

Top 8 Rules for
WeChat
Marketing

Chinese SEO Shifu
<http://chineseseoshifu.com>





**Being one of the Clumsy Ninjas
for WeChat Marketing?**



No Worries :)

Here are the top 8 rules for WeChat Marketing



Here We Go

Be prepared to be awesome, or suck less

Rule #1

“Know Who You're Talking to”

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People are all different. Do you know your WeChat followers well enough to create the content they love? Do you know their pains, and how to cure them?

You need to, seriously.

Rule #2

“Simple Better Than Fancy”

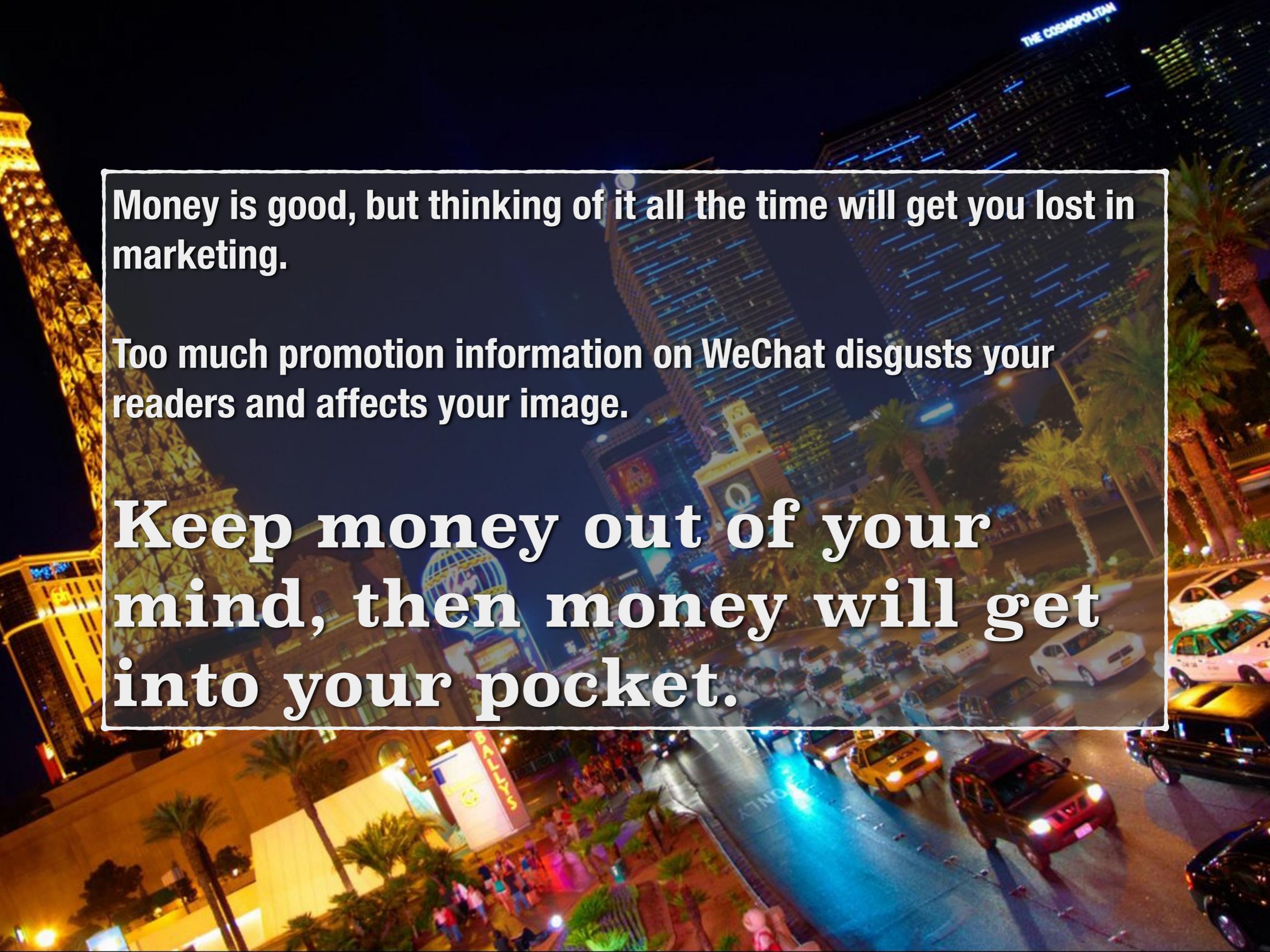


**Don't try to add every fancy function
you can think of to your WeChat account.**

**Instead, focus on
what you do best at.**

Rule #3

“Forget About Money”



Money is good, but thinking of it all the time will get you lost in marketing.

Too much promotion information on WeChat disgusts your readers and affects your image.

Keep money out of your mind, then money will get into your pocket.

Rule #4

“Conversation, Not Notification”

Sending your content on WeChat is not the end, but the beginning.



Seize every opportunity to start a conversation with the readers.

Rule #5

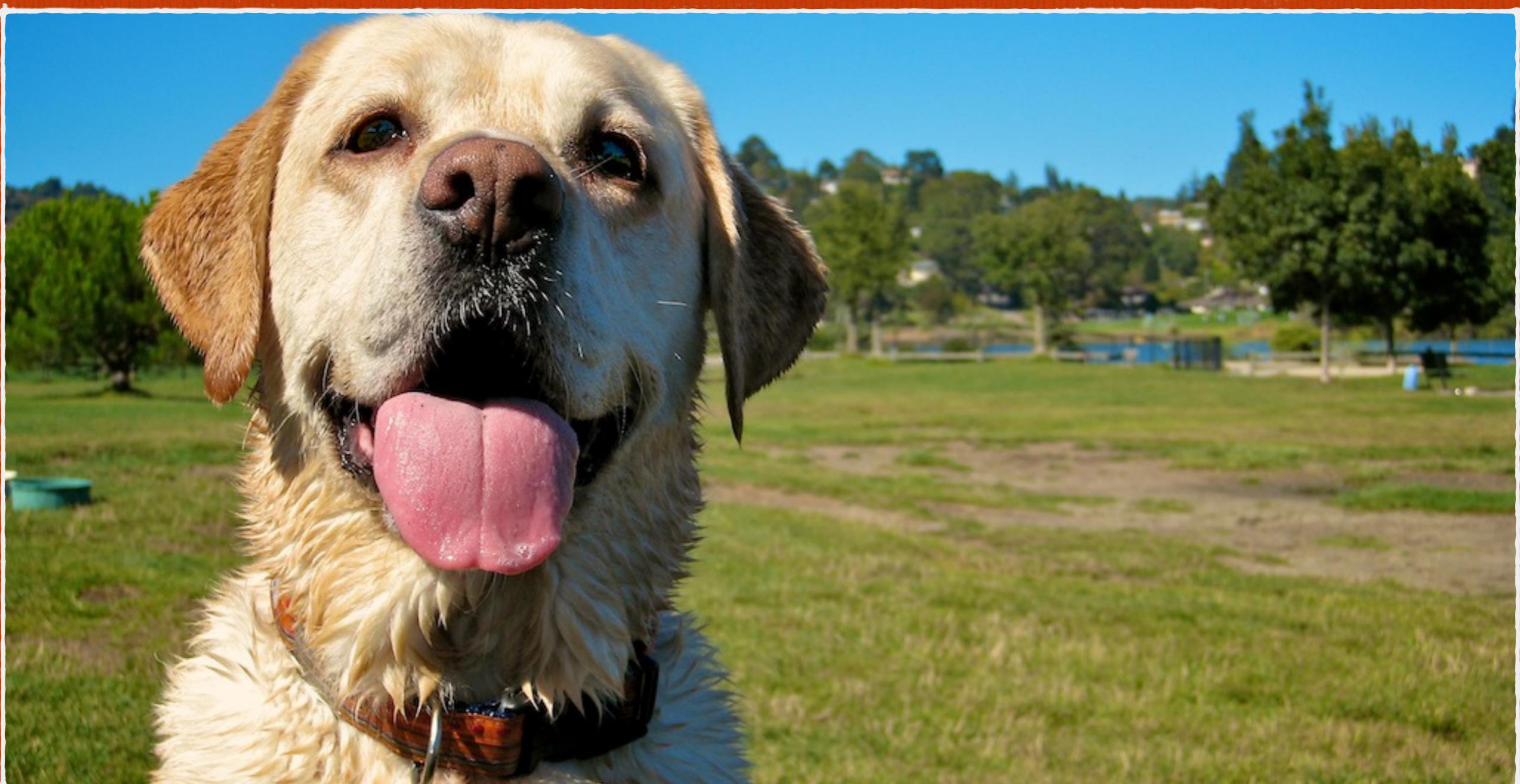
“Ask Your Audience Questions”

Be creative and ask your readers questions

- What topics do you want to see more?**
- Could you help us complete the 5-min poll and win a small gift?**
- How many messages do you want to receive per week?**
- When do you usually read messages on WeChat? Morning? On bus? Lunch time? Before sleep?**
- ...**
- ...**

Rule #6

“No Worry About Quantity of Follower”



Worry about the Quality Instead

A few loyal readers are much better than a lot of irrelevant subscribers.

Rule #7

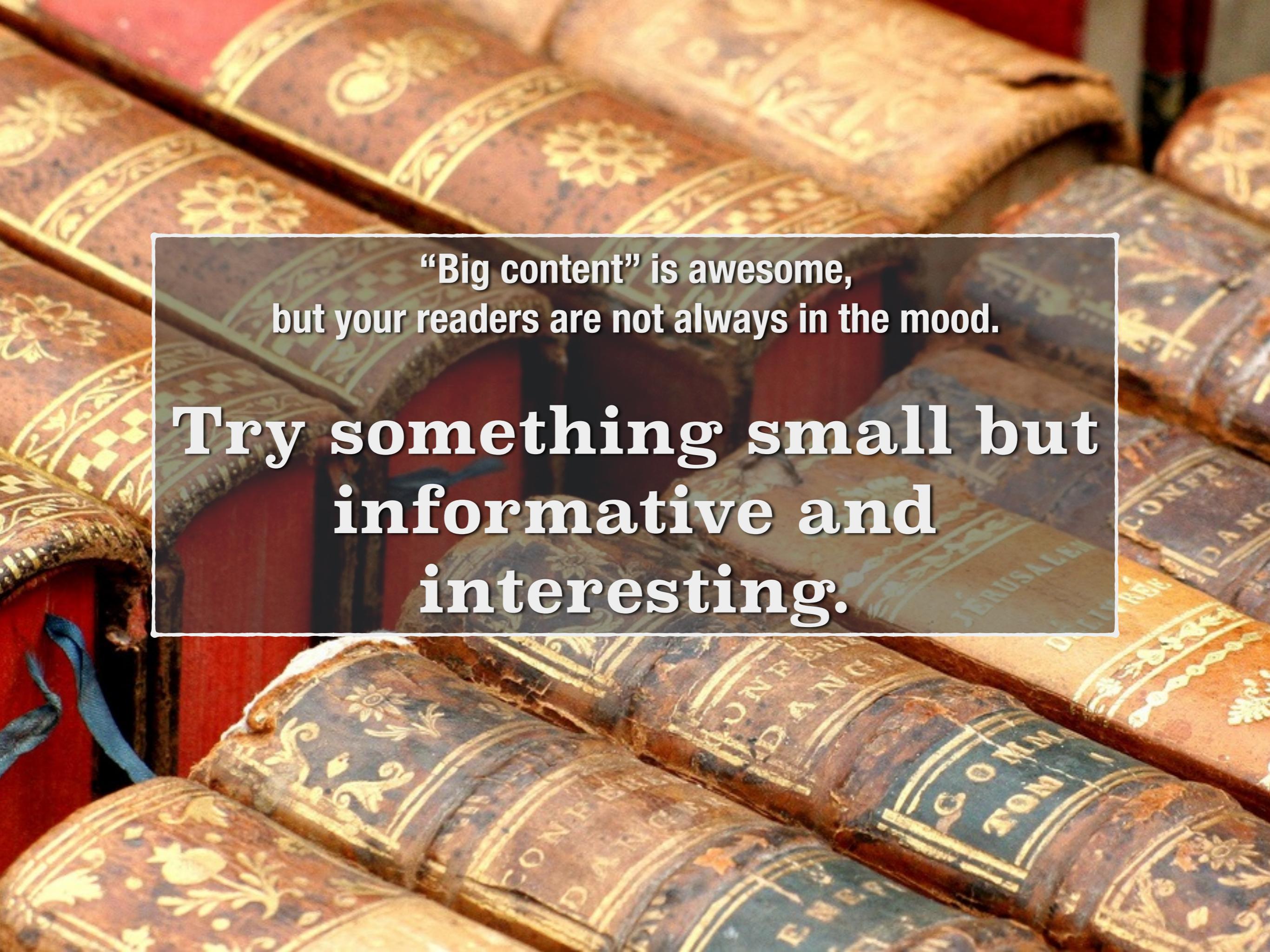
“Subscribe to Your Competitors”

“Keep your friends close, but
your enemies closer.”

Okay that's too much tension.
What I mean is we should learn
from each other :)

Rule #8

“Content: Small and Beautiful”

A close-up, slightly out-of-focus photograph of a stack of antique books. The books have rich, dark brown leather covers decorated with intricate gold-tooled patterns, including floral motifs and geometric designs. The spines of the books are visible, showing gold lettering and some text in a different script, likely Hebrew. The overall texture is aged and slightly worn.

“Big content” is awesome,
but your readers are not always in the mood.

Try something small but
informative and
interesting.

That's all.

Thanks for reading. More thanks for sharing.

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