Industry Updates Session

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China Perspectives: The rise of the ‘super-platform’ social media apps and their significance for the academic publishing community
Charlesworth China Overview

• Working with Publishers to maximize market impact in China
  • 19 years experience
  • Offices in Beijing
  • Our China services
    • Author Services
    • China marketing consultancy
    • Digital marketing and social media
    • Consortia and site license sales
    • Rights representation
  • [https://www.cwauthors.com/Chinarepresentationpub](https://www.cwauthors.com/Chinarepresentationpub)
  • [http://www.cwrepresentation.com/social-media-management](http://www.cwrepresentation.com/social-media-management)
The Social Media Landscape

• High number of internet users – 50% + China v 76.8% USA
• 400m active monthly users (est. 40% spend more than 25 hrs. per week on social) v 116 mins per day (13.53 hrs. per week) USA
• Western platforms not present
• China firewall – censorship laws
  • No Facebook/Twitter/YouTube
  • LinkedIn is present
  • Baidu – one of China’s search engines (no Google)
  • WhatsApp is censored
  • Instagram blocked

• Opportunity: brand build for academic publishers
The rise of the Super Apps
Weibo and WeChat

Weibo
- Micro blogging platform - Twitter/Facebook hybrid
- 392m monthly active users (2017)

WeChat
- Most dominant app in China (90% China users)
- 1 billion active users each month worldwide (Feb 2017)
- Compare to WhatsApp – 1.5 billion monthly users worldwide
- Compare to Facebook – 2.23 billion MUA worldwide
- Growth areas: South East Asia and South Africa but still China dominant
WeChat

• Integral to daily lives
• Multipurpose lifestyle app + gaming
• Fits with the growth of digital payments in China
  • Cashless Society
  • WeChat Pay
• WeChat Eco system – rapid rise in mini apps
• CWKnowledge – 10 min videos on mini app

Skill: use the right platform to push the right message at the right time to targeted audiences
Promoting Publisher Content

• Targeted ‘bite-size’ informative content
• Drive increased followers
• Balance your content for your followers:
  • China focused research
  • Issues of interest to the research community

• Example posts for publisher content:
  • Calls for papers;
  • Profiles of special issues;
  • Press releases;
  • Interviews with editors and high-impact authors.
Charlesworth WeChat Gateway

- **Web based tool** – to facilitate WeChat content distribution
- **Marketers:**
  - Targeted messages to authors via WeChat on their mobile phone
  - Statistics and reports – analyse your content engagement and followers
- **API:**
  - API from 3rd party systems into Gateway and WeChat
  - 24/7 communication via Chatbot technology
- **Customer Service:**
  - deeper author engagement, automation and increased efficiency into customer support