



CHINA MARKETING OPS

YOUR CHINA MARKET OPERATOR PARTNER

INDEX

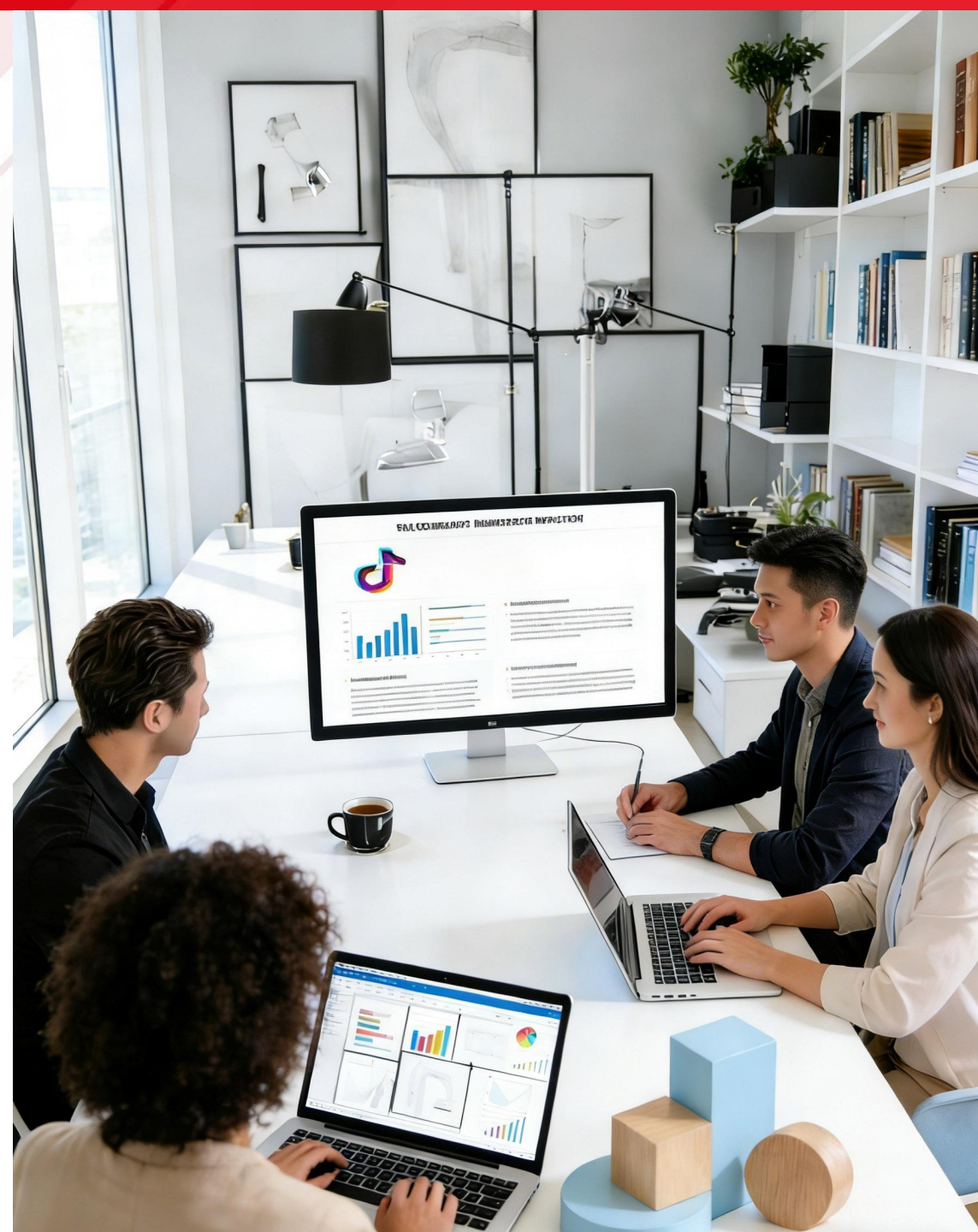
- ⊕ ABOUT US
- ⊕ OUR SERVICES
- ⊕ SERVICE PACKAGES
- ⊕ OUR CASES
- ⊕ CONTACT US



ABOUT US

We help international **home & furniture** brands enter, operate, and scale in China, by translating global brand strategy into local execution, channels, and demand.

- China marketing lead
- Market ops manager
- Brand protection coordinator



OUR SERVICES



CHINA MARKETING OPS provides a full-stack China market operation service for **international home and furniture brands**.

Our role is not to replace your headquarter's Asian team, but to act as your local operating partner, ensuring brand consistency, market relevance, and sustainable growth in China.

OUR SERVICES

We support global brands across six key areas:



Global-to-China
Marketing Alignment



China Digital
& Social Media Operations



Brand Protection
& IP Control



Go-to-Market
& Distribution Development



Search, Discovery
& AI-Driven Visibility



Market Communication
& AI Creative Production

I. Global-to-China Marketing Alignment

We ensure your global marketing strategy is correctly and consistently executed in China.

What we do:

- Localization and execution of global marketing plans in China
- Campaign calendar alignment (launches, seasonal promotions, brand moments)
- Translation of global brand assets into China-ready content
- Coordination between HQ marketing team and China market



II. China Digital & Social Media Operations

We manage your official brand presence across China's key digital platforms.

Platforms we operate:

- WeChat Official Account
- RED (Xiaohongshu)
- Douyin (TikTok China)
- WeChat Channels (Video Account)



Services include:

- Official account setup and daily operations
- Content planning and localized storytelling
- Community engagement and follower growth
- KOL / KOC collaboration strategy
- Performance tracking and reporting

III. Brand Protection & IP Control in China



We protect your brand from misuse, imitation, and IP risks in China.

Coverage:

- Trademark registration strategy (defensive & proactive)
- Trademark acquisition and negotiation (if already registered by third parties)
- Monitoring of counterfeit products and copycat brands
- Support for enforcement actions and platform complaints

IV. Go-to-Market & Distribution Development

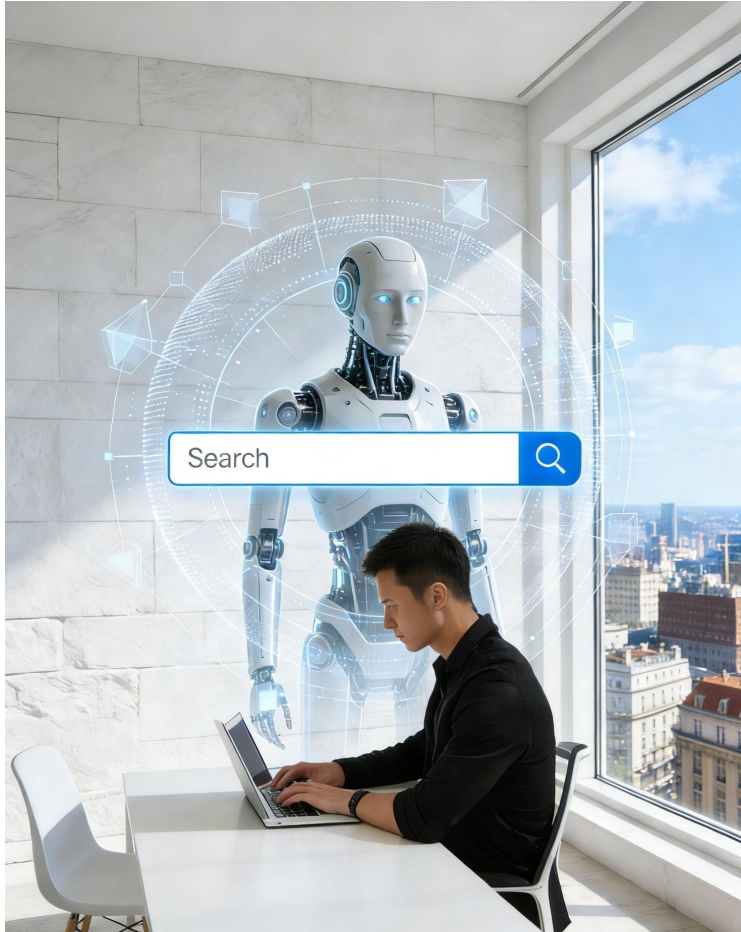
We help you build the right sales channels for the China market.

What we support:

- Market entry strategy (online, offline, or hybrid)
- Distributor and partner scouting
- Channel structure design (flagship store, dealers, project sales, etc.)
- Support materials for distributors (brand story, product positioning)
- Channel performance review and optimization



V. Search, Discovery & AI-Driven Visibility



We make sure your brand is discoverable where Chinese consumers search.

Includes:

- **SEO** for Baidu and Chinese search ecosystems
- **AIEO** (AI Engine Optimization) for AI-driven search and recommendation platforms
- Brand content structure optimized for AI indexing
- Long-term visibility strategy beyond paid ads

VI. Market Communication & AI Creative Production

We create high-impact visuals and content tailored for China.

Creative services:

- AI-generated key visuals (campaign images, lifestyle scenes)
- AI video production for social and advertising use
- Localized brand storytelling for Chinese audiences
- Consistent visual identity across all platforms



SERVICE PACKAGES

Minimum Engagement Period: 6 / 9 / 12 months

Final fees may vary depending on the brand's China market maturity.



ENTRY

China Market Foundation



GROWTH

China Market Operations



SCALE

China Growth & Control

PACKAGE 1: ENTRY

China Market Foundation

For brands preparing to enter China or restarting the market
Build the right foundation before investing heavily.



Engagement Term

- Minimum 6 months
- Recommended: 6 months



Fee Structure

- USD 3,000 – 4,500 / month
- One-time onboarding fee (optional): USD 3,000 – 5,000

PACKAGE 1: ENTRY

China Market Foundation

Best for:

Brands entering China for the first time, or brands that paused China operations and want to restart correctly.

This phase focuses on market readiness, brand setup, and risk control.

It is designed to avoid costly mistakes before scaling investment.



Objectives

- Establish official brand presence in China
- Avoid brand and IP risks
- Create a minimum viable marketing system



Deliverables

- China brand setup roadmap
- Official social accounts live
- Brand compliance & risk overview

PACKAGE 1: ENTRY

Key Services Included

Market & Brand Setup

- China market entry consultation
- Brand positioning check for China audience
- Localization of global brand story

Brand Protection (Essential)

- Trademark strategy consultation
- Risk check for existing registrations
- Guidance on next steps (registration / acquisition)

Official Digital Presence

- Setup of official accounts:
 - WeChat Official Account
 - Xiaohongshu (RED)
- Basic content framework & publishing rhythm
- Visual adaptation of global assets

HQ–China Coordination

- One main communication window with HQ
- Monthly alignment summary

PACKAGE 2: GROWTH

China Market Operations

For brands already present in China but lacking structure or results
Turn presence into performance.



Engagement Term

- Minimum 9 months
- Recommended: 9–12 months



Fee Structure

- USD 5,000 – 8,000 / month
- Campaign / KOL budget not included

PACKAGE 2: GROWTH

China Market Operations

Best for:

Brands with distributors, showrooms, or online stores in China but unclear marketing ROI.

This is a full operational phase, covering content, platforms, visibility, and demand generation.



Objectives

- Build demand and brand awareness
- Run China marketing as a system, not experiments
- Improve channel and content efficiency



Deliverables

- Stable monthly content & growth reports
- Campaign-ready China marketing system
- Improved inbound leads & brand visibility

PACKAGE 2: GROWTH

Key Services Included

Everything in ENTRY, plus:

Full Social Media Operations

- WeChat, RED, Douyin, WeChat Channels
- Content planning & execution
- Community engagement & growth
- KOL / KOC collaboration strategy

SEO + AIEO

- Baidu SEO structure
- AI search & recommendation optimization
- Brand content indexing strategy

Market Communication

- Campaign planning (product launches, seasonal topics)
- Local storytelling adapted to Chinese consumers
- Monthly performance reporting

Distribution Support

- Channel strategy review
- Distributor communication materials
- Support for partner recruitment

PACKAGE 3: SCALE

China Growth & Control

For brands serious about long-term China growth
Scale your business while maintaining brand control.



Engagement Term

- Minimum 12 months
- Recommended: 12–18 months



Fee Structure

- USD 9,000 – 15,000 / month
- AI creative production included within agreed scope

PACKAGE 3: SCALE

China Growth & Control

Best for:

Established international brands aiming for long-term, controllable growth in China.

This package is for brands that see China as a strategic long-term market, not an experiment.



Objectives

- Strengthen brand authority in China
- Build scalable demand and channels
- Maintain HQ-level control and transparency



Deliverables

- Scalable China growth framework
- Strong brand visibility & protection
- Clear HQ-level reporting and decision support

PACKAGE 3: SCALE

Key Services Included

Everything in GROWTH, plus:

Advanced Brand Protection

- Ongoing trademark & imitation monitoring
- Counterfeit reporting and platform enforcement support
- IP strategy updates

AI Creative Production

- AI-generated campaign visuals
- Video content for social & advertising
- High-end lifestyle content tailored for China

Go-to-Market Expansion

- New channel development (online, offline, project, retail)
- Distributor evaluation & optimization
- Sales enablement materials

Strategic Reporting to HQ

- Quarterly China market insights
- Performance & opportunity analysis
- Strategic recommendations for next phase

OUR CASES

DIENNE SALOTTI

Dienne Salotti is one of our successful collaborations in the Italian furniture sector.

As Dienne Salotti's China market operating partner, we supported the brand across the entire market entry and growth process.

Through this integrated approach, Dienne Salotti achieved a structured, compliant, and scalable presence in China, laying a solid foundation for sustainable growth.



OUR CASES

DIENNE SALOTTI

Our work included China trademark registration and brand protection, ensuring long-term legal security in the market. We also led brand positioning and market communication, building brand awareness through strategic content and localized storytelling.

In parallel, we established and operated the brand's social media presence across major Chinese platforms, managed e-commerce channel setup and sales operations, and actively developed offline distribution partnerships to expand retail reach.

The image displays a composite of Dienne's digital presence in China. At the top left is the official Weibo account profile for 'Dienne 沙发床', featuring a verified badge, 49 followers, 9690 fans, and 3.2 million likes. The bio describes it as the official account for Italian Dienne sofa beds, with physical stores in Shanghai and Beijing, and nationwide delivery. Below the profile are buttons for '直播动态' (Live Broadcast), '群聊' (Group Chat), '评价' (Reviews), and '店铺' (Store). The main content area shows a grid of product listings, including a 'DIENNE · 沙发床直播消' (Live Broadcast Sale) for ¥999 and a 'DIENNE · Ghali系列沙发' (Ghali Series Sofa) for ¥28033. A 'The Italian sofa bed' listing is also visible. At the bottom, there are two video thumbnails: one showing a man demonstrating a sofa bed with the text '这个沙发床有点东西?' (This sofa bed has something?) and another showing a store interior with promotional text like '城市合伙人 摇人啦' (City Partner Recruitment) and '破局经销困境' (Breaking the Sales Dilemma).

OUR CASES

COLMOL

Colmol is one of our key success cases.

We supported the brand by building and launching its e-commerce sales platform, enabling a structured and scalable online sales operation.

In parallel, we developed and executed social media marketing strategies, strengthening brand visibility and engagement across relevant digital channels. Through this integrated approach, Colmol established a solid foundation for digital growth and market presence.



王炸产品 | 葡萄牙黑科技 | 原装进口床垫 #...

钛得时光 2025-05-09 432



葡萄牙进口colmol床垫 软硬双面原产地直供...

龙哥说进口家具 2025-05-25 7



葡萄牙原装进口床垫 Colmol炸场子 #进口...

钛得时光 2025-05-15 14



¥3999

已售2

支付宝满1000减6.88

Colmol · 葡萄牙进口盒装床垫 双面黑科技 一面硬一面软

退货包运费

预计48小时内发货 | 北京 包邮

退货包运费 | 升级版极速退款 | 7天无理由退货

已选: FIRST 150x200

商品评价 1

沙发床大圣

比想象的好很多, 一面硬一面软, 这个比较受用

钛得时光 店铺

客服

购物车

加入购物车

立即购买

OUR CASES

I AM FAKE

I AM FAKE is a signature case that reflects our approach to building distinctive digital brands.

We shaped a consistent and expressive brand voice across digital channels, strengthening its presence on social platforms and enabling more authentic and engaging connections with its audience.

In parallel, we designed and launched the brand's e-commerce platform as a seamless extension of its identity—translating creative vision into a functional, scalable, and immersive sales experience.



毛毛沙发 | 毛毛生活 | 孩子种草 #家具分享 ...



钛得时光
2024-01-03

❤️ 210



小红书年货节来了 1月5日到1月20日 | A...



钛得时光
2024-01-05

❤️ 12



¥3980

已售2

支付宝满1000减6.88

I AM FAKE · 「董」生活 直播间 SNUGGIE CHAIR
毛毛沙发 中号 单人

退货包运费

100+人加购

100+人收藏

📅 预售 | 预计15天内发货 | 北京 包邮

📄 退货包运费 | 升级版极速退款 | 7天无理由退货

📦 已选: Big Bear Cream大熊米色-预售15天



店铺



客服



购物车

加入购物车

立即购买

OUR CASES

GREATAIN

Greatain is one of our long-term strategic partners.

We have supported the brand across multiple areas, including brand protection and IP management, social media operations, and the development of its e-commerce sales platform.

In addition, we delivered AI-driven creative production, enabling the brand to scale high-quality visual and content output while maintaining a consistent and distinctive brand identity. Through this long-term collaboration, Greatain has built a stable, protected, and scalable digital presence.





OUR VISION

We are not a social media agency.

We operate as your China marketing and market operations team,
bridging headquarters strategy and local execution.

We work on retainer-based engagement, not one-off services.

China market requires consistency, learning cycles, and operational continuity.

OFFICES



Beijing

No.210, Building 224, Nanhu West Garden, Wangjing, Beijing
+86 186 1118 0566



Shanghai

L523 LLIVING, 5th Floor, Mix City, 1599 Wu Zhong Road, Shanghai
+86 178 0218 7215



Shenzhen

908, Block A, Jindi Century Building, Nanshan, Shenzhen
+86 132 6191 8517



Hong Kong

UNIT 17,9/F TOWER A NEW MANDARIN PLAZA NO.14 SCIENCE
MUSEUM RD TST KL
+852 96095118

CONTACT US.

Liu Lei

CEO | CHINA MARKETING OPS

Your China Market Operating Partner

 www.chinamarketingops.com

 liulei@chinamarketingops.com

 [linkedin.com/in/lei-liu-31b1313b6](https://www.linkedin.com/in/lei-liu-31b1313b6)

THANK YOU

We look forward to partnering with you.