

DECK



B 2 B

SocialCloud



Let them speak about you



WHAT WE DO

Social Media
PR
SEO SEM
Newsletter
Forum

OUR AUDIENCE



25- 65 years old



25- 65 years old



25- 60 years old



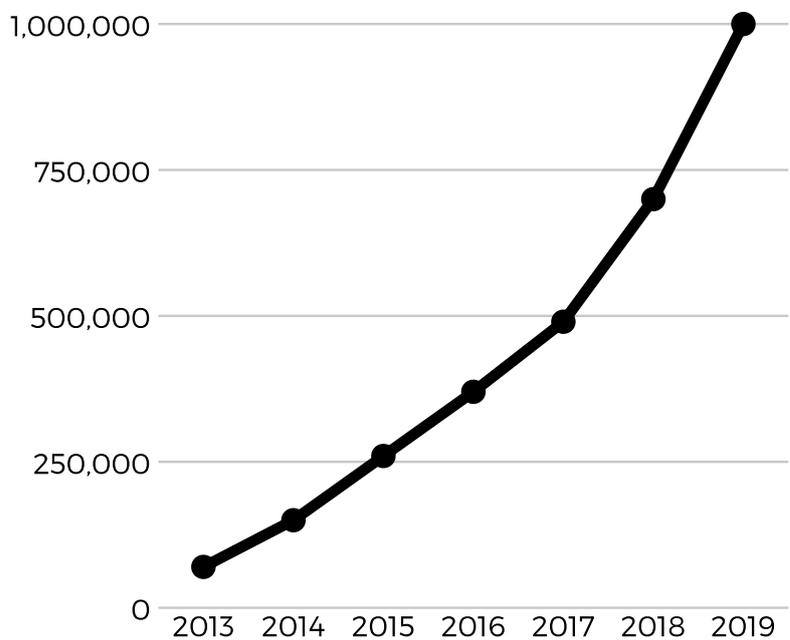
30- 65 years old



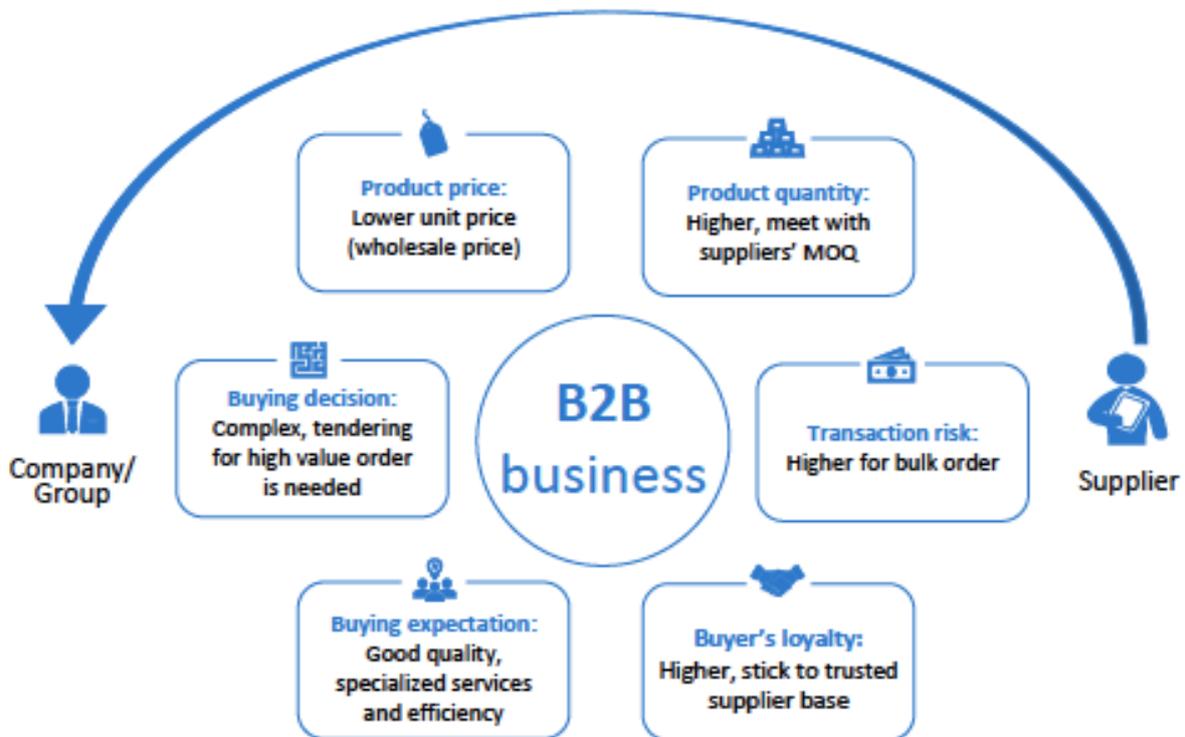
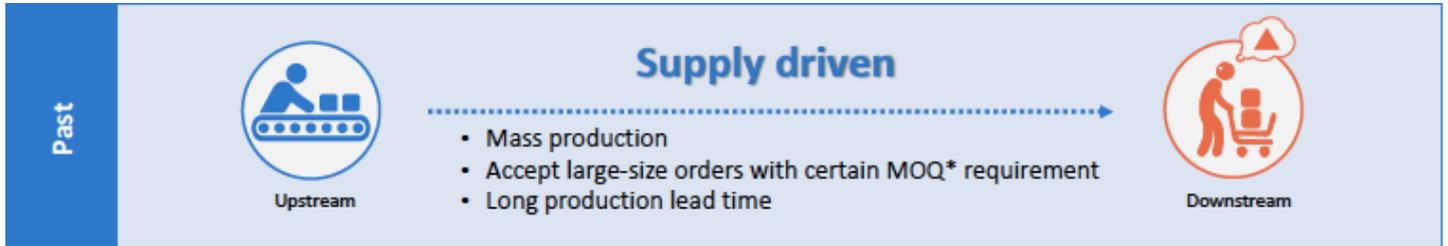
30- 45 years old

OUR REACH

Customers show a variety of preferences when it comes to the methods of marketing which they will positively respond to. A wrong assumption might lead to a business adopting the wrong marketing strategy which will result in a loss of revenue, time and some potential customers. This is why we reach your potential customers in different ways, tailor-made for your brand and your target.



B2B CHINA MARKET



More B2B customers expect not only sustainable and quality products, but also excellent producer services. In return, more B2B companies invest in product design and brand building, with ultimate goals of climbing the value chain and earning higher margin

WECHAT

Content creation. Today's customer doesn't want to be talked to; he wants to be engaged in conversation. We create contents that engage people, videos, challenges, interviews. Social Cloud have created contents for more than 100 different Wechat accounts, including overseas brands

Wechat Analysis. Deep analysis at the end of every month of the brand wechat account including followers, posts and final suggestions. Studying the analysis Social Cloud has managed to grow a monthly average of 20% new followers per account

Mini Website. Gather all together with information, gallery, and story about the brand in one intuitive mini-website that will make your customer's life easier. Social Cloud have created Wechat mini-website for more than 10 different Wechat accounts, including overseas brands.

Graphic. Graphic design is an important tool that enhances how you communicate with other people. It serves to convey your ideas in a way that is not only effective, but also beautiful. Social Cloud have created Wechat graphics for more than 100 different Wechat accounts, including overseas brands

Micro-influencers share. Share of the Wechat post in personal moments of micro-influencers. People with more than 1500 friends. The engagement is more personal and the result is 38% more of the readers. Social Cloud works with more 1000 micro-influencers in the financial, internet, luxury and lifestyle section

Group share. To stimulate the post reach and engagement posts of the brand are shared among various group-chats according to the target. 34.09% of total readers are acquired by referrals

Metaxas一直在寻找一种可媲美老式互录设备、能够完整捕捉音频的技术，并对该项目产生了浓厚兴趣。他发现，没有一种现代设备能够达到旧有技术的表现。如他所言：“最顶尖的录音师们所信守的秘密是他们仍运用20世纪40年代之前就存在的技术来在录音中捕捉自己的‘真情实感’或‘灵感’”。

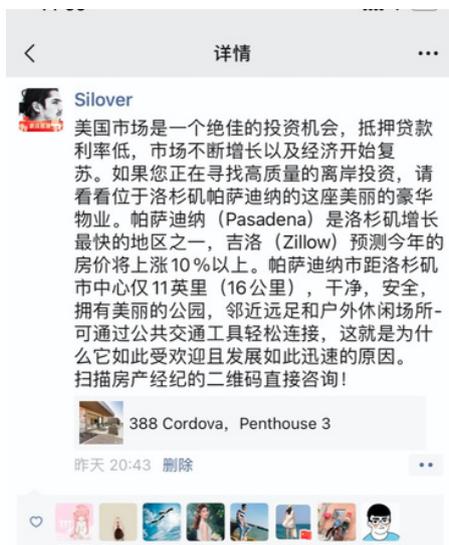


二元期权交易受投资新手和外汇交易老手的一致欢迎。作为一种令人兴奋、方便和快捷的方式，它可帮您获取短期投资的高收益，而且您无需进行大额投资。

丰富的用户界面



交易区的设计尽量考虑可用性，采用宽大明亮的图表、扁平的功能化布局，超清晰文字显示



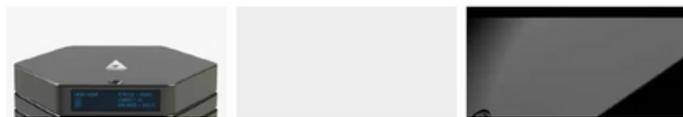
WEIBO



Account creation. Creation of the Weibo account including verification and VIP membership. Special crown, customize the home page, special custom account number, Vjp badge. Social Cloud has created more than 150 accounts including for overseas clients

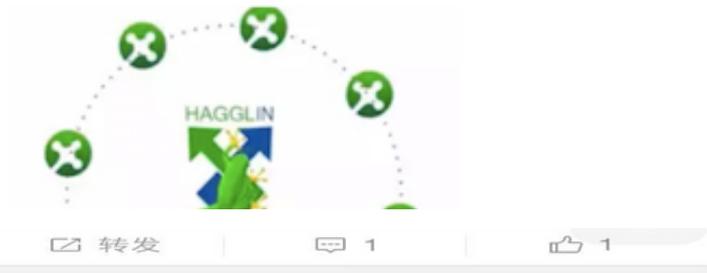
到高速宽带网络。Ammbr宣布2017年9月开始发行他们的代币。一个未来Ammbr访问点的拥有者，可以在散布宽带的同时赚取代币，宽带使用者可以用代币来支付。... [Full Text](#)

Content Creation. it's essential to develop a solid content strategy. All the posts include multimedia contents like videos, pictures and live streaming. Social Cloud has created content for more than 200 weibo accounts



HAGGLIN连同Ethereum区块链，结合了1.55万亿美元电子商务行业，533.52亿美元的在线旅游业和8万亿美元物流业。 [网页链接](#)

Micro-influencer. Micro-Kol can involve in a variety of promotional activities. Having less followers they have a much more intimate connection with their viewers. Social Cloud works with more than 1000 Micro-Kol on weibo



Group share. Participating actively into focus groups on weibo, share conversations, opinions and posts of the brands will engage more potential customers and activate curiosity. Social Cloud is part of more than 50 financial groups on weibo



Advertising. We carefully choose the right kind of weibo advertising among the different options available, we are expert on social media advertising carefully choosing the target based on the industry and interests and competitors analysts.





LINKEDIN

Utilize LinkedIn as a well-known international professional social media to promote the branding of the company to the public; and leverage resources on LinkedIn to penetrate to the right target of the client for sales leads generation in the long run

Promote the brand and reach potential clientele (for potential sale leads generation)

Managing and distributing the brand marketing and sales content

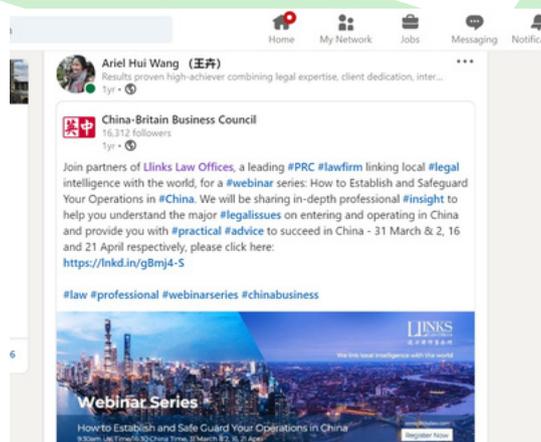
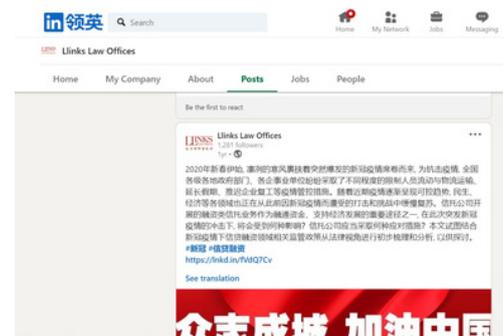
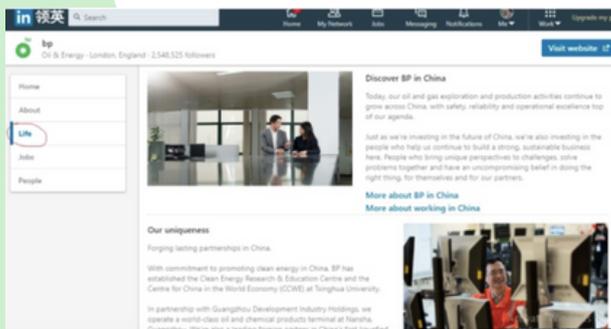
- leveraging LinkedIn hashtag communities
- Increasing LinkedIn profile followers

1. LinkedIn Strategy and Plan Development

2. LinkedIn posts content creation (short LinkedIn Posts, general information articles, case studies)

3. Engage with followers

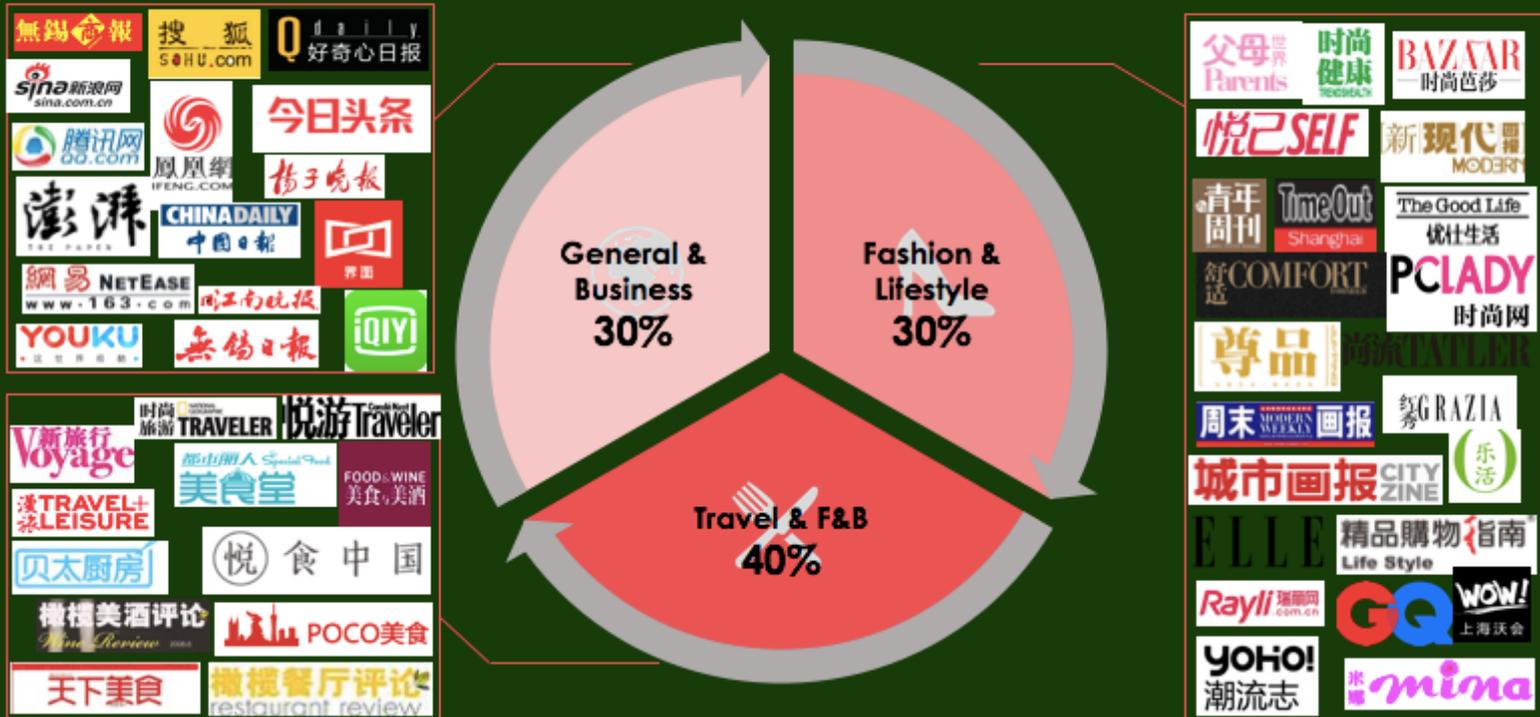
4. Actively engage with other accounts and groups



CASES

MEDIA LANDSCAPE AND INTERVIEWS SAMPLE FOR CHINA

Media Landscape



Tasting and Interview with Chairman of the Board

CBNweekly
第一财经周刊

- Impression: 1,200,000+
- PR Value per Page: 480,000+
- The top national business and industry magazine
- **Topic:** How a restaurant takes the responsibility of introducing French and Vietnam cultures: interview with the board chairman

商学院

- Impression: 1,000,000+
- PR Value per Page: 580,000+
- The top national business and management magazine
- **Topic:** Shift of Chinese consumer taste from high-end French to high-end Vietnam: the big trend of Asian and Western fusion behind

Tasting and Interview with Executive Chef

无锡新周刊
WUXI NEW WEEKLY

- Impression: 600,000+
- PR Value per Page: 360,000+
- The top local lifestyle and general magazine in Wuxi
- **Topic:** One day through Vietnam, history, landscape and flavor

CHANCE

- Impression: 800,000+
- PR Value per Page: 250,000+
- The top local lifestyle and general magazine in Shanghai
- **Topic:** Luxurious lifestyle of millennials, from design, fashion to taste and art

MEDIA CASES

ALL THE SAMPLES BELONG TO OUR PORTFOLIO OF WORK
IF YOU WANT MORE SAMPLES EMAIL INFO@SOCIALCLOUDCHINA.COM



福布斯 Forbes 榜单 活动 富豪 创业 科技 商业 城市 投资

福布斯 Forbes 浏览全球商业动态 福布斯中文版APP与您一起把握市场

2019年12月26日

引领潮流，五大世界级时装学院携手欧奢的时尚定制课来了!

作者: Forbes China

美国作家福乐纳说：过去从未消亡，它甚至从未过去。当一个行业曾经的智识体系和审美判断遭遇了时代前所未有的挑战，应该回到历史中，珍贵的历史是不会消亡的。

Instagram 上有许多人把自己打扮成上世纪50年代波普女孩的样子，有的人热衷于看老电影，还有的人喜欢把自己的家装修成维多利亚时代的风格。……我们来到了一个无法界定的时代，每个人都可以按照自己的想法生活，年轻人可以通过现代技术了解历史和过去。

今天，互联网以及猛烈的商业宣传信息过剩，可时光的发展却越来越步入数字化、智能化，正因为如此，独特的声音才更强大、更有价值。当下，时光趋势发生着想象力、原创性、实验性和管理能力在今天仍然是



微博 Weibo

视频播放器

点赞 评论 转发

11:47 10:38am from 微博 weibo.com

Favorite Forward Comment



新浪地产网 游客您好，欢迎进入新浪地产网! [请登录] [免费注册]

地产新闻 | 行业资讯 | 工程案例 | 楼盘

政策 市场 土地 公司 项目 宏观 观点 机构 专访 内参 即时 地产会客厅 话题讨论 辩论 专题

新浪地产网 > 新闻 > 市场 > 瓦伦西亚，值得探索之城，值得投资之地 > 正文

瓦伦西亚，值得探索之城，值得投资之地

http://news.dichan.sina.com.cn 2020/10/14 0:00:00

一个月前欧盟委员会宣布，瓦伦西亚在12个有资格竞争“2020年欧洲创新之都”的城市中占有一席之地——这一荣誉授予给那些能够解决公众难题、改善居民生活环境的创新型生态体系。

病毒所带来的巨大变局同时也蕴含着发展机遇，Found Valencia创始人Conor Wilde正在与投资方展开积极沟通，探索西班牙东海岸这座美丽城市中所孕育的各种发展机遇。



进入科技世界

535 文章 19万 浏览量

4月28日，新一代社交家庭机器人Misa在Indiegogo网站独家发布

2020-04-28 16:00

到目前为止，机器人主要用于清洁住宅、商业和工业空间，随着科技的突破，消费型机器人变得更加复杂和具有交互性，他们现在正成为家庭的一部分。

科技和人工智能(AI)的进步为未来的无限可能铺平了道路。

什么是消费型机器人?

消费型机器人不仅可以做家务，甚至还能帮助娱乐和教育。得益于新的人工智能技术，消费型机器人比以往任何时候都更加智能。一些流行的例子是：

- 机器人Aibo



中国新闻网 CHINA NEWS NETWORK

国内 国际 要闻 视频 图片 原创 政务 财经

滚动 对俄 企业 招商 人物 推荐 地市 农垦

黑龙江新闻

首页 > 招商引资

健康和健身应用程序发行商BetterMe进入中国商

2020年11月17日 11:34 | 来源: 本网综合

推广

您越对自己的健康和外表满意，您的笑容就会越灿烂：BetterMe是专为刚开启健康和健身之路的朋友们量身定制的移动应用程序。BetterMe的用户将享受到真人教练支持的个性化膳食和锻炼计划，以及最全面的健身状况跟踪。

这款移动应用程序在全球社交媒体平台上的下载量已经超过200万，并拥有200万+



AGOSTINO PERRONE

塞西X·博纳X

Website design and development

Compelling and intuitive website design for China and beyond. Our team of Chinese and international web designers creates user-friendly websites that are interesting and informative for your visitors. Our development team implements the custom design into a secure, SEO-friendly site that follows industry-standard coding practices for websites in China and for global use.

With an optimized WordPress-based backend and custom-crafted frontend, your multilingual and/or Chinese website will provide a user-friendly experience for not only your target audience but also for those who manage its content.



SEO - SEM

The skill set to rank higher than your competition in China and internationally

Starting with in-depth online competition and keywords analysis, the team defines and implements performance-driven digital marketing strategies to increase your website's visibility and qualified search engine traffic that drives conversion. We work with you to create an SEO and SEM strategy for target Chinese markets with a focus on Baidu and key international locales.

SERVICES

WEBSITE ONSITE ANALYSIS

SEARCH ENGINE OPTIMIZATION FOR CHINA

SEARCH ENGINE ADVERTISING

KEYWORD RESEARCH & ON-PAGE STRATEGY IN ENGLISH AND CHINESE

INFLUENCERS



A brand is no longer what we say to consumers, it is what consumers say to each other - Scott Cook

+20M

SOCIAL
IMPRESSION

+3M

SOCIAL
ENGAGEMENT

+3K

INFLUENCERS
DATABASE

*About the
cooperation*

We cooperate with influencers in different way including PPC with dynamic qr code, affiliate marketing. Basic fee with KOL can be bargained, please understand that having a big influencer promoting for free or just by commission is not possible. For the list of influencers and sample of our previous and current cooperation please send an email.

The number of e-mail users worldwide is grown to 2.9 billion users by 2019

NEWSLETTER

Social Cloud contacts are checked every month.
Average unique open 12%
Average unique click 8%

HighLow is Australia's leading investment platform

HighLow是澳大利亚领先的投资平台

Receive up to 200% payout and same-day withdrawals, plus enjoy our exclusive phone support. Whether you're a rookie or a seasoned trader, HighLow's world-class platform makes for an incredible trading experience. 您可获得高达200%的收益, 可在当天出金并享受我们的独家电话支持服务。无论您是新手还是外汇交易老手, HighLow的世界一流平台为您造就非凡的交易体验。



www.socialcloudchina.com info@socialcloudchina.com

+160K

CONTACTS IN CHINA

+54K

CONTACTS IN USA

+30K

CONTACTS IN UK

+20K

CONTACTS IN ITALY

FORUM

Social Cloud has accounts (personals, managed by real people) in more than 30 different b2b forums (apart from Weibo) in China. Interact with people about products, e-commerce, engaging more customers in the brand

2017-06-07 22:33 举报 赞 回复

HIGHLOW贵宾

HighLow持有澳大利亚证券和投资委员会授予的澳大利亚金融服务 (AFS) 执照。使用我们强大的iOS和安卓移动应用程序, 可随时随地进行交易。
注册地址:地址: https://cn.highlow.net/register?a_aid=582d3a8438651

2017-06-08 04:51 删除 举报 赞 回复

每日经济新闻股票能否长期持有?最新走势查询
大数据免费诊股,短线操作指导,输入股票名称或代码,立即诊断个股详情,免费提供买卖点,是亏是赢提前布局!

热门推荐

我用过HighLow, 一个二元期权的交易平台, 这个我用下来感觉特别好, 除了网站我还下载了它们的app, 感觉二元期权更适合新手投资者, 比如说我, 到现在为止HighLow的投资回报率都是很高的, 收益达到200%, 我注册的时候得到了400元的现金收益。 https://cn.highlow.net/register?a_aid=582d3a8438651 这个是注册的网址, 给有兴趣的朋友参考下, 你也可以在apple store下载

月de痕迹

新兵

SOME OF OUR CLIENTS





THANK YOU



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(+86) 13761027404

All the samples in this deck are from Social Cloud works.