

Using IMC to help Zhihu pro build brand awareness and value proposition

Tactic 1	Tactic 2	Tactic 3	Tactic 4	
H5 for “preheating” <ul style="list-style-type: none"> - Arousing heated discussion - Going viral - Paving the way for launching zhihu pro - Earned media value 	Focusing on social media platform <ul style="list-style-type: none"> - Owned media - Paid media: KOLs, WeChat Moments' ad, ASO - Earned media 	Co-branding with TV shows <ul style="list-style-type: none"> - 《Super brain》 - 《Who’ s still standing》 	Offline activities <ul style="list-style-type: none"> - Zhihu pro stores at first-tier cities - New product release meeting 	
Earlier period	Medium term	Medium term	Later period	



TACTIC 1

STRATEGY&TACTICS

SCAN ME 📱



H5 for preheating

