



Marketing isn't about technology, it's about people. Technology is only interesting, from a marketing perspective, when it connects people with other people more effectively.

Nevertheless imagine a market (China) with no access to Facebook, Instagram, or Twitter. And imagine that more than half of those people are using one online social service to chat and share with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. That's **WeChat**.

Because **WeChat** is so deeply embedded in people's lives, companies—even technical companies—use **WeChat** as a way of gaining a foothold in the Chinese market.

SiSC's WeChat channel has already opened the door for you to effectively reach a self-defined audience of SiSC followers who are interested in receiving the latest technology information from SiS, SiSC, and ChipCHINA.

Within our **WeChat** environment you can

- Deliver messages to customers promoting tech articles, new product launch information
- Use the site as a recruitment tool
- Deliver banner-like ads to be used as page breaks between articles sent by **WeChat**
- Set up customized WeChat programs

Consult us for your **WeChat** programs.

