



Chinese Tourist Marketing Solutions

We help you market effectively to the Chinese speaking market.

The Chinese speaking market is our fastest growing tourist segment. Even better they are the biggest spenders, according to the latest research, spending over \$3.2 billion.

And they love Australia! With a recent survey showing Australia is their preferred destination!

But how do they find you?

The Chinese speaking market goes beyond China to include Taiwan, Hong Kong, Singapore and Malaysia. **BUT** as research shows from the USA, Chinese speaking market searches for holiday ideas in through Chinese websites not English. So if you don't have a presence in Chinese – well are you missing out?

So does your business have Chinese marketing collateral?

Does it make sense? Does it appeal to the Chinese market? Can the Chinese find your material?

*Everyone has seen comical Chinese translations to English, but are you doing the same in Chinese?
You probably are if you are using web or literal translations.*

We can help you?

Mustard Marketing can help because we have Chinese marketers. People educated in China and Australia in marketing. So we can create marketing solutions that work for you in Chinese!

We can create **brochures** (digital and hardcopy), **websites** or Chinese pages for your current website, promotional **videos** and we can even promote it on **Chinese Social Media!**

Where to Start?

Well the first thing you need is a plan! We will review your current marketing, including any Chinese collateral you have. We can then recommend a simple Chinese marketing plan for you based on your needs and budget. **The price is only \$220 including GST.**

Based on the agreed plan we can then deliver the specific range of services. These are listed over the page including pricing.

MUSTARD

marketing



Our Services

| Service | Benefits | Price |
|--|--|------------------------------------|
| Chinese Promotional Video (60 seconds) | Video can be embedded on your website or shared on social media or keyword optimised in Chinese. | From \$990 |
| Website pages | Chinese website pages with a message that works for the Chinese market. We supply the copy that you can upload to your site. | From \$240 per page |
| Brochures | Create professional brochures for online or print, includes Graphic Design and Chinese marketing copy. | From \$390 for a two page brochure |
| Chinese Social Media and Chinese Web sites | We can create Chinese websites for you keyword optimised in Chinese, and Chinese Social Media accounts to drive awareness and traffic. | POA |

Contact Us Now

To find out more or to simply get started contact us now, email: cam@mustard-marketing.com Or Telephone 0449298711

Mustard Marketing



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