



# STRATEGY & TACTICS

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

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