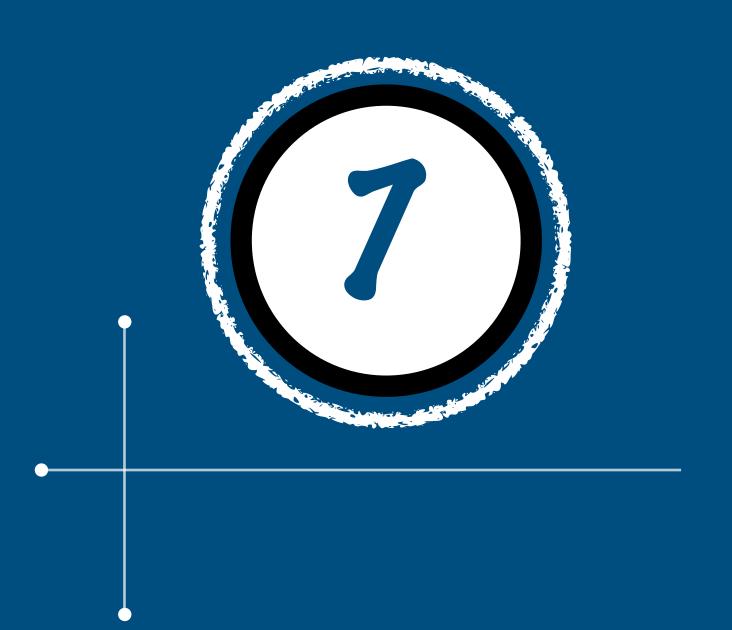
TACTIC 4 Offline activities—— New product release meeting strategy&tactics



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



EVALUATION