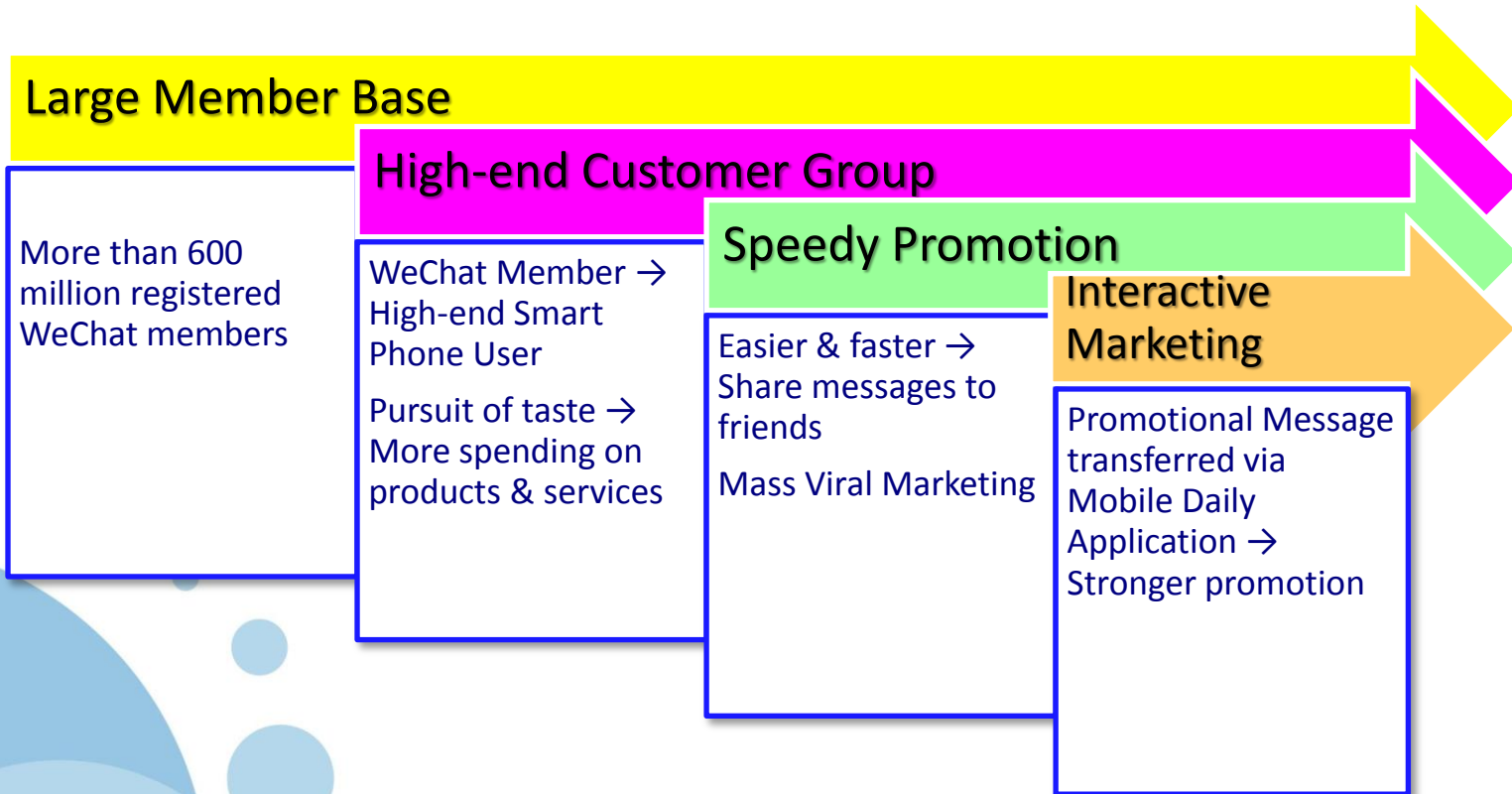




WeChat Marketing Services



WeChat Marketing Background





WeChat Marketing Background

➤ Large Member Base

100 million members were registered from the founding to the 433th day, and totally over 600 million members were registered up to 2013; while 40 million among them are overseas users. In conclude, the growth rate is much faster than Facebook & Weibo.

➤ Mass Coverage

WeChat had launched English version in 2011, which soon occupy the social mobile application market of Indonesia, Thailand & India.

➤ Enterprises Privacy

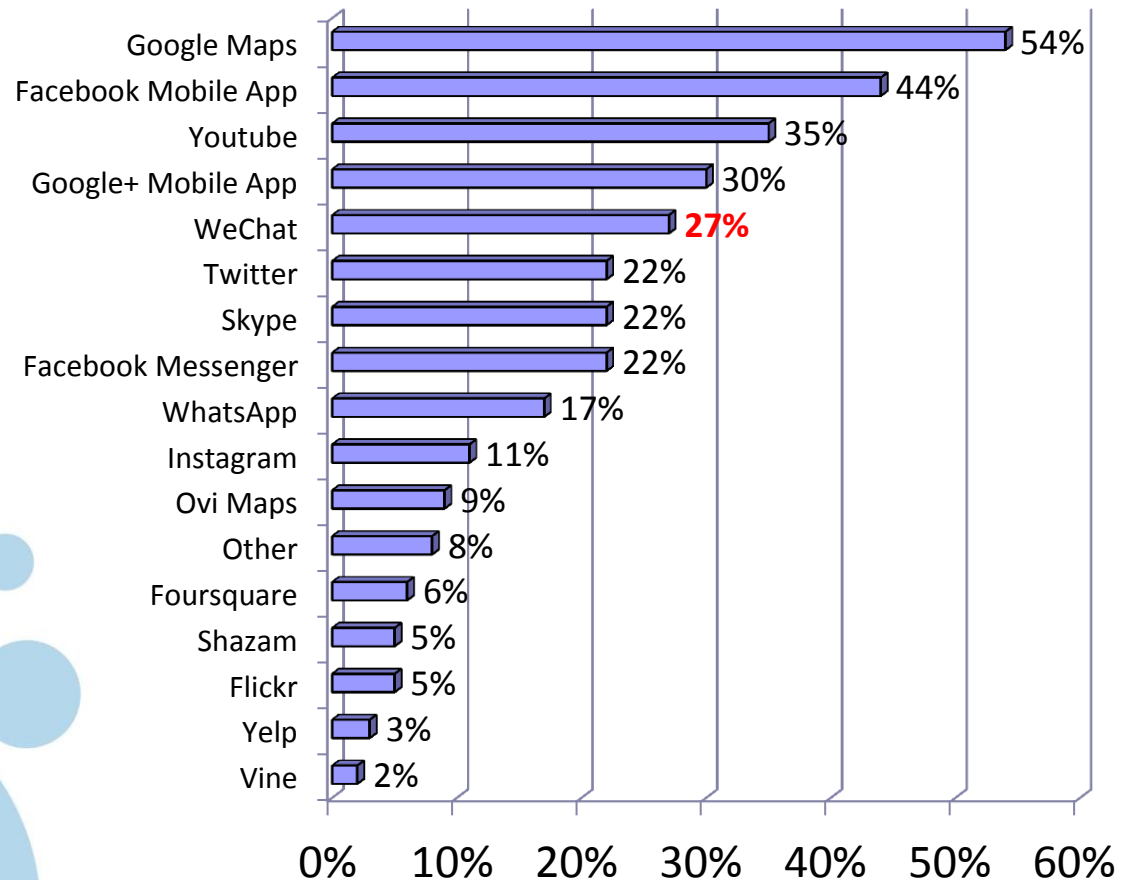
Unlikely to other fully transparent social media platforms, WeChat's enterprise model offers one to one customer services and various service group setting, which allows a faster and high privacy way of servicing, including handling complaints.





WeChat Marketing Background

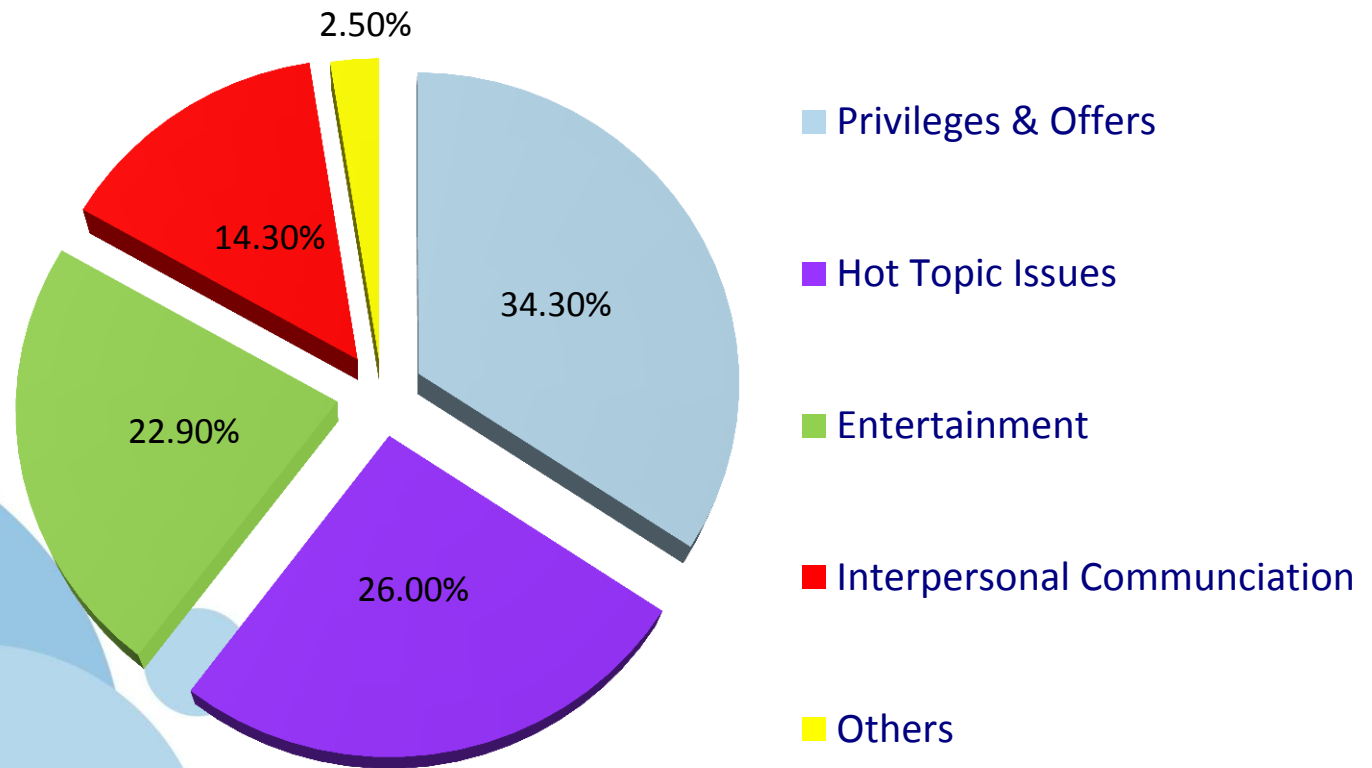
Most Popular mobile apps worldwide as of 2nd quarter 2013





WeChat Chinese Members Research 2013

Joining Purpose of WeChat Users Public Platform 2013





WeChat Account – Subscription v.s. Service Account

Subscription Account:

- Spread your real-time promotional message to target audiences regularly with your latest information;
- Faster distribution than Facebook & Weibo;
- Attract more Fans via various promotional message;
- A faster and target-oriented promote way, esp. retail stores and F & B industries, e.g. McDonald, Chow Sang Sang.
- Effectively and initiative promotion



A One
marketing limited

McDonald's HK

McDonald's HK

WeChat 微信 × i'm lovin' it

WeChat Add [mcdonaldshk] 做 friend
套餐立即免费加大!

mcdonaldshk

優惠期:10月4日至10月31日 詳情即睇 >>

免費加大

ENJOY



WeChat Account – Subscription v.s. Service Account

Service Account:

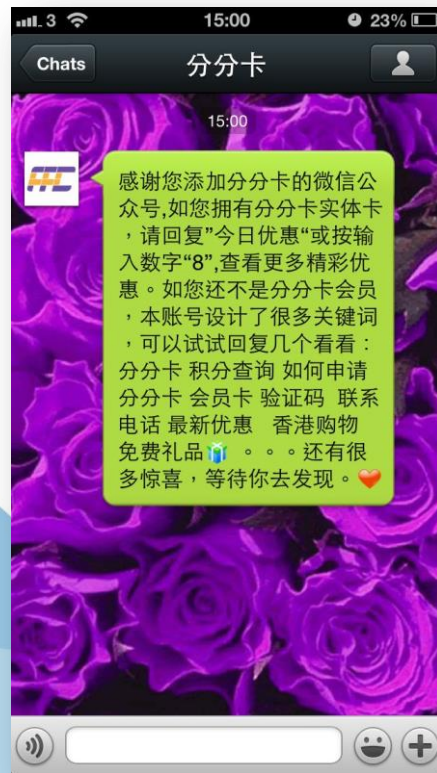
- Simple and speedy customer services – providing all kinds of information needed to your clients at any time;
- Multiple setting allows comprehensive information;
- Clear page and easy-to-use.





WeChat Standard Feature

Welcome Message



Auto Reply





WeChat Standard Feature

Promotional Message





WeChat Marketing – Coupon System (Value added feature)



- **Follower can receive discount coupons by input merchant designed keywords in WeChat**
 - Such as “coupon”, “20%”
- **Discount coupon redemption**
 - Followers can execute the discount offer when arrive at your shop and take a picture at merchant QR code (or input QR code string) in WeChat.
- **Great for short term promotion**
- **Accurate feedback on coupon request and execution**
- **Merchants can avoid coupon repeated usage**



WeChat Marketing – Stamps System (Value added feature)



- Merchants can offer stamps to their followers upon spending at your shop
- Follower can collect stamps simply by taking picture of the merchants QR code (or input QR code string) in WeChat.
- Stamps redemption:
 - Followers can exercise their stamps by taking picture of the merchants QR code (or input QR code string) of their preferred rewards
 - Followers stamps will be deduct automatically
- Great for followers long term loyalty retention
- Merchants have the flexibility to:
 - Adjust the promotional offer
 - Customized the promotional process



WeChat Marketing – WeChat mobile website (Value added feature)



- Followers can access WeChat mobile website by clicking a promotion message
- Benefits of WeChat mobile website:
 - Quick and easy access
 - Auto fit phone screen resolution, offers comfortable viewing experience for your followers
 - More informative compare to WeChat itself



WeChat Service Plans

A One Managed Service

Managed Service	Service details
WeChat Hosting Services	<ul style="list-style-type: none">• Subscription Account• WeChat - ID Application• 12 Months Hosting Services
WeChat Registration Services (with Co. in China)	<ul style="list-style-type: none">• Subscription Account• WeChat - ID Application

For pricing and service details, please kindly contact us via
(852) 3460 6820 or sales@aonemarketing.com.hk



WeChat Service Plans

A One Managed Service

Plans	Service details
Standard Features	<ul style="list-style-type: none">(1) Auto Welcome Message (x1)(2) Auto Reply Message (x10)<ul style="list-style-type: none">• Keywords per Auto Reply messages (X10)• Both words & numbers are applicable• Add, Delete, Change per month (x10)• Content provide by clients(3) Promotional Message<ul style="list-style-type: none">• 1 messages per day• Content provide by clients(4) Monthly Report

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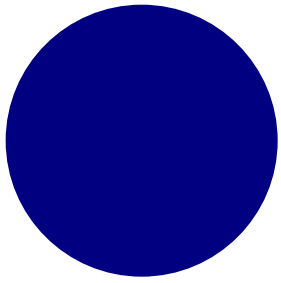


WeChat Service Plans

A One Managed Service

Value added features	Service details
Coupon System	<ul style="list-style-type: none">• Initial Setup & Skills Transfer• Add, Delete, Change per month (x2)• Content provide by clients
Stamps System	<ul style="list-style-type: none">• Initial Setup & Skills Transfer• Add, Delete, Change per month (x2)• Content provide by clients
WeChat Mobile Website	<ul style="list-style-type: none">• Monthly Hosting Services• Exclude web design

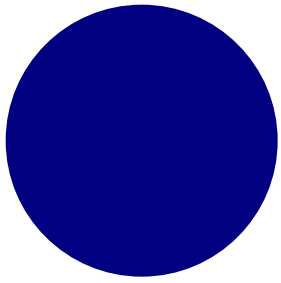
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A One Marketing Limited

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ABOUT A ONE



Our goal:

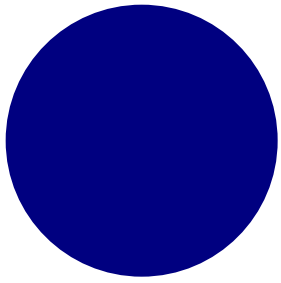
Provide customize global and integrated services for the marketers worldwide:

- brand management
- loyalty maintenance
- marketing solutions

We offer:

comprehensive commercial networks
exclusive communications platforms
information technology expertise





OUR PRODUCT



WeChat Marketing



Hottest social media with over 600 million members; effective and efficient promotion to your "Followers".

Search Engine Marketing



Cover 95% China web users, 138 countries web users; over 100 million searches per day.

China Social Media Marketing



Target Oriented Ad. Placement at the top China Social Media Platforms; shown to selective audience based on age, interest, region & etc.



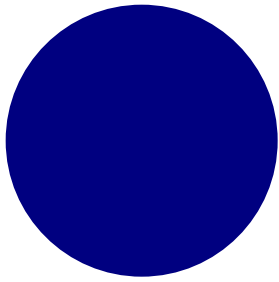
World's largest search engine; Effective Targeting with maximized result; High transparency with performance analytics .



Precise PRC eDM Marketing

Targeting over 100 million Mainlanders directly; personalized message delivery; segment your potential customers precisely with their interest.





OUR PRODUCT



Fun Fun Card

Overseas Travel Awards Platform for members' worldwide consumption.

Various promotional platforms ; secure & stable online real time transaction system ; and continuous members recruitment.

Below the line

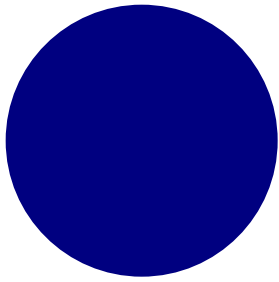


TOUR Magazine
50,000 copies per issue.
Young, Stylish travel informative magazine



Union Pay Platinum
High-end publication with quality readers;
DM to premium target group such as Bank Presidents, Golf Club Members, UnionPay VIP.





THANK YOU

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