

# 4 THINGS TO KNOW BEFORE SELLING ONLINE IN CHINA



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IS YOUR  
BUSINESS -  
CHINA CURIOUS  
OR  
CHINA SERIOUS?

1. Get China compliant

2. Make an entry plan

3. Optimize channels

4. Activate your brand

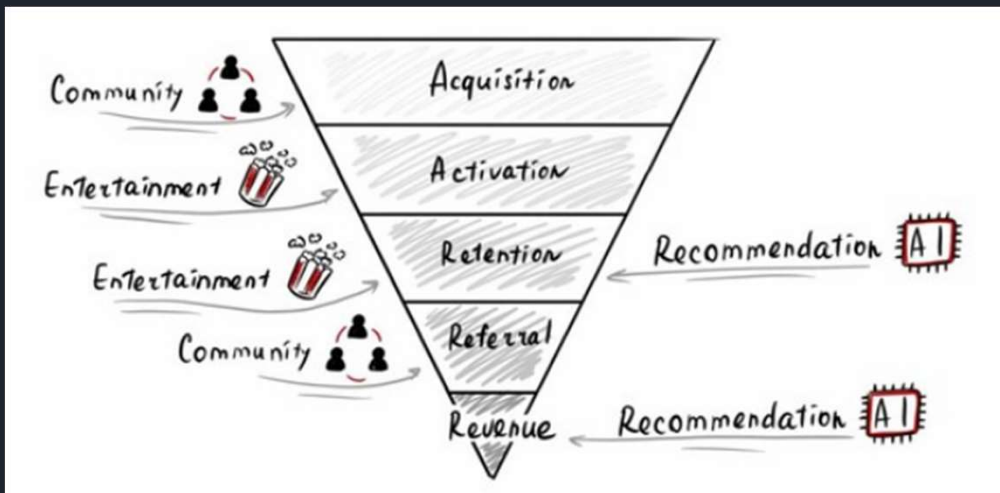
# THE IMPORTANCE OF BEING ONLINE IN CHINA

Digital is a prerequisite. All China business models encompass being online.

Every overseas brand, even if only selling B2B, requires an online sales & marketing strategy.

Interactive ecommerce: where social media and online channels meet.

The China AARRR Funnel [left] is only now emerging in the West.



# 1. DUE DILIGENCE OVERCOMES BARRIERS TO ENTRY

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- CHINA ACCREDITATION IS MORE PROCESS-DRIVEN. BRAND COMPLIANCE, APPROVAL & PROTECTION ARE NO LONGER SIGNIFICANT BARRIERS TO SELLING.
- One key takeaway: Use China's trademarking system to your advantage and be proactive in managing your IP in the regional market with the biggest growth potential.

## 2. YOUR BRAND STORY BUILDS SUCCESS

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- MARKET ENTRY WILL BE BETTER WITH A STRENGTHENED NARRATIVE & CONTENT THAT IS WELL CRAFTED FOR CHINA.
- One key takeaway: Storytelling that is localised for authenticity and trust can give your brand a genuine competitive edge.

### 3. CHANNEL OPTIMISATION IMPROVES RESULTS

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- THE DISTRIBUTION AND SELLING LANDSCAPE OF CHINA IS FRAGMENTED AND COMPLEX. A STRONG PERFORMANCE IN ALL YOUR CHANNELS IS KEY.
- One key takeaway: Investing in your online reputation, brand presence and product availability will attract high quality buyers and distributors.

## 4. SOPHISTICATED ENGAGEMENT WINS THE CUSTOMER

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- YOUR CHINESE TARGET MARKET IS HIGHLY ADVANCED. USER GENERATED CONTENT AND PRODUCT EXPERIENCES HELP BRAND ACTIVATION & GROWTH.
- One key takeaway: Develop a unique marketing content playbook in China to find, win and retain the Chinese audience for your brand.



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