



Beyond the great firewall: social media in China

September 2018

Web first,
social media
second
Disclaimer

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graph TD; A[Web first, social media second Disclaimer] --- B[Website Maintenance]; A --- C[ICP, hosting CRM]; A --- D[Landing Pages Design];
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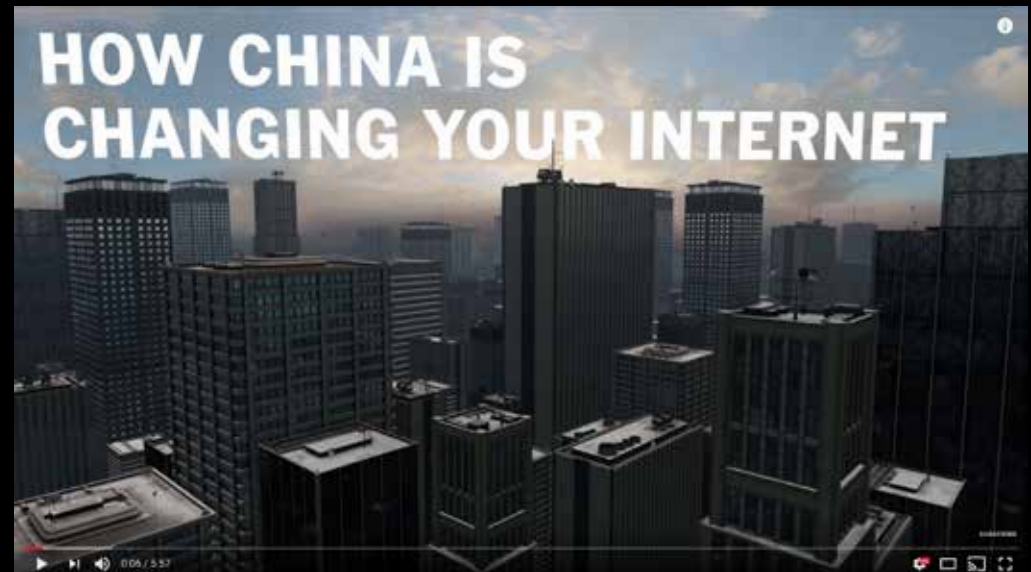
- Website
- Maintenance

- ICP, hosting
- CRM

- Landing Pages
- Design

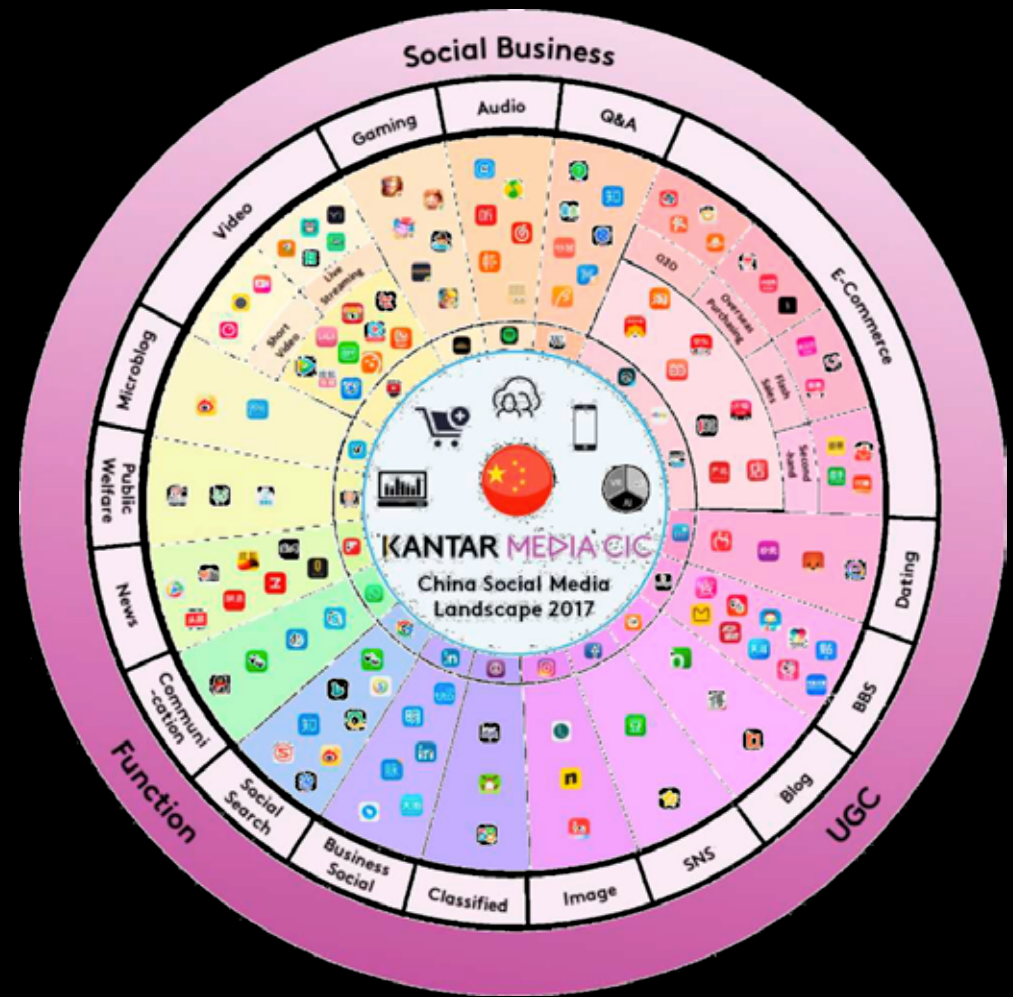
Video

How China Is Changing
Your Internet
- The New York Times



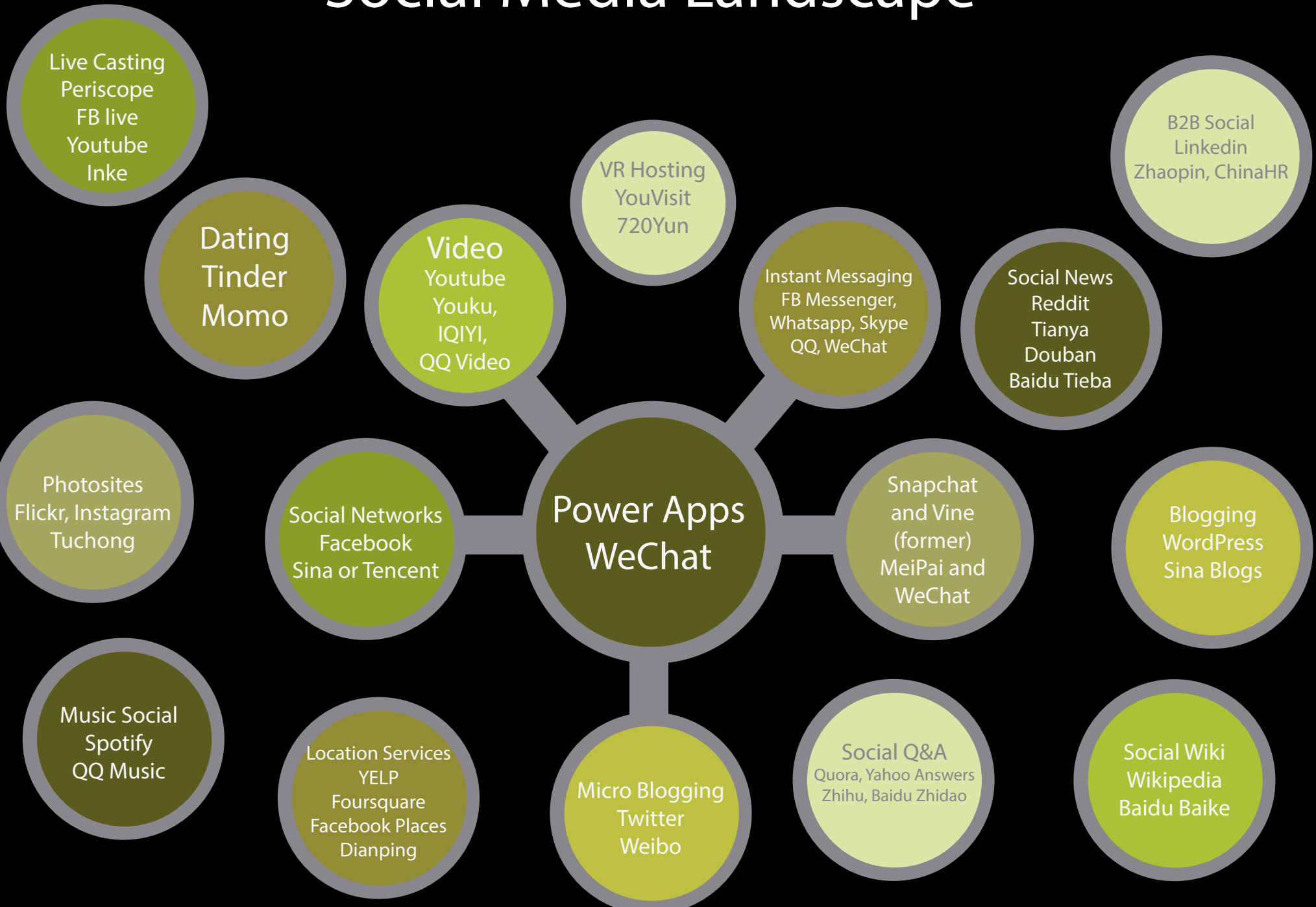
Platforms - China Social Media Landscape

Leading platforms:
WeChat and Weibo





Social Media Landscape



Challenges and Pain Points



Challenges and Pain Points



Which Platform?

How to create content?

How to promote content?

How to measure the results?

How to manage the risk ?

Social Traffic



Referral

External, links, unpaid social.



Organic

Search engines, SEO,
open graph, tags.



Try to increase



Direct

Offline, brand knowledge,
source not detected.



Try to reduce



Paid

SEM, SMM, CPC, CPM.



WeChat Moment Ads
or Weibo Promoted Posts.

Referral Traffic



Channels

Wechat
Posts
Signature
Groups

Weibo
Posts
Blog Entry



Websites

Embed
Videos
Feeds



Emails

Signature
Icons

Message
Join Invitation



Print

QR Codes
Table Banners
Posters
Collateral

Unique URLs



Third Parties

KOL

External
Austrade
Agent
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6月10日 14:26 转发 | 评论

离梦想更近一步，成为新一代创新企业家——走进塔斯马尼亚大学

亚社会各界的目光，让大家及它丰富的历史和文化。

教授Pet

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读 3015 👍 22

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随着数字化进程的推进，全球范围内越来越多的就业人员正面临着就业风险，一个高质量的信

UNIVERSITY of TASMANIA AUSTRALIA

对人才开放

塔斯马尼亚大学于1890年建立，是澳大利亚历史最悠久、声誉最响亮的大学之一。学校在各大国际排名中名列前茅，期待与您的互动。

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大家正在搜：新闻联播分会场

我的主页 我的相册 管理中心

1999 关注 103604 粉丝 5040 微博

发布了博文《塔斯马尼亚大学学生反澳情绪》塔斯马尼亚大学建校于1890年，是澳大利亚所建校的具有悠久历史和国际声誉的大学，其教学和科研质量属于澳大利亚前列，在世界大学中排名第2%（世界大学学... 塔斯马尼亚大学...）

塔斯马尼亚大学学生反澳情绪
塔斯马尼亚大学建校于1890年，是澳大利亚所建校的具有悠久历史和

编辑个人资料 >

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CRICOS 00586B

Channels

One of the greatest innovations of technology is social media, not just in our ability to communicate but in our ability to market directly to those we want to reach.

By Young Entrepreneur Council

Platforms - Wechat

1.04B

Number of monthly active WeChat users
1st quarter 2018

200+

45% of WeChat user has Contacts, 13.5% has 500+ contacts

10M

Official accounts

86.2%

Of WeChat users are between the age of 18 and 36

61.4%

of users check moments each time they open WeChat

76%

Official accounts have lower than 10,000 followers

80%

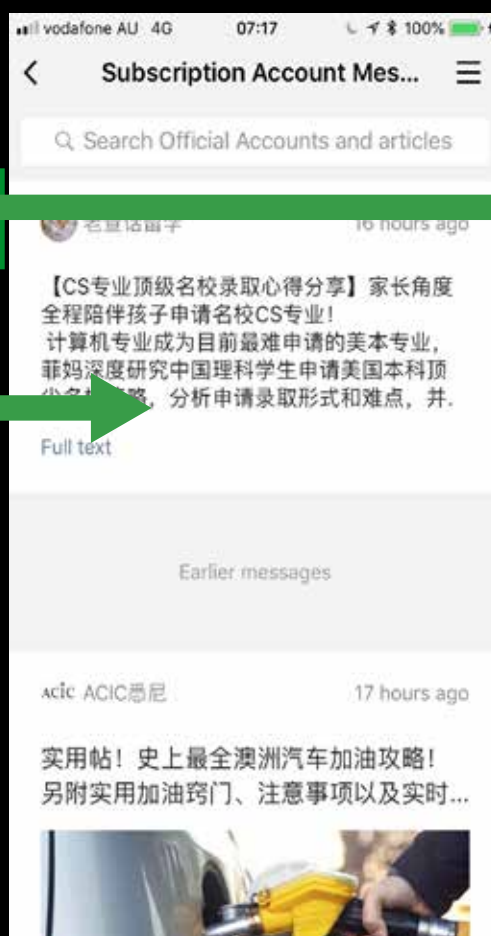
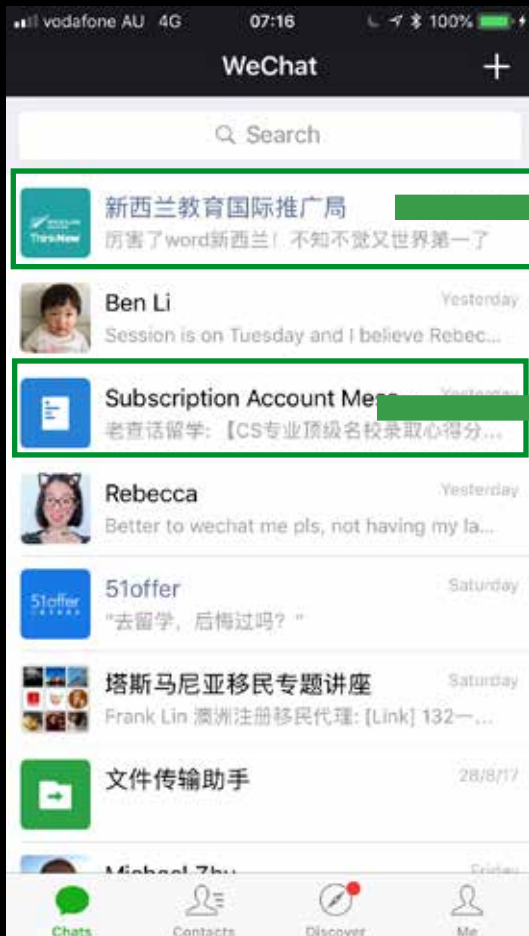
Of WeChat users follow Official Accounts

Wechat OA appears in the chat section or the subscription folder

Subscription accounts appear in the folder

Opening an account leads to a chat interface with a feed

Feed brings users to articles published within Wechat



Platforms - Weibo

430M

Number of monthly active users
2nd quarter 2018

77.8%

Of weibo users has higher education qualification

80%

Of weibo users are below age of 30

Short Videos

have become key content on Weibo.

Cooperation

with famous brands and institutions

The top 3 purposes for using Weibo are: getting trending news in time (72.4%), following interesting content (65.5%), and getting useful knowledge and help (59.7%).

Target Audience



Current
Students



Future
Students



Agent
Counsellors



Influencers
(Parents)



Alumni

Content - Target audience and key message

Objective:

To increase the awareness of the education provider in China, and to generate content to support student recruitment.

Audience group:

Chinese audience in China (perspective students, parents, current students, education agents, Alumni)

Key Delivery Messages:

Brand awareness

Reasons of choosing the education provider as the best study destination

(high quality of teaching, graduate employability, internship, industry connection, positive career perspectives, great lifestyle, excellent education experience, current event and activities, facilities)

Content - Analysis your selling points

It's not all about translation

How to develop content

- Analyse unique selling points
- Align selling points with market demand
- Develop content plan for the year in line with major events and activities
- When editing each article, use trendy hot topic and easy to read wording with professional but entertaining tone setting, and integrate selling points into the article to influence audience
- Base on statistics and experience, creating appealing subject for each article to enhance the attractiveness of article through polished subject and refined typesetting and page design

Promotion – WeChat

WeChat Ads System

Forms and position of display

- Guangdiantong (GDT), the advertising system currently used for Tencent's social properties, was introduced to place display ads in content by Subscription Accounts.
- The majority of Chinese media have created Subscription Accounts to reach and engage audiences who now are reading articles through the almighty WeChat.
- Advertisers can choose where (ad slots on different sites/webpages), whom (gender, age, location and so on) and when (which days or what time of day) to show their ads.

Promotion – WeChat

WeChat Moment Ad Format



- 1 Brand name and profile picture
- 2 Up to 40 character ad description
- 3 Link to a html5 webpage that's hosted on Tencent's server
- 4 Up to 6 pictures or 6-15 seconds short videos

You can target users according to their location, interest, age, gender, device and phone network.

WeChat Moment Ad – Cost
Media deposit requested
50,000 RMB minimum

City Size	Text & Picture Ads CPM	Video Ads CPM
Core City	150 RMB	180 RMB
Large City	100 RMB	120 RMB
Others	50 RMB	60 RMB

Promotion – WeChat

WeChat Subscription Ad Format



- 1 WeChat Article
- 2 Ad Banner
- 3 Action Call

WeChat Subscription Ad - Cost

City Size	Text & Picture Ads CPM	Video Ads CPM
Core City	25 RMB	Bidding System
Large City	20 RMB	Starts from 0.5 RMB/Click
Others	15 RMB	Starts from 0.5 RMB/Click

Case study: UNSW mini site

A streamlined solution for online event registration and lead management

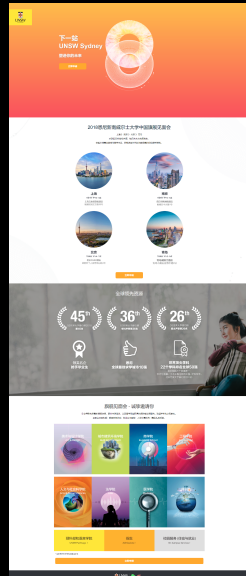


Project background

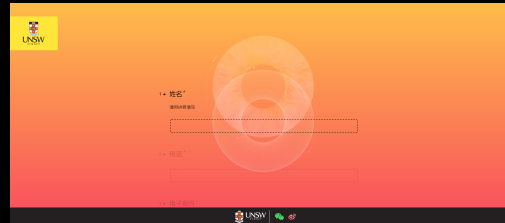
To deliver their 2018 open day events in a few cities in China, UNSW was looking for a solution that allowed them to quickly create a mini site and integrate it with their event management system to manage the registration process, as well as collect and manage applicants' info systematically.

Leveraging one of our industry-specific templates, we helped UNSW create an **event mini-site within an ideal hosting environment** which solves common latency issues in China, without the need for an ICP filing. The site is integrated with their event management system. This means that once a visitor submits the form, they will receive a **unique QR code** that serves as their entry ticket. UNSW can verify the participant by scanning the QR code at the event. The leads collection page is also linked with the **CRM system** to help UNSW further nurture the leads and analyze their promotional channels .

Step 1: Chinese friendly mini site



Step 2: Leads collection page



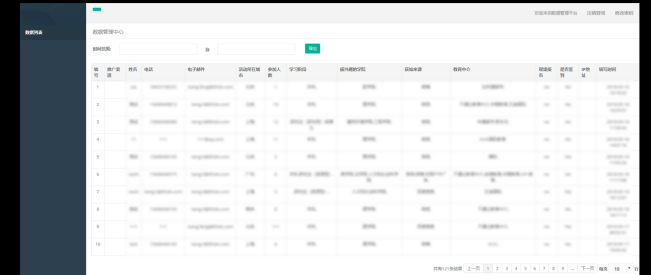
Step 3: Confirmation page with detailed event info & QR code



Step 4. Confirmation email is sent to user



Step 5. CRM system collects all lead info to be easily managed & downloaded

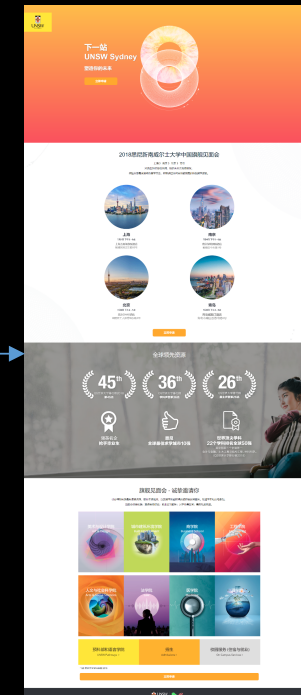


Case study: UNSW uses WeChat ads to promote open day event in China



WeChat Official Account banner ads to generate leads for open day events in China.

- **Target cities:** Event cities as well as cities nearby
- **Target audience:** 1) Students with interest in overseas study; 2) Parents willing to send kids to overseas universities



Promotion - Weibo

Two options are available depending on the objectives of the client:

- * CPM (Cost Per Mille): Based on per thousand views.
- * CPE (Cost Per Engagement): Based on engagement made by users (including retweet, click on the link, follow, bookmark and like)

Clients can set up minimum daily payment but the bidding price must be set higher than the starting price.

Benefits of the product

- * Reaching huge number of users: It can push brand information to all existing fans and potential fans among 400m Weibo users.
- * Precise targeting: It can accurately reach target audience based on users' profile and their social relationship.
- * Multi-channel transmission: It can be transmitted multiple times after teaching the target audience to maximize the effects of an ad.

Weibo Advertising System - Fensitong works in a similar way to Twitter's "promoted tweet"



Promotion - Weibo Fensitong Promotion Process

**Promote
your account
and your
post**

Verizon 12:10 PM 54%

< 返回 博文头条 ...

预计推广时长 72 小时 | 预计覆盖用户 3.1万+ 人

推广给更多用户 ⓘ

潜在粉丝 Potential fans 10000+ 人 200.00元 ^
Price = 200 RMB

of users
覆盖人数 10000 +

0 10000 20000 30000

兴趣用户 0人 0元 v

指定账号的相似粉丝 0人 0元 v

指定商圈用户 0人 0元 v

本条博文历史推广效果

我已阅读并同意《服务协议》及《审核规范》

已优惠 272.77元
待支付: 280.03元

去支付

Verizon 12:12 PM 53%

< 返回 博文头条 ...

预计推广时长 72 小时 | 预计覆盖用户 3.1万+ 人

0人 0元 v

指定账号的相似粉丝 Price = 250 RMB/10,000 users 10000+ 人 250.00元 ^
Target users similar to followers of selected accounts

已添加账号(1/8)

马克M... 添加账号 移除账号

Select account

适合您投放的账号(点击头像添加) Suggested accounts >

婉真的... 美国吃... 美丽梦... 王一多... 陌克兄妹

覆盖人数 10000 +

8000 9000 10000 11000 12000

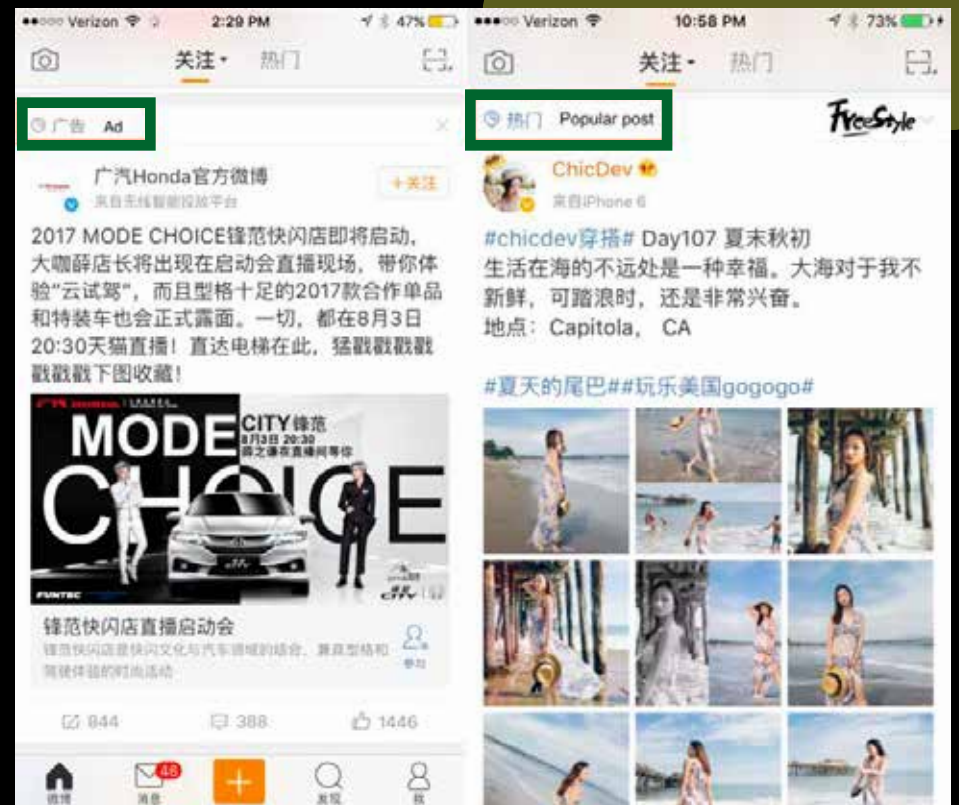
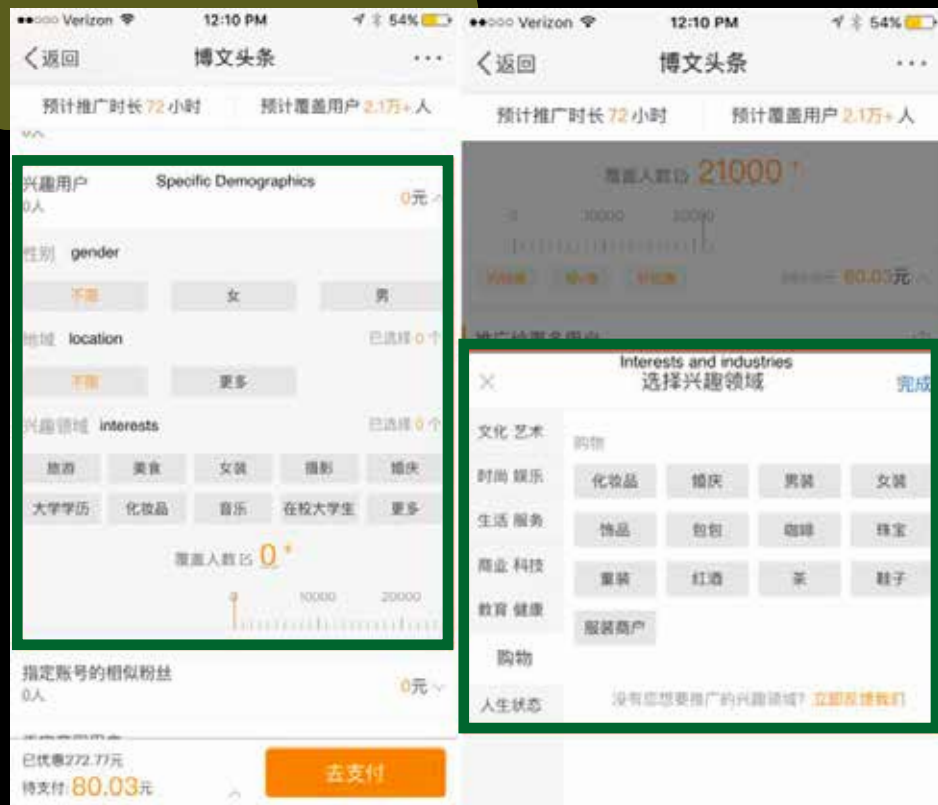
指定商圈用户 0人 0元 v

已优惠 272.77元
待支付: 330.03元

去支付

Promotion - Weibo Fensitong Promotion Process

To Potential Followers and Target Audiences



Measurements - Weibo

All the main Chinese social media platforms, such as Sina Weibo, Wechat or search engines like Baidu do provide analytics options for their premium customers.

Relevant Weibo

Accounts
相关微博帐号

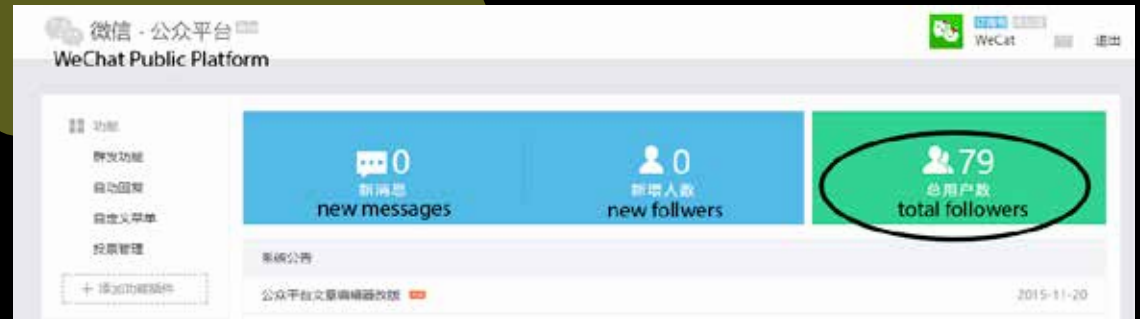
粉丝数 转评赞数 导出

Weibo Accounts 微博帐号	Total Followers 粉丝数	New Followers 粉丝净增数	Growth % 粉丝增长幅度	No. of Message 微博数	Share/Comment/Like 转评赞数
1 University A	2.6万	134	↑0.52%	8	118
2 University B	2.4万	387	↑1.62%	28	223
3 University C	1.2万	225	↑1.92%	11	112
4 University D	8930	5	↑0.04%	14	8
5 University E	3097	4	↑0.13%	2	4

Measurements - WeChat

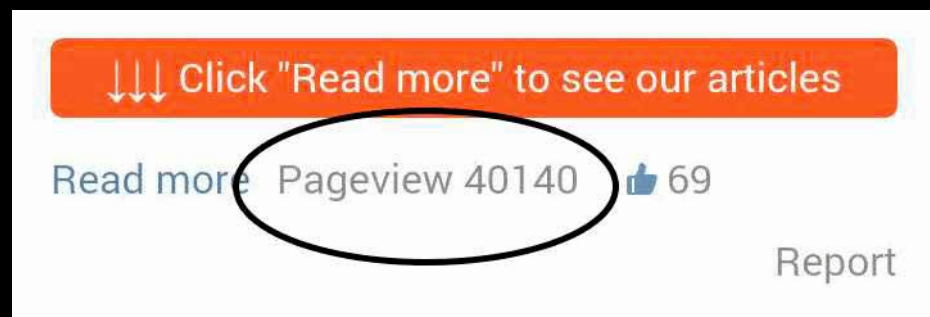
Not transparent

- Followers number
- Article sharing times
- Followers comment and message



Transparent

- Article Readership
- Number of likes for each article



Video

Youku and QQ Video

- 1 Language
- 2 SEO
- 3 Continuity
- 4 Vanity URL
- 5 Channel Banner
- 6 360 Video Panoramas

Youku



English with subtitles

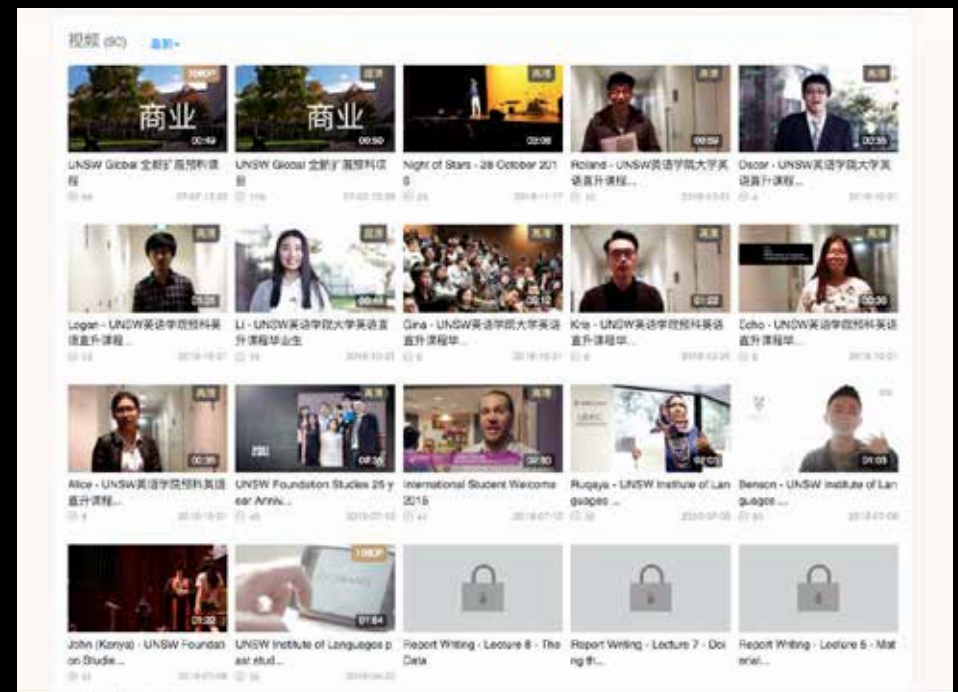


Chinese NO subtitles



Chinese with subtitles

Youku



Language

Youku

The screenshot shows a Youku channel page for 'THE UNIVERSITY of ADELAIDE'. The header features a blue wavy background. On the left is the university's crest and logo. The channel name '澳大利亚阿德莱德大学' is displayed in blue, with '暂无简介' (No introduction) below it. On the right, there is a share link 'http://i.youku.com/i/UNTc1ODkwMzg0', a share icon, and statistics: '2.0万 视频播放数' (20,000 video views) and '22 粉丝数' (22 followers). A blue '+ 订阅' (Subscribe) button is also present. The bottom navigation bar includes '主页' (Home), '视频' (Videos), and '播单' (Playlists). A search bar with the placeholder '搜索视频' (Search videos) and a magnifying glass icon is located on the right side of the navigation bar.

No Vanity URL

Youku

MASSEY UNIVERSITY
TE KUNENGA KI PURIHUŌA
UNIVERSITY OF NEW ZEALAND

新西兰梅西大学

简介: 新西兰梅西大学在卓越学术和研究方面拥有悠久而引以为豪的传统。

<http://i.youku.com/masseyuniversity> 分享

4,455 视频播放数 | 31 粉丝数 + 订阅

主页 视频 播单

搜索视频

No Channel Banner

Youku



UNSW Global

新南威尔士大学环球教育中心

简介: 新南威尔士大学环球教育中心(UNSW Global)下设新南威尔士大学预科

1.1万
视频播放数

32
粉丝数

+ 订阅

http://i.youku.com/unswyuke

分享

主页 视频 播单

搜索视频

Banner and Vanity URL

Youku

The screenshot shows the Youku channel page for Macquarie University. At the top left is the Macquarie University logo with the text "MACQUARIE University SYDNEY AUSTRALIA". To its right is the channel name "MQ麦考瑞大学" and a brief introduction: "简介: 麦考瑞官方优酷频道 麦考瑞官方微博 http://www.weibo.com/mquni 麦". On the right side of the header, there is a URL "http://i.youku.com/macquarie", a "分享" (Share) button, and statistics: "1.5万 视频播放数" (15,000 video views), "41 粉丝数" (41 followers), and a "+ 订阅" (Subscribe) button.

Below the header is a navigation bar with "主页" (Home), "视频" (Videos), and "播单" (Playlists). A search bar on the right contains the text "搜索视频" (Search videos).

The main content area is titled "视频 (43) 最新" (Videos (43) Latest). It displays a grid of four video thumbnails:

- Graduations - Now I Can**: A graduate holding a sign that says "NOW I CAN". Duration: 01:16. 173 views, dated 2016-04-22.
- Macquarie University Amazing Race**: A group of people sitting on the ground outdoors. Duration: 00:40. 86 views, dated 2016-04-04.
- O-Week - 麦考瑞大学迎新周**: A lecture hall with a presentation screen. Duration: 04:44. 237 views, dated 2016-03-04.
- Life at Macquarie - 2015**: A person playing tennis on a court. Duration: 03:00. 404 views, dated 2015-11-23.

On the right side of the page, there is a section for "订阅的频道 (0)" (Subscribed channels (0)) with the message "还没有订阅过频道!" (No channels subscribed to!). Below that, it shows "粉丝 (41)" (Followers (41)).

Continuity

Youku

The screenshot displays the website for the University of Southern Queensland, Australia. The header includes the university's logo and name, a search bar, and a navigation menu. The main content area features a sidebar with a list of links under the heading "关于我们" (About Us). The "视频" (Video) link is highlighted. The main content area is titled "360° 了解南昆士兰大学Ipswich 校区" (360° Discover the Ipswich Campus of the University of Southern Queensland). Below the title is a short paragraph in Chinese describing a 360-degree video tour of the Ipswich campus, mentioning the Denmark Hill Conservation Estate, 116 laneway, and Ipswich Nature Centre Queens Park. A video player is embedded, showing a man in a blue shirt and cap standing in a grassy area with trees. The video player includes a play button, a progress bar showing 00:44 / 05:04, and various control icons like volume, full screen, and settings. The Youku logo is visible in the bottom right corner of the video player.

UNIVERSITY OF SOUTHERN QUEENSLAND AUSTRALIA

需要帮助? 立即咨询USQ! 搜索

您当前所在的位置: 首页 / 关于我们 / 视频 / 360° 了解南昆士兰大学Ipswich 校区

关于我们

- 南昆士兰大学历史
- 校区及设施
- 学生感言
- 杰出校友
- 影集
- 视频
- 驻华校方代表
- 认可中介

360° 了解南昆士兰大学Ipswich 校区

跟随南昆士兰大学Ipswich校区学生的脚步, 通过全景视频, 了解澳大利亚南昆士兰大学Ipswich校区周边环境, 领略丹麦山保护遗址 (Denmark Hill Conservation Estate), 116巷道 (116 laneway) 以及 Ipswich 自然中心皇后公园 (Ipswich Nature Centre Queens Park) 的风光。

定位

YOUKU

00:44 / 05:04

YOUKU

360 Video Panoramas

QQ Video



Channel

QQ Video

The screenshot shows the QQ Video interface. At the top, there is a navigation bar with the QQ Video logo, a search bar containing "看不见的TA2", and various utility icons. The main video player displays a woman in a white dress standing in a vineyard. A subtitle at the bottom of the video reads: "最后，我找到了一份会计的工作，而我现在也是一名审计师。". Logos for the University of Tasmania and the Tasmanian Government are visible in the bottom right corner of the video frame. Below the video player, there are options for playback (1013次播放), sharing, and mobile viewing. A title bar below the video reads "让生活拥抱另一个精彩——塔斯马尼亚大学校友Ling的故事". To the right of the video player is a sidebar with "相关视频" (Related Videos) and "上传者其他视频" (Other Videos by Uploader). The sidebar lists several related videos with their titles and view counts. At the bottom right, there is a promotional banner for the QQ Video app, stating "体验3倍流畅度" and "使用腾讯视频APP".

腾讯视频
不好好可也

首页 | 电视剧 | 综艺 | 电影 | VIP影院 | 教育

看不见的TA2

热门搜索 | 全网搜

看过 | 喜欢 | 上传 | 下载客户端

相关视频

上传者其他视频

世界级体验——留学塔斯马尼亚
01:31 3893

塔斯马尼亚技术移民
03:49 3756

商业、管理、会计相关的研究生课程：与众不同的塔斯马尼亚大学
02:37 1638

企业实习项目的独特体验
03:18 1817

创意艺术——塔斯马尼亚大学艺术专业
02:28 1759

塔斯马尼亚大学——宿舍生活分享
03:11 1692

塔斯马尼亚——梦想起航的地方
02:27 1622

让生活拥抱另一个精彩——塔斯马尼亚大学校友Ling的故事

1013次播放 | 分享 | 手机看

让生活拥抱另一个精彩——塔斯马尼亚大学校友Ling的故事

8人正在看 | 视频用户上传 | 2017年02月06日发布

塔斯马尼亚大学 | 教育 | 澳大利亚 | 留学 | 移民

体验3倍流畅度
使用腾讯视频APP

下载APP

Video Uploads

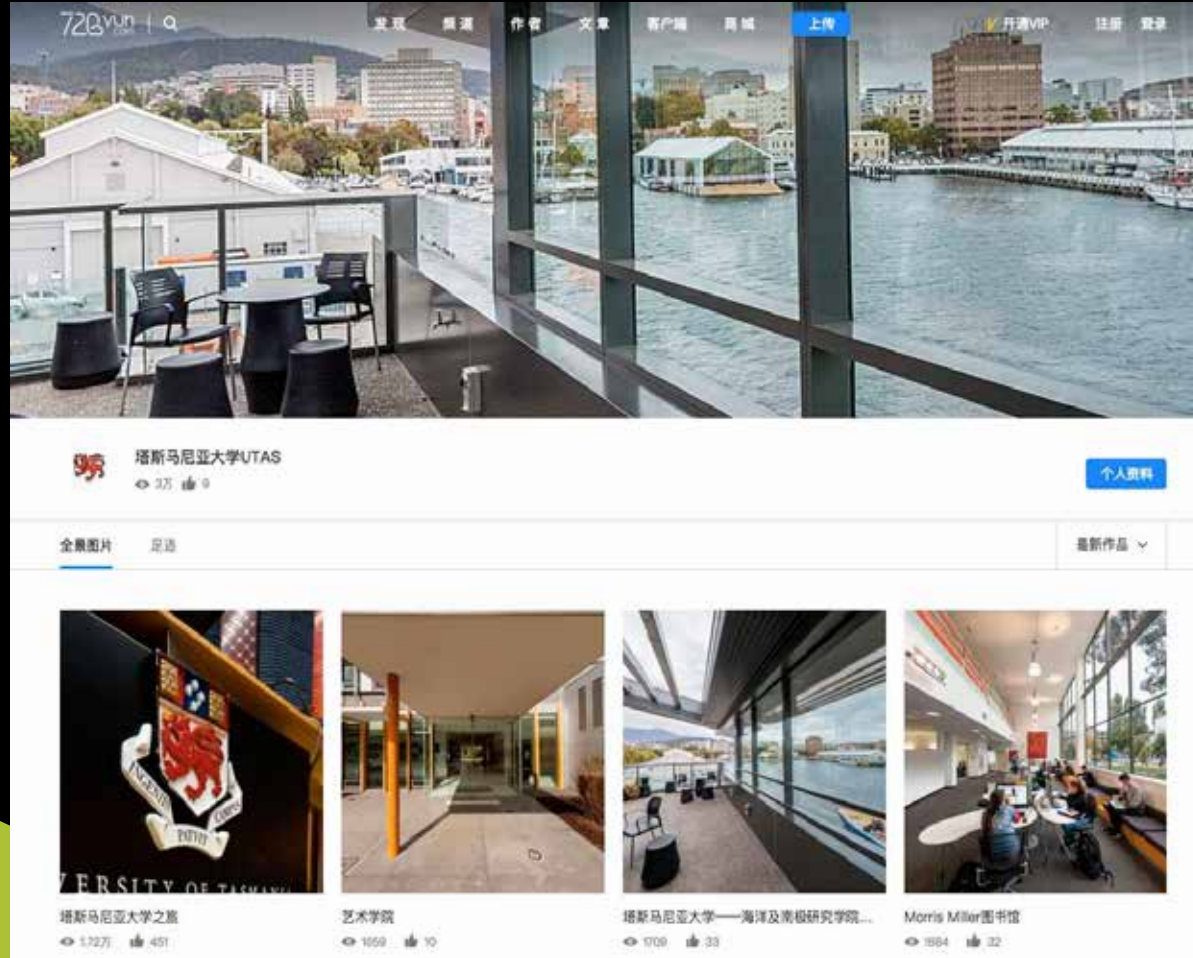
360°

720 Yun

Panoramic VR photography community

- 1 Channel
- 2 Map
- 3 Campus Tour
- 4 Turn into VR
- 5 Tagging
- 6 Audio Commentary

720 Yun



Channel

720 Yun



Tagging

720 Yun

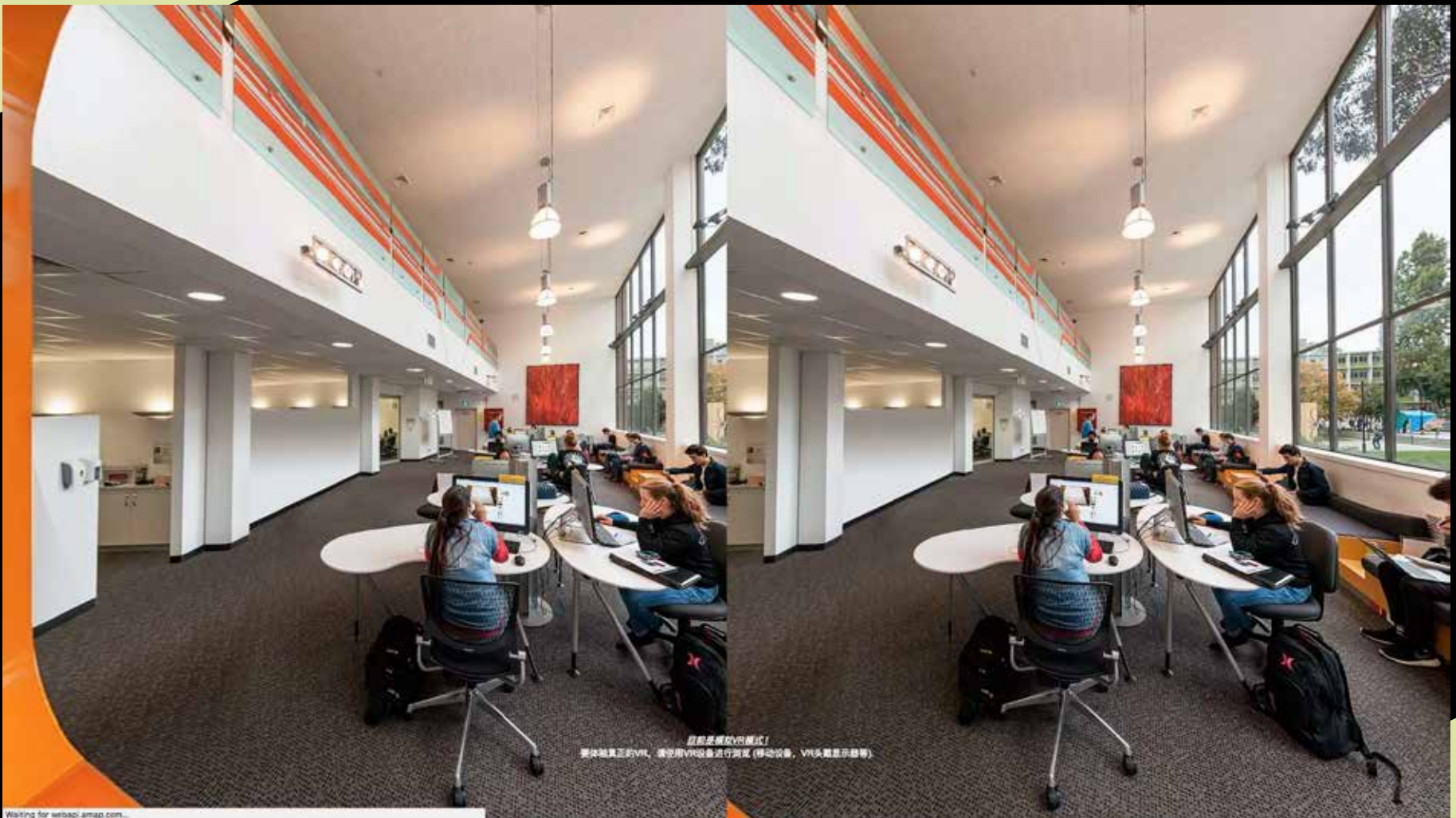


Map

Campus Tour

Audio Commentary

720 Yun



Turn into VR

Inke

- 1 channel
- 2 Call to action
- 3 Pre-event
- 4 Post-event

Inke



Channels

Inke

527
average
views

70%
attendance

WeChat
post and
followers

Post-event

Tactics

Strategy without tactics is the
slowest route to victory. Tactics
without strategy is the noise
before defeat.

Tactics

DEFINITELY NOT SUN TZU

Key Opinion Leaders

How I Got 1 Million Views of My LinkedIn Article

As summer hit, readership slowed. I was now getting 4-5 reads per day and my article had flattened out at around 85,000 reads. Not bad, but still not where I hoped it would reach. Then one day as I logged in to LinkedIn I saw, "Your article has had 83,567 views in the last 7 days". What? I must be reading something wrong. As I looked at the detailed analytics, my article was now getting 10,000-20,000 reads a day. I needed to figure out what happened. As I combed through the details of shares and comments, **I found that my spiked readership started just after my article had been shared by Ted Rubin.** Ted is a social media strategist and rockstar. His share of my post reignited the readership and got me back to big numbers again. I hand-wrote Ted a thank you note and got a nice follow-up post in return that read...

Laocha100



Plan 50,000 reads

WeChat and Weibo

Other KOLs

Laocha100



团。

习主席来访的确认消息一经发出。我们将收到更多来自中国的意向。

塔斯马尼亚已经逐渐成为越来越多国际游客的首选旅游目的地，习主席的到访无疑会使我们的旅游影响力无限扩大。

中国作为塔州最大的游客来源地，截止到6月份，过去的一年中有20,400名中国游客来塔州旅游。我们的目标是到2020年，年均游客达150万人次，习主席的来访无疑将有助于我们更快的实现这个目标。

我有信心塔斯马尼亚州将充分利用这一划时代的机遇，向全世界展现我们的特色。

想了解更多塔斯马尼亚以及塔斯马尼亚大学的信息，请点击阅读原文。

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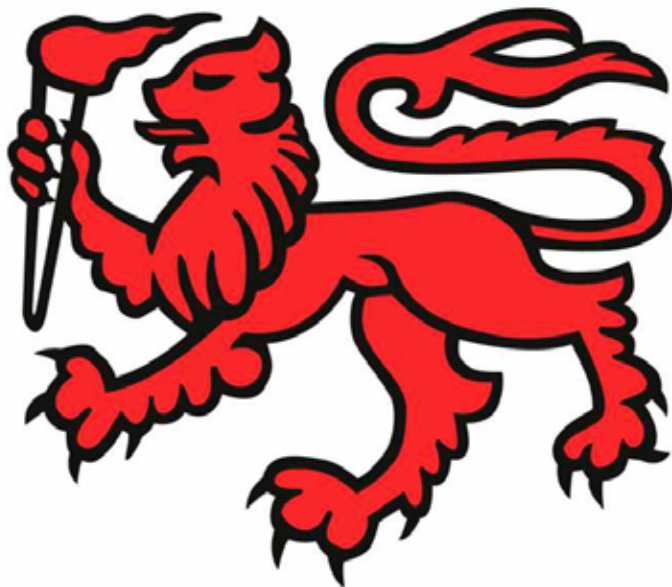
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阅读原文 浏览量 6858 ❤️ 109 举报



QR

请扫描二维码关注塔斯马尼亚大学官方微信：



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TASMANIA
AUSTRALIA

utas.info/research_cnb

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Deep engagement. Global impact.

塔斯马尼亚大学是澳大利亚最古老的大学，有近126年的历史和杰出的学术成就。我们提供高质量的研究和卓越的教育。

我们的研究团队在科学、技术、人文、健康和环境等领域有着广泛的专长。我们的研究不仅为学术界做出了重要贡献，也为社会带来了深远的影响。我们的研究团队由来自世界各地的顶尖专家组成，他们拥有先进的研究设施和丰富的经验。

我们的研究成果已经改变了我们的世界。从创新的医疗技术到新的材料科学，我们的研究正在改变我们的生活。我们的研究成果正在为人类带来新的希望和机遇。我们的研究成果正在为人类带来新的希望和机遇。

- 环境、能源和可持续发展
- 创新、技术和科学
- 健康、老龄化和社会研究
- 教育、学习和研究

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utas.info/research_cna

Scan the QR code left to right:
1. UTM Research
2. UTM WUOL

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塔大 申请指南 学校

塔大 申请指南 学校

Competitions

RMIT 皇家墨尔本理工 131 关注 24233 粉丝 1009 微博

【RMIT皇家墨尔本理工大学】
超多RMIT纪念品送不停

转发微博，即可参加!

1270 人已参与

活动时间: 10月17日 00:00 至 11月18日 00:00

已报名

扫描二维码 注册客户端 扫一扫

活动奖品

一等奖
神秘皇家墨尔本理工大学限量纪念品一件
数量: 3

获奖名单

一等奖

最佳情信
江苏无锡
962 关注 | 12309 粉丝 | 74201 微博

心星的微笑
山东
3056 关注 | 2952 粉丝 | 40088 微博

圣路的小姑娘
上海 杨浦区
734 关注 | 11914 粉丝 | 22356 微博

微博活动 更多精彩活动 >

参与用户 共1270人

最近参与用户

黑脸豆豆 魔舞一骑 at胡里... 正在理...

谁不管... 谁泳下... 森森... 一放曹...

成老在... 长不大... 菜霸小... 喵喵

活动热搜

转发转发 幸运转盘 >

Hot

皇家墨尔本理工大学

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wendy.shih@rmit.edu.au

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墨尔本是一个离开了会想念的城市，而且这种思念只会随着时间愈演愈烈。是时候回来看看了！@墨尔本皇家理工大学【大型中国校友聚会】，将于11/14上海,11/17广州和11/21北京温情重聚！诚邀历届校友回家看看！❤️确认出席请点击链接报名：

[网页链接](#) 不见不散哦~

10-26 14:57 come from 360安全浏览器 Forward 40 | Comment 33 | 14

10-27 07:46 come from 360安全浏览器

Favorite Forward 2 Comment 1 3

Western Social Media



Development



Jemma Xu 许佳莹

CEO & Co-Founder at Tripalocal

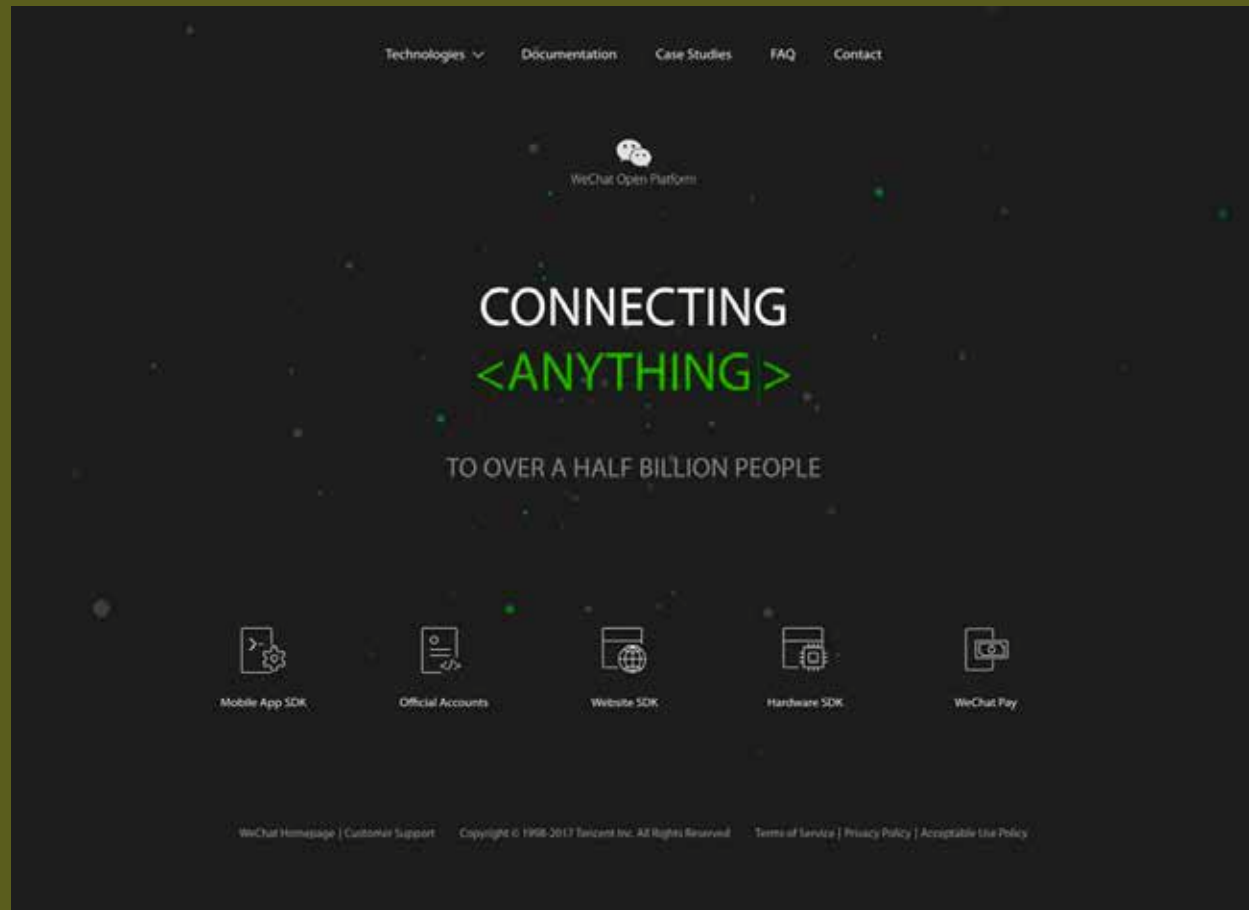
2w · Edited

I recently returned to Beijing after spending a few weeks back in Australia. Loved the blue skies, clean air and a colder-than-I-remembered winter Melbourne.

Today is my first day back in our Beijing office which we share with a bunch of foreign correspondents. I realised there are a few things I missed when I was in Aus:

- Mobile (wechat) only: In the last 48hrs, I unlocked bikes, ordered taxis, talked & texted, ordered food, bought grocery, topped up mob credits, checked transactions, shared news, sent courier...all in Wechat.
- Share bikes: Riding into work again felt great. Helmets are a big friction point for sharing bikes in Aus.
- No cash: The ability to scan and pay for things on my mobile is just....superb. I ALWAYS worried about forgetting cash in Aus.

WeChat Dev



WeChat Open Platform

Risk Management

In compliance with your exist digital media policy

Weibo – exactly like twitter

Wechat – special consideration applies

Regulation in China (cybersecurity and advertising)

Ownership of the accounts and contents

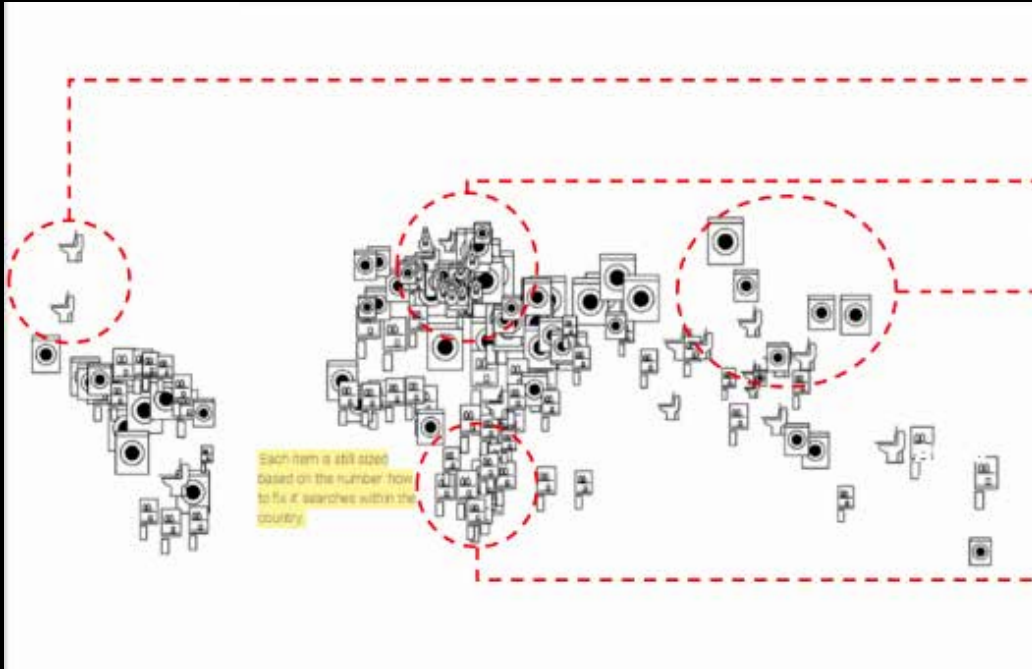
Having someone in the team to check and approve post

Crisis management procedure and policy

Global Top 10 on How to...

A photograph of a wooden desk in a bright, modern office setting. In the foreground, a silver laptop is open, showing its keyboard. To the left of the laptop is a white coffee cup. In the center, another white coffee cup sits on the desk. To the right of the coffee cup is a small, rolled-up notebook with a pen resting on it. In the bottom right corner, a black smartphone is lying flat on the desk. The background shows a window with blinds and a grey brick wall.

Comparison on how to fix



US+CA

TOILET

Eastern Europe

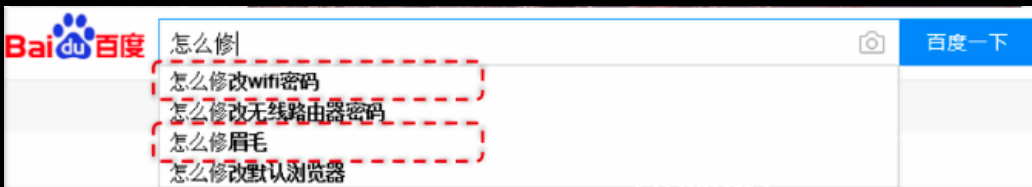
LIGHT BULB

JP+RU

WASHING MACHINE

Africa

FRIDGE



China

EYEBROWS

WIFI PASSWORD

Comparison on TOP 10 "how to"

WESTERN

How to...

1. tie a tie
2. kiss
3. get pregnant
4. lose weight
5. draw
6. make money
7. make pancakes
8. write a cover letter
9. make French toast
10. lose belly fat

CHINA

How to...

1. lose weight
2. make money

	近7天	近30天	整体搜索指数	移动搜索指数
怎么打领带			585	470
怎么接吻			627	540
怎么怀孕			758	638
怎么赚钱			1,070	856
怎么减肥			3,729	3,491

The challenge for offshore businesses

94% of websites are not visible in China

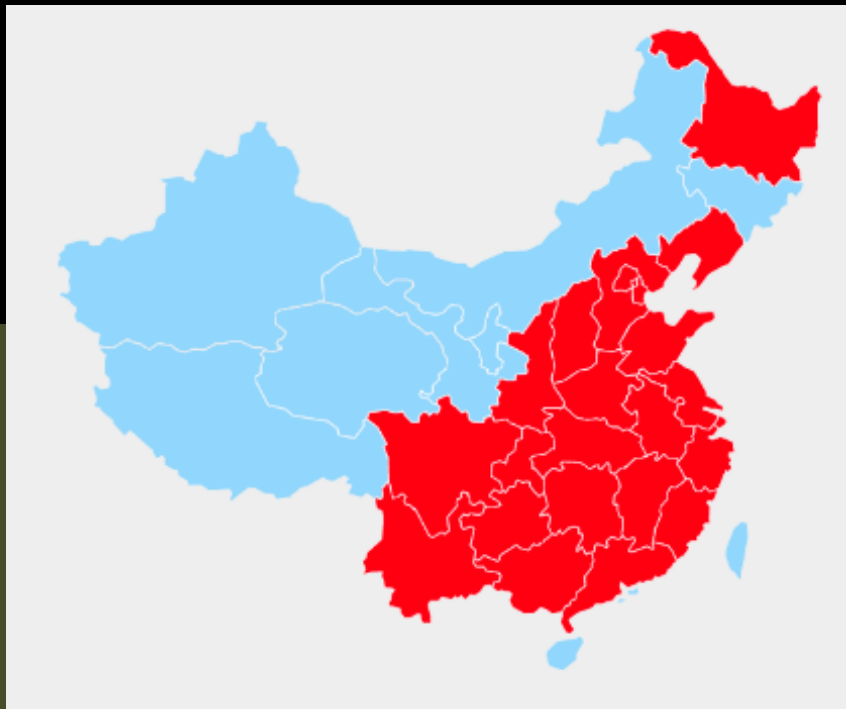
94% have poor or no localisation for China

89% are not optimised for Chinese search engines

Hosting solutions

Loading speed map for
Moelis English website access from China

Average loading speed: **9.79s**



WESTERN

- * Amazon AWS
- * Google Cloud
- * Rackspace

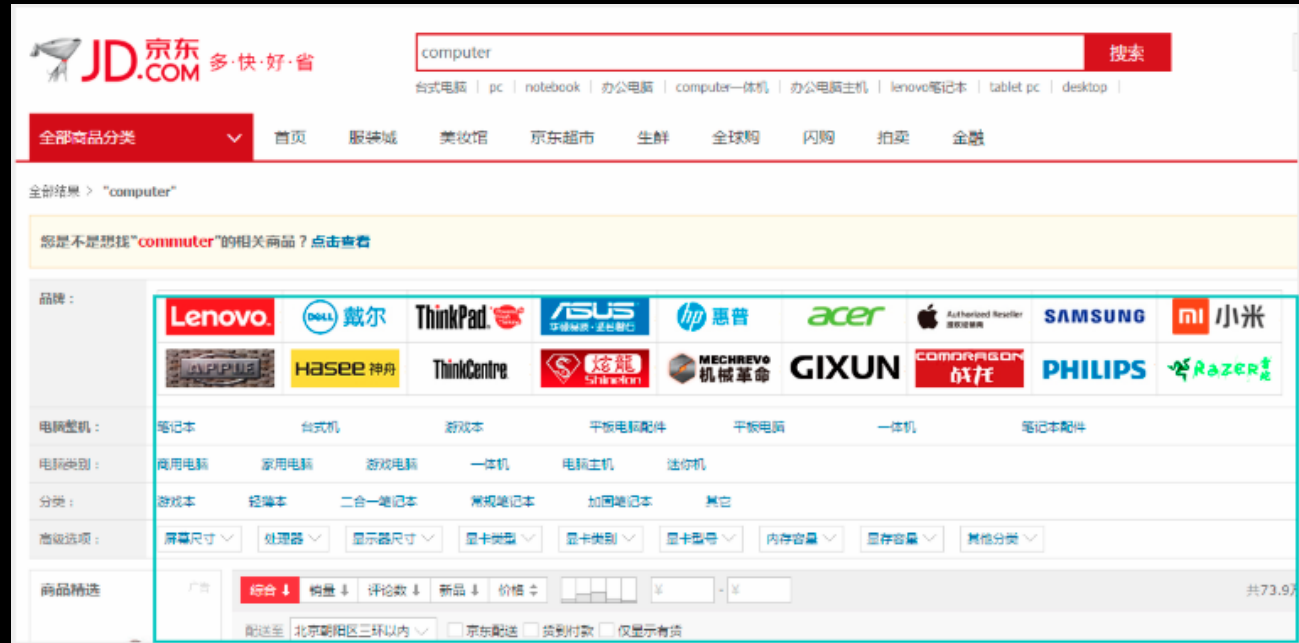
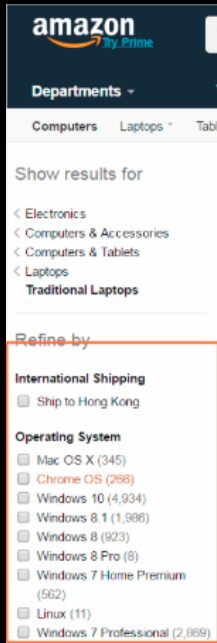
CHINESE

- * Ali Cloud
- * Tencent Cloud
- * Baidu Cloud

Adapt your Chinese website to Chinese consumers

		WESTERN	CHINESE
DESIGN	Navigation	<ul style="list-style-type: none"> * Categories: General and mutually exclusive * Submenu, filter & attribute sorting settings: Vertical * In-page jumps 	<ul style="list-style-type: none"> * Categories: Both the general and the specific popular ones * Submenu, filter & attribute sorting settings: Horizontal * Jumps across pages
	Page layout	<ul style="list-style-type: none"> * Simpler, longer page length, fewer colors 	<ul style="list-style-type: none"> * More informative, shorter page length, ≥ 3 colors
	Links	<ul style="list-style-type: none"> * Opened in the same window/tab 	<ul style="list-style-type: none"> * Open a new window/tab
CONTENT	Language	<ul style="list-style-type: none"> * In English, some foreign language words acceptable when used in context 	<ul style="list-style-type: none"> * All in Chinese
	Structure	<ul style="list-style-type: none"> * Large, categorically-sorted page partitions 	<ul style="list-style-type: none"> * Smaller while more blocks with categorized contents
FUNCTION	Promotions	<ul style="list-style-type: none"> * Limited spots 	<ul style="list-style-type: none"> * Diversified and heavy promotions throughout year
	Payment	<ul style="list-style-type: none"> * Credit card , Paypal 	<ul style="list-style-type: none"> * China Union Pay, Alipay, Tenpay
	Social media	<ul style="list-style-type: none"> * Facebook, Twitter 	<ul style="list-style-type: none"> * WeChat, Weibo
	Video embedding	<ul style="list-style-type: none"> * Youtube and Vimeo 	<ul style="list-style-type: none"> * Youku and Tencent video
	Online chatting	<ul style="list-style-type: none"> * None 	<ul style="list-style-type: none"> * Popular
QR CODE		<ul style="list-style-type: none"> * Not commonly used 	<ul style="list-style-type: none"> * Extremely popular, everywhere online and offline

Options in submenu sorted in horizontal way

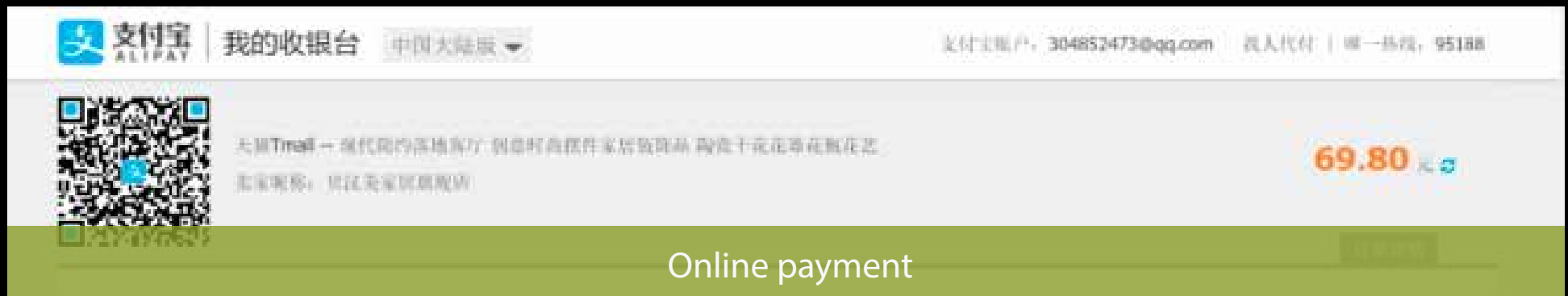
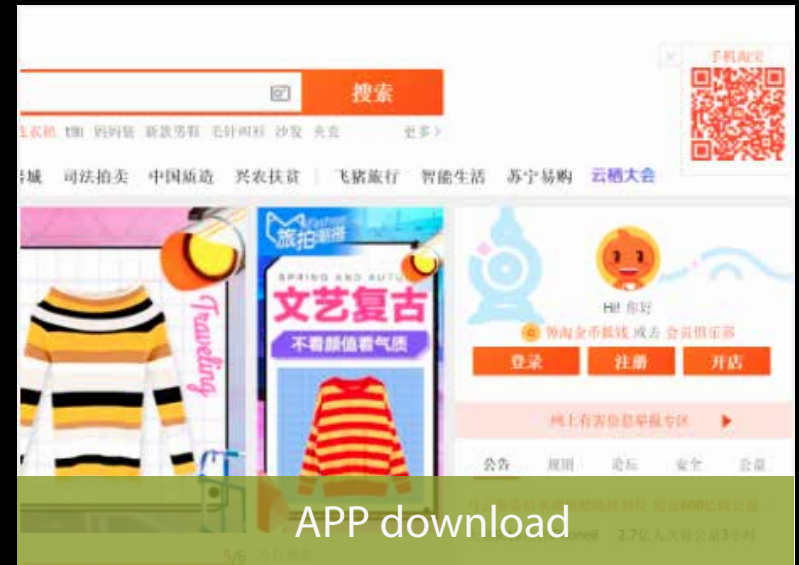


Difference on merchandizing

The Expedia website interface features a top navigation bar with the Expedia logo and user account options. Below this is a secondary navigation bar with categories like 'Home', 'Special Deals', 'Hotels', 'Cars', 'Flights', 'Cruises', 'Things to Do', 'Vacation Rentals', 'Deals', 'Rewards', and 'More'. The main search area is a large card with a background image of a forest. It includes a 'Flight + Hotel' search bar, a 'dollar.' logo, and a 'Save 10% on a Weekend Herbie' promotion. Below the search bar are fields for 'Flying from' and 'Flying to', and a 'Search' button. At the bottom, there are three promotional banners: 'Reach over a million flights, hotels, packages, and more', 'Secure incredible value with Expedia's Price Guarantee', and 'No Expedia cancellation fee to change or cancel almost any hotel reservation'. A 'Today's Top Deals' section is also visible, featuring '25,000 Expedia+ Points', 'MEMBER PRICING' (up to 10% off), and 'Daily Deals' (up to 40% off).

The Ctrip (CH.com) website interface features a top navigation bar with the CH.com logo and user account options. Below this is a secondary navigation bar with categories like '机票' (Flights), '旅游' (Travel), '酒店' (Hotels), '9秒' (9 seconds), '签证' (Visas), '邮轮' (Cruises), '金融' (Finance), and '更多' (More). The main search area is a large card with a background image of an airplane. It includes a '机票' search bar, a 'CH.com' logo, and a '享受出行的美好' (Enjoy the beauty of travel) promotion. Below the search bar are fields for '出发' (Departure), '到达' (Arrival), and '日期' (Date), and a '搜索' (Search) button. At the bottom, there is a '推荐航线' (Recommended Routes) section with a grid of flight deals. The deals are listed in a table with columns for route, price, and destination. The routes include: 上海 + 金边 (.299), 上海 + 东京(羽田) (.199), 上海 + 香港 (.199), 上海 + 普吉 (.399), 上海 + 大阪 (.199), 上海 + 济州岛 (.99), 上海 + 名古屋 (.9), and 上海 + 澳门 (.59). Below the grid is a '旅游特惠' (Travel Specials) section with a grid of travel packages. The packages are listed in a table with columns for package name, price, and destination. The packages include: 日本 (¥599起), 泰国 (¥399起), 泰国 (¥1174起), and 泰国 (¥499起).

Examples of QR code usage: follow, quick logins, APP download, online payment

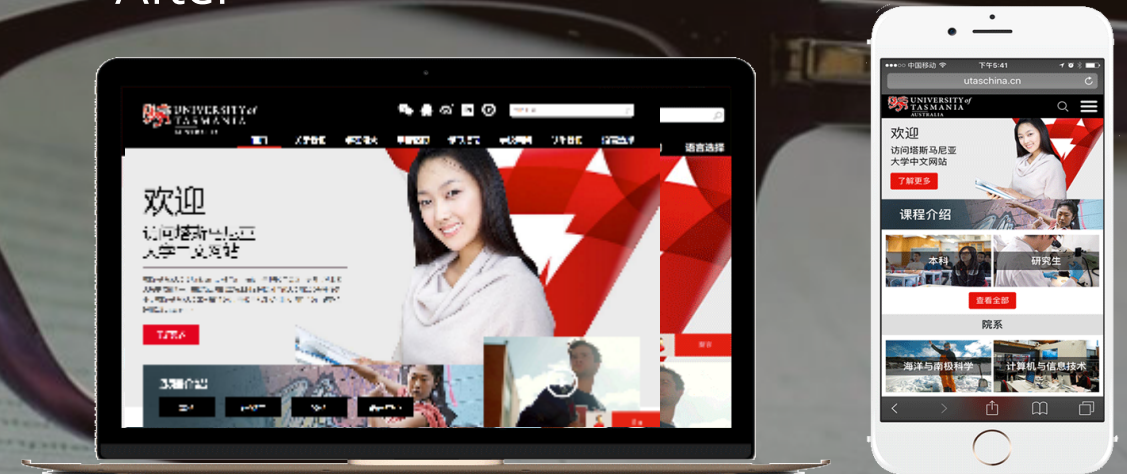


Website development: University of Tasmania

Before



After



Analytics overview

	Before	After
Sessions	13,160	18,540
Bounce rate	39.13%	24.24%
Average session duration	2:49	5:00
Pages per session	4.14	6.79

Project highlights:

↓ 38% decrease in bounce rate;

↑ 78% increase in average session duration

Website development: University of New England



Mini site development: University of NSW



Case study: CQU SEO project

Objective: increase number of webpages indexed by Baidu and boost relevant organic traffic



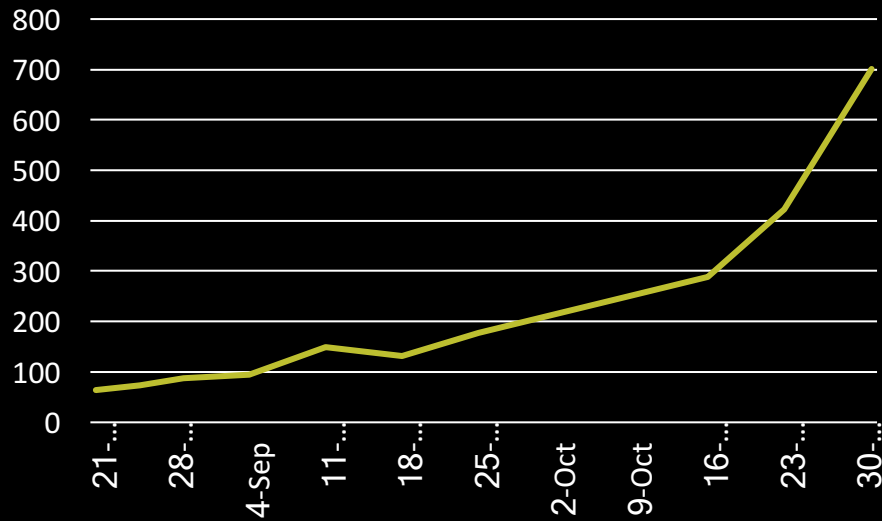
Project background

CQU's Chinese website had been live for over a year, however the organic ranking for branded keywords on Baidu was barely existent and hardly generated any traffic. CQU engaged Sinorbis to increase the total number of pages indexed by Baidu and boost organic traffic over a 3 months period.

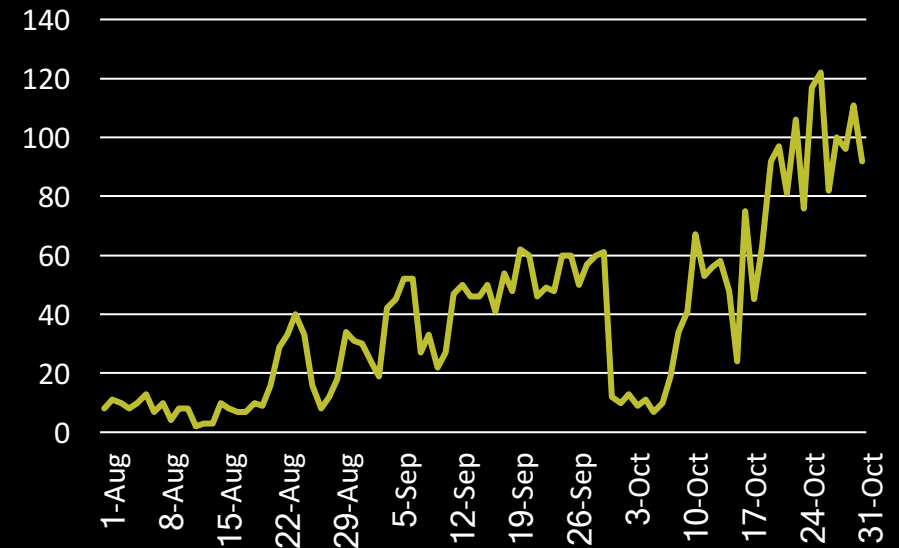
Results

- A **660% increase** in Chinese webpages being indexed by Baidu, from **64 pages** to **423 pages**
- Organic search ranking improved for **24 brand keywords** for both desktop and mobile
- A **tenfold increase** in daily organic traffic, from 7 daily page views to 98.

Daily trend of CQU webpages being indexed by Baidu



Daily organic traffic generated to the CQU website



Case study: CQU Online Reputation Management (ORM)

Objective: increase the number of positive posts for targeted keywords appearing on the first two SERPs in Baidu



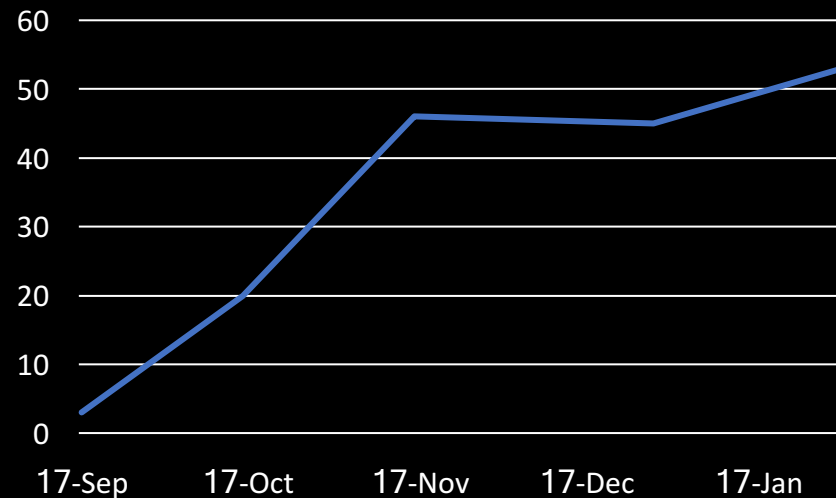
Project background

- Positive user generated content that appears in relevant search results greatly influences Chinese internet users' decision-making. For CQU related searches, the results were not good and only 3 posts appeared on the first two SERPs on both Baidu desktop and mobile. CQU engaged Sinorbis to improve the quantity and quality of positive posts for 5 targeted keywords over a 4 months project period.

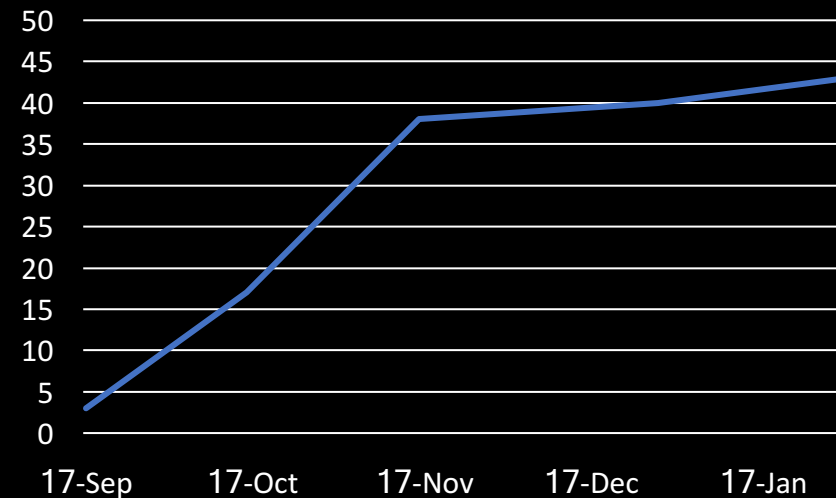
Results

- Baidu desktop search: **53** positive posts on the first two SERPs, **compared to only 3 posts 4 months earlier.**
- Baidu mobile search: **43** positive posts on the first 2 SERPs, **compared to only 3 posts 4 months earlier.**

Number of positive posts on desktop



Number of positive posts on mobile



Case study: CQU Online Reputation Management (ORM) cont.

Desktop search: More than 50% of results on the first results page are now positive posts about CQU.*

中央昆士兰大学

中央昆士兰大学好不好? 百度知道

澳洲的中央昆士兰大学怎么样, 值得去读博吗? - 知乎

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中央昆士兰大学怎么样? 百度贴吧

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澳洲中央昆士兰大学怎么样? - 知乎

Mobile search: Positive posts about CQU take up the majority of results on the first page.*

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澳洲的中央昆士兰大学怎么样, 值得去读博吗? - 知乎

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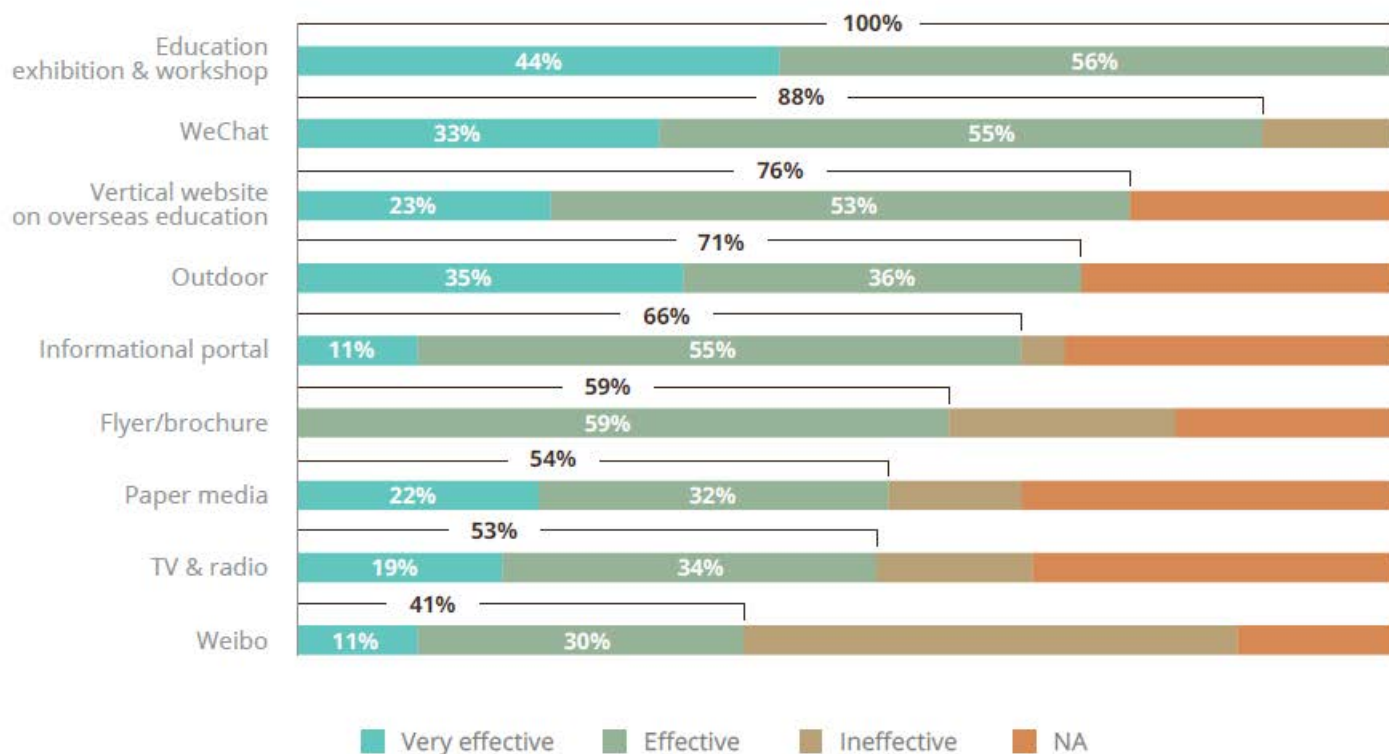
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EFFECTIVENESS OF OVERSEAS EDUCATION ADS BY CHANNEL, 2015 ⁶⁴



PREFERENCE ON THE RANKING OF UNIVERSITIES BY COUNTRY, 2015 ⁵⁷



77%
Top 10 in AU
23%
Pay no attention



54%
Top 50 in USA

32%
Top 100 in USA

6%
Top 200 in USA

8%
Pay no attention



22%
Top 5 in UK

49%
Top 20 in UK

21%
Top 50 in UK

8%
Pay no attention



55%
Top 4 in NZ

45%
Pay no attention

KEY RESEARCH CHANNELS TO SOURCE INFORMATION, 2015 (BEFORE OFFICIAL WEBSITE)⁶²



31%
Social media



28%
Vertical website on
overseas education



26%
Education exhibition
& workshop



25%
Study agency



18%
Information portal



16%
Paper media/broucher

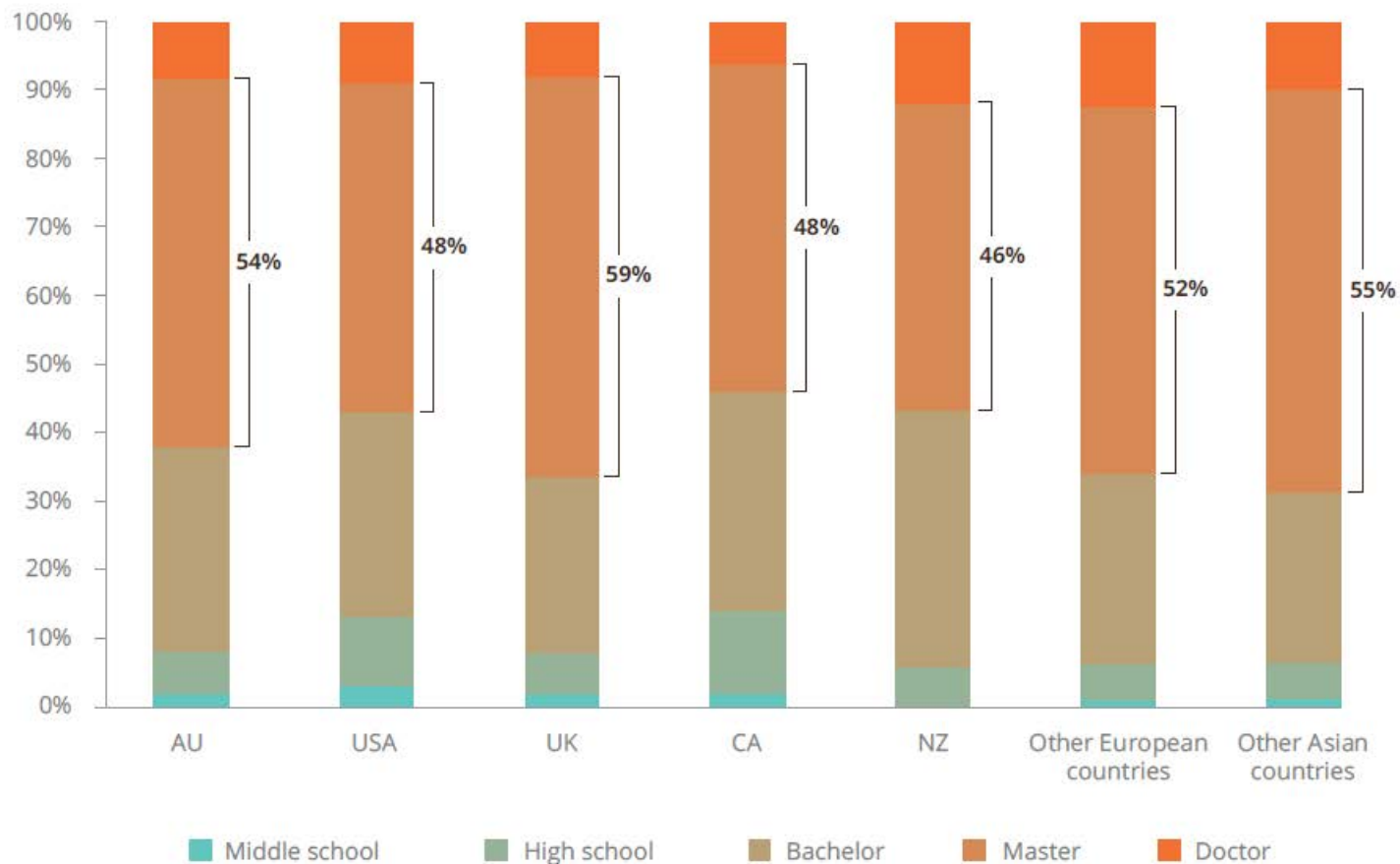


5%
Embassy



4%
Outdoor advertising

LEVEL OF EDUCATION SOUGHT BY CHINESE STUDENTS WHEN STUDYING OVERSEAS, 2016³⁴



POPULAR FIELDS OF STUDY SOUGHT BY CHINESE STUDENTS WHEN STUDYING OVERSEAS, 2016³⁵

