



TACTIC 2 Social media—owned media

STRATEGY&TACTICS



Zhihu official WeChat account



Opening new WeChat account for Zhihu pro



Zhihu official Weibo account



Opening new Weibo account for Zhihu pro



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