

Sinovantage International Limited

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BAIDU ADVERTISING PROGRAM (PPC)



Introduction:

Baidu is the No1 search engine in China, and the top player in the internet advertising market as well. It is the medium of choice for any business looking for ways to tap into the fast growing Chinese market, used daily by over 65% of the 220+ million Chinese Internet users.

Nevertheless, for businesses and organizations not based in China, there are major barriers in advertising on Baidu through the search engine's Pay-per-click program. First, there is the language barrier, since the interface is only available in Chinese. Second, Baidu only accepts payments in RMB (or Chinese Yuan, the legal currency in China), which is not freely convertible, and therefore does not allow advertisers to fund directly their accounts from overseas or to pay in foreign currency (USD, Euros etc.).

In order to cater for the needs of this category of advertisers, we are pleased to launch our Baidu Advertising Program, which will allow any company worldwide to display ads on the Baidu's network without the need of an actual presence in mainland China.

Our Service:

- Baidu advertising account set up and management (application-contract signature-payment-account set up-keyword research-account management)
- Active monitoring of your account, bid management etc.
- Weekly update and monthly report with major data regarding your account in English.

Optional Services (additional charges apply):

- Translation of your site into Chinese or creation of Chinese landing page targeting your Chinese visitors.
- Translation of your list of major keywords into Chinese
- Organic optimization of your page (s) into Chinese, submission to major Chinese search engines, link building in China (Chinese and English websites).

www.seo4china.com

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The Costs:

1- **Initial Setup:** RMB7,500 (~USD1,100), of which:

-RMB5,000 as advertising budget deposit (that will be used eventually to fund your advertising campaigns).

-RMB600 as account opening fees (charged by Baidu)

-RMB1,900 as our account set up fees: this includes project consulting fees, keyword research and selection (up to 50), ad writing, first month management

2-**Account Management** (monthly): RMB500 if advertising budget is less than RMB10,000/month; RMB1,000 if advertising budget is over RMB10,000/month. For budgets over RMB50,000/month, we charge a flat 2% management fee.

3-**Baidu Account Recharge Fees:** 2.5% of recharge amount for clients under management, 5.5% for self-managed clients.

Please note. There are no minimum requirements as to your monthly spending, but for account recharge the minimum each time is RMB1,000 (about USD145).

Payment Terms:

-Payment can be made through wire transfer (T/T) in USD and other major currencies (Euros, Australian Dollars, Canadian Dollars, Japanese Yens etc.) to our bank accounts in mainland China or Hong Kong.

-Paypal payments are accepted, but a 3% transaction fee applies (Paypal address: payments@sinovantage.cn)

-All charges are prepaid.

-Please confirm with us the accepted exchange rate, before actually making the payment.

-For clients in mainland China, official VAT receipts are available.

Target Customers:

-Companies selling products and services that are in demand by Chinese consumers and businesses: manufacturers, trading companies, consulting companies, financial firms, online businesses etc.

-Companies planning to expand into China and planning to use PPC as a market research tool, to estimate the potential demand for their products and services.

-Non-profit organizations or governmental-funded entities looking to do some online promotional activities in China without a local presence in the country.

-Foreign companies based in mainland China and selling directly in the Chinese market, and willing to outsource their online marketing to a firm or consultant they can talk directly to.

-Foreign internet marketing firms interested in reselling Baidu PPC services to their clients who are targeting China.

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Major Advantages:

- Most cost-effective way to reach the Chinese audience
- Over 250 million searches conducted EVERY DAY!
- Accurate geo-targeting: limit your ads to a single Chinese city, a province or a combination of several of them.
- Flexibility and control over daily budget
- Click-fraud protection.

Prerequisites:

- You need to have a Chinese version of your website. If not available, please ask for our Chinese site translation or landing page creation (USD99).
- Does your site require phone assistance? Make sure to have Chinese-speaking staff available.
- Do you have a web analytics package on your site? If not you can get Google Analytics for free or check www.newbridgestats.com (from \$5/month).

Guarantees:

- We will provide active monitoring of your account to ensure the best return on your investment. An English-speaking dedicated account manager will be your unique point of contact.
- You have access to your account, and can have it controlled by a third party (Chinese speaking) in order to verify that the data provided in our reports is accurate.
- You can opt-out at any time if you believe that active management of the account is no longer required. We will still be able to assist to handle payments to Baidu or work on call (RMB150/hour).

Contact Information:

To learn more about this program or to apply, please contact us at:

Sinovantage International

Patrick Abotsi, Head of Search Marketing Division

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