



4P ANALYSIS

SWOT & 4P ANALYSIS

PROMOTION

Zhihu become a Unicorn after its new round of capital raising due to the **IMC** strategies.

From the perspective of online approaches, Zhihu has launched two promotion **videos** in recent two years and **united with Tianyi research institute** and launched a campaign.

As for offline approaches, Zhihu has the **knowledge X plan**. The X symbolizes that Zhihu endows infinite imagination and possibility to knowledge with continuous creative activities. In addition, Zhihu cooperated with many brands through cross-border means, expanding the boundaries of knowledge and bring knowledge acquisition and sharing into real life scenarios. For example, in November, Zhihu united with Tai Koo Li and launched the **"I don't know" Clinic in Beijing**.



2018 video "discover a bigger world"



2017.11.10-11.15 "I don't know" Clinic

PRICE

Zhihu itself is a **freemium** to some extent. Users can enjoy all the Q&A service and join this big community freely except for special services like Zhihu e-books or classes from Zhihu University. To provide users with a better service, Zhihu update its previous membership to the new **SVIP service**. Before the official launch of the service, Zhihu offer different price polices for both newcomers and old users. For presell, the earlier you buy, the cheaper price you enjoy. For example, the standard price is 348 RMB per year, but if you apply before June 6th, you could get it only by 259 RMB. And if before June 8th, then it was 318 RMB. After that, the price would return to the standard one. For the SVIP, Zhihu has a unique slogan called “**0.7 RMB per day, growing to be a better person**”, which definitely can attract people’s attention.

知乎

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