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JINGDIGITAL

WECHAT LUXURY INDEX.

JAN – JUN 2020

THE DEFINITIVE WECHAT BENCHMARK
FOR LUXURY BRANDS



FOREWORD

WECHAT LUXURY INDEX.

The year 2020 is unlike anything we have ever experienced. With the **global pandemic** having wrecked havoc on economies around the world and forced prolonged closures of businesses, brands have struggled to adapt and **digitalise their consumer journeys**. This has inevitably impacted the way consumers interact with brands on digital channels – including WeChat.

While long lauded for its wide range of functionalities, WeChat's versatility was probably most felt during COVID-19, when brands found themselves also turning to the platform for **social selling** purposes as **foot traffic remained low in offline stores**.

Brands have also been increasingly experimenting with **livestreaming** initiatives, both on WeChat and on pioneer platforms like Taobao Live and YiZhiBo. While previously seen as an alternative to offline events, livestreams are now viewed as **complementary** and an essential part of a brand's marketing mix. How can brands navigate all these changes and **develop sustainable digital strategies** for the immediate future?



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WECHAT IN BRIEF.

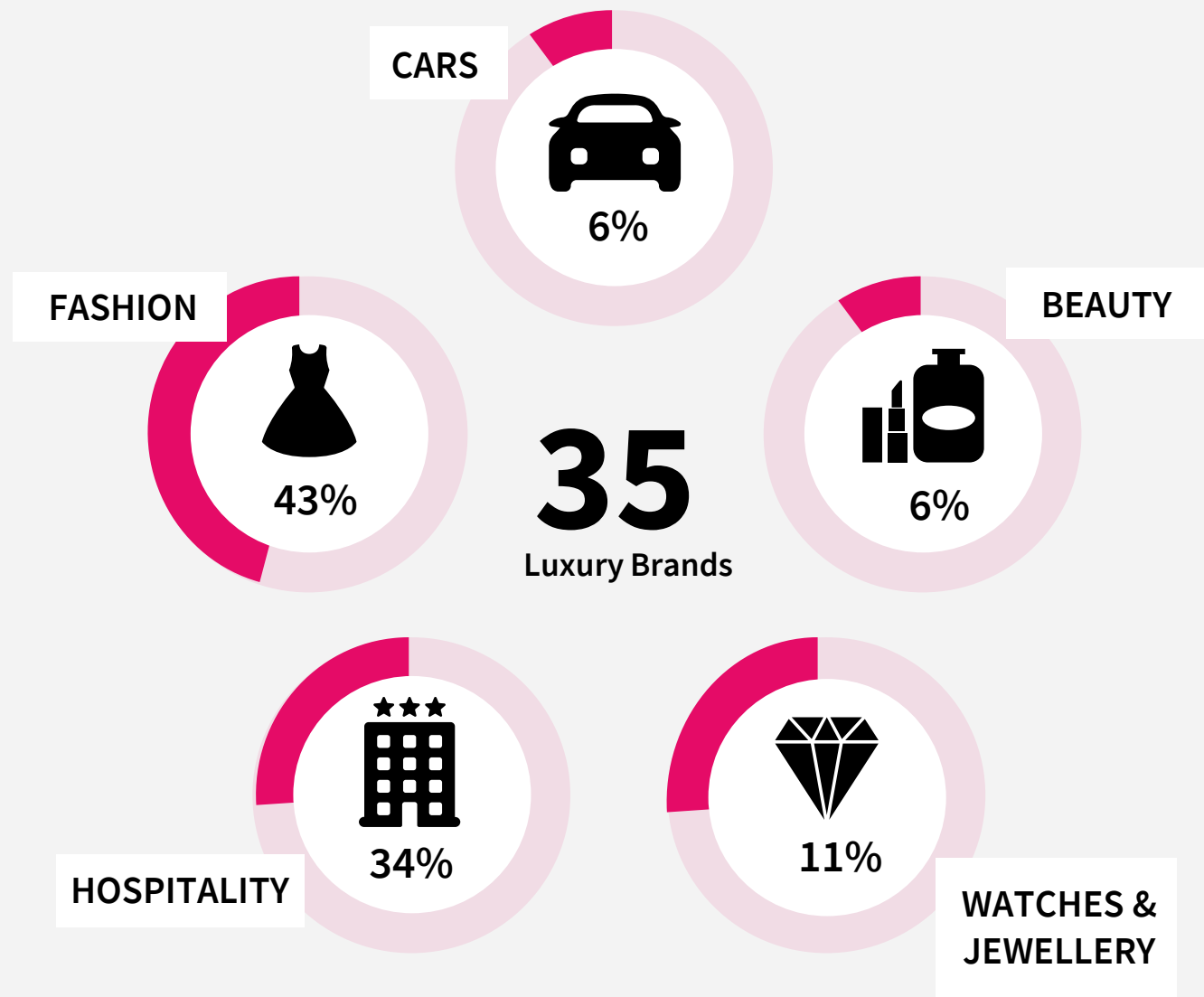

Launched in 2011 as a social messaging and media platform, WeChat has since vastly expanded its areas of service to include everything from payments to e-commerce solutions. With its fast growing user base – it now boasts more than 1.2 billion monthly active users (MAU) as of March 2020 – it has become more than a mere marketing tool. WeChat is now an integral part of every brand's digital strategy in Mainland China.

2018**2019****2020**

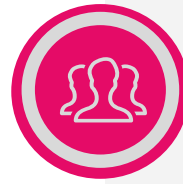
METHODOLOGY

SCOPE OF STUDY.

Community sizes of
3,000 to
> 3 million



REPORT STRUCTURE **CHAPTERS.**



ACQUISITION

This section covers all follower recruitment-related metrics



ENGAGEMENT

This section examines both fan and post engagement statistics



CONTENT

This section delves into the frequency and timing of posts, opening rates and content performance



LIVESTREAMING

This section explores the different livestreaming formats and frameworks brands can consider



SOCIAL SELLING

This section discusses the concept of social selling, benefits and best practices

CHAPTER 1

ACQUISITION.



ACQUISITION

This section covers all follower recruitment-related metrics

- **1.1 GROWTH RATE**
- **1.2 RECRUITMENT SOURCES**
- **1.3 FOLLOWER LIFESPAN**

GROWTH RATE

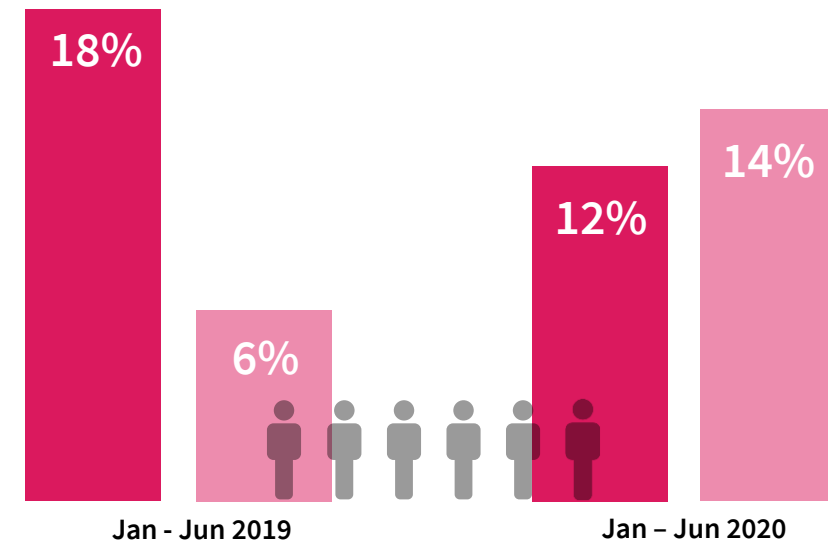
OVERALL GROWTH.

While large accounts saw their overall community growth decreasing slightly in the first half of 2020 compared to the same period last year (from **18% to 12%**), small accounts saw their growth increasing from **6% to 14%**.

Large accounts tend to rely on a mixture of **media investment** and **organic** methods to grow their communities. However, a slowdown in ad spending was observed across all industries in the first half of this year, largely due to the impact of **COVID-19** on revenues. This could have impacted the rate of recruitment on WeChat.

At the same time, however, the pandemic drove consumers to spend increasing amounts of time on their mobile phones – potentially altering the impact of **organic channels** on recruitment for smaller WeChat accounts.

COMMUNITY GROWTH RATE



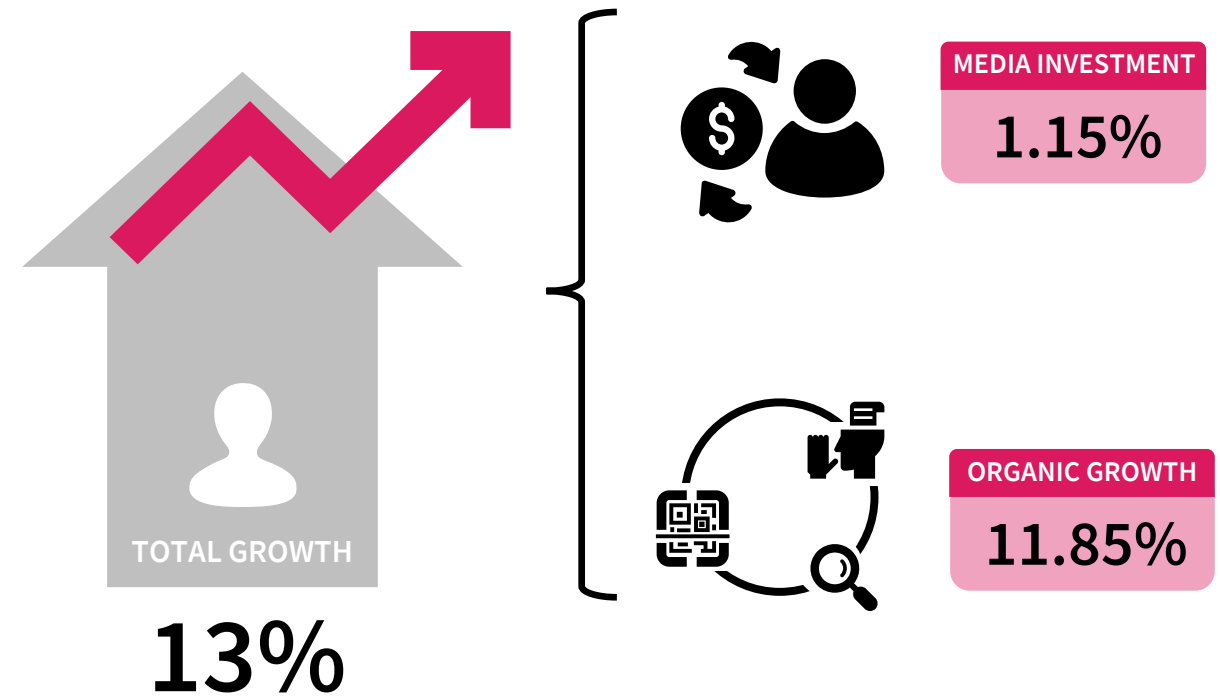
Large Accounts: >100k followers
Small Accounts: <100k followers

GROWTH RATE SOURCES OF GROWTH.

Of the total community growth in the first half of this year, only **1.15%** came from **media investments**. This could be a result of a slowdown in ad spending across the board due to the pandemic's impact on revenues across the board as previously mentioned.

Organic channels, on the other hand, including word-of-mouth, search, and QR code scans, have been the key drivers of growth, accounting for over **11.85%** of total fan recruitment.

That said, it has been **consistently observed** that media investments only account for a small portion of total community growth – indicating that brands should consider diverting resources towards building up organic channels to generate sustained growth.



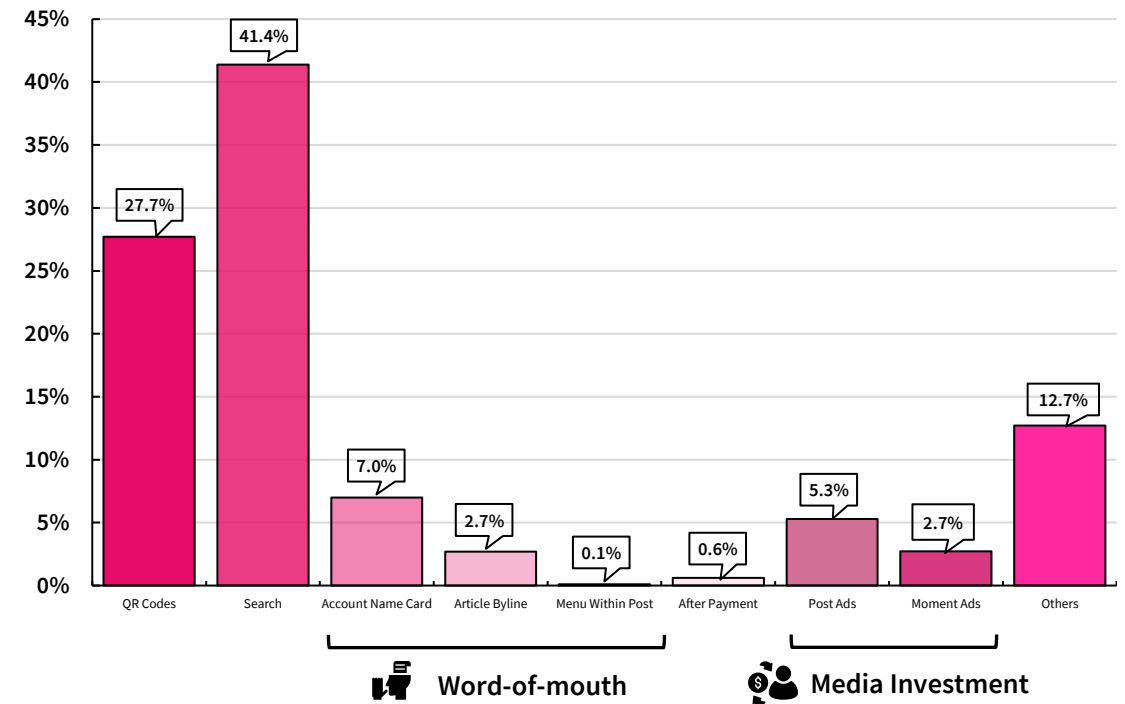
RECRUITMENT SOURCES ALL CHANNELS.

Over **41.4%** of followers acquired in the first half of 2020 were done so via **Search**, making it the top recruitment channel. While it is effective, Search is also directly related to **brand equity** and is much harder for brands to influence in the short-term.

QR Codes account for **27.7%** of total recruitment, indicating a sizeable drop in numbers compared to last year's **36.1%**. However, it should be noted that QR code recruitment takes place both offline and online – and the **slowdown in offline retail** because of COVID-19 has inevitably impacted its rate of recruitment. To continue effectively leveraging this channel, brands should think about better integrating QR codes into the online sales ceremony, such as making it a part of the payment process.

While good content is key in terms of driving purchase intentions, building brand preferences and increasing follower lifespans, it does not necessarily have an impact on community growth, as the study also shows that **Word-of-mouth** channels have **low recruitment potential**.

RECRUITMENT SOURCES





BEST PRACTICES CALCULATING GROWTH.

ORGANIC FOLLOWERS	PROSPECTS
$\text{Current Fanbase} \times \text{Linear Organic Annual Growth}$	$\frac{\text{\# POS in China} \times \text{AVG Daily Foot Traffic}}{365 \text{ days} \times \text{Conversion Rate (\%)}}$
PAID FOLLOWERS	CLIENTS
$\frac{\text{Marketing Budget}}{\text{AVG WeChat Advertising CPF (Moments or Post)}}$	$(\text{Existing CRM Customers} \times \text{Onboarding Rate}) + (\text{New Customers} \times \text{Onboarding Rate})$

$$\Delta = \text{ORGANIC FOLLOWERS} + \text{PAID FOLLOWERS} + \text{PROSPECTS} + \text{CLIENTS}$$

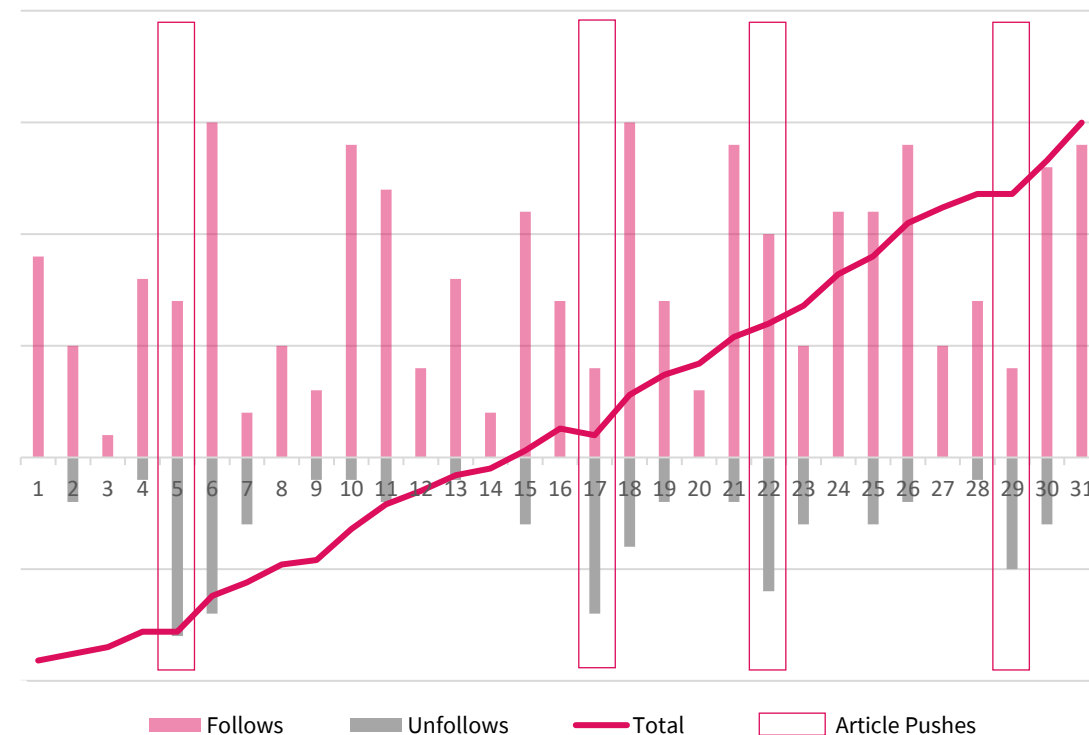
FOLLOWER LIFESPAN UNFOLLOW RATE.

The average unfollow rate after content pushes stood at **0.4%** in the first half of this year. This is natural, as brands typically attain new followers while losing some existing ones with every content push.

One way to minimise the unfollow rate after a content push is to implement **audience segmentation**. With content better tailored to their interests, audiences are less likely to find the weekly pushes intrusive and annoying, leading to longer follower lifespans.

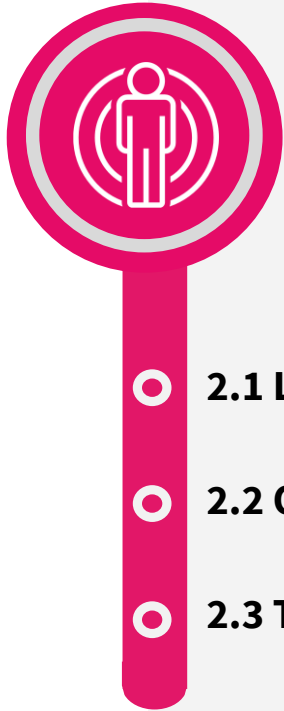
*Image for illustration purposes only

0.4%
UNFOLLOWS



CHAPTER 2

ENGAGEMENT.



ENGAGEMENT

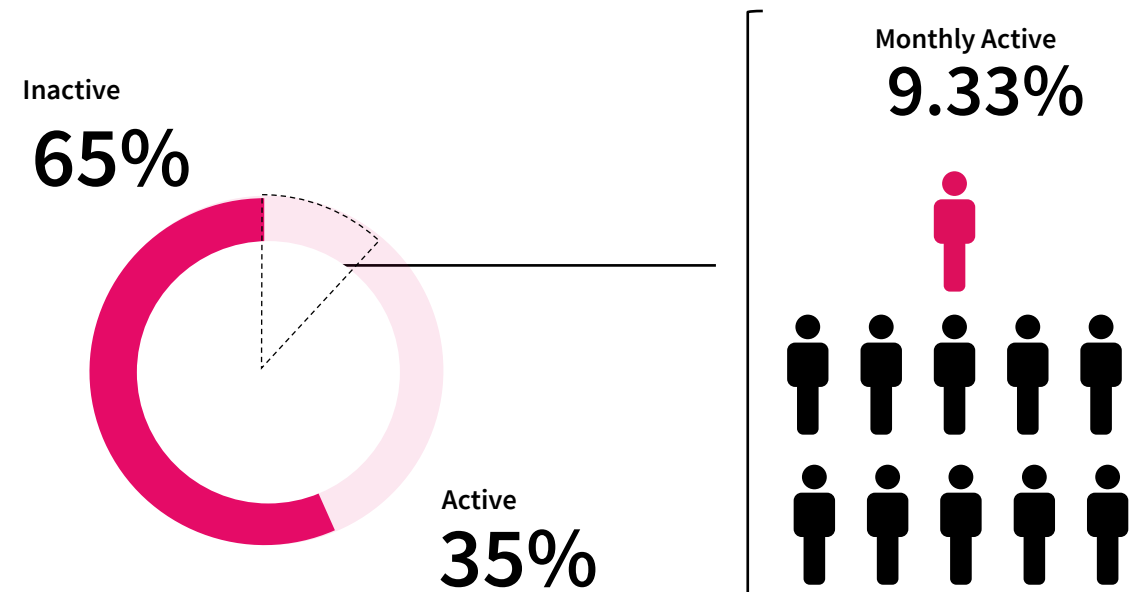
This section examines both fan and post engagement statistics

- **2.1 LEVEL OF ENGAGEMENT**
- **2.2 OVERALL ENGAGEMENT**
- **2.3 TYPES OF ENGAGEMENT**

LEVEL OF ENGAGEMENT FOLLOWER RATES.

On average, more than half of a typical brand's WeChat community **(65%) is inactive**. Only about **9.33%** of a brand's community – or approximately **one in 11 followers** – interact with them on a **monthly basis**.

This suggests that users only interact with brands on WeChat to **fulfil specific needs**, such as when they are seeking out the answer to specific questions they have; accessing the brand's loyalty programme; or when there is a concrete purchase intention. That said, steps can be taken to improve follower engagement rates on WeChat.



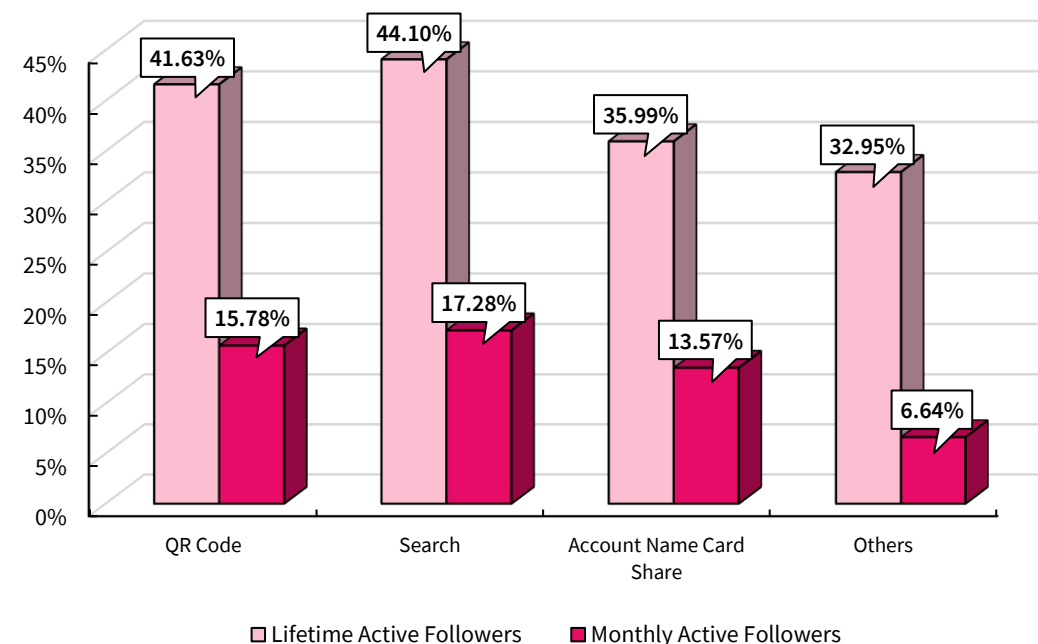
Monthly Active: >4 actions per month

LEVEL OF ENGAGEMENT FOLLOWER SOURCE.

WeChat **Search** is a brand's only **purely organic** source of followers – naturally, followers recruited through this channel would be the most engaged. But while it is the most qualified recruitment source, it is also the hardest to stimulate as it is the direct result of a brand's equity as well as the overall marketing mix it develops.

Coming in a close second in terms of engagement are followers recruited through **QR codes**. This is, in fact, the **most qualitative recruitment source** on which brands can have a direct impact. But while brands are able to stimulate the scanning of QR codes, it is important that the **welcome journey** that comes after a user scans that QR code is optimised, as this has a significant impact on future engagement actions. Given the impact of COVID-19 on the typical consumer journey, brands also have to adapt their welcome journeys accordingly in order to generate sustained engagement over time.

FOLLOWER ACTIVITY



Monthly Active: >4 actions per month
Lifetime Active: >4 actions since following brand

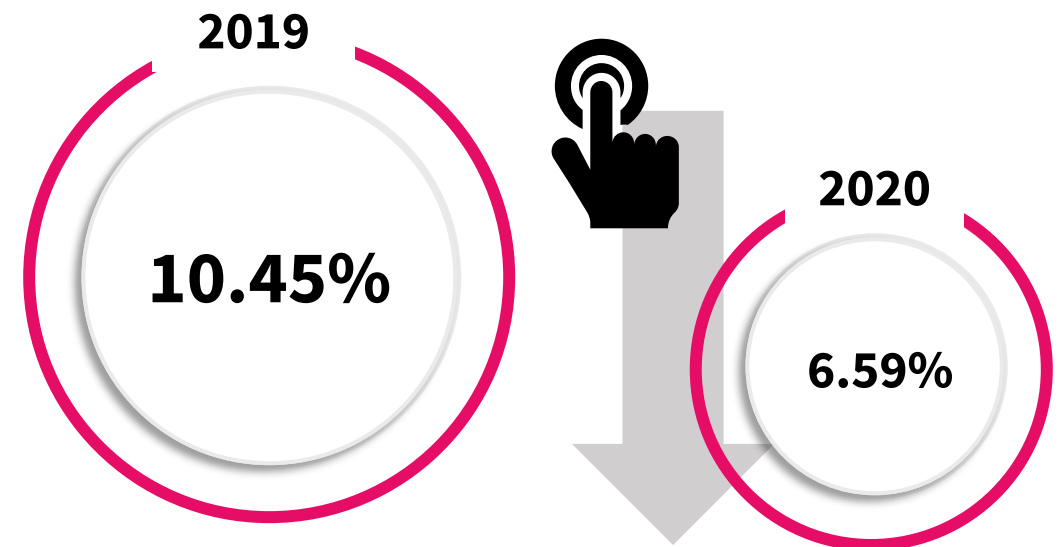
OVERALL ENGAGEMENT AN OVERVIEW.

The average engagement rate of users per WeChat push currently sits at about **6.59%**. In contrast, the average engagement rate based on the same indicators last year (January to December 2019) was at **10.45%**, indicating a decrease of nearly **37%**.

As the market grows increasingly **saturated with brands and information**, consumers have become less focused on content and social elements on WeChat. Instead, they appear to be seeking out more meaningful actions on the platform, including accessing e-commerce functions or a brand's loyalty programme.

It is therefore paramount that brands start developing and **strengthening their WeChat offerings**, ensuring that their investments go beyond mere content creation.

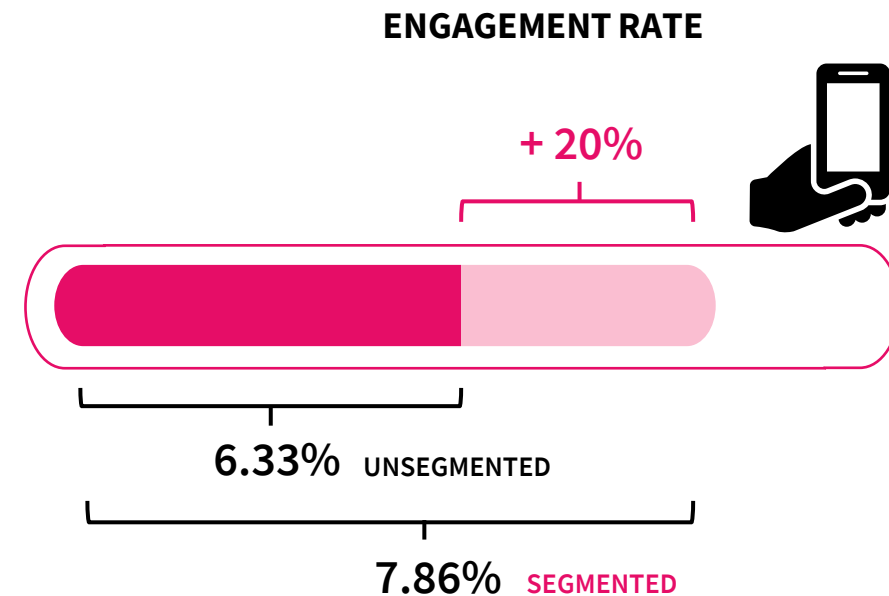
ENGAGEMENT RATE



OVERALL ENGAGEMENT SEGMENTATION.

The engagement rate for articles that have been sent to segmented user groups is also higher than those that are not. Articles that were pushed via segmentation saw an average engagement rate of **7.86%**, while those that were not only had an engagement rate of **6.33%**. This represents a nearly **20% increase** in engagement.

By simply taking the preferences of users into consideration, brands would be able **to generate a high return on investment** through the creation of WeChat articles. Followers can be easily tagged and segmented across a range of dimensions defined by the brand.

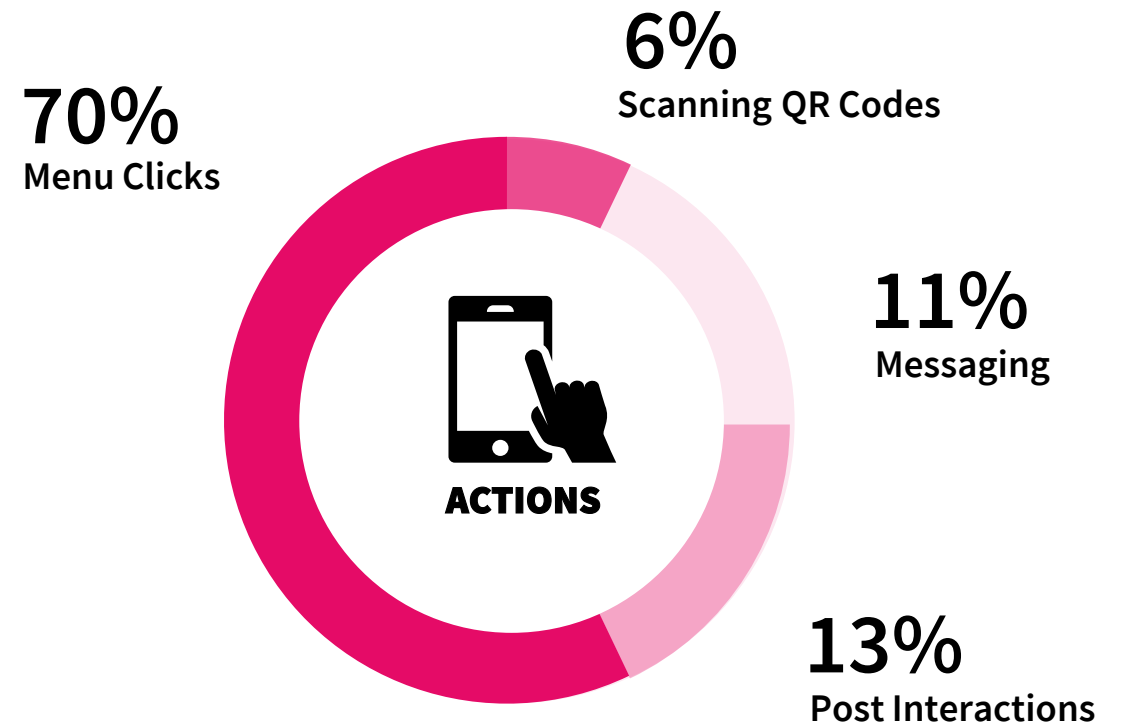


TYPES OF ENGAGEMENT ACTION TYPES.

The most frequently performed engagement action is that of **Menu Clicks (70%)**, indicating that it is important for brands to focus on how their navigation menu on WeChat is designed, and optimising the information provided there. Users will be looking for specific types of information when seeking out the menu button, and it is up to brands to decide what is important and relevant.

Interestingly, the incidences of users **sending a message** via chat (**11%**) and **interacting with posts** pushed by the brand (**13%**) are at approximately the same level.

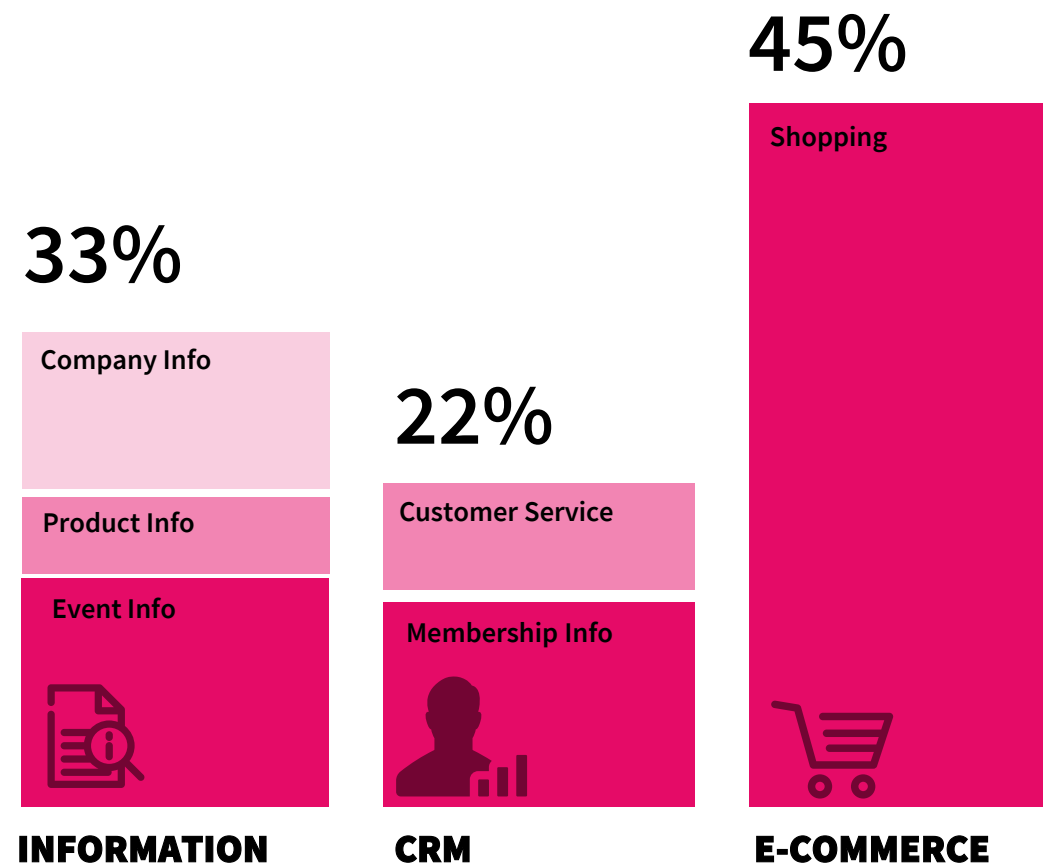
It should be noted that in this instance, interactions with **QR codes (6%)** tracked are the only of those found within the WeChat environment (for example, in articles) and does not account for engagement with QR codes in other channels or in an offline setting.



TYPES OF ENGAGEMENT POPULAR CATEGORIES.

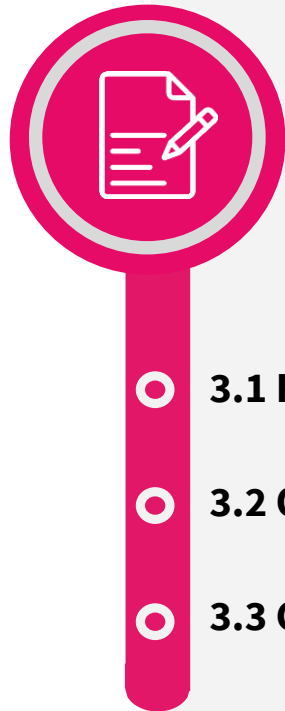
At **45%**, **e-commerce** functions were the most accessed in the first half of 2020. This represents a marked increase from the **36%** recorded for the whole of 2019. While this could be a direct consequence of the pandemic's impact on offline retail (e.g. store closures, crowd restrictions, etc.) it is also indicative of a growing receptiveness towards shopping on WeChat. Given the advanced **clienteling solutions** available on the market, brands can also take this step further and engage in social selling on the platform.

WeChat's basic function as an **information** source when it comes to brand and product introductions remains strong, with over **33%** of actions performed centred around this. Actions related to CRM, including retrieving membership information and contacting customer service representatives, make up **22%** of engagement. While it is increasingly common for brands to host their loyalty programmes on WeChat, it has yet to become an industry standard. Brands should consider investing in such functions, and then scaling up with clienteling solutions to ensure customer interactions are carried out in a structured and effective manner.



CHAPTER 3

CONTENT.



CONTENT

This section covers the frequency and timing of posts, opening rates and content performance

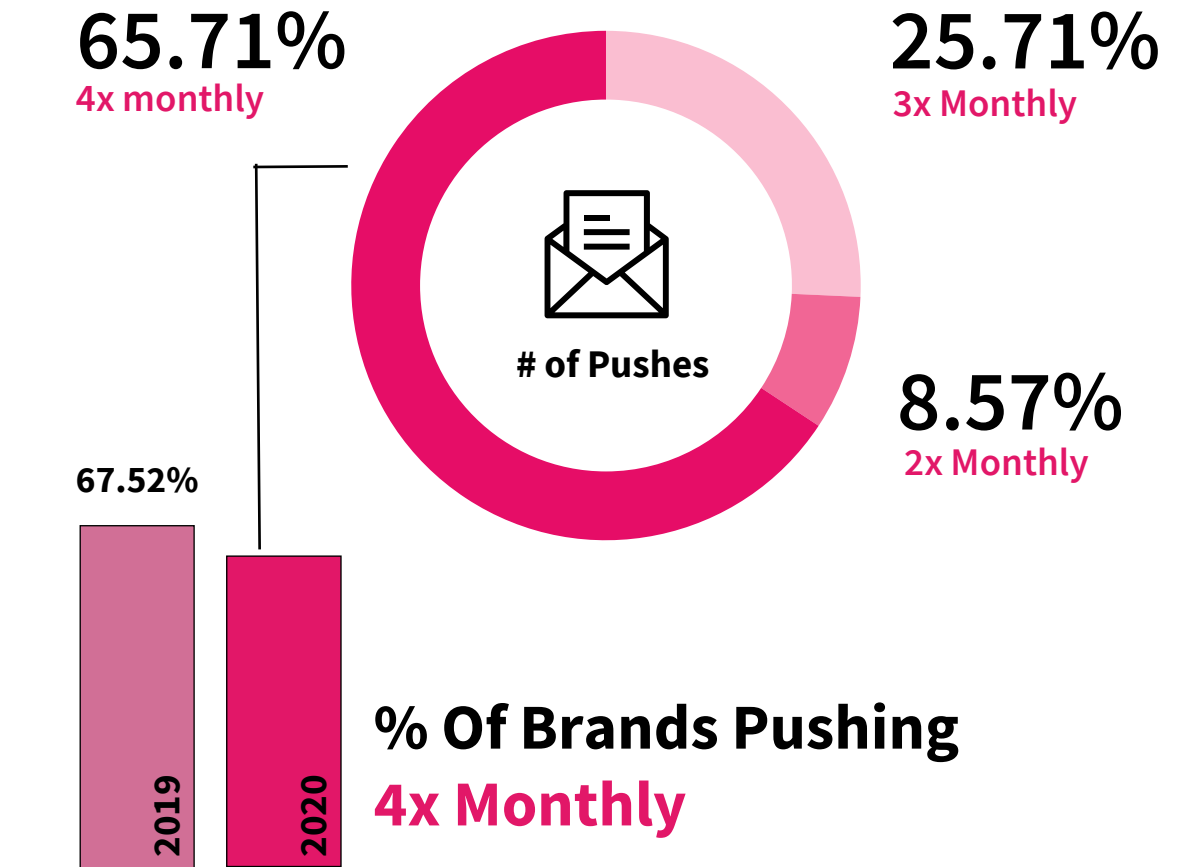
- **3.1 FREQUENCY AND TIMING**
- **3.2 OPEN RATES**
- **3.3 CONTENT PERFORMANCE**

FREQUENCY AND TIMING NUMBER OF PUSHES.

More than half the brands (65.71%) in the sample maximise the **four pushes** allotted to Service Accounts monthly. Interestingly, **all brands** in the study made **at least two content pushes a month**. In comparison, **8.55%** of brands studied in 2019 (Jan to Dec) made one content push per month. This shows that an brands are **increasingly investing** in their WeChat content and making it a point to better utilise the broadcasting ability of the platform.

This also indicative of a **rise in investment value** when it comes to WeChat content by brands. The amount of time, effort and resources going into the creation of a single WeChat post is significantly more than that of Western social media platforms, and increasing the frequency of these pushes would also signify a corresponding increase in financial investment.

*Data taken from a sample of 52 luxury brands

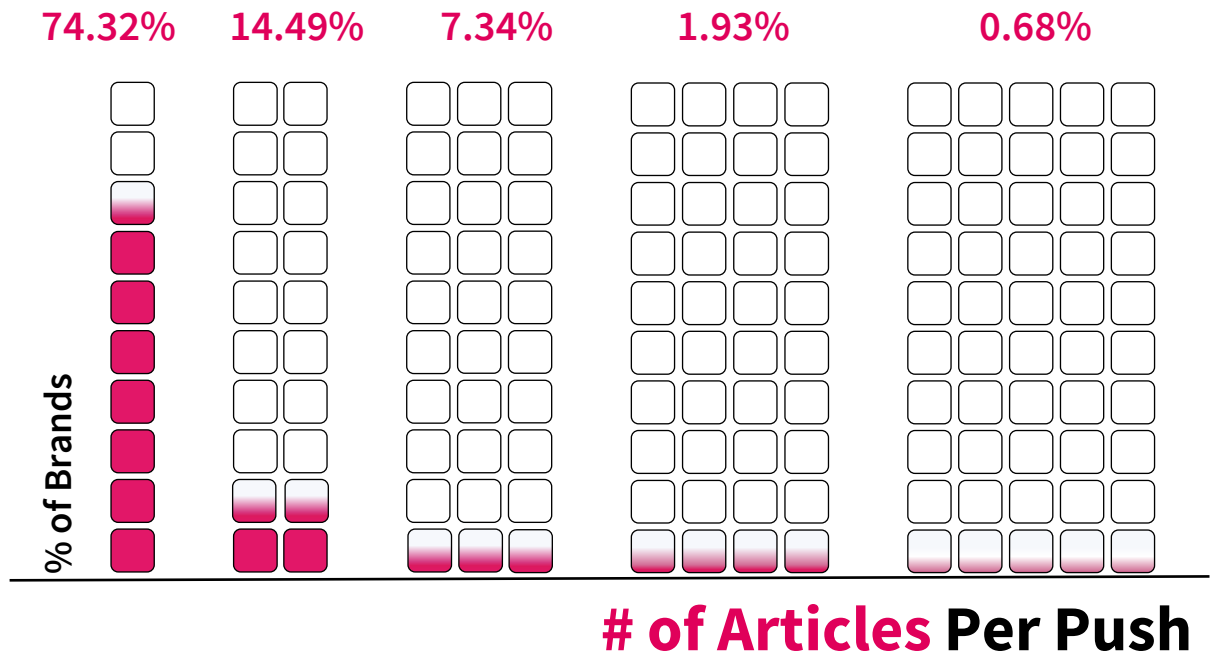


FREQUENCY AND TIMING NUMBER OF ARTICLES.

Over **74.32%** of the brands surveyed chose to release only a single article with each push, while **14.49%** of them went with two articles per push. This shows that brands are still largely opting to create only **one to two articles a week**, despite indications that the cumulative open and engagement rate of multiple article pushes supersede that of single article pushes.

Creating multiple articles require a sizeable investment in terms of time and money, and it is natural that brands consolidate their efforts on this front given that marketing resources are not infinite. Ultimately, brands have to weigh the investment required against the desired outcome.

*Data taken from a sample of 52 luxury brands



FREQUENCY AND TIMING DAY AND TIME.

Most brands tend push WeChat articles on **Thursday and Friday evening**, despite there being **no conclusive evidence** correlating these timeslots to article performance. Brands should instead consider pushing articles during **less crowded timeslots** to avoid getting lost in the noise. Based on the sample of brands studied, Sundays are rarely used for pushes, despite the fact that it being a peak WeChat usage period. This poses an interesting window of opportunity for brands.

That said, the only way to concretely determine the best timeslot for posting content is through **A/B testing**, given the varied WeChat usage patterns of different brand audiences.

*Data taken from a sample of 52 luxury brands

ARTICLE PUSH DISTRIBUTION

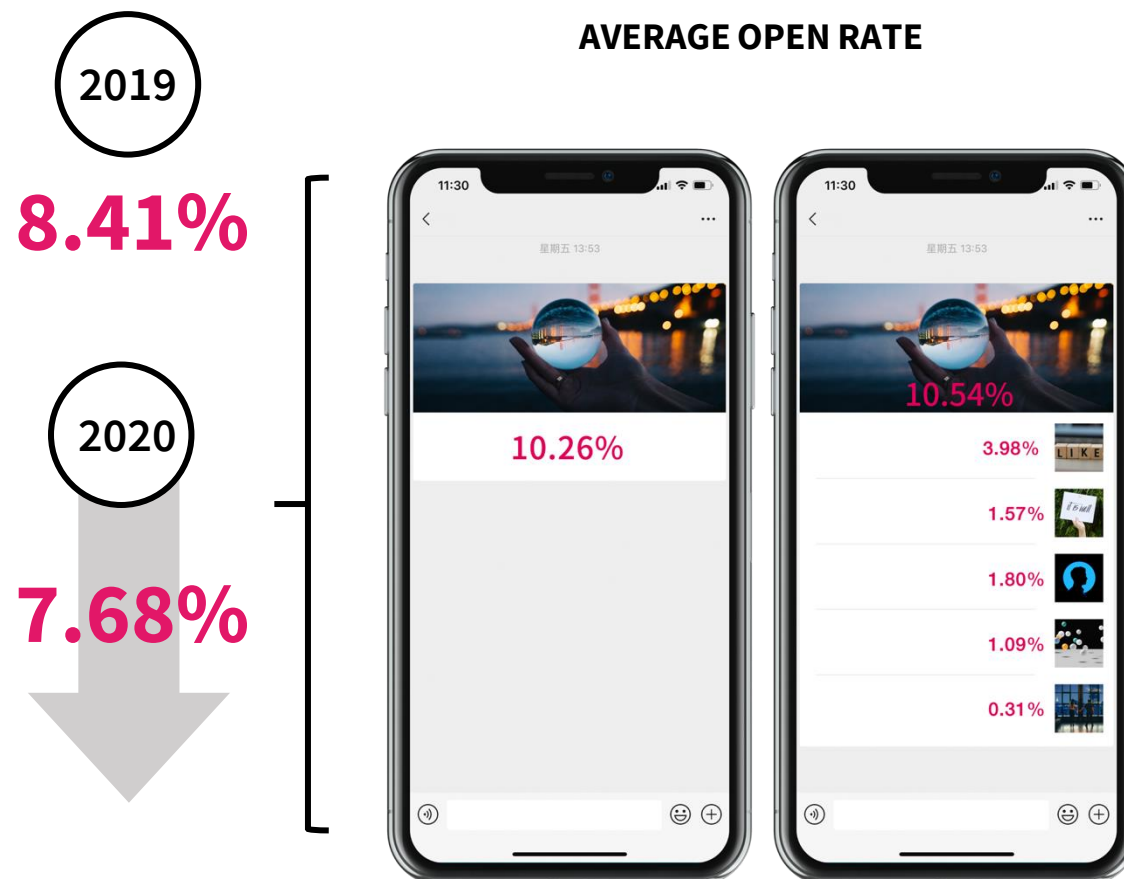
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12 - 1AM	0.07%	0.27%	0.20%	0.14%	0.14%	0.61%	0.27%
2 - 3AM	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%
5 - 6AM	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%
7 - 8AM	0.00%	0.41%	0.27%	0.27%	0.68%	0.54%	0.00%
8 - 9AM	0.00%	0.34%	0.07%	0.20%	0.27%	1.09%	0.00%
9 - 10AM	0.27%	0.95%	0.61%	1.70%	0.54%	1.97%	0.41%
10 - 11AM	0.14%	0.48%	0.48%	1.29%	1.49%	2.58%	1.43%
11 - 12PM	0.20%	0.14%	0.20%	0.14%	0.48%	1.09%	0.34%
12 - 1PM	0.27%	1.22%	1.77%	2.45%	2.38%	5.03%	1.02%
1 - 2PM	0.00%	0.00%	0.14%	0.34%	0.20%	1.22%	0.27%
2 - 3PM	0.14%	0.20%	0.20%	0.07%	0.27%	0.54%	0.41%
3 - 4PM	0.00%	0.00%	0.41%	0.54%	1.97%	1.09%	0.07%
4 - 5PM	0.00%	0.14%	0.20%	0.61%	0.68%	0.95%	0.41%
5 - 6PM	0.07%	0.54%	0.75%	1.43%	1.22%	2.85%	0.41%
6 - 7PM	0.14%	0.88%	1.15%	1.77%	2.04%	3.46%	0.41%
7 - 8PM	0.00%	0.75%	0.48%	1.77%	1.49%	2.38%	1.09%
8 - 9PM	0.27%	0.34%	0.68%	2.24%	4.62%	1.70%	0.20%
9 - 10PM	0.00%	0.95%	1.36%	2.31%	1.97%	1.97%	0.34%
10 - 11PM	0.00%	0.27%	1.90%	1.22%	1.77%	0.68%	0.20%
11 - 12AM	0.07%	0.07%	0.48%	0.41%	0.20%	0.54%	0.00%

OPEN RATES NUMBER OF ARTICLES.

The average open rate for all articles pushed by luxury brands was about **7.68%** in the first half of 2020. This represents a small decrease from the **8.41%** average open rate in 2019 (January to December), indicating the importance of brands optimising their content strategies in order to **capture the attention of increasingly sophisticated audiences**.

The open rate for single article pushes is currently **10.26%**. Interestingly, the top article for a multiple article push has a similar open rate of **10.54%**, showing that including more than one article in a push does not negatively impact the open rate of the top article. In fact, brands attain a much higher average cumulative open rate of **15.18%** when sending multiple article pushes.

However, to observe a significant increase in cumulative open rates, brands need to include **at least 2 to 3 articles** in each push. Given the additional investment required to generate this extra content, brands have to assess if such an approach is in line with their objectives.





CONTENT PERFORMANCE SUB-ARTICLES.

Leveraging Sub-articles

This approach makes the most of WeChat's multiple article push function to communicate key topics with followers without significantly increasing the workload. Sub-articles can be customised based on specific user segments.



1 SALES/ CONVERSIONS

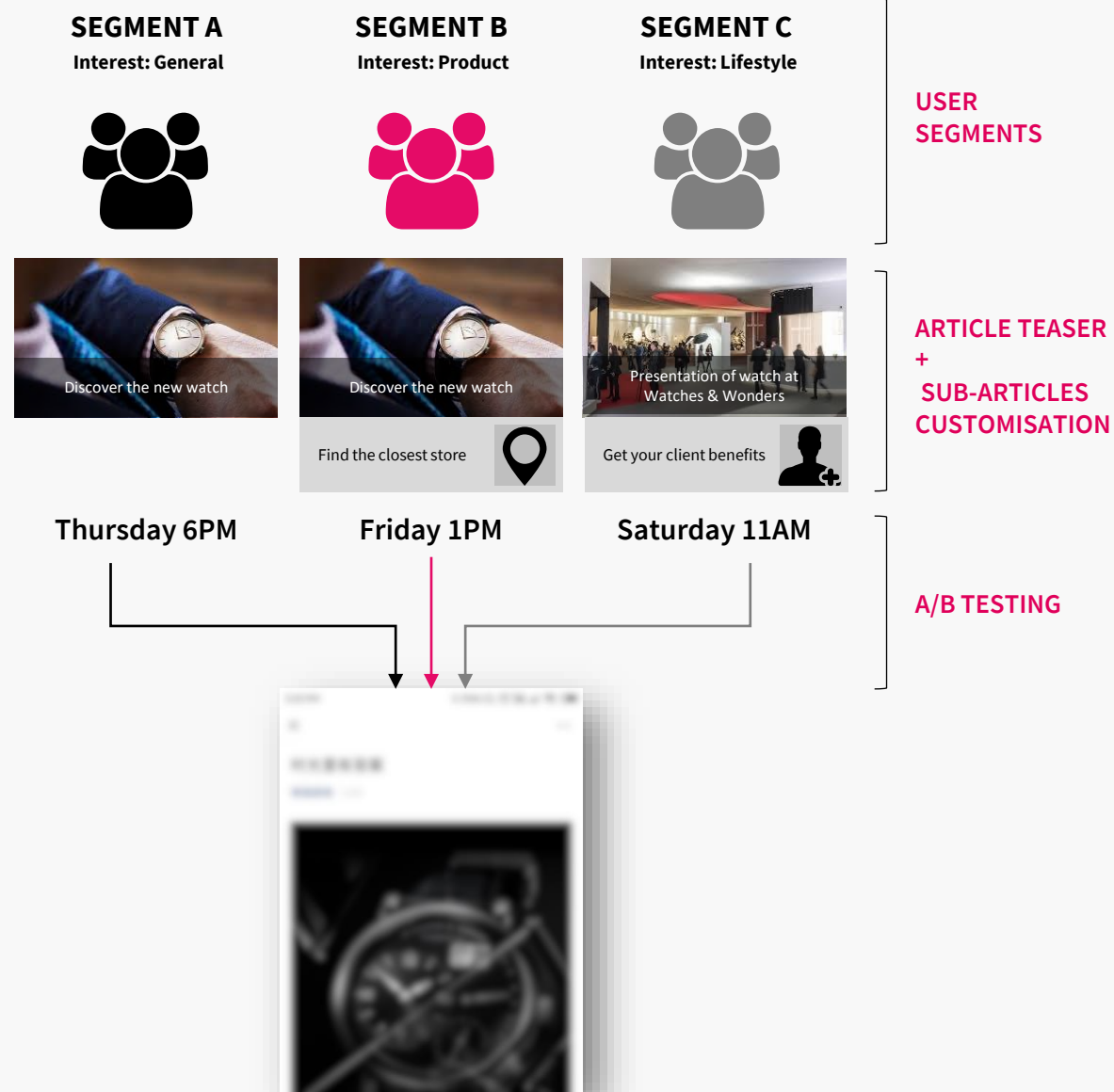
Designed to drive conversions and generate sales, such articles typically contain elements such as store locators or e-commerce links.

2 CRM

These articles are focused on reactivation and point customers towards services or a loyalty programme.

3 AD-HOC

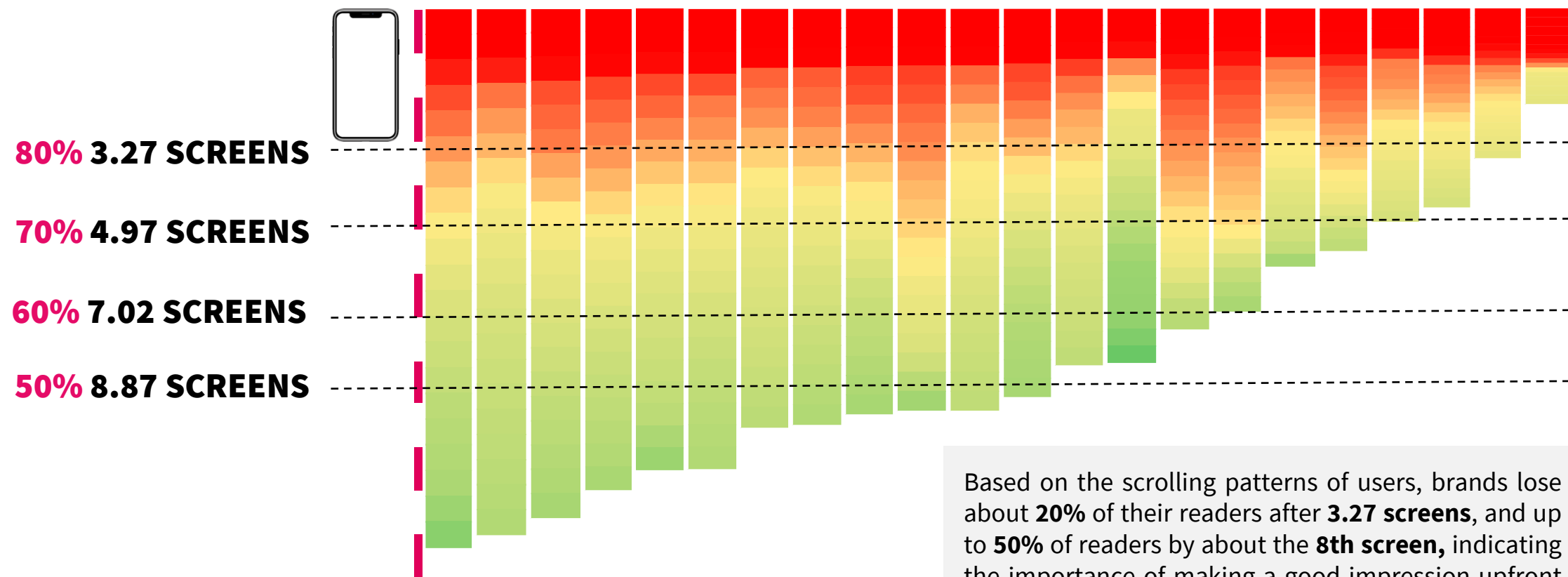
Such articles are formulated as and when the brand has a new launch or event to communicate.





CONTENT PERFORMANCE ARTICLE HEATMAP.

USER READING PATTERNS



Based on the scrolling patterns of users, brands lose about **20%** of their readers after **3.27 screens**, and up to **50%** of readers by about the **8th screen**, indicating the importance of making a good impression upfront to retain readers.

CHAPTER 4

LIVESTREAMING.



LIVESTREAMING

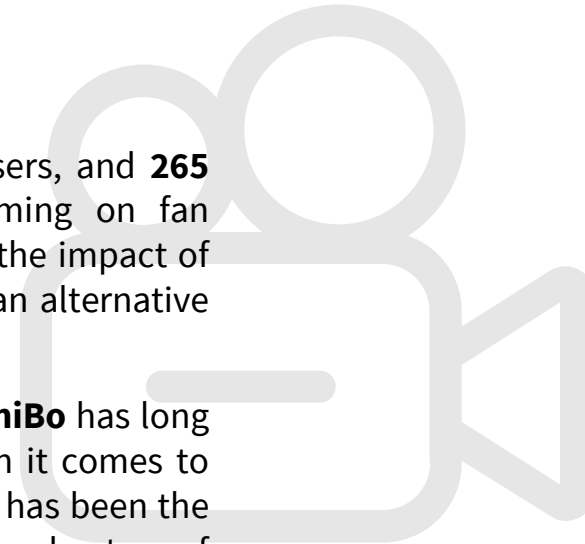
This section explores the different livestreaming formats and frameworks brands can consider

- 4.1 KEY SEGMENTS
- 4.2 CASE STUDIES
- 4.3 BEST PRACTICES
- 4.4 LIVESTREAMING STRATEGY

LIVESTREAMING AN OVERVIEW.

Today, more than **560 million people in China** are livestreaming users, and **265 million** of them shop via livestreaming. The power of livestreaming on fan acquisition and conversion of no longer be ignored. In addition, with the impact of COVID-19 on offline touchpoints, the importance of livestreaming as an alternative sales and communication channel is growing as well.

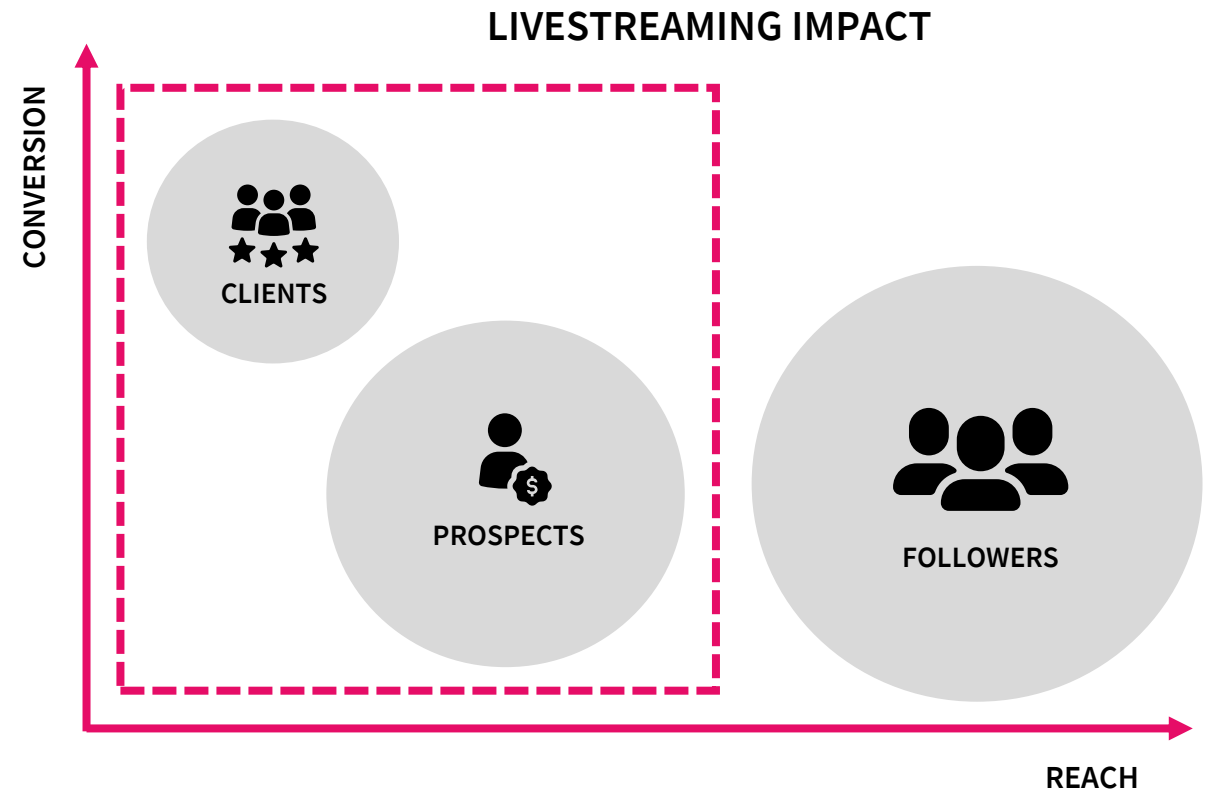
Recognised as a **pioneer** when it comes to livestreaming in China, **YiZhiBo** has long been favoured for the reach and exposure it provides. However when it comes to driving conversions through such livestreaming sessions, **Taobao Live** has been the choice of brands and influencers alike. But given the scale of the setup and nature of the platform, conversion rates are moderate and **investment costs are high**. Some brands have also started exploring more **targeted** livestreaming activities on WeChat – both with **Mini Programs** and its native livestreaming solution, **Kandian**. What should brands be looking out for and what are some of the best practices to keep in mind?



KEY SEGMENTS AUDIENCE TYPES.

There is no one-size-fits-all livestreaming solution. Not only do different livestreaming **platforms target different audience types**, they also **address different marketing objectives**. So while a highly publicised livestream session on Taobao Live might attract a huge audience, conversions might be low because the wide reach of such an exercise makes it difficult for brands to target qualified consumer segments.

On the other hand, a more focused approach to livestreaming carried out on WeChat that only targets clients and prospects, for instance, will see a much higher conversion rate. **Reach and conversion** have a **strong negative correlation**, and brands should consider this when developing livestreaming strategies.



CASE STUDY

LOUIS VUITTON: YIZHIBO.

LOUIS VUITTON

Men's Spring-Summer 2021 Show in Shanghai

WHY: Awareness

WHERE: YiZhiBo

WHO: Followers

WHAT: Inspirational

VIEWERSHIP: 68.9 Million



1 STRATEGY

Louis Vuitton leveraged YiZhiBo, the largest and pioneering platform for livestreaming in China. Celebrities and KOLs were invited to be a part of the livestream, and the brand invested in strong communication, as well as online and offline advertising. The combination of these efforts significantly increased the reach of this session.

2 IMPACT

The livestreaming session came at a huge production cost, but fulfilled its objective of generating awareness and exposure for the collection. Conversions were likely not the focus of this exercise, as YiZhiBo does not have e-commerce integration.



CASE STUDY

MONTBLANC: TAOBAO LIVE.

MONTBLANC

M-Gram 4810 Launch, Tmall Super Brand Day

WHY: Awareness, Purchase

WHERE: Taobao Live

WHO: Clients, Prospects, Followers

WHAT: Inspirational, Sales-driven

VIEWERSHIP: 287,200



1 STRATEGY

Montblanc invited brand ambassador Chen Kun and fashion influencer Mr. Bags (who also launched a collection in collaboration with the brand) to the livestreaming session, held at a dedicated pop-up event space in Shanghai. The star power of the two helped to draw crowds and large amounts of attention online.

2 IMPACT

As part of its Tmall Super Brand day promotions, the goal of this livestream session was clearly to drive conversions. This was helped by the fact that Taobao Live is seamlessly integrated with the brand's Tmall flagship store, making the purchase journey fairly frictionless.



CASE STUDY

PANDORA: WECHAT.

PANDORA

520 (Unofficial Chinese Valentine's Day)

WHY: Purchase

WHERE: WeChat Mini Program

WHO: Clients, Prospects

WHAT: Sales-driven

VIEWERSHIP: 89,000

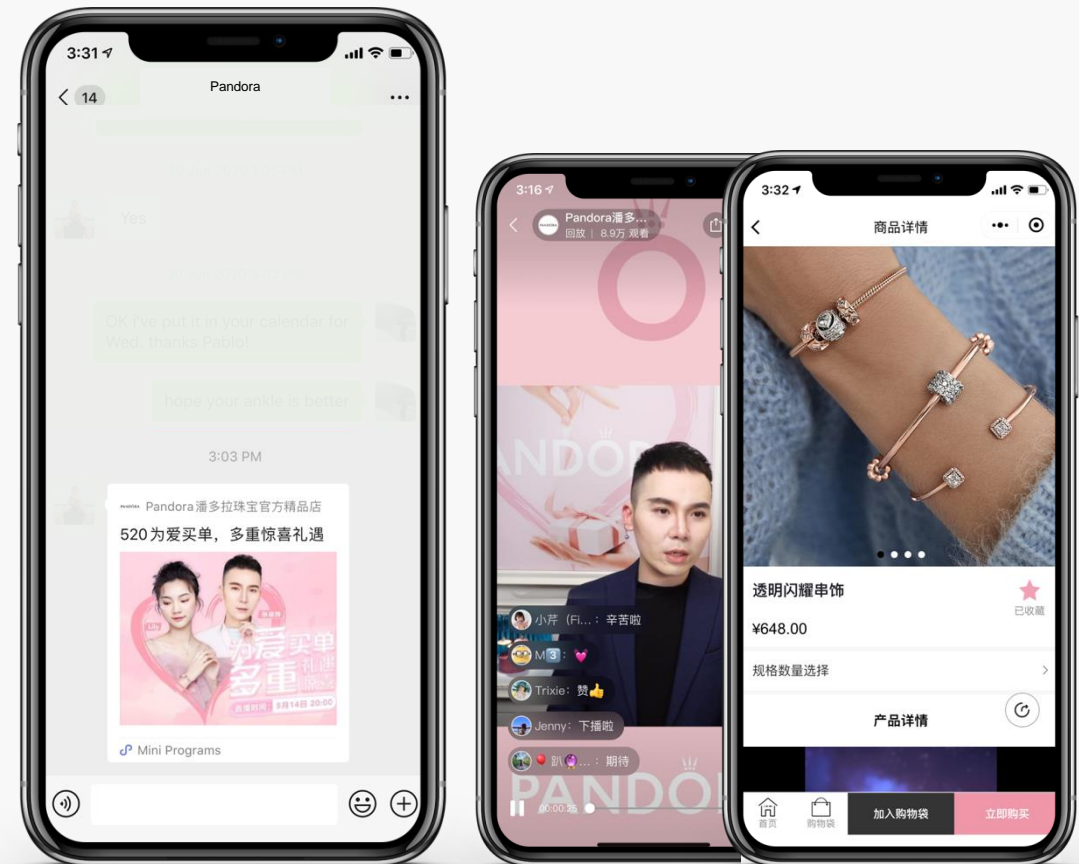


1 STRATEGY

No media investments (WeChat Moments Ad or Post Ads) were observed, and no KOLs or celebrities were used for this livestreaming session. Instead, the brand leveraged their sales force and hosted a small-scale event on a WeChat. As no announcement was made on the brand's WeChat or Weibo account, it is presumed that only clients and prospects were invited to this event.

2 IMPACT

Reach was considerably lower compared to high budget livestreaming productions, but such private livestream sessions are known for their higher conversion rates as clients and prospects already have a strong interest in the brand. This puts them further along the consumer journey and makes conversions easier.



BEST PRACTICES WECHAT LIVESTREAMING.



DO'S

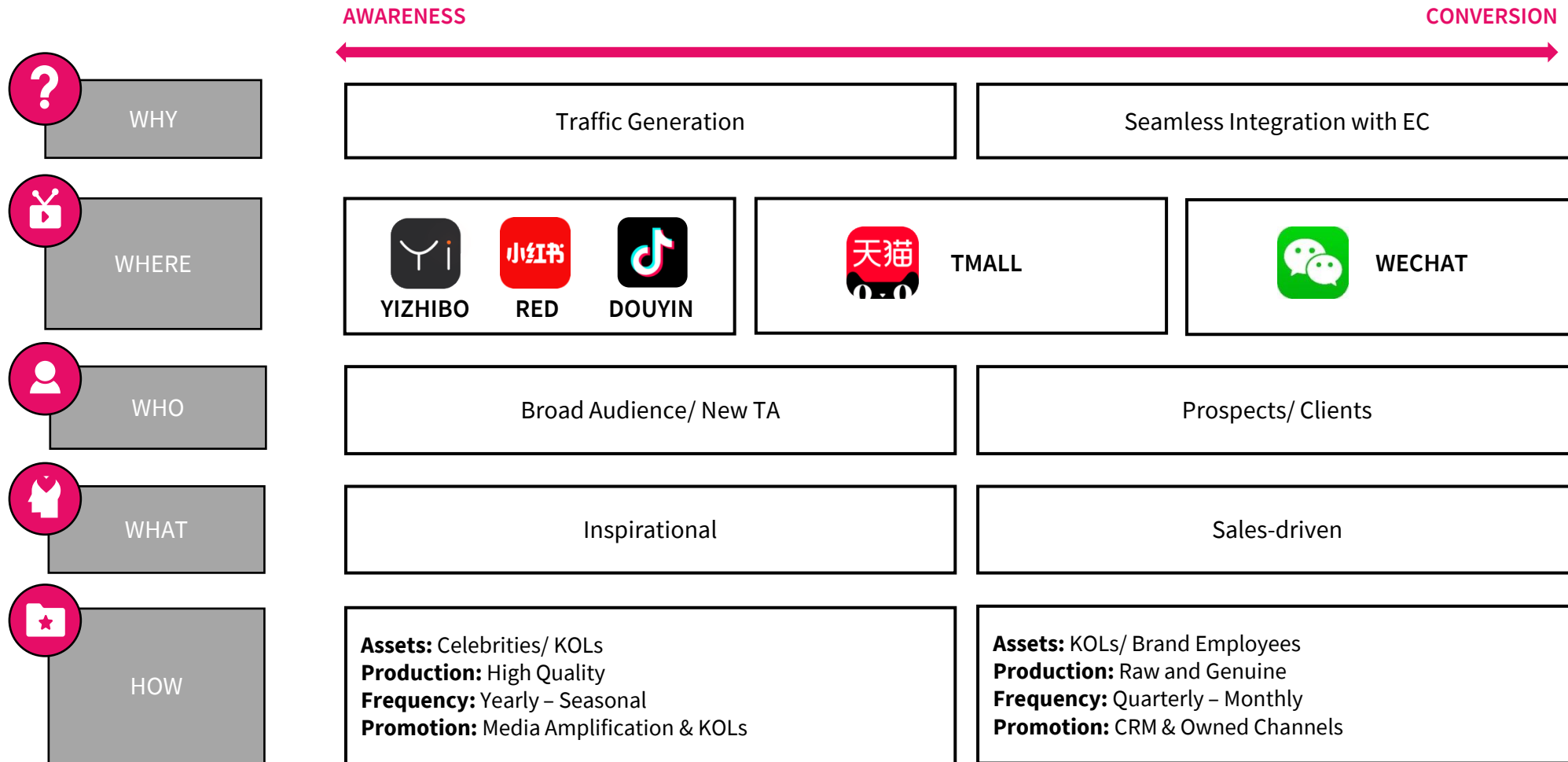
- Share livestreaming link in qualified brand communication contexts (e.g. at the end of WeChat articles)
- Activate sales force to disseminate livestreaming link to client list
- Ensure there is a direct link from the livestreaming page to products on the WeChat store for seamless purchases



DON'Ts

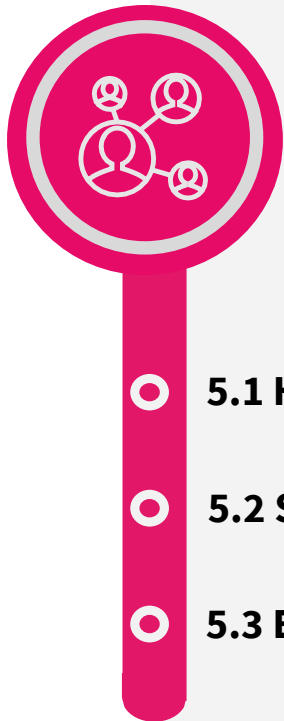
- Get caught up with numbers – focused livestreaming sessions will naturally have a smaller audience
- Linking products in the livestream session to an external site or platform, instead of within the same ecosystem

LIVESTREAMING STRATEGY FRAMEWORK.



CHAPTER 5

SOCIAL SELLING.



SOCIAL SELLING

This section discusses the concept of social selling, benefits and best practices

- **5.1 HOW IT WORKS**
- **5.2 SETUP PROCESS**
- **5.3 BENEFITS**

SOCIAL SELLING AN OVERVIEW.

At the peak of COVID-19 in China earlier this year, **offline stores were strongly impacted by lockdowns** enforced by governing bodies at the municipal level. This interruption to the traditional consumer journey prompted many brands to explore digitalisation methods and **alternative selling tactics**. One channel that rose to prominence was **social selling** – especially on the market’s most ubiquitous social platform, WeChat.

Through this model, brands are able to better leverage their existing databases, clients and prospects. When supported by **CRM and clienteling solutions** like WeChat Work, they are also able to track the behavioural and transactional data of these clients, building richer customer profiles. This then helps brands better target communication efforts and develop product strategies.

Besides gaining deeper consumer insights, brands are also able to build up a repository of **consumer information and correspondence** – something that used to be scattered across the personal WeChat accounts of sales associates.



HOW IT WORKS WECHAT WORK.



WeChat Work

COMMUNICATES WITH CUSTOMER USING WECHAT WORK

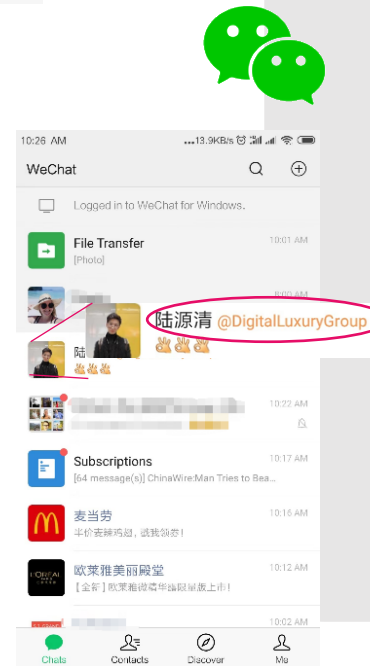
- Can communicate directly with a customer, or within group chats
- Able to broadcast one message to each customer per day
- May post directly on the WeChat Moments feed of a customer, using assets from the brand library



WeChat

COMMUNICATES WITH SALES ASSOCIATE USING WECHAT

- Can communicate directly with a sales associate (SA); text messages will show up directly in the WeChat message inbox
- View only brand-related posts by sales associate on WeChat Moments (no personal posts)



SETUP PROCESS SALES ASSOCIATES.

Onboarding Sales Force

The success of the social selling mechanism lies in the hands of sales associates. They need to be properly trained, equipped and motivated in order to make the model a success.



1 GUIDELINES

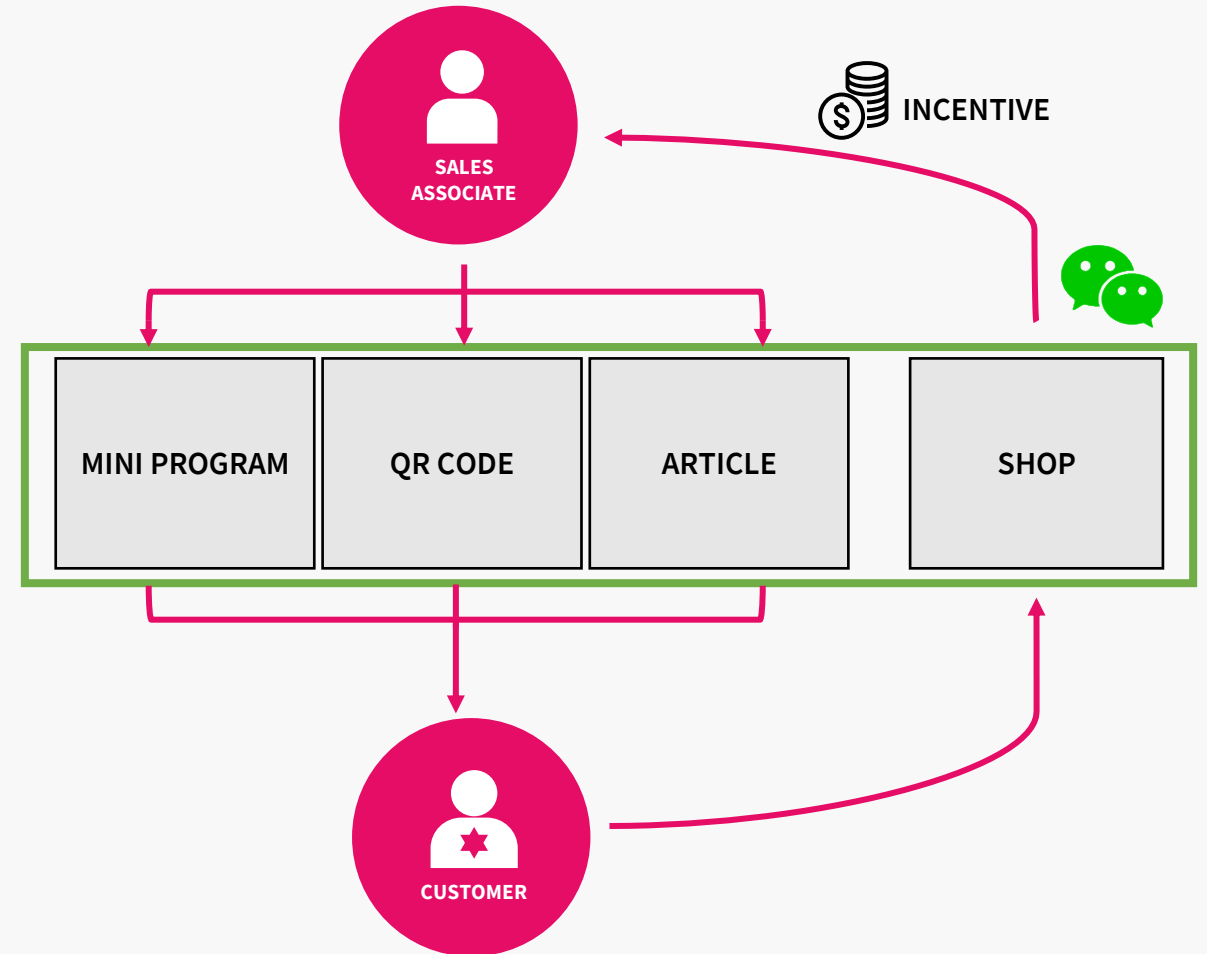
Brands need to set clear guidelines on how the tool should be used and how sales associates can properly onboard clients and scale up their selling efforts.

2 INCENTIVES

An incentive system that tracks the purchases made by consumers on WeChat and attributing them to specific SAs can be implemented. This, however, requires a dedicated social selling Mini Program or enhanced e-commerce site tracking. Internal alignment in terms of commission split and support required for e-commerce, retail and CRM teams should also be in place.

3 KPIs

Brands can also make this part of their sales force's KPIs, and have their retail/operations and marketing teams decide on a viable target every month.



SETUP PROCESS CLIENTS.

Onboarding Clients

In order to fully leverage the benefits of a clienteling tool like WeChat Work and scale up social selling efforts, brands have to ensure that clients are all properly onboarded to the tool as well. Only when that is done will they be able to reap the benefits of the model.



1 CONTENT

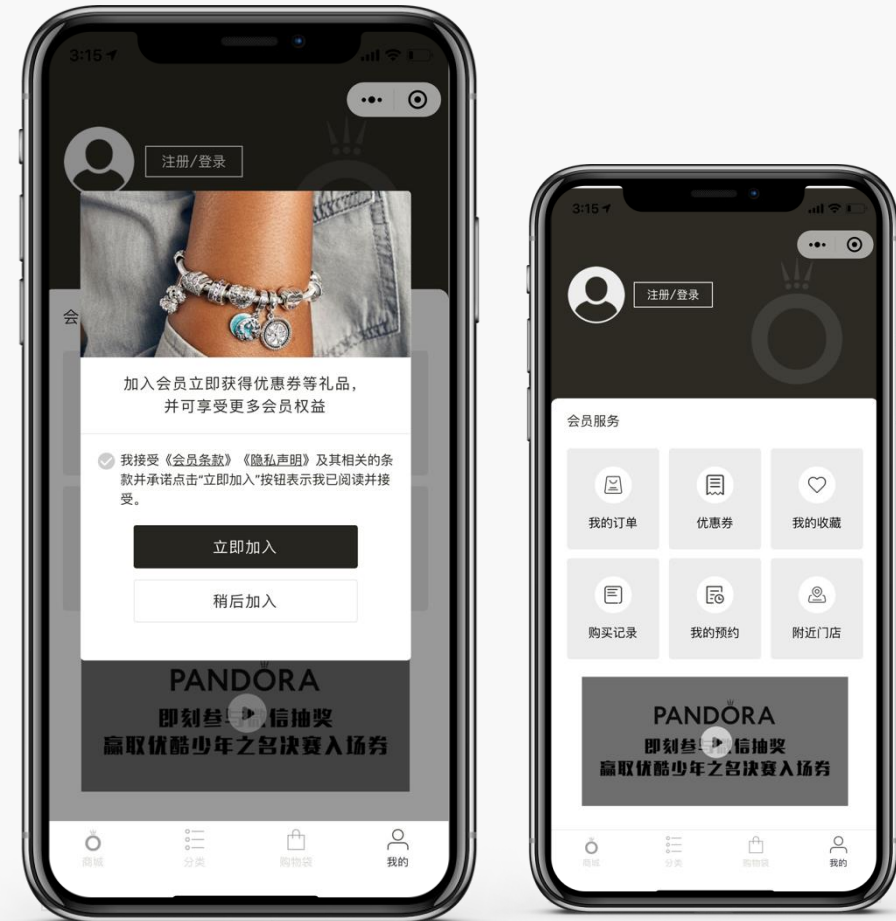
Sales associates can better manage correspondence with clients, and with the Brand Asset Pool, they will also have access to curated, high-quality brand images for communication with clients on WeChat.

2 DATA

Brand will be able to build richer client profiles, supplemented with behavioural and transactional data. All of this will also be consolidated in one database.

3 ALERTS

Alerts can be triggered based on specific client behaviours so sales associates can pick up where consumers left off and close the sale.



BENEFITS CONTENT.

EXISTING MODEL

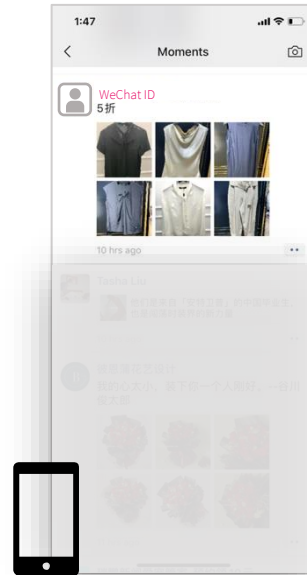
IMPROVED MODEL



WeChat



- Limited brand assets
- Quality of non brand-generated assets not standardised
- Lack of image usage guidelines and captions
- Communications are scattered and lost between personal posts by SAs on Moments



WeChat Work



- Official Brand Asset Pool; full arsenal of brand communication materials always available
- Curated and high-quality assets with current talking points
- Proper guidelines to govern posts published by SAs
- Brand in-house marketing team can prepare messages intended for clients on behalf of SAs, allowing them to simply click and send



BENEFITS DATA.

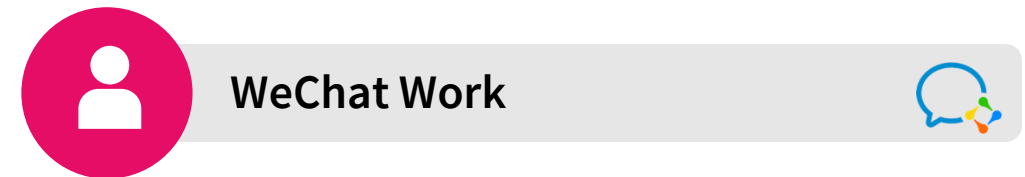
EXISTING MODEL



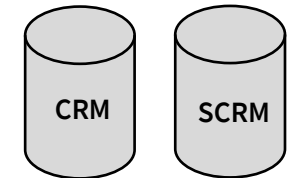
- Profile enriched based on interactions between SA and contact
- Information saved isolated on SA's WeChat Account



IMPROVED MODEL



- Profile enriched by SA interactions, WeChat behaviours, transactions and CRM data
- Information stored in centralised database



BENEFITS ALERTS.

EXISTING MODEL

IMPROVED MODEL



WeChat



- SA responds to messages sent by client
- Attempts to activate clients are based on blind guesses and luck; no specific data or information to rely on



NO ALERTS



WeChat Work



- On top of responding to messages sent by clients, SAs can also be alerted to specific user behaviours and opportunities to initiate a conversation with clients
- Behavioural and business alerts can be set to give SAs a heads up when client milestones are approaching (e.g. birthday, loyalty programme status change, etc) or if transactions are made



BEHAVIOURAL ALERTS



BUSINESS ALERTS

BENEFITS DRIVING RESULTS.

A New Channel

WeChat Work allows brands to scale up their social selling efforts on WeChat. By adding another point of entry, this method does not “steal” traffic from other channels but functions as a completely separate channel for growth.



1 GROWTH

By serving a different purpose from a WeChat Official Account (OA), WeChat Work allows brands to capture a whole other group of consumers – people who may not necessarily have an interest in receiving brand communications on WeChat.

2 REACH

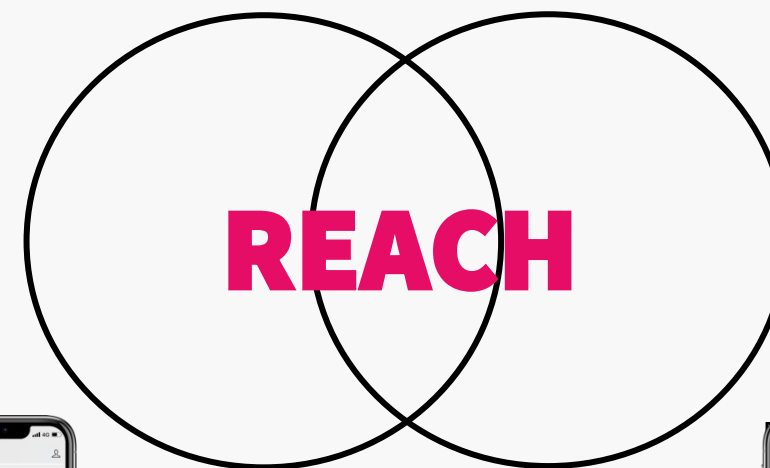
WeChat Work complements the traditional weekly OA content push by allowing SAs to directly post on a contact’s Moments feed and chat with them.

3 CONVERSIONS

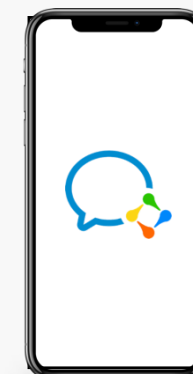
It also allows brands to give consumers a more personalised level of service via chat, bolstering confidence and perception of the brand. This helps to drive conversions.



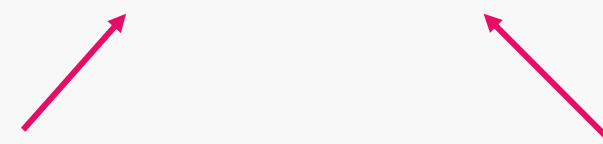
AUDIENCE



WECHAT OFFICIAL ACCOUNT



WECHAT WORK



FINAL CONCLUSION.



- ✓ As the market gets increasingly saturated, brands need to do even more to recruit, engage and sustain followers. While **open rates and engagement rates of WeChat articles are falling**, the proportion of **e-commerce actions** performed on the platform has been spiking – indicating that brands need to broaden their focus beyond content and think about driving purchases directly on WeChat as well.
- ✓ When it comes to livestreaming, there is a **strong negative correlation** between **reach and conversions**. Brands need to be clear about their objectives when it comes to this, before deciding on an appropriate livestreaming tactic.
- ✓ By implementing a **CRM and clienteling solution** on WeChat, brands are not only able to build **richer client profiles**, but can also **scale up their social selling efforts** on the platform. **Behavioural and business alerts** can be put in place to ensure that sales associates can pick up where consumers leave off and close the sale.

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