



ONE-ON-ONE  
AND TEAMS



Your **first step**  
on the Digital  
Pathway to  
China.

**WECHAT FOR  
BUSINESS**

[WWW.RCN.ASIA/WECHAT](http://WWW.RCN.ASIA/WECHAT)



# 1.4 billion customers

**IT'S QUICKER  
TO HOP ON AN APP  
THAN A PLANE.**

In a Digital age, it is not the big that eat the small, it is the quick that eat the slow.

Digital technologies have caused massive disruption, where industry competitors have leveraged a technological advantage to move faster than their competition.

China had initially been far behind the West on the application of Financial technology.

This position changed.

China has been able to leap frog Electronic Funds Transfer at Point of Sale (EFTPOS) and Western Credit and Debit Card technologies.

**WECHAT  
IS WHERE  
PEOPLE ARE**

Chinese technology corporation Tencent, introduced contactless mobile payments via WeChat Pay.

Adoption of the WeChat App has become widespread with over 1 billion users.

**1.26 billion WeChat  
Pay Wallet users  
worldwide.**

While there are other payment wallets and ecosystems, WeChat has become the main App that Chinese consumers and business people use for every aspect of life day to day.

*From catching a taxi to buying food and for all your  
China personal and business communications.*





**TMALL**  
ecommerce

**GRATA**  
customer service

**MIKE CRM**  
on-the-ground support

**RCN MALL**  
WeChat Shop

**WEB COMMERCE**  
Woocommerce

Wordpress

language localisation

**LOKALISE**

digital content

brand&agency

**KAWO**

content management

**LANGUAGE HUB**

business meet and greet basics

**WeChat**  
Official Account

**WeChat**  
for Business



**Digital Pathway**  
to CHINA by rcn

Sharon Stewart of Love My New Zealand  
at the NZ Tourism Trade Fair 2019.



**PEOPLE DO BUSINESS  
WITH PEOPLE THEY  
KNOW, LOVE & TRUST**

## Tourism Case Study

The NZ Tourism Trade Fair 2019 presented an opportunity for speed-networking with New Zealand based Chinese Luxury Tourism buyers based around the regions of New Zealand.

Event attendees were time poor and experiencing information overload. Sharon made it quick and simple for attendees to use a QR code to join the **Sharon Stewart's Love My New Zealand WeChat Group**. This involved using a simple QR code displayed on Sharon's trade stand.

Red Circle Network pre-populated the group with 10 Luxury Tourism companies from China. Sharon was then able to add 20 NZ-based luxury tourism booking agents at the event.

This resulted in Sharon achieving 30 new Channel referral partner relationships to grow her business.



**Sharon Stewart, Managing Director of Love My New Zealand wanted to connect to Chinese inbound luxury tourism travel agents.**

The aim was to use the WeChat App for business networking, to add new Channel Referral partners who could onsell her products and services.





experience the  
value of  
cross  
cultural  
connection



Simon Young | 杨瑾鸿 - MENTOR



WeChat  
for Business

**We invite you to connect to Simon on  
WeChat by scanning the QR code  
above from the WeChat App.**

Red Circle Network's WeChat for Business Workshops  
have been created, and are being presented by a  
leading Western based Chinese influencer.

Simon Young speaks and writes fluently in Chinese  
and is one of the most successful influencers  
operating from New Zealand, in China,

Around the virtual-office, we jovially  
refer to Simon as 'The Chosen One'.

This is because Simon was chosen by Saatchi and  
Saatchi, Starcom and the NZ Electoral Commission  
to be the face and voice of the 2017 NZ Elections.

Simon's influence increased Chinese  
New Zealand voter participation.

17,850  
followers



7,000  
followers



7,779  
follower



## What people say



**Technology  
Company**

"We learnt not only how to use [WeChat] individually but also we saw the larger potential to engage with our NZ Chinese community through WeChat."

"We highly recommend the WeChat For Business Workshop if you are going to engage, trade or communicate with the Chinese Business and Communities local or overseas."

Rob Perelini, Founder,  
MYRIVR Ltd



**Luxury  
Tourism  
Company**

"I wish I'd taken this step last year. I wouldn't have trusted information from a corporation, but I like that I'm working with you because you are kiwis who know the Asian market."

Veronika Vermeulen, Managing Director,  
Aroha Luxury New Zealand Tours

## What people say



**Beauty  
Company**

"I found that a very helpful overview of WeChat. Having it on my phone and the desktop certainly helped, and viewing it on the screen. I feel quite confident with getting started now. I've made about 20 bullet points of items that I'm going to work on here, and I can see why it's quite important as a founder to help build trust around our brand, and authenticity with our Chinese consumers whether they be in China or New Zealand. Quite interested to pursue step 2 which is the WeChat Official Account. "

Stephanie Evans,  
CEO & Founder  
Oasis Beauty



**Luxury  
Tourism  
Company**

"I knew 95% of the content but I realised that, as a marketer, I need to get more active in this technology space with strategy and good content for our business."

Keni Hu, Asia Marketing,  
Aroha Luxury New Zealand Tours



**WeChat**  
for Business

# Pricing.

[www.redcirclenetwork.com/wechat](http://www.redcirclenetwork.com/wechat)



One-on-one  
USD \$500



Group | 3-10  
USD \$1500



Group | 11-19  
USD \$2200



Group | 20+  
USD \$5000

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