



6 -7 September
Marina Mandarin Hotel

Workshop: China Digital Marketing

Mastering actionable insights and a deep dive into China's market, the modern consumer and Chinese social media

Website: www.chinadigitalmarketing.global

As a business and tech hub and major tourism destination, Singapore is no stranger to Chinese consumers.

For B2C businesses, did you know that Chinese tourists are the biggest spenders among Singapore's visitors? This has been true for three years in a row now. From January to September 2017, they spent just over 3 billion Singapore dollars on holiday in the city. Chinese consumers even from 2nd and 3rd tier cities now have a hunger for foreign-produced products as they perceive it as better quality, safety and value. Opportunities are aplenty for local Singaporean companies or companies based in Singapore to tap on this massive growing pool of affluent Chinese travellers. In addition, with the growth of cross-border e-commerce and payment gateways, purchasing processes are seamless and borderless.

In the B2B market, there is also a sharp increase in Chinese companies looking to enter the local Singapore market and the neighbouring region, build new franchises and grow their business. They would require localised business/professional services and products and this presents a large opportunity for B2B businesses to grow your revenue via being a strategic partner and build new relationships with these Chinese companies to grow your businesses.

With social media at the heart of Chinese life and much of the mainland's marketing, even small brands can dip their toe into the market while avoiding the risks involved with establishing brick and mortar stores.

Anyone can start a WeChat or Weibo account, but what's the most effective way for brands to use Chinese social media for marketing, social listening, building a database, connecting with Chinese tourists in Singapore or engaging in customer relationship management? We'll tell you everything you need to know at our in-depth training. Join us to learn how to master China's social media landscape!

2- DAY WORKSHOP DETAILS

Date: 6-7 September

Venue: Marina Mandarin Hotel, Singapore

Time: 9.00a.m to 5.00p.m

For any enquiries, please contact us at event.info@marketing-interactive.com. This program is subjected to changes.



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WHO SHOULD ATTEND

It doesn't matter if you have basic, intermediate or advanced knowledge of China Digital Media – there is so much to learn from this workshop!

The workshop is relevant to both B2B and B2C businesses.

Any business professional, including but not limited to business owners, Agencies, SME & entrepreneurs, sales & marketing, sales & distribution, digital marketers, e-commerce managers, web managers, IT professionals who want to:

- Bring in Chinese consumers & tourists to Asia
- Bring online stores cross border
- Bring your products and services into the China e-commerce space and market
- Create awareness and demand for your goods and services in the China market
- Attract Chinese consumers already in Singapore

You cannot afford to miss this rare chance to learn from the world's #1 China marketing blogger and best-selling author of “Unlocking the World’s Largest E-Market: A Guide to Selling on Chinese Social Media” on Amazon.

KEY TAKEAWAYS

- **Tapping the market:** Gain a deep understanding of the China eMarket and how to use social/digital marketing to tap onto the market
- **Habits & Trends:** Understand the habits and trends of the modern Chinese consumer
- **In-Depth Understanding:** Form an in-depth understanding of the China digital media landscape and how it is different from the rest of Asia
- **Updates on China’s Tech Giants:** Latest updates from WeChat, Weibo, Alibaba, Tencent etc
- **Get Familiar with More China Digital Platforms:** There’s more to China digital space than just WeChat, Weibo and Alibaba. Learn about MiaoPai, Yizhibo, Douyin, Yinke, Bilibili, Toutiao and more
- **Key Opinion Leaders:** Understanding the importance of engaging different types of China KOLs to influence consumers at different stages of decision making. Learn how and how much to pay them to run effective social media marketing campaigns.
- **Target and Reach:** Reach and attract Chinese tourist and consumers to your business’ product/service offerings.

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REGISTRATION

	Standard	VIP Pass (Add On)
	SGD1280 / person	SGD120 / person
Registration period		Limited to 50 passes

Register directly at:

<https://www.chinadigitalmarketing.global/workshop-singapore/>

For registration enquiries, contact us at

event.info@marketing-interactive.com

+65 6423 0329

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TRAINER INFORMATION



Ashley Galina Dudarenok, Founder ChoZan & Alarice

China marketing expert, best selling author & professional speaker

Know more about Ashley:

- Ashley is the **world's #1 China marketing blogger**
- Over 12 years of professional experience in mainland China and Hong Kong
- Runs Asia's #1 entrepreneurship vlog
- A member of Alibaba's Global Influencer Entourage
- Works directly with a Tencent core founder
- Fluent in Mandarin, Russian, German and English
- Written for and featured in China Daily, Forbes, CNBC, Huffington Post and more
- Best-selling author of "Unlocking the World's Largest E-Market: A Guide to Selling on Chinese Social Media" on Amazon.

For the last 7 years, Ashley has worked with more than 300 brands and organisations from 50+ countries, helping them enter China right and go through digital transformation.

In 2017 alone, Ashley spoke at 58 events across Asia, Europe, and the Middle East. She has also written for and been featured in China Daily, Forbes, CNBC, Huffington Post, SCMP, Technode, Asia Times, and many others.

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WORKSHOP DAY 1 (SINGAPORE)	
08 30	Registration <i>VIP pass holders meet with Ashley and collection of autographed books</i>
0900	Welcome note
09 15	<p>China Market, Consumers & Digital trends</p> <ul style="list-style-type: none"> • Overview of the China Market • Modern Chinese consumers overview (1st, 2nd and 3rd tier cities) • Most desired product categories and reasons behind it • Overview of China's marketing & sales channels • Group Activity: Understanding China
1030	Morning refreshment break
1045	<p>WeChat – A 360° Understanding of China's Most Powerful Social Media</p> <ul style="list-style-type: none"> • Overview of WeChat: messaging, groups, official accounts and payments • Driving followers to your WeChat • How to launch effective WeChat campaigns and what kind of content works • WeChat advertising options • Introduction to the WeChat mini programs
1245	Lunch
1330	<p>Weibo - Winning on Weibo</p> <ul style="list-style-type: none"> • Overview of Weibo for marketing • Weibo customization • Developing a solid content strategy: the 4-1-1 rule • Followers acquisition and development • Weibo's newest features and future of the platform
1530	Afternoon refreshments
1545	<p>Looking beyond Weibo and WeChat</p> <ul style="list-style-type: none"> • Introduction to short video, forums and live streaming industry in China • How to win on MiaoPai & Yizhibo • Cheaper alternative to major platforms: Douyin, Yinke, Bilibili & Danmu • How to leverage the boom: China's hottest Toutiao and Kuaishou • B2B marketing in China: discover Zhihu, Douban and Baidu Zhidao • Group Activity: Experience the difference
1700	Day 1 Summary and Final Q&A with Ashley

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WORKSHOP DAY 2 (SINGAPORE)	
08 30	Registration
09 00	<p>Social Media Campaigns and Chinese Key Opinion Leaders (KOLs) - How to Run Effective SMM Campaigns</p> <ul style="list-style-type: none"> • Strategise your campaign, set realistic budgets and KPIs • WeChat & Weibo campaign rules to watch out for • Three types of campaigns that work on Chinese social • Step-by-step guide to launch an effective campaign • Overview of KOL industry in China: four types of Chinese KOLs • What are Shuijun and how to avoid them • Find and audit your KOLs before promotion • 5 steps to an effective KOL promotion • Group Activity: Becoming the campaigns guru and KOLs master
1045	Break
1100	<p>How to reach and attract the Chinese tourist in Singapore</p> <ul style="list-style-type: none"> • Chinese tourist industry overview for marketers • Modern Chinese tourists: what do they want and how to sell it to them • Best way to market to travelling Chinese: KOLs, cross border ads, WOM • Is your shop ready: three things you can do now to double your sales from the Chinese tourists • Group Activity: Create your own China tourists strategy
1245	Lunch
1330	<p>How to build an effective CRM for China</p> <ul style="list-style-type: none"> • Overview of WeChat and Weibo's CRM functions • 3 steps to build a database of Chinese consumers • How to build CRM loyalty programs that work for China • Why you must have an excellent social CRM and customer service • Deep dive into the best practices
1515	Afternoon refreshments
1530	<p><u>How technology is setting a new reality in China and the world</u></p> <ul style="list-style-type: none"> • Overview of Alibaba's New Retail, JD's Unbounded Retail and Tencent's Smart Retail • There trends you can't miss: retail as entertainment, unified channel, gamification • The future is now: pop-up stores, LST retail integrated, merging social media & retail
1700	<i>Day 2 Summary and Final Q&A</i>

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The workshop will be fun and highly energising. Join the highly spirited and live-wire Ashley and the team at **MARKETING** magazine at CHINA Digital Marketing –

You can't afford to miss it.

<https://www.chinadigitalmarketing.global/workshop-singapore/>

We look forward to meeting you at China Digital Marketing workshop,

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