DianTang

Electronic Design Knowledge Service Platform

www.51diantang.com

m.51diantang.com

工程师的随身学堂

contents

About DianTang

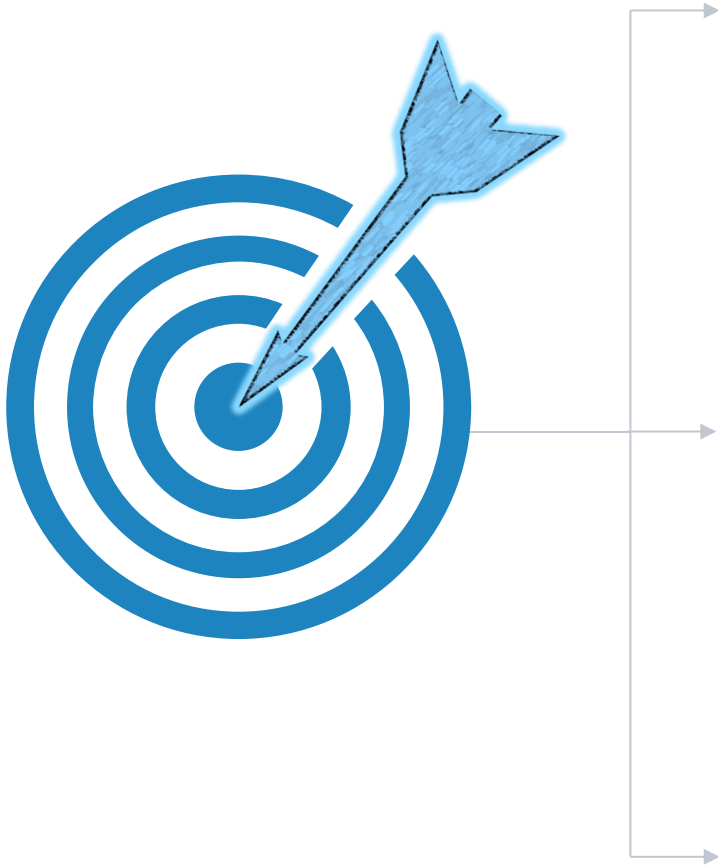We are a team of marketing professionals passionate about data, digital & new social media.

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

500,000+

User Database

75% Engineers

75,000+
Wechat fans

Wechat Platform

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

Multiple Platform

Social Media

WeChat app
Bilibili app
Zhihu app
Today's Headline app

1000+
Video/Audio
...Courses

Rich Content

By Application
By Products
By Design Skills
By company & Projects

About DianTang

IoT, 89,004, 22%

Industrial Control, 75,918, 19%

Power, 9,760, 3%
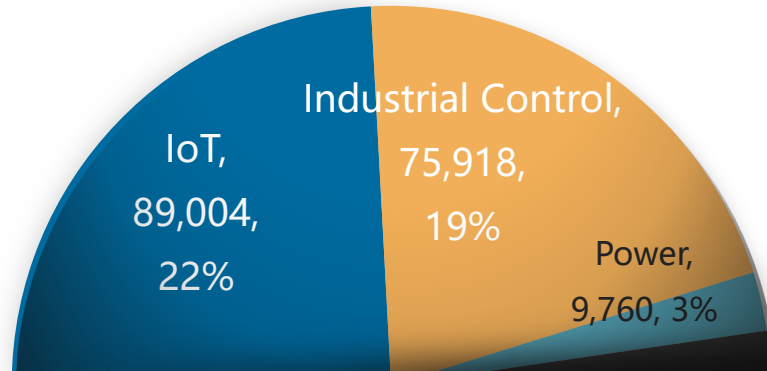
Registered Users Analysis

Total Users **450,000+**

Medical, 2%

Automotive Elec. 44,373, 12%

Consumer 55,574, 15%

Communication 69,469, 19%
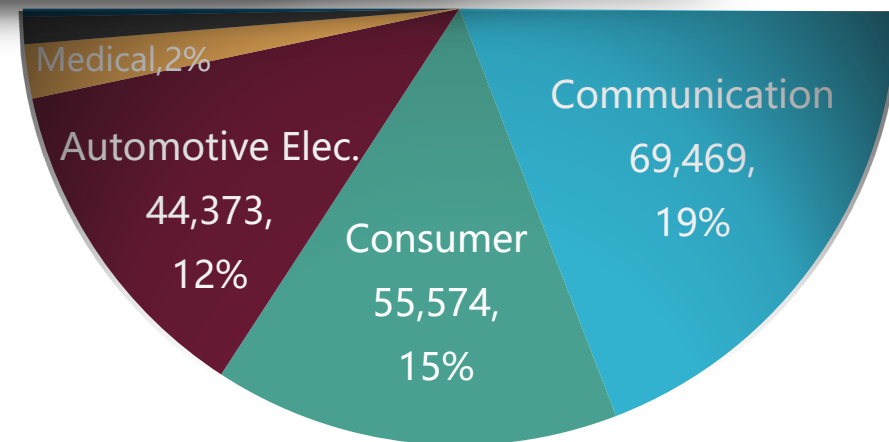
Additional New Energy, Instrumentation, Power Electronics, Military/Avionics, IC design, etc

About DianTang

Registered Users Analysis | Total Users **500,000+**

Province	Users
Guangdong	87,385
Beijing	44,726, 44,726
Jiangsu	39,066
Shanghai	30,271
Zhejiang	24,897
Sichuan	23,591
Hubei	21,571
Shandong	21,249
Shanxi	19,725
Fujian	13,595
Henan	13,395
Hunan	12,603
Hebei	11,273
Liaoning	11,264
Anhui	10,154
Guangxi	9,269
Tianjing	8,984
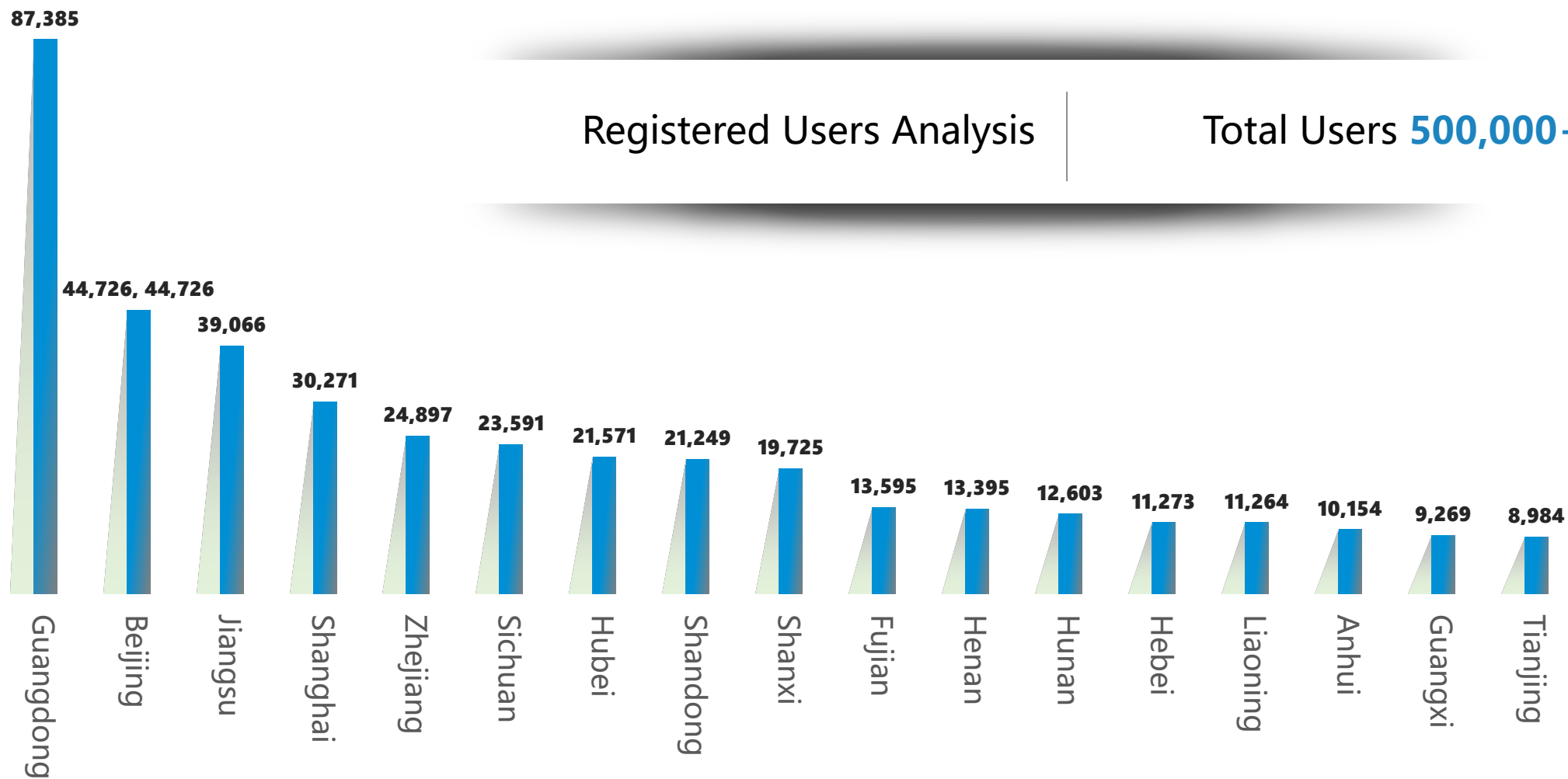
Technology Coverage

MCU

IoT

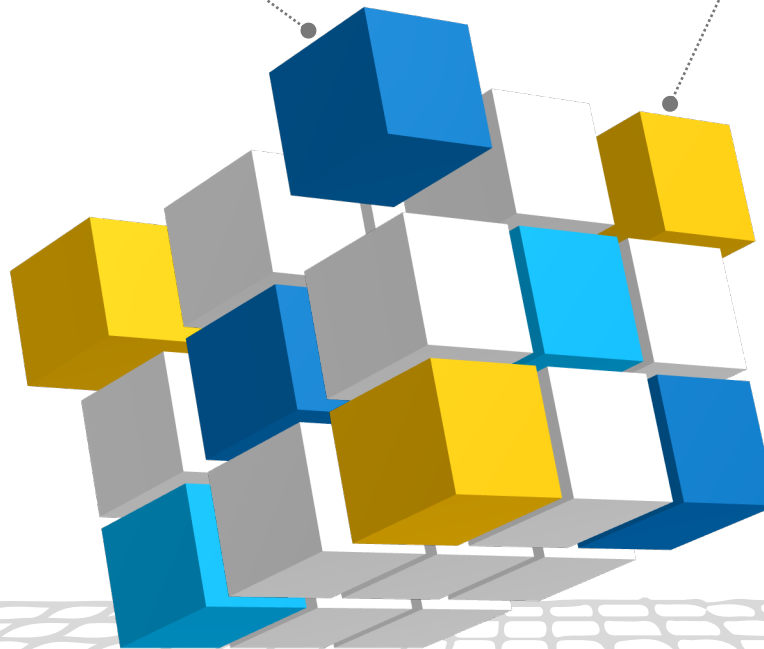Motor Control

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.

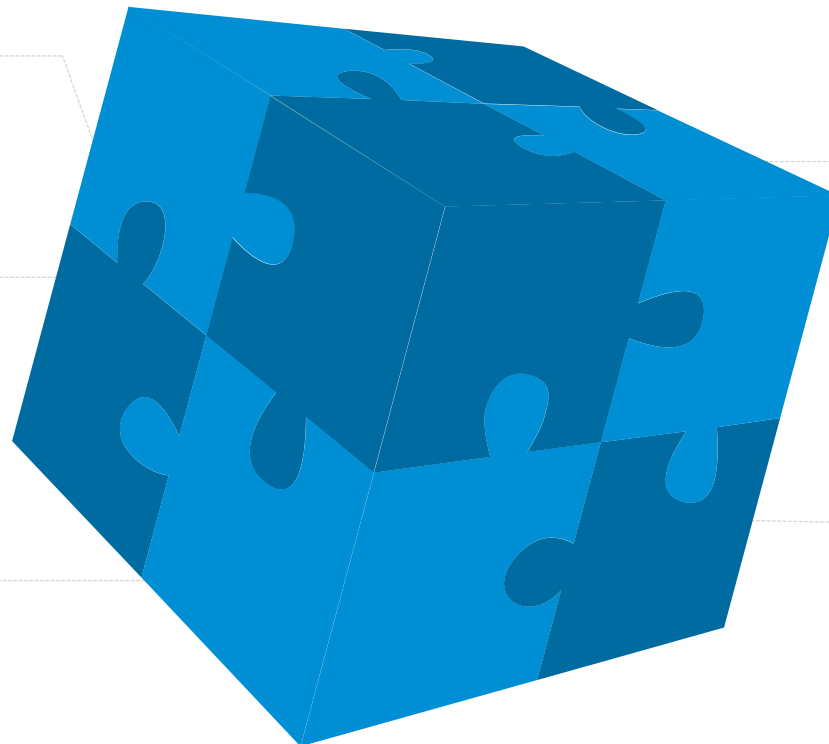www.51diantang.com
PageView: 220,000+/month

Wechat Service Account

75,000+fans

Industry & Regional Fans

Group 100+

Bilibili Account
15,000 fans

Zhihu Account
12,000+fans

About Official Website

PC

H5/Mobile

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

www.51diantang.com
Open via PC browser

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

About Official Wechat

Service Account

Total 75,000+fans

Original Article

HOMEPAGE

Original Article

About @DT other self-media

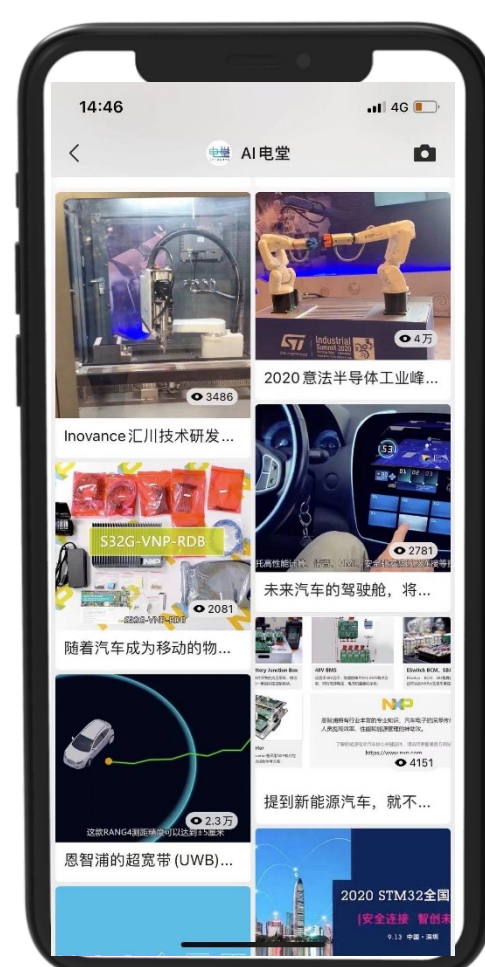| Wechat @DT	Bilibili @DT	Zhihu @DT	Wechat Video @DT
75,000+ fans	6,838 views/month	43,064 reads/month	12,000 views/6 days

About Ad Service

Lead Generation

➤ Online Webinar

➤ Video Minisite

➤ Download

Awareness campaign

➤ Banner

➤ eDM & phone list rental

➤ Wechat press release
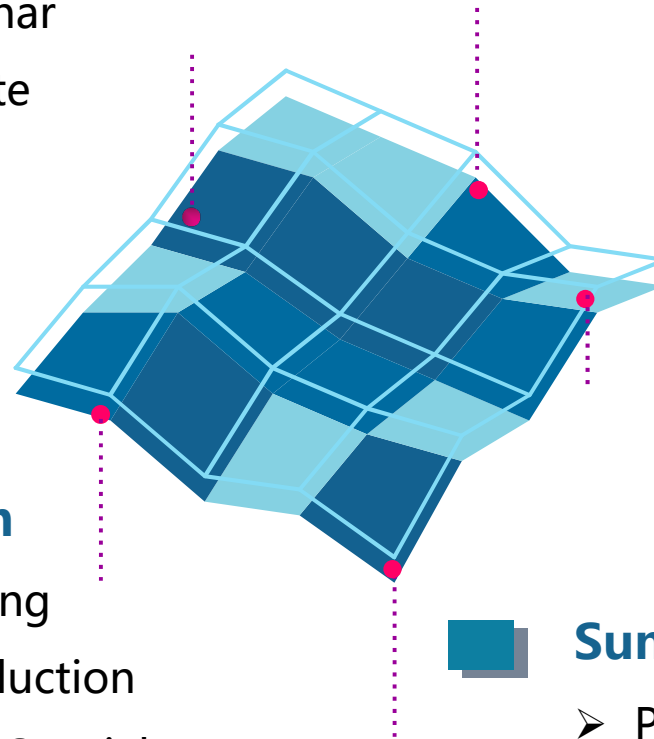
New Media Operation

➤ Wechat Account Operation

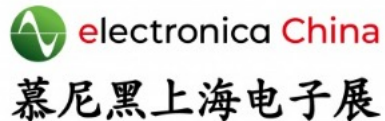➤ Bilibili Account Operation

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

Live webcasting to increase interactivity

2 Data list Rental

Realize accurate links & efficient reach of users

3 Download Program

The most effective way to directly deliver Tech information

Precision Digital Marketing

4 Video Program

Accept HD video & Record the viewing time per video

5 Awareness Banner Ad

High-impact placement Instantly grab attention

6 Wechat ad

1# Live Webinar Features

01 Multi-platform Promotion

02 Multi-channel Promotion

03 Effective & Reliable Lead

04 Value-added Services

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 250+ Live Webinar, the UR link: https://web.51diantang.com/live

1# Live Webinar Cases

ST Moto Control

Total 748 View 576

NXP face recognition

Total 515 View330

NXP UWB

Total 596 View355

NXP UWB

Total521 View304

ST NFC

Total564 View501

Smart Warehousing and Logistics

Total205 View113

Automotive

Total386 View155

AIOT

Total259 View135

ST AI

Total817 View592

AIOT

Total678 View436

AI、EDA

Total259 View144

COM-HPC

Total325 View190

eDM

eDM

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;

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

300 Free Learning
Download

4# Video Lead Generation

Avg 2,000+ views / video

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 muliti-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

4 Video production

ST High precision positioning (DEMO)

NEW

NXP Voice communication processing

NEW

STM32 Smart home appliance solutions

NEW

STM32 MCU

NEW

NXP MCU

The Hackathon Challenge

NXP UWB Car key location solution

NXP new energy Electric vehicle

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

4 Video production

NEW 【new products】
STM32H7R/S MCU
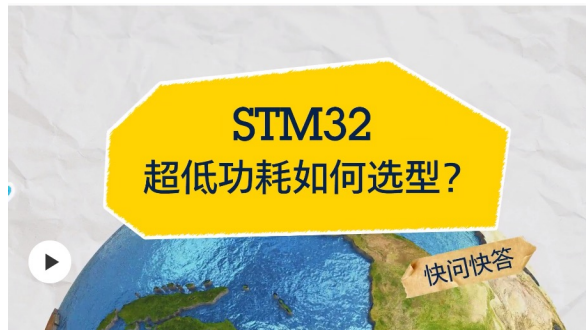
STM32H7R/S 高性能 MCU
高安全、大存储、优异图显

NEW
STM32 how to choose ?

STM32
超低功耗如何选型？
快问快答

NEW
STM32 application

日光倾城，低碳未来
STM32 在光伏储能中的应用（上）

STM32U5 x E-BIKE

STM32U5 x E-BIKE
记录你的骑行多巴胺
STM32，你的生活搭子

STM32H5 new

STM32H5系列上新：256/512 KB闪存新品
兼具高性能和成本优势

STM32WBA
Wireless MCU

STM32WBA 无线 MCU
更强的无线性能，更好的用户体验
02:58

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!
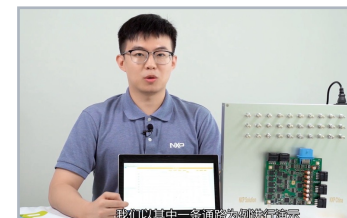
Short-video Channel
more cases

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,

☐ Wehat 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
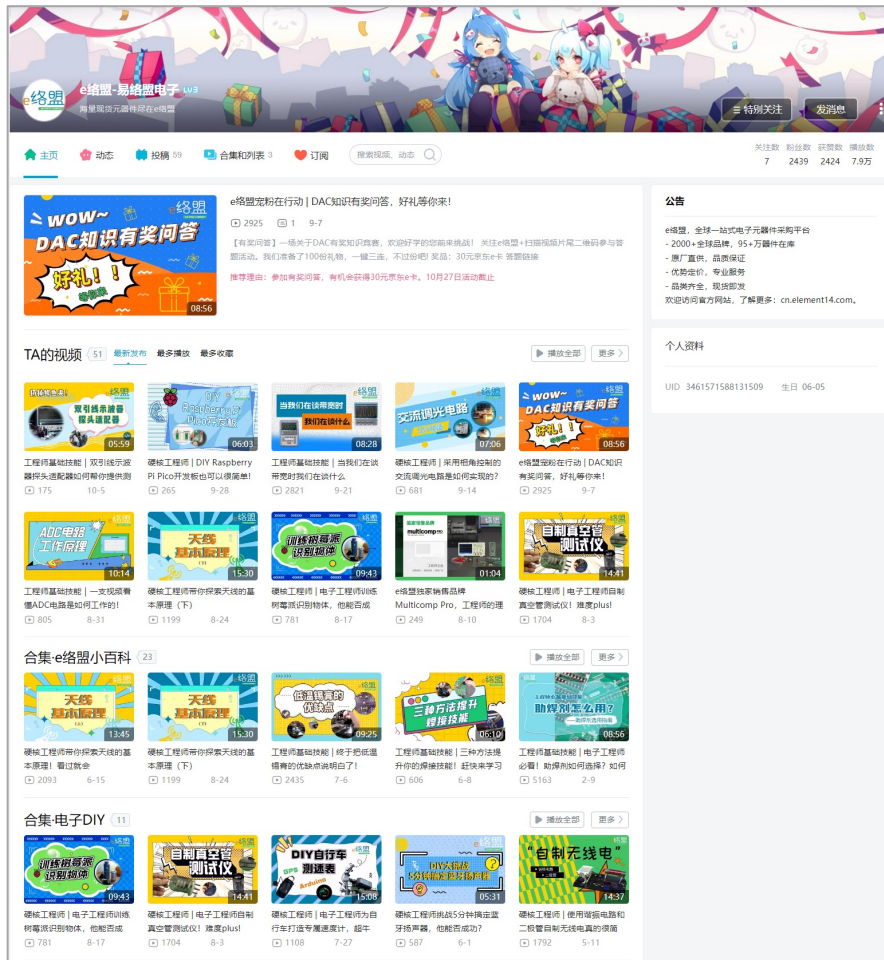
Diantang are responsible for the Bilibili operation for element14

- https://space.bilibili.com/3461571588131509

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

- Post one video per week
- Total 2500 fans

Thanks!

E Academy for Innovation

The Evolution of Learning