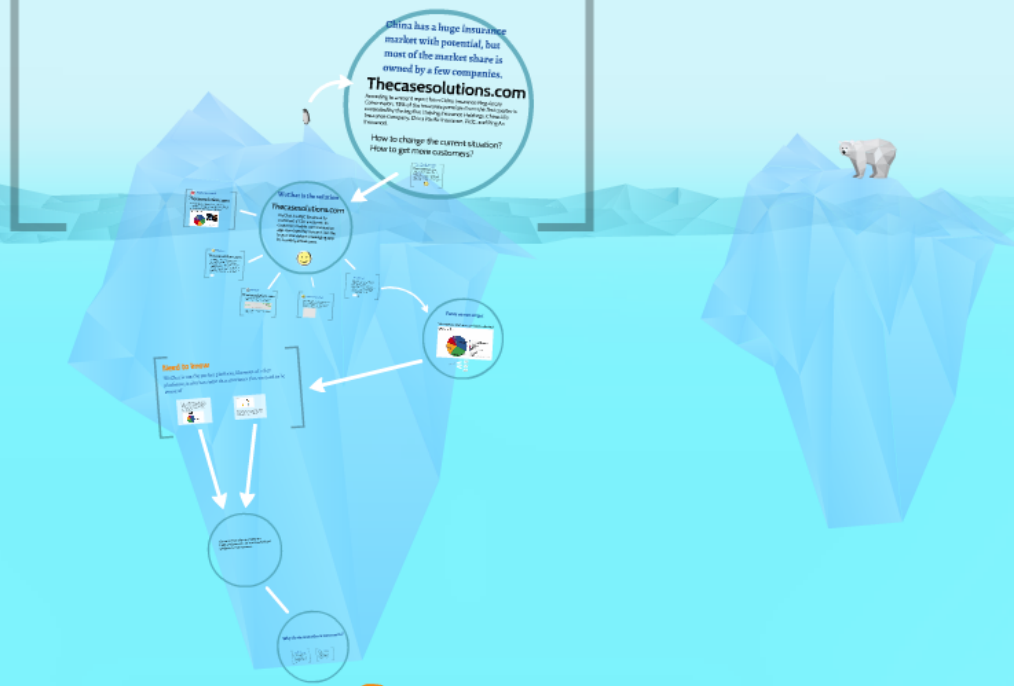


M2 Universal Communications Thecasesolutions.com



WeChat, The Future of Insurance Marketing

M2 Universal Communications

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China has a huge insurance market with potential, but most of the market share is owned by a few companies.

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According to a recent report from China Insurance Regulatory Commission, 75% of the insurance premium from the first quarter is controlled by the big-five (Taiping Insurance Holdings, China Life Insurance Company, China Pacific Insurance, PICC, and Ping An Insurance).

How to change the current situation?
How to get more customers?

WeChat is the solution

Thecasesolutions.com

WeChat is a B2C (business to customer) / C2C (customer to customer) mobile communication app developed by Tencent. It is the largest standalone messaging app by monthly active users.

WeChat is essential
Thecasesolutions.com
According to Statista China, 25% of active users open the app over 30 times and 55.2% of them open the app over 100 times.

Efficiency
Thecasesolutions.com
Meeting with clients is a necessary to complete this business of selling. Companies will need a well placed of employees to maintain the position of customer's demand to reach the same scale of interest. This can be done.

Why Partner?
Thecasesolutions.com
Thecasesolutions.com is the largest standalone messaging app by monthly active users.

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How to change the current situation?
How to get more customers?

Sticking with traditional marketing methods may not be the best choice.

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People start to ignore billboard and commercials in subways, so these ways to advertise no longer have enough impact.

PINGAN gained popularity and a share in the market by using telemarketing and radio commercials. PINGAN's method is hard to imitate because it requires a large team to work nonstop in order to get enough social attention.



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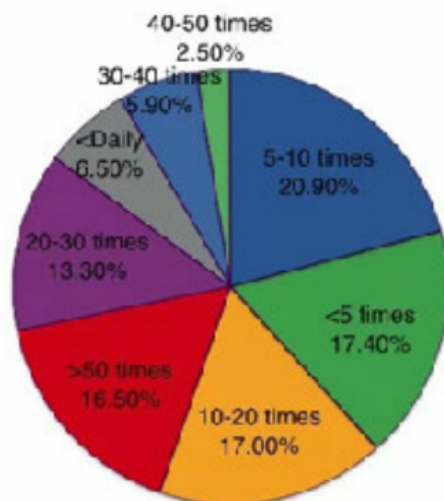


WeChat is essential

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According to Curiosity China, 25% of active users open the app over 30 times and 55.2% of them open the app over 10 times.

Active daily users





Efficiency

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Marketing on WeChat is much easier to manage than traditional marketing.

Company only needs a small group of employees to maintain the platform. It requires a lower cost to reach the same scale of attention, thus more efficient.

Currently the number of registered official account has surpass 8 million.

About 80% of WeChat users follow at least one official account.

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Official Accounts Types



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Official Accounts Types



3

Popularity

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Currently WeChat has more than half a billion and increasing users worldwide.



WeChat appears on over 90% of Chinese smartphones.