



This article is an excerpt of the book “**Financial, Administrative and Trade Management in China: A crash course for executives for a successful and compliant business operation**”, available e.g. on [Amazon Kindle](#), [Google Play](#) and [Apple Books](#).

8.6. Promotion and Marketing

Promotion and Marketing can be divided mainly in two areas:

- Building up brand awareness and
- Sales support

While up brand awareness is targeted in increasing your trustworthiness as a brand in general, the sales support function should help you directly increasing your sales by leading potential customers into a sales funnel.

Brand and logo

For many registrations within china you will be required to use a Chinese name in Chinese characters. Be careful when you just try to translate the brand name into Chinese characters by using syllables since the result might be very off-putting to potential Chinese customers.

Some logos of international brands can include a curative writing or special characters that are not known in China and cannot be read. When you are trying to use this logo for building up awareness, the impact of an unrecognizable or unreadable logo can be contradicting to your efforts.

Product names

Same as brand and logo, international brands often use the same product names internationally. The downside is that you can end up with product names that are unpronounceable for Chinese people or unrecognizable, if you focus too on internal technical nomenclature instead of choosing product names that are easily recognizable by the customers.

Localize the marketing

Marketing without local knowledge will lead to problems: Without knowing market specifics, the language and preferences of your potential customers you can expect a high investment with low return.

Websites

Companies often use centralized servers for international webpages. If your website is hosted in another country, the loading time of pages can be heavily influenced by the great firewall. Additionally, your website might be blocked or can be considered as illegal if it does not have a local registration of a so-called ICP license.

The power of social media

Due to the sheer presence and market power of some social media platforms, especially WeChat, potential customers often research first on social media instead of the internet. Startups sometimes do not even open up a website anymore but directly open social media channels.

Be aware of shit-storms

Caused by product issues or also by misbehavior of your employees, shit-storms can be rolling in your brand which can damage your brand at least in the short-term. Creating some contingency plans in advance can help to reduce the short-term effects. Often shit-storms in China have a pretty limited lifetime though and do not necessarily lead to long-term effects.

Internal marketing towards the HQ

If you are working in a multi-national group, the Chinese market often suffers from a not necessarily justified bad reputation.

At the same time, the Chinese market is a very dynamic one which can possibly show future developments in other markets. By implementing internal marketing, you can increase the awareness of these developments and try to ensure that sufficient resources are allocated for China.

Corporate social responsibility

CSR has been a topic with increased recognition, not only but especially with international companies. It can bring your business “reputation credit” or also more direct benefits, e.g. by cooperation with local education institutions for training your future staff.

Examples for bad marketing

- A German beer brand opened a highly priced restaurant in the basement in a well-known restaurant area of Beijing. The brand itself is not well-known in China. They used traditional German characters, which are not readable by Chinese customers and did not explain in any comprehensible way what this restaurant is about.
- A high-level executive of a German car manufacturer got into a fight with a local regarding a parking space and started to insult Chinese people. This incident got viral and started off a shit-storm towards the company.
- Obviously a wrong translation lead for a cup manufacturer to produce cups with “From see you one eye, I shit love you” instead of “From the first sight of you, I fell in love with you.”



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Free Sample

9. Human Resources Management

Human Resources is a key function in companies, providing the required workforce to fulfill the company goals.

At the same time, being a manager in China will require you to fulfill the local laws and regulations even while you are not in HR management. This chapter should help you by providing you information about:

- Important laws and regulations
- Policies that you should implement
- Information about compensation strategy
- Trainings
- How to choose the right staff for your management positions

Please note that the last chapter after this one will provide you more information relevant for you when you are trying to find a job in China while this chapter focuses more on the company perspective.