







MMG THAILAND



FROM MAINLAND CHINA

Molihua Media Group (MMG) is the only mainland Chinese-operated Chinese marketing and e-commerce consulting company based in Bangkok, Thailand.

In mainland China, they use entirely different platforms from the rest of the world, although their functions and targets are similar. In addition, they require a more complex sign-up process than most platforms globally due to security and government requirements. We understand the Chinese market 100% with the know-how and dedicated expertise to achieve your highest expectations.



UNIQUE SOLUTIONS

We understand that each business is unique, with specific selling points that require bespoke solutions. We distinguish the most suitable solutions that match the brand's goals and keep the established identity while adapting to the Chinese audience.

We are NOT an ordinary digital marketing agency, so we don't provide fixed packages. Every client deserves the choice of solutions for their unique product or service.



REAL-TIME CHINESE INFO

The Chinese market changes daily, so our research department is at the core of our business, ensuring we are informed about the latest trends and developments to deliver the most effective marketing and e-commerce solutions available. We are deeply rooted in China's digital ecosystem, assuring we will provide innovative and effective results.



FRIENDLY BUDGET

We operate each project with our established team of experts in Thailand and China we do not outsource to other agencies to ensure that budgets are competitive (Although we do offer white-label services to other agencies).

We take pride in guiding our clients with an open and transparent experience to maintain a lasting business relationship.



PROFESSIONAL TEAM

Our goal is to empower our clients' businesses and support them with relevant and compelling suggestions and solutions to grow their business

MMG Thailand achieves this with a dynamic team of Thai, Chinese, and Western members with years of experience in Thailand and abroad. All with the focus of clearly understanding the differences and potential of two markets and the "Pain Points" for various industries and businesses.



POSITIVE RESULTS

Delivering results-oriented Chinese marketing programs that enhance our client's branding, improve sales and foster their growth.

Some Interesting Numbers

We strive to be the leading full-service Chinese solutions center across Asia by revolutionizing the industry, and setting higher standards of professionalism and success.

8+

Years of Experience

100+

Happy Clients

27

Diverse Industries Work Experience with Clients

38.5%

Impressive Client Loyalty Rate (clients with over 3-year tenure)

72.2%

Remarkable Client Referral Rate (2023 new clients acquisition from existing/previous clients)

300%

More Value Delivering Beyond the Market Standard 100%

Original & Customized Content and Solutions

100%

In Sync with the Latest
Trends of the Chinese Market

100%

Ownership of All Content & Accounts Transfer to the Clients

100%

Business Category Exclusivity

Trusted By These Leading Brands

They said yes to MMG Thailand





CENTRAL











Ocean[®]











































And More...

Partners

















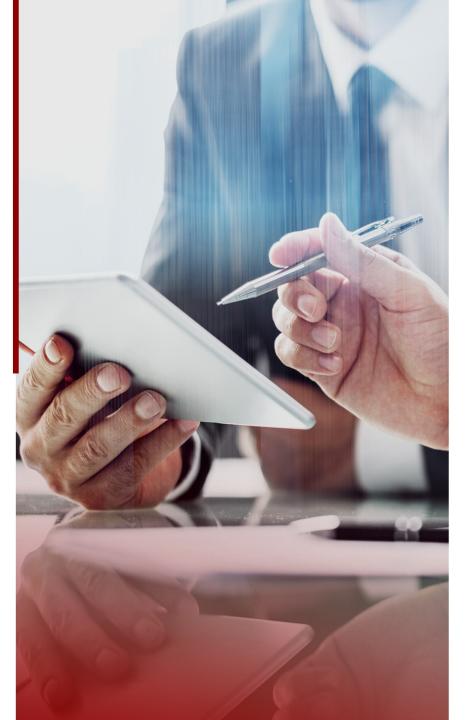








What We Do



Driving Outcomes For Our Clients



Chinese Marketing

- Chinese Tourists Marketing
- Chinese Expats Marketing
- Mainland Chinese Marketing/E-commerce
- China-based Chinese KOL/KOC Services
- Thailand-based Chinese KOL/KOC Services



Business Support

- Chinese Recruitment
- Chinese Company Set Up
- Trademark Patent Registration
- Chinese FDA/NMPA Registration
- Localization Translation Language Lessons



Premium Services

- National-Level Media Press Release
- Portal Media Press Release
- Vertical Industry Media Press Release
- Chinese Celebrity Endorsement
- Chinese Brands Collaboration



Agency White Label

Full-Service Chinese Marketing



" 3 CHINESE MARKETS"

China's economy has continued to grow by double-digit rates over the last couple of years despite a difficult economic climate around the world.

Understanding how to access the large and complex market has become crucial to most companies.

Chinese Living in China

1.4 Billion

Chinese Travelling to Thailand

10.98 Million In 2019 (3.5 Million in 2023)

Chinese Living in Thailand

2 Million (Including all Chinese-speaking nationalities)



"OCTO-MARKETING"

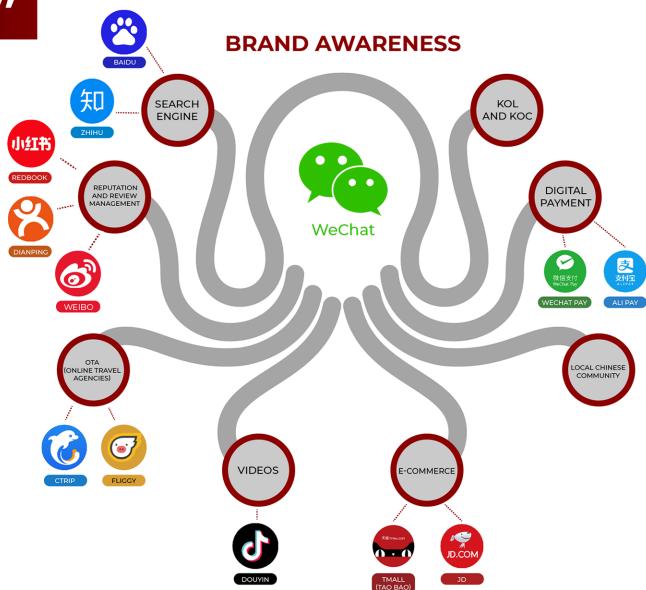
An octopus possesses one head and eight tentacles.

Although the head lacks the ability to feed itself, the eight tentacles extend to obtain food and nourish the head.

A similar analogy applies to Chinese marketing:

WeChat holds significant importance, yet it cannot directly generate sales. It functions as the "head" of Chinese marketing.

To effectively generate sales, there must be eight "tentacles" reaching out to grasp opportunities and provide sustenance to the "head."





1.1 Chinese Tourists Marketing: Top Chinese Destinations

In the wake of the pandemic, Chinese tourist arrivals in Thailand plummeted by 50%, from 10.9 million in 2019 to 3.5 million in 2023.

Notably, Q3 witnessed a shift, with 1.8 million Chinese visitors favoring stays of 4 to 10 days, spending 30,000 to 100,000 baht per person. This period marked a transition—Free and Independent Travelers (FIT) surpassed tour groups, reflecting a premium market shift.

Chinese tourist sector growth



1.2 Chinese Tourists Marketing: Top Chinese Destinations

Southeast Asian Countries Dominate Top 20 Outbound Travel Countries in 2023

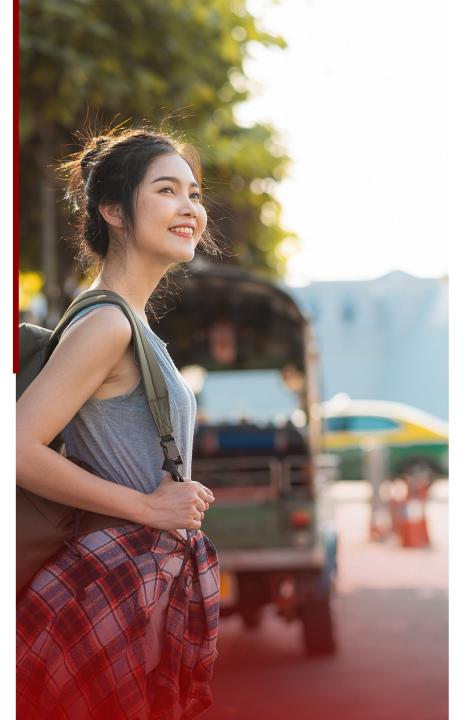
NO.1 Thailand	NO.11 South Korea
NO.2 Japan	NO.12 France
NO.3 Malaysia	NO.13 Spain
NO.4 Singapore	NO.14 New Zealand
NO.5 Indonesia	NO.15 Germany
NO.6 Philippines	NO.16 Canada
NO.7 Australia	NO.17 United States
NO.8 Vietnam	NO.18 Italy
NO.9 Laos	NO.19 Turkey
NO.10 United Arab Emirates	NO.20 Cambodia

Go to places with the sea! Top 20 popular outbound travel destinations in 2023

NO.1 Bangkok	NO.11 Sydney
NO.2 Tokyo	NO.12 Melbourne
NO.3 Phuket	NO.13 Paris
NO.4 Chiang Mai	NO.14 Penang
NO.5 Pattaya	NO.15 Vientiane
NO.6 Bali	NO.16 Barcelona
NO.7 Singapore	NO.17 London
NO.8 Kuala Lumpur	NO.18 Los Angeles
NO.9 Osaka	NO.19 Krabi
NO.10 Dubai	NO.20 Jeju Island

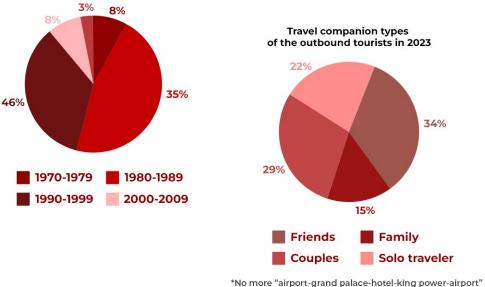
- 500% growth of travelers during the "golden week" comparing to Labor's Day Holiday of 2023
- 1,477,000 outbound Chinese tourists daily, during the "golden week"
- 50% DAU increase of Dianping all Thailand thanks to the free visa policy
- 50% DAU increase of Dianping Bangkok, and 66% DAU increase of Dianping Phuket
- Reached 80% of the number of Alipay users comparing to the same time of 2019
- 105% increase in spend per account comparing to the same time of 2019





1.3 Chinese Tourists Marketing: An Increasing Number of FITs

The days of big tour groups are declining, welcoming in a new generation of travelers. The Free Independent Travelers are growing by double digits each year due to expendable income, confidence, desire to be more adventurous, and technology liberated.



*No more "airport-grand palace-hotel-king power-airport

*They are looking for a unique travel experience

Visit Museums/Art Galleries

Diving Enjoying Natural Beauty

Island Vacation Looking for

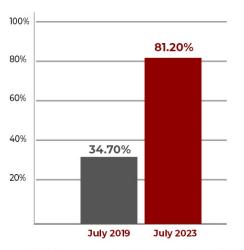
Citywalk Exotic Experiences Delicious Food

Sacred Sites Tour Surfing Historical Sites

Gender distribution of the outbound tourists in 2023



Percentage of outbound travelers who have concerns about safety



*Safety concerns have increased tremendously

1.4 Chinese Tourists Marketing : Customer Journey





1. Create Content (WeChat/Weibo/Redbook/Douyin)

Good content quality.



2. Targeted Exposure (Redbook Ads/Baidu Ads/Dianping)

- Collaborate with travel bloggers and influencers.
- Optimize for search engines.
- Utillize keyword advertising.



3. Awareness of Travel Demand (KOL/KOC reviews)

- Word-of -mouth
- Social media



4. Online Search & Information Acquisition

- Check Redbook, Weibo, Baidu, Dianping, etc. to get more detailed information.

5. Itinerary Planning & Booking (OTA platforms)



6. On-site Experience

- May freely change the itinerary according to their own interests and preferences.
- Search for attractions locally.



7. Sharing

•Visitors share their experience on social media.

2.1 Chinese Expats Marketing

An increasing number of Chinese have relocated to Thailand.

The Chinese Expat community has doubled in the past five years, totaling around 1 million making it the absolute largest foreign community in Thailand. An excellent opportunity for local businesses to establish a long-term relationship with potential customers.

Marketing to Chinese expats will result in direct sales, return business, referrals offline and online, exposure locally and in China, affecting your e-reputation and reviews for the future.







2.2 Chinese Expats Marketing



High net-worth community

The existing filtered high-quality Chinese expats living in Thailand or the new arrivals who have gone through quarantine at ASQ hotels or AHQ hospitals have disposable income that we consider high-qualitytarget consumers.



High return on investment

Local Chinese expat marketing is cost-effective and typically gets prompt feedback and quick results.

We have developed successful step-by-step strategies that have resulted in a high ROI for our clients.



Recruit distributors and "true" KOLs

When your brand or product gains popularity with the local Chinese expats, word of mouth, reviews, and organic content will inevitably spread, impacting your brand's success with the local market. In addition, the returning tourist will also view the positive reviews.

Besides this, it will expose your brand to potential distributors living in Thailand or doing research for Thai brands or products.

2.3 Chinese Expats Marketing

Convert Sales

The Chinese expats in Thailand are a viable sales source and are considered quality leads.

The following are the key points in marketing to the Expat Chinese community.

Consistent Exposure

- Press release
- **Banner** ads

KOL Review

- Advertorial
- WeChat timeline ads

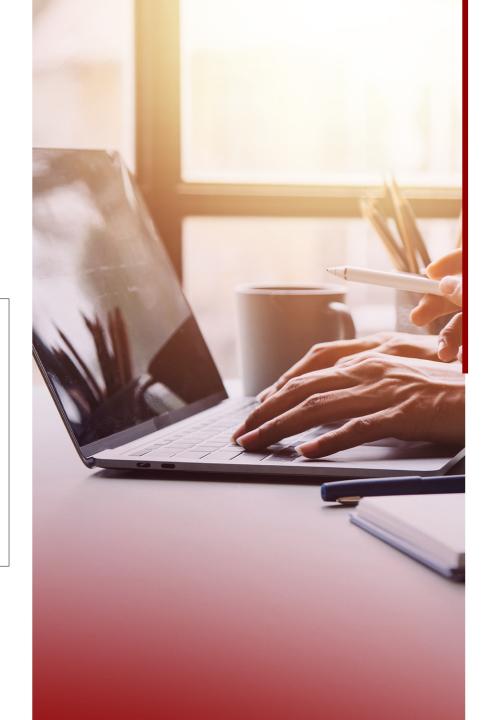
Build Community

- Scan QR code
- Friends invitation

Conversion

- Exclusive coupon
- * Frequent engagement

MMG Thailand has built a network of WeChat groups and official pages that focus on a wide range of topics and interests that the Chinese expats trust





3. Mainland Chinese Marketing/E-commerce

China has a large population and booming economy with over 1.4 billion citizens and has the world's second-largest economy globally, soon to be number one.

In addition, they have a rapidly growing middle class, accounting for 58% in 2019. By 2023, the average household earnings of the middle class are between US\$14,844 to US\$74,221 annually.



Tmall Marketing

Ensure that you leverage specific strategies and tactics that drive the conversations into revenue.

Ensure the message always rises above the noise on the most popular e-commerce channels, and your platform advertising budget is efficiently spent.

We will negotiate the best advertising packages on the critical Chinese third-party platforms to ensure your brand has the best exposure possible.

It is also imperative that your marketing timing matches with the promotional calendar to drive effective marketing to ensure consumers see your products at precisely the correct times.

MMG Thailand knows how to drive platform conversions on Tmall.

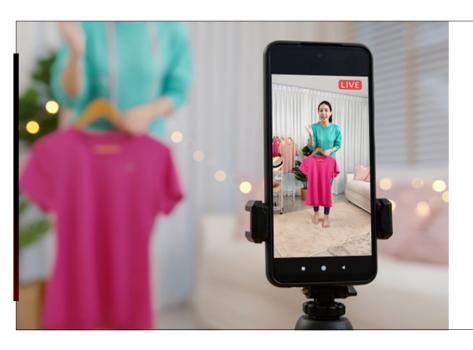


JD Marketing

Before deciding to enter China, research is crucial; Tmall and JD.com (partially backed by Tencent) are the country's two most prominent players in the e-commerce landscape. So, what are the critical differences between the two platforms? From historic tendencies Tmall for fashion, JD for electronics.



Primarily used in tier-two and tier-three markets for inexpensive daily necessities. With the main feature being group purchases with friends, family, neighbors, etc., the user buys the product at a lower price.



Live Streaming





Live streaming is a highly effective Chinese digital marketing tactic for leveraging your brand or product sales and visibility.

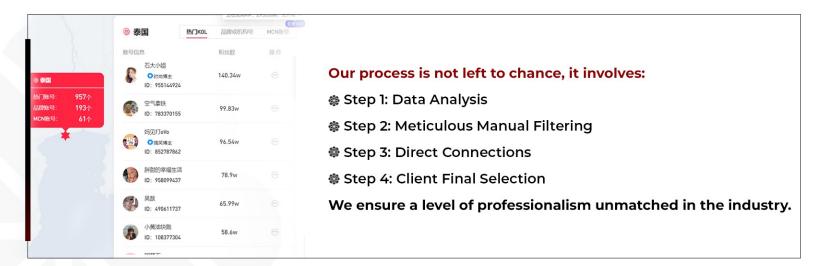
Brands can partner with well-known, iconic KOL's in China or can hire actors to conduct the live streams; both can be highly effective in driving awareness and conversions.

4. China-based Chinese KOL/KOC Services

Elevate your brand with MMG Thailand's superior China-based Chinese KOL/KOC services. MMG Thailand stands out through cutting-edge technology and precise data-driven selection of influencers of over **2,000,000** accounts.

At MMG Thailand, we boast millions of direct associations with Chinese KOL/KOCs across various platforms. This extensive network enables us to offer unparalleled reach and impact. Our proven approach, backed by concrete numbers, guarantees strategic and impactful engagements that set your brand apart in the competitive Chinese market.

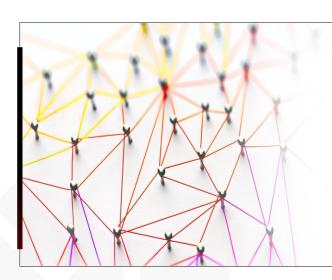
You are not limited to a select few options – you're exploring the full spectrum of possibilities with all the influential voices in the Chinese market





5. Thailand-based Chinese KOL/KOC Services

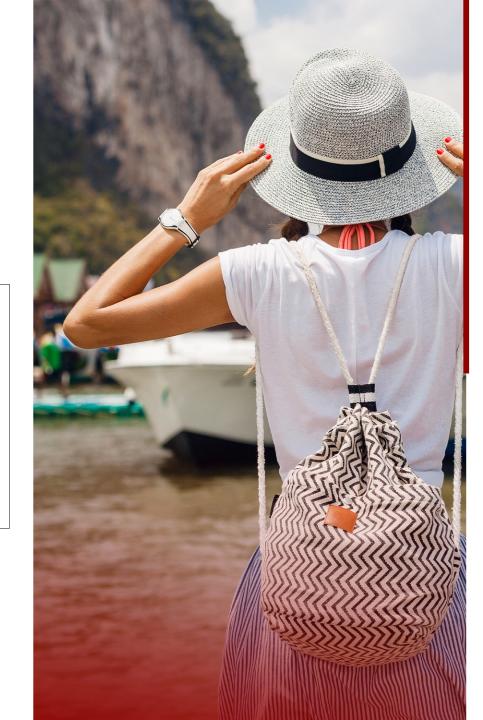
A distinctive avenue connecting you with 3,000+ credible Chinese KOC/KOL accounts in Thailand. Utilizing our advanced strategy and tools akin to those KOLs, we offer authenticity and cost-effectiveness to your campaigns.



These influencers provide the possibilities to amplify your brand's credibility by:

- visiting your business
- & curating on-site, real-time content
- furnishing genuine reviews

Our Thailand-based network presents a localized, budget-friendly approach to influencer marketing, ensuring impactful and genuine engagements for your brand in the Chinese market.





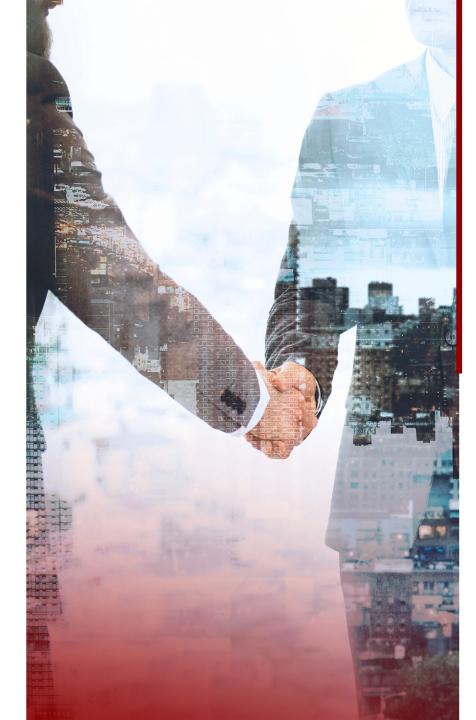
1. Chinese Recruitment, Company Set-up

Trust in MMG Thailand to find the right Mandarin-speaking staff member for your business.

If you are recruiting for a Mandarin-speaking job, MMG Thailand can help. We have been recruiting people for Mandarin-speaking positions in Thailand for several years, and we consistently received referrals and positive feedback on placements from many of our clients.

We can recruit for a wide range of international and Chinese companies from SMEs to Blue Chips, generally on an exclusive or preferred basis.





2. Trademark, Patent, China FDA/NMPA Registration, Localization

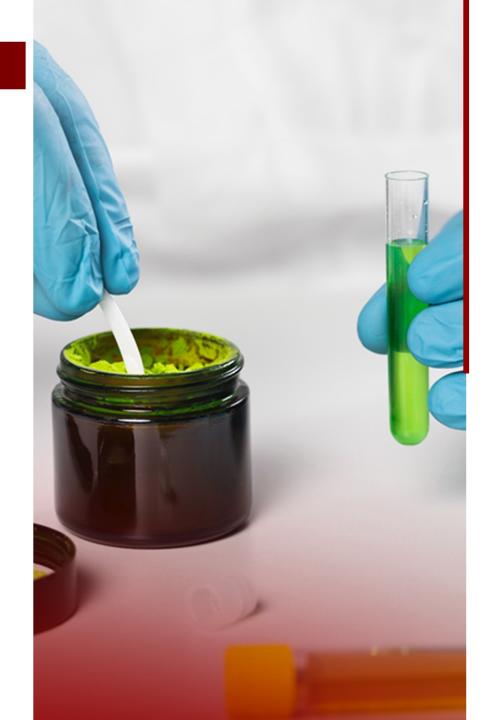
At MMG Thailand, we pride ourselves on giving our clients the most relevant expert advice and information. We have established partnerships with some of the leading companies in Mainland China.

As in the case for our business services department, we have partnered with Duan & Duan, a powerhouse law firm established in 1992, and Sun legal, our sister company, handles all the local legal services for Chinese businesses to expand in Thailand.

We provide the best quality legal services in registering a foreign-owned company, trademark registration, and or disputes, among other related legal services.

In China's healthcare and cosmetic industry, the NMPA (formerly CFDA) is the key regulatory body, ensuring safety and efficacy of medical products. It evaluates and approves pharmaceuticals, medical devices, and health goods.







Premium Services

1. From Government to Vertica Industry Press Releases



National-level media Press Release

We offer Chinese public relations services in various industries, including national media and Chinese government relations.

As public relations is incredibly complex, and even more so in China, given the government's influence on media outlets and language barriers between brands and consumers, we can assist in all of your PR needs.

人民网People's Net: http://www.people.com.cn/

新华网Xinhua Net: http://www.news.cn/

光明网Guangming Net: https://www.gmw.cn/

中国经济网China Economic Network: http://www.ce.cn/

中国日报网China Daily: https://cn.chinadaily.com.cn/



Portal Media Press Release

Step into the spotlight with MMG Thailand's Press
Release services, strategically tailored to harness the immense reach and influence of China's five major portal websites.

腾讯网Tencent: https://www.qq.com/

搜狐网Souhu: https://www.sohu.com/

网易网Netease: https://www.163.com/

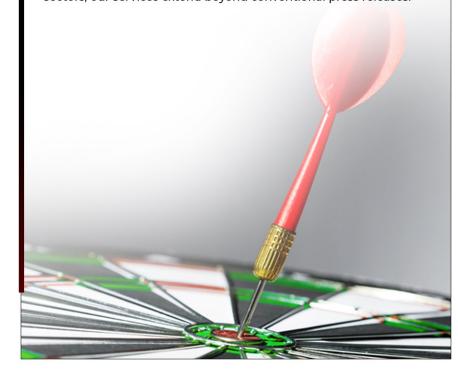
凤凰网Ifeng: https://www.ifeng.com/

新浪网Sina: https://www.sina.com.cn/

Vertical Industry Press Release

Partnering with MMG Thailand grants you access to a network of over 200 authentic, trustworthy, and vertical industry-specific media outlets in each sector. This meticulous approach ensures that your message not only reaches but resonates with the right audience, enhancing your brand's professionalism and credibility.

Whether your focus lies in EDUCATION, HOSPITALITY, TOURISM, HEALTH, TECHNOLOGY, FASHION, LIFESTYLE, BEAUTY, or other sectors, our services extend beyond conventional press releases.



2. Celebrity Endorsement, Brand Collaboration









Dive into the glitz and glamour with MMG Thailand's collaboration with the China Association of Performing Arts. This dynamic partnership grants us exclusive access to a constellation of celebrities, singers, and actors in China. Picture your brand standing side by side with these influential figures as brand ambassadors, instantly adding a dash of star power and credibility to your image.

With MMG Thailand's connection to this association, your brand gains the unique advantage of not only being noticed but also trusted by a vast and diverse audience throughout China.







Embark on a journey into the realm of champions with MMG Thailand's unique link to the General Administration of Sport of China.

This special connection opens doors for your brand to team up with world champions and Olympic medalists. Imagine having these sporting heroes as ambassadors, instantly boosting your brand's image and making it a "champion brand." MMG Thailand's access to these influential figures ensures your brand isn't just seen but celebrated as a symbol of excellence.

THE NOBEL PRIZE







Visit the world of excellence with MMG Thailand.

Our collaboration with Nobel Prize winners allows your brand to share the stage with global thought leaders.

With these connections, your brand becomes more than a name; it's a symbol of innovation and intellectual prowess. Elevate your brand's image and connect with your audience on a profound level as your brand becomes synonymous with the highest echelons of achievement.



White Label Services

Agency White Label

With our extensive experience and diversified team of experts in Chinese tourist marketing, expat marketinge-commerce, cross-border trade, and Chinese business serviceswe offer white label solutions to marketing agencies looking to expand their business range.

These services include marketing on all Chinese platforms, consulting, translation, and creative content services. We can create a complete strategy for your client from the beginning to the end, all with a competitive pricing structure.

MMG Thailand has helped many marketing agencies expand their business opportunities in the lucrative Chinese market.





Case Studies

1. Government & Official Organizations

Challenge & Objective

The Thai Ministry of Commerce wants to boost exports of lesser-known durian and mangosteen from the southern region to China, aiming to diversify beyond the popular eastern fruits.

Solutions

The MMG team partnered with trusted Chinese Key Opinion Leaders (KOLs) in Thailand, conducting thorough reviews and on-site visits to southern Thai fruit plantations. With MMG's guidance, KOLs created compelling content in line with client specifications.

Results

Explosive Reach: Reviews surpassed 100,000 views in three days, accumulating over 1,000,000 views with an impressive 3% engagement rate.

Market Entry Breakthrough: Swift inquiries and wholesale commitments showcased the campaign's success in introducing southern Thai fruits to the Chinese market.

Immediate Impact: Intense interest from potential buyers validated the campaign's effectiveness, marking a pivotal moment in exporting top-quality tropical fruits from Thailand to China.

























2. FMCG

% Challenge & Objective

Singha urgently needed widespread exposure among the Chinese expatriate community for an upcoming food festival in just four days. Swift decision-making and immediate action were vital to capture their attention.

Solutions

MMG moved fast, teaming up with key media channels and using it's strong connections to boost the "Singha Foodfest." They even convinced some to rearrange plans, increasing exposure through the top five KOL/news channels in the Chinese expat community. Plus, they spread the event details in over 400 expatriate WeChat groups.

Results

<u>Explosive Reach</u>: chieved 100,000+ impressions leveraging traffic from top KOL/news channels and targeting 400+ expat WeChat groups, significantly boosting online visibility.

Event Impact: Welcomed over 500 enthusiastic Chinese attendees within a mere four days, showcasing immediate engagement and positive reception among the expatriate community.

3. Mall & Retail

& Challenge & Objective

MMG capitalized on Central Department Store's popularity with Chinese shoppers especially post-pandemic border reopenings. Partnering with Central, MMG aimed to expand influence by reaching travelers even before they landed in China. They focused on engaging customers upon entry, encouraging offline interactions and creating a smooth online-to-offline experience for overall growth in both online and offline channels.

Solutions

MMG expanded its presence on WeChat, Weibo, and Xiaohongshu, focusing on top-notch content and improved user experience to boost follower engagement. Every month, they ran an online-to-offline campaign where users hunted for hidden "codes" in posts, leaving corresponding messages. MMG and Central then selected winners, notified them through MMG, and rewarded them with prizes collected at offline stores.

Results

<u>Exponential Follower Growth:</u> Central Department Store's social media accounts, managed by MMG, amassed over 1,000,000 total followers, signifying a substantial surge in online audience engagement.

<u>Highly Engaging Activities:</u> The monthly interactive lottery events orchestrated by MMG attracted crowds of eager participants, necessitating queues for participation, showcasing a remarkable increase in user engagement and interest.

<u>Organic Social Sharing:</u> Users actively shared their participation experiences on various social media platforms, amplifying Central's reach and engagement organically.

CENTRAL X























4. Real Estate

***** Challenge & Objective

Chinese individuals make up 48.3% of Thailand's foreign apartment market, a big deal. SC ASSET, a major Thai real estate developer, wants in. They're targeting Chinese residents and potential relocators, trying to attract agents and expand their reach. Dealing with Chinese government restrictions on overseas real estate ads adds an extra challenge.

Solutions

- <u>1. Property Makeover:</u> MMG transformed the client's properties with visual appeal, making real estate more relatable.
- **2.** Outreach Mastery: Deep collaboration with Chinese influencers and news platforms quickly reached a wide audience in Bangkok.
- 3. Buyer Temptations: Attractive deals like "10% off," "Free Gold bar," and "Free iPhone" effectively drew in potential buyers.
- <u>4. Digital Connection:</u> Using Chinese platforms and QR codes, MMG built an exclusive agent group, boosting SC ASSET's reach for future projects.

Results

Follower Growth: SC ASSET's official account gained a whopping 59.4% more followers in just two months. Precise targeting attracted high net-worth individuals in key areas like Bangkok, Beijing, Shanghai, Shenzhen, and Hong Kong. Engagement Metrics: A staggering 25.4% call-to-action rate showcased the audience's active response. Exposure rates soared by an astonishing 800% compared to previous benchmarks.

<u>Community Establishment:</u> MMG successfully established an exclusive, high-quality Chinese real estate agent community comprising 79 individuals for the client.

Establishment of Representative Office: With MMG's support, the client established a mainland China representative office, granting them advertising rights equivalent to any Chinese company and placing them at the forefront among Thai real estate developers.

5. Fashion

% Challenge

- 1. Limited brand awareness among Chinese consumers.
- 2. Lack of knowledge about the Jim Thompson House as a tourist destination in Bangkok.
- 3. Products not aligned with viral micro-trends in China, affecting market relevance.

Solutions

- 1. Story Emphasis: Highlighted Jim Thompson's rich history and unique product features.
- **2. Catering to Chinese Visitors:** Developed a Chinese version of the menu and entrance ticket to accommodate essential information for Chinese customers.
- <u>3. Influencer Collaboration:</u> Engaged with 20 Chinese influencers and 100 Redbook-based amateur reviewers monthly to promote Jim Thompson.
- **4. Tailored Offers:** Crafted exclusive promotional offers and discounts targeting Chinese consumers, including a 10% discount for travelers who joined the brand's Fanclub/Social Media channels.

Results

- **1. Brand Popularity:** Established JT as a sought-after brand for Chinese tourists on Redbook, achieving a Monthly Growth of over 1,000 followers on WeChat Official Account, with consistently positive reviews.
- **2. Purchase Conversion:** Attained an impressive 18.8% purchase conversion rate among Chinese tourists at JT's retail stores, averaging a purchase per person of over 15,000 THB.
- <u>3. Tourist Attraction:</u> The Jim Thompson House gained traction among Chinese travelers, accumulating more than 500 user posts within 1 month, showcasing their experiences with JT products and visiting the JT House.
- 4. Revenue Surge: Saw a 25% increase in sales revenue at JT's restaurant and JT House within 4 months.

JIM THOMPSON X

























6. Healthcare

Report of the Challenge & Objective

- 1. Limited promotion due to constraints in the overseas medical industry preventing extensive advertising.
- 2. Chinese individuals in the country lack information about international hospitals in Thailand.
- 3. Language barriers hinder Thai-Chinese residents from making informed choices regarding suitable hospitals.

Solutions

- <u>1. WeChat Presence:</u> Created WeChat account for medical articles, featuring detailed info on hospital departments, doctors, and key services. Implemented Chinese customer service for quick inquiries and top-notch assistance, fostering client satisfaction and encouraging referrals.
- **2. Internet Presence:** Registered as a translator on online platforms, sharing daily hospital updates for domestic and international Chinese audiences. Provided free translation services to boost engagement.
- 3. Offline Promotion: Placed QR codes at hospital locations to promote the official account and social media. Utilized premium online content to drive offline traffic, ensuring consistent and growing client acquisition.
- <u>4. Press Releases/Vertical Marketing:</u> Published articles across various Chinese doctor and healthcare platforms to promote hospital departments, specialized units, renowned doctors, and specific projects like IVF.

Results

- Over 400 monthly interactions for appointments across all online platforms.
- Monthly article readings exceeding 30,000 on various internet platforms.
- Over 5 significant medical projects completed (specifically related to inquiries about childbirth and IVF, exceeding expectations).

<u>Impact:</u> Organically encouraged sharing of medical experiences, boosting hospital visibility, improving understanding among Chinese individuals globally, and converting potential clients.

7.1 Education

Challenge

In the past two years, Shrewsbury International School Bangkok (SHB) has collaborated closely with MMG, solidifying its status as a top British international school brand in Asia. Despite ongoing challenges, especially in Shrewsbury Bangkok and Shrewsbury Hong Kong, MMG's proactive efforts have boosted visibility on Chinese social media, attracting enrollment applications.

However, SHB faces the task of selectively identifying families aligned with its unique culture. Meanwhile, Shrewsbury International School Hong Kong (SHK) contends with the competitive international school market, aiming to attract more parents and convert interested families successfully.

















7.2 Education

Solutions

SHB

<u>Establishing a Comprehensive Social Media Platform:</u> Start new social platforms like WeChat, Redbook, Zhihu for showcasing school life, teaching, and student achievements. Regular updates are key to attract prospective parents and students.

<u>Professional Customer Service Support:</u> Set up customer support to help families assess school compatibility and deliver pre-screened leads. This not only tackles initial communication hurdles but also cuts communication costs, letting the school prioritize top-notch education.

Baidu SEM and PPC Strategy: Leverage Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising for strategic outreach in international education. Identify over 1,000 relevant keywords for precise ad placement on Baidu. This boosts exposure and click-through rates among the intended audience, maximizing the impact of the campaign.

Strategic PR Activities: Craft and launch PR content for the 5th anniversary at the city campus and 20th anniversary at the Riverside campus of Shrewsbury Bangkok. Elevate the school's image as the top international institution in Thailand through these celebratory events.

7.3 Education



SHK

<u>Social Media Content Updates and Optimization:</u> Optimize and regularly update content on WeChat, Xiaohongshu, and Zhihu platforms to attract local and international attention, crafting a brand image with diverse appeal.

KOL (Key Opinion Leader) Collaborations: Collaborate with local education experts, teachers, and other KOLs in Hong Kong. Leverage their social media influence to enhance the school's exposure and strengthen the trust parents and students have in the school.

Online and Offline Campus Exploration Events: Organize multiple online and offline campus exploration events to provide in-depth showcases of the school's distinctive features. This strategy aims to attract more parental attention and participation.

Baidu Advertising: Provide a detailed explanation of the strategic importance of Search Engine Marketing (SEM) and Pay-Per-Click (PPC). Through keyword optimization, ensure that advertisements reach the target parents and students more accurately on Baidu. This approach aims to increase visibility and enrollment effectiveness.

Results

SHB is excelling with a 35% growth in Chinese students, impressive online exposure on Baidu, Redbook, and WeChat, and a top-three presence in Shrewsbury Bangkok searches. Successful conversions include affluent families and students from top-tier cities and international schools like Harrow China.

SHK's operational strategy shines, with targeted social media efforts drawing mainland families. Six successful campus events offer comprehensive insights. Baidu ads impress with a monthly exposure of 549,131 and a 2.96% click-through rate, showcasing effective search engine marketing and advertising strategies.





















8. Skincare & Cosmetic

Challenge

In the fierce beauty industry, Chinese brands outshine, edging out foreign competitors. The pandemic hit Thai tourism, slashing offline sales of Thai essential oils in China. Adapting for survival is the key.

Solutions

E-commerce Boost: Set up a Tmall store, making Thai oils accessible to Chinese buyers. Emphasized Hero Products in brand promotion, driving sales.

<u>WeChat Impact:</u> Launched a WeChat account for timely, info-packed updates, integrating product highlights with Chinese trends for better engagement and conversions.

<u>Platform Outreach:</u> Engaged audiences on Redbook and Weibo, hosting draws for visibility. Targeted potential customers for brand exposure.

<u>Influencer Power:</u> Teamed up with 500+ Chinese influencers on Redbook and Douyin during the pandemic, later collaborating with 100+ Thai-based influencers post-China reopening, amplifying Hero product endorsements.

Results

<u>Brand Triumph:</u> Teaming up with MMG for four years, SATIRA is now hailed as the "Thai national essential oil brand." Globally recognized on major online platforms, it achieved a surge in sales on Chinese e-commerce during the pandemic.

<u>Storefront Success:</u> Bolstered recognition as a must-buy Thai product, driving a 50% spike in offline store sales post-pandemic. Extended the Terminal 21 mall pop-up store contract for another year.

<u>Social Buzz:</u> Monthly reads hit 100,000+, amassing 200,000+ fans on social media. Fans actively share, expanding SATIRA's reach and converting potential customers.

9. Hospitality

% Challenge

- Limited online visibility and brand awareness among the Chinese-speaking audience.
- High dependency on OTAs, with the desire to increase direct bookings, not from the hotel.
- Targeting a diverse audience from the Chinese-speaking market.

Solutions

- To overcome limited online visibility, the hotel translated and optimized its website in Chinese and listed on major Chinese OTAs like Ctrip. Simultaneously, a WeChat official account engaged the Chinese-speaking audience directly.
- Empowering direct bookings: the hotel reduced reliance on OTAs by offering a user-friendly Chinese website for direct bookings. The WeChat official account facilitated direct communication, reservations, and real-time assistance.
- Enhancing user experience: implementation of a WeChat-based customer service system ensured prompt responses, creating a seamless user experience. Regular updates on the WeChat Official Account maintained engagement with local insights and promotions.

Results

<u>Occupancy Triumph:</u> Consistently achieving full occupancy, with high demand reflected in the Chinese-translated pages experiencing a remarkable 200% surge in views, showcasing heightened online interest.

Booking Success: An impressive 20% increase in conversion rates through the Chinese website resulted in a 15% revenue boost, indicating a reduced dependence on third-party OTAs even during peak seasons.

Engagement Metrics: The WeChat Official Account attracted over 1,000 followers in three months, maintaining a robust 30% interaction rate, underlining sustained user engagement, even during periods of high hotel occupancy.

<u>Customer Loyalty and Brand Image:</u> Secured a noteworthy 25% increase in repeat bookings, a remarkable feat considering the consistently high demand. Additionally, the accumulation of over 300 positive reviews significantly enhanced the brand image.

Impactful WeChat offers: Exclusive promotions on WeChat experienced a 30% rise in redemptions, contributing to a substantial 35% increase in user retention among the Chinese-speaking audience, further solidifying the hotel's appeal even during peak times.























10. Attractions

Challenge

- Limited brand awareness among Chinese consumers
- Lack of knowledge about Andamanda Water Park as a tourist destination in Phuket
- Price inconsistency due to a dispersed distribution system.

Solutions

<u>Digital Marketing:</u> Utilized WeChat, Weibo, and Redbook (Xiaohongshu) for content creation, advertising, and PR. Collaborating with both China-based, and Phuket-based influencers to promote the water park, extending brand exposure to 30 leading Chinese tourism platforms

<u>Price System Integration:</u> MMG scrutinized retail prices on key OTA platforms, delivering market reports to clients.

Through negotiations, we aligned vendor prices with market standards.

<u>Promotion During Peak Periods:</u> Implemented focused promotions during peak seasons, significantly boosting brand awareness. Statistics reveal that almost 20% of Chinese tourists in Phuket visited the water park.

Results

Market domination and social growth: Redbook followers surged by over 900 with consistently positive reviews with in a few months from scratch, showcasing the park's allure and gaining momentum among Chinese travelers.

Over 500 user posts in a month vividly highlighted their vibrant experiences.

Traffic evolution and Chinese visitor engagement: Revamped traffic dynamics, going from zero to a bustling natural influx. Promotional efforts catapulted daily Chinese visitors from 30-60 in June to 100 in July, marking a 300% monthly growth. This mirrors a rising trend among Chinese tourists, with nearly 20% of all visitors in Phuket choosing the water park experience.

Enhanced Chinese visitor experience: Implemented Chinese signage across the park for improved navigation. Recruited mandarin-speaking staff and introduced park shuttle services for Chinese guests.

<u>Strategic marketing yield:</u> Established a flourishing natural flow of visitors, with approximately 85% of park attendees opting to purchase annual passes.

11. Food & Beverage

*** Challenge & Objective**

<u>Lack of Chinese-Friendly Services:</u> Nara initially struggled to cater to Chinese-speaking customers due to the absence of translated menus and services in Chinese language.

<u>Limited Online Presence:</u> The restaurant's online visibility was minimal, and potential customers had no easy way to access information or reviews about Nara online.

Solutions

<u>Chinese Menu Creation:</u> we introduced a comprehensive Chinese menu, enabling Chinese-speaking customers to easily understand the dishes

QR Code Campaign: we suggested a QR Code Campaign that offered complimentary beverages to customers who scanned the codes

KOL/KOC Collaboration: engaged with 10 Chinese influencers and 50 amateur reviews per month on Redbook based in Thailand to promote 8 Nara branches in Bangkok and Chiang Mai, Pattaya.

<u>Dianping Premium Accounts:</u> registered Dianping premium accounts, and managed the POI's ads, ranking, cash-coupon, and online giveaways

Results

<u>Increased footfall:</u> there has been a significant increase in customer footfall, especially among Chinese-speaking diners. Current, more than 70% of Nara's customers are Chinese, with a monthly count of 14,000 Chinese visitors.

Enhanced engagement: nearly every customer started scanning QR codes to learn more about the restaurants. This resulted in a remarkable growth of over 500% in Nara's WeChat followers for 6 months' operation

<u>Increased Popularity:</u> Resulted in long queues of eager customers, diners may have to wait up to 1 hour during peak hours.

















