

Social and Media Networks - China - May 2015

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“Social commerce has great potential in China. Smart brands not only do marketing in a subtle way but also focus on problem-solving for consumers. Offering customer services on social and media networks can be a good start to enhance brand image and consumer stickiness on social and media networks.”
– Ivy Jiang, Research Analyst

This report looks at the following areas:

- How can specialised social and media networks compete?
- How can brands embrace specialised social and media networks to talk to their target audience?
- Will social commerce be a trend?
- How important is customer service on social and media networks?

There are an increasing number of consumers using mobile devices to access the internet. Chinese social and media network users are abandoning microblogging for IM (Instant Messenger)-type social networks (especially WeChat).

Leading networks (eg WeChat and Sina Weibo) are transforming into comprehensive service providers by offering services like online payment, online shopping or online games. Chinese consumers are actively using these networks to search for information, post reviews and make purchases, suggesting that brands can do more to enhance brand awareness and build brand image via social and media networks.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Will social commerce be a trend?

How important is customer service on social and media networks?

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Issues and Insights

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How can brands embrace specialised social and media networks to talk to their target audience?

The facts

The implications

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The facts

The implications

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QQ

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Momo

Renren

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Emerging social and media networks

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Yixin

Meipai

Weishi

YY

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Bilibili

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