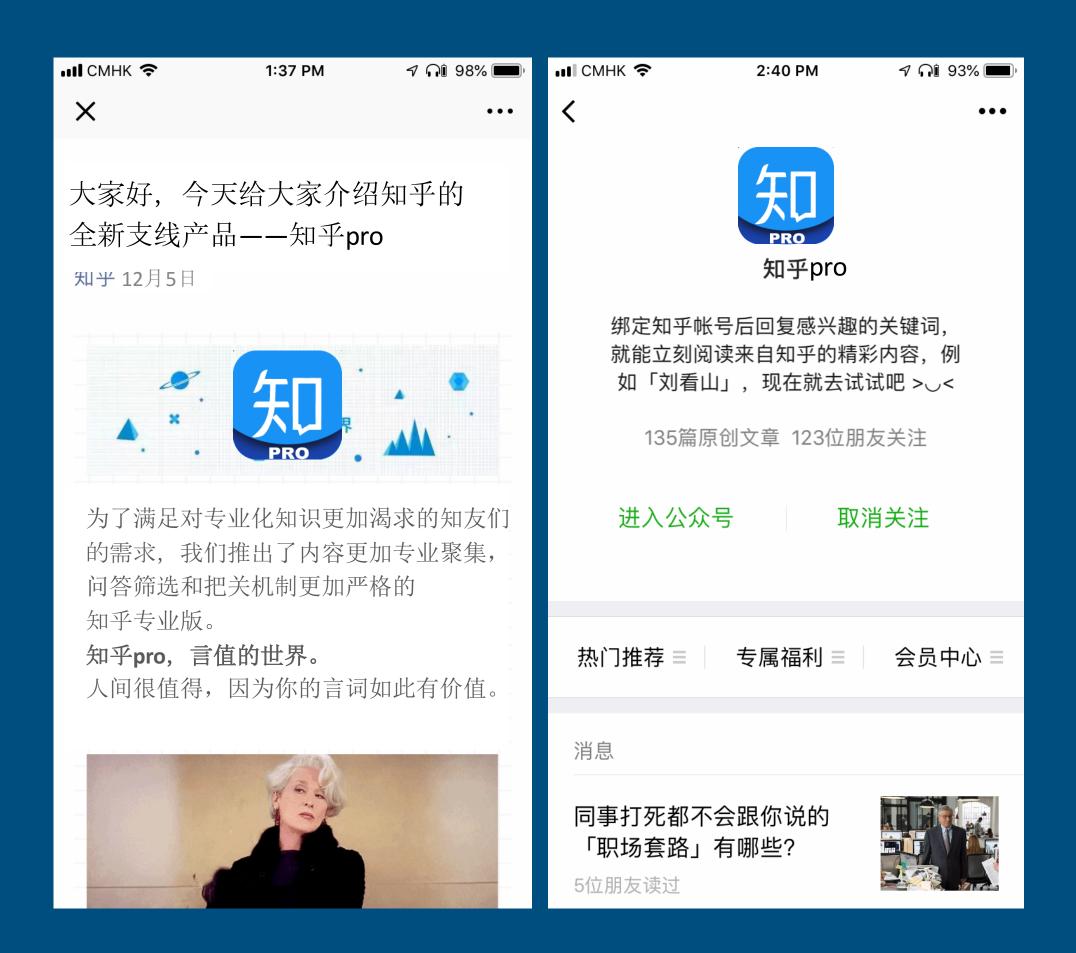
# 6

## 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





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

- 10+ Zhihu KOLs who have 1,000,000+ subscription
- Reach 10,000,000
   potential target audience

