

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

超级会员

邀请好友助力
免费增加会员时长

「超级会员」有多划算？

1 顿自助的价格，1 年系统的学习

3400+ 场 Live	¥75,316
200+ 小时私家课	¥2,800
600 条领读音频	¥3,540
700 本电子书	¥11,000
更多会员专享折扣	¥9,450
总价值	¥102,106

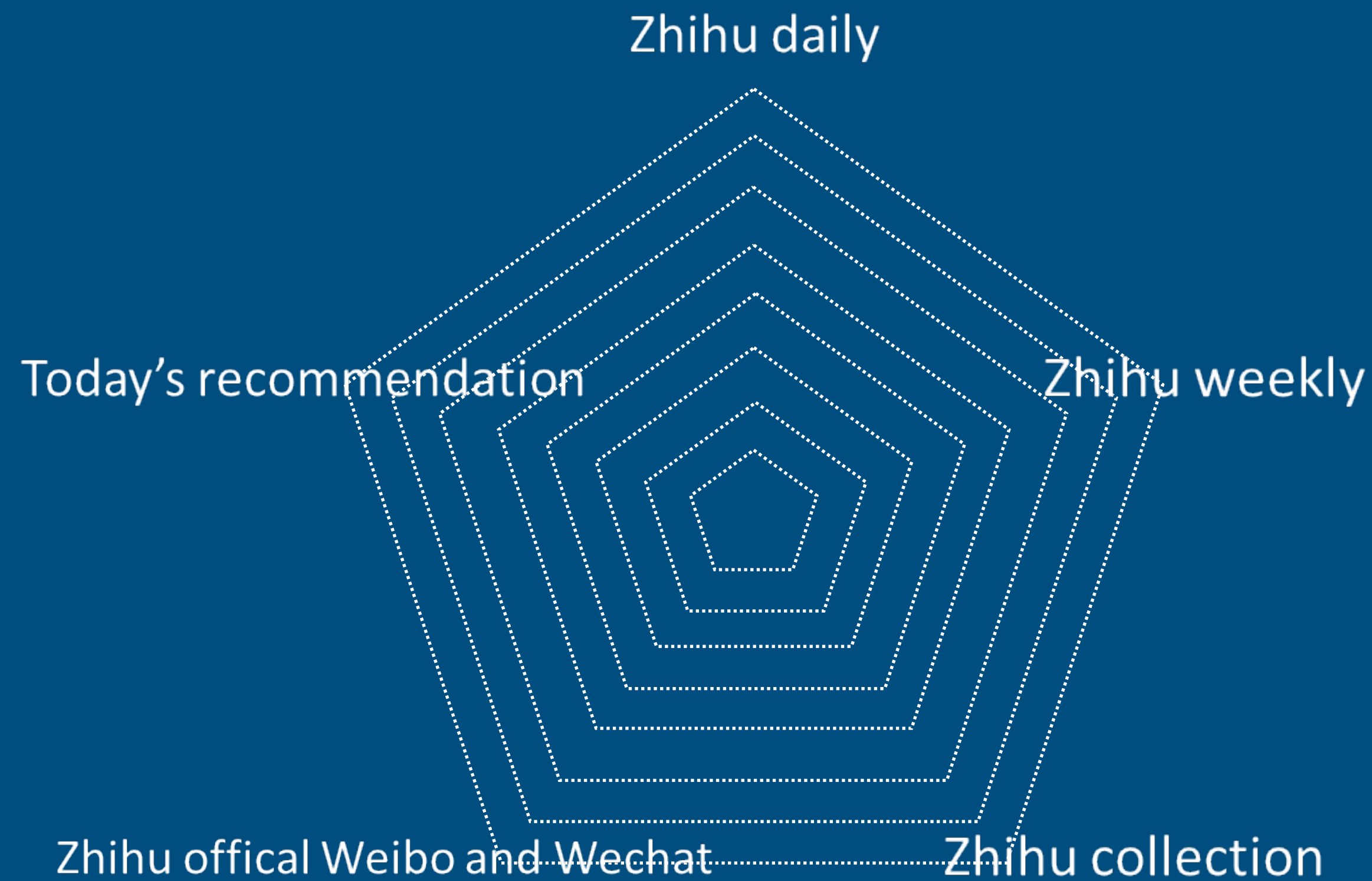


4P ANALYSIS

SWOT & 4P ANALYSIS

PLACE

MULTI-CHANNELS



Distribution on the core of activeness:

- Create** create heat topics and good questions
- Discover** discover potential users and arouse their interests
- Give** give enough media exposure to the good UGC
- Attract** attract specific fields of KOLs to extend the integration