



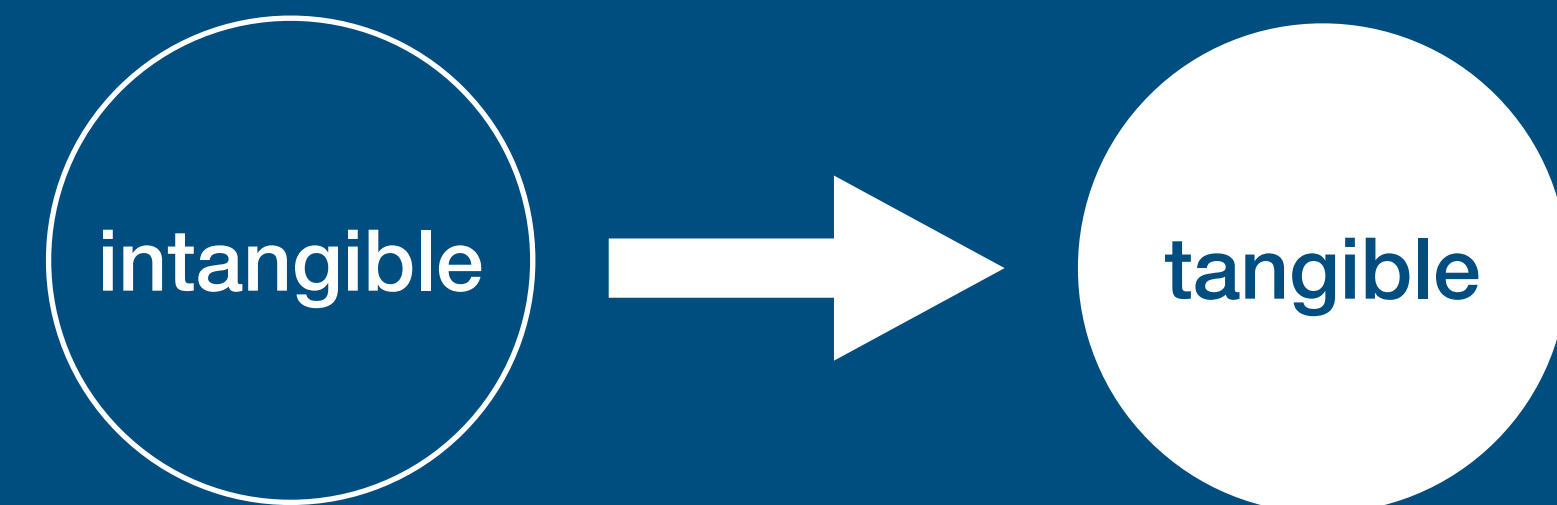
TACTIC 4 Offline activities—— Zhihu experience store

STRATEGY&TACTICS



Zhihu Experience Store

- Beijing, Shanghai, Guangzhou
- Face to face Q&A with KOLs
- QR&VR experience
- Deep interactions with audience
- Building brand equity, value proposition
- Directing to download APP





TACTIC 4 Offline activities—— New product release meeting

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New product release officially

- CEO Zhouyuan' s speech about product vision of Zhihu pro
- Inviting KOLs, investors, media and users
- Users' speech, stories
- Earned media report