LEVEL UP Thai-China Digital Marketing Agency



Level Up Holding

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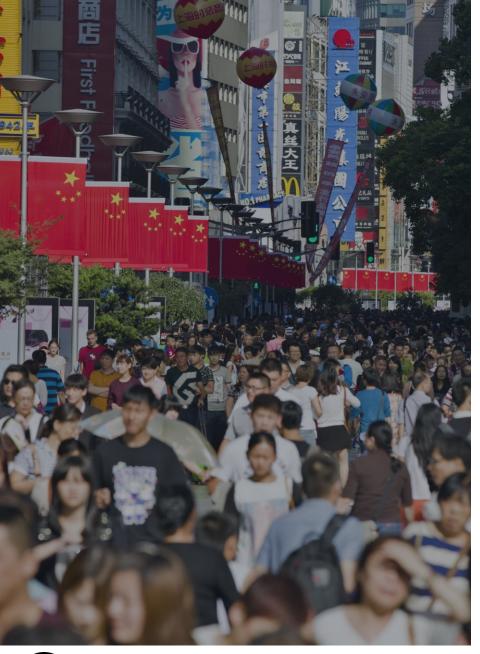
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Level Up Holding

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"





Gateway to China Online marketing

Trusted Clients





















































Trusted Clients





















































Gateway to China Online marketing

Trusted Clients



























































Media & Partners





Chinese Platform Co-operation





Our Services







Consulting Service

Social Media



Social Media Management

Content Writing



Review / Content





Key Opinion Leaders / Bloggers



Our Services (Cont')



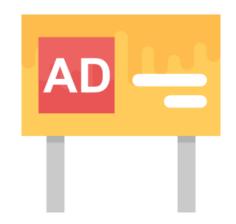
















Chinese E-Commerce, Taobao, Meituan, Ctrip etc

Online Banner News PR

Magazine Airport media

WeChat Pay, Alipay Integration



Background

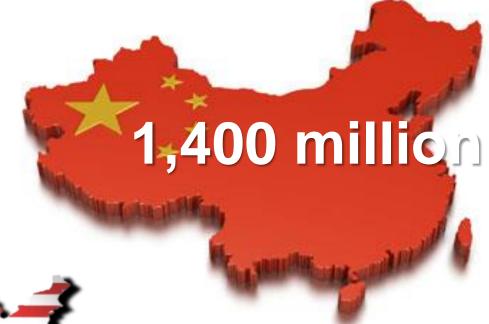
China Online Market



Chinese Tourism Marketing

Why Chinese Market?

11 trillion China GDP



Fastest

Growing Economy



320 million





Chinese Tourism Marketing

Why Chinese Market?



9.8 million

Tourists in Thailand

\$542 billion

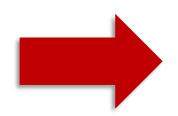
Chinese Tourists Spending



Changing Trend of Chinese Tourist Behavior

Come with Tour







FIT – Independent Traveler

Information from Brochure





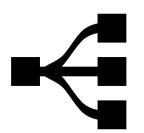


Information from Internet

Fixed Route







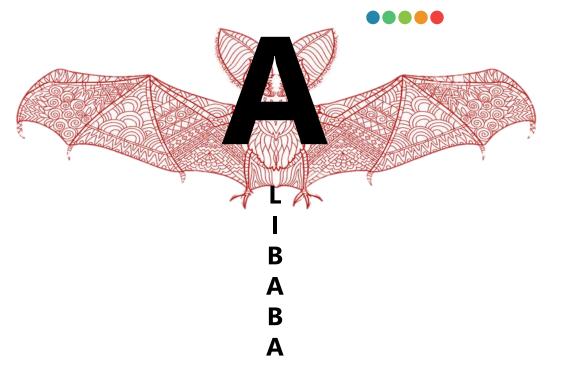
Self-Planned Trip



Must-Have China Online Presence



A I D





N C E N T











Other new dominated app



No. 1 eCommerce

No.1 Social Medial



No. 1 Messaging App No.1 Email

WeChat



No. 1 Search Engine

China Online Presence



Search Engine	Website	Travel Blog Forum	ОТА	Social Media	E-Commerce	Mobile Payment	Messaging Chat	/ Food and Activities	Short VDO
Google	TH/EN www	Pantip Learn, Share & Fun	tripadvisor* Expedia* a g o d a		LAZADA	rabbit LINE Pay	LINE	wongnai	TikTok
Bai db 首度	CH	● 野 ・ ・ ・ ・	Ctrip 排程 >	EN E	海宝网 Taobao.com		WeChat	美 才 学大众点评 发现品质生活	₽
Baidu	Landing Page in HK	Mafengwo / 16fan	Ctrip/ Qunar / Fliggy	Weibo Xiaohor / RE		Alipay/ WeChat Pay	WeChat	i i i i i i i i i i i i i i i i i i i	Douyin

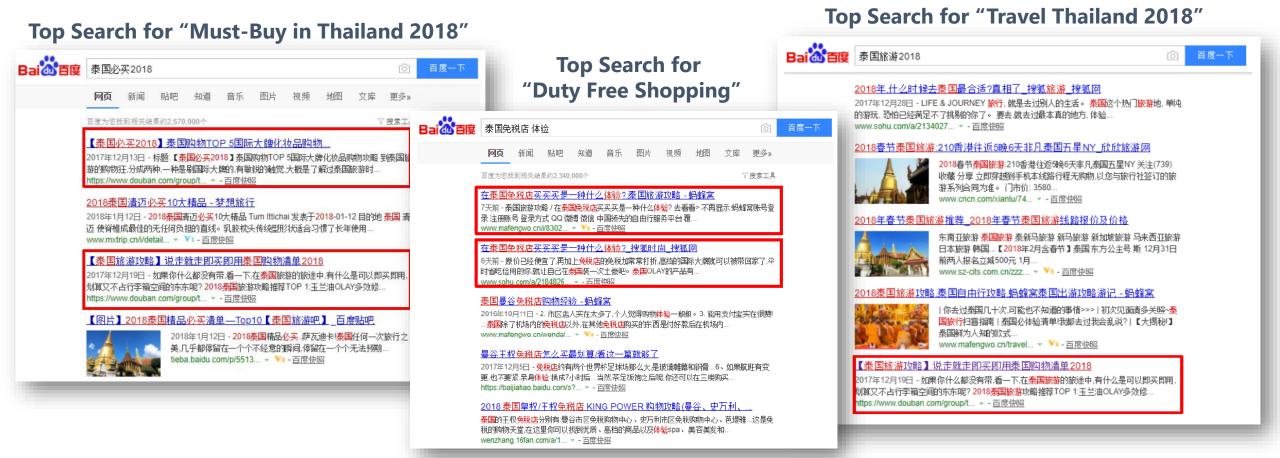


Baidu Strategy

No.1 Search Engine



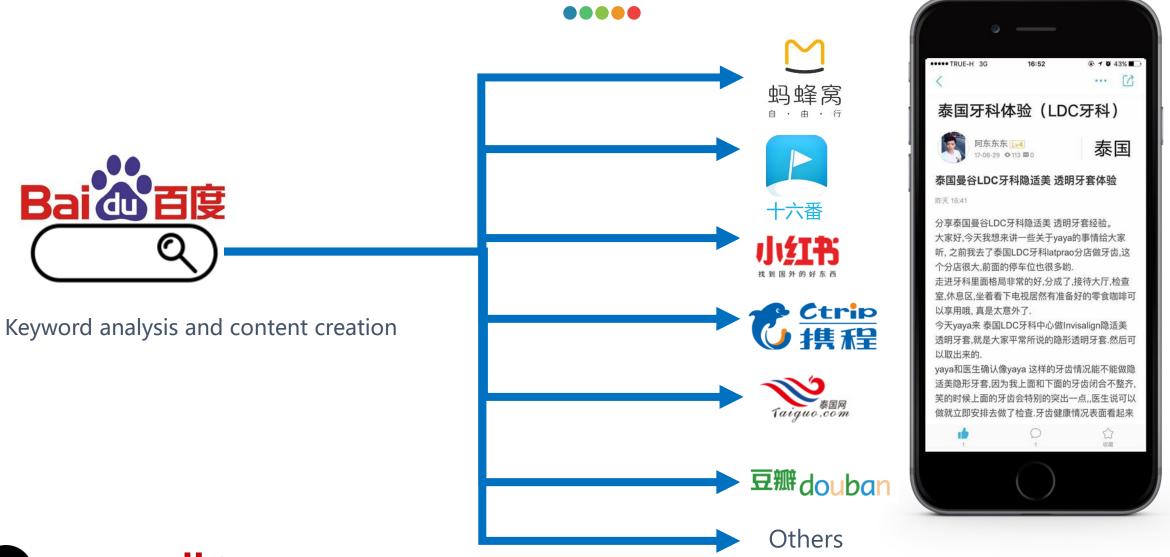
Online Presence Through Strategic Articles





SEO Strategy

Online Presence Through Strategic Articles



Our Service

Online Presence Through Strategic Articles



Image planning, keyword selection, content writing, publishing



SEO Strategy

Online Presence Through Strategic Articles

Platfo	rm	No. of Users	<u>Highlights</u>		
蚂蜂窝	Mafengwo	590,000,000	No.1 Travel Journals in China80% Independat Travellers	CNY100 million monthlyTo look for travel idea	
十六番	16Fan	40,000,000	No.1 Travel Forum in China70% of content are shared	15 million Q&ATo ask specific travel questions	
以经工书 找到国外的好东西	Xiaohongshu (RED)	96,000,000	No.1 Beauty Blog in ChinaSold CNY100 million in 2 hours	1 Billion new posts each dayTo browse and shop lifestyle	
で 接程	Ctrip	250,000,000	No.1 Travel Platform in China30 million travel reviews	CNY100 million monthly revTo book tickets, hotels, tour	
豆瓣douban	Douban	200,000,000	No.1 Entertainment blogMusic, books, fashion	Linked to ecommerceTo browse and express	
Taiguo.com	Taiguo.com	3,000,000	No.1 Forum on Thailand2 million posts	350,000 followers on socialTo get info specific to Thailand	
去哪儿? Qunar.Com	Qunar	45,000,000	No.2 Travel Platform in ChinaBacked by Baidu and Ctrip	100 Billion trading volumeTo book tickets, hotels, tour	
堆糖	Duitang	300,000	Fast growing social site25%-30% growth per month	High quality usersTo look fashion and trends	
••••	Others	••••	••••	••••	





Online Press Release - Over 100 Online Media







Image planning, keyword selection, content writing, publishing



































Native Advertisement















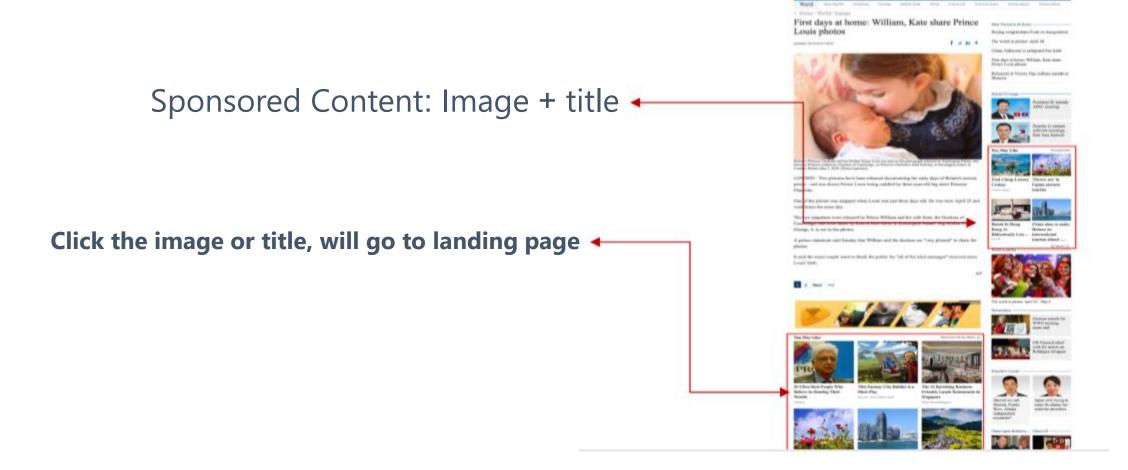








Ads Format







Weibo Strategy

No.1 Social Media

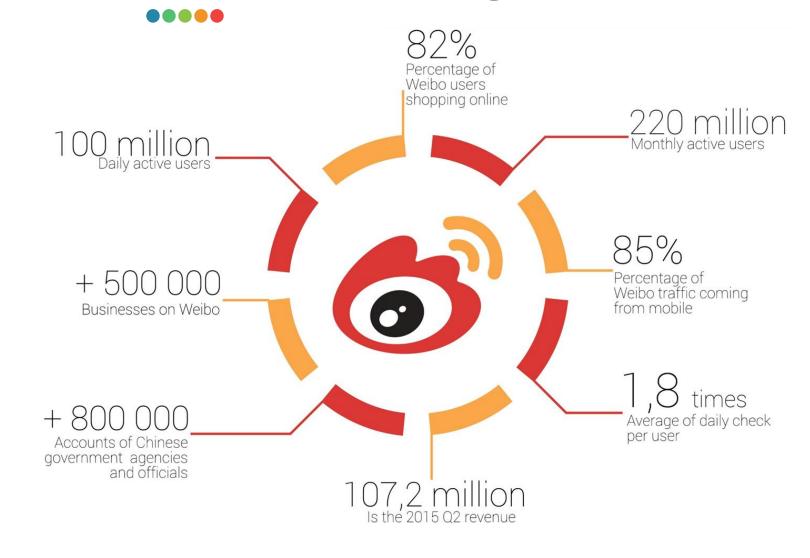


Build Weibo Presence – Weibo Management

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.





Build Weibo Presence – Weibo Management





Set up Weibo official account

Content creation and management

Promotion through boost post







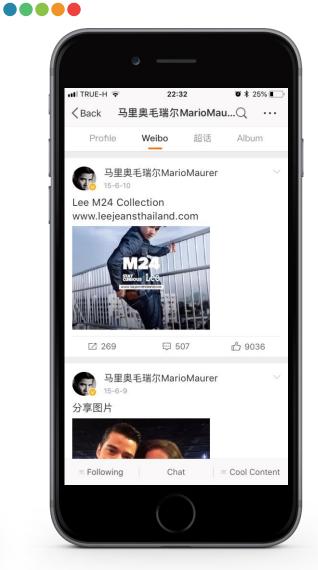


Weibo Advertisement – Boost Post to Target Group



Promote through boost post targeting famous Weibo's fans











WeChat Strategy

No.1 Messaging App



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









Example of WeChat Official













Our Service

WeChat Article











Post Article on WeChat Official of Level Up

Searchable, Shareable on WeChat

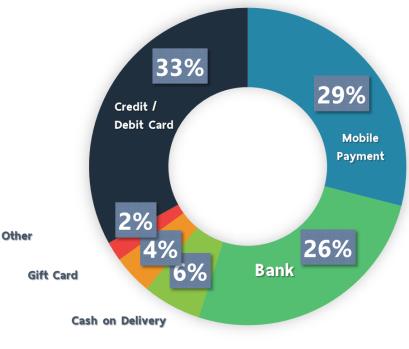


Set Up WeChat Pay & Alipay









30% of all online payment is through Mobile Payment

80% of all Mobile Payment is through Wechat Pay & Alipay

QR code or integrate with shop POS





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





Function in Dianping



























约会新玩法

公寓民宿 给你家的体验





地道港式

人气美食团购





折扣推荐

享吃喝玩乐



















百威为你买单



嬴免费福利



约会新玩法





公寓民宿 给你家的体验

Buy **Deal**

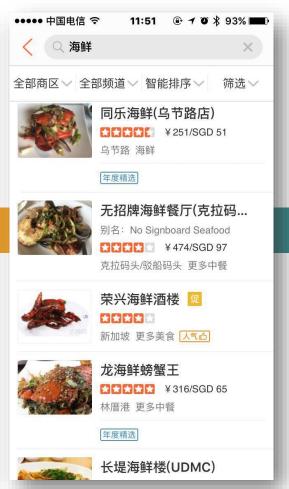




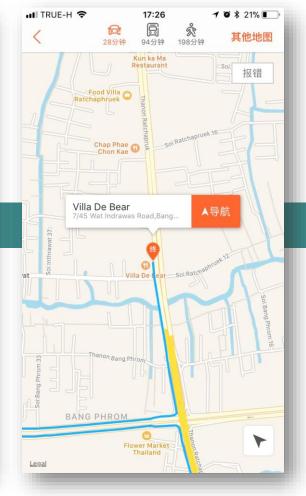


Shop Listing on Dianping & Meituan









Browse Review

Search for Recommendation

Search for information

Search for Direction

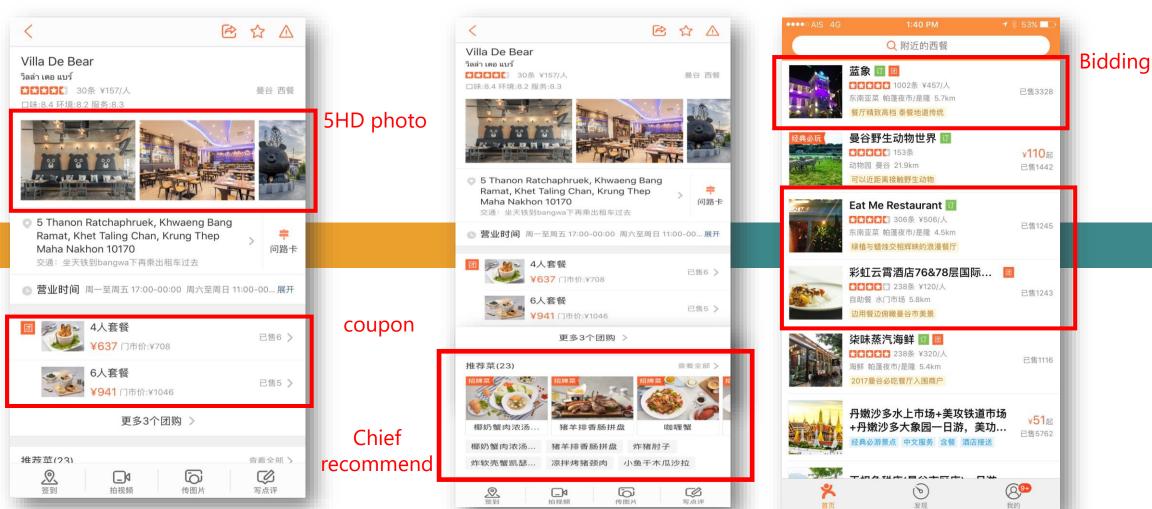






Premium POI

Marketing Through Dianping



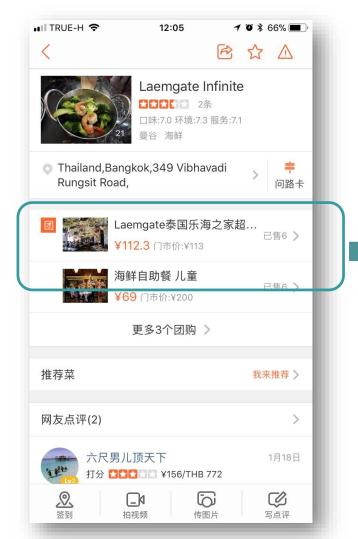




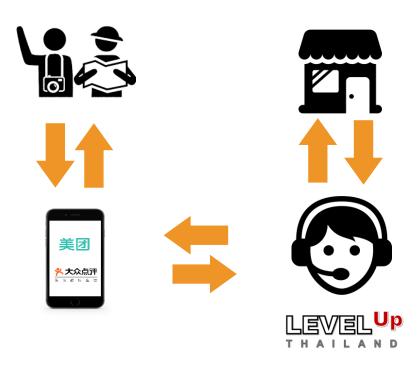


Our Service eCommerce

Product Listing on Dianping & Meituan







Biggest review site in China Professional product listing for accessibility Hustle-free set up and management Chinese customer services support





Travel Platform No.1 Ticket Booking







Ctrip Introduction

No.1 online travel agency in China above 300 million members

Second largest travel company in the world by market cap at \$24 billion

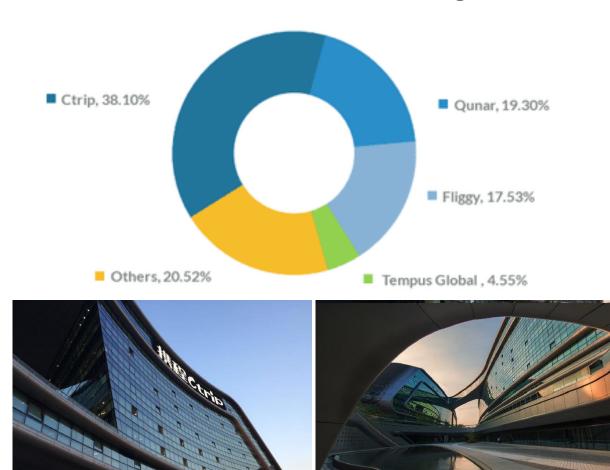
Headquartered in Shanghai, 100 offices worldwide, **30,000** employees worldwide are working for CTRIP

85% travel reservations for individual traveler from China are made on CTRIP

CTRIP app has been installed on 1 billion mobile devices

In 2017, Ctrip highlighted net revenues of \$4.1 billion, 39% above 2016.

Market Shares of Online Air Ticket Booking

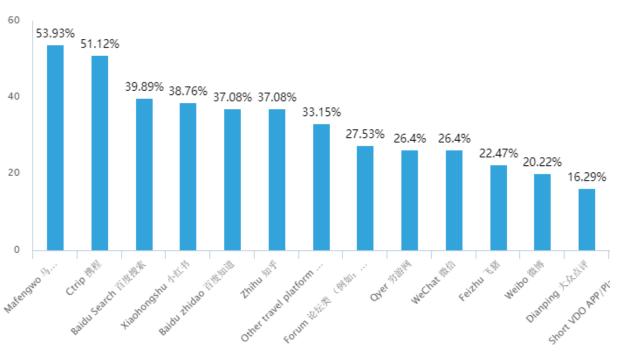




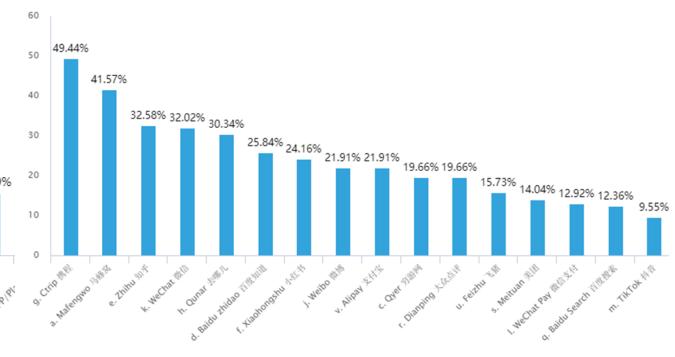
Decision Making Insight



Most Influential Platform – Prior to Trip



Most Influential Platform – During Trip





Looks and Feels





在线商城

热门优惠券①

买入: 87.23

 Ξ

卡券包

全球健康服务

立即使用

已领取

立即使用

已领取

立即查看

已领1547

8

刷银联卡即享**85** 最高300泰铢

★ 港元 HKD

Lacoste

携程返现5%

暹罗天地

泰国王权免税店

消费可享高至8.5折优惠

购买品牌立减高至7折

0

附近

美

外币兑换

W





玩乐







Advertisement















Xiao Hong Shu Little Red Book app

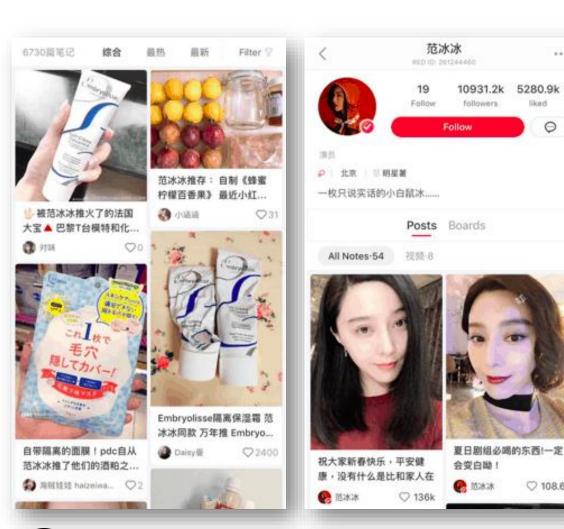


小红书

Review on Xiaohongshu



0



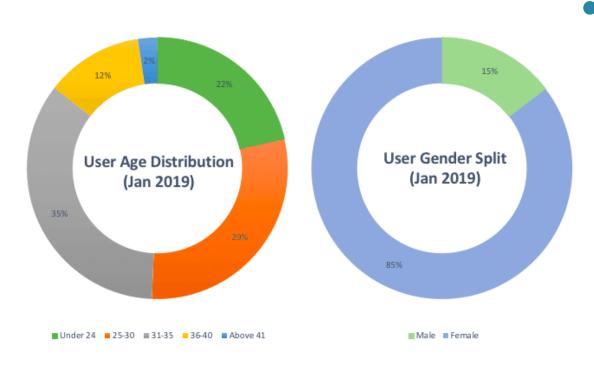


- No. 1 cross-border e-commerce
- 40 Million active users
- 284% increase from 2018
- Chinese customer will search in application for lifestyle, fashion, food etc





Xiaohongshu User



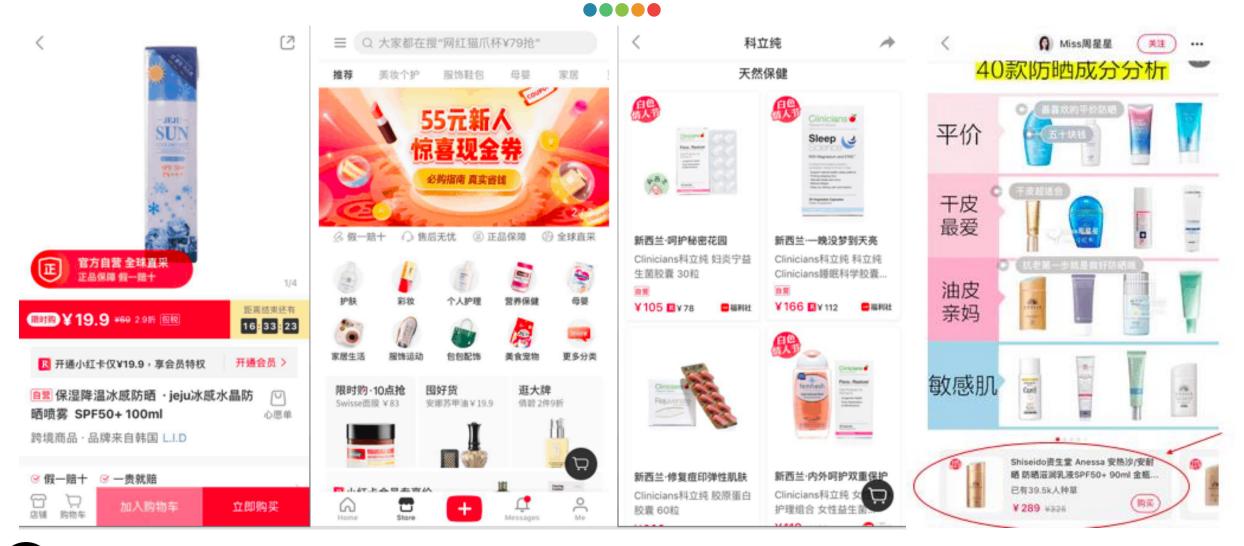
- 85% Women; 86% under 35%
- Two behavior:
 - 1. Explore = search keyword
 - 2. Nearby = location based







Xiaohongshu eCommerce





Xiaohongshu Advertise







Xiaohongshu KOL



Xiaohongshu KOL



Xiaohongshu UGC 50 Users





Appendix Optional

Additional Marketing



KOL (KEY OPINION LEADER) Promotion







Chinese Travel/Beauty KOL

Bebeonline



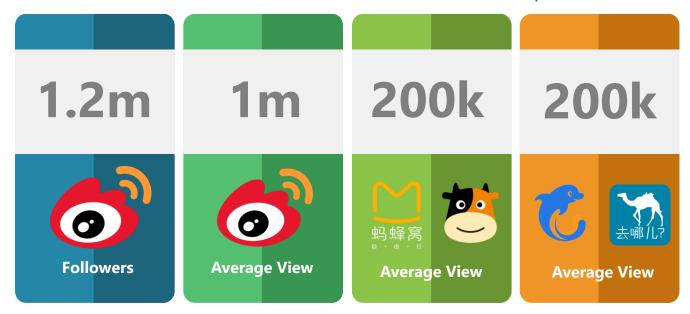
Background: travel blogger, professional traveler, travel writer, fashion blogger, makeup artist, stylist

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



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









Beef hotpot restaurant

Likes: 1302

Comments: 168

ANNART Botanic Likes: 1168 Comments: 229

223



Likes: 1453

Comments: 36

Travel KOL in Contact

榛美去呐

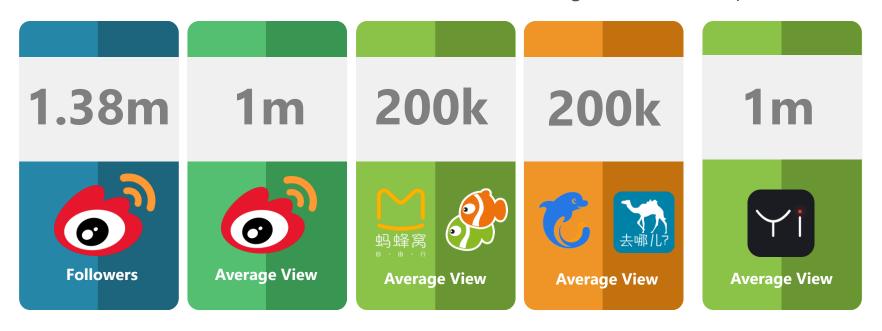


Background: professional traveler, experiencer, photographer, freelance writer, model, hostess of travel TV program, contracted KOL with Sina, Miaopai, fashion blogger.

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



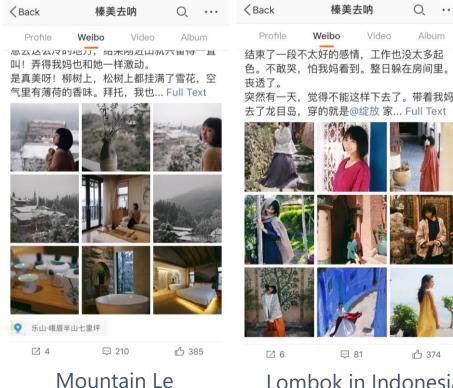
Snow on Mountain Emei Likes: 339 Comments: 36



Travel in Xiamen Likes: 424 Comments: 212



Reminder of LIVE Views: 671,000 Comments: 1235



Likes: 385

Comments: 210

Lombok in Indonesia Likes: 374 Comments: 81



Location Based SMS



Send SMS to Tourist Sim Card

To Add WeChat and visit Tourist Counter to redeem prize









Introduction



- 泰玩乐 (Tai Wan Le) is Chinese program aiming at Chinese travel enthusiasts. This program is a compilation Thailand's excellence products/services, with primarily focus on Thai culture, Thai brands, and unseen destinations.
- 泰玩乐 (Tai Wan Le) will provide the trusted Thai information to the Chinese travelers including middle income and those with high net worth. 泰玩乐 is one-stop knowledge center and trend setter in Thailand travel industry.

Tai Wan Le Video 360°C Channel



360 °C Video Channel:

- 1. Publish to the Tai Wan Le official account with Chinese fans across China.
- 2. Capture the most interesting and up to date Chinese platform **TikTok**, **RED**, **Weibo**, **Tencent VDO** etc
- 3. **Creative content** for viral Clip to guarantee success and awareness to Chinese fans
- 4. **KOL**'s hosting and promotion





Tai Wan Le Tik TOK Official Channel







- Marketing Campaign
- > Shopping Guide
- > Top 10
- Must Buy
- Event / Activities
- > Thai Lifestyle

EVEANDBOY

Snail White



http://v.douyin.com/LYvoys/

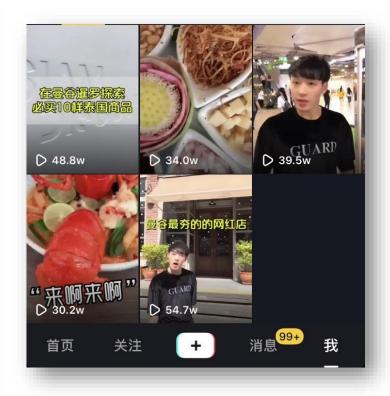
http://v.douyin.com/LYG7Hw/

http://v.douyin.com/L2dtf1/



Tai Wan Le Tik TOK Official Channel









Like:10,000 Comment:306 Forward:601

Tai Wan Le Tik Tok Followers:100k



Tai Wan Le Video Marketing











Single Video Exposure on all platform:

Video view 757K + Page view 674K = 1.43M



Case Study Sample









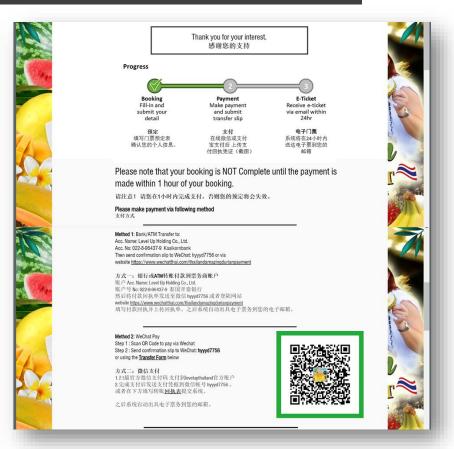
China Online Promotion & Online Ticket Sales via Ctrip, Website, WeChat

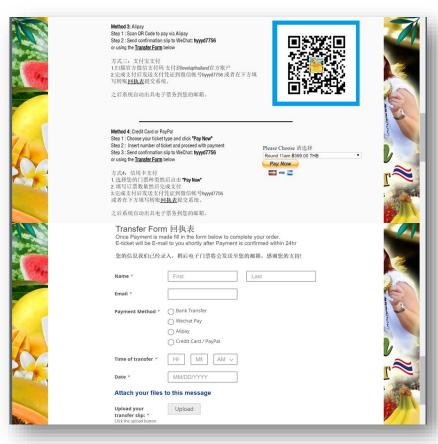
1,000+ Chinese tickets sales
20+ Chinese press & KOLs promotion













Chinese Landing Page for the event / WeChat/ Alipay

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Online E-Ticket











Chinese Media Coverage





















OLAY AGELESS

Live and Share on Weibo

million views, better than average

50k audience watching during live.







Hair Treatment Views: 5.67 million Comments: 7646 Places to go on Valentine's Views: 2.27 million Comment: 1275



Comments: 3090



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

Water protection Trip Views: 3.07 million Comments: 1934









OLAY AGELESS

Weibo Post & YiZhiBo Live

m views, better than average

35k peak view







Shopping mall in Dubai Views: 1.73 million Comments: 954

Amusement Park in Dubai Views: 2.27 million Comment: 1275





Desert in Dubai Views: 2.12 million Comments: 1536 Dinning in Seoul Views: 856,000 Comments: 1697







OLAY AGELESS

Consumer Review Articles

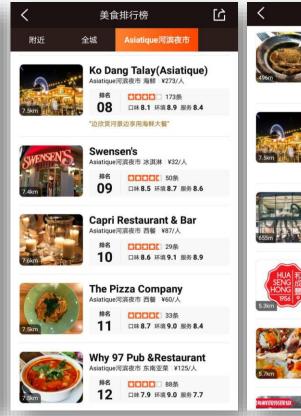
op organic search on Baidu for main Key Word

ultiple Reposts by online news platform













Brand Awareness & Online Review on Dianping

- Top 6 popular restaurants within 500 meters
- Top 8 Popular restaurants by the Chao Phraya River within Asiatique
- The 26th popular seafood restaurants











从早晨落地就开始暴走曼谷城,晚上就打算静静啦~来到了河滨夜市这里,也就是那个摩天轮。像夜市啦,这里虽然人多,但不算拥挤。这里只要有四面墙的餐厅消费都蛮高的尴尬[1/尴尬] 吃这个开放式的餐厅比较合适 味道其实还可以哈,冬阴功汤味道酸辣,罗勒叶炒鸡肉也好吃,通菜大概是泰国 国菜了吧? 用的来说,吃饱没问题,不挑[偷笑][偷笑]

Ko Dang Talay(Asiatique)



Ko Dang Talay(Asiatique)















姚姚_293

The food are very good and yummy ,And their was very beautiful .My friend and my family like it.

Ko Dang Talay(Asiatique)



2019-08-16 09:24:13





Top Search for "Must checkin in Thailand"



Top Search for "Restaurants must checkin in Thailand" "Seafood restaurant in Thailand"



Top Search for

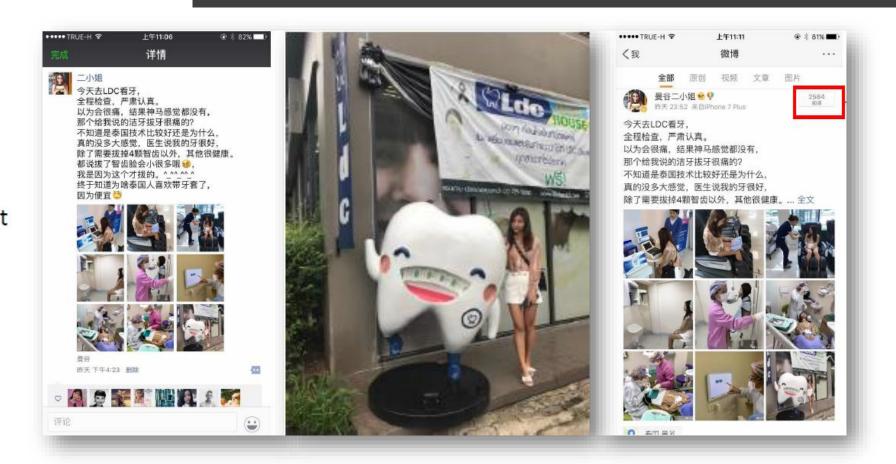








KOL: Er xiao jie Weibo & WeChat







Contact Us

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Customer Service



