



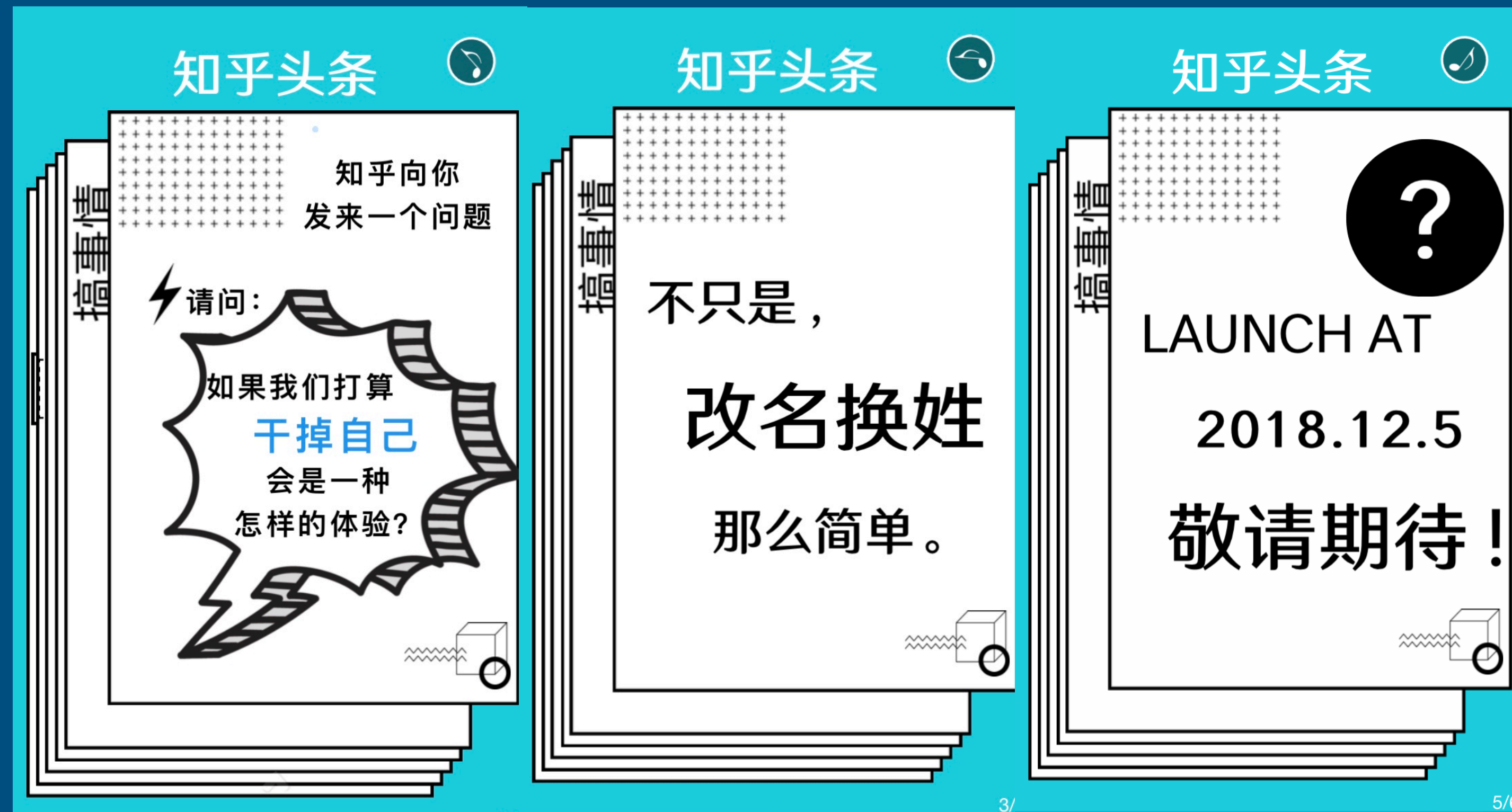
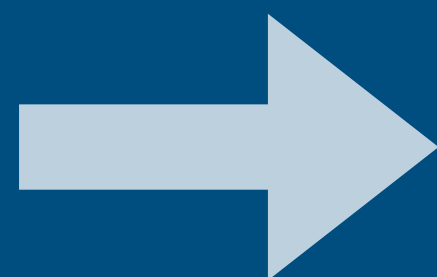
# TACTIC 1

## STRATEGY&TACTICS

SCAN ME 📱



H5 for preheating





# TACTIC 2 Social media—owned media

## STRATEGY&TACTICS



Zhihu official WeChat account



Opening new WeChat account for Zhihu pro



Zhihu official Weibo account



Opening new Weibo account for Zhihu pro