

DianTang

Electronic Design Knowledge Service Platform

www.51diantang.com



m.51diantang.com



电堂

工程师的随身学堂

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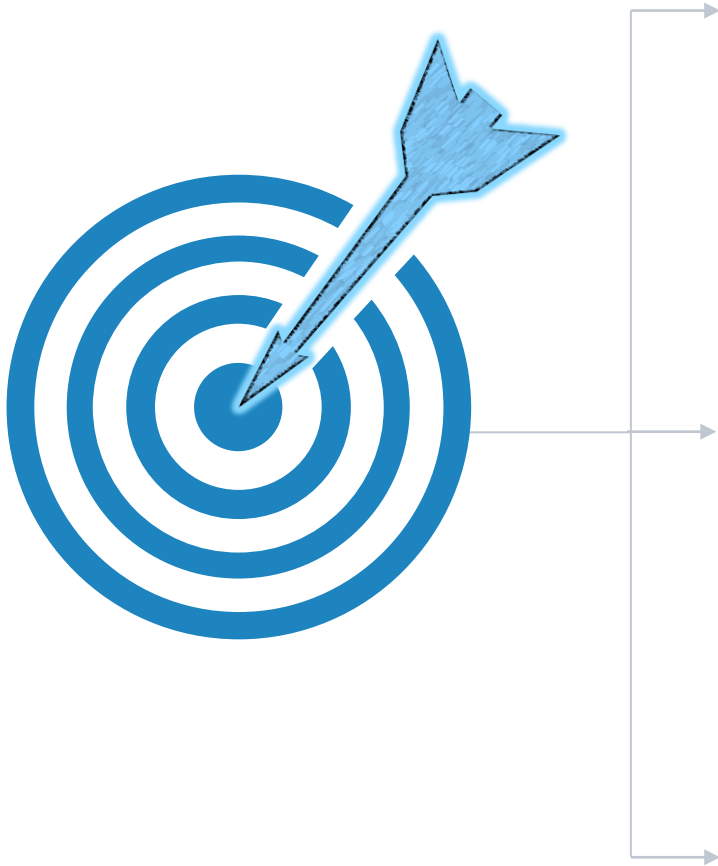
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About DianTang



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

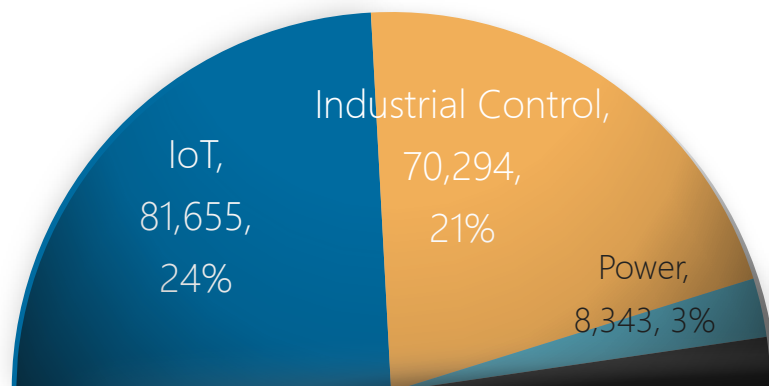
WeChat app
Bilibili app
Zhihu app
Today' s Headline app



Rich Content

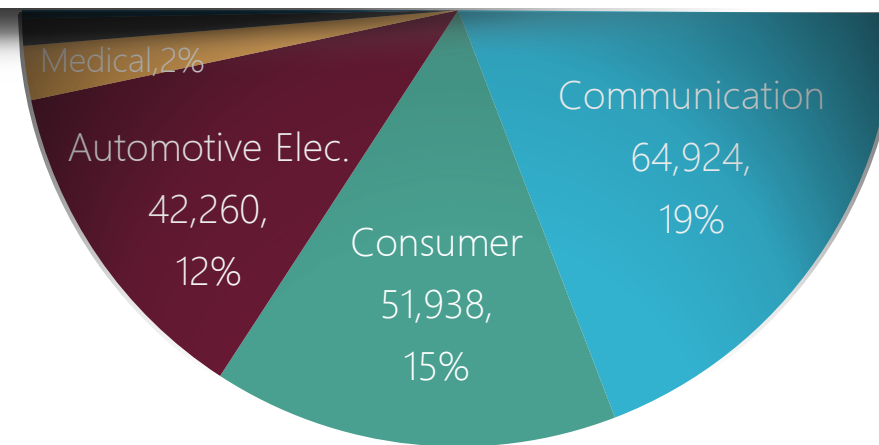
By Application
By Products
By Design Skills
By company & Projects

About DianTang



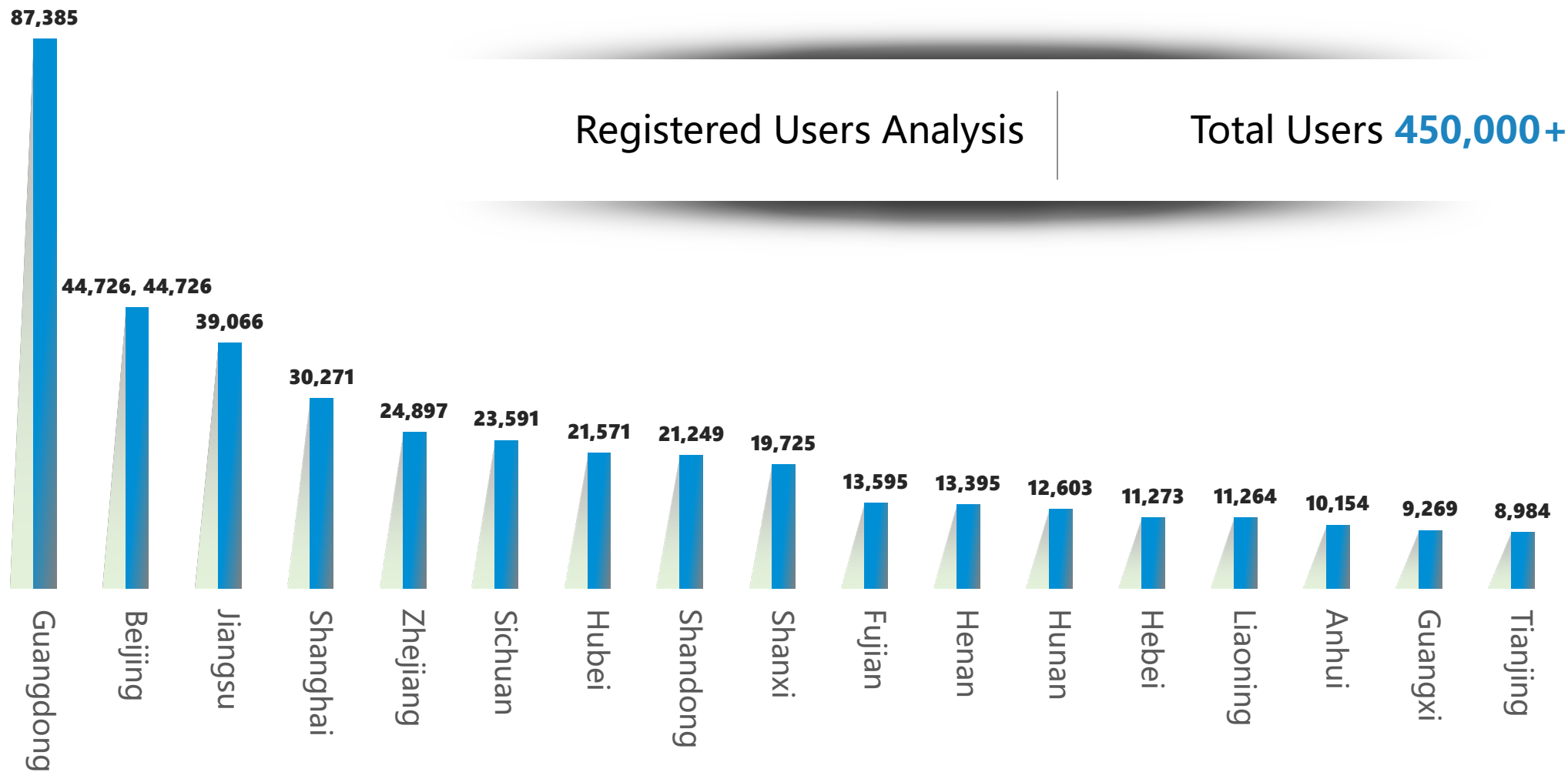
Registered Users Analysis

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

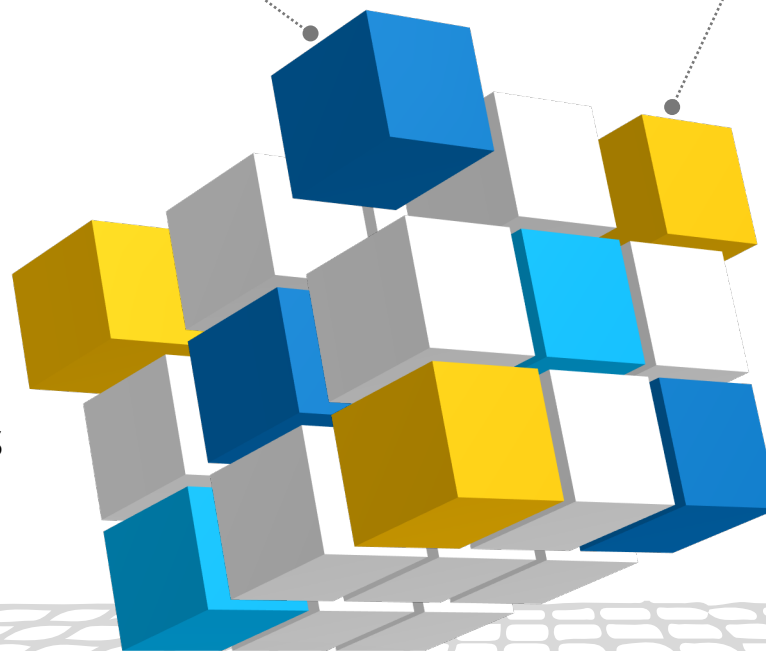
Automotive Electronics

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

PageView: 200,000+/month



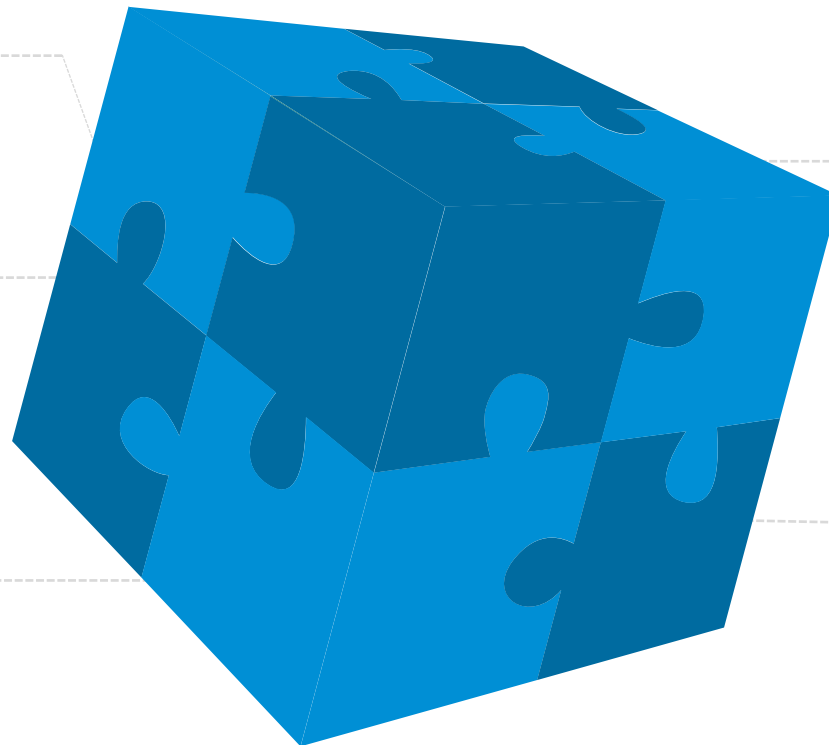
Wechat Service Account

70,000+ fans



Industry & Regional Fans

Group 80+



[Bilibili Account](#)


15,000 fans



[Zhihu Account](#)

10,000+ fans

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



www.51diantang.com
Open via PC browser

H5/Mobile



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

About Official Wechat

Service Account



Total 70,000+ fans

Original Article

15:06

电赛来了

原创 关注电赛的 AI电堂

2023-07-25 08:00 发表于湖南

收录于合集
#电赛 6个 >

关注+置顶公众号，精彩内容不错过

 工程师的随身学堂
51diantang.com

7月15日，两年一度的全国大学生电子设计竞赛组委会发布《2023年全国大学生电子设计竞赛实施过程说明》（点击下载PDF文档）将于**2023年8月2日（周三）8:00至5日（周六）20:00**组织实施2023年全国大学生电子设计竞赛（含本科、高职高专）。

HOMEPAGE

AI电堂

电堂科技(北京)有限公司 湖南

电子设计知识超市，工程师的随身学堂 >

296 篇原创内容
视频号: AI电堂
88 个朋友关注

已关注公众号 发消息

10月27日(星期五)09:20直播
2023年STM32全国巡回研讨...展开 预约

消息 视频号 服务

#STM32专栏课程 9 #行业综述 82

作者精选

嵌入式大趴回归！2023 STM32全国巡回研讨会开...
阅读 2302 赞 3 1个朋友读过

来看看

STM32CubeProgrammer / ...
阅读 2071 赞 9 2个朋友读过

Original Article

与新能源共振的数字电源，有哪些亮点和趋势？

原创 奥莉维亚 AI电堂

2023-07-11 08:00 发表于北京

收录于合集
#数字电源 1 #模拟电源 1
#行业综述 82

关注+置顶公众号，精彩内容不错过

 工程师的随身学堂
51diantang.com



About @DT other self-media

Wechat @DT



70,000+ fans

Bilibili @DT



6,838 views/month

Zhihu @DT



43,064 reads/month

Wechat Video @DT



12,000 views/6 days

About Ad Service

Lead Generation

- Online Webinar
- Video Minisite
- Download

Awareness campaign

- Banner
- eDM & phone list rental
- Wechat press release

New Media Operation

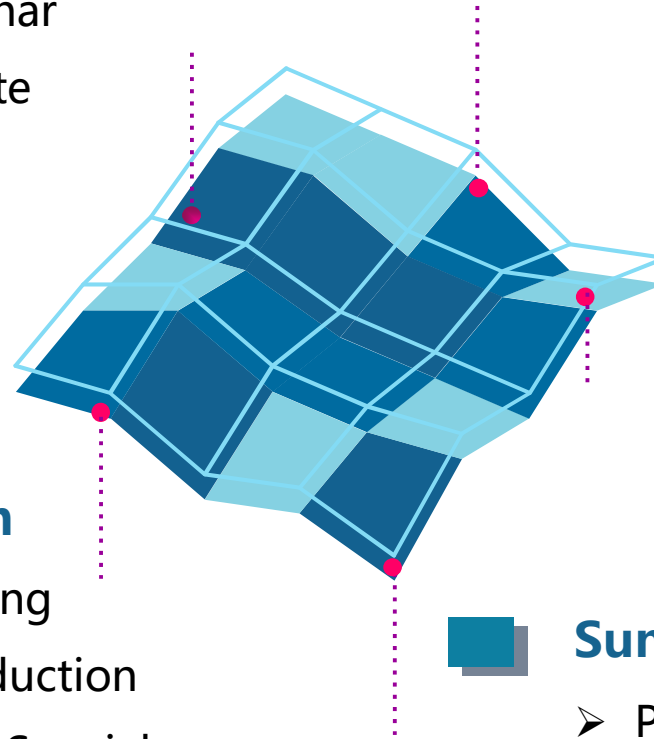
- Wechat Account Operation
- Bilibili Account Operation

Content Creation

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

Summit / Offline Event

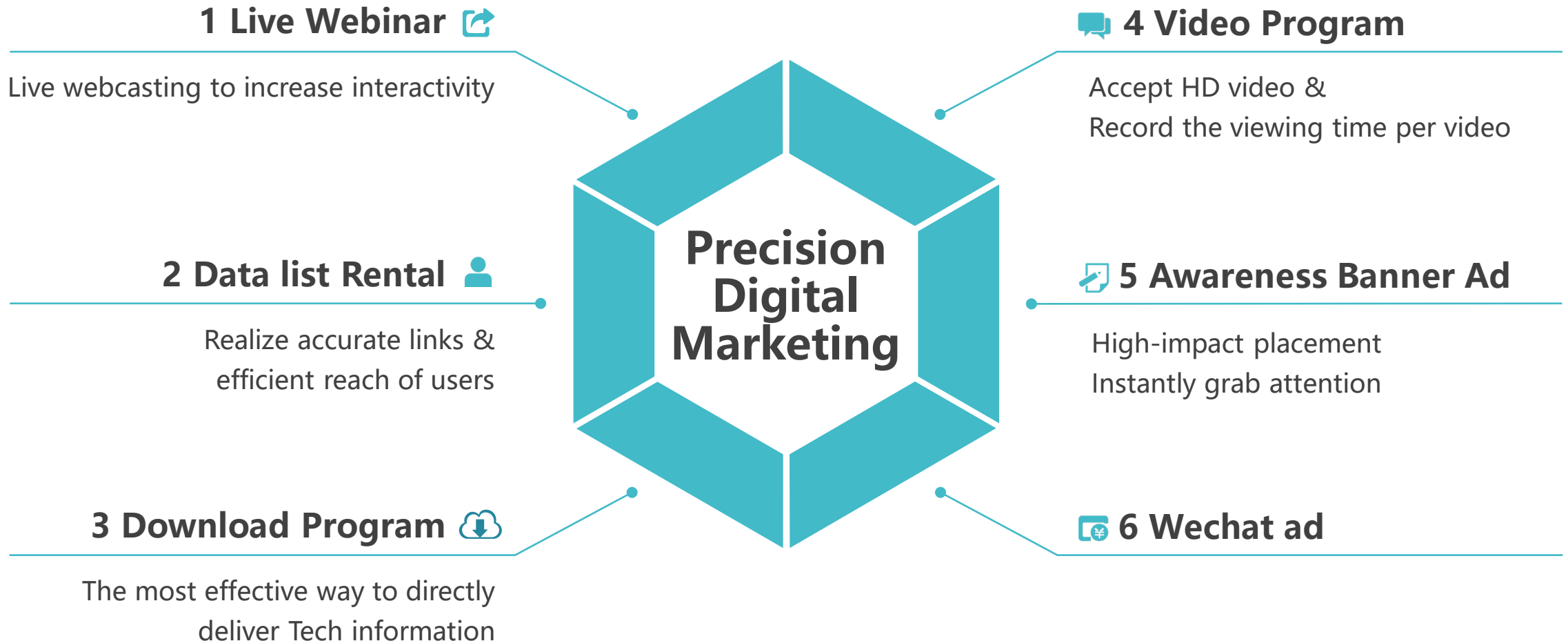
- Participants Recruiting
- Webcasting Planning & Execution



About diantang customer



Precision Digital Marketing - 6 x Categories



1# Live Webinar Features



Multi-Platform Application
Vhall/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,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

Nordic NB-IoT



Total 496 View 371

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



电源和时钟解决方案

LT7200S 四通道单片降压稳压器

采用 Silent Switcher® 2 技术，在高频开关频率和整个负载范围内均具有高性能。

LT7200S 的多通道高活性非常适合用于为采用表面贴装的复杂系统供电。其工作电压范围为 2.9V - 18V，因此适合供电电压为 3.3V、5V 至 12V 的电源应用。

LTM8080 超高 PSRR μ Module® 稳压器

LTM8080 μ Module 将开关稳压器和 LDO 稳压器结合在一起，实现了噪声降低。

LTM8080 是一个集成解决方案，包含开关稳压器和 LDO 稳压器。在保持小尺寸并大幅降低 PCB 布局敏感性的同时兼具了两者的优势。

MAX25263/2 汽车级、2 A/3 A 小型降压转换器

坚固耐用的 65V 小型降压转换器同时实现了汽车电池电源和系统噪声的降低。

MAX25263/MAX25262 小型同步降压转换器集成了高压侧和低压侧开关。可在 3.5V - 65V 输入电压提供高达 2 A/3 A 的电流。同时在空载时仅消耗 3.5 μ A 的静态电流。

ADF4377 合成器

微波宽带合成器提供高性能、超低抖动、集成 VCO 的双输出整数-N 分频 PLL。

电子报订阅

订购得捷电子报（以及关注我们的微博、微信），让您随时随地接收电子行业的最新产品、应用方案、设计动态和行业信息。

获取 APP

关注我们

701 Brooks Avenue South Thief River Falls, MN, 56701, USA

eDM



eDM

最新产品 特选精选 Multicomp Pro 登录

eDM 与 ADI 再续合作

立即购买

22,000 款 ADI 产品上线 6,300 款 ADI 产品现货发售 26,000 款 Maxim 和 Triaminc 产品可在该购买

查看我们的产品系列

电源管理 > 功率测量和控制 > 信号链 > LED 和显示驱动 > 接口和通信 > 微控制器 > 参考设计和评估 > 射频和微波 > 时钟与计时器 > 传感器和 MEMS >

应用

汽车 > 工业自动化 > 医疗保健 > 仪器与测量 > 数字媒体 > 消费电子

An Armet Company
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Data List Rental

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

E-mail: US\$1750/10,000 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

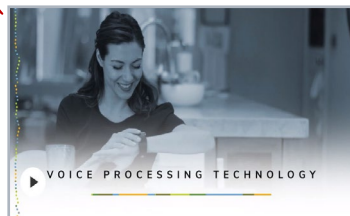
4 Video production

ST High precision positioning (DEMO)



NEW

NXP Voice communication processing



NEW

STM32 Smart home appliance solutions



NEW

STM32 MCU



NEW

Video production

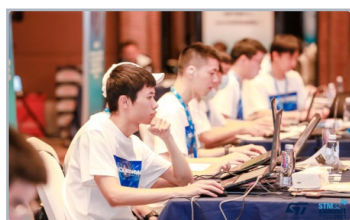
Responsible for script planning, video-production and promotion. Highlight the company, product technical features, advantages and applications, quickly improve user understanding. Video viewing broke ten thousand, thousands of fans growth!

Short-video Channel [more cases](#)

NXP MCU



The Hackathon Challenge



NXP UWB Car key location solution



NXP new energy Electric vehicle



5# Awareness Campaign - Banner

Homepage



Boombox Banner 1

- Location: Homepage + Article pages+ Short-video Channel Pages
- 270x314pix Banner
- Exclusive Sponsorship
- 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

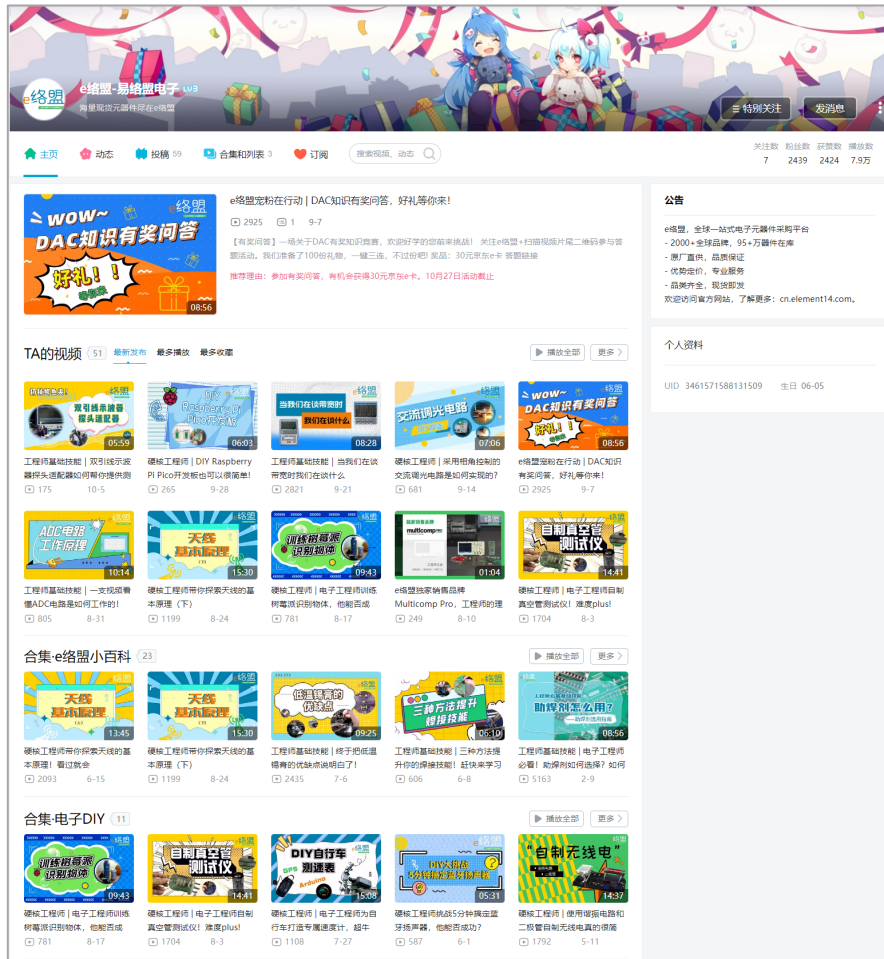
✓ Forward A News – First Article

- ❑ Forward a news on Diantang official Wechat Service account and share to Wechat groups,
- ❑ Wechat has total 70,000 + fans;
- ❑ Total 1,500~2000 people view
- ❑ Material Instruction: tech article, 1x Picture (900x383pix, size < 5M); the topic is Max. 50 Characters;

Minimum Cost: US\$1,100/once

6# New media platform Operation

Element14 Bilibili Account



Diantang are responsible for the Bilibili operation for element14

✓ <https://space.bilibili.com/3461571588131509>

- ✓ Video-selection
- ✓ Video translation
- ✓ Video localization
- ✓ Video release
- ✓ Monthly report, etc.

- ✓ Post one video per week
- ✓ Total 2500 fans



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Thanks!

E Academy for Innovation

The Evolution of Learning