



How to develop a robust digital marketing strategy in China?

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Internet and mobile phone growth in China has been a remarkable phenomenon over the last decade. By the end of 2011, China counted 513 million internet users and more than a billion mobile phone users. This has contributed to China becoming the world's largest market for online selling in terms of the number of online shoppers and forecasts indicate that the market will grow to some USD 176 billion by 2014. With such an audience and trends, one cannot afford to ignore the rise of the online realm to promote their brands, products and services.

Join this webinar and discover:

- Why EU SMEs should be considering digital marketing in China?
- Ways to promote your brands and products online and particularities in China.
- How to capitalise on e-markets, social media and Search Engine Optimisation (SEO) in China?
- Case studies, best practices and tools of digital marketing a la Chinese.

Title: How to develop a robust digital marketing strategy in China?

With Hacene Taibi, CEO, THEM

Date: Tuesday, February 19, 2013

10:00 AM - 11:00 AM CET (Central European Time)

Time: 5:00 PM - 6:00 PM CST (China Standard Time)

Cost: Free of charge for EU SMEs and intermediaries

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