

Burson-Marsteller China

WEIBO Strategy Planning



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Weibo is today such a critical social media channel for broad-based digital communications and WOM sharing in China, that no company can ignore the marketing-communications opportunities within it.

With over 200 million Chinese netizens actively participating in Weibo content generation and sharing mechanisms, crafting an effective channel and content strategy is key to PR & Communications Planning.



D/BM | Burson-Marsteller's social media influencer practice

D/BM Weibo Strategy Planning V.1

Contact Burson-Marsteller China Leadership for more info.



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Package	Details
Weibo Opportunities Assessment for Marketing & Reputation Management	Comprehensive reporting on opportunities. Assessment of weibo channel (Sina, Tencent, etc), total relevant audience segmentation by demographic and geographic variables + relevant industry conversation volume and sentiment analyses + Influencer overview + Actionable recommendations
Weibo Planning and Operations Setup	Comprehensive channel strategic planning including weibo corporate/ brand/ product positioning + Weibo page design + Weibo overall content strategy (tone and style, frequency, etc) + weibo resource planning + KPI/ ROI measurement template development + Guidelines development + Issues and Crisis management guidelines
Weibo Management	Content development and content posting/ updates, comment response, monthly reporting on KPI.
Weibo Campaigns Development	Creative planning, content development, and reporting

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