



RED “Little Red Book”

A vibrant community of user-generated content, especially product recommendations, to help drive your sales.

WHAT IS RED

RED, also known as “Xiaohongshu” or “Little Red Book”, is a vibrant hub of commerce-related user-generated content in the form of product reviews and recommendations. It encourages users to share products and lifestyles through text, photos and videos. It is one of the most popular social platforms and is especially powerful for influencer marketing.

Red is a cost-effective solution for campaigns targeting Chinese consumers at home and in China.



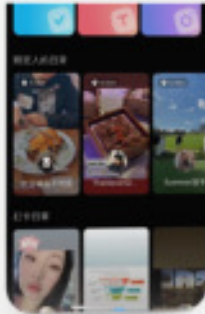
FIND YOUR WAY TO:

- / 150 million users, 30 million monthly active users
- / 72% Millennials (Gen Y)
- / 56% of users are from tier 1 & 2 cities in China



MARKETING SERVICES OPTIONS:

- / Account set up
- / Account management for organic growth
- / Paid influencer campaigns



Chin formula to achieve your goals

To help Australian businesses and organisations access Chinese markets effectively, Chin partners with you to deliver tailored and targeted messages to find your ideal audience on RED.

Unlock its potential and boost your sales with our specially tailored formula:

- In-depth market research of your industry and customers in China / domestic
- Strategic planning to achieve your short term and long-term goals
- Identifying the most appropriate RED functions for different marketing phases
- Fast and accurate copywriting/ translation of your marketing and information materials
- Professional layout and desktop publishing to suit different delivery methods
- Advice on appealing content and images
- Taking care of your all-important reputation, especially dealing with any negative comments
- Must-have information and, importantly, what you should avoid

Where to from here?

Book a free consultation session with our experienced China marketing professionals who can discuss different service package options to best suit your purpose and goals.

Why Chin?

Chin Communications is Australia's leading Chinese language and marketing communications specialist. Our in-house strategic marketing team has rich experience in RED marketing and management and helping Australian businesses to communicate with their Chinese audience through high-quality marketing solutions.

Chin Communications partners with you to unlock the Chinese market with respected recognition from industry, business and government communities. Getting the message right requires experts in both worlds – Australia and China.

TRUSTED BY:

