

Developing a WeChat Strategy for Your Small Business in China

Programme details

Type: Training
Language: English

Programme Description

Tap into China's 700 million WeChat users and understand what they like and dislike about your products and services. Understand how WeChat can improve your stakeholder communications and build a community to keep professional readers more engaged. Follow how to use WeChat as an export tool, how to generate demand for your brand, and how long it takes to set all this up.

This half-day workshop will focus on:

- Getting to the core of WeChat features
- Understanding user behaviour
- Learning about cross-border e-commerce
- Positioning your brand and promoting it via WeChat

Example Full-day Agenda

08:30 09:00	–	Registration
09:00 09:30	–	The World of WeChat <ul style="list-style-type: none"> • What is WeChat? • Why is it China's most important online platform? • How are businesses using WeChat?
09:30 10:00	–	Types of WeChat Accounts for Businesses <ul style="list-style-type: none"> • Types of Official Accounts • Groups • Personal Accounts
10:00 11:00	–	3rd Party Platforms Toolbox <ul style="list-style-type: none"> • Research / Benchmarking • QR Codes • CRM • Event marketing platforms • Ecommerce / Stores • H5 Tools • KOL platforms • Customer Service
11:00 11:10	–	Coffee Break
11:10 12:00	–	Follower Acquisition Techniques <ul style="list-style-type: none"> • Paid advertisements • Viral Campaigns + Case Studies • Key Opinion Leaders



An Initiative Implemented with the Financial Support of the European Union

Implemented Partners



	<ul style="list-style-type: none"> • Content strategy • Offline Tools + Others <p>Monetization Strategies</p>
12:00 – 12:30	Case Studies

About the EU SME Centre

The EU SME Centre in Beijing provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China.

Our team of experts provides advice and support in four areas – business development, law, standards and conformity and human resources. Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online. From first-line advice to in-depth technical solutions, we offer services through Knowledge Centre, Advice Centre, Training Centre, SME Advocacy Platform and Hot-Desks.

The Centre is funded by the European Union and implemented by a consortium of six partners - the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

To learn more about the Centre, visit website www.eusmecentre.org.cn



An Initiative Implemented with the Financial Support of the European Union

Implemented Partners



China-Britain
Business Council
英中貿易協會



BENELUX
CHAMBER
OF COMMERCE
IN CHINA



Camera di Commercio Italiana in Cina
中国意大利商会
Oltre Italy Chamber of Commerce



CCI FRANCE CHINE
中国法国工商会



EUROCHAMBRES



European Chamber
of Commerce
in China