

Behind the  
Scenes of a  
**Chinese KOL**

By Sarah LuoYing

# KOL = Key Opinion Leader

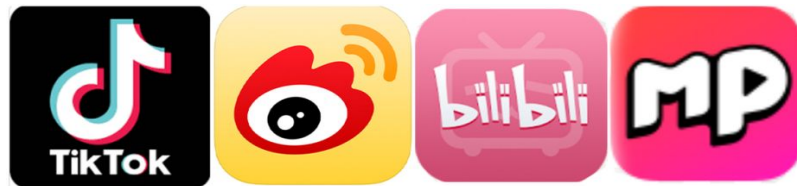
- Influential Social Media user that followers trust
- Have multiple platforms
  - Douyin (TikTok), Weibo, Bilibili, etc.
- Have significant following
  - 50K - 300K = Micro KOL
- Have a niche
  - Travel, Language, Fashion, Music, Comedy, etc.



# LuoYing's Platforms

- **Chinese Social Media Platforms: 洛英酱假老外**

- Douyin (TikTok) 抖音 = 65K
- MeiPai 美拍 = 37K
- Weibo 微薄 = 6K
- BiliBili B站 = 300



- **International Platforms: The Asian Enthusiast**

- Youtube = 2K
- Instagram = 3K





# Douyin Video Examples

- Different Types of Videos
  - Comedy, Travel, Drama, Food,
  - Music, Dialect, Culture, etc.
- LuoYing Examples:
  - Hot Pot - Views: 1M
    - Travel/Comedy/Food/Dialect
  - Chinese Snacks - Views: 6M
    - Travel/Dialect/Culture



# What Do Chinese Viewers Find Interesting?

- **Video Production**

- High Quality vs Low Quality
- Editing styles

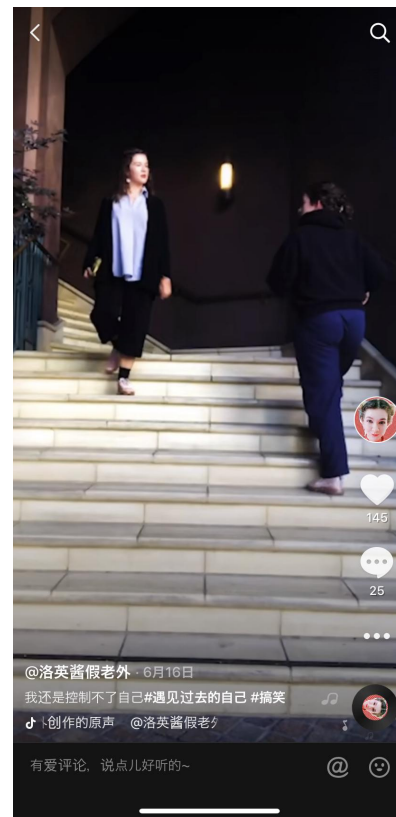
- **Language/Dialect**

- Japanese, English, Chinese Dialects, etc.

- **Culture**

- North vs South, Other countries, etc.

- **Trends**



# What Makes a KOL Special?

- **KOL Personality**

- Captivating, Unique, Entertaining, Talented
- Interactive, Creative, Consistent

- **Integrated Advertising**

- Creatively integrated into the video
- Multiple layers to the video
- Ex: Chinese New Year at Royal Hawaiian
- Ex: Dragon Tea Opening
- Ex: Tonkotsu Kazan Ramen



# To Learn More:

Email: [808.Happi.Asia@gmail.com](mailto:808.Happi.Asia@gmail.com)

Instagram: [The Asian Enthusiast](#)

Youtube: [The Asian Enthusiast](#)

**Mahalo! 谢谢!**