# Social Media



## WeChat – Effectively Communication to Target Audiences

Ringier has more than **12** different **WeChat** public accounts and **20+ WeChat groups** that cover various aspects of each industry.

Our goal is to improve communication between you and your target audience through the interactive transmissions of the latest industry news and technology in a mobile format that prompts a response and encourages sharing.

## Features:

1. **Extensive target audience**: The sharing features of social media allows your brand/product promotion to achieve maximum efficiency
2. **Growing followers**: The average growth rate of followers was 33% in 2019.
3. **Focused quality buyers**: Accumulating quality followers through vertical industry exhibitions, seminars, WeChat sharing and integrated online-offline activities.
4. **Leads generation** (not just views) with call to actions- links to registration pages etc.
5. **Marketing cooperation** with 3rd parties will help you to **boost your Page Views**.

### ◆ Article

Your existing articles will be optimized by Ringier's editors to suit the WeChat format and placed in the most relevant Industry channel - reaching a highly motivated group of industry professionals - we will advise you on how to create a "call to action" that can generate real leads - not just views and likes - leads you can turn into business.

*the materials provided by the clients*



| Account | Type | Rate (USD) |
|---|---|---|
| Corporate / Industry | Top story | 700 |
| | Basic story | 600 |
| Note: The materials provided by the clients | | |
| **The service for Writing and editing** | | |
| 300-500 words | | 580 |
| 500-1000 words | | 840 |
| *more than 1000 Chinese words: USD 0.75 / Chinese word  *Translation from English to Chinese can be provided: USD 0.40 / English word | | |

### ◆ Banner

Your banner will be posted on top of or in the content of quality articles in the industry channels that will build brand awareness and lead to a "call to action" to generate leads and followers.



| Rate （USD / Month） |
|---|
| 780 |
| Platform: You can choose one of Ringiers' official accounts to publish (No change is allowed within one month after determination) * Note: 1. Expense is charged by month, frequency of exposure is once/week, 4 times per month in total. 2. Banner (640*270px) + QR code/link |
| Special position: On the top 10% (only one) |