



• **What's WEIBO?**

"Weibo" (微博) is the Chinese word for "microblogging". Akin to a hybrid of Twitter and Facebook, Sina Weibo is one of the most popular social media platforms in China, and has a similar market penetration in China to that of Twitter/Facebook in the USA. China's main microblogging platform is called Sina Weibo, commonly just called Weibo. Weibo is one of the fastest growing tools for businesses worldwide that wish to access Chinese markets.

• **Why WEIBO?**

Due to Chinese government blocks on Facebook, Twitter, YouTube, etc in mainland China, Chinese Internet users are actively engaging in home-grown social media platforms such as Weibo to gain knowledge, read feedback, and make purchase decisions. There are fewer restrictions on what people can read on social media as compared with the internet. For this reason, social media is most effective channel to reach, engage & convert consumers in China. Chinese travel consumers look to see what others say about a destination or product, and research indicates that around 58% of all purchase decisions are influenced by such information.

• **WEIBO is helping NZ tourism businesses**

BTM is helping a number of tourism organisations and businesses to develop a Weibo strategy. For many, the strategy is to encourage patronage from Chinese living in NZ and Australia first. The feedback from local Chinese people can then help to influence those living in China who are planning their visit to New Zealand.



In addition to posting information on a tourism destination, product, or service, tourism businesses can run campaigns (called 'events' by Weibo), which encourage people to become 'followers' of that Weibo account. Campaigns could in the form of a competition with prizes available, or other forms of promotion. Examples of how a Weibo campaign strategy can look are shown below:



Weibo information post



Advertisement in Chinese newspaper (for NZ based Chinese)



Campaign poster on Weibo

• **How can BTM help you?**

BTM will look after everything for you when it comes to Weibo. We have over 20 years experience in NZ tourism, and have a Chinese team who are focused primarily on Chinese online and social media projects.

- ✓ Open an Enterprise level Weibo account
- ✓ Manage your Weibo profile
- ✓ Post your latest product or service information on Weibo
- ✓ Set up a Youku account, add videos, and post links from Weibo (YouTube not accessible in China)
- ✓ Promote your information on BTM's own Weibo accounts
- ✓ Reply and comment to Chinese people who ask questions or show interest in your products or service
- ✓ Keep you in the loop of the Weibo's trends in tourism
- ✓ Run campaigns on Weibo with promotion on online sites, newspapers (for local Chinese & VFR), Skykiwi, etc