

WHY DIGITAL STRATEGY MATTERS MORE IN CHINA

WORKSHOP CHINA DIGITAL INSIGHTS

INDIVIDUAL AND CUSTOMIZED WORKSHOPS TO YOUR NEEDS

Do you want to understand the China digital landscape?
China is the biggest E-commerce market in the world. It is very innovative and competitive but protected - western channels are blocked.
What are the implications for your project in China?

WHAT WE OFFER TO SUCCEED IN THAT ENVIRONMENT

Let us talk, if you ...

- ... are working on a project which involves China
- ... need to get more insights into the China Business
- ... want to challenge your local Chinese teams
- ... plan to enter the China market
- ... like to better understand the China digital landscape



*Digital transformation adds digital flavors to the traditional marketing strategy.
Social Media is a vivid part for your success.
China blocks western channels, such as Facebook, google, twitter. You have to perform on WeChat, Weibo, Baidu, Tmall.*

We onboard you to

your road to success. ➔

What makes China different from the western world



The Chinese digital landscape is a walled garden, protected by the great firewall. This enabled local players to evolve and develop solutions perfectly fitted to Chinese culture and behavior. For instance gifting money is very popular in China and this facilitated mobile payments and peer-to-peer payments in social media like WeChat or Alipay.

E-Commerce: Alibaba „Global Shopping“ Festival 11/11/2017

USD **25.3** BILLION TOTAL GMV (RMB 169.2 BILLION)

39% YoY GROWTH

MOBILE GMV WAS 90% OF TOTAL GMV

TOP 5 COUNTRIES SELLING TO CHINA BY GMV

Japan
United States
Australia
Germany
South Korea

China Digital Landscape

- Total Population: >1.400 Mio
- Urbanization rate: 52%
- Internet Penetration: 54%
- Share Mobile online users: 95%
- Top Cities Internet Penetration: 78%
- WeChat daily active users: 902 Mio
- Alibaba Sales 11/11: 25.3 Bn USD
- Mobile Share on sales: 90%

Social Media: WeChat is the leading platform

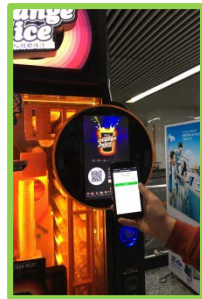
- WeChat combines Facebook, twitter, Instagram, PayPal and more into 1 single app.
- 902 mio avg daily logged in users (2017/09)
- For companies to promote their business there are “official accounts”
- They offer a lot of useful functions for E-Commerce and CRM
- Payment online and offline widely accepted



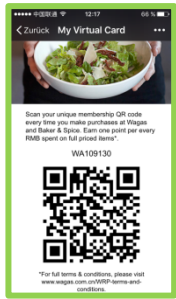
E-Commerce last mile logistics



Mobile Payment widely accepted

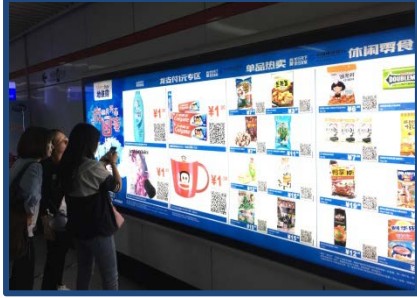


Online and offline mobile driven



“Cash is already pretty much dead in China as the country lives the future with mobile pay” (CNBC)

Mainland Chinese stores and services are increasingly centered around mobile pay apps like WeChat Pay and Alipay.



We customize our workshops to your individual industry and business needs.

Exemplary agenda onboarding workshop:

- Intro China digital landscape (overall and your industry)
- Cultural differences, personal experiences
- WeChat features (with examples from your industry and best practices)
- E-Commerce in China: Player & Go to market
- Online marketing strategy – group discussion (target audience, assortment, pricing, channels)
- Sales funnel and lead to sales
- Challenges with online sales in your industry in China (group work)
- Integration into legacy systems (group discussion: website, stores, CRM)
- Wrap up

Book your individual workshop package:

Full day dive into China Digital Landscape starts from 1.500€.

Test us with 30 min free telephone counsel, **email us for details and scheduling** torsten@chinawechatting.de or dial **+49 172 7066856**

LET'S CONNECT!

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Chinawechatting: We are a Hamburg based digital agency and consultancy

- We maximize your digital exposure in mainland China.
- Learn from digital China to create your digital future
- Individual China On-Boarding and Strategy Workshops

