A nighttime photograph of a city skyline, likely Shanghai, featuring prominent skyscrapers like the Oriental Pearl Tower and the Shanghai Tower. The scene is dark with city lights illuminating the buildings and a body of water in the foreground.

How to bring customers to your eCommerce Store?

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MULTICULTURAL BRAND EXPERIENCE AGENCY

MELBOURNE | ADELAIDE | SHANGHAI | NANCHANG

China Media Landscape

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IN CHINA

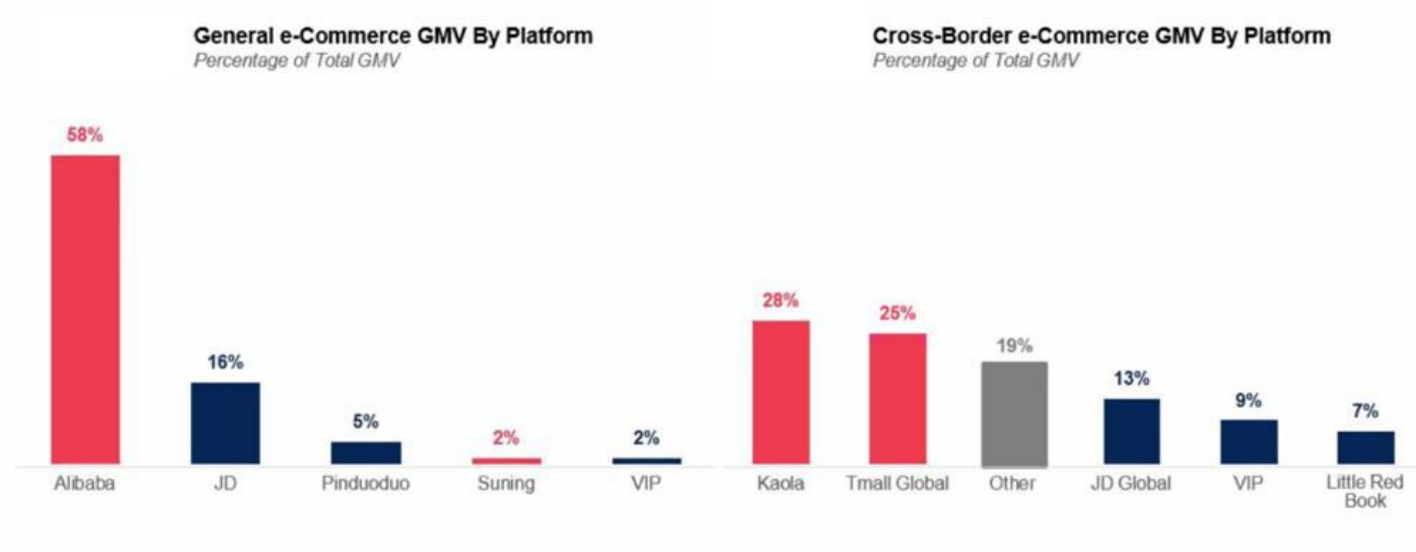
IN U.S.

2020 | Digital Trends & Platforms in China

Platforms that Outperformed

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Alibaba's platform has the most sales, by a country mile.



Source: Source: eMarketer, Quarterly e-Commerce Report, a16z.

Stages of Customer Lifecycle

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Who are your customers?

- Where are they?
- What do they like?
- What's their media behaviour? (media touch points)

How To Bring Customers To Your Ecommerce Store?

How did you setup your sales funnel?

- Which ecommerce?
- What's the ecosystem?
- How does people normally shop there?
(consumer behaviour within the eCommerce store)

4 Areas to Consider before Going to China

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Brand/Product

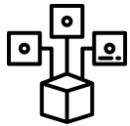
Does my product have market fit in China?



Is my team and production ready for the China market?



Do I have inhouse expert or trusted organisation to rely upon?



Distribution

Do I have a China distributor?



What's my logistic solution in China? (warehouse)



Who is doing Customer Service? (Refund, Replace)



Sales Funnel

Website

vs

eCommerce - Tmall Store

vs

Brick-and-Mortar



Marketing

Diagnosis



Strategy



Tactics

4 Areas to Consider before Going to China

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Brand/Product

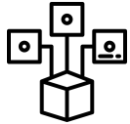
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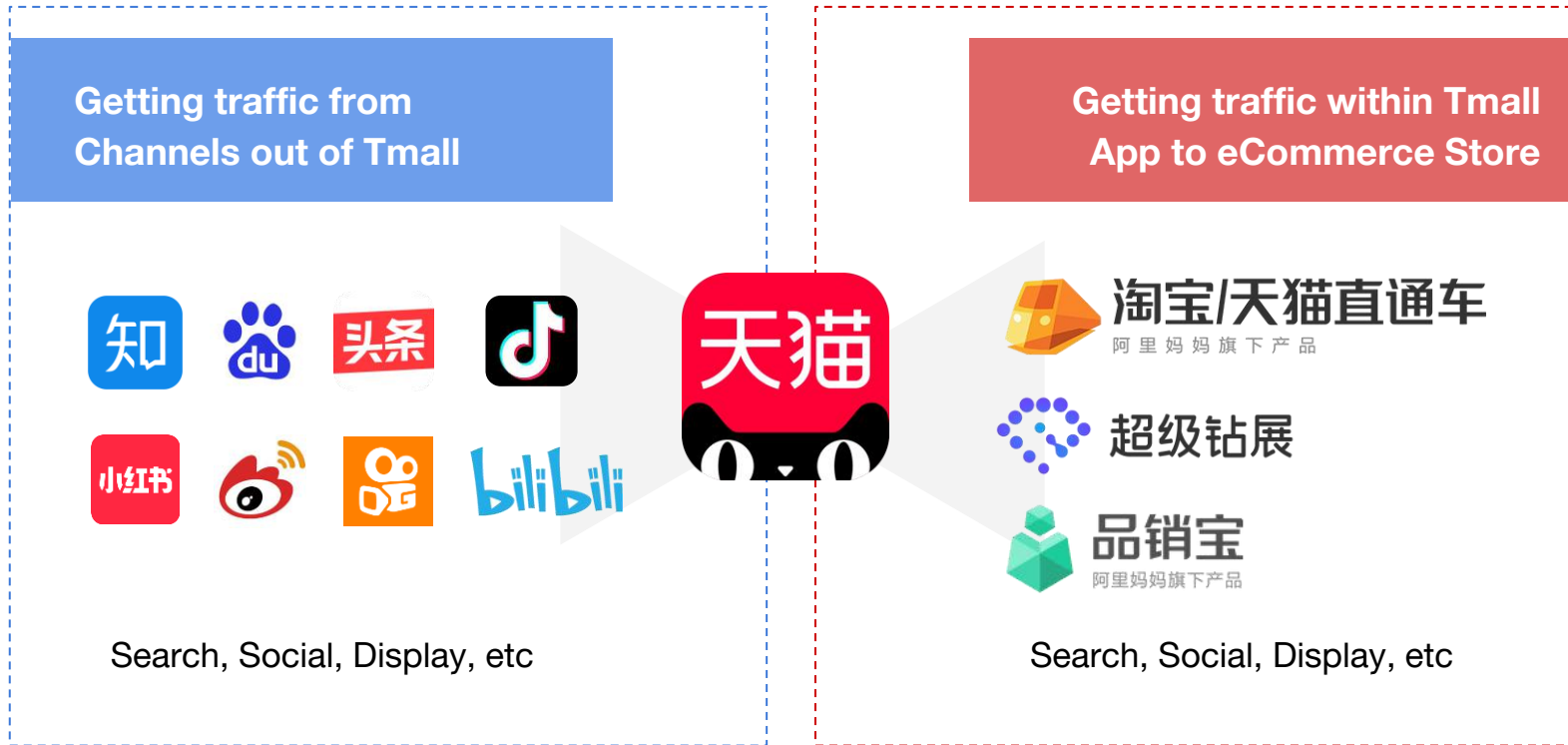


Strategy



Tactics

Driving Traffic | Inbound and Outbound of eCommerce Store



External Channels

Tmall Internal

External Traffic | Paid Search and Social

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Select the Right Media Network

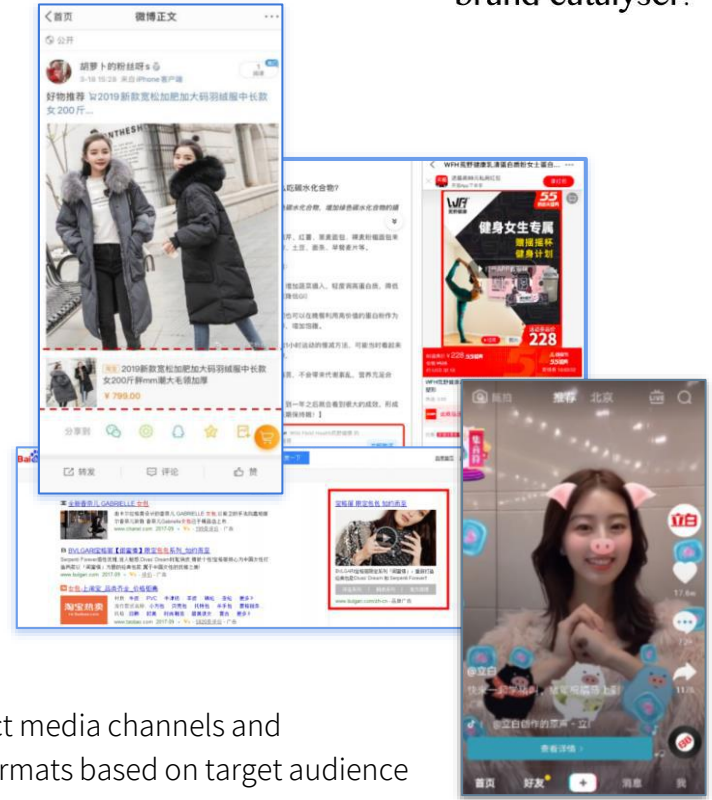
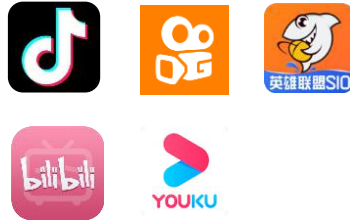
Search



Social



Video & Livestream



Select media channels and ad formats based on target audience and drive audience to Tmall store

External Traffic | KOL Marketing



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Quality

Quantity

External Traffic | Programmatic Buy

Programmatic Buying across Multiple Online Advertising Placements/Ad Exchange
Cutting through mobile apps, desktop sites to video streaming sites.

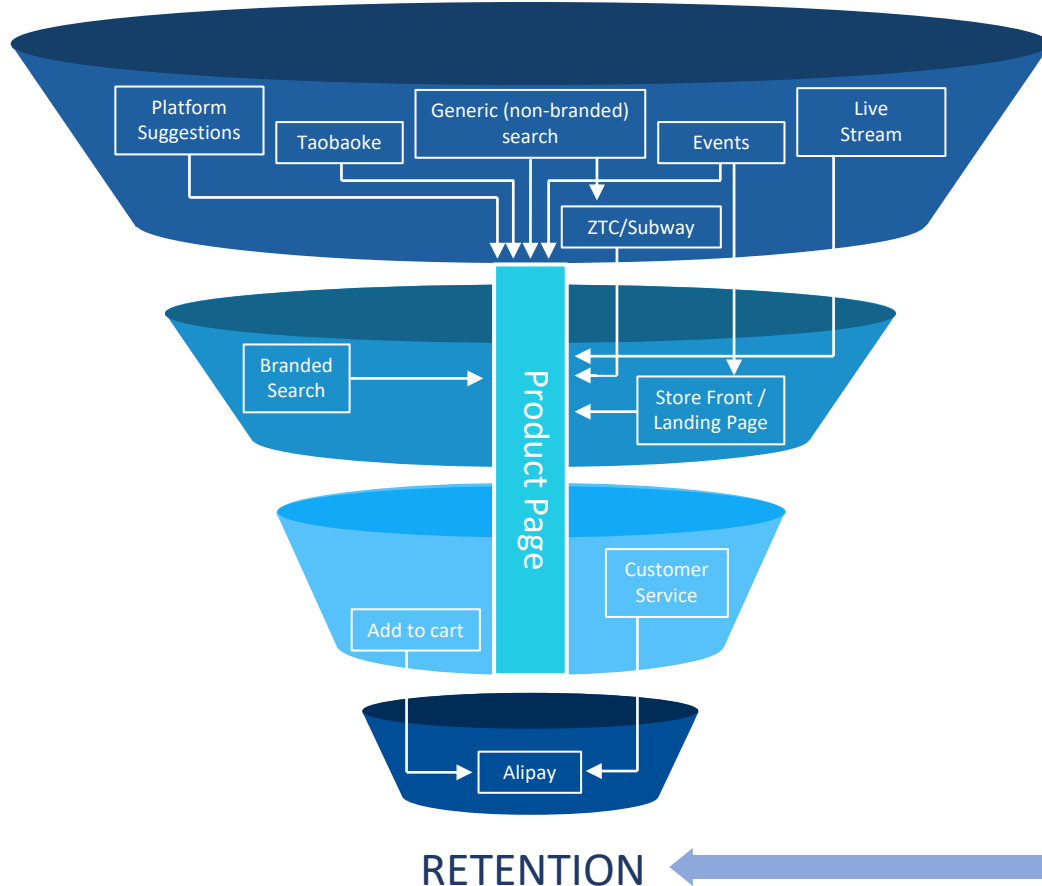


Programmatic Buying can bring traffic from different platforms for maximum exposure. These formats can be highly targeted to specific audiences to re

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Internal Traffic | Tmall Marketing Products

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AWARENESS

Platform Suggestions, Taobaoke, Generic (non-branded) search, Event, Live Stream, ZSZW, ZTC/Subway



INTEREST

Branded Search, Weitao, Store Front / Landing Page



DESIRE

Favorite, Add to cart, Customer Service



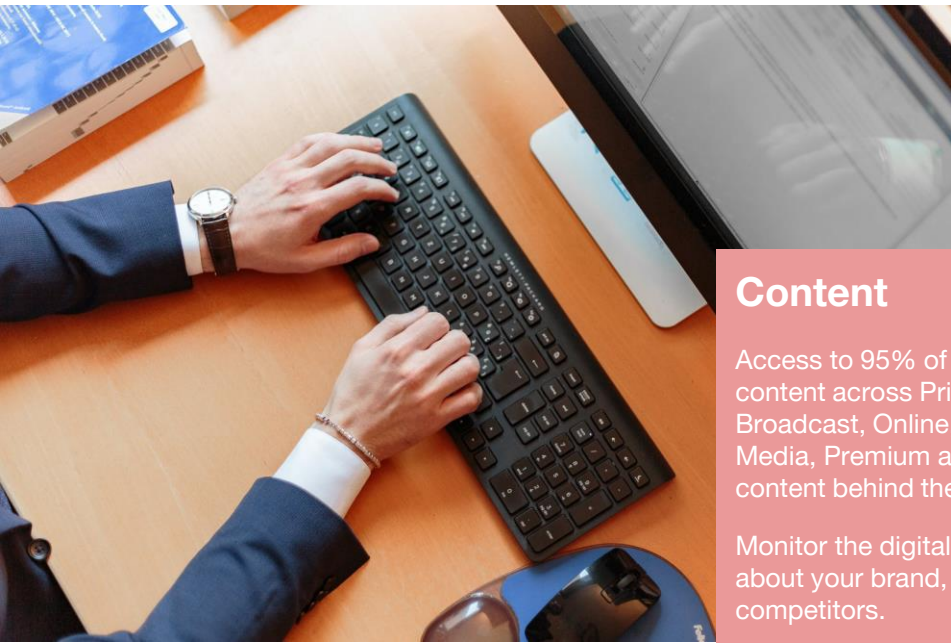
ACTION

Alipay

RETENTION

Measurement | Social Listening

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We have you covered for Print, TV, Radio, Online News and Social Monitoring in real-time. Using third-party technology to conduct social listening across digital channels, we can provide brands with live insights on community discussions and feedback.

Content

Access to 95% of digital content across Print, Broadcast, Online, Social Media, Premium and content behind the paywall.

Monitor the digital activities about your brand, product, competitors.

Influencers

Find the online conversations, media mentions and community discussions. Receive alerts on what is trending on social media and posts from prominent social influencers.

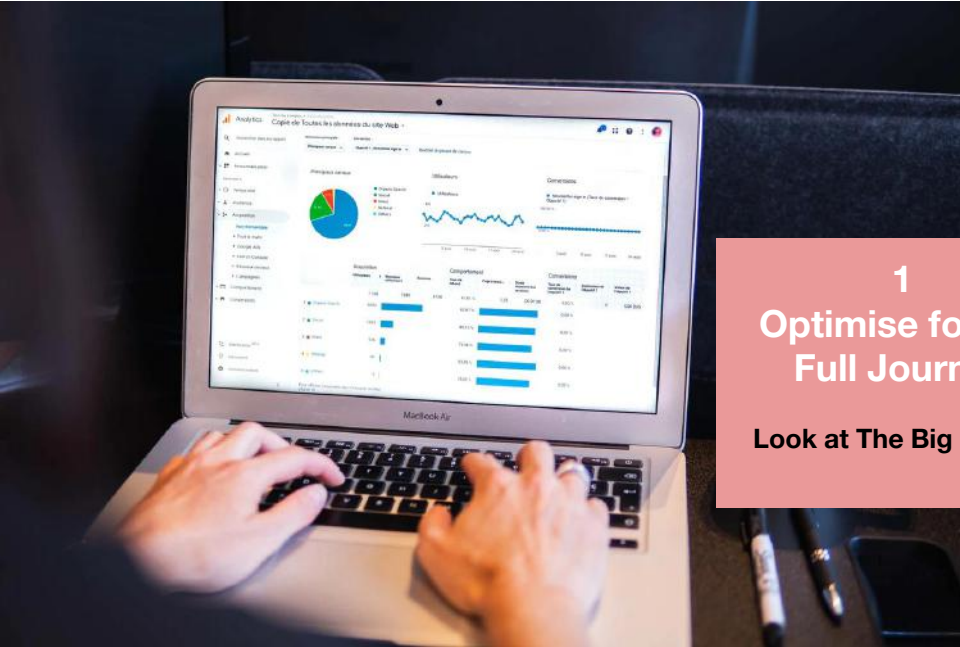
Analysis & Insights

From tracking impact, brand and sentiment analysis in real time to competitor benchmarking, industry analysis and crisis communications.

We help you understand the bigger picture and your industry as a whole.

Take Away | 5 Tips for Your 2021 Ecommerce Strategy

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1
Optimise for the Full Journey
Look at The Big Picture

2
Relevance is Still the Key
Create Entry Point

3
Differentiate and Distinctive
Recognisable & Unique

4
Localise with Consistency
Maintain Identity

5
Prepare for Future
Look out for Rainy Days

THANK YOU

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