



effective

LINE Social Media Japan

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Introduction

Facebook, WhatsApp, and Instagram are the first social media that come to mind when we think of the world's most popular social media platforms. On the other hand, if we look at the Asian region, there are many local social media platforms that have developed in their own unique way. These "local platformers" - WeChat in China and LINE in Japan - are indispensable for daily communication for the people of Asia. At the same time, corporate marketers will be able to use these two apps, both of which are popular throughout Asia, to develop precise digital marketing strategies.

LINE is one of the largest social media platforms in Japan with an overwhelming reach. If you are involved in or considering marketing in Japan, you have probably heard the name at least once. However, they only know it by name and are not sure what it really is. This is the actual opinion of many marketers. That's not surprising; there are significant differences between the international and domestic versions of LINE's apps in terms of features and services. It is difficult to get the same UX that LINE provides in Japan from outside of Japan. Therefore, we would be happy if you could gather knowledge about LINE through this e-book and get some hints for LINE marketing for B2B.

Not an exhaustive list of the many features and functionalities of LINE, nor a treatise on cultural differences in digital communication styles- the guide begins with an explanation of the key behavioral design concepts that underpin how LINE users interface with brands and each other, and why these design choices offer unique opportunities for industrial marketing.



A network diagram is overlaid on a light gray background. The diagram consists of numerous small, colorful spheres (red, yellow, blue, green, and white) connected by thin, dark blue lines. These spheres are positioned at the intersections of a grid of silver pushpins. The pushpins are arranged in a way that creates a complex web of connections, with some pushpins being more prominent than others. The overall effect is one of a global or interconnected network.

About effective GmbH

Founded in 1998, effective GmbH is a digital marketing agency that develops strategic international communication solutions for industrial companies. With offices in Germany, France, China and USA effective GmbH employs a multilingual team with wide-reaching knowledge of diverse digital platforms, helping customers to optimize the visibility of their products all around the world.

Part 1

LINE social media

- What is LINE
- History
- LINE from an overseas perspective

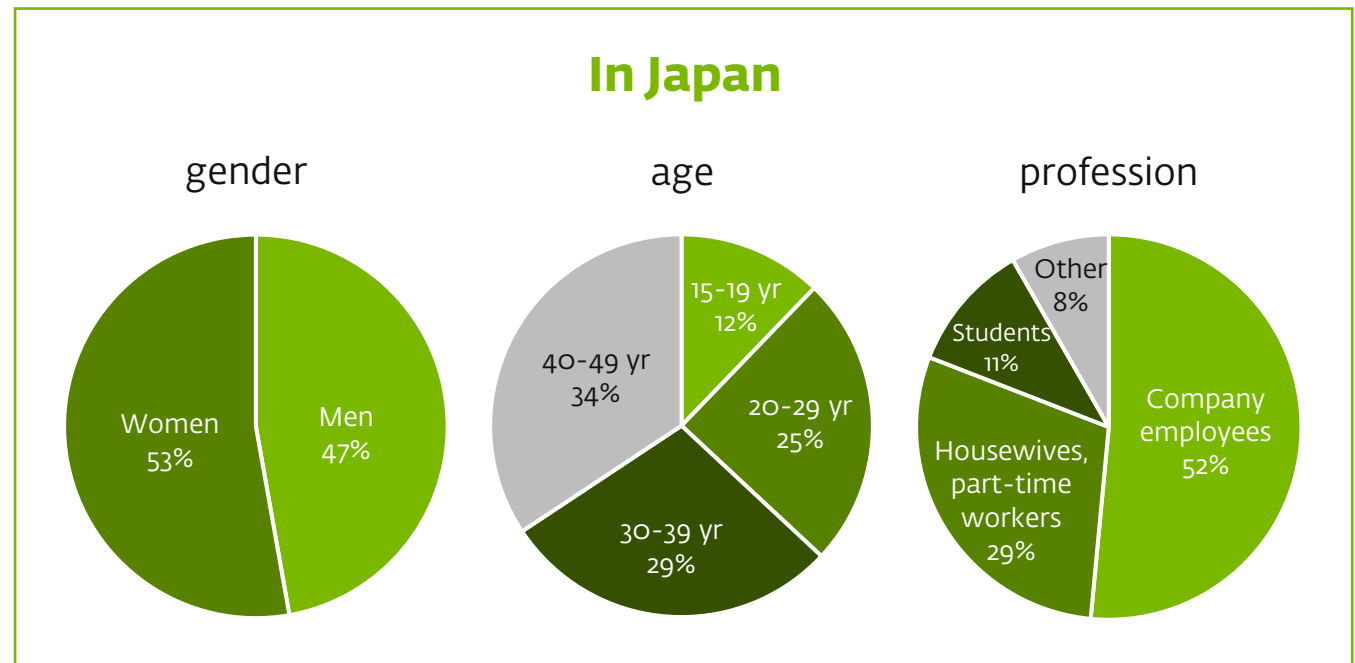


LINE, which became popular for its wide variety of stamps, is now the most commonly used social media in Japan; like WhatsApp in West. LINE is a messaging application that allows users to chat and make free calls with friends.

Unlike WhatsApp, LINE offers a wide range of features and services. It offers news stream, a digital payment system, blogging, Timeline and so on. It also offers advertising opportunities for companies wishing to promote their products and services in Japan.

Covering more than 70% of Japan's population, LINE has a high usage rate outside of Japan as well. It is especially popular in Thailand, Taiwan, and Indonesia.

Persona targets in B2B marketing are almost always company employees, and since more than half of LINE users are company employees, it can be said that LINE is a tool with a very high probability of reaching the target audience in B2B digital marketing.



LINE was created as a "hotline" for emergencies

LINE is now widely used as a communication tool for family and friends, and its birth was triggered by the Great East Japan Earthquake that occurred 10 years ago in 2011, and in less than 10 years it has become one of the most popular in Japan with 92 million monthly active users. During that time, it has also played a role as social infrastructure, being utilized in various disasters.

Immediately after the Great East Japan Earthquake, the infrastructure in the affected areas was devastated, and communication methods were also hit hard. Phone lines were disconnected, e-mails were unreachable, and people were anxious because they could not confirm the safety of their loved ones. This led to the rapid development of "LINE", which was born in June 2011.

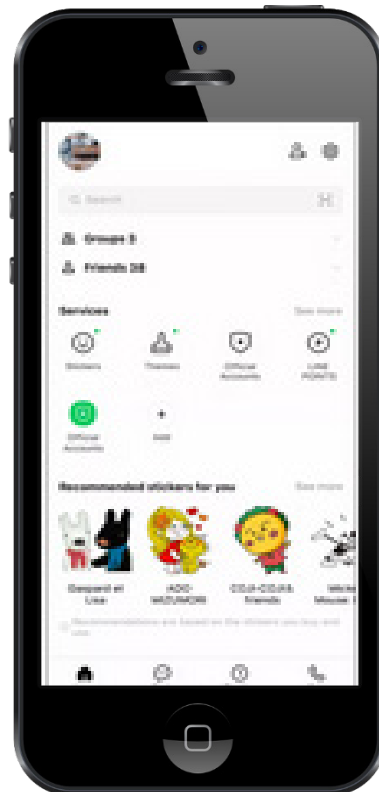


The user interface of LINE is completely different between overseas and Japan. In other words, to get the same UI as users in Japan, you need to have a Japanese phone number and download the Japanese version of the application. LINE is basically a service limited to Japan (with the exception of Thailand, Malaysia, and Taiwan) and has hardly penetrated overseas, so that it is difficult to realize the appeal of LINE outside of Japan.

Overseas

LINE functions as just another messaging application.

- Chat
- Calls



In Japan

LINE is a super app with a variety of features and services.

- Chat
- Calls
- Wallet
- News
- Mange
- Shopping
- Membercard
- Blog
- Coupon
- Flyer
- and more...



Part 2

LINE for business

- LINE official account
- LINE Ads



There are two main purposes for doing LINE marketing in B2B.

Brand awareness:

If they do not know your company's name or brand, the first goal must be to make them aware of it. A major pitfall of B2B marketing is to be misled by the term B2B to target only companies and forget to focus on the individuals who belong to those companies. In the case of B2B in Japan, multiple purchasing managers belonging to a company discuss and deliberate over a long period of time before finally making a purchase. By targeting information to individuals as well as companies, you can have your brand raised to the foundation of consideration.

If the target company is a company with which you have business experience, you can first have the person in charge follow your official LINE account in advance so that you can send out information when new products or services are released. If there is any response to this, further explanation of specifications or information on discount campaigns is likely to lead to results. Also, if a product needs to be replaced regularly, it is easier to attract interest by marketing it at the time when its warranty is expiring or at the end of its useful life. On the other hand, a way to approach people who do not know your account is to place an ad on LINE.

Providing Added Value:

The next step is to provide added value. What added value can be obtained after purchasing a product or contracting a service? We aim to make people aware of our vision.

When the sales effort has paid off and the customer has bought a product or signed a contract for a service, the goal changes to providing courteous support. If a problem should arise, we are ready to respond immediately with a single report through LINE.



There are two main ways to utilize LINE for business: Official LINE Accounts and LINE Ads.

LINE Official Account is a service that allows companies to create their own accounts on LINE and deliver information directly to users.

Connect users directly

drive users to your store or website using LINE's unique communication methods

By linking with LINE Ads, you can distribute ads using data from official LINE accounts

Useful features are available

No initial cost

LINE Ad is a service that enables companies to pursue a variety of branding and customer acquisition opportunities with their marketing efforts.

Advertise through the LINE app and achieve formidable reach

Data-driven targeting

Unique ad delivery that propels business growth

from a small budget

Basic functions of LINE Official Account

Messaging users,
one on one or by
segment

A/B testing of
messages

Posting on the
timeline

Sharing coupons

Issue and manage
loyalty cards

Chat with
customers (smart
chat available)

Call with
customers

Customer service
surveys

Performance
Report



Can't respond immediately because of the time difference? With LINE, you can respond to customers 24/7

keyword chatbot

- help with simple customer service queries and frequently asked questions (FAQ)
- The registered messages are automatically replied to specific keywords.

AI chatbot

- AI chatbot enable more conversational interactions by interpreting the user's intent.
- You do not need to register keywords in advance.

smart chat

- During business hours, AI chatbot and manned manual chat are used together, and after business hours, either AI chatbot or keyword chatbot is used.
- Simple questions submitted by users are automatically answered using AI chatbot, while unexpected and difficult questions are answered manually via manned chat.

The greatest appeal of chatbots is that, unlike telephone or e-mail, inquiries can be made easily. Chatbots are not person-to-person, so users can use them as if they were search tools. Introducing chatbots and guiding users to the most appropriate content will lead to higher conversions. By using the three types of chatbots provided by LINE both during and outside of business hours, it is possible to respond quickly to Japanese customers even from overseas.

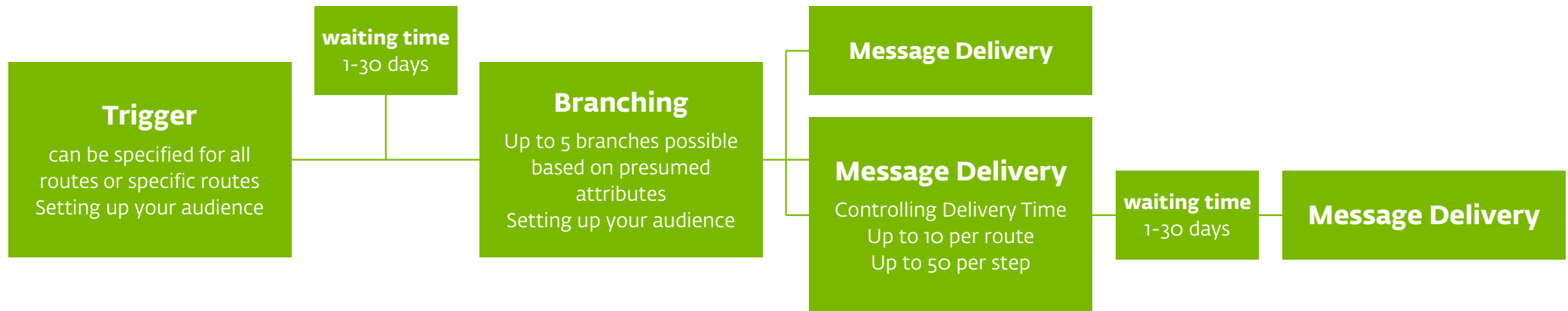
Step delivery

When sending messages via step delivery, one must be careful to be conscious of not being too pushy with the sales pitch. If dozens of messages are sent per day and unread notifications accumulate, the person in charge will be less inclined to check the contents. If dislike prevails, the account will be blocked. It is important to deliver messages at a frequency that takes into consideration the recipients of the messages.

Also, one-sided appeals such as simply asking the user to buy a product or sign a contract for a service can also cause users to feel offended. Provide data to support the benefits of purchasing the product or contracting the service, such as "how much money will be saved annually" and "how much productivity will be improved."

Step delivery 1

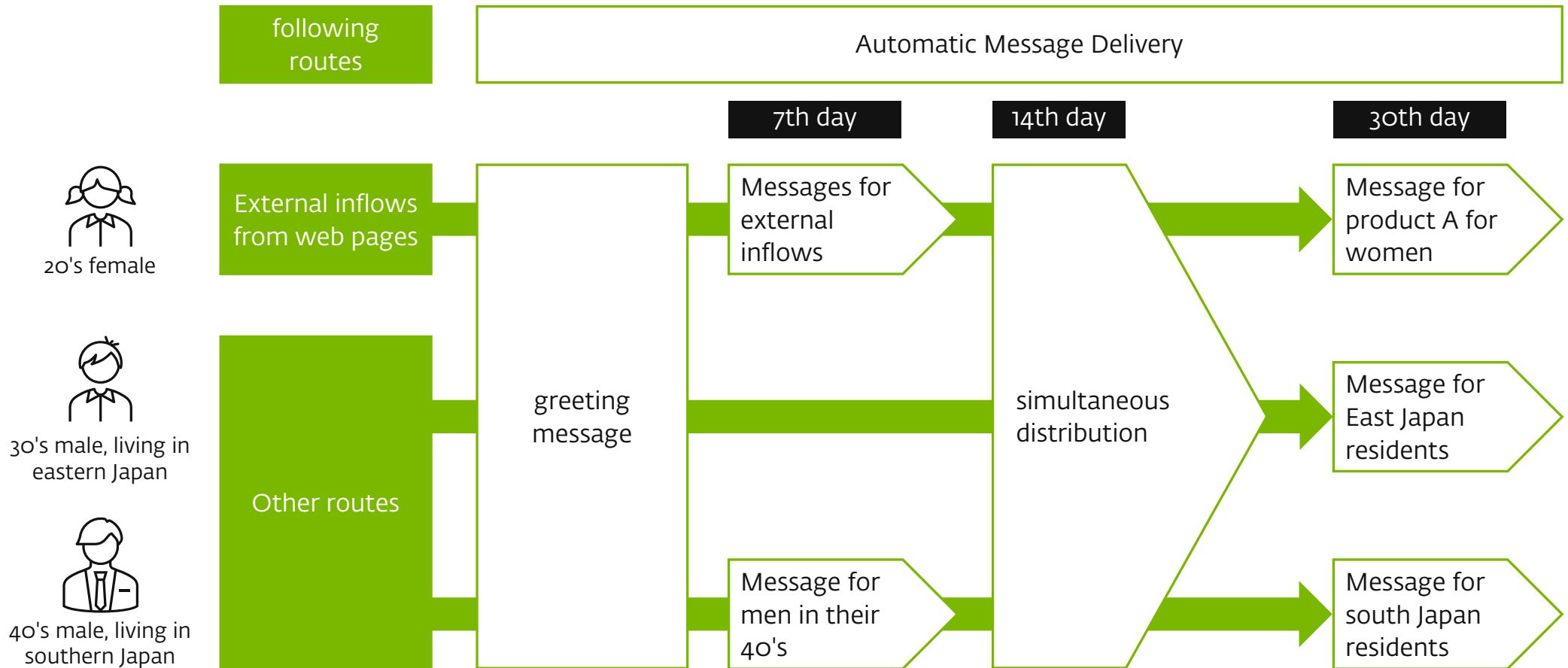
Automatically send multiple messages to friends who match your criteria



Advantages of utilizing step delivery

- Send messages that match the situation and attributes of your friends at the right time
- Attract customers and promote purchases
- Maximize LTV (Life Time Value)
- Reduce block rates
- Increase click rates and website inducement rates
- Automate regular message delivery without the need to manually set delivery destinations and content each time
- Effective and continuous communication without increasing operational burden

Step delivery 2



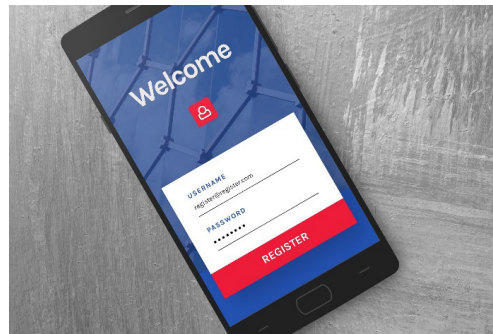
LINE Mini App

A mini-app is an application that can be downloaded from an integrated platform of apps called a super-app. Mini apps are attracting attention because they do not require downloading and can be used within the super-app that many people use on a daily basis.

Compared to native apps, mini-apps are less likely to be deleted after downloading, and to improving the efficiency of user transmission, because they are not downloaded, so they do not take up data space on the phone and do not occupy the phone's home screen. In addition, the ability to keep development costs down compared to native apps is a major advantage for companies. Native apps require development for both iOS and Android, whereas LINE Mini Apps only require half the cost to develop for the LINE platform.



table order



member card



waiting list



booking

Once you have an Official Account, you're ready to start your online ad campaigns with LINE Ads.

LINE Official Accounts are a service that allows companies to create their own accounts on LINE and deliver information directly to users.

Connect users directly

drive users to your store or website using LINE's unique communication methods

By linking with LINE Ads, you can distribute ads using data from official LINE accounts

Useful features are available

No initial cost

LINE Ads is a service that enables you to pursue a variety of branding and customer acquisition opportunities with your marketing efforts.

Advertise through the LINE app and achieve formidable reach

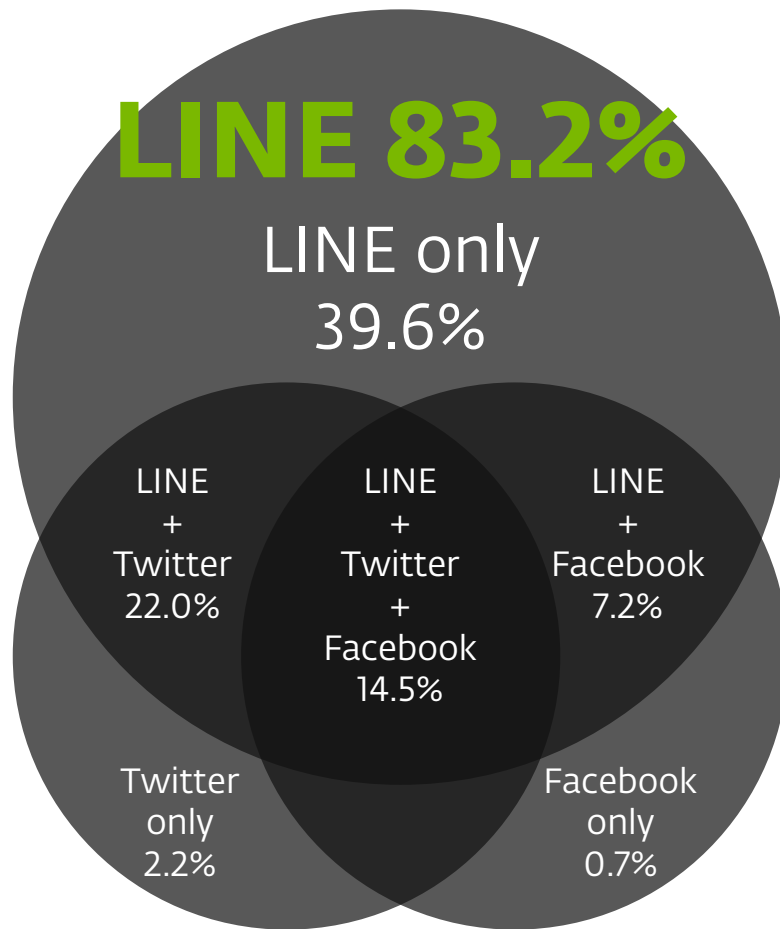
Data-driven targeting

Unique ad delivery that propels business growth

from a small budget

LINE Ads reaches 92 million LINE users

Services used on smartphones



One of the reasons why LINE ads are attracting attention is the sheer scale of the application.

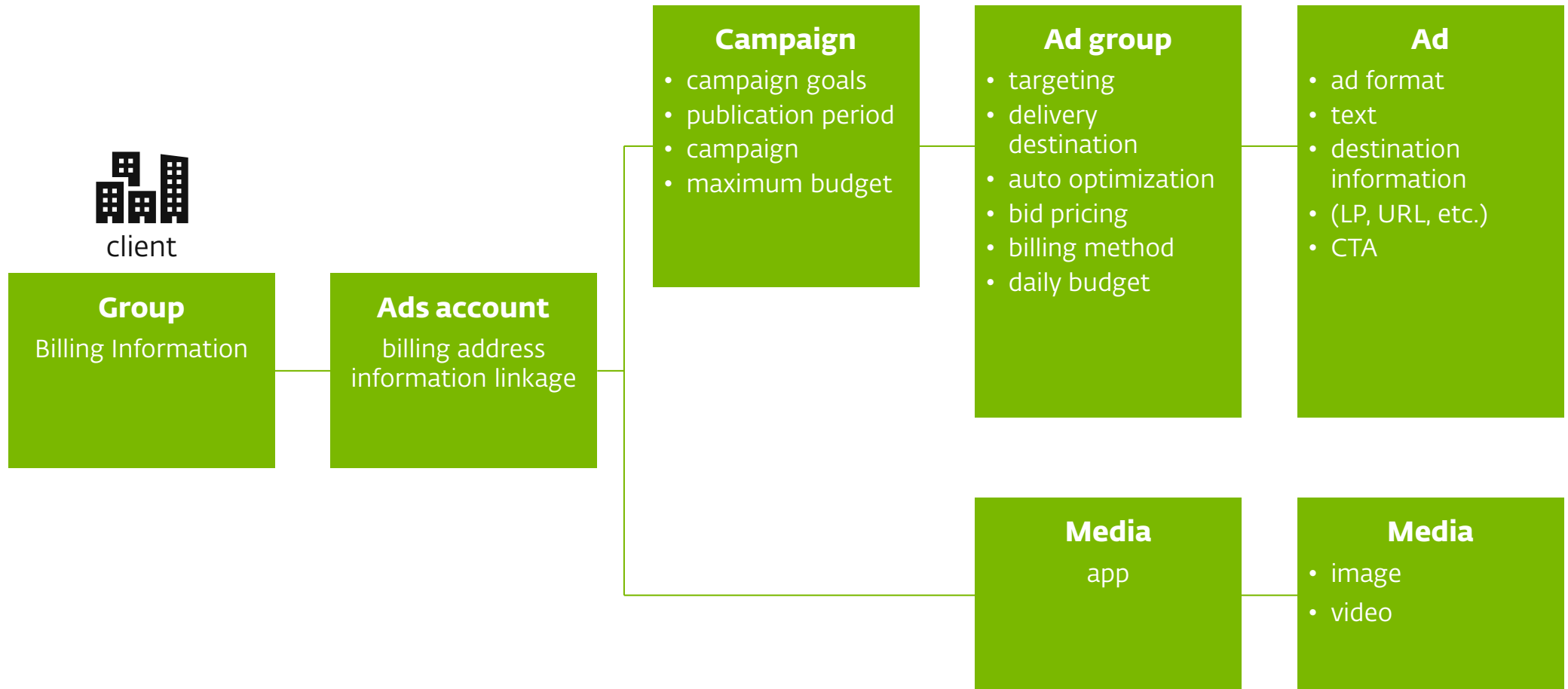
LINE has 92 million monthly active users, a high usage rate of 83.2% of all Social Media users, and is used by people of all ages. Of these users, 40% use LINE exclusively. This means that by using LINE, it is possible to reach the 40% of the user in Japan that you could not reach before.

Since there is a wide range of users, it is possible to reach users of various ages and attributes. In addition, since LINE is a daily communication tool, more than 85% of monthly users use it at least once a day. Compared to the monthly active rates of other Social Medias (Facebook: about 55%, Twitter: about 70%), there are by far the most active users.

LINE has 189 million users worldwide. In other words, there are almost 100 million users outside of Japan.

(Data as of the end of March 2022)

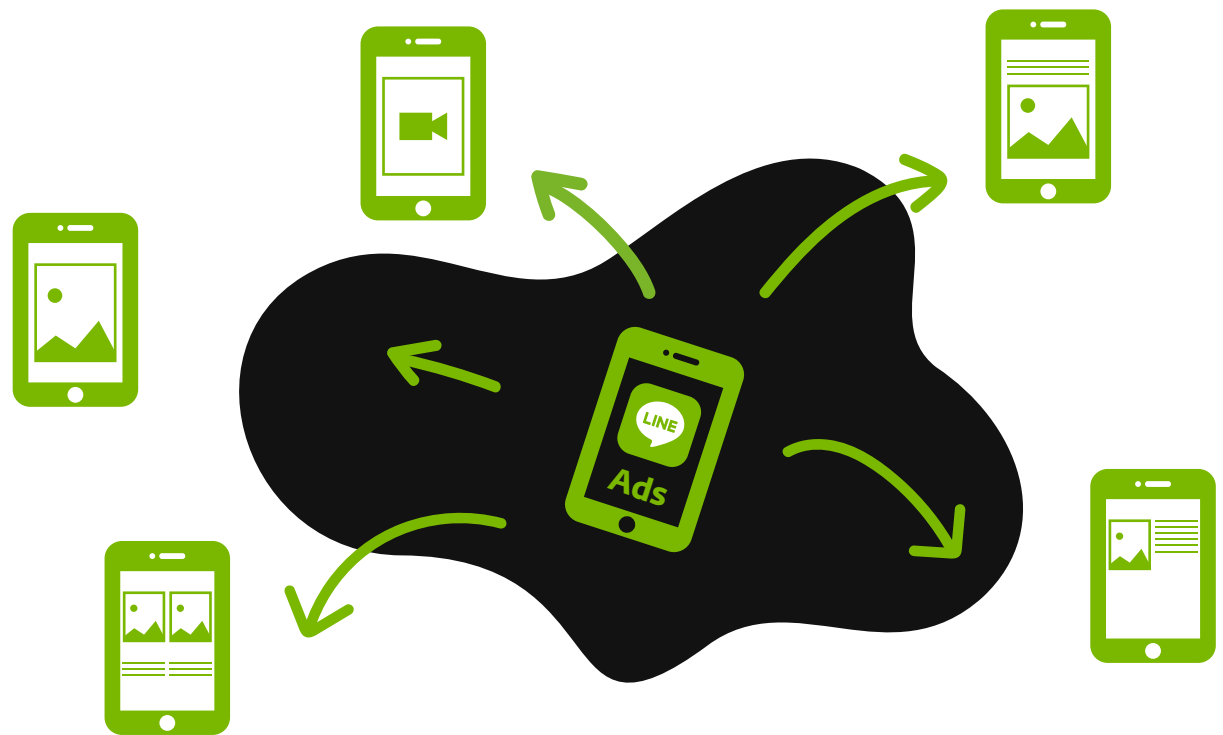
Account Structure for LINE Ads



One of the unique features of LINE ads is the large number of distribution areas. By matching the delivery surfaces that are compatible with the merchandise and services, there is the advantage of being able to deliver advertisements more effectively. In addition to the 12 different serving surfaces within the LINE apps, you can use the LINE ad network to serve ads within the various services and apps that are linked to LINE. Various users can be found at each distribution location, allowing for large-scale promotional initiatives and optimized distribution to specific targets.

Another feature of LINE ads is that they can display ads without any sense of discomfort.

"In-feed advertising", which is displayed between the contents of an application, allows advertisements to be developed that blend naturally into the content, have a lighter advertising feel, and are more easily accepted by users. In-feed ads appear on timelines and news and can be either still or video.



With LINE Ads, you can distribute your ads to various family services and LINE affiliated apps!



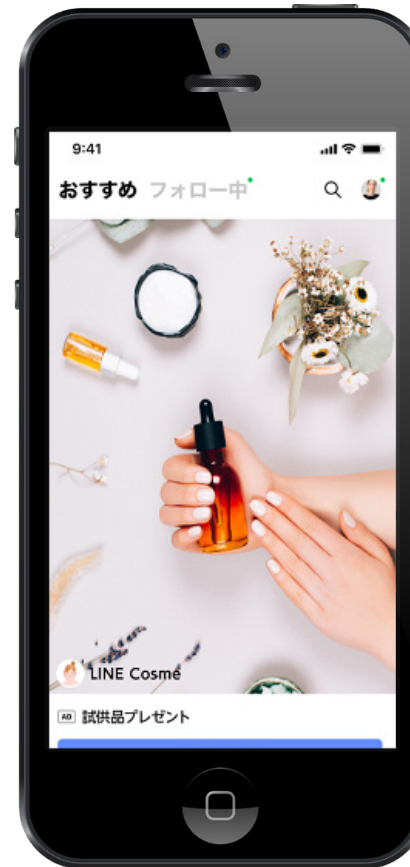
Talk List

display ads at the top of
the talk list



LINE NEWS

more than 75 million
monthly users



LINE VOOM

more than 68 million
monthly visitors



Wallet

more than 54 million
monthly users

With LINE Ads, you can distribute your ads to various family services and LINE affiliated apps!



LINE Manga

more than 27 million
downloads



LINE Point Club

approx. 280 million Page Views
per month



LINE Blog

more than 2,500
Official Blogger



LINE Flyer

display ads
on LINE flyers

With LINE Ads, you can distribute your ads to various family services and LINE affiliated apps!



LINE Shopping
more than 30 million Users



LINE Ad Network
approx. 54 million Users



Display Ads



Video Ads

How LINE Ads costs work: There are three different factors.

In addition to the standard billing methods of CPC and CPM, LINE Ads also offers its own unique cost-per-friend(CPF) product aimed at increasing an official account's friends.

cost-per-click (CPC)

You pay when someone clicks on your Ad.

cost-per-mille (CPM)

You pay when LINE shows your ad 1000 times.

cost-per-friend (CPF)

You pay when you get friend (similar to follower) in your LINE official account. Even if an ad is clicked, no cost is incurred if no friends are added.

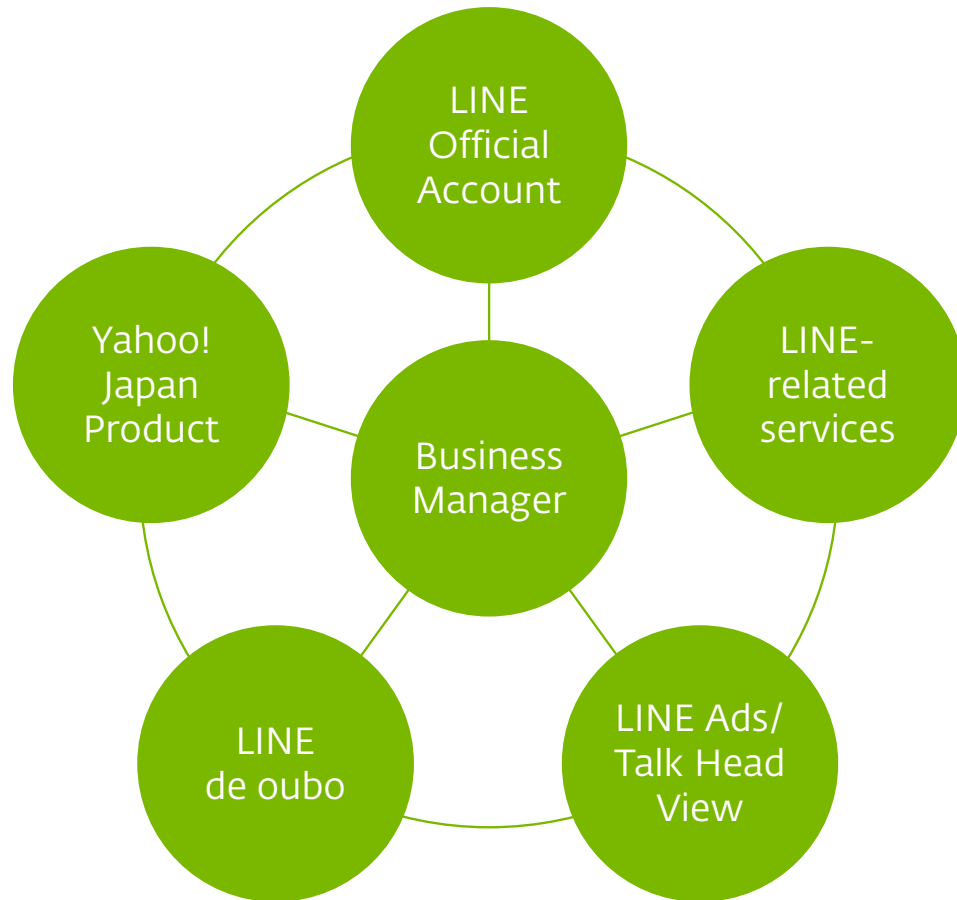
The unique purpose of LINE Ads is to acquire friends by linking them to the official LNE account, and by increasing the number of friends through LINE Ads, more effective distribution on the official account will be possible.

Targeting for LINE Ads

Targeting	Content
Demographic targeting	Targeting based on user gender, age, sex, region, OS, hobbies and interests, behavior, and attributes
Audience targeting	Targeting, which uses user data directly to deliver ads to targeted users
Lookalike audience targeting	Targeting users whose behavior is similar to that of the user based on audience data created by audience targeting
cross-targeting	Unlike conventional targeting methods, targeting is carried out using user data obtained from other LINE products such as LINE Official Accounts and LINE Point AD
Re-engagement targeting	Target LINE users who have downloaded your app but are no longer active users

Recently, there has been a trend toward restricting the use of third-party cookies in web browsers, and cross-targeting, which can accumulate data through direct customer engagement and use that data for targeting, is a major advantage over other advertising media.

LINE Business Manager Concept



The regulation of third-party cookies and the enhanced privacy policy protections in iOS 14.5 have recently tightened the measurement of advertising effectiveness and audience data.

Using LINE Business Manager, you can manage data obtained with the permission of users through LINE corporate services such as LINE Official Accounts and LINE Ads, as well as advertisers' own data together. Account data from multiple advertising services can be used for distribution via LINE Official Accounts and LINE Ads.

From 2Q of 2022 onward, it will be possible to visualize and analyze the effectiveness of ad serving across multiple services, including ad serving to Yahoo!JAPAN, reach measurement and attribution analysis across multiple ad services.

LINE Business Manager is still under conception and is subject to change in the future.

LINE Ads have 7 campaign goals

Campaign goal	Content
Website Access	Increase Website Traffic
Website Conversions	Increase website conversions
App Installations	Increase app installs
App engagement	Increase the number of times app users launch the app
Video Views	Increase video views
Add Friends	Increase the number of friends on the official LINE account
Sell from Product Feed	Products that website visitors and app users have shown interest in are displayed in your ads. This can increase product awareness and encourage purchases.

LINE TAG

Place codes according to your objectives and use them to measure conversions or create audiences.

base code

- Code required for each ad account
- Install on all pages where user behavior is measured.

conversion code

- Code to be placed in the page to measure conversions
- Placed with the base code on the thank you page after the completion of a product purchase, information request, etc.

custom event code

- Code that allows advertisers to freely label users
- You can measure the effectiveness and create audiences on an event basis for users accessing specific pages. Placed with the base code.

Conclusion

Ad management platform for LINE Official Accounts is available in English, but almost all documents and support for LINE Official Accounts and LINE Ads are provided in Japanese. Furthermore, LINE only accepts credit card payments issued in Japan and requires a Japanese corporate number for registration, which is a major hurdle for many non-Japanese advertisers.

effective GmbH will set up your LINE account on your behalf. The effective global marketing team of 25 nationalities and 19 languages help your global communication and certified LINE ad operation qualification staff offer full support and management of both services and website localisation. To get started with LINE Ads, [please get in touch](#).



Sources

¹ <https://www.digitalmarketingforasia.com/services/online-advertising/line-ads/>

² <https://www.digitalmarketingforasia.com/how-to-use-line-ads-for-businesses-targeting-mobile-users-in-japan/>

³ <https://digitalidentity.co.jp/blog/social/line/lineofficialaccount.html#LINE>

⁴ <https://digimarl.com/syllabus/line-ads-targeting/>

⁵ <https://weathernews.jp/s/topics/202103/010195/>

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