



DECK



*Let them speak about you*



*Let them speak about you*

## ABOUT

Social Cloud is a marketing and Public Relation firm with branch in China and Italy that provides marketing support for businesses of all sizes across different industries, mainly fashion, food and beverage, lifestyle and entertainment. Our mission is to offer creative solutions to meet your marketing and communication needs.

## WHAT WE DO

- Listing
- Social Media
- Media relation
- Press release creation
- Influencers marketing
- Newsletter
- Cross marketing
- Association promotion
- Office promotion
- Reviews
- Events
- Website design
- Flyer design
- Ticket selling

## OUR FOOD'S AUDIENCE



22- 60 years old  
Chinese and foreigners



18- 45 years old  
Italian and Chinese



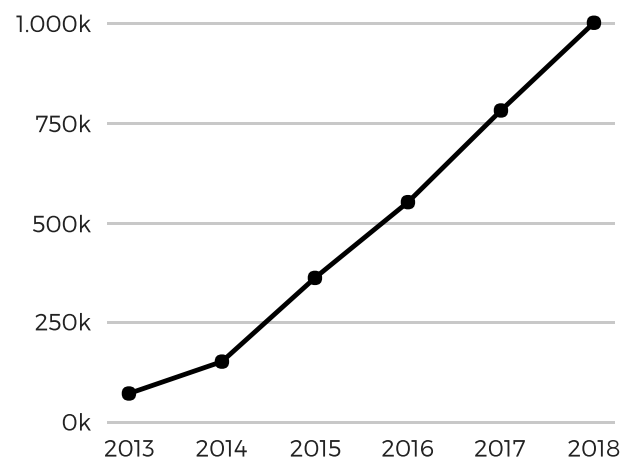
22- 45 years old  
American and Chinese



20- 40 years old  
English and Chinese

## OUR REACH

Customers show a variety of preferences when it comes to the methods of marketing which they will positively respond to. A wrong assumption might lead to a business adopting the wrong marketing strategy which will result in a loss of revenue, time and some potential customers. This is why we reach your potential customers in different ways, tailor-made for your brand and your target.





Asia > China > Shanghai Region > Shanghai > Shanghai Restaurants > Epices & Foie Gras



Epices & Foie Gras Add Business Hours  
49 Reviews #131 of 16,239 Restaurants in Shanghai  
A1-05, No.309 Hankou Road, Huangpu District, Shanghai, China +86



美食とともに楽しめる  
エンターテインメントバー

STOCKHOLM on the bund  
ストックホルム オンザバンド

外灘の通りから1本奥に入ったバーレス  
トラン。ステージも併設されており、毎  
日行われる音楽演奏などのショーを鑑  
賞しながらヨーロッパ料理を楽しむ。



Apr 30, 2016  
The Concert Series: ABBA

tribute performers revisit the classic era of disco and  
if Swedish superstars, ABBA. All the hits, all the  
Urban Aphrodite stage all your favorites from the  
s of your youth. ABBA (almost) live on stage in  
Tickets are 180mb on SmartTicket.

NIGHTLIFE LIVE MUSIC  
FRIDAY SMARTTICKET  
FR 29 AND APR 30, 2016



# Listing

Listing your brand is one of the most important first steps to do to be found by people and recognized. Social Cloud can provide international listing, local listing, on media, APP, search engine, media f&b websites of your company, your events and your promotions

# WECHAT

**Content creation.** Today's customer doesn't want to be talked to; he wants to be engaged in conversation. We create contents that engage people, videos, challenges, interviews. Social Cloud have created contents for more than 100 different Wechat accounts, including overseas brands

维也纳童声合唱团是世界上最著名的音乐团体之一，被世人称为“歌唱着的天使”，与维也纳爱乐乐团一起被视为奥地利的两个国宝。

## 世界上最杰出的合唱团

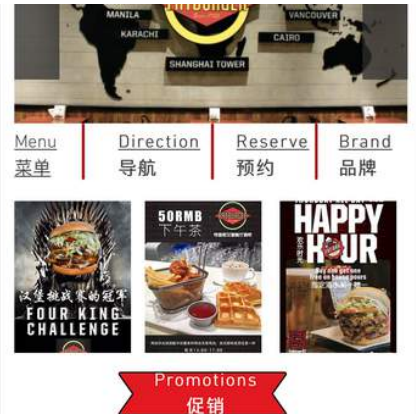


**Graphic.** Graphic design is an important tool that enhances how you communicate with other people. It serves to convey your ideas in a way that is not only effective, but also beautiful. Social Cloud have created Wechat graphics for more than 100 different Wechat accounts, including overseas brands



眼看2018年情人节悄悄来临，大家有没有给特别的ta准备小惊喜呢？带着ta来Bombay浪漫感受浪漫吧！仅售人民币588元的五道式双人晚餐搭配两杯玫瑰葡萄酒或莫斯卡特起泡酒。

**Miniwebsite.** Gather all together the information, promotion, menu, gallery and story about the brand in one intuitive miniwebsite that will make your customer's life easier. Social Cloud have created Wechat miniwebsite for more than 10 different Wechat accounts, including overseas brands



**Group share.** To stimulate the post reach and engagement posts of the brand are shared among various group-chats according to the target. 34.09% of total readers are acquired by referrals



**Buttons.** Set up of tabs for previous posts, map, insert the miniwebsite, galleries. Social Cloud have created Wechat buttons for more than 100 different Wechat accounts, including overseas brands



**H5. HTML5** Wechat campaign are perfect for events, collect informations, and interaction. Rich animations allow you to create a broad range of different styles. Check <http://v.xiumi.us/stage/v5/30jIR/64957873> for one of our sample



**Gamification.** Including a game in your wechat account let your customers or potential customers interact with you and share their contacts. players have the chance to win prizes from the brand. Social Cloud has created more than 10 gamification experience



**Wechat Analysis.** Deep analysis at the end of every month of the brand wechat account including followers, posts and final suggestions. Studying the analysis Social Cloud has managed to grow a monthly average of 20% new followers per account



**Micro-influencers share.** Share of the wechat post in personal moments of micro-influencers. People with more than 1500 friends. The engagement is more personal and the result is 38% more of the readers. Social Cloud works with more 1000 micro- influencers in the f&b sector



# WEIBO



My Home      Photos      Management Center

1 -29 11:UScome from 发发时充机

上海万达瑞华酒店游宴一品淮扬餐厅与「和」日式料理餐厅同时推出多款精品午市套餐, 以巧妙的搭配、精美的出品, 满足菁英人士对于精品午餐的需求。



Read 4179   Promote   1   1   101

西班牙人, 出品传统的西班牙菜以及融合法餐、拉美菜的创意菜; 2、红场俄式西餐厅: 文艺青年必去, 口味偏向于乌克兰味, 有时有话剧或表演; 3、JE西餐厅: 一家开在拥有悠久历史的洋房里的西餐厅; 4、DV西餐厅: 传统意大 ... [展开全文](#)



2016-8-24 12:01 来自 微博 weibo.com

收藏      转发 10      评论 3      11



**Account creation.** Creation of the Weibo account including verification and VIP membership. Special crown, customize the home page, special custom account number, Vip badge. Social Cloud has created more than 100 F&B accounts including for overseas clients

**Content Creation.** it's essential to develop a solid content strategy. Our content creations includes not only promotions but recipes, KOL reposts, challenges, giveaways. All the post include multimedia contents including videos, pictures and live streaming. Social Cloud has created content for more than 100 F&B weibo accounts

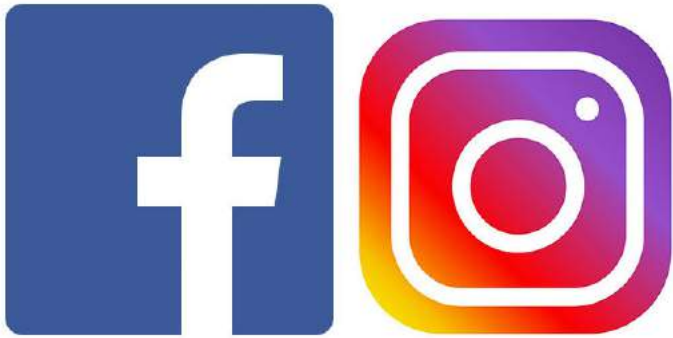
**Micro-influencer.** Micro-Kol can involve in a variety of promotional activities, including product trials, promotional code distribution, sponsored lucky draws, short video creation. Having less followers they have a much more intimate connection with their viewers. Social Cloud works with more than 1000 Micro-Kol on weibo for food

**Group share.** Participating actively into F&B groups on weibo, share conversations, opinions and posts of the brands will engage more potential customers and activate curiosity. Social Cloud is part of more than 50 f&b groups on weibo

**Advertising.** We carefully choose the right kind of weibo advertising among the different options available, we are expert on social media advertising carefully choosing the target based on the industry and interests



# FACEBOOK & INSTAGRAM



**Account creation.** Creation of the official fanpage on Facebook and the business account on Instagram. Set up of all the information, pictures, community, groups and about us. Social Cloud has created more than 50 Facebook fanpage and 30 Instagram account



**Content Creation.** Creation and planning of the content for the 2 different platform including research of the best performing hashtag for the category for the week. Analyzing the data of the account to pick the best times and days to posts



**Micro-influencer.** People with less than 10k followers on Instagram and 2k-3k friends on facebook have a more intimate relationship with their readers. Sharing their experience with the brand will engage new potential customers and create brand awareness. Social Cloud cooperate with + 2k micro-influencers



**Group share.** Participating actively into F&B groups, creating Facebook events, and specific groups for the brand give a sense of attachment to the people. Challenge, special group discounts and giveaway are some of the activities Social Cloud create. Social Cloud is active in more than 100 f&B groups

**Advertising.** We carefully choose the right kind of Facebook and Instagram advertising targeting your ideal customers. We analyze and split tests to reach the maximum engagement for the brand at the right cost. Our average of impression increase is 2700%, our CPC cost is 0,20-0,60 \$

**8,571 people reached**

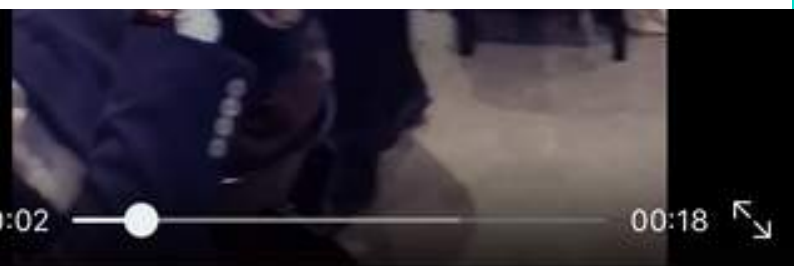


Recent activity

## INKE LIVE STREAMING

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China's livestreaming market is estimated to reach US\$ 4.4 billion by revenue in 2018 and with the location-based matching available on Inke it's easier to engage with people close to the restaurant or the place where the event is hold. Everything involve a connection between the online and offline world, with the focus on the consumer experience. Social Cloud average viewers on Inke livestreaming is around 2000 people per live stream.



social cloud

/vienna

Vienna grand opening. 很好吃 😊!

海·KK Vienna 维也纳西餐厅

2085浏览

4月前发布

## GO APP LIFESTYLE SOCIAL MEDIA

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GoApp is a local entertainment sharing community APP, where you can find and discover the most popular activities around the city. Go is a one-stop service platform for eating, drinking and dancing in which all the users can share pictures, videos, articles and events. Social Cloud has an average of 2000 viewers per food and beverage post and an interaction (likes and comments) of the 20% per number of viewers

What I want for my brand

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DO YOU WANT TO  
REACH MORE?

Influencers of INKE and Go are a great way to increase the popularity of your brand and your selling. Social Cloud cooperate with influencers with more than 1 millions followers and more than 2millions viewers per time.



# Media RELATIONS

## MEDIA

We cooperate with media in China, USA, UK and Italy to give the brand the maximum press coverage possible. Our coverage is not limited to local or national media but also foreigner media present in the country of choice. We cooperate with media of English, Chinese, Italian, Korean, Japanese, French, Arabian and German languages.

Check the official Weibo and Facebook "Peaberry private sale event", Social Cloud (2022-2023) and PRP (2022-PRP, Shanghai) official Wechat account, we are going away 2 tickets per account (one invitation plus 2 guests) for the VIP private sale (not open to the public) on the 10<sup>th</sup> of December from 12am. The 10 VIP guests will be welcomed with complimentary drink while there will have the opportunity to make shopping and choose among the whole Peaberry collection.

截止12月10日中午12:00，我们将为所有参与活动的品牌提供2张门票，每位品牌主最多可邀请2位客人参加VIP私人销售（不对外开放）活动，活动将于12月10日中午12:00开始，所有参与活动的品牌主将获得2张门票，每位品牌主最多可邀请2位客人参加VIP私人销售（不对外开放）活动。活动将于12月10日中午12:00开始，所有参与活动的品牌主将获得2张门票，每位品牌主最多可邀请2位客人参加VIP私人销售（不对外开放）活动。活动将于12月10日中午12:00开始，所有参与活动的品牌主将获得2张门票，每位品牌主最多可邀请2位客人参加VIP私人销售（不对外开放）活动。

**Media Partners**  
 Founded in 2011, Peaberry is the leading brand of the Peaberry Group. Design, innovation, and quality are the hallmarks of a company which works not for its clients, but instead that inspired by consumers. "To be a great brand" is a philosophy which inspires passion, devotion and performance. The brand's enduring Peaberry spirit aims to capture 100% of the young, cool, smart, and kind.

**我们的使命**  
 Peaberry Group 成立于2011年，是Peaberry集团旗下的领先品牌。设计、创新和品质是公司的标志。我们不是为了客户而工作，而是为了激励消费者。"成为一个伟大的品牌"是一种激励激情、奉献和卓越表现的哲学。Peaberry品牌的精神旨在捕捉100%的年轻、酷炫、聪明和善良。

**CONTACT: SUZIE**  
 Social Cloud  
 PR and Marketing firm  
<http://www.socialcloud.com>  
 021-41200000



## PRESS RELEASE

### Why are they important:

- Announcing a new product, service or promotion
- Improving brand image
- Viral possibilities
- Get more customers

*A professional press release can change the perception of a brand and the possibility to be published. Social Cloud has created more than 1000 press releases for f&b brands*

## MEDIA STATS

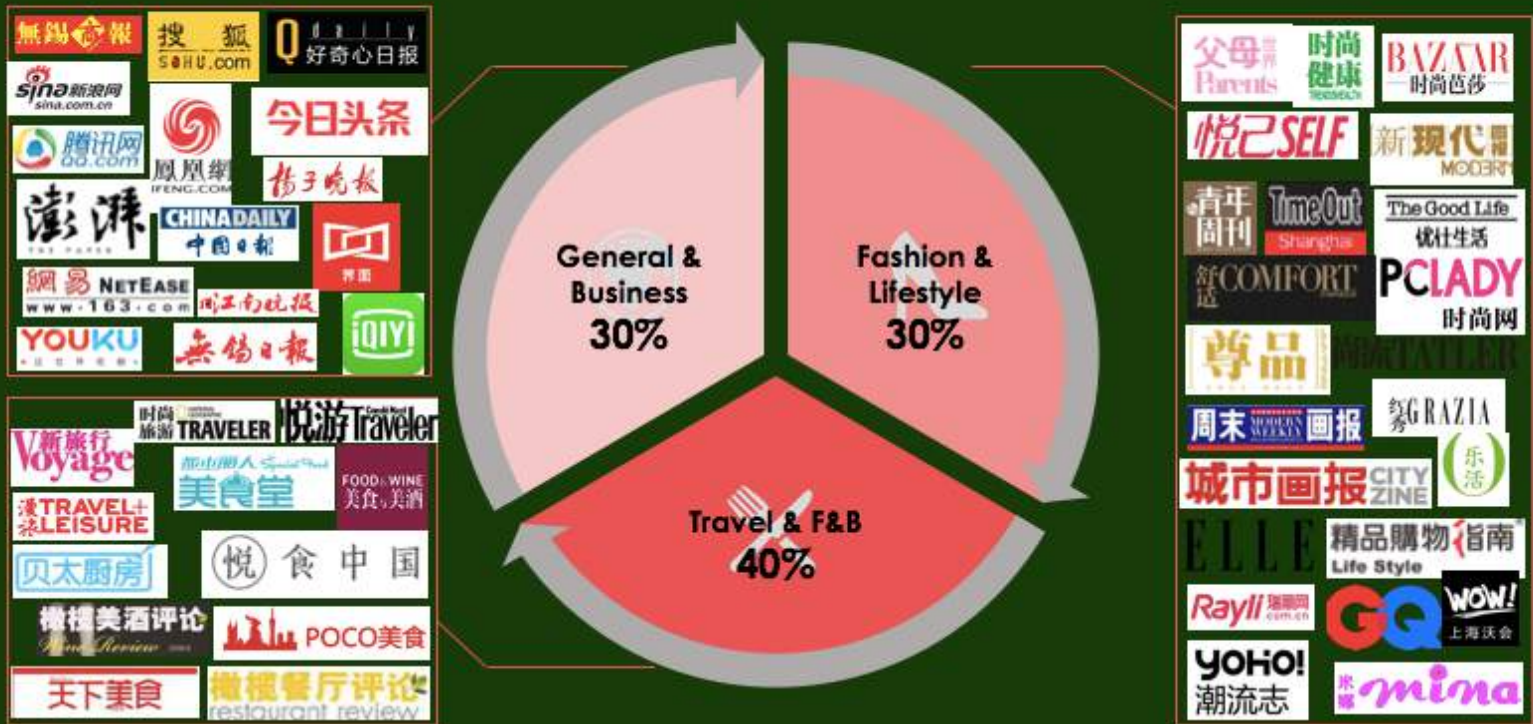
- 5 Millions+ Media impressions
- 97% of Social Cloud press release published
- 2000+ Media available
- 1 Million+ PR value

Media samples of other previous works available on request



# MEDIA LANDSCAPE AND INTERVIEWS SAMPLE FOR CHINA

## Media Landscape



Tasting and Interview with Chairman of the Board

**CBNweekly**  
第一财经周刊

- Impression: 1,200,000+
- PR Value per Page: 480,000+
- The top national business and industry magazine
- **Topic:** How a restaurant takes the responsibility of introducing French and Vietnam cultures; interview with the board chairman

**商学院**

- Impression: 1,000,000+
- PR Value per Page: 580,000+
- The top national business and management magazine
- **Topic:** Shift of Chinese consumer taste from high-end French to high-end Vietnam: the big trend of Asian and Western fusion behind

Tasting and Interview with Executive Chef

**无锡新周刊**  
WUXI NEW WEEKLY

- Impression: 600,000+
- PR Value per Page: 360,000+
- The top local lifestyle and general magazine in Wuxi
- **Topic:** One day through Vietnam, history, landscape and flavor

**CILANCE**

- Impression: 800,000+
- PR Value per Page: 250,000+
- The top local lifestyle and general magazine in Shanghai
- **Topic:** Luxurious lifestyle of millennials, from design, fashion to taste and art

# INFLUENCERS

*F&B and Lifestyle KOLS*



## ABOUT KOLS

Followers feel a sense of community and trust the influencer to share accurate information with them. Social media reach and influence is a huge part of a brand's success. Very (and REAL) influencers and celebrities have a big impact in their followers, their fans will often buy a product their idol has endorsed, but it's important to understand how to choose them. We manage to carefully review all the influencers we work with, including mapping out historical data, checking their account with third party softwares

**+20M**

SOCIAL  
IMPRESSION

**+3M**

SOCIAL  
ENGAGEMENT

**+3K**

F&B INFLUENCERS  
DATABASE

### About the cooperation

We cooperate with influencers in different way including testing, PPC with dynamic qr code, affiliate marketing. Basic fee with KOL can be bargained, please understand that having a big influencer promoting for free or just a testing is not possible.

The number of e-mail users worldwide is forecasted to rise to 2.9 billion users by 2019

# Newsletter

Social Cloud contacts are checked every month.  
Average unique open 17%  
Average unique click 8%

WE'VE MISSED YOU

我们很想你



Spirits Box is a boutique (alcoholic) drinks agency proudly established in 2017. A curated collection of award-winning Australian Spirits, each brand should fascinate and delight even the most hardened connoisseur. In September, Spirits Box collection will be available in China's best bars and specialist retailers.

http://ymlp.com/z9HqfS

**Café Reign** 美食汇

## Seafood Festival at Cafe Reign

Food lovers rejoice! Whether you're craving a simple lobster or an ornate tower summer seafood festival is on going at Wanda Reign on the Bund. From now till August, Cafe Reign is presenting a special seafood festival dinner including delicious Alaskan King crab and Boston lobster but also, for meat lovers, foie gras and Australian Wagyu beef. Included in the offer also a luxury buffet of oysters, prawn, mussels, desserts and ice cream.

http://ymlp.com/zkXIPQ

**+160K**

CONTACTS IN  
CHINA

**+44K**

CONTACTS IN  
USA

**+30K**

CONTACTS IN  
UK

**+20K**

CONTACTS  
IN ITALY

# CROSS MARKETING

Have you considered cross marketing as a way to market your local small business? Working with other companies with the same target customers to promote each other's businesses it can result in quality new business.



## STATISTIC

Social Cloud has successfully connected and operated cross marketing with more than 100 brands

## METHODS

- Promotion exchange
- Flyer exchange
- Posts exchange
- Online to offline exchange
- Giveaways exchange
- Sponsorship exchange

ASSOCIATION PROMOTION

OTEL  
1 PUBEI ROAD, XUHUI DISTRICT, SHANGHAI

PRICE

BEFORE FEB 28TH: 150 RMB  
BEFORE MARCH 10TH: 170 RMB  
AT THE DOOR: 220 RMB



WHAT IS IT?

Social Cloud actively cooperate with around 300 associations worldwide. Local, national and international. Being a part of the membership program of those association will lead your brand to thousands of potential new customers

OFFICE PROMOTION



WHAT IS IT?

Every month Social Cloud check out your closest locations or, for online business, the most appropriate target offices, to create a special promotion just for the employees of the office to use at your venue or with your brand

Website



Flyers



Media Kit

Design



Presentation

# EVENTS

WE BRING THE BUSINESS  
DIRECTLY THROUGH YOUR DOOR

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Social Cloud successfully run different kind of events, from the concept to the promotion, bringing the business directly at your door step.

## ON GOING EVENTS

- Murder Mystery dinner (20-25 people)
- Grand Opening (100-200 people)
- Product Launch (100-200 people)
- Media conference (30-50 media)
- Meet up (20-40 people)
- Sunday Brunch (20-40 people)

Available just in  
China



## TICKET SELLING

Do you have an event? There is nothing better than selling the ticket of your events in very well known platforms that will help market the event to their customers. Social Cloud cooperate with 4 of the biggest foreigners and Chinese platform in China. (Commission on selling required for the platform)



## RESERVATION

Let the best platforms available in China to take care of your reservation in a click. Social Cloud cooperate with more than 20 different APP to help you get more customers. (Commission on selling maybe required for the platform)



## DELIVERY

Delivery your food or beverage product directly to the final customer in the blink of an eye. Social Cloud cooperate with 5 of the biggest delivery companies in China to help you set up the account, run the promotions and start the delivery service (Commission on selling maybe required for the platform)



**Services available just in China**





**THANK YOU**



INFO@SOCIALCLOUDCHINA.COM  
(+86) 13761027404

*All the samples in this deck are from Social Cloud works.  
For privacy reasons send us an email for reviews information*