

The logo for SocialCloud features the word "SocialCloud" in a green, rounded, sans-serif font. Above the letters "i" and "a" in "Cloud" is a stylized green cloud shape. In the top-left corner of the overall image, there is a decorative green graphic consisting of a solid outer curve and a dashed inner curve, resembling a road or a path.

Let them speak about you

REAL ESTATE



STATISTICS AND CONSUMERS DATA

34%

YEARLY INVESTMENT GROW
IN ASIAN COUNTRIES,
MAINLY HONG KONG, JAPAN
AND SINGAPORE

44%

OF THE CHINESE OVERSEAS
REAL ESTATE CAPITAL
INVESTMENT GOES TO USA

EVERY YEAR 350,000
STUDENTS IN CHINA GO TO
THE UNITED STATES TO STUDY



INVESTMENT IN OVERSEAS
COMMERCIAL AND RESIDENTIAL
REAL ESTATE REACHED US\$39.5
BILLION IN 2017



THE TOP 7 COUNTRIES FOR
CHINESE INVESTMENT ARE USA,
CANADA, NEW ZELAND,
SINGAPORE, AUSTRALIA, UK AND
THAILAND



What Chinese consumers care the most:

- The procedure and requirement, intimidated by the complexity and likely more tax
- The location and future investment return of the house
- Green card and permanent immigration related
- Second hand or new house, which type of the house
- The pros and cons of owning real estate in another country

What Chinese consumers regrets on buying an house in a foreigner country:

- House too small or too big,
- House not at the right location,
- House without proper renovation
- Poor investment return



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, real estate lifestyle and entertainment. Our mission is to offer creative solutions to meet your marketing and communication needs.

WHAT WE DO

- Social Media
- Listing
- Media relation
- Press release creation
- Influencers marketing
- Newsletter
- Forums
- Events

OUR AUDIENCE



22- 60 years old
Chinese and foreigners



18- 45 years old
Italian and Chinese



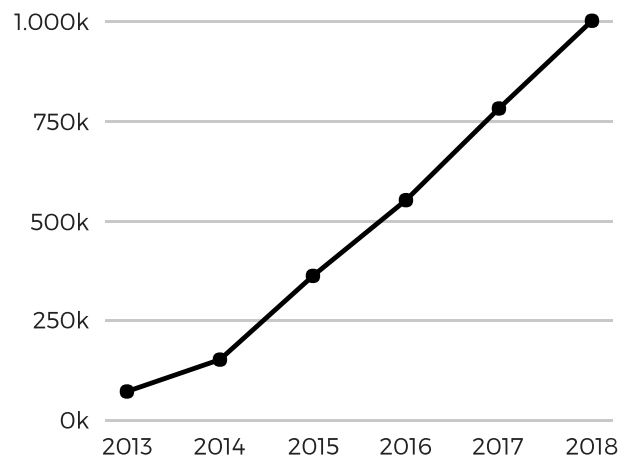
18- 45 years old
American and Chinese



20- 45 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.



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, information about the current law, visa, life in the country. Social Cloud have created contents for more than 100 different Wechat accounts, including overseas brands



看多了高大上、土豪风的房地产广告，插画师Tom Haugomat为South Bank Tower做的系列海报让人眼前一亮。

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 fashion and lifestyle sector

奥巴马也要搬来纽约？如何审核顺利，这也许会他们在纽约的新家。而巧合的是公寓所在大楼十层正好是宋美龄晚年的居所。1995年，在孔令仪的劝说下宋美龄从岛搬到曼哈顿居住，方便生活就医。



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



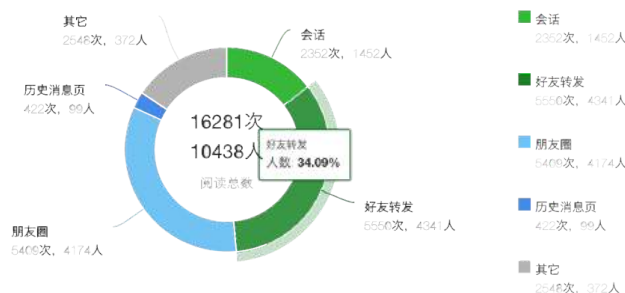
H5. HTML5 Wechat campaign are perfect for events, collect informations, on potential clients. Rich animations allow you to create a broad range of different styles. Check <http://r.xiumi.us/stage/v5/30jIR/50747924> for one of our sample



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

阅读来源分析



WEIBO



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

區是位於芭堤雅中心區, 附近生活方便, 跟Big c 只有十分鐘步
 人民幣起, 就有25.8平方 🍷🍷🍷🍷🍷。
 月租5000泰元(约人民幣\$1000), 租金收入高達8厘 🍷🍷🍷🍷!!!!
 欢迎查询哦!!!

Content Creation. it's essential to develop a solid content strategy. Our content creations includes not only promotions but information about visa, law, daily life, KOL reposts. 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 1000 Micro-Kol on weibo

发布了头条文章: 《美国10大华人喜爱城, 买房可以选这里》 回 美国10大华人喜爱城, 买房可以选这里



Group share. Participating actively into real estate and lifestyle 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 100 groups on weibo

"baan plai haad"是位于泰国芭堤雅核心地段的住宅项目。住宅单元主要朝北和朝西, 这样朝北住宅的起居空间和卧室都能看到海岸线美景; 而朝西的住宅则可以欣赏到日暮西山的景色。建筑元素的使用方面比较大胆, 但是方案中微微散发出来的暖色调也与自然和周边环境相得益彰。详文>>>网页链接

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



Listing



Please notice that those are just some of the website available

Listing your brand is one of the most important first steps to do to be found by people and recognized. Social Cloud can provide national and local listing, on directories, APP, search engine, real estate websites of your company and your properties.



泰国 普吉 | 公寓 | 1居

普吉一线海景公寓

¥97 万起 8% 近一年房价 7% 年均租金



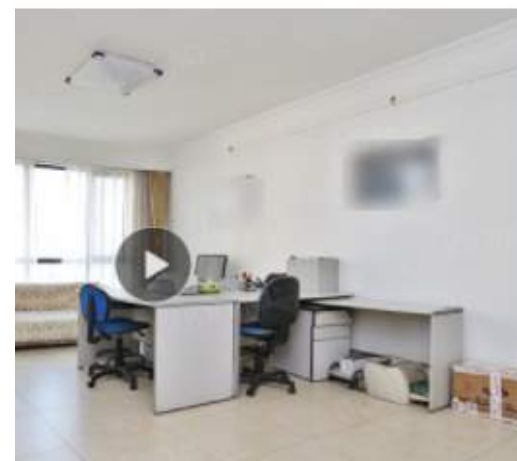
项目介绍

一支国际知名的专家团队打造了这一个吸引力的胜地。敏西斯山有着高雅的风格、富有灵气的量的休闲设施，所有的这些都配有个性化的五于一块面积将近五百万平方米的地方，这个度享受世外桃源生活。由世界知名建筑师Woods I

器，西看环球港，高区景观房

区景观房，不沿街，不把边

武汉二手房 > 新洲明珠城二手房 > 当前房源



有路全球地产互联网峰会成功举办 汇聚全球22国数百家开发

商

2018年01月30日 15:58
来源: 凤凰房产海外

0人参与 0评论



2018年1月29日, 有路首届全球地产互联网峰会 (GREIS) 暨有路品牌和平台升级发布会于北京万达文华酒店成功举办。本次峰会共汇聚全球22国数百家开发商, 中东第一大开发商Emaar、美国第一大住宅开发商Lennar在内的全球顶级开发商均派出代表参与本次峰会。同时, 本次峰会获得华尔街日报、美通社、《曼谷邮报》、《路透社》、Financial Times等知名媒体报道, 聚焦全球百家重量级媒体影响力。



MEDIA

We cooperate with media in China, USA, UK and Italy to give the company the maximum press coverage possible. Our coverage is not limited to local or national media but also foreigner media present in the country of choice. We cooperate with media of English, Chinese, Italian, Korean, Japanese, French, Arabian and German languages.

PRESS RELEASE

Why are they important:

- Announcing a new apartment
- Improving brand image
- Viral possibilities
- Get more customers

A professional press release can change the perception of a brand and the possibility to be published. Social Cloud has created more than 500 press releases for companies

Media

RELATIONS



MEDIA STATS

- 9 Millions+ Media impressions
- 97% of Social Cloud press release published
- 2000+ Media available
- 2 Million+ PR value

INFLUENCERS

Lifestyle and luxury 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

+8M

SOCIAL
ENGAGEMENT

+5K

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 is not possible.

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%



er of the Mainland, China's fashion explored by the global design sense of this colorful and into the art of clothing

化吸引了全球时尚人士
背后故事，向您展

<https://ymlp.com/zt8Aaq>



Linking People Smile

Be a part of the family!

<https://ymlp.com/zqKbrD>



SocialCloud

MARCH NEWSLETTER

Sharrow Bay別墅

<http://ymlp.com/z4HhgD>

+160K

CONTACTS IN
CHINA

+44K

CONTACTS IN
USA

+30K

CONTACTS IN
UK

+20K

CONTACTS
IN ITALY

EVENTS

There's something magical about face-to-face marketing and about getting potential buyers to experience a home. According to what the consumers care the most, a conference with potential buyers can be the perfect opportunity to clarify their doubts, educate them about legal situation and all lead to a smoother relationship.



FORUM & COMMUNITY

Social Cloud has accounts (personals, managed by real people), post and comments in more than 30 different real estate forums in China. Interact with people about visa, legal and life situations in overseas countries, engage more customers in the company and the product

◆ 房价真的能跌? 抗跌?	咖啡初茶	1486	11
⊖ 浅谈房屋与健康	红艺3344	22001	696
⊖ 滨海新区欢迎你	乳山银滩海景房	26320	743
⊖ 我来回答天津房事各种问题。	快乐的麦纸	232236	3600
⊖ 周五之前应该有一次降准, 最晚4月15日之前, 最佳日期4月9日。	80后60岁走遍全球	276362	3902
⊖ 一线房价不腰斩, 坚决不买房, 哈哈	移民路上的群众	14083	207



THANK YOU



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*All the samples in this deck are from Social Cloud works.
For privacy we cannot disclose the names of our real estate clients*