## CHINA SOCIAL MEDIA SERVICES FOR THE ENTERTAINMENT INDUSTRY

ccelerating 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



## 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.

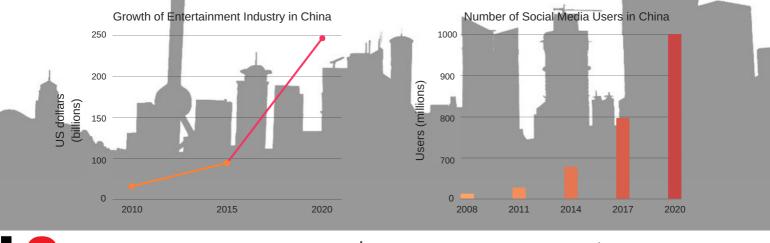
Moreover, it is not enough to just translate the postings on Western services to the Chinese accounts. For maximum effect, the accounts must be localized, both in language and content focus. But the good news: With hunderds of millions of potential fans, if these accounts are managed properly, the upside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

## SERVICES OFFERED





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





For more information, please contact: Sari Ng, Director of Social Media



sari@b2talentasia.com www.b2talentasia.com +852 92480998 b2 Talent Asia