



NYCgo Weibo Relaunch

NYCGO, CHINA SOCIAL PRESENCE

BACKGROUND

NYCgo official Weibo account was officially launched in 2010. In April 2016, Mailman X officially took over the management of NYCgo. Despite NYC being one of the top global destinations in the world, increasing engagement and attracting new followers has been a challenge in the first six years.

OUR GOAL

Revitalize the NYCgo official Weibo account in branding, market messaging, audience targeting and community management, in order to build an excellent digital presence in China.



OUR APPROACH

First, we re-strategized NYCgo's social content plan, shifting away from direct translation and reposting trade-focused social posts to a consumer-led content strategy. We introduced and discussed topics that Chinese travelers were most interested in, such as landmarks, sightseeing, dining and shopping, and also created a new positioning for NYCgo that focuses on FIT travelers.

Secondly, we incorporated NYCgo's global branding into Weibo to accentuate NYC's vibrant nature. We updated the wallpaper & hashtag pages, and created unique GIFs & call-to-action banners to drive traffic to NYCgo's official website. After this revamp, we conducted campaigns monthly to further drive visitations, boost engagement and stay connected with our followers.

THE NUMBERS

Account growth in 3 months (2016 Q1 vs. 2016 Q2):

- Followers growth: 49.8% increase (38,893 vs 58,254)
- Average engagement growth: 2400% increase (3.74 vs 94)