

# Tips on Chinese Social Media Trends



Quick Tactics to Succeed in Today's Chinese Social Internet Jungle!

Michael Micheleni  
迈理倪

3W咖啡深圳：【3W咖啡深圳沙龙预告：中国创业公司如何挺进英文社交媒体】7月26日（周四）晚19:30，美国互联网市场营销顾问Michael Micheleni，现场解析中国创业公司如何利用Facebook、Twitter这样的全球性英文社交网络媒体进行市场营销。首次英文沙龙（配现场中文翻译）。活动报名：  
<http://t.cn/zWSLLZ4>



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**3W** English social media tactics for chinese startups  
——中国创业公司如何挺进英文社交媒体

嘉宾：Michael Micheleni  
美国互联网市场营销顾问，创业社区“Startup Tuesday”创始人，擅长社交媒介营销。擅长于国际化，已获准booksite注册和谷歌adsense证书。在中国深圳生活工作了四年，Michael非常了解中国公司，希望利用英语社交网络帮助国内公司发展的需求相结合。

内容：Quick ways to get the maximum value in international markets from global English social media, such as Facebook and Twitter, for Chinese startups.

社交媒体日益成为全球营销和推广的不可或缺的手段，而国内创业公司在提供产品国际化的过程中，如何能充分地利用Facebook、Twitter这样的全球性英文社交网络媒体，进行有效的市场营销，是个值得的话题。来自美国的互联网市场营销顾问Michael Micheleni将与您分享经验。

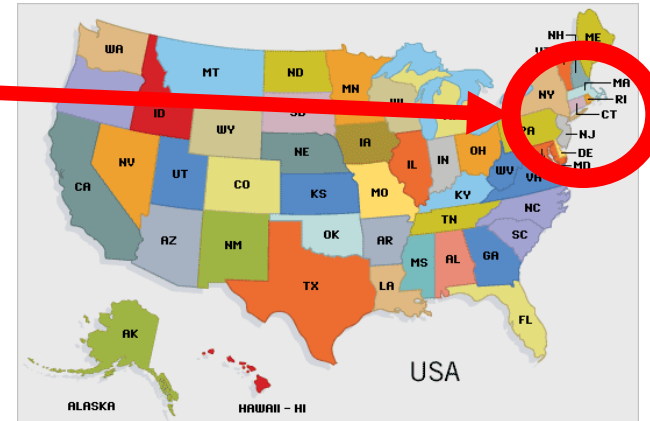
时间：7月26日（周四）晚19:30 - 21:00  
地点：深圳科技园北区/岗坪山脚/康州科技大厦/康佳一楼大堂  
路线：西丽地铁站：3W咖啡深圳，附近有南山道中，大老站，布坪山总站等公交站，深南大道多条公交线路可到达，末班车23:00。  
报名：请点击上方报名链接，并请在“补充说明”选项中选择您的公司或个人职务。  
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# About Mike

Michael Michelini 迈理倪

- Grew up in NorthEast USA (CT, NJ, NYC)
- 3<sup>rd</sup> generation American born
  - Grandparents from Italy, Russia, France, Canada
- First website in 1999
- Selling online since 2003
- Moved to China end of 2007



E-commerce company selling home & gift products B2C in USA

- Sourcing & logistics office in China
- Bridge between USA & China ecommerce companies

Latest venture – SocialAgent.me – helping companies find sales agents to build leads and sales



# I Make Chinese Babies Cry!



# Do Chinese Trust You?





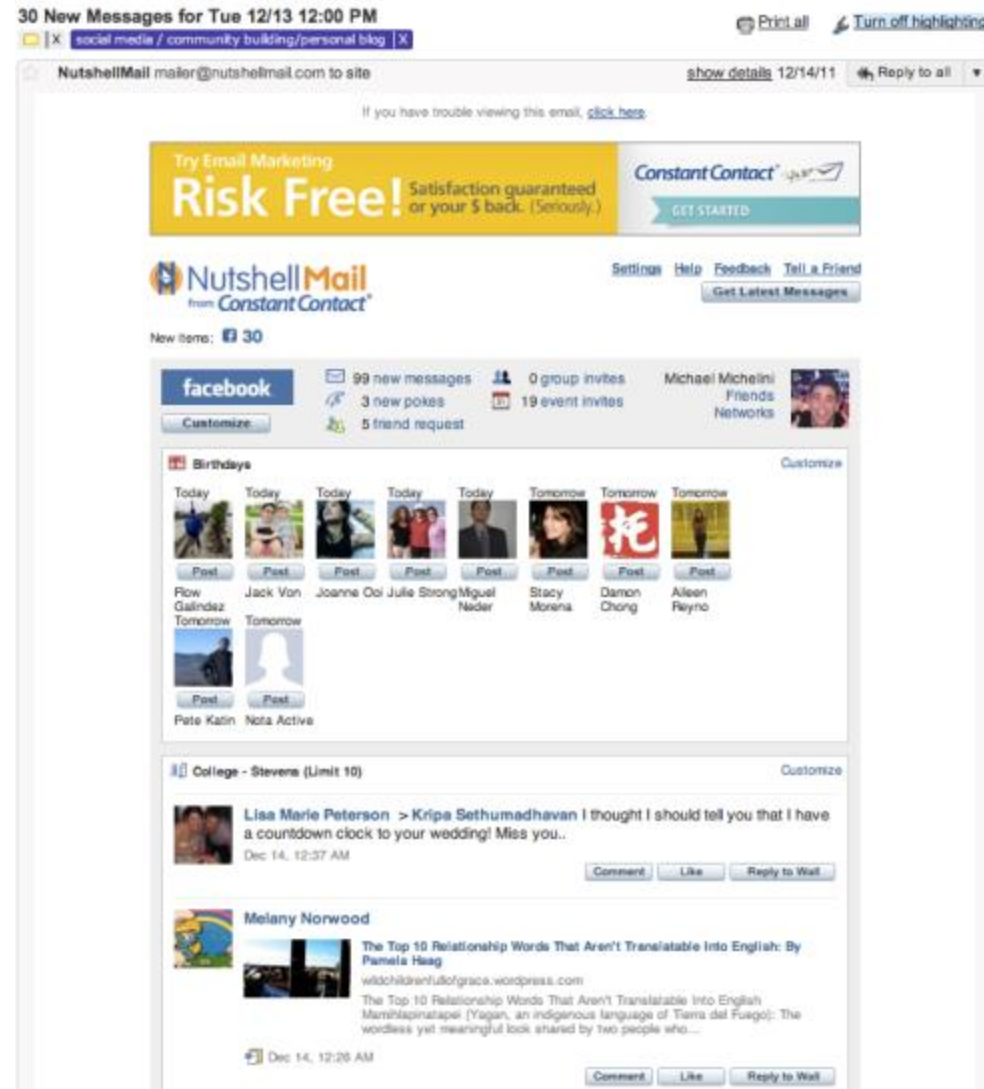
# 3 Ways To Represent Your Company

The screenshot shows a Twitter interface. On the left, there's a section for 'Dell support accounts on Twitter' with a list of regional support teams: Dell Cares (U.S., Spanish, German, French, Nordic), Dell Cares JP (Japan), Dell Ayuda (Latin American), Dell GmbH (Germany), Dell Aiuta (Italian), Dell Lyssnar (Swedish), Dell Care South Korea, Dell Ajuda (Portuguese), Dell Germany (Consumer), and Dell India (South). In the center, there's a photo of Tony Hsieh, CEO of Zappos.com, with a speech bubble saying 'Hi! I'm Tony Hsieh the CEO of Zappos.com.' Below the photo, there's contact information for customer service, interviews/PR, and marketing/sponsorships. On the right, there's a profile for 'Zappos.com CEO - Tony' (@zappos) with a bio and location. Below the profile, there's a 'Tweet to Zappos.com CEO - Tony' form and a list of tweets. The first tweet says 'I sent the following ema employees today: bit.ly/...' and the second says 'The day before somet Peter Diamandis'.

- Founder / CEO / Spokesman (1 person tweets)
- Department shares the account (recommend cotweet.com)
- Each worker has their own twitter / facebook account (@Startup\_Mary @Startup\_John)

## While Inside China

- Tweetymail
- Foursquare
- Nutshell Mail
- VPN
- Mac



# Weibo Vs Twitter / Facebook

	Twitter	Facebook	Sina Weibo
New People Can Read	Y	N	Y
Easy to Use	N	Y	Y
Comments In-Line	N	Y	Y
Open API	Y	N	50%
Ecommerce (E/C) friendly	N	Y	Y
SEO Benefit	Y	N	Y
B2B Relations	Y	N	Y



# Tencent Wechat is on the rise!

- Started as voice message exchange
- Now its become massive
- Micromessaging
- Group chats
- Social network

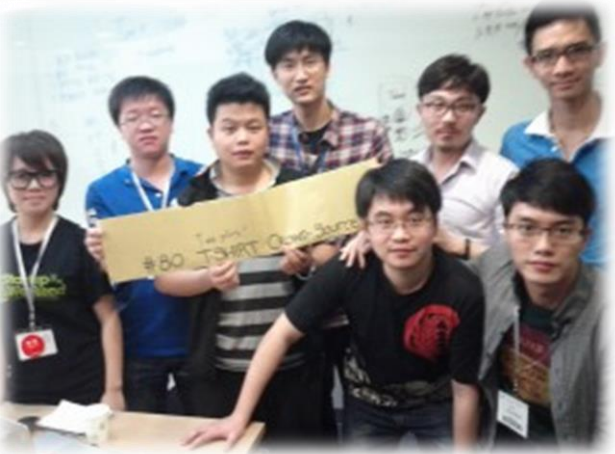




# People Like REAL



# Events Are Huge Ways To Get Exposure



 **Startup Weekend**  
**Shenzhen**

**Startup Weekend**   
**Guangzhou SW**  
powered by the Kauffman Foundation





# Sharing At Seminars



## Boyd Jones February 28th

Boyd has been involved in VC and Tech in Greater China since 1991. He is currently at Tech Holdings Limited 德意志创投管理(深圳)有限公司 and is also a key force behind the newly launched the Startup Labs in Taipei, Taiwan. Currently based in Shenzhen, he shares his thoughts on [www.kexin.cc/boydjones](http://www.kexin.cc/boydjones).

Topic: Startup Financing - Options from a Chinese Perspective 创业融资从中国的角度来理解

Follow Boyd on Twitter: @BoydJones

Website: [www.kexin.cc](http://www.kexin.cc)

Check out Boyd's Presentation here: [LINK](#)



## Yusuf Uqдах February 14th

CEO of [Data Boucing](#) and [Trials & Failures](#), he speaks about the importance sharing your ideas with others and getting much needed feedback to make your idea relevant to your audience. Yusuf also spoke on his experiences in being a mentor, as well as drawing IT projects as demands from users and the company itself change.



## This Week] Nick Plante, April 3

Nick Plante is the co-founder of [Wunder and Zerosum Labs](#). Formerly CTO of [Mogster](#), Organizer of [Rails Table](#) (largest global weekend hack competition), [Startup Workaway](#), created [RDoc.info](#), [Ruby / JavaScript / OSS](#) product hacker and wannabe designer. Experienced in the developer tooling and crowd-funding markets. Mentor at [TWALBR](#) in Shenzhen. His topic is on "How to find a technical co-founder".

## Upcoming Speakers



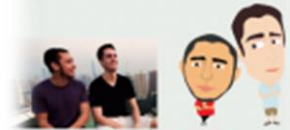
## Gao, April 10th

He graduated from the Master Program of [Kato Media Design](#), which focus on the development of interactive products and user experience design based on the concept of ubiquitous computing. He is working on a new high startup featuring the [Tomagone](#), a personal data visualization service which aims to help use know more about their daily activities, control behavior, control health. His topic is on "How to work with remote or local teams in a startup", and the tools he uses.



## David Zhang March 13

David is an experienced product manager designer for his former Chinese based startup, a world that has a high growth and rapidly in China. David has experience in managing various projects and has been engaged in Shanghai, China and he is excited to hear from those who experienced working with various products designed in China.



## Nick Ramil and Tim Nybo March 6th

Both the speakers young business entrepreneurs who received their education from University they are now in shared return in a variety of fields, such as engineering, investment and marketing. Currently business knowledge you can keep up to date with their background. Twitter: @nybo, @ramil

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