

CHINA SOCIAL MEDIA SERVICES FOR THE ENTERTAINMENT INDUSTRY

Accelerating China Opportunities through Social Media Management

THE OPPORTUNITY

China is the fastest growing entertainment market in the world. For musicians, actors and sport figures, social media presents the most effective way to grow a Chinese fan base and drive revenue. With almost a billion social media users, connecting to this fan base is key to any China strategy.

b2 Talent Asia offers a full range of services to allow our clients to leverage the power of this massive potential fan base.



Musicians



Actors



Sport Figures

THE UNIQUE CHALLENGES OF CHINA

China's social media platforms are unique from the rest of the world. Instagram, Facebook and other platforms are not permitted in China. Accordingly, artists wishing to connect with a local fan base must launch and manage "China specific" accounts on services such as Weibo and WeChat.

Moreover, it is not enough to just translate the postings on Western services to the Chinese accounts. For maximum effect, the accounts must be localized, both in language and content focus. But the good news: With hundreds of millions of potential fans, if these accounts are managed properly, the upside to the artist is tremendous.

SERVICES OFFERED

We enable our clients to take advantage of the tremendous power of China's social media platforms. With experts in Shanghai, Shenzhen and Hong Kong, and years of experience working with celebrities from around the world, we provide a full range of services to maximize the power of China's massive online community.



Social Media Management



Account Monetization Services



Public Relations



Commercial Opportunity Services

Our Clients include: Musicians & Bands, Music Management Companies, Concert Promoters, Actors & Entertainers, Sports Figures, Media & Entertainment Firms

