



le wagon

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



THIBAULT GENAITAY

ESSCA '11



Digital marketing practitioner and 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	200M 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



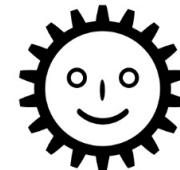
Has 128 Friends

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



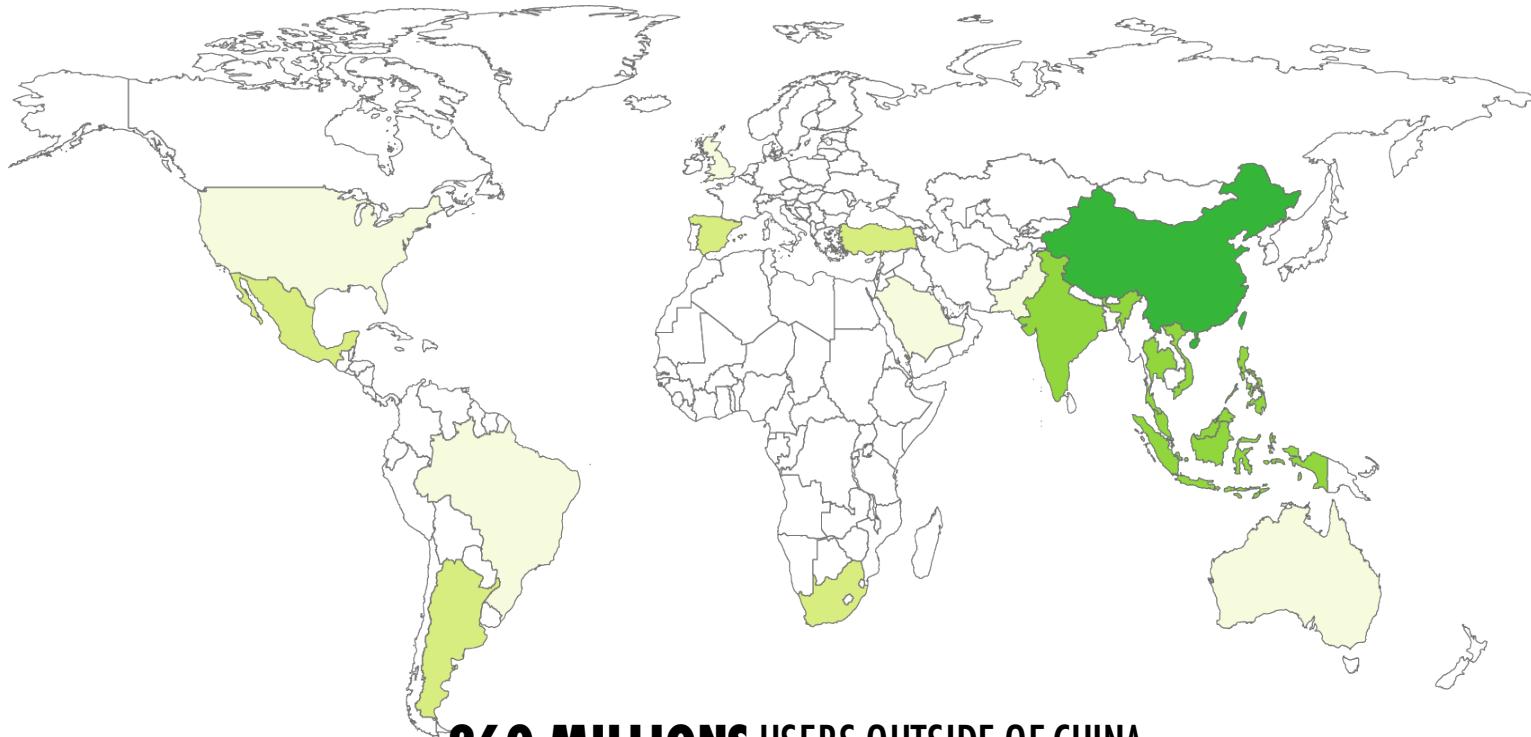
5 H

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**

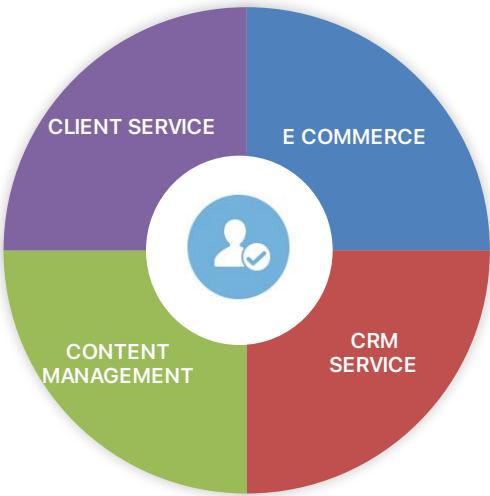


3 TYPES OF OFFICIAL ACCOUNTS

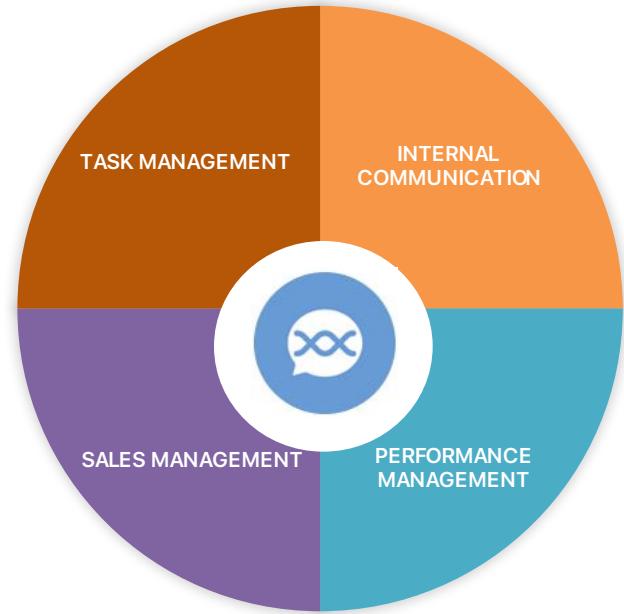
3种公众账户



**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

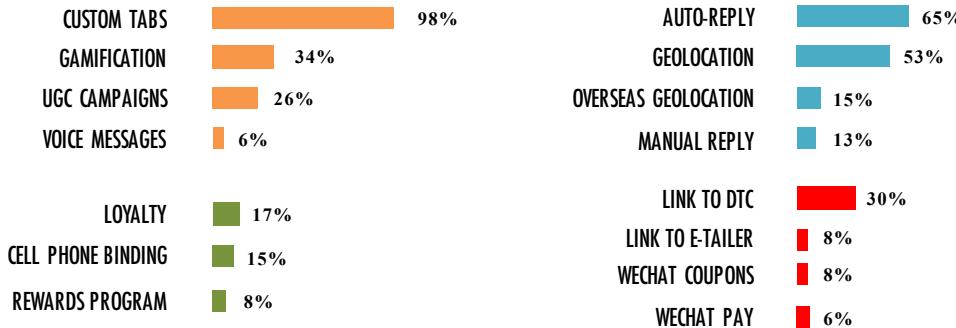
- DRIVE TO STORE
- IN-STORE EXPERIENCE
- COUPONS
- SALES

WECHAT FEATURES ADOPTION

微信使用的特征



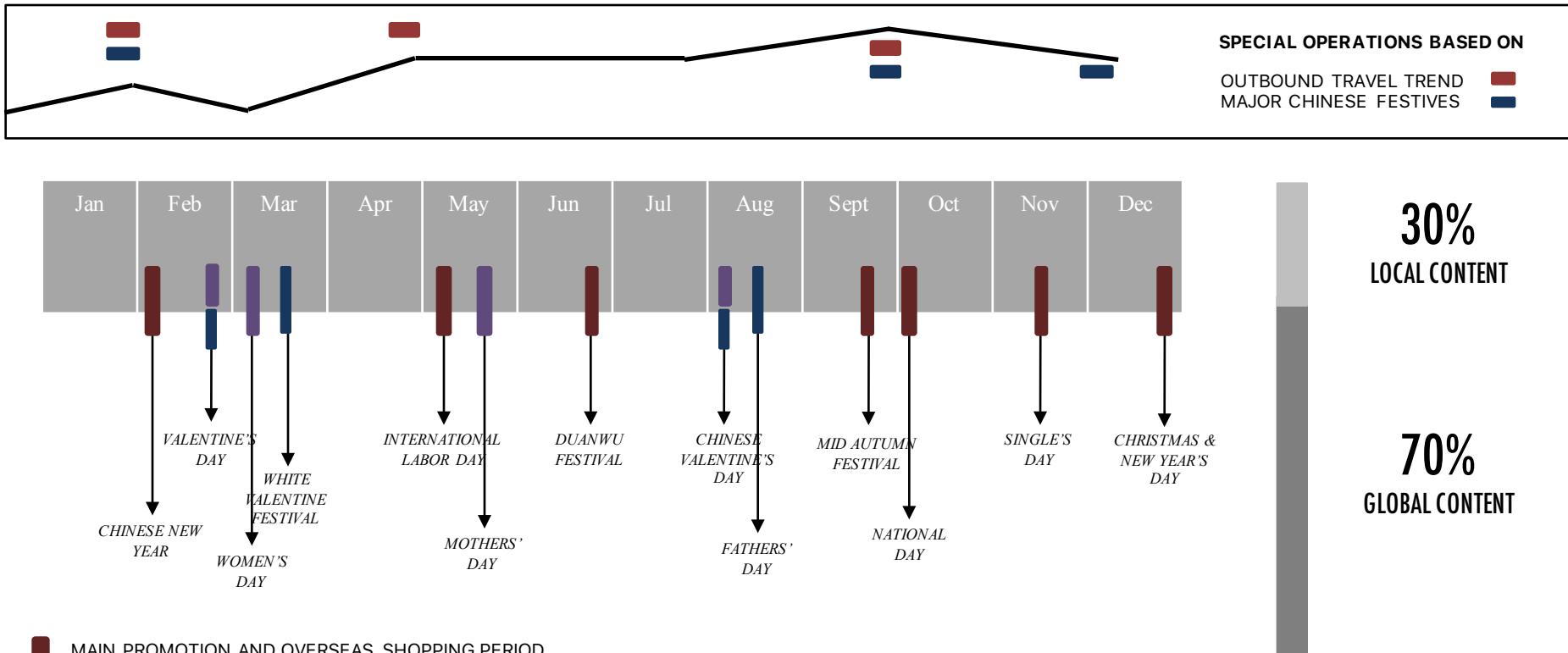
LUXURY / FASHION BRANDS



March 2016 – n=53 Active Fashion Brand Accounts

RICH CONTENT & SPECIAL OPERATIONS

丰富内容 & 特殊运营



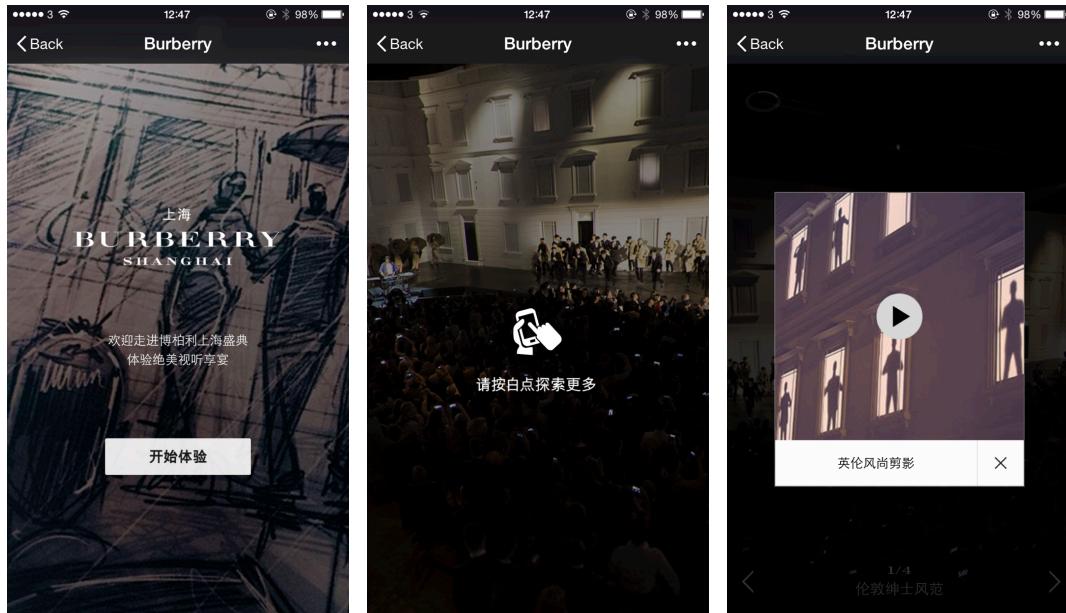
■ MAIN PROMOTION AND OVERSEAS SHOPPING PERIOD

■ 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

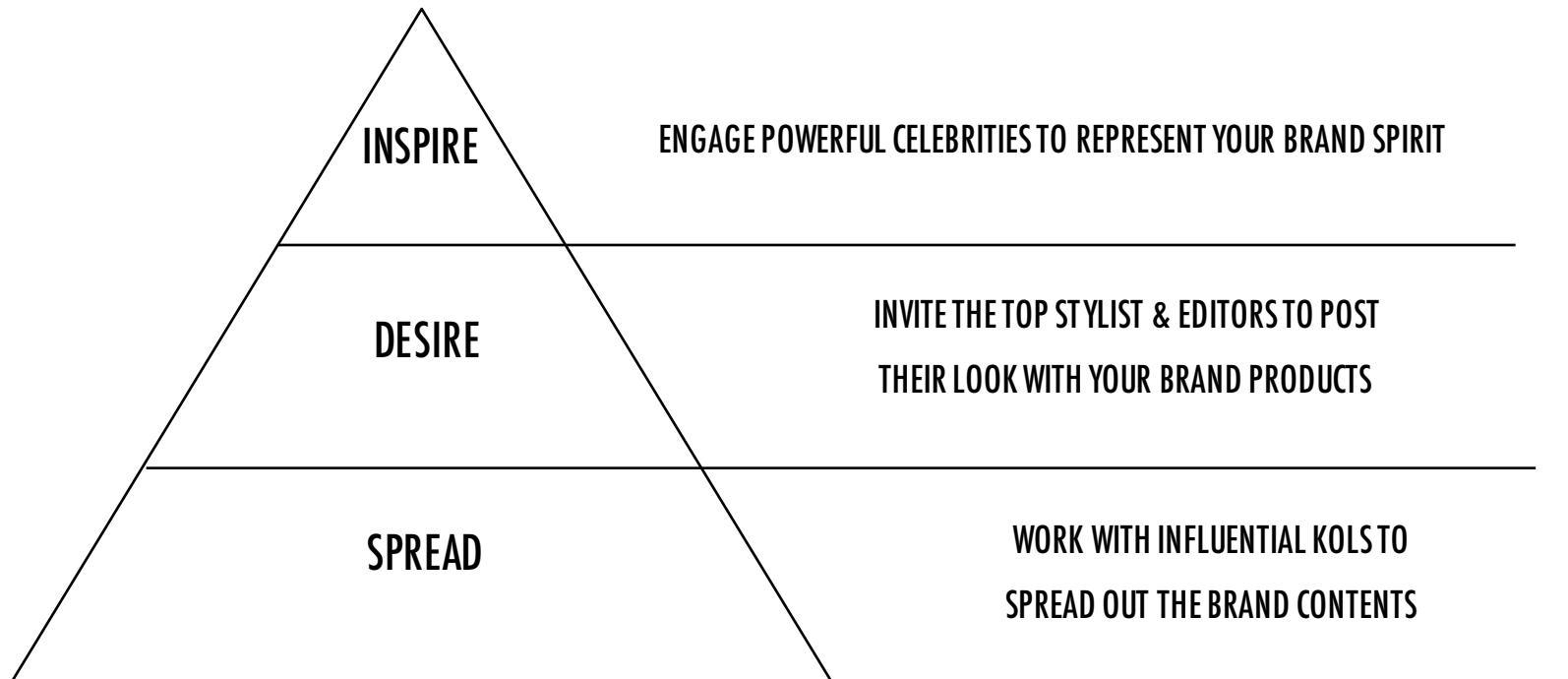


KOLS

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 WeChat account listing. The account profile picture is a woman holding a green leaf. The account name is '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). The account has 57,455.0 followers and 292.0 thousand posts. The listing details include: 奖励提现 (Reward withdrawal) ￥16,777.0, 播放量 (Views) 57,455.0, 千阅读 (Thousand reads) 292.0, and 投放时间 (Release time) 2016-07-08 至 2016-07-15. Below the account details, there is a note: '无论你是美剧控、韩剧控、国产剧控还是泰剧控, 只要是电视剧控, 关注我就对了! 除了跟踪最近' (No matter if you're a fan of American, Korean, Chinese, or Thai dramas, if you're a drama控, follow me! Besides tracking the latest). There are also sections for '投放位置' (Ad placement), '投放预算' (Ad budget), and '文案' (Copywriting). A red button at the bottom right says '9人次已竞标' (9 people have 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.

WEMEDIA自媒体

A screenshot of the WeMedia platform showing a grid of media accounts. The accounts are: HKChannel (香港娱乐圈新闻八卦速递), 车头条 (分享国内外汽车的新资讯,新闻,改装,跑车等信息), 苹果汇 (Iphone游戏,资讯,应用囊括于此,"爱疯"一族的乐土), and 娱乐圈头条 (看不完的明星头条,聊不够的圈姐八卦). Each account has its logo, name, brief description, and follower count (e.g., 63w, 58w, 76w, 68w). There are also QR codes for each account.

More traditional approach to KOL selection. WeMedia will require you to go through their sales team in order to discuss potential collaboration.

/!\ mix of high quality accounts and "robot accounts" with inactive followers.

HOW BRANDS CAN USE WECHAT

品牌如何使用微信

COMMUNICATION

- RICH CONTENT
- KOL COLLABORATION
- AWARENESS BUILDING



CRM

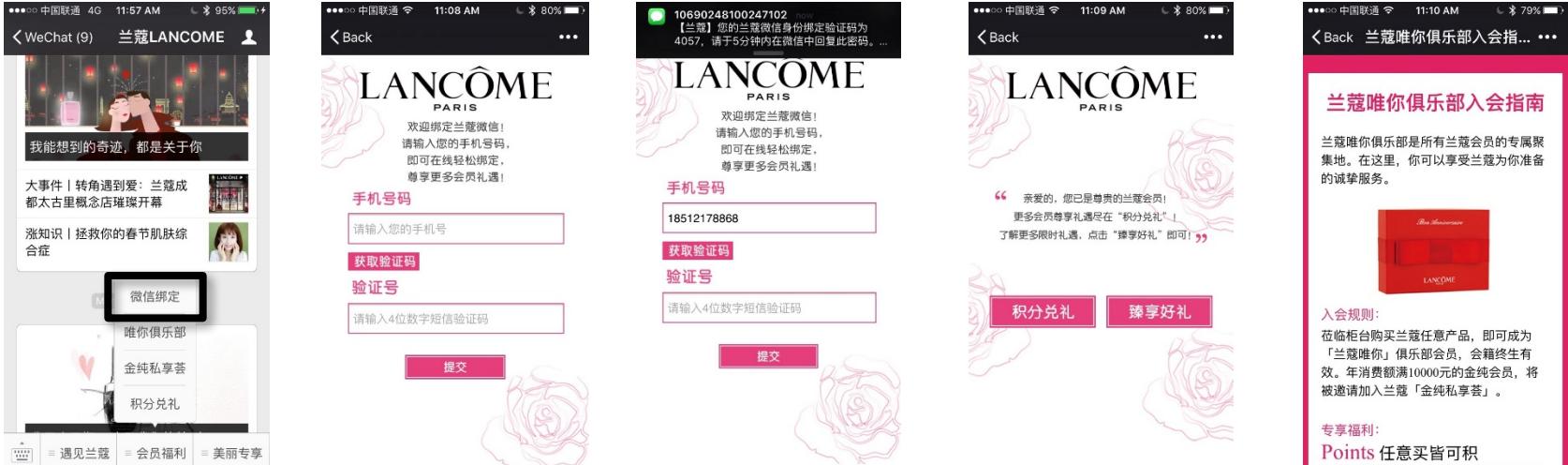
- MEMBERSHIP
- CLIENT SERVICE
- ACQUISITION



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



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 prominent. Below the dropdowns 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

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

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

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?

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 WIFI 微信wifi热点



WIFI

POINT OF SALE

OFFER WECHAT WIFI HOTSPOTS TO CONVERT MORE OF YOUR VISITORS
INTO WECHAT FOLLOWERS.

+

SEND A DIRECT MESSAGE WITH COUPON WHENEVER A CUSTOMER COMES
BACK TO THE BOUTIQUE

WECHAT SHAKE SHAKE 微信摇一摇



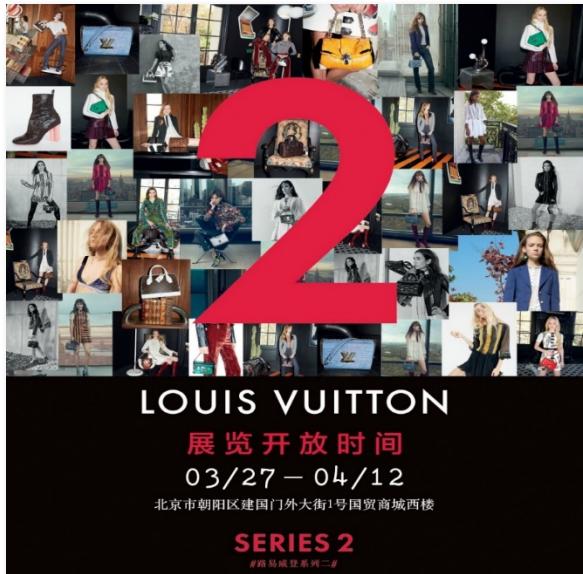
CHINESE SHOPPER ACTIVATION 激活中国购物者



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

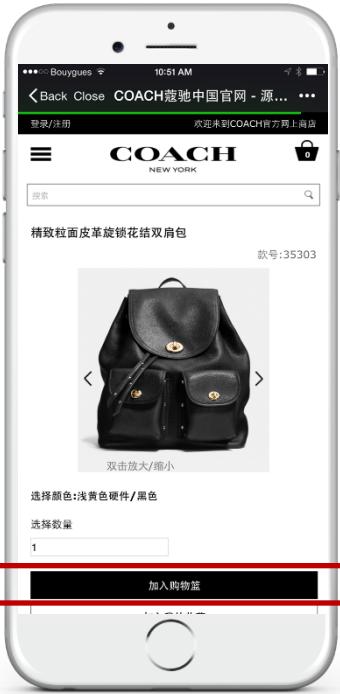


**I BEACON
FONDATION LOUIS
VUITTON**

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.

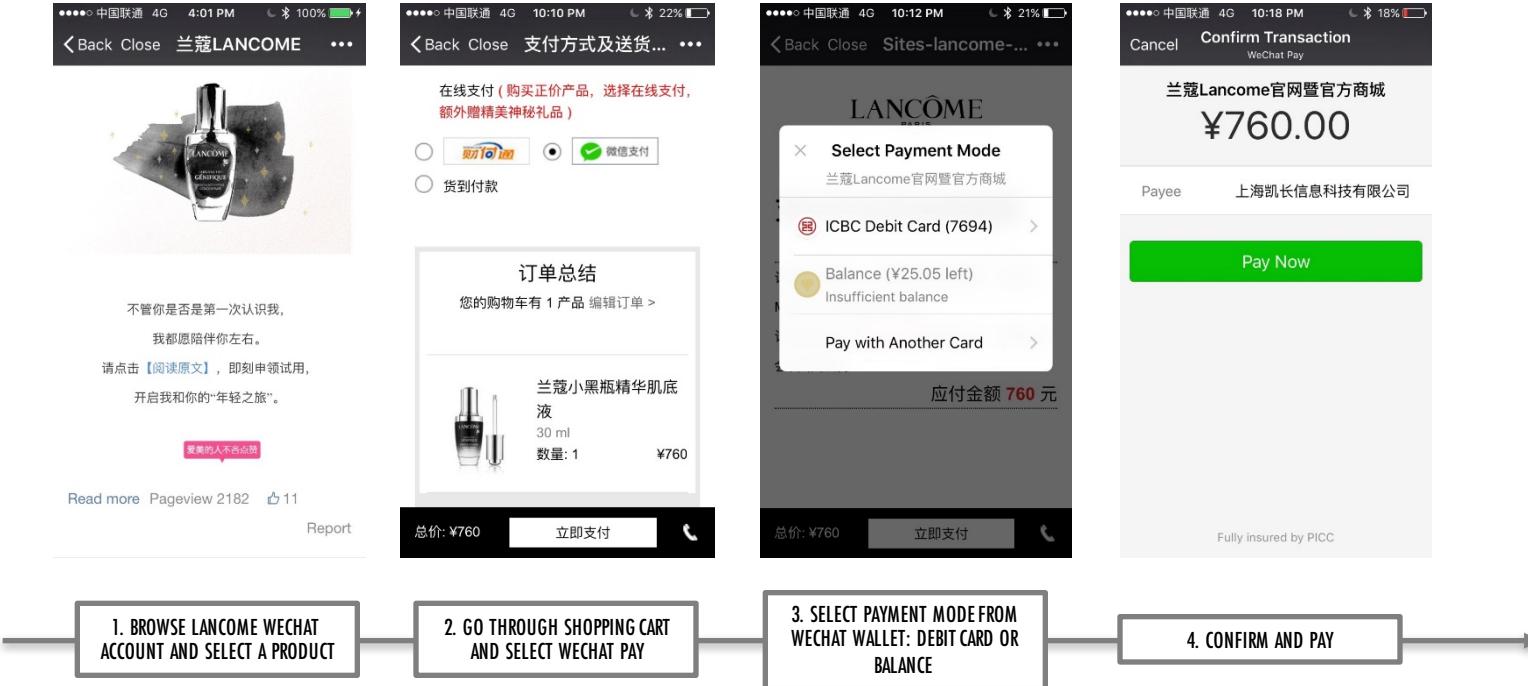
E-COMMERCE VIA DTC (DIRECT TO CONSUMER)

电子商务 VIA DTC (指向客户)



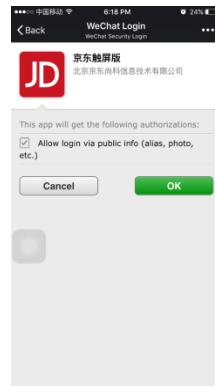
WECHAT PAYMENT 微信付款

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.

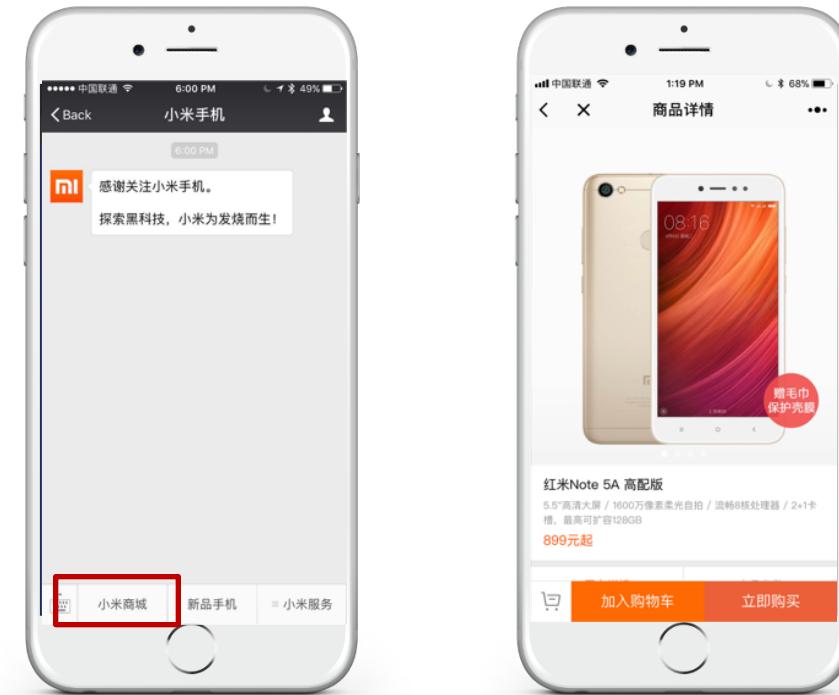
3. First time users are asked to authorize connecting with JD's API. This is standard for whenever a user connects with an approved WeChat 3rd party platform.

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

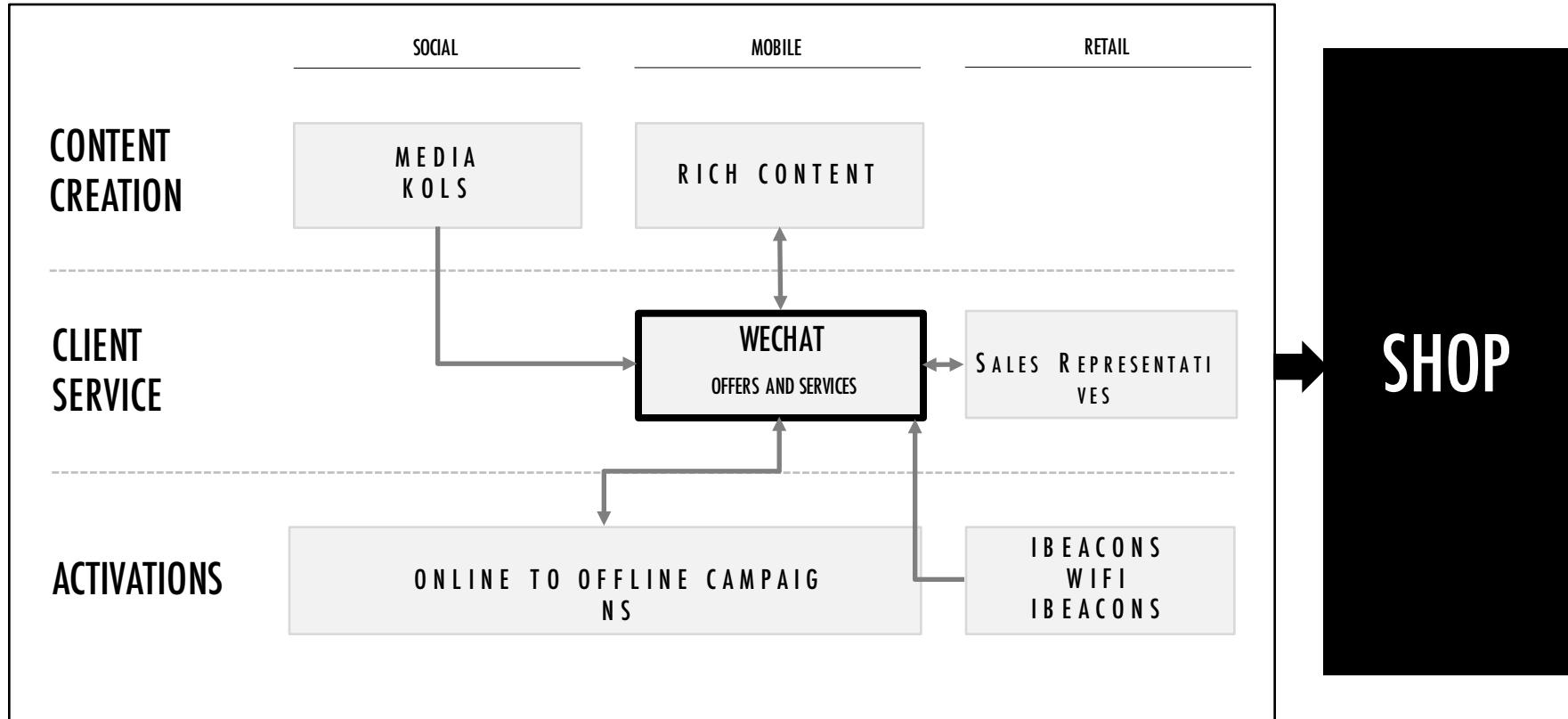
Due to a war over China mobile payment between Tencent and Alibaba, WeChat doesn't allow users to use Alipay within the browser.



ONLY ALIPAY GATEWAY IS AVAILABLE
IN SHISEIDO AND CLARINS ONLINE SHOP

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 email and password information. On the right is the login form with fields for Email/WeChat ID/QQ number and Password, a Remember me checkbox, a Forgot Account link, and a Log in button. A QR code is also present on the right side.

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

NO VPN

Log in

Email/WeChat ID/QQ number

Password

Remember me [Forgot Account](#)

Log in

Scan to follow
WeChat Official
Account Platform

Updates

• WeChat Official Account Platform Announcem...



• WeChat Official Account Platform Announcem...



[View more >](#)

PLAN YOUR POSTS

From 4/month to 1/day

(Berluti) Social Plan October.xlsx

Search in Sheet

Home Layout Tables Charts SmartArt Formulas Data Review

Font Alignment Number Format Cells Themes

Century Gothic 10

General

Conditional Formatting Styles Insert Delete Format Themes

D17

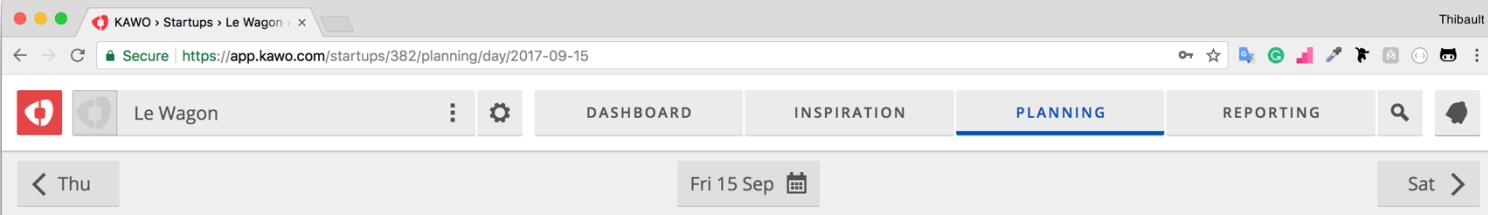
	A	B	C	D	E	F	G
1							
2	Month:	October				# of WeChat posts	4
3						#匠心制造#	1
4						#奢华艺术#	1
5						#BERLUTI资讯#	1
6	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7							
8							
9	4	5	6	7	8	9	10
10				#BERLUTI资讯# BERLUTI-NEWS Boran Jing in Berluti			
11	11	12	13	14	15	16	17
12					#匠心制造# 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							

Weibo_Content Calendar WeChat_Content Calendar

Ready Sum=0

PLAN YOUR POSTS

From 4/month to 1/day



The screenshot shows the KAWO app interface for 'Startups > Le Wagon'. The top navigation bar includes 'DASHBOARD', 'INSPIRATION', 'PLANNING' (which is highlighted in blue), and 'REPORTING'. Below the navigation is a date range from 'Thu' to 'Sat' with 'Fri 15 Sep' selected. A 'Create Event' button is visible. The main area features three large cards with icons and text: 'Invite colleagues' (three people in a bowl), 'Schedule content' (a clock and a graph), and 'Approve content' (a person reading a document). At the bottom is a red 'SCHEDULE A POST' button.



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

XIUMI.US

Design, copy or synchronize

Graphic layout - show meters X Thibault

https://xumi.us/studio/v5#/paper/for/69884695

Xiumei XIUMI / My show meter / Graphic layout

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... Q

Theme color

System template my collection Clipboard My gallery

Another Xumi post, synchronize
《叁拾精选：叁拾乐与路》

参拾度 请输入原文链接

Close to open Open form fonts and other enhancements ⓘ Set the label

Undo Redo help Make complaints Submission Set

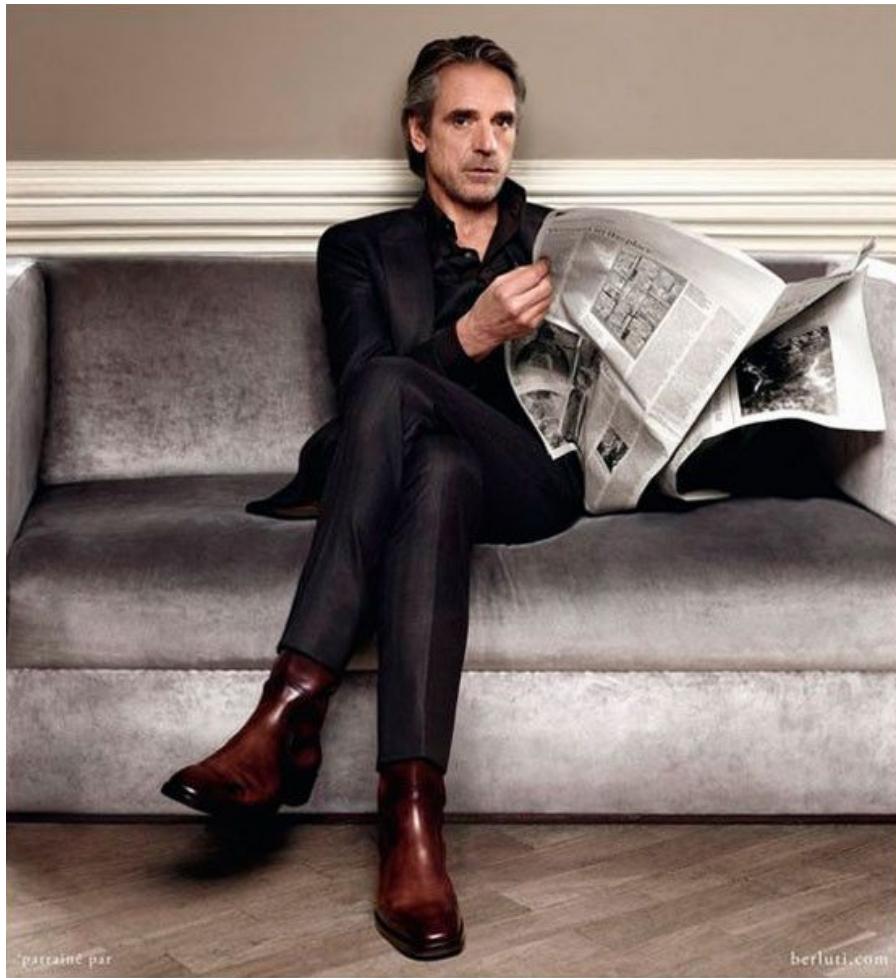
Three SUNSHINE OMNIBUS

YOUR TURN

工艺

CRAFTSMANSHIP

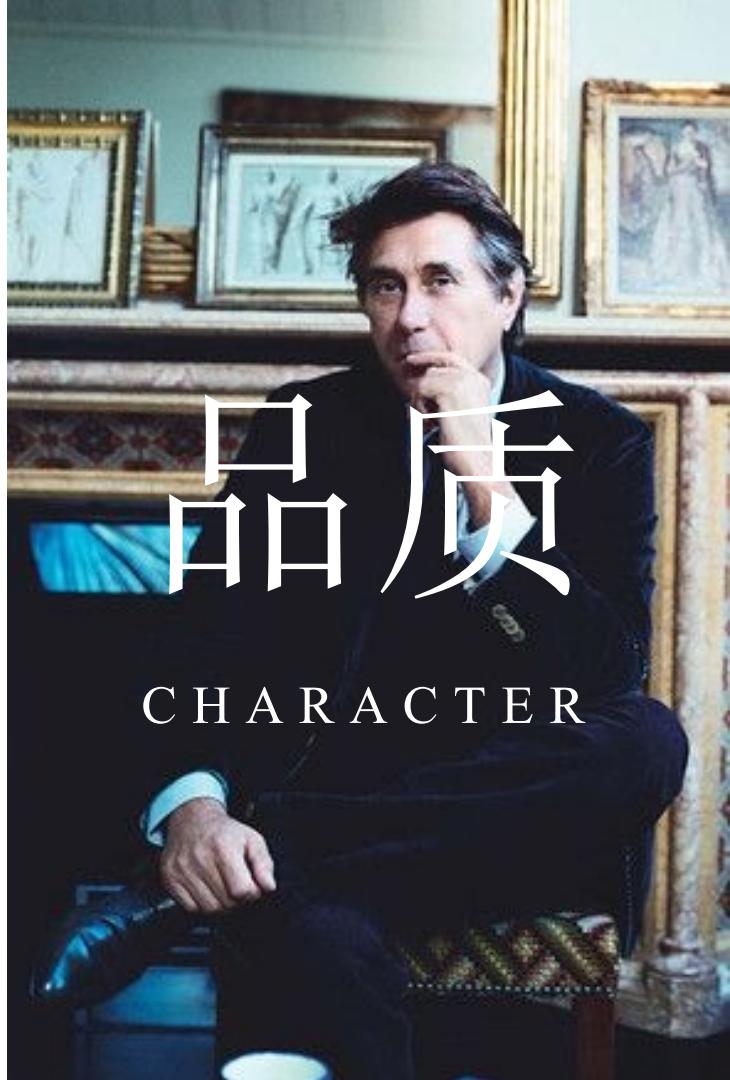






正統

RITUALS



品质

CHARACTER

PREPARE A PROPOSAL: SETUP & RETAINER FOR A FOREIGN BRAND

Context:

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

→ *Belgium chocolate maker, French luxury shoes, American sunglasses...*

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

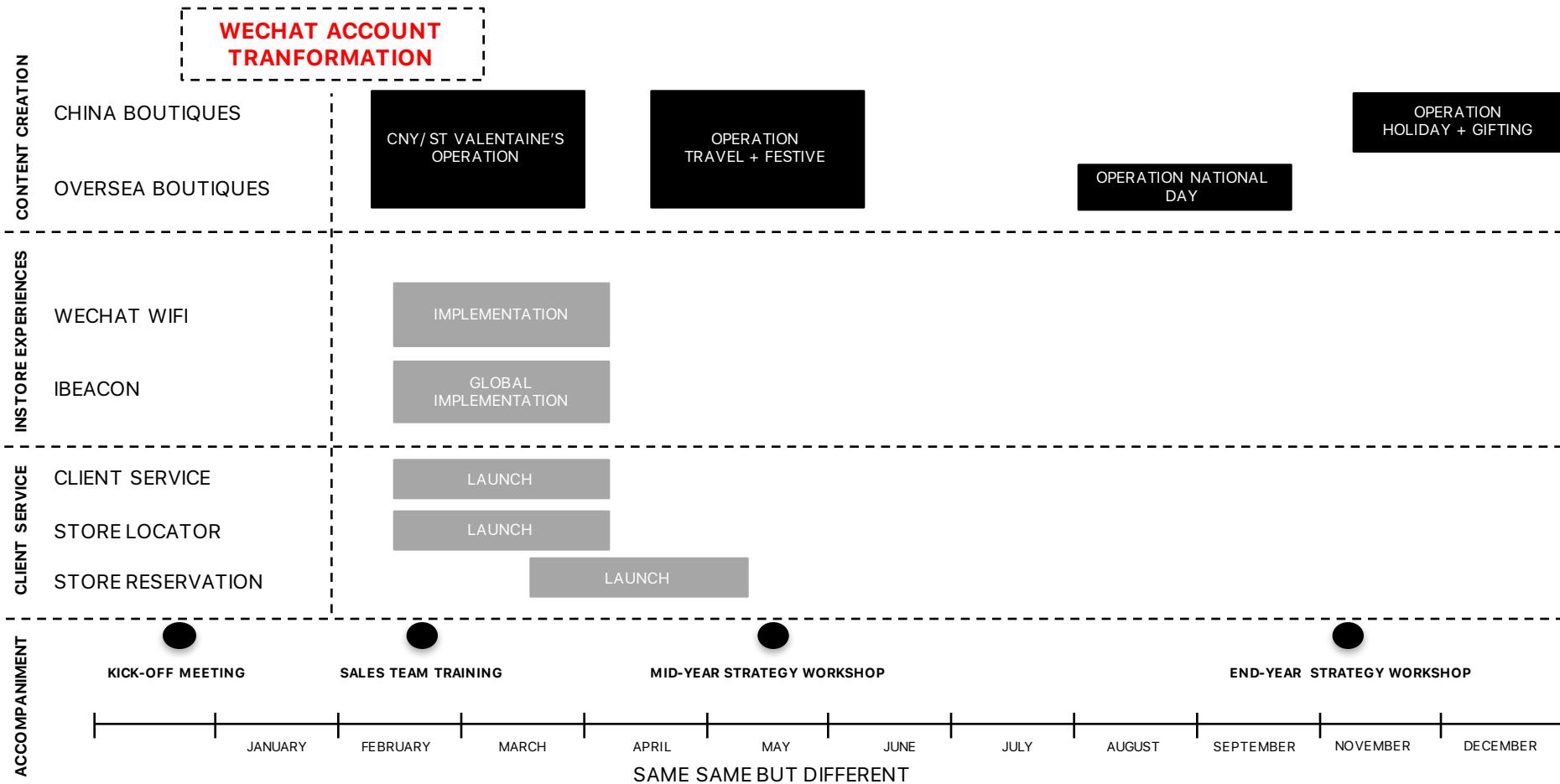
FYI the retailer is planning a boutique grand-opening in Shanghai IAPM by August 2018.
Their yearly budget for social is about 600,000 RMB, please detail how you allocate.

MARKET ANALYSIS

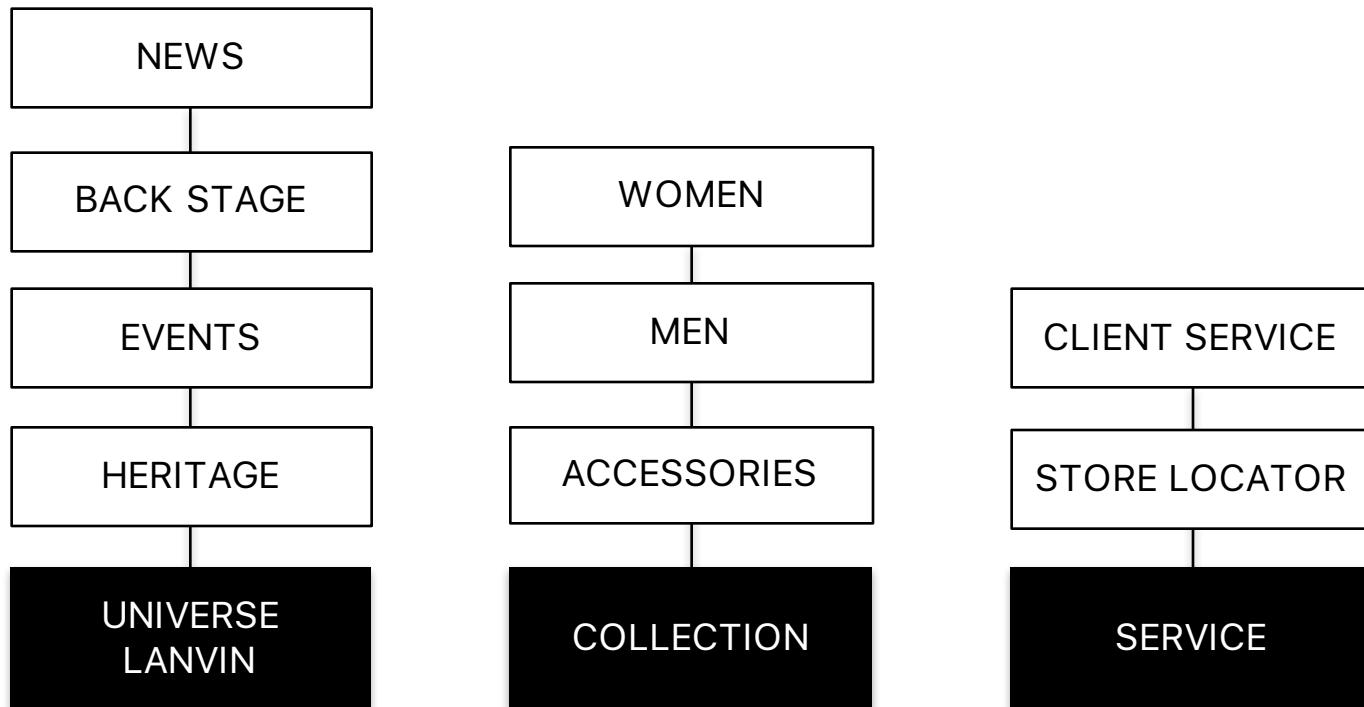
	BRANDS	WECHAT	FUNCTIONS	CONTENTS	FREQUENCY
BESPOKE	JOHN LOBB	N/A	N/A	N/A	N/A
BESPOKE	J.M.WESTON	N/A	N/A	N/A	N/A
BESPOKE	CHURCH'S	N/A	N/A	N/A	N/A
LUXURY SHOES	SALVATORE FERRAGAMO	SERVICE ACCOUNT	Customized Menu	Seasonal Highlight / Fashion Event / Celebrity / Fashion Mix	4 times / Month
LUXURY SHOES	TOD'S	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.

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

HOMEWORK



Bootcamp Prep

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

[Start your prep work](#)

You need a (free) GitHub account to start.

The world's leading software development platform

[Features](#) [Business](#) [Explore](#) [Marketplace](#) [Pricing](#)

Search GitHub

[Sign in](#) or [Sign up](#)

Built for developers

GitHub is a development platform inspired by the way you work. From **open source** to **business**, you can host and review code, manage projects, and build software alongside 28 million developers.

Username

Email

Password

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

[Sign up for GitHub](#)

By clicking "Sign up for GitHub", you agree to our [terms of service](#) and [privacy statement](#). We'll occasionally send you account related emails.

 **GitHub Universe**
A conference for the builders, planners, and leaders defining the future of software
[Get tickets →](#)

Through a combination of creativity, determination, and (a lot of) carefully crafted code, the future is being built every day.
[Learn more →](#)



Try GitHub Enterprise

Use GitHub on-premises with your own servers or in a private cloud with [GitHub Enterprise](#). Improve your developer efficiency with flexible deployment options, centralized permissions, and more.

OCTOBER 2018

PART 1: WECHAT MANAGEMENT

DECEMBER 2018

PART 2: WECHAT MINI PROGRAMS