

# DianTang

## Electronic Design Knowledge Service Platform

[www.51diantang.com](http://www.51diantang.com)



[m.51diantang.com](http://m.51diantang.com)



工程师的随身学堂

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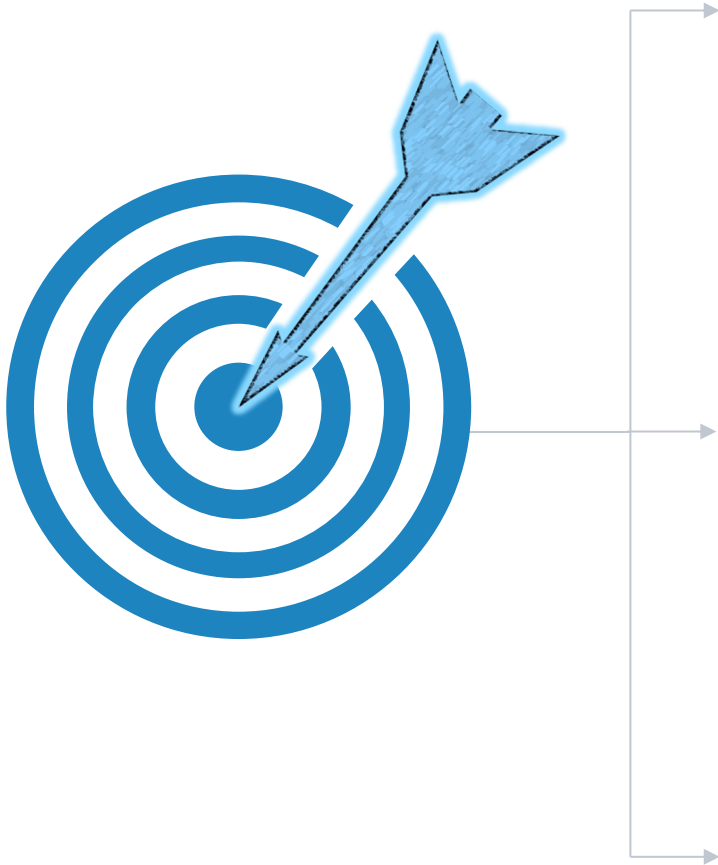
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# About DianTang



We are a team of marketing professionals passionate about data, digital & new social media.

DianTang has gained a large number of high-quality electronic design engineers.

Many new ways to help make your campaign a success

## Deep-level Service Mode for Electronics Engineers Training



### User Database

75% Engineers



### Wechat Platform

Mobile Device(H5)  
Wechat Mini-Program  
<https://m.51diantang.com/>



### Social Media

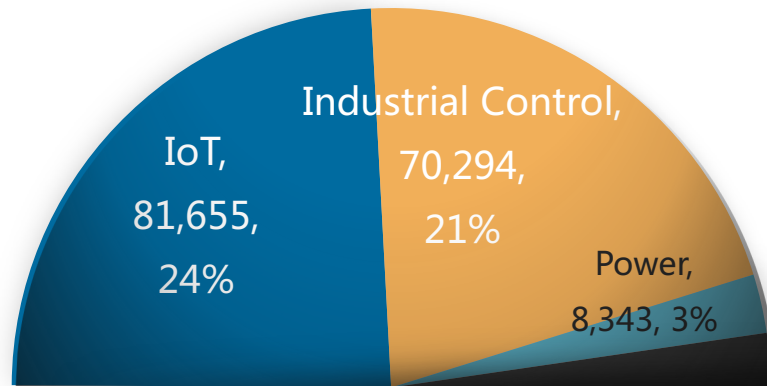
WeChat app  
Bilibili app  
Zhihu app  
Today' s Headline app



### Rich Content

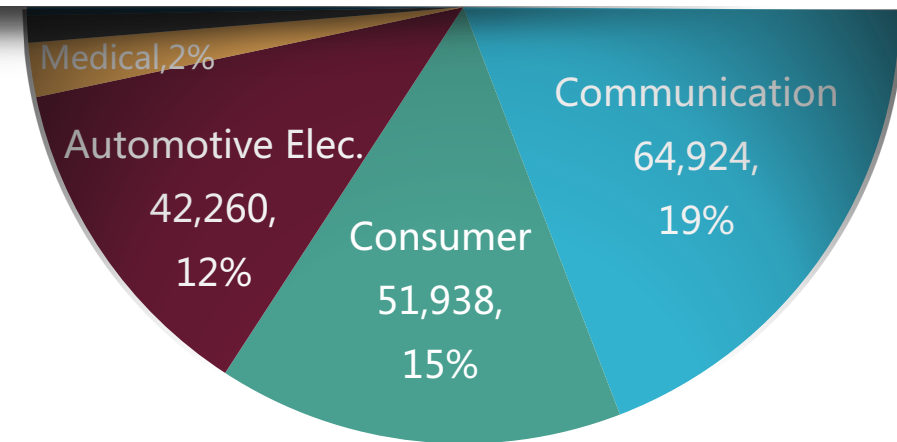
By Application  
By Products  
By Design Skills  
By company & Projects

# About DianTang



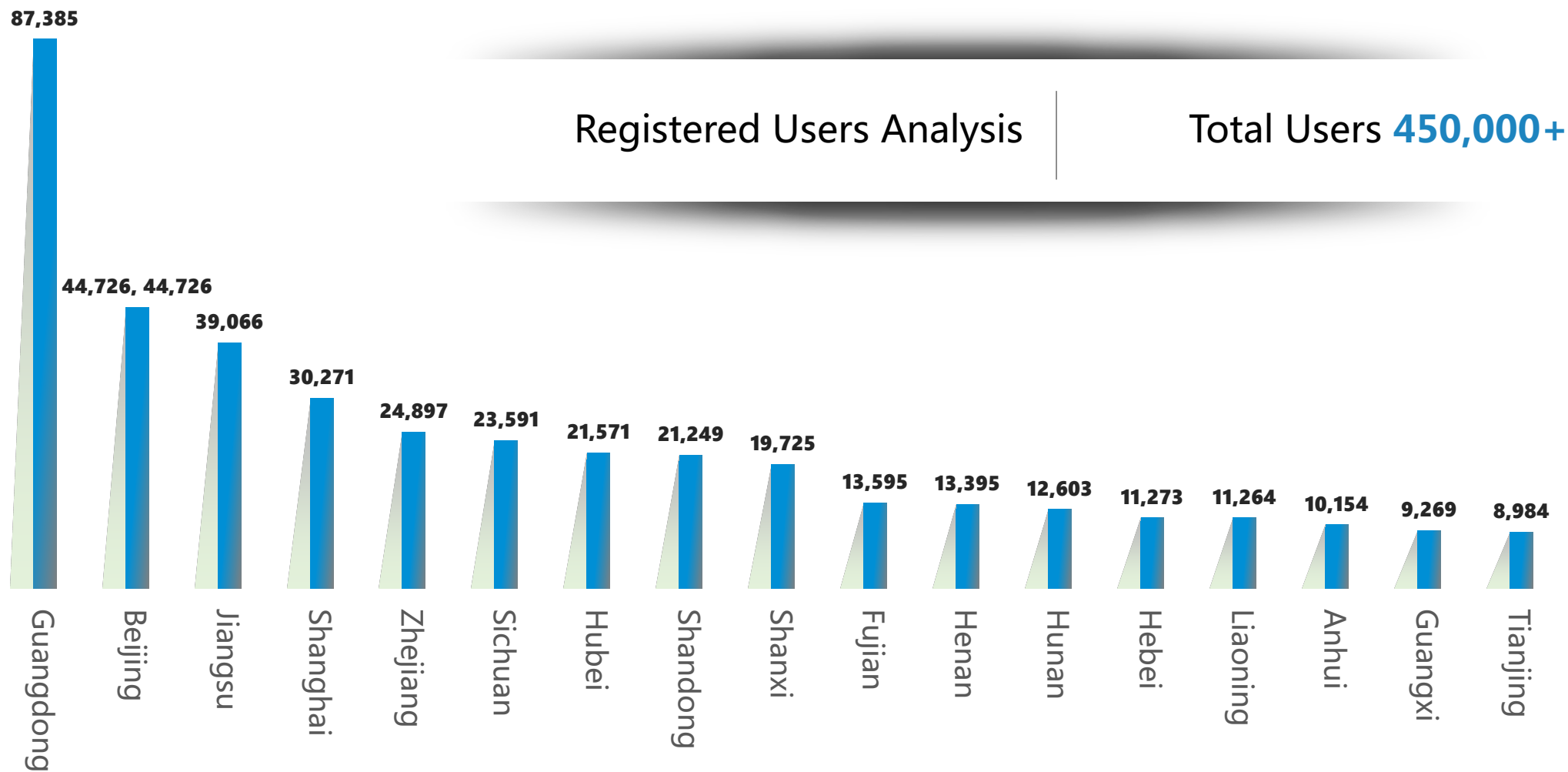
Registered Users Analysis

Total Users **450,000+**



Additional New Energy, Instrumentation, Power Electronics, Military/Avionics, IC design, etc

# About DianTang



# Technology Coverage



MCU

IoT

Motor Control

Embedded AI

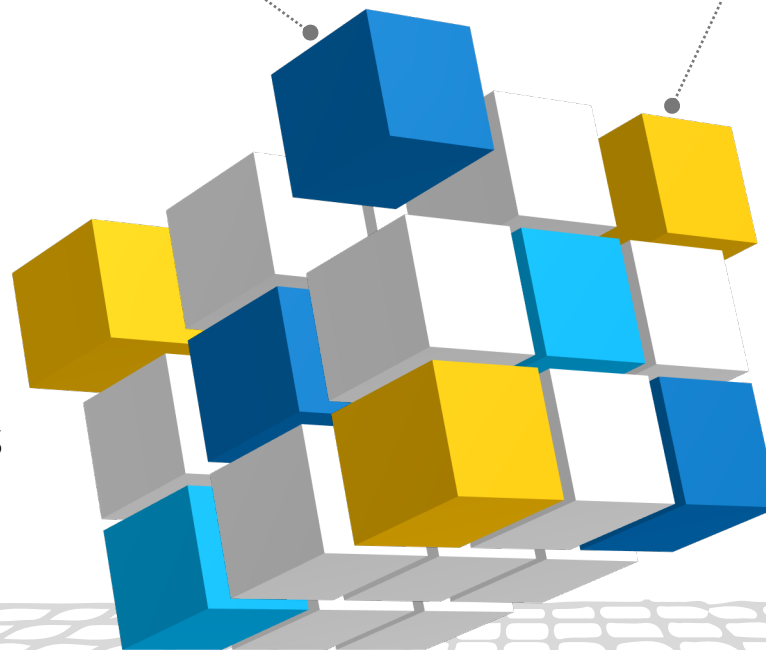
Automotive Electronics

Consumer Electronics

NFC

DSP

Security Tech



Smart Home

5G

UWB Tech

Industrial 4.0

Embedded Linux

ARM

Network Communication

Bluetooth

Wearables

# About DianTang platform

DianTang has become an indispensable portable school for embedded engineers to quickly learn new knowledge, understand new needs, and experience 'micro-learning' through mobile terminal. DianTang provides more refined operation services and is more social, opening up the WeChat ecosystem.

[www.51diantang.com](http://www.51diantang.com)  
PV:200,000+/month



Wechat Service Account  
65,000+ fans



[Bilibili Account](#)  
12,000+ fans



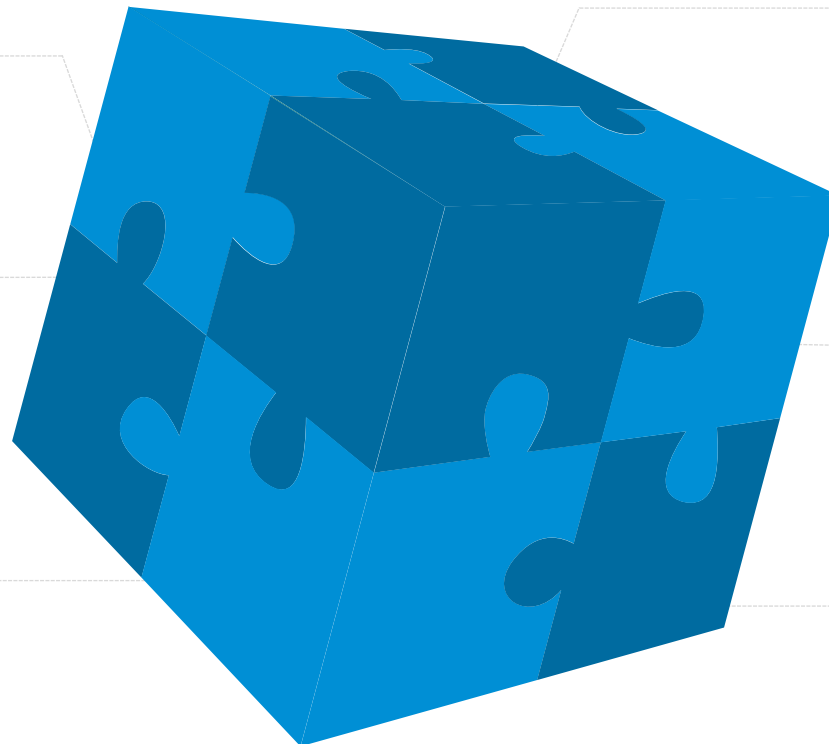
Industry & Regional Fans  
Group 70+



[Zhihu Account](#)  
7,000+ fans




TouTiao News





# About Official Website

 **Mobile SMS-Verification**  
which is used for Registration  
& Sign-in

**Latest Live Webinar**  
Upcoming Live Webinar

**Recommended Courses**  
Video/Audio/Graphic Courses  
Summarized  
the Essence of Knowledge

## PC



The PC website interface features a blue header with navigation links: 首页, 课程, 栏目, 直播, 大专栏, 学习工具, 厂商专区, 杨莹. A red banner at the top reads "迎元旦 贺新岁" (Celebrate New Year's Eve and the New Year) with a date of 2020-12-24. Below the banner is a search bar and a "直播" (Live) section displaying four webinar cards with titles like "BMS电池管理系统整体解决方案" and "SPC5Studio 网关解决方案". A "热门栏目" (Popular Columns) section at the bottom lists courses such as "基于STM32MP157的Linux操作系统移植" and "STM32 & X-Cube-TouchGFX GUI开发实践".

[www.51diantang.com](http://www.51diantang.com)  
Open via PC browser

## H5/Mobile



The H5/Mobile website interface shows a mobile-optimized layout. It includes a search bar with the text "电机控制" (Motor Control). The "直播" (Live) section displays the same four webinar cards as the PC version. The "热门栏目" (Popular Columns) section is also present. The bottom navigation bar contains icons for 首页 (Home), 栏目 (Columns), 课程 (Courses), 专栏 (Special Columns), and 我的 (My Account).

<https://m.51diantang.com/>  
Open via Mobile browser

# About Official Wechat

## Service Account



Total 65,000+ fans

✓ Tech & Regional  
70+ Wechat Groups  
(Total 12,000+ fans)

## Original Article



3,302 reads



## Original Article



2,458 reads

# About @DT other self-media

## Zhihu @DT



43,064 reads/month

## Bilibili @DT



6,838 views/month

## TouTiao @DT



515 like

## Wechat Video @DT



12,000 views/6 days

# About Ad Service

## Lead Generation

- Online Webinar
- Video Minisite
- Download

## Awareness campaign

- Banner
- eDM & phone SMS
- Wechat press release

## New Media Operation

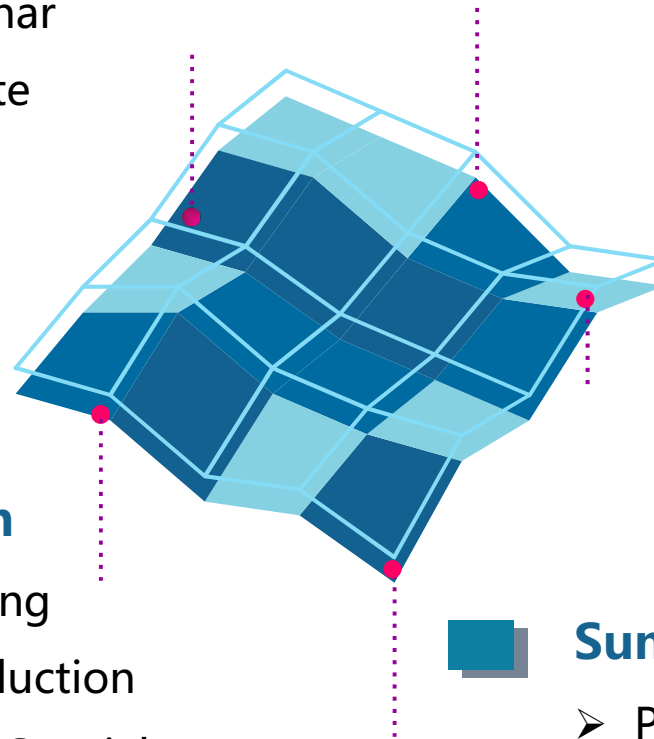
- Wechat Account Operation
- Bilibili Account Operation

## Content Creation

- Tech-article writing
- Short video production
- Comic Design & Special effects on Wechat

## Summit /Offline Event

- Participants Recruiting
- Webcasting Planning& Execution

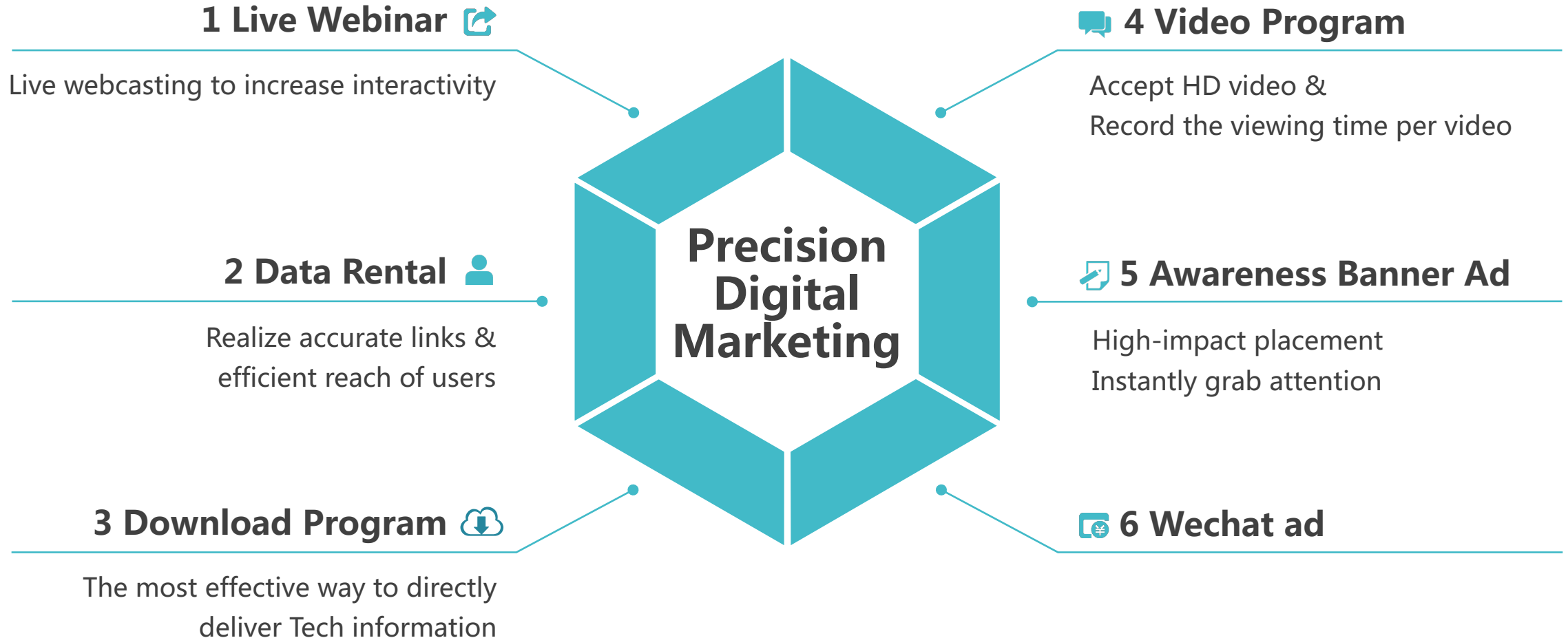




# About diantang customer



# Precision Digital Marketing - 6 x Categories



# 1# Live Webinar Features



**01 Multi-platform Promotion**

**02 Multi-channel Promotion**

**03 Effective & Reliable Lead**

**04 Value-added Services**

## Multi-Platform Application

Vhall/Zhihu/Bilibili  
High-stability/high-concurrency  
Accept 1080p HD live  
Accept Round-table

## Multi-Channel Promotion

Web/WeChat/Community  
One-to-one Message  
/Banner/eDM/gift etc.  
Reach Target Audience

## Ensure Accurate User

Mobile SMS-Verification  
to enter Live Room  
Reach Target Audience

## Value-added Service

play warm-up video  
Create video courses  
to Subscribe

# 1# Live Webinar

Main Page



Accept 1080 HD LIVE

Q&A Page



Simple Operation

## Live Webinar - Lead Generation

- Use Vhall broadcast platform to provide with the highest quality, most professional & smartest service.
- Diantang has covered Chinese-speaking regions (including Taiwan, Hong Kong, Singapore, Macau, Malaysia, etc.).
- The webinar will be delivered on multiple-channel/platform on web, eDM, wechat, community, Zhihu, Bilibili, etc;

US\$ 6,000 for 300+ leads per webinar



# 1# Live Webinar Cases

■ DT has held total 200+ Live Webinar, the UR link: <https://web.51diantang.com/live>

ST Moto Control



**Total 421 View 309**

ST Wireless Chips



**Total 478 View 399**

NXP WIFI6 application



**Total 358 View 202**

Qorvo UWB



**Total 477 View 330**

Advantech IOV & V2X



**Total 306 View 199**

Infineon WIFI MCU



**Total 378 View 282**

ADI MEMS



**Total 341 View 153**

Advantech IOT



**Total 441 View 218**

# 1# Live Webinar Cases

ST Moto Control



Total 748 View 576

NXP face recognition



Total 515 View 330

NXP UWB



Total 596 View 355

NXP UWB



Total 521 View 304

ST NFC



Total 564 View 501

Smart Warehousing and Logistics



Total 205 View 113

Automotive



Total 386 View 155

AIOT



Total 259 View 135

ST AI



Total 817 View 592

AIOT



Total 678 View 436

AI、EDA



Total 259 View 144

COM-HPC



Total 325 View 190



# 2# List Rental

eDM



## Data List Rental

- Adopting a 3-party delivery platform with mature tech to accurately target engineers according to your needs;
- The mass Email & SMS platform, with high concurrency, no legacy, and no peak delay, satisfies more notification scenarios.
- minimum order is 10,000 names.
- Open rate 15%~20%, CTR: 3%+

E-mail: US\$175/1,000 email;

# 3# Download



1,615 free Learning Download

## Download - Lead Generation Campaign

- Sponsors provide 1~3 materials for free download by registered
- The information will be promoted through multiple channels.

US\$4,000  
Total 200 leads per 1~1.5 month



765 Free Learning

# 4# Video Lead Generation



## Video Program

- Sponsor provide 1~5 videos per month, which will be placed in customized microsite;
- The videos will be promoted on multiple-channels and multi-platforms;
- It not only supports HD, SD videos, but also supports various video formats such as MP4, RA, AVI, & WMV.

US\$4,000  
Total 200 leads per 1~1.5 month

Avg 2,000+ views / video

# 4 Video production

The new benchmark  
in the MCU world



The Hackathon  
Competition



Smart home  
appliance solutions



Video production

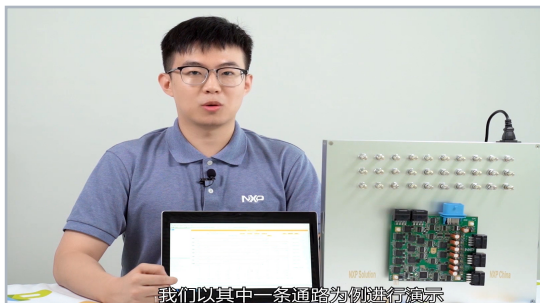
Responsible for script planning, video-production and promotion. Highlight the company, product technical features, advantages and applications, quickly improve user understanding.

Video viewing broke ten thousand, thousands of fans growth!

Short-video Channel

[more cases](#)

new energy  
Electric vehicle



Car key  
location solution



Recognize STM32G4





# 5# Awareness Campaign

## Homepage



### Boombox Banner 1

- Location: Homepage + Article pages+ Short-video Channel Pages
- 270x314pix Banner
- Exclusive Sponsorship (Not rotated)
- CTR: 0.2%~0.5%
- US\$2,000/50,000+ imp/month

### Boombox Banner 2

- Location: Homepage+ROS all pages
- 250x250pix Boombox Banner , Exclusive
- CTR: 0.2%~0.5%
- US\$3,140/150,000+ imp/month

# 5# Awareness Campaign

## Forward Tech Article



Page 1



Page 2

## ✓ Forward A News – First Article

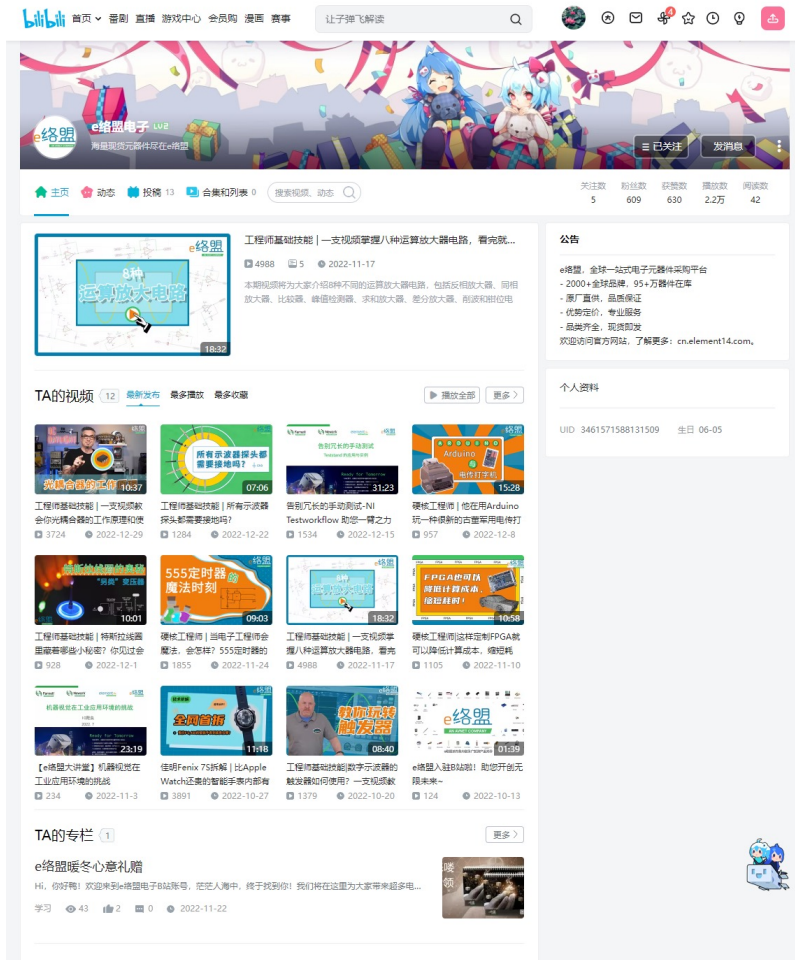
- ❑ Forward a news on Diantang official Wechat Service account and Wechat groups, total 65,000 wechat fans;
- ❑ Material Instruction: tech article, 1x Picture (900x383pix, size < 5M); the topic is Max. 50 Characters;
- ❑ Total 1,500~2000 impression

Minimum Cost: US\$1,100/once



# 6# New media platform Operation

## Element14 Bilibili Account



Diantang are responsible for the Bilibili operation for element14

- ✓ The official Bilibili account  
[https://space.bilibili.com/3461571588131509?spm\\_id\\_from=333.1007.0.0](https://space.bilibili.com/3461571588131509?spm_id_from=333.1007.0.0)
- ✓ Video-selection
- ✓ Video translation
- ✓ Video localization
- ✓ Video release
- ✓ Monthly report, etc.
- ✓ The first release is 13<sup>th</sup> October, 2022.
- ✓ Post frequency is once week
- ✓ The present fans is 600+ in two month



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*Thanks!*

*E Academy for Innovation*

*The Evolution of Learning*