



Introduction to Baidu Advertisements Products and Baidu PPC Services

Mar. 2016



by Zhang Yi
China Digital Marketing Expert
SinoStep

Agenda

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

China Search Engine Landscape

Baidu Search Engine Landscape

Baidu Advertisements Products

Baidu Paid Search

Baidu Brand Zone

Baidu Content

Cooperation Structure

About SinoStep

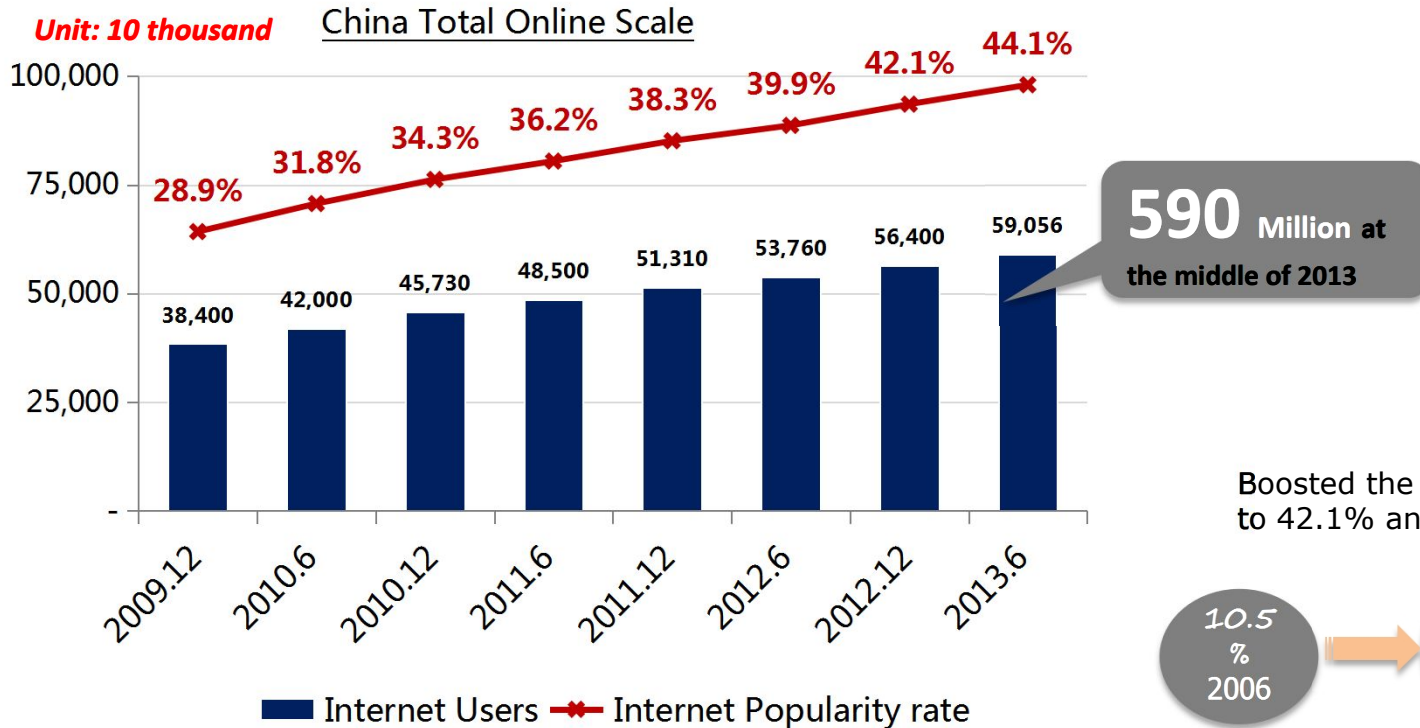


China Internet Online Users Reach 590 million

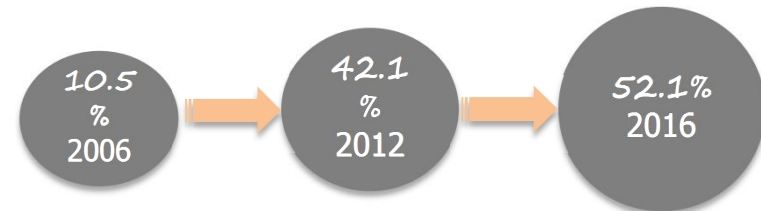
SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com



Boosted the China Online Penetration rate to 42.1% and hope to reach 52.1% in 2016.



- 20.5 hours average amount of time per week spend online which is up from 18.7 hours in 2011.

Data Source: CNNIC Report, July 2013

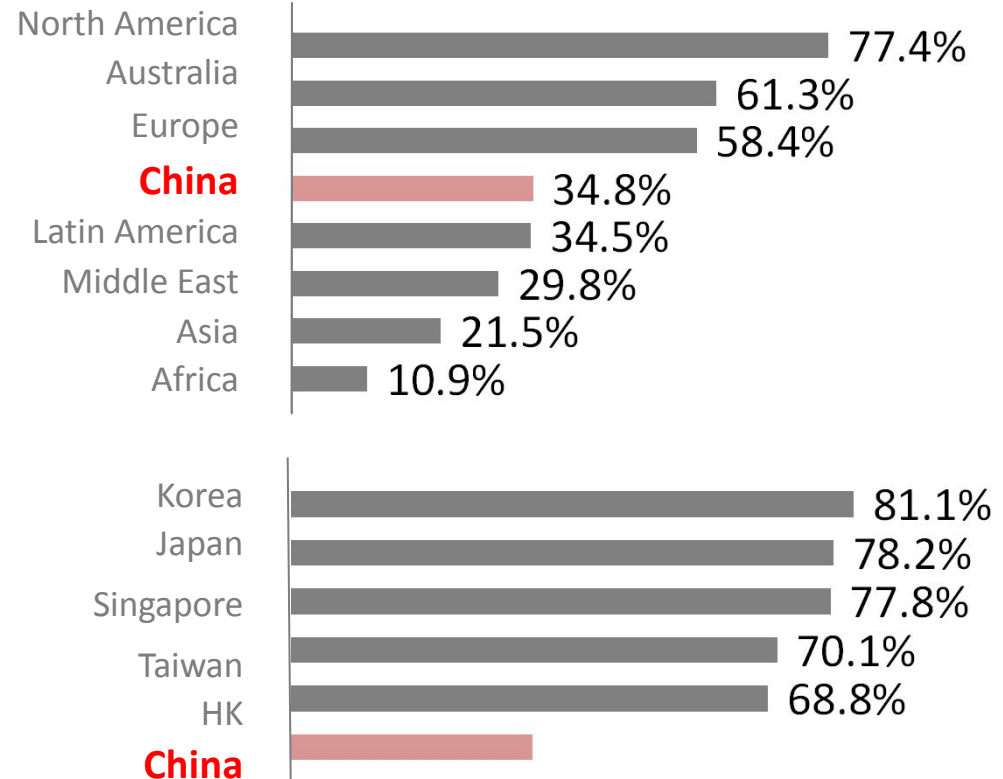
China Internet Users

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

Potential to
GROW
continuously



Search and e-Commerce User keep on growing rapidly

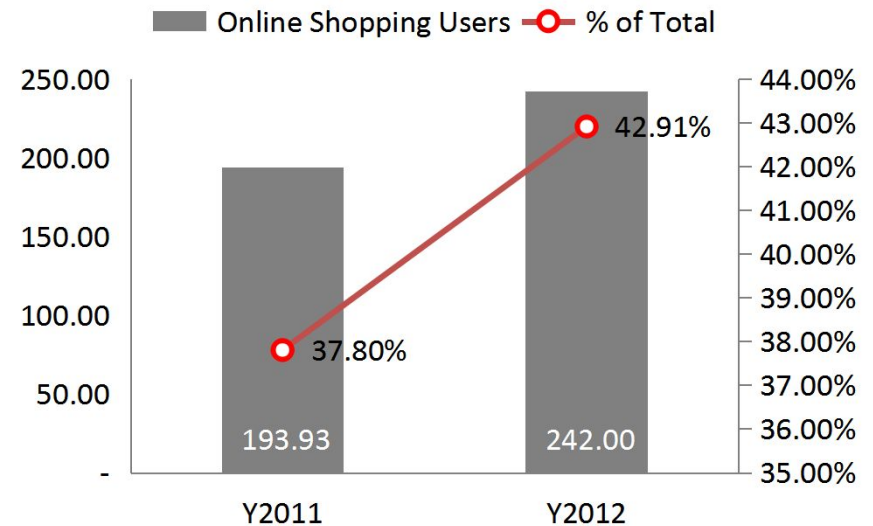
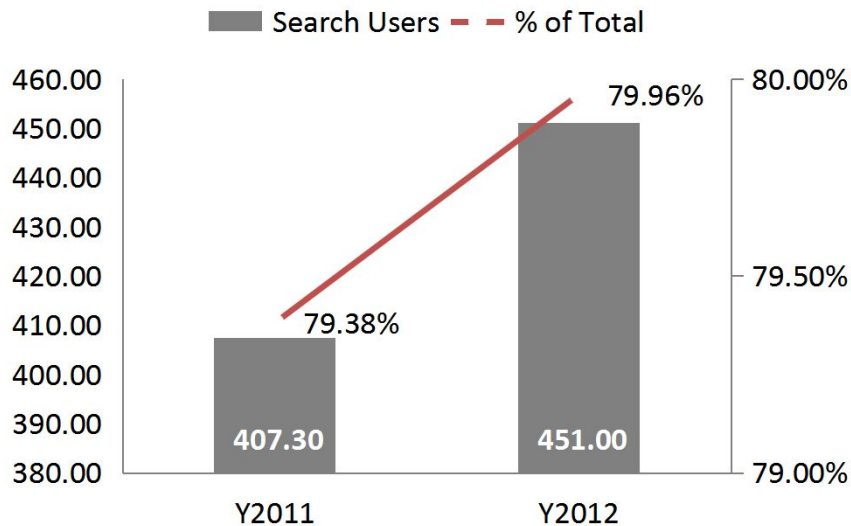
SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

Search Users increased 11% to 451 Million

Online Shopper increased 25% to 242 Million



Major Sites

Baidu, Google, Sogou, Soso, etc.

- **Daily deal customers** amount reaches 83.27 million.
- **"Double-Eleven"** Taobao sales revenue exceeds CNY 19 billion and 200K online payment per minute.

Data Source: CNNIC Report, Jan 2013

Baidu, So360 & Sogou Owns Mostly Market Share

SINOSTEP

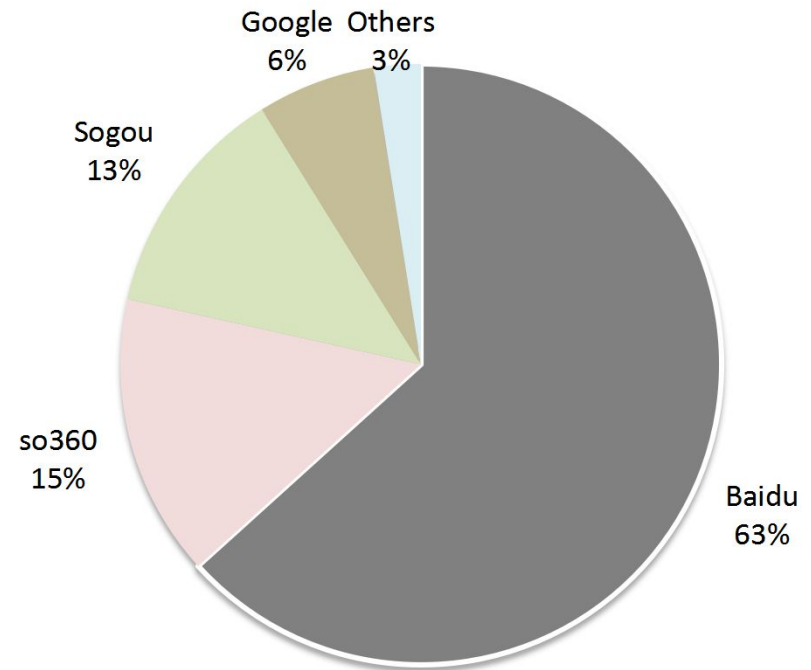
GATEWAY TO CHINA MARKET

www.sinostep.com

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

Baidu dominates search in China
takes 63% market share in terms of
number of search queries

So360 & Sogou occupy 15% and 13%
market share in terms of number of
search queries,

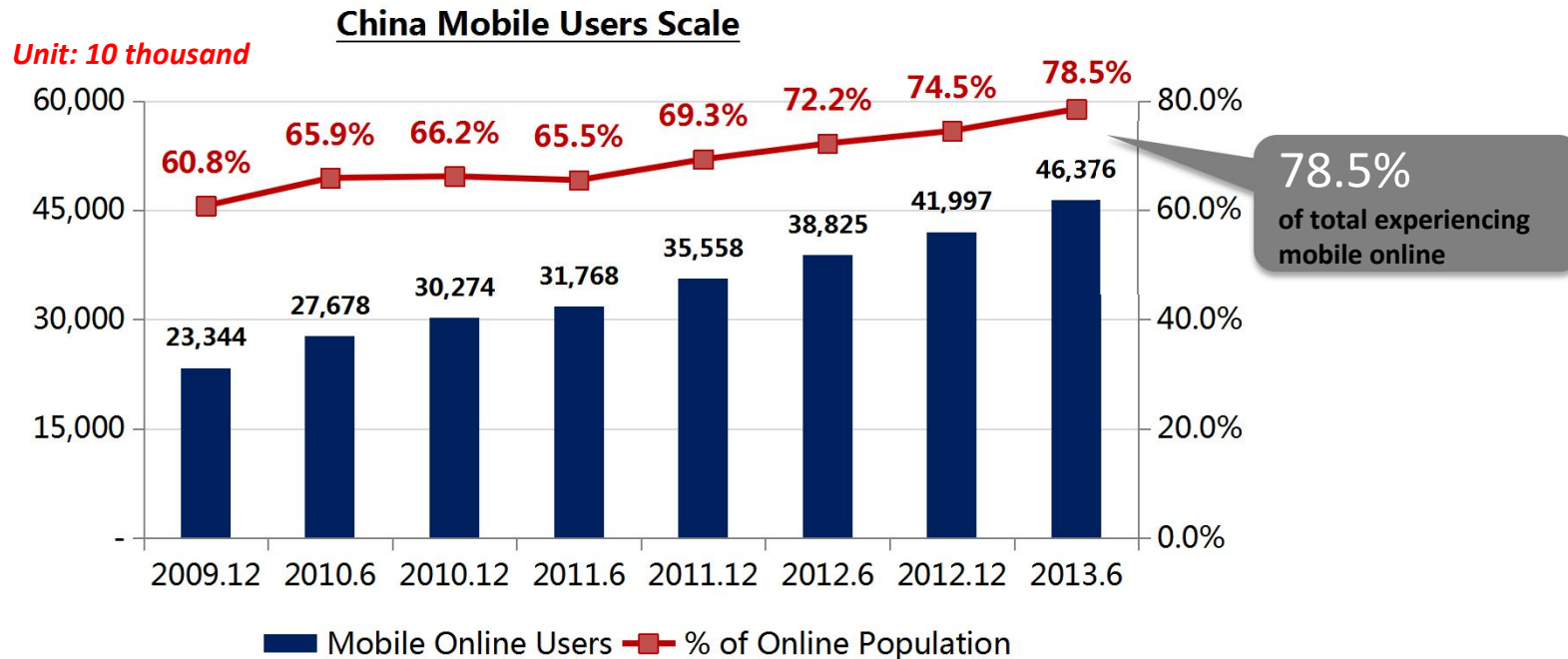


China Mobile Online Users Reach 460 million

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com



The China mobile users reach 464 million by the middle of 2013, compared with the end of 2012, increased more than 4.3 million.

Data Source: CNNIC Report, July 2013

Agenda

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

China Search Engine Landscape

Baidu Search Engine Landscape

Baidu Advertisements Products

Baidu Paid Search

Baidu Brand Zone

Baidu Content

Operation Producer

About SinoStep



5 Billion Daily Search Queries

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

- **63% Coverage rate in China**

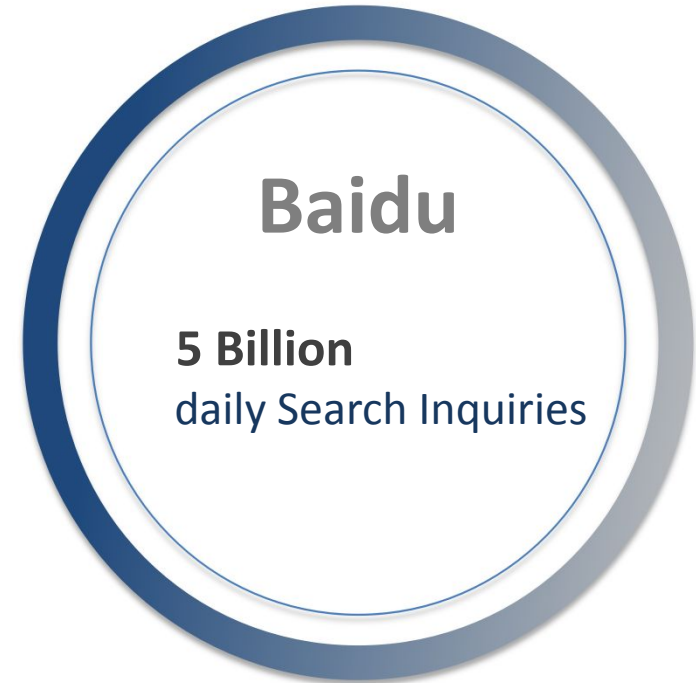
Chinese biggest Search Engine, mass daily search queries;

- **Target Potential Markets**

Target potential customers by keywords;
Perfect launching effects by optimization;

- **Pay Per Click**

Pay for clicks instead of impressions



Forms of Search Ads

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

Left Ads Display A

4 links limited on the left side, with gray background;

Right Ads Display B

10 links limited on the left side, without background color

Left Ads Display B

8 links limited on the right side, without background color

Baidu 百度 新闻 网页 贴吧 知道 音乐 图片 视频 地图 文库 更多» 傲氏老鼠 | 搜索设置 | 百度

俄罗斯航空 百度一下 推荐: 用手机随时随地上百度

俄罗斯航空公司特惠航班 www.aeroflot.ru/zh/ 百度推广链接
空中安全舒适,到欧洲的特价机票

特价俄罗斯航空查询,俄罗斯航空预订-去哪儿网1折起 www.qunar.com/
往返国际机票预订,去哪儿网-同行业最低价格,省时,省力,更省心,

携程预订俄航机票1.5折起 www.Ctrip.com
携程专业机票服务,在线查询及预订机票,电子票全年无休,支持信用卡,无忧购票!

俄罗斯航空 aeroflot (su)
买票 网上服务 特价机票 信息与服务 公司 俄罗斯航空公司里程卡 Moscow +12..+14 New York +12..+14 London +11..+13 Dubai +29..+31 Tokyo +...

www.aeroflot.ru/cms/zh 2012-10-19 - 百度快照

百度推广链接
空运俄罗斯-72H俄罗斯速运..
提供快捷,经济的中国-莫斯科专线快运服务,提供国内报关,莫斯科机场清关的一站式服务
www.ru56.com/72h

来百度推广您的产品
咨询热线: 400-800-8888
e.baidu.com

Baidu 百度 新闻 网页 贴吧 知道 音乐 图片 视频 地图 文库 更多» 搜索设置 | 百度首页 | 登录 | 注册

招聘 百度一下 推荐: 用手机随时随地上百度

上海第一招聘网 ---招聘
立足上海面向全国招聘黄页类招聘网站,人才招聘企业发布招聘信息全面优惠注册发布个人求职信息完全免费,立即进入第一招聘网01job.cn了解招聘吧!
● 免费注册 ● 找工作 ● 找人才
400-820-1501
www.01job.cn 2012-12 - 推广

51job 大型专业招聘网站-上海频道
上海人才求职招聘,就上51job上海频道,51job.com全国领先的专业招聘网站,众多名企招聘信息,马上填写自己的简历,每天超过200万个工作机会等着你!
www.51job.com 2012-12 - 推广

智联招聘,上海招聘/求职/找工作,第一招聘平台!
智联招聘,上海专业人才招聘网,企业招聘/人才求职找工作首选!
www.zhaopin.com 2012-12 - 推广

中华英才网-海量名企招聘,上传简历即可申请
中华英才网全平台升级,每日更多高薪名企职位更新,同样找工作,更快收到面试机会!国内领先的招聘网站,采用全球领先Monster技术,马上搜索,好工作,高福利等着你!
www.ChinaHR.com 2012-12 - 推广

百度推广链接
上海招普工火热招聘中招聘..
上海招普工月薪3000-4000厂家直招,不要担心,上海招普工面试成功即可安排住宿!
www.changshuokeji.com

上海昌硕电脑招聘厂直招..
昌硕招聘,当天面试入职安排宿舍,月综合工资3000-4000元,入职签订劳动合同。
www.ASusjob.com

上海招聘求职-首选猎聘网!
上海招聘求职首选猎聘网,为世界500强企业提供中高端人才。
www.lietou.com

招聘,屈出滚滚财源,招聘兼职刷信用卡,最疯狂的兼职工作!
每天2-3小时,每天收入上万!
zs.70jp.net?68928

Agenda

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

China Search Engine Landscape

Baidu Search Engine Landscape

Baidu Advertisements Products

Baidu Paid Search

Baidu Brand Zone

Baidu Content

Cooperation Structure

About SinoStep



Baidu Paid Search

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

The image shows a screenshot of a Baidu search engine result page for the keyword 'adidas'. At the top left is the Baidu logo and navigation links for News, Web, Forum, Know, Music, Images, Video, Maps, Library, and More. A search bar contains the text 'adidas'. Below the search bar, there are several search results. The first result is an advertisement for Adidas, titled 'adidas线上跑步体验!' with the URL 'www.adidas.com'. The ad text says '我要跑,跑就是一切.加入adidas线上马拉松,体验跑步乐趣,夺取跑步装备.' and includes links for '线上马拉松', '跑者装备', '马拉松学堂', and '销售门店'. The second result is an advertisement for Yougou.com, titled '优购网上鞋城 运动正品全场3折起!' with the URL 'www.yougou.com'. The ad text says '买好鞋 上优购 运动全网低价,100%正品承诺,10天退换货!'. The third result is an advertisement for Converse.com.cn, titled '匡威中国官方商城正式开张,全场限时优惠中!' with the URL 'www.converse.com.cn'. The ad text says '匡威/Converse中国官方商城正式上线.100多种限定鞋款8折.'. Below the advertisements, there is a search result for 'adidas' from Baidu快照 (Baidu Cache), showing the URL 'www.adidas.com/ 2012-10-19 - 百度快照' and a snippet of text: '运动 adidas by Stella McCartney 篮球 足球 高尔夫 户外 跑步 网球 训练 街道 原创系列 风格 adidas SLVR Porsche Design Sport NEO Y-3 目录 男子鞋款 ...'.

Impression Place :

Search Engine Result Page(SERP)

Characteristics :

- Impress the ad. Via searched keywords ;
- Comprehensively encircle customers by brand, product, customer-action and competitive keywords ;

Sale Mode :

Bidding rank, cost by clicks ;

Baidu Brand Zone

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

Baidu 新闻 网页 贴吧 知道 音乐 图片 视频 地图 文库 更多»

nivea

百度一下

推荐: [用手机随时随地地上百度](#)

Theme



妮维雅(NIVEA)-全球知名的护肤产品品牌,秉承德国拜尔斯道夫(Beiersdorf)股份有限公司一贯科学严谨的企业精神,产品在男士护肤,女士护肤,身体保养,脸部保养,防晒,手足护理,彩妆等领域均位居欧洲市场前列。

Description

www.nivea.com.cn 2012-9 - 品牌推广

- [明星产品] 男士Q10活力系列 做倦容绝缘体!
- [明星产品] NIVEA首款精华醒肤水-凝水醒肤水
- [促销产品] 深层润肤身体乳-肌肤水高透感!
- [特惠] 10月大促 转赠券1元 赠礼游德国

Columns & Descriptions;

Promote /Spread emphasis;

Link to related websites

男士护理	男士护肤	男士护肤	男士护肤
男士洗面奶8折	蛋白肌 白皙光彩	妮维雅旗舰店	焕白亮肤套装9折
Q10活力系列	百年护肤 妮维雅	滋润身体乳送手霜	
全能控油系列	NIVEA男士调查局	男士控油套装9折	
焕白亮肤系列	水润亲得到	妮维雅官方微博	



百度推广链接
[快来试试美宝莲Babe Lip!](#)

Baidu Brand Zone--Classic



www.sinostep.com

Baidu 百度 新闻 网页 贴吧 知道 音乐 图片 视频 地图 文库 更多»

搜索设置 | 百度首页 | 登录 注册

nivea

百度一下

推荐: 用手机随时随

NIVEA妮维雅(中国)官方网站-100年呵护肌肤!



妮维雅(NIVEA)-全球知名的护肤产品品牌,秉承德国拜尔斯道夫(Beiersdorf)股份有限公司一贯科学严谨的企业精神,产品在**男士护肤**,**女士护肤**,**身体保养**,**脸部保养**,**防晒**,**手唇护理**,**个人清洁**,等品类居欧洲市场前列。
www.nivea.com.cn 2012-9 - 品牌推广

- [明星产品]男士Q10活力系列 做倦容绝缘体!
- [明星产品]NIVEA首款精华醒肤水-凝水醒肤水
- [促销产品]深层润肤身体乳-肌肤水高透感!
- [特惠]10月大促,转发赢1万元,背包游德国!

男士护理	女士护肤	品牌活动	超值套装
男士洗面奶8折	改善日晒色差	妮维雅 旗舰店	焕白高肤套装9折
Q10活力系列	蛋白肌,白皙光彩	百年护肤 妮维雅	滋润身体乳送手霜
全能控油系列	深层补水水感透高	NIVEA男士调查局	男士控油套装9折
焕白高肤系列	水润亲得到	妮维雅官方微博	晶纯皙白3件套9折



百度推广链接

快来试试美宝莲Babe | in
特奉美妆美宝莲Babe | in



Impression Place :

- Search Engine Result Page (SERP)

Characteristic :

- Occupy large area of SERP , increase Brand Image ;
- Illustrated with texts, photographs, even videos ;
- Quickly update the content, submit new info. Immediately;
- Higher CTR, contract high-standard customers.

Sales Mode :

- A Fixed Charge by Month

Baidu Brand Zone--Senior

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

Baidu 百度

新闻 网页 贴吧 知道 MP3 图片 视频 地图 更多

JEEP

百度一下

手写



Jeep中文官方网站

SUV缔造者与引领者。全新Jeep大切诺基,全境界豪华SUV;牧马人,终极四驱利器;2011款指南者,全路况进口都市SUV;自由客,硬派四驱型SUV。

www.Jeep.com.cn 2011-6 - 品牌推广



全新一代Jeep Compass指南者 23.59万起

发微博宣言,得微博勋章,赢Jeep Compass指南者半年使用权

Jeep 2011全国全系试驾汇

Jeep Patriot自由客,进口硬派四驱型SUV,全新登场

预约试驾

指南者

自由客

牧马人

大切诺基



Characteristic :

- 7 forms which including weibo entry, several Tabs, blue background color, video column etc. ;
- Quickly update the content, submit new info. Immediately;
- Higher CTR, contract high-standard customers.

Sales Mode :

- A Fixed Charge by Month (20% more expensive than basic forms)

Baidu Content

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

海尔空调
宽带无氟变频 国际领先

全球至薄148mm

制冷快、制热好才是好空调

安居客 | 好租 | 全铺 | 手机爱房网 | 旅游地产

您好, 欢迎来到爱房网! [登录] [注册] [我的爱房] [房源通]

爱房网 aifang.com 安居客旗下网站 上海

选房攻略 看爱房导购

首页 新盘 新房 团购 导购 问答 社区 旅游地产

上海有 **1056** 个新盘, **85670** 套新房房源, 足不出户找到新家。

请输入楼盘地址或楼盘名... **找楼盘** 大宁城

低价婚房 轨交楼盘 低价总 品牌地产 打折楼盘

热门区域	热门板块	新盘报价	热门主题	特色楼盘
宝山 嘉定 浦东	顾村 南翔 九亭	8000-10000元	打折楼盘 新开盘	爱马尚郡总价58万起
南汇 松江 奉贤	周浦 川沙 北蔡	10000-15000元	旅游置业 小户型	路劲翡丽湾新开大户型
闵行 普陀 杨浦	大虹桥 嘉定新城	15000-20000元	4月开盘 特价房	米兰公馆景观小户
青浦 金山 闸北	美兰湖 松江新城	20000-30000元	精装房 经济别墅	秋霞坊140平3+1特惠

上海新房团购 更多团购

爱房特惠专区

【绿地秋霞坊】【绿地理香公馆】姊妹楼盘

公寓2万抵5万 洋房2万抵10万

新房导购 更多导购

20岁女性买房 首选60-70平小户

- 淘房时机到来 3款平民降价盘推荐
- 降价不减质 万科保利2款打折盘推荐
- 抄底嘉定三大板块 精选3款最便宜盘
- 首次置业建议提醒 爱房教你选对房

Impression Place :

- Huge amounts of websites cooperated with Baidu;

Characteristics :

- 4 billion daily impressions;
- Cooperation with 3 hundred thousand high-standard website
- 95% Coverage rate in China

Sales Mode :

- Pay per Click or Pay per Mile (Cost per Thousand; Cost per Impressions)

Agenda

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

China Search Engine Landscape

Baidu Search Engine Landscape

Baidu Advertisements Products

Baidu Paid Search

Baidu Brand Zone

Baidu Content

Cooperation Structure

About SinoStep

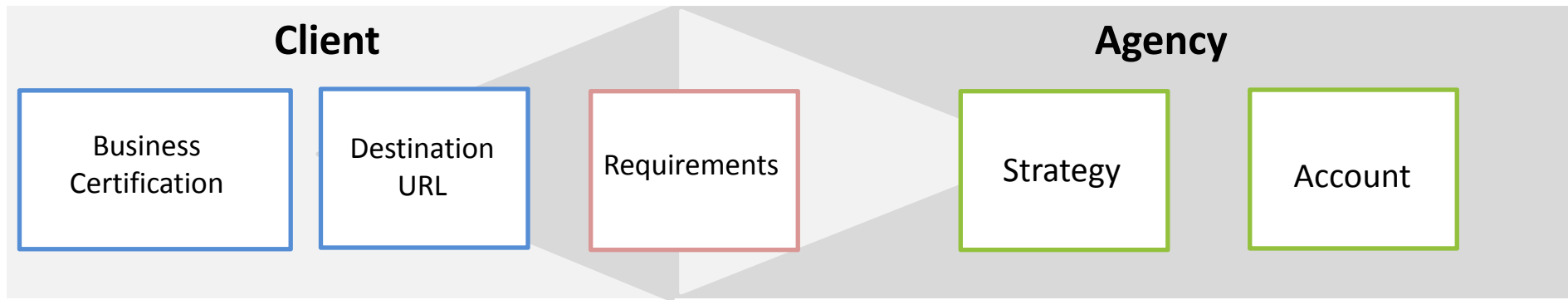


Cooperation Structure of Baidu PPC Services

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com



- Service Fee = 20-30% of Monthly Spending, min. USD500/month

SINOSTEP

- Formulate Baidu SEM strategy
- Baidu Account Establishment
- Baidu Account Recharge

Minimum Fund

- **20,000** RMB for minimum initial funds (about \$3,200 or €3,000)
- **10,000** RMB for minimum recharge funds (about \$1,600 or €1,500)

China Search Engine Landscape

Baidu Search Engine Landscape

Baidu Advertisements Products

Baidu Paid Search

Baidu Brand Zone

Baidu Content

Cooperation Structure

About SinoStep



About SinoStep

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

- SinoStep, founded in Sep 2011, as a specialist foreign direct investment practice, provides business advisory, market research, partner search, marketing, corporate establishment, accounting, and due diligence services to overseas SMEs and multinationals investing in China.
- An experienced team of China Business Consultants and Marketing gurus, in-house engineers, SEM Account managers, SEO specialist, SMM professionals and Taobao Express optimizers.
- Headquartered in Shanghai.
- SinoStep, recognized by 100+ named advertisers covering Internet Service, e-Commerce, Apparel, Cosmetic, Automobile, Finance, Government & Associations, and Travel industries.



SinoStep Digital Marketing Business Strategies

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com



Search
Engine
Marketing

Establish the most
profitable SEM agency
serviced more than 100
named advertisers



Product
Search
Optimization

Provide technology and
tools to secure the
competitive leading
positions of Sellers



Social
Solution &
Service

Provide the professional ads
optimization tools & media
purchase platform to social
clients

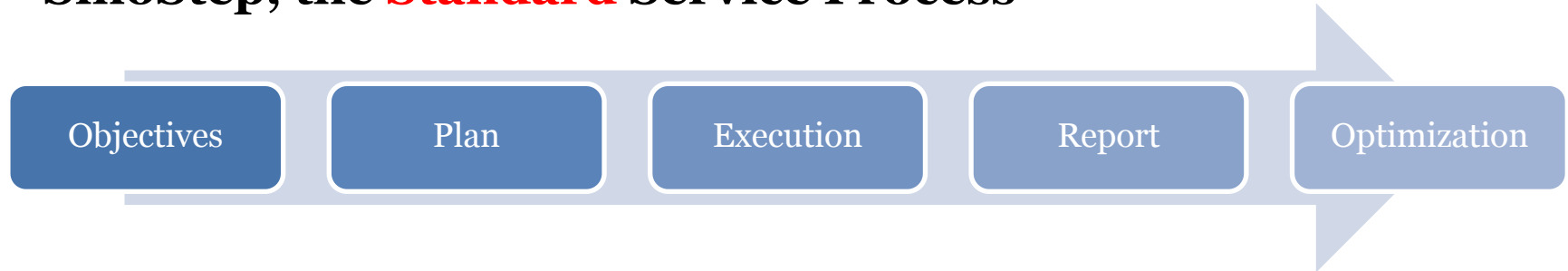
The Standard Service Process

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

- **SinoStep, the **Standard** Service Process**



- **SinoStep, the **Customized** Solution and Results**

- Customized Media Plan according to unique objectives
- Customized Tracking and Report Template according to advertiser business process
- Customized SEM Account Structure and related Settings according to advertiser industry feature
- Customized Bidding and Report Automation Tools according to conversion results and competition environment

Reasons Advertisers Choose SinoStep

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

- **Chinese online marketing agency supporting all search engines in China**
 - Including Baidu, Google, Haosou, SoSo, Sogou, TaoBao/eTao, Yahoo, Facebook
- **More than 10 years performance marketing professional experience:**
 - Rich experience of PPC management and performance marketing for more than 10 years for hundreds of named advertisers
- **Rich experience helping foreign investment enter into the China market.**

Brands Trusted SinoStep

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com



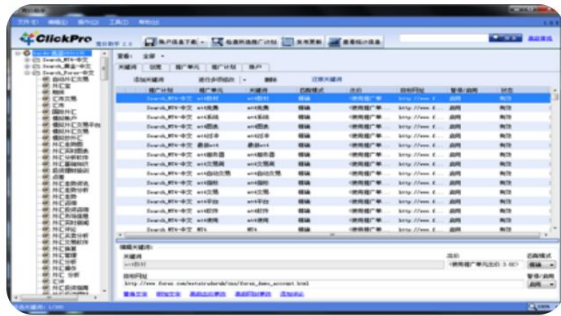
Technology Enhance Efficiency & Results

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

Baidu SEM Editor



Support more
Keywords
management than
tools from Baidu and
other agencies.

Taobao PPC Editor



The only Taobao
Express tools
combined account
management and
bidding together.

Real-Time Bidding Tool



Support SEM real-
time bidding by
regions with high
frequency.

Comprehensive Chinese Digital Marketing Services

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

Chinese SEO

Social Media marketing & PR

Wechat Marketing



Chinese SEO

- Increase visibility in China
- Maximize your China SEO ROI

Chinese Social Media Marketing

- Build your Chinese social presence
- Onling campaign management
- Listen to the public

WeChat Marketing

- Enhanced brand preference
- Precise localization
- Reduce communication cost
- Sales promotions

Chinese SEO + SMM Online Marketing Packages

SINOSTEP

GATEWAY TO CHINA MARKET

www.sinostep.com

- **White-hat skills Only**
- **Both Simplified Chinese (Mandarin) and Traditional Chinese**
- **Convert quality traffic to results**
- **Seek for longterm high return on investment (ROI)**
- **We value and build your local Branding**

[Order Chinese SEO Package Now](#)



Contact Us

Please send your inquiries to

www.sinostep.com/contact-us/

Email: support@sinostep.com

Service Page: www.sinostep.com/services/china-digital-marketing