

Social in China



2 Lessons

NEW

Lesson 1 21 min

Lesson 2 23 min



Learn about

China's size and economic development positions it as a marketplace rife with opportunity, and its burgeoning middle class has brought with it a new generation of eager and sophisticated shoppers, whose buying habits are greatly informed, encouraged and facilitated by social media platforms. So, in this lesson, we'll take a look at China's social media landscape: seeing how it differs from what can be found in the West, and how eCommerce is deeply woven into its functionality.



Lesson Overview

Lesson 1: China's Social Media Landscape

A close look at China's social media landscape: seeing how it differs from what can be found in the West, and how eCommerce is deeply woven into its functionality.

In this lesson you will learn:

- ✓ Compare social media and its influence in China with social media in the West
- ✓ Identify the audiences that are driving consumerism in China
- ✓ Learn about China's key social media platforms
- ✓ Recognise the role Key Opinion Leaders play in influencing customer behaviour

Lesson 2: China's Social Media in Action

An exploration of Chinese social media in action, taking a look at how it's being used by Western brands to win over Chinese audiences on their home turf.

In this lesson you will learn:

- ✓ Learn about how Western brands have found success in China
- ✓ Understand how WeChat, Weibo and KOLs can be used to promote your products and build your brand
- ✓ Learn about how WeChat and Weibo dashboards can help you measure success
- ✓ Recognise the importance of nurturing real relationships