



**Dragon Trail**  
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# Latest Developments in Marketing Tactics

Matt Grayson, Dragon Trail Interactive



## Trends – Chinese internet in 2019

# What's driving China's digital landscape?

## Crowded Landscape

Average internet user regularly uses **15.5 apps/** platforms on their phone



## Mobile First

**788 million** smart phone users, **98%** of all internet users



## Video Boom

Average internet user spends **58 minutes** each day on mobile video



## The Power of Word of Mouth

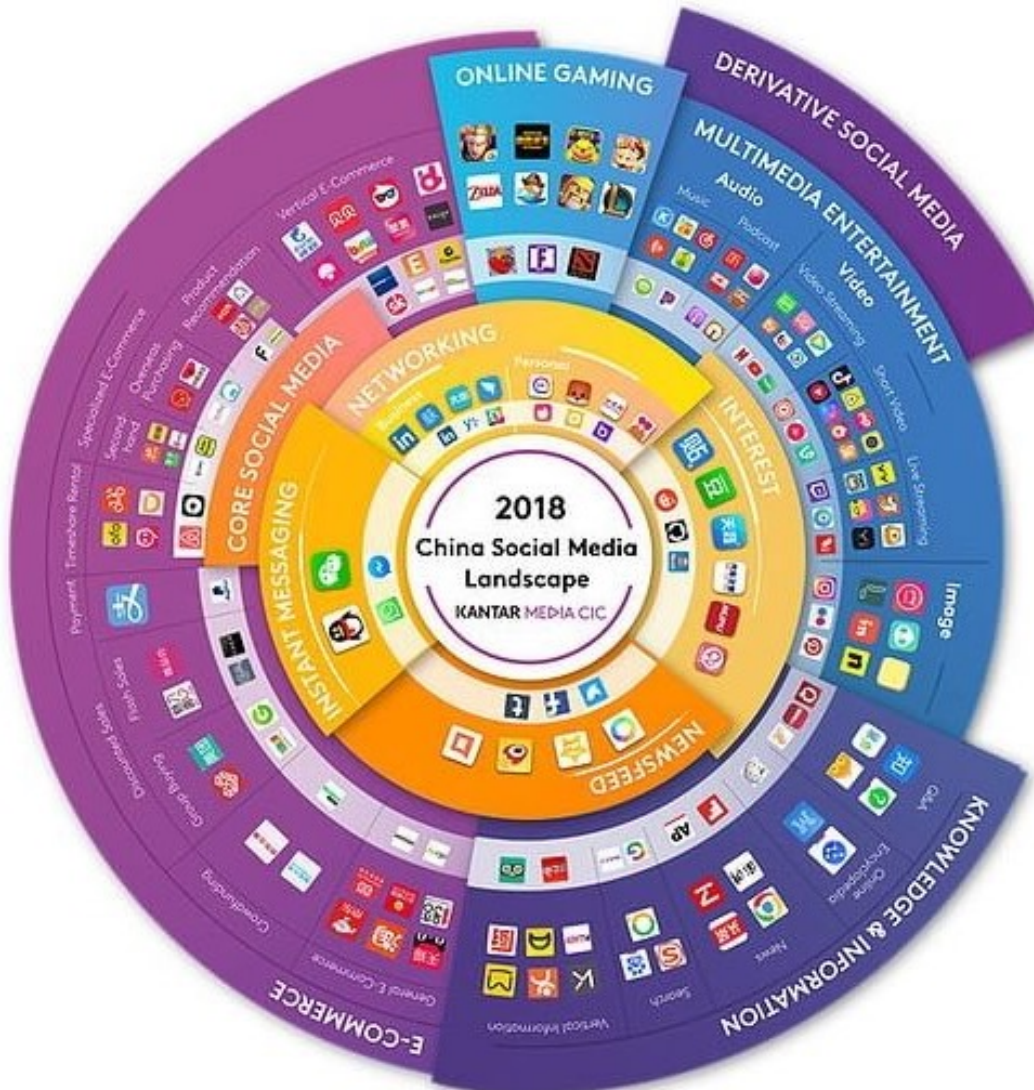
The social factor is decisive for purchasing behavior



## Cashless society

**More than 12 trillion USD** spent via mobile payments in 2017 – more in 2018

# Crowded landscape → complex customer journeys



- Chinese consumers tend to jump straight to **specific apps** for browsing, research and purchase.
- Traditional search engines are still significant but declining. Consumers search **within** platforms.
- Chinese consumers use **multiple apps** and regularly **compare** content, deals and prices.

# Crowded Landscape

## Travel Platforms

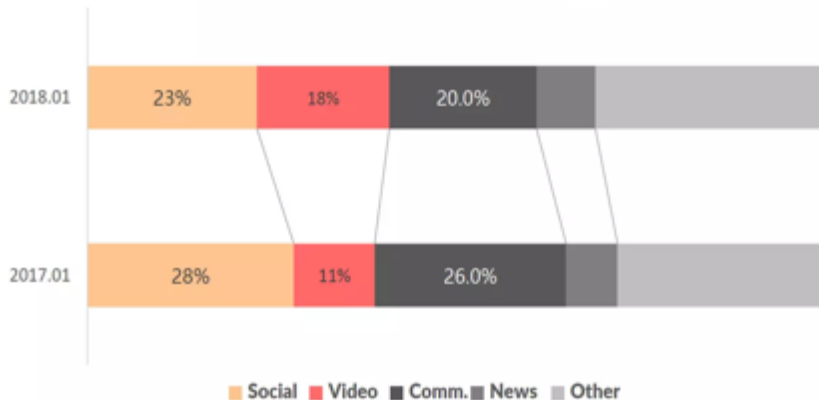




# Crowded landscape: WeChat competing for attention

Video and other content apps have cut into WeChat's traffic – but it still dominates online attention with +1 billion monthly active users

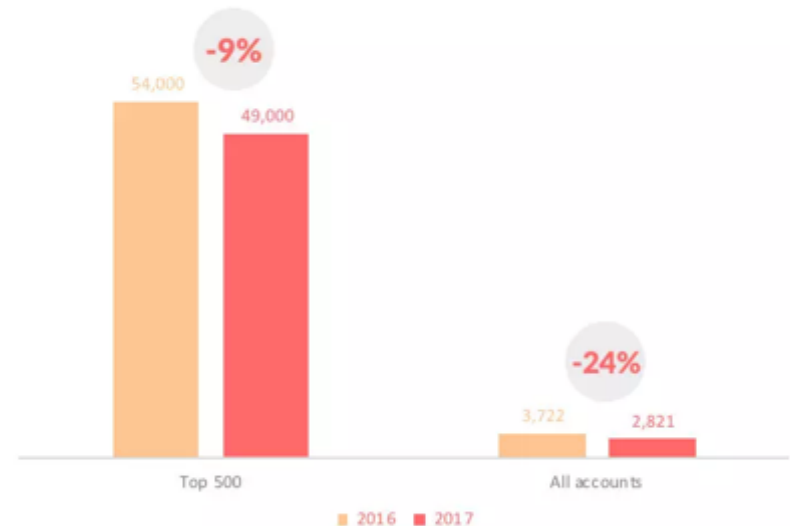
Share of Mobile Time Spent By App Types 2017 vs. 2018



Source: Newrank & Youzan 2018 WeChat Social Commerce Report, Analysys.cn

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WeChat Official Account Reading Count 2016-2017



Source: Newrank & Youzan 2018 WeChat Social Commerce Report

WALKTHECHAT



# What Can I Do?

Promote UGC – User-Generated Content  
It's Free – and it's Effective





# What Can I Do?

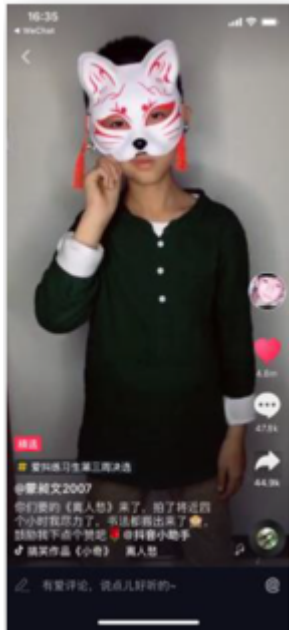
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Selfie Stations – WeChat is still on top. Incentivize postings  
#hashtags, web address...fun (with signage in Mandarin of course!)



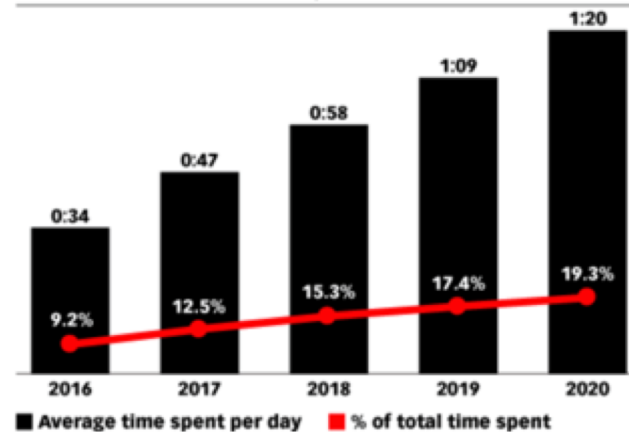
# What Can I Do? Video!

Short Videos Growing at an Exceptional Pace



- Only launched in Sep 2017, **Douyin (Tik Tok)** has nearly **tripled** its **monthly active users** in Q1 this year.
- It was the **most downloaded iOS app** (45M+ downloads) in **Q1 of 2018 globally**, beating out YouTube, WhatsApp and Facebook.

**Average Time Spent per Day with Digital Video by Adults in China, 2016-2020**  
hrs:mins and % of total time spent



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching digital video is counted as 1 hour for digital video and 1 hour for desktop/laptop  
Source: eMarketer, April 2018



- Visit Kenya's video was WeChat's most-viewed NTO post of Q1 2018.

# The Power of Worth of Mouth

Consumer Centric: E-commerce = “Social-commerce”



- **Word of mouth** is priceless.
- **Social content** to drive user engagement and growth.
- **Prominent user review sections** on major purchasing platforms.
- **Rich content options for reviews** - video reviews, livestream reviews, extensive influencer product reviews.
- **Culture of in-depth reports and reviews:** traveller diaries on *Mafengwo* and *Dianping* run into 1000s of words, right down to road directions for driving holidays.



## Diversify

**Crowded landscape means you need to diversify to be where consumers are:**

- Get listed on relevant platforms
- Distribute/ sell on platforms where possible

## Mobile

**Mobile is by far the most popular device for all parts of the customer journey.**

- Open a personal WeChat account for guest relations and low-cost social marketing
- Open an Official WeChat account for business presence and content marketing
- Explore other ways to be present on WeChat (microsite; Mini Program)

## Video

**Video can amplify and engage without big production costs:**

- Use your mobile to create videos and post on social (and *Douyin*)
- Engage & incentivize guests to create videos about your business and tag you

## Word of Mouth

**WoM is your number 1 marketing asset as an SME in the China market:**

- Give guests the info they need to spread the word online accurately
- Engage and incentivize guests to convert their visitor experience into word of mouth
- Monitor your reputation to amplify WoM, optimize marketing and improve CX



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