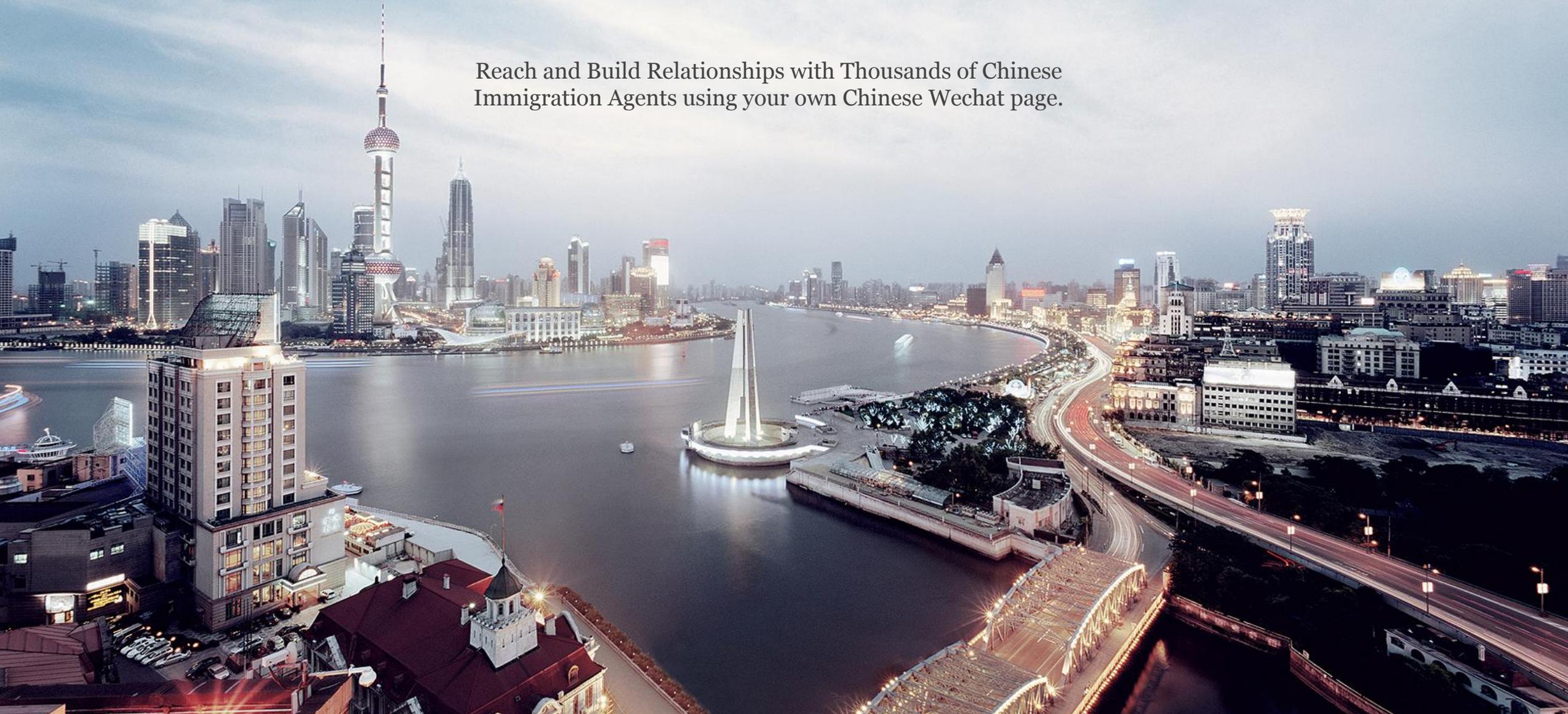


BRASS TACKS Co.

CHINA B2B SOLUTIONS

Reach and Build Relationships with Thousands of Chinese Immigration Agents using your own Chinese Wechat page.



How most investment migration firms conduct B2B marketing and business development in China:

- Fly to China several times a year to attend conferences and expos
- Spend money on advertising campaigns
- Hire a public relations company
- Employ “road warriors” to travel to different Chinese cities to speak with immigration agencies, hoping some of them will bite.

The new way of doing B2B marketing in China:

- Consistently publish valuable content (that people actually read) on the WeChat platform
- Build relationships with agents and clients who are already interested in your topic
- Build a following online and stay in direct touch with agents and clients
- Receive requests for further information, referrals, and assistance
- Receive inquiries from clients and agents
- Share important updates with your clients and agents

Old B2B Marketing Methods

- Greater fixed cost
- Greater variable cost (paying for representatives who travel domestically)
- Greater need for travel and in-person visits to China
- Employment and contracting challenges
- Reduced control over your company's "message"

New B2B Marketing Methods

- Low, predictable fixed costs
- Zero variable cost
- Reduced need for in-person visits
- No need to worry about employment, tax, or licenses
- Full control over message

What is WeChat and why should your company have its own Official Account?

WeChat is China's largest social media app. Dubbed the “everything app”, WeChat is much more than just a social network but, for our purposes, you may think of it as Facebook, WhatsApp, and your favorite news feed app all rolled into one.

WeChat has about 1.1 BILLION users who rely on WeChat for everything from reading the news, to staying in touch with friends, to sharing photos, to paying their gas bill.

Every company that takes its Chinese market seriously needs a WeChat page. Your company probably has a Facebook-page, a LinkedIn-page, maybe even an Instagram account. If you are not on WeChat, you essentially have no online presence in China.

With a WeChat page, your company can

- Publish content and grow a follower-base
- Communicate directly with followers through the platform
- Collect qualified sales leads

Setting up and managing a WeChat official account isn't as simple as setting up a Facebook page

- Only Chinese entities and individuals can get an official account.
- To open an account, you need to apply for official approval.
- The content on your page should be in Chinese, not English, and should steer clear of topics that are “sensitive” in China to avoid being shut down.

How can we help?

We'll help you set up and manage your official WeChat account. Our services include:

Obtaining approval for an official account using our own business license: You don't need a China-registered entity and you don't need to hire staff.

Design and setup: We'll handle the technical part of setting up your official WeChat page.

Translation and adaptation: You provide the content, we'll translate it into Chinese, and also make sure the content doesn't violate the norms of Chinese online communication

Continuous content management: We'll make sure your page is updated with new content regularly, in a format and typesetting suited for the audience and the platform.

Leads-collection and back-office: We respond to the simple queries that land in your page's inbox and collect qualified leads that we forward to you.

Build your follower-base: We'll build your online presence through continual promotion of your channel in both online and offline formats.

Regular reporting: Every month, we'll send detailed reports on performance according to KPIs that you set yourself.

Headhunting service: If you'd like to have dedicated personnel working for you on the ground in China, we'll help you find the right person. Drawing on an extensive network of contacts from the investment migration industry, we'll select several candidates for you to choose from, and only charge a fee if/when you contract with a representative.

Service	Self-managed Package	Managed Package	Comprehensive Package
Free use of our WeChat user license	✓	✓	✓
Submission of WeChat official account application	✓	✓	✓
WeChat page design	✓	✓	✓
WeChat content management (uploading, formatting, linking)	✗	✓	✓
Content translation	✗	✓	✓
Back-office service: Responding to inquiries from agents and clients, forwarding qualified leads	✗	✓	✓
KPI analytics reporting	✗	Weekly	Weekly
Featured posts on IMI's WeChat page <i>each month</i>	✗	2 per month	4 per month
Headhunting service	✗	✗	EUR 6,000 (a one-time success-based fee)
Price	EUR 9,000 (one-time fee)	EUR 5,000/month	EUR 5,5000/month

Get started today.

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