

MARKETING IN CHINA

Do's

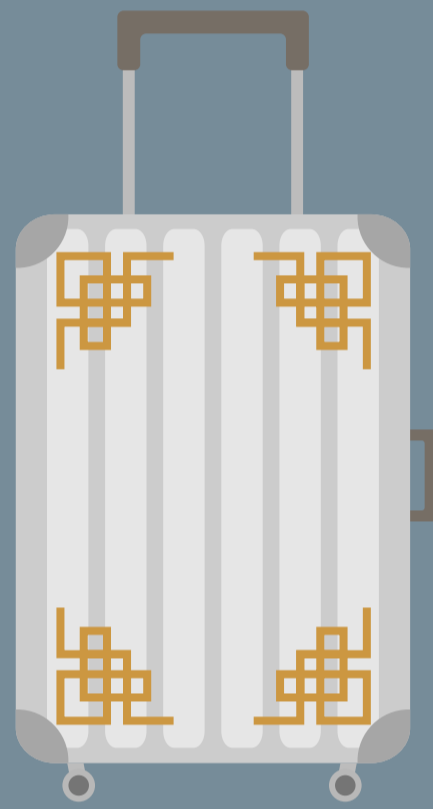
✓ Emphasize Brand Trustworthiness and Longevity

Consumers in China value brands that have a proven track record. Play up this aspect of your product.



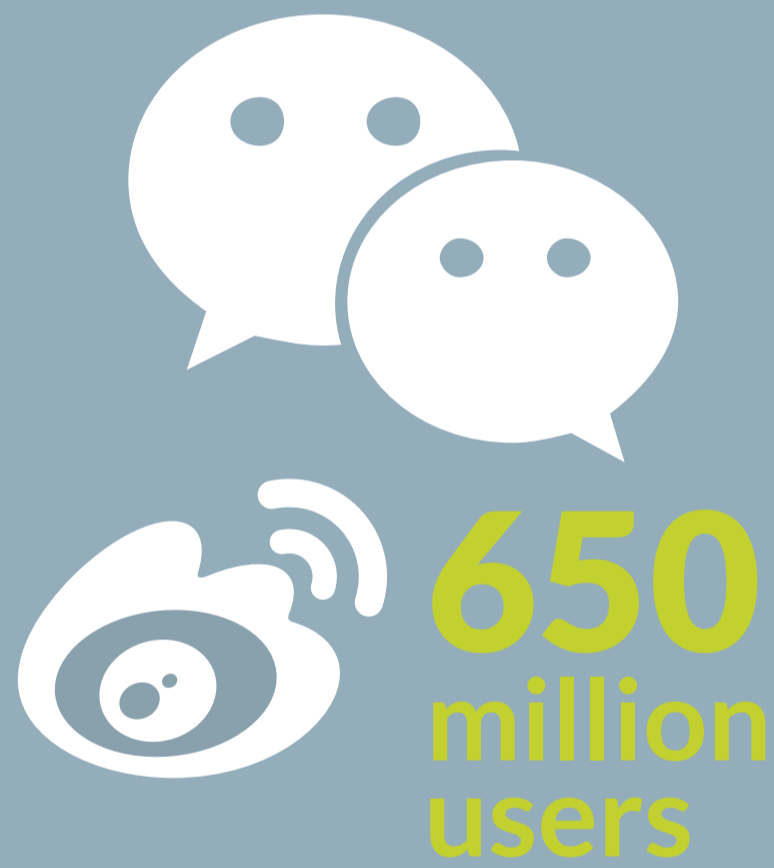
✓ Tweak Product for Local Appeal

Chinese consumers have different tastes and preferences. Slight adjustments to your offerings can have big payoffs.



✓ Start Using Local Social Media

China has 650 million social media users, twice the population of the U.S. Effective marketing requires a strong presence on China's native platforms, such as Wechat and Weibo.



✓ Set Up Mobile Payment

Over 200 million people in China have linked their bank ATM cards with WeChat. Make sure your business can accommodate Chinese consumers' mobile payment habits.



✓ Use QR Codes

QR code scanning is a core feature of the Wechat app, which boasts 468 million users. Take advantage of this technology to increase the impact of your online to offline marketing.



Don'ts

✗ Be Haphazard About Translation

Poor or incorrect translations can cast a negative light on your brand. Make sure your brand content is not only grammatically correct, but also culturally appropriate.



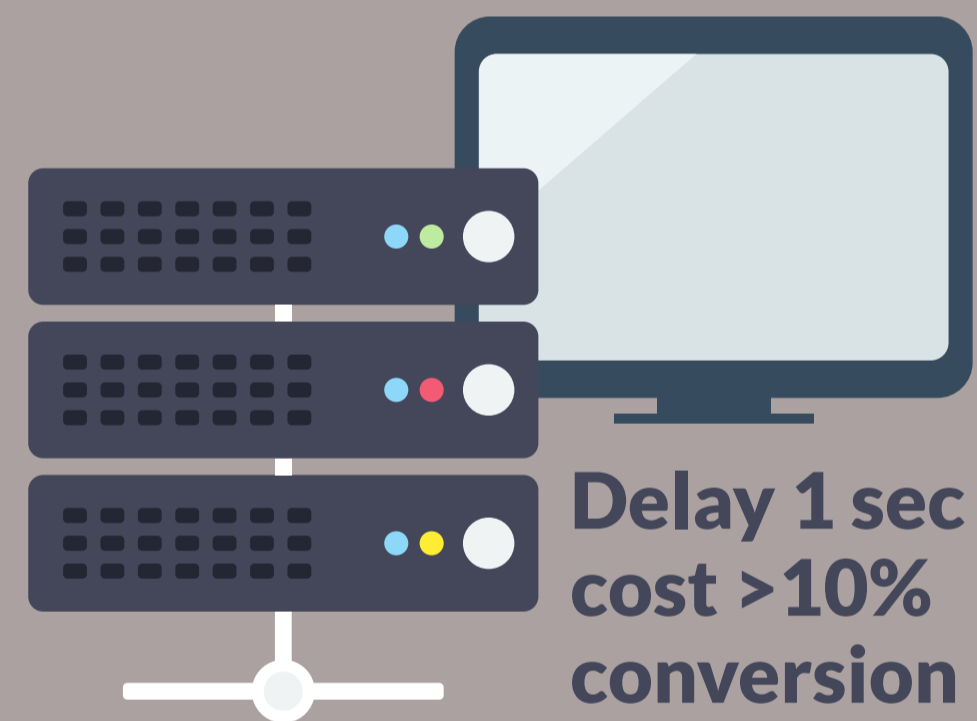
✗ Overlook Local Holidays

Chinese ecommerce giant, Alibaba made \$14.3 billion on Single's day. Make sure to capitalize on seasonal sales opportunities.



✗ Rely on Slow, Out of Country Hosting

A delay on website loading time of 1 second can cost businesses up to 10% of conversion. China's "great firewall" can dramatically slow loading speeds for websites that aren't hosted within it.



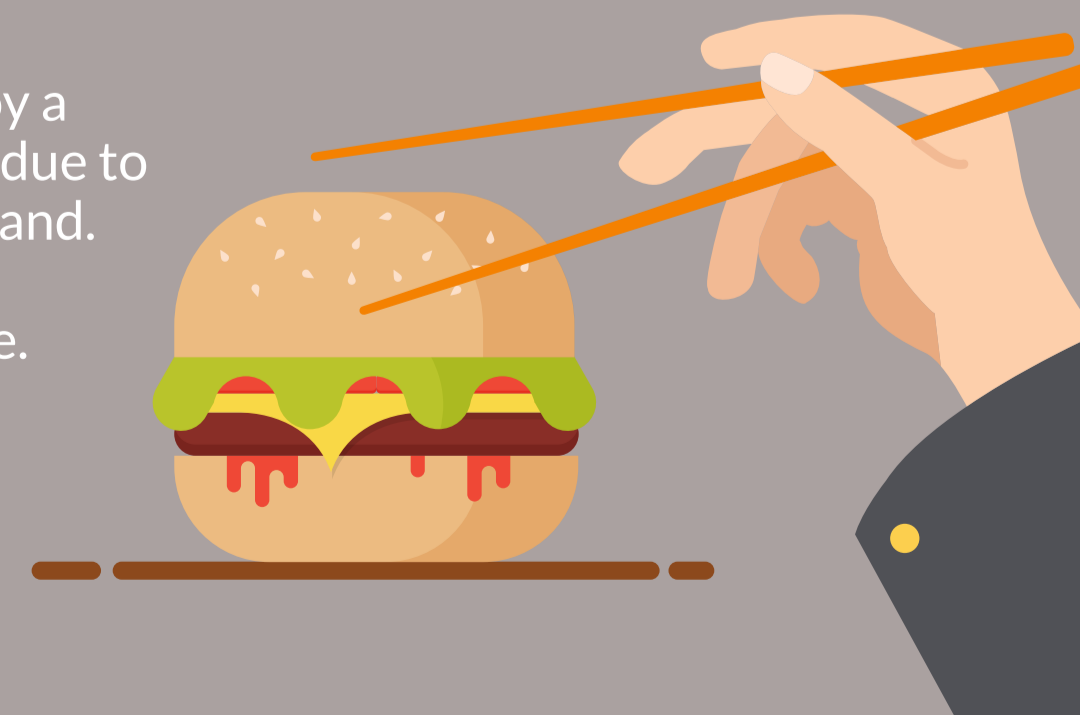
✗ Treat China Like a Single Market

China has 23 provinces, with over 200 varieties of Chinese spoken. Consider regional differences in your marketing efforts.



✗ Localize too Much

Western products enjoy a certain amount cachet due to being from a foreign brand. Overly localizing can diminish this advantage.



Source:

<http://makeawebsitehub.com/chinese-social-media-statistics/>
<http://www.chinainternetwatch.com/17437/wechat-payment-reached-over-300k-retail-stores/>
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