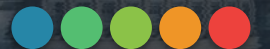




**LEVELUp**  
China Marketing Expert

# China Digital Marketing

Introduction 2018



# Disclaimer

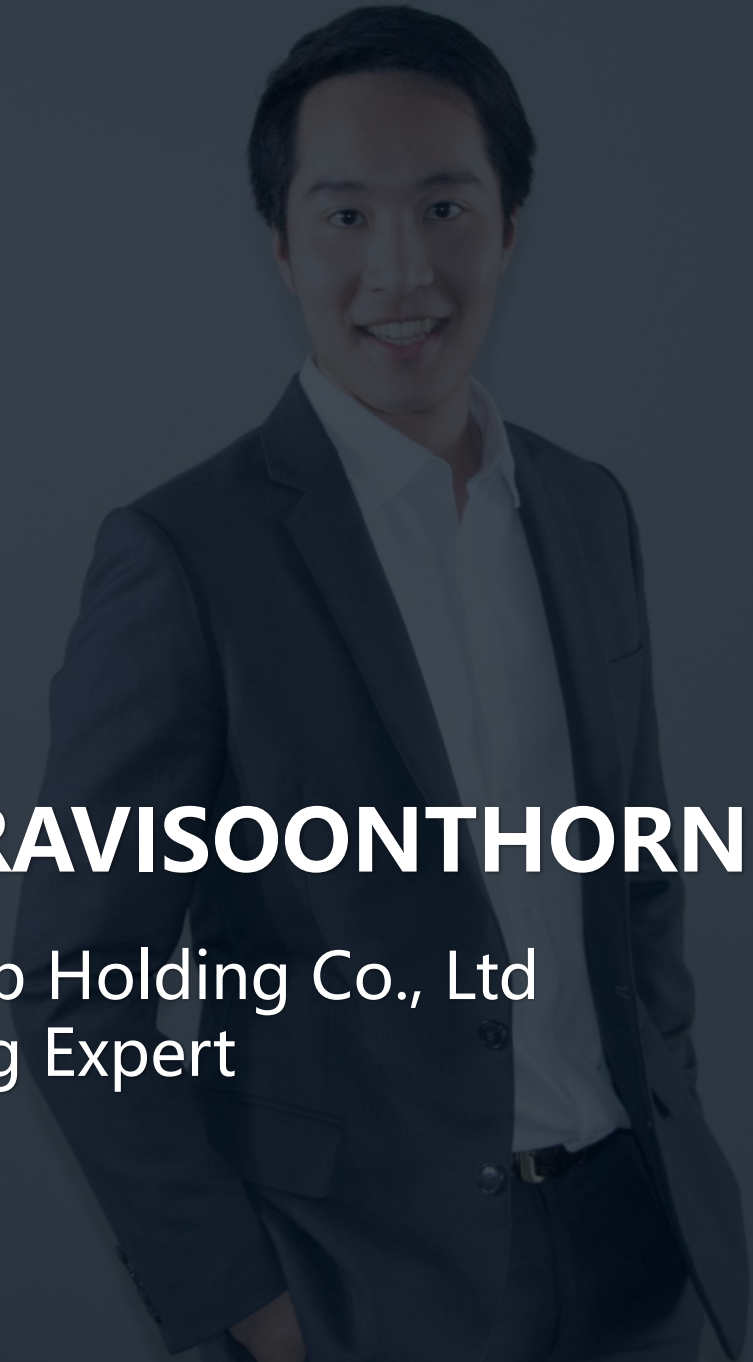


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*The opinions expressed are in good faith and while every care has been taken in preparing these documents, Level Up Holding Co., Ltd. makes no representations and gives no warranties of whatever nature in respect of these documents, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein.*

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PROFILE:

# ITTICHAJ ATHKRAVISOONTHORN

Co-Founder of Level Up Holding Co., Ltd  
China Online Marketing Expert



# Professional Experience



**Bank of America  
Merrill Lynch**



Was the youngest Relationship Manager and the only Thai Investment Banker in Top U.S. Financial Institutions namely J.P.Morgan Chase Bank Bangkok, and Merrill Lynch Singapore respectively.

**CHASE**



**J.P.Morgan**

China Strategic Consultant at Strategy613 based in Beijing. Advise large Thai companies such as Kasikornbank, Banpu, Minor on China market penetration and expansion.

**STRATEGY613**



ธนาคารกสิกรไทย  
KASIKORNBANK 泰华农民银行



战略六五三

Founded Level Up Holding Co., Ltd., No.1 China Marketing Consultancy & Agency. Focus on helping Thai companies plan and execute China digital marketing.



**ICBC**

中国工商银行

**MINOR  
FOOD GROUP**

**OLAY**



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Background

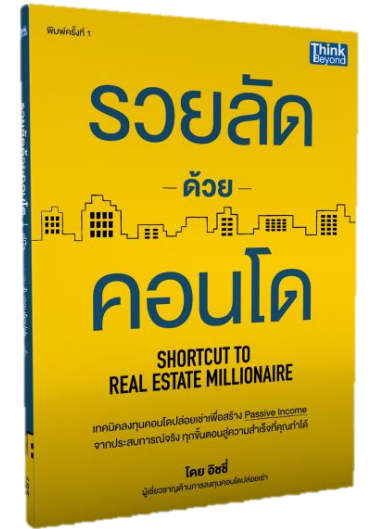
# Publications & Interviews



Best-selling author of "Shortcut to Real Estate Millionaire" and "China Social Media Marketing".

Interview with Bangkok Post and Post Today newspaper.

Columnist on China Marketing for Marketing Oops!, Marketeer, Bangkok Biz News



## Bangkok Post Marketeer



bangkokbiznews.com  
กรุงเทพธุรกิจ

## MarketingOops!



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Background

# Narrator / Speaker



Guest speaker and seminar host on "China Digital Marketing" and "Smart Real Estate Investment"

Overseas events including Singapore and China

Both Thai and Foreign audiences



Leading  
**Thai-China**  
Digital Marketing Agency





# About Us



## Level Up Holding

Level up is a digital marketing agency specialized in Thai to China Promotion. We are-one stop service for Thai companies that wish to attract Chinese customer.

Founded in 2012, Level Up has helped many Thai companies expands to China market through our services including strategic consultancy, business matching, online marketing social media management, key opinion leader (KOLs) promotion, e-commerce expansion, etc.

**“China Digital Marketing Specialist”**



# Our Vision



01

## Best-in-class solution

show cased by various trusted clients including large corporations listed on Stock Exchange of Thailand

02

## Experience

With **experience** of serving clients in broad range of industries including **Finance, Technology, Real Estate, Healthcare, and Tourism**, we can provide flexible and tailored made solution to suits your specific need.

03

## Long-term Relationship

We value **long-term relationship** and sustainable growth, therefore we strive to achieve maximum result with most **efficient** use of resource as possible.

# Professional Team



“Deep Understanding of  
**Chinese** Consumer”



## Team Nationality



Chinese



Thai

# Trusted Clients



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# Trusted Clients



# Media & Partners



Chinese Platform Co-operation



# Our Services



Strategies



Consulting  
Service

Social  
Media



Social Media  
Management

Content  
Writing



Review / Content

KOL



Key Opinion Leaders /  
Bloggers

# Our Services (Cont')



**E-Commerce**



**Chinese E-Commerce**  
TMall, Taobao, Meituan,  
Ctrip etc

**Online Advertising**



**Online Banner**  
News PR

**Offline Ads**



**Magazine Airport**  
media

**Enablement**



**WeChat Pay, Alipay**  
Integration

# Background

# China Online Market

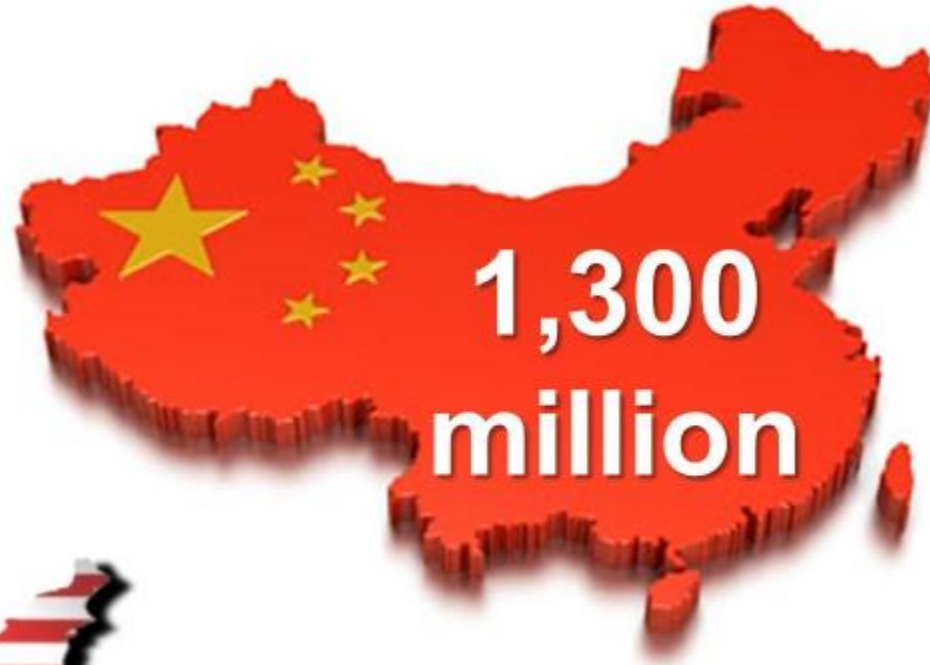


Chinese Tourism Marketing

# Why Chinese Market?



**11** trillion  
China GDP



**Fastest**  
Growing Economy

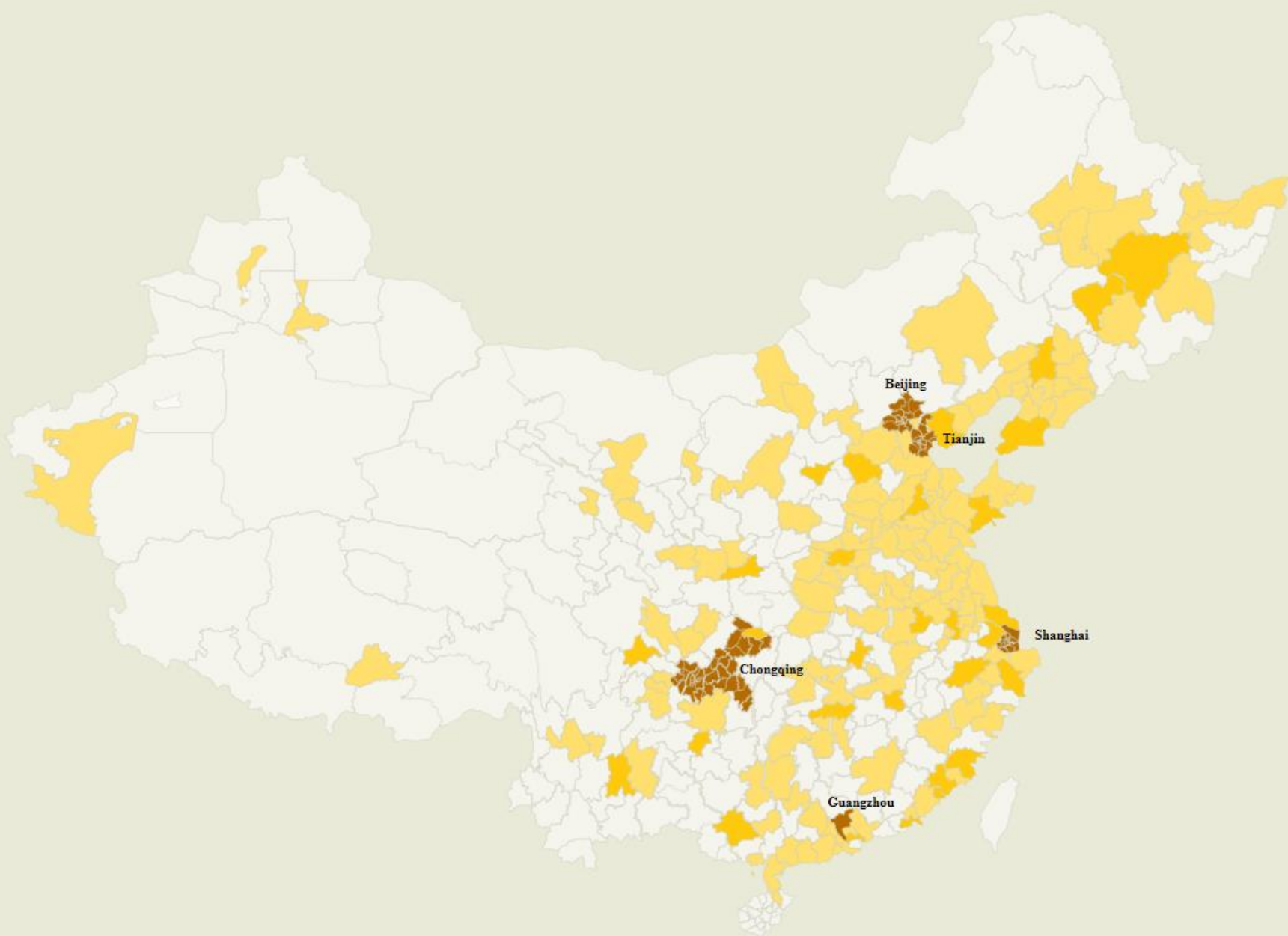


### COLOUR KEY

- T1 (Highest)
- T2
- T3
- T4 (lowest)

### Tier classification

Beijing, Tianjin, Shanghai and Chongqing are directly controlled by China's Administration Centre. Along with Guangzhou they make up the five cities which qualify across all three categories as tier one



Chinese Tourism Marketing

# Why Chinese Market?



**9.8 million**  
Tourists in Thailand

**฿542 million**  
Chinese Tourists Spending

# Changing Trend of Chinese Tourist Behavior



**Come with  
Tour**



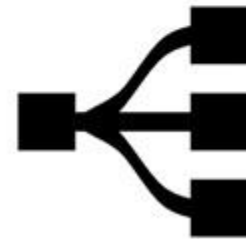
**FIT –  
Independent  
Traveler**

**Information  
from  
Brochure**



**Information  
from  
Internet**

**Fixed Route**

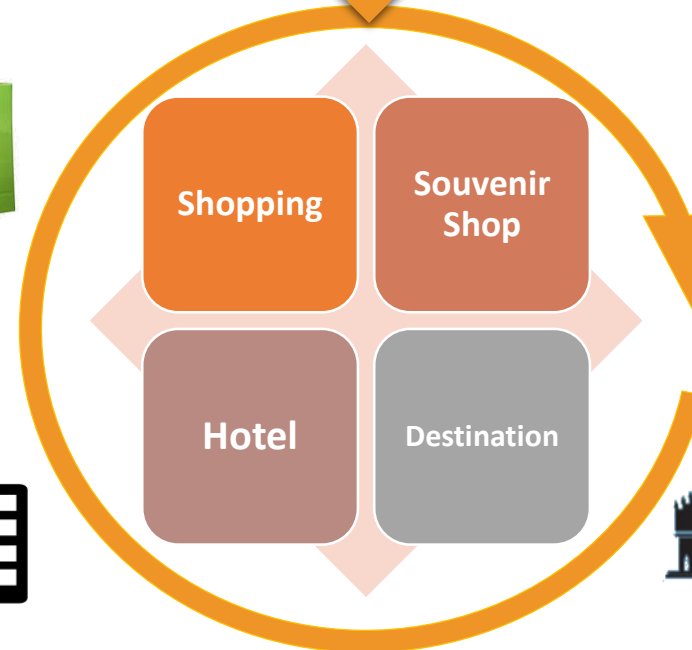


**Self-Planned  
Trip**

# China Tour Business Model

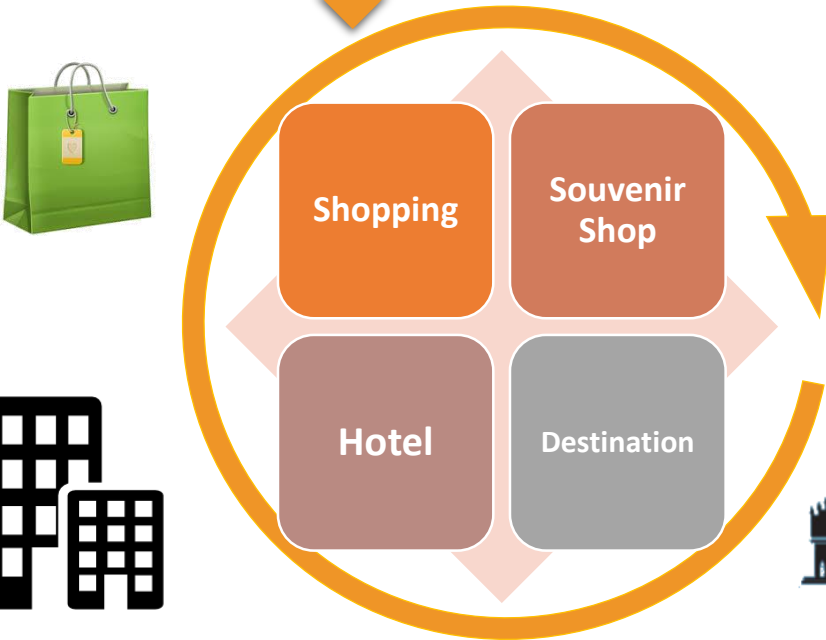
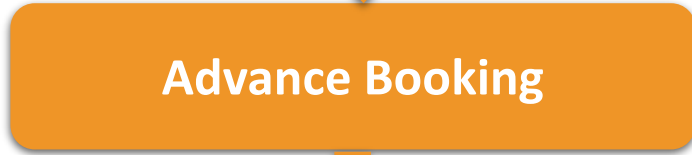


Tour Group



Chinese Tourism Marketing

# FIT Business Model



JAN  
2018

# TOP APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS



## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER / COMPANY
01	WECHAT	TENCENT
02	QQ	TENCENT
03	TAOBAO	ALIBABA GROUP
04	ALIPAY	ANT FINANCIAL SERVICES GROUP
05	WIFI MASTER KEY	SHANGHAI LANTERN NETWORK
06	TENCENT VIDEO	TENCENT
07	IQIYI	BAIDU
08	KUGOU MUSIC	TENCENT
09	BAIDU	BAIDU
10	QQ BROWSER	TENCENT

## RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY
01	WECHAT	TENCENT
02	QQ	TENCENT
03	TENCENT VIDEO	TENCENT
04	TAOBAO	ALIBABA GROUP
05	ALIPAY	ANT FINANCIAL SERVICES GROUP
06	BAIDU	BAIDU
07	IQIYI	BAIDU
08	YOUKU	ALIBABA GROUP
09	PINDUODUO	XUNMENG
10	JINGDONG	JINGDONG

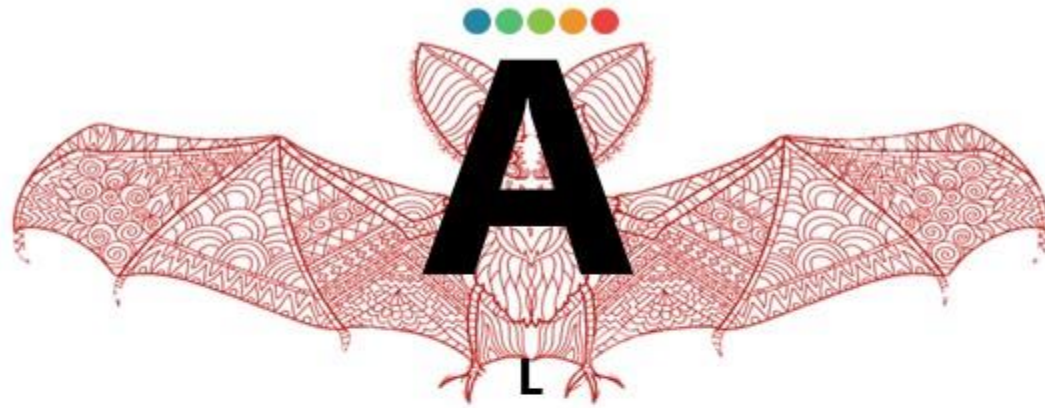
# Must-Have China Online Presence

# B

A  
I  
D  
U



No. 1 Search Engine



L  
I  
B  
A  
B  
A



No. 1 eCommerce

No.1 Social Media

# T

E  
N  
C  
E  
N  
T




























No. 1 Messaging App

No.1 Email



# TENCENT & ALIBABA: SOME KEY AREAS OF COMPETITION

AREA	TENCENT	ALIBABA
PAYMENTS	 WECHAT PAY (PAY.WEIXIN.QQ.COM)	 ALIPAY (ALIPAY.COM)
ECOMMERCE	 JD, VIPSHOP (JD.COM, VIP.COM)	 TAobao, TMALL (TAobao.COM TMALL.COM)
SOCIAL	 WECHAT, QQ (WEIXIN.QQ.COM, IM.QQ.COM)	 WEIBO (WEIBO.COM)
BROWSERS	 QQ BROWSER (BROWSER.QQ.COM)	 UC BROWSER (UCWEB.COM)
VIDEO	 TENCENT VIDEO (V.QQ.COM)	 YOUKU, TUDOU (YOUKU.COM, TUDOU.COM)
RETAIL	 YONGHUI, CARREFOUR (YONGHUI.COM.CN, CARREFOUR.CN)	 SUNING, HEMA (SUNING.COM, FRESHHEMA.COM)
CLOUD	 TENCENT CLOUD (CLOUD.TENCENT.COM)	 ALI CLOUD (ALIYUN.COM)
TRAVEL	 LY (LY.COM)	 FLIGGY (ALITRIP.COM)
BIKE SHARING	 MOBIKE (MOBIKE.COM/CN)	 OFO (OFO.SO)
ENTERPRISE PRODUCTIVITY	 WECHAT ENTERPRISE, TIM (OFFICE.QQ.COM)	 DING TALK (DINGTALK.COM)
MAPS	 TENCENT MAPS (MAP.QQ.COM)	 AUTONAVI (DITU.AMAP.COM)
BANKING	 WEBANK (WEBANK.COM)	 MY BANK (MYBANK.CN)
O2O ON-DEMAND	 MEITUAN DIANPING (MEITUAN.COM)	 KOUBEI / ELE.ME (KOUBEI.COM, ELE.ME)

# Marketing Strategy

## China Online Presence



Search Engine

Google



Baidu 百度

Baidu

Website



Landing Page  
in HK

Travel Blog



Mafengwo /  
16Fan

Forum



Taiguowang

Social Media



Weibo

E-Commerce



Taobao

Mobile Payment



Alipay/  
WeChat Pay

Messaging / Chat



WeChat

Food and Activities



Meituan /  
Dianping

LEVEL Up  
China Marketing Expert



# Baidu Strategy

No.1 Search Engine

# Online Presence Through Strategic Articles



## Top Search for "Must-Buy in Thailand 2018"

Baidu 泰国必买2018

百度一下

网页 新闻 贴吧 知道 音乐 图片 视频 地图 文库 更多>

百度为您找到相关结果约2,570,000个

**【泰国必买2018】泰国购物TOP 5国际大牌化妆品购物...**  
2017年12月13日 - 标题:【泰国必买2018】泰国购物TOP 5国际大牌化妆品购物攻略 泰国旅游的购物狂 分成两种 一种是买国际大牌的 有拿钱给烧钱 大抵是了解过泰国旅游时...  
<https://www.douban.com/group/> - 百度快照

**2018泰国清迈必买10大精品 - 梦想旅行**  
2018年1月12日 - 2018泰国清迈必买10大精品 Tum Ittichai 发表于2018-01-12 目的地 泰国 清迈 使清迈成为最佳的无任何负担的直线。乳胶枕头传统型玩以舒适习惯了长年使用...  
[www.mxtrip.cn/v/detail/](http://www.mxtrip.cn/v/detail/) - 百度快照

**【泰国旅游攻略】说走就走即买即用泰国购物清单 2018**  
2017年12月19日 - 如果你什么都没有带,看一下在泰国旅游的旅途中,有什么是可以即买即用,划算又不占行李箱空间的东东呢? 2018泰国旅游攻略推荐TOP 1 玉兰油OLAY多效修...  
<https://www.douban.com/group/> - 百度快照

**【图片】2018泰国精品必买清单—Top10【泰国旅游吧】\_百度贴吧**  
2018年1月12日 - 2018泰国精品必买 萨瓦迪卡泰国任何一次旅行之美,几乎都停留在一个个不经意的瞬间,停留在一个个无法预期...  
[tieba.baidu.com/p/5513](http://tieba.baidu.com/p/5513) - 百度快照

## Top Search for "Duty Free Shopping"

Baidu 泰国免税店 体验

百度一下

网页 新闻 贴吧 知道 音乐 图片 视频 地图 文库 更多>

百度为您找到相关结果约2,340,000个

**在泰国免税店买买买是一种什么体验?泰国旅游攻略 - 蚂蜂窝**  
7天前 - 泰国旅游攻略 / 在泰国免税店买买买是一种什么体验? 去看看> 不再显示蚂蜂窝账号登录 注册账号 登录方式 QQ 微博 微信 中国领先的自由行服务平台...  
[www.mafengwo.cn/v/8302](http://www.mafengwo.cn/v/8302) - 百度快照

**在泰国免税店买买买是一种什么体验? 搜罗时尚\_搜狐网**  
6天前 - 原价已经便宜了再加上免税店的免税加优惠打折,高档的国际大牌就可以被带回家,平时舍不得用的东东,就让自己在泰国买一次土特产吧。泰国OLAY的产品...  
[www.sohu.com/a/2184826](http://www.sohu.com/a/2184826) - 百度快照

**泰国曼谷免税店购物体验 - 蚂蜂窝**  
2016年10月11日 - 2. 市区店人实在太多了,个人购物体验一般般。3. 取用支付宝实在很...  
...除了机场内的免税店以外,在其他免税店购买的东东是付好款后在机场内...  
[www.mafengwo.cn/wenda/](http://www.mafengwo.cn/wenda/) - 百度快照

**曼谷王权免税店怎么买划算,看这一篇就够了**  
2017年12月5日 - 免税店约有两个世界杯足球场那么大小,是玻璃幕墙和钢骨... 6. 如果航班有变更,也不需紧,亲身体会 换成7小时后,当然,充足饭饱之后呢,你还可以在三楼购买...  
<https://baijiahao.baidu.com/s/> - 百度快照

**2018 泰国皇权/王权免税店 KING POWER 购物攻略(曼谷、史万利、...)**  
泰国的王权免税店分有 曼谷市区免税购物中心、史万利市区免税购物中心、芭提雅...这是免税的购物天堂,在这里你可以买到时尚、奢侈的商品以及体验spa、美容美发和...  
[wenzhang.16fan.com/a/1](http://wenzhang.16fan.com/a/1) - 百度快照

## Top Search for "Travel Thailand 2018"

Baidu 泰国旅游2018

百度一下

2018年,什么时候去泰国最合适?真相了\_搜狐旅游\_搜狐网  
2017年12月28日 - LIFE & JOURNEY 旅行,就是去过别人的生活。泰国这个热门旅游地,单纯的游玩,恐怕已经满足不了挑剔的你了。要去就去去过最本真的地方,体验...  
[www.sohu.com/a/2134027](http://www.sohu.com/a/2134027) - 百度快照

**2018春节泰国旅游 210香港往返5晚6天非凡泰国五星NY\_欣欣旅游网**  
2018春节泰国旅游 210香港往返5晚6天非凡泰国五星NY 关注(739)  
收藏 分享 立即穿越到手机本线路行程无购物,以您与旅行社签订的旅游系列合同为准。门市价: 3580...  
[www.cncn.com/xianlu/74](http://www.cncn.com/xianlu/74) - 百度快照

**2018年春节泰国旅游推荐\_2018年春节泰国旅游线路报价及价格**  
东南亚旅游 泰国旅游 泰国新马旅游 新马旅游 新加坡旅游 马来西亚旅游 日本旅游 韩国...【2018年2月含春节】泰国东方公主号 斯 12月31日 前两人报名立减500元 1月...  
[www.sz-cts.com.cn/zzz](http://www.sz-cts.com.cn/zzz) - 百度快照

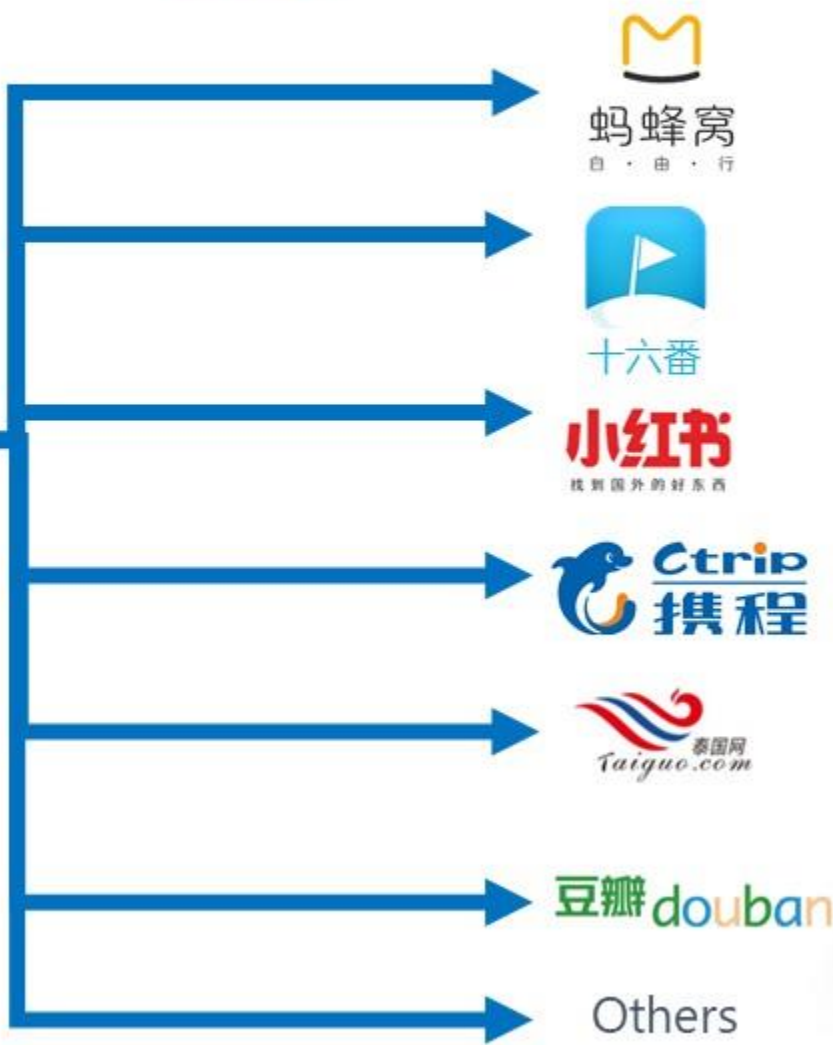
**2018泰国旅游攻略 泰国自由行政能 蚂蜂窝泰国旅游攻略游记 - 蚂蜂窝**  
|你去过泰国几十次,可能也不知道的事情>>>|初次见面请多关照-泰国旅行扫盲指南|泰国必体验清单!我都去过我会乱说!【大揭秘】泰国鲜为人知细节...  
[www.mafengwo.cn/travel/](http://www.mafengwo.cn/travel/) - 百度快照

**【泰国旅游攻略】说走就走即买即用泰国购物清单 2018**  
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<https://www.douban.com/group/> - 百度快照

# Online Presence Through Strategic Articles



Keyword analysis and content creation



# Our Service

## Online Presence Through Strategic Articles



Image planning, keyword selection, content writing, publishing

# Online Presence Through Strategic Articles



Platform	No. of Users	Highlights
 蚂蜂窝 自·由·行 Mafengwo	<b>590,000,000</b>	<ul style="list-style-type: none"> <li>• No.1 Travel Journals in China</li> <li>• 80% Independent Travellers</li> <li>• CNY100 million monthly</li> <li>• To look for travel idea</li> </ul>
 十六番 16Fan	<b>40,000,000</b>	<ul style="list-style-type: none"> <li>• No.1 Travel Forum in China</li> <li>• 70% of content are shared</li> <li>• 15 million Q&amp;A</li> <li>• To ask specific travel questions</li> </ul>
 小红书 找到国外的好东西 Xiaohongshu (RED)	<b>96,000,000</b>	<ul style="list-style-type: none"> <li>• No.1 Beauty Blog in China</li> <li>• Sold CNY100 million in 2 hours</li> <li>• 1 Billion new posts each day</li> <li>• To browse and shop lifestyle</li> </ul>
 Ctrip 携程 Ctrip	<b>250,000,000</b>	<ul style="list-style-type: none"> <li>• No.1 Travel Platform in China</li> <li>• 30 million travel reviews</li> <li>• CNY100 million monthly rev</li> <li>• To book tickets, hotels, tour</li> </ul>
 豆瓣 douban Douban	<b>200,000,000</b>	<ul style="list-style-type: none"> <li>• No.1 Entertainment blog</li> <li>• Music, books, fashion</li> <li>• Linked to ecommerce</li> <li>• To browse and express</li> </ul>
 泰国网 Taiguocom Taiguocom	<b>3,000,000</b>	<ul style="list-style-type: none"> <li>• No.1 Forum on Thailand</li> <li>• 2 million posts</li> <li>• 350,000 followers on social</li> <li>• To get info specific to Thailand</li> </ul>
 去哪儿? 携程 Qunar.Com Qunar	<b>45,000,000</b>	<ul style="list-style-type: none"> <li>• No.2 Travel Platform in China</li> <li>• Backed by Baidu and Ctrip</li> <li>• 100 Billion trading volume</li> <li>• To book tickets, hotels, tour</li> </ul>
 堆糖 Duitang	<b>300,000</b>	<ul style="list-style-type: none"> <li>• Fast growing social site</li> <li>• 25%-30% growth per month</li> <li>• High quality users</li> <li>• To look fashion and trends</li> </ul>
....	Others	....

**Potentially reach 1,200,000,000+ Chinese customers**

# การค้นหาก็เกี่ยวข้องกับสวนหงหนูเป็นภาษาจีน



经数据分析得到词频最高

的词为**泰国**，达**147**个；

其次为**芭提雅**、**表演**、**大象**等

การค้นหาก็เกี่ยวข้องในเครื่องมือค้นหาภาษาจีน:

ประเทศไทย พักยา การแสดง ช้าง ตัว/บัตร กรุงเทพฯ เวลา ผลไม้ ทะเล  
บุฟเฟต์

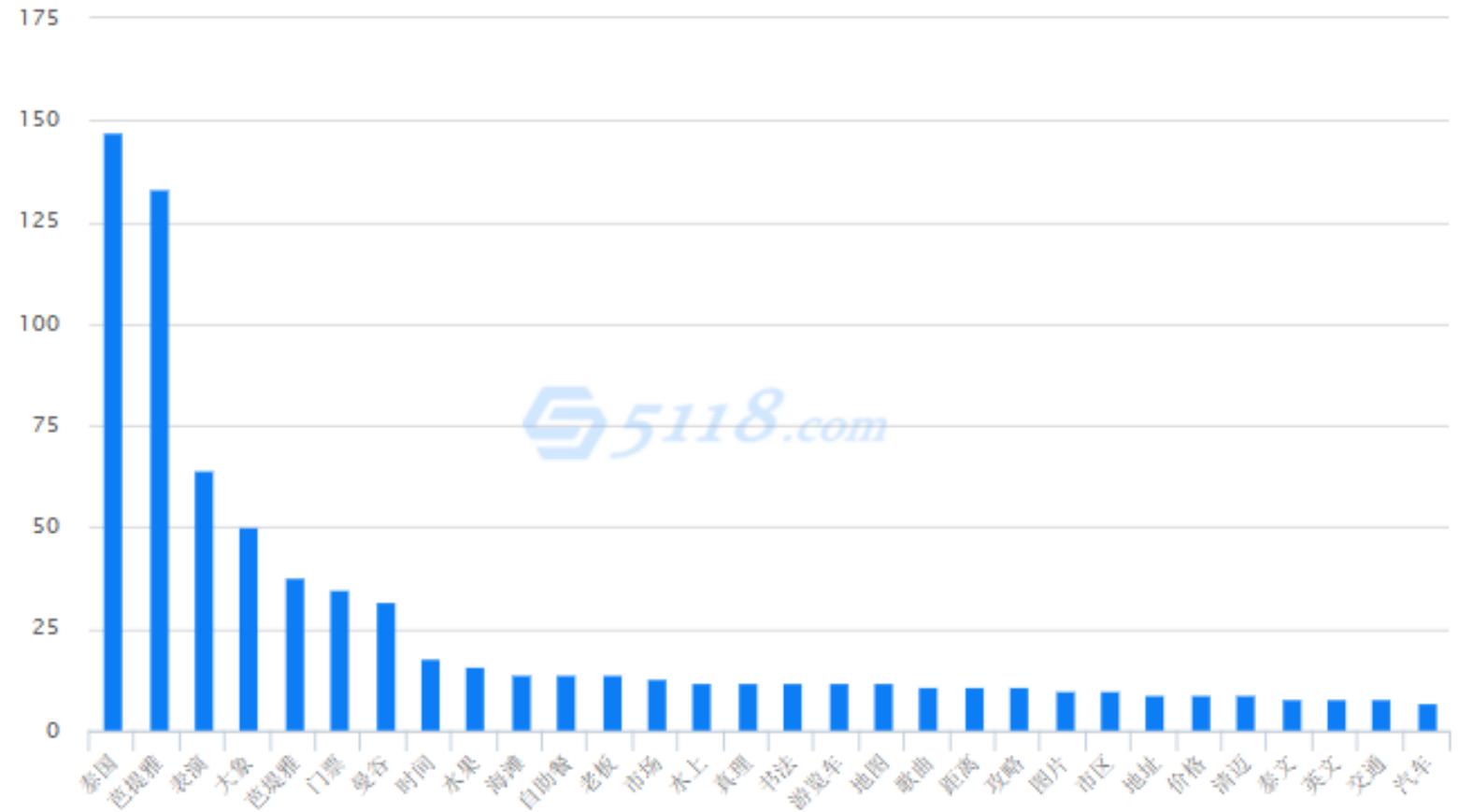




# การค้นหาคำที่เกี่ยวข้องของสวนหงหนูเป็นภาษาจีน



经数据分析得到词频最高的词为泰国，达147个；其次为芭提雅、表演、大象等



# การค้นหาที่เกี่ยวข้องของสถานที่ท่องเที่ยวในพัทยา



经数据分析得到词频最高

的词为**泰国芭提雅**，达30个；

其次为**曼谷**、**旅游景点**、**泰国**等

การค้นหาที่เกี่ยวข้องในเครื่องมือค้นหาภาษาจีน:

**ประเทศไทย พัทยา กรุงเทพฯ สถานที่ท่องเที่ยว การเดินทางในพัทยา**



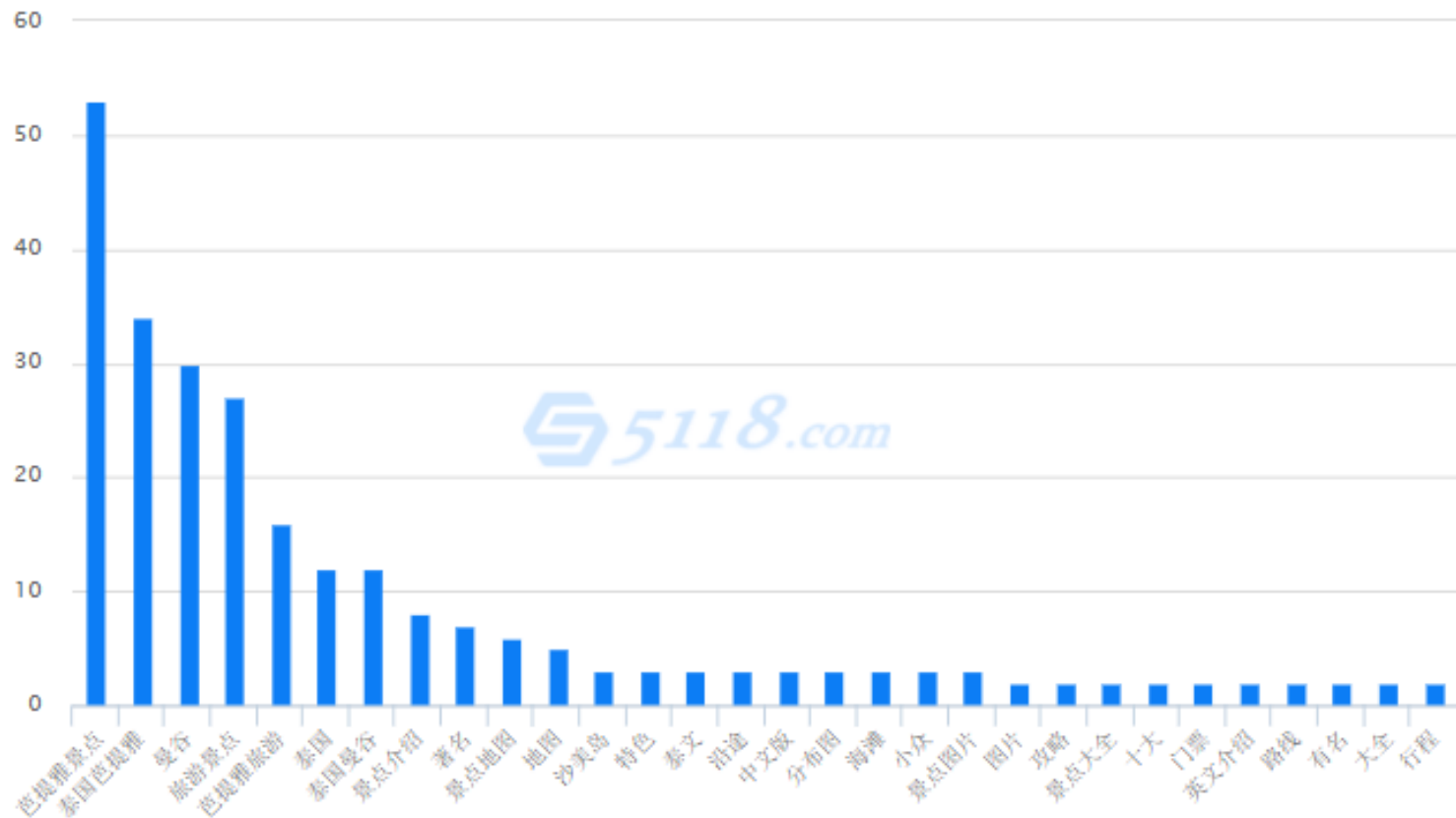
# การค้นหาคำที่เกี่ยวข้องของสถานที่ท่องเที่ยวในพัทยา



经数据分析得到词频最高

的词为芭提雅景点, 达53个;

其次为泰国芭提雅、曼谷、旅游景点等



# การค้นหาก็เกี่ยวข้องของสถานที่ท่องเที่ยวในพัทยา



经数据分析得到词频最高

的词为芭提雅旅游，达678个；

其次为曼谷、旅游攻略、攻略等

การค้นหาก็เกี่ยวข้องในเครื่องมือค้นหาภาษาจีน :

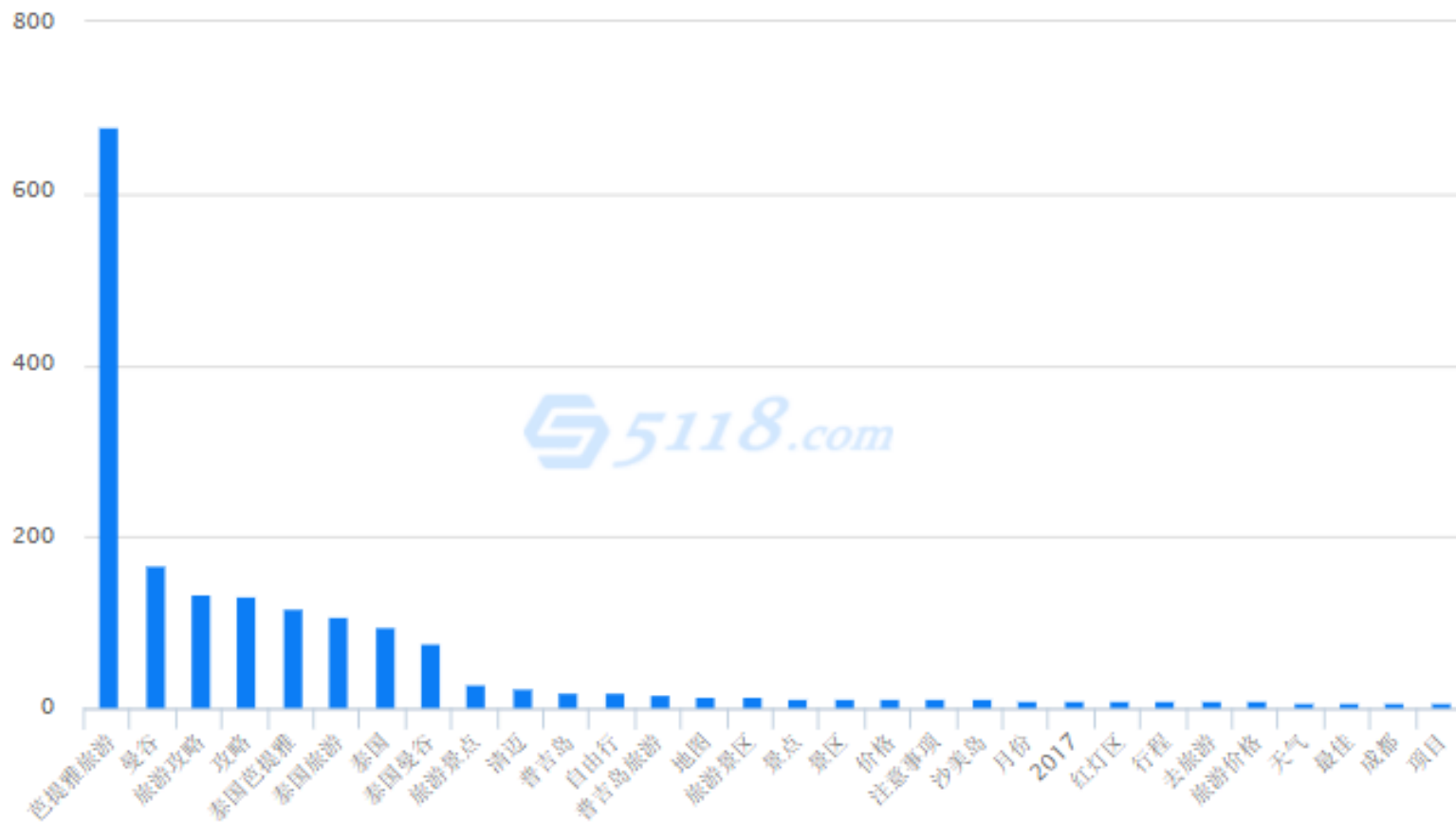
กรุงเทพฯ เคล็ดลับการท่องเที่ยว เคล็ดลับ ประเทศไทย พัทยา ท่องเที่ยวใน  
ไทย ไทยแลนด์ สถานที่ท่องเที่ยว การเดินทางแบบอิสระ



# การค้นหาคำที่เกี่ยวข้องของสถานที่ท่องเที่ยวในพหุวิทยา



经数据分析得到词频最高的词为芭提雅旅游，达678个；其次为曼谷、旅游攻略、攻略等



# คำถามที่พบบ่อย



- สวนนงนุชเป็นอย่างไร
- บุฟเฟต์ของสวนนงนุชเป็นอย่างไร
- เดินทางไปสวนนงนุชอย่างไร
- สิ่งที่น่าสนใจเกี่ยวกับสวนนงนุช
- การเดินทางจากกรุงเทพฯ ไปยังสวนนงนุชใช้เวลานานเท่าไร
- การแสดงของสวนนงนุชเป็นเวลานานแค่ไหน
- ตั๋วราคาเท่าไร
- สวนนงนุชอยู่ที่ไหน





# Weibo Strategy

No.1 Social Media

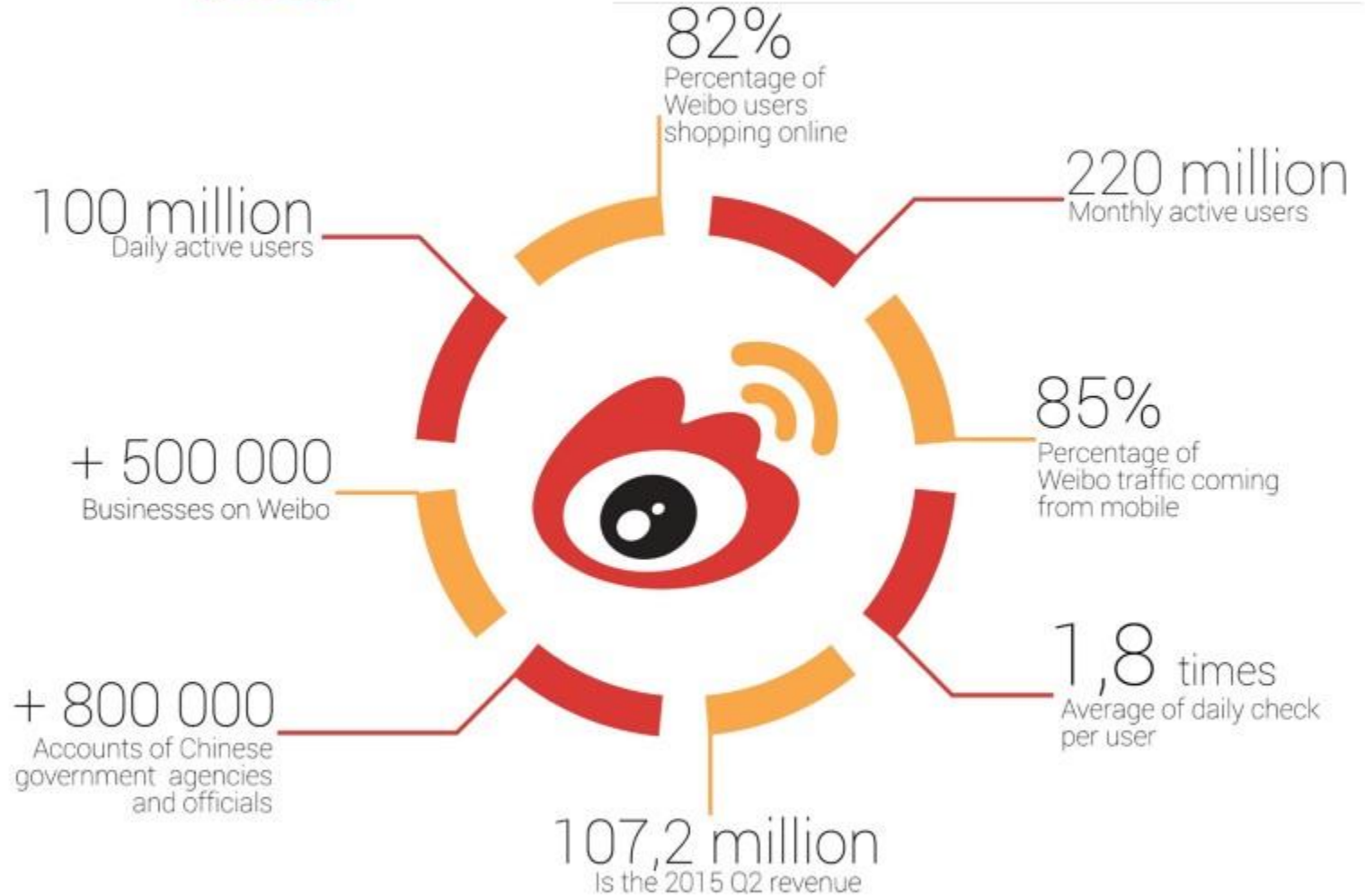
# Build Weibo Presence – Weibo Management



**Weibo is no.1 Social Media application in China**

**Weibo is famous for its newsfeed and Live (through YiZhiBo)**

**Business should have Weibo Verified Account to attract new potential customers.**





Our Service

# Build Weibo Presence – Weibo Management



Set up Weibo official account

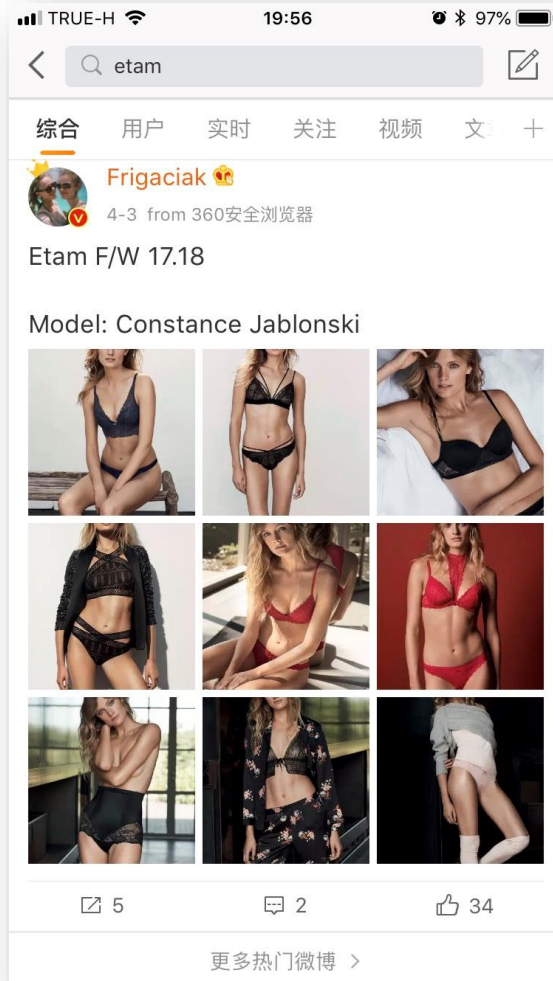
Content creation and management

Promotion through boost post

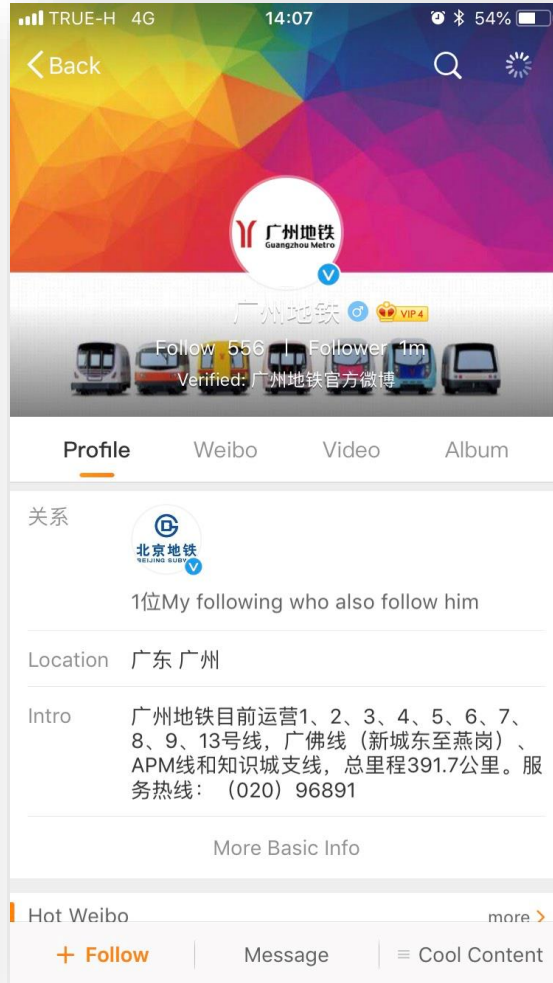
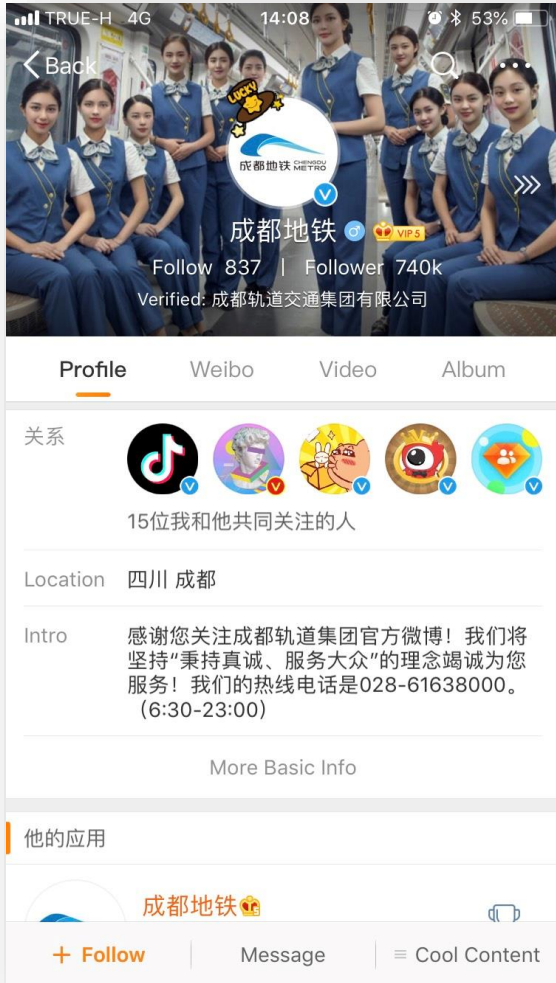


Our Service

# Example of Weibo Account



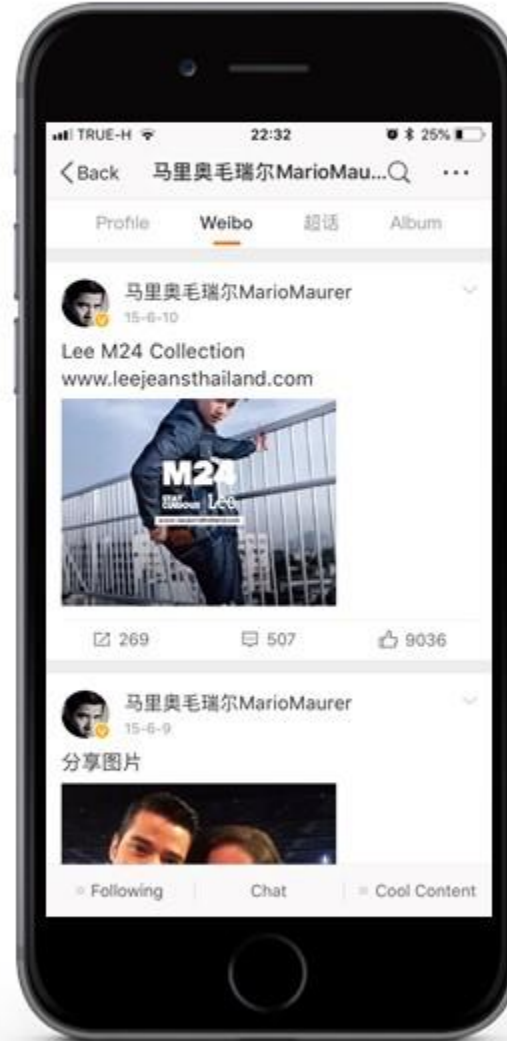
# Example of Weibo Account



# Weibo Advertisement – Boost Post to Target Group



Promote through boost post targeting famous Weibo's fans





# WeChat Strategy

## No.1 Messaging App

Our Service

# Build WeChat Presence – WeChat Management



**WeChat is no.1 messaging app in China**

**WeChat is the most frequently used app**

**Business must have individual WeChat as well as Official Account**





# Special Strategy

# China Online Presence

# Dianping & Meituan – No. 1 Online-to-Offline App



**Dianping is No.1 review application for restaurants**

**Meituan is one of the biggest deal offering platform**

**Merged to become O2O application giant for Restaurants, Shops, Spa, and other location based business**

**Must list information including location and contact detail**

**Can sell deal through application**

CNY 10 daily orders & delivery

No.1 Online-to-Offline application

280 Million monthly active users

Food delivery and coupon sales

5 Million merchant in app

Dianping and Meituan Merged





# Function in Dianping





# Our Service

## Shop Listing on Dianping & Meituan



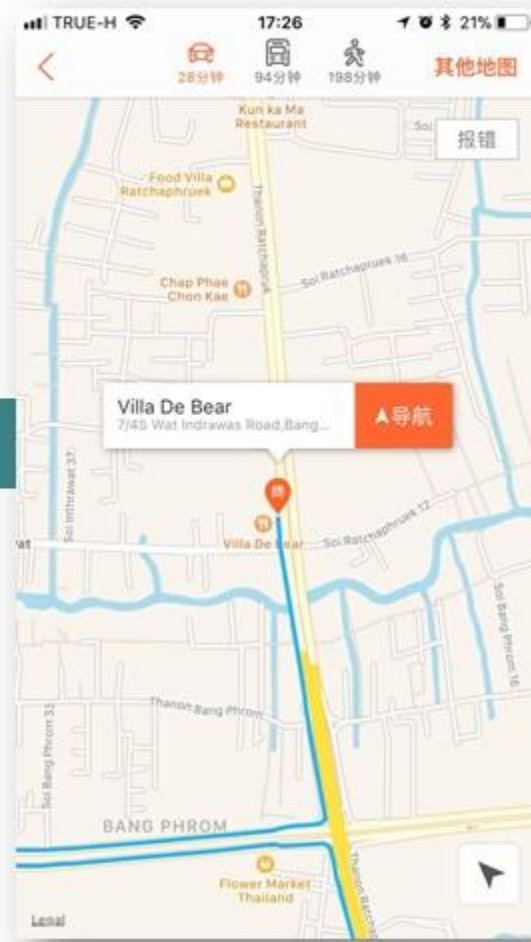
Browse Review



Search for Recommendation



Search for information

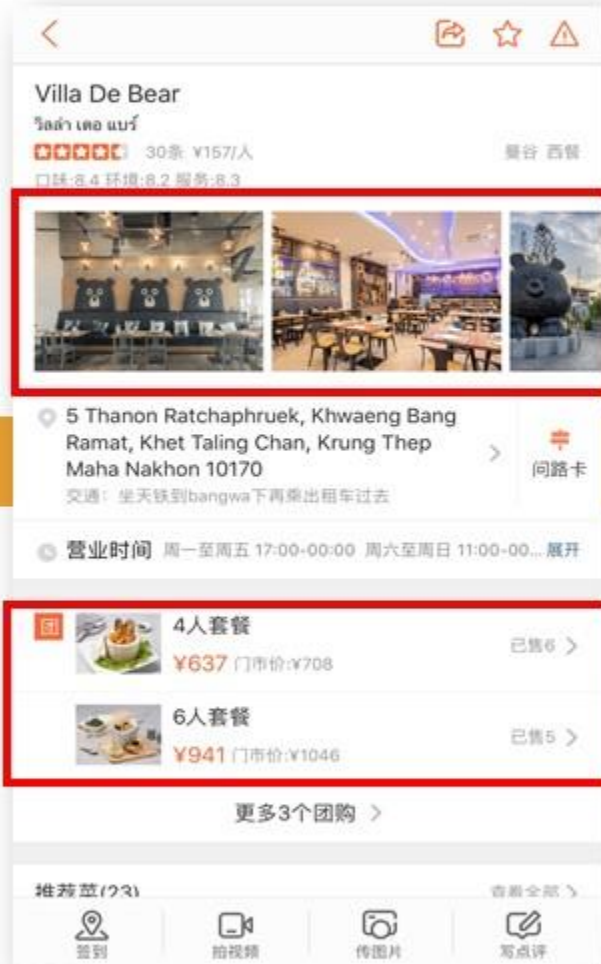


Search for Direction





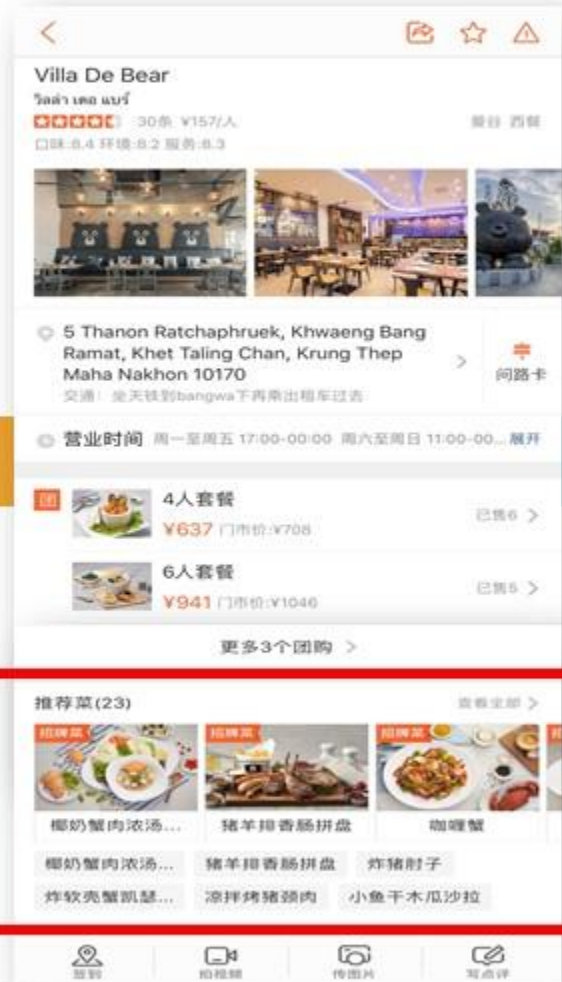
# Our Service Marketing Through Dianping



5HD photo

coupon

Chief recommend



Bidding

Premium POI



LEVEL Up  
China Marketing Expert

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Our Service eCommerce

# Product Listing on Dianping & Meituan



LEVEL Up  
THAILAND

Biggest review site in China

Professional product listing for accessibility

Hustle-free set up and management

Chinese customer services support



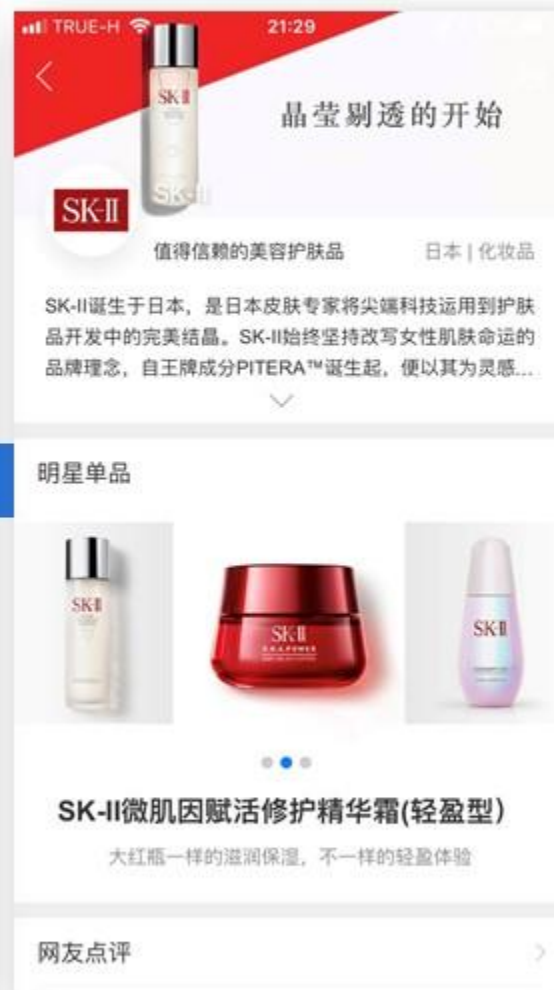
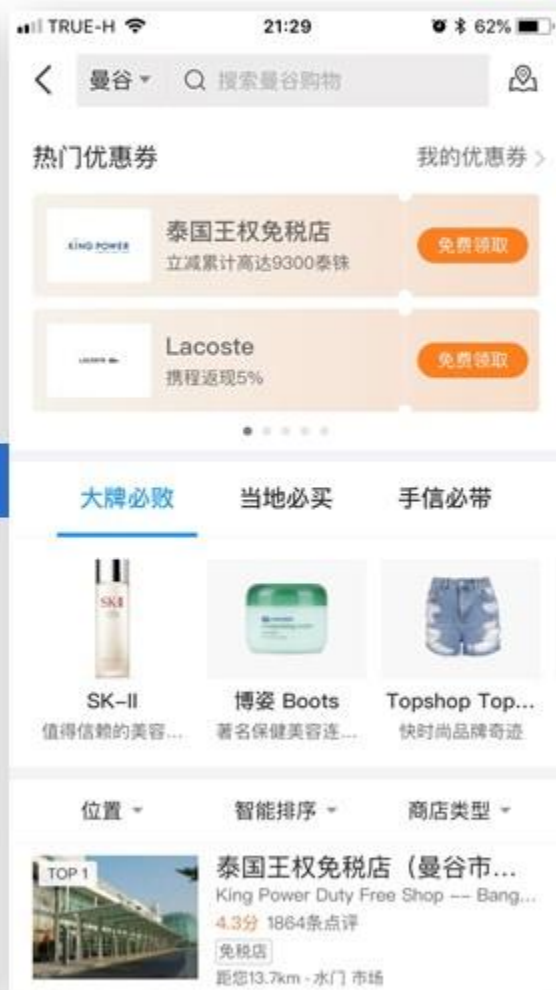
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# Travel Platform

# No.1 Ticket Booking

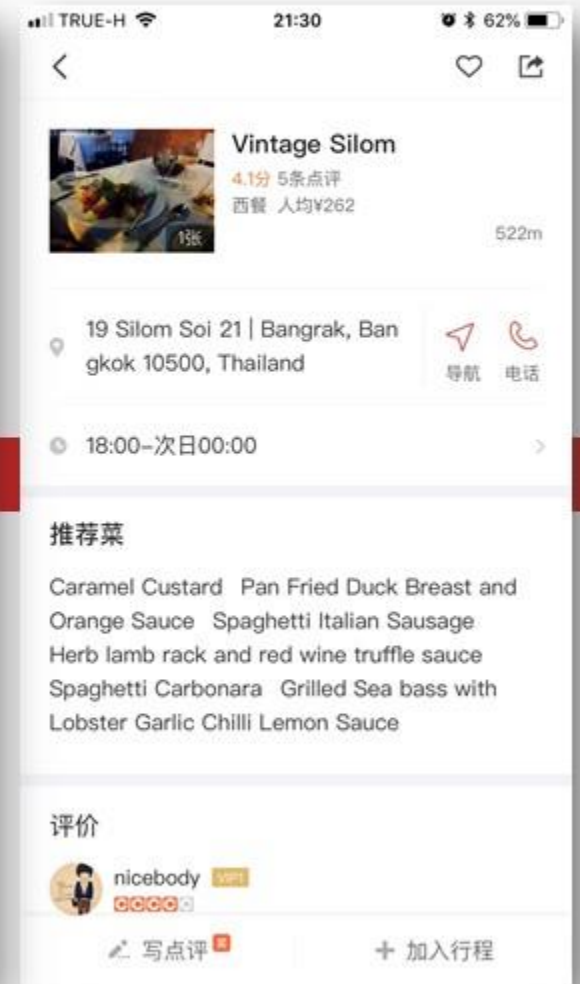
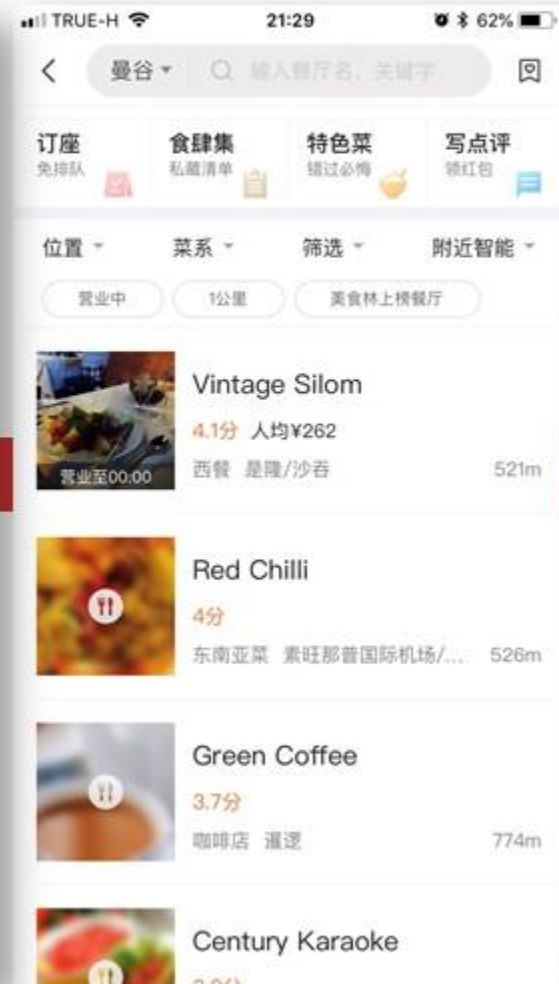
# Ctrip Application – Global Shopping



No. Travel Platform

# Ctrip Application – Gourmet



# Sell Ticket via Ctrip

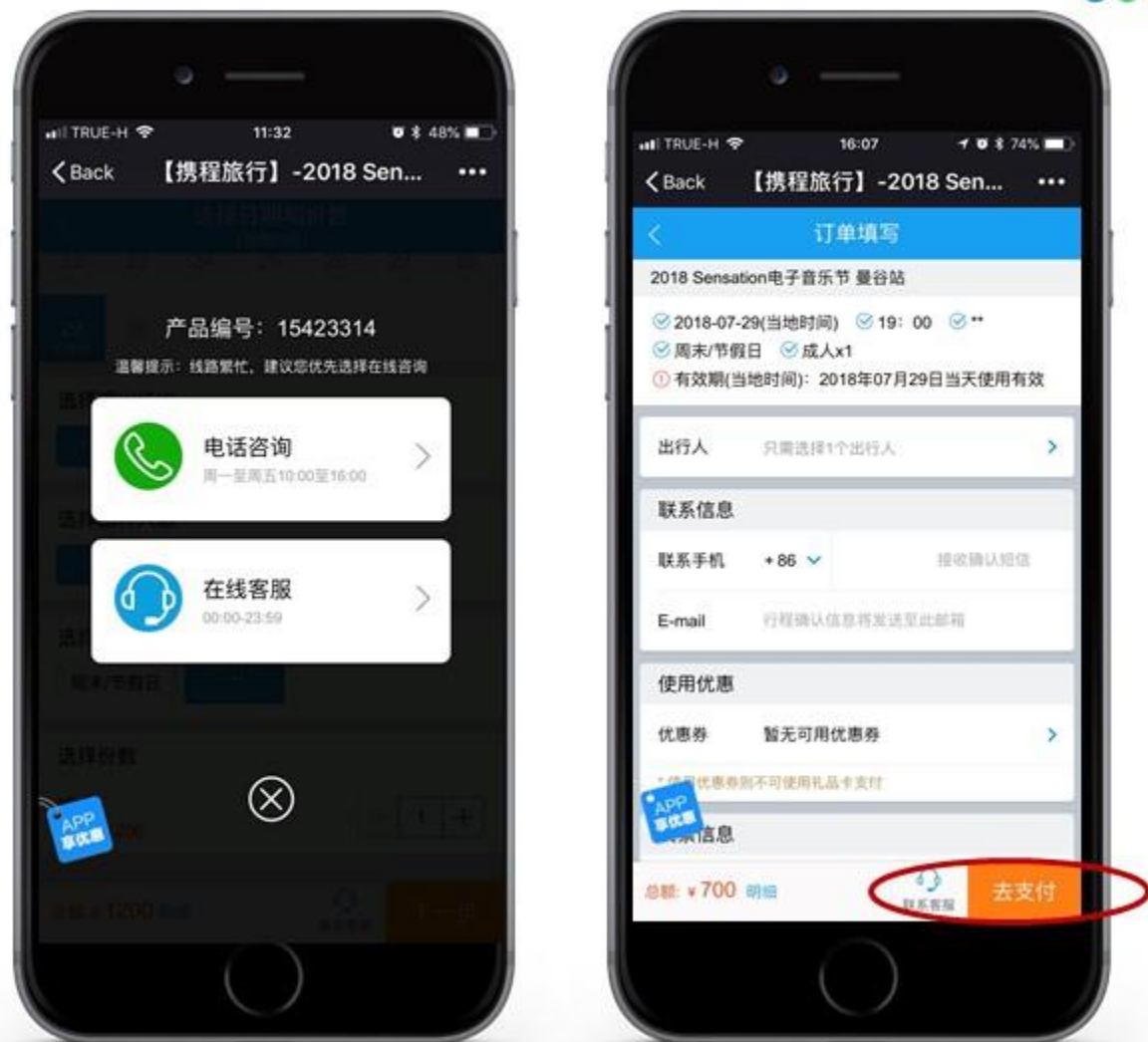


## Steps

- Choose Date
- Choose Time
- Choose Type
- Choose Quantity



# Customer Service / Back Office



## Steps

1. Chinese tourist purchase ticket through Ctrip.
2. Payment through Ctrip,
3. Confirm client via Ctrip and send QR Code ticket to customer
4. Customer come to event with QR Code.

# Appendix Optional

# Additional Marketing

Our Service

# Online Press Release - Over 100 Online Media



## Official News Release on China Online Media



Image planning, keyword selection, content writing, publishing



品行商贸网



驴商网-网聚天下  
中国最大的农产品交易平台  
www.caiyuanw.cn



世界日报



# Example of Online News Platform



No.	Name	Link
1	女人尚-商家	<a href="http://www.ladyshang.com">www.ladyshang.com</a>
2	华夏企讯-社会新闻	<a href="http://www.hxqixun.com">www.hxqixun.com</a>
3	中财-热点资讯	<a href="http://www.chinacw.com.cn">www.chinacw.com.cn</a>
4	上海经济-焦点	<a href="http://news.zgjdb.com.cn">news.zgjdb.com.cn</a>
5	资讯_品名商贸网	<a href="http://www.pmade.com.cn">www.pmade.com.cn</a>
6	资讯_驴商网	<a href="http://www.caiyuanw.com">www.caiyuanw.com</a>
7	商洛之窗	<a href="http://www.slrbs.com">www.slrbs.com</a>
8	中国财经时报	<a href="http://info.3news.cn">info.3news.cn</a>
9	深圳热线	<a href="http://pinpai.szonline.net">pinpai.szonline.net</a>
10	中视网	<a href="http://www.zhongxuntv.com">www.zhongxuntv.com</a>
11	中国攀枝花	<a href="http://www.pzh.gov.cn">www.pzh.gov.cn</a>
12	中国白银网	<a href="http://www.zhongguobaiyin.com">www.zhongguobaiyin.com</a>
13	中国清洁门户	<a href="http://www.zggjmh.com">www.zggjmh.com</a>
14	好网角	<a href="http://www.wang1314.com">www.wang1314.com</a>
15	烟台-消费	<a href="http://www.ytcs.com">www.ytcs.com</a>
16	发软文-综合新闻	<a href="http://www.xn--oor052bst4a.com">www.xn--oor052bst4a.com</a>
17	青岛-健康	<a href="http://www.qdcs.com">www.qdcs.com</a>
18	深圳在线-国内新闻	<a href="http://www.crvvr.com">www.crvvr.com</a>
19	包头在线-财经新闻	<a href="http://www.baotounews.net">www.baotounews.net</a>
20	东南之窗-快讯	<a href="http://www.aidn.com.cn">www.aidn.com.cn</a>
21	资讯_崇文网	<a href="http://www.xshen.com">www.xshen.com</a>
22	资讯_完美贸易网	<a href="http://www.wm28.com.cn">www.wm28.com.cn</a>
23	资讯_雅德网	<a href="http://www.artde.com.cn">www.artde.com.cn</a>
24	国内资讯_瑞克网	<a href="http://www.olrik.com.cn">www.olrik.com.cn</a>
25	资讯_爱客网	<a href="http://www.akyou.com.cn">www.akyou.com.cn</a>



## Official News Release on China Online Media

26	资讯_中国资源网	<a href="http://www.czkkx.com">www.czkkx.com</a>
27	资讯_渠成网	<a href="http://www.quoo.com.cn">www.quoo.com.cn</a>
28	永济生活网	<a href="http://www.piubz.com">www.piubz.com</a>
29	容城百事通	<a href="http://www.bamx.com.cn">www.bamx.com.cn</a>
30	津南资讯网	<a href="http://www.heok.com.cn">www.heok.com.cn</a>
31	晋源信息港	<a href="http://www.mdgtc.com">www.mdgtc.com</a>
32	资讯_爱派网	<a href="http://www.apmn.com.cn">www.apmn.com.cn</a>
33	资讯_鼎铭网	<a href="http://www.dmtoo.com">www.dmtoo.com</a>
34	江苏快讯	<a href="http://news.jsdushi.net">news.jsdushi.net</a>
35	桥西信息网	<a href="http://www.abok.com.cn">www.abok.com.cn</a>
36	资讯_麻雀商贸网	<a href="http://www.lvmaque.net.cn">www.lvmaque.net.cn</a>
37	大城信息港	<a href="http://www.6bax.com">www.6bax.com</a>
38	兴隆百事通	<a href="http://www.dxe.com.cn">www.dxe.com.cn</a>
39	资讯_人人商贸网	<a href="http://www.pkupx.com.cn">www.pkupx.com.cn</a>
40	资讯_酷奇网	<a href="http://www.k137.com">www.k137.com</a>
41	资讯_奇胜网	<a href="http://www.cupor.com.cn">www.cupor.com.cn</a>
42	开平便民网	<a href="http://www.mixe.com.cn">www.mixe.com.cn</a>
43	资讯_友酷网	<a href="http://www.seoku.net.cn">www.seoku.net.cn</a>
44	河津新媒体	<a href="http://www.aecgl.com">www.aecgl.com</a>
45	资讯_慧民商贸网	<a href="http://www.scyxl.com.cn">www.scyxl.com.cn</a>
46	灵石新闻网	<a href="http://www.zmox.com.cn">www.zmox.com.cn</a>
47	山阴百科网	<a href="http://www.dcpiz.com">www.dcpiz.com</a>
48	资讯_街猫网	<a href="http://www.jiemall.com">www.jiemall.com</a>
49	迁安便民网	<a href="http://www.ackv.com.cn">www.ackv.com.cn</a>
50	社会热点_资讯_宏图网	<a href="http://china.hntoo.com">china.hntoo.com</a>

# Baidu SEM - Advertisement



## Keyword advertisement on Baidu search



<b>Title</b>	订花 花礼网Hua.com 1-3小时送花服务
<b>Description</b>	订花-选花礼网花礼网,13年品牌,销量连续5年全国领先,1-3小时送达全国2000多城市.订花鲜花品种齐全,认证行业龙头企业;诚信服务,打造品牌百年老店!
<b>URL</b>	www.hua.com 2018-02 - 1149条评价 - 广告

## Banner advertisement



## Keyword selection, Budget Management, Analytical Report

Our Service

# KOL (KEY OPINION LEADER) Promotion



KOL selection, communication plan, quality control



Our Service

# Chinese Travel/Beauty KOL



## Bebeonline

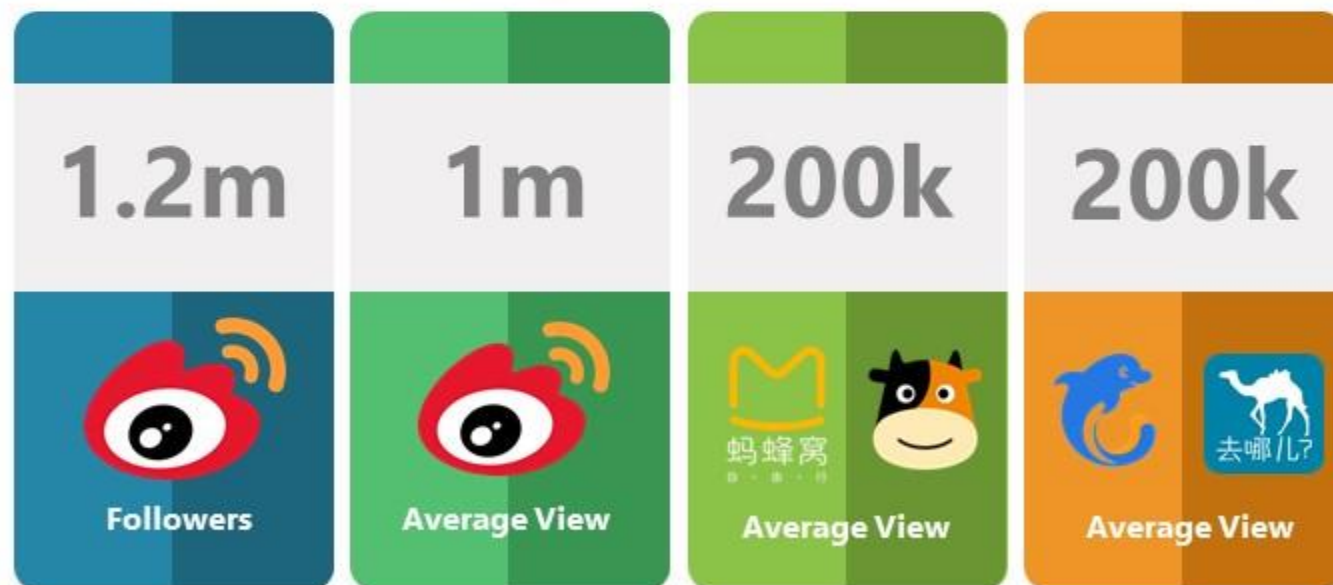


**Background:** travel blogger, professional traveler, travel writer, fashion blogger, makeup artist, stylist

**Tags:** stylish, independent, pursue of beauty, trendy.

**Highlight:** guest of launch event of LAMER, LANEIGE, MAC, SHISEID, GIORGIO ARMANI. Cooperate with Disneyland, Lane Crawford, TVS2, etc.

**Post Content:** live stream travel review, hotel review, cosmetic products, fashion etc.



# Our Service

## Example her Live on Yizhibo



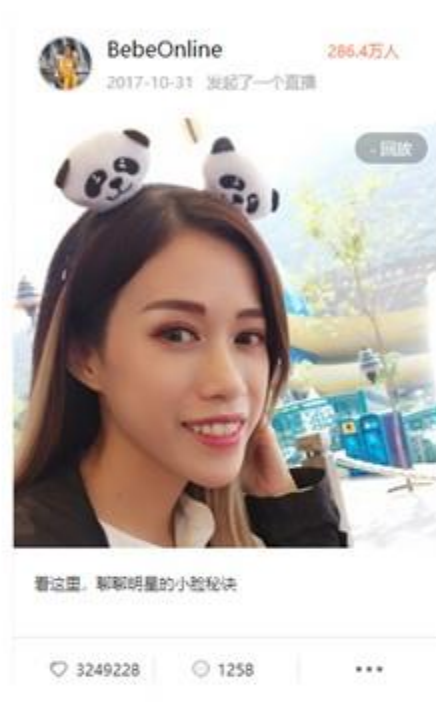
Hair Treatment  
Views: 5.67 million  
Comments: 7646



Places to go on Valentine's  
Views: 2.27 million  
Comment: 1275



Sharing what to shop  
in Thailand  
Views: 4.04 million  
Comments: 3090



How to have a small face  
Views: 2.86 million  
Comments: 1258



Water protection Trip  
Views: 3.07 million  
Comments: 1934



# Travel and Health KOL



韩冰暹罗



**Background:** actor, Thai net idol in China, host/participants of famous Chinese TV show on Jangsu TV, Shenzhen TV, Guangdong TV, Anhui TV and iQIYI online video platform

**Tags:** humor, comedy, creative, good at study

**Highlight:** member of TK11 of Chinese talk show A Bright World on Jangsu TV

**Post Content:** travel TV show, restaurant review, funny clips, cooking tutorial, etc



# Examples of his Weibo Posts



Profile Weibo Video Album

韩冰暹罗 17-12-23 from iPhone 7 Plus

泰好玩，一天教你泰语一句！明天开始送礼物！终于到南京了！@LONGELTH #世界青年说##泰国# 韩冰暹罗的秒拍视频

55k views

1116 218 1453

韩冰暹罗 17-12-19 from iPhone 7 Plus

我要上春晚

Longel  
Likes: 1453  
Comments: 36

Profile Weibo Video Album

吃，一起聊天吧！2018年1月15号泰国时间18.30，我邀请在泰国的粉丝过来一起吃饭在暹罗广场 Siam Square One商场的Hello Kitty House 见面！还送你们其中8名粉丝OLAY 护肤品！多多转发啊，... Full Text

527 201 1299

Give Olay for free  
at Kitty House  
Likes: 1299  
Comments: 201

Profile Weibo Video Album

韩冰暹罗 1-18 from iPhone 7 Plus

一天教你泰语一句！今天就告诉你泰国“正宗”怎么说！这次就用泰国餐厅 Chingcha Charlee (暹罗广场G层)，和一家海盗密室风格餐厅Pirate Chambre (Maneeya Center 3层) 作为一个 Tee Tea Ture (ทิวทัศน์) 的好列子，什么是 Tee Tea Ture! 转发还有礼物呢！#泰好玩##正宗##多吃一点# ... Full Text

238k views

2524 223 1510

Chingcha Charlee  
restaurant  
Likes: 1510  
Comments: 223

Profile Weibo Video Album

@日日煮DayDayCook:你好，我的牛肉。作为资深吃货，我对于火锅的牛肉可以说是十分挑剔。今天来看一看这次尝试的火锅牛肉都怎么样！18元和988元的区别到底在哪里?(在这么寒冷的天里能吃火锅是真的姓胡！) 日日煮DayDayCook的秒拍视频

#全世界我最会吃#超级话题  
160帖子 3110粉丝

312k views

Edited

518 168 1302

Beef hotpot restaurant  
Likes: 1302  
Comments: 168

Profile Weibo Video Album

韩冰暹罗 17-12-12 from iPhone 7 Plus

本宫在泰国时间就去 Siam Discovery 商场体验泰国香薰油ANNARTbotanic,好爽！宫女们喜欢就转发和写奇葩评论，圣诞节就统一发各个礼物给粉丝们！（要看怎么用就是看网页链接吧）@然泰-Rantai 韩冰体验泰国香薰油ANNARTbotanic

131k views

1069

ANNART Botanic  
Likes: 1168  
Comments: 229

# Travel KOL in Contact

榛美去呐



**Background:** professional traveler, experienter, photographer, freelance writer, model, hostess of travel TV program, contracted KOL with Sina, Miaopai, fashion blogger.

**Tags:** travel for love, live in the world.

**Highlight:** top 10 on Sina live stream, top 10 Weibo live stream, guest speaker of 2017 Internet Travel Summit and Forum

**Post Content:** travel review, fashion trends, clothes matching, airline, hotel experience



# Examples of Her Weibo Posts



Snow on Mountain Emei  
Likes: 339  
Comments: 36



Travel in Xiamen  
Likes: 424  
Comments: 212



Reminder of LIVE  
Views: 671,000  
Comments: 1235



Mountain Le  
Likes: 385  
Comments: 210



Lombok in Indonesia  
Likes: 374  
Comments: 81

Chinese Online Press Campaign  
**Location Based SMS**



**Send SMS to Tourist  
Sim Card**

**To Add WeChat and  
visit Tourist Counter  
to redeem prize**

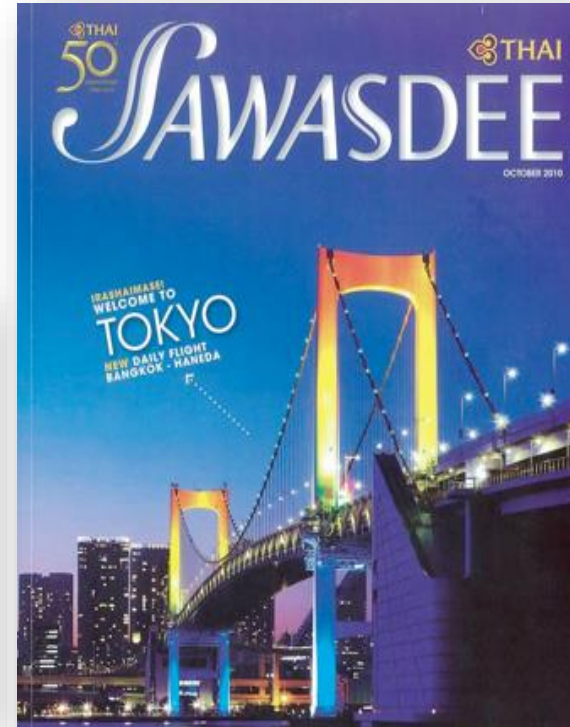


Our Service

# In-flight Magazines



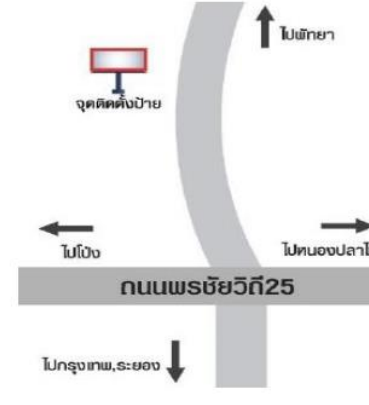
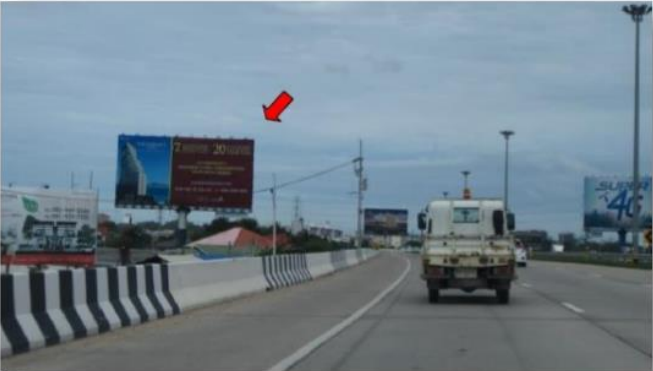
Reach customers before they landed in Thailand



# Extra Offline Promotion: Billboard



➤ Set up billboard to raise the awareness of tourists travelled **from Bangkok to Pattaya** by bus/van/taxi





---

Thank you  
谢谢!

---

**LEVEL**Up  
H O L D I N G



# Contact Us

Level Up Holding



## Suanplern Market

3 floor, 3645 rama 4 Road,  
Thlong Tan, Klong Toei, BKK



097-095-1189  
064-106-8833



Line : LVUPTH  
Line@ : @levelupthailand



Ittichai.a@levelupthailand.com



facebook.com/levelupthailand

## Daily News & Update



@levelupthailand