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How to make YOUR advertising money on Baidu truly work for YOU ?



The World Only English Interface For Baidu Ad Platform
Glogou Help You Run Effective Search Engine Marketing in China



*Innovative Technology Solutions
from Silicon Valley
Bring the Best ROI to
You*

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English Interface to Baidu Ad Platform

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How to make YOUR advertising money on Baidu truly work for YOU ?

Dear Potential Customers:

You have considered using advertising programs on Baidu. We want to congratulate you! China has one of the world fastest growing economies and the world's 2nd largest market. And Baidu is the dominant search engine in China. By choosing to use advertising programs on Baidu, you have made a wise decision and open your business to the world's most dynamic market.

Baidu's advertising programs are very similar to Google's Adwords and Adsense, based on Pay-Per-Click(PPC). (Baidu also has banner ads and a few other marketing tools.) By spending some advertising money on Baidu, you will be sure to get some web-traffic from China which is brought to you by Baidu.

However, one frustration many foreign businesses have often experienced is that this web-traffic does not always convert to customers or to deals. Often, web visitors from China do not take any action on the customers' websites and leave the websites quickly. Since Baidu's ad programs are PPC, not Pay-Per-Action(PPA) or Pay-Per-Transaction(PPT), Baidu will not guarantee that this web-traffic will convert to your customers. It is your responsibility (*and Glogou will help*) to convert this web-traffic into real customers and business opportunities. (To be fair, Google had discontinued its Pay-Per-Action trial in 2008 because of the many difficulties involved in implementing this program).

Why Is the Conversion Ratio from China Web Traffic Low ?

In Internet marketing terms, conversion ratio refers to the percentage of web-traffic that converts to real customers or business opportunities. When you spend some advertising money on Baidu, Baidu will guarantee the amount of web traffic it can bring to you. The most common reasons for low conversion ratio are:



1. Your websites are exclusively in English.

Even though Internet users in China are often well-educated, they are not accustomed to English and they are not comfortable with English content. They often try to avoid English content unless there is absolutely no other choice. In other words, most Internet users in China feel English as a pain, so it is better to create a Chinese version website.

2. Your landing page is in English.

Even if you cannot prepare your complete website in Chinese, you should at least prepare your landing page for Baidu in Chinese. On this Chinese landing page, you can have crucial introduction of your business, your products and contact information, so that web visitors can have a brief idea about your business and have a way to contact you.

3. Keywords do not fit into China Internet user behavior

Often, customers just choose the English keywords they have used on Google and try to use the same keywords on Baidu. Sometimes, they go one step further, and translate these keywords into Chinese. The issue with this approach is that Internet searching behavior in China is often different from other parts of world. People in China may often choose very different search phrases than the rest of world. For example, one business tried to advertise its “wealth management” service to China’s newly rich population on Baidu, it turns out that the word “wealth management” in China means something very different than in the U.S. or in Europe.

4. Ad Descriptions do not fit into Baidu’s search engine

Often, customers just choose the advertising sentences they have used on Google and try to use the same advertising sentences on Baidu. Again, sometimes, they go one step further, and translate these sentences into Chinese. The issue with this approach is that Baidu’s search advertising program has one key difference from Google: Baidu’s ads can be blended into natural search results. To make this work better and to make an ad appear as a “natural search result”, Baidu’s ad descriptions will work better if the ad description has one full paragraph of description in complete sentence, which is very different from Google’s short and terse descriptions.

5. Your website does not fit into China Internet user behavior

In general, China Internet users are much younger than western countries, and they have been accustomed and trained to access Internet in different ways. For example, Western style web front pages will often include a clean design where a Chinese web front page would include a lot of content, including many pictures. In this way, people can find most critical information just



on the front page without having to navigate to other pages. This will make the front page appear very crowded, but that is what people in China are used to.

Furthermore, people in China are much more cautious about filling in on-line forms than the rest of the world. This is because of the level of viruses and on-line fraud in China. In other words, gaining the trust of China Internet users is harder than users from the U.S. or other western countries. Instead of asking users to fill a form, it is better to use other ways to make it easier for Chinese potential customers to contact you.

6. You have not done keywords optimization and no dynamic keyword adjustment

Keywords should be monitored and dynamically adjusted frequently if they do not work. Sometimes, customers chose a set of keywords to start a campaign and these keywords did not generate the results as customers expected because the customers did not adjust keywords promptly. Instead, they quickly jumped to the conclusion that the Baidu advertising program did not work. Maybe a different set of keywords and advertisement phrases will make all the difference. After all, Baidu is the search engine in China, and studies have shown that Baidu's ad programs in China have been as effective as Google's ad programs in the rest of the world. Many businesses have been very successful in acquiring customers from China through Baidu. So perhaps you should try different keywords to target different user groups or to target different regions in China. As we all know, in Internet marketing, sometimes small changes will make big differences.

7. Your advertising programs have not targeted to the proper regions

China is a large country and there is big disparity in economic development among regions. For example, south-east coast have developed as the world's manufacturing bases. If your services are targeted to China manufacturers, it will be better to choose these regions for your ad campaigns.

8. Your website does not fit into China Culture

Make sure that your website fits into China culture. China is a country with great pride and there is lots of subtlety in Chinese culture. Ignoring subtleties may make your campaign less effective. Also, the cultures in Hong Kong and Taiwan have big differences from mainland China. All this should be considered if you try to target the China market.

These are the major reasons which may cause a low conversion ratio from China web traffic. Sometimes, these have become major challenges for customers attempting to do a successful ad campaign in China. Despite these challenges, if you know there is demand for your products and services in China, Glogou will help you to run a successful ad campaigning in China.



How to Improve Conversion Ratio from China Web Traffic ?

As we all know in business, spending money on advertising is easy; to get real customers is *hard*. It will take a lot of hard work and effort to improve the conversion ratio from China web traffic.

Glogou helps you to improve your website and campaign. We use our know-how of the China market, China Internet user behavior, Baidu's ad programs and keywords optimization techniques to closely examine your websites. We provide suggestions on how to improve your websites as well how to choose keywords. Based on our past experience, we often can increase conversion ratio at least 50% and up to a few fold.

We also help you to design a campaign plan based on your goal and budget. Often a campaign plan will be divided into different phases, and we will help you to design the target of each phase, and track the milestone for each phase. We then monitor closely the effectiveness of the campaign for each phase and adjust keywords based on your budgets.

How to get more natural web search traffic from China ?

One additional service we help our customers is to do search-engine-optimization (SEO) specially for Baidu. We call it SEOB. In this way, we help you to get more natural search traffic from Baidu. Why is this important? Because Baidu often does not index foreign websites in its database. Therefore, a foreign website often gets very little, if any, natural search traffic from China. We can dramatically help you to improve this. We will help you to include your websites into Baidu's index.

Our customers often find that the natural web traffic from China will increase significantly after a short period of SEOB. We design SEOB in such way that, not only will you get more web traffic from China, but also these visitors are very likely interested in your products and services.

We Want to Help You Succeed in China

China can be a great market for your business. It is not easy to reach potential China customers, Glogou will help you to reach these customers in China. We will help you to succeed in China.

If you have any questions on how to access China growth, we will be more than happy to help you, please contact us at: help@glogou.com or visit us: www.glogou.com