

Content and social Medias' marriage in 2013

Content marketing has been around for over 100 years, Brands are looking for ways to differentiate themselves and content marketing is the pivot. However, this year marketers in aligning all marketing with content for competitive advantages. In China market, branded content is significant in the market, and developing a *content brand* takes an audience-first approach to business storytelling that builds a loyal audience.

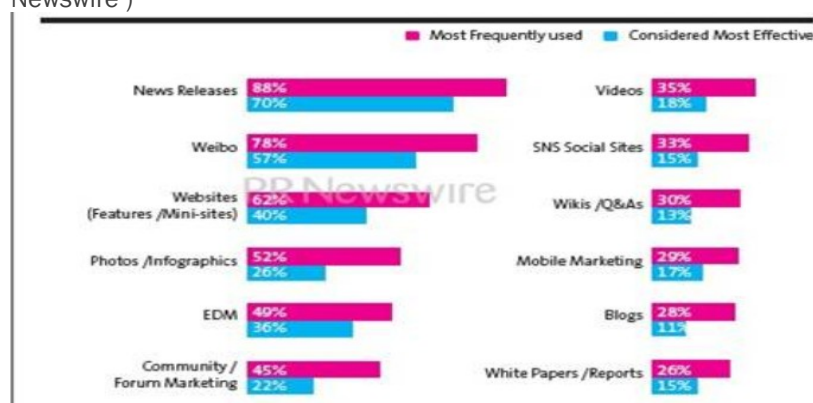
“Content is the main driving factor, with everything else as a means to present content” – Amy Chen, interactive marketing director at Coca-Cola China.

Content marketing is extreme important in China market. Content needs to work together as part of a larger strategy in order to deliver business goals. Also, a steady stream of high-quality content keeps conversations going and growing. The distribution and syndication of your content enable discovery and pull new leads into your sales funnel

Key one : Content marketing Channels and Options in Chinese market.

“Every type of media has its value. The most valuable content can maximize its value only when it is distributed via the most effective media.”- Miss Chen, Senior Editor in Chief on Entrepreneur magazine

Content marketing channels and options in China 2013 (source: PR Newswire)



In 2013, News releases (88%) are still the most common form of content marketing in China. While, for Chinese companies, use of Weibo, websites (features /mini-sites), photos and EDM follows close behind, however, there are major differences in the extent of use of various content marketing tools and channels by companies of different types and sizes across different industries.

As compared to marketing professionals, communication professionals use content marketing tools such as news releases, photos, videos and Weibo to a greater extent, as they believe these deliver the best ROI. Most **B2B** companies from health care, finance and energy sector have the highest extent of use of **news release** while **B2C** firms use **social media** such as Weibo, mobile marketing, blogs and SNS social sites much more frequently.

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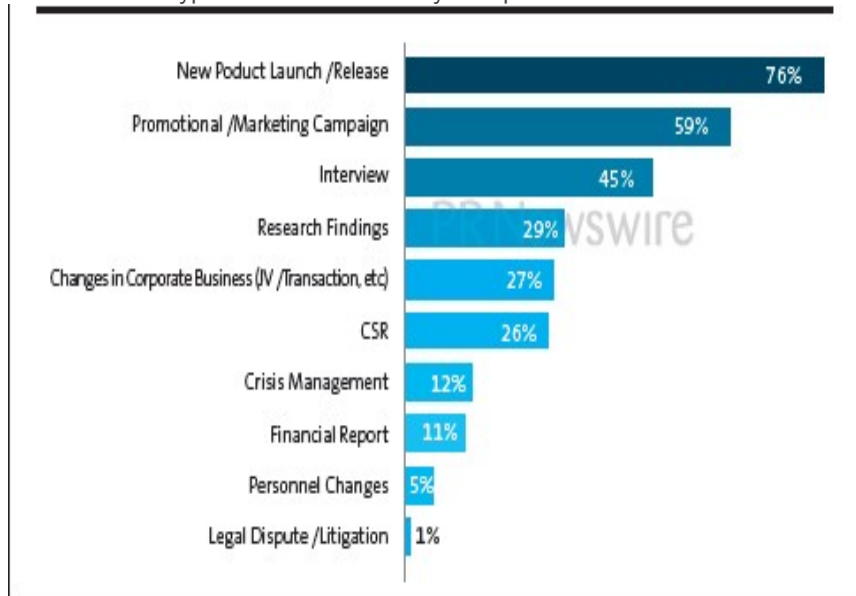
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Key two: The common type of news release in China

“Firms need to balance the ‘quantity’ of the news releases issued with the need to ensure the ‘quality’. - He kun, VP of Marketing Communications at Deutsche Bank of China

Content type of News Release by Companies in China in 2013

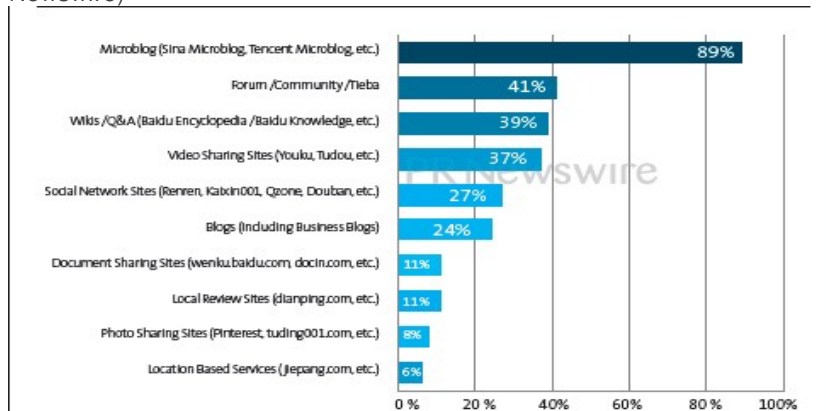


The majority of news releases issued by companies involve a new product launch (76%) or a promotional or marketing campaign (59%). B2C companies are more active in issuing news releases involving a new product launch /promotional campaign, corporate social responsibility (CSR) or crisis management than B2B firms. More than 42% of B2B companies issue news releases involving research findings, compared with B2C companies (18%). B2C companies (26%) are more active in issuing news releases involving CSR, compared with B2B companies (22%).

Key three: Social media Venues and Usage

“New media provide ‘nonlinear’ communication, while traditional media provide ‘linear’ communication. Micro-innovations bring about revolutionary change. New media enable powerful communication.”-Jin Cuodao, Vice President at Leho.com

Social Media Usage by Companies in China in 2013 (source: PR Newswire)



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From the above chart we can see that micro blog dominate the main media venues, **89%** companies considerate that micro blogs are one the most important new media venues for them. In addition, Companies of different types in different industries showed significant differences in their focus on various social media platforms and tools. For instance, IT and trade show sectors pay more attention to communities and forums, while Pharmaceutical, manufacturing, education, real estate and financial sectors attach the most importance to Wikis and Q&A sites

Key Four: Trends and Suggestions

As the internet, digital marketing and social media continue to develop, corporate content marketing is no longer limited to media or reporters, but becomes how corporate communicate their message to a variety of audiences through multiple channels including media, websites, search engines, Weibo and other social media, Wechat. New media audiences have more content options and more power to be an influencer and are more inclined to trust brands that have developed good reputations as a result of the what is being said about them on social media sites, making high quality content marketing all that more important.

Trends and Suggestions



Source:

http://www.warc.com/LatestNews/News/Content_marketing_key_for_Coke_in_China_news?ID=31281

<http://www.prnewswire.com/news-releases/content-marketing-institute-and-pr-newswire-launch-content-marketing-news-channel-125006529.html>

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