

RED Service Introduction

小红书



UFRIEND MEDIA

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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.



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/5f588b12000000001008935?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/65f231c900000000050091ff?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/65e99cb70000000005009b39?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

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/5ebce42c00000000101c5c0?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

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

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

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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/64f1a9c90000000005002a09?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/65ec417700000000050082df?xhsshare=CopyLink&appuid=5c69028f000000001101bdb9&apptime=1728898503&share_id=fd3cbfbf70294773992b0a0f486ec1de

02 About RED

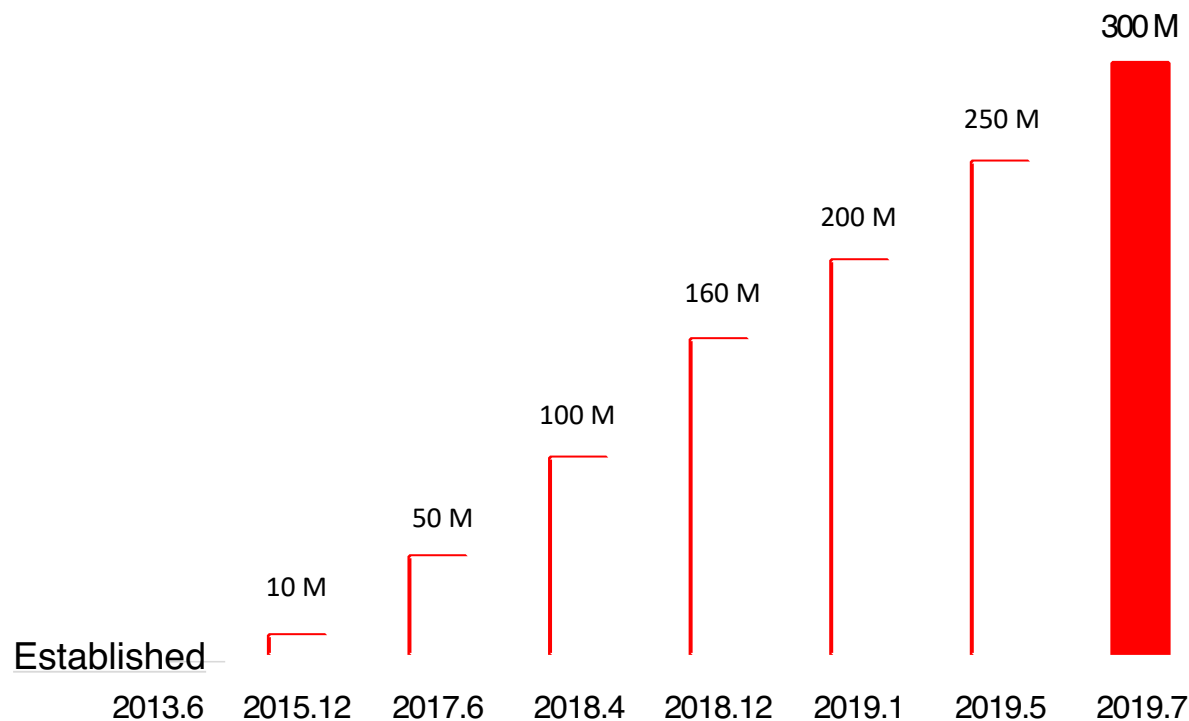
About RED

Overview



小红书

The biggest lifestyle sharing community



Dominated the social media app ranking in IOS App store



User and Brand Profile

*Until 2019.Oct

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

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

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



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	200	2,467.9	9.2%
较上周 +157	较上周 +18.3%	较整体 -38.4%	较整体 -6.4%

最新发布

- 新加坡实用APP分享
- Spa店推荐
- 深夜食堂 24小时不打烊
- Household & Interior

More functions and able to check the overview of account performance

Listing Upgrade

Business Account Backend

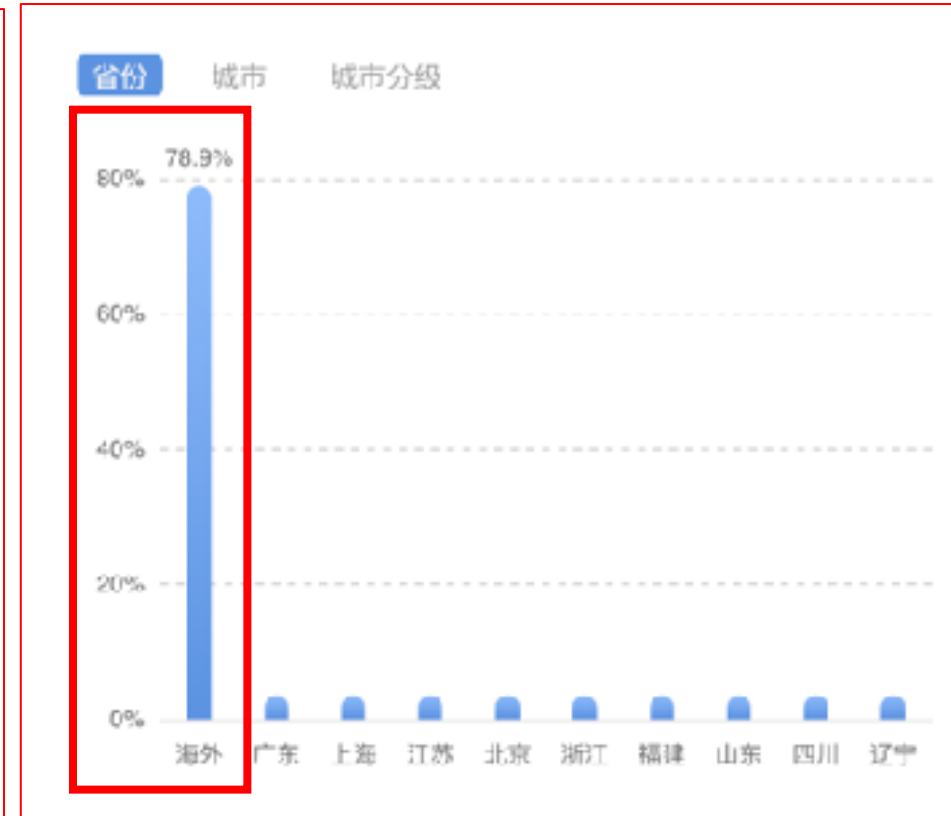


最新发布

 <p>新加坡实用APP分享</p> <p>支付/汇款 储蓄/投资 理财/保险</p> <p>All-in-one mobile wallet for your daily payments</p> <p>👉在新加坡长期生活的小伙伴们是否有着汇款回国步骤繁琐而困扰...</p> <p>曝光数 748 阅读数 570</p>	 <p>新加坡全岛Spa店推荐</p> <p>快到周末啦👉小伙伴们要好好让自己放松一下啦~全岛八家spa店...</p> <p>曝光数 14,866 阅读数 1,850</p>	 <p>新加坡深夜食堂</p> <p>24小时不打烊餐厅咖啡馆</p> <p>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...</p> <p>曝光数 16,668 阅读数 2,592</p>	 <p>Household & Interior</p> <p>新加坡二月第四周薅羊毛速报</p> <p>每周优惠速报👉周周快乐到爆👉这周又有什么惊喜优惠折扣呢👉...</p> <p>曝光数 15,217 阅读数 2,622</p>
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Able to view each post's exposure (Impression and Organic Readership)

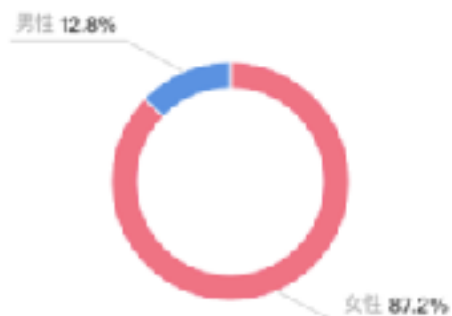
Business Account Backend



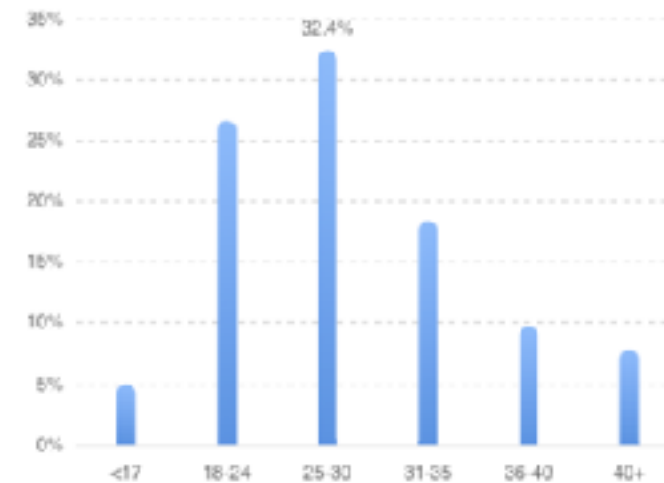
Number of Followers

Followers Location Segregation


Business Account Backend



年齡



来源



Traffic Driving

RED Ads – Feed Ads (Message)



Feed



Post



Description



Message

Traffic Driving

RED Ads – Feed Ads (Website)



Feed



Post



Description



Website

Traffic Driving

RED Ads – Search Ads



Search



Post



Description



Message

Traffic Driving

RED Ads Backend Data



1

2022-07-06 至 2022-08-01

计划筛选

推广数据

收起图表

总消费

¥10,042.15

环比: -

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*	Ads Manager	<ul style="list-style-type: none">• Ads Manager Activation• Global Targeting• Website CTA
	Ads Service	Ads Planning, Execution & Report
		Content Creation: Graphic Post / Video Post
	Media Buy	Credit Top-up (Paid to RED)
Influencer Management	Influencer Service	Influencer Planning, Execution & Report
	Media Buy	<ul style="list-style-type: none">• KOL: 5K followers and above• KOC: 500-5K followers

* 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)
Account Management Trial Package	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		
Business Account Verification Package	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

小红书



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