

chinese social media marketing

Chinese Social Media Marketing: Unlocking the Power of China's Digital Landscape

chinese social media marketing has become an essential strategy for brands and businesses aiming to tap into one of the largest and most dynamic consumer markets in the world. With over a billion internet users and a unique ecosystem of social platforms, China's digital landscape offers immense opportunities—but also distinct challenges. Navigating this environment requires an understanding of popular Chinese social media channels, consumer behavior, and cultural nuances. In this article, we'll explore how marketers can leverage Chinese social media marketing effectively, the platforms that matter most, and practical tips to build a meaningful presence in China's online world.

Understanding the Unique Landscape of Chinese Social Media

Unlike many other countries, China's social media environment is largely separate from the rest of the world due to strict regulations and the Great Firewall. This results in a digital ecosystem dominated by homegrown platforms rather than global giants like Facebook, Instagram, or Twitter. For brands outside China, it's crucial to familiarize themselves with these platforms and how they differ from their Western counterparts.

Key Platforms to Know

Some of the most influential Chinese social media platforms include:

- **WeChat:** Often described as an all-in-one app, WeChat combines messaging, social networking, mobile payment, and even e-commerce features. It's a must-use platform for brands targeting Chinese consumers, enabling everything from customer service to mini-program marketing.
- **Weibo:** Known as the Chinese equivalent of Twitter, Weibo is a microblogging platform where users share short posts, images, and videos. It's great for viral marketing, influencer collaborations, and real-time engagement.
- **Douyin:** China's version of TikTok, Douyin focuses on short-form video content. Its massive user base and highly engaging algorithm make it a powerful tool for brands to reach younger demographics through creative video campaigns.
- **Little Red Book (Xiaohongshu):** A social commerce platform that blends user-generated content with e-commerce. It's particularly popular among millennial and Gen Z consumers for product reviews, lifestyle sharing, and influencer partnerships.
- **Bilibili:** Originally known as a niche video-sharing site for anime and gaming enthusiasts,

Bilibili has grown into a broader content platform offering livestreams, educational videos, and entertainment.

Why Chinese Social Media Marketing is Different

Marketing on Chinese social media isn't simply about translating content or replicating Western strategies. The cultural context, user expectations, and platform mechanics differ significantly, making a tailored approach necessary.

Cultural Nuances and Consumer Behavior

Chinese consumers tend to value authenticity and trust highly in social media interactions. Word-of-mouth and influencer endorsements carry a lot of weight. Additionally, the concept of "face" (mianzi) impacts how brands communicate—maintaining respect and a positive image is critical.

Another important factor is the rapid adoption of mobile payments and social commerce. Many social media platforms in China integrate seamless shopping experiences, blurring the lines between content consumption and purchasing. This means that marketing campaigns often incorporate direct calls to action for in-app purchases or interactive features that drive conversion.

The Role of Influencers and KOLs

Influencer marketing is a cornerstone of Chinese social media marketing. Known locally as Key Opinion Leaders (KOLs), these individuals have loyal followings and wield significant influence over purchasing decisions. Partnering with the right KOL can boost brand visibility and credibility dramatically.

However, selecting KOLs requires careful vetting to ensure alignment with brand values and the target audience. Micro-influencers with smaller but highly engaged communities can often deliver better ROI than mega-influencers.

Effective Strategies for Chinese Social Media Marketing

Success in China's social media space often hinges on creativity, localization, and genuine engagement. Here are some actionable strategies brands should consider.

Leverage WeChat Mini Programs and Official Accounts

WeChat's mini-programs allow businesses to create lightweight apps within the platform, offering services like e-commerce stores, booking systems, or loyalty programs without users leaving WeChat. Setting up an official account helps brands publish content, interact with followers, and run targeted advertising campaigns.

Engage with Short-Form Video Content

Douyin and Kuaishou dominate the short-video market, where catchy, entertaining, or informative clips thrive. Brands should focus on storytelling through video, collaborating with popular creators, and utilizing trending challenges or hashtags to increase reach.

Create Authentic Content for Xiaohongshu

On Little Red Book, consumers look for honest product reviews and lifestyle inspiration. Brands that encourage genuine user-generated content and interact with community members build trust more effectively here. Highlighting quality, safety, and social responsibility often resonates well.

Utilize Data and Analytics

Chinese social media platforms provide extensive data on user behavior and campaign performance. Marketers should continuously monitor these metrics to optimize content, refine audience targeting, and improve engagement rates. Understanding peak activity times and content preferences can make a big difference.

Challenges and Considerations in Chinese Social Media Marketing

While the opportunities are vast, marketers must navigate several challenges.

Regulatory Environment

China's internet policies are strict and rapidly evolving. Content censorship, data privacy rules, and advertising regulations require brands to stay vigilant and often work with local partners or agencies to ensure compliance.

Language and Localization

Beyond translation, content needs to be culturally relevant and linguistically accurate. Slang, humor, and references that work in other markets may not resonate or could even offend Chinese audiences.

Competition and Saturation

The Chinese digital marketplace is highly competitive, with many domestic and international brands vying for attention. Standing out requires innovation, consistent quality, and meaningful engagement rather than just broadcast advertising.

Looking Ahead: The Future of Chinese Social Media Marketing

As technology advances and consumer preferences evolve, Chinese social media marketing will continue to transform. Emerging trends like augmented reality (AR) shopping experiences, live-stream commerce, and AI-powered personalization are shaping how brands connect with audiences.

For businesses willing to invest in understanding the local digital culture and adapt their strategies accordingly, China's social media platforms offer unparalleled access to a vast, engaged, and digitally savvy consumer base. The key lies in blending creativity with cultural insight to craft campaigns that feel authentic and relevant in this unique market.

Frequently Asked Questions

What are the most popular social media platforms for marketing in China?

The most popular social media platforms for marketing in China include WeChat, Weibo, Douyin (TikTok's Chinese version), Xiaohongshu (Little Red Book), and Bilibili. Each platform offers unique features and caters to different audience segments.

How can foreign brands effectively use WeChat for social media marketing?

Foreign brands can use WeChat by creating official accounts to engage with users through content, promotions, and customer service. Leveraging WeChat Mini Programs, payment integration, and targeted advertising helps brands build strong relationships and drive sales within the WeChat ecosystem.

What role does influencer marketing play in Chinese social media marketing?

Influencer marketing, or KOL (Key Opinion Leader) marketing, is highly effective in China. Influencers have significant sway over consumer behavior, and partnering with relevant KOLs on platforms like Douyin and Xiaohongshu can boost brand visibility, credibility, and sales.

How important is localization in Chinese social media marketing strategies?

Localization is critical because Chinese consumers respond better to content that resonates with their culture, language, and preferences. Brands must adapt messaging, visuals, and campaigns to align with local trends and social norms to succeed in the Chinese market.

What are some challenges foreign brands face in Chinese social media marketing?

Challenges include navigating strict regulations, understanding platform-specific user behavior, overcoming language barriers, and building trust with Chinese consumers. Additionally, foreign brands must adapt quickly to fast-changing trends and competition.

How can brands measure the success of their Chinese social media marketing campaigns?

Brands can measure success by tracking key performance indicators such as engagement rates, follower growth, conversion rates, sales generated via social media, brand sentiment, and return on investment (ROI) through analytics tools provided by platforms like WeChat and Douyin.

What emerging trends are shaping Chinese social media marketing in 2024?

Emerging trends include the rise of short-video content, live streaming commerce, AI-driven personalization, increased use of mini-programs within WeChat, and growing importance of community-based platforms like Xiaohongshu for authentic peer recommendations.

Additional Resources

Chinese Social Media Marketing: Navigating Opportunities and Challenges in a Unique Digital Landscape

chinese social media marketing represents a dynamic and complex area within the global digital marketing ecosystem. Unlike Western markets dominated by platforms like Facebook, Instagram, and Twitter, China's social media environment is characterized by a distinct set of homegrown platforms, regulatory frameworks, and consumer behaviors. For businesses aiming to tap into one of the largest and fastest-growing online populations worldwide, understanding the nuances of Chinese social media marketing is essential.

The Landscape of Chinese Social Media Platforms

The Chinese social media ecosystem is diverse and multifaceted, shaped heavily by government regulations and cultural preferences. Major platforms such as WeChat, Weibo, Douyin, and Little Red Book (Xiaohongshu) dominate user engagement, each offering unique functionalities and marketing potential.

WeChat, often described as a "super app," combines messaging, social networking, mobile payments, and mini-programs, making it a central hub for consumer interaction. Its 1.3 billion monthly active users provide marketers with an unparalleled breadth of reach. In contrast, Weibo functions more like a microblogging platform akin to Twitter, ideal for viral content and real-time engagement.

Douyin, known internationally as TikTok, specializes in short-form video content and has revolutionized content consumption patterns in China. Meanwhile, Little Red Book focuses on lifestyle and e-commerce integration, blending user-generated content with social shopping experiences, particularly influential among younger, urban demographics.

Regulatory Environment and Its Impact

Chinese social media marketing cannot be divorced from the country's stringent digital regulations. The Great Firewall restricts access to many foreign platforms, compelling businesses to adapt their strategies to domestic platforms. Additionally, content censorship and data privacy laws impose constraints on what brands can communicate and how they collect user information.

These regulatory factors necessitate a localized approach to content creation, requiring marketers to work closely with local experts and platforms to ensure compliance. Failure to adhere to these regulations can result in content removal, fines, or even account suspension, posing significant risks to brand reputation and campaign effectiveness.

Strategies for Effective Chinese Social Media Marketing

Success in Chinese social media marketing hinges on more than just platform selection; it involves a sophisticated understanding of audience behavior, content localization, and interactive engagement.

Content Localization and Cultural Sensitivity

Localization extends beyond language translation. It involves aligning messaging with local values, trends, and cultural nuances. For example, references to traditional festivals like the Lunar New Year or incorporation of Chinese pop culture icons can enhance relatability and emotional resonance.

Moreover, the Chinese consumer values authenticity and trustworthiness. Influencer marketing, or Key Opinion Leaders (KOLs) in China, plays a critical role in shaping purchasing decisions. Collaborations with KOLs who have established credibility within niche communities can significantly amplify brand visibility.

Leveraging E-commerce Integration

A defining feature of Chinese social media platforms is the seamless integration of e-commerce capabilities. Features such as WeChat Stores, live-stream shopping on Douyin, and in-app purchasing on Little Red Book facilitate direct transactions without leaving the platform.

Brands can capitalize on this trend by creating interactive shopping experiences, hosting live-stream events, and offering exclusive deals to social media followers. This convergence of social engagement and commerce accelerates the buyer journey and reduces friction, driving higher conversion rates.

Challenges and Considerations in Chinese Social Media Marketing

While the opportunities are substantial, marketers face notable challenges when operating in this environment.

Fragmented Audience and Platform Saturation

China's vast population is segmented across multiple platforms with distinct user demographics and content preferences. Unlike Western markets where a few platforms cover broad audiences, marketers must tailor campaigns to fit the specific culture and format of each platform.

Furthermore, as competition intensifies, platform saturation leads to content overload. Brands need to innovate continually to capture attention, whether through creative storytelling, interactive formats, or gamification.

Data Privacy and Ethical Marketing

With increasing scrutiny on data privacy worldwide, Chinese social media marketing must navigate the fine line between personalization and user consent. While platforms offer rich data analytics, marketers must respect privacy norms and legal frameworks to maintain consumer trust.

Ethical considerations also extend to influencer partnerships and transparency in advertising. The Chinese government has moved towards stricter guidelines requiring clear disclosure of sponsored content, which brands must incorporate into their communication strategies.

Emerging Trends Shaping the Future

Looking ahead, several trends are set to redefine the contours of Chinese social media marketing.

- **AI and Big Data Analytics:** Advanced algorithms enable hyper-targeted advertising and predictive consumer insights.
- **Short-Form and Live Video Content:** Formats that foster real-time interaction and authenticity continue to gain traction.
- **Community-Based Marketing:** Building micro-communities around shared interests enhances brand loyalty and organic growth.
- **Cross-Border E-commerce:** Increasingly, Chinese social media platforms facilitate international brand entry, expanding global reach.

Brands that stay attuned to these developments and invest in agile, culturally informed strategies will be better positioned to harness the full power of Chinese social media marketing.

Navigating the complexities of the Chinese social media landscape demands a blend of strategic insight, local expertise, and technological adeptness. As digital consumption continues to evolve rapidly within China, marketers who adapt with agility and respect for the unique market dynamics can unlock unprecedented opportunities for growth and engagement.

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chinese social media marketing: *The Chinese Social Media Market* Luanne Minn, 2021-07-29 There are one billion active social media users in China. They spend almost two hours per day using social media. And 80% of unplanned e-commerce purchases come from social channels. So if you want to connect with your Chinese customers, social media marketing is indispensable. This book will walk you through the Chinese Internet landscape and then drill down into the social media platforms that marketers need to consider when engaging with a Chinese audience. You will be offered practical, common sense approaches on how to work with Chinese social media sites like Renren, Kaixin, Sina Weibo and many others.

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Ying WANG, 2025-03-31 This book, the first of a two-volume collection, presents a contemporary analysis of Chinese digital platforms from an insider's perspective. It examines the evolution, phenomena and underlying logics of Chinese social media platforms and practices. Bringing together insights from dedicated researchers, successful practitioners and keen observers of Chinese social media, this volume sheds light on various facets of Chinese social media. It explores issues such as social media governance, platformisation, creativity, censorship, media affordance and representation. The chapters also investigate distinctive Chinese social media phenomena and practices, including the 'momo army', the trend of sending text as voice messages, various humorous meme cultures and the unique 'danmaku' (bullet screen comments) feature prevalent on live-streaming and video-on-demand platforms. The industry-related chapters provide valuable insights into the intersection of social media and contemporary art, music, e-music and non-fungible tokens in China. This volume is a valuable resource for academics and students in media and communication studies, as well as social media researchers, China studies enthusiasts, industry professionals and anyone seeking a deeper understanding of Chinese social media dynamics.

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Changchun Xuan, 2022-09-30 The book aims to evaluate social media users' attitude towards social media advertising in mainland China. By conducting a large-scale national survey in China (N = 4,172), the author systematically and comprehensively examines factors that influence social media users' attitude towards social media advertising. Integrating the perspectives of sociology, psychology, communication and advertising, the author discusses the influencing factors from the standpoints of consumers, social media platforms, and culture, and the mechanisms among them. Moreover, this book demonstrates the heterogeneity among mainland Chinese consumers, as well as their similarities and differences from American consumers. The book appeals to scholars and postgraduate students in the fields of marketing and advertising, and those advertising practitioners who are interested in the Chinese market.

chinese social media marketing: The Chinese Consumer: A Guide to Success in the World's Largest Market Pasquale De Marco, 2025-05-08 In this book, Pasquale De Marco provides a comprehensive overview of the Chinese consumer, the Chinese market, and the best ways to market to Chinese consumers. He draws on his extensive experience in China to provide insights into the Chinese consumer psyche, the Chinese market, and the best ways to market to Chinese consumers. **The Chinese Consumer: A Guide to Success in the World's Largest Market is divided into 10 chapters, each of which covers a different aspect of the Chinese consumer market.** The chapters cover a wide range of topics, including: * The Chinese consumer: who they are, what they want, how they shop, and what their values are * The Chinese market: size, growth, key trends, challenges, and opportunities * Marketing to the Chinese consumer: key principles, channels, strategies, case studies, and best practices * Product development for the Chinese market: key considerations, case studies, best practices, and common pitfalls * Pricing for the Chinese market: key principles, case studies, best practices, and common pitfalls * Distribution for the Chinese market: key principles, channels, strategies, case studies, and best practices * Customer service for the Chinese market: key principles, channels, strategies, case studies, and best practices * Digital marketing for the Chinese market: key principles, channels, strategies, case studies, and best practices * Social media marketing for the Chinese market: key principles, channels, strategies, case studies, and best practices * The future of the Chinese market: key trends, challenges, opportunities, case studies, and best practices **The Chinese Consumer: A Guide to Success in the World's Largest Market is written in a clear and concise style, and it is packed with practical advice.** It is an essential resource for any business that wants to succeed in the Chinese market. **Pasquale De Marco is a leading expert on the Chinese consumer market.** He has over 10 years of experience working in China, and he has advised some of the world's largest companies on how to succeed in the Chinese market. **The Chinese Consumer: A Guide to Success in the World's Largest Market is the definitive guide to the Chinese consumer market.** It is a must-read for any business that wants to succeed in China. If you like this book, write a review on google books!

chinese social media marketing: Digital China: Modern Chinese Consumers Ashley

Dudarenok, 2019-01-01 China's millennials and young people from third tier cities are becoming China's consumer powerhouses. However, there's more to the country than people in their prime earning years and the obvious youth market. Chinese consumers are on everyone's mind. Who are they? What do they want and need? How are they buying and how much are they spending? This indispensable guide is for anyone who wants to understand how people in China make their purchases and what leads them to make their purchasing decisions. Here's an excerpt to give you a taste. China is one of the most dynamic and appealing markets in the world. With more than 500 million active online shoppers, China attracts brands and companies from all over the world. Multifunctional social media platforms, mobile payment apps, mini programs, non-stop shopping festivals, thousands of influencers (KOLs) promoting brands on their live streaming channels and instantly changing trends can overwhelm even experienced marketers, not to mention newcomers. Who should I target? How can I sell my product to them? These and many other questions occupy marketing departments around the world. In an attempt to stay on trend and increase brand awareness, many Western companies have already merged their e-commerce and social media efforts. But establishing a social media presence doesn't guarantee success in China. How much do you know about recent trends in social media? We've created this mini-book to help marketers better understand ten key consumer profiles in 2019. You'll also find out about hot trends on Chinese social media in the summer and fall of 2019. We'll dive into case studies and information that will empower you to take action and make wise decisions when it comes to your marketing budget. Modern Chinese Consumers Consumption in China is expected to grow to 6.1 trillion USD by 2021. Although estimates have been tempered by recent tariff and trade disagreements, China's standard of living is still expected to keep increasing and the country still has large segments of the population that are underserved. A large proportion of Chinese people live in smaller cities and rural areas. Reports indicate that over 50% of sales from the Luxury Pavilion in Alibaba's Tmall are from customers who live outside Tier 1 and 2 cities. On top of this, by 2021, 70% of spending is expected to come from those in the 18-35 year age group, who are mostly China's Millennials. Understanding the mindset and preferences of Chinese consumers is crucial to success in the China market. What are they really like? While old ideas and stereotypes may persist, the truth is Chinese consumers, especially those in top tier cities, are the most sophisticated and spoiled in the world. The China market is currently flooded with a wide variety of domestic and foreign brands offering a vast array of products. However, with increasing purchasing power, there's still an eagerness for novelty and even more quality choices. This is why most Chinese consumers, especially those in first and second tier cities, prioritize product quality. They expect high calibre personalized products and services that are reasonably priced. They're also accustomed to quick turnarounds so they want them fast. Having said that, it's not realistic to describe all Chinese consumers as a whole. There are a variety of consumer types and markets within China and to understand Chinese consumers more deeply, we need to divide them into different consumer groups. Each of them has their own characteristics and purchasing preferences. Let's take a dive into today's most significant consumer groups. The 2018 book China's Evolving Consumers: 8 Intimate Portraits, edited by Tom Nunlist, has a wealth of insights about modern Chinese consumers. This compilation has fascinating perspectives because in addition to research, some of the writers are insiders writing about their own experiences and those of their peers in a given demographic. We see this book as an important reference in this section along with our own observations and experience in the market. REVIEWS "Ashley understands the ecosystems of WeChat, Chinese social media and social commerce, Chinese consumers and Chinese New Retail at a level, and with a depth and breadth of knowledge, that places her among the elite thinkers and doers in Chinese Digital Commerce." Michael Zakkour, Tompkins International "Ashley doesn't only create content that's incredibly interesting and valuable, but also shares her inspiration and spreads knowledge of the fast-changing, growing economy that Westerners need to adapt to when expanding into China." Jia Song, China Enterprise Business Center

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May Ying WANG, 2025-03-31 This book is the second of a two-volume set that presents a contemporary analysis of Chinese digital platforms through an intercultural and interdisciplinary lens, highlighting the complex nature of the online ecosystem. The book provides an overview of the complex forces shaping the Chinese cyber-landscape and their global digital implications, drawing on cross-cultural insights and spanning a range of academic disciplines. The intercultural section explores the cross-cultural potential of Chinese social media, addressing intriguing questions such as why and how international influencers maintain a presence on Chinese social media platforms, examining their motivations and communication strategies. The interdisciplinary section studies the intersections of Chinese digital platforms with sociological studies, linguistic analysis and artificial intelligence. This volume is a valuable resource for academics and students in media and communication studies, as well as social media researchers, China studies enthusiasts, industry professionals and anyone seeking a deeper understanding of Chinese social media dynamics.

chinese social media marketing: Social Media and Mobile Marketing Strategy Randi Priluck, 2016-08 Social Media and Mobile Marketing Strategy is the first digital media marketing textbook to combine social media and mobile technology with digital marketing strategy planning. It provides a framework that guides students in setting objectives, segmenting and researching potential markets, examining consumer behavior in the digital market space, and using measurement plans to evaluate success and failure. Working from a strong foundation in marketing theory, this text presents a clear set of processes for executing social media and mobile strategies in order to build brand value.

chinese social media marketing: Social Media Marketing, Indian edition Marc Oliver Opresnik | Philip Kotler | Svend Hollensen, This Indian Edition of the global bestseller, chosen by Bookauthority as one of the best marketing/advertising books in the world, is essential reading in top-tier universities and a staple for both practitioners and academics. The Indian Edition dives deep into the evolving landscape of digital and social media marketing, including expanded sections on tactical planning, execution, and the latest trends in AI, machine learning, and the Metaverse's impact on businesses and consumers, complemented by insights and practical examples specifically tailored to the Indian market. This guide explains the most important theoretical aspects in an easily accessible way to facilitate the transfer of this knowledge into real decision-making situations and leads readers through the maze of communities, platforms, and social media tools so that they can better decide which tools to use, and how to use them most effectively. As a result, this textbook is a benchmark for excellence in social media marketing guides.

chinese social media marketing: Chinese Tourism in Australia John Connell, Phil McManus, Xuesong Ding, 2024-07-22 This book investigates all facets of Chinese tourism in a single destination, and its fascinating rise and evolution. It provides an overview of the first two decades of twenty-first century Chinese tourism in Australia, covering the early days, when Chinese tourism was mainly guided package tours with tourists visiting standard iconic sites, and its evolution into more individualistic tourism, with younger tourists seeking out sites of particular interest. Many of these 'new sites' are places where self-photography has particular merit, chosen in part because they are colourful, and images are distributed in real time to communicate with others and enhance social status. This quest for distinctiveness and colour has contributed to creating a distinctly Chinese tourist geography of Australia, analysed here in relation to conventional tourism geographies. The book takes a deliberately chronological approach to focus on the speed of change, discussing the more exciting and active 'new tourism' in ways that integrate qualitative and quantitative research, and provide a basis for international comparison and discussion of key emerging themes in tourism studies.

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Many corporations have started embracing mobile marketing and social media to help them to connect to customers and increase their business profits. This book explores different options for using mobile social media for business development ranging from business to consumer, consumer to consumer and business to business conversation models. It shows you the many social media tools and platforms you can use in your social media marketing strategy. It answers key question in each type of social media marketing strategy to help you plan and execute a successful social media marketing campaign. In this book, you will discover - How companies are leveraging on smartphones and tablets to tap their social network power. - Types of social media marketing tools and their usage - How to integrate various mobile and social networking tools into your marketing plans - How the Chinese mobile social landscape works and strategies to engage the Chinese consumer.

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chinese social media marketing: Social Media Marketing: Breakthroughs in Research and Practice Management Association, Information Resources, 2018-05-04 In the digital age, numerous technological tools are available to enhance business processes. When these tools are used effectively, knowledge sharing and organizational success are significantly increased. Social Media Marketing: Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use, strategies, and applications of social media marketing in business today. Including innovative studies on email usage, social interaction technologies, and internet privacy, this publication is an ideal source for managers, corporate trainers, researchers, academics, and students interested in the business applications of social media marketing.

chinese social media marketing: Digital China: How To Win With Chinese Tourists Ashley Dudarenok, 2020-03-01 Modern Chinese tourists have become a mainstay in global tourism. The United Nations World Tourism Organisation shows the number of Chinese travellers going abroad climbed from 2.8 million in 1997 to about 73 million in 2018. This means that as of 2018, China was fourth in terms of international visits behind Germany, the United States and Britain. Would you like to attract more of these Chinese travellers to your location, shop or brand? Then this is the book for you. Find out who China's outbound tourists are, where they're travelling, what they're purchasing and why. Here's an excerpt to give you a taste. China has the world's largest pool of tourists and in the past decade, Chinese tourism has seen outstanding growth. Now more than ever, Chinese people are travelling. With growth in the larger economy and an increase in disposable income, people are also spending more on travel and in their destination. According to data from the China National Tourism Administration (CNTA), in 2000 there were only 4.5 million outbound trips. In 2018, there were 149.72 million. Purchases while travelling accounted for 11% of per-capita spending in 2018, which is twice the level recorded in 2011. Changes in Chinese travellers' behaviour have also been noted in recent years. They're adapting more "Western" travel habits. Instead of just going sightseeing and shopping, they're more willing to engage in in-depth experiences of local lifestyle and culture. Unique, tailor-made travel services are also a new trend. For example, some are moving from 5-star hotels to boutique hotels or Airbnb homestays and bespoke tours are becoming more

popular. We've created this mini book for those in the tourism industry who want to understand Chinese outbound tourists and recent trends in order to attract them and provide the best service to them. If you've ever asked yourself "How can my business benefit from the increasing number of Chinese travellers?", this book will answer that question. In the past 8 years, I've worked with over 300 brands helping them tap into China. Since 2016, I've been a speaker at over 90 events and run my signature Chinese social media masterclasses across Asia, Europe and the Middle East. You're in safe hands. Modern Chinese Tourists: Who Are They and How are They Travelling? So, who's coming to visit? Modern Chinese tourists aren't one group and are changing and developing every year. Some traits cross demographic boundaries, like the fact that women make up 53% of Chinese tourists, while others don't. And things are changing rapidly because of current events and trade tensions. Understanding the differences and preferences of these groups is crucial to attracting Chinese tourists and increasing the most important kind of marketing – word of mouth. Here's some of the key information as things stand in November 2019. Millennials One of the most desired consumer groups among marketers all over the world is millennials and China is no different. Chinese millennials, born in the 80s and 90s and now between 20 and 39 years old, are hitting prime consumption age. Described as educated, open-minded and tech-savvy, they make up 31% of China's total population, representing 415 million consumers. BCG estimates that by 2021, millennials will make up 46% of China's urban population. They will experience increasing purchasing power and will gradually become the main consumers of products and services. In tourism, millennials play a vital role in shaping trends, as they represent 55% of all Chinese travellers and according to a Coresight Research survey they take an average of 2.3 trips per year. They tend to be more independent and have sophisticated demands. While other travel groups pay greater attention to climate, exchange rates and prices, millennials are ready to pay more and go farther in order to experience unique cultures, cuisine and greater shopping options. Some call it the "experience it all" approach and it's expected that they'll keep these habits and preferences as they age. This group is also more spontaneous and makes the largest number of last minute bookings. Usually their trips are inspired and encouraged by influencers on platforms such as WeChat, Weibo and Xiaohongshu. Millennial travellers are ready to spend a significant amount of their income on travel and on average spend more per day (US\$ 346) than other groups (US\$ 320). Millennials are also affecting their parents' travel choices, especially when they travel in groups with older family members." REVIEWS "Great and relevant content! Professional and knowledgeable speaker with contagious energy." Michelle Ng, Harley-Davidson "Ashley opened our eyes to how the Chinese are leading innovation in the social media space, and how we can learn from them." Coen Tan, Lead Trainer at Ministry of Influence

chinese social media marketing: Digital and Social Media Marketing Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

chinese social media marketing: The Power of Real-Time Social Media Marketing: How

to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected

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to come up with promotional concepts. Few people know the industry as well as they do and nobody knows better what will engage customers and fans. KOLs and micro-KOLs with real influence in China gain fans and followers because of their expertise, knowledge, skills, personality and content. There's a shared interest that has brought their fans and followers on board. Cooking, fitness, being a parent, pet care, comedic musings on daily life, smartphones, organic food, sneakers, anime, beauty, fashion and cars are just some examples of the kinds of content that KOLs have created followings and communities around. Some micro-KOLs have built their small, dedicated followings around even more niche subtopics. This means that no matter what your product or service is, there's an audience out there for it and there are influencers who are in touch with that audience. With the amount of spam and constant ads, these KOLs can help your brand cut through the noise and reach your audience. With advances in big data and AI and some social media marketing know-how, finding and selecting influencers who have the right audiences for you is achievable. REVIEWS "Ashley is a great connaissance of the newest and latest digital trends in Greater China. Her passion for the China market is contagious and she combines that passion with professionalism and on-the-ground knowledge in an unprecedented way." Tiziana Tini, Professor at Glion Institute "Folke's passionate entrepreneurial drive, unrestricted customer focus and personal commitment to his clients' missions are unique. His support in marketing and any other kind of business-related issues has not only pushed our successful start in the Chinese eCommerce business, but rather was a key enabler." Falk Haarig, Paul Hewitt GmbH

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