

• OUR APPROACH •

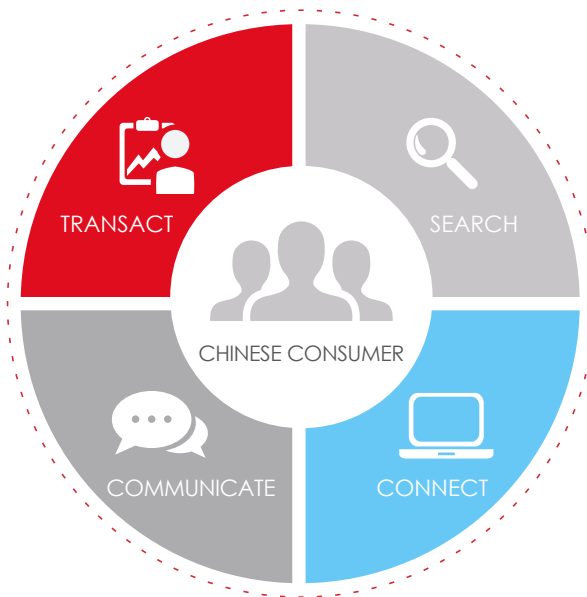
Understanding marketing differences is the key to succeeding when expanding into the China Retail Market. CSM is a marketing led services company that offers customized end-to-end market expansion services worldwide.

TRANSACTION

We enable cross-border e-commerce and transaction services for clients to sell to Chinese consumers

COMMUNICATE

We enable clients to communicate with consumers across social and e-commerce channels

**SEARCH**

We enable client's products & services to be found by consumers

CONNECT

We connect these consumers with clients through digital platforms

• SERVICES

CSM understands how to navigate not only the social sectors, but also the rules and regulations in China. CSM provides market entry and expansion for brands via its social media and marketing services. We will help consult, create and implement your China strategy, whilst providing a high level of transparency and service support.



- Market positioning for brand & product
- Strategic direction through all communication channels
- Digital & social media accounts management
- PR campaign management
- Promotion advertisement online & offline
- WeChat App shop management
- Access sales channels online & offline
- Fulfillment & customer services

MOBILE MARKETING

Chinese consumers spend more than 40% of daily time using mobile devices, and more than 60% of advertisements are viewed through social media and Applications. CSM provides MOBILE SEO, which brings your brand and product to the first page.

• COMMUNICATE •

The social media landscape in China is vast and does not include the same platforms used in Western markets such as Facebook, Twitter, and Google. Brands must reposition themselves on various Chinese platforms to communicate with consumers

MAJOR SOCIAL MEDIA PLATFORMS IN CHINA

CSM works with brands to make a dedicated social media plan. CSM has the subsequent knowledge and expertise to implement, fully manage, and track their social media advertising campaigns to ensure a return on investment.



- Work with brand to create social media marketing strategy / plan
- Social media account set up / full management
- Work closely with the marketing team of each brand to ensure messaging / content are consistent
- Customize marketing campaigns / promotions specific to China

• TENCENT QQ

- Most Similar to Skype
- Allows free text, voice, and video messaging



• WEIBO

- Most similar to Twitter
- Allows content to go viral with 600+ million users



• WECHAT

- Most similar to WhatsApp
- It is the fastest growing social media platform in the world
- Combines functions of most other APPs, offers unique features of its own, and continues to add more every year (making payments, bicycle sharing, etc.)



• TRANSACT •

CSM helps brands focus on transactional growth and consumer loyalty

MUTIPLE ONLINE SALES CHANNELS

CSM can arrange a customized online sales channel approach for each brand.

- Build a landing page which can directly link to the brands international e-commerce platform
- Build a standalone Chinese webpage in China
- Set up and manage popular third party channels such as T-mall, JD.com and Suning



CUSTOMER SERVICE AND RETURNS

Chinese consumers are more confident purchasing from vendors who offer a multilingual help desk and local return address. CSM can customize services to ensure consumers have a seamless brand experience.



DISTRIBUTION AND LOGISTICS



CSM can help brands overcome the major barriers to entry safely under a high-impact, low-cost model via the following services: Product registration, cross border services, IOR/MOR, full import/export licensing, warehousing, and transportation management services .

ACCESS TO 1.4 BILLION ONLINE CONSUMERS!

CN: info@chinaretailgroup.com



CRS has reach throughout the USA, Europe, Asia, and China under its full range of cross border services.



The brand box is a consumer goods based e-commerce platform with multiple sales channels.

THE BRAND BOX

US: info@shopepg.com



Through offices in China, UK and USA, we provide a global marketing, logistics and e-commerce network.



Provides fashion retailers the opportunity to connect with Chinese consumers across 500 cities.

UK: wing@shopepg.com



FCP provides legal & compliance services related to Intellectual Property, domain names and trademarks.



Provides Chinese consumers access to the best of global food and consumer brands.