



Dandy's Pet Research

June, 2017

Dandy's Pet Channels Recommendation in China

ONLINE

- Website
 - E-commerce
 - Search engines: SEO/SEM
- Social Media
 - Weibo
 - WeChat
 - Pets BBS
- Own E-commerce Channels
 - Tmall/Taobao
 - Jingdong (online shopping mall)
- Other Platforms
 - THE BEAST
 - Wanban app
 - epet.com
 - Boqii

OFFLINE

- Tradeshow& exhibitions
- High-end pet shops
- Boutique & lifestyle shops
- Pet event sponsorship



Online

Website

Website Localisation in China

1

- Hosting in China

2

- ICP checking:
 - Chinese company legal documents
 - operator documents checking, photo verification

3

- Police ICP checking:
 - 17 Chinese company legal documents and go to police office to verify

4

- Ecommerce website need to provided the operating license and documents required by the business category

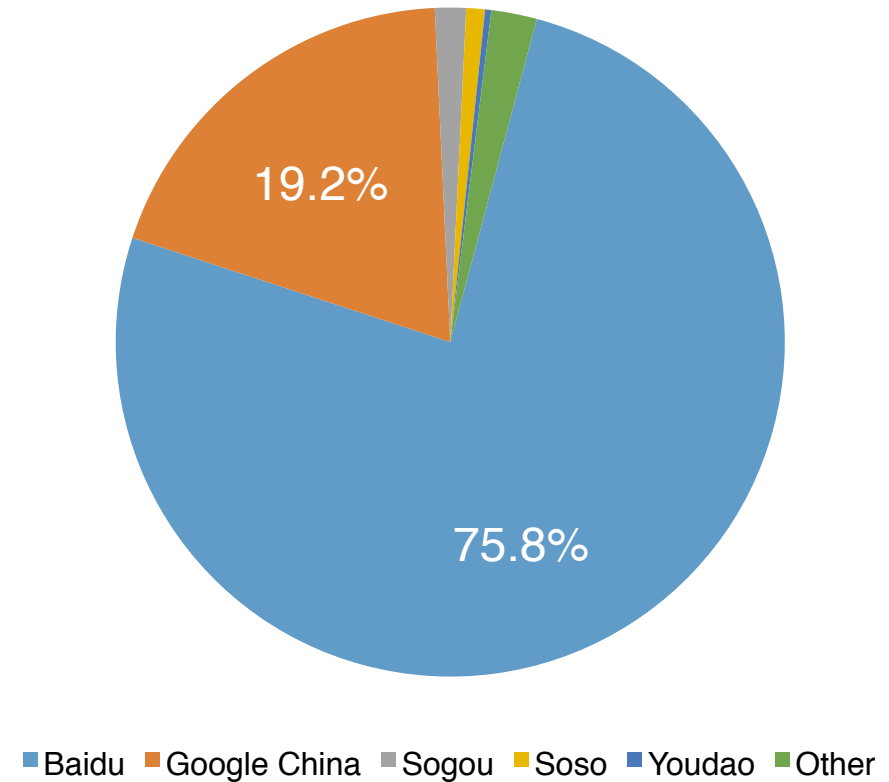


Baidu SEO & SEM

Baidu Owns Mostly Market Share

BAIDU **No.1**
is the search engine in China

Baidu dominates search in China
takes 75.8% market share in terms
of number of search queries



5 Billion Daily Search Queries

- **95% Coverage rate in China**

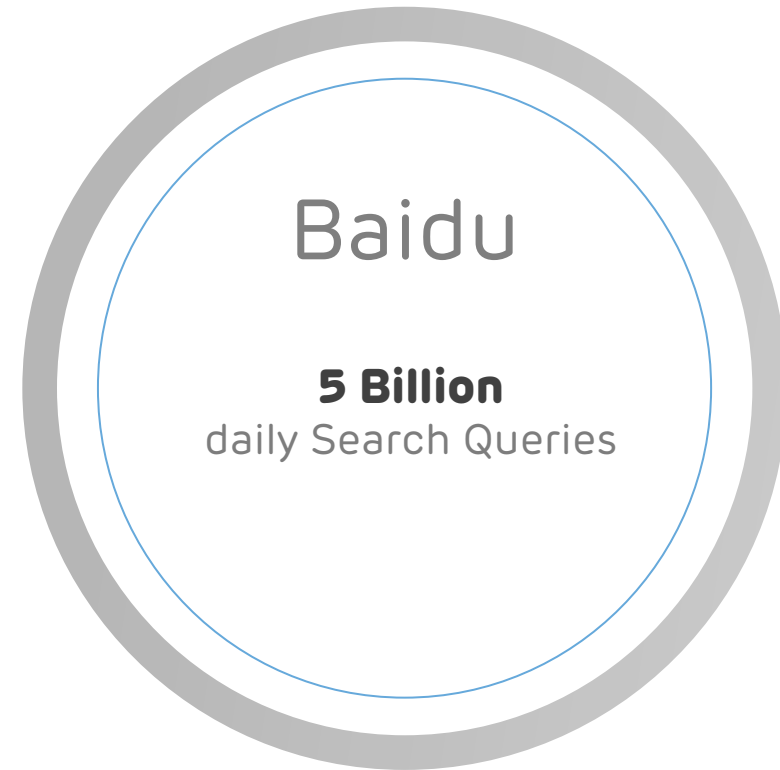
The biggest Chinese Search Engine, Hundreds of millions of search inquiries per day

- **Accurate Lock Potential Clients in need**

Lock potential clients in need by keywords; make ad. Launch more accurate by time & region settings

- **Pay Per Click**

Pay per click, no pay for large impressions



Forms of Baidu Search Ads



Baidu search get three kinds of positions at random:

1. left + background

2. right + no background

3. left + no background



Example: E-pet (a Pet's online mart)

When search the keyword: pet product:

E-pet has a very high ranking on Baidu SEO (Top1 except Adwords) of the best keyword.

E-pet also have SEM Ads.

E-Pet: website and Baidu ranking



Example: E-pet

E宠

百度一下

网页 新闻 贴吧 知道 音乐 图片 视频 地图 文库 更多»

百度为您找到相关结果约1,010,000个

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【E宠商城】宠物用品网购商城，销售数万种品牌，正品保证，天天低价！囊括**狗粮**，**猫粮**，**猫砂猫厕**，**服饰牵引**，**美容香波**，零食玩具，猫咪罐头，外出日用品等20大品类。支持货到付款，低价包邮！自营物流，限时抵达，送货上门，30天无条件退货，手机下单更优惠！

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进口狗粮 国产狗粮 猫砂猫厕 **零食玩具** 美容香波

零食玩具，样样俱全

- 磨牙洁齿
- 棉制玩具
- 罐头湿粮
- 食用玩具

品牌特卖 | 热卖礼包 | 罐头超市 | 体验馆 | E宠课堂

每日0点疯抢

宠物用品低价秒杀



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- **【E宠】新宠课堂 科学养宠**
- **【E宠】品牌特卖 好货一网打尽**

登录百度账户 交易更有保障

宠物花鸟类网站

展开



波奇网
宠物综合服务提供商



狗民网
你了解你的狗狗吗



爱宠网
中文宠物网站



宠物中国
而诞生的宠物网站

相关生物

展开

广告

E宠商城 E宠商城epet.com官网



e宠商城「E宠商城」专业的宠物用品商城,上万种品牌,限时特价中! 省钱又省心!闪电配送,送货到家,省时又省力!

精选好货: **大牌主粮** | **美容香波** | **医疗保健** | **罐头超市** | **服饰牵引** | **更多»**

正品低价: **品牌特卖** | **热卖礼包** | **每日疯抢** | **海外直采** | **免税包邮** | **更多»**

E-pet has brand-zone on they're band keywords. Brand-zone is a special ads which will have a custom zone shows when user search the brand keywords.

E-Pet's Baidu brand-zone



Example: E-pet



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【E宠商城】宠物用品网上购物商城,品牌特卖,正品保证,天天低价!产品囊括正品狗粮,正品猫粮,狗狗服饰城,热卖礼包,罐头超市,美容香波,日用品等!下载APP全球好货,一站购齐!

- 【E宠商城】品质保障,一站购物送上门,货到付款,低价包邮
- 【品牌特卖】E宠商城品牌特卖,每日上新,天天低价抢
- 【宠物用品】E宠商城品牌主粮,零食,限时折扣促销



每日0点疯抢
宠物用品低价秒杀

以上信息由企业官方提供·品牌广告

E宠商城

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收藏 | 770 | 542

E宠商城,由宠物爱好者发起创建,E宠商城创建的目标是:提供有品质的服务和有保障的产品,为所有的宠物家长提供温馨又放心的购物体验!

E宠商城目前已经成为中国最专业、最受欢迎、满意度最高、品种最丰富的宠物用品B2C平台之一,因平台的口碑性、成长性、创新性,从2011年开始,在重庆市权威部门组织的重庆市优秀网购平台、优秀网商评选活动中连续三年获得“重庆市十佳网商”第一名。

公司名称	E宠商城	公司口号	正品、精选、简单
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E宠商城图册

V百科 [往期回顾](#)

E-Pet's Baidu Baike

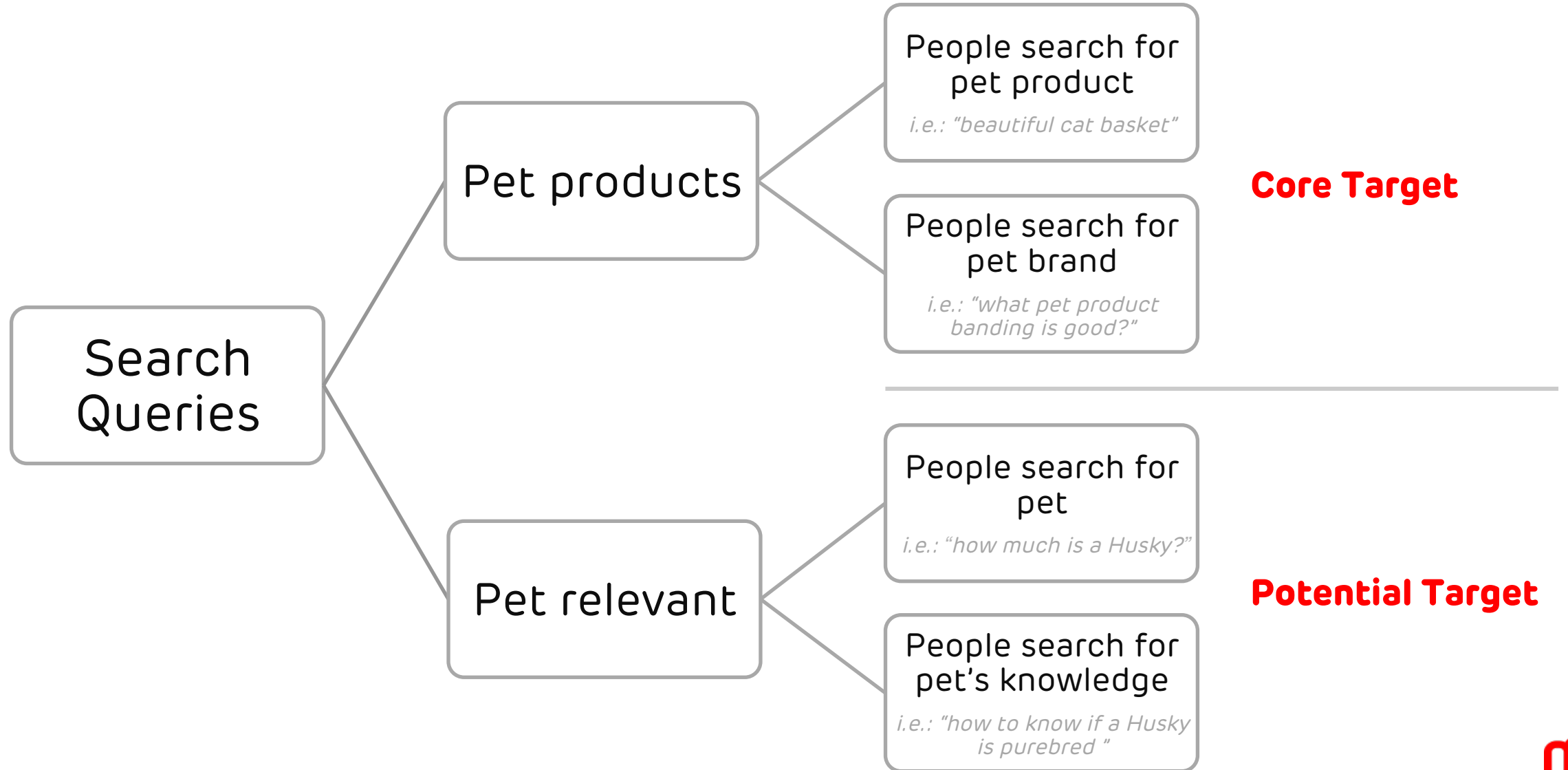
Baidu Baike

Baidu Baike is similar to Wikipedia. It shows when you search the relevant branding keywords.



Dandy's Pet Baidu SEO & SEM

Target Market Demo



Keywords recommendation

Keywords Group	Keywords	Baidu monthly Search Volume
SEO Keywords	Dandy's Pet	Unknown
	Future Chinese brand name	Unknown
	Pet product	15,000
SEM Keywords	Pet product	15,000
	Pet product brand	3,000
	Cat basket	7,000
	Dog basket	8,000
	Toy for dog	4,500
	Toy for cat	6,000
	Dog food	45,000
	Total	103,500

1. The table is an example of keywords we can use based on your website content
2. Long tail keywords will be used once/if more content is added in the future



SEM keywords structure recommendation

SEM Keywords Structure				
Branding	Product	User target	Competitor	Long tail
eg. <ul style="list-style-type: none">• Dandy's pet• Dandy's pet website	eg. <ul style="list-style-type: none">• cat basket• dog basket	eg. <ul style="list-style-type: none">• Husky price• cat pictures	eg. <ul style="list-style-type: none">• Pet Paradise• Mr.Bear	eg. <ul style="list-style-type: none">• how much is a Husky• how to train dogs
Target: Rank #1 to get more conversion But first we should make the brand to be known by customer. CPC: unknown CTR: unknown	Target: Rank top 3 to get more conversion CPC:1.2 CTR:2% Searchs:50,000	Target: Get visitor by low CPC CPC:0.9 CTR:1% Searchs:100,000	Target:Get visitor by low CPC CPC:1 CTR:1% Searchs:20,000	Target:Get visitor by low CPC CPC:0.8 CTR:2% Searchs:20,000



Baidu channels combination



宠物狗粮-普瑞纳旗下宠物品牌

商家: 雀巢普瑞纳 名称: 冠能狗粮 冠能: 超高端宠物食品品牌
宠物狗粮-普瑞纳已成为全球的宠物食品公司之一 全心全意为爱犬服...
特色分会场: 大型犬幼犬狗粮 中型犬幼犬狗粮 小型犬幼犬狗粮
热门分类: 大型犬成犬狗粮 中型犬成犬狗粮 小型犬成犬狗粮
www.purina.cn 2017-06 100%好评 - 广告

什么牌子宠物用品好?「佳乐滋宠物用品」优惠巨献

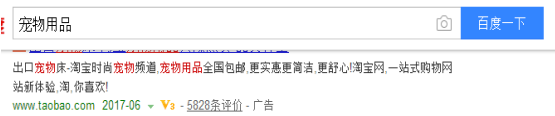
日本原装进口「佳乐滋」宠物用品,佳乐滋网上商城促销多多火爆促销中,正品保证,多的人气产品折扣多多,送货到家省时更安心!
gaines.tmall.com 2017-06 100%好评 - 广告

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出口宠物床-淘宝宠物用品火爆热卖,品类齐全

出口宠物床-淘宝宠物用品火爆热卖,品类齐全,更舒心!淘宝网,一站式购物网站新体验,淘,你喜欢!
www.taobao.com 2017-06 100%好评 - 5828条评价 - 广告



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宠物用品商城-【E宠商城】品质宠养,尽在E宠

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宠物用品-百度百科

宠物用品有狗类附属用品;猫类附属用品;猫、狗洁净用品;其他小动物附属用品;两栖类动物,昆虫如蚂蚁和蜻蜓目、蛛型纲如蝎子、蜘蛛、爬行动物用品;笼养鸟、飞禽、野鸟等用...
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【宠物用品十大品牌】【宠物用品品牌】宠物用品哪个品牌-买购网

01 【宠物用品选购】宠物用品有哪些 为爱宠选好日常用品 宠物已经成为现在很多家庭的重要成员之一了,很多词主爱宠如命,添置宠物用品毫不手软。但是,宠物用品可...
www.maigoo.com/maigoo/... 100%好评 - V1 - 百度快照



宠物用品店一年的利润是多少

答: 开宠物店花费最多的地方是房租,在不同的地方房租是不一样的,但是4000-10000的房租还是有的,尤其是将宠物店开在商业街周边投资的费用。2. 开宠物店利润最高的是服务,宠物店服务项目的利润在60%以上,所以现在开宠物美容店比宠物用品店赚钱, 结...

2017-04-18 回答者: Pneumatic叮 1个回答

开一个宠物用品店大概需要多少钱

答: 1. 宠物店店面租金的费用, 一家宠物店的房租占据了宠物店整体投资的大部分。开宠物店不要太大的面积, 适合就可以, 保持在50平米左右就可以开一家宠物店。面积太小就不太适合开宠物店了, 面积太大投入的成本又会增大了, 也就不能称之为小型宠物店。

2017-02-13 回答者: Du知道哥 1个回答 100%好评

商标注册宠物用品是哪一类

答: 1. 宠物用爱宠属于第3类0309群组; 2. 宠物服装属于第18类1806群组; 宠物服装不属于第25类, 25类属于人穿的服装。 3. 宠物食品属于第31类3108群组; 4. 宠物玩具属于第28类2802群组; 5. 关于牙齿护理算是宠物玩具。 还有一些关于宠物的, 在第...

2016-12-01 回答者: 亚港注册公司 1个回答 100%好评

像宠物用品哪类

企业回答: 大连市西岗区泰康宠物诊所是经辽宁省农业厅审核, 大连市农业, 大连动物防疫监督所批准的, 拥有宠物诊疗、宠物手术、宠物用品、宠物美容、宠物寄养等服务, 是一家综合型医院

2016-12-14 回答者: 大连市西岗区泰康 100%好评

Adwords(SEM)

Organic search(SEO)

Baidu Baika

Baidu Zhidao



Own E-commerce Channels

TMALL/TAOBAO

Alibaba Group - Chinese E-commerce giant



Taobao

A **C2C** online shopping platform, similar to eBay.
China's No. 1 online marketplace,

Tmall

A **B2C** online retail, similar to Taobao, Tmall is a split-off of taobao.com, a more efficient and effective platform for merchants to start generating revenue online.

Taobao & Tmall preside over 75% of the Chinese e-retail market



The main differences between Taobao and Tmall

1. Tmall is a split-off of Taobao.com
2. While on Taobao private people can sell (like on Ebay), the sellers on Tmall must be China-registered companies
3. In November 2010, Tmall, launched an autonomous web domain called as "tmall.com" in order to distinguish the listings made by Tmall merchants, who were authorized distributors or brand owners, from Taobao's Consumer To Consumer (C2C) platform.
4. The product listings on Tmall are much stricter when compared to Taobao.
5. Unlike Taobao, Tmall requires a refundable security deposit from companies to list/market their products.
6. People can find Tmall products when searching on Taobao, and normally, the Tmall stores display on top of the search result page. But People will not find taobao products when searching on Tmall



TMALL

Introduction: Tmall



www.tmall.com

Tmall.com is an open business-to-consumer (B2C) platform enabling businesses world-wide to reach China's vast and growing consumer market.

Tmall.com has established itself as the destination for quality, brand-name goods catering to increasingly sophisticated Chinese consumers and is the most visited B2C online retail website in China.

There are two ways to join Tmall's platform:

1. Companies with China in-country business operations can apply to Tmall.com.
2. Companies with overseas licenses are eligible for Tmall Global.



Entry Channels of Tmall

	Tmall Global <i>tmall.hk</i>	Tmall <i>tmall.com</i>
Channel Propertie	Operate businesses locally	Establish business entity in Mainland China
	Fulfill orders internationally	On-the-ground operations to reach consumers quickly
Entry Requirements	Presence in Mainland China	
	0-2 years	3 years+ OR sufficient expenditure to gain traction in China's market
	Operations location	
	Mainland China or abroad	Mainland China
	Stock location	
	Abroad	Mainland China
Note	the current joining policy of Tmall Global is that they invite the quality merchants, or complete the application form and submit to apply.tmallglobal@service.alibaba.com for review	



Preferred Tmall Retailers

- Retailers who are in operation for over 2 years with over USD 20 million annual return
- Large and well known B2C websites
- Brand owners or agents with licensed
- Preferred categories: babies and kids, healthcare products, apparels and clothing, shoes and bags
- International well known brands



Tmall Requirements for Products

- All products must join Tmall's genuine product protection agreement: products produced or being sold overseas should be delivered by international logistics company via proper custom channels
- Product pages on Tmall should be in Chinese, with international metric measurements
- Aliwangwang (Alibaba's chat tool) should be used for online customer service
- Products should be shipped within 72 hours once buyers complete the transaction via individual package or China free trade zone providing package tracking information
- Products return location must be arranged within mainland China



Open Tmall store process

4-8 weeks

1 Entry Prep	2 Store Application	3 Store Development	4 Pre-Launch	5 Launch
<ul style="list-style-type: none">• Determine compatibility and resource requirements• Assess prerequisites• Determine needs from third party service providers (TPs) more• Create logistics plan• Prepare necessary documents• Reserve technical resources• Begin API integration more• Complete negotiations and sign contracts with TPs	<ul style="list-style-type: none">• Sign Tmall.com/ Alipay agreement• Open Alipay compatible bank account	<ul style="list-style-type: none">• Plan product offering (SKUs)• Plan product categories• Plan pricing model• Establish customer service team• Build store page with products• Build product detail pages• Develop and execute API integration	<ul style="list-style-type: none">• Develop new opening plan• Develop promotion plan• Upload store pages to Tmall.com• API integration online	<ul style="list-style-type: none">• Store live on Tmall.com

Tmall shop costing

Security Deposit	Annual Technology Fee	Technology Service Fee
<p>This one-time fee (frozen on Merchant's Alipay account) is used as collateral in the case of any damages incurred by Tmall.com or any customer, unfrozen upon termination of the Tmall.com Service Agreement.</p>	<p>This fee is payable to Tmall.com yearly for services rendered. This fee is dependent upon the merchant's registered primary category and is refundable if certain conditions are met. Merchants operating on Tmall.com must pay an annual fee.</p>	
<ol style="list-style-type: none">1. TM100,000RMB2. [®] 50,000RMB3. 150,000RMB: Specialty stores sell merchandises produced outside of Mainland China and the trademarks of those merchandises are not registered in China(Fruit, import products, etc)	<p>Pet Products: 30,000RMB per year</p>	<p>Pet Products: 5% of the sales</p>



Tmall required documents

List of documents from Merchant	Remarks
Copy of business license for mainland China	Showing completion of valid annual inspection and authorization to sell goods in scope of Tmall business
Copy of corporate tax registration certificate for mainland China	Either national or property tax documents
Copy of organization code certificate	The company/organization official China business ID
Copy of bank account permits	For primary corporate bank account in China
Copy of legal representative ID card	Or passport if store owner is foreign national
Copy of Tmall flagship store owner's ID card	Or passport if store owner is foreign national
Trademark registration from state trademark association	Or registration acceptance notice if still under review
Alipay corporate account authorization	Must first apply for Alipay corporate account
Completed product list	Product details for each product sub-category



Tmall Global shop costing

Security Deposit	Annual Technology Fee	Real Time Transaction Fee	Alipay Service Fee
This one-time fee (held in Tmall Global's Alipay account) is used as collateral in the case of any damages or expenses incurred by Tmall Global or any customer as a result of merchants' breach of the terms and conditions of the Tmall Global Merchant Service Agreement and other rules and policies of Tmall Global.	This fee is payable to Tmall Global yearly for services rendered.	Tmall Global charges a commission fee based on the category of the product sold. The commission fee is calculated using the product price and the logistics cost	Alipay charges a 1% service fee, applied to each transaction via Tmall.hk. The applicable transaction is the total of the product price and logistics fee
Price: \$25,000	Price for Pet Products : \$5,000	Pet Products Commission Fee $=((\text{Product Price}) + (\text{Logistics Fee})) * 5\%$	Alipay Service Fee $=((\text{Product Price}) + (\text{Logistics Fee})) * 0.01$

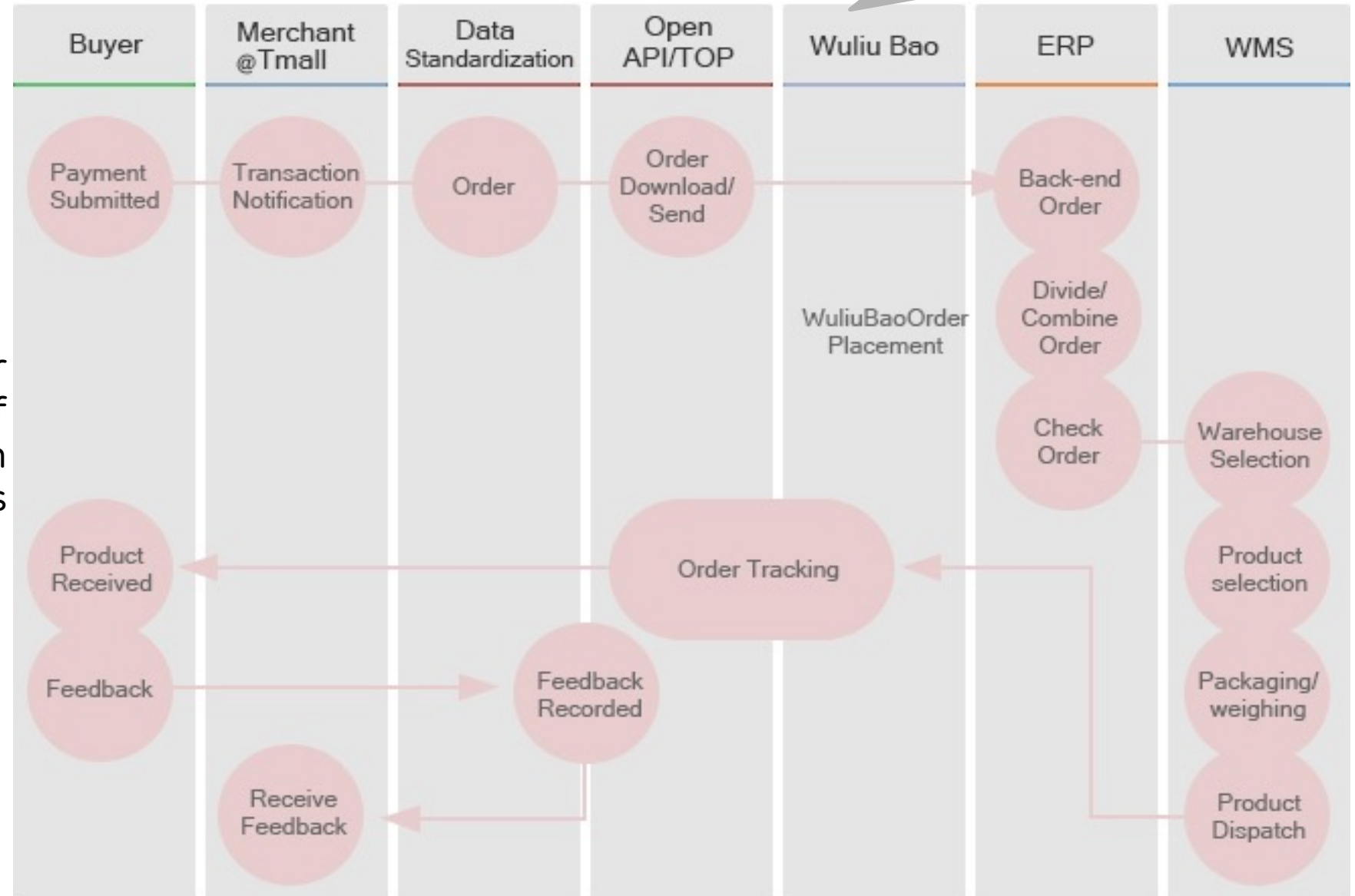


Tmall Global required documents

List of documents from Merchant	Remarks
A verified Alipay cross-border escrow settlement account	Company identity of merchant applying for enrollment must be consistent with that on the Alipay account
Merchant basic information form	
Brand & product category form	
Copy of valid business license	
Copy of bank statement, to confirm merchant bank account is the same as that linked to the associated Alipay account	Company name and account number listed on bank statement should match the account number linked to the Alipay bank account
Copy of the merchant's legal representative government-issued identification document	
Proof of trademark/service mark registration in the country of business incorporation	The merchant's Tmall Global overseas flagship store name will correspond to this registered trademark/service mark
Completed and signed Tmall Global merchant service agreement	

Merchant Workflow on TMALL

Tmall logistic and delivery platform used by logistics company

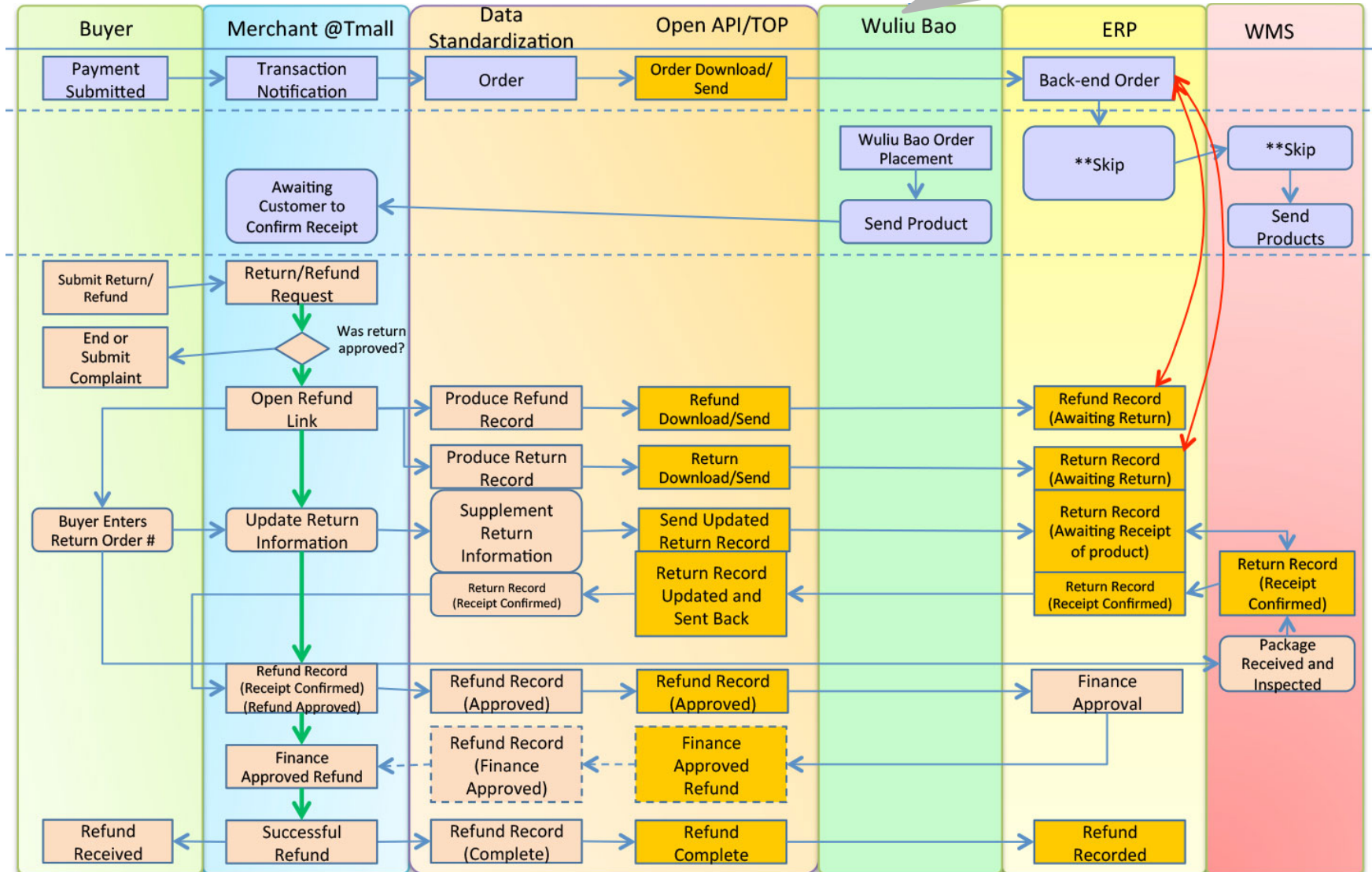


the work flow of an order from the back end point of view and details where in the system each task is handled or recorded.

Merchant Workflow on TMALL

Tmall logistic and delivery platform used by logistics company

Back-end Return Process



Taobao

Introduction: Taobao



www.taobao.com

Taobao is the C2C (consumer to consumer, or in actuality small business to consumer) platform that was started in 2003 by Alibaba. Starting with the names themselves 淘宝 (pinyin romanization tao bao). The characters for Taobao literally mean to find or excavate. You can buy/sell just about anything on Taobao!

No crowds, great selection, no bargaining, fast delivery

There are two ways to join Taobao's platform:

1 Anyone with a Chinese mainland bank card and mobile phone number.

2. Companies with China in-country business operations can apply to Taobao.



How to start your journey in Taobao as a seller.

	Personal shop	company shop
Documents	<ul style="list-style-type: none">· ID card / passport· mainland phone number register with your own ID· Mainland bank card register with your own ID.	<ul style="list-style-type: none">· Chinese mainland business licsence· Chinese mainland business bank account· Business owner's passport
Process	<ol style="list-style-type: none">1. Use the Passport to get a SIM phone number in China mainland2. Use the passport to get a China mainland bank card (recommend BOC, ICBC)3. Apply a personal Alipay account by your passport, Bank card, phone number.4. Apply for a personal Taobao shop by Alipay account and passport, phone number, bank card.	<ol style="list-style-type: none">1. Use a email to apply a Taobao account.2. Apply a business Alipay account by email and Taobao account, business licsence, owner's passport, business bank account.3. Apply for a business Taobao shop by business Alipay account, business licsence, owner's passport, business bank account.
Expense	Free (no service fee for registering the Taobao shop, no service fee happens during each transaction)	Free (no service fee for registering the Taobao shop, no service fee happens during each transaction)
Deposit	5000RMB around	5000RMB around

Our recommendation

According to actual condition of Dandy's Pet entering the Chinese market that lack the official supporting documents and brand awareness, also less traffic in the beginning, we recommend Dandy's pet to found a personal Taobao shop instead of Tmall. In additional running Tmall shop is in need of a big amount of budget, operating and maintenance costs.

Taobao shop is a better fit to Danny Pet in the beginning , less budget, easier paper work, but it will be a purchasing and experience channel for the clients also and an effective way to establish brand image.



Social Media

Weibo & WeChat



Coverage

- Point to side communication
- Reach as many as we can



Depth

- One-on-one communication
- More specific targets
- Strong interaction with targets

Content recommendation

ACKNOWLEDGE

Why choose
Dandy's Pet

Brand & product
strength

#Brand story#

#the best European and
French products#

#Products information#

ATTRACT

What can
Dandy's Pet bring?

Premium life with pet

#French lifestyle with
pets#

#Dandy's tips and
knowledge for pets#

#Pet Fashion#

CONNECT

Living with
Dandy's Pet

Interact & guide with
target

#Dandy's family show#

#Dandy's novel &
movie#

#Sharing your story with
pet#



KOL

KOLs categories recommendation



The Pet Blogger

- Owns loyal target followers who love pets
- Strong interaction
- Sharing pets' daily life pictures, videos...



The Pet Expert

- Pet doctors, groomers...
- Professional and Trustful
- Owns target followers



Internet Celebrities

- Celebrities in fashion, trendy & lifestyle, who also have pets and pets lover
- High influence online, willing to sharing and review about products



Pet Funny Accounts

- Pet funny pictures and contents sharing
- Bigger number of followers

Influent KOL in the Pets & Lifestyle

KOL Example: 回忆专用小马甲

He is an owner of two pets, one dog and one cat, who is famous for sharing his pets daily life, such as interesting story, pictures, videos etc. The topic of his pets has already reached over 10 billion reading quantity in Weibo and he also wrote a novel about his pets. He can be regarded as one of the most influential KOL in pets.

Weibo: <http://weibo.com/p/1035053217179555> / WeChat ID:xiaomajia999

Official price for reference: **92,000RMB/Top post**



Weibo post:
Sharing of dinner
with his pets

回忆专用小马甲
7月4日 20:24
爱就是一起吃好多好多顿饭❤️



☆ 收藏

🔖 9584

💬 6792

👍 36921



WeChat has
cooperated with
him, launch his pets'
emoji

SPD Bank has
cooperated with
him, releasing a Co-
Branded Card



KOLs in Pets&& Lifestyle quotation for reference

Platform	Name	Link/Id	Fans Number	Price(RMB)
WeChat / Weibo	回忆专用小马甲	xiaomajia999	1000000	92,000
	猫猫狗狗萌宠物	mmggmcw	200000	14,000
	大爱萌狗控	daaimenggoukong	300000	25,000
	萌宠部落	mengchongbuluo	100000	5,000
	汪星人	godwxr	400000	15,000
	爱哈士奇	ihashiqi	150000	20,000
	爱金毛狗狗	ajmgg520	120000	20,000
	有狗以后	xqq633	110000	13,000
	每日一猫	onedayonecat	80000	7,000
	猫咪爱上喵星人	mmasmxr	100000	8,000



WeChat Advertising

WeChat ad: target users according to their location, interest, age, gender, device and phone network.

- Location:

Three category including Beijing&Shanghai, 35 first and second tier cities, and non-specific cities.

Since April 2017, Tencent start to offering WeChat Overseas Advertising to target Chinese travelers in 16 countries & regions: Hong Kong, Macau, Taiwan, Japan, Korea, Malaysia, Singapore, Thailand, United States, Australia, Germany, France, England, Italy, Canada, and New Zealand.

- Gender & Age:

Gender and age from 5 to 60 years old

- Marital Status:

Single, married, newly married or raising a kid

- Education level:

PhD, master, bachelor, high school, primary school

- WeChat behavior:

Currently following your public account, already using your APP, collected a WeChat coupon from ads within the past year, showed interest in your previous ads during the past year, remove users who are not interested in your content

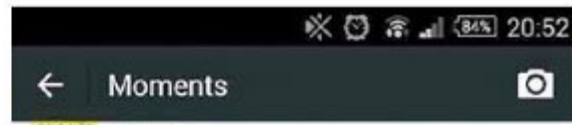
- Industry specific:

Companies can choose to advertise to 18 industries and 122 sub-categories. The 18 core categories including: education, travel, finance, cars, real estate, furniture, fashion, F&B, personal services, professional services, cosmetics, home electronics, sports, health, child education, bags, watches, shoes, jewelry, politics and law, luxury goods, drinks, Internet, entertainment.



WeChat Moment Advertising

WeChat moment ads, a huge opportunity for marketers trying to advertise in China.



The first and most familiar method of WeChat advertising for marketers is to promote on WeChat moments. They are the equivalent of Facebook ads appearing on the timeline.

Who can advertise on Moment?

1. Companies registered in Mainland China (either local companies or Wholly Foreign Owned Enterprises – WFOE) willing to invest at least 50k RMB (8,000 USD)
2. Foreign companies willing to invest \$1,500 – \$8,000 USD (updated on April 2017)

Tencent does not take advertising application from real estate and financial industry.



How does WeChat moment ads work?



1. Brand name and profile picture
2. Up to 40 character ad description
3. Link to a html5 webpage that's hosted on Tencent's server
4. Up to 6 pictures or 6-15 seconds short video

You can target users according to their location, interest, age, gender, device and phone network.

Individual users can see up to one Moment ad every 48 hours. The ad will disappear within 6 hours if the user did not like, comment or click on the link. If the user interacts with the ad, this will increase the likelihood of his/her friend receiving the same ad. This viral effect will increase the number of target users.

How much does WeChat moment ads cost?

- Minimal entry price (both foreign companies and Chinese companies): 50,000RMB
- CPM (cost per 1,000 impression)/RMB:

City size	Text & Pictures Ads CPM	Video Ads CPM
Core city	150	180
Large city	100	120
others	50	60

WeChat Overseas Advertising: targeting Chinese tourists

- Minimal entry price:
 - 50,000 RMB for the following countries/regions: Hong Kong, Macau, Taiwan, Japan, Korea, Malaysia, Singapore, Thailand, United States, Australia
 - 10,000 RMB for the following countries: Germany, France, England, Italy, Canada, New Zealand

	Text & Pictures Ads CPM	Video Ads CPM
CPM(1,000 impression)/ RMB	150	180



WeChat Banner Advertising

WeChat banner advertising

There is another form of advertising on WeChat called “banner advertising”. These banners are very much like the ad banners you would see on a website. Except that in the context of WeChat, they will be featured at the bottom of a message written by a WeChat Official Account.

There are two types of WeChat banner ads:

1. Standard WeChat Banner
2. Ads KOL banner version:

Who can use WeChat banner ads?

WeChat banner ads are mostly restricted to Chinese companies.

- A registered company in China
- All the licenses to justify the fact that you can advertise in the specific industry that your ads are associated with (ex: if you want to advertise food, you will have to provide all the licenses allowing you to sell food to China)

It is also possible for foreign companies to apply for banner advertising. You will have to go through a manually application process.



How does WeChat banner ads work?



1. WeChat article: WeChat banner ads appear at the bottom of a WeChat article written by another WeChat Official Account
2. Ad banner: the banner contains a logo, account name and headline. If clicked, it takes the users to a page containing additional information about the brand/product
3. Action call: the action call takes users to another landing page, see below for detail.

The banner ads can take drive users to follow WeChat Official Account, download an app, claim coupon code, buy a product, signup link or to a customized landing page.



Follow WeChat Official Account



Direct link with headline



Claim coupon



Buy a product



Direct link with full screen image



Download an APP

Standard WeChat
Banner Ads

How does WeChat banner ads work?

KOL banner version

Launched in October 2016, these new WeChat banner ads enable the advertisers and the WeChat official account to enter into an agreement about the ad. They must both agree on the cost paid per view by the advertiser, and a range of views which will be accounted for (for example, if the first article of the account has an average of 100k views, the promised view rate will be limited to 80k to 150k views).



How much does WeChat banner ads cost?

Standard WeChat Banner advertising

- Minimal entry price (both foreign companies and Chinese companies): 50,000RMB
- CPM (cost per 1,000 impression)/RMB:

City size	CPM	CPC
Core city	25	Bidding system Starts at 0.5 RMB / click
Large city	20	
others	15	

The WeChat KOL Banner version:

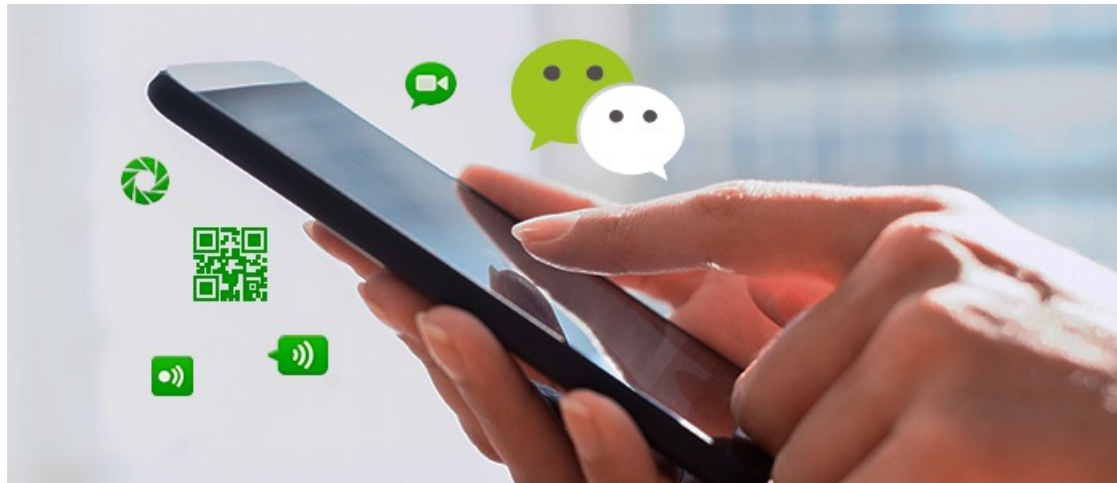
The KOL banner version is much more expensive. Although the payment is also performance based, it still depends on the KOL to determine the price. It need to inquiry price from the specific KOL



WeChat moment ads VS WeChat banner ads

Compared to Tencent's other advertising channel, WeChat banner ads has CPC (cost-per-click) of between 2-5 RMB; KOL campaign has a CPC of 0.5-1 RMB, **WeChat Moment ads is comparatively much pricier**, it tends to be a better choice for brands with visually attractive products. It is great to build brand awareness and encourage user engagement.

WeChat banner advertising is the most predictable way to grow WeChat followers with stable ROI. It's a good method to get started on WeChat. However the quality of the followers tend to be lower compared with WeChat Moment advertising.



BBS

Pet BBS in China

People like to learn, exchange and sharing everything regarding to pets in Pet BBS, like which dog food brand is good, how to experience sharing of solving pet's skin diseases...

Pet BBS is an efficient way to reach people who are pet owners or pet lovers ,cultivate potential customers and increase the brand awareness

There are 3 important pet BBS in China you have to know.



Experience exchanging of solving pet's skin diseases and products recommendation



Other Platforms Recommendation

Cooperate with Pet's service platform

玩小伴WANBAN



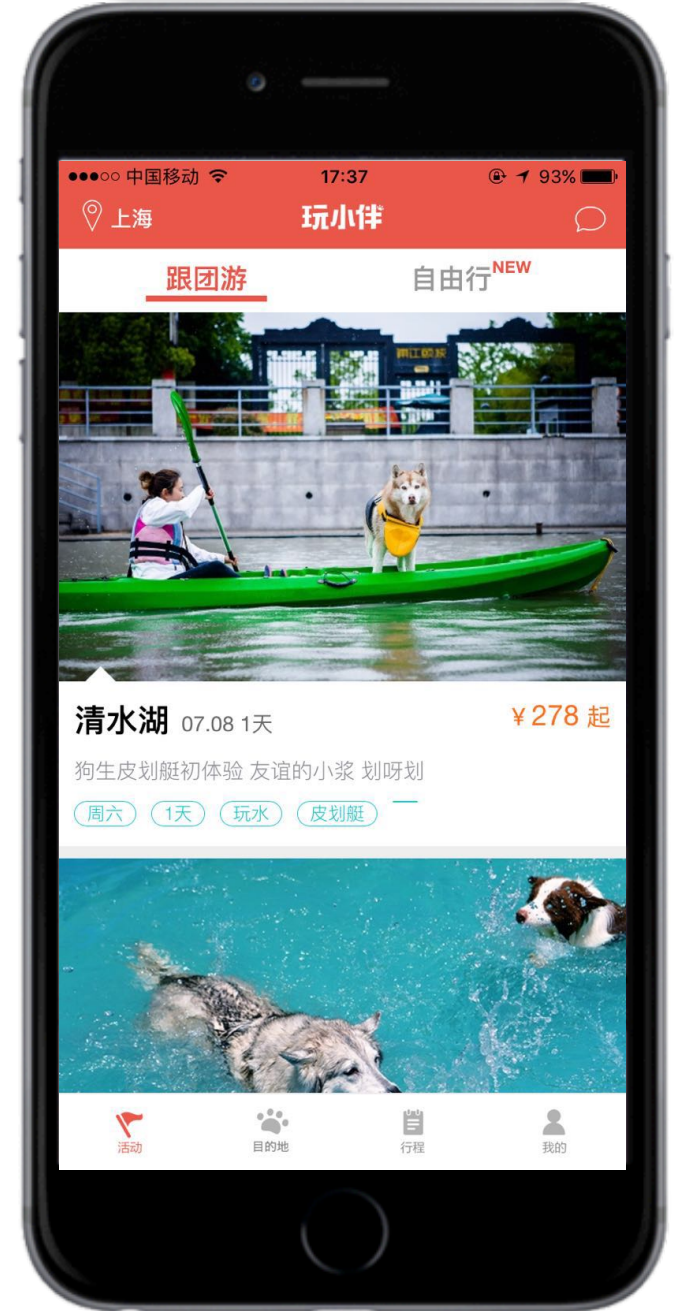
Wanban app is a pet service platform offering pet traveling and other interactive activities with pets.

It is the first internet brand launched the pet's group trip & journal, which organize and help people to find all kinds of activities that can participate with pets.

Wanban's users are exactly match to Dandy's target:

- People who has pet
- People who have better economic condition
- Pets lover and willing to invest on their pet

A lot of pet's brands have cooperation with Wanban APP:



Pets E-commerce Platform: Epet

Epet.com is one of the biggest B2C e-commerce platform for only selling pets products, meanwhile Epet also provide sharing class about pets and some other offline activity.

Epet.com will launch pet O2O services, including bath and beauty products, foster care, medical care, training and photographs. It plans to go public in 2019.



Pets E-commerce Platform: Boqii



- Boqii.com is a Chinese online community of pets, provides online one-stop service
- "community + e-commerce + service"
- Boqii.com has Mall, Pocci services, Boqi BBS(Bulletin Board System), pet encyclopedia, Boqi circle, covering a large number of pet information, pet services and pet products.
- Boqii BBS is one of the most popular pet BBS so far



www.boqii.com

http://bbs.boqii.com

Offline

Exhibitions

Pet Fair Asia: the best platform for company presentation in Asian pet markets

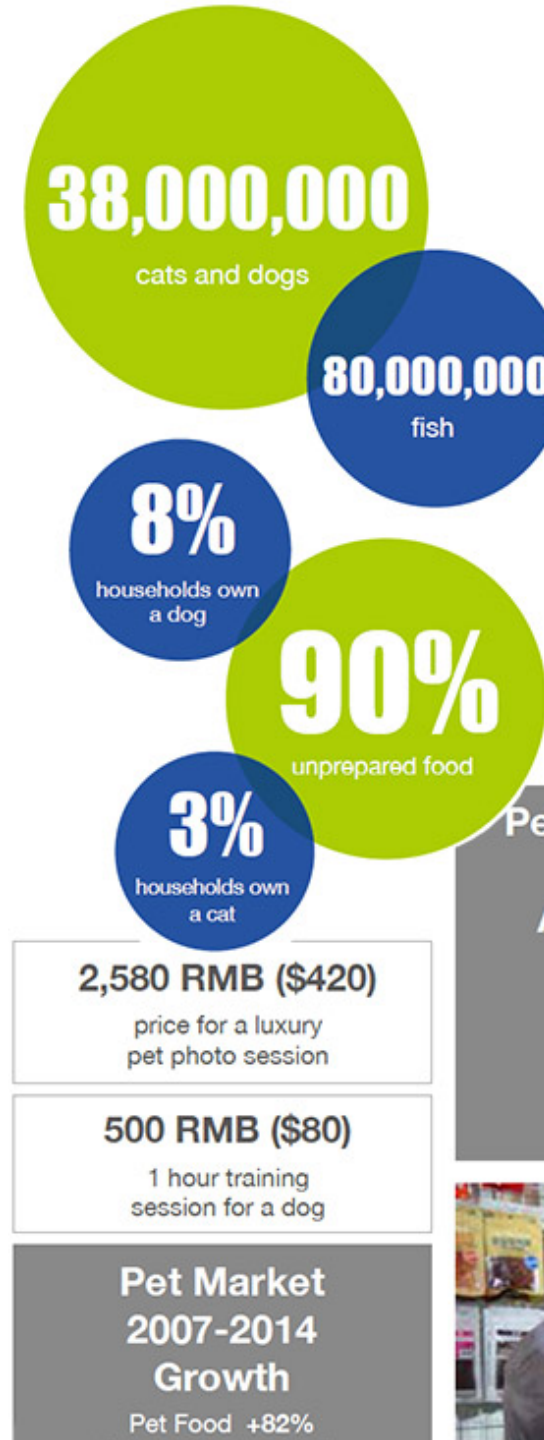
- Location: Shanghai
- Holding period: Once a year, usually in September (23 to 27 August 2017)
- Introduction: Pet Fair Asia is one of the most influential platforms in the global pet industry. As the only pet show in Asia combining B2B trade negotiation and B2C public marketing together, Pet Fair Asia is a strong platform for foreign brands to achieve a comprehensive and integrated marketing campaign, while domestic suppliers can explore overseas distribution channels. It's a unique opportunity to establish a bridge between visitors and exhibitors, develop and maintain brand image, strengthening of the existing channels, and an effective way to explore potential partnership opportunities.
- Exhibition activities: IPIS/ PFA2017/China Dog Show/Dog Olympics/CFA Cat Show...
- Website: www.petfairasia.com/en/



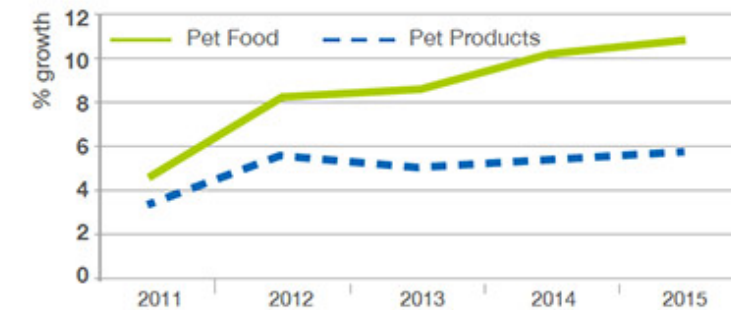
Pet Fair Asia: figures in 2016

- 800 exhibitors
(66.34% returning in 2017)
 - 23000+ professional visitors
(+23.29%/2015)
 - 80000+ consumers
(+24.46%/2015)
 - Visitor satisfaction: 85.13%
- Overseas visitors:
 - South-Korea 23.12%
 - Taiwan(China) 16.47%
 - Thailand 9.97%
 - Hong-Kong(China) 8.67%
 - Japan 8.52%
 - Malaysia 5.78%
 - United States 3.90%
 - Singapore 2.31%
 - Australia 2.04%
 - Brazil 1.73%

Ps. I exchanged with a pet's shop owner, he advised exhibition is the best way for pet's brand to increase brand awareness, meet the agents, distributors & retailers and connect with consumers



CHINESE PET CARE

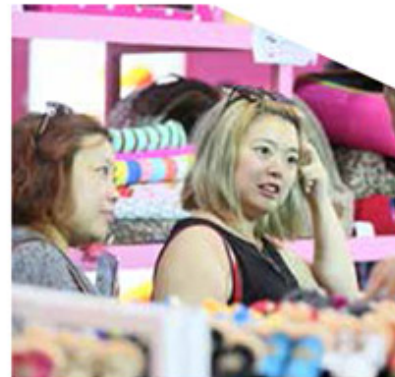


Pet Food Forecast 2014-2019 Annual Growth

+9% on average

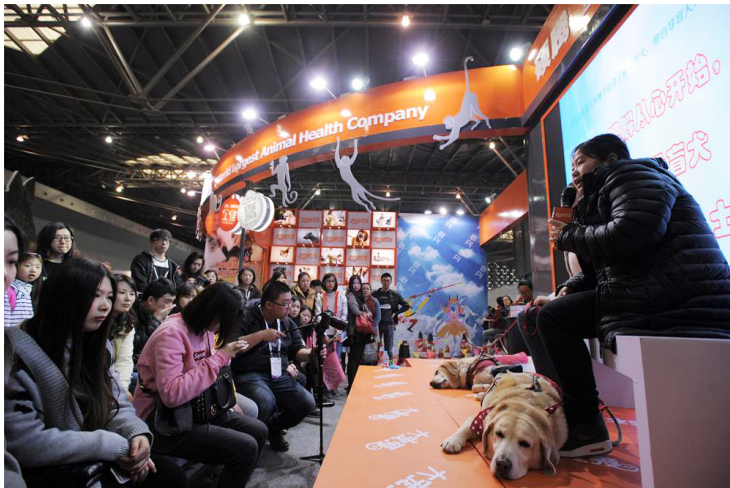
Premium Dog Food
+13% per year

Premium Cat Food
+10% per year



Shanghai International Pet Expo(SIPE)

- Location: Shanghai
- Holding period: Once a year (5 to 7 May 2017)
- Introduction: SIPE is one of the best platform to cease every opportunity within Pet Industry, which is combining B2B、 B2C、 O2O、 C2C & Events together. For brand owners and dealers to communicate with more than 60,000 end-consumers on site face to face, cultivate users' loyalty degree and serve them faster, and in more humanized way. Grasp the changes and new requirements of channels in time, and expand and optimize your channels by the abundant professional visitor resource on site.
- Exhibition activities: CKU All Breed Championship Show/ CKU Beautician Qualification Examination /CFA Cat Show/ World Famous Dog Show...
- Website: www.petexpo.com.cn/en/index.aspx



Cooperation with pet stores

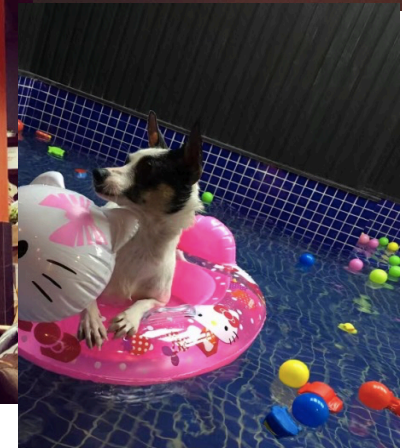
Cooperation with pet store, pet care and hotel...

Example: Mr.Bear

Mr. Bear, A Chinese leading brand in pet industry, especially for e-commerce retail and pet beauty chain service, providing pet owners with one-stop pet life solutions.

Mr.Bear has its own pet consumer brand Mr.Bear™, own e-commerce website, on which imports pet food brands and products, meanwhile owns more than 50 chain stores located in major cities in the high-end community.

Mr.Bear
宠宠熊



Entering high-end fashion & lifestyle boutique

Beast

Beast, a art lifestyle brand, most of the products are designed and made by their own, also collects the congenial products all over the world, such as the floriculture, home furnishing, the artwork and accessories. Meanwhile Beast also owns beautiful and interesting different styles of physical shops In the first-tier cities of China. Regarded as China's high-end brand O2O pioneer by the British Wallpaper magazine, Beast also owns e-commerce site, Tmall and Jingdong shop.

Some Pet products in Beast:



Dog Wash
¥260.00



Dog Love and Care's
Book
¥580.00



Kennel Spray
¥195.00



www.thebeastshop.com

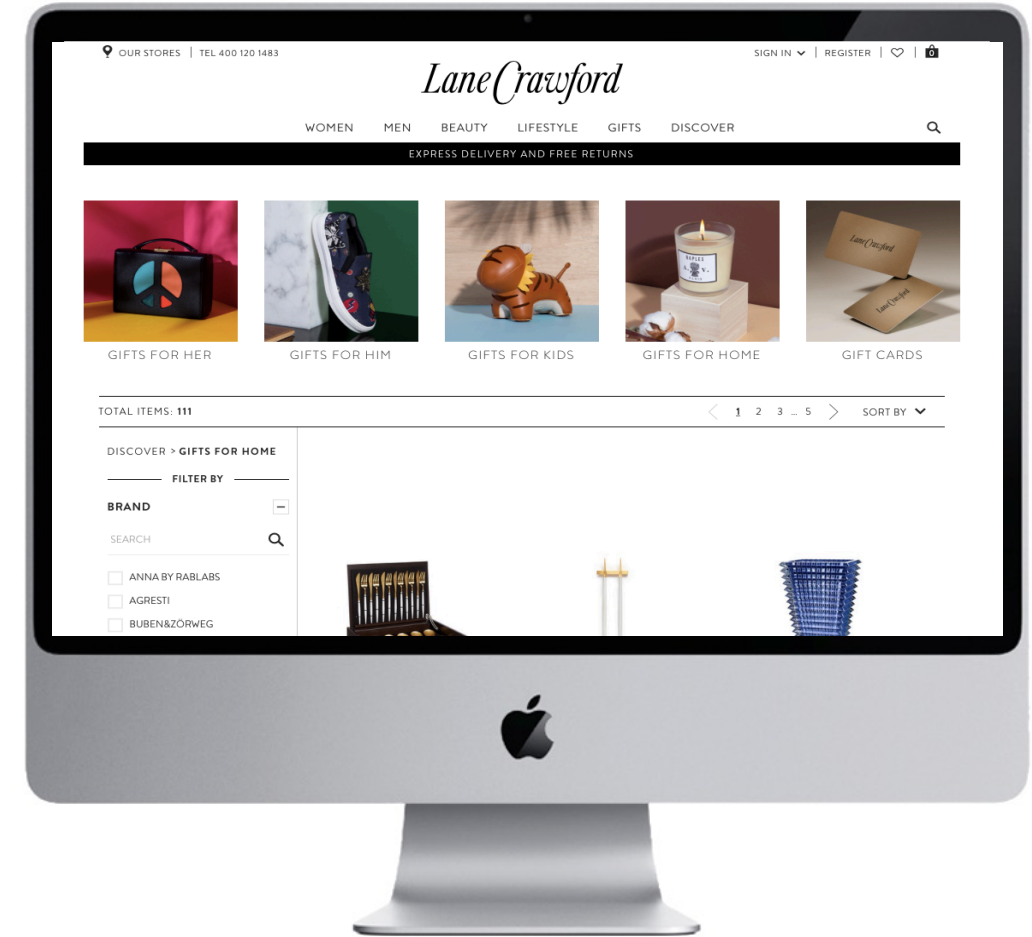


Lane Crawford

Lane Crawford is a global luxury fashion, beauty and lifestyle department store that offers the largest designer portfolio in Greater China.

It is globally renowned for its carefully curated collections across international women wear, menswear, shoes and accessories, jewellery, beauty and home & lifestyle.

<http://www.lanecrawford.com.cn>



Lane Crawford E-commerce



Pet event sponsorship

Sponsorship for pet events

Sponsor for various pet activities to increase the brand awareness and create the buzz, such as:

- CKU All Breed Championship Show
Chinese CKU is the most professional and the largest dog competition in China
- CKU Beautician Qualification Examination
One of the most professional examination for pet's beautician in China
- CFA Cat Show
CFA Cat Show, is organized by CFA's certified club in China. The result will be internationally recognized by CFA, cats can get the appropriate international generic title.
- World Famous Dog Show
China's top boutique kennel, gather the world-class dogs



Mr. Bear sponsored CKU Beautician Qualification Examination



"Basic" Launch

- Strategy and annual support = 10 000€
- "Basic" Chinese e-commerce Website = 15 000€
- WeChat + Weibo Management = 2500€ / Month

"Rocket" Launch

- Strategy and annual support = 10 000€
- Experience Chinese e-commerce Website = 40 000€
- Taobao SetUp & Management = 2500€ (once) + 5000€/Month
- WeChat + Weibo Management = 2500€ / Month
- SEO/SEM/BAIDU = 3000€ / Month

Strengthening & Business development

- BBS Content Management = 3000€ / Month
- Wechat Moment Ad = costing after discussion
(diffusion for 300 000 impressions in Core Cities = around 8000€ + post creation)
- KOL = costing after discussion
- Event (Pet Fair Asia + SIPE) = costing after discussion

THANK YOU!!!

