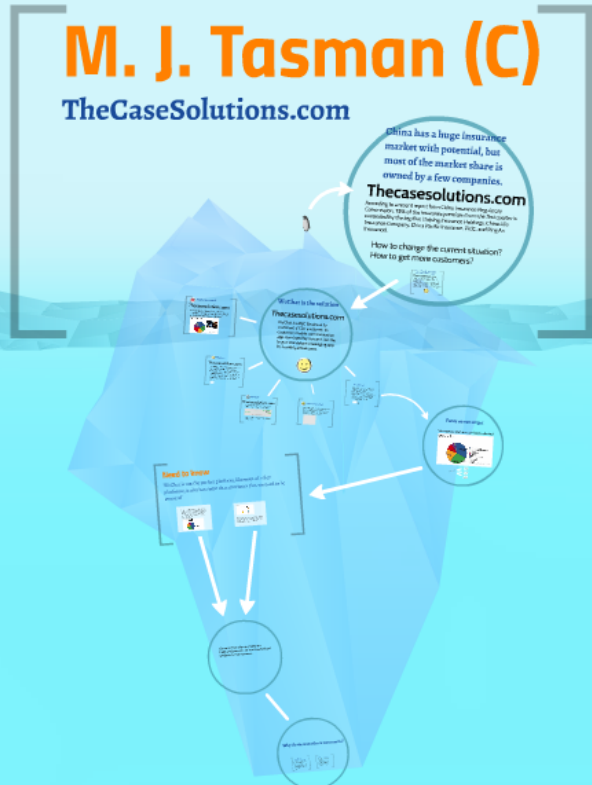


M. J. Tasman (C)

TheCaseSolutions.com



WeChat, The Future of Insurance Marketing

M. J. Tasman (C)

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

Thecasesolutions.com

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 WeChat over 100 times.

Efficiency
Thecasesolutions.com
Meeting with WeChat is necessary to manage this WeChat solution. Companies will need a well-planned strategy to maintain the platform. A solution is needed to reach the same scale of interest. This case study is...

Why Partner?
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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.
Thecasesolutions.com
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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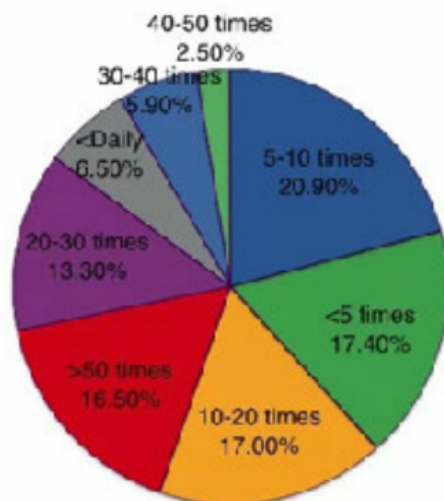


WeChat is essential

Thecasesolutions.com

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.

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

Thecasesolutions.com

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.