



Sampi Marketing

Reach across the Great Wall!

www.sampi.co

Do you have a product
or service to offer for
Chinese market?

How can you
start selling it
in China?



How can you reach
millions of China's
online shoppers
directly?



What challenges would
you face?

Most of the familiar digital marketing tools and platforms are irrelevant here



These tools are blocked from access



These services do not have meaningful market share in China



There are other technical challenges in localizing sites for visitors from the Mainland

Google services



No access to Google services and their APIs (incl. fonts)

Online storage



No access to files stored in Dropbox or Box.net

Share/follow links



Can't share on Facebook, Google+, Twitter

Video links



Broken links to videos stored on YouTube or Vimeo

Social feeds



Twitter feeds and RSS from blocked sites won't show

Site search



Google-based search boxes won't function properly



Integrating online payment systems:



Most popular online payment systems in China:

- **Alipay** – most common, by Alibaba
- **Tenpay** – belongs to Tencent
- **Baidu Wallet** – new popular system by Baidu
- **UnionPay** – main banking payment network



Familiar digital marketing platforms and services prove ineffective

Establishing local online presence

Different SEO strategies

Localization challenges

Promotion through social media

Unfamiliar tools and platforms

Different online social habits and conventions

Site functionality challenges

Requires optimizations for local conditions

Different systems for payments, videos, social shares etc.



Bottom line:
you need an expert
partner to run your
marketing in China

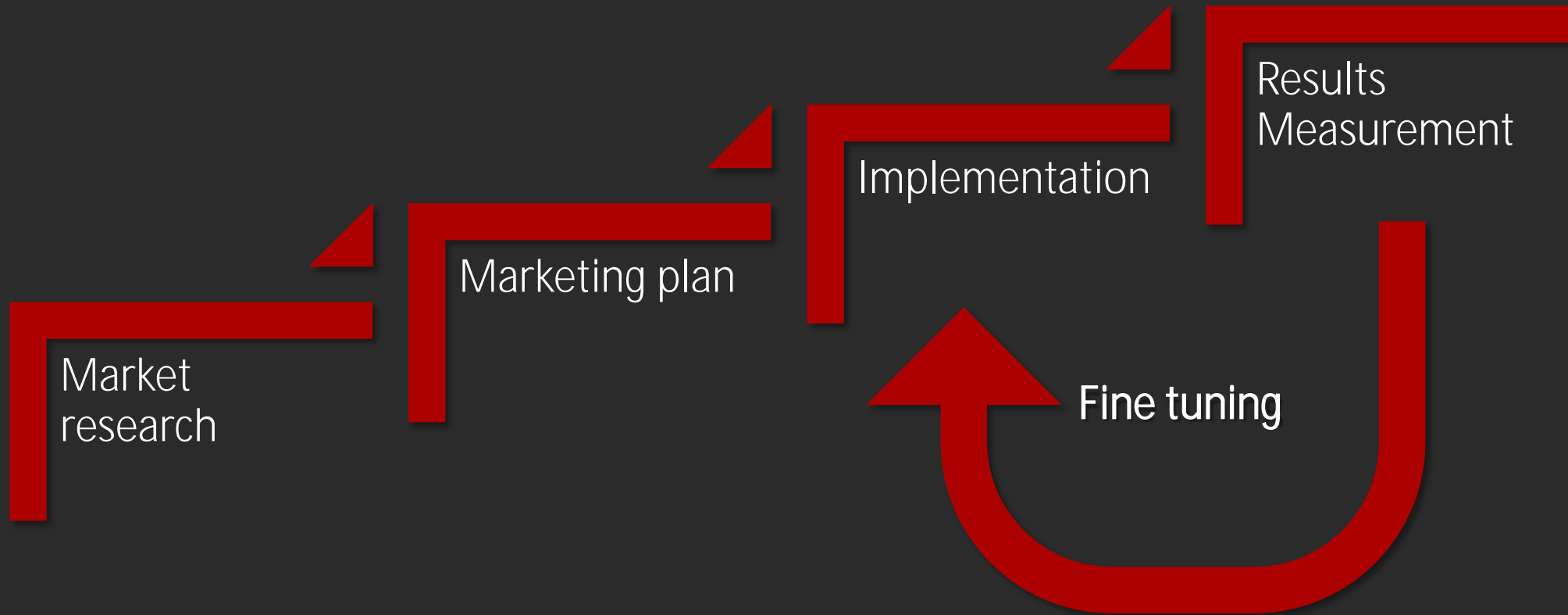


Here is
how we
can help

Our steps of marketing campaign



Measuring results through analytics



Main components of digital marketing

Be found on
China's internet

- Localized Chinese website
- SEO: optimized for Chinese search market
- PPC campaign with main search engines

Spread your
message

- Microblogging social media campaigns
- Reaching customers with mobile marketing
- Content creation in blogs

Build and
maintain brand
image

- Engaging with followers online
- Advertise in relevant digital media
- Integrate the right technology for optimal user experience



Our services

Digital marketing

- Targeting main search engines:
 - Baidu
 - 360 Search
 - Sogou

SEO



- Keyword research
- Baidu account management
- Performance monitoring

SEM/PPC



- Translation
- Local user experience optimization
- Extensive testing

Web
Localization



Social Media Marketing

- Managing social media channels
 - Sina Weibo
 - Tencent Weibo
 - Youku-Tudou

SMM



- Copywriting
- Content management & promotion
- Corporate blogs
- Social media

Content strategy



- Chinese voiceovers & subtitles for videos
- Youku-Tudou channel management
- Video content promotion

Video campaigns



Mobile Marketing

- Official account setup
- Account management
- Content creation and promotion
- Engagement with followers

WeChat



- Apps for Android and iOS
- App management
- App promotion through local Android stores

Mobile apps



- In-app ads
- Mobile advertising accounts setup
- SMS and mobile text campaigns

Mobile advertising



Digital Brand Advertising

- Ads on popular sites and portals
- Targeted ads in relevant context
- Banner translation and design

Digital media



- Email marketing campaigns
- Building subscribers lists
- Newsletters translation and design

Email marketing



- Building brand awareness
- Content placement on blogging platforms
- Setting up affiliate networks

Inbound marketing



Market Research

- Qualitative and quantitative research
- Research on competitors
- Social media listening

Competitive analysis



- Campaign efficiency metrics
- Analytics data on campaign performance
- Enabling data-driven decisions

Analytics and reports



- Surveys of target market
- Qualitative data from focus groups
- In-depth interviews of target audience

Surveys and focus groups



Online Technology Integration

- Setup of local payment systems
 - Alipay
 - Baidu Wallet
 - Tenpay

E-commerce integration



- Managing online stores on:
 - Tmall
 - Jingdong
 - Taobao

Online stores



- Solution for technical challenges
 - Fixing performance issues
 - Graphic design

Web design





Sampi Marketing
we unlock Chinese market for you





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