MARKETING
CONNECTING YOU WITH CHINESE TOURISTS & AUDIENCES
Huan Ying Marketing is a specialist China focussed marketing agency helping Canadian businesses and organizations, target Chinese inbound tourists and business professionals, the Chinese community in Canada and targeted Chinese audiences in China.

We work with Luxury brands and Retailers; Hotel groups; national, regional and local Tourism bodies; DMC’s (Destination Management Companies); Travel agencies & Tour operators; Government bodies; Trade & Industry Associations; Educational institutions and Professional Services firms.

With operations in Canada, US, Europe and China, and a team of native English and Chinese speakers with extensive experience in both western and Chinese tourism, marketing and social media, we are ideally placed as the go-to agency to help you connect with China.
CHINESE TRANSLATION & LOCALISATION SERVICES

Research among Chinese tourists continually highlights the need for Western companies to provide information in Chinese so as to be more user friendly.

At Huan Ying Marketing we have a pool of native Chinese speakers for all your Chinese translation and Chinese localisation needs.

- Brochures, menus, information sheets, maps, comment cards, signage and promotional materials
- Proposals, tenders, legal documents, presentations, etc.
- Email translation
- Translators for telephone and conference calls
- Website analysis and translation of local Chinese websites
- Chinese localisation of your company website
- Translation of your company marketing materials
- Chinese interpreters for visiting Chinese delegations
- Chinese interpreters based in China for attending exhibitions and trade visits

MARKET RESEARCH

Huan Ying Marketing can help you with all your Chinese market research needs.

- Market and Competitor Intelligence gathering
- Online market intelligence gathering from Chinese websites
- Information gathering by telephone from Chinese companies
- Market sector and Tourism sector specific reports
- Partner & Travel Trade profiles
- Customer Survey Design
- Online, Telephone, Email and Face-to-face surveys
- Comment Cards
- Database Development

416 671 7150 or 1800 865 9169  info@huanyingmarketing.com
To help you effectively market and sell your brand and services in China, Huan Ying Marketing provides a range of design services for all your Chinese marketing and promotional material needs including:

- Brochures
- Presentations
- Guide booklets
- Menus
- Comment Cards
- POS displays
- Trade Show & Exhibition displays
- Websites
- Print Advertisements
- Banner & Digital ads

Huan Ying Media offer specialized Chinese contract publishing services. We can help you publish your Newsletter, Brochure, Prospectus, Catalogue or Magazine, in Print or Digital format for your Chinese customers and audiences. Our services include:

- Publication Planning
- Content writing and management
- Design
- Advertising Sales
- Print Production & Management
- Distribution & Fulfilment (Local & in-China).

When you consider not only the increasing importance of video marketing, but also the proliferation and extensive use of social media and smartphone usage in China, having a professionally produced Chinese language video is a really great way to make your brand stand out from your competitors when targeting potential Chinese customers.

If you already have promotional video material, we can simply re-edit this with Chinese sub-titles &/or voiceover to create a cost-effective new Chinese promotional video for you. We can also help you produce Video tours, Tutorial videos for agents and partners, etc.

- Video storyboarding and pre-production planning
- Chinese models for photo shoots and video shoots
- Video production
- Post Production Editing
- Chinese voiceovers & Chinese Sub-titles
- Video promotion in China

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Chinese Website Design & Development Services

In order for your company to be visible in China and successfully promote and sell to Chinese tourists, it is crucial to have some or all of your website translated into Chinese.

However, in most cases straightly translated web sites don’t work, particularly given the different design and layout preferences of Chinese audiences compared to the West. By incorporating some Chinese design, layout and navigation principles into a Chinese version of your website you will make not only your website, but your business and brand, more attractive to Chinese.

Indeed, in some cases, it may be appropriate to design and develop a new Chinese website or micro-site for the Chinese market. If you want your website to be easily accessed in China, with a fast loading speed and optimum user experience, it is best to host your Chinese site in China, and to file and keep up to date all required registrations with the government.

Huan Ying Marketing can help you with all aspects of website design and localisation for the Chinese market.

- Optimising and Translating your existing content for Chinese readers
- New Content Development for Chinese readers
- Digital strategy review and web site positioning analysis.
- User requirement analysis
- Existing website localisation
- Wireframe design and visual design
- Chinese Website Design
- Chinese micro-site design
- Technology development and CMS integration.
- Incorporating Chinese social media into your website, if applicable
- .CN domain name registration and ICP filing.
- Web site hosting, content maintenance and technical support
- Web analytics & reporting.

Chinese SEO/Chinese SEM

Our experienced Chinese online marketing and social media team can help you optimise your website rankings in China.

- Baidu account set up (similar to Google Adwords)
- Chinese keyword suggestions
- Campaign loading and execution
- Ongoing keyword performance optimization
- Campaign monitoring and budget control
- Analytics and reporting
CHINESE SOCIAL MEDIA SET-UP & CAMPAIGN MANAGEMENT

Whether it’s Weibo, Wechat, Youku, or any of the other Chinese social media sites, Huan Ying Marketing can help you adopt the right social media strategy, set up your social media presence, help seed and publish content through the social channels and help you connect and engage with your Chinese target audiences.

We help you plan, develop and implement social media marketing campaigns, taking advantage of Chinese social media, including Weibo, relevant BBS forums, viral emails and competitions, to create buzz and drive traffic. Objectives and call-to-actions are front and center of all campaigns. Each campaign is carefully monitored and managed to ensure maximum engagement.

DIGITAL MARKETING & ONLINE ADVERTISING IN CHINA

The power of the Internet in China has never been stronger and the potential for international travel, tourism, hospitality and retail brands and companies to increase brand awareness and generate demand has not even begun to be realized.

Our Chinese digital marketing and online advertising team can help you plan and implement effective PPC and display advertising campaigns in China. We create strategies to reach a wide range of target audiences utilising a variety of tactics from high impact media placements to broad reach vehicles, social media integration and hyper-targeted performance media.

EMAIL DIRECT MARKETING

A targeted email marketing campaign in China can help generate awareness for your brand, engage partners or potential customers and help increase sales. Huan Ying Marketing can manage all aspects of your email marketing in China.

Social media account set up
Ongoing activity, including posting original content
Monitoring and responding to comments and questions
Promotional video distribution
Campaign & creative development
Online competitions
Dedicated landing page or micro site
"Calls to action" for capturing customer data
Increasing fan base
Targeting influential bloggers
Manage media buy
Analytics and Reporting

Keyword research and analysis
PPC (pay per click) advertising in China
Campaign planning
Concept design
Media planning, negotiation and buying
Banner and display advertising in China
Social media advertising in China
Affiliate advertising in China
Campaign implementation and monitoring
Post campaign analytics and reporting

Email & Ezine template design
Database building and management
Affiliate database cross promotions
Email delivery and tracking

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IN CHINA REPRESENTATION, MARKETING & SALES SERVICE

With our local and Chinese teams, Huan Ying Marketing can act as your on-the-ground service partner and representative in key cities across China, helping you to successfully penetrate the Chinese market and attract Chinese customers.

Following an initial consultation and briefing, we assess your goals and requirements and develop a package of services tailored to your particular needs and budget, and delivering both value and results.

Huan Ying Marketing can help you develop and implement an appropriate and targeted media relations and PR campaign to achieve your goals.

China is a huge country and media coverage often proves to be a big challenge for new market entrants. We offer the most practical, local media relationship management service, which includes:

- Attending & Participation at key Chinese travel trade events
- Travel Trade Database building and maintenance
- Arranging familiarization tours to your destination, venue or establishment
- Organizing Agent seminars, Information events, and Road Shows, etc.
- Proactive Telesales & Field Sales service
- Scheduled sales visits to selected Chinese cities
- Implementing product and/or destination programs
- Online & Offline Marketing, Advertising & PR service
- On-Campus Promotions, Shopping Mall & Event Promotions, etc.

- Tailored press releases to best match different media requirements
- Press release distribution
- Press release follow up calls, regular contact & meetings with relevant media
- Media tracking and media clipping reports
- New media PR engaging relevant websites, social media and bloggers to experience your brand and share their experiences through their online communities

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If you are already working with Chinese clients, tourists or consumers, or want to start targeting Chinese audiences, talk to us today to discuss your requirements. One of our friendly team will evaluate your needs and propose a tailored solution that best suits your objectives.