

# RED Service Introduction



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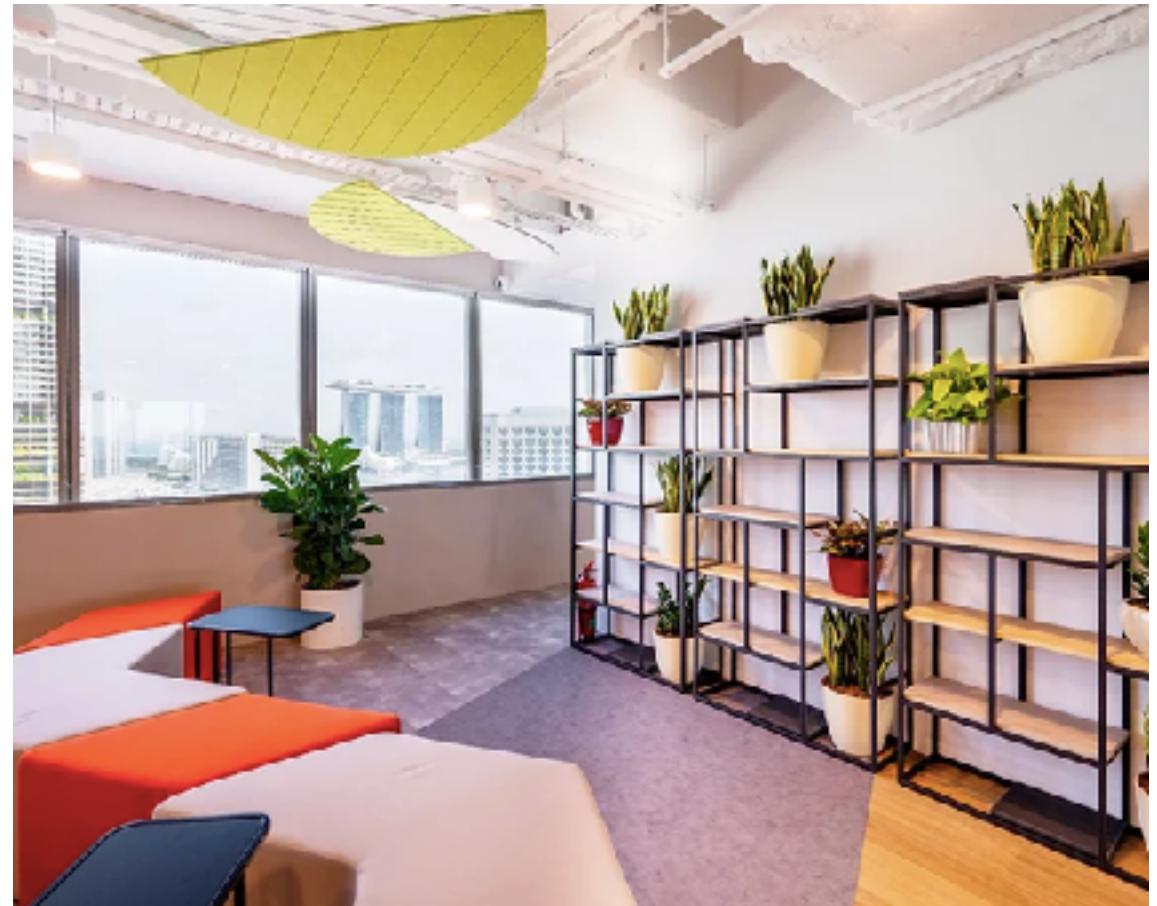
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**04** | Our Services



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*1*



**UFriend Media**

# UFriend Media

## About Us

UFriend Media is a professional digital services company in Singapore and Malaysia. With years of experience and expertise in the lifestyle industry, UFriend Media provides digital marketing service and integrated O2O solutions such as content creation & ads, e-commerce system, and e-wallet payment etc.



# UFriend Media

## Our RED Clients

### 1. Our Owned Accounts

1.1 HiGoWhere SG (新加坡去哪嗨 | 39.3K)

<https://www.xiaohongshu.com/user/profile/5cf48cb70000000012001573?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728887339>

1.2 HiGoWhere MY (马来西亚去哪嗨 | 33.3K)

<https://www.xiaohongshu.com/user/profile/5f588b120000000001008935?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728888260>

### 2. Retail

2.1 Watsons Malaysia (43.9K)

<https://www.xiaohongshu.com/user/profile/62036cb3000000001000e5d3?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728888927>

2.2 King Power Duty Free (泰国KingPower王权免税店 | 13.2K)

<https://www.xiaohongshu.com/user/profile/5c8e70b8000000001603597d?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728888545>

2.3 The Shilla Duty Free Singapore (新加坡新罗免税店 | 15.8K)

<https://www.xiaohongshu.com/user/profile/5aa6374b4eacab58cdd6416e?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728889160>

2.4 Heinemann Duty Free (海内曼免税店 | 2K)

<https://www.xiaohongshu.com/user/profile/61c97cfe0000000010005d3f?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728889314>

2.5 Signature Market (4K)

<https://www.xiaohongshu.com/user/profile/6215fa920000000010008c10?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728889390>

2.6 Lazada Malaysia (1K)

<https://www.xiaohongshu.com/user/profile/64f968e90000000006030e3b?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728889437>

### 3. Hotels

3.1 EQ, Kuala Lumpur (吉隆坡EQ酒店 | 7K)

<https://www.xiaohongshu.com/user/profile/646d774a000000002b00ab4e?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728889861>

3.2 IOI Resort City, Putrajaya (马来西亚布城IOI度假城 | 924)

<https://www.xiaohongshu.com/user/profile/65f231c90000000050091ff?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728890114>

3.3 Pan Pacific Hotel Group (泛太平洋 | 3K)

<https://www.xiaohongshu.com/user/profile/5bde51d69e814e0001a56a22?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728890187>

3.4 Artyzen Singapore (新加坡雅辰酒店 | 688)

<https://www.xiaohongshu.com/user/profile/65e99cb7000000005009b39?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728890274>

### 4. Attractions

4.1 Singapore Science Centre (新加坡科学中心 | 2K)

<https://www.xiaohongshu.com/user/profile/641aba730000000012011fa2?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728891345>

4.2 Royal Selangor Visitor Centre (皇家雪兰莪锡蜡访客中心 | 689)

<https://www.xiaohongshu.com/user/profile/66681db10000000003033154?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728891585>

# UFriend Media

## Our RED Clients

### 5. F&B

5.1 Paradise Group (新加坡樂天餐饮集团 | 1.7K)

<https://www.xiaohongshu.com/user/profile/65f3f89a000000000500cb1a?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892258>

5.2 RED House Seafood (新加坡小红楼REDHOUSE | 1.5K)

<https://www.xiaohongshu.com/user/profile/607f919b0000000001001016?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892021>

5.3 Jumbo Group (新加坡珍宝餐饮集团 | 570)

[https://www.xiaohongshu.com/user/profile/659b73f6000000002200371f?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728980619&share\\_id=b12780e94e284d7ea055038608097503](https://www.xiaohongshu.com/user/profile/659b73f6000000002200371f?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728980619&share_id=b12780e94e284d7ea055038608097503)

5.4 Da Shi Jia Big Prawn Mee (大食家大大大虾面 | 351)

<https://www.xiaohongshu.com/user/profile/5d7650190000000001000bd0?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892378>

5.5 Yum Cha (新加坡饮茶Yum Cha酒楼 | 405)

<https://www.xiaohongshu.com/user/profile/64c885e20000000025036928?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892442>

5.6 Peach Garden (桃苑Peach Garden | 1.1K)

<https://www.xiaohongshu.com/user/profile/65ed6641000000000b030e21?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892562>

5.7 The Hainan Story (海南宝 | 703)

<https://www.xiaohongshu.com/user/profile/607e496a000000000101f871?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892671>

5.8 Arteastiq (Arteastiq | 1.2K)

<https://www.xiaohongshu.com/user/profile/6048f66e000000000101d450?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892744>

# UFriend Media

## Our RED Clients

5.9 Tian Tian Fisherman's Pier Seafood Restaurant (TianTian Fisherman | 3.2K)

<https://www.xiaohongshu.com/user/profile/5ebce42c000000000101c5c0?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728892997>

5.10 Zhang Liang Mala Tang (新加坡张亮麻辣烫 | 2K)

<https://www.xiaohongshu.com/user/profile/628dd756000000002102b33a?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728893435>

5.11 Zheng Nan Qi Bai (正南柒百泡椒米线 | 502)

<https://www.xiaohongshu.com/user/profile/65791f64000000002002f45a?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728893515>

5.12 Lux Cove Seafood (新加坡富景海鲜 | 541)

<https://www.xiaohongshu.com/user/profile/63a7fd020000000026004796?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728893580>

5.13 Malu Bianbian (马路边边 | 298)

[https://www.xiaohongshu.com/user/profile/658004040000000020035b17?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728896948&share\\_id=faeda28e17d744ddb31e9a108a3225f2](https://www.xiaohongshu.com/user/profile/658004040000000020035b17?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728896948&share_id=faeda28e17d744ddb31e9a108a3225f2)

5.14 Alijiang (新加坡阿里疆 | 520)

[https://www.xiaohongshu.com/user/profile/64478036000000001400c4b1?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728897027&share\\_id=cfe86d9d76f7479588c7d4ffd744a610](https://www.xiaohongshu.com/user/profile/64478036000000001400c4b1?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728897027&share_id=cfe86d9d76f7479588c7d4ffd744a610)

5.15 Western Mahua (新加坡西部马华 | 1.3K)

[https://www.xiaohongshu.com/user/profile/6405e339000000001400e8be?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728897134&share\\_id=4205e8c7459c442686bf17e9619991d2](https://www.xiaohongshu.com/user/profile/6405e339000000001400e8be?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728897134&share_id=4205e8c7459c442686bf17e9619991d2)

# UFriend Media

## Our RED Clients

5.15 Inside Scoop (InsideScoop马来西亚 | 48.5K)

<https://www.xiaohongshu.com/user/profile/5cc709b3000000001001d579?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728893113>

5.16 Pitt Kuala Lumpur (Pitt Club KL | 597)

<https://www.xiaohongshu.com/user/profile/648154b600000000110036db?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728893196>

5.17 Putien Malaysia (莆田PUTIEN Malaysia | 1.2K)

<https://www.xiaohongshu.com/user/profile/63d4f5190000000028018f23?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728893305>

5.18 Shoo Loong Kan Thailand (泰国小龙坎火锅 | 420)

[https://www.xiaohongshu.com/user/profile/64f1a9c9000000005002a09?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728897254&share\\_id=13c92b2e514047ddb54f34205ac53a90](https://www.xiaohongshu.com/user/profile/64f1a9c9000000005002a09?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728897254&share_id=13c92b2e514047ddb54f34205ac53a90)

5.19 Shoo Loong Kan London (伦敦小龙坎火锅 | 324)

[https://www.xiaohongshu.com/user/profile/65ec41770000000050082df?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728898503&share\\_id=fd3cbfbf70294773992b0a0f486ec1de](https://www.xiaohongshu.com/user/profile/65ec41770000000050082df?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728898503&share_id=fd3cbfbf70294773992b0a0f486ec1de)

*02* About RED

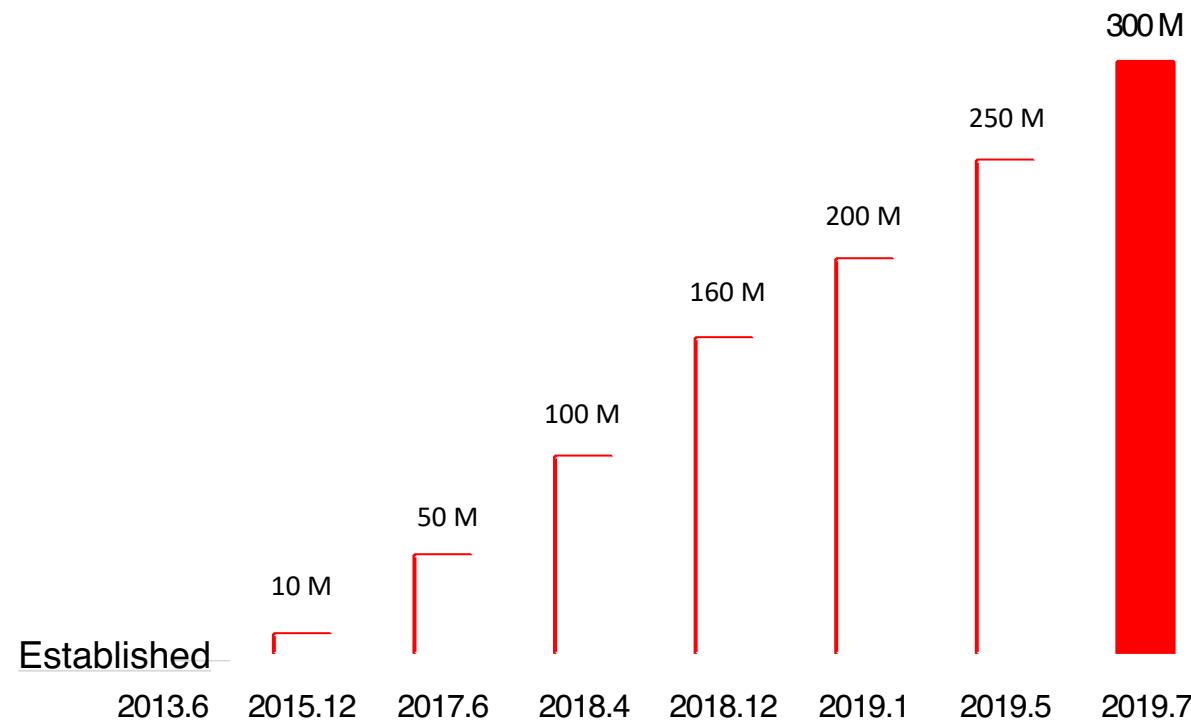
# About RED

Overview



小红书

## The biggest lifestyle sharing community



Dominated the social media app ranking in IOS App store

## About RED

Overview



In RED, young generation share their lifestyle, and explore more on consuming

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## User and Brand Profile

\*Until 2019.Oct

300M	Register Users
77%	Female Users
56%	Users from Tier 1 &2 City in China
72%	90s
90%	Explore the brand/product information
280k+	Daily New Post

Brands deliver their story and connect with user by content & interaction

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22,000+	Brand Official Account
43,000+	Brand Official Page
20,000+	Daily post with brand tag

# About RED

User Explore, Communicate, Shop & Share Their Experience



New Feed



Content Post



Hot Topic

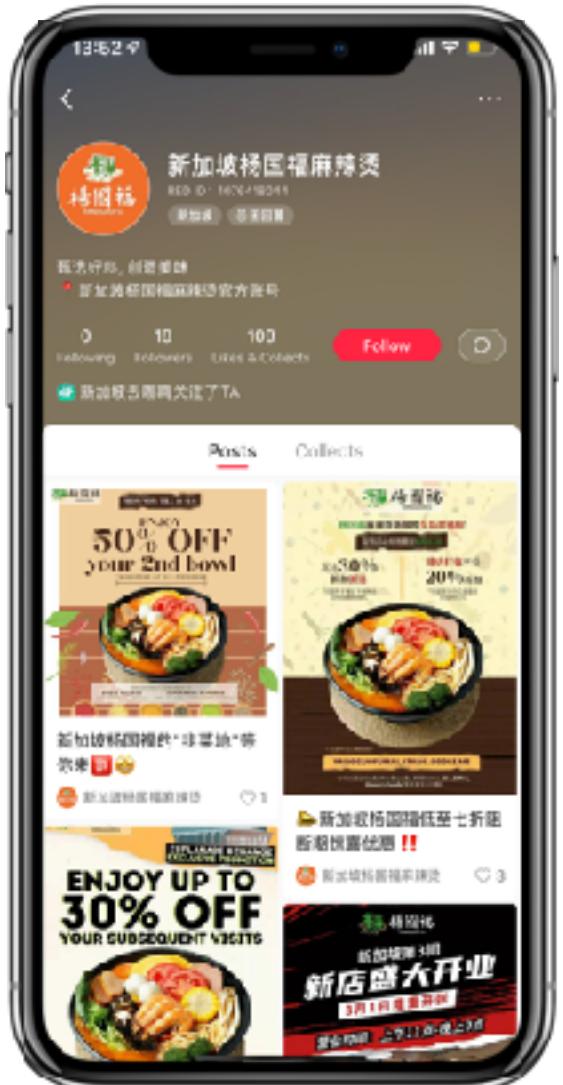


Shopping

*03* **RED Products**

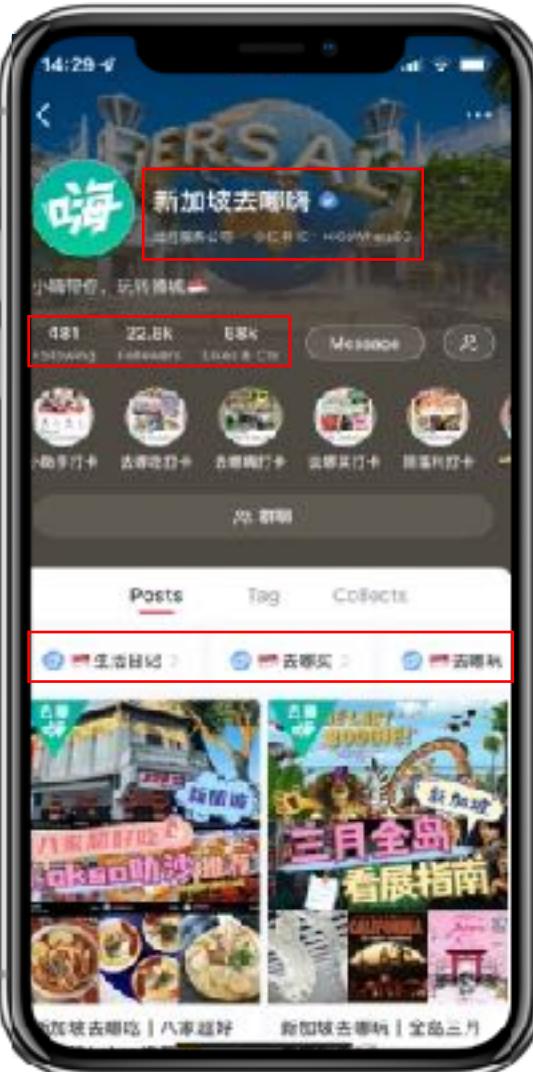
# Listing Upgrade

Personal Account VS Business Account



## Personal Account

No Verification



## Business Account

- Business Verification
- Offline Address
- Contact Number
- Follower Interaction

# Listing Upgrade

## Content Management



Business News



Information Sharing



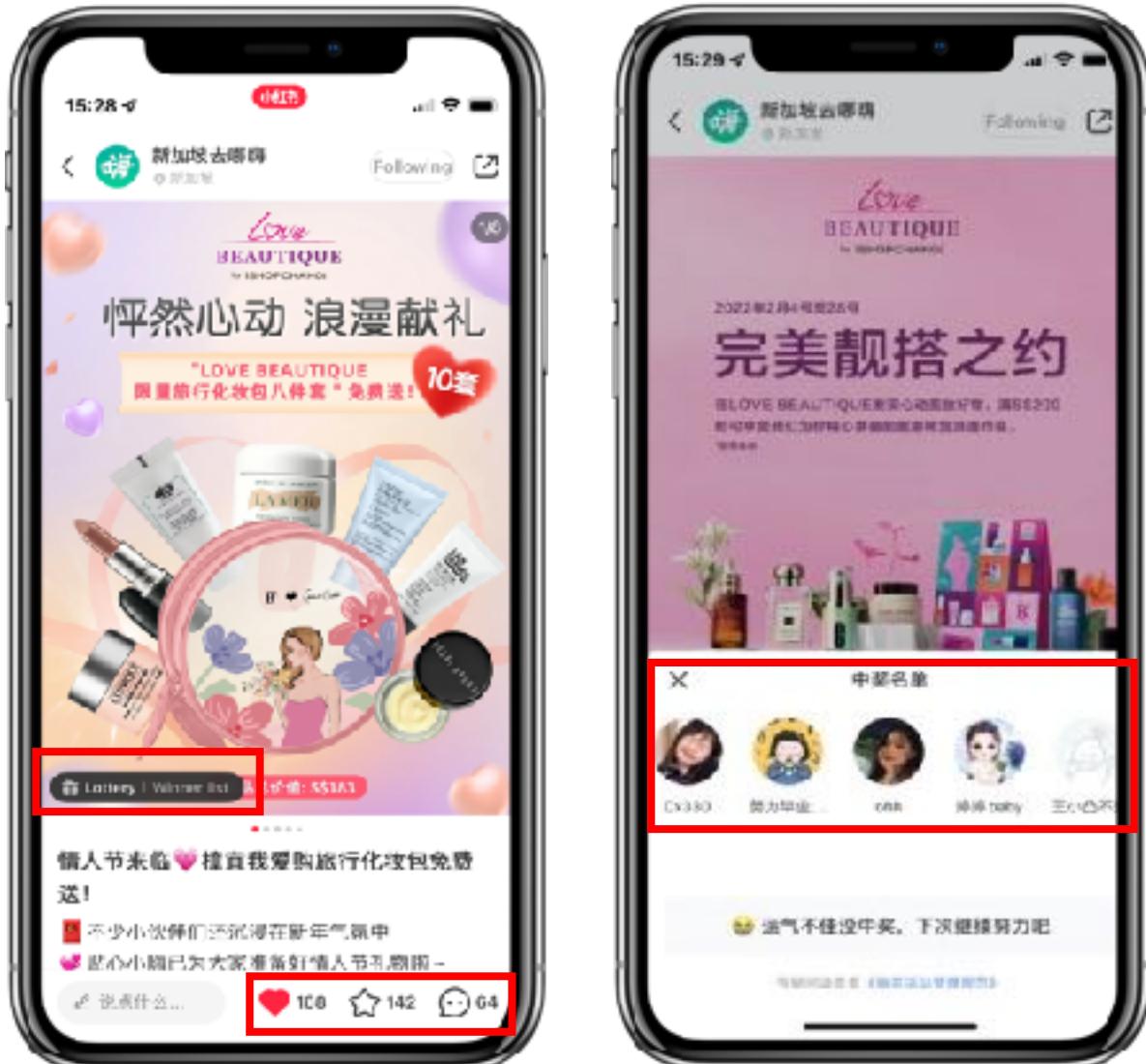
New Arrival



Promotion

# Listing Upgrade

## Marketing Tools



Business account allows merchant to conduct "Lucky Draw" function.

Such monthly campaign would engage existing followers and increase new followers drastically at the same time

# Listing Upgrade

Business Account Backend



小红书 专业号平台 专业号运营 推广中心 品牌合作 店铺

新加坡去哪嗨

首页

管理中心 直播管理 营销工具 消息中心 数据中心 资质管理 通知中心

专业号运营表现

总粉丝	近一周新增粉丝	近期笔记平均阅读数	近期笔记点击率
22,572 较上周 +157	200 较上周 +18.2%	2,467.9 较整体 -38.4%	9.2% 较整体 -0.4%

最新发布

More functions and able to check the overview of account performance

# Listing Upgrade

Business Account Backend



## 最新发布



🤝在新加坡长期生活的小伙伴们是否有有着汇款回国步骤繁复而困扰...

曝光数 748

阅读数 570



快到周末啦🤝小伙伴们要好好让自己放松一下哦~全岛八家spa店...

曝光数 14,866

阅读数 1,850



晚上饿了想出门觅食?🤝这11家餐厅和咖啡店~24/7随时等待小伙伴们...

曝光数 16,668

阅读数 2,592



🤝每周优惠速报每周快乐到爆🎉这周又有什么惊喜优惠折扣呢🤝...

曝光数 15,217

阅读数 2,622

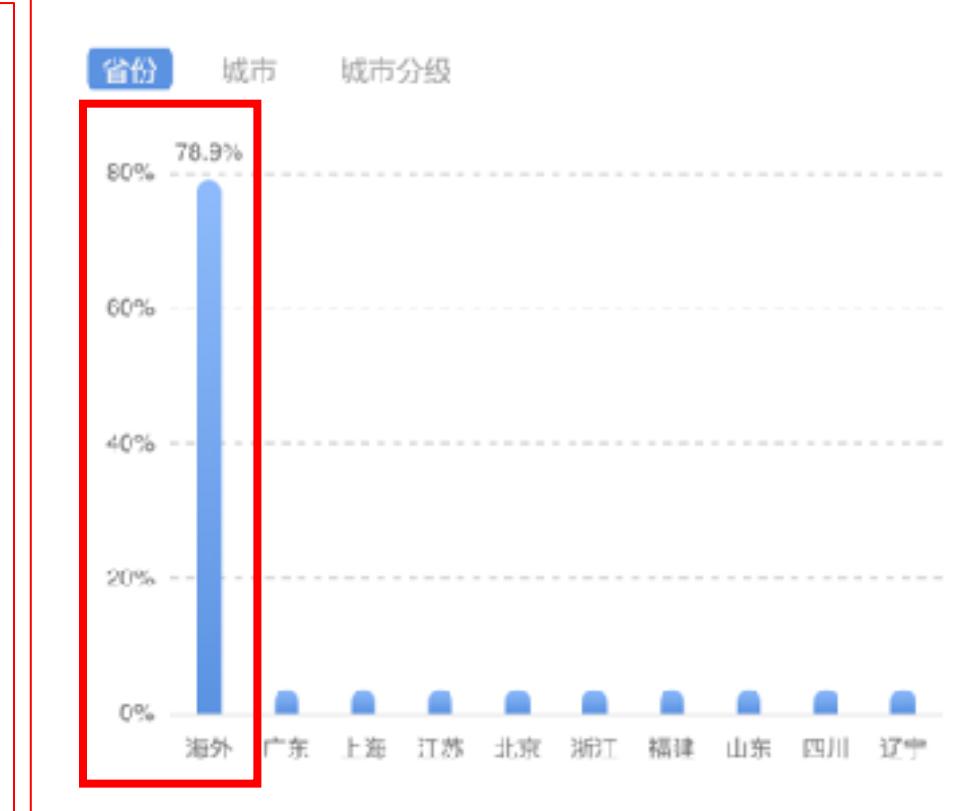
Able to view each post's exposure (Impression and Organic Readership)

# Listing Upgrade

Business Account Backend



Number of Followers



Followers Location Segregation

# Listing Upgrade

## Business Account Backend



Gender



Interests



Age

Source

# Traffic Driving

RED Ads – Feed Ads (Message)



# Traffic Driving

RED Ads – Feed Ads (Website)



Feed

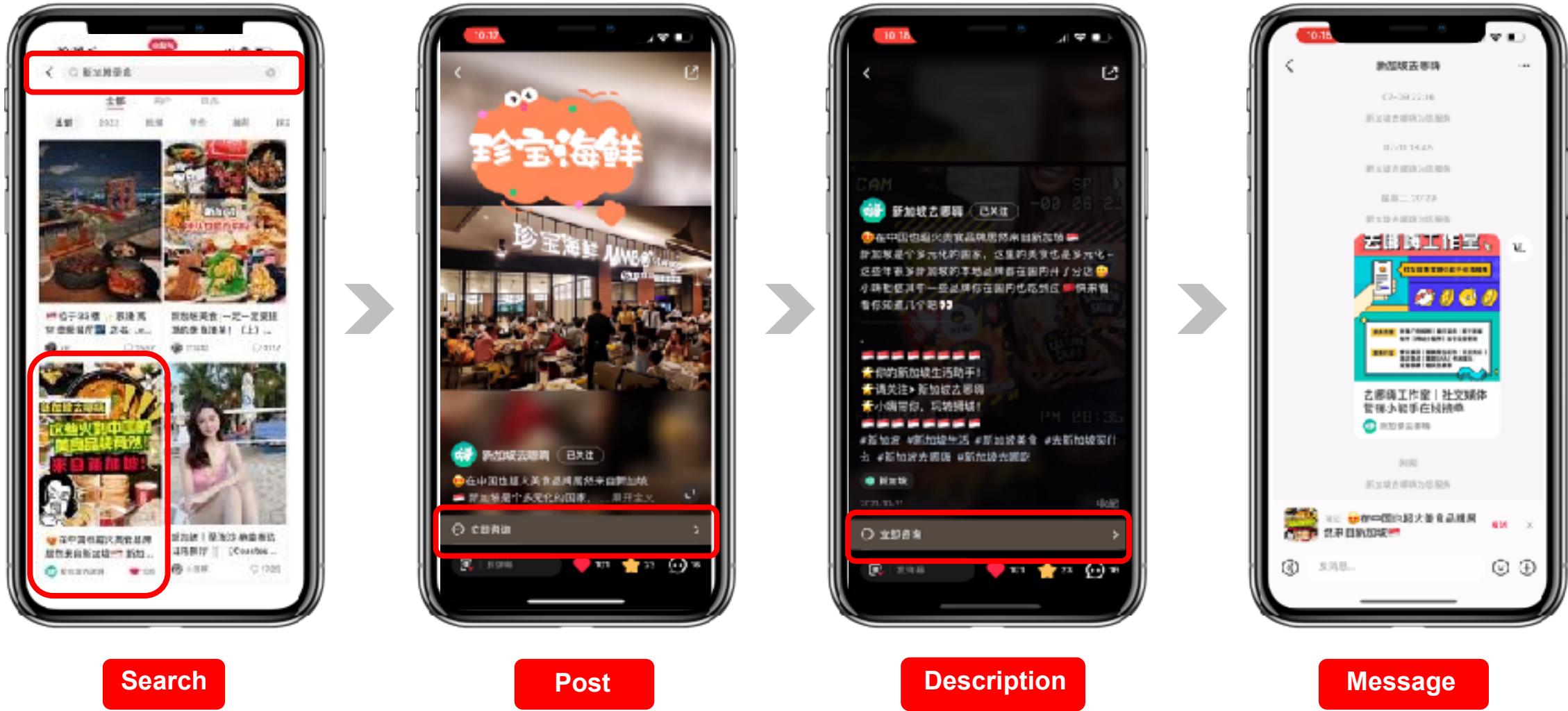
Post

Description

Website

# Traffic Driving

RED Ads – Search Ads



# Traffic Driving

RED Ads Backend Data



1

2022-07-05 至 2022-08-01

计划筛选

推广数据

收起图表

总消费

¥10,042.15

2

总展现

1,003,855

环比: -

3

总点击

39,404

环比: -

4

总点击率

3.93%

环比: -

5

平均点击价格

¥0.25

环比: -

6

1. Ads Period
2. Total Spend
3. Impressions
4. Click-through
5. Conversion Rate
6. Cost-per-Click

- Ads Period: 2022.07.5 – 08.01
- Total Spend: RMB 10,042.15
- Impressions: 1,003,855
- Ad Space: Feeds & Search

# Traffic Driving

## Influencer Management



- KOL / KOC marketing builds trust
- KOLs / KOCs have homogeneous audience
- KOL / KOC marketing has good ROI
- KOLs / KOCs create high-quality content

# 04



## Our Services

# Our Services

Business Account & Account Management



Service	Item	Description
Business Account	Verification & Setup	Registration & Verification
		Account Module Setup
		Annual Fee (RMB 600 paid to RED)
Account Management	Content Creation	Content Planning
		Graphic Post
		Video Post
	Account Maintenance	Customer Servicer & Report

# Our Services

Ads Management & Influencer Management



Service	Item	Description
Ads Management*	<b>Ads Manager</b>	<ul style="list-style-type: none"><li>• Ads Manager Activation</li><li>• Global Targeting</li><li>• Website CTA</li></ul>
	<b>Ads Service</b>	Ads Planning, Execution & Report
	<b>Media Buy</b>	Content Creation: Graphic Post / Video Post
Influencer Management	<b>Influencer Service</b>	Influencer Planning, Execution & Report
	<b>Media Buy</b>	<ul style="list-style-type: none"><li>• KOL: 5K followers and above</li><li>• KOC: 500-5K followers</li></ul>

\* Subject to company and industry, please contact us for further discussion.

## Our Services

HiGoWhere SG Ads



Service	Item	Description
HiGoWhere SG Ads	HiGoWhere SG Post Ads	Graphic Post Video Post Lucky Draw Post
	RED Ads* (Through HiGoWhere SG)	Graphic Post / Video Post Media Buy Credit Top-up (Paid to HiGoWhere SG)

\* Subject to company and industry, please contact us for further discussion.

# Our Services

## Packages



Packages	Details	Unit Price (SGD)	Package Price (SGD)	
<b>Account Management Trial Package</b>	Business Account Verification & Setup (RMB 600 Annual Fee pay to RED included)	720	3,500*	
	Ads Manager Activation (Singapore Local Targeting included)	300		
	Option 1: Graphic Post x 2 + HiGoWhere SG Repost x 1	1,500		
	Option 2: Video Post x 1 + HiGoWhere SG Repost x 1			
	Ads Credit Top-up (RMB 5,000 pay to RED included, Est. Impression: 100-200K+ )	1,300		
	Ads Planning, Execution & Report			
<b>Business Account Verification Package</b>	Business Account Verification & Setup (RMB 600 Annual Fee pay to RED included)	720	720	

\* Subject to company and industry, please contact us for further discussion



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