



## TACTIC 2 Social media——paid media(KOLs)

### STRATEGY&TACTICS

李开复

创新工场CEO

Zhihu followers:  
1,065,264  
Weibo followers:  
51,430,876



李松蔚

清华大学心理学导师

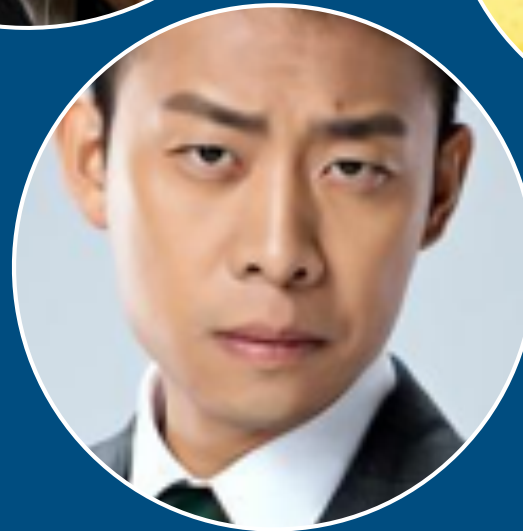
Zhihu followers:  
585,913  
Weibo followers:  
280,000



寺主人

女神进化论CEO

Zhihu followers:  
750,385  
WeChat subscription:  
1,500,000



张译

演员

Zhihu followers:  
551,588  
Weibo followers:  
7,020,720



李银河

社会学家

Zhihu followers:  
196,737  
Weibo followers:  
2,559,169

### Weibo

- 50+ Zhihu KOLs who have 200,000+ followers
- Reach 10,000,000+ potential target audience

### Wechat

- 10+ Zhihu KOLs who have 1,000,000+ subscription
- Reach 10,000,000 potential target audience

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## STRATEGY&TACTICS



### WeChat Moments' Ads

- Targeting potential audience precisely
- Building brand awareness



### ASO: APP Store Optimization

- Promoting Zhihu pro application
- Improving search results on App Store