

# 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



[www.chinawechatting.de](http://www.chinawechatting.de)



*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



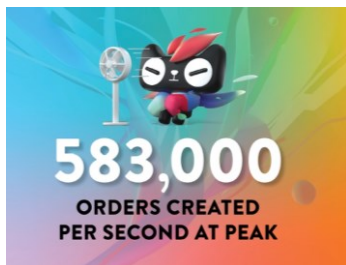
your road to success. ➡

# 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 11/11/2020



## China Digital Landscape

- Total Population: >1.400 Mio
- Urbanization rate: 59%
- Internet Penetration: 59%
- Share Mobile online users: 95%
- Top Cities Internet Penetration: 78%
- WeChat daily active users: 1165 Mio
- Alibaba Sales 11/11: 74,1 Bn USD
- Mobile Share on sales: 90%

## Social Media: WeChat is the leading platform

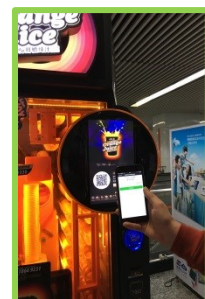
- WeChat combines Facebook, twitter, Instagram, PayPal and more into 1 single app.
- 1165 mio avg monthly logged in users (2020/09)
- For companies to promote their business there are “official accounts”
- Mini Programs for E-Commerce and CRM
- Payment online and offline widely accepted



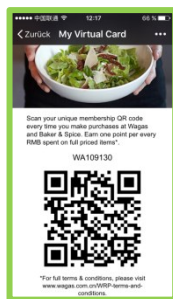
E-Commerce last mile logistics



Mobile Payment widely accepted

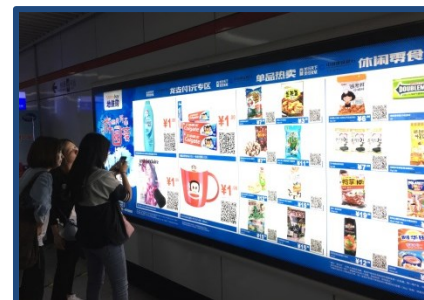


Online and offline mobile driven



“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.



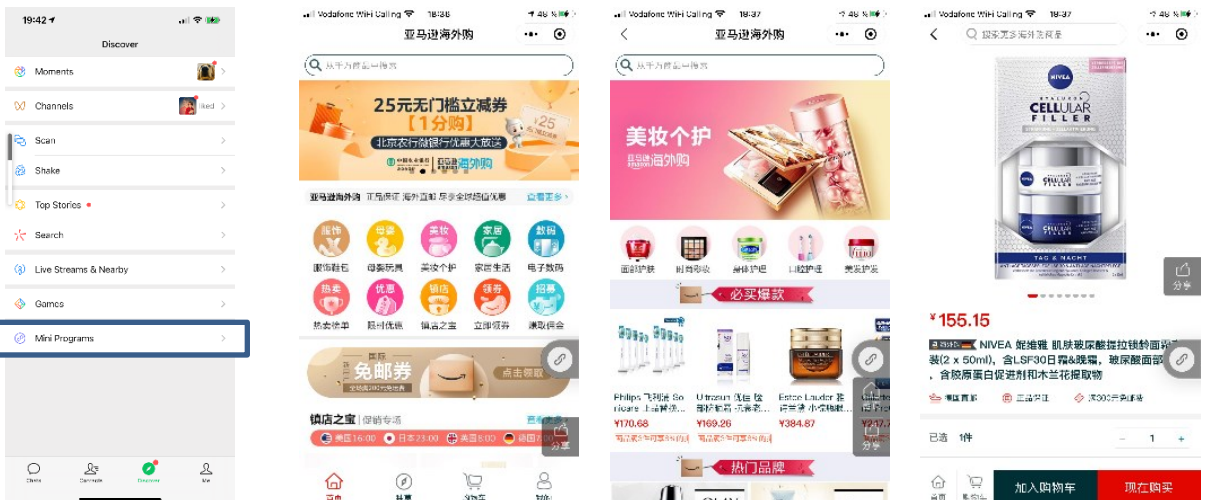


## What is a WeChat Mini Program?



- A small app (<10MB) - WXML language - Can be opened up from inside WeChat, no need to install & bypass the smartphone App stores
- Over 2 Million Mini Programs (2019) & Over 300 million daily active users
- >50% of Chinas key platforms already use it (JD.com, VIP, Pinduoduo, ...)

## Even Amazon.cn has a store inside WeChat



## Inspiration for Apple to introduce App Clips

- App clips was **introduced** with iOS 14.3 ~ Q4 2020
- Lets users quickly access and experience what an app has to offer - An app clip is a small part of an app that's discoverable at the moment it's needed.
- App clips are fast and lightweight so a user can open them quickly.

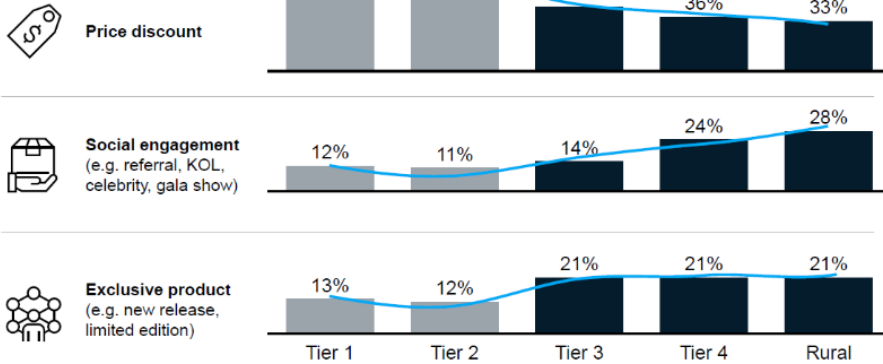


<https://developer.apple.com/app-clips/>



## Top buying factors for Alibaba's Singles Day

% of online shoppers across different categories



SOURCE: McKinsey China Digital Consumer Trends 2019

- **Living costs** are lower in lower-tier cities, allowing them to enjoy a much more relaxing lifestyle as consumers in larger cities.
- They have a lot of **time** on their hands: they spend a lot less time commuting to and from work than their counterparts in larger metropolises.
- But price doesn't determine everything for lower tier consumers. They value **social engagement**, which could come in the form of referral programs or endorsement by KOLs/KOCs, and **special edition products**.

## Livestreaming with KOLs on TMALL for 11/11



Taobao's own channels:



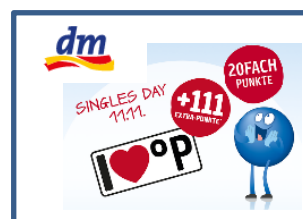
Elizabeth Arden



NIVEA



## Alibaba's Singles Day is now a „Global Shopping Festival“



- Online and offline
- #wearesingle
- Discounts are little (11%) and with Black Friday the next shopping event is close by.



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**  
[info@chinawechatting.de](mailto:info@chinawechatting.de) or dial **+49 172 7066856**

### LET'S CONNECT!

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