










Xi'an Anber Consulting

Main Chinese Sales and Marketing Channels

A brief introduction overseas enterprises need to know

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Main E-commerce Platforms

TMall		The Chinese E-commerce giant from Alibaba group with a focus on B2C services.
Taobao		Another E-commerce giant from Alibaba group with a focus on C2C.
JD		Founded in 1998, JD features a fast delivery service and guaranteed product quality.
Pinduoduo		Pinduoduo has been growing in third and fourth-tier cities and slowly eating some of Taobao's market share.
Kaola		Kaola is known by establishing a reputation for selling reliable and genuine products on its website. In 2019, Kaola was bought by Alibaba for 2 billion USD.
VIP.com		VIP.com started from beauty and fashion sector and focuses on discounts and flash sales.
RED (Little red book)		Founded in 2013, RED now has over 260 million MAU (Monthly Active Users). The app combines social media and e-commerce in one.
Douyin (Tik Tok)		Douyin is a short video social networking app. As of January 2024, the DAU (Daily Active Users) have exceeded 400 million. In 2023, the total transaction volume of Douyin's E-commerce reached approximately 2.2 trillion Chinese Yuan.
Kuaishou		Kuaishou also originated from short video sector. Kuaishou has 360 million DAU (Daily Active Users). In 2022, Kuaishou's Gross Merchandise Volume (GMV) for e-commerce goods reached 901 billion Chinese Yuan.

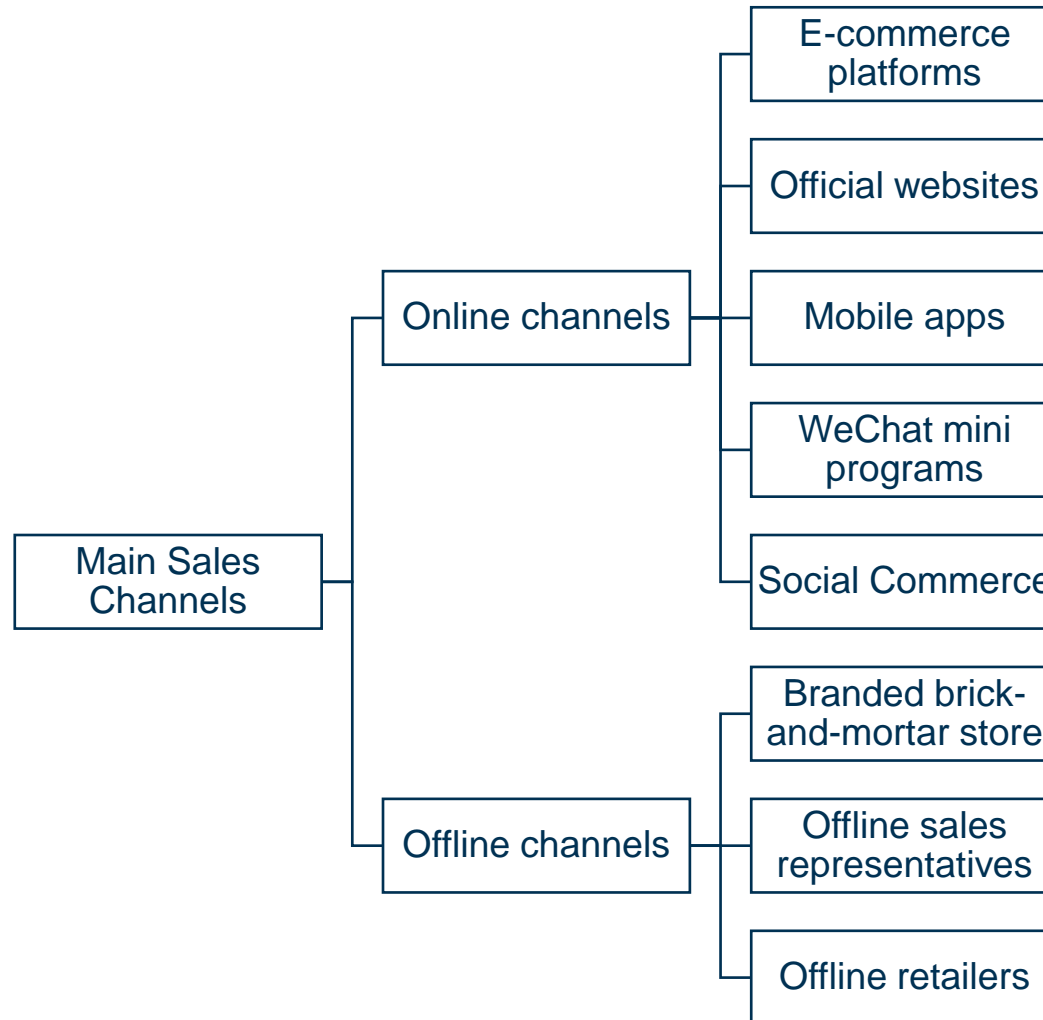
Main Marketing Channels



Paid advertisement	Owned media	Word of mouth marketing
<p>Online advertisement</p> <ol style="list-style-type: none"> 1. SEM (Search Engine Marketing) In China, Baidu, Sogou, 360 and Shenma share the market. 2. Affiliate marketing Three main elements are creative, targeting and bid. 3. Navigation website ads. Popular navigation websites are hao123, 360, Sogou, UC and etc. 4. Programmatic. Guangdiantong, Toutiao, Netease and etc. 5. Native advertising. Relative expensive, top websites are Tencent, Sina, Netease and ifeng.com 	<ol style="list-style-type: none"> 1. Official website Onsite marketing 2. SEO (Search Engine Optimization) Including Baidu Baike (Wiki). 3. Official social media account WeChat and Weibo are essentials. 4. Online News Publish self-generated content on websites such as Huxiu, 36kr, Toutiao and etc. 5. Video sharing Youku, iqiyi and etc. 6. Content marketing. Zhihu, Douban, Ctrip, Autohome, WeChat group and other social media channels. 	<p>Influencer Marketing</p> <ol style="list-style-type: none"> 1. Celebrity endorsement 2. Internet KOLs (Key Opinion Leaders)
<p>Above the line (ATL)</p> <ol style="list-style-type: none"> 1. TV advertisement Advertisement, interview, sponsorship and etc. 2. Newspaper People, Nandu and etc. 3. Magazine Fashion, Automobile, Travel and etc. 4. Radio 		<p>Media channel</p> <ol style="list-style-type: none"> 1. Independent journalist 2. Well-known media
<p>Out of home (OOH)</p> <ol style="list-style-type: none"> 1. Elevator. Focus Media has strong recourse for brand exposure. 2. Metro. Led display, poster and etc. 3. Bus and bus stops. Poster and advertising vehicles. 		<p>Fans and followers</p> <ol style="list-style-type: none"> 1. Official Tieba, blicks, WeChat account 2. Social media groups 3. Individuals

4. Other public places. Square, cinema, airport and etc.		
Social advertisement 1. WeChat. Including Influencer and Moments ads. 2. Weibo. Including Influencer, Fensitong and Hot topic. 3. Other social media. RED, Zhihu and etc.		
App marketing 1. Apps stores. Huawei Store, Xiaomi, 360 and etc. 2. Ad union. Adwords, Youmi and etc. 3. Pre-installed apps from phone makers. 4. Super apps. Opening screen ads is recommended.		
Business development union 1. Associations 2. Universities and schools 3. Industry union 4. Media union		

Main Sales Channels



E-commerce platforms	Most brands opt for online marketplaces as their point of sale, such as Taobao, JD, and Pinduoduo. These platforms boast a massive user base and dominate the e-commerce landscape in China.
Official websites	For most brands, whether operating in the B2B or B2C sector, maintaining an official website is commonplace. Apart from featuring brand concept introductions and product displays, the majority of these websites offer direct purchasing services. This convenience allows potential customers to make direct purchases after browsing the company's official site.
Mobile apps	In addition to official websites, some brands also have dedicated mobile apps. This enhances convenience for customers, especially considering that over 80% of Chinese internet users make purchases using mobile devices.
WeChat mini programs	WeChat began as an instant messaging app and swiftly evolved into an indispensable application for every Chinese user. A mini-program within WeChat serves as an excellent channel to establish one's own web shop.
Social Commerce	Social commerce refers to social media apps that incorporate direct product purchase functions. Through these apps, users can be enticed by User Generated Content (UGC), paid content, live streams, or performance ads and make purchases directly within the apps.
Branded brick-and-mortar store	To cater to customers' preferences for offline shopping experiences and services, many brands maintain their own branded brick-and-mortar stores as a direct offline sales channel. Brick-and-mortar stores are predominantly associated with 2C businesses.
Sales Representatives	The term 'Sales rep' primarily denotes a direct sales approach wherein sales personnel utilize visits, events, and other offline activities to achieve sales conversions outside of a physical store. This model is predominantly associated with 2B businesses.
Retailers	Offline retailers, exemplified by supermarkets and department stores, constitute the primary form of offline distribution.