

# 6 TACTIC 2 Social media——paid media(Weibo&Wechat&ASO)

## 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





# TACTIC 3 Co-branding——TV Shows

## STRATEGY&TACTICS



### SUPER BRAIN

- TOP 5 of TV Show ratings
- Similar targeting audience
- Similar value proposition
- Improving brand awareness through mass media
- Building brand equity