

How Internet start-ups do marketing and Pr?

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Jason Ng

COO of Geekpark.net

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A Community for Internet Product Managers

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6000+ PMs in real names

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6000+ PMs in real names

300+ Speakers

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40+ Events

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6000+ PMs in real names

40+ Events

300+ Speakers

400M+ Video views

When we talk about marketing and PR
on the Internet, we may mention them

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tumblr.

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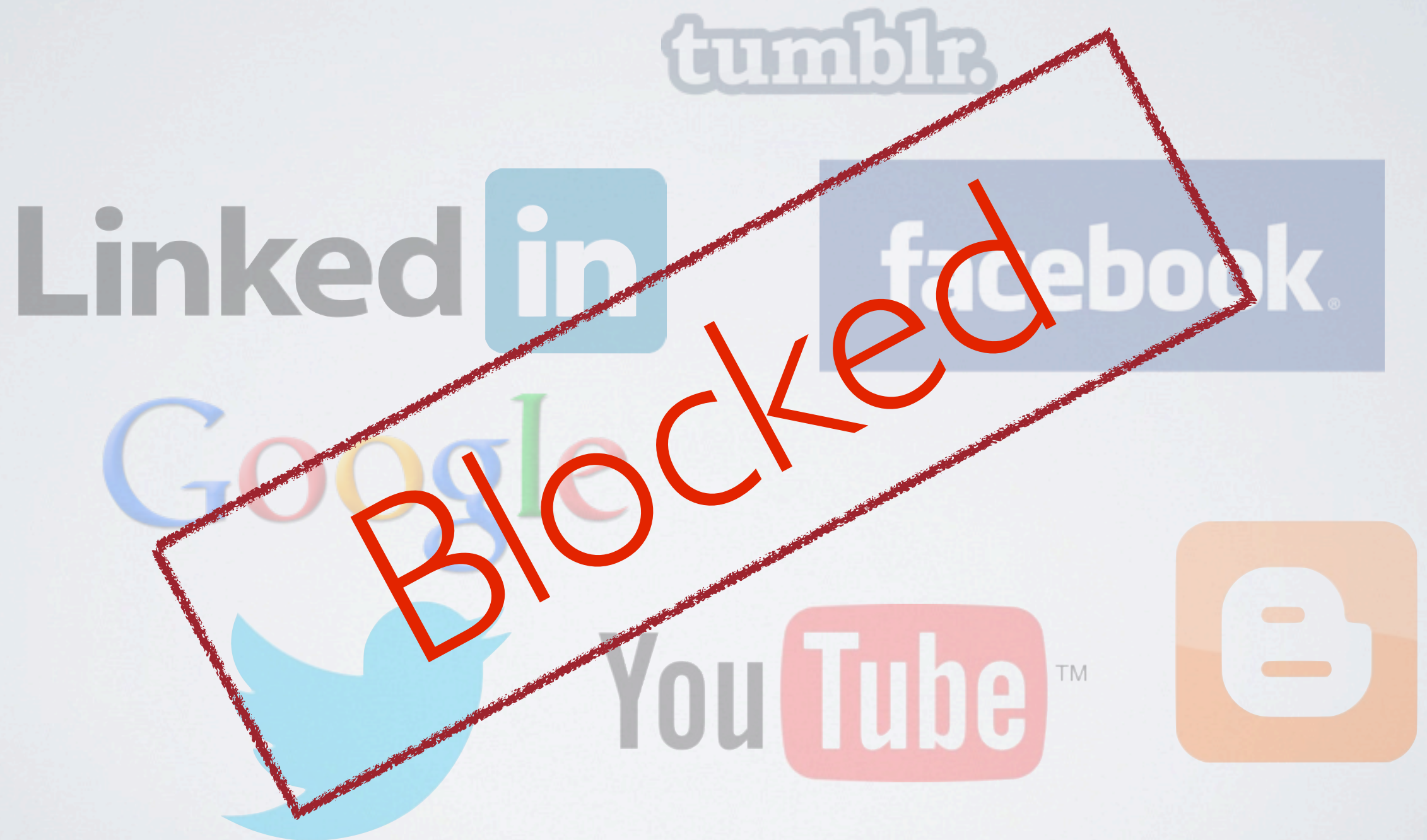
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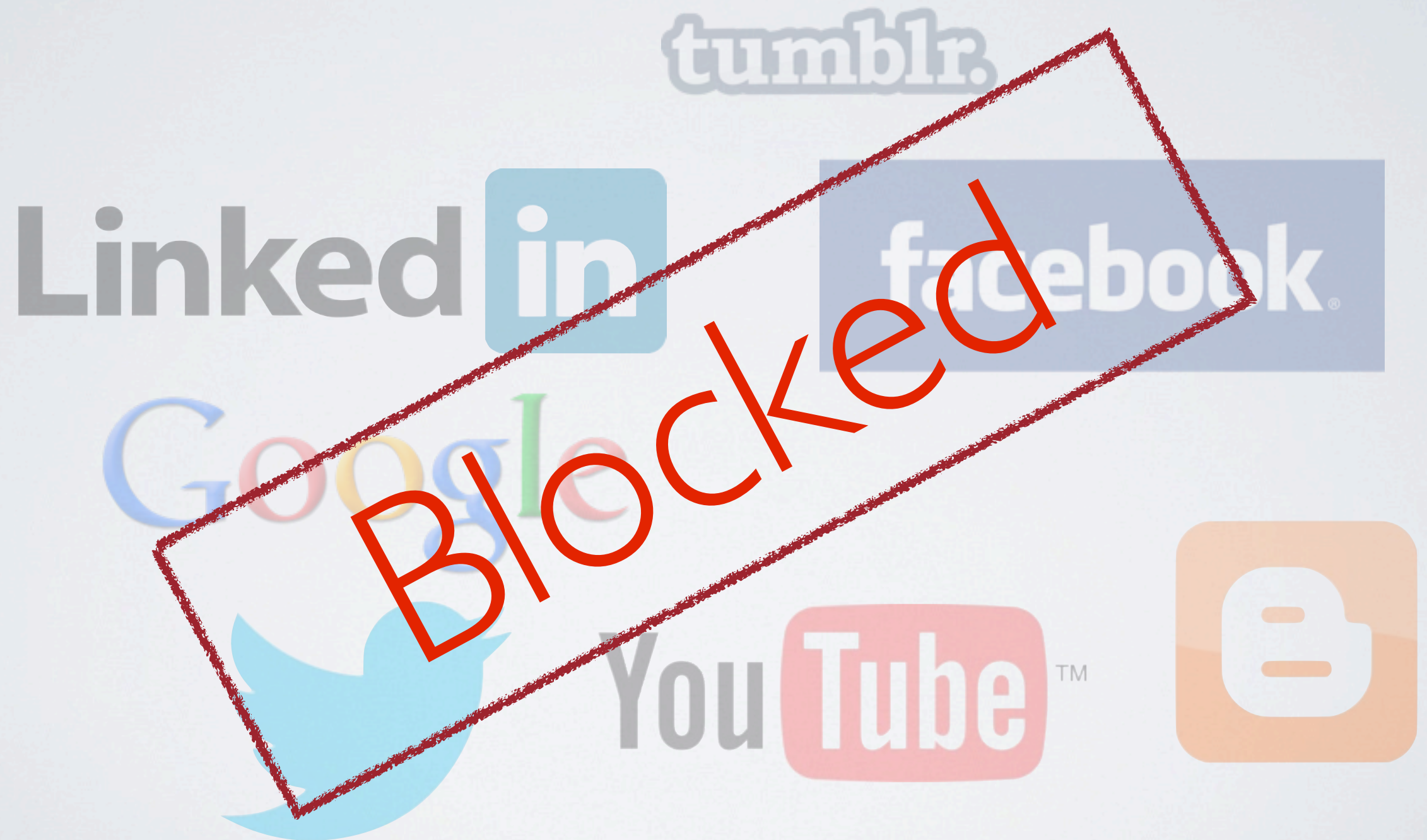
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But in China mainland, there's something different



And the way we do PR and Marketing is different



/ ■ How to show?

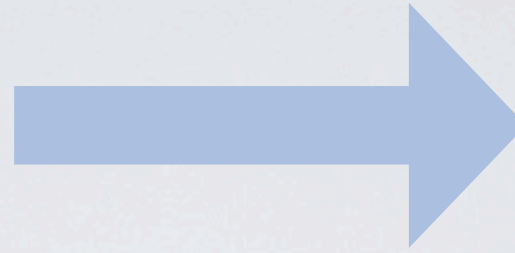
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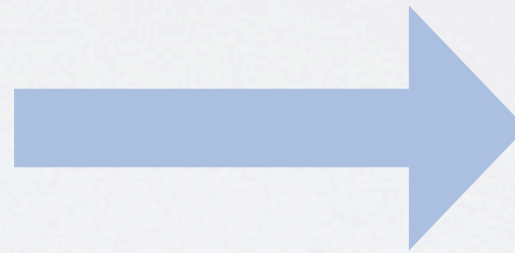
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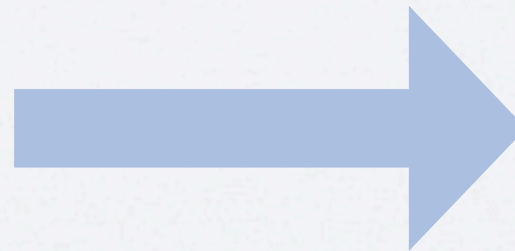
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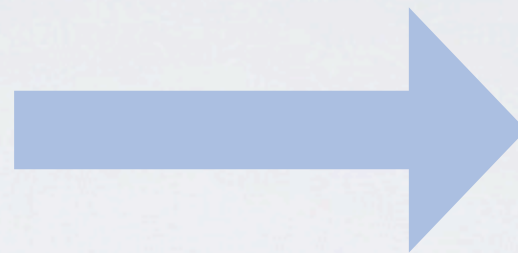
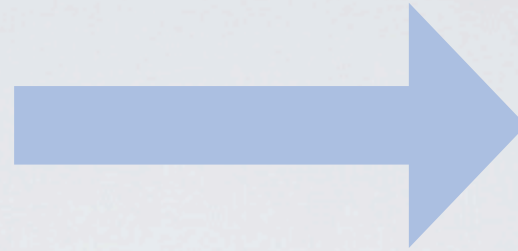
Google



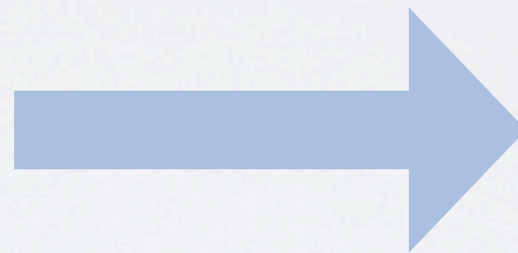
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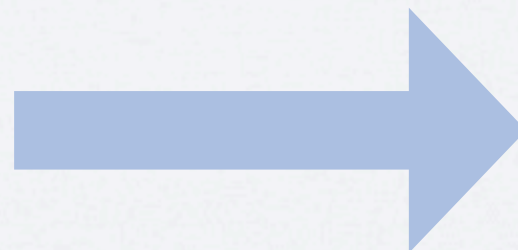


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Baidu 百度

You Tube™



youku 优酷
.com

Tech blogs: email them your new product

Tech blogs: email them your new product

Cnbeta

Tai Media

iFanr

36Kr

GeekPark

Huxiu

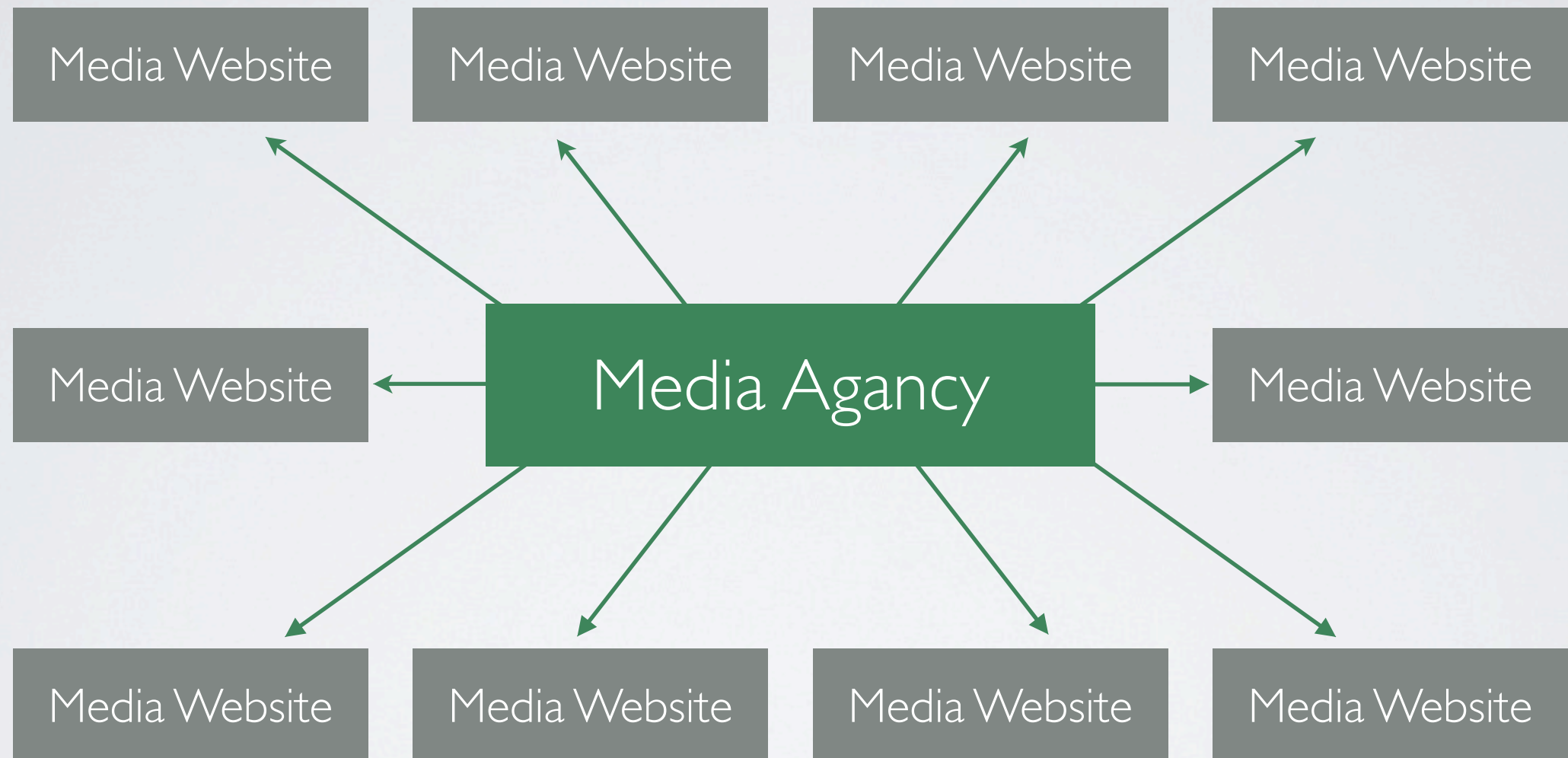
LeiPhone

Pingwest

Tech2IPO

Media Agency:send them an article and call them

Media Agency:send them an article and call them



Coffee Shop: Where there are lots of VCs and reports

Coffee Shop: Where there are lots of VCs and reports

3W Coffee

Beta Coffee

Coffee Shop: Where there are lots of VCs and reports



Sina Microblog: Get celebrities to spread your product

Sina Microblog: Get celebrities to spread your product

Voluntary

@someone famous

Sina Microblog: Get celebrities to spread your product

Voluntary

Friendship

@someone famous

Call your famous friend

Sina Microblog: Get celebrities to spread your product

Voluntary

@someone famous

Friendship

Call your famous friend

Purchase

Up to \$500 per one

One Antinomy: You can not be too lofty



One Antinomy: You can not be too lofty



The big brother is watching you



2. How to promote?

Best way: Oral spreading

Best way: Oral spreading

But sometimes,
if you don't tell you are good,
you may be told you are bad

Best way: Oral spreading

But sometimes,
if you don't tell you are good,
you may be told you are bad

So, you have a lot to do.

The normal ways

The normal ways

Online Ads

Microblogs

Online Media

Outdoor Ads

Blogs

Newspaper

Mobile Ads

Podcast

TV

The **AB**normal ways: Threaten Marketing

The ABnormal ways: Threaten Marketing

Your computer is surfering virus !

The **AB**normal ways: Threaten Marketing

Your computer is surfering virus !

Your website is unsafe because you are not using our product!

The **AB**normal ways: Threaten Marketing

Your computer is surfering virus !

Your website is unsafe because you are not using our product!

Your browser is too old to use, try this new generation one.

The **AB**normal ways: Buying followers

The **AB**normal ways: Buying followers

Want more followers on Sina microblog?

Yes!!!

1000 fake followers for \$1.

The ABnormal ways: Buying followers

 <p>【诚信卖家】新浪微博粉色花纹皮肤 微博背景原创 1000986号</p> <p>¥1.00 免运费</p> <p>最近9人成交</p> <p>zhongxueping2018 广东 广州</p> <p>如实描述: 5.00</p>	 <p>【诚信卖家】新浪微博买背景 新浪微博粉色花纹皮肤</p> <p>¥1.00 免运费</p> <p>最近70人成交</p> <p>十大名店1688 广东 广州</p> <p>如实描述: 4.93</p>	 <p>【诚信卖家】新浪微博买背景 新浪微博粉色花纹皮肤</p> <p>¥1.00 免运费</p> <p>最近42人成交</p> <p>yqsky16 北京</p> <p>如实描述: 4.95</p>	 <p>【诚信卖家】新浪微博粉色花纹皮肤 新浪微博买背景原创</p> <p>¥10.00 免运费</p> <p>最近397人成交</p> <p>新浪微博93 上海</p> <p>如实描述: 4.96</p>
 <p>新浪微博粉色花纹皮肤 新浪粉色模板 买微博粉色原创设计2</p> <p>¥1.00 免运费</p> <p>最近92人成交</p> <p>好东西185266610 江苏 南京</p>	 <p>新浪微博买背景 新浪微博买背景原创</p> <p>¥1.00 免运费</p> <p>最近102人成交</p> <p>花心萝卜016 上海</p>	 <p>【诚信卖家】新浪微博粉色花纹皮肤 新浪微博买背景原创</p> <p>¥1.00 免运费</p> <p>最近46人成交</p> <p>高质量网络推广 重庆</p>	 <p>【诚信卖家】新浪微博粉色花纹皮肤 微博背景原创 10002486号</p> <p>¥1.00 免运费</p> <p>最近25人成交</p> <p>xixinghua888 北京</p>

The **AB**normal ways: TV talk show



The **AB**normal ways: TV talk show



The **AB**normal ways: Lottery

The **AB**normal ways: Lottery

Retweet this, you'll get a chance to have an iPad

Forward this to 5 of your friends, you'll get chance to have an iPhone

Sharing this msg to your followers to get a Nexus 4

The **AB**normal ways: Lottery

The **AB**normal ways: Lottery

In Fact

The AB normal ways: Lottery

In Fact

Sometimes nobody gets the prize.

The **AB**normal ways: Cheating App Store ranking

The **AB**normal ways: Cheating App Store ranking

Shuā

Bǎng

刷榜

The **AB**normal ways: Cheating App Store ranking

The **AB**normal ways: Cheating App Store ranking

iPhone Top 10	\$6500/day
iPhone Top 25	\$3400/day
iPad Top 10	\$2400/day
iPad Top 25	\$1600/day

Last updated: 02/02/2013

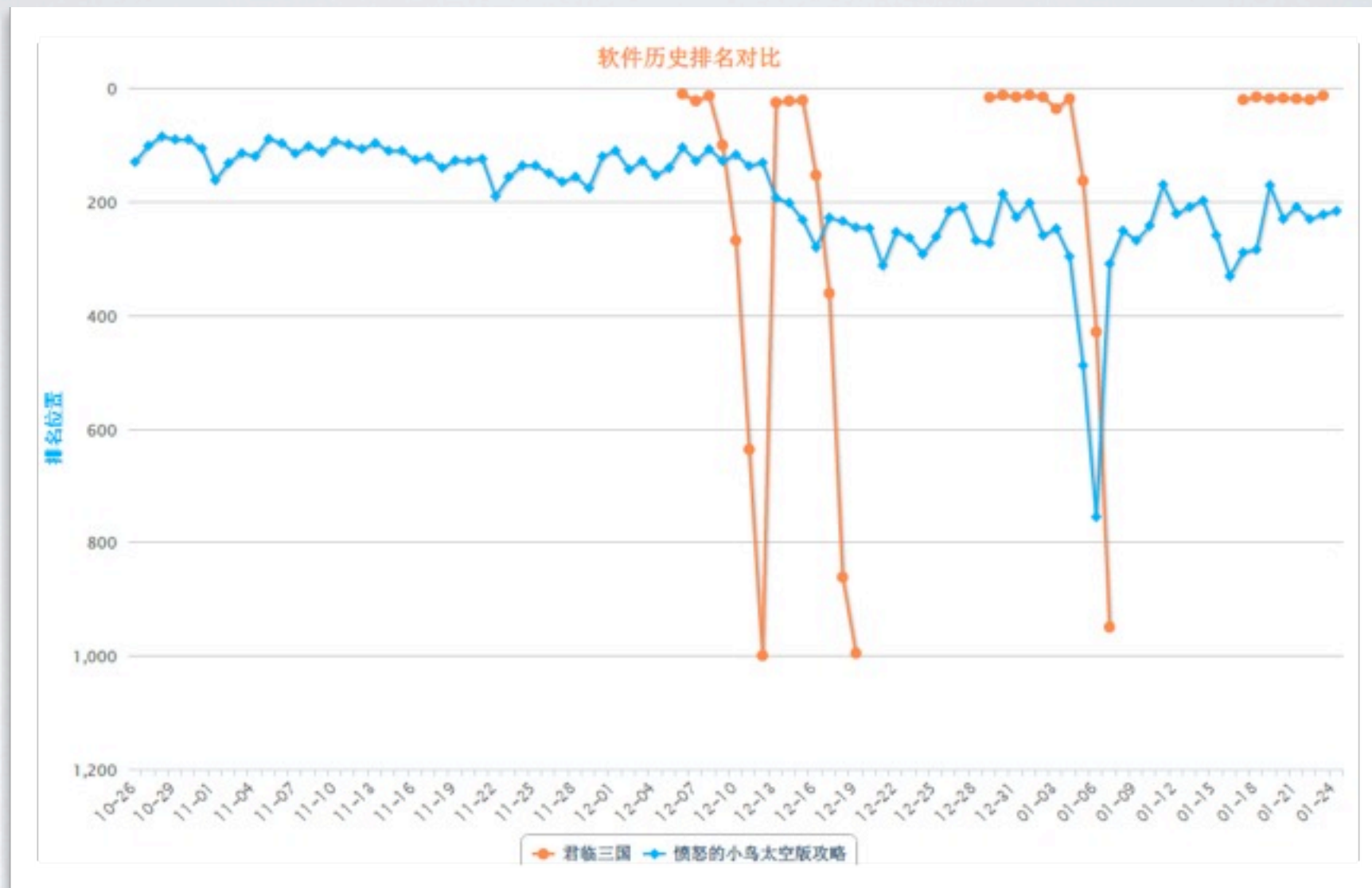
The **AB**normal ways: Cheating App Store ranking



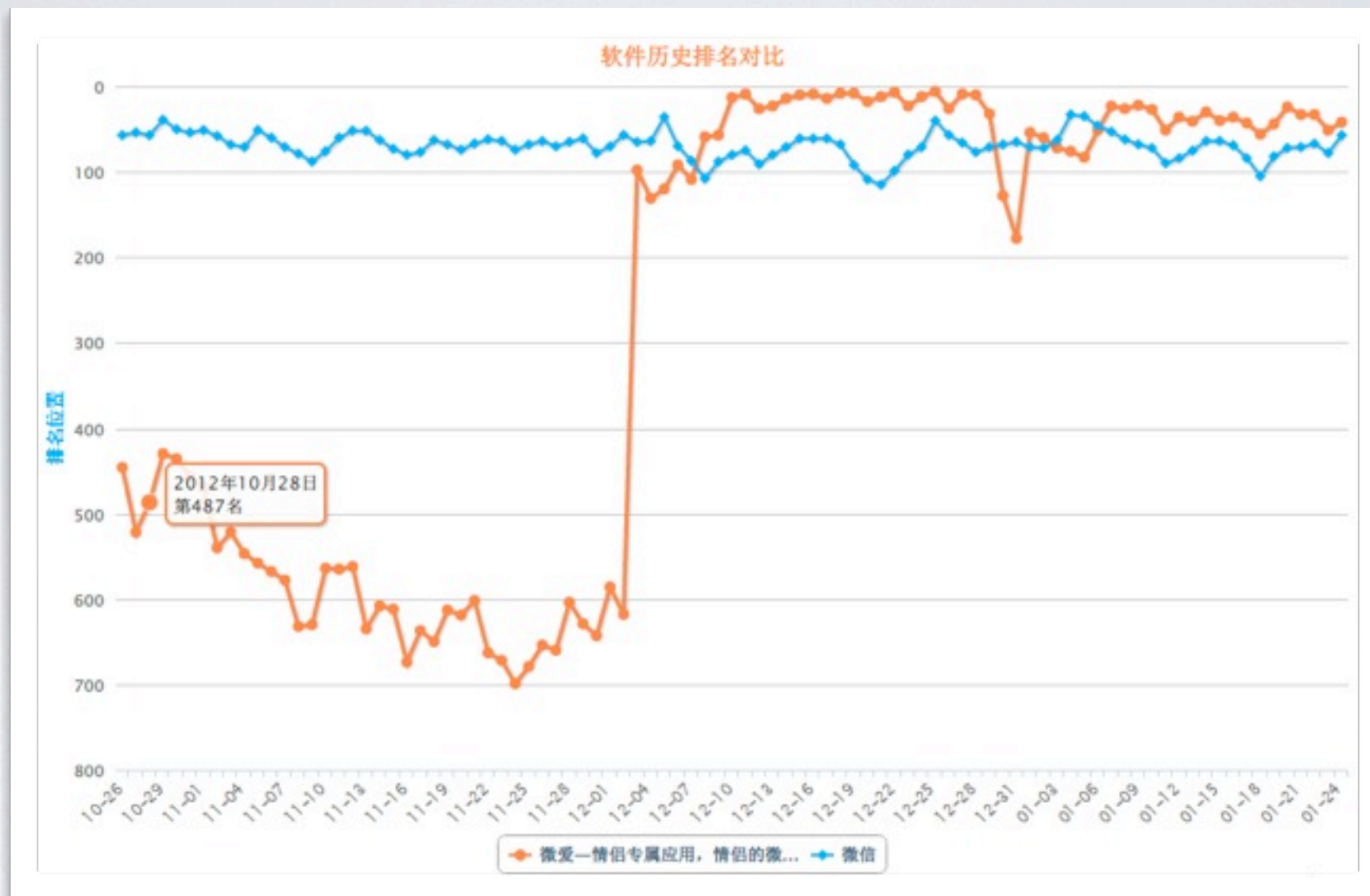
The ABnormal ways: Cheating App Store ranking



The ABnormal ways: Cheating App Store ranking



The ABnormal ways: Cheating App Store ranking



The **AB**normal ways: Cheating App Store ranking

The **AB**normal ways: Cheating App Store ranking

Business Insider: Shuā Bǎng, The Great Evil in China

The ABnormal ways: the Product way



The ABnormal ways: the Product way



Your computer's speed has beat 91% of other users.

The ABnormal ways: the Product way



The **AB**normal ways: the Product way



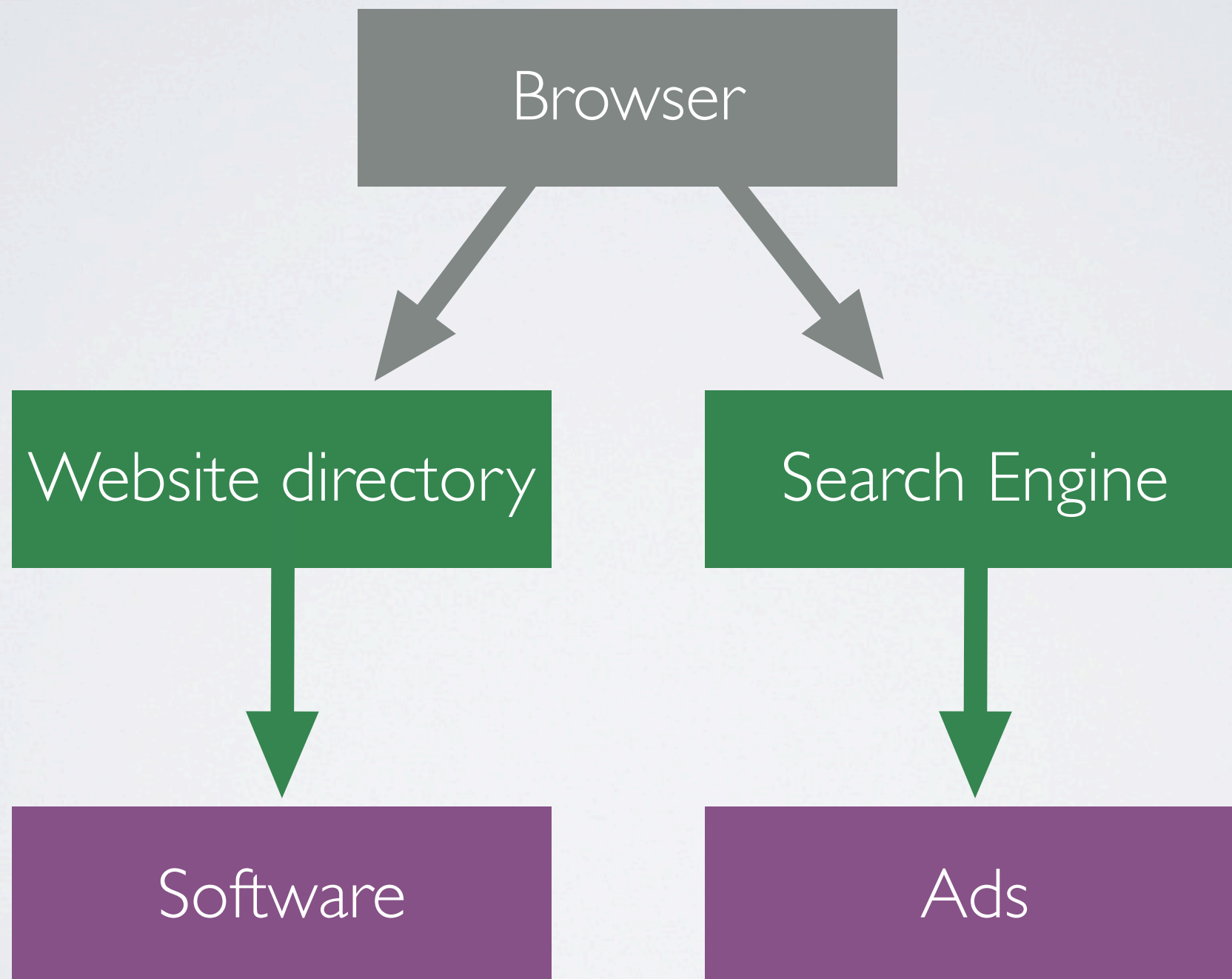
You sang so good, and you have beat 63% of other users.

The **AB**normal ways: the Product way

The **AB**normal ways: the Product way

Browser

The **AB**normal ways: the Product way



The **AB**normal ways: the Operation way

The **AB**normal ways: the Operation way

Girls

3. Crisis PR in China

The best and normal way: Solve the problem

The best and normal way: Solve the problem

But, not everybody think this is the best way

Wait

Wait

There's something you have to know

Censorship in China

China's Internet Censorship System

Censorship in China

The government deletes what it thinks is not good

Censorship in China

The government deletes what it thinks is not good

No laws, no rules

If something that the Gov can do, I am able to do

If something that the Gov can do, I am able to do

Deleting

If something that the Gov can do, I am able to do

Deleting

Deleting in BBS

Deleting in microblog

Deleting in search engine

Deleting in media website

If something that the Gov can do, I am able to do

If something that the Gov can do, I am able to do

Overcast

If something that the Gov can do, I am able to do

Overcast

Better than deleting, but the truth still be hidden

4. Something intereresting

Jia Junpeng, your mother is calling you home for dinner

Jia Junpeng, your mother is calling you home for dinner



Jia Junpeng, your mother is calling you home for dinner

10:59 a.m on 16 July 2009

6 Hours

Jia Junpeng, your mother is calling you home for dinner

10:59 a.m on 16 July 2009

6 Hours

17,000 replies

Jia Junpeng, your mother is calling you home for dinner

10:59 a.m on 16 July 2009

6 Hours

17,000 replies

400,000 views

Jia Junpeng, your mother is calling you home for dinner

10:59 a.m on 16 July 2009

6 Hours

4 days

17,000 replies

400,000 views

Jia Junpeng, your mother is calling you home for dinner

10:59 a.m on 16 July 2009

6 Hours

4 days

17,000 replies

315,649 replies

400,000 views

Jia Junpeng, your mother is calling you home for dinner

10:59 a.m on 16 July 2009

6 Hours

4 days

17,000 replies

315,649 replies

400,000 views

7m+ views

Chinese people like something against the government

Chinese people like something against the government

Sometimes, if you say the Gov is wrong, they like you

Chinese people like something against the government

Sometimes, if you say the Gov is wrong, they like you

But you maybe in trouble

How Internet start-tups do marketing and Pr?



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