

CHINA INTERNET MARKETING CHANNELS

CHANNEL OPPORTUNITIES & STRATEGIES IN CHINA

Unique Course for Small & Medium Exporting Companies

NEW

The Challenge

Foreign SME's entering the Chinese market, find that managing marketing channels in China is a daunting and complex challenge. More over, during the last few years, on-line channels became a critical element in China's multifaceted marketing channel ecosystem.

No longer it is possible to ignore this significant business shift, so players must decide, not whether, but how they will leverage on this 'tectonic' change, treating it as an opportunity rather than a risk. SME's should understand China's on-line environment and fit their channel strategy accordingly.

Target Audience

Exporting SME's, marketing, or planning to market, their products in China.

Marketing & sales managers who are responsible for analyzing the Chinese marketing environment or are engaged in formulating the company's marketing and sales channel strategies for the Chinese market.

Other personnel who are engaged in channel management or marketing communications activities for the Chinese market can also benefit greatly from this course.

Objective & Benefit

Course's objective is to equip exporting SME managers with the knowhow required for understanding the Chinese internet marketing channels environment, and to supply them with guidelines for setting up an appropriate, and effective, overall marketing channel strategy for China.

Course's benefit to the organization is in utilizing, and leveraging, on-line channels towards achieving their overall marketing objectives for China, more effectively and efficiently.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Course Uniqueness

- ✦ Most up to date content.
- ✦ SME manager's point of view.
- ✦ Practical "hands-on" approach.
- ✦ Holistic channel management.
- ✦ Strategy over details.

Format & Methods

Critical integration of empirical research results, case studies and the most updated practical hands-on experience from around the world.

An 8 hours course, divided into two sessions. Delivery methods include: frontal lectures, examples, audience debate and Q&A session. Course program consist of a detailed syllabus, accompanying slides, worksheets and reading lists. Programs may be modified or adapted in accordance to customers' unique requirements, in order to fit into broader training portfolios of SME's training organizations.

Key Outcomes

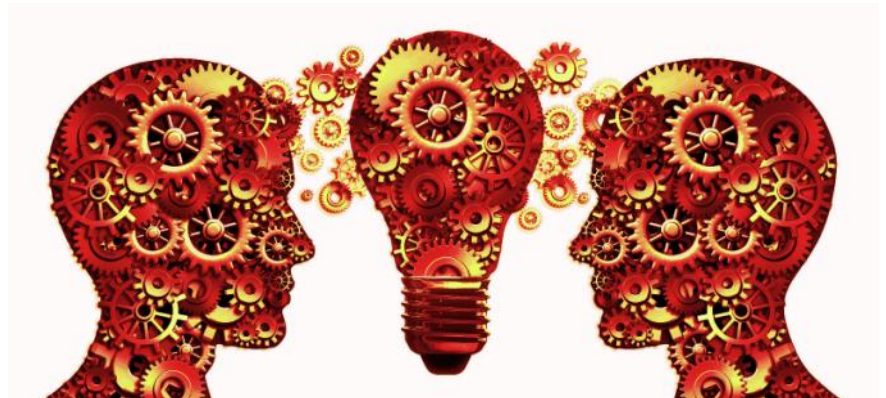
- ✦ Explain key forces forming China's internet channels ecosystem.
- ✦ Classify key players in China's internet channels environment.
- ✦ List key guidelines for an integrated marketing channel strategy.

Course reference number:
PSME-CICCR-01.

Format or content may
change without notice.

Content

- ✦ **Internet Marketing Importance.**
- ✦ **E-Commerce phenomena, drives & trends.**
- ✦ **C2C, B2C, B2B and P2P in China.**
- ✦ **Internet consumer buying behavior.**
- ✦ **Traditional channels – current state & future.**
- ✦ **China's internet marketing channels fan.**
- ✦ **Internet channel players classification.**
- ✦ **Social & mobile marketing channels.**
- ✦ **Channel structures – current & future.**
- ✦ **Omni-Channel & other new strategies.**
- ✦ **Off & on-line channel strategies & guidelines.**



Lead Lecturer

Moti Blau, managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 20 years of international business experience, specializing in international marketing & sales. Executed thousands of lectures & training hours to top professionals from around the globe. [More...](#)

Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau, together with a Dutch investment company. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential. [More...](#)

