



## 4P ANALYSIS

### SWOT & 4P ANALYSIS

## PRODUCT

In terms of product, Zhihu has its own website and application providing services including **Zhihu Live**, **Zhihu University**, **Zhihu Bookstore**, **Roundtable**, **Thought** and other community & private services. Besides, it also owns **Zhihu daily app**, which provides high-quality reading contents covering film, finance, design, sports and other fields. Besides, since 2018, Zhihu started to render **SVIP service** to all the users to prolong their membership and improve the user stickiness.







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## PROMOTION

Zhihu become a Unicorn after its new round of capital raising due to the **IMC** strategies.

From the perspective of online approaches, Zhihu has launched two promotion **videos** in recent two years and **united with Tianyi research institute** and launched a campaign.

As for offline approaches, Zhihu has the **knowledge X plan**. The X symbolizes that Zhihu endows infinite imagination and possibility to knowledge with continuous creative activities. In addition, Zhihu cooperated with many brands through cross-border means, expanding the boundaries of knowledge and bring knowledge acquisition and sharing into real life scenarios. For example, in November, Zhihu united with Tai Koo Li and launched the **"I don't know" Clinic in Beijing**.



2018 video "discover a bigger world"



2017.11.10-11.15 "I don't know" Clinic