



Export Marketing.

Product to Premiums.

Webinar #4 // Handbook.

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Export Marketing.



Packaging.



Branding.

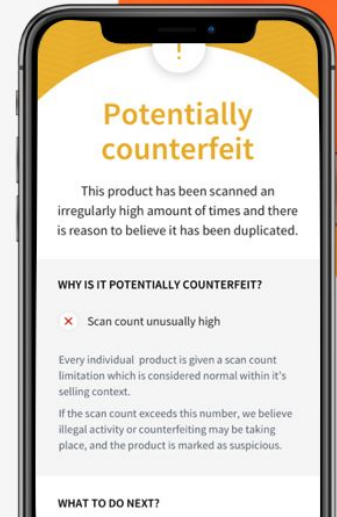
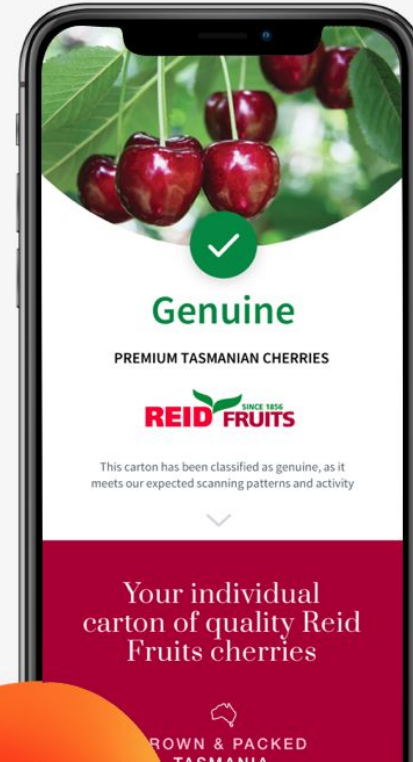


Advertising.

Story & Brand is an export marketing agency focused on helping Tasmanian food, beverage and agribusinesses tell their unique Tasmanian story and market their products and services to the world.

Let's try it now!

Type scan.Laava.id
in your phone browser (*Safari or Chrome*)



Top 15 Tips for China Marketing



1. Understand the difference with China's digital landscape and internet behavior.



2. Research your brand's specific industry or category in China.



3. Look on social media for consumer insights on products within your industry/category.



4. Research what competitors are doing in the market, e.g. platforms, campaigns, products, etc.



5. Determine your brand/product's unique selling points (USPs).

Top 15 Tips for China Marketing



6. Define your purpose for creating content and develop content pillars.



7. Develop marketing material for the China market, e.g. key visuals, designs, slogans, etc., but make sure not to go overboard with localization as to render your brand unrecognizable.



8. Know your target consumers and understand their characteristics and behavior.



9. Choose the platforms that you will be conducting paid media on.



10. Collaborate with KOLs on promoting your brand.

Top 15 Tips for China Marketing



11. Conduct product seeding with KOCs.



12. Create a multi-platform marketing plan that will form a cohesive story for the brand and will have goals and KPIs for each step. The plan should include marketing format (e.g. text, image, video, livestream), content plan, campaign ideas, paid media tools, and upcoming festivals to promote during.



13. Reassess and readjust after each campaign.



14. Work on building up a community of customers and building up customer loyalty with the aim of encouraging repeat purchases.



15. Remain up-to-date with the latest trends in social media or in your category.



Story & Brand™

Thank you.

