



le wagon

Welcome aboard. Please fasten your seatbelt, we're about to get started.



THIBAULT GENAITAY

ESSCA '11



Software developer for 15 years.

Often writing nerdy articles on WeChat, Medium and Linkedin.

Lived in Shanghai since 2010.

6 years of digital agency, 4 years in luxury industry.

Built WeChat services for premium brands: Guerlain, Shangri-La, Sephora, Berluti, Cartier.

Running Le Wagon China, a coding school for creative entrepreneurs in Shanghai, Chengdu, Shenzhen. Teaching front-end programming and product design.

Lecturing at Le Wagon / Shanghai University UTSEUS / Tongji university College of Design / Jiaotong university Antai School of Economics / Condé Nast Center.

OCTOBER 2018

PART 1: WECHAT MANAGEMENT

DECEMBER 2018

PART 2: WECHAT MINI PROGRAMS

WECHAT MANAGEMENT

微信营销策略



**MEDIA
PERFORMANCE**

**BUSINESS
SERVICES**

**CREATIVE
CONTENT**

TECH

**WECHAT CAMPAIGNS
MANAGEMENT**

CARTIER
CHLOE
COACH
GIVENCHY
GUERLAIN
LOUIS VUITTON
OFFICINE PANERAI
PIAGET
SHANGRI-LA
TORY BURCH
URBAN DECAY

**SERVICE ACCOUNTS
MANAGEMENT**

BERLUTI
BIOTHERM
FONDATION LOUIS VUITTON
GUERLAIN
JEROME DREYFUSS
KERING
LANCASTER
LANCOME
OFFICINE PANERAI
PARIS AIRPORT
PIAGET
ROGER DUBUIS
URBAN DECAY
VAN CLEEF & ARPELS
BOTTEGA VENETA

**SUBSCRIPTION
ACCOUNTS
MANAGEMENT**

CHLOE
FREYWILLE
GIVENCHY
KENZO

AGENDA

1. WECHAT ENVIRONMENT - FIGURES & FACTS
2. OPPORTUNITIES FOR BRANDS ON WECHAT - 1h
 1. COMMUNICATION
 2. CRM
 3. COMMERCE
3. THE SOCIAL MEDIA MANAGEMENT ON WECHAT - 1h
4. ASSIGNMENT - 1h

WECHAT INTRODUCTION

微信介绍

WECHAT: TODAY IN NUMBERS

微信 : 现今的数据

1.05B+ MONTHLY ACTIVE USERS	90% USERS AGE BETWEEN 18-36	900M USERS LINKED WECHAT WITH CREDIT CARD	700,000 WECHAT ARTICLES PUBLISHED PER DAY
358M USE WECHAT 10 TIMES PER DAY	128 FRIENDS ON AVERAGE	20M OFFICIAL ACCOUNTS	94% OF USERS USE WECHAT DAILY

WECHAT USER: BEHAVIOURAL TRAITS

微信用户：行为特征

THE AVERAGE WECHAT USER...



Reads 7 Articles

Via public account posts every day;
Average article has 1000 characters



Active around 22:00

Peak time for checking moments text,
voice chat, group chat



70% Play Games

For more than 10mins daily



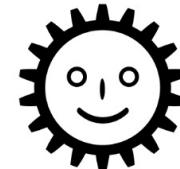
Has 128 Friends

In their contacts list



Sends 4 Red Packets

Per month



Sends 6 Stickers

Per month

TOP CHOICE OF CHINESE ALL OVER THE WORLD

中国用户选择排名第一的软件



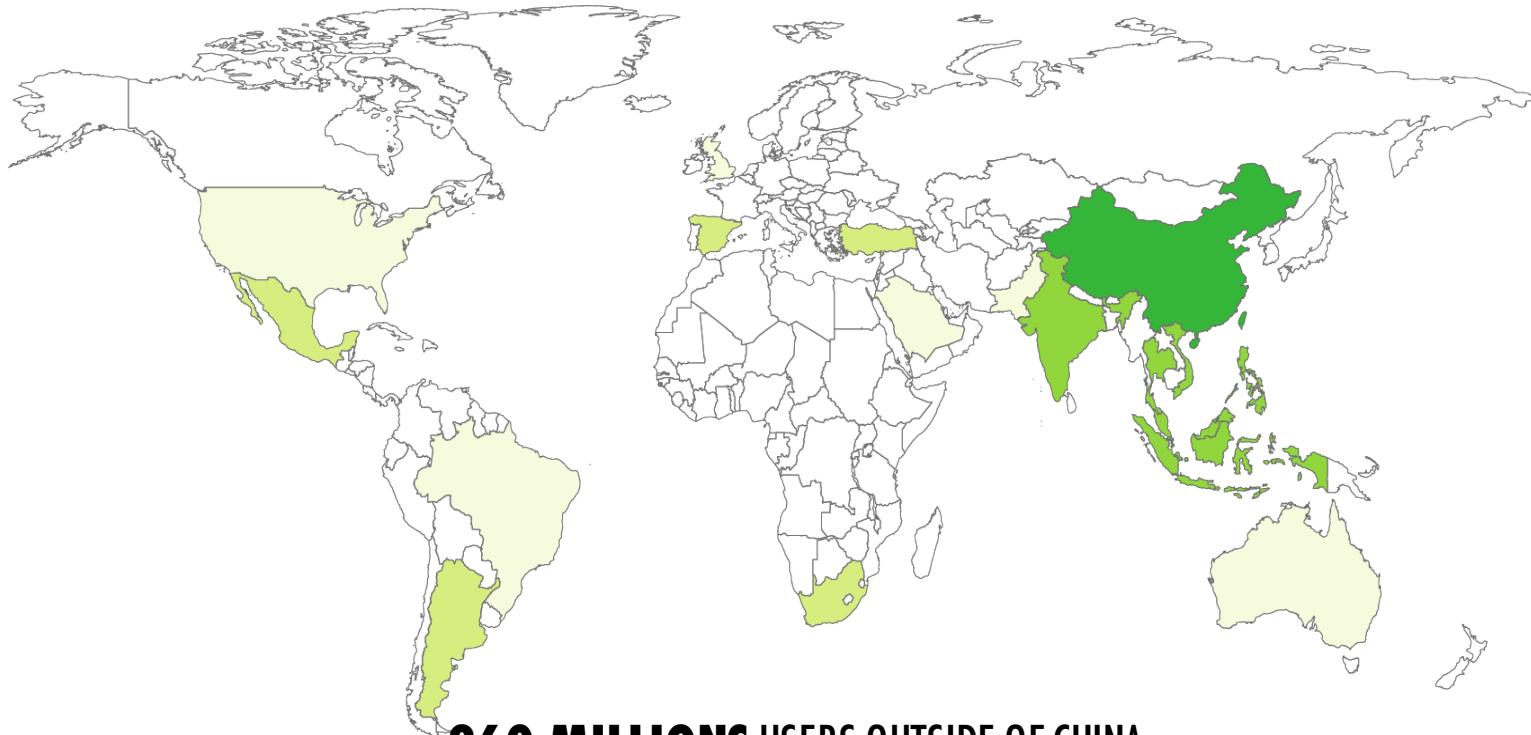
5 H

AVERAGE USAGE EVERY DAY



94%

USE IT WHEN TRAVELING ABROAD



260 MILLIONS USERS OUTSIDE OF CHINA

AVAILABLE IN MORE THAN **200 COUNTRIES** AND **20 LANGUAGES**

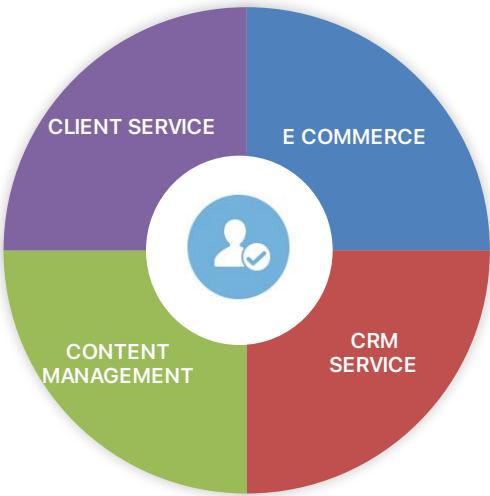


3 TYPES OF OFFICIAL ACCOUNTS

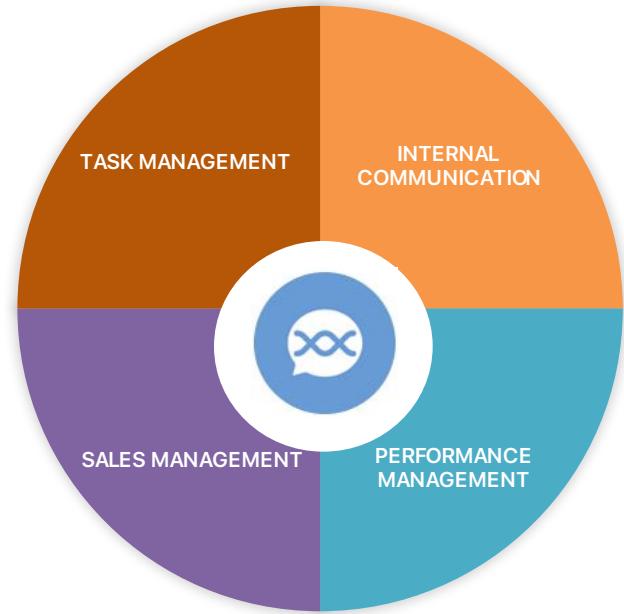
3种公众账户



**SUBSCRIPTION
ACCOUNTS**



**SERVICE
ACCOUNTS**



**WECHAT
AT
WORK**

3 TYPES OF OFFICIAL ACCOUNTS

公众号的三种类型

	SUBSCRIPTION ACCOUNT 订阅账号	SERVICE ACCOUNT 服务账号	WECHAT AT WORK 企业账号
FORMAT	A mobile email newsletter	A quasi mobile brand site	A mobile corporate intranet
DESCRIPTION	Focus is on push messaging latest brand news & information to consumers on a regular frequent basis	Focus is on user interaction with greater functionality for content presentation, in-depth communication, CRM, and E-commerce integration.	Allows organizations to communicate internally and share content and information easily on the Wechat within a secure environment.
	1 message / day	4 messages / month per user	Unlimited messaging
ATTRIBUTES	Messages appear inside the "subscription" folder in the user's message inbox	Message appears directly in the user's message inbox	Approved follower only
	Customized tabs (max 3 tabs with 5 sub-category tabs)	Customized tabs (max 3 tabs with 5 sub-category tabs)	Business contact list
	Location-based Services	Wechat Payment	Wechat Payment
		Location Based Services	Location Based Services

OPPORTUNITIES FOR BRANDS

品牌的机会

HOW BRANDS CAN USE WECHAT

品牌如何使用微信

COMMUNICATION

- RICH CONTENT
- KOL COLLABORATION
- AWARENESS BUILDING



CRM

- MEMBERSHIP
- CLIENT SERVICE
- ACQUISITION



COMMERCE

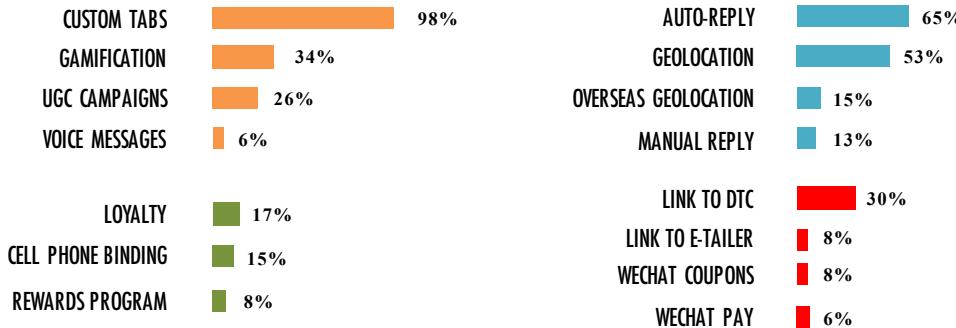
- DRIVE TO STORE
- IN-STORE EXPERIENCE
- COUPONS
- SALES

WECHAT FEATURES ADOPTION

微信使用的特征



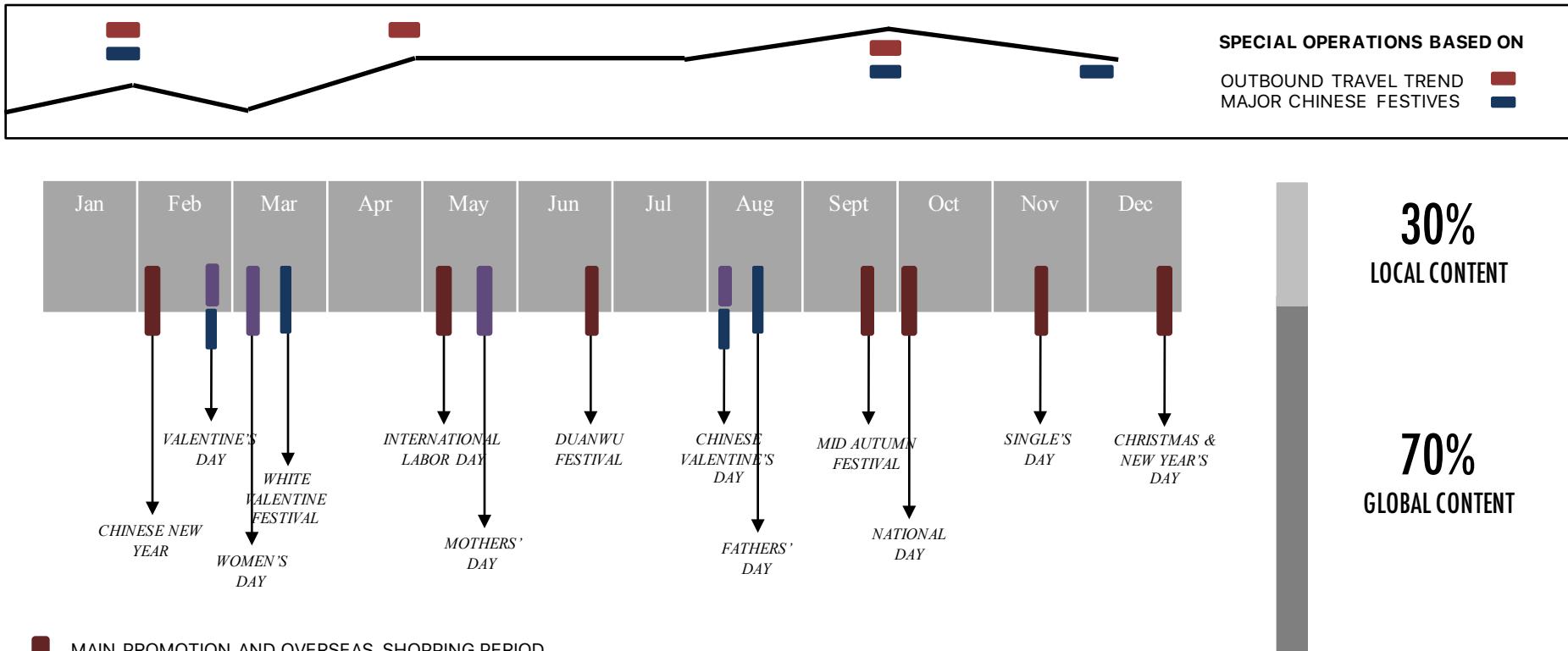
LUXURY / FASHION BRANDS



March 2016 – n=53 Active Fashion Brand Accounts

RICH CONTENT & SPECIAL OPERATIONS

丰富内容 & 特殊运营



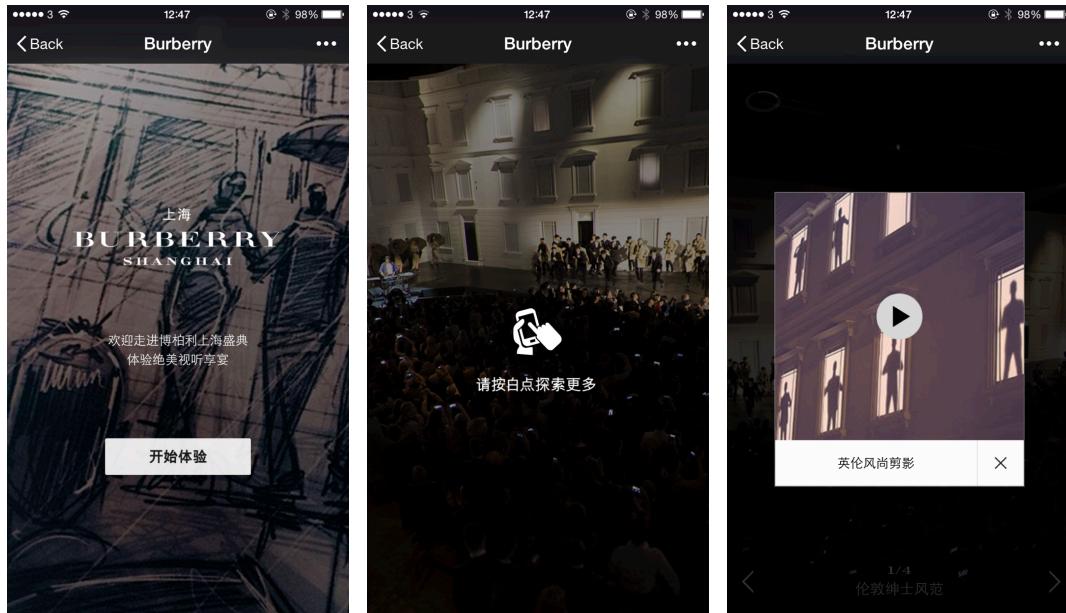
■ MAIN PROMOTION AND OVERSEAS SHOPPING PERIOD

■ MAIN GIFTING FESTIVALS & ROMANTIC OCCASIONS FOR WOMEN : ACCESSORIES, WOMEN READY-TO-WEAR...

■ MAIN GIFTING FESTIVALS & ROMANTIC OCCASIONS FOR MEN : ACCESSORIES, MAN READY TO WEAR...

H5 - INNOVATIVE CONTENTS

创新的内容



INTERACTIVE CONTENTS

BURBERRY

BURBERRY INVITED THEIR FOLLOWERS TO CELEBRATE THE NEW OPENING FLAGSHIP STORE IN SHANGHAI, LOOKING AROUND THE EVENT VENUE AND WATCHING SHORT VIDEOS.

H5 - USER GENERATED CONTENT

用户生成内容



LIPS&EYE CAMPAIGN GIVENCHY

BUZZ CREATION THROUGH CAMPAIGN SITE
AIMING TO GENERATE SHORT USER VIDEOS ON
SOCIAL MEDIA.

TARGETED ADVERTISING



LIPS&EYE CAMPAIGN

GIVENCHY

WECHAT AD APPEARS IN WECHAT USERS' MOMENTS
BASED ON GENDER, LIFESTYLE, REGION, AGE AND
BRAND INTERESTED.

WECHAT ADS: HOW THEY WORK

微信广告：他们如何工作



RECEIVE IN 5TH POSITION

1. Users will receive an ad in the fifth position of their moments when they open it.



ADS FORMAT

2. An ad is clearly marked with brand names, promotion tag, content, link and like/comment



RED DOT “SOCIAL” NOTICE

3. Users will receive a red dot that indicates that friends have commented or liked the ad.



DISAPPEAR IN 24 HOURS

4. After users see the ad, if no action (eg comment/like/click) within 24 hours, the ad will disappear.

FORMATS & PRICING FOR MOMENT FEED ADS

朋友圈广告投放的格式与价格

In January 2016, Tencent officially announced the minimum advertising investment from 200,000 RMB to 50,000 RMB for one picture.
However, the rates increase with the level of upgraded content.

Service Type	Starting from RMB 50,000	Starting from RMB 1,000,000	Starting from RMB 5,000,000
Picture	1	1,3,4	1,3,4,6
Video	/	<ul style="list-style-type: none">• 6s Video Preview• Full video within 300s	<ul style="list-style-type: none">• 6s Video preview• Full video within 300s
“Click for More” Transferring To	<ul style="list-style-type: none">• Public Account Posting• Fixed H5 Template	<ul style="list-style-type: none">• Public Account Posting• Fixed H5 Template• Customized H5 page(2max)	<ul style="list-style-type: none">• Public Account Posting• Fixed H5 Template• Customized H5 page(6max)
“Click for More” Supporting categories	Click for More/Download the APP/Reservation	Click for More/Download the APP/Reservation	Click for More/Download the APP/Reservation

AWARENESS BUILDING

意识培养

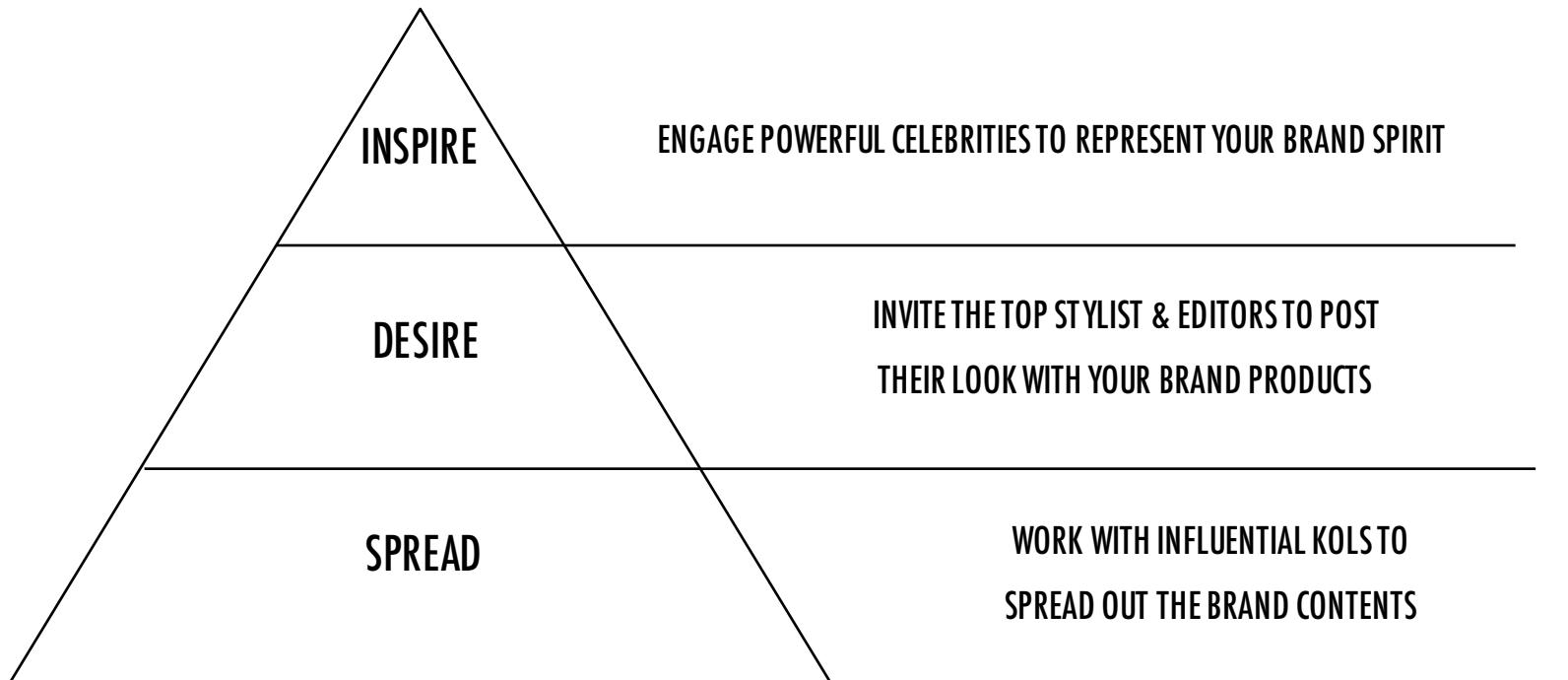


KOLS

THEY HAVE HUGE NUMBER OF FOLLOWERS AND AVERAGE
VIEW FOR EACH POST IS MORE THAN 100,000.
A POST CAN RANGE FROM 10,000 TO 150,000 RMB!

3 LEVELS OF KOL COLLABORATIONS

三种KOL协作等级



HOW TO FIND KOLS

如何找到那些网红

NEWRANK.CN 新榜

新榜优选 > 投稿详情

A screenshot of the Newrank.cn platform showing a specific WeChat account listing. The account profile picture features a woman holding a green leaf. The account details include: 服装, 鞋子招代理! 需要女号, 地方号! 长期 (Clothing, shoes recruitment! Needs female account, regional account! Long-term); 招投分类: 健康, 时尚, 美食 (Category: Health, Fashion, Food); 长期合作QQ 3076314332 (Long-term cooperation QQ: 3076314332). Below the profile, there are metrics: 总体预算 ￥16,777.0, 平均阅读量 57,455.0, 千阅读 292.0, and 投放时间: 2016-07-08 至 2016-07-15. It also shows 投放位置: 多图文头条, 多图文2 (Placement: Multi-image Headline, Multi-image 2) and 文案 (Text). A note says 请阅读后进行竞标 (Please read before bidding). A red button at the bottom right says 9人次已竞标 (9 people have bid). At the very bottom, there's a button labeled 选号出价 (Select and bid).

Request pricing from a specific WeChat account that fits your budget (Newrank.cn gives an estimate of how much the KOL will want in order to post the article)

WEIZHISHU.COM 微指数

账号名称	粉丝数	软广参考价	头条平均阅读数
追行动派 微信号: zhuijupai	6万	单条图文: ￥ 暂无报价 多图文一: ￥ 840 多图文二: ￥ 700 多图文三: ￥ 700	5808
女王范儿 微信号: nvwfan	6万	单条图文: ￥ 暂无报价 多图文一: ￥ 840 多图文二: ￥ 700 多图文三: ￥ 700	3696

Wezhishu.com offers a more basic transactional model for KOL. Here you simply have a list of KOL, sorted by industry, with the price of each single message.

PARKLU

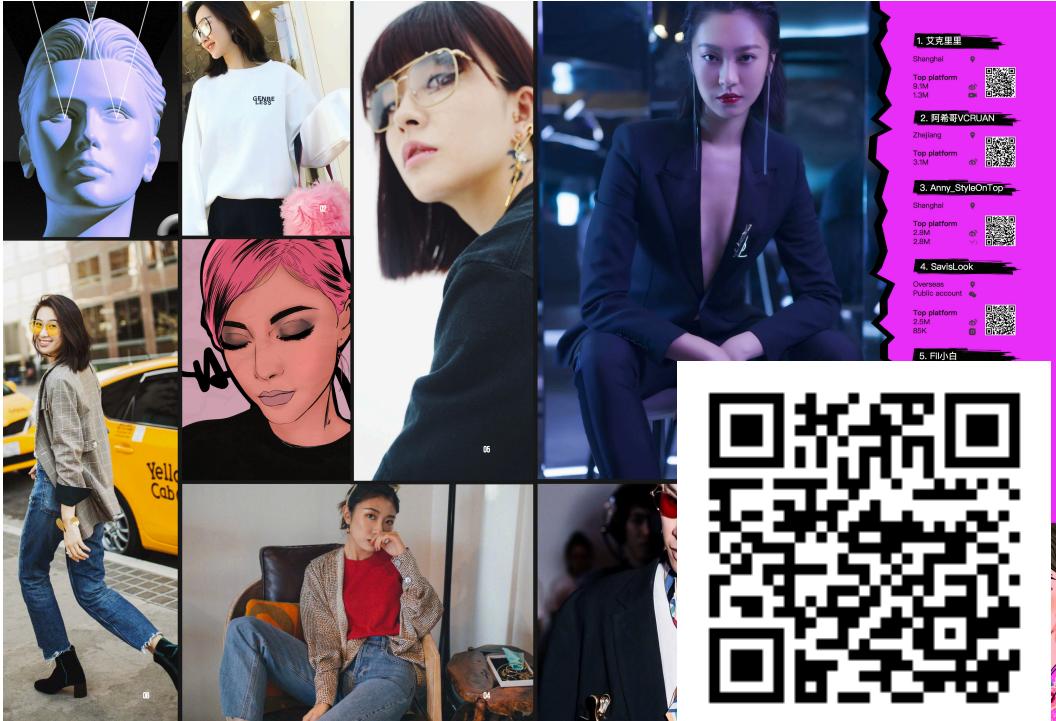
A screenshot of the PARKLU website. The top navigation bar includes PRODUCTS, PRICING, RESOURCES, LOGIN, and START FREE. There is also a link for 简体中文 (Simplified Chinese). The main banner features a woman in a plaid jacket and the text "Get Insider Access to China's Top Influencers". Below the banner, a button says GET STARTED. Further down, it says Our Clients Include with logos for 太古地产 (SOHO Properties), THE OUTNET, lululemon, 魅力惠 (Meiliehui), and botkier.

Find and work with 15,000 influencers on this influencer marketing platform, where you can run campaigns.

mix of high quality accounts and “robot accounts” with inactive followers.

HOW TO FIND KOLS

如何找到那些网红



theINSIDER is a 174-page premium print catalog containing featured articles from some of the top KOL marketing experts in China and includes more than 500 KOL profiles across fashion, beauty, fitness, travel, and parenting.

**[store.walkthechat.com
/shop/theinsider/home](https://store.walkthechat.com/shop/theinsider/home)**



HOW BRANDS CAN USE WECHAT

品牌如何使用微信

COMMUNICATION

- RICH CONTENT
- KOL COLLABORATION
- AWARENESS BUILDING



CRM

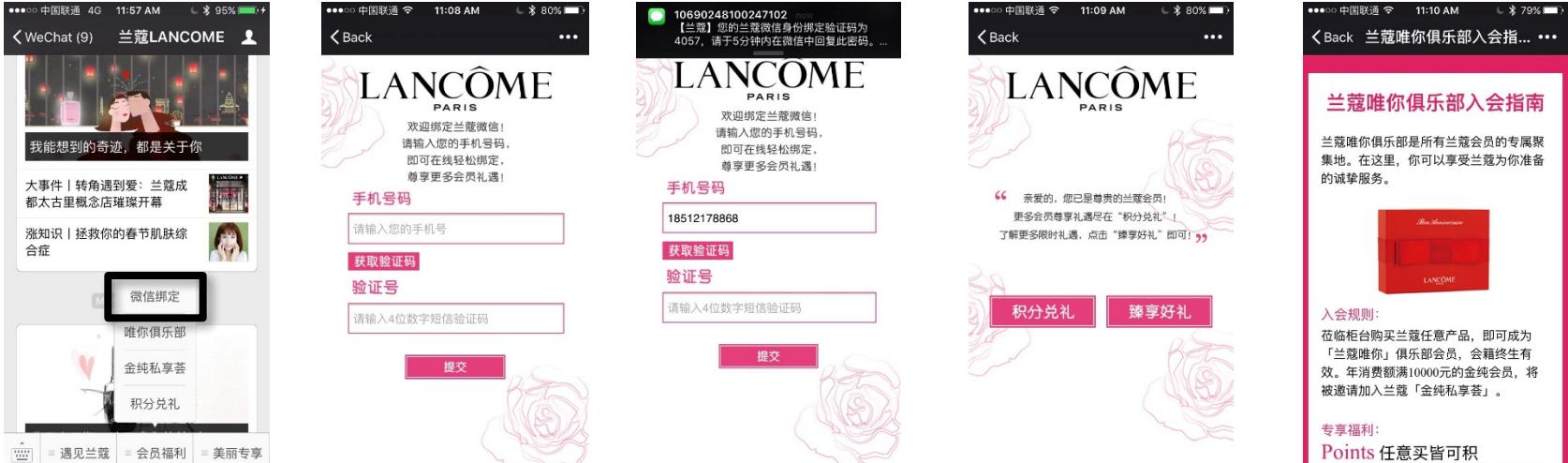
- MEMBERSHIP
- CLIENT SERVICE
- ACQUISITION



COMMERCE

- DRIVE TO STORE
- IN-STORE EXPERIENCE
- COUPONS
- SALES

MEMBERSHIP会员身份



1. LANCOME INCLUDE A BINDING TAB IN NAVIGATION MENU

2. INPUT PERSONAL PHONE NUMBER

3. VERIFY NUMBER VIA SMS CODE

4. CONFIRMATION THAT BINDING IS SUCCESSFUL

5. MEMBERSHIP TERMS AND DEDICATED CONTENT FOR MEMBERS

LOYALTY CARD会员卡



This screenshot shows the first step of the binding process. It asks for a phone number and sends a verification code via SMS. The Coach logo is at the top.

请填写以下信息进行身份绑定。
绑定成功即有机会赢取COACH人气手袋。

输入手机号 获得验证码

This screenshot shows the second step of the binding process, where personal information like name, gender, and email are required. The Coach logo is at the top.

请继续完善信息，以完成绑定。
绑定成功即有机会赢取COACH人气手袋。

填写您的信息

姓 * 名 *
性别 * 男 女
手机 * 13701828966
邮箱 @

提交即代表您同意COACH隐私协议



This screenshot shows the member information details screen. It includes sections for member card information, account details, and point history.

会员卡信息	
会员卡等级	普通会员
会员卡号	OCE020C00043157
有效期至	2015/11/30
积分详情	
现有积分	0
升级所需积分	5000
续会所需积分	
个人信息	
修改	

1. COACH INCLUDE A BINDING TAB IN NAVIGATION MENU

2. INPUT PHONE NUMBER AND RECEIVE VERIFICATION CODE VIA SMS

3. INPUT NAME, GENDER, EMAIL

4. A LOYALTY CARD IS GENERATED WITH UNIQUE IDENTIFIER

5. MEMBERS CAN CHECK THEIR POINTS IN REAL TIME

REWARDS PROGRAM



This screenshot shows the "申请会员" (Apply for Membership) screen. It includes fields for "会籍号" (Membership Number), "姓氏(中/英)" (Last Name), "出生日期" (Birth Date), and "手机号" (Mobile Phone). There is also a dropdown for "选择国家" (Select Country) and a "确定" (Confirm) button at the bottom.



This screenshot shows the "选择酒店" (Select Hotel) screen. It includes dropdown menus for "亚洲" (Asia), "中国" (China), and "上海" (Shanghai). A yellow "选择附近的酒店" (Select Nearby Hotel) button is prominently displayed. Below the dropdowns, there is a "确定" (Confirm) button.



1. SHANGRI-LA INCLUDE A BINDING TAB IN NAVIGATION MENU

2. INPUT MEMBERSHIP NUMBER, LASTNAME, BIRTHDAY, PHONE NUMBER

3. GOLDEN CIRCLE DIGITAL CARD IS CREATED, TO USE AND SHOW IN ALL HOTELS OF THE GROUP

4. LOOK FOR A ROOM WITHIN WECHAT

5. BOOK AND COLLECT MORE POINTS

SOCIAL CRM SOLUTIONS

CURIOSITYCHINA

Home Products Digital Services Affiliate Program Company Info. Blog

WeChat Web Application - Del x https://app.jingsocial.com/Manager/default/index/category/dashboard

JINGsocial 数据分析 用户管理 素材管理 交互设置 模块 设置 管理员设置 9/16/2018 - 10/16/2018

CURIO CRM

Build your own Social CRM program on WeChat and increase sales

Contact

User Binding & Membership Card

Phone / email verification to bind user ID within WeChat
User profile update and synchronise with database

新增用户

新增用户 ①

5
4
3
2
1
0

2018-09-16 2018-09-18 2018-09-20 2018-09-22 2018-09-24 2018-09-26 2018-09-28 2018-09-30 2018-10-02 2018-10-04 2018-10-06 2018-10-08 2018-10-10 2018-10-12 2018-10-14 2018-10-16

4 新增用户 2018-09-29

新增用户

21.7% 18 vs 23

总用户

19.6% 67 vs 56

取消关注

75% 7 vs 4

平均交互次数

0% 0.1 vs 0.1

群发图文分析

更多统计 >

用户来源

更多统计 >

查看

名片分享 5 33.3%
DLC 33.3%
KFC Integration 33.3%

INSTANT CLIENT SERVICES 实时客户服务

Dear Piaget customer, welcome to Piaget Wechat, please feel free to let us know your needs by text, voice or photo



GREETINGS

Hello, I would love to know the name of this watch.

Hello, it is a good choice. This is Altiplano ultra thin collection from Piaget

The reference number of this watch is G0A35130

Yes, it is available. Would you please let us know which city do you live. We can give you the nearest boutique address



PRODUCT CHECK

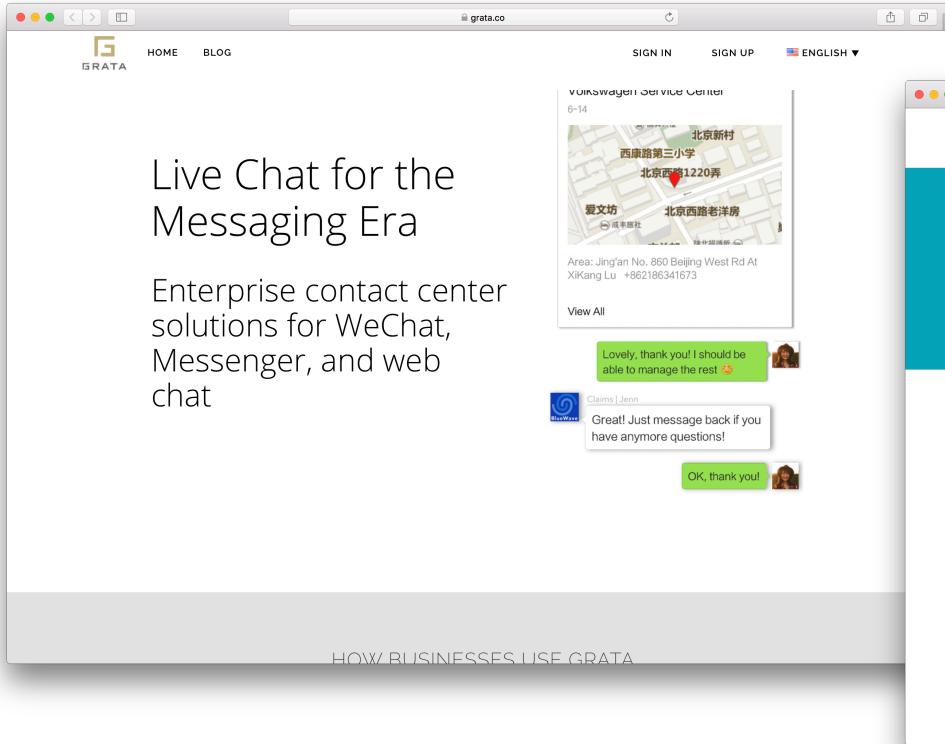
Is this watch available in the boutique?

CUSTOMER SERVICE SOLUTIONS

Live Chat for the Messaging Era

Enterprise contact center solutions for WeChat, Messenger, and web chat

HOW BUSINESSES USE GRATÀ



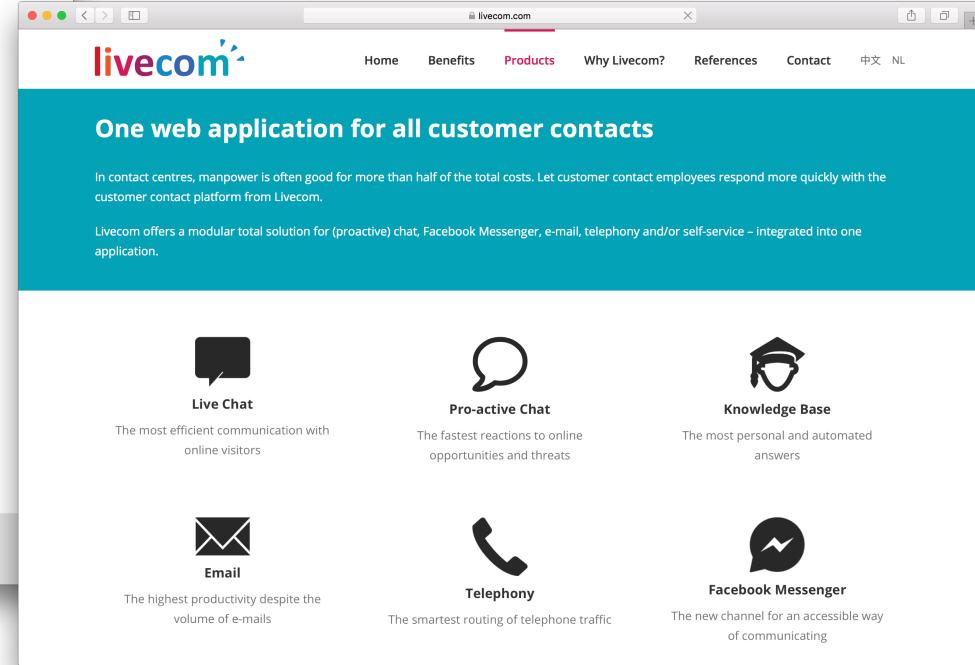
The screenshot shows the Grata website's live chat feature. It includes a map of Beijing West Rd area with a red pin, a message from a user saying "Lovely, thank you! I should be able to manage the rest 😊", a response from a bot saying "Great! Just message back if you have anymore questions!", and a final message from the user "OK, thank you!".

livecom[®]

One web application for all customer contacts

In contact centres, manpower is often good for more than half of the total costs. Let customer contact employees respond more quickly with the customer contact platform from Livecom.

Livecom offers a modular total solution for (proactive) chat, Facebook Messenger, e-mail, telephony and/or self-service - integrated into one application.



The screenshot shows the livecom website's modular solution. It features six icons representing different communication channels: Live Chat (speech bubble), Pro-active Chat (speech bubble with exclamation mark), Knowledge Base (graduation cap), Email (envelope), Telephony (telephone receiver), and Facebook Messenger (speech bubble with a wavy line). Each module has a brief description below it.

Module	Description
Live Chat	The most efficient communication with online visitors
Pro-active Chat	The fastest reactions to online opportunities and threats
Knowledge Base	The most personal and automated answers
Email	The highest productivity despite the volume of e-mails
Telephony	The smartest routing of telephone traffic
Facebook Messenger	The new channel for an accessible way of communicating

GEOLOCATION定位



GLOBAL BOUTIQUE FINDER BERLUTI

USING THE LOCATION-BASED SERVICES (GPS)
OF WECHAT, BERLUTI PROVIDES DIRECTIONS
AND CONTACT OF ALL ITS POINT OF SALES
WORLDWIDE.

GATHER YOUR CLIENTS ON WECHAT 在微信上聚集客户



DISPLAY CUSTOM QR CODES ON ALL OFFICIAL CHANNELS

1

2

3

4

ONLINE

- BRAND WEBSITE
- SINA WEIBO
- VIDEOS

OFFLINE

- GREATER CHINA BOUTIQUES
- PRINT ADVERTS
- EXHIBITIONS
- EVENTS
- INVITATIONS

E-MAIL

- NEWSLETTERS
- CRM

PR

- PRESS RELEASE
- BUSINESS CARDS



SOURCE TRACKING
PERFORMANCE ANALYSIS
AUTO SEGMENTATION



SALES REPRESENTATIVES 销售代表



SALES PERSON ARE THE MOST ACTIVE WECHAT USERS AND THEY ARE POTENTIALLY THE BEST AMBASSADOR TO RECRUIT FOLLOWERS FOR THE BRAND!

One of the biggest challenges for luxury brand lies in how to equip their SAs with the most recent official Wechat formatted content, empower them to build a relationship with their customers, but at the same time be able to track their progress.

HOW BRANDS CAN USE WECHAT

品牌如何使用微信

COMMUNICATION

- RICH CONTENT
- KOL COLLABORATION
- AWARENESS BUILDING



CRM

- MEMBERSHIP
- CLIENT SERVICE
- ACQUISITION



COMMERCE

- DRIVE TO STORE
- IN-STORE EXPERIENCE
- COUPONS
- SALES

STORE APPOINTMENTS 店铺预约

Please Fill In Required
Information for your reservation

Your Preferred Way Of Contact



Choose a service

BEAUTY INSTITUTE

MAKE UP SESSION

PERFUME SUR MESURE

Date of visit

Please specify if you have any special request:

SEND

PRODUCT PREVIEW 产品一览



WECHAT SHAKE SHAKE 微信摇一摇



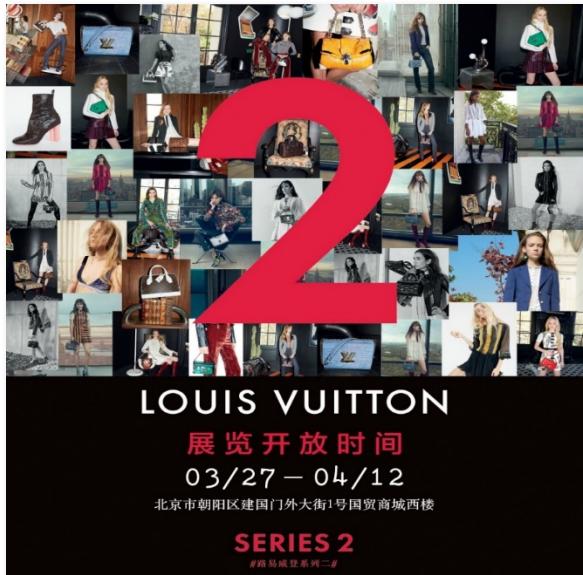
CHINESE SHOPPER ACTIVATION 激活中国购物者



IBEACON SEPHORA

THE FLAGSHIP STORE OF CHAMPS ELYSEES
IS USING IBEACON TECHNOLOGY IN PARIS
TO PROVIDE INCENTIVES AND OFFERS
CATERED TO CHINESE VISITORS

TRAFFIC DRIVING 周边



I BEACON
LOUIS VUITTON

THE FIRST LUXURY EXHIBITION USING
IBEACON TECHNOLOGY IN CHINA TO
ATTRACT VISITORS AROUND THE CAPITOL
BUILDING OF BEIJING.

INTERACTIVE EXPERIENCE 交互经历



**I BEACON
FONDATION LOUIS
VUITTON**

USING BEACONS IN ITS EXHIBITION, THE FONDATION COOPERATED WITH FAMOUS PIANIST LANG LANG. HE WOULD WELCOME CHINESE VISITORS AND LEAD THEM TO ACCESS THE E-EXHIBITION IN WECHAT.

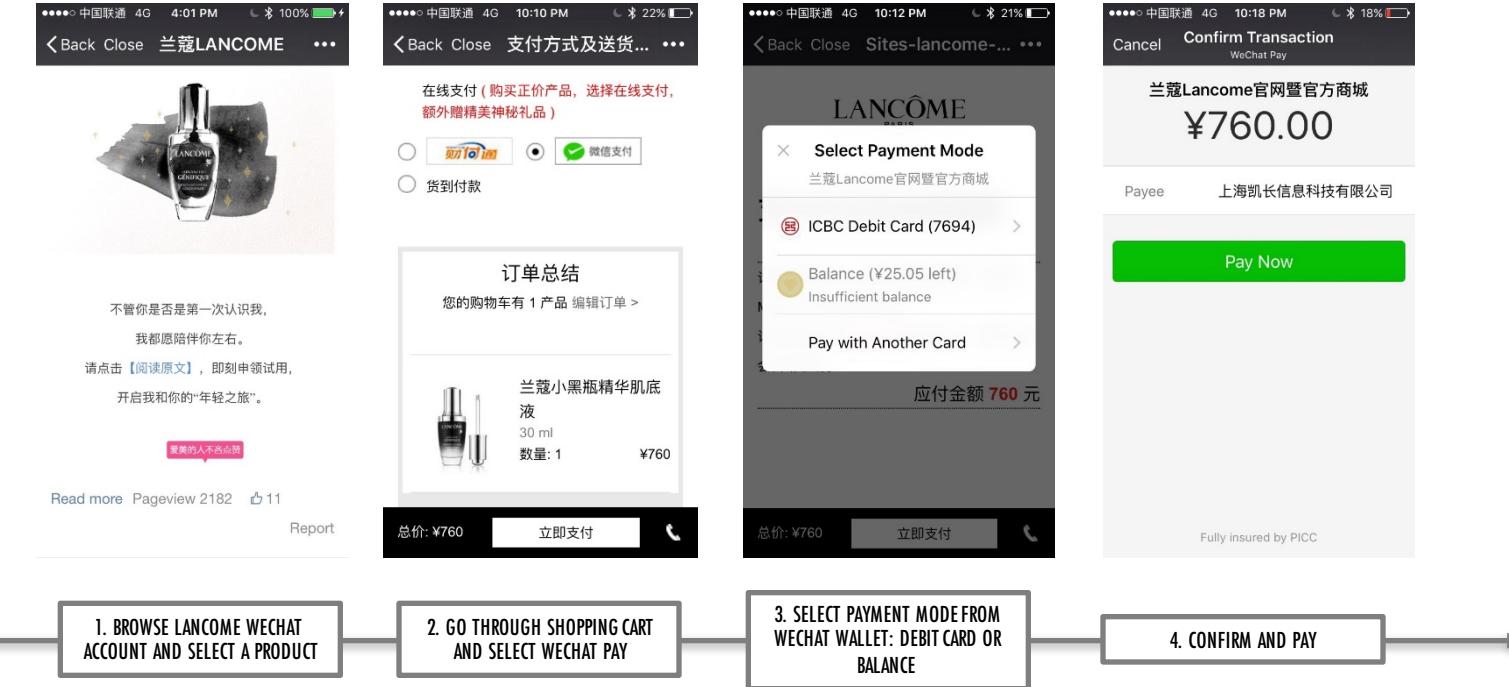
E-COMMERCE VIA DTC (DIRECT TO CONSUMER)

电子商务 VIA DTC (指向客户)



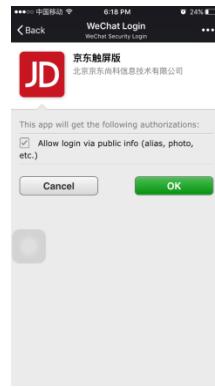
WECHAT PAYMENT 微信付款

L'Oréal group allow all WeChat users to pay via their WeChat Wallet on the official online shops.
Very convenient consumer experience both from Mobile and in Desktop (via QR code).



E-COMMERCE VIA JD 电子商务VIA京东

Brands that have a cooperation with WeChat's Ecommerce partner JD, are able to connect their WeChat account directly to their official JD store.



1. Tag-Heuer's WeChat account as JD Flagship store tab in it's menu.Tag-Heuer

2. Upon clicking through users are taken directly to Tag-Heuer's JD Flagship.

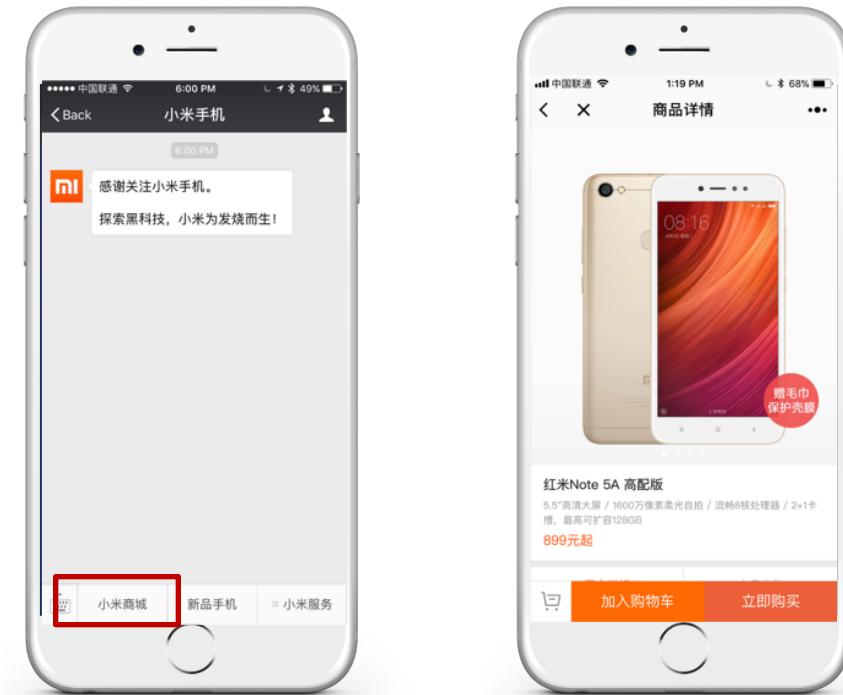
3. First time users are asked to authorize connecting with JD's API. This is standard for whenever a user connects with an approved WeChat 3rd party platform.

4. Product pages are as per the JD mobile template.

5. Check out process is also according to the JD.

E-COMMERCE VIA MINI PROGRAMS

电子商务 VIA MP (小程序)



COUPONS优惠券



WECHAT WALLET VS ALIPAY IN CHINA 微信与支付宝在中国市场



40%
MARKET SHARE



53%
MARKET SHARE

	WECHAT WALLET	ALIPAY
YEARS OF DEVELOP	2 years	8 years
ACTIVE USERS	900 million Social Base Tier 1	500 million Taobao & T-mall transaction base Tier 2 & Tier 3
USER FREQUENCY	2-4 times	2-4 times
APPLICATION	QQ/Cell phone QQ	Real-name registration system
TRANSACTION AMOUNT	Small amount	Large amount
COMPETITION	Alipay is blocked / not available "Red packet" promotion has a dedicated to brands where users can subscribe and make future purchase	Created "Alipay Day" for most supermarket & stores
PAYMENT WAYS	WeChat money transaction/ Scan QR code	Scan bar code/ QR code Transfer within Alipay system

WECHAT WALLET VS ALIPAY IN CHINA 微信钱包和支付宝在中国之争

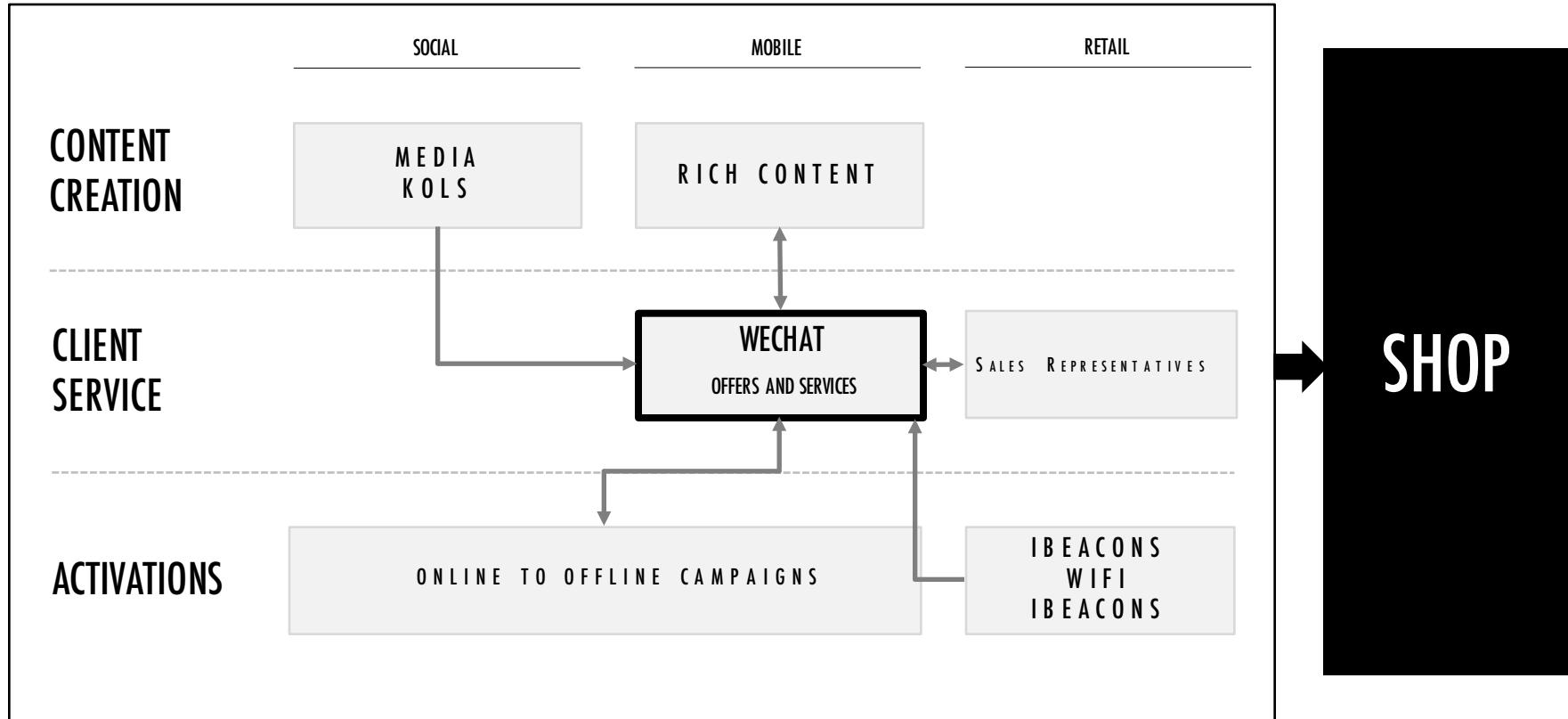
Due to a war over China mobile payment between Tencent and Alibaba, WeChat doesn't allow users to use Alipay within the browser.



http://wappaygw.alipay.com/service/test.htm?req_data=%3Cauth_and_execute_req%3E%3Crequest_token%3E20160224a5eaa13f3c7fb6a35fdcd26cd1b98b%3C%2Frequest_token%3E%3C%2Fauth_and_execute_req%3E&service=alipay.wap.authAndExecute&partner=2088801679915884&sec_id=MD5&format=xml&v=2.0&sign=9a16e08fb39115fe92fd0f687f
48617

HOWEVER, ALIPAY IS BLOCKED....

TO SUM UP 总结



SOCIAL MEDIA MANAGEMENT ON WECHAT

微信社交媒体管理



**MEDIA
PERFORMANCE**

**BUSINESS
SERVICES**

**CREATIVE
CONTENT**

TECH

WHAT YOU WILL DO

1. Make a Navigation Menu (Write static content)
2. Set keywords/auto-responses
3. Community management: questions, comments...
4. Create a monthly content schedule
5. Design a post with Xumi.us
6. Broadcast it
7. Build monthly reports
(metrics: increase of followers, readership, engagement)

LE WAGON BRAVO

Scan to join our playground account for LOLZ ☺



LE WAGON BRAVO

We've added you operator. Here are the access codes

The screenshot shows a browser window for the WeChat Official Accounts Platform at <https://mp.weixin.qq.com>. The page has a dark background with a space-themed graphic. On the left, there is a white box containing the login credentials:

Email: shanghai+weixin2@lewagon.org
Pass: CXjEDMqN1

Below these credentials is a red box with the text "NO VPN". On the right side of the page is a login form:

Log in

Email/WeChat ID/QQ number
Password

Remember me [Forgot Account](#)

Log in

On the far right, there is a QR code with the text "Scan to follow WeChat Official Account Platform".

Updates

• WeChat Official Account Platform Announcem...



• WeChat Official Account Platform Announcem...



[View more >](#)

PLAN YOUR POSTS: EXCEL?

From 4/month to 1/day

The screenshot shows a Microsoft Excel spreadsheet titled "(Berluti) Social Plan October.xlsx". The spreadsheet is set up as a weekly calendar from Sunday to Saturday. Row 1 contains the days of the week: SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, and SATURDAY. Rows 2 through 5 contain month-specific information and general post counts. Rows 6 through 15 represent the weeks of October, with each row containing a date range (e.g., 9/30-10/06, 10/07-10/13, etc.) and a corresponding post plan. The post plans include hashtags like #BERLUTI资讯# and #BERLUTI搭配哲学#. Row 16 contains a summary or note about elegance meeting leisure style.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1							
2	Month:	October					
3							
4							
5							
6	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7							
8							
9	4	5	6	7	8	9	10
10				#BERLUTI资讯# BERLUTI-NEWS Boran Jing in Berluti			
11	11	12	13	14	15	16	17
12					#匠心制造# Craftsmanship The story of Andy Warhol and Berluti		
13	18	19	20	21	22	23	24
14						#奢享艺术# Selections Un Jour & Deux Jours	
15	25	26	27	28	29	30	31
16				#BERLUTI搭配哲学# MIX&MATCH When elegance meets leisure style			
17							
18							

PLAN YOUR POSTS: KAWO!

From 4/month to 1/day

The screenshot shows the KAWO application interface. At the top, there's a navigation bar with icons for user profile, settings, and search. Below it is a secondary navigation bar with tabs: DASHBOARD, INSPIRATION, PLANNING (which is currently selected), and REPORTING. The main content area displays a calendar for Friday, September 15, 2017. A 'Create Event' button is visible. Below the calendar, there are three main sections: 'Invite colleagues' (with an icon of people in a bowl), 'Schedule content' (with an icon of a clock and a graph), and 'Approve content' (with an icon of a person reading a document). Each section has descriptive text and a red 'SCHEDULE A POST' button at the bottom.

Invite colleagues

No colleagues to collaborate with?

Get the most out of KAWO and

invite some co-workers!

Schedule content

Create content for the perfect time

by scheduling a post for up to weeks

in advance.

Approve content

Schedule a post and require approval

to make the most of your content

planning flow.

SCHEDULE A POST

EDIT YOUR POSTS: XIUMI.US

Design, copy or synchronize

The screenshot shows the Xumi.us studio interface for editing posts. At the top, there's a navigation bar with a back arrow, forward arrow, refresh icon, and a URL bar showing <https://xumi.us/studio/v5#/paper/for/69884695>. To the right of the URL are several icons: a star, a file, a camera, a document, a checkmark, and a downward arrow. On the far right, it says "Thibault". Below the navigation is a header with the Xumi logo, "Xumi XIUMI / My show meter / Graphic layout".

The main workspace is titled "Graphic layout - show meters". It features a toolbar with various icons: "New template", "title", "Single picture", "Multi-map", "Background illustration", "card", "Dividing line", "Attention and original", "Vertical row", "Components", "Sticker", "combination", "layout", "slide", "Set template", "Sync exclusive", "winter", "Double Twelve", "Christmas", "Recently Used", "Sample template", "More...", and a search icon.

A "Theme color" button is visible above a preview area. The preview area shows a grid of images and a card with text. The card contains "Another Xumi post, syncrh" and "《叁拾精选：叁拾乐与路》". Below the card are two input fields: "叁拾度" and "请输入原文链接". There are buttons for "Close to", "open", and "Open form fonts and other enhancements". A "Set the label" button is also present.

To the right of the preview are several utility buttons: "Undo", "Redo", "help", "Make complaints", "Submission", and "Set".

On the left side, there's a sidebar with icons for "System template", "my collection", "Clipboard", and "My gallery". The "My gallery" section shows a grid of landscape photos. A note below the grid says: "▲ make Jiugongge picture template, before the picture slice, pay attention to the first picture width and height were adjusted to be the number of rows / columns divisible pixel size." Below this are two more image thumbnails.

The bottom of the screen shows a footer with the text "Three SUNSHINE OMNIBUS".

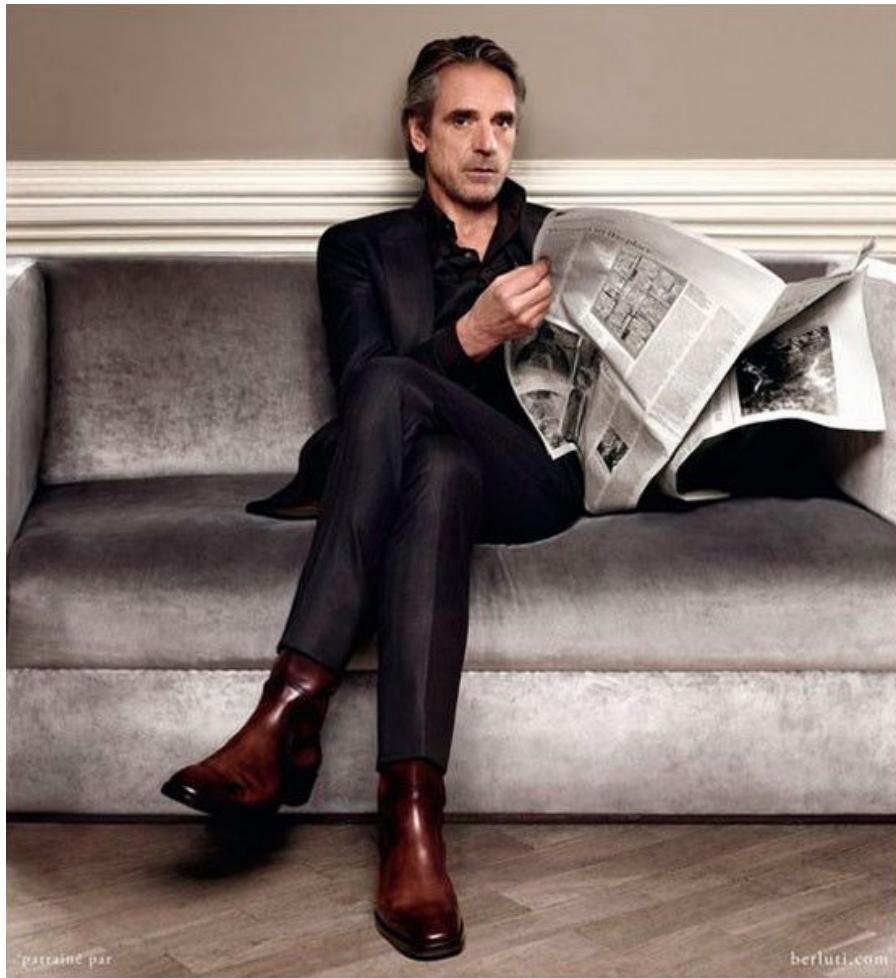
ASSIGNMENT

DEADLINE: 1 NOVEMBER 2018

工艺

CRAFTSMANSHIP

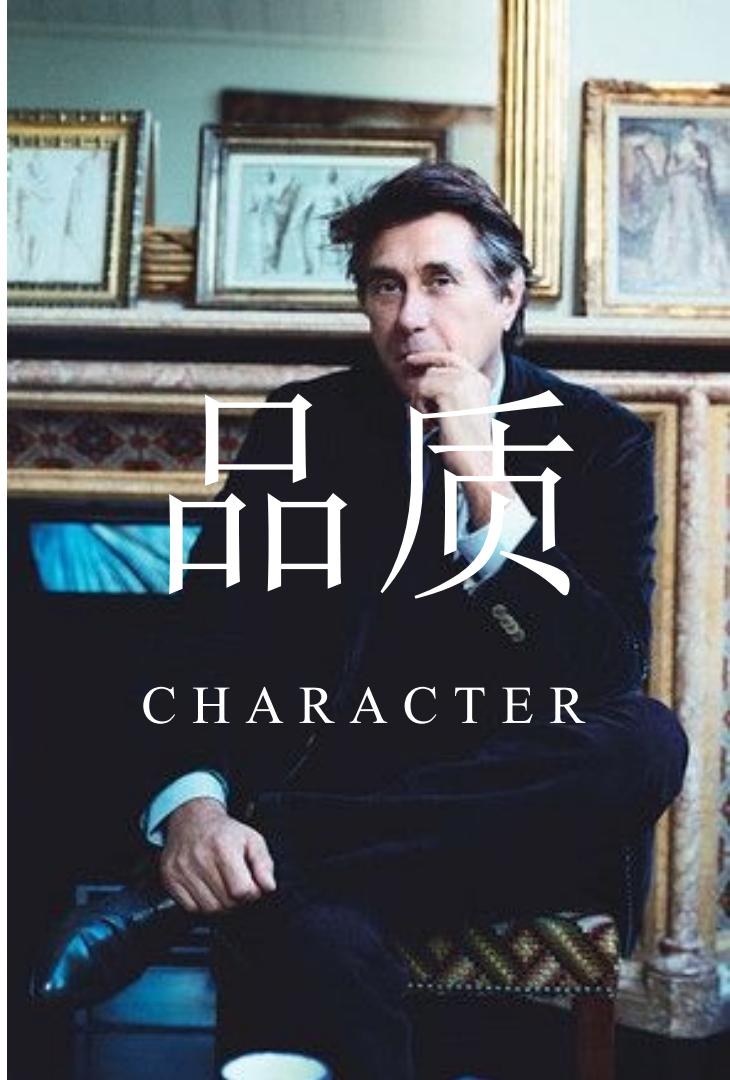






正統

RITUALS



PREPARE A PROPOSAL: SETUP & RETAINER FOR A FOREIGN BRAND

Context:

A foreign shoemaker wants to enter Chinese market and is asking you a reco about how to run its WeChat presence.

Deliverable:

You have a meeting next week with the brand manager and are required to come up with a proposal:

- **Setup :** Customized menu / Customer services / Launch plan (acquisition of a base of followers)
- **Retainer:** Editorial strategy / Promotion plan according to local market

FYI the retailer is planning a boutique grand-opening in Shanghai IAPM by August 2019.

Their yearly budget for social is about 600,000 RMB, please detail how you allocate.

Deadline: November 1, 2018

Send your deck (about 5 slides) to: **Wechat** 18512178868 or **Email** thibault@lewagon.com

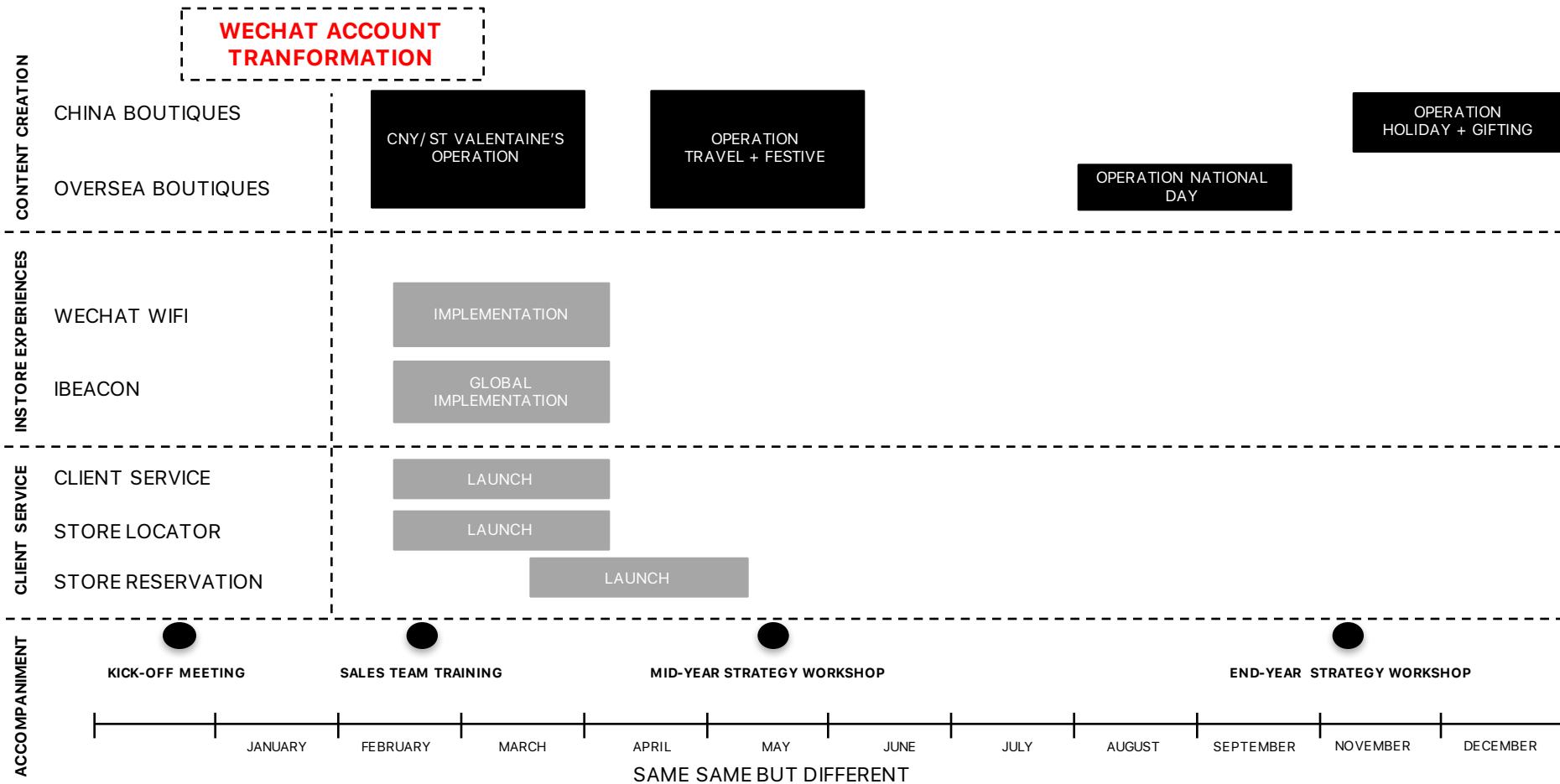
MARKET ANALYSIS

	BRANDS	WECHAT	FUNCTIONS	CONTENTS	FREQUENCY
BESPOKE	JOHN LOBB	N/A	N/A	N/A	N/A
BESPOKE	J.M.WESTON	N/A	N/A	N/A	N/A
BESPOKE	CHURCH'S	N/A	N/A	N/A	N/A
LUXURY SHOES	SALVATORE FERRAGAMO	SERVICE ACCOUNT	Customized Menu	Seasonal Highlight / Fashion Event / Celebrity / Fashion Mix	4 times / Month
LUXURY SHOES	TOD'S	SERVICE ACCOUNT	Customized Menu	Seasonal Highlight / PR Event / Celebrity / Fashion Mix	4 times / Month
LUXURY SHOES	LOUIS VUITTON	SERVICE ACCOUNT	Customized Menu / LBS / WeChat Contact Center	Campaign / Seasonal Highlight / Celebrity / Fashion Mix / Lifestyle	4 times / Month
LUXURY SHOES	PRADA	SUBSCRIPTION ACCOUNT	N/A	Seasonal Highlight / Fashion Event / Celebrity /Lifestyle	4 times / Month

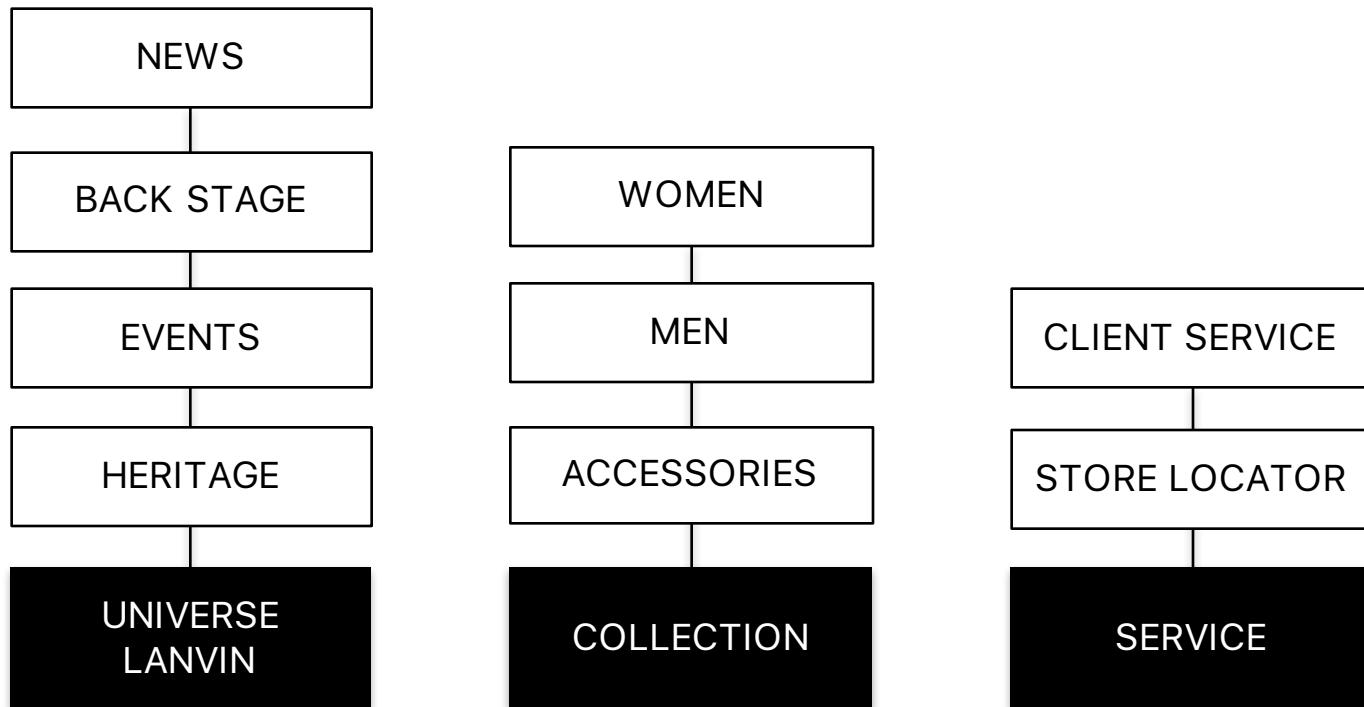
SERVICE ACCOUNT ALLOW BRANDS TO PROMOTE ADVANCED FUNCTION AND BETTER USER EXPERIENCE.

REFERENCES

LANVIN CHINESE CLIENTS WECHAT PLAN



LANVIN'S SITEMAP RECOMMENDATION



BERLUTI'S SITEMAP RECOMMENDATION



LEGACY

EMBLEMATICS

SHOES

READY TO WEAR

LEATHER GOODS

DISCOVER BERLUTI

PRODUCT CARE

STYLE TIPS

LOOKS

PATINAS

REPAIRS

BESPOKE

STORES

LIVE BERLUTI

EXPERIENCE BERLUTI

PREPWORK

NOVEMBER 2018



Bootcamp Prep

This track contains all the prep work students must complete before onboarding the 9-week fullstack program 🚀

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Make sure it's at least 7 characters, including a number, and a lowercase letter.

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Through a combination of creativity, determination, and (a lot of) carefully crafted code, the future is being built every day.
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OCTOBER 2018

PART 1: WECHAT MANAGEMENT

DECEMBER 2018

PART 2: WECHAT MINI PROGRAMS