



le wagon

Welcome aboard.



THIBAULT GENAITAY

ESSCA '11

Digital marketing practitioner and software developer for 15 years.

A huge passion for technology & everything connected.

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, Louis Vuitton, Cartier.

Running Le Wagon China, a coding school for creative entrepreneurs in Shanghai and Chengdu.

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.

Often writing nerdy articles on WeChat, Medium and LinkedIn.



DECEMBER 2017

PART 1: WECHAT MANAGEMENT

JANUARY 2018

PART 2: WECHAT MINI PROGRAMS

WECHAT MANAGEMENT

微信营销策略

WECHAT CAMPAIGNS
MANAGEMENT

CARTIER
CHLOE
COACH
GIVENCHY
GUERLAIN
LOUIS VUITTON
OFFICINE PANERAI
PIAGET
SHANGRILLA
TORY BURCH
URBAN DECAY

SERVICE ACCOUNTS
MANAGEMENT

BERLUTI
BIOOTHERM
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

980M+ 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	10M OFFICIAL ACCOUNTS	94% OF USERS USE WECHAT DAILY

WECHAT USER: BEHAVIOURAL TRAITS

微信用户：行为特征

THE AVERAGE WECHAT USER...



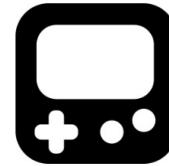
Reads 7 Articles

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



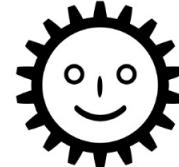
Has 128 Friends

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**



**ENTERPRISE
ACCOUNTS**

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	ENTERPRISE ACCOUNT 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.
ATTRIBUTES	1 message / day Messages appear inside the “subscription” folder in the user’s message inbox Customized tabs (max 3 tabs with 5 sub-category tabs) Location-based Services	4 messages / month per user Message appears directly in the user’s message inbox Customized tabs (max 3 tabs with 5 sub-category tabs) Wechat Payment Location Based Services	Unlimited messaging Approved follower only Business contact list Follower tagging Secured Advanced APIs Wechat Payment Location Based Services

OPPORTUNITIES FOR BRANDS

品牌的机会

HOW BRANDS CAN USE WECHAT

品牌如何使用微信

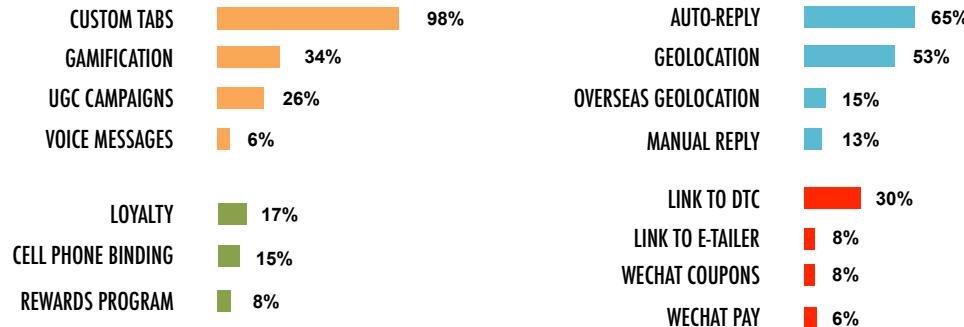


WECHAT FEATURES ADOPTION

微信使用的特征



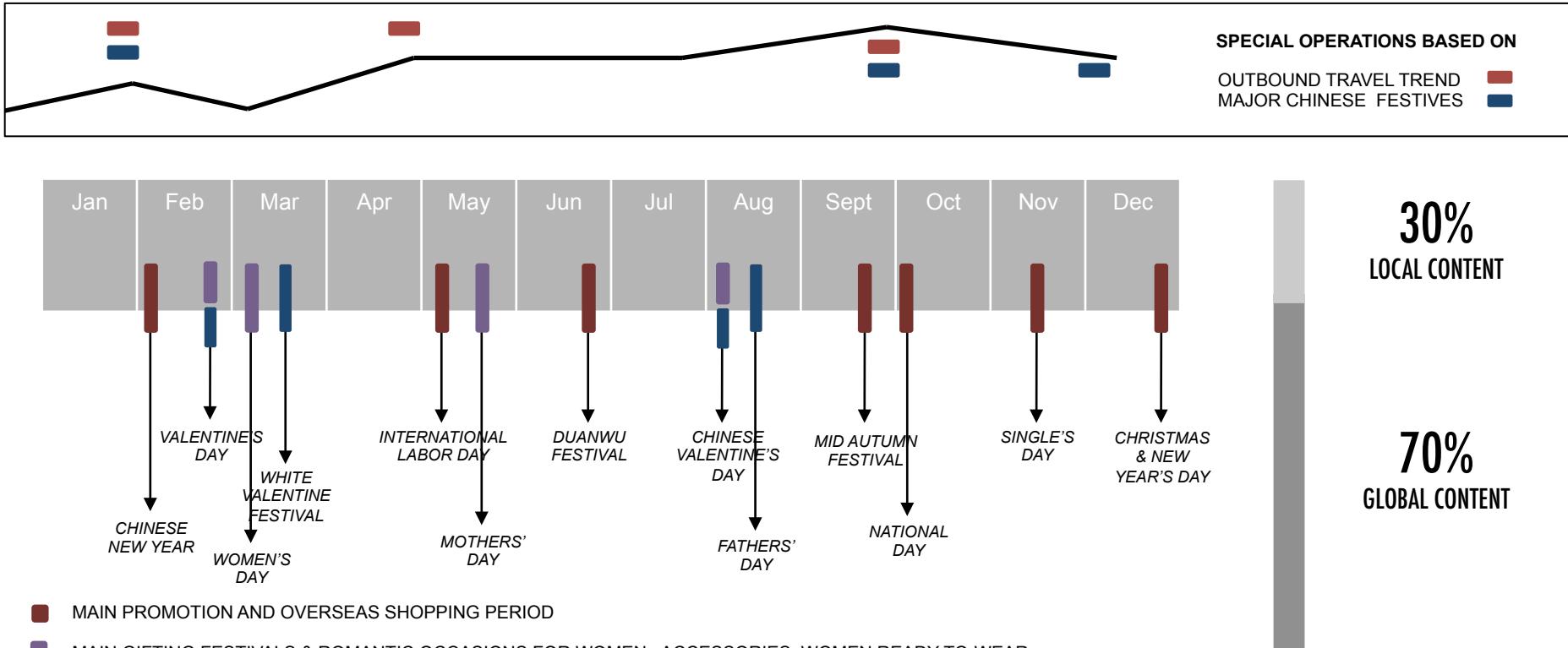
LUXURY / FASHION BRANDS



March 2016 – n=53 Active Fashion Brand Accounts

RICH CONTENT & SPECIAL OPERATIONS

丰富内容 & 特殊运营



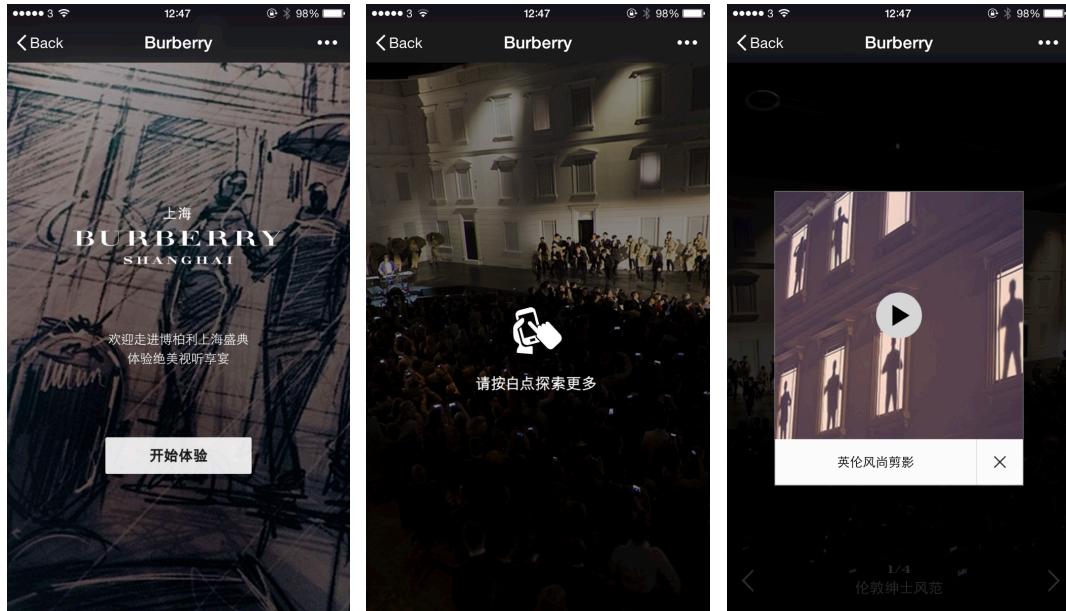
■ MAIN PROMOTION AND OVERSEAS SHOPPING PERIOD

■ 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.



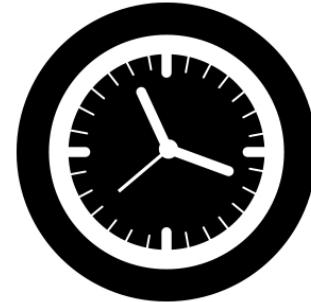
ADS FORMAT

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

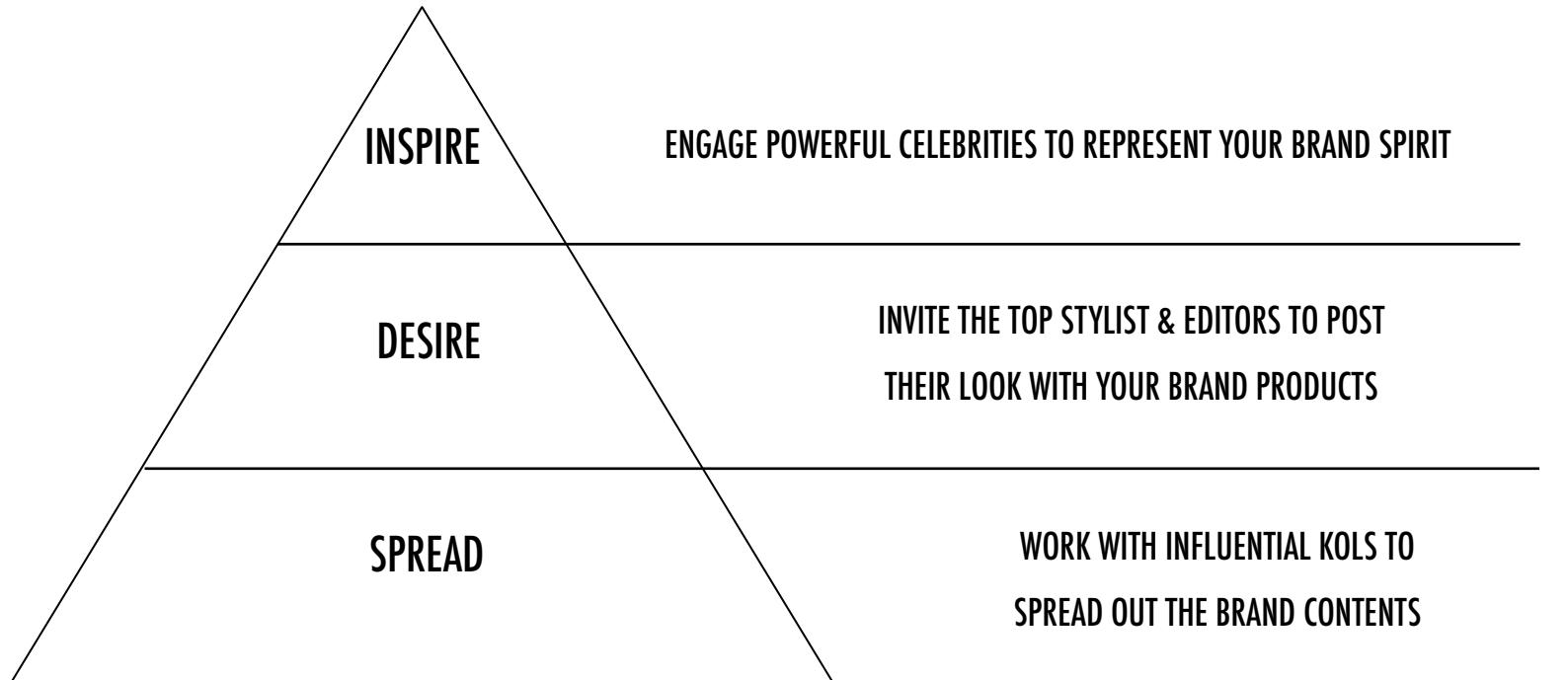


KOLS

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 > 投放详情

The screenshot shows a bidding interface for a WeChat account. At the top, there's a profile picture of a woman holding a green leaf. Below it, the account details are listed: '服装, 鞋子招代理!需要女号, 地方号!长期' (Clothing, shoes招代理!需要女号, 地方号!长期), '投放分类: 健康 时尚 美食', and '长期待合作QQ: 3076314532'. The bidding section includes fields for '整体预算' (Total Budget) set at '¥16,777.0', '预期阅读' (Expected Read) at '5745.0', '千阅读' (Thousand reads) at '292.0', and '投放时间' (Release Time) from '2016-07-08' to '2016-07-15'. Below these are sections for '投放位置' (Placement), '文案' (Copywriting), and '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
 追剧行动派 微信号: zhuijupai 无论你是美剧控、韩剧控、国产剧控还是泰剧控, 只要你是电视剧控, 关注我就对了!除了跟踪最新	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: nvwfans 女王不是造型就可以, 女王不是霸道就可以, 女王是惊艳四座的外表, 和坚不可摧的内心.整个世界	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

The screenshot shows a grid of media accounts. Each account has a logo, name, and a brief description. The accounts are:

- HKChannel**: 香港娱乐圈新闻八卦速递. 粉丝数: 63w
- 车头条**: 分享国内外汽车的新资讯,新闻,改装,跑车等信息. 粉丝数: 58w
- 苹果汇**: Iphone游戏,资讯,应用囊括于此,"爱疯"一族的乐土. 粉丝数: 76w
- 娱乐圈头条**: 看不完的明星头条,聊不够的圈姐八卦. 粉丝数: 68w

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



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 a verification code. The phone number field contains '13701828966'. Below the form is a note: '提交即代表您同意COACH的隐私协议' (Submitting represents your consent to COACH's privacy policy).

This screenshot shows the second step of the binding process, where personal information is being entered. Fields include Name (姓: 刘, 名: 琦), Gender (性别: 男), and Email (邮箱: liuyiqi@163.com). A note at the bottom says: '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。'



This screenshot shows the member information screen. It displays the member's level (普通会员), card number (OCE020C00043157), and expiration date (2015/11/30). It also shows current points (现有积分) 0, required points for upgrade (升级所需积分) 5000, and renewal points (续会所需积分). A '个人信息' (Personal Information) link is at the bottom.

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



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

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



STORE APPOINTMENTS 店铺预约

Please Fill In Required
Information for your reservation

Name

Telephone

Email

Your Preferred Way Of Contact

Telephone Email



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



IBEACON 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



IBEACON 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.

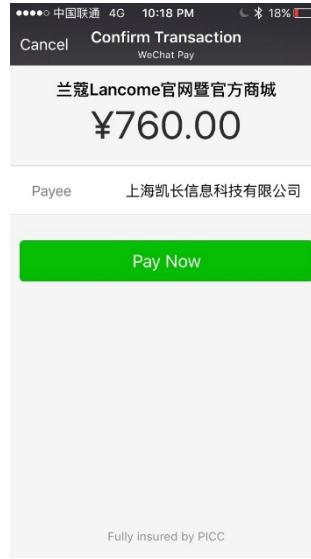
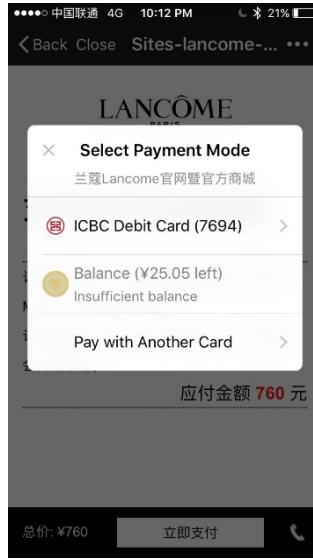
E-COMMERCE VIA DTC (DIRECT TO CONSUMER)

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).



1. BROWSE LANCOME WECHAT ACCOUNT AND SELECT A PRODUCT

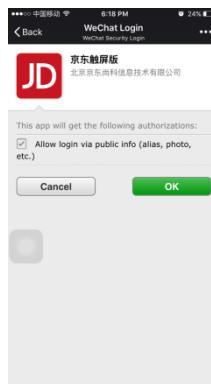
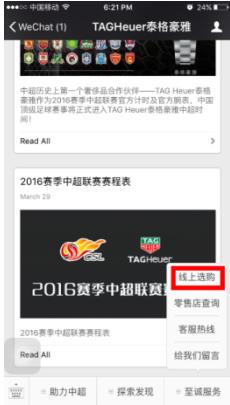
2. GO THROUGH SHOPPING CART AND SELECT WECHAT PAY

3. SELECT PAYMENT MODE FROM WECHAT WALLET: DEBIT CARD OR BALANCE

4. CONFIRM AND PAY

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 its menu. Tag-Heuer

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

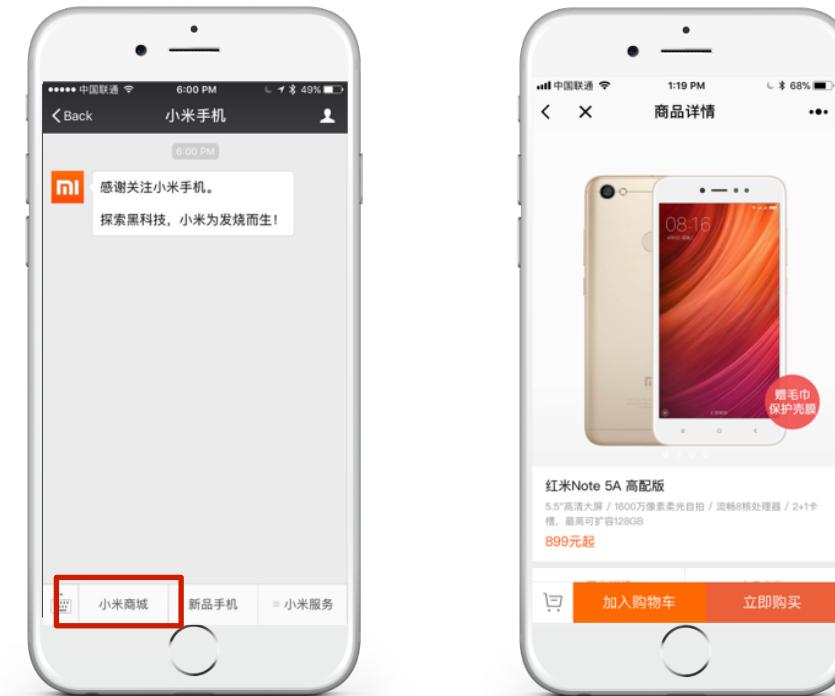
3. First time users are asked to authorize connecting with JD's API. This is standard for whenever a user connects with an approved WeChat 3rd party platform.

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



17%
MARKET SHARE



71%
MARKET SHARE

	WECHAT WALLET	ALIPAY
YEARS OF DEVELOP	2 years	8 years
ACTIVE USERS	500 million Social Base Tier 1	190 million 1.9 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.



配送时间

无指定 周一到周五 周六
 周日

支付方式:

支付宝支付

发票信息

开具发票



选择付款方式

银行卡支付
 支付宝, 信用卡支付

* 发票 :

不要发票

输入礼券详细信息

您的订单可以使用礼券支付。特别提示：请注意申请使用礼券支付必须与提交订单同时进行；如果您的礼券余额不足以支付您的全部订单金额，当你点击“应用”之后，您可以使用第二张礼券继续支付。如果您想使用礼券支付订单部分或全部金额，请输入您的礼券号码，然后点击应用提交。

输入您的礼券号码 :

应用
检查余额

ONLY ALIPAY GATEWAY IS AVAILABLE
IN SHISEIDO AND CLARINS ONLINE SHOP



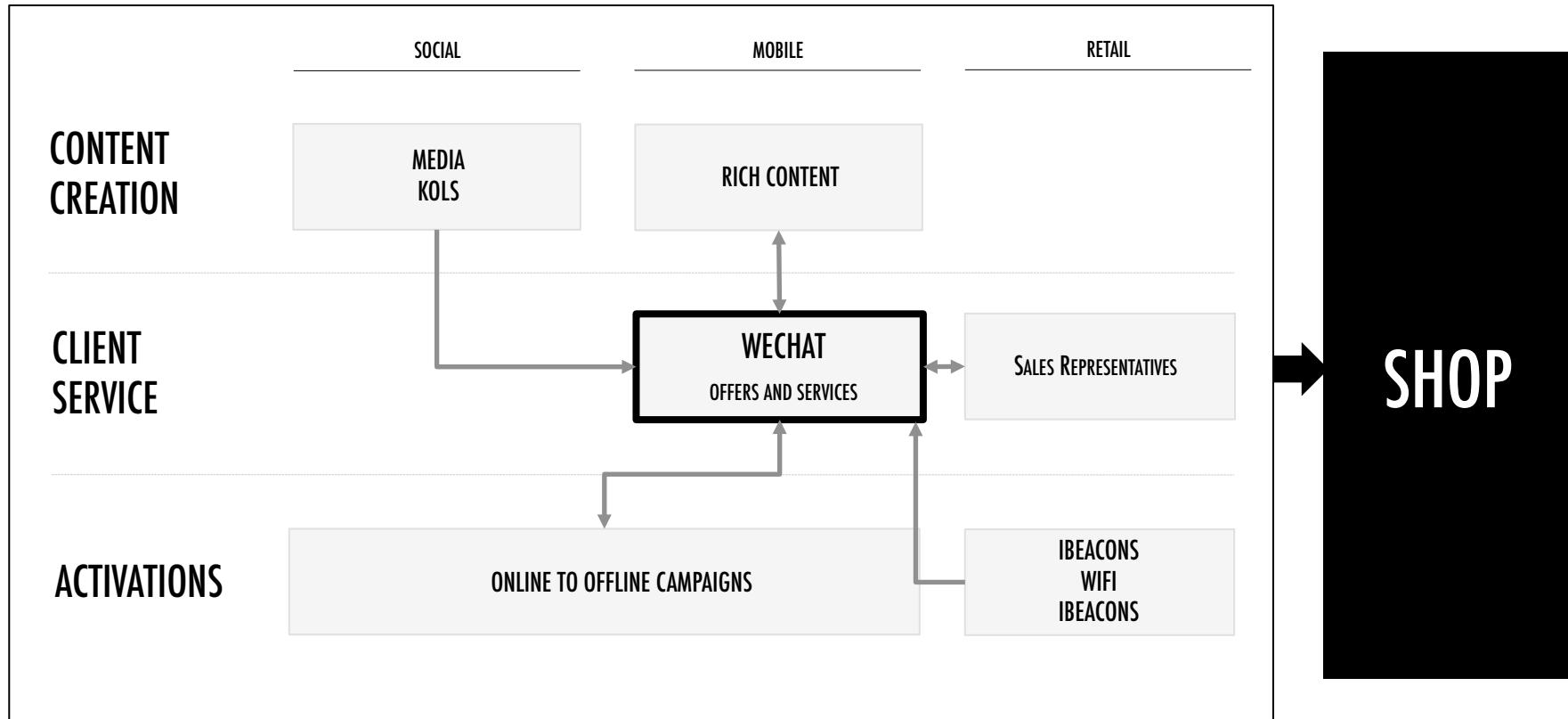
提示

如需浏览，请长按网址复制后使用浏览器访问

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.auth.AuthAndExecute&partner=2088801679915884&sec_id=MD5&format=xml&v=2.0&sign=9a16e08fb39115f692fd0f687f48617

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)

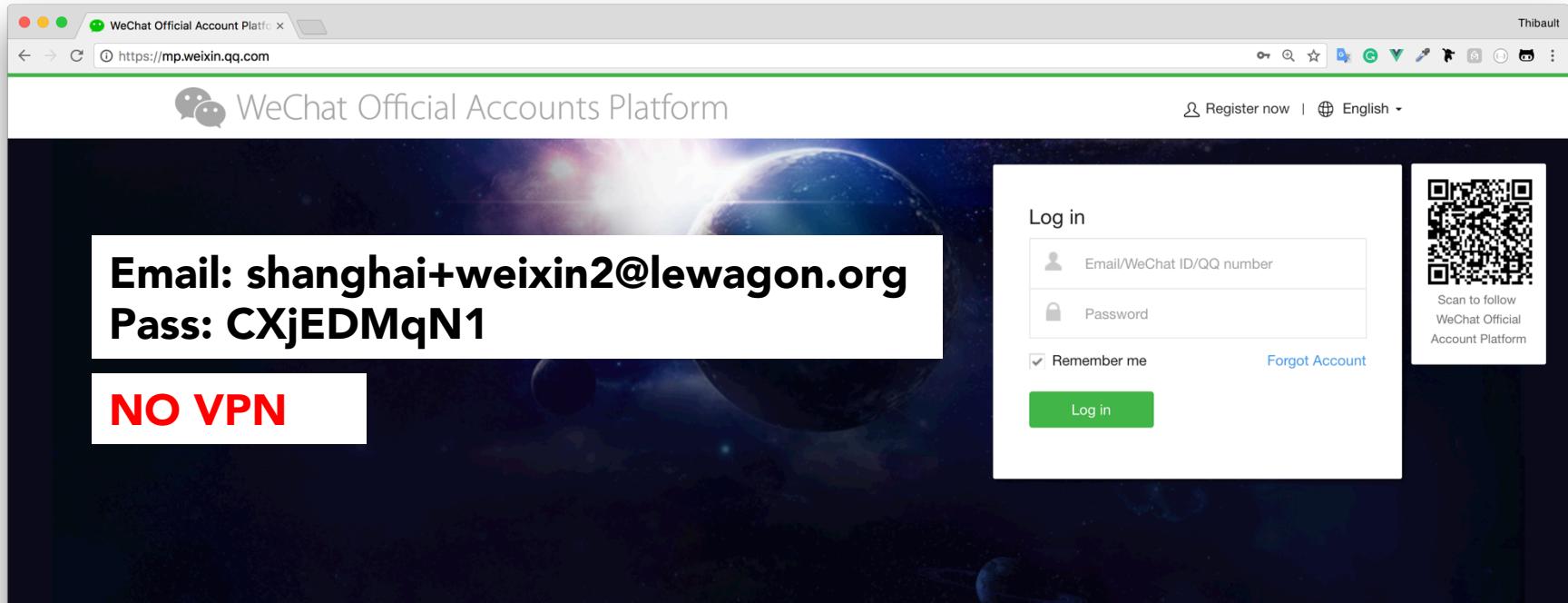
LE WAGON BRAVO

Scan to join our playground account for LOLZ 🚗



LE WAGON BRAVO

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



A screenshot of a web browser showing the WeChat Official Accounts Platform login page. The URL in the address bar is <https://mp.weixin.qq.com>. The page has a dark background with a space-themed image of planets. 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 with fields for Email/WeChat ID/QQ number and Password, a "Remember me" checkbox, a "Forgot Account" link, and a green "Log in" button. There is also a QR code and a link to "Scan to follow WeChat Official Account Platform". At the bottom of the page, there are sections for "Updates" and "View more >".

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

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 Aa

D17

	A	B	C	D	E	F	G
1							
2	Month:	October				# of WeChat posts	4
3						#匠心制造#	1
4						#奢侈艺术#	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						#奢侈艺术# 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

PLAN YOUR POSTS

From 4/month to 1/day

The screenshot shows the KAWO app interface with the URL <https://app.kawo.com/startups/382/planning/day/2017-09-15>. The top navigation bar includes links for DASHBOARD, INSPIRATION, PLANNING (which is underlined in blue), and REPORTING. There are also various icons for account management and search. The main area displays a calendar for Friday, September 15, 2017, with a "Create Event" button and a plus sign.

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 Thibault

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

Xumei 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

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

叁拾度 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

Clipboard

My gallery

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.

Three SUNSHINE OMNIBUS

YOUR TURN

工艺

CRAFTMANSHIP





parcours par

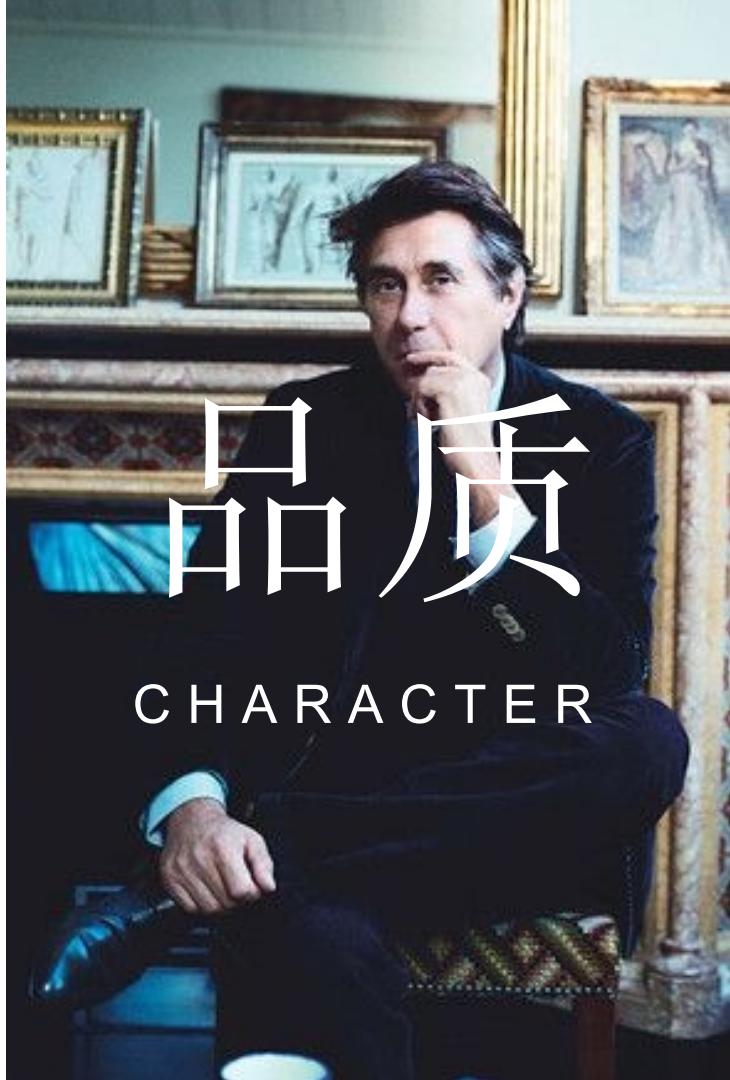
berluti.com

匠人

SHOEMAKER







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.

2016 LANVIN CHINESE CLIENTS WECHAT PLAN

CONTENT CREATION

WECHAT ACCOUNT TRANSFORMATION

CHINA BOUTIQUES

CNY/ ST VALENTINE'S OPERATION

OPERATION TRAVEL + FESTIVE

OPERATION HOLIDAY + GIFTING

OVERSEA BOUTIQUES

OPERATION NATIONAL DAY

INSTORE EXPERIENCES

WECHAT WIFI

IMPLEMENTATION

IBEACON

GLOBAL IMPLEMENTATION

CLIENT SERVICE

CLIENT SERVICE

LAUNCH

STORE LOCATOR

LAUNCH

STORE RESERVATION

LAUNCH

ACCOMPANIMENT

KICK-OFF MEETING

SALES TEAM TRAINING

MID-YEAR STRATEGY WORKSHOP

END-YEAR STRATEGY WORKSHOP

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

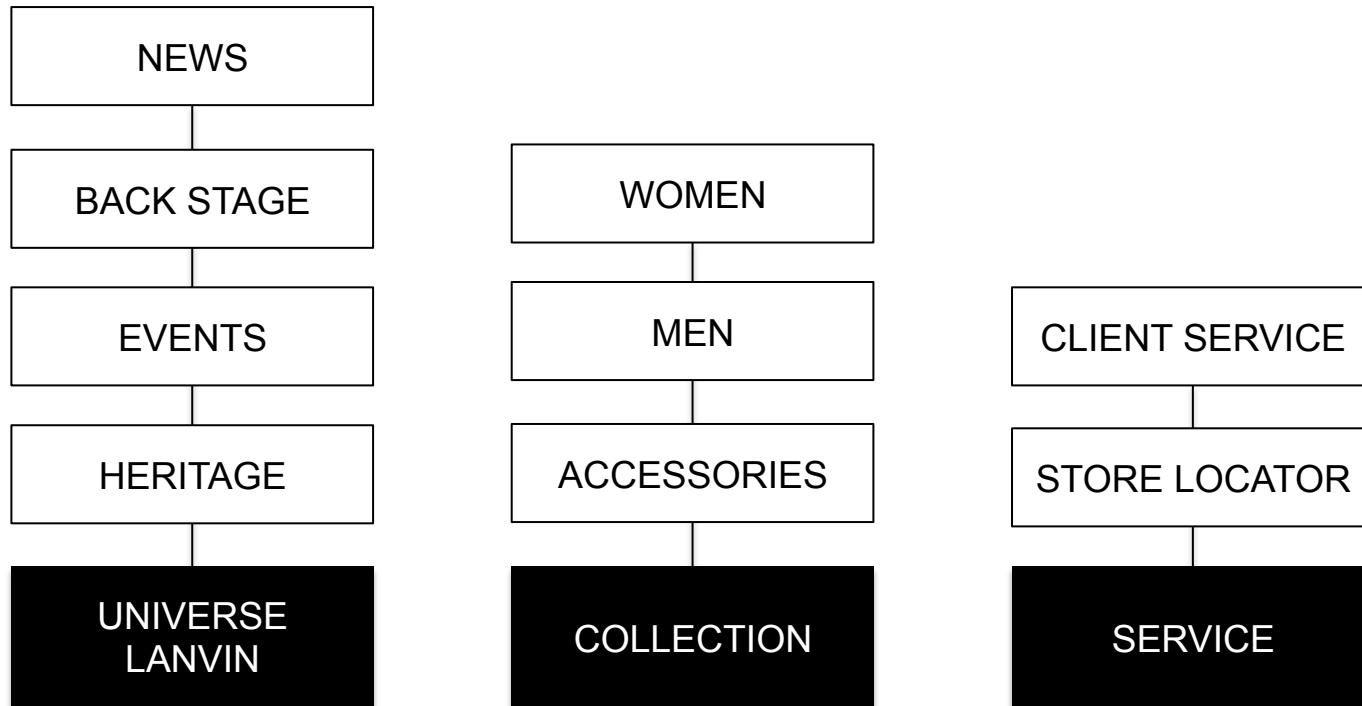
SEPTEMBER

NOVEMBER

DECEMBER

SAME SAME BUT DIFFERENT

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



le wagon

Log in

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.

J Explore GitHub, Inc. [US] https://github.com/explore Thibault

Search GitHub Pull requests Issues Marketplace Explore

PROJECT
24 Pull Requests
Give the gift of code to your favorite open source projects this holiday season.

Say "no" to the slowdown
A free, open internet is once again at stake. Join us in the fight for net neutrality.

BLOG
The Natural History Museum goes digital
See how entomologists in London automate their work with GitHub.

Collections

See more collections >



Net neutrality

Software, research, and organizations protecting the free and open internet.



Music

Drop the code bass with these musically themed repositories.

Topics



Firebase

Firebase is a mobile app

DECEMBER 2017

PART 1: WECHAT MANAGEMENT

JANUARY 2018

PART 2: WECHAT MINI PROGRAMS