



| Features and Description | YEARLY Subscription | | MONTHLY Subscription |
|---|---------------------|-----------|----------------------|
| | Individual | Corporate | |
| 1. Resources Center | | | |
| <p>1.1 Case Studies The latest case studies featuring campaigns primarily on WeChat and Weibo covering various industries, as well as hot trends analysis. Bite-sized profiles that are easy to search and navigate.</p> <p>1.2 Key Opinion Leader Database Handpicked and pre-audited Key Opinion Leader databases of current, popular bloggers on WeChat, Weibo, Miaopai & Yizhibo, and Douban. Listed by industry, with price lists and contact details.</p> <p>1.3 New Function Updates Analysis of the newest function updates on WeChat and Weibo with explanations of how they can affect marketing and how brands can use them.</p> <p>1.4 Quarterly Digest Report The most important information on Chinese social media is in our quarterly report.</p> | ✓ | ✓ | ✓ |
| 2. Navigators for WeChat, Weibo, Miaopai, Yizhibo, Youku and Douban | | | |
| <p>Comprehensive navigators for major social media platforms in China with detailed information on:</p> <ul style="list-style-type: none"> · account setup and customization in our Account Setup Guides · user behaviour and preferences · strategy development · engaging content creation · community management · KOL sourcing and auditing · ready-to-use campaign ideas with setup instructions · step-by-step advertising guides · cases and examples <p>Unlimited Helpdesk access for Navigator enquiries For questions about our navigators, send a Helpdesk request and we will get back to you within one working day.</p> <p>Benefits If you don't want to or can't afford to outsource your social media management or need to know more in order to supervise outsourced staff, these are for you.</p> | ✓ | ✓ | ✓ |



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| 3. Additional resources requests | | | |
| For additional case studies, KOL suggestions, agency recommendations or an overview of competitors in the Chinese market, contact our Helpdesk and we'll get back to you within 48 hours. | 5 resource tasks per year | 18 resource tasks per year | - |
| 4. One-on-one consultation services | | | |
| Book a one-on-one phone or video conference to speak with our experts directly. *To top up consultation hours, contact us for a special rate. (Only open to members with a yearly subscription) | 2 hours per year | 10 hours per year | - |
| 5. Subscription fee | | | |
| ChoZan currently offers three subscription plans: Yearly individual membership: personal, non-transferable, cannot be shared, lasts for 1 year. Yearly corporate membership: 3 team members, transferrable within an organization, lasts for 1 year. To enroll more than 3 corporate members, contact us for a special rate. Monthly membership: personal, non-transferable, cannot be shared, lasts for 1 month. | 1,388 USD per year | 3,360 USD per year | 170 USD per month |