

Diversity Digital Marketing

DigitalCrew.com.au



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# THE SMARTER PERSPECTIVE

*digital crew.*

2017  
EDITION

## FOREWORD

Working with Australian and international brands, Digital Crew understands the challenges and opportunities brought about by the Chinese market, whether in Mainland China or otherwise. With the Smarter Perspective, we share our collective knowledge with the digital industry.

This 2017 edition will walk you through the key aspects of Chinese digital marketing, which include strategic approaches to Social Media, Search, and Content Marketing, among other things. China is a big market. Facing it without proper knowledge, practice, and expertise can be overwhelming. Our aim is to create a path that will make you succeed.

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## ABOUT US

Digital Crew is a multilingual digital agency focused on diversity marketing. We build awareness, engage target markets, and influence behaviour. Composed of a group of highly motivated individuals with extremely rare talent, we help businesses penetrate the big China market and succeed.

With offices in Sydney, Hong Kong, and Guangzhou (China), Digital Crew team is in the perfect position to help you connect with the Chinese market and grow your business.

## CREDENTIALS

We know the difficulties of entering a new market, especially a big market like China where guanxi or having good relationships is important. We are certified partners of strategic and well-established media channels like Baidu, Alibaba, Tencent, and Google. We have also addressed the issue of language barrier by hiring professional and NAATI certified translators who can help present your brand with premium quality contents.



Baidu Search Marketing Certified Consultants



Tencent Agency Partner



Google Certified Partner

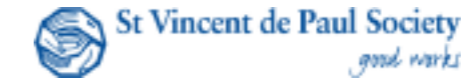


Alibaba Cloud Channel Partner



NAATI accredited professional translators

## OUR CLIENTS





# STRATEGY



## Localising Digital Marketing Strategy in China

Even if your digital marketing strategy works brilliantly at home, it can easily flop in China if you do not make the effort to localise it. Localising enables you to not only explain what you offer, but also helps you to better connect with target audiences and gain more repeat customers.

### Develop a localised web presence

Chinese-language content is essential for reaching your particularly targeted groups in China, where audiences are segmented based on location and language. Having a “translated” website is not enough. Ideally, a localised website should be designed and written for the target audience in their local language. It is the only way to ensure your brand message resonates. Choosing web hosting that is within the Chinese internet firewall will provide an advantage for search engine optimisation and any future marketing activities.

### Use local social media

Chinese consumers often look to their peers and key opinion leaders to find out about products, frequently through their favourite social media platforms. With popular western social media sites such as Facebook and Twitter being banned in China, you will need to use local platforms to connect with the locals. Some popular platforms are WeChat, Weibo, QQ, Youku, and QZone.

### Keep up with trends

Even if you do all the right things with localisation, trends can change quickly so it’s important to keep up. Some of the expected trends for the next year include an increase in m-commerce, continued preference for word-of-mouth marketing, use of QR codes, and content that is adapted for mobile devices.

### Chinese-speaking staff and / or partners

You may need to consider employing Chinese-speaking staff or contractors for the purposes of marketing, customer service, resolving disputes and dealing with complaints. You may also want to build a relationship with a partner on the ground in China who can be useful in negotiating deals, communicating with clients, and dealing with local issues and problems.



## Having A Multilingual Website Is A Must

When it comes to purchasing decisions, it's no surprise that people are likely to respond more favourably to marketing messages in their native language, even if they speak more than one.

Here are some tactics for how you can set up a web presence localised to Chinese audiences.

### Why you need a multilingual website

Having a multilingual website increases your chances of making a positive impact to your Chinese audiences, through your marketing messages. You need to ensure you're using the right language and matching it to your target markets.

Common Sense Advisory, a business insight service, reported that 75% of Internet users<sup>1</sup> make important purchasing decisions easily when product descriptions are in their native language. Even if the majority of your customers speak English, you could be missing out on other valuable customers who don't speak the same language.

In China, English is not widely spoken and there are also different Chinese languages and dialects. Localising your marketing messages for your target markets doesn't require a large financial spending and it brings about very positive ROI.



## Setting up a multilingual website

There are a couple of ways you can do this, by setting up a separate website or creating a subdomain on your main website adapted for Chinese-speaking internet users. More importantly, consider a hosting solution that could ensure a fast accessing speed within and outside of Mainland China, such as Alibaba Cloud.



## Separate website

With China having its own major search engine (Baidu) (Google is banned in China) we recommend developing a separate website specifically for the Chinese market. Another issue is that websites that are on the old CMS may not have the capability for localisation for different regions. In this case, creating a new site may be the ideal solution.

Some of the considerations for this include proper translation into simplified Chinese language, the use of search terms popular in China, social media marketing for Chinese audiences, and different page layouts – Chinese people tend to visually negotiate web pages differently from westerners.

## Subdomain on existing website

Another way to localise your web presence is to set up a separate subdomain on your existing site, for the sake of leverage and simplicity. Also using your existing domain which might be already known to your target audience in China or locally.



## The importance of translation

Deciding which option to take requires careful consideration. But the important thing either way is to have professional multilingual translators involved.

Online translation widgets tend to be unreliable and can miss the subtleties of language and the intent of marketing material – and it can be very off-putting to read web pages that look like they've been translated by a robot!





## Forming A Multilingual Content Strategy

Since English isn't the only language that is spoken widely in the world, a multilingual content marketing strategy is essential for connecting with customers around the globe.

A survey by CSA Research<sup>2</sup>, an independent business insights firm, revealed that even multilingual people prefer using their native language when making purchases.

So here is a basic guide to developing a multilingual content marketing strategy in six easy steps.



### 1. Determine your goals

Set your goals first, whether is to increase brand or product awareness, grow leads and sales, promote content shares or spread your message globally. Without setting these goals, it's difficult to measure your success and refine your activities, respectively.

### 2. Do your market research

When you are targeting another culture, there can be enormous differences in customer preferences and expectations and how business is conducted, which means market research is very important. In China for example, there is a much greater value placed on collectivism and relationships in business than in the west. You also need to consider how the Chinese prefer to communicate and how they respond when undertaking market research such as surveys and focus groups.

### 3. Adapt for the market

Adapt your core message for your target markets or even create a new one specifically for it. For instance, the benefits of your brand for customers in China may differ from those in Australia. Your product or service may also need altering in some way to meet the preferences of different cultures.



#### 4. Select marketing channels and methods

For website content marketing to China, you will need to develop a separate Chinese-language website, or at least create a Chinese subdomain on your existing site. With the cultural differences being so great, developing a separate site is often recommended. In addition, hosting your site on China's mainland should mean faster loading times and better access. Your web content should also be optimised for China's major search engines – particularly Baidu.

Some of the channels to consider include marketplace websites, social media platforms and blogs. SMS marketing, videos, testimonials and word-of-mouth marketing are also important in China.

Translation tips include using clear language (such as simplified Chinese) and avoiding slang and industry jargon. It's important to use a professional human translator rather than an online tool when creating a Chinese-language site, so that the cultural meaning and the nuances of the language are captured.

It's also important to integrate your various platforms – such as linking from your blog or social media posts back to your website landing pages.

#### 5. Optimise for mobile

Mobile use in China is so incredibly popular for everything from social media interactions, product research to purchasing and booking appointments. Consuming content on mobile means your audience are on the move and have limited attention. Produce content that are suitable for mobile readers, which could be more eye-catching titles, concise but powerful sentences, or fit for the audience physical location.

#### 6. Get the help you need

You will most likely need some professional help with your content. Chinese-language speakers who are conversant with the cultural differences and preferences for the many different markets in China can be invaluable in helping you create and implement a multilingual content marketing strategy.





# CHINESE SOCIAL MEDIA



## WeChat Is Supercharging Mobile Commerce in China

If you thought researching and purchasing on smartphones was becoming super quick and easy in Australia, you haven't tried China's WeChat!

According to a Bloomberg report<sup>3</sup>, about 90% of internet users in China go online using mobile devices, and spend around 30% of their time on WeChat – doing everything from researching and shopping to chatting with friends and making taxi or concert bookings.

And no wonder – WeChat is making it all so easy with its one-stop shop approach to daily life. While WeChat started out as a social platform, it has grown into more of a mobile ecosystem. You could say using WeChat is a bit like a visiting a giant mall with access to just about anything you can think of – shops, businesses, taxi ranks, restaurants, gyms, gaming centres, banks, theatres, telephones, social clubs and more – all within a single app.



## How people are using WeChat

This app allows you to make instant payments such as pay for gas and electricity bills, top up phone credit or even send red packets to friends during Chinese New Year, for example. Making bookings for entertainment tickets, taxis and public transportation have never been easier. You can also make appointments or hotel and restaurant reservations. Popular features include messaging your friends, playing games and interacting with television shows in real-time.

There are also functionalities in WeChat that facilitate mobile commerce, such as built-in m-commerce CMS, in-app payment gateway and other development capabilities via API.

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There are also a number of special features that facilitate m-commerce in WeChat – here are some of them.

### WeChat Wallet

If you've ever used a site like eBay, you will have noticed that you have to exit it to pay using PayPal or your online banking system. With WeChat Wallet, payments become instant, and don't require the user to exit or enter credit card details. Users can often pay by simply tapping on a QR code – without the need for anything else to be entered.

WeChat Wallet can also be used by companies as a CRM (customer relationship manager), enabling better connections as well as marketing and targeting of customers.

## App-within-an-app

This feature means that users do not need to have multiple apps on their phones, but may have a host of apps inside the WeChat app itself. Businesses can also set up their own apps within WeChat rather than having to develop their own, making use of them for marketing, promotions, interacting with customers, selling products, offering discounts and so on.



## QR Codes

QR or quick response codes are very popular in China. They are essentially a two-dimensional barcode that can be used to store up to 3Kb of information. A few of the things QR codes can be used for include providing instant access to websites and online stores, sharing contact details, providing access to special deals, and making instant payments.

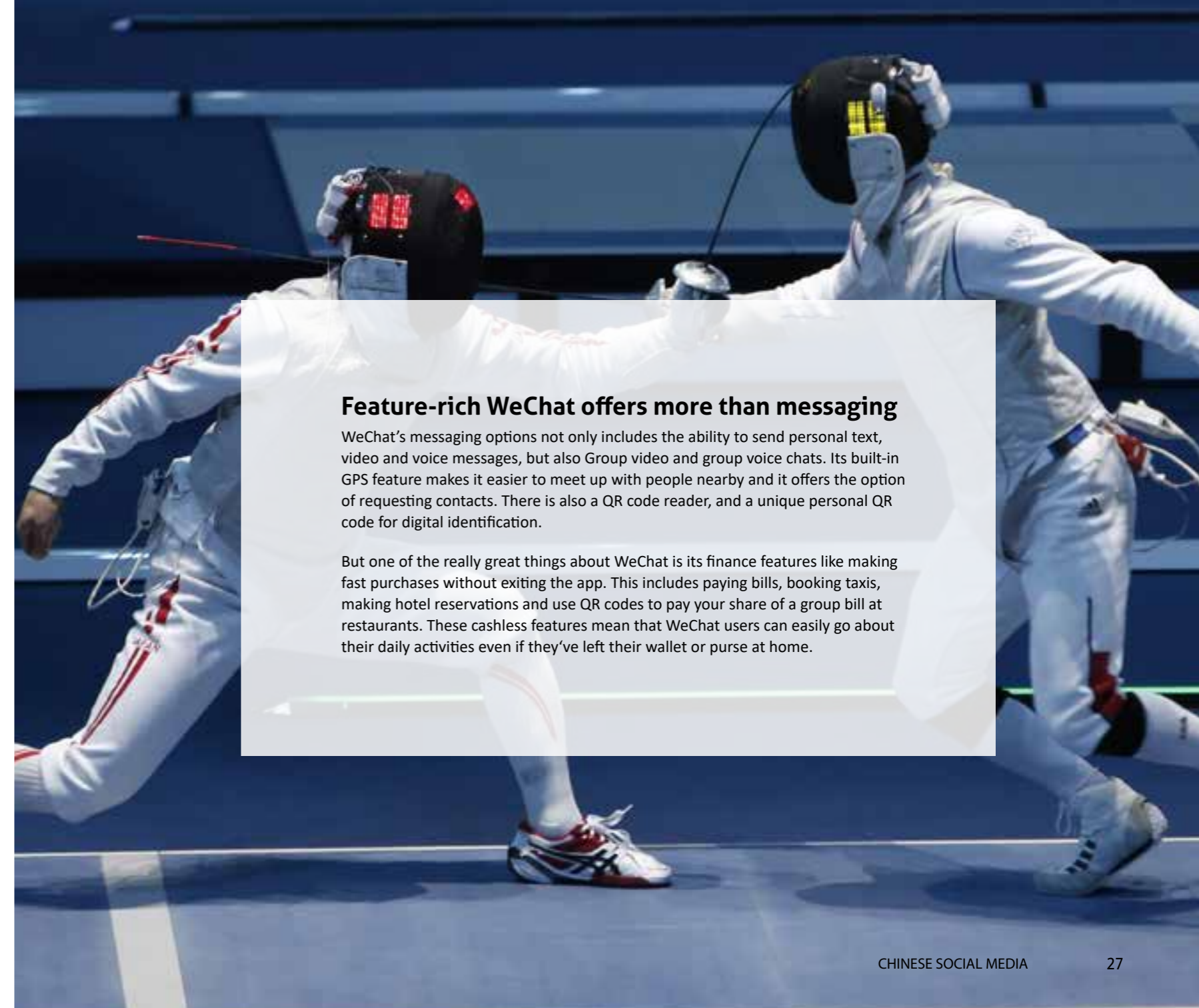




## Comparing WeChat And Facebook Messenger

Although Facebook is banned in China, netizens aren't affected at all because they have WeChat. While WeChat is largely a messaging platform, it has all kinds of features that enable its users to do way more than simply message their friends.

Let's look at some of the features of both WeChat with comparison to Facebook Messenger.



### Feature-rich WeChat offers more than messaging

WeChat's messaging options not only includes the ability to send personal text, video and voice messages, but also Group video and group voice chats. Its built-in GPS feature makes it easier to meet up with people nearby and it offers the option of requesting contacts. There is also a QR code reader, and a unique personal QR code for digital identification.

But one of the really great things about WeChat is its finance features like making fast purchases without exiting the app. This includes paying bills, booking taxis, making hotel reservations and use QR codes to pay your share of a group bill at restaurants. These cashless features mean that WeChat users can easily go about their daily activities even if they've left their wallet or purse at home.



## Facebook Messenger has a global focus

Messenger also offers a number of useful functions, such as group chat and recorded-message features, free video calls, sending media attachments and stickers for visual communications.

Facebook Messenger has also recently been adding finance features, such as enabling users to link their bank accounts and send money to friends. However, this is currently available in America only.



## How the two platforms compare

You can see that there are a few differences between these two apps. Certainly it seems that WeChat has been keeping Facebook Messenger on its toes.

Facebook Messenger's boss David Marcus has even indicated<sup>4</sup> in a Forbes article that he has some degree of 'WeChat envy', and that he hopes to transform Messenger so that it provides more functions for its users in the future.



## How to use WeChat to connect in China

Of course, if you are digital marketing in China, Facebook is not an option. So some of the ways you can make use of WeChat include for advertising and promotion, selling your products or services, connecting with customers, posting multiple types of media, and creating your own business app within the WeChat app.





## LinkedIn in China

Despite the Chinese government banning Facebook, Twitter, Google Plus, Instagram and other Western websites, LinkedIn has somehow penetrated into the Chinese social media.

LinkedIn previously operated in English but the company launched its Chinese language version in 2014. This made it accessible and responsive to the Chinese digital market. LinkedIn became a 'bridge' between China and the West by providing opportunities for international networking and seeking out global business opportunities.



### LinkedIn is faring in China

LinkedIn was previously known as LingYing and had about 4 million users, before launching its Chinese language version. Currently, LinkedIn China has 20 million users<sup>5</sup>, as reported by Statista. It was launched as a joint-venture with Dragon Networking, a Chinese affiliate company, and was able to be more innovative on a local level. LinkedIn China teamed up with WeChat and Weibo, giving it greater online visibility. It also developed Red Rabbit ("Chi Tu" in Chinese), an app designed to attract younger audiences in China, including placing advertisements with celebrities in subways.

### Managed to avoid being blocked in China

LinkedIn China avoided attracting the political and controversial content, unlike Facebook and Twitter, because it is a business-oriented networking site for professionals. By being a separate entity from its parent company, there is greater autonomy and is distinctly China-oriented. LinkedIn China has also agreed to abide by China's censorship rules by filtering out sensitive content.

### What we can learn from LinkedIn

Apart from playing by the rules, LinkedIn had catered its China site strongly towards local audiences. It developed partnerships in China and adopted a bilingual digital marketing strategy in terms of language, culture and content.

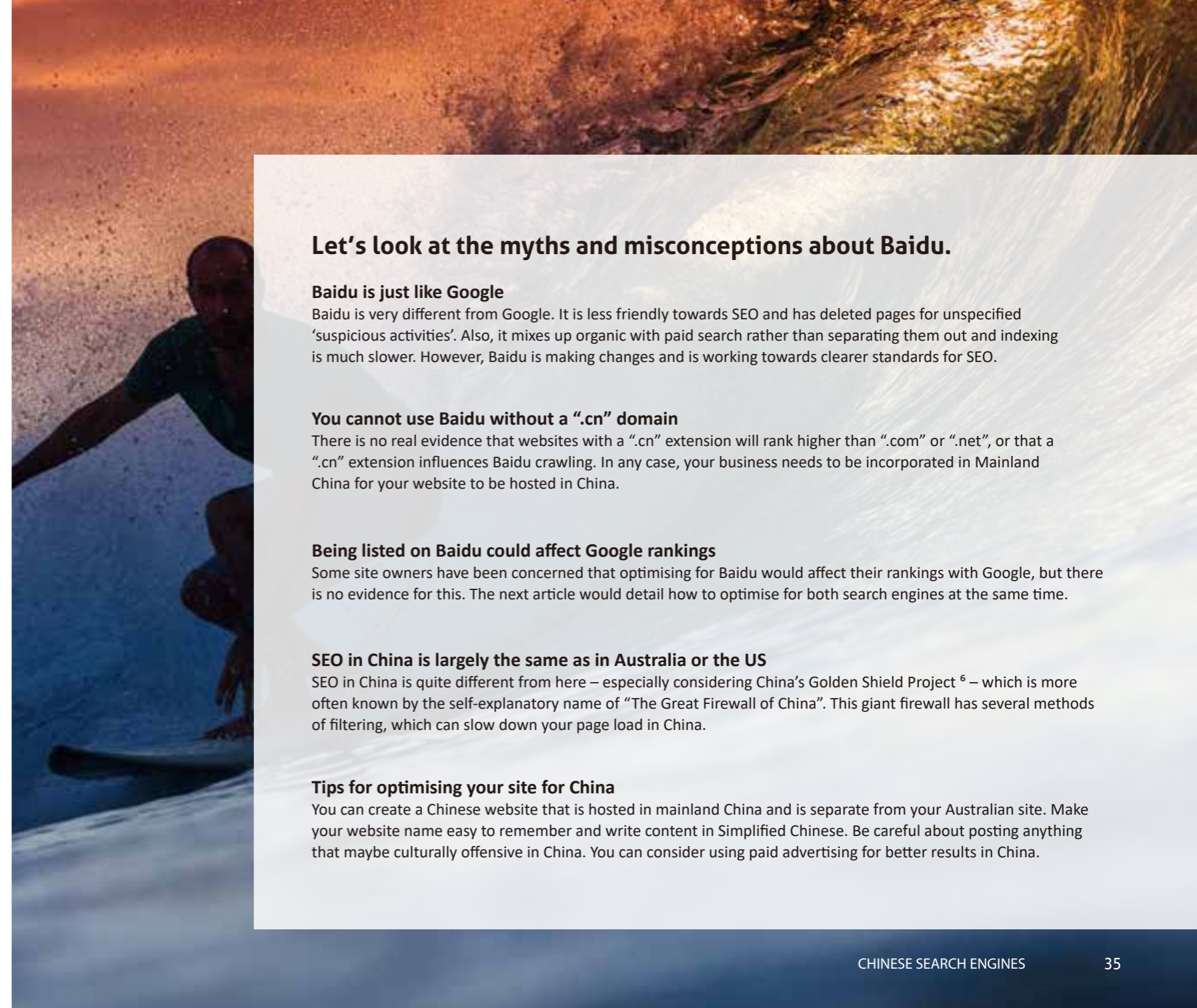


# CHINESE SEARCH ENGINES



## Common Misconceptions About Baidu

With Baidu being China's biggest search engine and dominating the Chinese internet market, it pays to know what you're dealing with when marketing to China via website. We dispel some of the myths around Baidu, and provide some tips for optimising your site for a Chinese audience.



### Let's look at the myths and misconceptions about Baidu.

#### **Baidu is just like Google**

Baidu is very different from Google. It is less friendly towards SEO and has deleted pages for unspecified 'suspicious activities'. Also, it mixes up organic with paid search rather than separating them out and indexing is much slower. However, Baidu is making changes and is working towards clearer standards for SEO.

#### **You cannot use Baidu without a ".cn" domain**

There is no real evidence that websites with a ".cn" extension will rank higher than ".com" or ".net", or that a ".cn" extension influences Baidu crawling. In any case, your business needs to be incorporated in Mainland China for your website to be hosted in China.

#### **Being listed on Baidu could affect Google rankings**

Some site owners have been concerned that optimising for Baidu would affect their rankings with Google, but there is no evidence for this. The next article would detail how to optimise for both search engines at the same time.

#### **SEO in China is largely the same as in Australia or the US**

SEO in China is quite different from here – especially considering China's Golden Shield Project <sup>6</sup> – which is more often known by the self-explanatory name of "The Great Firewall of China". This giant firewall has several methods of filtering, which can slow down your page load in China.

#### **Tips for optimising your site for China**

You can create a Chinese website that is hosted in mainland China and is separate from your Australian site. Make your website name easy to remember and write content in Simplified Chinese. Be careful about posting anything that maybe culturally offensive in China. You can consider using paid advertising for better results in China.



## Bilingual Search Engine Optimisation

Optimising a site for Chinese search giant Baidu is just not the same as it is for Google. While the principles are essentially the same for both, you can't simply transfer the same tactics directly across to Baidu and expect them to work in the same way.



So what are some of the major differences?  
Here's a quick rundown.

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### Focus and domination

Google is more globally-focused than Baidu, dominating the world search engine market while having a very small share in China. Baidu on the other hand is far more focused on China, where it dominates with a market share of around 80% <sup>7</sup>.

Baidu also tends to give preference to, well, Baidu! This means that on search results pages, Baidu's own companies are more likely to appear at or near the top in applicable searches. Baidu also prefers Chinese sites (especially those that are hosted within China), whereas Google is more likely to display results from all around the world.

### Languages

Chinese characters can convey more than one meaning and there are no spaces between words as there are in English. This all needs to be considered when developing content and keywords for Baidu.



### Different timeframes

It can take longer to get a new website launched in China and indexed by Baidu than for Google due to tighter restrictions, legal requirements and stricter vetting of sites by the government.



### SEO tactics

Keywords, backlinks, title tags and meta descriptions hold more sway now for Baidu SEO than Google. These elements used to be highly important for Google SEO prior to the Panda and Penguin algorithms. These clamped down on keyword stuffing and link schemes, and placed much more emphasis on semantic search, geo search, content quality and relevance.



### Mobile emphasis

Because the internet was late in coming to China, many users bypassed the whole desktop adoption and jumped straight to mobile devices for internet search and use. China's love of mobile devices means that while mobile optimisation is vital for both search engines, it may be a lot more so for Baidu.



### Search methods

While we might type in words to do searches, in China users tend to prefer choosing options from a list, and they also prefer clicking on links. This is possibly because internet search tends to have more complexities when using Chinese characters.



### Site layouts

Baidu tends to mix up paid and organic search results, rather than putting ads at the top as Google does. Chinese sites also tend to look more cluttered and have more links than our western ones – which may be due to a preference in China for having all the information needed in once place.



## Succeeding in Baidu Advertising

Baidu search advertising works in a similar way to AdWords. Once your business is registered, you can set a maximum bid for keywords and search terms, and pay for each click on the link. Paid ads are also clearly marked and differentiated from organic search results, appearing on top and bottom of the page.



## Here is how a foreign advertiser can succeed in running Baidu Ads.

### Register with Baidu ads

Setting up an ad account will involve paying fees, providing any necessary documentation and understanding all the rules and regulations.



### Do your research

Baidu has a handy keyword tool to research keywords and search terms that relate to your business. You will need to become very aware of the types of keywords that your target audiences use when searching for goods and services – these keywords can then be embedded into your content.

Using very popular terms in your content may not be as effective as less targeted variations, and popular terms also cost more for a top position. The type of match that is used for keywords will also contribute to the outcome of searches. For instance, in the case of an 'exact match', the appearance of a paid advert will be triggered only when a user enters those exact words. However, with a 'broad match' the ad will be triggered if a variation is entered.



### Set a budget

Based on suggested keyword bids and internal budgets you will need to determine how much you are willing to spend on your ad campaigns. We suggest not starting too small (few hundred dollars) as the budget can easily run out and you won't be able to see much success.



### Create your ad campaign

Ads will need to have a maximum of 20 Chinese characters for headlines and 100 characters for descriptions. For good results, headlines and descriptions should be clear and easy to understand, and have keywords embedded within them with a strong call to action.



### Localise your campaigns

This applies to any international marketing that you do. You need to understand the motives and desires of your target customers as well as their broader cultural contexts, and to adapt your products or services to suit. You should also consider offer plenty of customer support on your site, such as through online chat boxes.

### Test, measure, and refine

Use analytics tools to measure campaign results. Even if you are finding that your click-throughs and sales conversions have risen dramatically since using paid ads, it's important not to take it for granted but to continually analyse results and refine where necessary.





## Comparing Baidu TongJi and Google Analytics

In Australia, Google Analytics (GA) is often used by webmasters for obtaining feedback on websites and measuring online performance. However in China, this data you need may not be available to you because of the “great firewall of China” and its restrictions on most-things-Google. In this case, you should consider a Chinese web analytics tool such as Baidu TongJi.

### So how does TongJi compare to GA?

#### Google Analytics' main features

GA has advertising and campaign measuring tools which include mobile ad, remarketing, demographics and behaviours measurements. This is complimented with the sales and conversions reporting tools. There is even a testing feature for content experiments and site performance feedback.

#### What TongJi can deliver

TongJi creates trend analysis reports that show the number of site visitors, page views, page visits, and average time on site. You can analyse traffic sources, visitor demographics and there's also a heat map that shows where a web page is clicked on the most. In addition, TongJi connects very seamlessly with Baidu's Advertising platform, making reporting on your paid Ad campaigns accurate.

#### How do the platforms compare

Although TongJi has a lot of similarities to GA, it works more in a micro manner such as checking the activities of individual visitors. The heat map feature is relatively new and might be useful for determining the activities of users from various regions in China. However, there is a lack of report customization and it is using a Simplified Chinese interface. TongJi may be more useful for Chinese digital marketing and analytics in China though, especially as it integrates well with other Baidu features and platforms.



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