A consulting company born from Wechat
一个基于微信的留学咨询公司

— Laocha
Why Wechat? 为什么是微信

Half of China’s population are using Wechat.

The average time spend on Wechat of users is nearly 50 minutes every day.

We do everything on Wechat, and we do not use name card anymore, we do not read books anymore, and we do not bring wallet any more and we do not go to education fair anymore, and we do not take a look of the ads inside subway trains any more.

Wechat is becoming a bird cage, and we are the birds, of course, a good marketing platform as well.
Similar to subscribing to a newspaper, followers of a particular account can read articles sent from this account.

Major Function 1: Send out articles or message once a day

Major Function 2: One to one talk (word or voice)

Major Function 3: Additional functions
How to get followers?
如何获得粉丝？

- wechat moments
  - forward
  - continue
  - followers
  - to expand
  - quality articles

- wechat group
  - share

- Official account
  - Other Wemedia
  - Offline activity
Articles analysis
发送文章分析

<table>
<thead>
<tr>
<th>文章标题</th>
<th>时间</th>
<th>送达人数</th>
<th>图文阅读人数</th>
<th>分享人数</th>
</tr>
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<tbody>
<tr>
<td>2016年新西兰录取中国大陆学生数下滑四成，藤...</td>
<td>2016-04-06</td>
<td>76319</td>
<td>11483</td>
<td>1327</td>
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</tbody>
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阅读来源分布

- 公众号会话: 45.42%
- 好友转发: 15.72%
- 朋友圈: 37.77%
- 历史消息: 0.21%
- 其它: 0.88%

阅读发展趋势

- 图文阅读人数
- 送达人数
How to convert to contract?
如何将粉丝转化成客户？

1. Building trust: good quality articles, interviews, prompt reply
2. Wechat Seminars
3. Offline or online one to one consulting
<table>
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<tr>
<th>Name</th>
<th>Message</th>
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</thead>
<tbody>
<tr>
<td>阿黄</td>
<td>如果有什么要电话说的话，我的18408211077，请查 (13621367904)。</td>
</tr>
<tr>
<td>zh456</td>
<td>好的，我在北京丰台区，电话13621367904。</td>
</tr>
<tr>
<td>起舞</td>
<td>老师您好，我们想约4月23日的面谈。我们是17年的，我的电话是13370150046方女士，谢谢您！</td>
</tr>
<tr>
<td>起舞</td>
<td>老师您好，父母有银行贷款会影响孩子去美国读研办签证吗？谢谢。</td>
</tr>
<tr>
<td>请提醒我去学习</td>
<td>心理学博士是不是对语言要求非常高？大约读几年时间？花费大约多少？有没有可能得到奖学金或者国家留学基金的资助？还有，我专业并不对口，影响大吗？</td>
</tr>
<tr>
<td>肖蔷</td>
<td>你好，我申请加助li paopao_yan的微信总是没回复，请问有什么条件限制吗？</td>
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How to convert to contract?
如何将粉丝转化成客户？
How to convert to contract?
如何将粉丝转化成客户？

Offline and online one to one consulting
1. If limited resources, you might consider giving up other marketing channels, focusing on WeChat until more powerful social media emerges.

2. Set up a dedicated team, responsible for content, marketing, reply to inquiries, organize competitions or events, and interact with followers.

3. Study the functions provided by WeChat platform, and build a mobile app on WeChat.
Contact me
联系我
Scan the code, and follow me
You can leave your address, and I will send you my book
Thanks