

# MARKETING PACKAGES

## MEDIA START UP PACKAGE

Coverage on most commonly-used platforms in China, including:

- Social media account creation (Weibo & WeChat)
- Baidu wiki creation and other knowledge hubs (e.g. Sina Ask, Saso Wenwen, Baidu Zhidao);
- Chinese-language webpages (up to 7), including content proposal, editing and design;
- Marketing collateral creation;

**Fees:** From USD 5,000

## PROMOTIONAL CHANNEL PACKAGE

Our targeted B2B promotional campaigns raise awareness of your scholarships, short-term programs and industry-specific events.

Our extensive China-based network of 1,600+ institutions can help you target Chinese universities with certain disciplines (e.g. postgraduate recruitment) or reach high schools teaching certain languages/curriculum (e.g. undergraduate recruitment).

**Fees:** From USD 2,500

### Follow Up Services:

"Cost Recovery + Commission" model

## LEAD GENERATION CAMPAIGN

Our digital advertising campaigns drive student enquiries when you most need them

We use several Chinese search engines and social media platforms, including Baidu, 360, Weibo and WeChat, to create bespoke campaigns as well as a number of specialised education portals and online recruitment agency channels containing the desired student segment(s).

**Fees:** From USD 3,000

## ONGOING MARKETING SUPPORT

We help you maintain a highly-visible online profile and strong social media following, through:

- Direct coordination of all content and postings across media channels and social media;
- Coordination with agents;
- Benchmarking and media monitoring;
- Chinese language marketing collateral;

**Fees:** From USD 2,500 per month

**BBS Management:** From USD 2,500 per year

**SEO Services:** From USD 2,500 per year

Please contact us for a detailed quotation or to discuss your requirements.

## OUR MEMBERS, READERS AND CLIENTS INCLUDE:



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