

三个月 品牌知名度战略

3 Month
Brand Awareness
Campaign

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01 战略内容

Campaign Details

软文战略

Advertorial Campaign

文案撰写

Copywriting

一篇由三角铃主导并撰写的双语软文/人物专访，在800中文字及600英文单词内。
One bilingual branding advertorial / interview written by the SJL editorial team, within 800 Chinese characters and 600 English words.

微博转发

Weibo Repost

您的软文将被5名精选的自媒体转发。
Your advertorial is reposted on Weibo by 5 carefully selected KOLs.

湾区新趋势

GBA Trends

您的软文将发布在我们的湾区新趋势网页并摆放在我们微信公众号及电子报刊编辑推介下端的板块推送，带原文网页链接或链接到您的网站。
Your advertorial is posted on our GBA Trends website and dispatched on our EDM and WeChat account as an excerpt on one block below the editorial headline content, linked to the full article on our website or linked to your website.

新闻稿战略

Press Campaign

湾区新趋势

GBA Trends

我们将为您的两篇新闻稿发布在我们的湾区新趋势网页并摆放在我们微信公众号及电子报刊编辑推介下端的板块推送，带原文网页链接或链接到您的网站。
We post up to 2 of your press release on our GBA Trends website and we dispatch them on our EDM and WeChat account as an excerpt on one block below the editorial headline content, linked to the full article on our website or linked to your website.

02 关于三角铃微博转发 About SJL Weibo Repost

三角铃将利用其丰富的媒体关系经验帮您挑选最合适的自媒体来转发您的软文，以极具成本效益的方法将影响力最大化。

SJL will use its rich experience in media relations to select suitable Weibo KOLs to repost your advertorial and maximize coverage in a cost effective way.

三角铃将收集媒体剪报并提供一份综合媒体报告。

SJL will collect press clips and create a comprehensive media report.



100万
阅读

挥动音乐的翅膀，穿越浩瀚的时空。由香港中乐团主演的这场影视之夜音乐会将举行两场，这是一场特别的音乐会，专门为不同年龄层的观众精心打造，具有无穷的艺术魅力。

@SJL三角铃公关:#香港中乐团#【银影留声】

点击链接购买: [网页链接](#)

日期和时间: 2020年1月3-4日 (周五,周六) 晚上 8:00

场馆: 香港大会堂音乐厅

票价: \$170, \$220, \$280, \$350

指挥: 周熙杰... [全文](#)

230 35 68

03 关于湾区新趋势

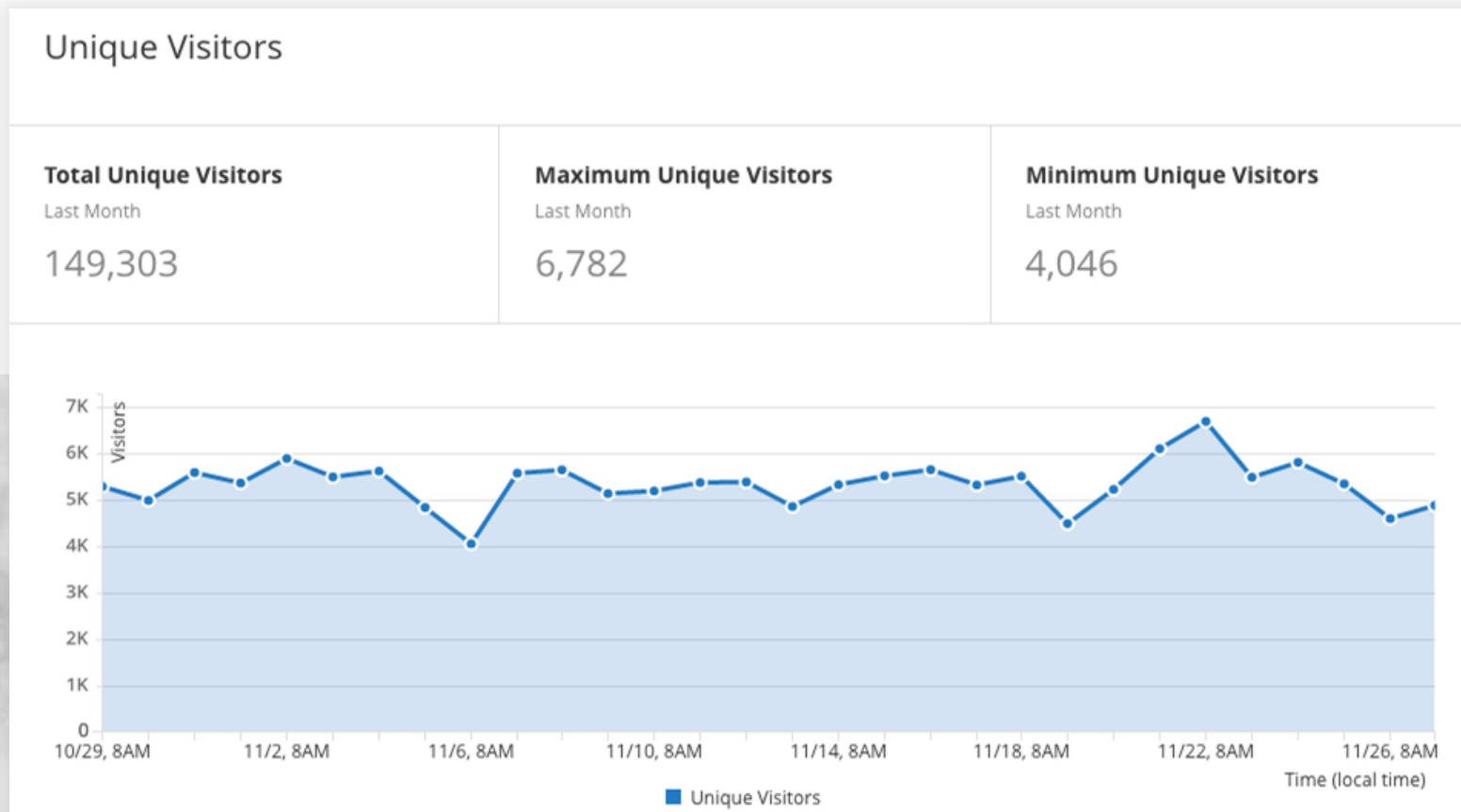
About GBA Trends

湾区新趋势是三角铃旗下的一个媒体品牌，目标读者主要为粤港澳大湾区的商务人群。内容集中于影响力人物专访及品质生活方式推介。湾区新趋势包括一个中英文双语网页，每周电子报，活跃的微信公众号及其他社交媒体平台。

GBA Trends is a niche-market media platform operated by San Jiao Ling, targeting mainly decision makers who are based in the Greater Bay Area. The content is mostly GBA focused and includes interviews of influential people as well as quality lifestyle reviews. GBA Trends includes a weekly generic EDM, a strong presence on WeChat and other social media channels, as well as a bilingual webpage: <http://sanjiaoling.com/trends>

根据Cloudflare统计数据显示, sanjiaoling.com于2019年6月共有149,303名独立访客。

We use Cloudflare for our website statistics. In June 2019, 149,303 unique visitors came to sanjiaoling.com.



每周精选 Weekly Picks

SJL三角铃 3月29日

珠三角新面孔 & 新视野 Broaden Your Delta

Interview with Ms. Siv Leng Chhuor



[Click to read the full story!](#)

Ms. Siv Leng Chhuor, Consul-General of France in Guangzhou

Free Flow Wine, Food & Networking at Wine & Etc. in Shenzhen



[Click to read the full story!](#)

2018 华南美国商会春季舞会 | AmCham Spring Ball "Studio 54 East"



[Click to read the full story!](#)

截至2019年6月，我们的微信公众号共有超过30,000名粉丝。平均每篇推文阅读量为3,000。

As of June 2019, we have above 30,000 followers on our WeChat account. The average number of reads is around 3,000 per post.

03 关于湾区新趋势
About GBA Trends

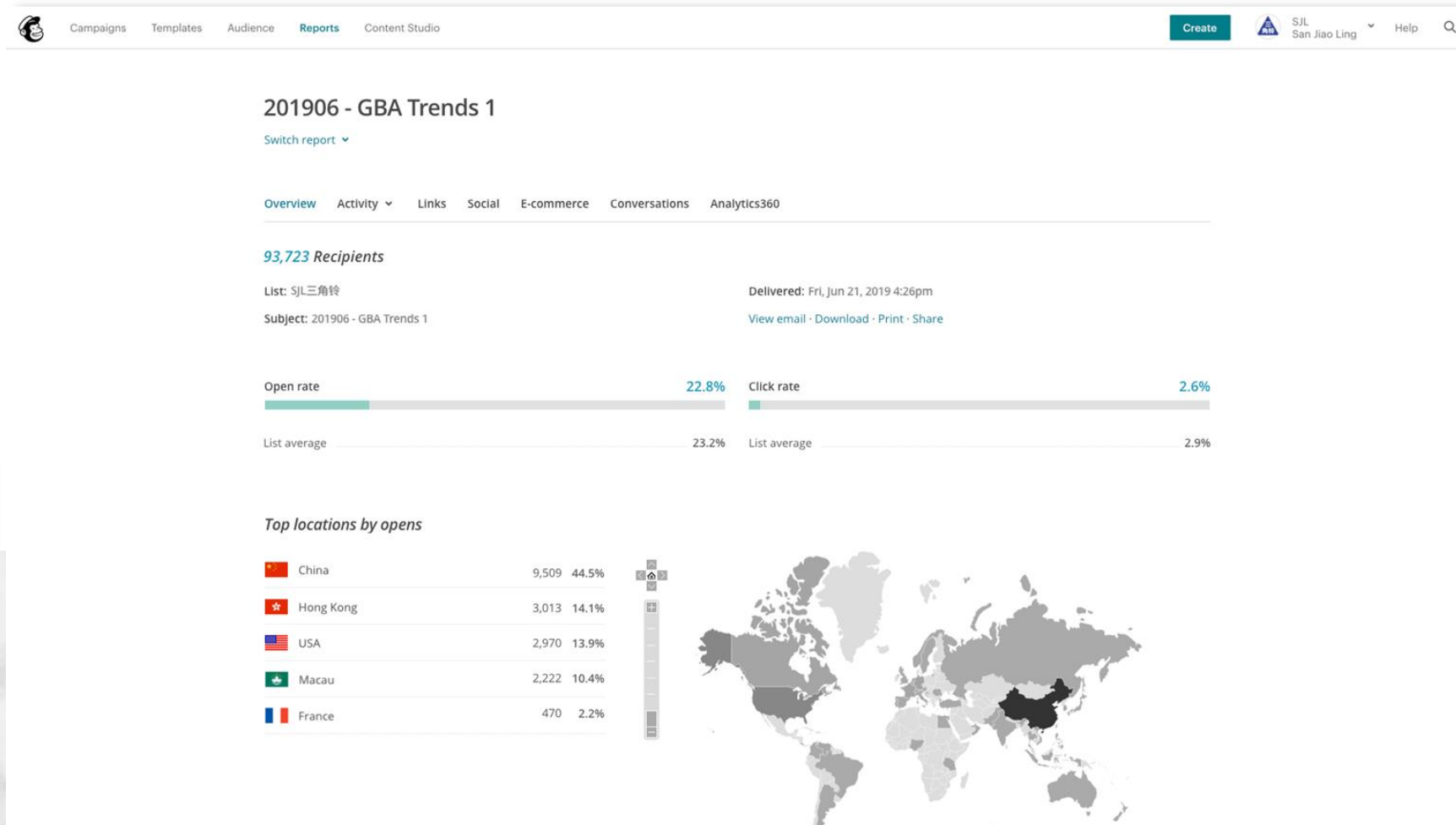
微信公众号数据
WeChat Stats

我们通过知名电邮派送渠道MailChimp发送电子报。截至2019年6月，我们有超过90,000名关注者。平均打开率为23.2%，点进率为2.9%。

We use Mailchimp to send our EDMs. As of June 2019, we have above 90,000 subscribers. The average Open Rate is 23,2% and the average Click Through Rate is 2.9%.

03 关于湾区新趋势 About GBA Trends

电子报数据 EDM Stats

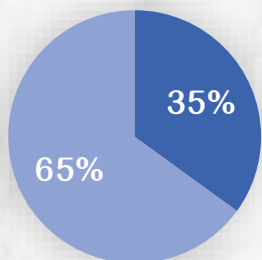


读者群 Readership

03 关于湾区新趋势 About GBA Trends

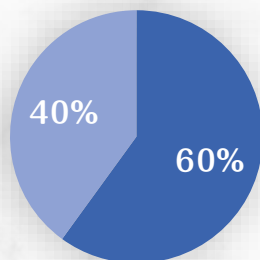
我们针对的读者群是粤港澳大湾区的商务旅行者。以下数据来自Cloudflare分析, Mailchimp分析以及我们定期问卷调查的数据。这些数据反映了我们不同网络平台的一个平均水平。
Our target readers are frequent business travelers based in the Greater Bay Area. The following statistics are based on Mailchimp Analytics, Cloudflare Analytics and data from surveys we regularly submit to our readers. They represent an average across our different platforms.

性别 Gender



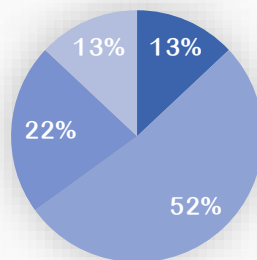
■ 男 Male ■ 女 Female

国籍 Nationality



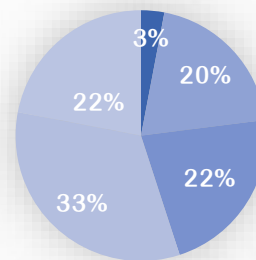
■ 中国 Chinese ■ 外国 Foreigner

教育程度 Education



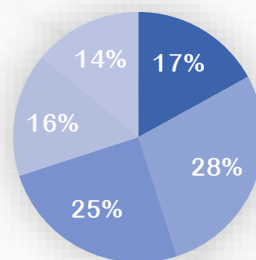
■ 中学 Secondary ■ 大学 University
■ 硕士 Master ■ 博士 PhD

年龄 Age



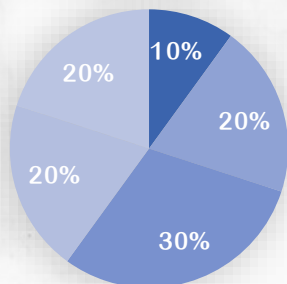
■ ~ 18 ■ 20 - 29 ■ 30 - 39
■ 40 - 49 ■ 50 ~

收入状况 Income in RMB



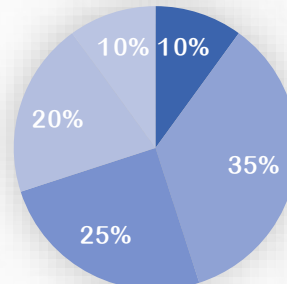
■ ~ 15,000 ■ 15,001 - 30,000
■ 30,001 - 45,000 ■ 45,001 - 60,000
■ 60,001 ~

职务 Employment



■ 公务员 Civil Servants
■ 企业主 Business Owners
■ 高层管理者 Senior Manager
■ 管理者 Manager
■ 其他 Other

行业 Industry



■ 政府部门 Government
■ 商业服务 Business Services
■ 酒店业 Hospitality
■ 制造业 Manufacturing
■ 其他 Other

04 品牌知名度战略折扣报价

Brand Awareness Campaign Discount Quote

1篇双语软文/采访
1 Bilingual
Advertorial/Interview = 4,500 ¥

5个自媒体微博转发
5 KOL Weibo Repost $3,000 \times 5 = 15,000$ ¥

3个网页推广
3 Webpage Post $500 \times 3 = 1,500$ ¥

3个微信公众号推送
3 WeChat Blasts $2,500 \times 3 = 7,500$ ¥

3个电子报推送
3 EDM Blasts $2,500 \times 3 = 7,500$ ¥

含税总价
Total Price
(Tax Included) $36,000$ ¥

折后含税总价
Total Price after Discount
(Tax Included)

28,800 ¥

谢谢
Thank You

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