

THE REDNOTE OPPORTUNITY

The Discovery Engine

How Chinese consumers find, research and choose where to eat, stay and shop in the UK — and why your business isn't showing up.

RedNote (Xiaohongshu) is the platform Chinese consumers use to decide where to spend their money — their **Instagram, Google and TripAdvisor combined**. With over **300 million users**, it is where restaurants, hotels and retailers are discovered, researched and chosen. For UK businesses, it is the difference between being found and being invisible.

WHAT REDNOTE IS

Instagram, Google and TripAdvisor — in one platform

The easiest way to understand RedNote (Xiaohongshu) is through the Western platforms you already know. It combines the visual, aspirational content of Instagram, the search and discovery function of Google, and the reviews and recommendations of TripAdvisor — all in a single app.

Chinese consumers open RedNote and search for "best afternoon tea in London" or "hotels near Edinburgh Castle" exactly as a Western consumer would use Google or TripAdvisor. They scroll through beautiful, authentic content the way they would on Instagram. And they trust what they find, because it comes from real users and their community — not advertising.

With over 300 million monthly active users — the majority young, affluent and female — it is the single most influential platform shaping where Chinese consumers eat, stay, shop and visit. And crucially, it is the platform they continue to use when they travel to or live in the UK.

THE WESTERN EQUIVALENT

Like Instagram

Visual, aspirational content that inspires where to go and what to try.

Like Google

A search engine where consumers actively look for businesses and places.

Like TripAdvisor

Trusted reviews and recommendations from a real user community.

All in one app

RedNote is all three at once — the complete discovery journey in a single place.

THE PURCHASING JOURNEY

Decisions are made before they walk through your door

Western businesses often rely on spontaneity — passing trade, walk-ins, last-minute decisions. Chinese consumers behave differently. They research extensively before they spend, and that research happens almost entirely on RedNote.

Before visiting a city, choosing a restaurant or booking a hotel, Chinese consumers search RedNote, read real experiences, save posts and build shortlists. By the time they arrive, many of their decisions about where to spend have already been made — shaped entirely by what they discovered on the platform.

They discover

They find new restaurants, hotels and shops through search and recommendations.

They research

They read authentic reviews and view real photos before deciding.

They shortlist

They save and bookmark the places worth their time and money.

They decide

They arrive with a plan — visiting the businesses they already found and trust.

If your business is not visible during this research phase, you are simply not part of the decision — no matter how good your food, your rooms or your products are. Visibility on RedNote is not about advertising; it is about being present at the exact moment the choice is being made.

WHO BENEFITS MOST

Built for consumer-facing businesses

RedNote is most powerful for businesses where discovery drives spending — where a consumer needs to find you, trust you and choose you. For these sectors, visibility on the platform translates directly into footfall, bookings and revenue.

Restaurants & Hospitality

Food and dining is the single most popular category on RedNote. Chinese consumers actively search for restaurants, cafes and dining experiences — and share them with their followers afterwards. A strong presence drives bookings, group visits and word-of-mouth that compounds over time.

Hotels & Accommodation

Chinese travellers research and choose where to stay through RedNote before they book. Hotels that appear in searches and recommendations capture bookings that would otherwise default to competitors already visible on the platform.

Retail & Boutiques

Shopping is a primary activity for Chinese tourists and students. They use RedNote to discover where to shop, what to buy and which brands are worth visiting — making visibility essential for any retailer wanting a share of this high-spending audience.

Luxury & Premium Brands

RedNote's audience is young, affluent and aspirational — the ideal demographic for luxury and premium positioning. Authentic presence on the platform builds the desirability and trust that drives high-value purchases.

VISIBILITY WINS

On RedNote, being seen beats being the best

RedNote is a discovery-driven platform. Its algorithm prioritises content that matches what users are searching for, using keywords, hashtags and engagement to decide what to show. A business that appears consistently in searches and recommendations becomes part of the consumer journey. One that doesn't, simply doesn't exist to this audience.

This means that no matter how exceptional your offering is, it cannot influence a consumer who never sees it. Visibility is the first and most important step — and it is achievable with the right content, the right keywords and a consistent, authentic presence.

How we build your presence on RedNote

- We set up and optimise your official RedNote business page
- We create authentic, native Mandarin content designed to perform
- We use the right keywords and hashtags so you appear in searches
- We run targeted paid campaigns to reach high-intent consumers
- We manage everything end to end so your presence stays consistent

The result is a business that shows up at the exact moment Chinese consumers are deciding where to spend — turning discovery into footfall, bookings and revenue.

They're already searching. Make sure they find you.

Chinese consumers in the UK are using RedNote right now to decide where to eat, stay and shop. The businesses they discover are the ones that win their spend — not necessarily the best, but the ones that show up.

Influence Exchange builds and manages your RedNote presence end to end — from page setup and authentic Mandarin content to paid campaigns and ongoing management. We make sure your business is found at the moment the decision is made.

Ready to be discovered by Chinese consumers?

Enquire at influence-exchange.com

or email Admin@influence-exchange.com

RedNote Marketing

Reach Chinese consumers in the UK through the platform they use to discover businesses.

WeChat Marketing

Connect with Chinese professionals, investors and HNW clients through their primary network.

IE Sourcing

Access verified Chinese manufacturers directly through our network of agents across mainland China.