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How digital marketing in China  
can help you grow your business





- 1. Digital marketing and E-commerce in China –  
Background**
- 2. Marketing on social media and platforms in China**
- 3. Web sites**
- 4. WeChat**
- 5. E-commerce**
- 6. Adjusting to the Chinese market**

# Part 1:

# Digital marketing and E-commerce in China - Background



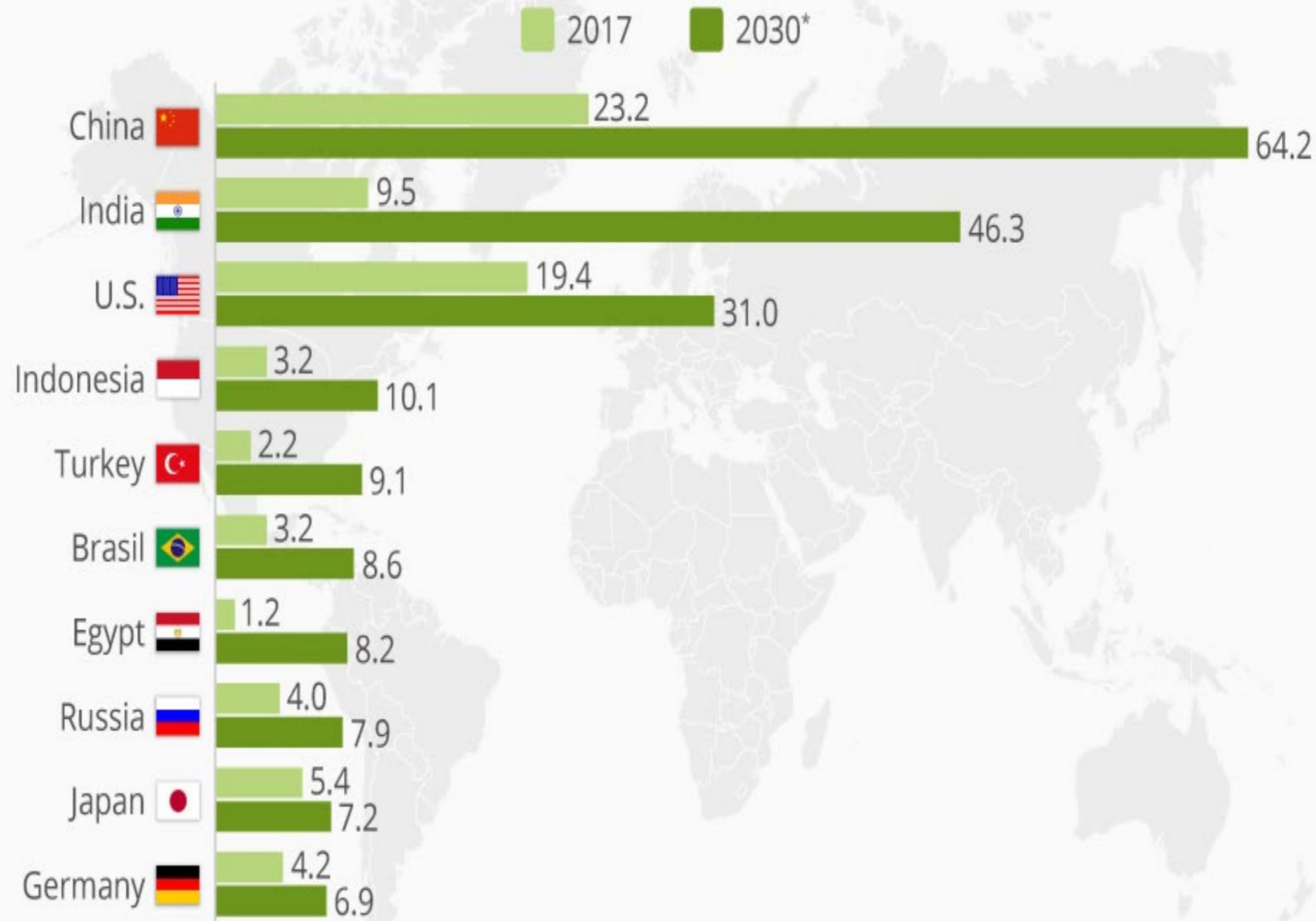


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It is predicted that the buying power of the Chinese is going to triple until 2030.

# Global Purchasing Power is Moving South

Countries with the biggest purchasing powers in 2017 and 2030\* (in trillion U.S. dollars)



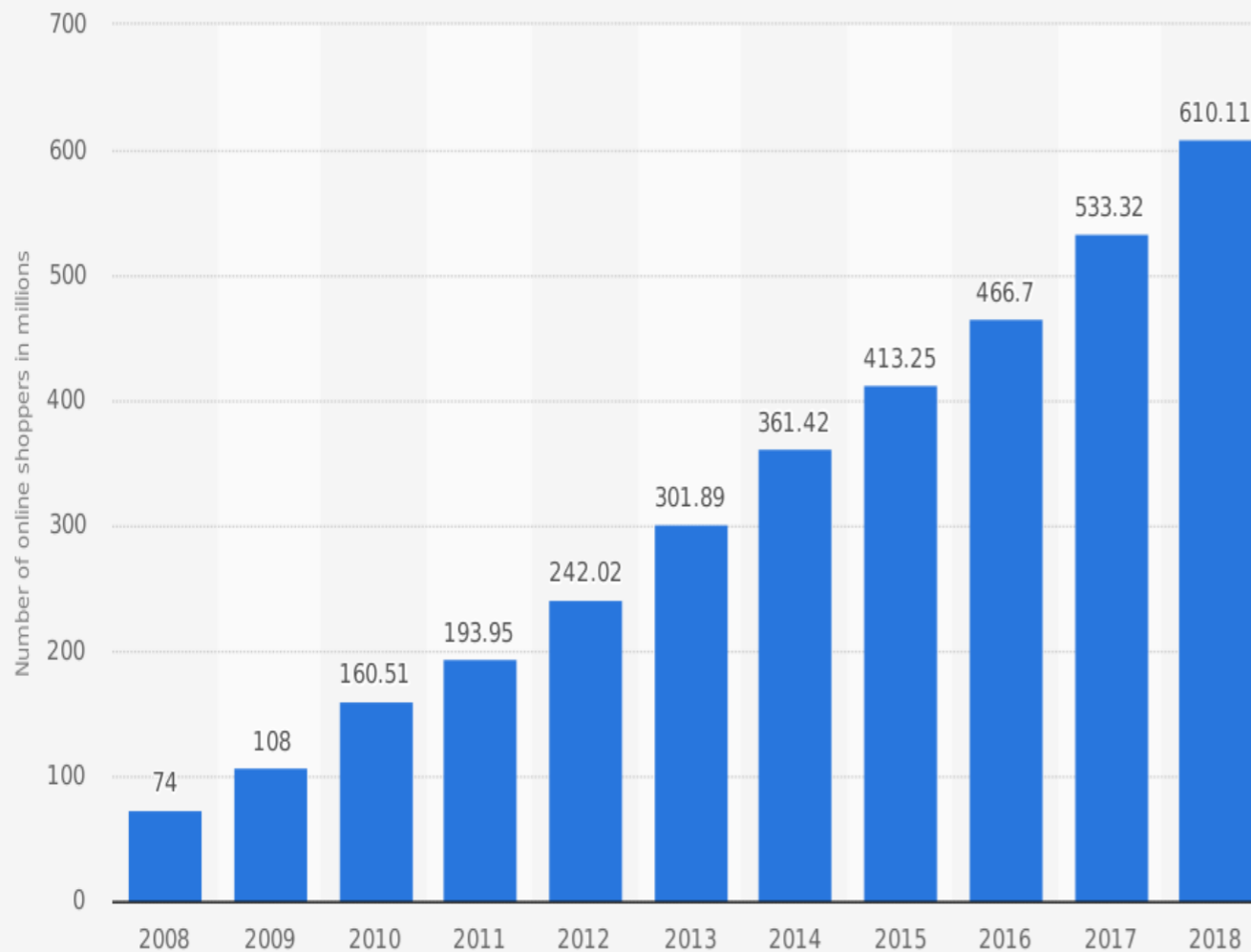
\* projected

@StatistaCharts

Source: Standard Chartered



Number of online shoppers in China from 2008 to 2018 (in millions)



Source  
CNNIC  
© Statista 2019

Additional Information:  
China; 2008 to 2018

**There has been a substantial increase in the number of consumers shopping online in China. In 2008 there were 74 million shopping online. In 2018 the same number was 610 million.**



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# Part 2:

# Marketing on social media and platforms in China



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# Important questions

- **Why is digital marketing in China different?**
- **Why doesn't a good ranking on Google rank help in the Chinese market**
- **How does the content that you provide work when the text is in Chinese characters?**
- **What tools, digital platforms and methods work in China?**

# Part 3:

# Web sites

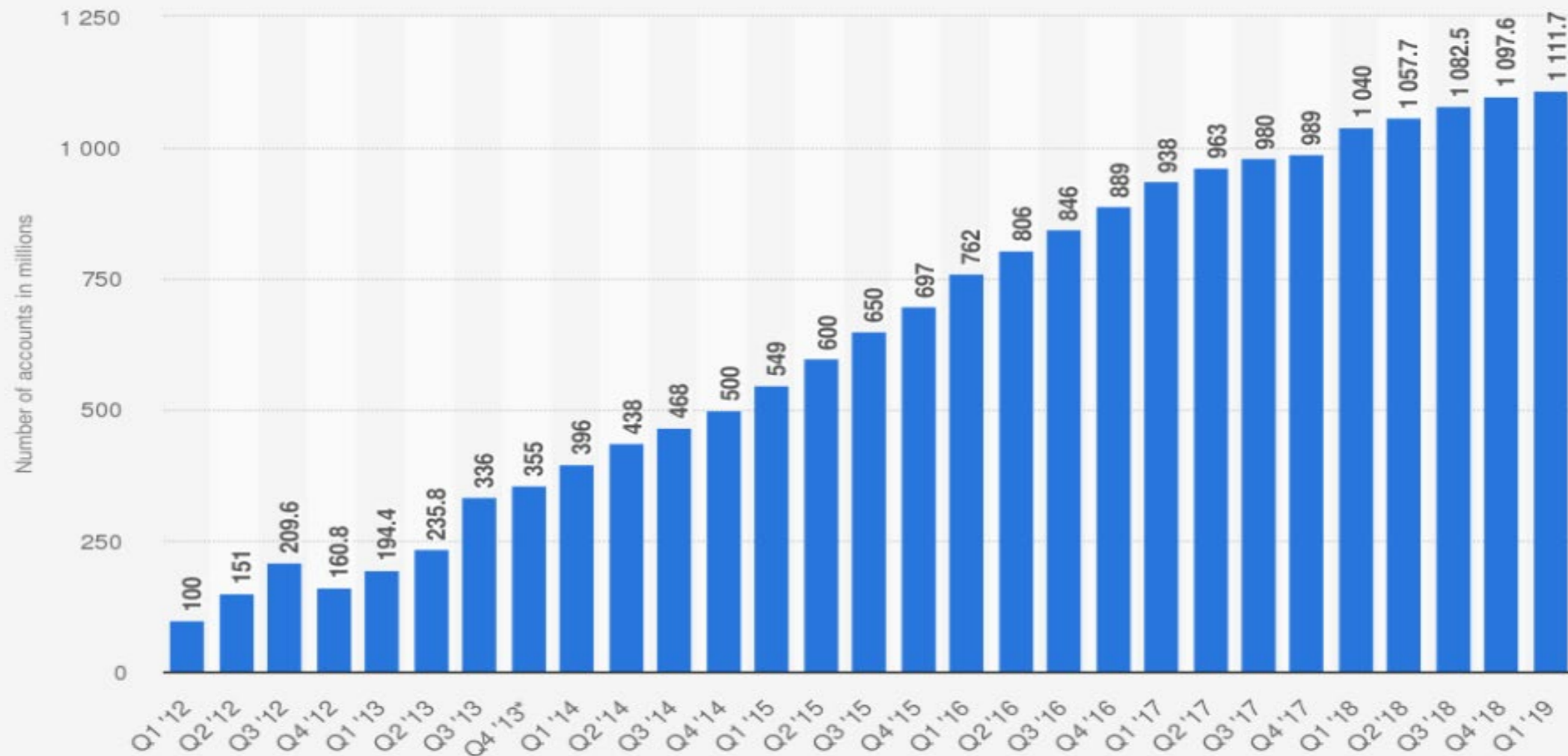


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# Part 4: WeChat

## Number of monthly active WeChat users from 1st quarter 2012 to 1st quarter 2019 (in millions)



### Sources

Tencent; China Internet Watch  
© Statista 2019

### Additional Information:

China; Q1 2012 to Q1 2019; MAU of Weixin and WeChat



# Part 5 E-commerce

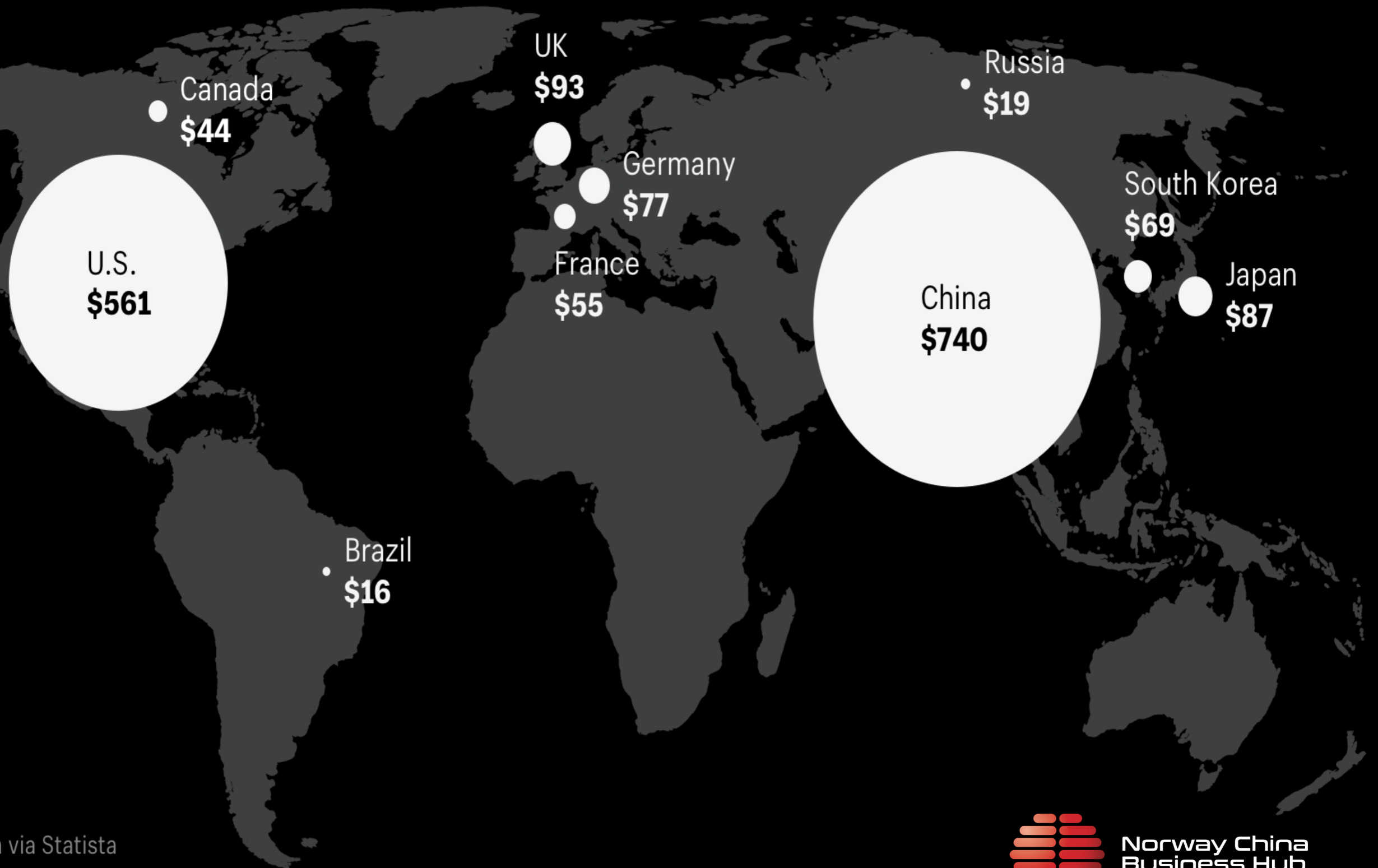
China is now the largest online shopping market in the world.





# 10 largest ecommerce markets in 2019

By billions of USD



Data via Statista



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# Part 6: Adjusting to the Chinese market



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**If you do not know the market,  
you will lose the market!**



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**Branding is important, because  
there are competitors from all  
over the world in China.**



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# Protecting your IP and trademarks as a part of your strategy to build a brand in China



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# Geographical choice when targeting prospects in China through digital marketing

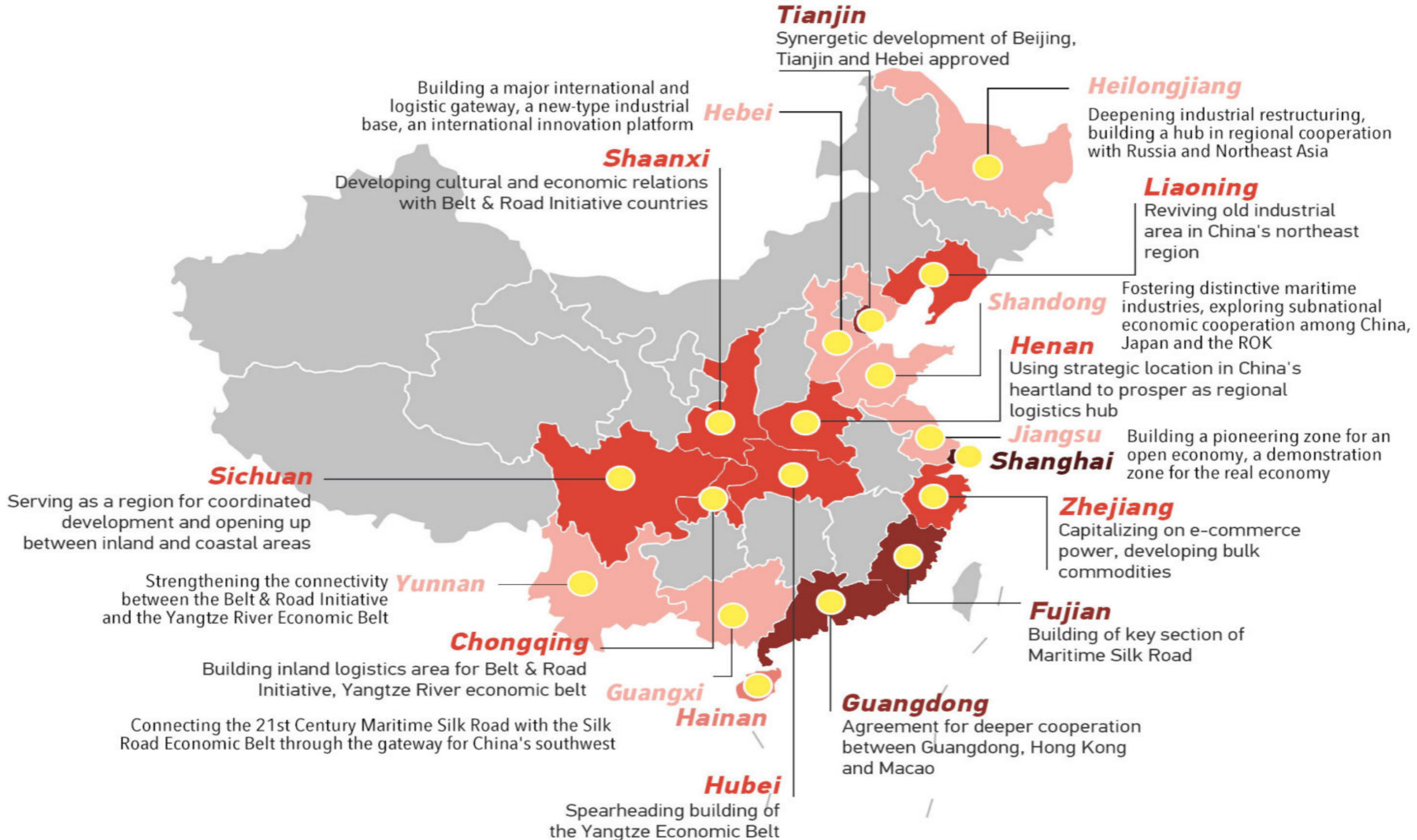




**When targeting prospects in China,  
you should think of China in a  
regional framework, dividing cities  
and provinces into separate  
markets**



# China Free Trade Zones



2013 2015 2016 2018 2019





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# What we do

- Find good OEM/producers in China
- Find new Sales Channels in China
- Help to find Chinese partners – investors
- Help to set up business in China
- Set up E-commerce solutions and digital marketing in China
- Help you protect your Intellectual Property in China: Patents, trademark.

# What we do

- Solve problems on behalf of our customers
- Trademark
- Due diligence, background check of Chinese companies.
- Legal help etc.
- Help with translations during meetings.
- Translations of presentation and information into Chinese.





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# Thank you!

Feel free to book a meeting with us!

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