



# MARKETING GUIDEBOOK

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Great! You're on board!

Thank you for choosing Latipay.

As an industry specialist for Chinese payments, we also provide dedicated marketing services to all our Latipay merchants.

Aside from the perks we have from acquiring WeChat Pay and Alipay, we've also partnered with other amazing businesses as an added value to our services.

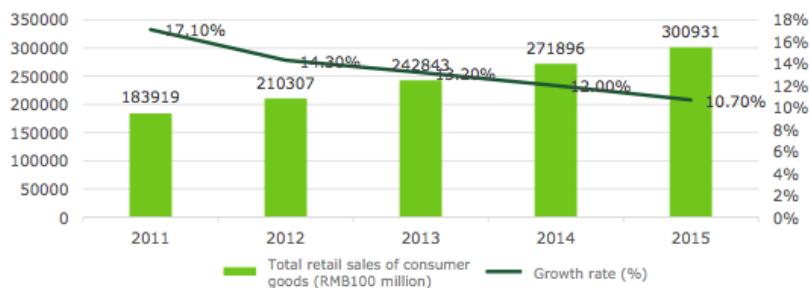
You've successfully made your first step into the fascinating Chinese market. Now what?

Well here's a handy guidebook to your success within the Chinese market.

## Chinese market overview

In 2015, China's total retail sales of consumer goods amounted to RMB30.1 trillion. With a growth rate of 10.7 percent, which is much higher than the overall growth rate of the global retail market (5.6 percent), Chinese retail market took up about 20 percent of the global retail market, and contributed 37 percent to the growth of the global retail market. Compared with the growth rate of less than 5 percent in two economically developed regions of North America and Western Europe, Chinese retail market is expected to replace the U.S. as the world's largest consumer market in 2019. (Deloitte, 2016)

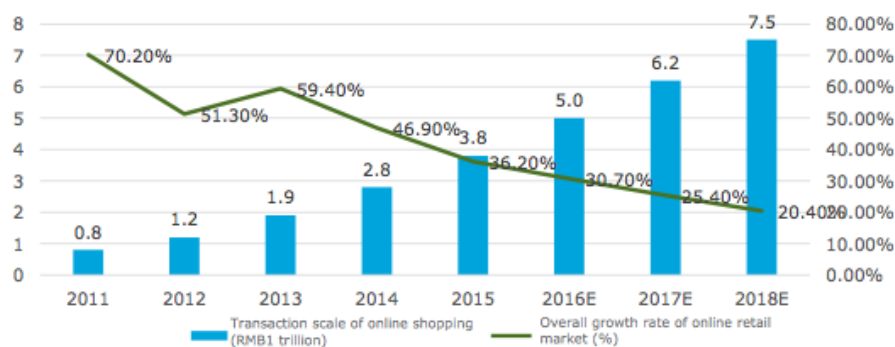
Figure 2: Transaction scale of Chinese retail market



Source: China E-business Research Center (CECRC)<sup>1</sup>, National Bureau of Statistics (NBS)

In 2015, the transaction scale of Chinese online retail market reached RMB3.8 trillion with a year-on-year growth of 36.2 percent, which took up about 35 percent of the global online retail market, and contributed approximately 46 percent to the growth of the global online retail market, becoming the absolute driving force for the global growth. Based on current trends, Chinese online retail market is expected to account for over 50 percent of the global online retail market in 2019.

Figure 4: Transaction scale of China's online retail market



Source: iResearch<sup>3</sup>

## WeChat Official Account

It isn't just the fact that China has over 1.379 billion people in China. The sturdy Chinese market has easily adapted to modern technology, going from cash to e-wallets while skipping credit cards altogether. Another unique Chinese market factor revolves around its marketing use of social media which has proven to strongly engage with end-users.

Take WeChat for example, the largest social communication tool in China that has created its own business ecosystem after years of industrial penetrations and has been steadily growing in 938 million active users. Beyond just messaging services, WeChat allows users to pay bills, purchase goods, book hotels, schedule taxis, etc.

With regards to the Chinese market, WeChat has become second nature that being asked: "What's your WeChat?" has become a norm for businesses, consumers and other individuals.



Therefore, WeChat Official Account has been rapidly adopted by consumers, and has become one of the major channels that used by businesses to engage with customers. In 2016, there were 17 million WeChat official Accounts with a year-to-year growth rate of 32.1 percent. On average, each account can publish 518 articles yearly, which result in 1.9 million views throughout the year.

## WeChat Official Account Sample

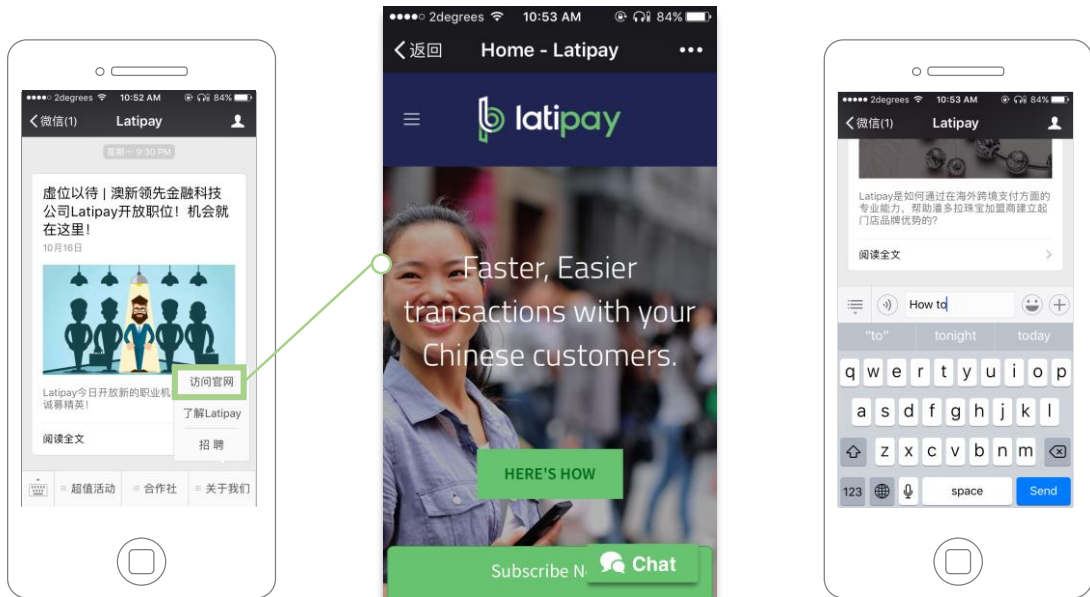


1. The Service Account will be displayed in Chat list, The Subscription account will be displayed under the "Subscription" tab.



2. Create custom tap to interact with followers

## WeChat Official Account Sample



3. Followers can be directed to Company's website, therefore generate organic traffics and live chat with customer service.

## Three ways to apply for a WeChat Official Account (WOA):

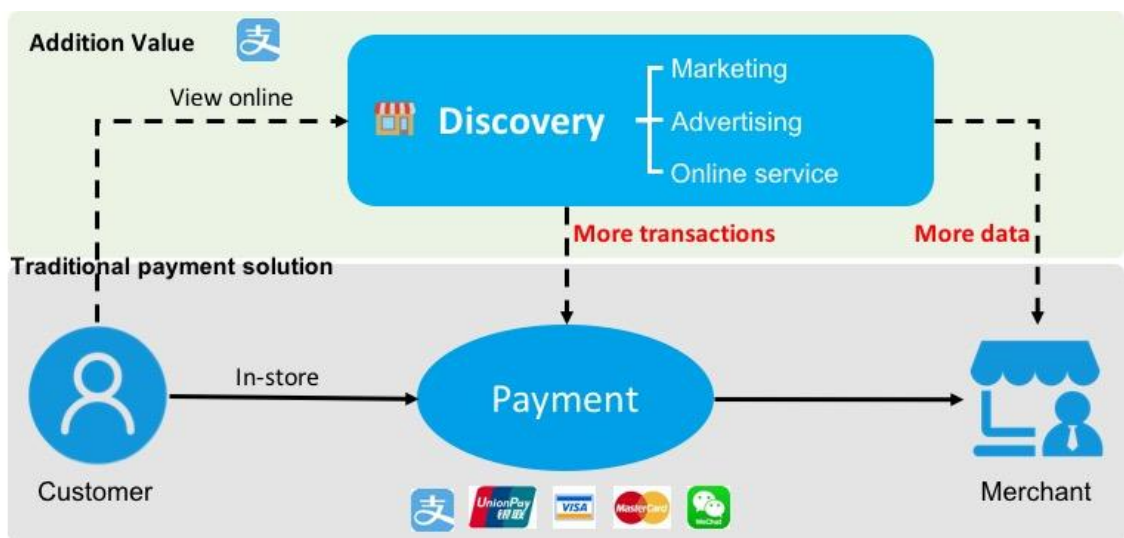
1. Apply through the overseas WeChat portal ([admin.wechat.com](http://admin.wechat.com)) – the WOA created through this method restricts access for users from Mainland China. Hence, it is not recommended.
2. Apply through main WeChat portal ([mp.weixin.qq.com](http://mp.weixin.qq.com)) – a valid Chinese entity with legitimate supported documents from SAIC of China is compulsory. For most of the foreign businesses, it is considered time-consuming and expensive unless subjective to management discretion.
3. Apply through Latipay - one of Tencent's limited partners that allow a WOA application without the foreign business entity restriction. This service has an application fee of USD\$300 and is limited to selected Tencent partners, like Latipay.

## Alipay Discovery Platform

Started from an e-commerce site, Alibaba now has become one of the world's largest retail giants with expansion into logistics, payment, biotech, etc. Its own financial service provider, Ant Finance, has delivered a first-class innovative payment application in 2003, as known as, Alipay.

When look back through Alipay's history, it has created numerous achievements and helped evolving the way how businesses and consumers interact. In 2016, Alipay has over 450 million active users with 1.7 trillion USD total transaction volume, which took up 53.7 percent of total market share.

Now, Alipay discovery (口碑), an advertising platform for millions physical stores, has opened up the opportunity for overseas merchants to capture Chinese customers' attentions.



## Alipay Discovery Payment

➤ Merchant's Alipay store will be displayed automatically in "Alipay Discovery" (出境) page based on user's location.

1. On Alipay homepage, stores can be featured under the "must-have experiences" section for users who locate in New Zealand.
2. Stores are segmented into different categories.
3. Promotional coupons and brands will be featured based on user locations.



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➤ Users can browse or search for nearby stores

1. Popular stores will be featured on the home page based on its ranking.
2. Stores can also be filtered based on distance.





## Alipay Discovery Payment

➤ Boost up the store visibility by creating coupons and promotion notices.

1. The basic store info will be displayed, including number, address, opening hour, extra services, and average spending, etc..
2. Product information and environment photos will be featured at the top
3. Users can collect coupons and store them into their Alipay wallet. The amount will be automatically deducted when pay through Alipay.



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**Get Your Business**

**#Chinaready**

**Today !**

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