



Advertising on Social Media Platforms - Part 2 Sina Weibo

Still wondering how to advertise on Sina Weibo?
Still thinking of what the rules in China are?
Don't worry! Here is a quick overview of what
Sina Weibo advertising offers.

SINA WEIBO FENSITONG

WHAT IS FENSITONG?

Fensitong is an advertising tool in Sina Weibo that accurately pushes promoted posts to existing and potential Followers based on their profile and interest. The promoted post looks like a Post, which can be Reposted, Commented, Liked and Bookmarked.

WHY FENSITONG?

Three benefits that are better than traditional ads:



Reaching huge number of people:
Push brand information to all existing Followers and potential Followers among the over 536 million Weibo users.



Precise targeting:
Accurately reach a target audience based on users' profile and social relationship.



Multi-channel transmission:
Transmitted multiple times by Repost, Comment and Like to maximise the effects of an ad.

WHERE TO DISPLAY?



It is displayed at the top of Weibo feeds for both PC and mobile devices. Sina Weibo's ad deployment engine decides the position based on user's social relationship and relevance to the ad. One ad appears only once to a user within 24 hours.



HOW IS IT CHARGED?

Two options are available depending on a brand's objectives:

CPM (Cost Per Mille):

Based on per thousand views.
Minimum bidding price is 0.10 Yuan (US\$0.016) per thousand views.

CPE (Cost Per Engagement):

Based on engagement made by users (including Repost, Like, click on the link, follow, and bookmark), minimum bidding price is 0.01 Yuan (US\$0.0016).

REGISTER A FENSITONG AND START ADVERTISING!

You need to have a verified Sina Weibo account first. Clients in "Medical & Health" category cannot register one so far. Satisfying all requirements, registering online (<http://tui.weibo.com/>), and then you can access to the ad platform and start advertising!

