# **China Digital Marketing Course**

**Our China digital marketing course** is designed to help you and your team if you are actively managing digital marketing to China. You will find this 8-hour-course practical if you're working hands-on on a Chinese website or China social media marketing. Our course is designed to help different types of people:

- + Company owners and marketing managers.
- + Digital marketing and Ecommerce managers.
- + Digital marketing specialists for China.
- + Consultants and agencies targeting to China.

#### What **benefits of the training** of China Digital market?

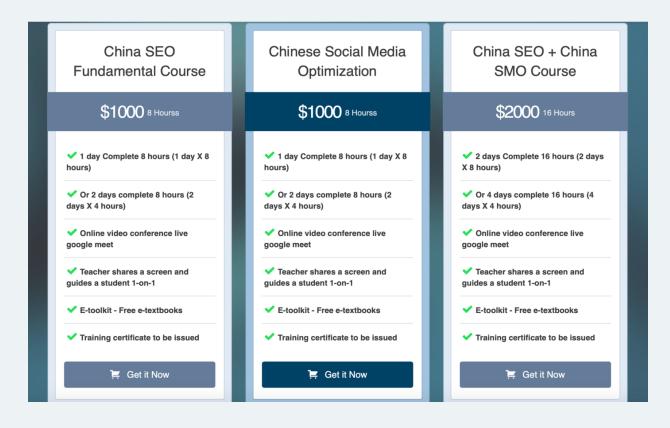
- 1. China Digital Marketing Gets You Found.
- 2. SEO Skills Keep Chinese Customers Engaged.
- 3. China Digital marketing course is Affordable.
- 4. Our Consultant Help You Keep Up with Competitors.
- 5. The training help your website localized to Chinese
- 6. Digital Marketers Monitor Your Reputation in China.
- 7. Chinese digital marketing teacher can be your valued Consultant

# **Content of China Digital Marketing Course China SEO Fundamental Course**

Chinese On-site optimization Chinese Web Development and Design Mobile development for China China Mobile UX Writing for China Digital Marketing Chinese SEO copywriting Search Engine Optimization (SEO) Chinese SEO and key phrases Tools of the Chinese SEO Differences between Baidu and Google White Hat SEO, Black Hat SEO and Grey Hat SEO How to be indexed by Baidu Chinese Long-tail keyword distribution and density Internal Links on Chinese website Chinese tags optimization to pictures and videos The elements of Baidu Search Ads Bidding and ranking for Baidu PPC Setting up a Baidu Ads campaign Tools of the Chinese keywords Payment models for Baidu advertising China Affiliate Marketing China Data Analytics tools Baidu Analytics and Google Analytics Chinese Landing page creation Website Heatmap Analysis Conversion Rate Optimization Process

### **China SMO Fundamental Course**

What is China digital marketing? Crafting a digital marketing strategy for China market Justifying the cost of China market research Tools of China digital marketing Strategic Chinese Content creation Chinese Content channel distribution Chinese Video content strategy China Social Media Channels Off-site optimization for Chinese websites China Social media marketing: Rules of engagement Step-by-step guide for recovering from an online brand attack Effective link exchange channels in China Chinese Local Directory China Email strategy and planning China Mobile Marketing China Mobile E-Shop



#### **Payment Methods:**

50% deposit on order confirmation, 50% balance before the video conference

Bank Transfer Credit Card Paypal

Learning by yourself may be at the cost of frustration and misunderstanding. Participating in our training program can quickly help you become professional digital marketer. Our step-by-step guide helps you to create a China digital marketing strategy. Our digital marketing template and spreadsheets are given free for you to custom create your plan and processes.

Want to learn more? Get in touch today. I'll be happy to walk you through whatever you need to know. Join our SEO China group, to learn from the professional Chinese SEO expert.



## **Connect With MrSheng.Work**

Sheng is a freelance SEO specialist, website developer and digital marketing consultant. His work experience has over ten years, ranging from international marketing strategy to Google and Baidu SEO. He has contributed to big promotional projects for famous American brands like HBO, Disney, NASA and General Motor. When he is not busy working in front the laptop, he can be found Zumba dancing in the gym or outdoor photographing in travel.

After completing a master's degree in English language and business in 1997, Sam Li Sheng continues to spend nearly twenty years living in China, USA and Philippines where he has worked as an ESL teacher and digital marketing manager. He specializes in SEO, Google Baidu analysis, WordPress website develop, conversion optimization and content marketing in bilingual language Chinese and English.

#### Contact me:

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