



China WeChat & Social Media

For Schools & Universities

Webinar – May 21, 2020



Alexander Glos
CEO
China i2i Group



China i2i Group

- Since 1999 in China
- Beijing – Shanghai & Hong Kong
- China i2i Media – 18 Million Readers
- WeChat Followers - 8.4 Million
- Representation & Sales Services
- Marketing & PR & Communications
- Events – Road Shows – Sales Missions
– Exhibitions – China Visitors Summit
- Core & Specialized Market Research @
Beijing University



Dior

LOUIS VUITTON



COACH

NEW YORK

CHANEL

JACQUEMUS

TOM FORD

Cartier

CALVIN KLEIN

American Airlines



Philippine Airlines



中華航空

CHINA AIRLINES



Vietnam Airlines

UNITED









If You Are Not
On WeChat You
Are Not Talking
To China!



WeChat Numbers:

- **1.12 Billion Users**
- **945 Million Daily Users**
- **47 Billion Average Messages Sent Daily**
- **8.2 Billion Average Voice Messages Sent Daily**
- **83 Minutes Average Time Spent On WeChat Daily**
- **24 Million Corporate WeChat Accounts**
- **890 Million Followers Use WeChat Moments**
- **12 Times Users Check Their Moments Daily**
- **163 Average Numbers Of Friends on WeChat**
- **98.5% Of 50-80 Year Old's In China Use WeChat**



WeChat Is More Than Chatting

- **WeChat Is Social**
- **WeChat Is Used For Business**
- **WeChat Is Financial – WeChat Pay**
- **WeChat is Transactional – MiniSites**
- **WeChat is YOUR LIFE IN CHINA!**





i2i GROUP

Everyone You Want
To Talk To In China
Is On WeChat

Who Do You Want
To Talk To????





International Students From China

- **Who Is Your Target?**
- **University Bound Students – Elite Public & Private Schools**
- **International Language Skills – TOEFL**
- **Aspiration For International Education – Very Different Than Chinese Education**
- **Financial Capability – Top 3% Financial Demographic**
- **Parents – Friends & Colleagues**
- **Desire – The Status Of International Education – Why Are They Choosing An International Education Lifestyle?**

WeChat
Construction –

How Does It
Really Work? –





Xu Min
China i2i
Marketing
Manager

21:16



微信



How Can Universities & Schools Use WeChat?

- Informational
- Integration With Partners In China
- Promotion
- Admissions Application Tool
- New Student Resource
- Before Arrival & On Campus
- Alumni Connection

Unique Uses To Consider With WeChat

**ADMISSIONS VIDEO INTERVIEWS
ONLINE**



**UNIVERSITY TOURS – AUGMENTED
REALITY**

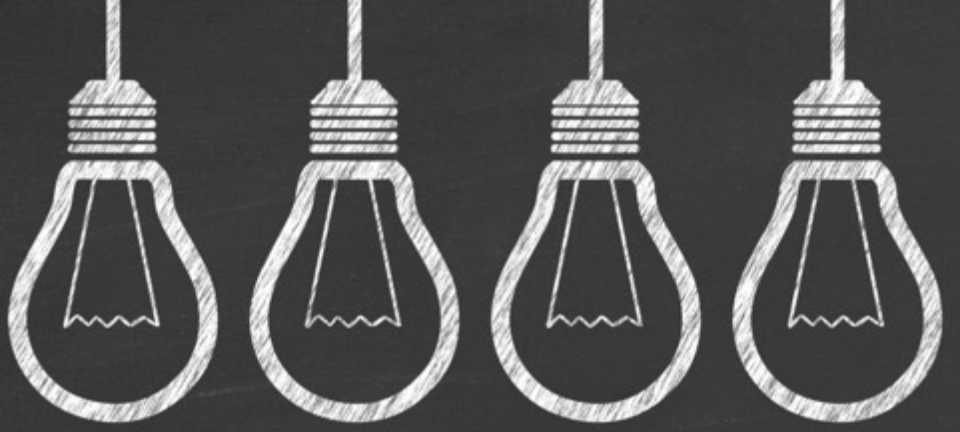


**MEET YOUR TEACHERS – MEET
CHINESE STUDENTS**

Online Learning

- In China 2019 - \$35 B
- By 2020 - \$99 B





Online Learning Focus In China

- **Single Course / Certificate Programs**
- **Academic By Focus And Major / Minor**
- **Executive – Continuing Education**
- **Specialty Education – Finance, Accounting, Investing, Art, Design, Writing, Literature, Music, Etc.**
- **Opportunity To Bring Your Class Benefits To The Online World In China Tremendous – WeChat will be the Go To Platform To Develop & Start.**

Stanford & Yale On WeChat





And More.....

- **Oxford**
- **CalTech**
- **Cambridge**
- **Stanford**
- **MIT**
- **Princeton**
- **Harvard**
- **Yale**
- **University of Chicago**
- **Imperial College London**

China Options For Today's World

- Develop Your Own WeChat Platform In China
- Promote and Market Through i2i WeChat Platforms in China
- China Representation For Recruitment & Marketing
- Fairs & Exhibitions
- PR & Communications
- Alumni Liaison Services In China



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