

Social Media Marketing in China

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伙伴



Forget what you know

No Facebook.
No Twitter.
No YouTube. No
Google Analytics.

Get a chinese partner

Their ID is needed to
do some operations

Sina Weibo

Blog platform with 100
million daily users.
Easy to start with



Content Marketing

Think mobile

Youku

Your video platform

WeChat

Whatsapp+Facebook
+PayPal+more
The new King



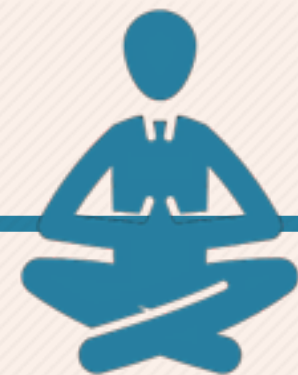
Engage

Word to mouth
Influencers



Analyze

ROI, Fans
Need to set up official accounts
or even a company in China



Keep calm

