

AN INTRODUCTION TO

DIGITAL CHANNELS

Leveraging Digital in the Yarra Valley

The Yarra Valley has multiple channels promoting the local tourism offering, with Chinese websites, and official social media accounts on both WeChat and Weibo to help Chinese travellers plan their visits to the Yarra Valley.






































The Yarra Valley also works with travel-related Key Opinion Leaders (KOLs) who undertake local visits to help increase awareness and understanding of our region, as they reach out to their, often sizable, audiences.

KOLs post about their experiences on Weibo and provide feature articles on their own WeChat accounts and other channels, allowing you to leverage and further build awareness of your business through hashtags and shares.

Operators are encouraged to provide unique and inspiring images, video content, story angles and product updates to Wine Yarra Valley / Yarra Ranges Tourism for potential release via the official channels.



China's Digital Ecosystem

China has its own digital and social media ecosystem, as many Western social media platforms are banned.

Western Brands	China Brands
 facebook	 Wechat  Weibo
 twitter	 Weibo
 Instagram  Pinterest	 RED  Weibo
 yelp  Zomato	 Dianping
 amazon	 Alibaba  JD.COM  RED
 tripadvisor  Expedia	 TripAd.cn  马蜂窝 Mafengwo  穷游 Qyer  去哪儿? Qunar.Com  Ctrip  途牛 Tuniu  飞猪 Fliggy
 NETFLIX  YouTube	 爱奇艺 iQiyi  腾讯视频 v.qq  优酷 Youku  哔哩哔哩 Bili Bili
 TikTok	 抖音 Douyin
 Google	 百度 Baidu
 Uber	 DiDi Didi

WeChat vs Weibo

Regarded as ‘the two pillars of Chinese social media’, understanding what WeChat and Weibo are, and the different functions they have, will be at the front of any Chinese social media strategy.

	 <p>WeChat</p>	 <p>Weibo</p>
Overview	<ul style="list-style-type: none"> • Most popular social media in China, a ‘super App’ developed by Tencent. • There are different types of accounts on WeChat - personal accounts are used by individuals, while businesses can create WeChat Official Accounts to stay in contact with their customers and post promotional information. 	<ul style="list-style-type: none"> • Often labeled the ‘Chinese Twitter’. • An open, public, microblogging platform, Weibo is used to discover interesting stories relating to the latest trends or entertainment. • Commonly used as a means to follow celebrities or influencers.
User Statistics	<ul style="list-style-type: none"> • Monthly active users - 1.132 billion, average daily users - 619.6 Million (Q2 2019). • Chinese users spend an average of 80+ minutes a day within the app. • 45 billion messages sent daily. • 90% of WeChat users are between 18-36 years old. • 70 million people use WeChat outside of China. 	<ul style="list-style-type: none"> • Monthly active users - 486 million, average daily users - 116.7 Million (Q2 2019). • Average visit duration of nearly 9 minutes. • Popular among young white-collar workers and the urban online population.
Features	<ul style="list-style-type: none"> • Voice messaging, moments and KOL ads, scan QR codes and mini-programs (Apps within WeChat). • WeChat Official Accounts that function as business pages are another integral feature. 	<ul style="list-style-type: none"> • Information, sharing, and the opportunity to engage with other users. • Higher posting frequency than WeChat • Posting comments, music, live streaming and e-commerce
Strengths	<ul style="list-style-type: none"> • A great platform for ongoing brand exposure that allows your brand to reach and capture a large audience in an efficient way. 	<ul style="list-style-type: none"> • Weibo lends itself more to content sharing, visibility and community building, despite having a smaller user base than WeChat.
Opportunities	<ul style="list-style-type: none"> • With over 500,000 Australian residents born in China, Australian businesses now utilise the App to target Chinese audiences within Australia. • The success of your official account hinges on your ability to produce and publish quality content on a regular basis. If having your own Official Account is not for you, look to third-parties which can be leveraged easily and cost effectively. 	<ul style="list-style-type: none"> • Impressive user volumes and abundant active influencers make Weibo an ideal platform for foreign brands to deploy advertising strategies and boost their presence in China.

Other Key Platforms

There are a range of other tourism platforms, review sites, online travel agencies and blog/social networking platforms that should be considered as part of your China strategy. These platforms can provide highly-targeted and cost-effective solutions to reach your potential target travellers.

Visit Victoria & Tourism Australia

Promote your business across official websites, including visitvictoria.com (which is linked to the Chinese language variant visitmelbourne.com/cn) and australia.com to increase your online exposure, by listing your business on the Australian Tourism Data Warehouse.

Mafengwo

Social networking site that enables users to share their travel experiences. With more than one million entries of user-generated travel content and over five million ratings and reviews, Mafengwo.com provides information on hotels, flights, travel routes, visas and insurance.

Ctrip

China's largest online travel agency, where Chinese travellers can access comprehensive destination information and book Australian experiences.

Dianping

Dianping is one of China's leading platforms for lifestyle services. It is used mostly for quality reviews on restaurants, but also for reservations, group buying, delivery, and discounts on entertainment, movies, fitness and beauty.

Red (Xiao Hong Shu)

The Red App targets 18-35 year old women and is used mostly for sharing shopping tips and reviews. The platform has its own cross border e-commerce, the RED store, for foreign luxury goods.

Baidu

If you already have a Chinese version of your website, having a presence - and optimizing your website - on Baidu, the largest search engine in China, is your next step to increase visibility, attain better search engine rankings and get your business in front of the Chinese market.

Next Steps

- 1 Identify your preferred digital platform/s - register and verify official accounts as needed
- 2 Provide content (updates, stories, images, video) to Wine Yarra Valley / Yarra Ranges Tourism
- 3 List your business on the Australian Tourism Data Warehouse (contact Yarra Ranges Tourism for a subsidised listing)
- 4 Leverage partners to expand reach eg TripAdvisor, Visit Victoria
- 5 Engage in paid advertising promotion/marketing activities on chosen platforms



Yarra Valley
WeChat Mini Program



Wine Yarra Valley
Official WeChat Account



Yarra Ranges Tourism
Official WeChat Account



Wine Yarra Valley
Official Weibo Account