Real Estate

WeChat Mini Program Solutions

海外美食
情报站
VIVA CITY

About Viva City

Back in 2015 we launched Viva City to help brands better connect with Chinese consumers.

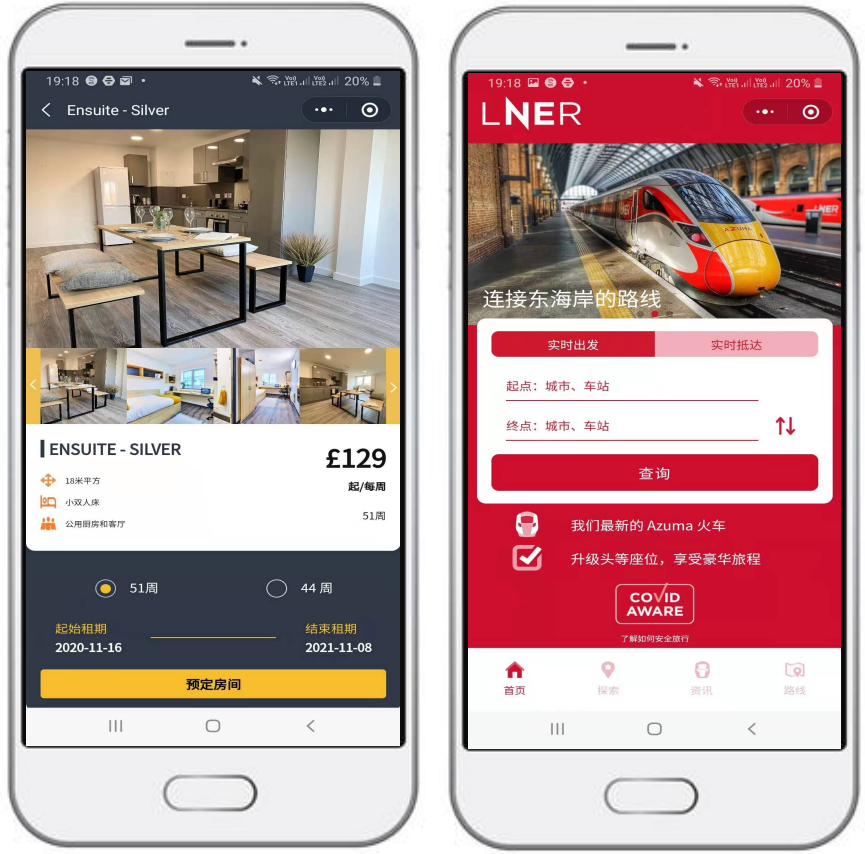
The team set out to solve both language & accessibility barriers by utilising WeChat and developing WeChat Mini Programs (Instant Apps), initially to support restaurant businesses.

Today we offer a suite of WeChat Mini solutions for Student Accommodation, Property, Tourism, Hospitality, Transport and Leisure, with plenty more to come.

Before Covid-19, Chinese investors accounted for over 25% of real estate investment in the UK, Australia and US and it is our belief that they will be the catalyst for global economic recovery.

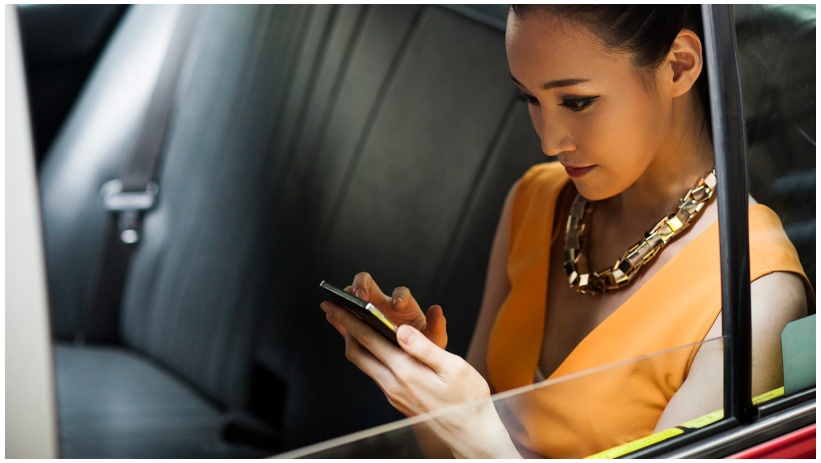
Now is the time for brands around the world to establish themselves with the Chinese market and grow their sales channels in partnership with Viva City.

‘China leads £46bn race for UK property’ The telegraph, Feb 21



STUDENT ROOST

LNER LONDON NORTH EASTERN RAILWAY



‘It’s never been more important for brands to establish meaningful and valuable digital interactions with Chinese consumers...

WeChat has pioneered the use of mini programs to allow brands to connect directly with Chinese consumers’

McKinsey 2021

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Why you need a WeChat Mini Program

Be Relevant

- 9/10 Chinese WeChat users use Mini Programs every day
- Builds brand trust and advocacy
- Keeps customers sticky across your Chinese marketing channels

Fast & Flexible

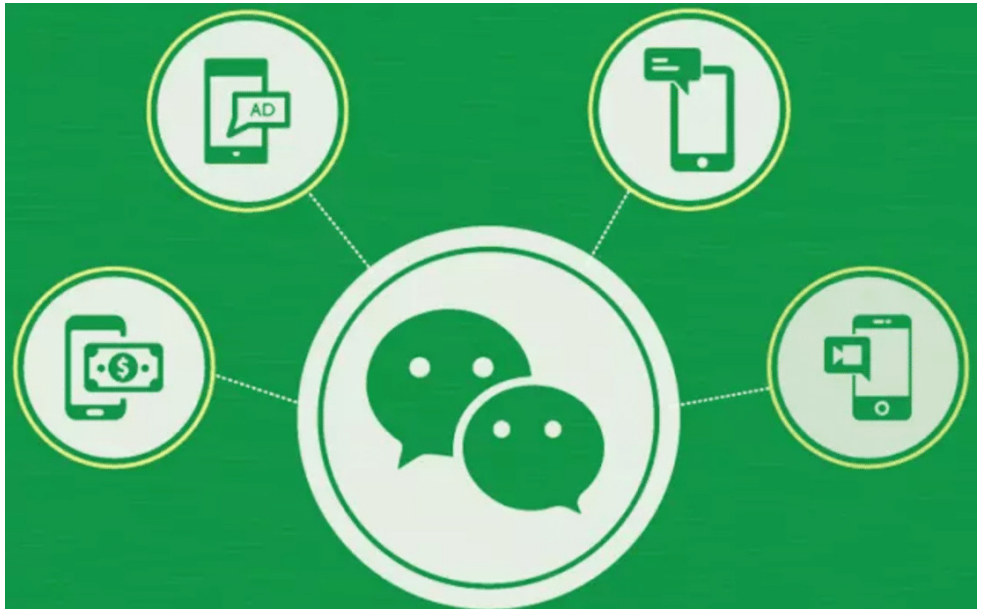
- Can be launched in 2-6 Weeks
- Much quicker to update than an Android/iOS App
- Adapt quickly to Chinese consumer behaviour

Cost Effective

- No ICP license needed (A permit required to operate a website in China).
- No China hosting and server requirements
- Much cheaper than reskinning your website in Chinese

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What is a WeChat Mini Program?



A light-weight, ”Instant” App, embedded in the WeChat ecosystem

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WeChat Mini Programs

Key Benefits for Brands

1. 

More Leads

- Prevent leakage from your direct sales channel (Your website will be Slow or Blocked in China)
- Creates a single conversion funnel for all of your Chinese marketing channels
- Lets the WeChat ecosystem work for you to grow your brand and visibility

2. 

Better Customer Experience

- WeChat is where Chinese consumers live online
- Keep your prospects warm with content & communication
- Can be integrated with your existing business systems

3. 

Collect More Data

- Makes every consumer touchpoint trackable and useable
- Segment and measure each sales & marketing channel
- Fuel new marketing strategies with demographic and user behavioural analytics

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Our Solution:

WeChat Mini Programs for Real Estate

Purpose Built Templates

1. **Property Agent**
2. **Single Development**
3. **Multi Phase/Site Development**
4. **Student Accommodation**
5. **General Marketing**

Total Personalisation

- High level of control over the look and feel of your Mini Program
- Match to your brand guidelines
- Upload your icons and assets

Unrivalled Functionality

- All in one system allowing for a better customer journey and increased conversion rates
- Open APIs to allow for external integrations
- Add-ons to enhance your Mini Program

Pricing

- Transparent & Affordable
- Low Setup Fee
- Monthly Subscription Packages
- No Commission for sales from your own channels

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Templates & Add-ons

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Welcome Screens & About Us

Built with your Brand Assets

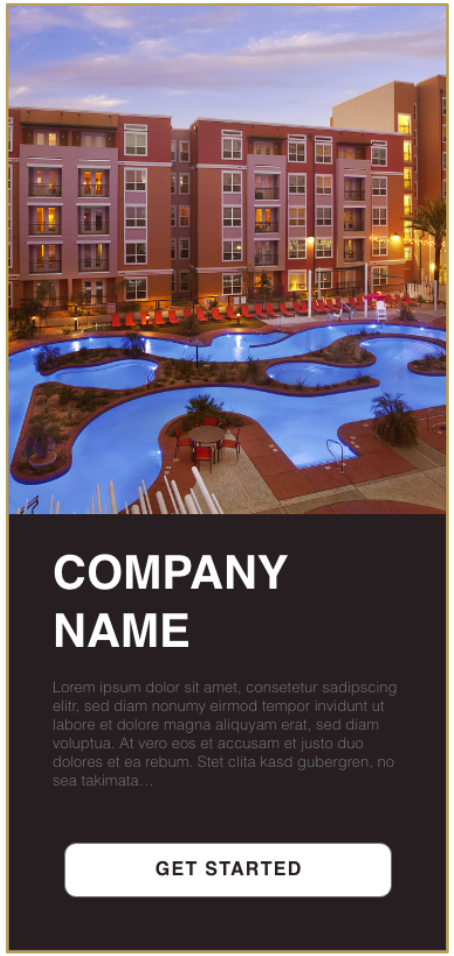
Your Mini Program will be designed to match your brand guidelines

Welcome & Onboarding Screens

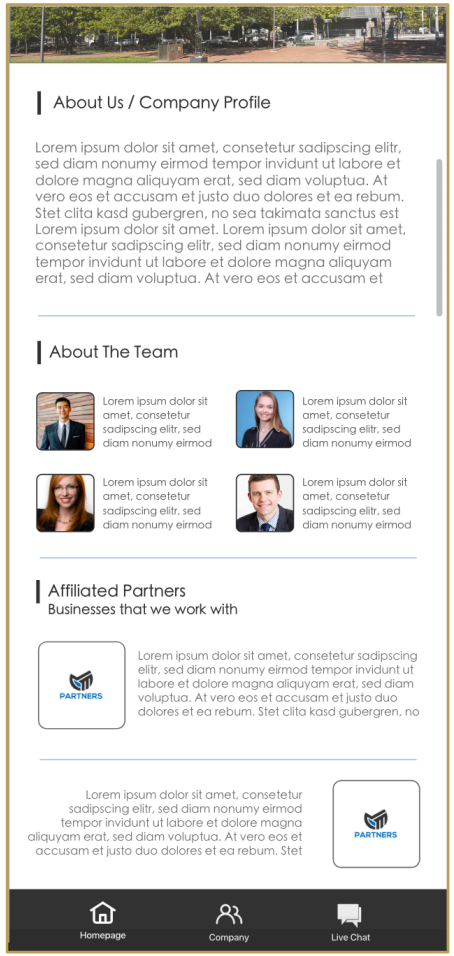
Customise your Welcome screens & Onboarding messaging to suit your brand tone and personality.

Company Profile Page

Build trust with your Chinese customers with a brand page, team profiles and information about your partners



Welcome Screens



About Us & Partners

Templated Pages - Pick & Choose

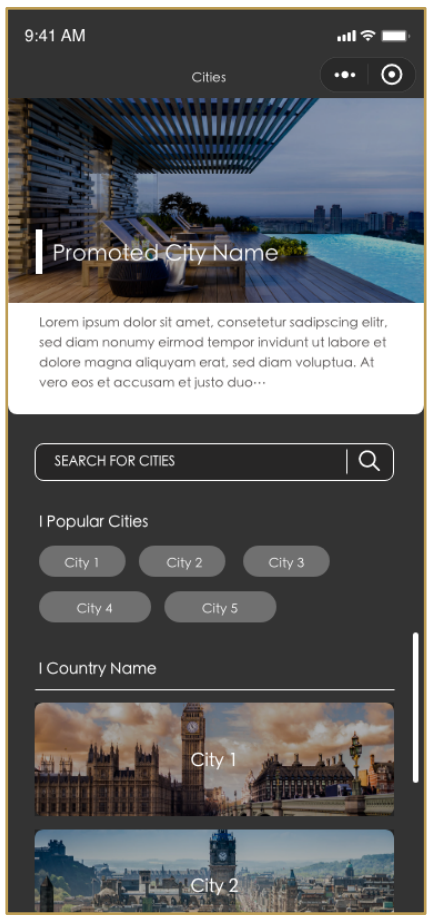
Built to help you Sell

Choose pages that suit your business

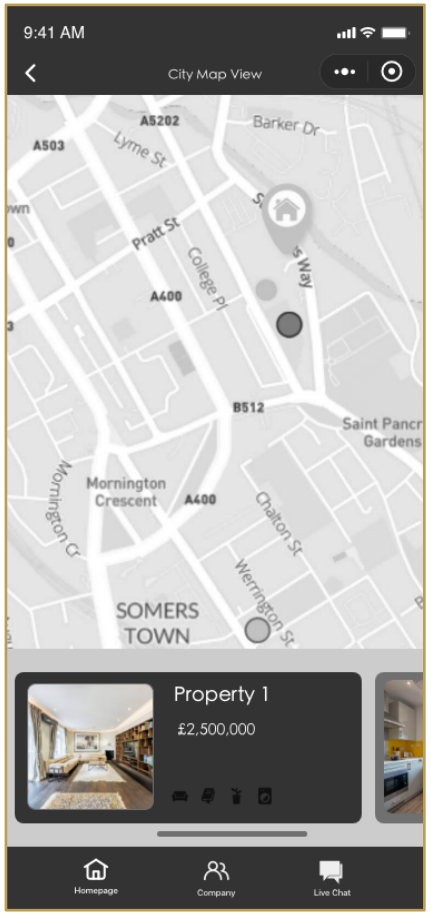
- Customisable tab bar
- Image Gallery & 360 Viewer
- Featured Rooms
- Rich Text
- Floor Plans
- Amenities Icons or Pages
- PDF Download
- + More

Customise the user journey

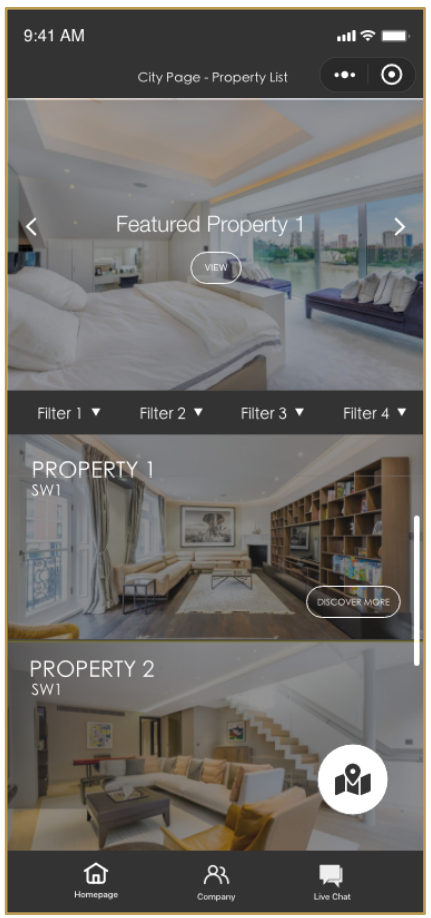
Personalise your Mini Program user journey to optimise conversation rate



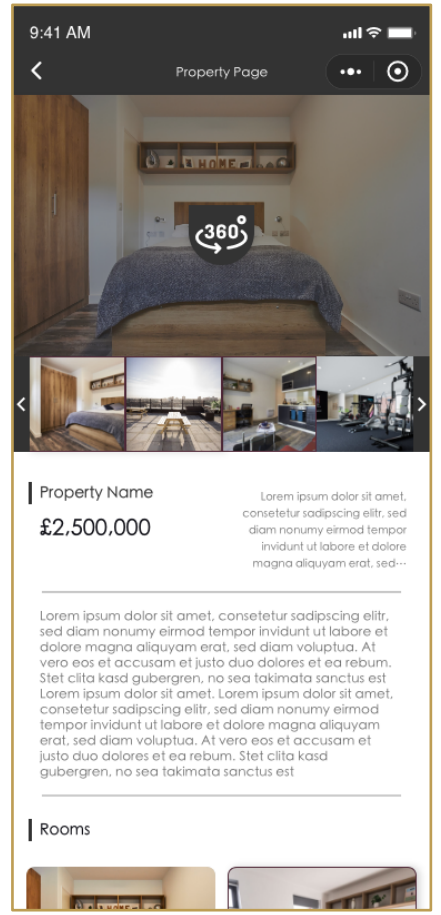
City Selector



Map View
(City Level)

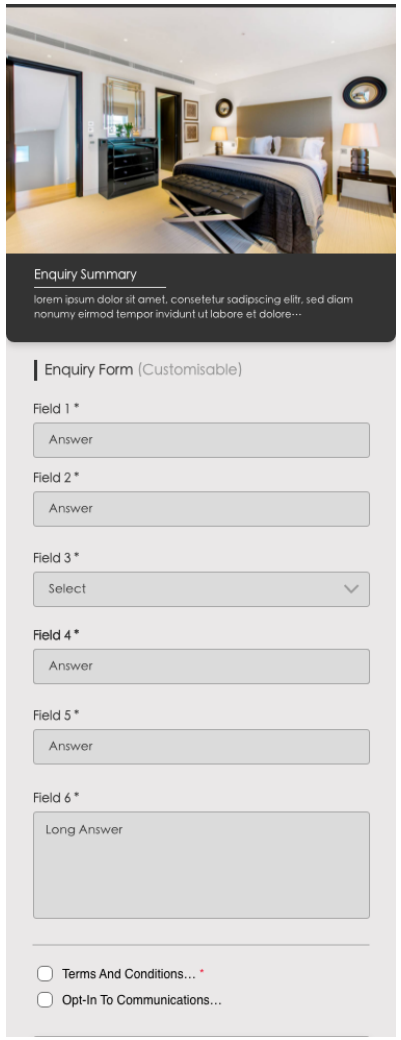


Property List



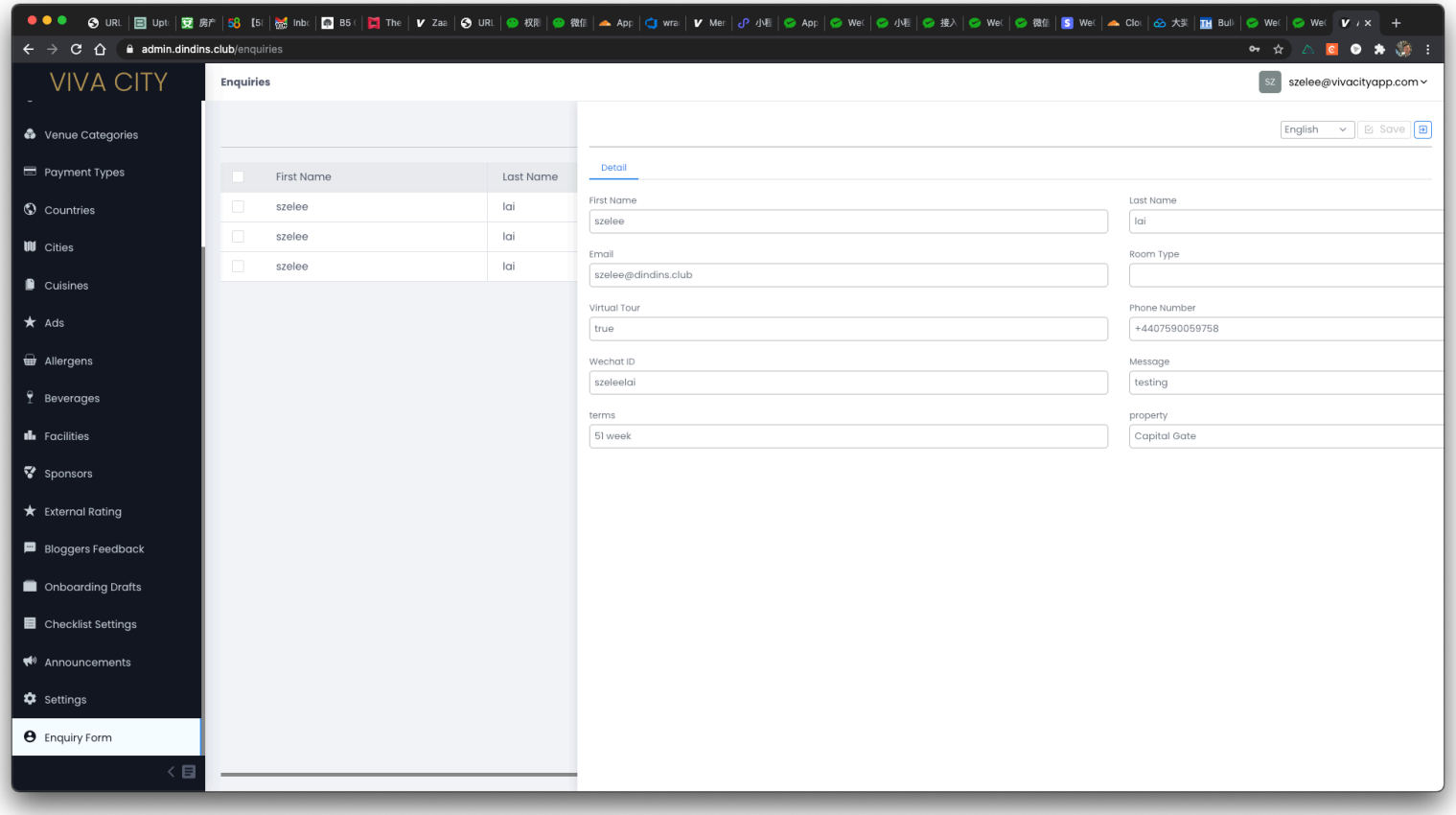
Property Page

Lead Flow & Capture



Mini Program Form:
Customise your form to capture the customer data you need

Enquiry Capture: WeChat Mini Program leads are stored directly in the CMS system and an email notification is also sent to the relevant salesperson



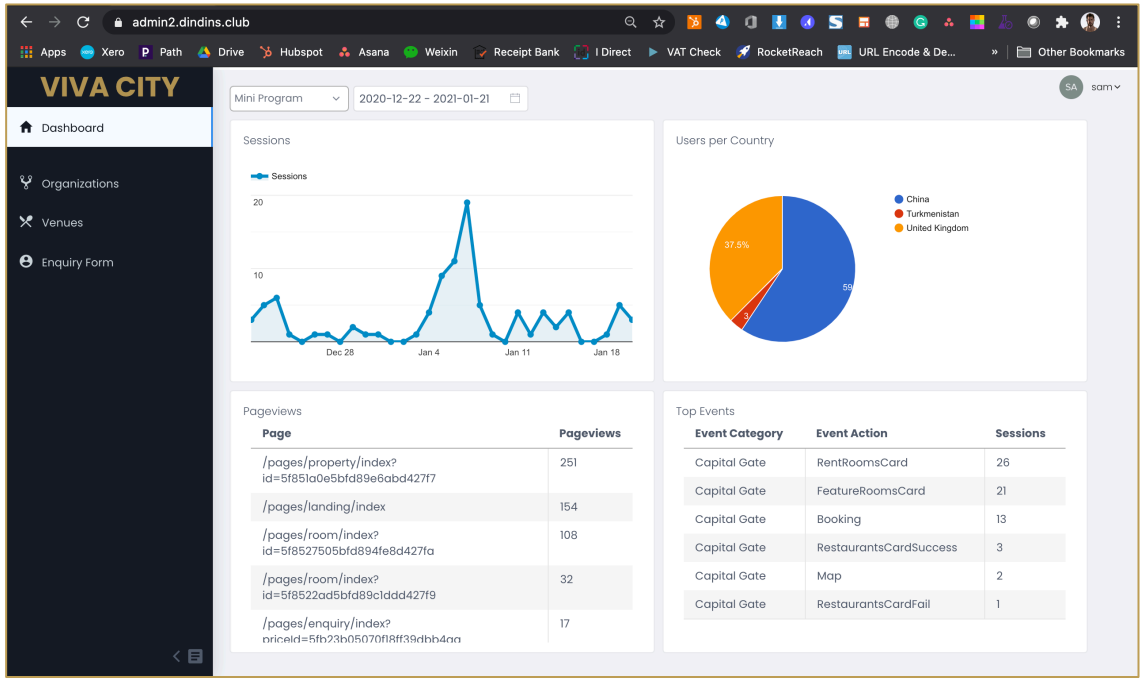
Data Ownership, Analytics & Content Management

Data Ownership

Your Mini Program is setup directly with WeChat using your company details.
Followers of the Mini Program belong to you and the demographic data can be accessed directly from your WeChat dashboard.

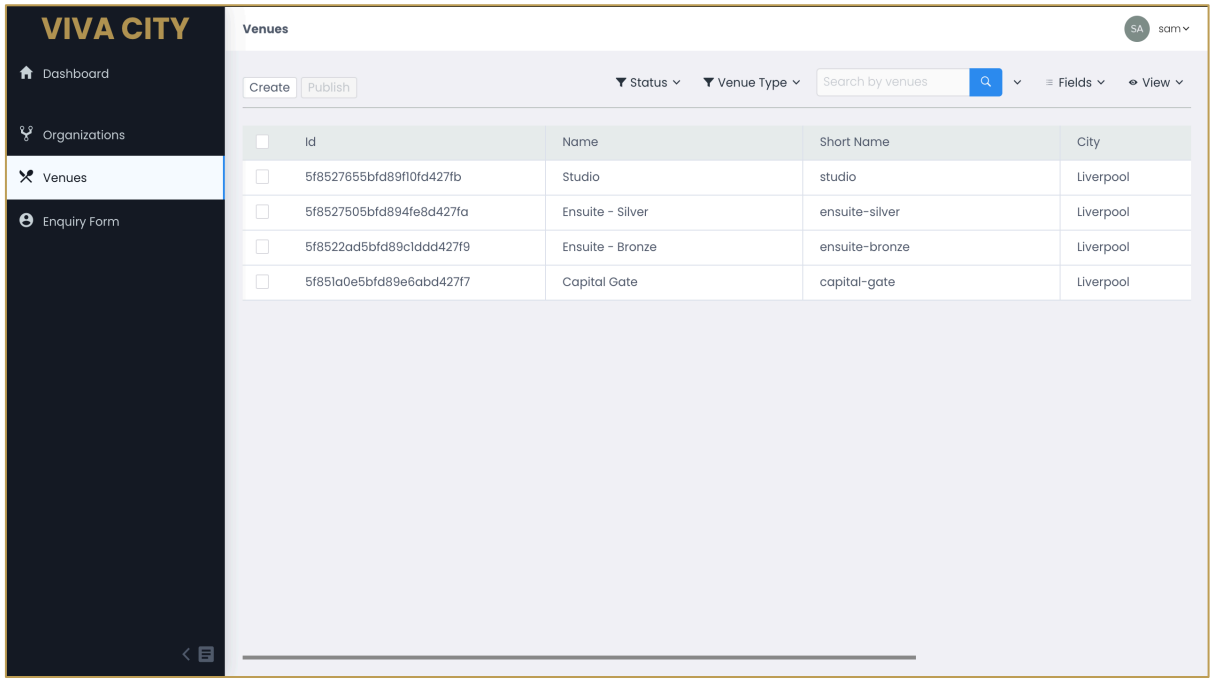
Behavioural Analytics:

We integrate Mini Programs with Google Analytics to provide user behavioural data. This data can be accessed and exported from our Dashboard and can be linked to your own Google Analytics account.



Content Management System:

The Viva City CMS is available in English & Simplified Chinese. The CMS provides a simple for you to update your Mini Program content and WeChat Mini Program settings without needing to content WeChat yourself.



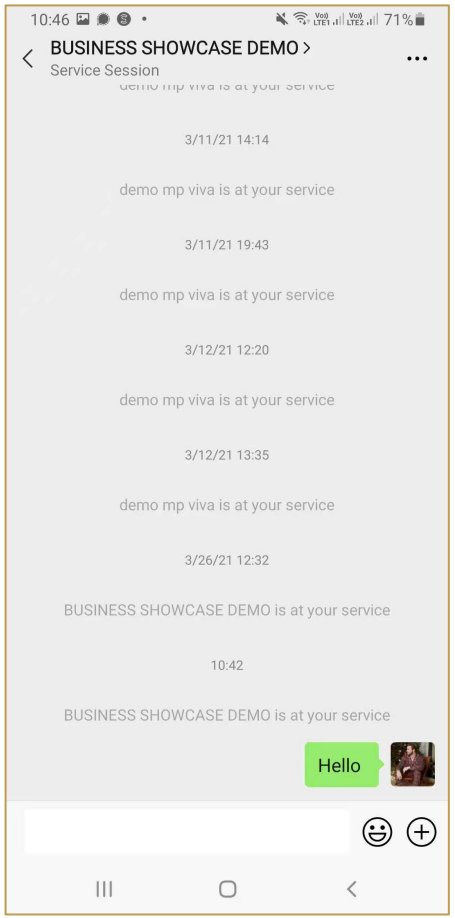
Other Features: Customer Service Module

How does it work?

Step 1: A Mini Program User presses the Chat button on the Tab bar to activate the chat window.



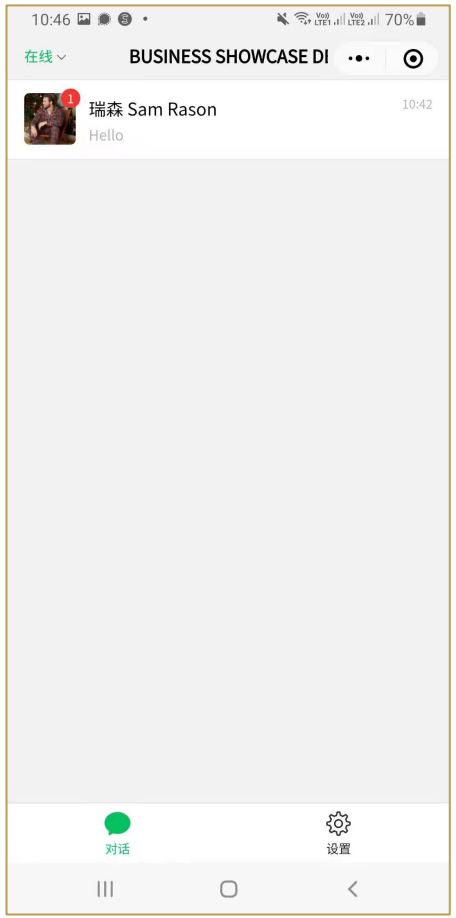
Step 2. The Mini Program User sends a message



Step 3. Your Teams assigned Customer Service agents are notified through WeChat



Step 4. A Customer Service agent opens up the Customer Service Mini Program or desktop version to engage with the Mini Program User



Use Case: Student Roost

Scan me with WeChat

Mini Program Purpose: Convert more Chinese sales from Student Roost's own marketing channels

Welcome Screens

Welcome and onboarding screens built with brand assets



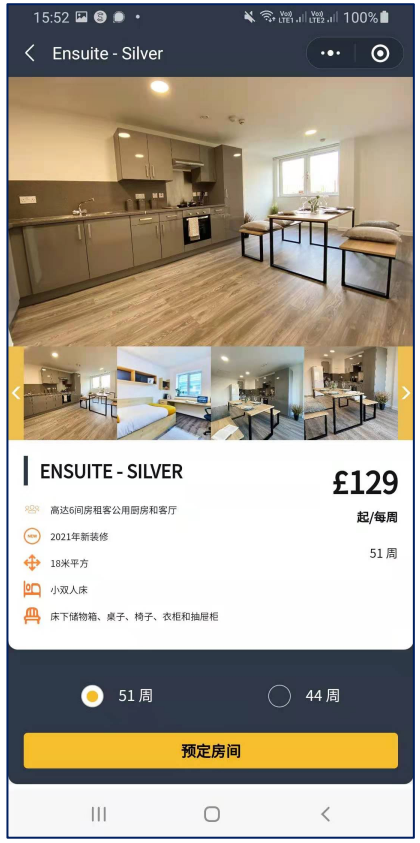
Property List

Provides property lists and facility information



Room pages

Provides room and tenancy information



Lead capture Form

Captures leads



WeChat Pay (optional)

Collect advanced rent payments



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WeChat Mini Programs...
Great for Sales Teams & Marketers

Key Takeaways

- Got a WeChat Official Account? Link your Mini Program to your account to better convert marketing leads
- Can be added to your website, email or SMS to convert & nurture prospects
- Mini Program Enquiries will go straight into your sales funnel
- Great for customer acquisition with 60+ ways for Chinese consumers to find your WeChat Mini Program.

Popular Mini Program acquisition points:

1. From your WeChat Official Account
2. From QR Codes to generate offline conversion
3. By searching on WeChat
4. By users sharing in group chats
5. Embedded in WeChat Articles
6. Added to your Weibo Posts

- Integrates with WeChat Pay for seamless transactions / reduces exit and drop-offs

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Simple Onboarding

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1. Select your Mini Program template & add-ons
2. Send your assets & content for total personalisation
3. Book your content management system training session

GO LIVE

Timeframe: 2-6 Weeks

Get setup today.

Connect with China tomorrow.

sales@vivacityapp.com

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