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China Marketing Proposal For Londonist



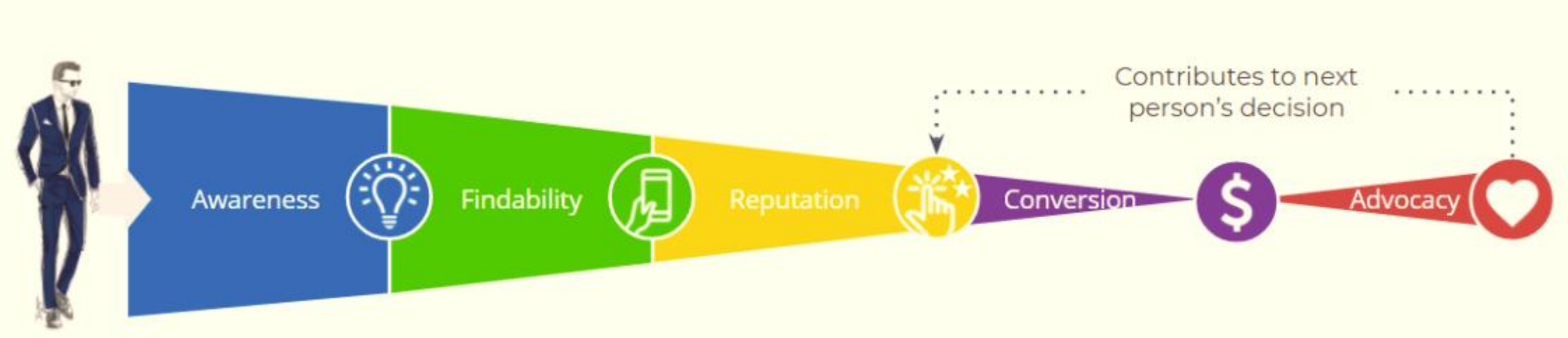
09/2019

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Objectives

- Build awareness and reputation of Londonist among targeted audience in China and UK.
- Arouse interests and discussions among target audience to create word of mouth.
- Generate sales from Chinese market.

Marketing Strategy



Interest & Awanress	Search	Research	Purchase	Experience
Social media Paid social ads Ads with UKuni platform Video platform	Chinese website Baidu PPC Social media	Advertorial Word of mouth Social media Reviews	Chinese website WeChat public account WeChat Pay & Alipay	WeChat account engagement Word of Mouth

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Social Marketing



Social Media Platform to be Employed

WeChat

WeChat is a multi-purpose messaging, social media and mobile payment app developed by Tencent. By 2018 it was one of the world's largest standalone mobile apps by monthly active users with over 1 billion monthly active users. Described as one of the world's most powerful apps by Forbes it is also known as China's "app for everything ".

Toutiao

A fast rising new social media platform in China. By Q2 2018, its daily active users surpassed 200 million. An average user stays with it for 76 minutes per day. Its advantages: 1) Personalised recommendations based on user interests, 2)High quality content recommended by cutting edge algorithm. 3)Continuously and actively pushes targeted content to the user.

Tik Tok

Tik Tok is a short-video App with powerful editing capabilities. It enables users to add music and effects to their videos in order to make them more interesting/creative. It has become one of the first Chinese apps to successfully gain worldwide reach as it topped the iOS download charts for non-game apps for the first quarter of 2018.

Sina Weibo

Weibo is known as China' s equivalent of Twitter. Sina Weibo (NASDAQ: WB) is a Chinese microblogging website. It was launched by Sina Corporation on 14 August 2009 and one of the most popular social media platforms in China. As of Q2 2018, Sina Weibo has over 431 million monthly active users.

Presence on Mainstream Chinese Social Media Platform

- Registration and verification of WeChat public account and Weibo account for Londonist, using UK company certificate. The accounts belongs to Londonist, instead of any third party agencies.
- Set up account of Londonist on Toutiao and Tik Tok.
- WeChat and Toutiao accounts will be updated once per week with one piece of content.
- Weibo and Tik Tok accounts will be updated three times per week with 3 pieces of content/short videos.
- Digipanda creates all contents to be posted social media accounts based on raw materials provided by Londonist .
- Digipanda will be responsible for ongoing engagement with followers on all platforms.
- Monthly report with statistical data and analysis

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Paid Ads



Paid Social Ads: WeChat Moment Ads Campaign



We can precisely reach target audience by setting up the following targeting criteria:

1) WeChat users in selected Chinese cities, or WeChat users in UK
2) Aging 18-28

The minimum investment requirement under auction scheme is 15,000 RMB (about 1,764 GBP). The minimum investment requirement under schedule scheme is 50,000 RMB (about 5,800 GBP). Fees will be deducted from your account according to number of impressions. You may top up the account whenever you want. Digipanda charges 15% on top of this as our service fee.

PPC Ads with Baidu



- With the China Business License of Londonist’ s Shanghai company, we can open an ads account with Baidu, which is known as China’ s Google.
- We will set up SEM strategy, keywords library, managing Baidu Ads account for the Client.
- Baidu requires an initial minimum investment of 6,000 RMB, or 690 pounds into the account. After that, the Client can top-up the account as it wishes.
- We charge 15% on top of what the Client spends with Baidu as our service fee.

UKuni: Media Channel Targeting Chinese Students in UK

UKuni is the largest online life service platform and community for Chinese students in UK. Its online community has about 120,000 registered users in UK and China. Its WeChat account has almost 30,000 followers, its mini-programme has over 35,000 users.

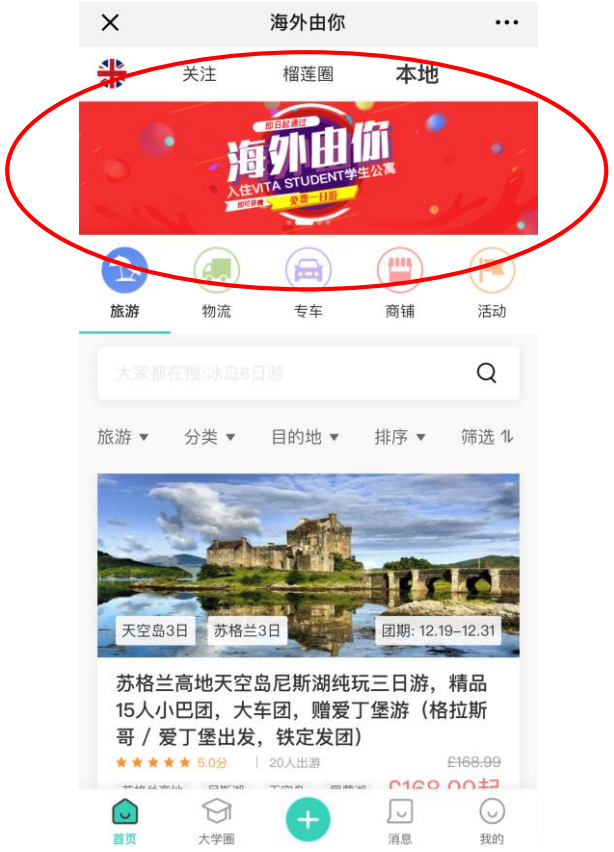




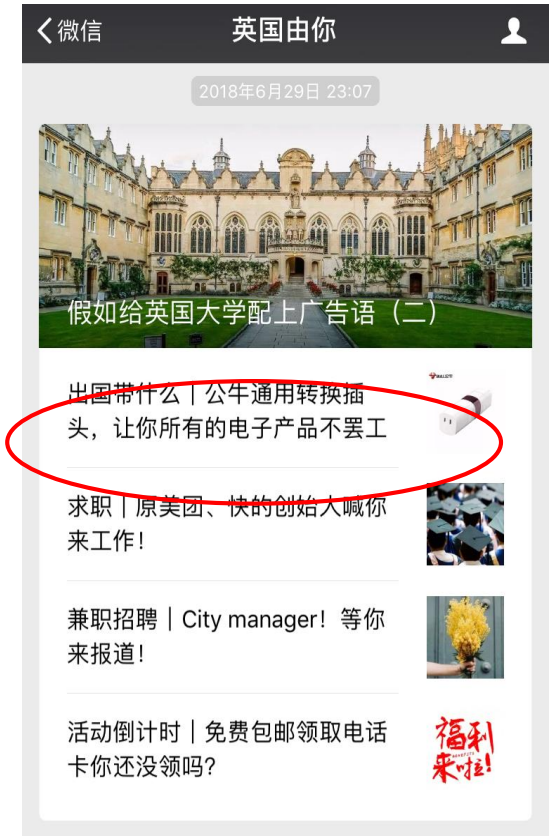




Recommended Ads Slot with UKuni Platform



Top banner at “Local Channel” of UKuni



Second post at Ukuni WeChat public account



List as a merchant in the local channel

UKuni Content Account Registration and Verification









- Follow the above steps: 我>点击认证>企业认证>submit company information to complete Content Account registration and vertification.
- With a Content Account, you will be able to post message in Liulianquan and engage with students there.

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Website



A Bespoke Chinese Website



- A bespoke Chinese website will be created for Londonist.
- The website will feature such functions as CMS, video embedding, inquiry form, etc.
- The website will adopt a server in mainland China to make sure the best user experience.

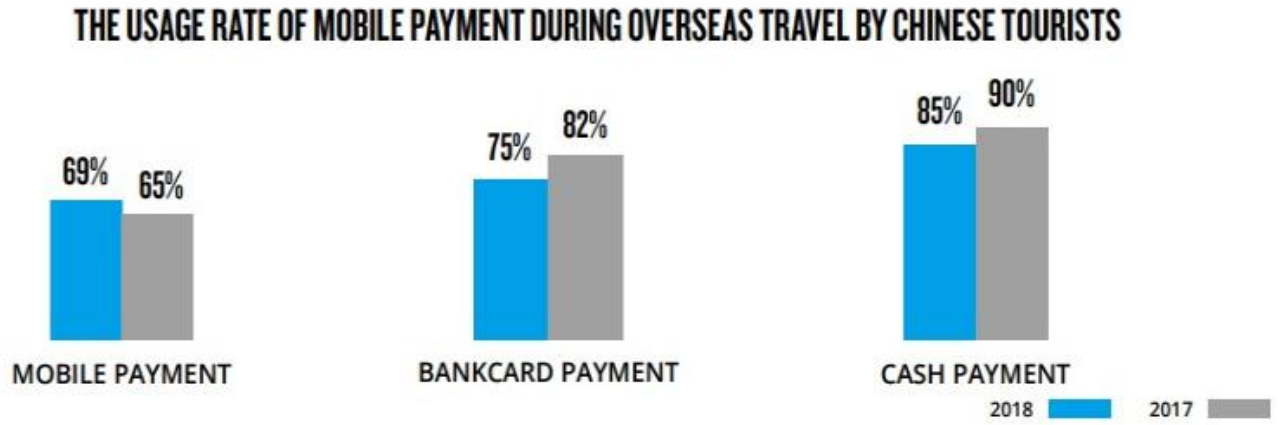
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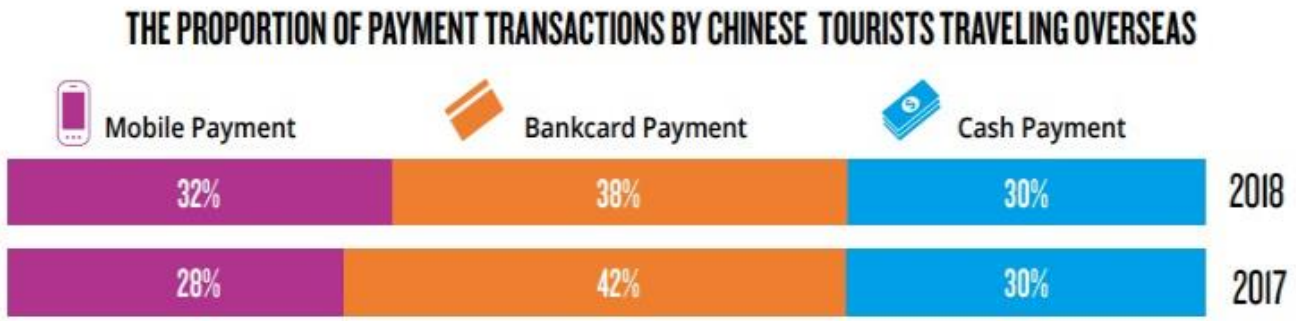
WeChat Pay & Alipay Ads



The Power of WeChat Pay and Alipay

WeChat Pay and Alipay are the two dominant mobile payment systems in China. In 2016, their combined transaction volume reached 3000 billion USD. As outbound Chinese tourists are making more overseas trips and spending more in foreign countries, both WeChat Pay and Alipay are expanding quickly globally.





- **over 90% Chinese tourists would use mobile payment overseas given the option.**
- **Chinese mobile payment methods also help to boost business for overseas merchants with 58% stating that after adopting Alipay, their foot traffic increased, while 56% claimed their sales improved.**

Source: *"2018 trends of Chinese mobile payment in outbound tourism" and "Outbound Chinese Tourism and Consumption Trend: 2017 Survey" by Nielsen*

How to connect with WeChat Pay and Alipay

Step 1

- Register as WeChat Pay and Alipay merchant by filling in the merchant registration form

Step 2

- Complete compliance check required by FCA, by providing such documents as Director’ s ID, major shareholders’ proof of address, business account proof, etc.

Step 3

- Digipanda will integrate both WeChat Pay and Alipay into Londonist’ s Chinese website, and provide a PDQ for offline use.

The transaction fee is 2% (negotiable depending on the transaction volume) and will be settled to your company bank account on T+3 days base (if the amount is or over 100 pounds).

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Prices



Social Media Set-up & Operation Costs

Items	Description	Price **(£)**
Social Media Set-up & Operation	• Setup WeChat public account, Weibo official account and Toutiao, as well as Tik Tok accounts • Verification of WeChat public account and Weibo accounts with the client' s UK company certificate • Plan for automatic reply, welcome message, self-defined menu, content columns for WeChat account • 1 update on WeChat and Toutiao with 1 content per week. The content will be translated and drafted by Digipanda based on raw materials provided by client. • Weibo and Tik Tok accounts will be updated three times per week with 3 pieces of content/short videos. • Ongoing engagement with followers on all platforms. • Monthly performance report with statistical data and analysis.	Free set-up and 40 annual verification fee for each platform, with the Client' s Shanghai company' s China Business License. Accounts operation fee: 500/month
Video Editing Based on existing video of Client (optional)	• Edit your existing videos into 4 videos of up to 5-minute-long each per month, which are to be used on WeChat and Toutiao. • Edit your existing videos into 12 short videos (up to 60 seconds long each), which are to be used on Tik Tok (Douyin) and Weibo. • Add Chinese subtitle to above mentioned videos (if applicable)	450/month

Costs of Paid Social Ads,PPC Ads, Chinese Website and Payment Connection Service

Items	Suggested Budget (£)	Note
Paid social ads (WeChat Moment Ads)	8,000	Including 15% service charge by Digipanda
PPC ads with Baidu	6,000	Including 15% service charge by Digipanda
Chinese Website construction	2,000-2,500	This is only a ballpark figure, depending on the actual amount of content and functions the website requires.
Chinese Website Maintenance	600/year	Including domain name and server annual fee, minor design changes of up to 10 places and technical maintenance.
WeChat Pay and Alipay Connection offline	200	
WeChat Pay and Alipay Connection online	Free	

Costs of Ads with UKuni Platform

Items	Unit Price	Quantity	Price	Note
Top banner at "Local Channel" of UKuni	500/week	4	2,000	
Second post at UKuni WeChat public account	685/post	10	6,850	Including editing fee
Content Account Registration and Verification	1,500/year	1	1,550	
List as merchant on Local Channel	820/year	1	825	

THANK YOU!

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