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Entering China

Get to Know How to Start Your Business in China

Presented by: Joey Lee

Presented to: HiSTEP

About me



Joey Lee - General Manager of Meltwater China

Graduating from The Hong Kong University of Science and Technology, Joey has been enabling hundreds of brands jumpstarting their PR/Social efforts. Meltwater China's clients include Fortune 500 companies, Foreign brands entering China and also Chinese brands going overseas.

Currently Joey overseas Meltwater's China operation.

Meltwater



300+
Developers



50+
Global offices



280+
Account
Managers



40,000+
Corporate
Clients

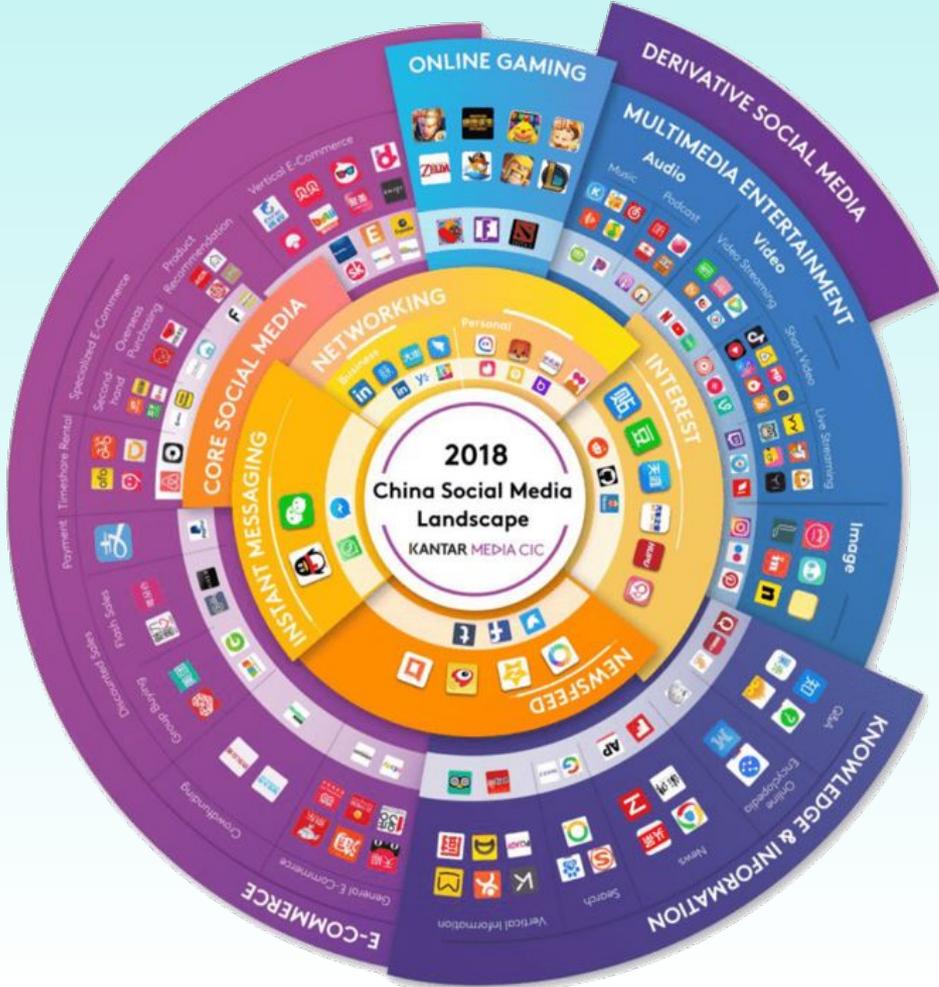


- Best PR Analytics Software
- Best Media Monitoring Software
- Best Media & Influencer Software
- Best Social Media Monitoring Software

Agenda



China's Media Landscape



- Over 100 social media platforms
- Diverse functions to meet diverse needs:
 1. Instant messaging
 2. Networking
 3. Newsfeed
 4. Interest
 5. E-commerce
 6. Multimedia entertainment
 7. Online gaming
 8. Knowledge Information
- In China, Lifestyles = Apps

China's Digital Ecosystem is Highly Integrated

DIGITAL COMMERCE

Taobao
China's biggest mobile commerce platform, with integrated entertainment and social features

Tmall
China's largest third-party platform for brands and retailers

~75%-80% share

JD
A direct sales e-commerce platform, JD manages such functions as merchandising and pricing (similar to Amazon)

~ 10%-15% share

Sunning, Vipshop, Gome

~ 5%-10% share

PAYMENTS

Alipay
China's biggest largest online third-party payment system with more than 500 million active users, compared with about 12 million for Apple Pay

~ 50% share

WeChat Pay
Payments integrated into popular messaging app

~ 10%-15% share

Baidu Wallet
Payments system from largest search engine

~ 5% share

China UMS, 99bill, China PnR

~ 25% share

SOCIAL MEDIA

WeChat
Messaging app with integrated shopping features (a much-expanded WhatsApp)

~ 1.2 billion MAU

QQ
Popular messaging app with a greater focus on integrated games/blogging (similar to WhatsApp)

~ 650 million MAU

Sina Weibo
China's biggest social media platform (Twitter-like platform)

~ 500+ million MAU

VIDEO STREAMING

iQiyi
China's leading video platforms

~ 20% share

Youku

~ 20% share

Tencent Video

~ 15% share

mgTV, Sohu, LeTV

~ 25% share

SEARCH

Baidu
China's biggest search engine (similar to Google)

~ 76% share

Sougou
Search engine

~ 11% share

Shenma
Search engine

~ 5% share

360 search, Bing

~ 8% share

- Baidu
- Alibaba
- Tencent
- Services independent of Baidu, Alibaba and Tencent



Weibo
Newsfeed, Short video,
Live-streaming...
Established: 2009
MAU: 500+ million (2019)
User gender: 50%:50%
User age: 18 - 40
Business users: 1.5+ million
Business account fans: 16 billion



WeChat
Instant messaging, Mini-program
Mobile payment, Short video...
Established: 2011
MAU: 1.2 billion (2019)
User gender: 57%(M):43%(F)
User age: 10-70
Transaction\$: 80 million (2019)



Douyin
Short video, Live-streaming,
e-commerce...
Established: 2016
MAU: 520+ million (2019)
User gender: 43%(M):57%(F)
User age: 16-65
Categories: 30+ industries,
270+ sub-categories



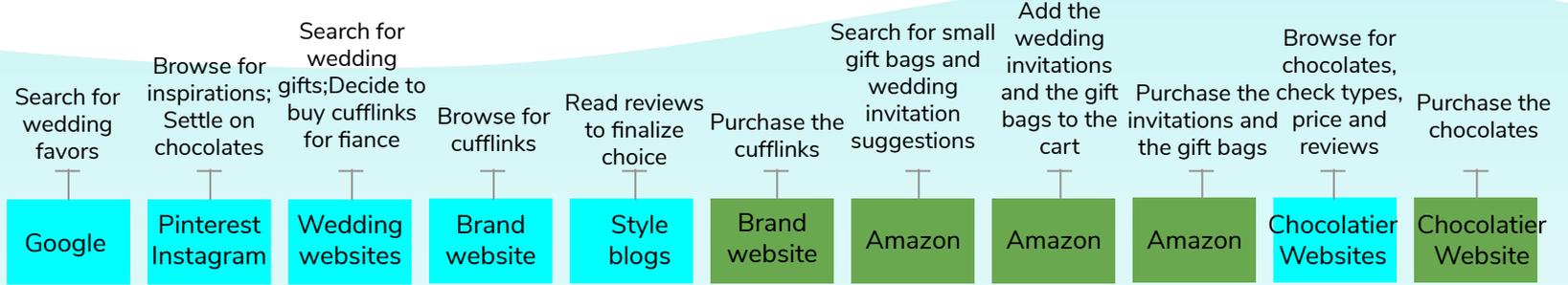
Bilibili
Videos, Vlog, Live-streaming...
Established: 2010
MAU: 200+ million(2019)
User gender: 46%(M):54%(F)
User age: 16-45
Daily play: 710 million times
Monthly user engagement: 2.4
billion



RED
Videos, X-border, e-commerce,
Live-streaming
Established: 2013
MAU: 100+ million(2019)
User gender: 23%(M):78%(F)
User age: 18-40
Focused categories: skincare,
cosmetics, fashion, lifestyle...

Western Shopping Journey

Shopping is Efficient



Chinese Shopping Journey

Shopping is Seamless



Planning stages

Understand what your Chinese consumers want

To assess the different Chinese cultural environments to learn and understand customers' values, motives, and practices, elusive trends, You can leverage consumer research like:

- Consumer panel in China
- Market survey
- Sentiment analysis & social listening
- Ethnographic research

Understand how each local or foreign competitor is positioning its brand in China

To build a unique positioning that stands out from the competition, it is essential to understand the chessboard of other brands on the Chinese market and their respective positioning. You can leverage **market analysis in China** like:

- Competitive benchmarking
- Market report

Understand your brand capabilities on the Chinese market

It is vital that brand message needs to highlight the rationale about why they should choose your brand. Thus, You can leverage **consumer research** and **China market entry study** to define or redefine your brand strength:

- Market sizing
- Market potential in China
- Feasibility study

Vision

- Values

Long term, big picture, idea of what you want to achieve

A vision is a description that informs and inspires the company from within. It is a statement that gives meaning to employees about the how and why of your business. While the vision can be shared with the customers, the main objective of corporate vision is to guide the internal operations of the company.

Tagline

- Memorability

A phrase that captures the core of your brand positioning in China

The tagline acts as a clever punchline to create a memorable brand image. Short and powerful, this is by what your customers would recognize you first. The ultimate goal of the tagline is customer-to-brand association and memorability.

Statement

- Differentiation

Narrative that includes your brand promise and consumers' rationale

The statement should be a concise sentence to describe what your brand does in the context of a goal differentiation. However, it should be long enough to convey emotion and distinguish what the company offers.



6 Essentials when you Deliver the Message

- Point 1: Localized
- Point 2: Responsive & Flexible
- Point 3: Understandable & Consistent
- Point 4: Actionable & Measurable
- Point 5: Innovative
- Point 6: Professional

Strengthening one's brand image requires acutely targeted communication campaigns and the need to pick the right channels to deliver your China marketing message. To better understand how efficiently your branding activity are rolled out, a data-driven monitoring tool is required to help answer these questions.

Here is the package of data that your need to get to holistically understand and evaluate your branding performance:

1. News volume & Social buzz
2. Media reach of news
3. Brand image health
4. User engagement of social media
5. Influencer performance & positioning
6. Live-streaming vs. Sales volume
7. Competitors' activities
8. Market trend

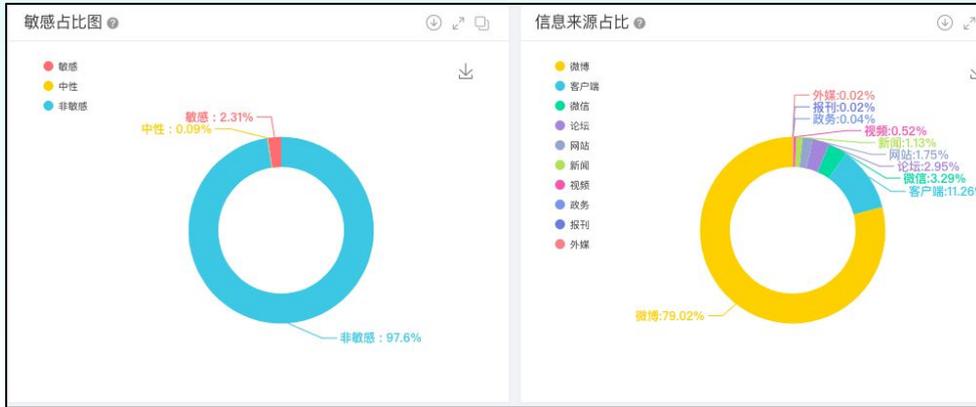
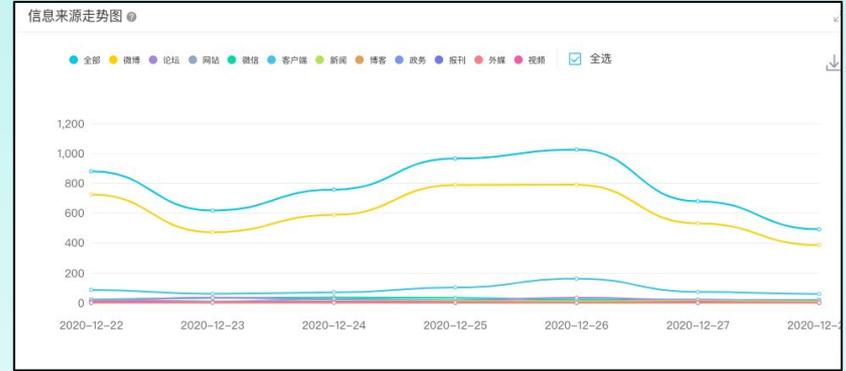


Functions that Meltwater can help with:

1. Media monitoring
2. Social listening
3. Influencer positioning
4. 24-hour alarming
5. Competitive analysis
6. Other reportings

Stay on top of your own brand and market trend by:

- Real-time media monitoring across channels
- Brand sentiment detection
- Snapshot of trending themes
- Negative news alarm
- Reporting service (regular, ad-hoc)



Set Your Plan

How Meltwater can Help

Find the influencers that are suitable for your brand by:

- Reviewing their promotion activities
- Measuring their promotion performance
- Understanding their fans' images

小红书达人分析

豆豆_Babe ID: 422520418

认证信息: 优质作者
属性: 头部达人 地区: 中国
品牌合作人: 是 等级: 金冠薯
所属机构: 一闪传媒

护肤 彩妆 箱包 美妆合集
个人护理 写真 配饰 ...

联系方式 相似号查询
PK 加入对比 监控下场直播
加入收藏 关注动态

达人分析 笔记分析 直播分析 直播记录 投放评估 **HOT** 粉丝分析 **NEW** 多平台相关账号 推广分析

核心一揽

笔记分类			近30天推广品牌		
31.58%	21.05%	21.05%	9.09%	9.09%	9.09%
美妆合集	彩妆	护肤	圣罗兰	如眼	赫莲娜
10.53%	5.26%	10.53%	9.09%	9.09%	54.55%
时尚其他	个人护理	其他	敏飞	猫浪动物园	其他

近30天笔记数据 近90天直播数据



粉丝活跃分析 粉丝画像分析 粉丝互动偏好 粉丝重合小红书号

女 低

粉丝关注焦点

- 健身 3.14%
- 正餐 4.52%
- 发型 3.41%
- 护肤 7.24%
- 彩妆 12.26%
- 美甲 2.52%
- 穿搭 4.66%
- 减肥运动 3.65%
- 影视 2.16%
- 个人护理 2.3%
- 去处 2.24%

粉丝人群标签

- 爱买彩妆党
- 流行男女
- 轻奢白领
- 瘦身男女
- 专注护肤党

Leverage the data to better manage your products by:

- Positioning the relevant influencer for promotion
- Product sales trend
- User engagement & images
- Contents creation ideas



Activate Your Business

Build a Platform

Building a Chinese version of your company's website or hosting your content on a chosen platform should be one of the first steps of your localization strategy.

Localizing in China means **putting your content in the places where your customers will see it and engage with it.**

There are many ways to digitise your content. Depending on what form of business you are in, you can explore the following channels that are super easy to setup or outsource.

Channels include:

- 1. Website
- 2. Wechat Account
- 3. Ecommerce Store

Choose an Outlet

It's important to familiarize yourself with the **major social media platforms** in China and understand how brands use them to market their business. **Key opinion leaders (KOLs)** also play an important role in social media marketing for brand promotion.

Depends on the type of business you are operating in.

B2C : Choose RED, Weibo, Douyin as the primary platform

B2B: Choose Zhihu, Wechat

Create contents

Content marketing is at the heart of most successful digital marketing campaigns in localization strategy. With China's distinct ecosystem and the reinforcement of the Great Firewall, **all content needs to be tailored to fit Chinese platforms and searching algorithms.**

You can either:

- 1. Hire a local team to run your brand
- 2. Hire an agency to distribute your product with right content strategy



OATLY's Marketing Strategy in China

Brand name: OATLY

Established: 1990s

Origin: A Swedish research from Lund University

Product: Oat milk

Patent: enzyme technology copies nature's own process and turns fiber rich oats into nutritional liquid food that is perfectly designed for humans

Year of entering China: 2018

Online (ATL)

- Open online shop on major China e-commerce platforms
- Invite local KOLs for promotion on social media



Offline (BTL)

- Partnership with over 3,000 local cafes
- Cross over with local popular tea brands





Tim Horton's Marketing Strategy in China

Brand name: Tim Hortons (Tims)

Established: 1964

Origin: Ontario, Canada

Product: Coffee & Desserts

Features: a broad range of consumer tastes, with a menu that includes premium coffee, hot and cold specialty drinks with lower prices

Year of entering China: 2019

Online (ATL)

- Launch WeChat mini-program for direct order
- Partnership with local fast-delivery platforms to merge with offline business



Offline (BTL)

- Launch over 100 chain stores in different regions across China
- Lower pricing for combo purchase than local competitors





Rioja Wine had zero digital presence in China and were looking to expand their business to the Chinese market. They started expanding by using localization strategy, like developing a local branding strategy, revamping their marketing materials, and building a Chinese website. Rioja worked on their local SEO strategy and launched a mobile campaign including a Rioja map contest via WeChat and an O2O wine tasting campaign. The results generated a lot of interest and engagement on Chinese social media platforms to strengthen the brands' reputation in China.



Chinese website



WeChat official account



User engagement activity

- Meltwater's KOL Analytics Platform (KAP) helps brand select the right influencer to promote its product from the massive data.



- Check KOLs' profiles and identify their relevance to your brand based on their promoted contents of category.
- Evaluate contents quality directly from the KOL index resulting from their creativity, activation and user engagement.
- If put in a dilemma when several KOLs look suitable, then determine the final person that falls into your budget.



Considering RIOJA was just setting its footprint in China's market, selecting the KOL with wider influence around the social media would help RIOJA receive brand awareness more efficiently. Thus, the 2nd KOL would be more suitable at current stage.

- Meltwater's KAP also helps brand understand how to better deliver the message to its consumers more precisely.

综合排序 | 点赞数最多 | 收藏数最多 | 评论数最多 | 2020-10-01 至 2020-12-29 | 近3天 | 近7天 | 1个月

笔记篇数: 32 | 商业笔记篇数: 0 | 总点赞数: 1,551 | 总收藏数: 842 | 总评论数: 191 | 导出全部笔记

传播指数	基本信息	笔记分类	点赞	收藏	评论
128	<p>我在西班牙爱吃爱喝爱买的 1:葡萄酒 mingxiaoxiao311 素人 2020-12-15 08:16:59发布 葡萄酒 白葡萄酒 超市 海鲜 酒庄 ... 数据更新时间: 2020-12-25 11:14</p>	美食测评	52	12	14
96	<p>【葡萄酒推荐】我常喝的西班牙RIOJA葡萄酒 Yating陶小比 无 2020-11-16 20:51:58发布 葡萄酒 搭配 红葡萄酒 牛排 ... 数据更新时间: 2020-12-16 21:49</p>	美食测评	6	2	16

笔记内容: 饮用性价比非常高👍一瓶不到10欧元👍Faustino VII 福斯蒂诺七世干白葡萄酒👍产区: 西班牙👍里奥哈Rioja 这款酒来自西班牙的福斯蒂诺酒庄, 由本土葡萄酒呈浅柠檬色, 散发着梨、甜瓜、苹果、桃子和葡萄柚的香气, 伴有香草、奶油、杏仁和花朵的气息, 入口后以果味为主, 酸度充沛, 口感清爽, 平衡感良好与香肠、意面和海鲜类食物佐餐。

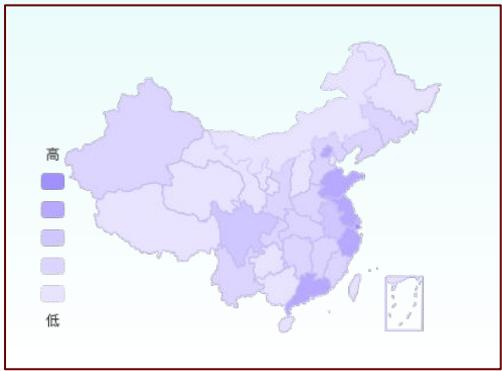
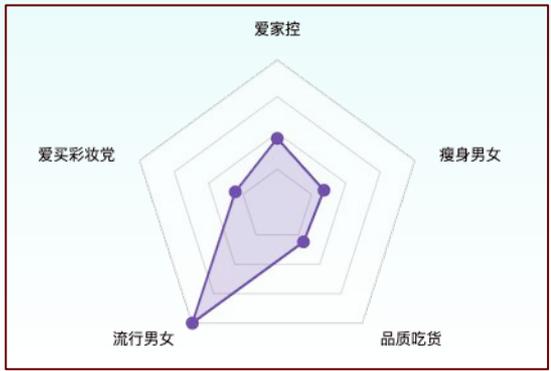
- Know how social buzz goes around by influencers
- Check the consistency of the messages delivered by brand vs. the discussion talked by consumers
- Look into consumer images (gender, age, geographic, interest...)

樱桃叽歪酱 ID: 270300227

达人指数 964.95 | 粉丝总数 232.75万 | 笔记数 67

核心一览 | 相关评论 | 粉丝画像 | 相关品牌 | 相关商品

评论热词Top10



- Know Your Consumers
- Understand the Market
- Localize Your Contents
- Choose the Right Channel
- Make Your Brand Strong

If you have any interest of our product or questions regarding to your branding strategy into China Market, please scan below QR code via WeChat or send an email to: stacey.ma@meltwater.com to contact our China Partnership Manager Stacey for more information.



Scan the QR code to add me on WeChat