

 GLOBAL LINK JAPAN, Inc.



## Weibo and WeChat Operation Agency Information

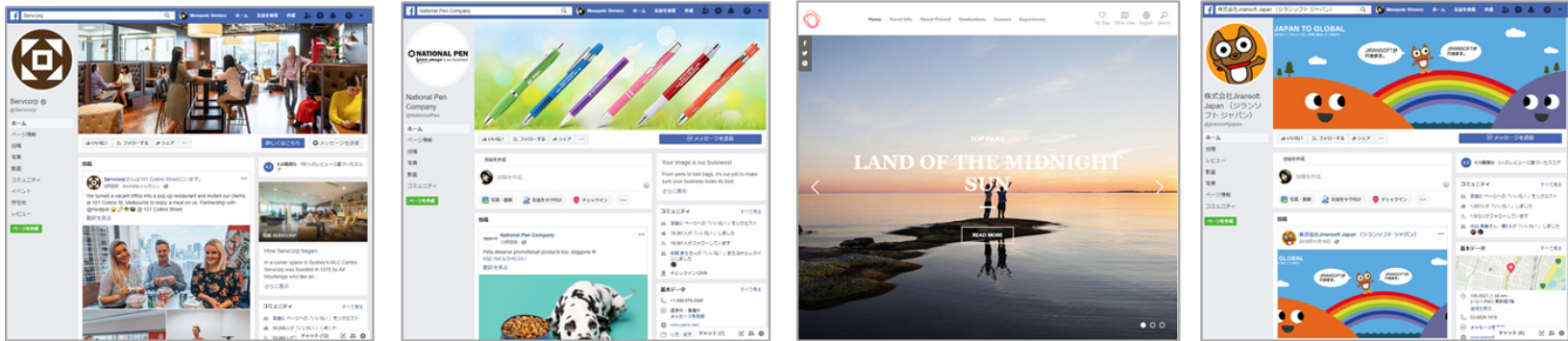


 株式会社グローバルリンクジャパン  
GLOBAL LINK JAPAN, Inc.

# Strengths of Global Link Japan, Inc.

## ■ A wealth of experience in operating foreign investment SNS.

Providing SNS management agency services since 2010.



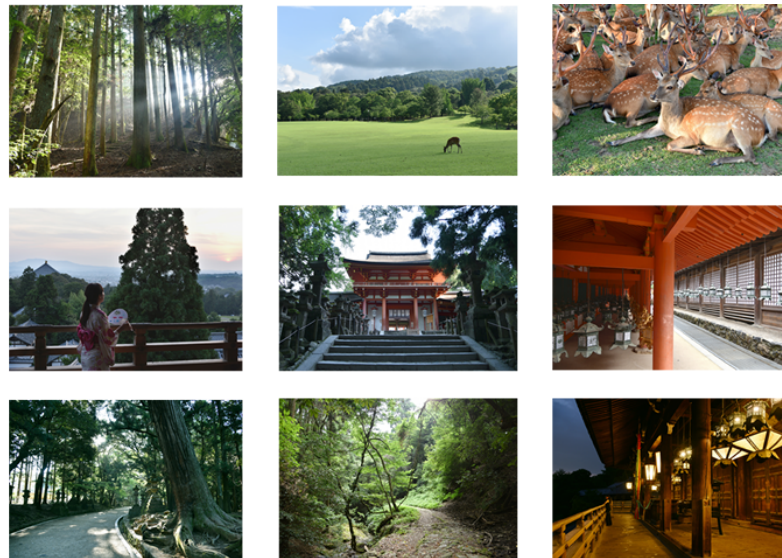
## ■ Fantastic inbound results.

Attracting customers from overseas via photographs and Instagram to Nara Prefecture's Sarusawa Visitor Center & Inn.

奈良県猿沢ビジターセンター&イン  
<https://www.sarusawa.nara.jp/>



NARA Visitor Center&Inn  
Instagram  
[https://www.instagram.com/nara\\_visitor\\_center/](https://www.instagram.com/nara_visitor_center/)



# Strengths of Global Link Japan, Inc.

## ■ A vast number of companies use Global Link Japan, Inc.

Results for Social media services (one portion only)

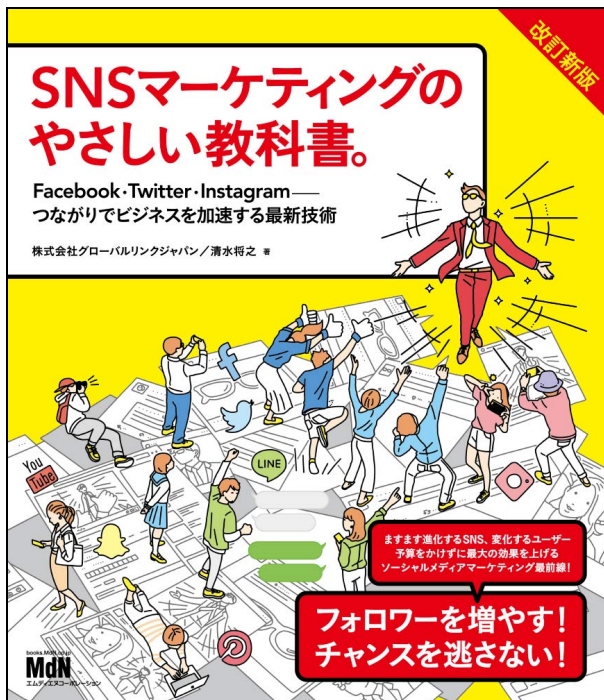


Panasonic, Toshiba, Sorun, Fuji Xerox, Recruit, JTB, Kyocera, Benesse Corporation, Bandai, Gulliver International, Dr.Ci:Labo, Master Foods Limited, Sekiwa Real Estate, Shoeisha Co. Ltd., NTT Card Solutions, Pfizer, Nippon Steel Solutions, Don Quixote, KEN Corporation, GLOBIS School of Management, Bic Camera, Sammy Networks Co. Ltd., Servcorp, Mycom (in no particular order, titles omitted)

# Strengths of Global Link Japan, Inc.

- Proficient in all areas from strategy planning, content production and agency operation to campaign planning.

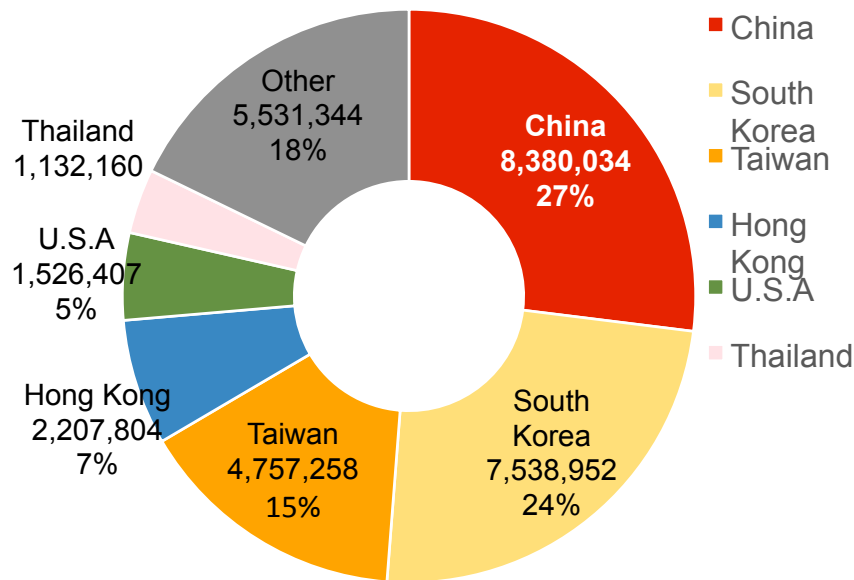
Our publication results



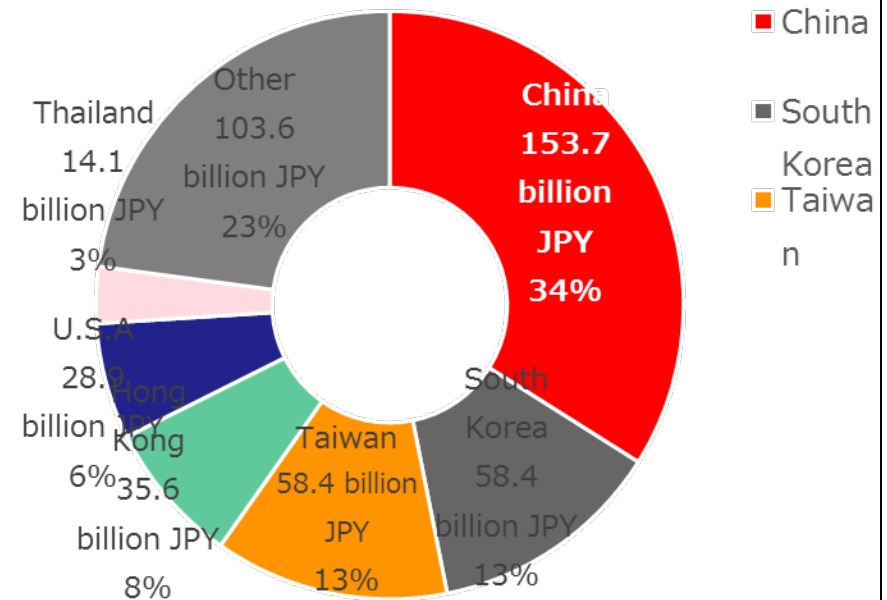
**The number of visitors to Japan reached 31 million in 2018.**

Promotions are essential for encouraging customers from the Greater China region; and area which has an overwhelming number of visitors to Japan.

■ Breakdown by country of visitors to Japan in 2018



■ Accumulated consumption by country for visitors to Japan in 2018



## Regarding Chinese marketing and promotions

The essential factor for visitors to Japan: **Word-of-mouth information**

It can be said that strong importance is placed on **word-of-mouth** in China. Some suggest the reason why this is the case could be down to the **low credibility** of domestic companies (due to issues such as food contamination, and the distribution of counterfeit brand goods, etc.). **Others argue that the reason could also be due to the strong ties of family and friends in China – ties so strong that there may be some distrust of any information provided outside of the circle.**

### Effective targeting of Chinese visitors

★ Online (Internet)

Transmission and diffusion of information via an official SNS Account



GLOBAL LINK JAPAN, Inc.

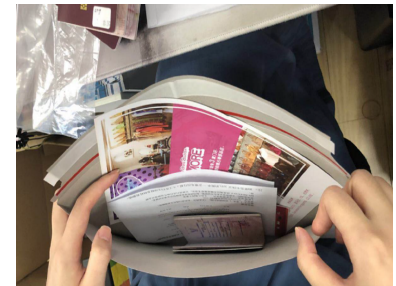
★ Online (Internet)

**Influencers**  
Spread information via word-of-mouth



★ Offline (Paper)

**Delivery of leaflets** directly into the hands of Chinese visitors in order to guide them into the store



# Regarding Weibo and WeChat



## ■ What is Weibo?



## ■ What is WeChat?

	Weibo	WeChat
Overview	Referred to as the Chinese version of Twitter.	Referred to as the Chinese version of LINE.
Features	Information comprised of less than 140 characters can be sent to an unspecified number of users.	Send information either to all followers or to specific users.
	Publish comments on the posted data and allow lots of different users to interact with each other simultaneously.	Having a valid ID is vital due to it being linked to your phone number. It isn't possible to interact with an unspecified number of users.
	Information can be frequently transmitted due to the main aim of Weibo mass transmission of information.	The rate of getting information is sufficiently High thanks to the fact that information is only transmitted after obtaining consent from both parties.
No. of registered users	700-million registered users	(As of January 2019): 108.2 billion
Attribute Data	Weibo can be grasp various information during use thanks to it being classified by address, age, gender, hobby, educational background, etc.	86.2% of users are between 18 and 36 years old.

## Service features

### ■ Zero initial installation fees!

Our company provides an account opening + analysis option (Weibo only) + operation agency etc. package. This cuts costs, enabling a smooth installation of Weibo/WeChat with an initial cost as little as 0 JPY!

### ■ Working with Chinese staff for account analysis!

Our service includes the creation of a report where Chinese staff take due time to analyze each and every company. Japanese staff then conduct final checks after this analysis. The report will not only inform of results with numerical values and graphs but will also advise monthly trends and future operation policies.

### ■ Not only representing posts, but also determining the course of action and KPI!

Our service is an annual plan which includes the setting up of the account direction, the KPI (number of views/engagement/inquiries/followers, gender/age group, etc.), and advertizing operations (optional) when opening an account.

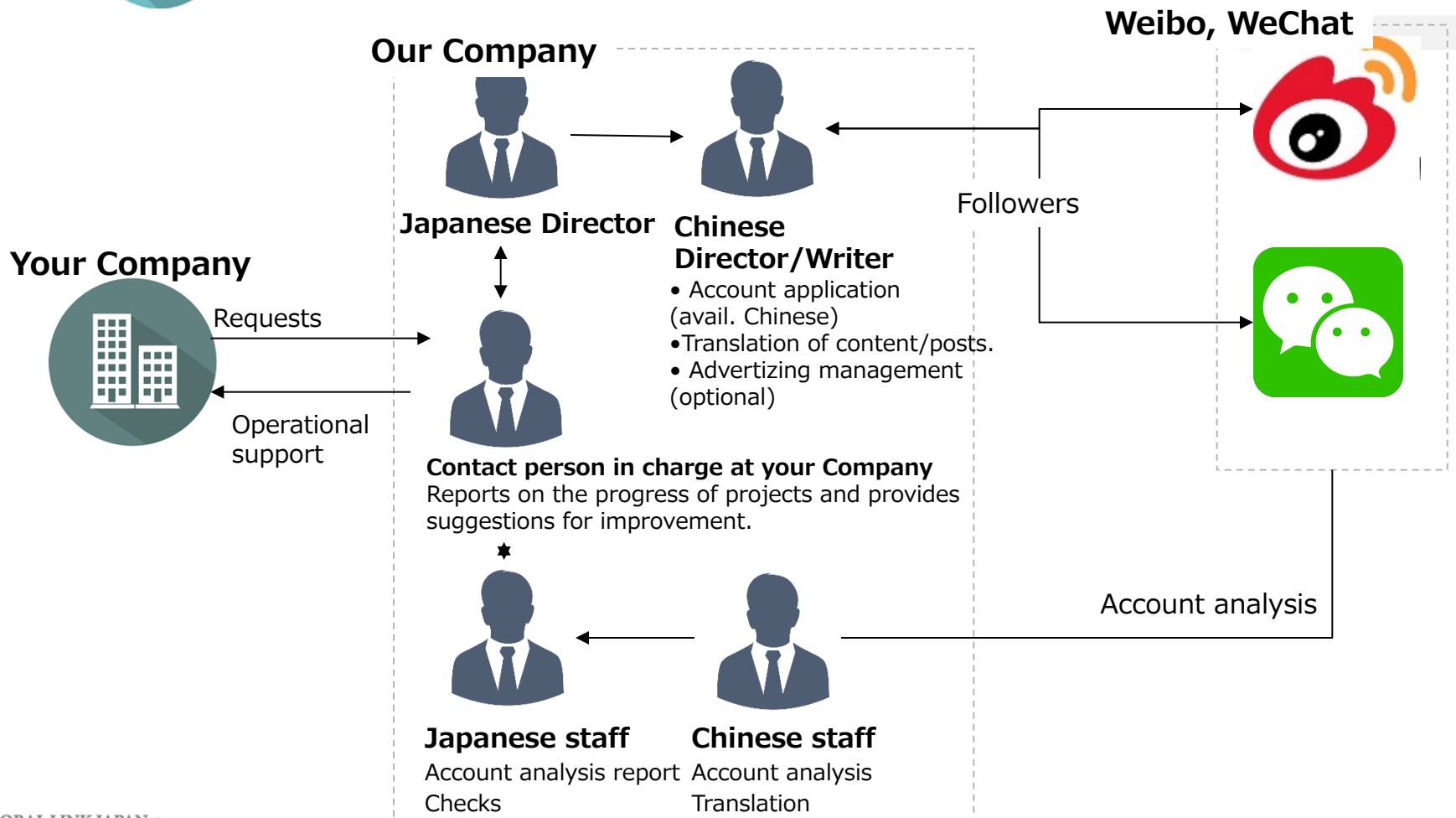


# Regarding Weibo and WeChat

## Service overview



Consultants, Directors, etc. all join forces to fully support your Weibo/WeChat operations.

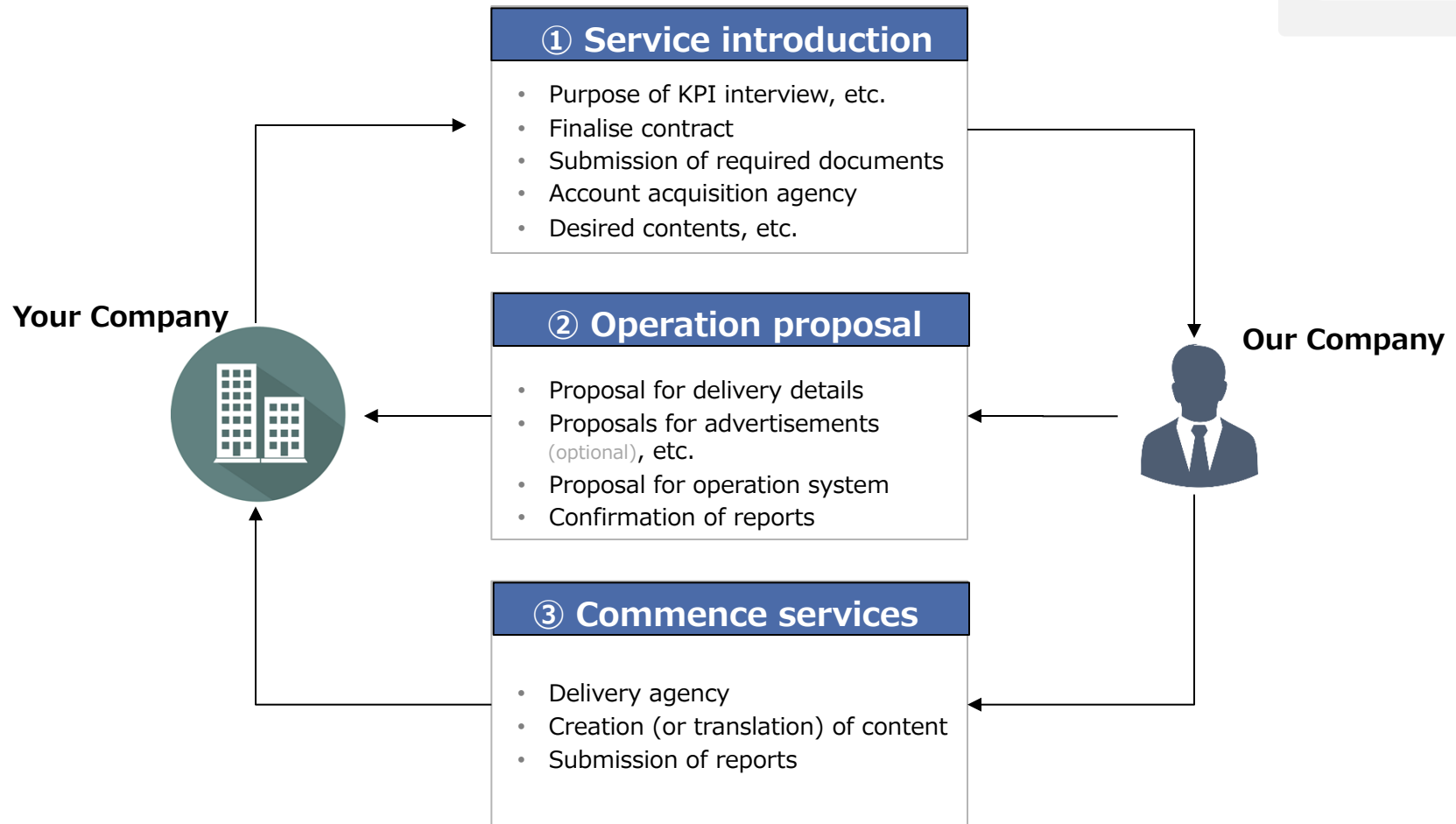


# Regarding Weibo and WeChat

## Service flow



We propose the operational system and report contents, etc. based on your aims and desires for Weibo/WeChat.



# Weibo account set up and operation



## ■ Set up a Weibo account + account operation agency

- Support for opening new corporate accounts\*
- Receive verification code via cellphone
- Exchange messages with Weibo China
- Japanese-language support
- Logo settings
- Background image settings
- An annual fee for the analysis function extension tool

\*Delivery content will be prepared.

**Initial costs ¥0**  
**from 268,000 JPY/month**

Lite Plan for a 12-month contract period

Annual renewal fee for the analysis function extension tool.  
 (Required when renewing from the second year onwards).  
 140,000 JPY (excl. tax)/year

		Lite Plan	Standard Plan	Pro Plan
Cost	12-month contract	268,000 JPY (excl tax)	328,000 JPY (excl tax)	438,000 JPY (excl tax)
	6-month contract	288,000 JPY (excl tax)	348,000 JPY (excl tax)	458,000 JPY (excl tax)
No. of posts		10 posts a month	20 posts a month	30 posts a month
Planning proposals for post contents		○	○	○
Support		○	○	○
Translation *140 characters/post		○	○	○
Image settings		○	○	○
Video settings		○	○	○
Advertising Campaign settings		—	—	○
Questionnaire settings		—	—	○
Pin settings for the top of the article		○	○	○
Post settings		○	○	○
Comment replies (5 replies per post)		○	○	○
Report creation		○	○	○



\*Authorized corporate accounts

Corporate accounts can be used for commercial use if certified (Blue V Mark).

# Frequently Asked Questions



## ■ FAQs regarding Weibo operation agencies

Question	Answer
Should I prepare anything in advance? Please also inform me if there are any size restraints or character length limitations, etc. for both WeChat and Weibo.	You will need to submit an application which includes registration, and a company logo (500 x 500). Please note that depending on the circumstances, a trademark, and an Account Managers business card can also be required.
Regarding translation. Does the price include the translation of 10x posts of 140 Japanese characters?	The price includes the translation fee.
What specifically is required for planning proposals for Weibo account management?	The submission of an account improvement proposal, etc. would be required.
What are "Image Settings"?	This refers to image posts. Up to 9 images can be set.
What are "Video Settings"?	This refers to video posts. It will be posted as a video if you have video data.
What are "Advertising Campaign Settings"?	It refers to the fact that we can handle campaigns (such as free gifts), etc.
What are "Questionnaire Settings"?	Weibo's post function allows you to conduct a simple questionnaire. (Available once a month if desired* Professional Plan)
What are "Post Settings"?	This refers to the setting of future planned posting date/time.

# Setting up and operating WeChat



## ■ Setting up a WeChat account + account operation agencies

### Registration agency service

- Service account \*Application representative on behalf of applicant.
- Research and proposal for account name
- The editing and translation of the introductory message
- Management function settings
- Creation of a menu bar
- Creation of pages (up to 5 pages)
- UI production

\*Preparation of delivery contents.

### Operation support service

- Submission of articles (up to 4 times a month/once a week)
- Translation of articles (up to 1,000 characters per article)
- Operating agency (incl. management fees)
- Monthly report regarding follower statistics
- Inquiry support for the inquiry chat function

Function	Service account*	Subscription account
Posts are displayed in the same format as regular chats	<input type="radio"/>	x
Posts appear in the chat subscription folder	x	<input type="radio"/>
Number of posts permitted	4 times a month	Once a day
Exchange messages with followers	<input type="radio"/>	<input type="radio"/>
Links to external websites from the menu button	<input type="radio"/>	x
Use of WeChat Payment	<input type="radio"/>	x

**Initial costs 0 JPY!**

**Management agency fee from only 218,000 JPY a month (excl. tax) 12-month contract**

**Management agency fee from only 238,000 JPY a month (excl. tax) 6-month contract**

Account annual renewal fee  
(required in the second year when renewing)  
50,000 JPY (excl. tax) a year

### Optional

Creation of articles (4 articles including translation fees) from 150,000 JPY (excl. tax) a month

# Frequently Asked Questions



**WeChat**

## ■ WeChat FAQ

Question	Answer
<p>Should I prepare anything in advance? Please also inform me if there are any size restraints, etc.</p>	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Logo data</li> <li>• Required images/videos (stores, products, images, etc.).</li> </ul> <p>Apart from the logo data (500 x 500), there are no image size restraints. The higher the resolution and the bigger the image the better (within 2M).</p>
<p>Are there any limits for the number of characters in the introductory message?</p>	<p>Introductory messages for WeChat accounts should be 4 to 120 characters long.</p>
<p>Is it correct to assume that an unlimited number of messages can be exchanged with followers? Is it also correct to assume that all translations required for a foreign message are included in the initial fee?</p>	<p>An unlimited number of messages can be exchanged. The translation fee is included in the price.</p>
<p>What are the management function settings?</p>	<p>It decides the logo, introductory message and WeChat ID, etc.</p>
<p>What is created through UI production?</p>	<p>We will make suggestions for things such as the layout of the menu bar, and the link destination, etc.</p>
<p>What are the operation agency fees (including management fees)?</p>	<p>It changes settings and handles comments.</p>
<p>What specific support is provided for the inquiry chat function?</p>	<p>We prioritize account inquiries. (Replies to inquiries). We check with the client if anything is unclear or hard to judge.</p>
<p>Is the content in the optional article creation initially created in Japanese and then translated into Chinese? Or, should the Japanese article be produced by the customer in Japanese and then merely translated?</p>	<p>If specified by the customer, articles will be written in Japanese and translated so as to capture the Chinese speaking audience. If nothing is specified then we will create it in Chinese (if all necessary permissions have been acquired for images/text on SNS, blogs, websites, etc.)</p>

# Frequently Asked Questions



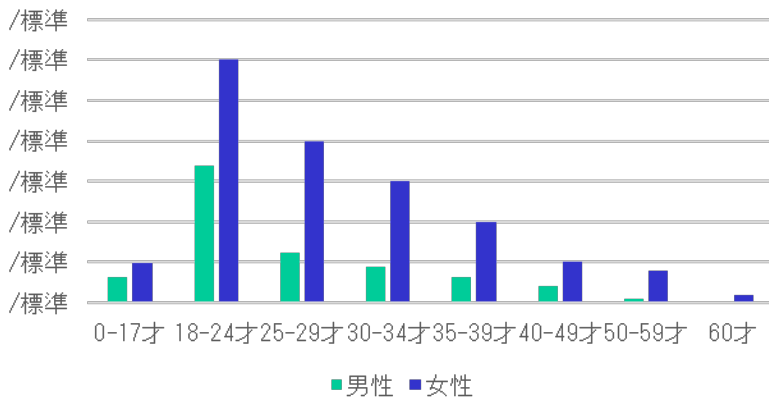
## Common FAQ for both Weibo and WeChat

Question	Answer
How long does it take from application to final set-up of Weibo/WeChat?	Depending on the time of year, it usually takes approx. 3-5 weeks.
Are there any prohibitions with regards to the account/post?	<p>A. Below are examples of prohibited acts.</p> <ul style="list-style-type: none"> <li>• Opening an account for gambling (such as pachinko, horse racing, bicycle racing, etc.)</li> <li>• Posting anything to do with adult content, violence, stealth marketing, and anti-social behavior, etc.</li> <li>• Opening an account and posting content highly similar to that of other corporate brands</li> <li>• Posting an excessive amount of advertisements</li> <li>• Forced article sharing and abuse of the reward system</li> <li>• Posts depicting services that are far removed from official account services and/or services of other companies</li> <li>• Attaching a QR code for something other than what is explained</li> <li>• Sending replies and guidance, etc. which has nothing to do with the users message is prohibited.</li> <li>• Red envelopes for comments are prohibited.</li> <li>• Details do not match the account summary.</li> </ul>
Are there any possibilities which would cause Weibo/WeChat would fail to open an account?	It hasn't failed up until now, but that isn't to say it will never fail. It usually passes without question if no discrepancies occur. Please contact us in advance if you are unsure of anything.

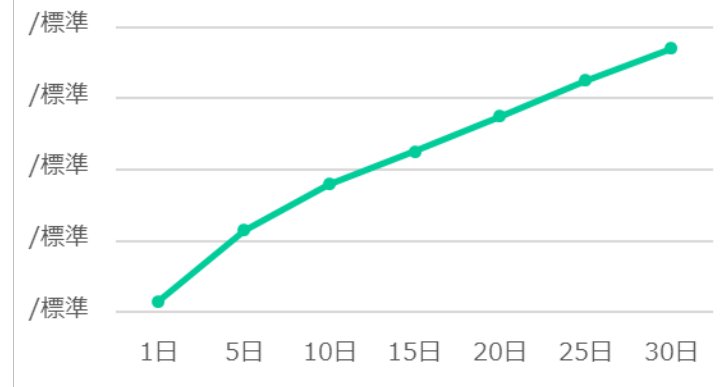
# Regarding the report

\*Please note that the image is merely an example of the report and may differ from the actual report.

## Age/Gender Ratio



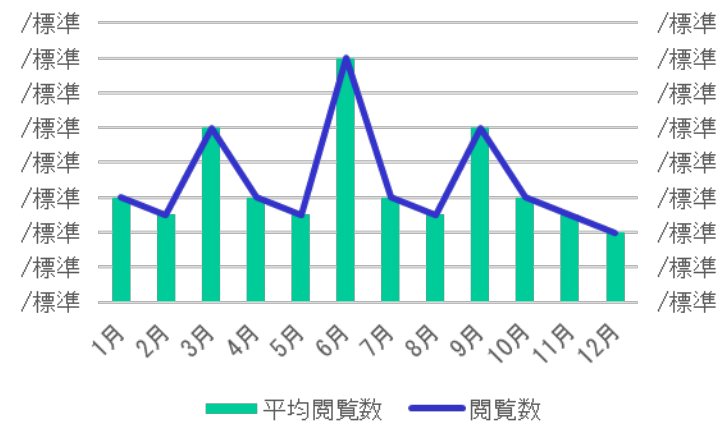
## Follower transition



### ■ Report item (one section)

- Analysis and changes in gender/age per month
- Analysis and changes in followers per month
- Analysis of geographical area per month
- Analysis and changes in content per month
- Number of posts
- Number of views
- Number of actions / month
- Posted articles / month
- Inquiry details / month
- Trends this month
- Operation management
- Inquiry details
- Future operation policies

## No. of views





# Company Information

## Global Link Japan, Inc.

Established: May 29, 2002

Capital: ¥10,010,000

Address:

(Tokyo main office)

Hatchobori Frontier Building 5F, 4-9-10 Hatchobori, Chuo-ku, Tokyo  
104-0032

(Osaka branch office)

Esaka Minami-guchi Building, 1-23-28 Esaka, Suita-ku, Osaka 564-0063

CEO: Hikoshi Sugioka (Facebook, Twitter)

Primary bank: Mitsubishi Tokyo UFJ Bank, Shibuya Branch

