|	Professional Account	Personal Account
Entity	Individuals, certified enterprises, business and destinations	Individuals, uncertified enterprises, business and destinations
Data Center		
Marketing Promotion		
Open an E-Store		
Store Deposit	Personal stores start at 0 RMB; Enterprises start at 20,000 RMB	
Add Product CTA to Notes		
Add PK, Poll, Lottery to Notes	Have more than 1,000 fans	Have more than 1,000 fans
Live Streaming		
Upcoming Live Broadcast		

Dragon Trail
INTERNATIONAL

How to Upgrade to a Professional Account - Step by Step

NB: Business and destinations can get verified, but NGOs or any attraction registered as a foundation do not have this option
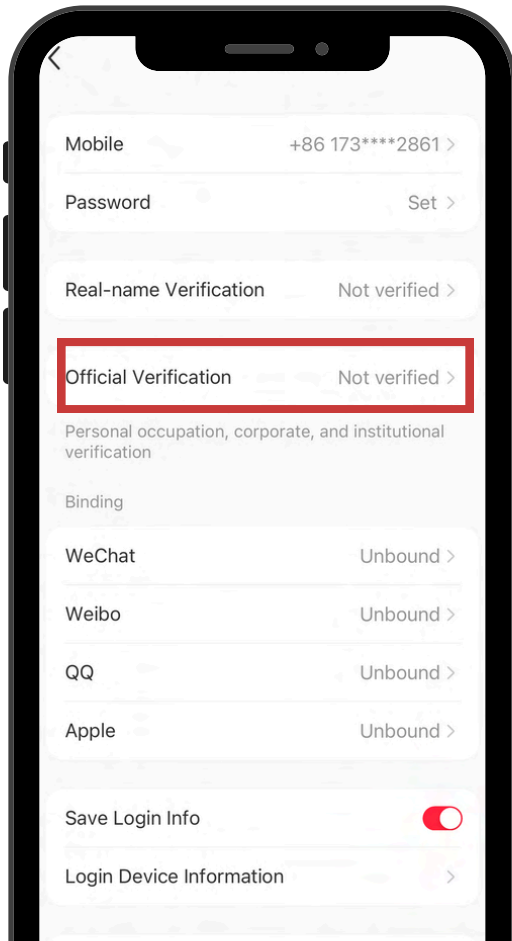
Step 1
Tap
Settings - Account Security
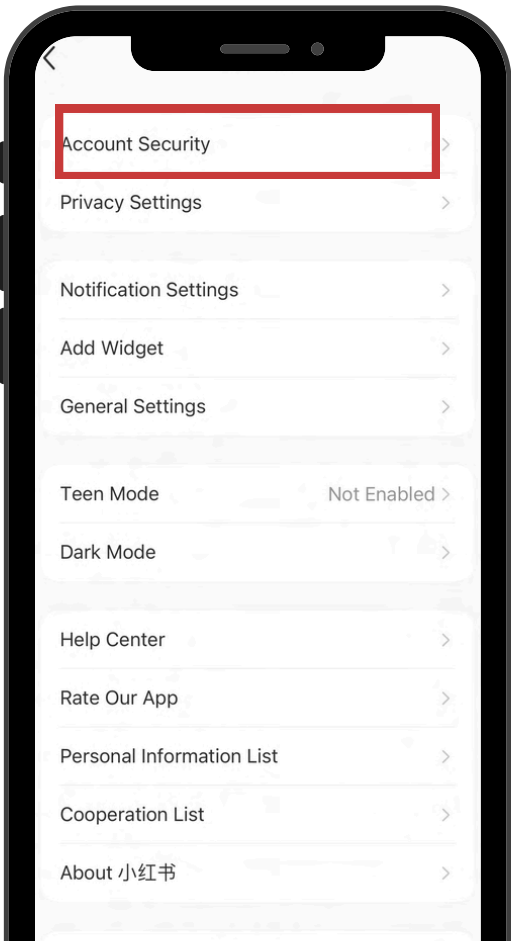
Step 2
Tap
Official Verification

Step 3
Institutions and organizations select the second option, enterprises and individual businesses select the third option

Step 4
Business/Destinations
Select the type of your business, such as overseas destination, cultural and tourism attractions
Enterprises and individual businesses
Choose to open a store, media-buy promotion, or both
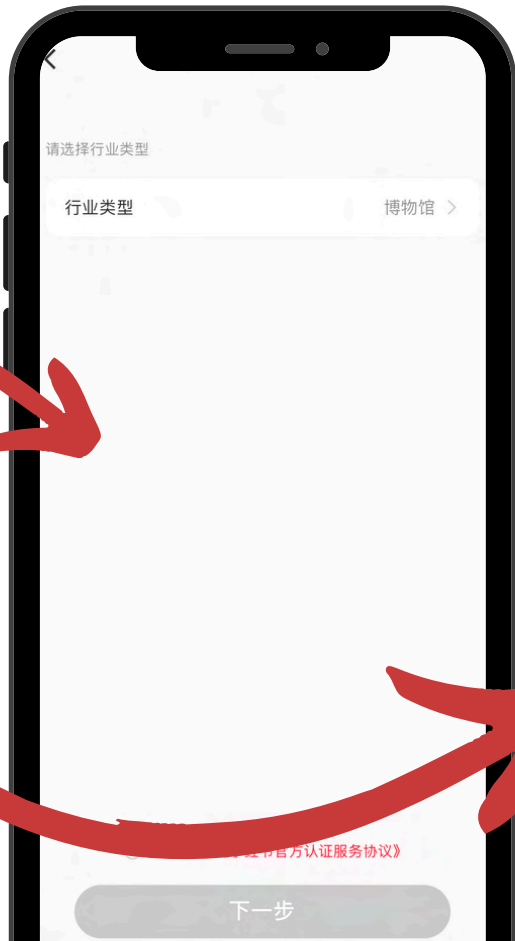
Step 5
Fill in the information, upload the license and other documents, and pay the certification fee of RMB 600. The verification will take no longer than a month.

Step 1 phone screen:
- Account Security
- Privacy Settings
- Notification Settings
- Add Widget
- General Settings
- Teen Mode — Not Enabled
- Dark Mode
- Help Center
- Rate Our App
- Personal Information List
- Cooperation List
- About 小红书

Step 2 phone screen:
- Mobile +86 173****2861
- Password Set
- Real-name Verification Not verified
- Official Verification Not verified
- Personal occupation, corporate, and institutional verification
- Binding
- WeChat Unbound
- Weibo Unbound
- QQ Unbound
- Apple Unbound
- Save Login Info
- Login Device Information

Step 3 phone screen:
官方认证
认证后，你的个人主页将展示认证标识
个人职业资质认证
适合医疗、法律、财经行业从业者申请
机构认证
适合机构、组织申请
企业认证
适合企业、个体工商户申请
常见问题

Step 4 phone screen 1:
请选择行业类型
行业类型 博物馆
下一步

Step 4 phone screen 2:
联系客服
Hi 小红薯63C05337
升级小红书专业号，你将拥有丰富的专业运营和商业服务工具，助力你的成长
请先选择您后续经营方向：
开店卖货
我后续想开通店铺，售卖商品经营
推广投放
我后续想投放广告经营，扩大账号流量
账号升级
我仅开通专业号，不进行开店、推广

Step 5 phone screen:
账号基本信息*
上传头像 — 需与申请主体的机构具有一定相关性
账号名称 — 需基于提交的机构资质材料命名
账号简介 — 需客观真实描述机构信息
机构基本信息*
机构全称 — 需与资质中的机构名称保持一致
机构类型 — 文旅机构
机构身份 — 旅游景点
社会统一信用代码 — 需与相应证照上的代码保持一致
证照期限 — 需与主体文件保持一致
注册运营地 — 需与相应证照上地址保持一致
营业执照/组织机构代码证*
请上传最新的资质证照，像素要求800*800px，正面照，资质无残缺信息。
点击 查看示例

Xiaohongshu - Overarching Social Strategy

Xiaohongshu Social Strategy

1.Basic Settings

- Set up your personal profile page, including profile pic, nickname, bio, background image, etc.
- If you have enabled business features, add and set up the product matrix and store links.
- If you need to manage private domain operations, create a Xiaohongshu group and add it to your profile.

2.Content Creation

- **Note:** Plan the content pillars, design #hashtags, consistently publish high-quality photo and video notes.
- **Tone of voice:** Focus on Inspirational and practical styles.
- **Visuals:** Design a unified, recognizable cover image template.
- **UGC:** Leverage UGC and brand official content.

3.Operation

- **No Budget**: Small giveaways, user interactions, KOL resource exchanges, SEO.
- **Small Budget**: Light advertising (shutiao).
- **Large Budget**: KFS combined advertising.
- **With Team Support**: Open a store, guide sales leads, launch livestreaming.

4.Fan Growth

(Thanks to Xiaohongshu's big data mechanism, the number of followers is relatively less important than on other platforms.)

- **500 Followers:** Add albums as an index on profile page.
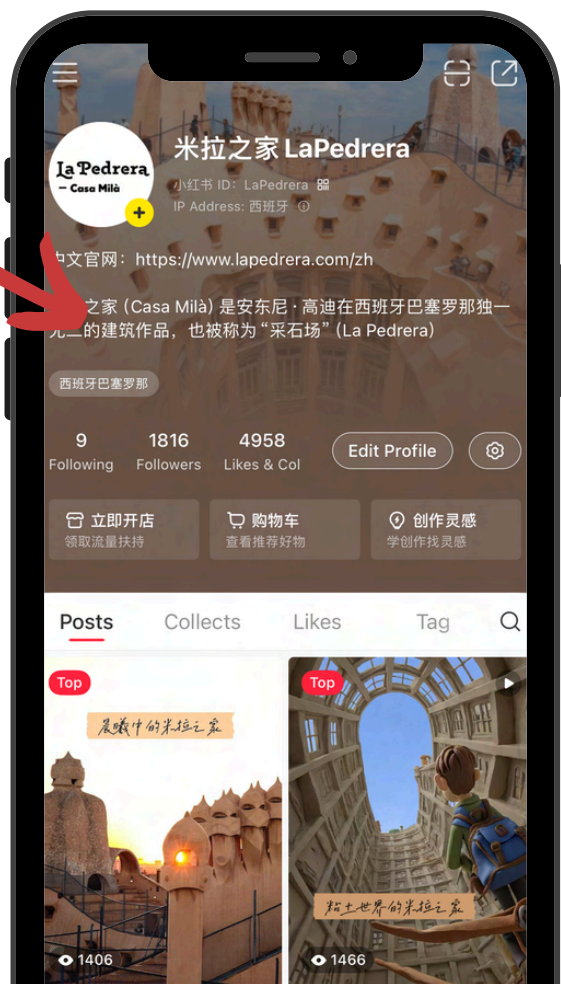- **1000 Followers:** Enable lottery feature to increase user engagement.

Xiaohongshu Strategy - 1. Basic Settings

On Xiaohongshu, 45% of traffic comes from users actively searching. The search results are divided into "Notes," "Users," and "Products" sections. A complete profile page setup helps you to be more easily found in searches and guides homepage visitors to better understand you.
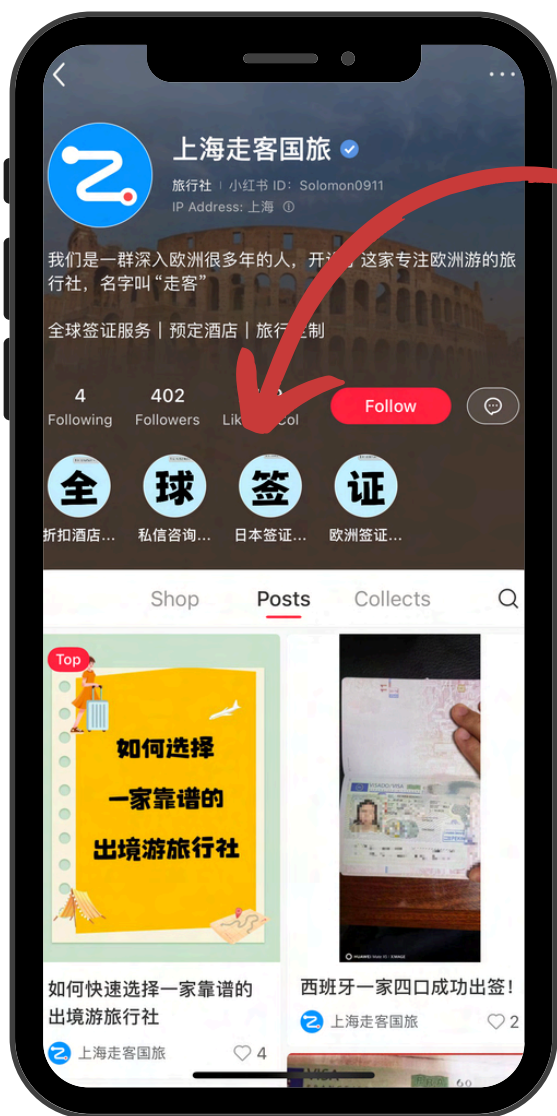
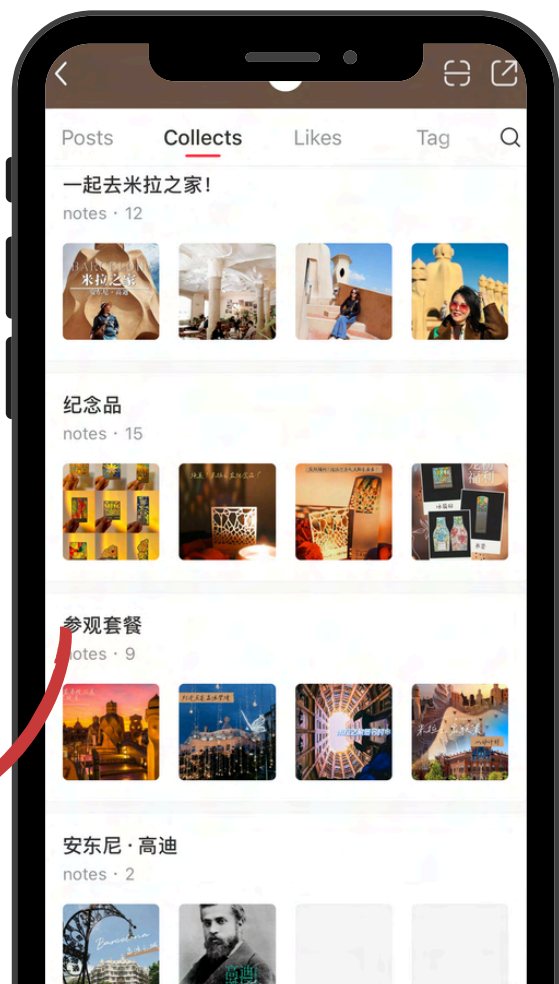**Case Study - La Pedrera/Zouke Travel/FCT Travel**

New Product Updates (similar to IG Story)

Account Intro

E-store and Group

Albums as an index on profile page.

Profile pic
Nickname
XHS ID
Bio
Background
Blue V Badge
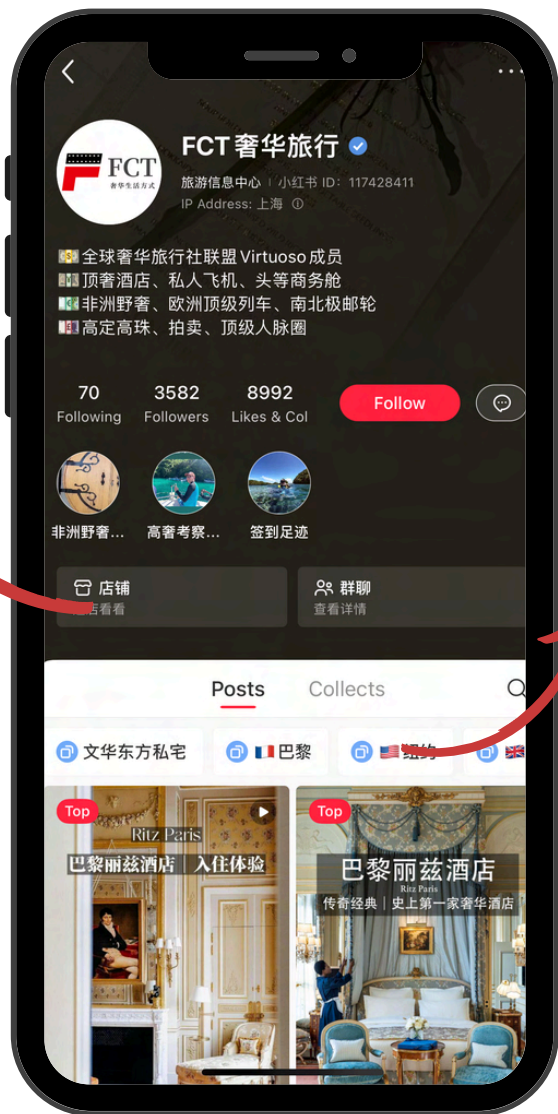
Show users what you've collected and liked

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Xiaohongshu Strategy - 2. Content Creation: Note (Video)

If the note is in video format, keep the following points in mind as they differentiate it from text and image notes:

Waterfall-style videos similar to Douyin/TikTok

In addition to regular interactions, users can also add bullet comments

Tips For Video Content

- Only the first two lines of the text will be visible, so highlight the key points in the title.
- The cover image can be separately designed to capture users' attention in the feed.
- The first 5 seconds of the video should be captivating to reduce the bounce rate.
- Recommended video length: Inspirational style should not exceed 30 seconds; Vlogs and practical videos should not exceed 3 minutes.
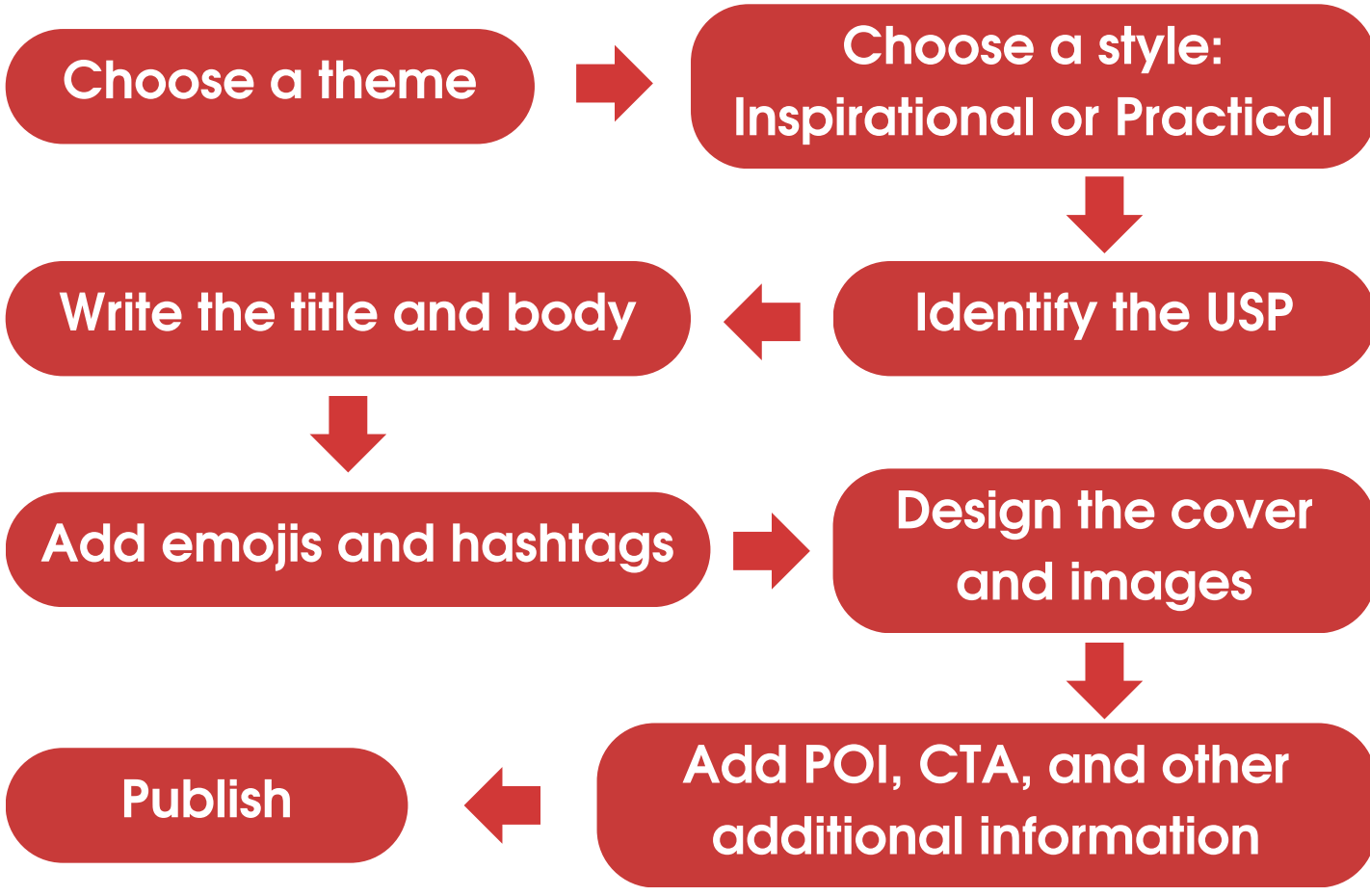
Hashtag

Click "more" to enlarge the comment area

Only one line of title + one line of text is displayed

Dragon Trail
INTERNATIONAL
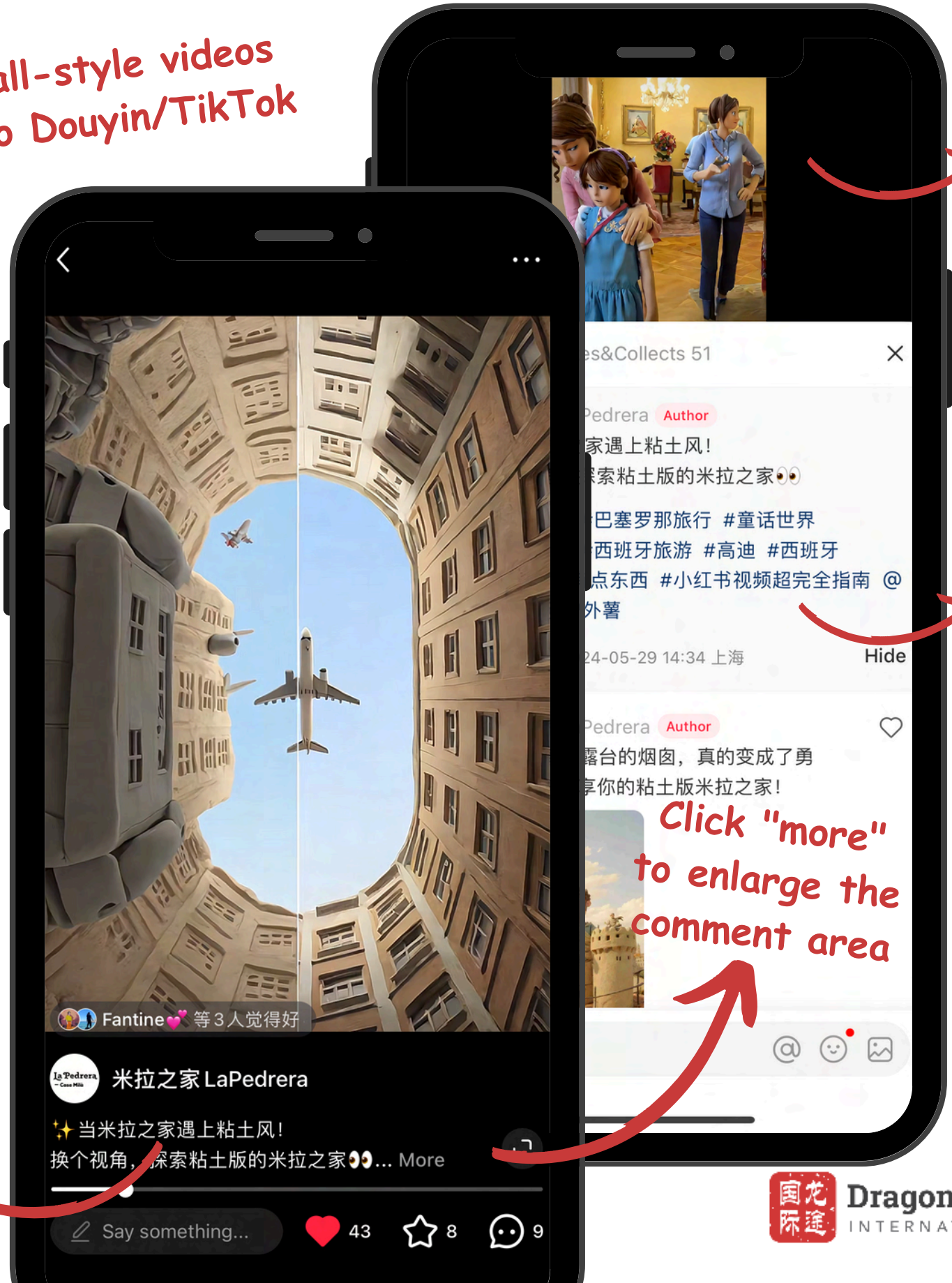
Xiaohongshu Strategy - 2. Content Creation: Note

Xiaohongshu allocates different sizes of traffic pools based on **click-through rates and engagement rates**. This means that if your notes perform better than others in the same traffic pool, Xiaohongshu will recommend your content to a larger traffic pool. Therefore, ensuring high-quality content is the key principle of operating on Xiaohongshu.

Choose a theme ➡ **Choose a style: Inspirational or Practical**

⬇

Write the title and body ⬅ **Identify the USP**

⬇

Add emojis and hashtags ➡ **Design the cover and images**

⬇

Publish ⬅ **Add POI, CTA, and other additional information**

Break down your content into smaller sections to reduce reading costs, making it suitable for fragmented reading scenarios.

Add emojis to enhance the reading experience.

End your content with a call-to-action, inviting readers to visit or engage.

Add interactive polls to increase engagement

Case Study - Poland Travel

波兰旅游局 Follow

博物馆之一。🐼🐼

这里收藏有830,000件波兰和世界的古今艺术品，从波提切利的世界名作，到来自法拉斯大教堂中的绝世壁画，从欧洲最大的8至14世纪努比亚艺术遗迹收藏到扬·马特伊科（Jan Matejko）将近40平方米的画作——《格伦瓦尔德之战》。🐼🐼

走进华沙国家博物馆，你将会与遥远的时代产生灵魂上的共鸣，感受来自历史的羁绊，体会艺术的绝对魅力。🌷🌷

身为e人或是i人的你更喜欢卢布林还是华沙国家博物馆呢？🍺🍺

Hashtag

参与下方的红蓝方投票，在评论区把你的理由告诉我们吧！🐼🐼

\#欧洲旅行 〰你是e人还是i人？你更喜欢哪里？

2023-06-12

🗨 你是e人还是i人？你更喜欢哪里？

卢布林嘉年华 **PK** 华沙博物馆

Tap buttons above to vote for your team

✎ Say something...   ♡ 10   ☆ 3   💬 4

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Xiaohongshu Strategy - 2. Content Creation: TOV

Although you can set various content pillars for yourself, Xiaohongshu's overall content atmosphere falls into two categories: content that **inspires travel desires** and **practical guide content**. The former can quickly capture potential users in the feed, while the latter can meet the needs of users who actively search.

How to write a "Xiaohongshu-style" title?

~~Spain's Top 5 Must-Visit Spots~~

Miss These 5 Places and Your Spain Trip is Wasted!

~~Discover 3 Cultural Gems in Barcelona~~

In Barcelona, be a "Slow man"

-- Inspirational --
Get close to Gaudi:
A game of light

光
的游戏

高迪建筑，是一场光的游戏

1906年，高迪建造米拉之家时
巴塞罗那的城市发展对卫生要求极高
光线和通风越多，建筑越"适合居住"

Say somethin...   ♥ 534   ⭐ 205   💬 17

Casa Milà
购票攻略

官网
小程序

米拉之家的各种门票🎟有什么区别?

🎟米拉之家不同票型:
标准游: 游览鲸鱼阁楼、邻居公寓、花卉庭院、
蝴蝶庭院和勇士露台，提供智能语音导览器 (含中

Say something...   ♥ 12   ☆ 18   💬 1

-- Pratical --
Differences Between
Casa Milà Tickets

Case Study - La Pedrera

花龙 Dragon Trail
国际 INTERNATIONAL

Xiaohongshu Strategy - 2. Content Creation: Visuals

Xiaohongshu cover images come in horizontal and vertical resolutions. Generally, it is recommended to create **3:4 vertical cover images**. As shown in the showcase, consistent brand elements such as colors and icons can be added to the cover image design to maintain brand tone, while also providing users with additional information beyond the title.

Tips For Cover Image Layout

- **Visually Stunning Photos:** Use high-quality, visually captivating scenic photos to grab attention.
- **Comparison:** Create comparison images, such as "At Work vs. On Vacation".
- **Informative Lists:** Include useful information like packing lists or travel itineraries.

Case Study - Germany Travel

Case Study - Italy Travel

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Xiaohongshu Strategy - 2. Content Creation: UGC

Xiaohongshu is a UGC-based community where users trust and rely on other users' sharing. It is recommended to amplify your brand's influence by leveraging UGC notes as much as possible while creating your original content.

Additionally, the following methods can help "cultivate" your account so that XHS's big data will push your content to more relevant potential users' feeds:

- Select 4+ interest areas related to your brand when registering.
- Browse content related to your brand daily.
- Write comments on others' posts that are more than 15 characters long.

Comment on others' travel notes

Proactively search for others' travel experiences and leave comments, inviting the authors to interact and follow.

Request authorization and repost their notes

Send direct messages or comments to users who have posted high-quality notes, requesting authorization to repost their content.

Invite others to publish original travel notes

Send direct messages or comments to users who have posted high-quality notes, inviting them to participate in a "Post Original Notes and Win Prizes" campaign.
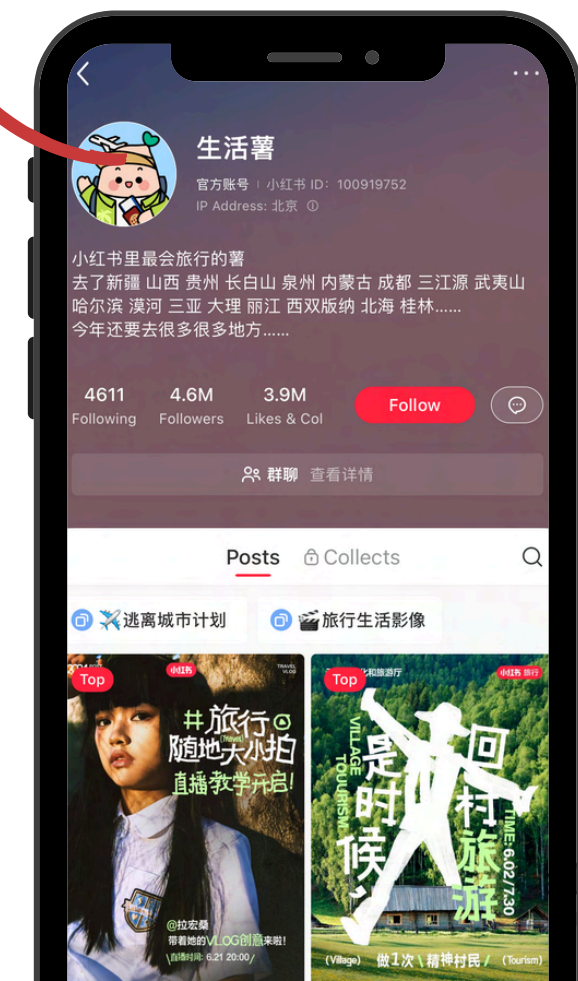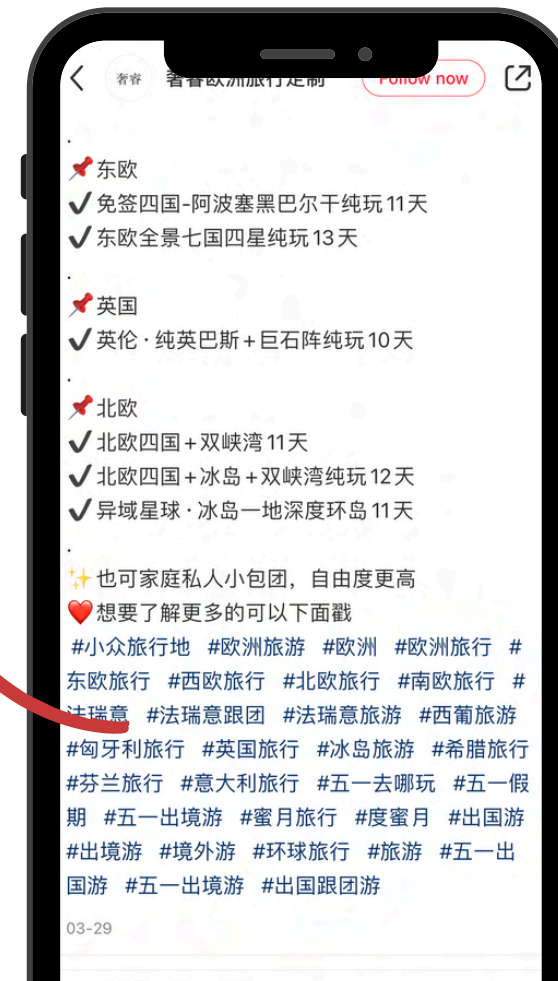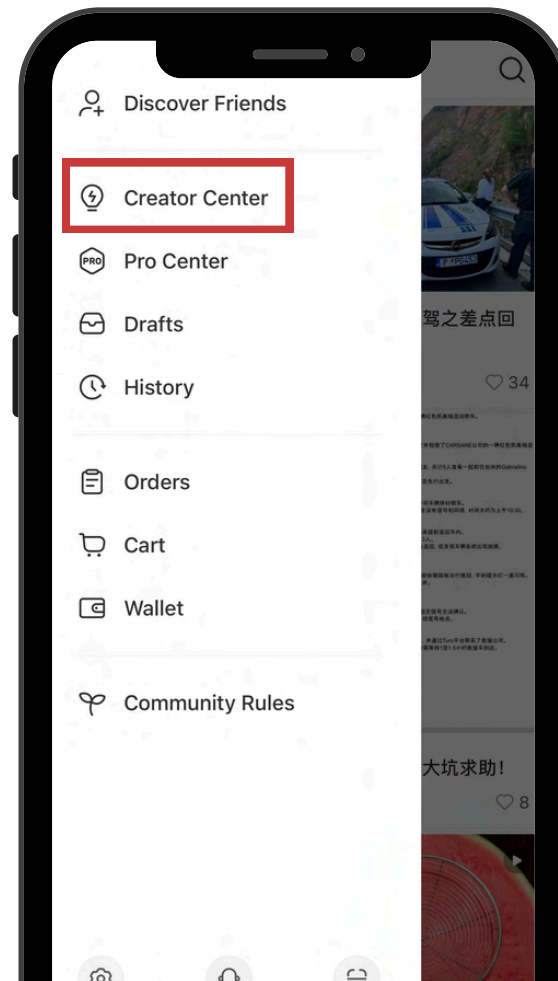
Xiaohongshu Strategy - 3. Operation: No Budget

Attention! Xiaohongshu is very strict about traffic diversion for accounts with no budget. Any behavior that directs users to external platforms (such as WeChat) or adds contact information is strictly prohibited. Violations may result in account suspension.

Official Xiaohongshu Recommended Topics

Participating in these topics can potentially earn free traffic.

Use precise hashtags. We recommend selecting around 10.

" " is Xiaohongshu's official account responsible for the travel section. Follow its content and comment area to discover potential users.

Xiaohongshu Strategy - 3. Operation: Small Budget

If you have a small budget (less than 5000 RMB), you can try the following two promotion methods: Shutiao (self-service advertising tool) and Pugongying (KOC/KOL collaboration platform). All ad placements are in the double-column waterfall stream.

Shutiao

Self-service advertising tool

Based on your promotion goals (note views/video views, follower, likes and favorites, product visits, lead generation, etc.), set up a promotion plan. Content boosting is only suitable to promote non-marketing notes.
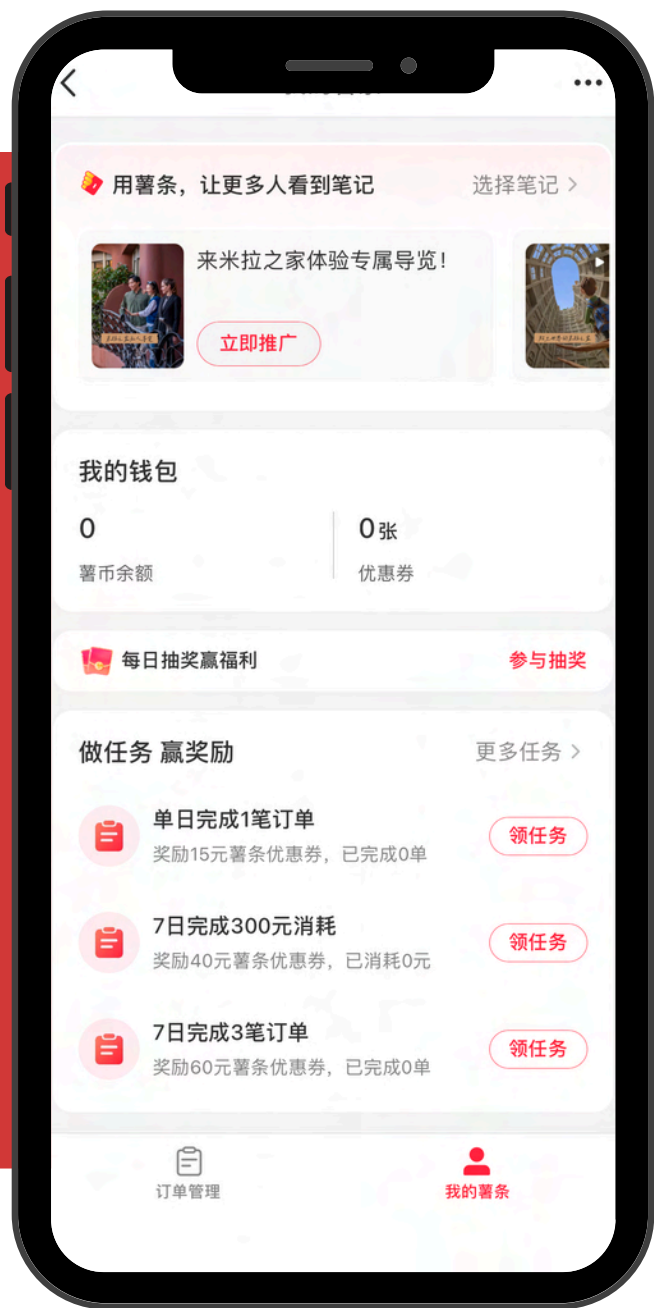
小红书蒲公英 Pugongying

KOC/KOL collaboration platform

Bloggers with 5,000+ followers can apply to join this platform, which helps brands and bloggers establish connections. The platform supports three major collaboration modes: one-to-one precise custom marketing, one-to-many recruitment, and one-to-many co-creation.
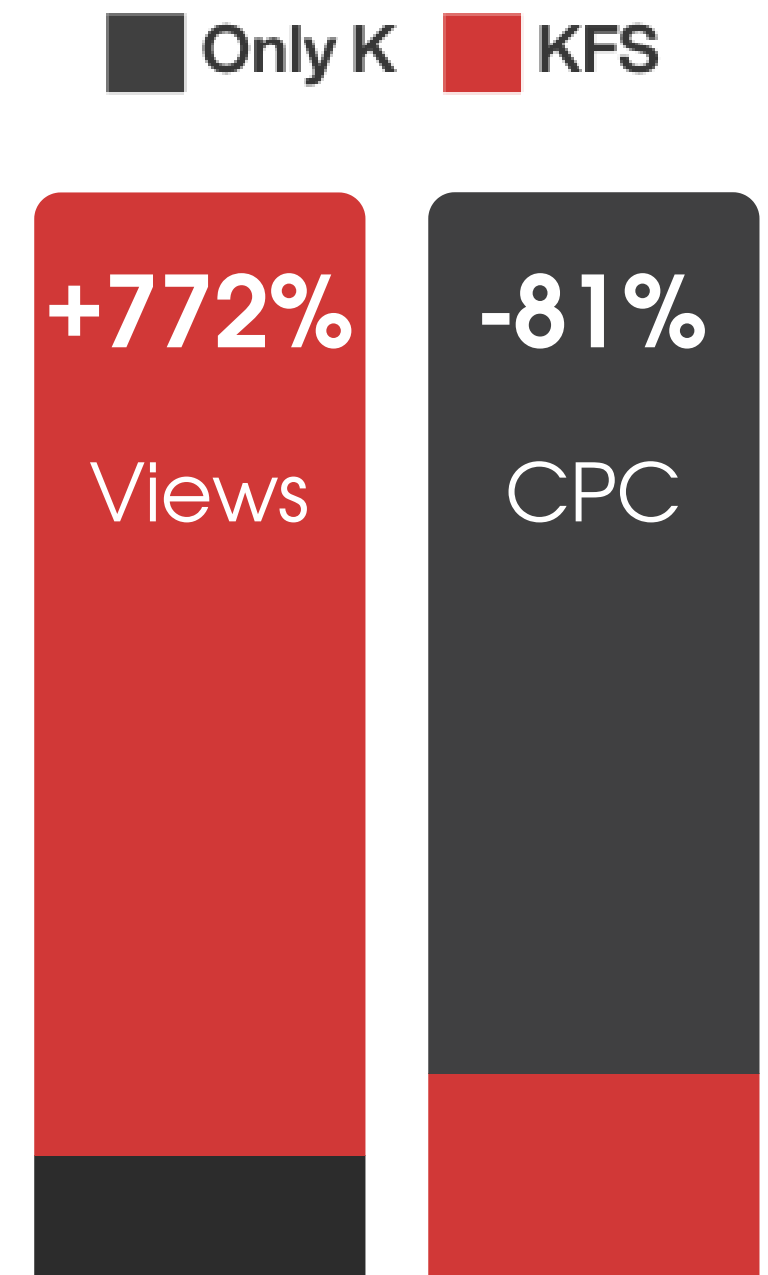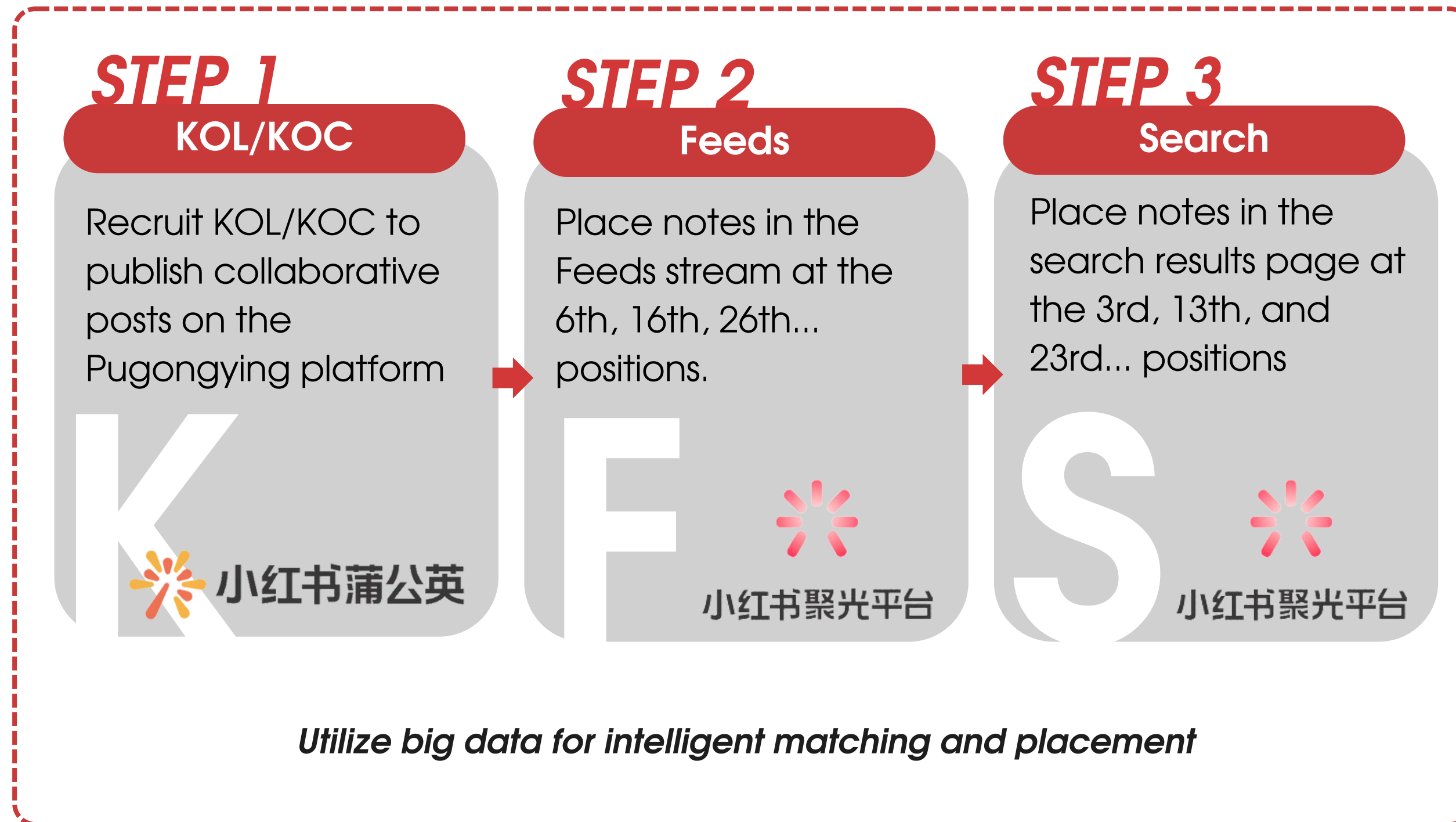

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Xiaohongshu Strategy - 3. Operation: Large Budget

If you have a large budget (over 5,000 RMB), you can try Xiaohongshu's famous "KFS" promotion method.

STEP 1
KOL/KOC
Recruit KOL/KOC to publish collaborative posts on the Pugongying platform

小红书蒲公英

STEP 2
Feeds
Place notes in the Feeds stream at the 6th, 16th, 26th... positions.

小红书聚光平台

STEP 3
Search
Place notes in the search results page at the 3rd, 13th, and 23rd... positions

小红书聚光平台

Utilize big data for intelligent matching and placement

■ Only K ■ KFS

+772% Views

-81% CPC

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Xiaohongshu Strategy - 3. Operation: Large Budget

K Content Strategy	*Official live stream content introduction*	*Introduction of live stream highlights*	*Review of exciting live stream moments*
F Target Audience	*High-end highly educated women*	*KOL fans Live reservation*	*Topic engaged*
S Keyword Strategy	*Coastal travel guides / Meteor photography...*	*Meteor shower guide / Coastal travel records...*	*Wish guides / same style as the influencer...*

What content can be promoted?

- Original notes
- Xiaohongshu E-store
- Landing pages
- Mini-program
- H5 / leads form
- Direct message

Case Study - Cruise Ship Meteor Shower Live

# Xiaohongshu Strategy - 3. Operation: With Team Support

Institutions with commercial qualifications can set up shops on Xiaohongshu and sell products online, such as travel packages, visa services, sightseeing tickets, etc.

To engage in e-commerce on Xiaohongshu, you need to pay three types of fees:

- Deposit (varies by category, ranging from 1k to 200k RMB)
- Technical service fee (varies by category, ranging from 0.6% to 5%)
- Payment channel fee (fixed actual amount of 0.7%)

The store will appear in the personal profile

Clicking on the product allows for direct purchase
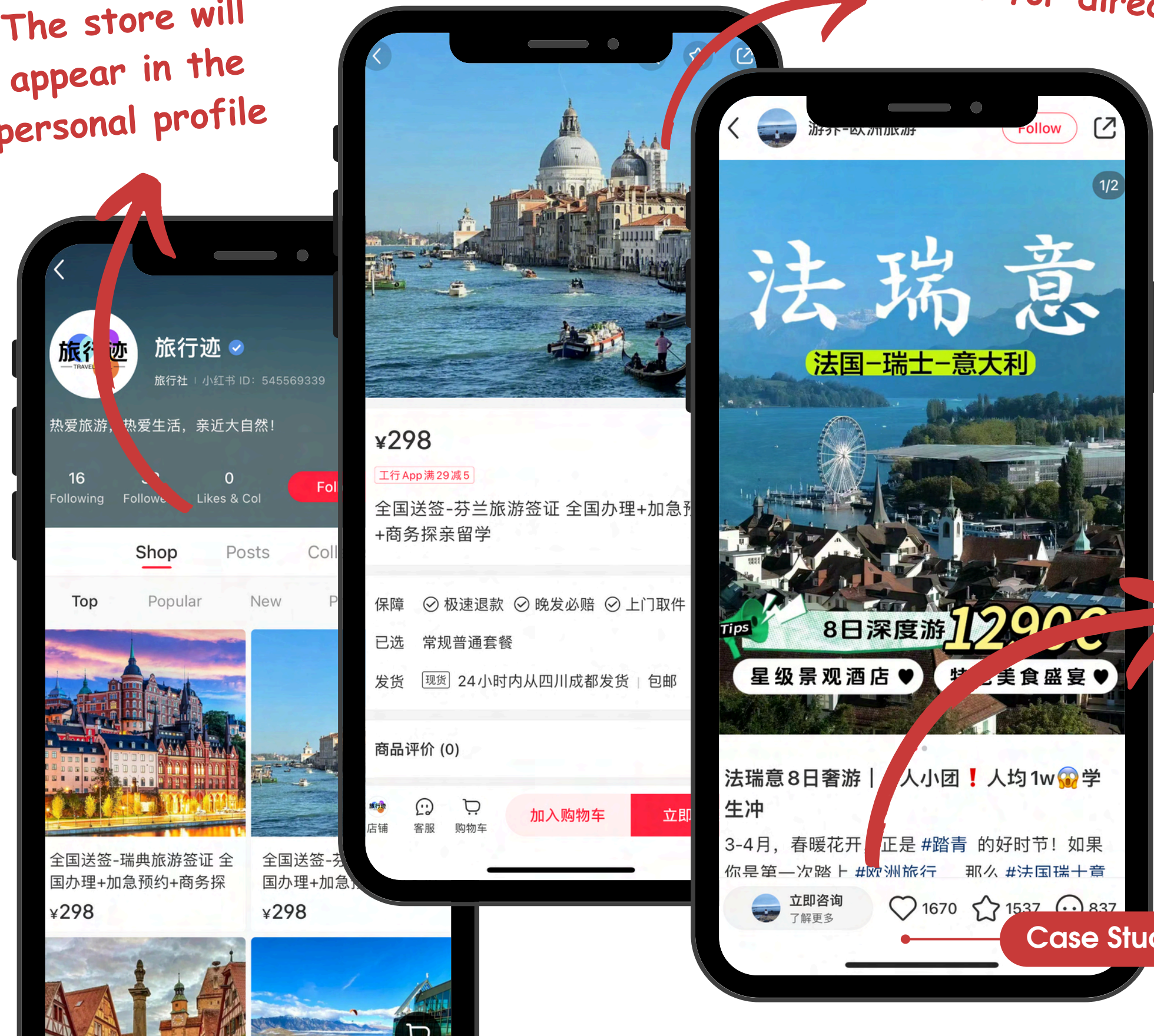
Products can be embedded in each note.

Case Study - Travel Trail

Xiaohongshu Strategy - 4. Fan Growth

Even though Xiaohongshu is a social media platform that can operate with minimal reliance on a fan base, growing and maintaining fan engagement is still a necessary task.

Methods to Gain Fans Besides Advertising

Amplify Long-Tail Traffic: Create albums to organize content, Break down long articles into a series of shorter posts, Answer FAQ.

Increase Engagement: Continue to produce high-quality content, Add campaigns like giveaways, polls, and PK.

Offline Promotion: Place Xiaohongshu QR codes in your local stores to encourage users to follow you.

Case Study - Tongcheng Travel/FCT Travel

Albums as an index on profile page.

Users can click to participate in the lottery

Strategy Summary

So far, we have discussed the operation strategies for Xiaohongshu accounts from four aspects. Apart from the first point, Basic Settings, which applies to all types of accounts, the other three sections may **vary based on different industries**. On the right, we summarize how accounts from different industries should adjust their operation strategies accordingly.

In addition, we recommend conducting a self-check of your account's **monthly performance**. Xiaohongshu provides data on indicators such as views, fan changes, and engagements over the past 30 days.

Hotels

Content
70% Inspirational
30% Practical
Heavily reliant on UGC
Operation
Ideal for collaboration with KOL/KOC
Fan Growth
O2O promotion will have good results

Restaurants

Content
100% Inspirational
Cover image needs special design
Heavily reliant on UGC
Operation
Can try online booking
Fan Growth
O2O promotion will have good results

Retail

Content
30% Inspirational
70% Practical
Operation
Ideal for KFS promotion
Use campaigns & offers to maintain loyalty and activity.
Fan Growth
O2O promotion will have good results
Long tail effect will be significant

Tourist Attractions

Content
60% Inspirational
40% Practical
Cover image needs special design
Operation
All operational strategies applicable

DMO/NTOs

Content
70% Inspirational
30% Practical
Cover image needs special design
Operation
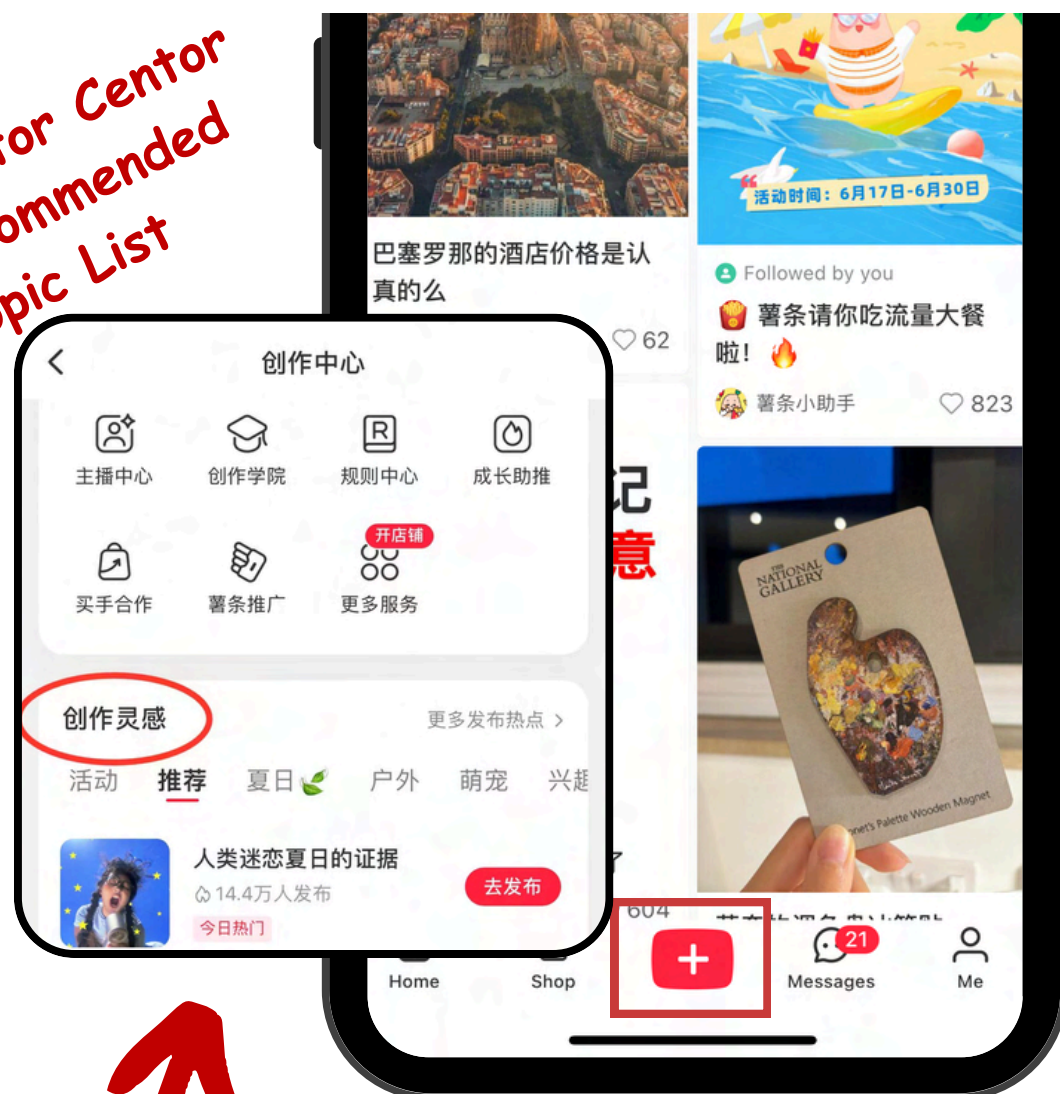All operational strategies applicable
Fan Growth
Long tail effect will be significant

Here are the operation tips for key players.

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Xiaohongshu Publishing Tactics

Edit the text
Write a title of no more than 20 characters, and a body of no more than 1000 characters (including hashtags).

3.

Set other Functionalities
Add the current location, set up polls, PK, and lotteries. If you have opened a store, you can add products. Finally, click publish to see your new note.

4.

Create a new note draft
Click the red plus button. For accounts with no budget, we recommend posting directly in the Recommended Topics list.

1.
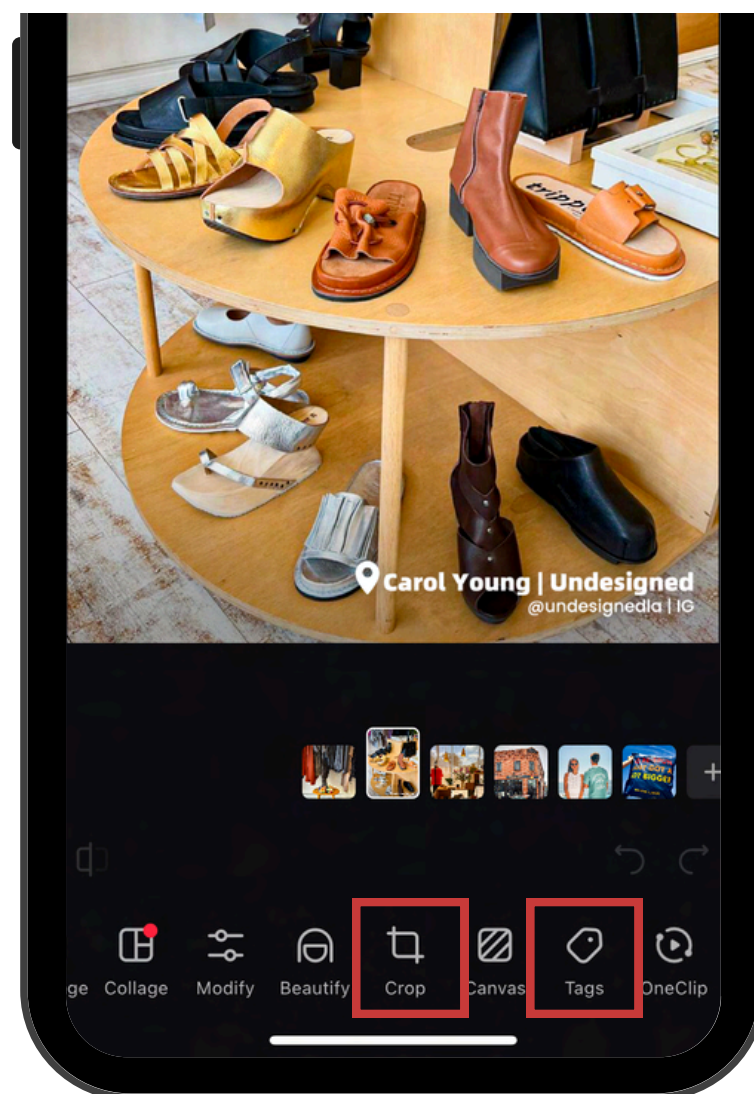
After selecting the designed images, enter the editing interface
Crop the image to 3:4, add POI tags, and consider adding text and icons to the cover.

2.

Douyin

Douyin

Douyin

Douyin is the original, Chinese version of TikTok. It's a mobile-based short video social application where users can share moments of life, talents, and entertainment by shooting, uploading, and watching short videos. With its unique content format and creative effects, Douyin has attracted the attention of hundreds of millions of users worldwide. The platform boasts an average daily publication of over 78 million short videos and over 180 billion daily views.

As a platform for recording life experiences, a significant number of **travel stories** are also documented on Douyin. In the first three quarters of 2023, the cumulative playback volume of travel-related videos on Douyin reached 926.4 billion times, receiving 25.2 billion likes*.

By the end of March 2023, the number of various types of **travel accounts** showed different growth rates, with hotel accommodation, business travel ticket agents, and tourist attraction accounts showing growth rates of 61.5%, 46%, and 35.5% respectively (Data Period: 2023 Q3 VS Q1)*.

*Source   2023

Overall, the demand for watching travel content is increasing. Compared to the first quarter of 2023, in the third quarter, the volume of travel-related videos increased by 60%, and the number of likes increased by 42%. Content about travel continues to unfold and be recorded.

(Data Period: Mar 2023 vs Mar 2022)

▲**335%**
NTOs

▲ **64%**
HOTELS

▲**35%**
TOURIST
ATTRACTIONS

▲**10%**
AIRLINES

Increase in number of travel-related Douyin accounts, 2022-2023

国龙
际途 **Dragon Trail**
     INTERNATIONAL

Douyin

Douyin: 2023 Travel Industry White Paper also provides insights into travel content and user trends on the platform for the first quarter of 2023.

Search Growth:
There was a significant surge of over 300% in searches for travel-related content on Douyin in the first three months of 2023 compared to the same period in the previous year.

User Interest and Plans:
More than half (55.3%) of Douyin users expressed a heightened interest in traveling in 2023 compared to the previous year. A majority (64%) had travel plans, and 16% intended to significantly step up their international travel.

Increase in Travel KOLs:
The number of Key Opinion Leaders (KOLs) focusing on travel content on Douyin saw a substantial increase year-over-year.

Outbound Travel Content:
Content related to outbound travel and user engagement with such content both increased in the first quarter of the year.

Travel-Interested User Demographics:
Douyin's travel-interested user base grew by 13% year-on-year, reaching 407 million users. Women form the majority of these users, with millennials being the largest age demographic, followed by Gen-X. This reflects a broadening of the age range of Douyin's user base interested in travel.
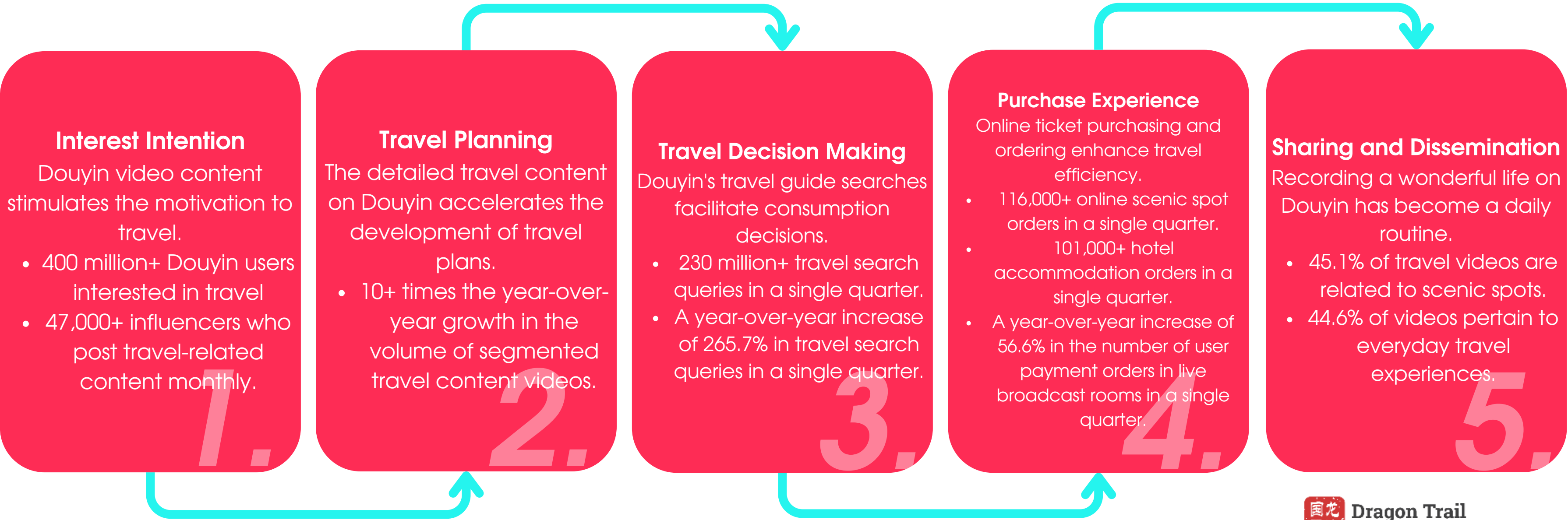
Douyin

Short videos play a crucial role in tourism consumption behavior.

Douyin connects users, products, and services with high-quality content. Not only can users see and hear in short videos and live broadcasts, but they can also feel the real use scenarios, greatly stimulating interest and purchasing behavior.

Interest Intention
Douyin video content stimulates the motivation to travel.
- 400 million+ Douyin users interested in travel
- 47,000+ influencers who post travel-related content monthly.

1.

Travel Planning
The detailed travel content on Douyin accelerates the development of travel plans.
- 10+ times the year-over-year growth in the volume of segmented travel content videos.

2.

Travel Decision Making
Douyin's travel guide searches facilitate consumption decisions.
- 230 million+ travel search queries in a single quarter.
- A year-over-year increase of 265.7% in travel search queries in a single quarter.

3.

Purchase Experience
Online ticket purchasing and ordering enhance travel efficiency.
- 116,000+ online scenic spot orders in a single quarter.
- 101,000+ hotel accommodation orders in a single quarter.
- A year-over-year increase of 56.6% in the number of user payment orders in live broadcast rooms in a single quarter.

4.

Sharing and Dissemination
Recording a wonderful life on Douyin has become a daily routine.
- 45.1% of travel videos are related to scenic spots.
- 44.6% of videos pertain to everyday travel experiences.

5.

Source: 2023 Q1-03

Dragon Trail INTERNATIONAL

Douyin

CHINESE NAME

LAUNCHED
2016

OWNERSHIP
ByteDance 字节跳动

SUMMARY
Short Video & Livestream E-commerce

KEY FEATURES
Increase brand awareness with viral short videos

COMPARED TO
TikTok
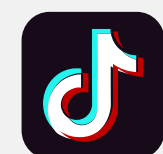
MONTHLY ACTIVE USERS

755 million

DEMOGRAPHICS
Gender

Female 46%

Male 54%

Age

18-24	25-34	35-44	46+
33%	32.1%	23.8%	16.8%

Cities

Tier 5 12%
Tier 1 8.2%
New Tier 1 19.4%
Tier 4 18.6%
Tier 2 19.5%
Tier 3 22.2%

Statistia, 2024. 5   Statistia, 2022
Statistia, 2023. 2   GMA, 2023

Dragon Trail
INTERNATIONAL
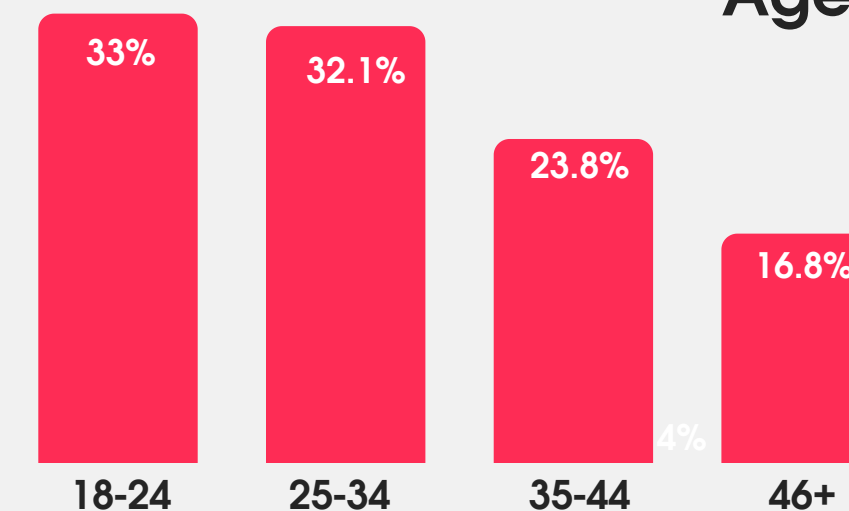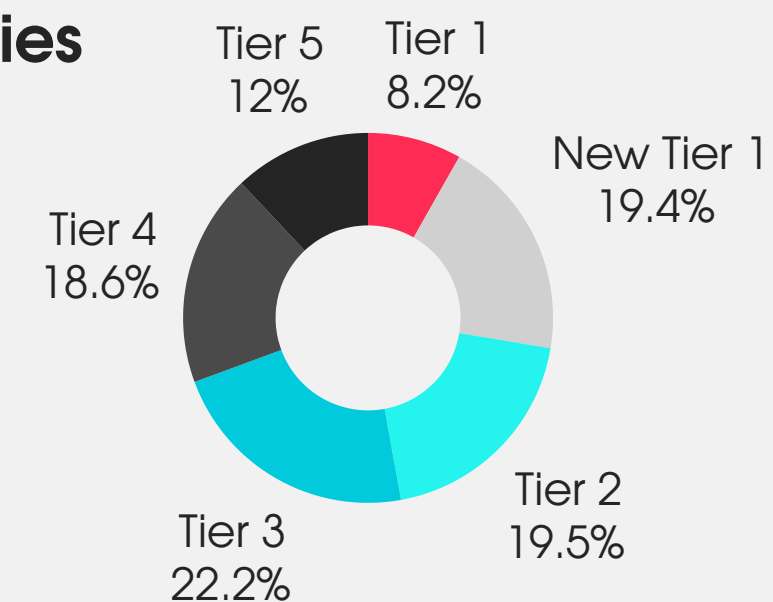
Douyin Personal Account

Douyin Personal Account - Functionality

Top navigation bar

Function button

Bottom navigation bar, Shoot/Record

Top navigation bar, Hotspot

Top navigation bar Live Streaming

User avatar, interaction buttons, share button, music button.

Douyin Real-time Hot List

Access the Douyin page to view recommended videos.

When users tap on the "Shoot/Record" button, they can record and upload videos.
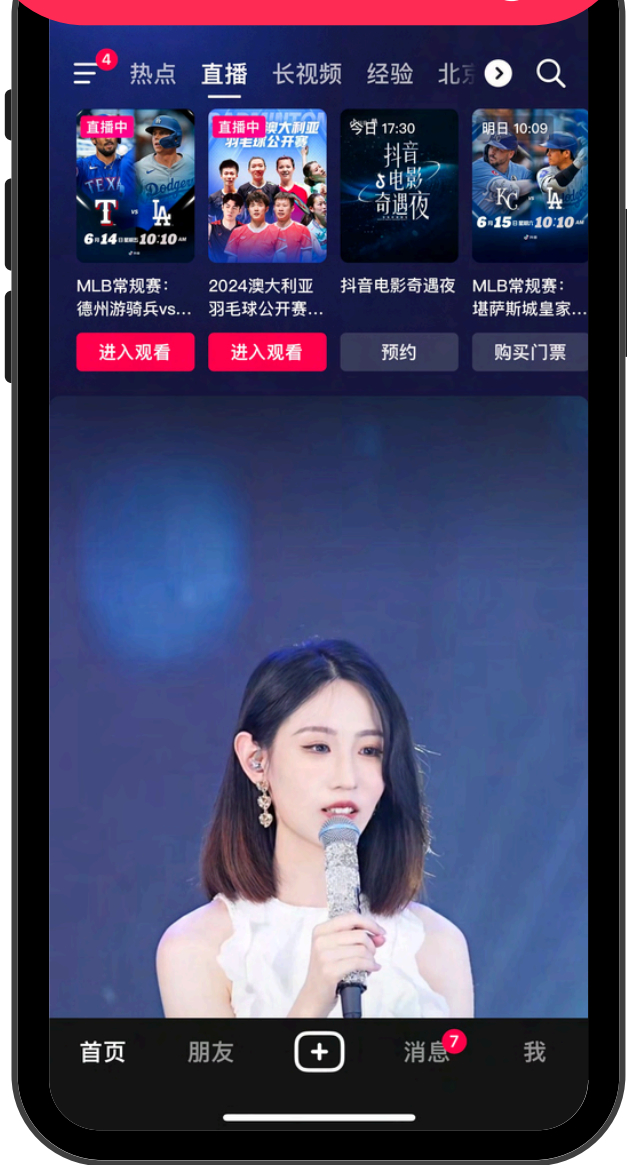
Douyin Personal Account - Functionality

Top navigation bar Local Area

Videos posted by people near your current geographic location.

Top navigation bar Group Buying

Local life section

Messages

Private and interactive messages

Personal Profile Collection, Likes

Me

Search Bar

Search for the users or content you want and check the Douyin Hot List

Douyin Personal Account-Registration Step by Step

Users outside mainland China typically cannot directly register for Douyin because creating a new account requires real-name authentication and binding to a phone number starting with +86.

请输入验证码

验证码已通过短信发送到

48

○ 登录中

实名认证引导 ✕

根据实名制要求，为了保证你可正常
使用抖音功能，建议你绑定+86开头的
手机号或完成实名信息认证

实名认证 | 绑定手机号

Reasons for Regional Limitations:
- Douyin is designed for mainland China, with services customized to local regulations.
- TikTok serves the global market, differing from Douyin in features and content oversight.

Solutions:
- Engage a Chinese agency like Dragon Trail for localized content creation and promotion.
- Ensure compliance with local policies and regulations.
- Harness their platform knowledge for efficient content marketing and user base expansion.
- Exploit local networks for broader promotional reach and partnerships to boost brand engagement.

Dragon Trail
INTERNATIONAL

Douyin Personal Account - Registration Step by Step

Method 1

Send a verification code to the +86 phone number, enter the phone number, and obtain the verification code to log in.

Method 3

Log in with Weibo, enter the +86 phone number for verification.

Log in with Apple ID, enter the +86 phone number for verification.

Method 2

Douyin Official Accounts

Douyin Official Accounts - Verification

Why Verification?

- Exclusive verification mark to enhance user trust.
- Gain the right to be prominently displayed in search results, increasing user exposure and influence.
- Access to a variety of marketing tools, data analysis, fan management, and other benefits.

Verification Mark

西班牙国家旅游局的认证说明

认证详情

主体类型　机构

认证信息　西班牙国家旅游局官方号

Case Study - Turespaña
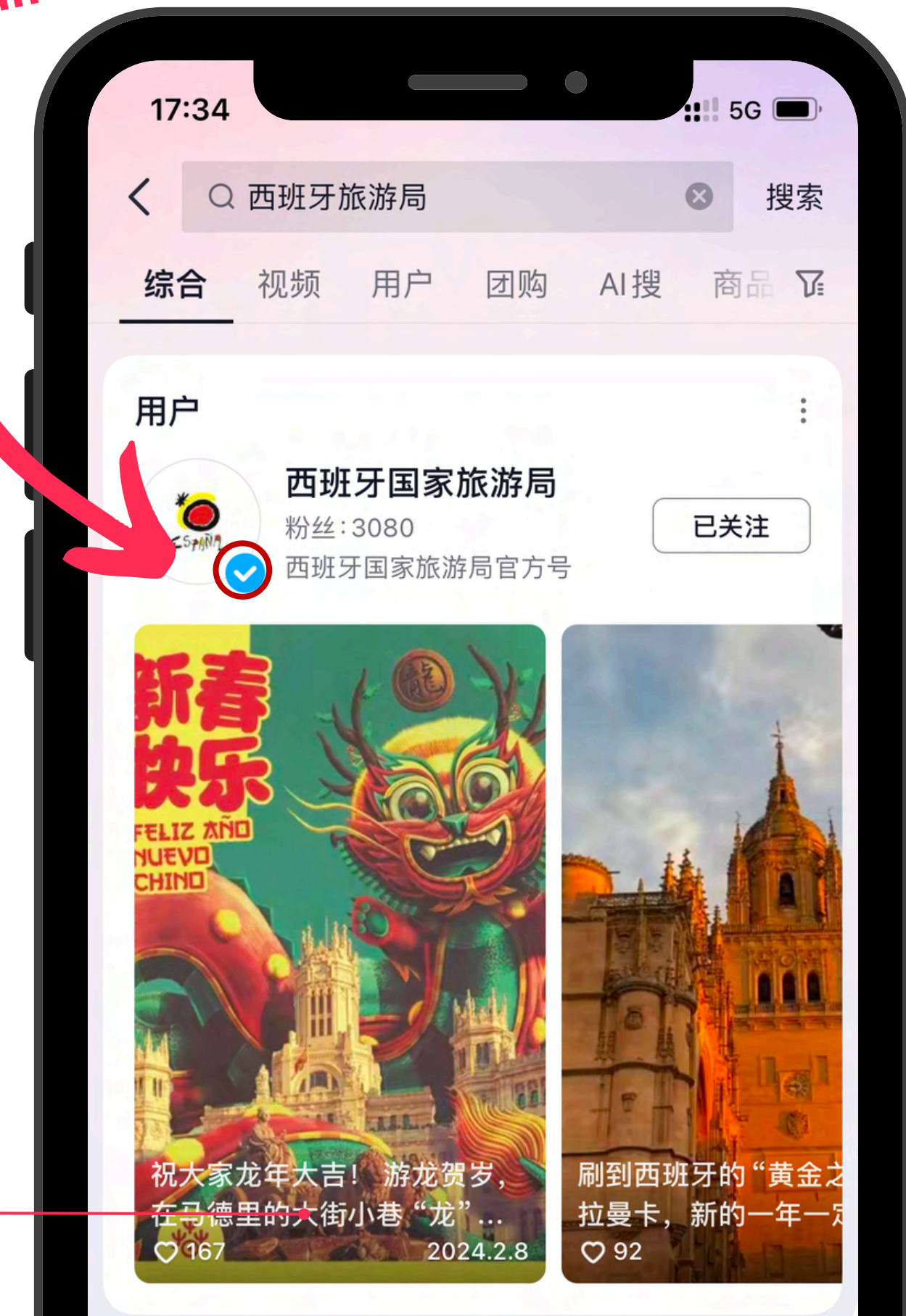
Douyin Official Accounts - Verification

Verification Process

Step 1:

Tap the "Features" button in the upper right corner of my profile   Enter the "Douyin Creator Center"
    Tap the "Settings" in the upper right corner   Select "Official Certification".
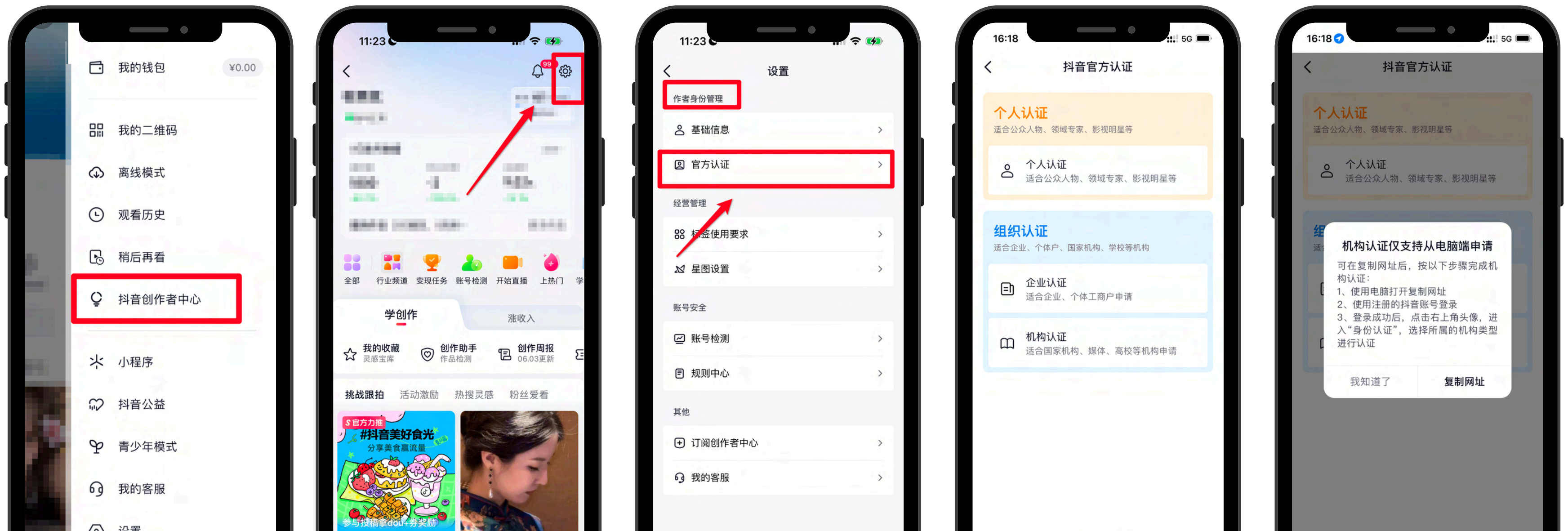
Douyin Official Accounts - Verification

Verification Process

Step 2: Organization Verification

Desktop Version: To apply for organization verification, the following conditions must be met: (1) Prepare a business license and a certification letter. You can download the template from www.douyin.com/certification/agency/enter.
(2) Submit the prepared certification materials and wait for the review.
(3) Open the link www.douyin.com/certifcation/agency/enter/ on a computer and apply according to the instructions.

Douyin Operation Tactics

Douyin Official Accounts - Posting

Tip 1: No more than 60 seconds!

In Douyin, it is best to publish video content that is less than 1 minute in length, to increase the completion rate.

4.2%
1-60s Video Completion Rate

3.1%
60s+ Video Completion Rate

Tip 2: Douyin Inspires You

Make good use of the four parts of the Douyin Creator Center: activity incentives, real-time hot pursuit, what fans love to watch, and hot search inspiration for topic selection, which helps to obtain official traffic from Douyin. You can also enter Douyin's creative inspiration section and select appropriate tags for topic selection.

Creative Inspiration

Douyin Creator Center

Douyin Official Accounts - Posting

Tip 3: Golden Five Seconds Principle

It is recommended to use the first five seconds (referred to as the golden five seconds) to pique the audience's curiosity, encouraging them to continue watching and ensuring the video's completion rate.

5 seconds

Tip 4: We "judge" a video by its cover!

Ensure that the cover design is consistent with the tone of your content, allowing users to clearly understand your positioning and characteristics at first glance. By designing the cover, you can highlight key information, spark the user's interest, and pique their curiosity.

Dragon Trail
INTERNATIONAL
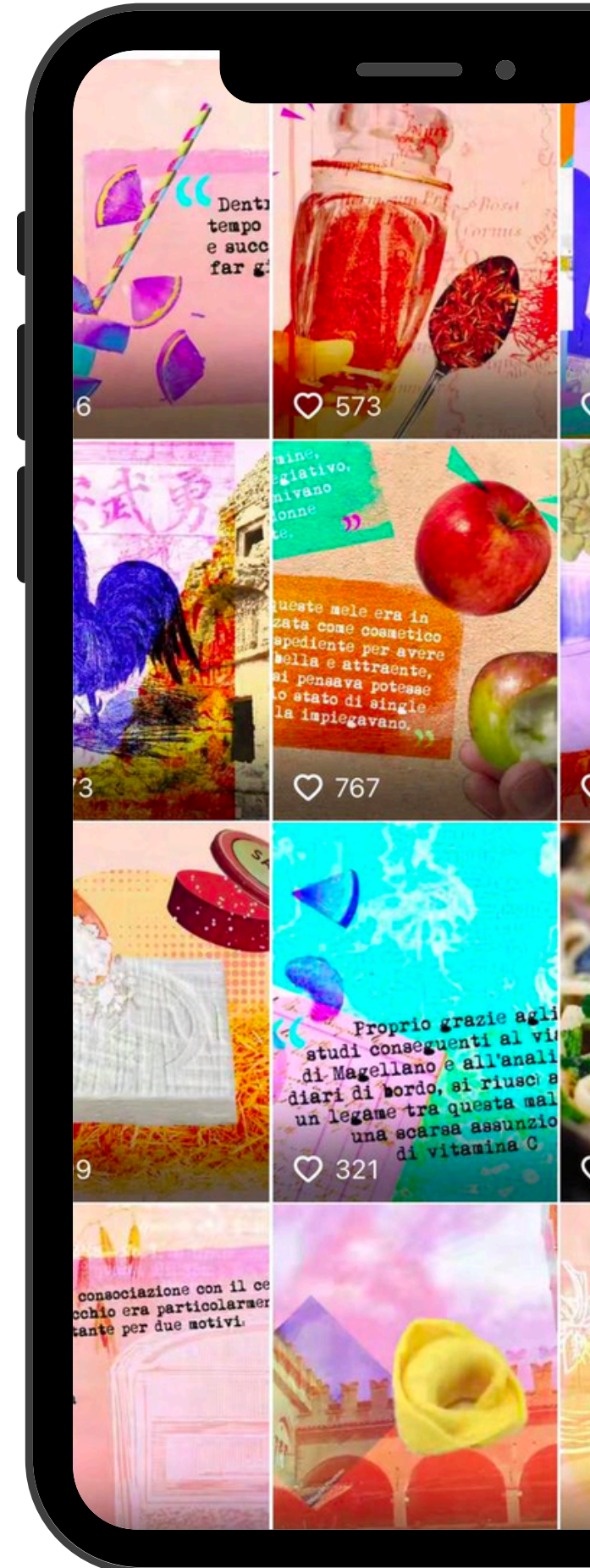
Douyin Official Accounts - Posting

Tip 5: Make it professional!

Use Douyin's official editing tool, Capcut   , to add some popular effects at the key points of your content appropriately. It also incorporates the latest AI technology, which can directly generate images, special effects, and clone human voices. This feature allows for more creative and engaging content, enhancing the viewer's experience.
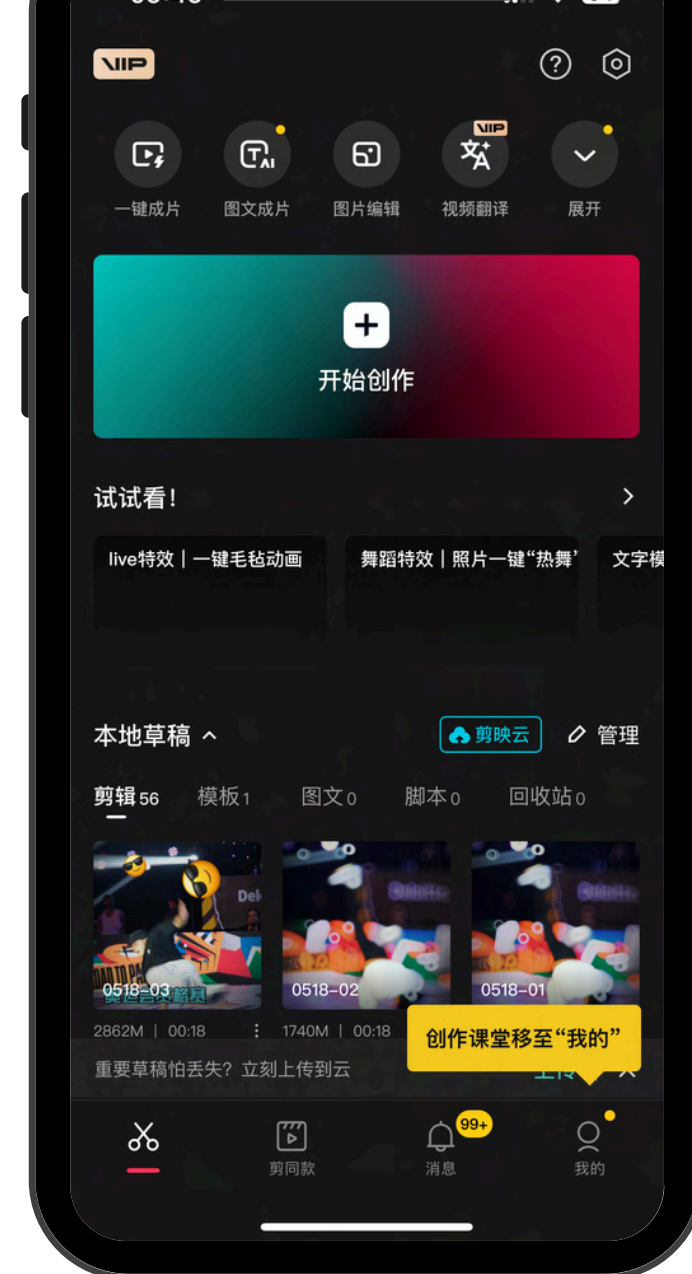
Douyin Official Accounts - Engagement

By utilizing Douyin's enterprise account features such as the "User Lottery Tool," comments, and offline events, the engagement and repeat participation of users have been effectively enhanced. This also aids in increasing the account's exposure and shaping its image.

Lottery
(Beta Feature, Open Only to Bloggers with a Certain Fan Base)

1.

Comment Interaction
Respond promptly to fans' comments on posts, answering questions, expressing gratitude, or engaging in discussions.

2.

Offline Activities
By distributing gifts offline, the proportion of UGC related to the organization or enterprise is increased.

3.

Participate in official topics

4.

Douyin Advertising

Douyin Official Accounts - Advertising

DOU+

Targeted advertising based on user demographics such as age, gender, location, and interests is suitable for boosting short video content and live broadcast traffic, achieving higher advertising effectiveness and conversion rates.
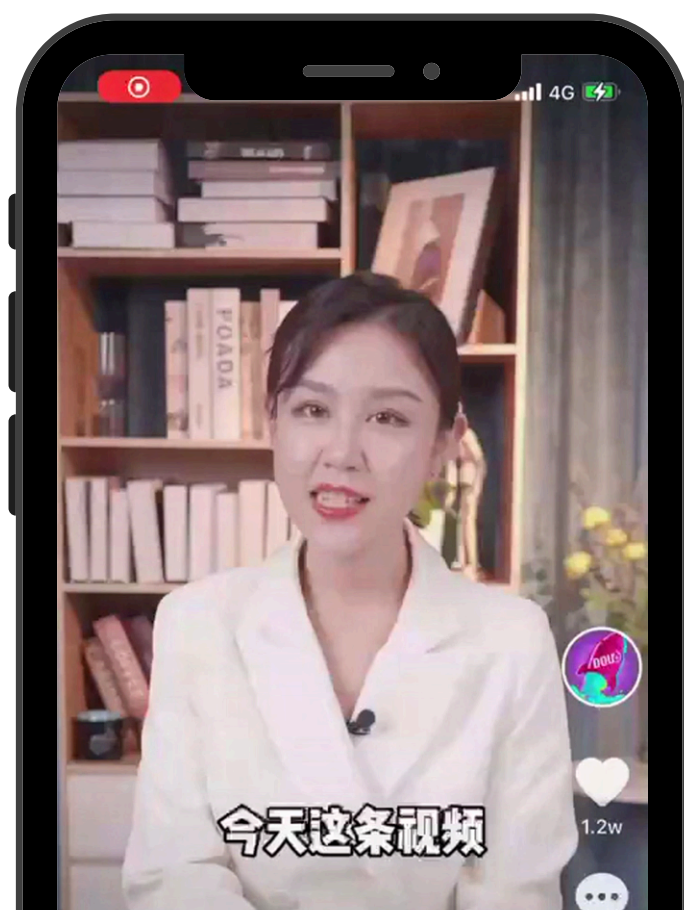
Information Stream Advertising

Placement in scenarios such as splash screen ads, search ads, and live broadcast rooms will display the word "advertisement" in the video. By using precise targeting, ads can be shown to the intended audience, enhancing exposure and conversion effectiveness.

Splash Screen Ad

Search Ads
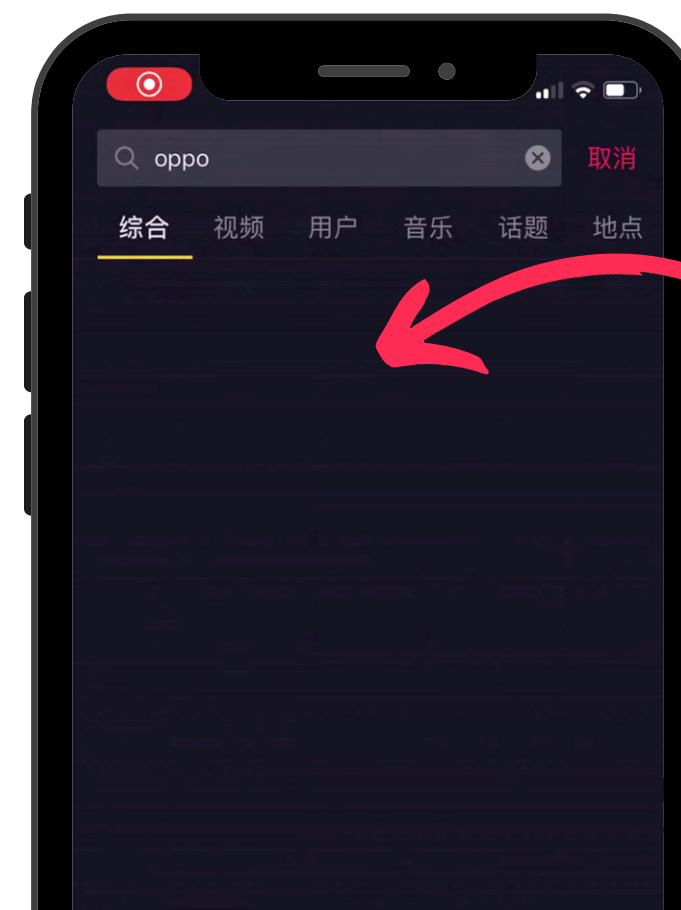
Douyin Official Accounts - KOL Cooperation

Douyin has a trend of leveraging KOL cooperation in content and traffic.

In the first 3 months of 2023, Douyin saw an increase in searches for travel-related content of more than 300%, compared to same period one year earlier. The number of travel KOLs on the platform also increased significantly year on year.

The benefits of KOL collaboration include inviting them to participate in fam trips. The content shot by KOLs from a tourist's perspective can be used for immediate promotion and also serve as reusable material for the account.

Douyin Increase in Travel KOL Live Stream Content in Q1 2023 VS Q1 2022

Category	Percentage
Number of live streams	31%
Livestream viewers	46%
Length of live streams	46%
Average watch time by live stream viewers	44%
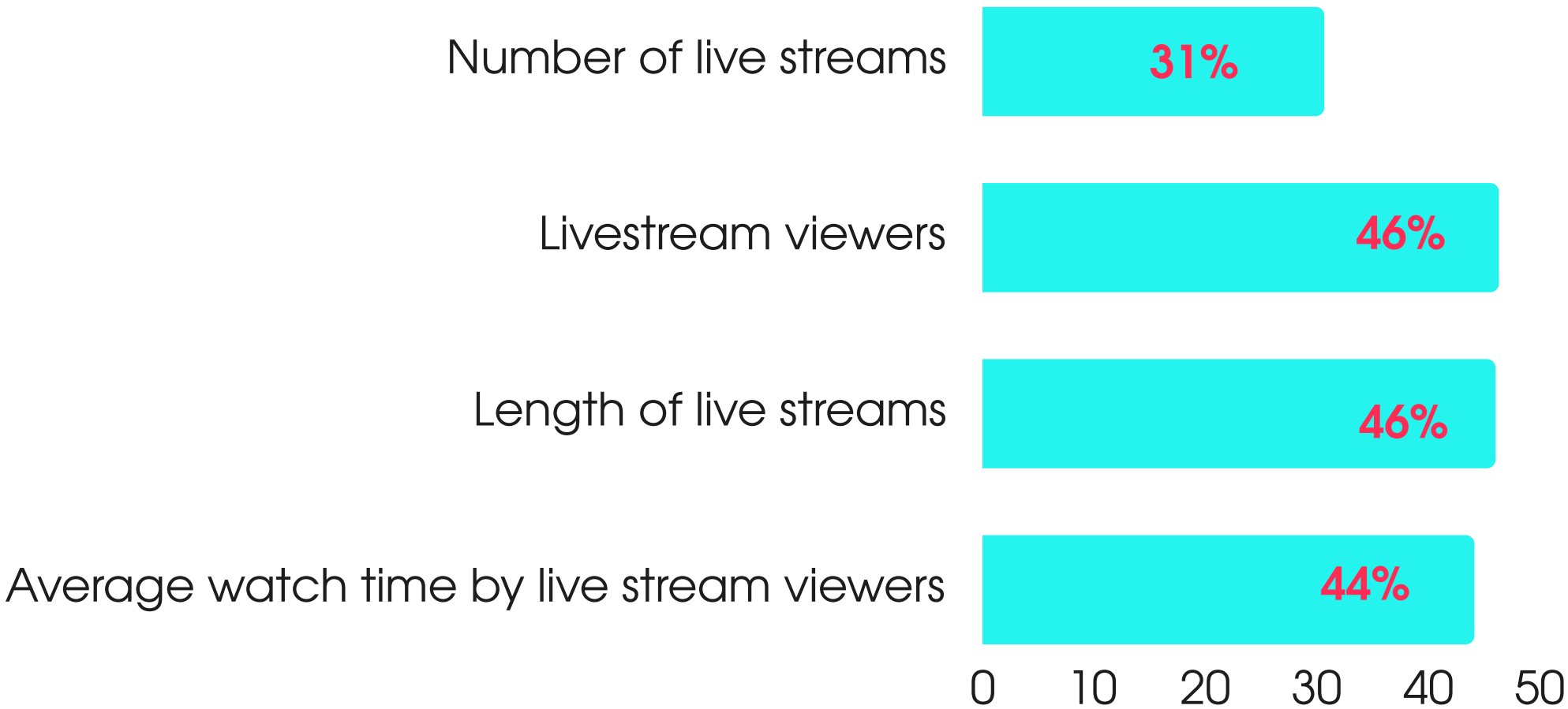
Source: Douyin 2023 Travel Industry White Paper

Dragon Trail
INTERNATIONAL

Kuaishou

Kuaishou

Kuaishou

Kuaishou is a leading short-form video app in China, positioning itself as a popular alternative to Douyin. With over 376 million daily active users (DAUs) who spend an average of more than two hours per day on the app, it offers a massive audience for businesses.

Unlike Douyin, which is known for its trendy and creative content, Kuaishou focuses on **life-oriented, down-to-earth, and relatable content that is less aspirational**.

> *Kuaishou builds a loyal user base and provides compelling promotional opportunities for brands, especially in e-commerce marketing with higher conversion rates compared to Douyin.*

Dragon Trail
INTERNATIONAL

Kuaishou

CHINESE NAME

LAUNCHED
2012

OWNERSHIP
TENCENT 腾讯

SUMMARY
Short Video & Livestream E-commerce

KEY FEATURES
Increase brand awareness with viral short videos

COMPARED TO
TikTok
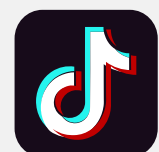
MONTHLY ACTIVE USERS

678 million*

DEMOGRAPHICS

Female**
44%

Male**
56%
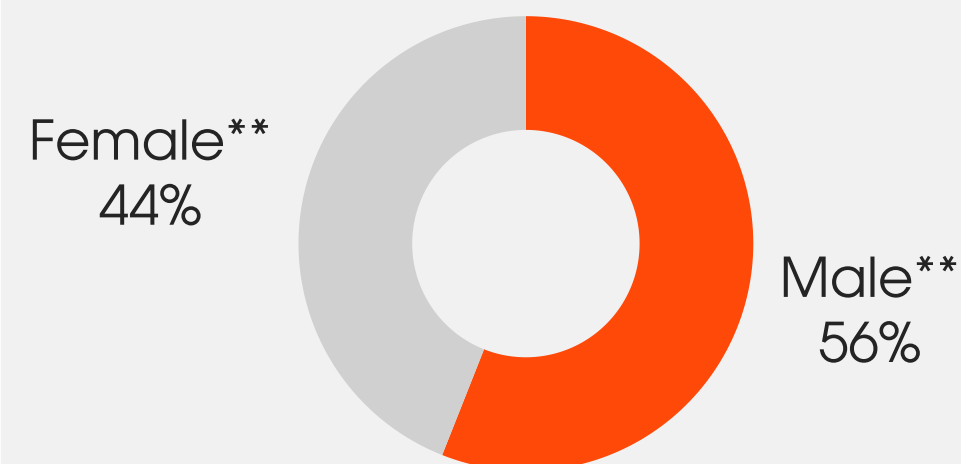
1,184.4 billion
RMB GMV 2023*

Age*

18-25	26-35	36-45	46+
32.6%	30.8%	20.6%	20.1%
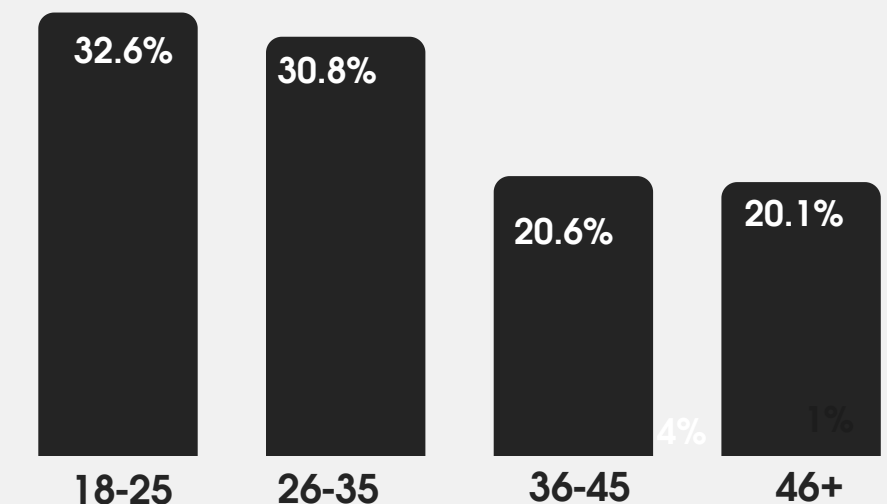
*Kuaishou Official Release, 2024

** Statista, 2023

Dragon Trail
INTERNATIONAL

Kuaishou - Functionality

Navigation Bar

The top navigation bar includes:
- Followed
- Discover
- Local Area

The bottom navigation bar includes
- Home
- Featured
- Messages
- Me
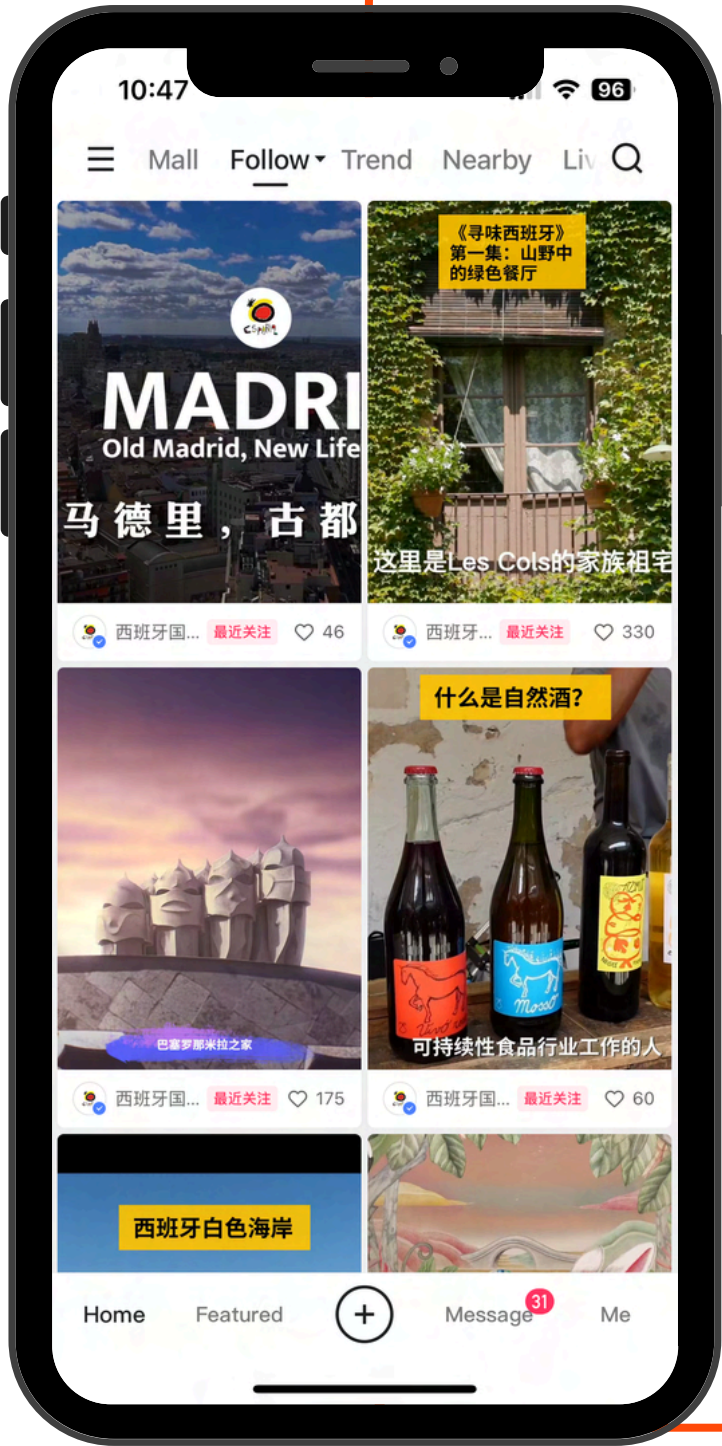
Profile Page

Similar to Douyin where you can find
- Brief intro
- Posts
- Collections
- Likes

Dragon Trail INTERNATIONAL
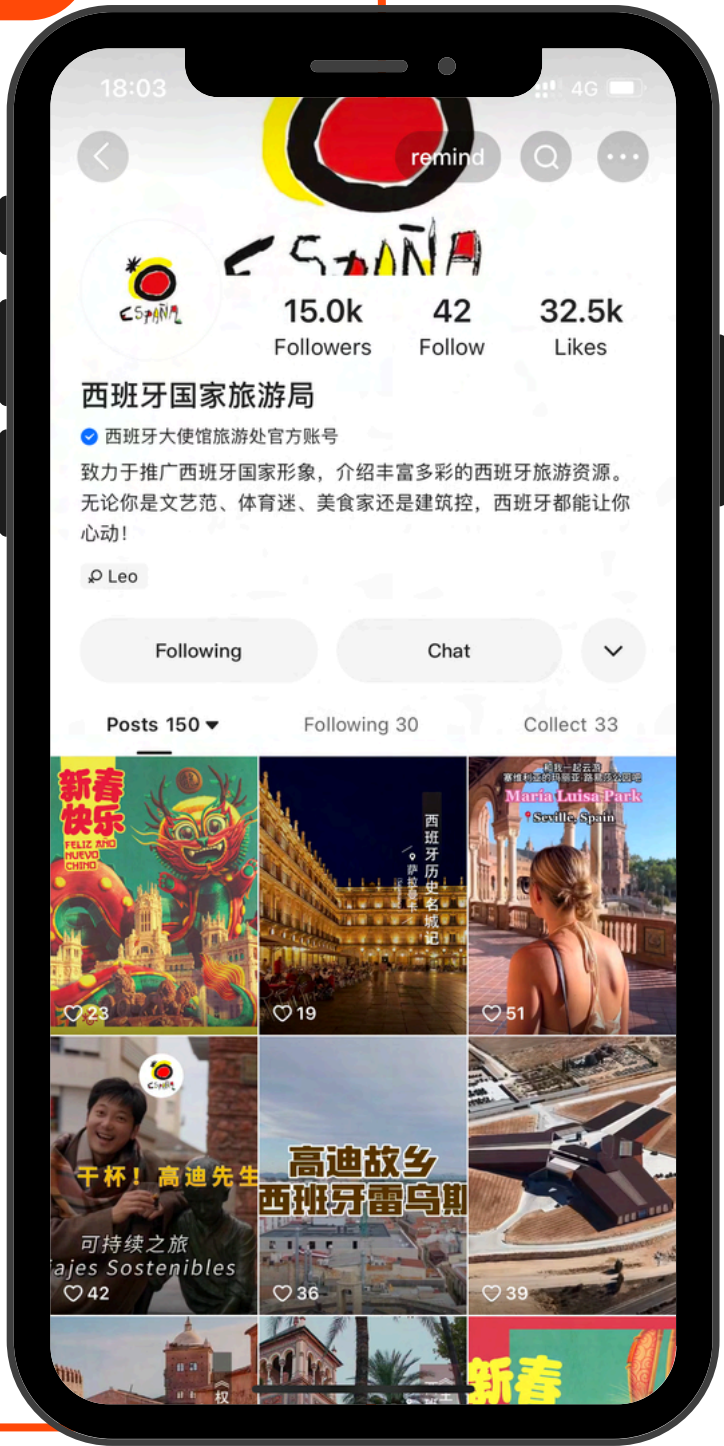
Kuaishou - Personal Account Registration

Unlike Douyin, Kuaishou can be directly registered and used with Apple ID

Step 1

Download Kuaishou from App Store and use your Apple ID to register

Step 2

Update your personal information: Avatar, name, introduction
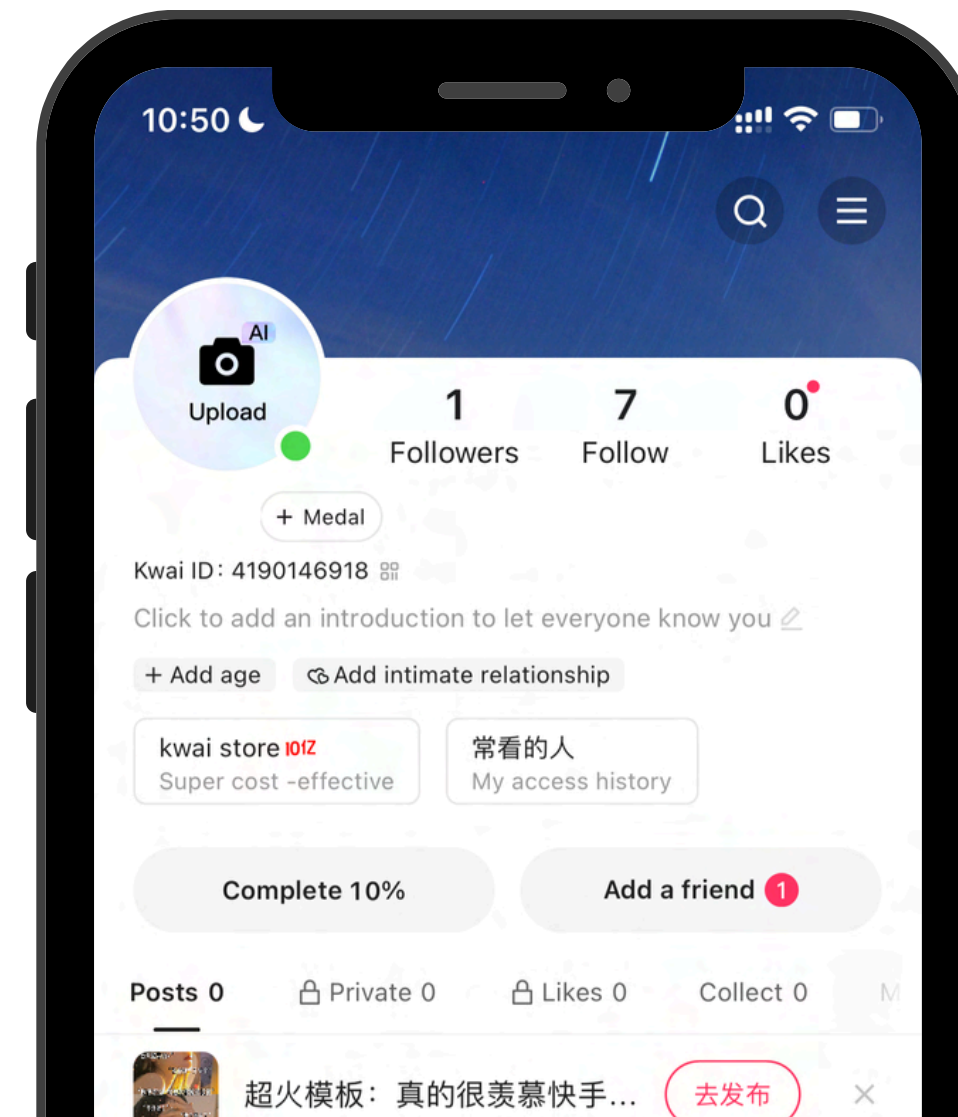
Kuaishou - Verification

Step 1

18:16

< 快手用户认证

个人认证

⭐ 公众人物
有一定影响力的演员、导演、主持人等 >

💼 职业认证
医生、国家公职人员、艺术家等 >

🎵 音乐人认证
如歌手、词作者、曲作者等 >

企业认证

🏢 企业认证
符合快手行业准入的企业 >

机构认证

🏛 国家机构
中央及各级各地机关单位等官方账号 >

📀 媒体机构
报纸办志、电视台、影视媒体官方账号

Step 2

14:48

< 快手用户认证

其他机构
医院、学校、慈善机构、俱乐部等

申请条件 已完成50% ⌃

📱 绑定手机号码 已完成 ✓

🪪 完成实名认证且年满18岁 **去实名**

⚠ 近期无违规记录 已完成 ✓

📁 近1个月作品数>=1 未完成

选择认证类型

认证类型• 其他 >

申请材料清单

【申请规则】

其他机构

【材料要求】

请同时提供以下材料：
1、社会团体法人登记证书/民办非企业单位登记

Step 3

18:23

< 快手用户认证

选择认证类型

认证类型• 其他 >

申请材料清单

【申请规则】

其他机构

【材料要求】

请同时提供以下材料：
1、社会团体法人登记证书/民办非企业单位登记
证书/事业单位法人证书/基金会法人登记证书/
统一社会信用代码登记证书/工会法人资格证书/
机构信用代码证（任选其一）
2、快手机构认证申请公函

【认证信息】

填写规范：xx机构官方账号

提高成功率，可继续查看《认证标准和材料要求》

🎧 客服中心

Steps:
- Bind a mobile phone number starting with +86.
- Complete the real-name authentication.
- Publish more than one piece of work.
- Provide organizational certification materials as well as Kuaishou certification application letters and other documents.

Dianping

Dianping

Dazhong Dianping (shortened as Dianping), directly translating to "public reviews," is one of China's largest lifestyle platforms, offering user-generated reviews to help people discover local businesses. Established in April 2003, Dianping was one of the earliest independent third-party consumer review platforms worldwide. While it is often compared to Yelp, Dianping offers a broader array of features for both consumers and marketers.

Dianping is widely used as a search tool for dining, entertainment, and leisure activities in addition to its review function. It features a wealth of information on trendy businesses and user reviews, making it a reliable source for informed decision-making. Moreover, the platform also offers services such as business coupons, restaurant reservations, and delivery as part of its Online To Offline transaction services.

Dianping has been deeply engaged in the local consumer market and is trusted and favored by a large user base. Nearly 60% of Dianping users are from first and second-tier cities, where consumers have stronger spending power and businesses are more inclined to promote on the platform.

Dianping

CHINESE NAME

LAUNCHED
2003

OWNERSHIP
Tencent 腾讯　美团

SUMMARY
Listings and reviews platform

KEY FEATURES
Ratings, Coupons Reputation and UGC

COMPARED TO
yelp　tripadvisor

MONTHLY ACTIVE USERS

121 million*

DEMOGRAPHICS
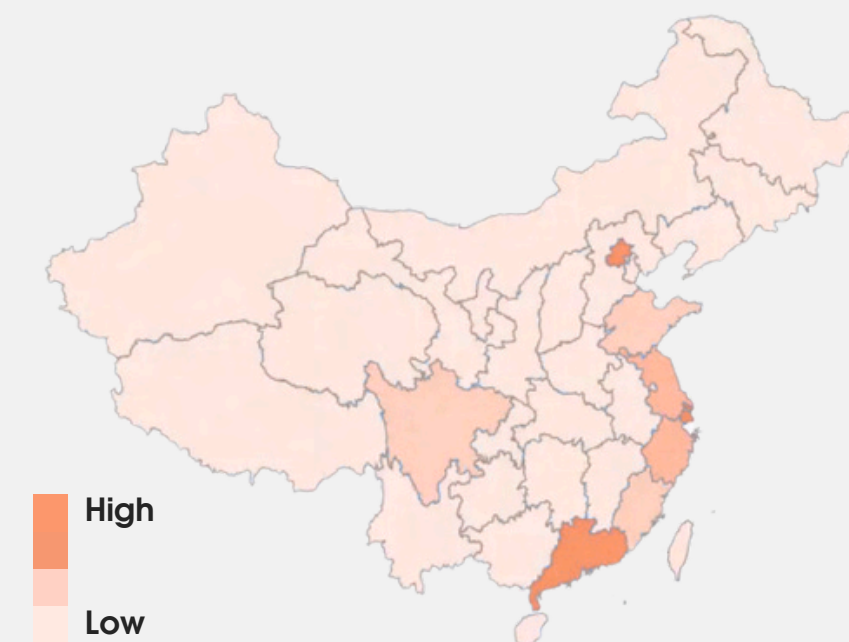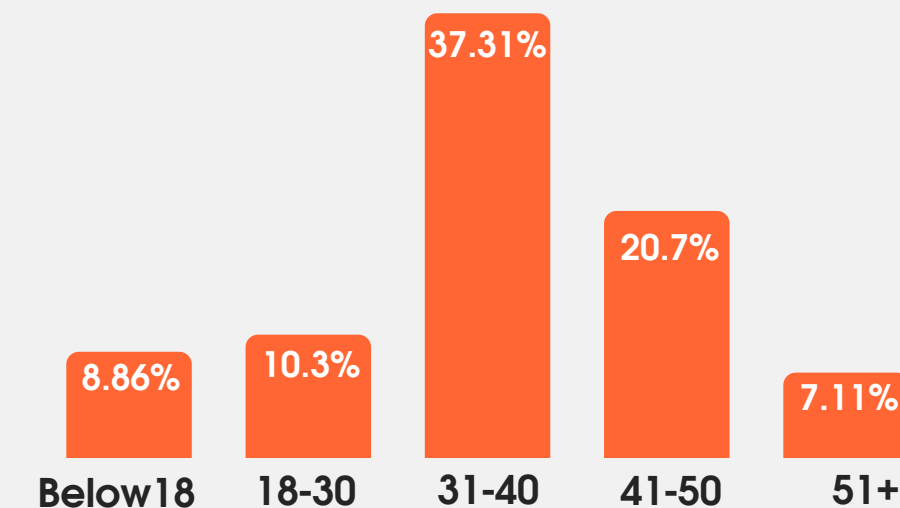
Male 35%

Female 65%

8.86% Below18
10.3% 18-30
37.31% 31-40
20.7% 41-50
7.11% 51+

High

Low

Dragon Trail
INTERNATIONAL

Dianping Domestic vs Overseas - Homepage

Dianping Domestic

Rich in content & covering all aspects of life

- Restaurants
- Attractions/Tours
- Hotels
- Bars
- Movie Tickets
- Wellness
- Beauty
- Training
- Lifestyle Service
- Wedding Service
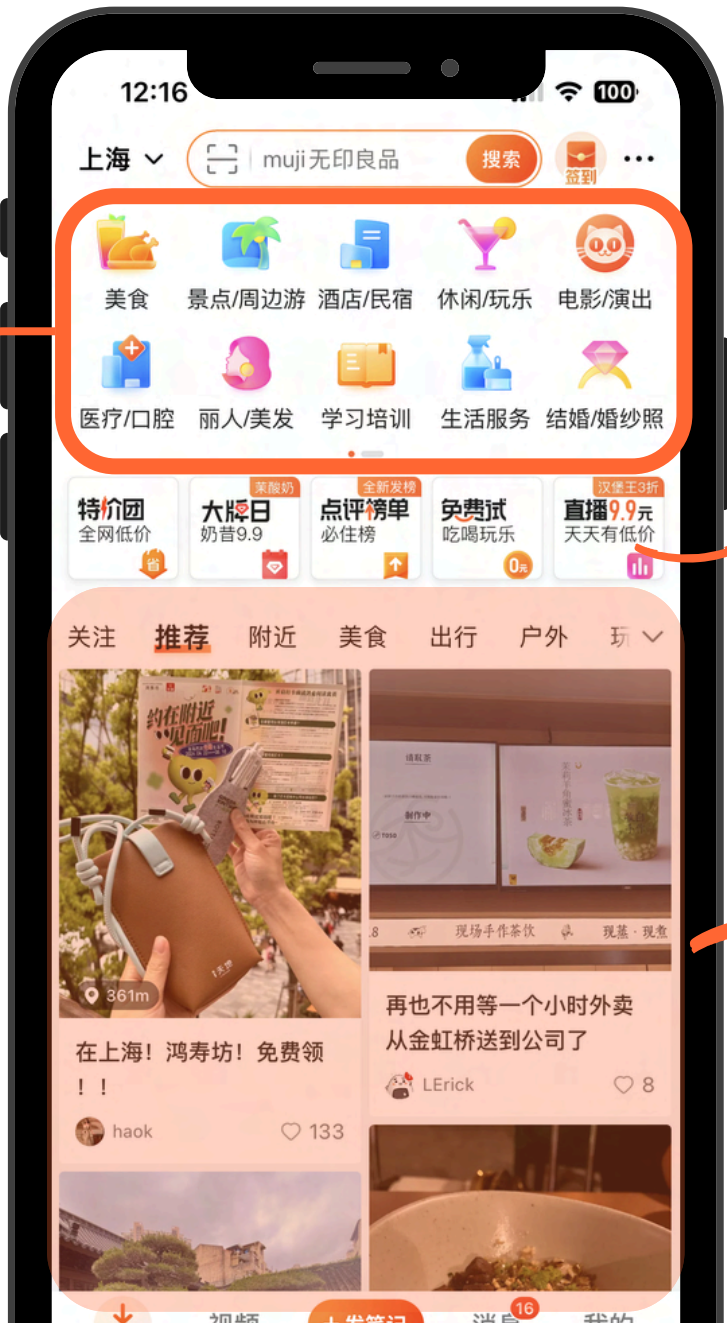
Highlights/ Promotions

Dianping Overseas

Focus on tourism, promotion of destinations and introduction of services

- Restaurants
- Shopping
- Hotels
- Attraction Tickets
- Museums

- Attraction Check-in
- Popular District
- Local Cuisine
- Photo Translator

Recommendations

Notes by Users

Dianping Domestic vs Overseas - Merchant List

Dianping Domestic

- Categorized in detail
- With lots of information (all key information and distance, recent number of visitors, queue info, promotions) displayed

Dianping Overseas

- Basic categories
- With key information (name, number of reviews, price, district, type of food, ranking) displayed

Restaurants

Delivery

Filters:

- Distance
- Type of food
- Ranking method
- Quality
- Inlisted time
  …

Coupons/ Promotions

Types of Food:

- Western cuisine
- Snack and Fast Food
- Bakery and Desserts
- Cafe
- Bars

Filters

- District
- Type of food
- Ranking method

Dianping Domestic vs Overseas - Merchant Details Page

Dianping Domestic

Dianping Overseas

- Customized Page Decoration, featuring videos, group purchases, positioning, recommended dishes, and more.
- Reviews and ratings are numerous, mostly from customers invited by merchants to rate and review.

- Simple page decoration, but including an introduction to the "Restaurant Features."
- Fewer reviews, mainly from authentic tourists about their experiences. With high credibility, but also more likely to include <u>negative reviews</u>.
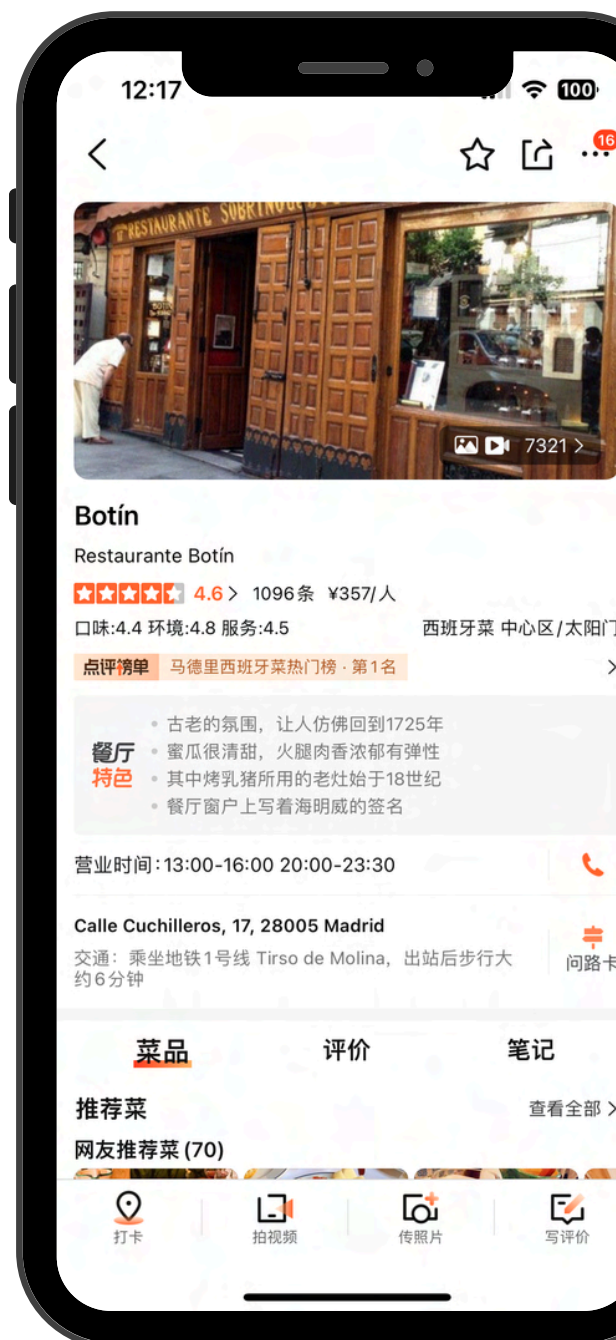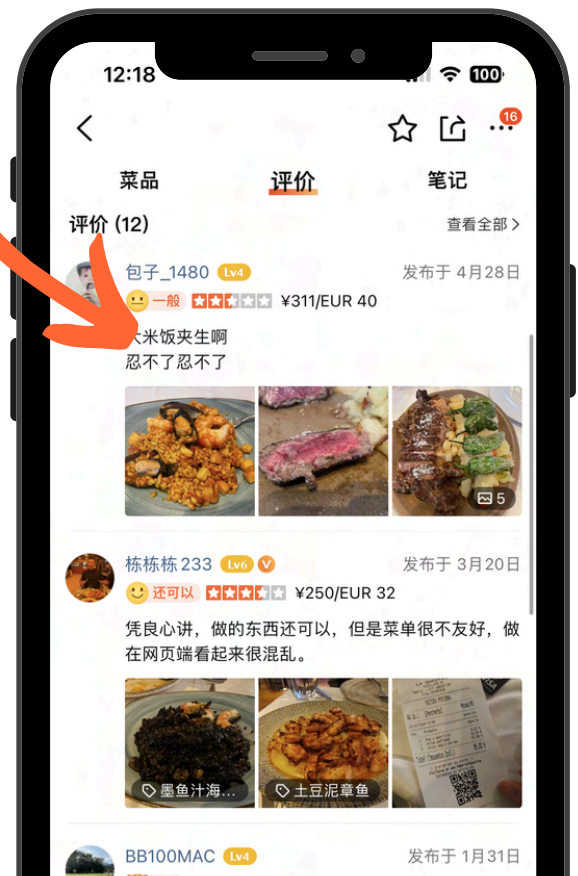
Dianping Overseas Special- Local Gourmet Ranking

For the Madrid food list, each specialty dish has its own ranking. For example, for "tapas," users can check the ranking of restaurants that offer this dish based on the list.

Best tapas in the city

Suggestion for restaurants:

Restaurants should accurately write in Chinese the specialties they have that are on the list, and they should focus on inviting customers to taste and leave comments on these particular dishes.
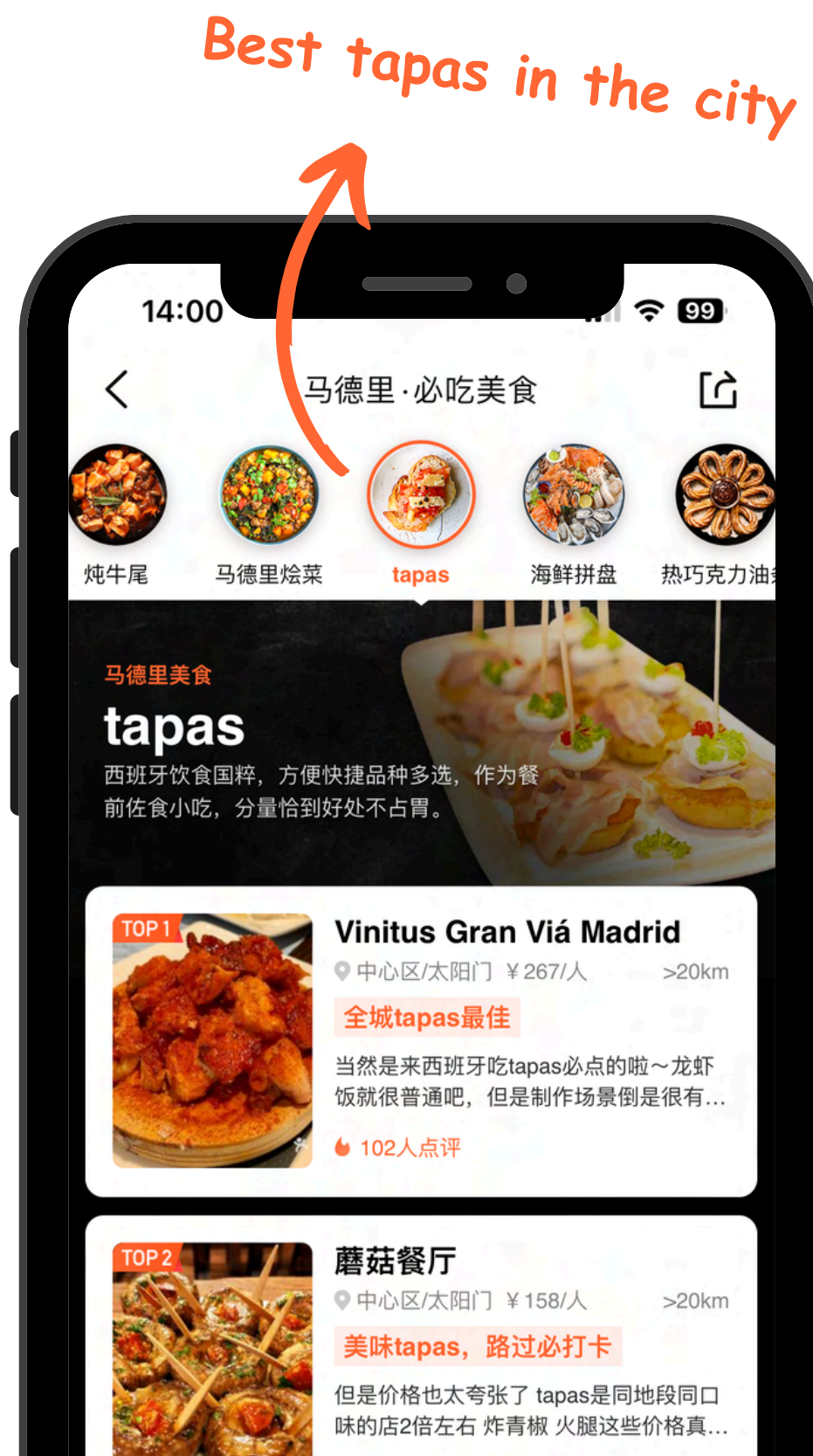
Dianping Overseas Special - Tourist Attractions

- Clicking "Attraction Check-in" leads to the "Dianping Ranking List," where you can explore popular local attractions and their details.
- For instance, on the "**Palacio Real de Madrid**" profile page, you'll find opening hours, contact info, and user notes. The "Route Card" function helps non-Spanish speakers with the merchant's name and address in Spanish.
- You can also buy tickets and book tours directly from the attraction profile page.

Tip 1:
- *Enrich your official photo album*
- *Encourage more people to check in and post travel tips*
- *Make your attraction purchasable*

| Must Visit Attractions | Attraction Profile Page | Attraction Booking Link | Guide Booking Link | Reviews |
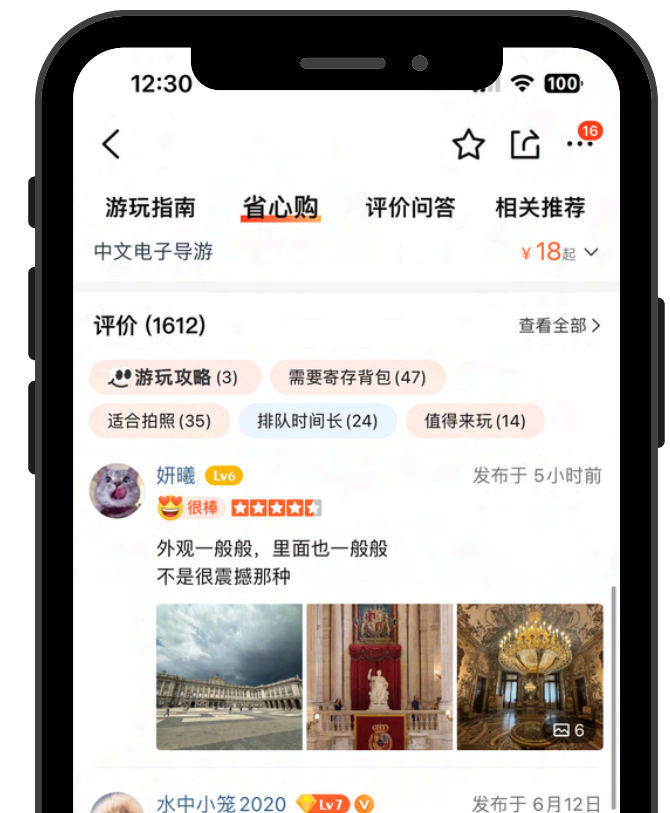
Dianping Overseas Special - Hotel

- By clicking on "Hotels/Homestays" on the home page, users can search for and book local accommodation on the **hotel booking platform owned by Meituan**.
- Taking "Hotel Eurostars Madrid Tower" as an example, similar to other hotel booking apps (such as Booking.com, Agoda, etc.), users can view the hotel's room types, availability, introduction and photos on Dianping.
- Users can also browse **other users' photo-text notes and reviews** about the hotel to better understand it.

Tip 2:
- *Optimize photos and descriptions, including the interior of the rooms.*
- *Encourage users to leave reviews and create notes.*
- *Actively respond to users' reviews*

Hotels Main Page	User Notes	Hotel Profile Page	Hotel Reviews	Booking Page
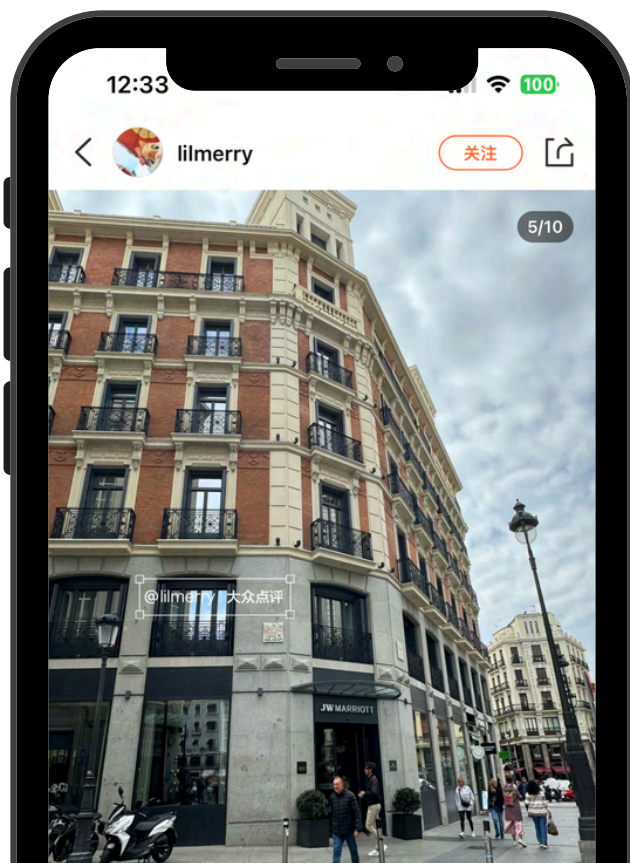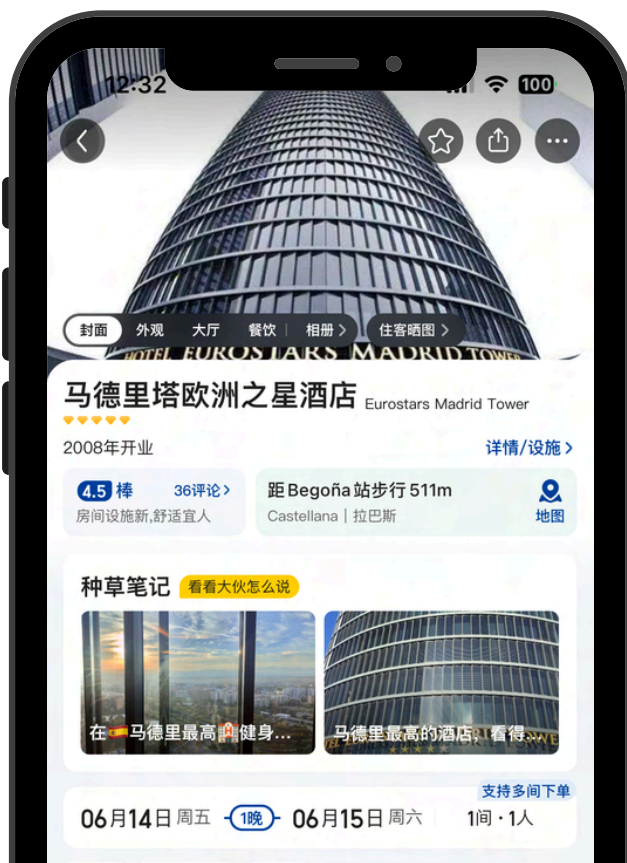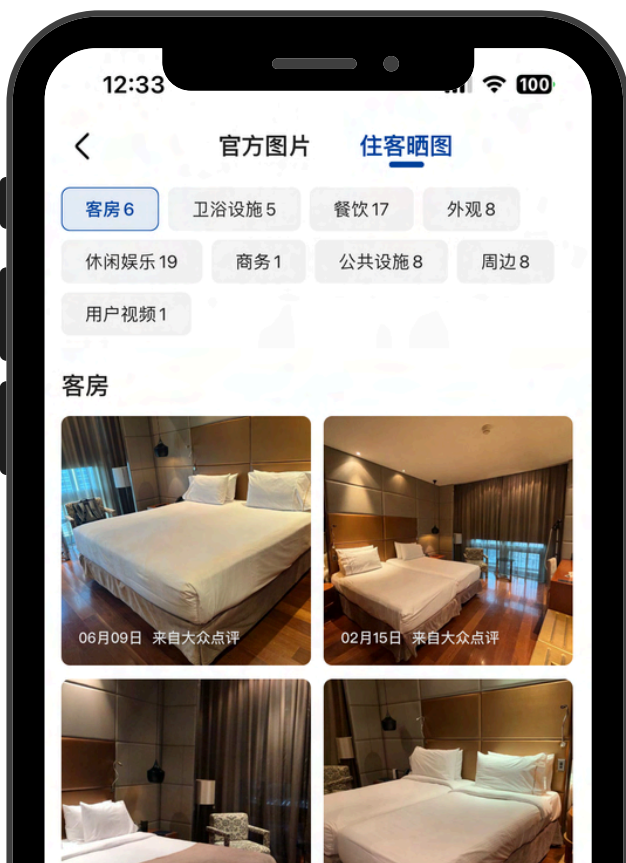
Dianping Overseas Special - Business District

- Clicking on "Business District" on the homepage allows you to explore the city's popular business districts along with their stories and characteristics.
- Each business district's detail page features an introduction to the area's history and culture, transportation information, a list of featured attractions, and UGC.
- Taking Barcelona's Old Town as an example, the page includes sections like "Transportation Map," "Featured Markets," "Department Stores," and "Shopping Notes" shared by users within the app.

Tip 3:
- *Accurately label the store address.*
- *Encourage users to write store reviews and share their shopping experiences.*

Districts Overview	Must Visit Districts	Transportation Map	Featured Markets	User Shopping Notes
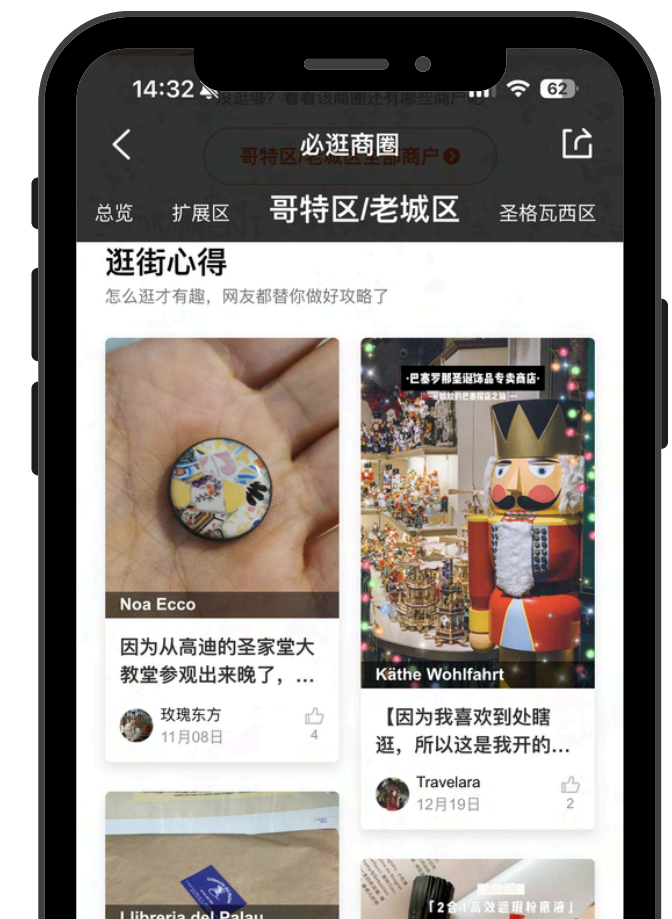
Dianping Personal Account

Dianping Personal Account - Functionality

Restaurant List

Find Restaurants/ attractions

User Notes

Please note, the interface is only in Chinese
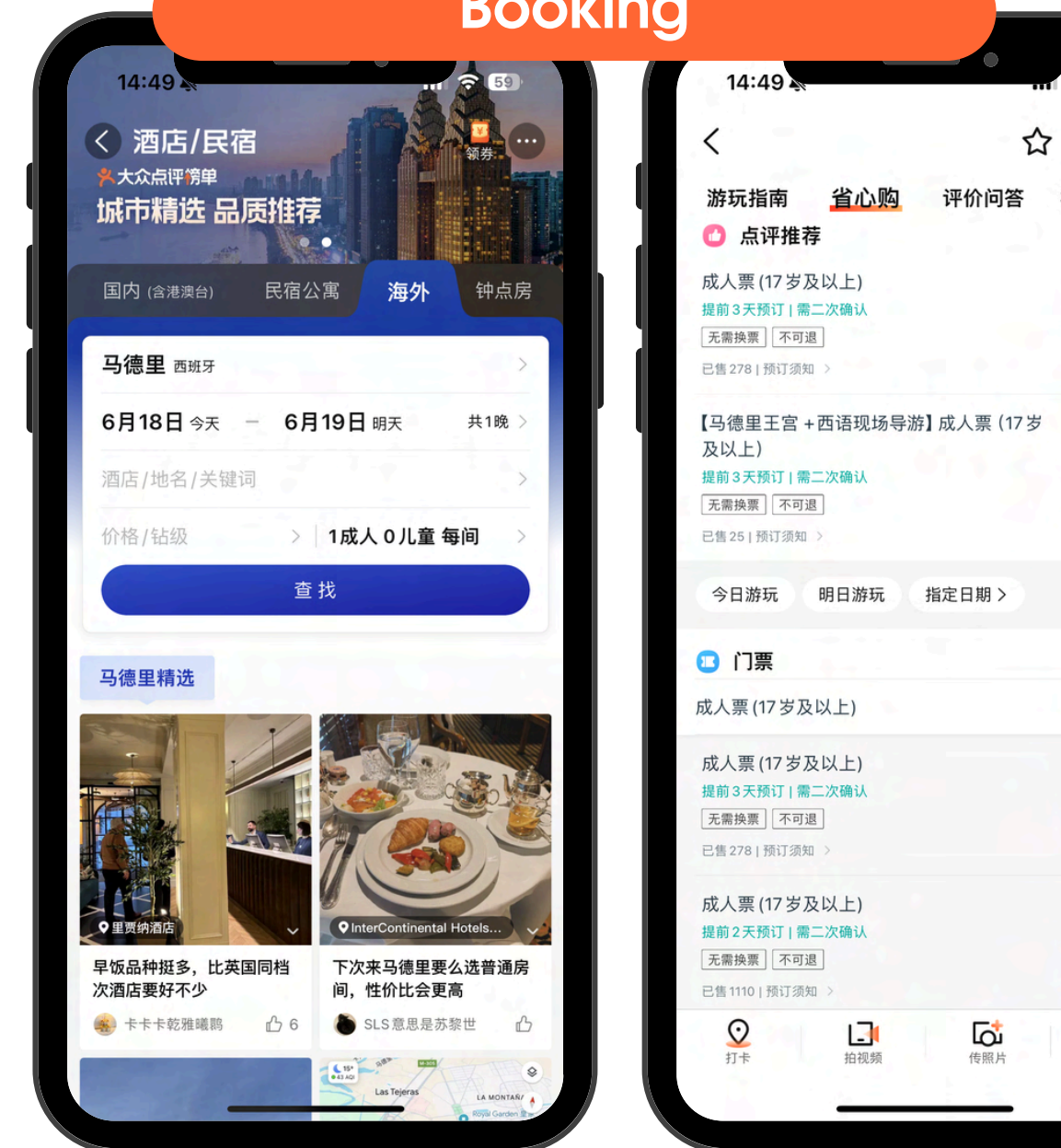
Getting inspiration from other users' notes.

Post Note/Review

- Review the restaurants you've visited.
- Write down notes to record your travels.

Booking Hotel/Attraction Ticket/Guided Tour

Booking

Dianping Personal Account - Registration Step by Step

Step 1

Download and install Dianping on the Apple App Store, Google Play or use the offical website: www.dianping.com

Step 2

Tap to " (Mine)" to log-in or register.

Step 3

You can log-in via your phone number, WeChat account or QQ account.

Step 4

Select your region, enter your phone number and check the agreements.

Step 5

Enter the verification code received by SMS.

Congratulations!

You have your personal Dianping account now!

Please note, the interface is only in Chinese

Dianping Merchant Registration

Dianping Merchant Addition vs Merchant Registration

- "**Merchants Addtion**" is about making the store information visible on the platform.

- "**Merchant Registration**" is about merchants using the platform for a comprehensive brand display and business activities.

	Merchant Addition	Merchant Registration
Initiator	Both merchants and customers can add a merchant	Only merchants can register a merchant
Information Displayed	Basic Info: • Name • Photo of storefront • Average price • Location • Type of merchant • Business status • Business hours • Reviews by users	Basic Info and: • Ranking • Photos of interior environment • Photos of menu • Signature dishes • Recommended dishes by clients • Promotions/discount • Notes mentioning the merchant • Brand Story
Functions	Reviewed by users	• Reservation • Delivery • Purchase coupon/discount meal • Coupon offered by Dianping • Merchant post • Q&A • Reviewed by users
Requirements	None	Uploading business license and other documents is required for the access to all functions.
Cost	Free	Fees vary by industry and region.

Dianping Merchant Addition Step by Step

Step 1

Tap the "…" on the right up corner, select "Add Merchant"

Step 2

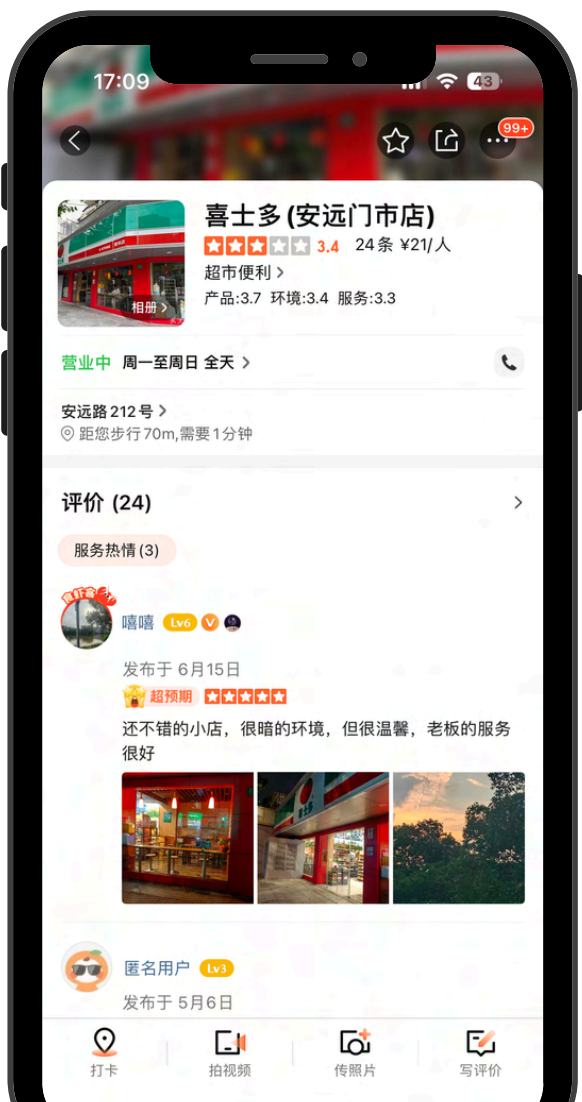Fill in the merchant information according to the instructions

Step 3

Hit the "submit" button, then wait the verification by Dianping

Congratulations!

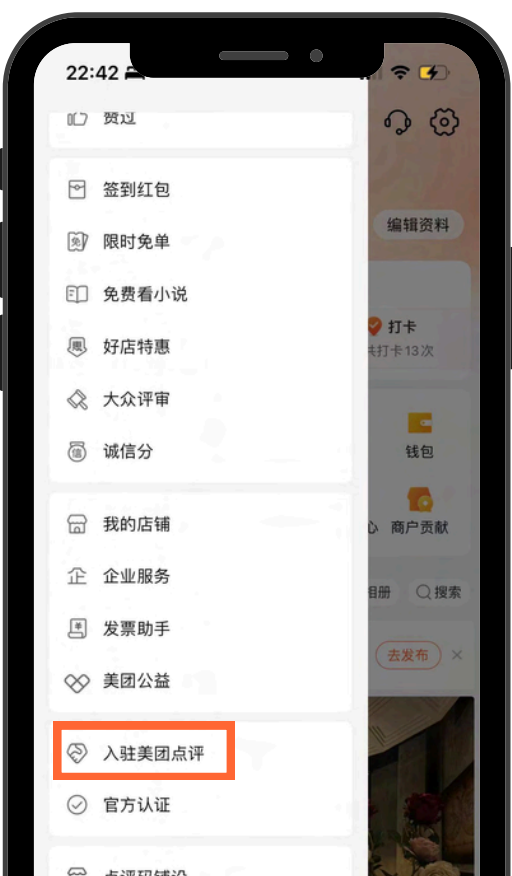All Dianping users can now see your business

Dianping Merchant Registration Step by Step

- For overseas stores looking to register on Dianping, they need to contact Dianping's overseas business department directly.
- Here are the procedures for domestic registration.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Tap " (Mine)" on the homepage and tap the button on the left up corner, then select "Registration in Dianping".	Tap "Store Registration for free".	Tap "Go to add store".	Search for your store. If it already exists, select it. If it does not exist, click "Add New Store".	Fill in the store information. The information will be filled in automatically if your store already exists.	Upload scan of business license and legal person's ID. Then submit for verification and wait for Dianping to contact you.
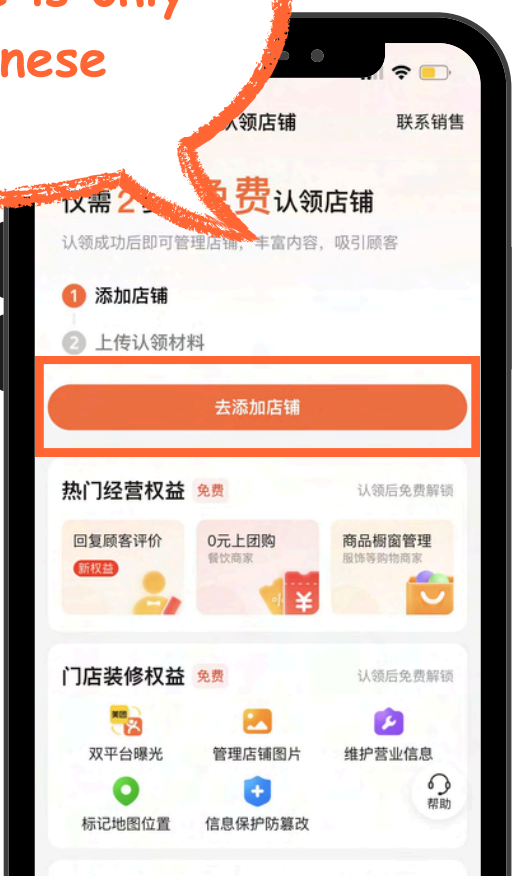
Please note, the interface is only in Chinese

Dianping Merchant Management

- Once successfully registered, merchant can manage and operate their stores through the " " app.
- With the " " app, merchants can decorate their stores, utilize functions such as menu display, coupons, and brand story showcasing, interact with fans, and enjoy other exclusive benefits for registered merchants.
- Overseas merchants have a dedicated app that is not interchangeable with the domestic version. It is necessary to contact Dianping's overseas business department to gain the access to this overseas app.

Tips 4
Overseas stores are advised to find a Chinese agency to assist with the registration and the management of the store on Dianping.

Download App	All Functions	Merchant Post	Photo Management	Data Monitoring

Dianping Operation Tactics

Dianping Store Operations - Decoration

- The decoration of the profile page is crucial to a merchant.
- A first screen with high-quality images, detailed business information (address, phone number, business hours) and authentic clients' reviews gives users a positive first impression.
- Additionally, information such as recommended dishes, bilingual menus, average spending, and user Q&A can also attract users.

Non-registered Store

vs

Registered Store

Case Study: 📍 **Madrid, Chocolateria San Gines**

Photos

Ranking

Store Features

Business Hours
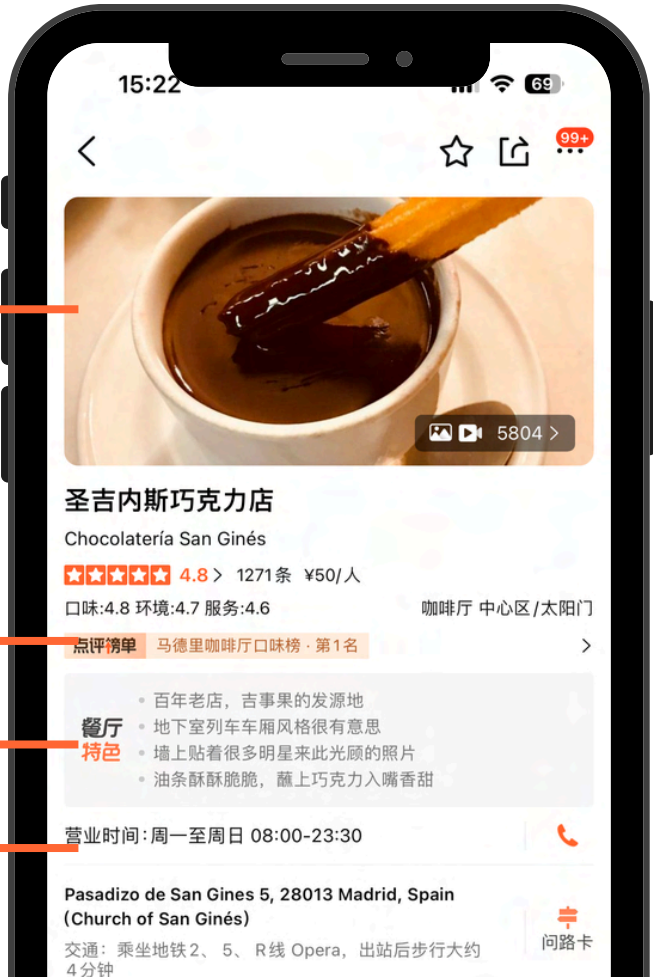
Recommendations

Bilingual menu

Reviews

User Q&A

Nearby stores

Notes

Dianping Store Operations - UGC

A merchant who receives losts of positive reviews from users, especially those with detailed pictures and text evaluations, can increase their exposure, which in return can increase the merchant's ranking on the Dianping Ranking and optimize search rankings.

Tips 5:
Merchants can invite users to leave reviews by offering them a small snack, a gift with purchase or a discount as a token of appreciation.

Case Study: 📍 **Barcelona**

Botafumeiro
★★★★★ 4.8 › 621条 ¥562/人
口味:4.8 环境:4.9 服务:4.8   海鲜 恩典区
点评清单 | 巴塞罗那海鲜口味榜 · 第1名   ›

- Botafumeiro has **621 reviews**, making it the restaurant with the most reviews in the seafood category in Barcelona. Moreover, the reviews frequently contain positive terms, and the overall rating is as high as 4.8 stars.
- A plethora of high scores and quality reviews, along with the recommendation notes from seasoned users, has made Botafumeiro the No.1 seafood restaurant in Barcelona.

Notes with link to Botafumeiro
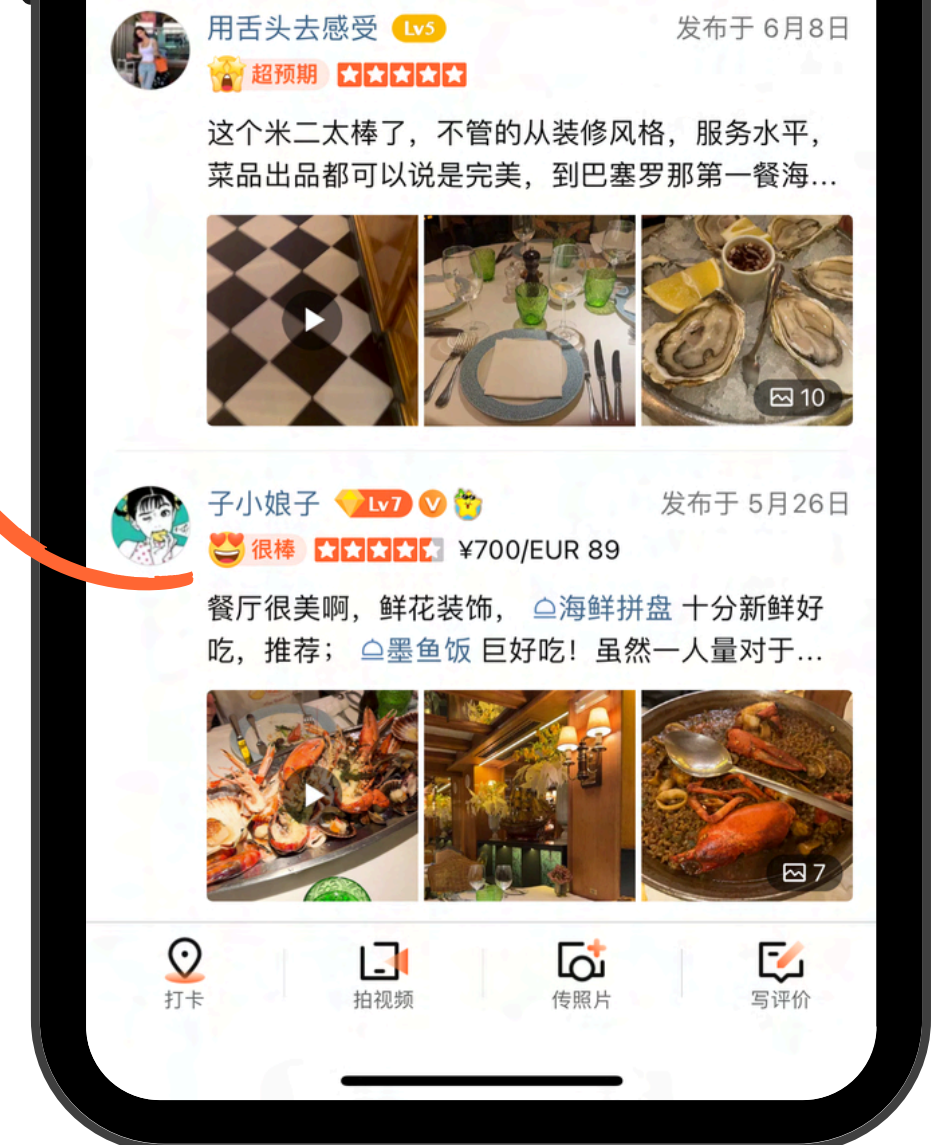
Dianping Store Operations - Influencer Cooperation

- Cooperating with influencers can be beneficial. Their high-quality photo and text reviews combined with their online influence, can help the merchant reach and attract more customers.
- Moreover, the professionalism and personal branding of influencers can enhance user trust and accelerate the conversion of marketing efforts.

Tips 6:
Merchants can invite influencers either by paying their quoted rates or by offering them a free service in exchange for their high quality content.

Case Study: 📍 **Barcelona**

La Flauta
LaFlauta
⭐⭐⭐⭐⭐ **4.7** > 195 条 ¥222/人
口味:4.8 环境:4.8 服务:4.7   西餐 扩展区
点评榜单 巴塞罗那西餐热门榜·第1名   >

- _____ is a KOC on Dianping with **2000 followers**. She posted a review of La Flauta with carefully taken photos and a detailed description of the dishes.
- La Flauta's profile page is already well decorated, and with the attention generated by Influencer content, La Flauta is currently the top trending Western restaurant in Barcelona, with the number of people who have **bookmarked the restaurant** reaching **2,954**.

Dianping Store Operations - Promotional Topics

- Dianping introduces various events and topics based on time and festivals.
- Merchant either on their own or by inviting users and KOCs, can publish content with the platform-promoted topic tags and centered around these hot trends. This leverages the topic's popularity to generate traffic for the merchant.
- For example, with the topic "#Celebrating New Year's Eve with the 'Must-Visit' Series", clicking on the topic allows you to view all UGC associated with it, including content with links to stores.
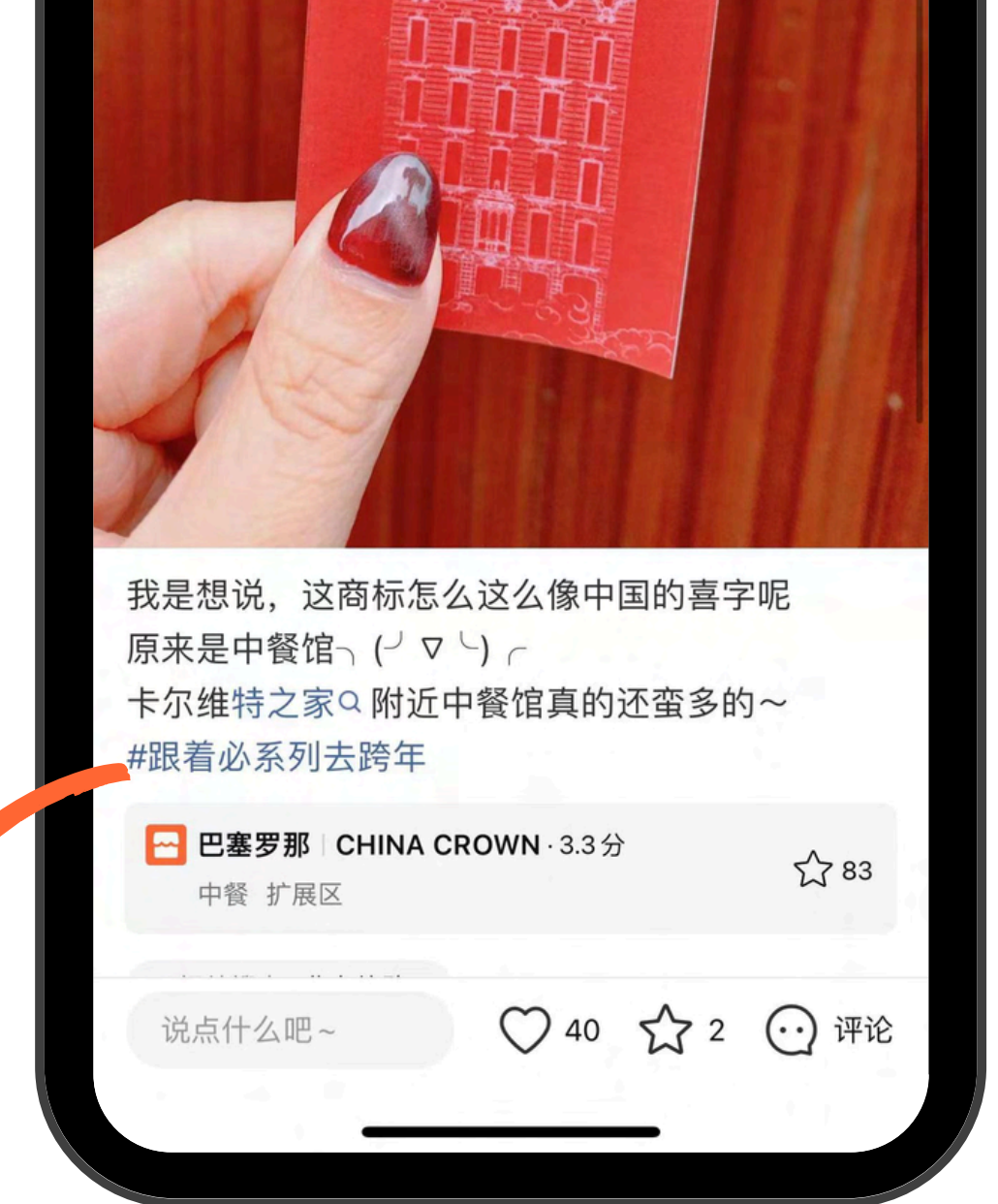
Tips 7:
Stay updated with real-time trends by following Dianping's official account and local famous influencers.

Case Study: 📍 **Barcelona**

KOC posted notes with link to the restaurant, under the topic **#Celebrating New Year's Eve with the 'Must-Visit Series"** which has been viewed **18.77 million** times.

CHINA CROWN
★★★☆☆ 3.3 > 15条 ¥1781/人
口味:3.4 环境:3.9 服务:3.3

我是想说，这商标怎么这么像中国的喜字呢
原来是中餐馆╮(╯▽╰)╭
卡尔维特之家🔍 附近中餐馆真的还蛮多的～
#跟着必系列去跨年

巴塞罗那 | CHINA CROWN · 3.3分 ☆ 83
中餐 扩展区

说点什么吧～   ♡ 40 ☆ 2 💬 评论

#跟着必系列去跨年 ☆ 收藏
1876.6 万浏览
2020年转眼就快到了，你准备怎样迎接新的一年元旦佳节？
让你成为必系列首席情报员，发掘跨年新玩法，分享线索，
安利攻略！

必系列榜单
必吃榜、必玩榜、必住榜、必逛榜、亲子必去榜...

相关话题 # 跟着必系列去旅行

Dianping Store Operations - Original Topics

- Merchants can also create their own topics to make it easier for users to find their posts and direct traffic to their profile page.
- For example, topics like #Authentic Seafood Paella in Barcelona or #Barcelona's Time-Honored Brands provide an anchor for the content, gathering related reviews and notes together.

Tips 8:
Keep an eye on hot trends from Chinese social media, or utilize reports from professional agencies that provide insights into your target audience, such as DT's reports on outbound travel trends.

Case Study:

As lots of reviews mentioned it being a time-honored merchant, **Botafumeiro** appears at the top of the search result of the topic **#Barcelona's Time-Honored Brands**

Mobile Payments

Mobile Payments

WeChat Pay and Alipay are the dominant ways that Chinese consumers make payments.

In China, mobile payments transaction reached **92.4 Trillion RMB (€11.8 Trillion)** in Q1 2024, up 11% from Q1 2023**
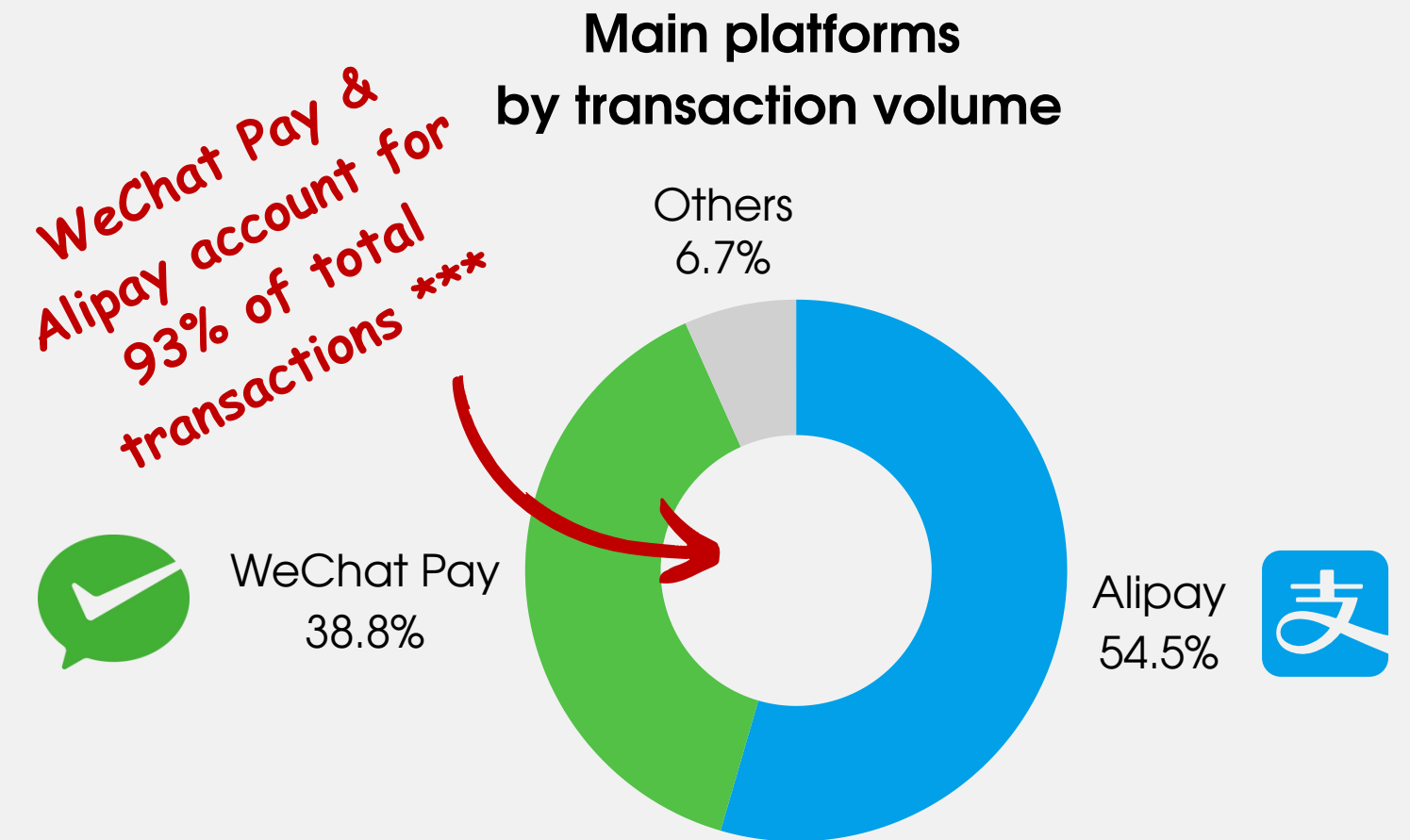
During CNY 2024, the number of transactions made by Alipay users overseas surpassed that of 2019 by 7%, while consumer spending recovered to 82% of the 2019 level, or 2.4 times that of 2023.

Chinese travelers can now use Alipay to make payment in over **70 overseas countries** and regions and at **over 8 million overseas merchants**.

*Data Source: China Internet Network Information Center
** Data Source:Analysys
*** Data Source: China Baogao, by December 2022

Main platforms by transaction volume

WeChat Pay & Alipay account for 93% of total transactions ***

Others 6.7%

WeChat Pay 38.8%

Alipay 54.5%

Users of Digital Payments in China (million)*
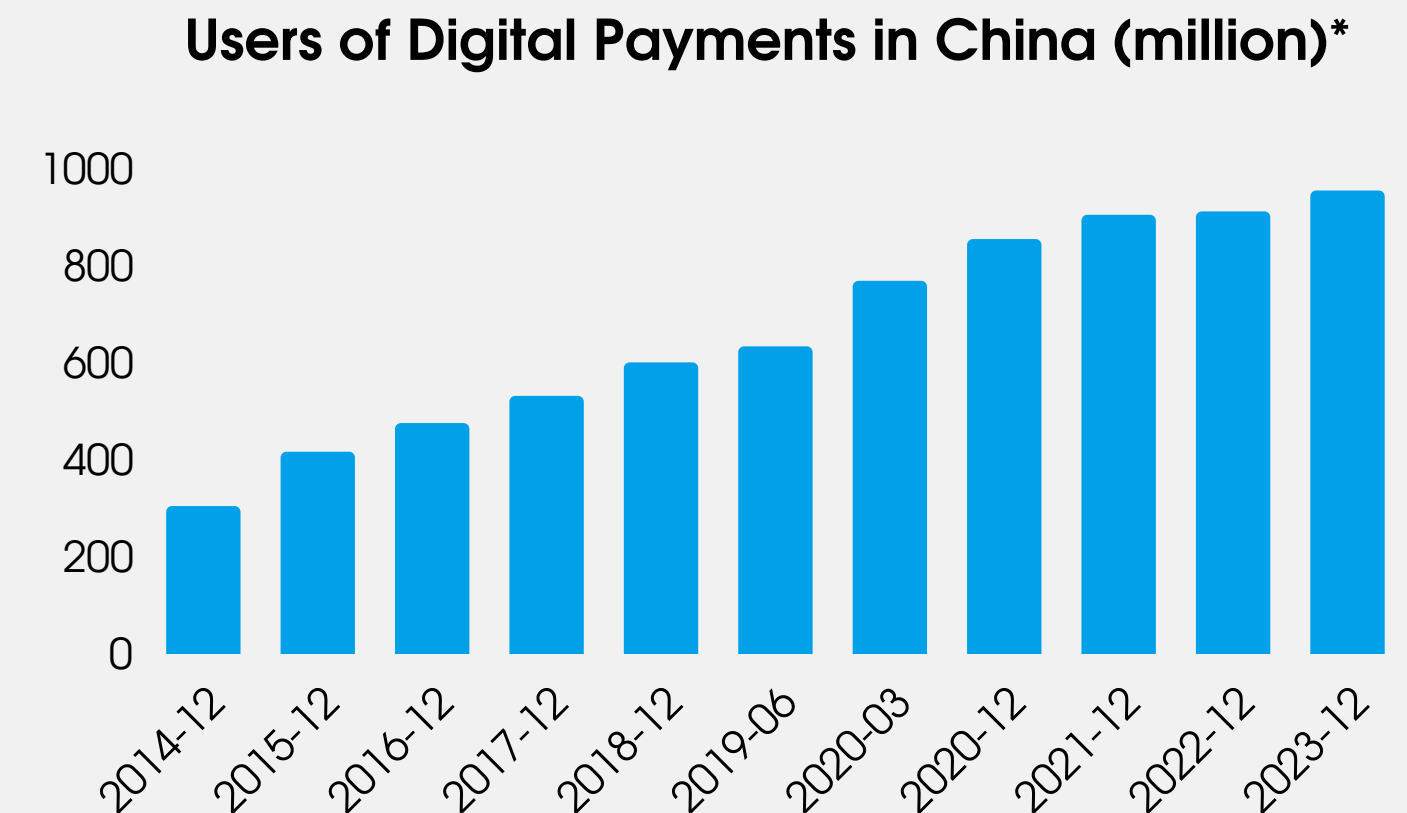
Mobile Payments in Everyday Life

WeChat Pay and Alipay have penetrated every aspect of Chinese consumers' lives.

85%

In 2023, of surveyed Chinese consumers use mobile payment every day*

*Data Source:

Individual transaction

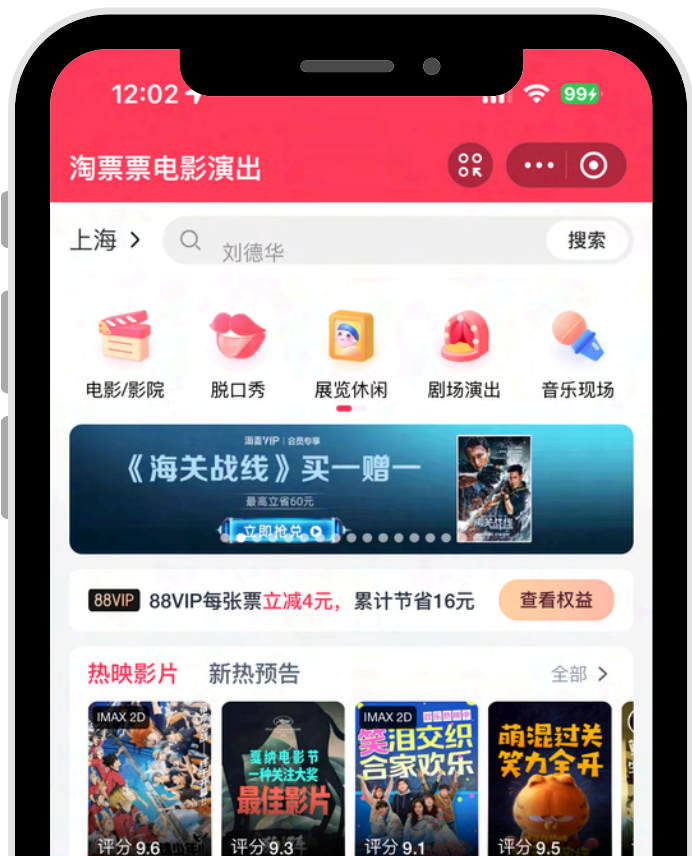- Sending money to friends
- Red envelopes
- Utilities

Offline consumption transaction

- Cafés, restaurants, shops, markets
- Taxis
- Tickets

Online consumption transaction
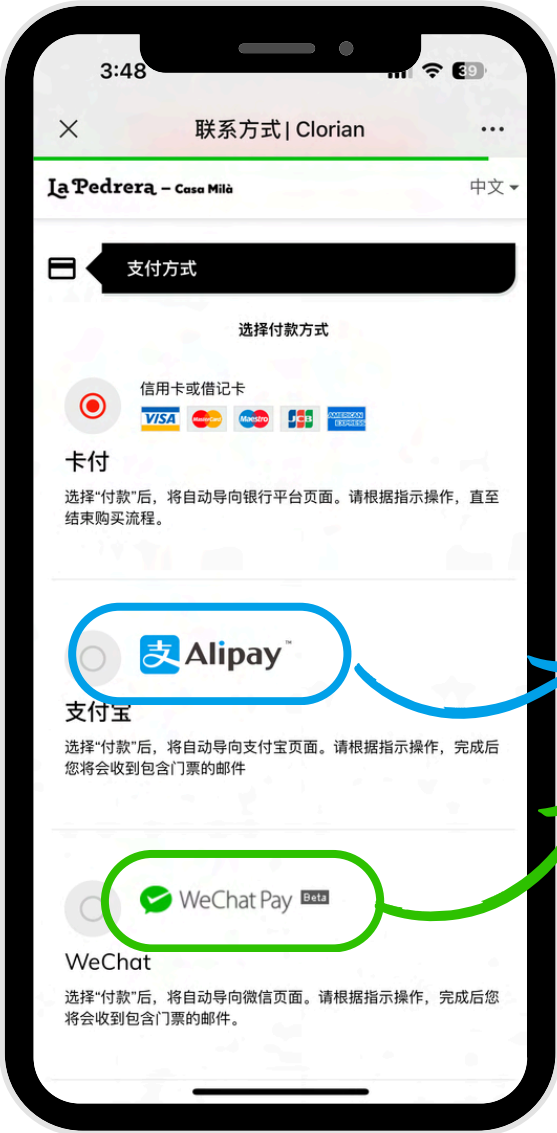
- Online shopping
- Online booking

Financial transaction

- Financial products

Overseas Mobile Payment Case Study

WeChat online booking **mini-program**

Select the product and make payment via **WeChat Pay**

Booking on official website: support payment via **Alipay** or **WeChat Pay**

Alipay exclusive offer at offline ticket window

Mobile Payment – How It Works

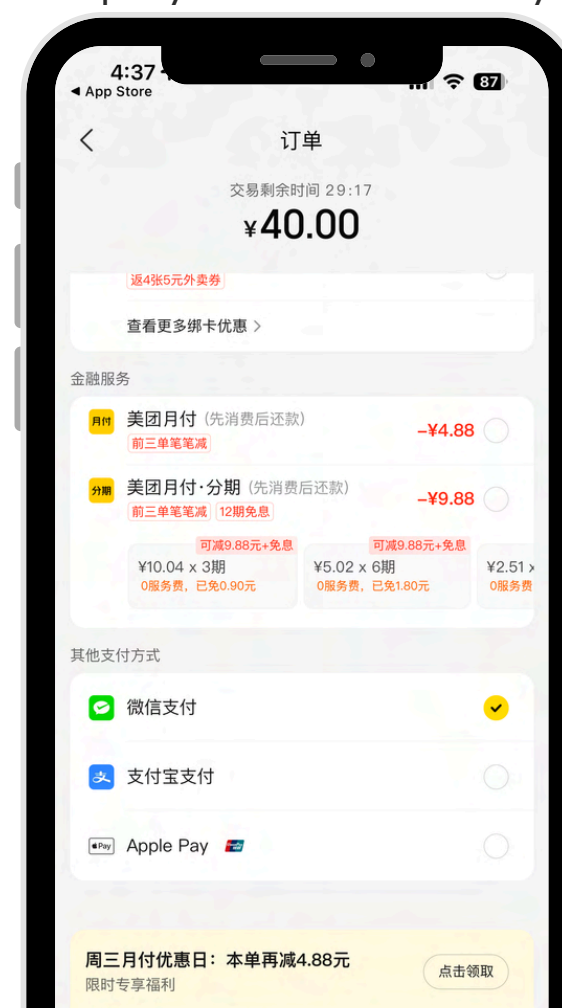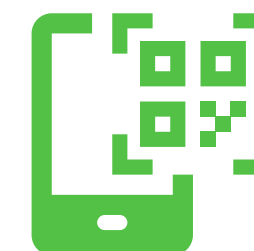| WeChat	WeChat Mini Program	App & Website	QR Code Payment	Quick Pay
Brand's WeChat Official Account links to WeChat Pay	Brand's WeChat Mini Program links to WeChat Pay	Thrid-party app or website links to payment methods of Alipay or WeChat Pay	Users scan a brand's QR code to make a payment using Alipay or WeChat Pay	Users generate a payment QR code, which is scanned by merchant for payment
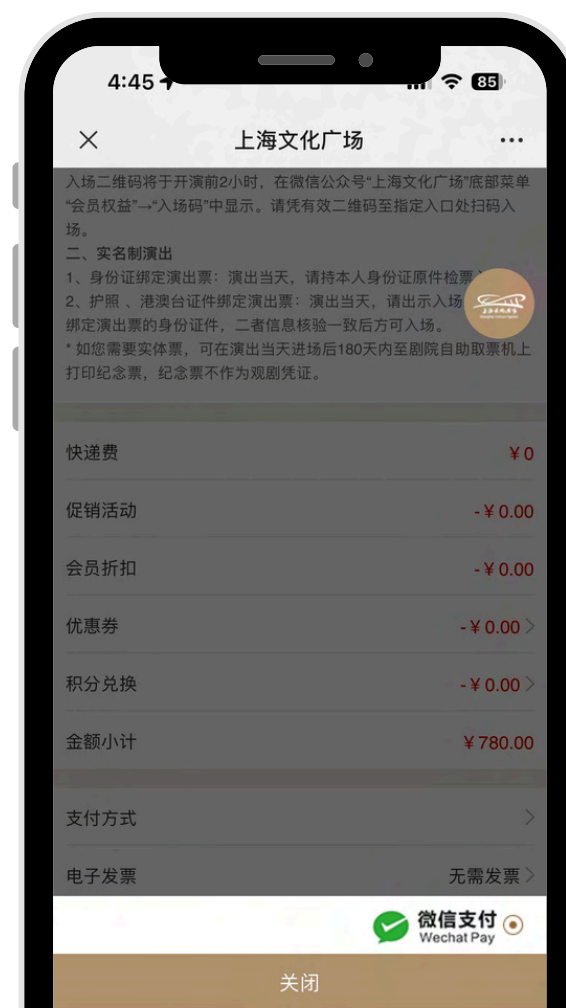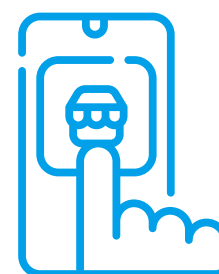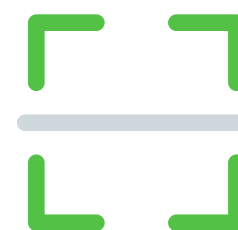
Promote Mobile Payment to Chinese Consumers Utilizing Social Media

Businesses can utilize social media platforms such as WeChat and Xiaohongshu to inform Chinese consumers that they accept mobile payments and tell them about related special deals.
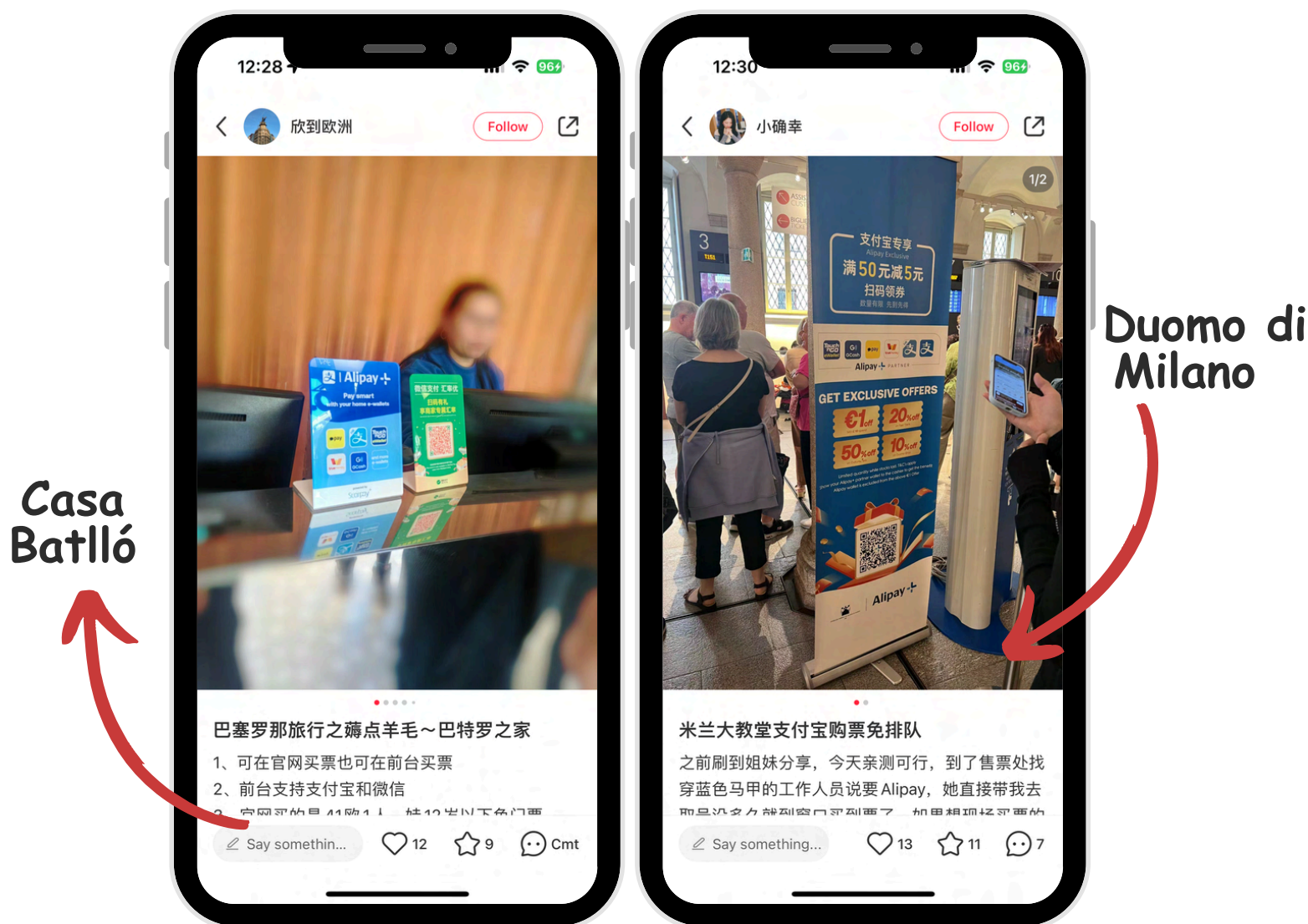

Official content
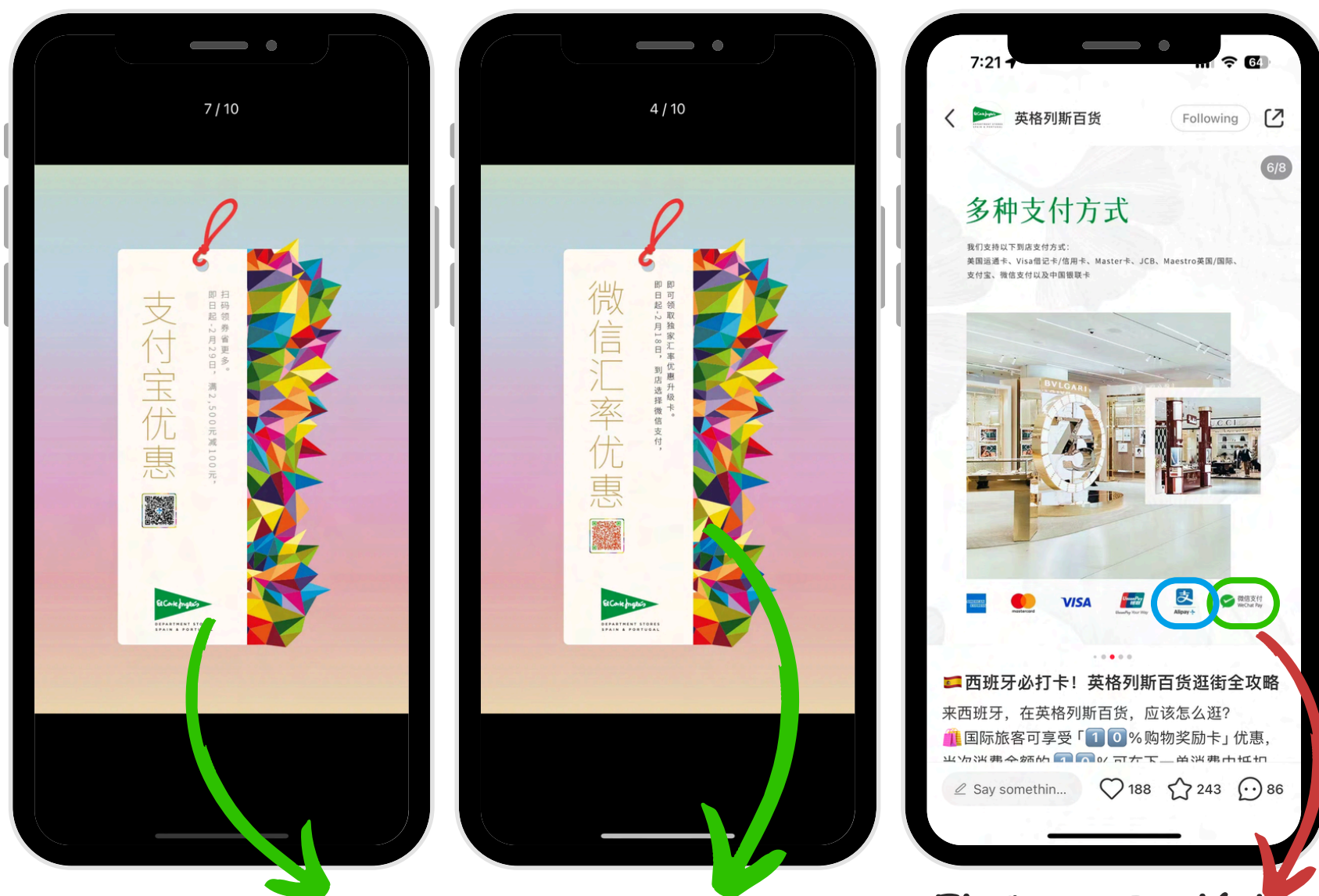
Consumer content

El Corte Inglés' **WeChat** account promoting Alipay and WeChat Pay offers

El Corte Inglés's **RED** account listing available payment methods

Casa Batlló

Duomo di Milano

Chinese travelers sharing ticket buying tips using mobile payments on **RED**

Dragon Trail INTERNATIONAL

Alipay

CHINESE NAME

LAUNCHED
2004

OWNERSHIP
Alibaba

SUMMARY
Third-party mobile and online payment platform

KEY FEATURES
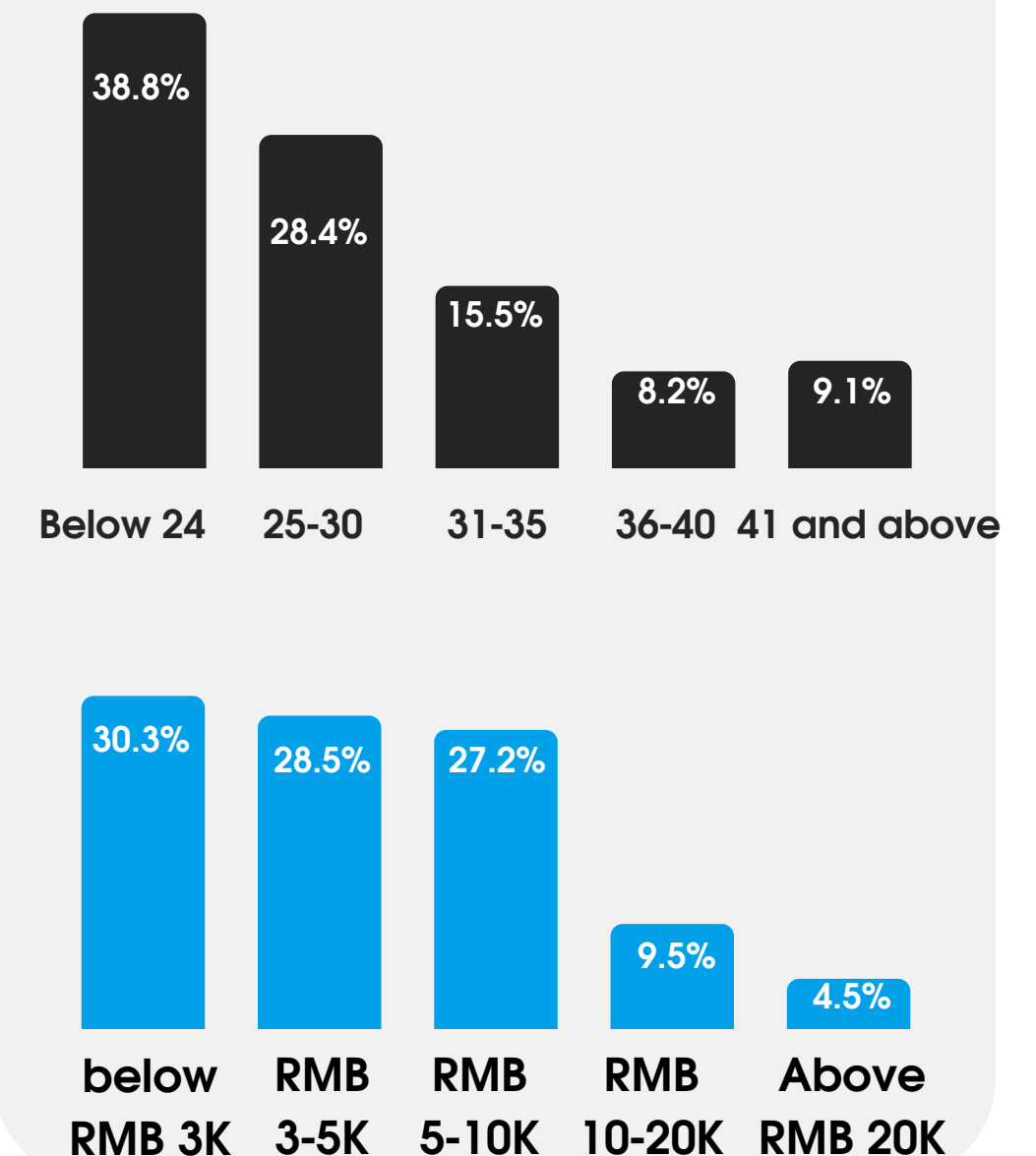Mobile and online payment, financial services, life services

COMPARED TO
PayPal | Apple Pay

MONTHLY ACTIVE USERS

891 million*

DEMOGRAPHICS

Female 42%

Male 58%

Below 24: 38.8%
25-30: 28.4%
31-35: 15.5%
36-40: 8.2%
41 and above: 9.1%

below RMB 3K: 30.3%
RMB 3-5K: 28.5%
RMB 5-10K: 27.2%
RMB 10-20K: 9.5%
Above RMB 20K: 4.5%

*Data Source: Quest Mobile, Q1 2024
** Data Source: iiMedia Research, June 2019 data

Dragon Trail
INTERNATIONAL

Alipay: Drive Sales through Exclusive Offers

Icing on the cake: Special Offers in Alipay!

Alipay users can easily find information on overseas travel, including preferential exchange rates for offline consumption at outbound destination, and listings of businesses that provide **Alipay exclusive offers** such as discounts, coupons, and additional tax refunds, which helps these businesses to stand out from those that are not Alipay-ready.

Special Offers	Tax Refunds	Dining Offers	Ticket Coupons	Coupon & Discount
Offers and selected shops on Alipay app shown to users in Madrid	Spanish merchants offering additional tax refunds for Alipay users	Alipay coupons, La Boqueria	Coupon for offline ticket purchase using Alipay, Casa Batlló	Alipay coupon and discounts, Las Rozas Village
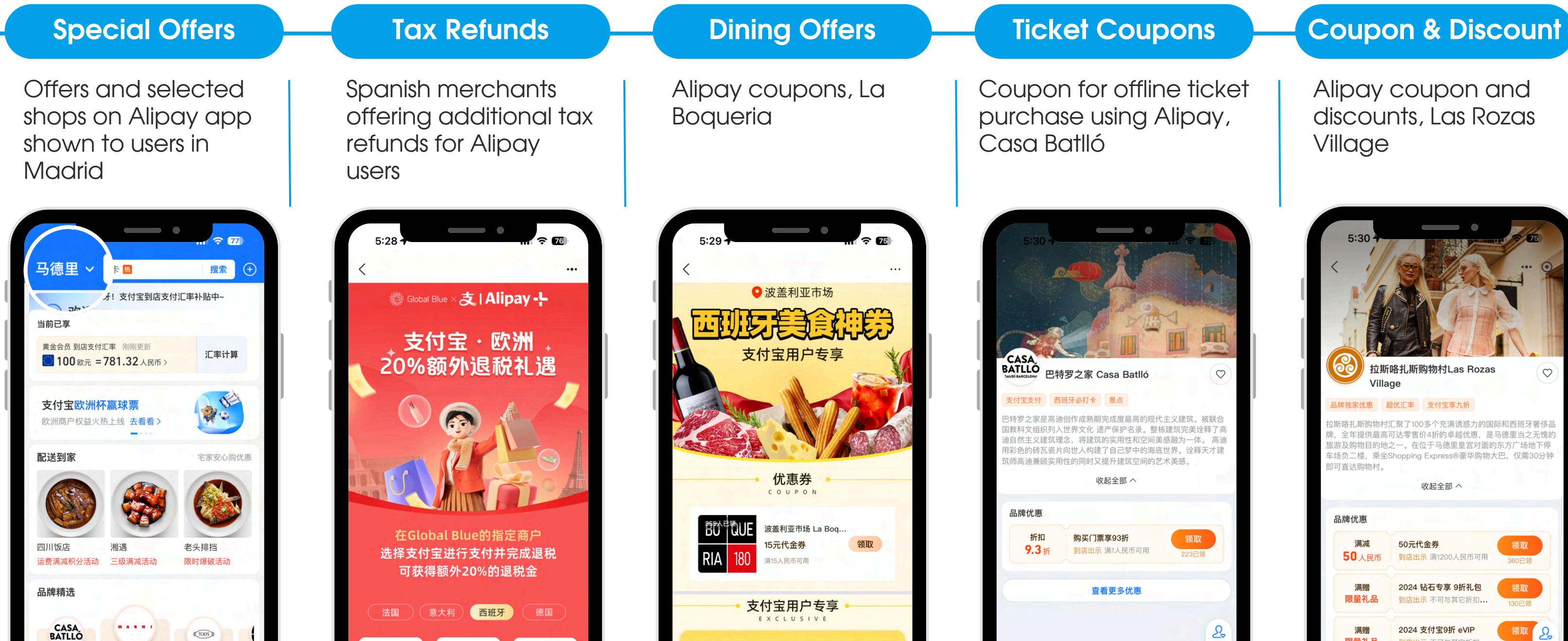
Alipay Payment Set Up Step by Step - Directly through Alipay

Option 1: Directly through Alipay

Step 1: Visit **global.alipay.com**, click the "log-in" button and then click "Sign-up now"

Step 2: Fill in the email address and then get verification code.

Step 3: After the verification code has been filled, set and confirm the login password. Check and agree to the Alipay service agreement.

Step 4: After registration, you will be redirected to the login page. Enter the login email and password.

Step 5: Complete the merchant certification process as guided

Option 2: Through a third-party payment gateway

An easier way to get set up for Chinese mobile payments is through a third-party agency or financial services provider, which simplify the application and set-up process. For example, in Spain, the company is Banco de Sabadell, S.A.

In addition to Chinese RMB, Alipay can be used with 25 **world currencies**, including GBP, USD, EUR, CHF, etc. Check Alipay's website for the full list.

- *Required Documents: Business Registration Certificate, ID of Legal Representative*
- *Please make sure the company name for registration is exactly the same as the name on business license*

WeChat Pay
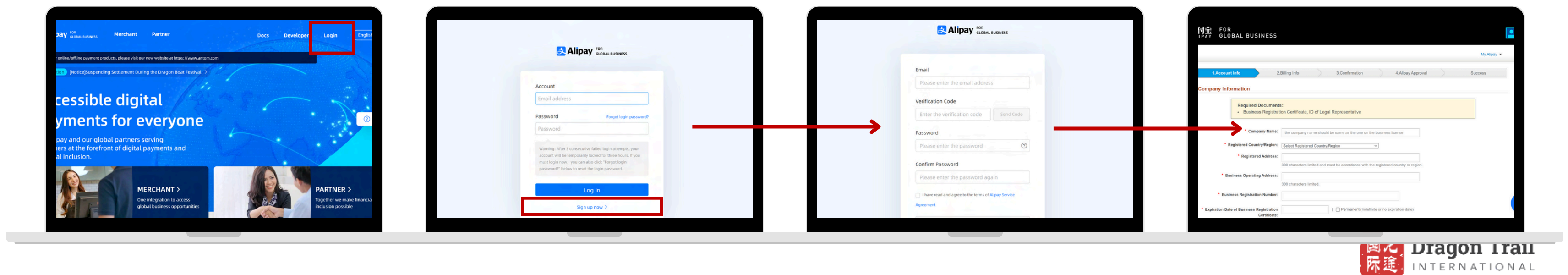
CHINESE NAME

LAUNCHED
2011

OWNERSHIP
TENCENT 腾讯

SUMMARY

WeChat built-in mobile payment and digital wallet service

KEY FEATURES

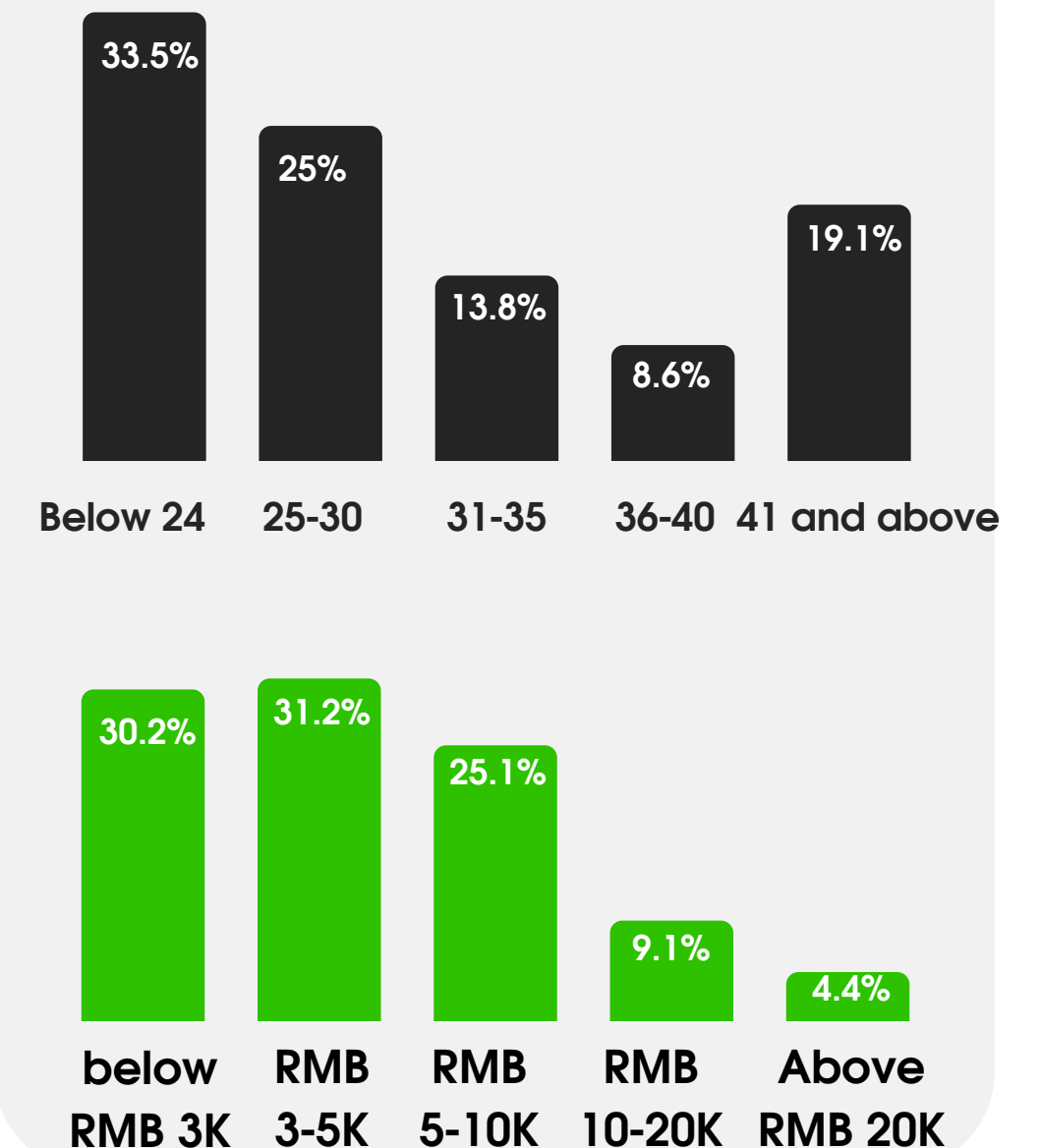Mobile and online payment, financial services, life services

COMPARED TO

PayPal Apple Pay

MONTHLY ACTIVE USERS

935 million*

DEMOGRAPHICS**

Female 49.1%   Male 50.9%

33.5% Below 24
25% 25-30
13.8% 31-35
8.6% 36-40
19.1% 41 and above

30.2% below RMB 3K
31.2% RMB 3-5K
25.1% RMB 5-10K
9.1% RMB 10-20K
4.4% Above RMB 20K

*Data Source: Demandsage, 2023 data

** Data Source: iiMedia Research, June 2019 data

Dragon Trail
INTERNATIONAL

WeChat Pay Marketing Products: WeChat Global Rewards

WeChat Global Rewards: the base of operations for WeChat Pay merchants

WeChat has a dedicated WeChat Global Rewards mini-program that connects global merchants with Chinese consumers. Similar to Alipay, users can find preferential exchange rates, overseas businesses that support WeChat Pay, as well as special offers on the mini-program page.

| Regional Page	Listed Merchants	Reward Points	Discount Coupons	Redemption Coupons
The Spain regional page with preferential exchange rate and WeChat Pay - ready merchants	Local merchants such as attractions, restaurants, shopping malls, food takeouts, etc. and special offers	After activating memberships, users will automatically earn points when they spend at the merchants	Discount coupon for in-store consumption at La Roca Village	Automatically applied when users make payment using WeChat Pay

WeChat Pay: Drive Customer Retention and Repeat Purchases

WeChat Pay has the advantage of increasing customer retention and boosting repeat purchases through the biggest social media app - WeChat. After paying with WeChat, users are often sent a prompt redirecting to the business' WeChat Offical Account or Mini Program.
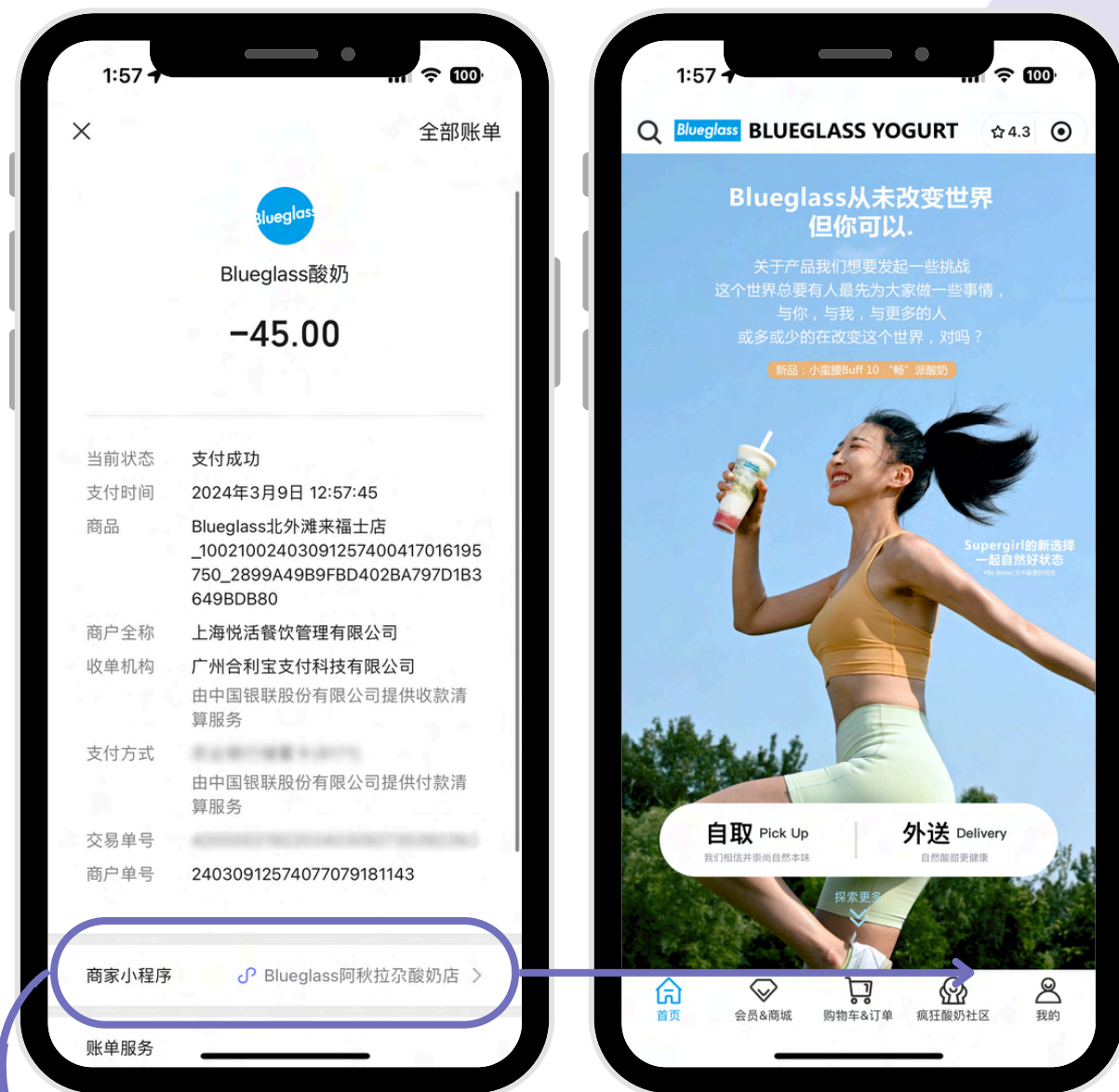
WeChat Pay to WeChat Official Account

WeChat Pay to WeChat Mini Program
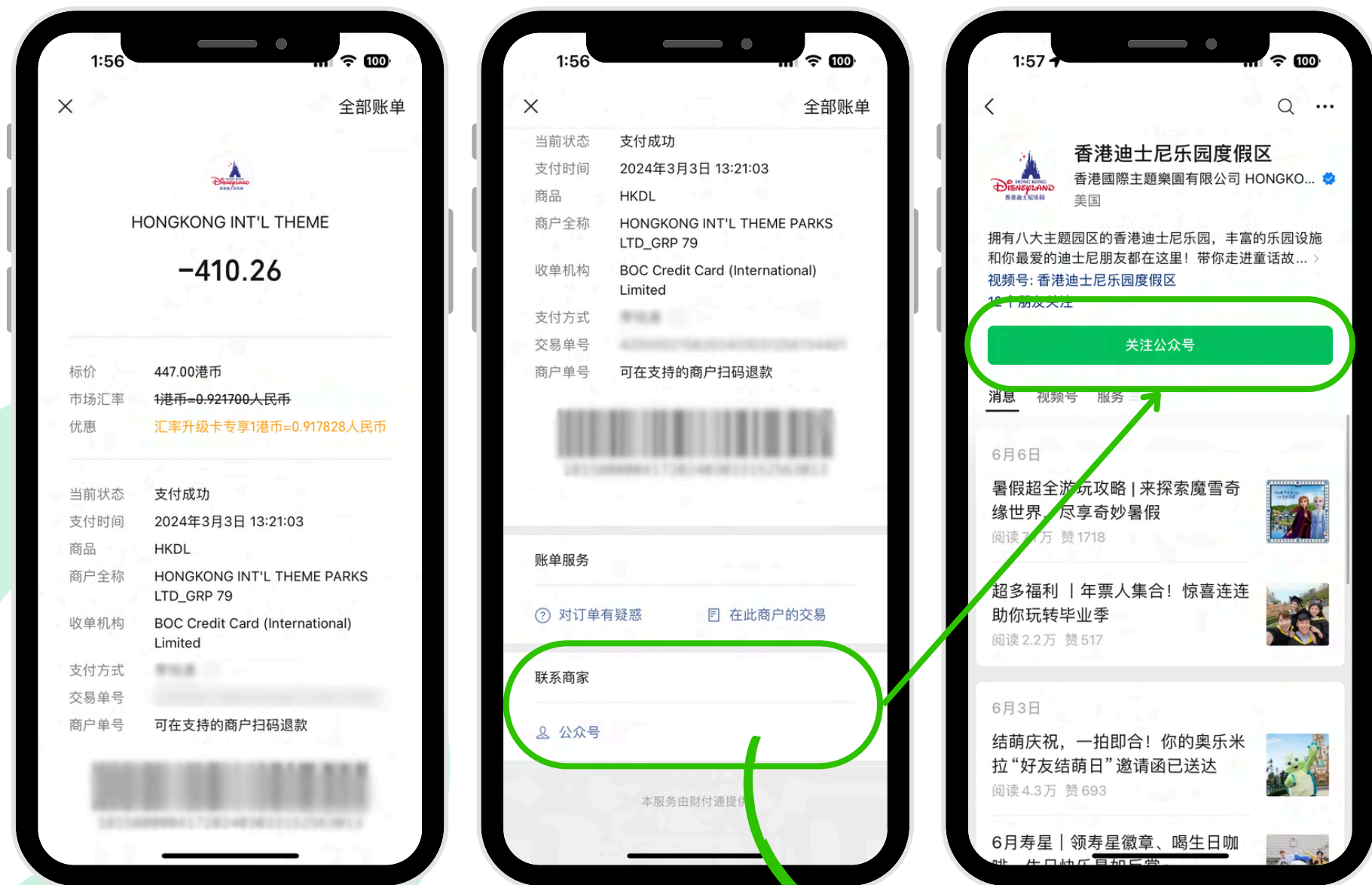
WeChat Pay transaction statement
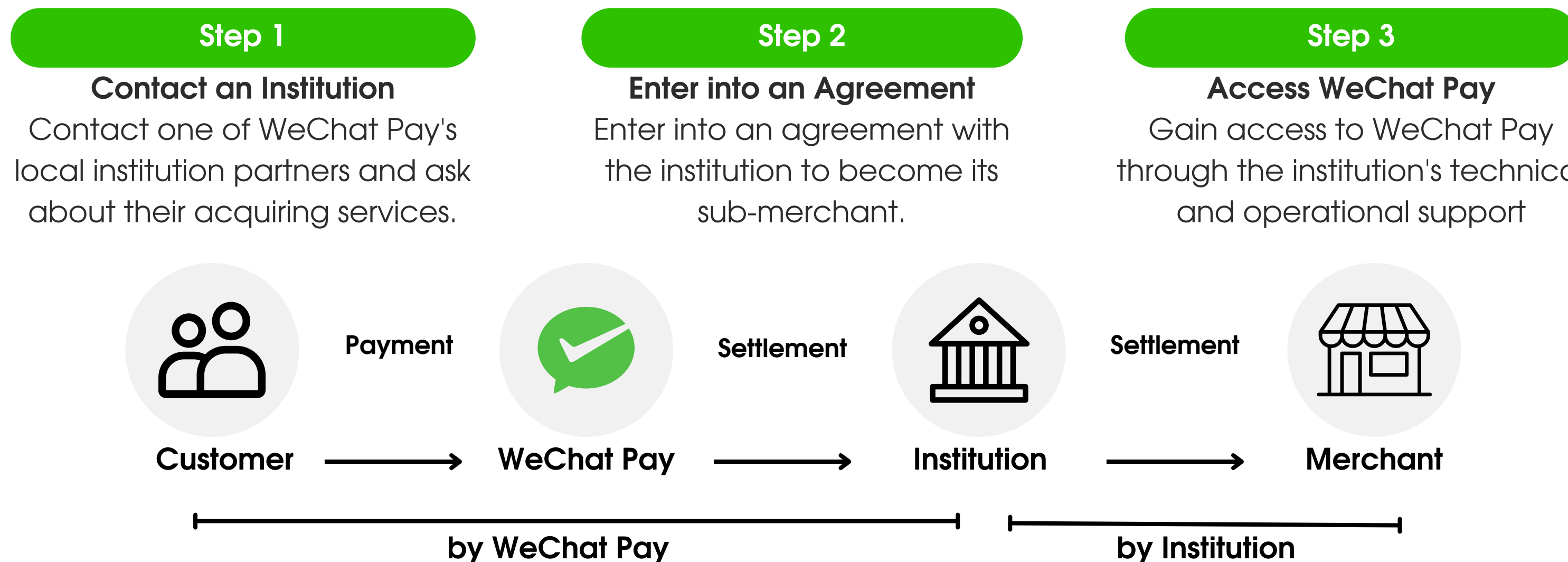
Prompt to follow **WeChat Official Account**

Prompt to **WeChat Mini Program**

WeChat Payment Set Up Step by Step

- Only merchants in Hong Kong (China) and the UK can integrate with WeChat Pay directly. **Spanish merchants need to navigate through an institution which partners with WeChat Pay.**
- Each merchant can enter into an agreement with an institution which partners with WeChat Pay. The institution supports the merchant by providing access to WeChat Pay and transfers the funds settlement from WeChat Pay to the merchant.

Step 1	Step 2	Step 3
Contact an Institution	**Enter into an Agreement**	**Access WeChat Pay**
Contact one of WeChat Pay's local institution partners and ask about their acquiring services.	Enter into an agreement with the institution to become its sub-merchant.	Gain access to WeChat Pay through the institution's technical and operational support

Customer → (Payment) → WeChat Pay → (Settlement) → Institution → (Settlement) → Merchant

by WeChat Pay   by Institution

For the list of institutions in Spain, see the WeChat Pay website

Featured Case Studies

Dragon Trail
INTERNATIONAL

# Attraction: La Pedrera - Casa Milà

Barcelona's La Pedrera - Casa Milà has taken **a comprehensive approach to Chinese social media**. On WeChat, they have a fully functional service account, WeChat Channel, and WeChat mini-program with information and ticket purchasing functions – using WeChat Pay. They're also active on both Xiaohongshu and Weibo, with content type and design especially adapted to each platform.
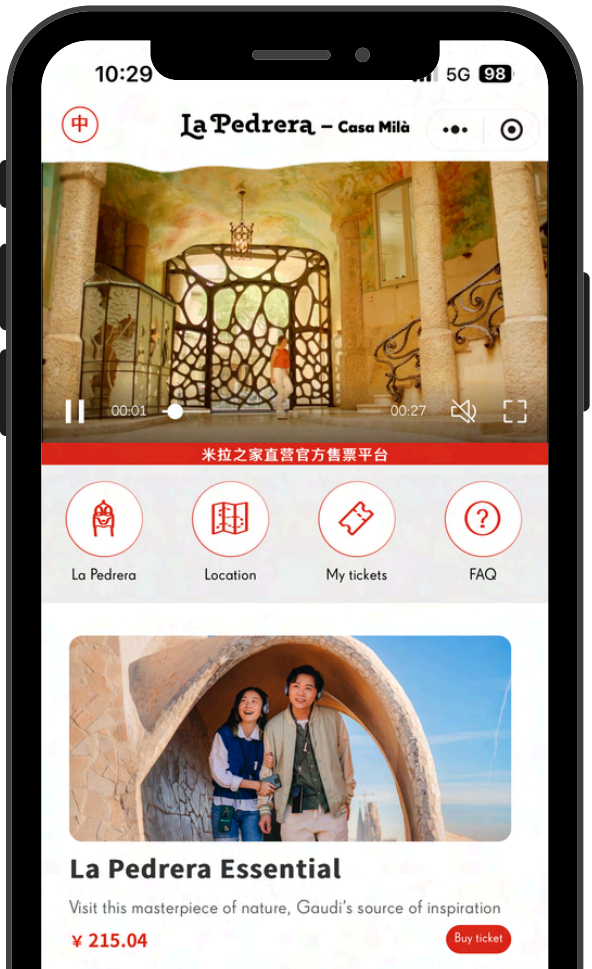
WeChat Account

WeChat Channel
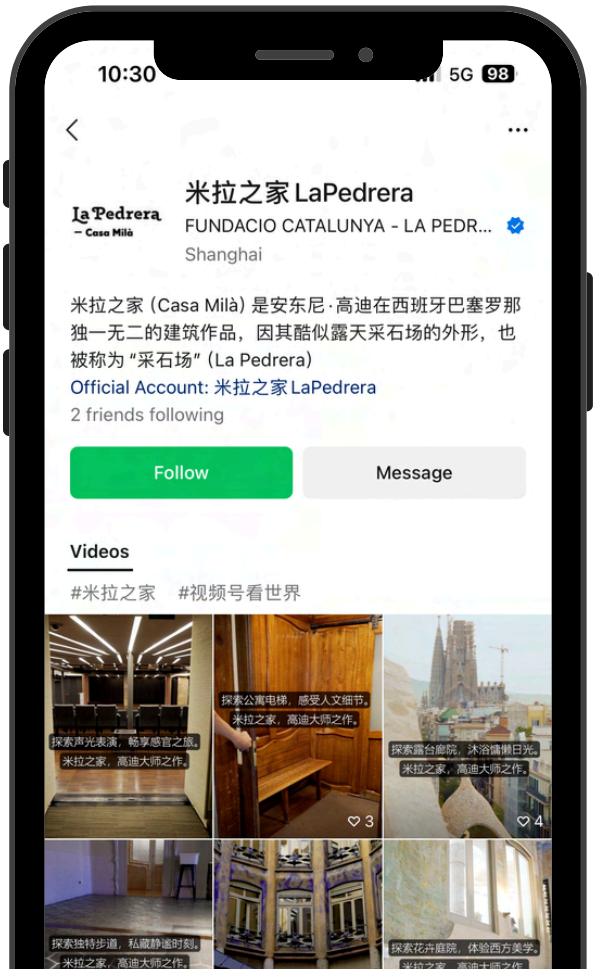
Mini Program

Red Account

Weibo Account

Destination: Region of Valencia

On WeChat and Weibo, the Region of Valencia's content strategy is shaped around **Chinese travelers' preference for niche and unique destinations, and authentic cultural experiences**.

Articles and posts often highlight small towns, local customs and authentic traditional food, and opportunities to get close to nature.

La Muralla Roja is also highlighted as a unique and photo-worthy attraction unlike anywhere else.

In Q1 2024, the Region of Valencia ranked 3rd among all overseas DMOs on Weibo for number of engagements. On WeChat, they ranked 5th for both total views and average views.
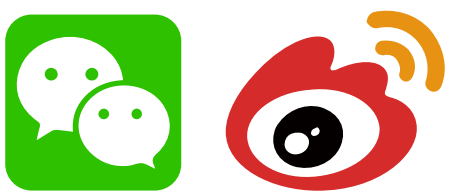
Top Weibo posts:
Small towns and nature destinations

WeChat posts (left to right):
La Muralla Roja, "Valencia's Niche Destinations", introducing local customs
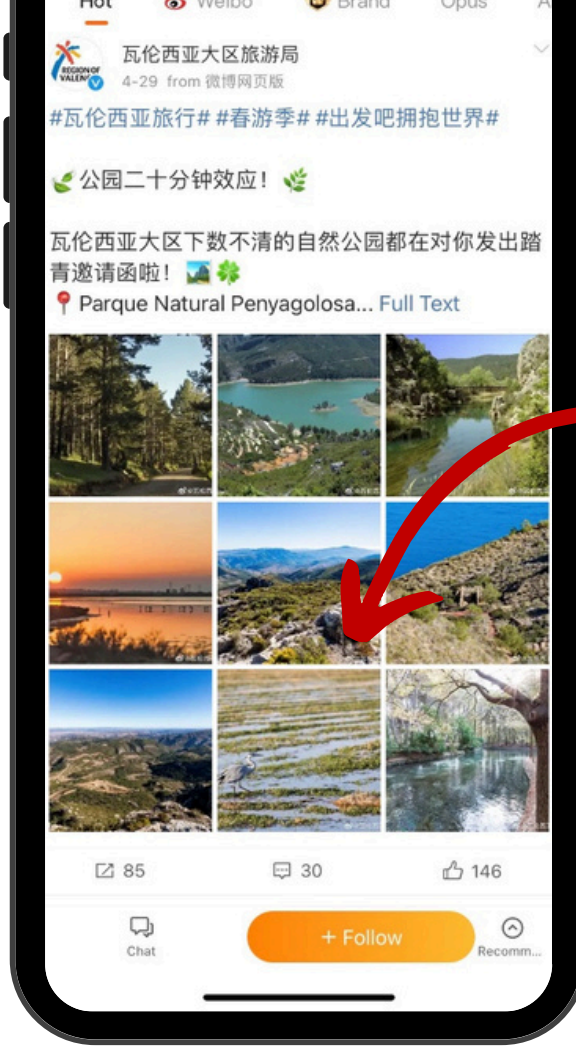
Destination: Edinburgh

Edinburgh stands out for excellent **organic engagement with users**, and is one of the top-ranking DMOs in the world on WeChat, Weibo, and Xiaohongshu. The Edinburgh Tourism Action Group (ETAG) uses their Chinese social media accounts to promote the city generally, and to promote local stakeholders such as attractions and retailers.

The city's content strategy is **powered by UGC**, which in turn drives more sharing and engagement with the content. ETAG engages especially with the city's Chinese student community, through **offline events and private WeChat groups**, in addition to public social media accounts.

ETAG embraces new formats and platforms, for example running live streaming sessions on Weibo and opening a Xiaohongshu account before many other foreign tourism destinations.

"My Memories of Edinburgh" WeChat post using UGC text and photos from students – 22.7k views

Edinburgh Festivals live streaming on Weibo, August 2022 – 400k live viewers
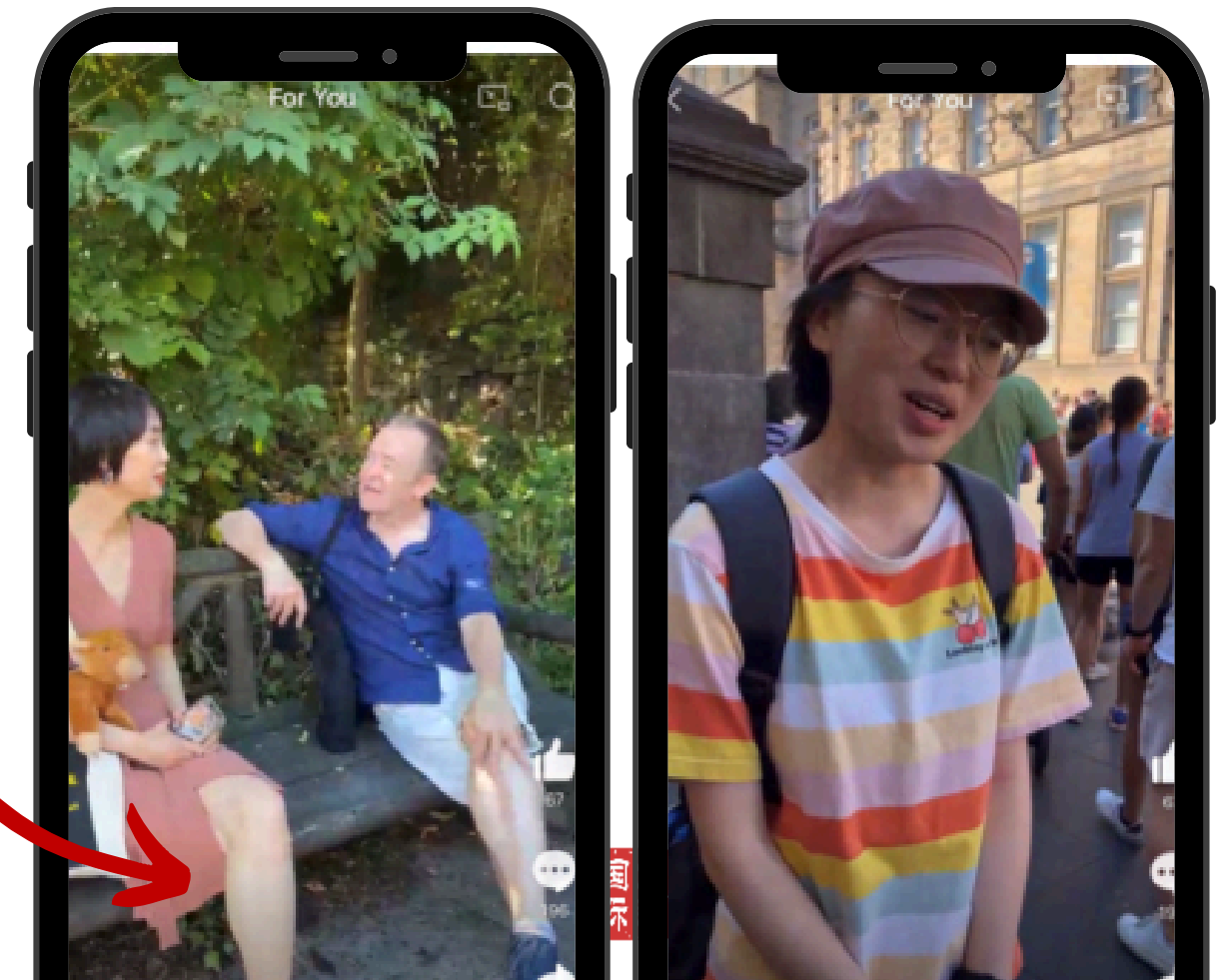
Hotel: Meliá Hotels International

In Q1 2024, Meliá Hotels International ranked 4th out of all international hotel accounts on WeChat for both total content views and average views per post, ahead of competitors like Hilton and Hyatt. The account promotes both domestic Chinese properties and global ones, with WeChat articles and WeChat Channels about properties in Spain.

At the end of May 2024, Meliá's post on travel in Spain received more than 19k views – more than twice the average views for hotel accounts that week. The article promoted hotels in Ibiza, Madrid, and Costa Brava. **Users were encouraged to interact with and boost the post's visibility** by entering a giveaway that asked them to comment with their favorite Spanish city.

Based on **KOL content** on Xiaohongshu featuring Meliá properties in Spain, it's likely that they are also running influencer marketing campaigns.

Spanish properties are featured in Meliá's WeChat articles (left) and Channels videos (right)

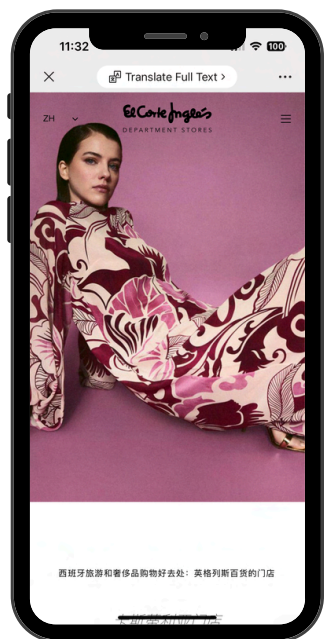Travel KOL post on Xiaohongshu recommending the Palacio de los Duques Gran Meliá In Madrid

Retail: El Corte Inglés

Service Intro

WeChat Service

WeChat Articles with Mini Program embedded

El Corte Inglés

Official Website Weibo

Chinese payments including mobile payments accepted

Mini Program Department Store Guide
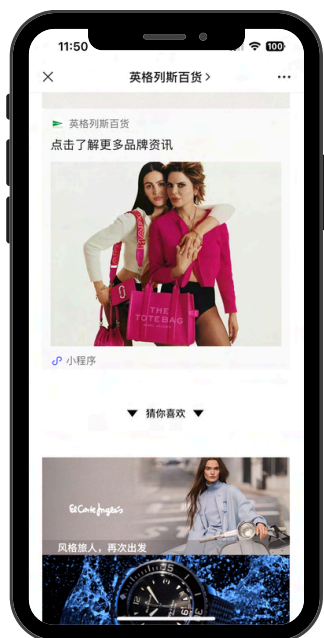
El Corte Inglés has **a very comprehensive set of features** on its WeChat public account, including WeChat articles, mini-programs, automatic replies, and customer service replies. This is very convenient for Chinese tourists to find guides and suitable services, and the account often has interactive activities, enhancing the interaction with consumers.

Restaurant: Cerveceria Catalana

Cerveceria Catalana is the top-ranked Spanish restaurant on the Dianping Ranking List of restaurants in Barcelona. The profile page on Dianping features over 10,000 photos and videos uploaded by users. The restaurant has an impressive 3,213 reviews with a high star rating of 4.8.

Cerveceria Catalana's profile page is exceptionally well-decorated with numerous Dianping reviews and notes. At the same time, despite not having official accounts on other mainstream social media platforms, there is a significant amount of Influencer content and UGC. The restaurant maintains its popularity across all platforms.

Dianping Profile Page

Reviews

Notes

KOC Weibo Post

KOC Douyin Post

KOL WeChat Post

KOC RED Post
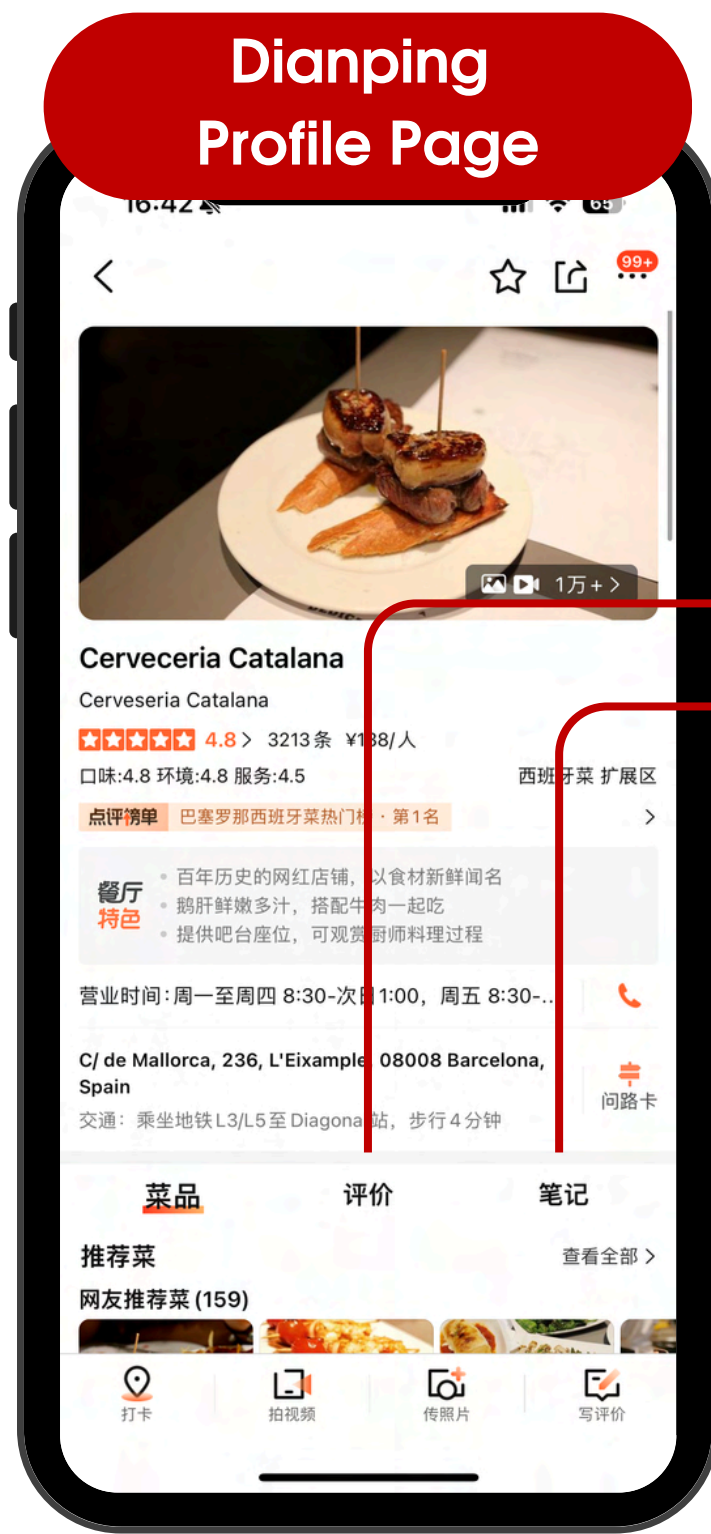
Dragon Trail

INTERNATIONAL

Beijing | Shanghai | Xi'an | London

www.dragontrail.com