



# Social + Search

## Plan

# About This Plan

The plan will focus on getting your brand's Chinese social media accounts up and running, and to advertise across China's biggest search engines. We'll work on obtaining a verified status on your accounts, gaining followers and generating posts. We'll also create campaigns for your brand to maximise recognition in China.



## Pay in EUR or USD

Pay in Euros or Dollars, we'll make the exchange



## Get 24/7 support

24/7 support team in English, Russian, Chinese and Greek



## Quick onboarding

Sign up through our platform and start immediately



## Easy follow ups

Check in on the progress of your order

# What's Included



## WeChat Verified Account

Account creation, articles and post scheduling, monitoring and reporting.

WeChat has over a billion users. Post articles, create moments for your followers, run ad campaigns and create mini sites to introduce users to your product.



## YouKu Account Creation

Account creation, video posting, monitoring and reporting.

Take advantage of one of China's top rated video streaming providers. Create videos, run ads, and engage with followers to promote your presence.



## ICP / Hosting / Emails Consultation

Alibaba Account creation, Web Hosting, Server and Emails consultation.

Mobiblade is an official reseller of Alibaba Cloud. We help with Web Hosting, ICP licensing and website domains.



## Qihoo 360 Account Creation

360.cn account creation and ad campaign structure for a website.

Mobiblade will help you with opening an account and uploading the relevant documents.



## Keyword Research

Research for the thematic words in the search console.

Our certified SEO specialists will prepare the list of the words (keywords) specifically for your business.



## Weibo Verified Account

Account creation, post scheduling, monitoring and reporting.

445 million people use the micro blogging site, Weibo, every month. It's highly effective in targeting potential customers for your brand.



## iQiyi Account Creation

Account creation, video posting, monitoring and reporting.

Take advantage of one of China's top rated video streaming providers. Create videos, run ads, and engage with followers to promote your presence.



## Baidu Account Creation

Baidu account creation and ad campaign structure for a website.

Mobiblade will help you with opening an account and uploading the relevant documents.



## Sogou Account Creation

Sogou account creation and ad campaign structure for a website.

Mobiblade will help you with opening an account and uploading the relevant documents.



## PPC Ad Campaign Structure

Preparation of campaign structure in Baidu/Sogou

Our certified PPC specialists will organise all the fees and prepare your ad campaign structure.



# Workflow

## 1 Gather your documents

We have an online platform built to make communication easier. All of the services involved in this package will be visible in the portal so you can get live updates on what's ready and what's needed from you.

Sign up to [mobiblade.cn/portal](https://mobiblade.cn/portal) to upload documents, check on the progress of the services you've ordered, and see previous campaigns.

## 3 Set up and post on your social platforms

We'll create an account using all the features the platforms offer, create visuals, plan content and translate into Chinese.

- Customised menu on each account
- Welcome message & auto-reply
- Set up triggered messages (up to 5)
- Monthly content outline
- WeChat article translations (up to 4 monthly)
- Graphic designs for posts (up to 3)
- Graphic edits on posts (up to 16)

## 5 Set up and run campaigns on major Chinese Search Engines

Send us the requested documents for the creation of a search engine account. We will provide support in Chinese and will pass the censorship on your behalf.

## 2 Set you up in China

We'll provide consultation about ICP (Internet Content Provider) license, emails and hosting in China. We will assist with relevant parties to quickly move forward.

An ICP license is a necessary state-issued registration that allows a China-based website to legally operate in the country.

## 4 Manage and monitor your accounts

We'll manage, monitor and report to you about your accounts and keep them active and engaging.

- Follower interaction (up to 100 monthly)
- Unlimited users
- Monthly reports
- Planning
- KPIs
- Paid social
- Benchmarking
- Data exports
- 5 inspiration sources
- 5 Weibo and Weibo Competitors
- 5GB asset library

## 6 Management of your hosting

Mobiblade will open an account at Alibaba Cloud according to your needs. Simply provide us with your website URL and we will offer the appropriate Web Hosting solution for your needs in China.



# Set Up Fee

# €6000

A one-time fee to get you set up on all Chinese platforms. If you already have your accounts set-up, see our monthly fees below.

<b>WeChat Verified Account</b>	✓
<b>Weibo Verified Account + Ad Budget Top-up</b>	✓
<b>YouKu Account Creation</b>	✓
<b>iQiyi Account Creation</b>	✓
<b>ICP / Hosting / Emails Consultation</b>	✓
<b>Baidu Account Creation</b>	✓
<b>Qihoo 360 Account Creation</b>	✓
<b>Sogou Account Creation</b>	✓
<b>Keyword Research</b>	✓
<b>PPC Ad Campaign Structure</b>	✓

# Monthly Fees + Services

## Chinese CDN + Web Hosting Provider

**Based on Traffic**

The pricing of the content delivery network in China will depend on the traffic you get to your website.

## Optional Extras

Monthly fee

### SMM

**€1400**

We'll manage your social media accounts, all in one place.

## Advertising Budgets

Minimum recommendation per month

<b>WeChat</b>	<b>€3000</b>
<b>Weibo</b>	<b>€1000</b>
<b>YouKu</b>	<b>€1000</b>
<b>iQiyi</b>	<b>€1000</b>
<b>Baidu</b>	<b>€1000</b>
<b>360.cn</b>	<b>€1000</b>
<b>Sogou</b>	<b>€1000</b>

Prices do not include VAT

Official Main Sponsor of the Cyprus Sailing Team 'Valkyrie'

