Ranked #25 in the world based on Alexa Ranking
More than 368 million Registered Users
Over 100 million new posts per day

SINA WEIBO
Corporate Account Verification
Guides & Information
Why choose “Sina Weibo”?

According to Alexa Traffic Ranking, Sina Weibo is currently ranked (Captured in Sep 2012)

#25 in the world
#63 in Australia
#6 in China

Registered Accounts: 368 million

Report on the Internet Development in China shows 70% of total 513 million Chinese internet users have their own “Sina Weibo” account.

more than 600,000 Sina Weibo registered users in Australia

Currently, there are more than 600,000 Sina Weibo registered users in Australia, which accounts for more than 71% of the Chinese speaking people in Australia.

According to other research undertaken by China-Britain business council:

Over 46% people are likely to follow sponsorship messages placed on Weibo and will visit the product’s page on the networking site.

As long as brands continue to advertise on the site, a staggering 79% netizens between the ages of 20 to 50 will choose to click and have a look.

No. of Company Account in Australia

300,000 V

No. of Verified company accounts

Over 10,000
Existing Success of Corporate Users

The persuasiveness and influence of "Sina Weibo" can surely provide opportunities to those who want to get noticed. In fact, if you log on to Weibo you will find out thousands of big corporations are already using it.

_Such as:_
- Australian Open, SBS, ABC radio, Westpac, IG Markets, commonwealth bank, Gloria Jean’s, China Airlines, G E Group, etc

_Politicians:_
- Federal Member - Kevin Rudd;
- Premier of Victoria - Ted Baillieu;
- Victorian Labor Leader - Daniel Andrews;
- Councillor of the City of Sydney - Robert Kok;
- London Mayor - Boris Johnson;
- San Francisco mayor - Ed Lee; etc.

_Celebrities:_
- Billionaire philanthropist Bill Gates,
- International Monetary Fund chief
- Christine Lagarde, Actor Tom Cruise,
- actress Emma Watson, tennis star
- Maria Sharapova,etc

_MNEs:_
- Coca-cola, Google,
- Unilever, Ford, Nestlé,
- L’oreal China,
- Maserati,etc

__Australia Universities:_
- Monash, RMIT, NSW University, The University of Queensland, etc

__Official Government Bodies:_
- Australian Education International,
- Tourism Australia, Tourism Victoria,
- Tourism Tasmania, IMF, United Nations, British Embassy in China, etc

_POST_
Corporate Weibo Account Functions 2.0

The latest Corporate Weibo Account version 2.0 can not only demonstrate the brand image more effectively in a customized way, but it will also provide a comprehensive account analysis and a wide range of useful apps. This will help corporate accounts to engage with target audience in a convenient way, improve marketing effectiveness and develop more business opportunities.

NO.1 Show brand image more effectively

On the left of profile page, more functional information can be added and used as company background information, such as contact details, working hours, geographic maps and more. Corporate accounts can set any of this functional information as the page to pop out for Weibo users once users click on corporate’s profile page. This page could be: profile page, maps, discussion board, photo album or other functional information. This is customized according to your needs.

To attract the visitors instantly, corporate accounts can also customize visual elements on their Weibo page.

*Create features with an engaging background image that displays brand information.
*Showcase company identity with featured images / videos at the top of the page to grab attention of visitors.

Plain Weibo Page

Customized Background Image

Exclusive Customized Corporate Weibo Page

Page Top: Featured Images / Videos
No.2 Comprehensive account analysis

A new function called ‘data center’ provides a comprehensive corporate account analysis which shows the effectiveness of Weibo marketing. Date Center includes four parts: marketing analysis, follower analysis, profile page analysis and application analysis. Detailed statistics such as follower growth rate, post exposure rate and followers’ behavior information offers corporates with a better understanding of Weibo audience.

No.3 A wide range of useful applications

Application center provides third parties’ applications and other services, which is aiming to fulfill all industries’ personalized needs.

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**Application Centre**

**Type**
- 全部

**Category**
- 全部

**Industry**
- 全部

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- **Online Sales Application**
- **Online Realestate Application**
- **Online 4S shop**
- **Hotel Management Assistant**
- **Vouchers Discount**
- **Polling Application Systematic Analysis**
- **Featured Online Promotion**
- **Online Recruitment Application**
- **Centralized Customer Services**

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- **Hot Sale**
- **Discover Sale**

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3000 more...
Continued Growth & Opportunities

Since the launch of Sina Weibo in August 2009, its users have been increasing exponentially and accumulated approximately 400 million users in the last three years. Online news and information have been propagated effectively across the globe through this punctual, trustworthy and user-friendly social media platform. Nowadays, technology and mobile devices have been integrated into our lives. Posts are uploaded regardless of where they are, what they are doing and users can participate in popular discussions or issues posted on Weibo easily.

Oz Entertainment & Investment Pty Ltd is the exclusive Weibo agency for Australia and New Zealand. Within a year, the total number of Weibo account registrations in both Australia and New Zealand exceeded 600,000, including 10,000 corporate users. Statistically, Australia users have been rated as “the most active users” in the world, and these valuable potential consumers have created an enormous opportunity for companies to promote their good and services, increase their brand image and direct sales through the media platform of Weibo.
Verified Weibo Corporate Account Application

According to the latest official release announced by Sina Weibo Corporate, overseas corporate Weibo users will now be charged for the following services:

* Upgrade /board service scope
* Improve services quality and consistency
* Administration fee for document translation
* Administration fee for document verification

Thus, for Australia and New Zealand corporate users, a verification fee will be charged and the commencement of this policy takes effect immediately.

For procedures and standards, please refer to the following details:

I : Application Process
   1. Send a direct message to @澳洲投资, or an Email to media@ozyu.com.au, and ask for the application guide.
   2. Prepare all documents in the application guide.
   3. Sign contract with Oz Entertainment and submit all the required documents with payment.
   4. Client Weibo accounts will be put through the auditing process.
   5. Completion of Verification.
   6. Clients will receive further account assisting services

II : Scope of services
   Verified corporate Weibo users will have the following benefits:
   1. Priority of entering auditing process
   2. Corporate online promotions via our influential accounts once the accounts are verified
   3. Partial discounts for further account assisting fee
   4. Receive a Sina Weibo limited edition gift bag
   5. Provide professional design (one-off) of corporate Weibo logo and home page
   6. Internal corporate account training materials (in electronic version)
   7. Weekly report regard to the corporate account performance
   8. Online training program twice per annum
   9. Invitation to Weibo annual meeting/event in Australia
   10. Active a number of Weibo applications
Verified Weibo Corporate Account Application

III. Application Fee:

Australia: $999 (AUD) / Account         New Zealand: $1200 (NZD) / Account  
(Verification processing time: 3-5 working days)

Expedite fee (Optional): $100 / Account  
(Verification processing time: 1-3 working days)

IV. Payment methods:

Cheque
To: OZ Entertainment and Investment Pty Ltd
Address: LEVEL 3, 234 SWANSTON STREET, MELBOURNE, VIC 3000

Cash
Deliver to: OZ Entertainment and Investment Pty Ltd
Address: LEVEL 3, 234 SWANSTON STREET, MELBOURNE, VIC 3000

Bank transfer
Account Name: OZ ENTERTAINMENT AND INVESTMENT PTY LTD
Bank Name: Westpac
Bank Address: QV Village, 172-174 Lonsdale Street, Melbourne
BSB: 033 005
Account Number: 346 319
Swift Code: WPACAU2S

The key to success is not only about the strength, but also about strategy, vision and opportunities.

Oz Entertainment & Investment Pty Ltd is looking forward to your participation; wish you and your business all the best!
Looking for clients? We are looking for you!
Share your company’s story to 368 million Sina Weibo Users.