Introduction to Baidu Advertisements Products and Baidu PPC Services

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SinoStep
## Agenda

### China Search Engine Landscape

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![Baidu Logo](logo.png)
China Internet Online Users Reach 590 million

- 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

Potential to GROW continuously

North America: 77.4%
Australia: 61.3%
Europe: 58.4%
China: 34.8%
Latin America: 34.5%
Middle East: 29.8%
Asia: 21.5%
Africa: 10.9%
Korea: 81.1%
Japan: 78.2%
Singapore: 77.8%
Taiwan: 70.1%
HK: 68.8%
China: 58.4%

Search and e-Commerce User keep on growing rapidly

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 dominates search in China, taking 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.

Data sources: DCCI, 2011
China Mobile Online Users Reach 460 million

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
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5 Billion Daily Search Queries

• **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

Data Source: e.baidu.com
Forms of Search Ads

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
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  - Baidu Paid Search
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  - Baidu Content
- Cooperation Structure
- About SinoStep
Baidu Paid Search

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 Paid Search Display
Baidu Brand Zone--Classic

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
**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)
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)
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Cooperation Structure of Baidu PPC Services

**Client**
- Business Certification
- Destination URL
- Requirements

**Agency**
- Strategy
- Account

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

**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)

**Formulate Baidu SEM strategy**
- Baidu Account Establishment
- Baidu Account Rechargement
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About SinoStep

- 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

**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, 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

- **Chinese online marketing agency supporting all search engines in China**
  - Including Baidu, Google, Haosou, SoSo, Sogou, TaoBao/еТao, 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
Technology Enhance Efficiency & Results

**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

**Chinese SEO**
- Increase visibility in China
- Maximize your China SEO ROI

**Chinese Social Media Marketing**
- Build your Chinese social presence
- Online campaign management
- Listen to the public

**WeChat Marketing**
- Enhanced brand preference
- Precise localization
- Reduce communication cost
- Sales promotions
Chinese SEO + SMM Online Marketing Packages

- 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

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