

SocialCloud

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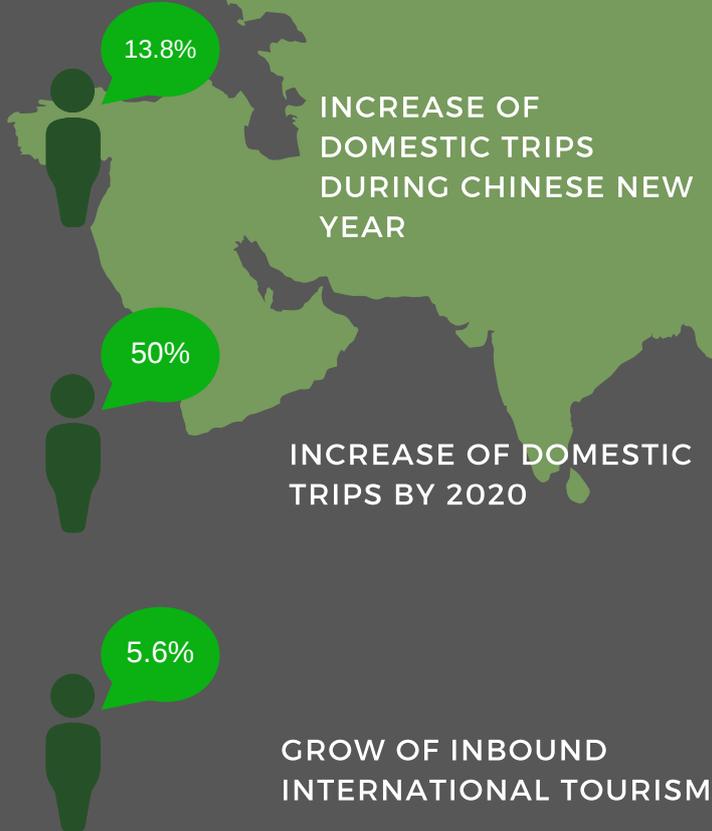
DECK



Let them speak about you



STATISTICS ON INBOUND CHINA TRAVEL



\$26.34 BILLION REVENUE OF CHINA'S ONLINE TRAVEL AGENCIES

\$603.9 BILLION SPENT ON NATIONAL TRIPS

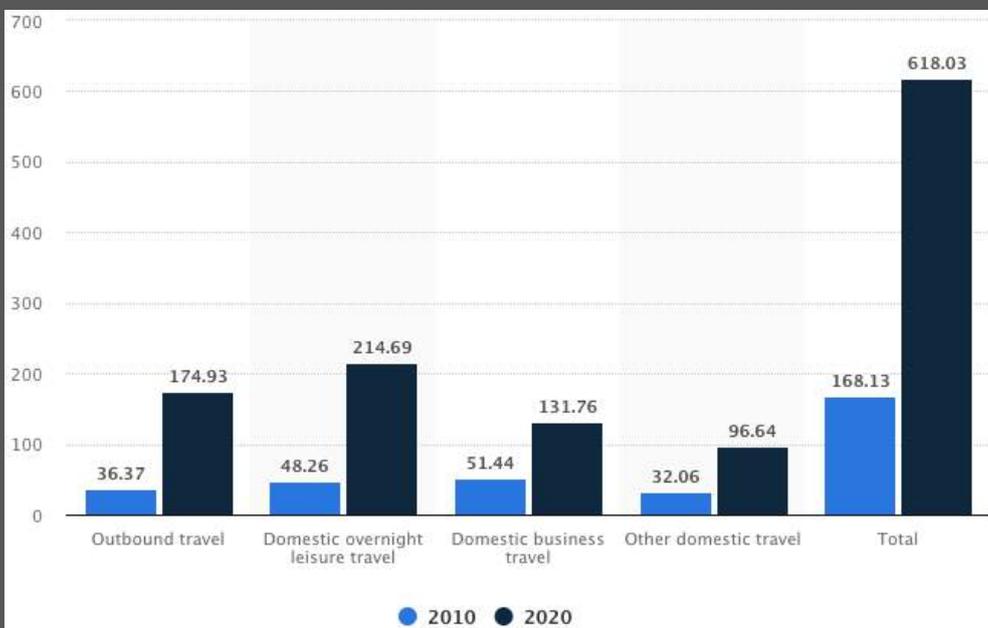


STATISTICS ON OUTBOUND CHINESE TRAVEL



\$118.2 BILLION SPENT ON INTERNATIONAL TRIPS

129 MILLION TRIPS TO OUTSIDE CHINA



Chinese travellers hope to get to know local cultures and lifestyles through authentic experiences.



Let them speak about you

ABOUT

Social Cloud is a marketing and Public Relation firm with branch in China and Italy that provides marketing support for businesses of all sizes across different industries, mainly fashion, food and beverage, tourism, lifestyle and entertainment. Our mission is to offer creative solutions to meet your marketing and communication needs.

WHAT WE DO

- Listing
- Social Media
- Media relation
- Press release creation
- Influencers marketing
- Newsletter
- Cross marketing
- Association promotion
- Office promotion
- Forum/communities
- Reviews
- Events

OUR AUDIENCE



22- 60 years old
Chinese and foreigners



18- 45 years old
Italian and Chinese



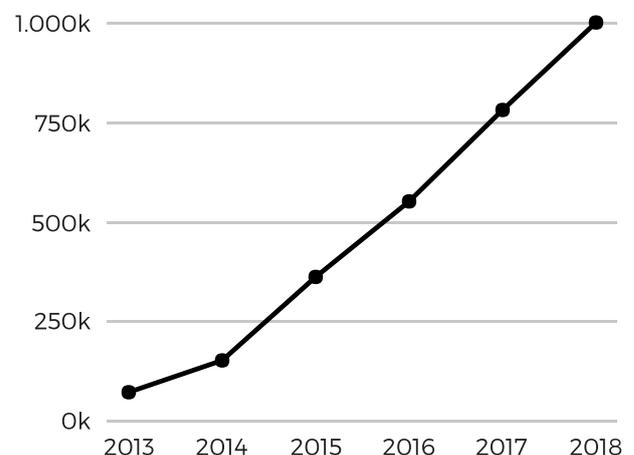
22- 45 years old
American and Chinese



20- 40 years old
English and Chinese

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, tailormade for your brand and your target.





About Shanghai Hotels Vacation Rentals Flights Restaurants

Asia > China > Shanghai Region > Shanghai > Shanghai Restaurants > Epices & Foie Gras



Epices & Foie Gras Add Business Hours 49 Reviews #131 of 16,239 Restaurants in Shanghai A1-05, No.309 Hankou Road, Huangpu District, Shanghai, China +86



美食とともに楽しめる エンターテインメントバー

STOCKHOLM on the bund

外灘の通りから1本奥に入ったバーレストラン。ステージも併設されており、毎日行われる音楽演奏などのショーを鑑賞しながらヨーロッパ料理を楽しむ。



TICKETS THINGS TO DO RESTAURANTS BARS

Four Seasons Pudong, 210 Century Avenue



Wanda Reign on the Bund, 538 Zhong Shan D

Listing

Listing your brand is one of the most important first steps to do to be found by people and recognized. Social Cloud can provide international listing, local listing, on media, APP, search engine, media, tourist websites, for your company, your events and your promotions

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



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



Miniwebsite. Gather all together the information, promotion, menu, gallery and story about the brand in one intuitive miniwebsite that will make your customer's life easier. Social Cloud have created Wechat miniwebsite for more than 10 different Wechat accounts, including overseas brands



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



Buttons. Set up of tabs for previous posts, map, insert the miniwebsite, galleries. Social Cloud have created Wechat buttons for more than 100 different Wechat accounts, including overseas brands



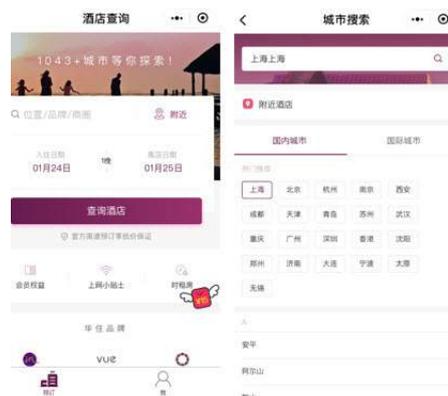
H5. HTML5 Wechat campaign are perfect for events, collect informations, and interaction. Rich animations allow you to create a broad range of different styles. Check <http://v.xiumi.us/stage/v5/30jIR/64957873> for one of our sample



Gamification. Including a game in your wechat account let your customers or potential customers interact with you and share their contacts. players have the chance to win prizes from the brand. Social Cloud has created more than 10 gamification experience



Mini program. Mini programs are cloud-based embedded apps within WeChat. Mini programs can be used as an e-commerce platform, O2O experience, check in, booking, location-based recommendations. Mini programs are shareable in private messages and group chat, don't require installation



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 3000 micro- influencers



WEIBO



My Home Photos Management Center

1 -29 11:45come from 发发时充机

上海万达瑞华酒店游宴一品淮扬餐厅与「和」日式料理餐厅同时推出多款精品午市套餐, 以巧妙的搭配、精美的出品, 满足菁英人士对于精品午餐的需求。



Read 4179 Promote 1 1 101



Ji de 华丽

10月22日 07:57 来自 iPhone 7 Plus

周末和小家长去外滩万达瑞华酒店的「和」日式餐厅拔草, 餐厅藏在5楼一角, 推开低调的大门, 穿过LED的时空隧道, 脚下留下一片“樱吹雪”, 简直美呆了! 步入餐厅, 180度无敌江景展现在眼前, 五道式精致午市套餐, 另有高颜值生鱼片拼盘, 伊势龙虾天妇罗、黑松露烤鲍鱼加持, 日料控表示十分满足, 有机会 ...

展开全文



Account creation. Creation of the Weibo account including verification and VIP membership. Special crown, customize the home page, special custom account number, Vip badge. Social Cloud has created more than 100 accounts including for overseas clients

Content Creation. it's essential to develop a solid content strategy. Our content creations includes not only promotions but travel suggestions, KOL reposts, challenges, giveaways. All the post include multimedia contents including videos, pictures and live streaming. Social Cloud has created content for more than 100 weibo accounts

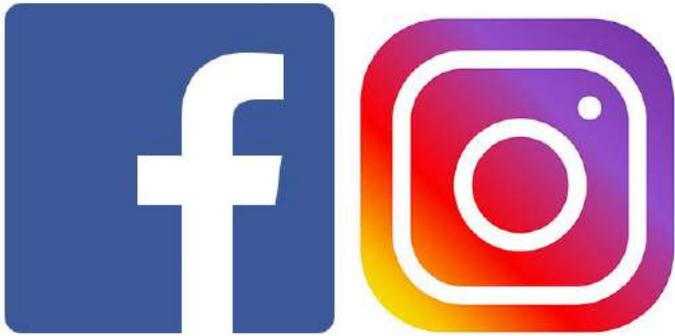
Micro-influencer. Micro-Kol can involve in a variety of promotional activities, including product trials, promotional code distribution, sponsored lucky draws, short video creation. Having less followers they have a much more intimate connection with their viewers. Social Cloud works with more than 3000 Micro-Kol on weibo

Group share. Participating actively into tourism and travel 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 20 travel 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



FACEBOOK & INSTAGRAM



Tools . Creation of tools and specific campaigns: challenges among the readers, book a table, offer tab, Tripadvisor review tab, branded hashtags,



Content Creation. Creation and planning of the content for the 2 different platform including research of the best performing hashtag for the category for the week. Analyzing the data of the account to pick the best times and days to posts

Ivette Morales added 8 new photos — with Bettio Marco and 3 others at [Wanda Reign on the Bund](#).
24 April 2017 · Shanghai · [👤](#)
MVPShanghai [#goodfriends](#) [#Wanda](#) hotel [#thebund](#) [#shanghai](#)

Micro-influencer. People with less than 10k followers on Instagram and 2k-3k friends on facebook have a more intimate relationship with their readers. Sharing their experience with the brand will engage new potential customers and create brand awareness. Social Cloud cooperate with + 2k micro-influencers



Anna Flamin shared a post to the group: I LOVE SHANGHAI - Shanghainese Expats ONLY!!!
27 February at 19:17 · [👤](#)

Group share. Participating actively into travel groups, creating Facebook events, and specific groups for the brand give a sense of attachment to the people. Challenge, special group discounts and giveaway are some of the activities Social Cloud create. Social Cloud is active in more than 40 travel groups



Advertising. We carefully choose the right kind of Facebook and Instagram advertising targeting your ideal customers. We analyze and split tests to reach the maximum engagement for the brand at the right cost. Our average of impression increase is 2700%, our CPC cost is 0,20-0,60 \$

[👤](#) 8,571 people reached



Recent activity

INKE

LIVE STREAMING

China's livestreaming market is estimated to reach US\$ 4.4 billion by revenue in 2018 and with the location-based matching available on Inke it's easier to engage with people close to the restaurant or the place where the event is hold. Everything involve a connection between the online and offline world, with the focus on the consumer experience. Social Cloud average viewers on Inke livestreaming is around 2000 people per live stream.



温婉，经济富庶的江南，从殷实人家到文人墨客自古以来都默默流传着淮扬美食的最高境界：游历于上海万达瑞华酒店五层的游宴一品淮扬餐厅，精雕细琢的古典江南装饰，配以天然纯粹淮扬“菜”，完美诠释了江南烟雨的诗情画意。打

GO APP

LIFESTYLE SOCIAL MEDIA

GoApp is a local entertainment sharing community APP, where you can find and discover the most popular activities around the city. Go is a one-stop service platform for eating, drinking and dancing in which all the users can share pictures, videos, articles and events. Social Cloud has an average of 2000 viewers per food and beverage post and an interaction (likes and comments) of the 20% per number of viewers

What I want for my brand

DO YOU WANT TO
REACH MORE?

- Little Red Book
- Douban
- Pinterest
- Qunar
- and more...

INFLUENCERS

Travel and Lifestyle KOLS



ABOUT KOLS

Followers feel a sense of community and trust the influencer to share accurate information with them. Social media reach and influence is a huge part of a brand's success. Very (and REAL) influencers and celebrities have a big impact in their followers, their fans will often buy a product their idol has endorsed, but it's important to understand how to choose them. We manage to carefully review all the influencers we work with, including mapping out historical data, checking their account with third party softwares

+20M

SOCIAL
IMPRESSION

+3M

SOCIAL
ENGAGEMENT

+3K

F&B INFLUENCERS
DATABASE

About the cooperation

We cooperate with influencers in different way including testing, 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 a testing is possible just in some cases

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

Newsletter

Social Cloud contacts are checked every month.
Average unique open 17%
Average unique click 8%

WE'VE MISSED YOU

我们很想你



Spirits Box is a boutique (alcoholic) drinks agency proudly established in 2017. A curated collection of award-winning Australian Spirits, each brand should fascinate and delight even the most hardened connoisseur. In September, Spirits Box collection will be available in China's best bars and specialist retailers.

<http://ym1p.com/z9HqfS>

Café Reign 美食汇

Seafood Festival at Cafe Reign

Food lovers rejoice! Whether you're craving a simple lobster or an ornate tower summer seafood festival is on going at Wanda Reign on the Bund. From now till August, Cafe Reign is presenting a special seafood festival dinner including delicious Alaskan King crab and Boston lobster but also, for meat lovers, foie gras and Australian Wagyu beef. Included in the offer also a luxury buffet of oysters, prawn, mussels, desserts and ice cream.

<http://ym1p.com/zkXIPQ>

+160K

CONTACTS IN
CHINA

+44K

CONTACTS IN
USA

+30K

CONTACTS IN
UK

+20K

CONTACTS
IN ITALY

CROSS MARKETING

Have you considered cross marketing as a way to market your local business? Working with other companies with the same target customers to promote each other's businesses it can result in quality new business.



STATISTIC

Social Cloud has successfully connected and operated cross marketing with more than 100 brands

METHODS

- Promotion exchange
- Flyer exchange
- Posts exchange
- Online to offline exchange
- Giveaways exchange
- Sponsorship exchange

ASSOCIATION PROMOTION

HOTEL
1 PUBEI ROAD, XUHUI DISTRICT, SHANGHAI

PRICE

BEFORE FEB 28TH: 150 RMB
BEFORE MARCH 10TH: 170 RMB
AT THE DOOR: 220 RMB



WHAT IS IT?

Social Cloud actively cooperate with around 300 associations worldwide. Local, national and international. Being a part of the membership program of those association will lead your brand to thousands of potential new customers

OFFICE PROMOTION



WHAT IS IT?

Every month Social Cloud check out your closest locations or, for online business, the most appropriate target offices, to create a special promotion just for the employees of the office to use at your venue or with your brand

FORUM & COMMUNITIES



游记 东京迪士尼最全攻略! 从购票到免排队玩项目, 手把手教起 (含东京迪士尼海洋)

一只猿猴 2018-03-25 456 3 10 最后回复 16分钟前

首先明确一点, 东京迪士尼度假区=东京迪士尼乐园 (有城堡) +东京迪士尼海洋 (没有城堡) +度假区内各认证酒店。所以东京迪士尼其实是2个乐园+9家酒店所构成的一大片区域。接下来的攻略里我会尽量打全名称, 以免大家搞混。攻

游记 日语盲二游霓虹之9天轻松玩转冲绳、关西城 (附最简单易懂交通、住宿、购物、美食、和服变装、宿坊体验攻略和环球影城高效玩法) ★★★ 新书

旅行梦享家 2017-06-07 173030 1291 1280 最后回复 19分钟前

前言在这里先要感谢大家对之前那篇《关西自由行最高单速攻略, 6天5晚走霓虹》的认可和热爱, 点击数和收藏量一直在不断攀升。虽然图很渣, 但是因为实用性很强, 因此很多小伙伴是直接拿了我的攻略轻松玩转了关西。其实第一

水木社区 newsmtb.net

4月29日 (周日) 新世纪日航饭店三层 (中华厅)

水木社区 >> 五湖四海 >> 梦里江淮·安徽 >> 阅读文章

新话题 模版发文 快捷回复

文章主题: 我想去黄山啊

发信人: zdiao (加菲猫的喜悦生活), 信区: Anhui

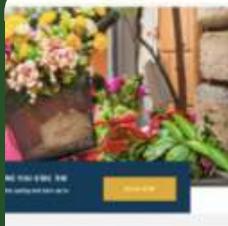
标题: 我想去黄山啊

发信站: 水木社区 (Mon Mar 26 22:59:01 2018), 站内

我想去黄山!

来源: 水木社区 <http://www.newsmth.net> [FROM: 111.196.240.*]

Social Cloud has accounts (personals, managed by real people) in more than 50 different travel forums and communities.



入注意大利的雅高酒店最高可获得2300积分奖励

雅高忠实计划 时间: 2018-3-28 10:49 阅读: 59 评论: 0

意大利的雅高酒店在2018年3月30日至7月1日之间推出了新的积

游记攻略 (50)
主题: 5万, 帖数: 9万
秋日韩国全州韩屋村+群山铁道小 ... 1 小时前
AY_102630980

热门话题 (7)
主题: 313, 帖数: 495
培养6-17岁青少年创新思维能力和 ... 1 分钟前 大大树

产品大赛
主题: 645, 帖数: 4835
国航直飞! 澳大利亚大堡礁+新西 ... 2018-2-2 18:45 睿鸣

晒旅游 (6)
主题: 230, 帖数: 342
中英街已无鼎盛时期的繁荣景象 ... 1 小时前 Yehong

最新活动
主题: 33, 帖数: 130
2018年度遨游旅行家招募 ... 2018-3-18 11:08 王译爽

Interact with people about next trip, dream trip, prices and suggestions engage more customers in the brand

EVENTS

WE BRING THE BUSINESS
DIRECTLY THROUGH YOUR DOOR

Social Cloud successfully run different kind of events, from the concept to the promotion, bringing the business directly at your door step.

ON GOING EVENTS

- Murder Mystery dinner
- Grand Opening
- Product Launch
- Media conference
- Meet up
- Sunday Brunch
- Hotel breakfast

Available just in
China





THANK YOU



INFO@SOCIALCLOUDCHINA.COM
(+86) 13761027404

*All the samples in this deck are from Social Cloud works.
For privacy reasons send us an email for reviews information*