



Internet Media Management (China)

We support organizations in Internet Media Management in China

Business Rationale

Not in China today, not in the world tomorrow

- China is the largest market in the world (economy and Internet)
- If an organization / brand with global ambitions is not present in China, it will be overtaken by players from China

If you don't manage it, others will

- Your brand will be used / sold in China, no matter if you decide it or not
- Imitations of your products are flooding official marketplaces, not only hidden illegal platforms

Your brand is already online

- Your business partners and employees already promote your products and brands online, you just don't know it
- Other market representatives capitalize on your absence every day

Media management in China is different

- Channels you know from other markets (e.g. Google, facebook, twitter) are irrelevant in China
- Many media channels in China are rather simple to penetrate and the returns significantly outweigh the cost



Solutions

Monitoring

- Comprehensive analysis of media coverage
- Analysis of competitive environment and opportunities

Coordination

- Media strategy development
- Continuous external support in execution
- Content development / localization

Management

- Implementation of Internet media strategy
- Active intervention into daily media presence and discussion

Value

Brand Promotion: You can measure your progress in brand visibility based on solid key performance indicators

Brand Protection: You will ensure your brand strategy will not be impacted by curve balls on the way

Increase of Sales: Immediate increase in enquiries and sales after initial setup of media channels

Increase After-sales: Capitalize on downstream profitability with services in service-hungry environments

Confidentiality

We act in full secrecy / confidentiality in all our engagements . Your name will never be revealed. We also remain invisible.





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digitalmedialab!

Professional Internet Marketing Management