



**China**  
SMILING

**8 TIPS ON  
MARKETING TO  
CONNECTED CHINESE CONSUMERS**

# I N T R O

Dear friends,

Regardless of the industry, we are all facing a disruptive world that requires our adaptability to the fast-paced changes. On top of that, consumers have been growing increasingly demanding due to the various online channels where they could easily acquire and spread information within their network. Chinese consumers, as a strong contributor to the worldwide market, are the most representative group to display such behavior. They crave for fast services, rely on social media channels, and value "word of mouth" recommendations.

In this context, China Smiling came up with **8 Tips on how to market your business to the connected Chinese consumers**, aiming to provide you with a toolkit to strengthen your communication with your demanding connected Chinese consumers thereby boosting your business.

Seeking more advice for your China Business? Just drop us an email or give us a call. We like to listen and help.

Your China Smiling Team

# 你好

## { #1 Be able to “nihao”: the mastery of Chinese manners }

The moment you decide to do business in China or with Chinese, a simple greeting, “Ni Hao” will shine your way through. At least, this is a good start for the journey of your Chinese business.

Clichés, such as giving your business card with two hands, getting deals done over the dinner, affiliating through toasting, gifting in the name of sample tryout, and strategically approaching to public figures or politicians, are all reasonable. However, the real mastery of the Chinese manners, regardless of online or offline, is the manoeuvre amongst flexibility and pragmatism.



{ #2

**Add a Chinese touch to your business:**  
the affiliation of Chinese consumers }

Think about a sign that is related to your culture in a foreign country, be it a language sign or a specific imagery. This is how your attention gets caught. Marketing your business to Chinese connected consumers requires such attention-catcher touches: a proper Chinese brand name parallel with its original name, a corporate brochure and website in Chinese, a Chinese payment solution, a seasonal greeting or promotion according to Chinese calendar and so on. All these Chinese touches could narrow the distance between your business and Chinese consumers.

# { #3 Connect with Chinese social media: presence of your business via Weibo and Wechat }

China has the world's largest active population on social media. In general Chinese spend more than 3 hours on social media per day. If you want to be part of your customers' daily life, have a presence where your consumers hang out digitally. Instead of desperately trying to pull them to your website, meet them at their digital home base. As many Western social media channels are NOT accessible in China, place your attention on the most popular and populated Chinese social media platforms: Sina Weibo and Tencent Wechat. Sina Weibo is comparable to a hybrid version of Twitter and Facebook with 600 million users whereas Tencent Wechat is a more elaborate version of Whatsapp with over 800 million active users. Needless to say, these channels can skyrocket your brand awareness.





## { #4 “Hook up” with Baidu: optimization of search engine }

Search engine is a valuable source of generating promising leads. Consumers consulting a search engine have already proven their interest in your product by looking for them on the Internet. However, like Facebook, Google has only limited reach in China. Don't miss out on the qualified traffic that search engines generate. Optimize your Chinese website on Baidu, the biggest search engine in China and the biggest Chinese search engine in the world. Make sure to use simplified characters as Baidu recognizes more websites with simplified Chinese. In addition to that, do not simply translate your marketing materials into robot Chinese, instead, dig deeper and integrate the Chinese buzz words connected while translating.

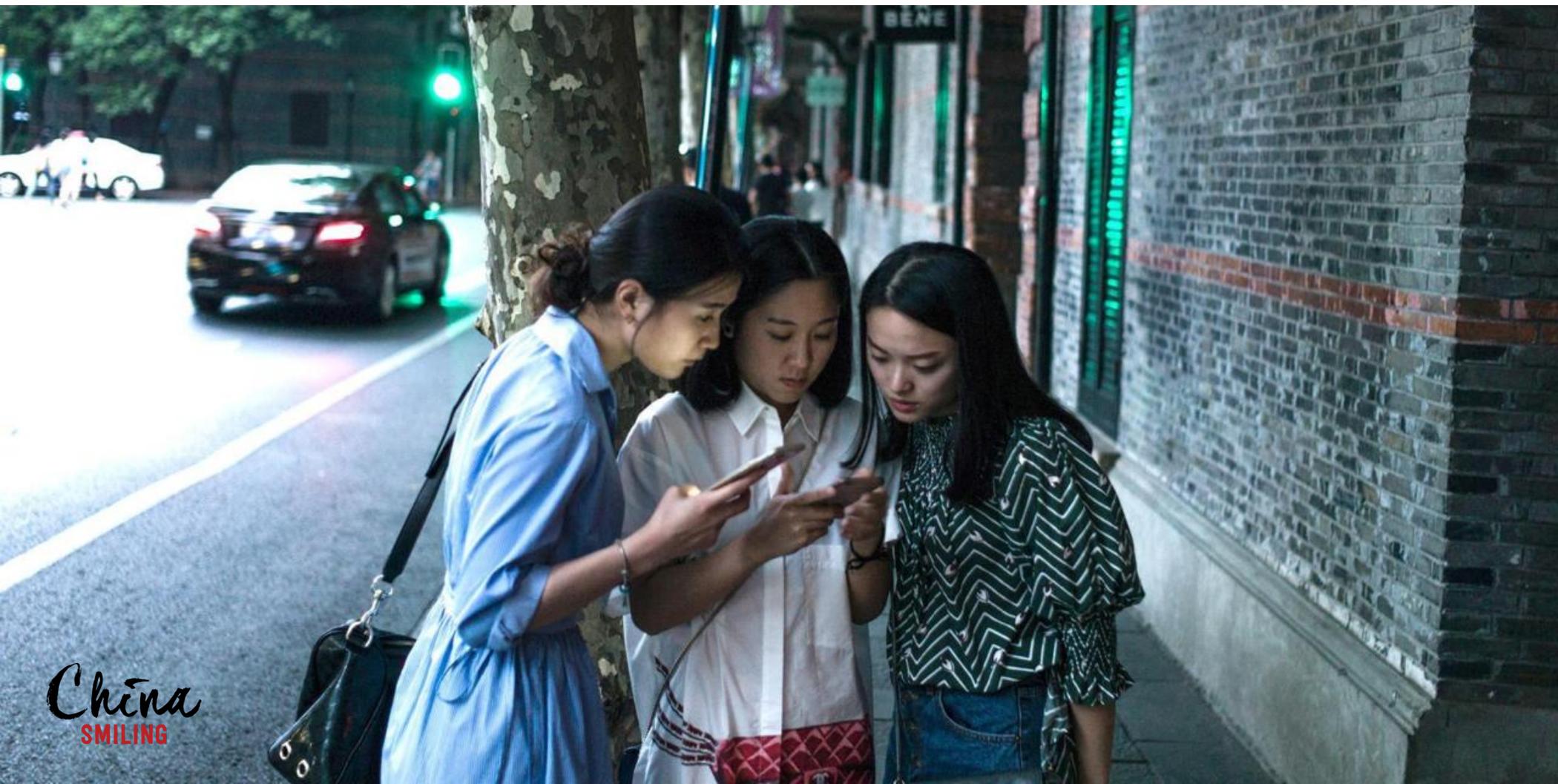


The famous Chinese Word of Mouth is a powerful marketing tool. Word of mouth marketing draws its power from the implicit trust. After receiving personal recommendations, Chinese consumers are more likely to purchase the named products. The existing influence of Word of Mouth has dramatically boosted within Chinese online community due to the rise of social media. Social media, in this case, is the effective tool to give recommendations and utter one's opinions. Don't hesitate and get your word out there.

{ **#5 Encourage “word of mouth”:**  
the most effective way to  
increase your brand awareness } }

# { #6 Put mobile first: the magnet of pulling in Chinese connected consumers }

80% of Chinese netizens access to the Internet via their mobile phone. This fact leads to the hype that numerous businesses have been making themselves mobile-friendly. An instant message outweighs a long-awaited email, a voice message outweighs a text message, and an application outweighs a website. The accommodation of all these communication tools is shrunk into a handy device. In addition, the transaction made via mobile scanning has been tremendously popularized amongst Chinese consumers. Even though your business is not made for the direct B2C, a scannable QR code, an e-coupon, or the so-called iPaper (iPhone technology), can yield an increase of Chinese connected consumers.





## { #7 Set your foot in the Chinese digital marketplace: the access to the Chinese online consumer base }

As is known to all, China has advanced massively in the digital industry over the last years. Due to this, China has directly fast forwarded to an era of e-Commerce. In this context, Chinese consumers prefer to do the purchase online. Before programming and promoting your own e-Commerce shop, simply use the already booming e-Commerce platforms in China, such as Tabao.com, JD.com, Tmall.com etc. List and promote your products on these popular channels to make the best of the existing large pool of Chinese online consumers there.

# { #8 Be there for your customers: the multi-channel Customer Care Services }



Chinese consumers are demanding, and it is even more so when you are dealing with connected ones. The responsiveness is the very expectation they are seeking. When an enquiry comes in, no matter whether or not the solution is found, a quick response with a caring tone might win you time for problem solving, and trust for long-term relationship building. The variety of Customer Care channels helps ensure the responsiveness of your customer requests handling. As is mentioned previously, besides traditional ways, like emailing and hot line, the presence on Weibo & Wechat offers LIVE CHAT communication between you and your customers. Always remember that Chinese connected consumers communicate to the point without flowery statements.

## ABOUT CHINA SMILING

China Smiling is the digital marketing agency with a special focus on traveling shoppers. The Hamburg office and Chongqing office work closely together to bring you the outstanding communication handling, marketing strategy & implementation, Google campaigns, Facebook ads, and tailor-made Chinese social media management. Our goal is to provide bespoke solutions leading to the high brand awareness and broad business reach to traveling shoppers.

## CONTACT PERSONS

### **Xin DENG**

Managing Director

China Smiling

[x.deng@chinasmiling.com](mailto:x.deng@chinasmiling.com)



### **Henrike SOBEK**

Project Manager

China Smiling

[h.sobek@chinasmiling.com](mailto:h.sobek@chinasmiling.com)



# China SMILING

China Smiling  
Lippeltstraße 1  
20097 Hamburg

[www.chinasmiling.com](http://www.chinasmiling.com)

[info@chinasmiling.com](mailto:info@chinasmiling.com)

+49 (0) 40 307 026 70

