

NBH

YOUR CHINA BRAND TEAM
STRATEGIES TO CREATE A BUSINESS
OPPORTUNITY THROUGH DIGITAL CHANNELS



NBA
C H I N A



JUNE QIN

COO of NBH

June brings 20 years of hands-on marketing experience in China.

June has deep expertise in both B2B and B2C marketing and has led strategies for international brands in China. Her unique insights help brands navigate the Chinese market effectively. With a sharp data-driven mindset, she translates strategy into action and ensures local market success.



JONATHAN KULLMAN

Founder & CEO of NBH

With a deep passion for China, Jonathan has spent over a decade guiding international companies through the complexities of China's digital landscape.

As the key link between global HQs and the Chinese market, he helps decision-makers align strategies and seize digital opportunities in China.

AGENDA



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NBH
Introduction



02

Strategic Approach to
Digital Success



03

Case Study



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Key Takeaways &
Actionable insights

WHO ARE WE

We are the trusted partner for brands navigating the complexities of the Chinese market.

With a unique blend of global and local expertise, we ensure your brand is authentically represented while adapting content and strategies to resonate with Chinese customer

WHAT WE DO

China's market is unique, with distinct customer behavior, digital platforms, and cultural nuances.

Whether you're new to China or already established, we ensure your brand stays true to its identity while creating content and strategies that connect with Chinese audience and drive results

WHY PARTNER WITH US

We offer more than representation—we provide a partnership rooted in trust and transparency.

By aligning your brand's identity with market-specific content that fits the Chinese audience, we help you achieve sustainable growth without compromising your vision

OUR STRENGTH**Authentic brand representation**

We act as brand keepers, preserving your brand identity while making necessary adaptations for local relevance

Content that resonates

Our team ensures all content not only aligns with your brand's guidelines but also speaks directly to Chinese audience in a way that is culturally appropriate and impactful

Dual market expertise

With experience in both Chinese and Nordic markets, we create strategies that respect your origins while thriving in a new environment

Seamless integration

Acting as your “China leg,” we work as an extension of your team, providing clarity, control, and measurable results

NBH INTRODUCTION

YOUR CHINA BRAND TEAM

- **DIGITAL MARKETING EXPERTS**
- **+10 YEARS EXPERIENCE**
- **+25 IN-HOUSE EXPERTS**
- **OFFICE IN SHANGHAI & STOCKHOLM**
- **LONG-TERM PARTNER FOR DIGITAL IN CHINA FOR GROWTH**



CLIENTS

SELECTION OF CLIENTS WE WORK WITH

SANDVIK
Coromant


WÄRTSILÄ


TRELLEBORG

 **Nolato**

 **Quintus**
TECHNOLOGIES

icare

VAHTERUS

 **oilon**

 **Alleima**

 **NIRA**
DYNAMICS

 **KVASER**
Advancing connectivity

KOLLMORGEN

KANTHAL®


OCEANBIRD

 **Roxtec**

Atria®
PERHETILOILTA VUODESTA 1903

STRATEGIC APPROACH TO DIGITAL SUCCESS

SALES & MARKETING

Sales Side

Understand company marketing strategy and utilizing various marketing material in sales channel to expand exposure.

Collect feedback from client and market and reply to marketing team for further improvement.

Regular communication for market trend and needs for better marketing planning.
Tangible result received from marketing effort: interaction, enquiries, etc

Marketing Side






Design marketing strategy from channel to content to make sure able to deliver core brand info to target audience

Execute marketing plan with focus on brand building. Collect results for marketing delivery and adjust strategy and execution for better results base on feedback from sales team.

Continuously improve marketing results for business result driven.

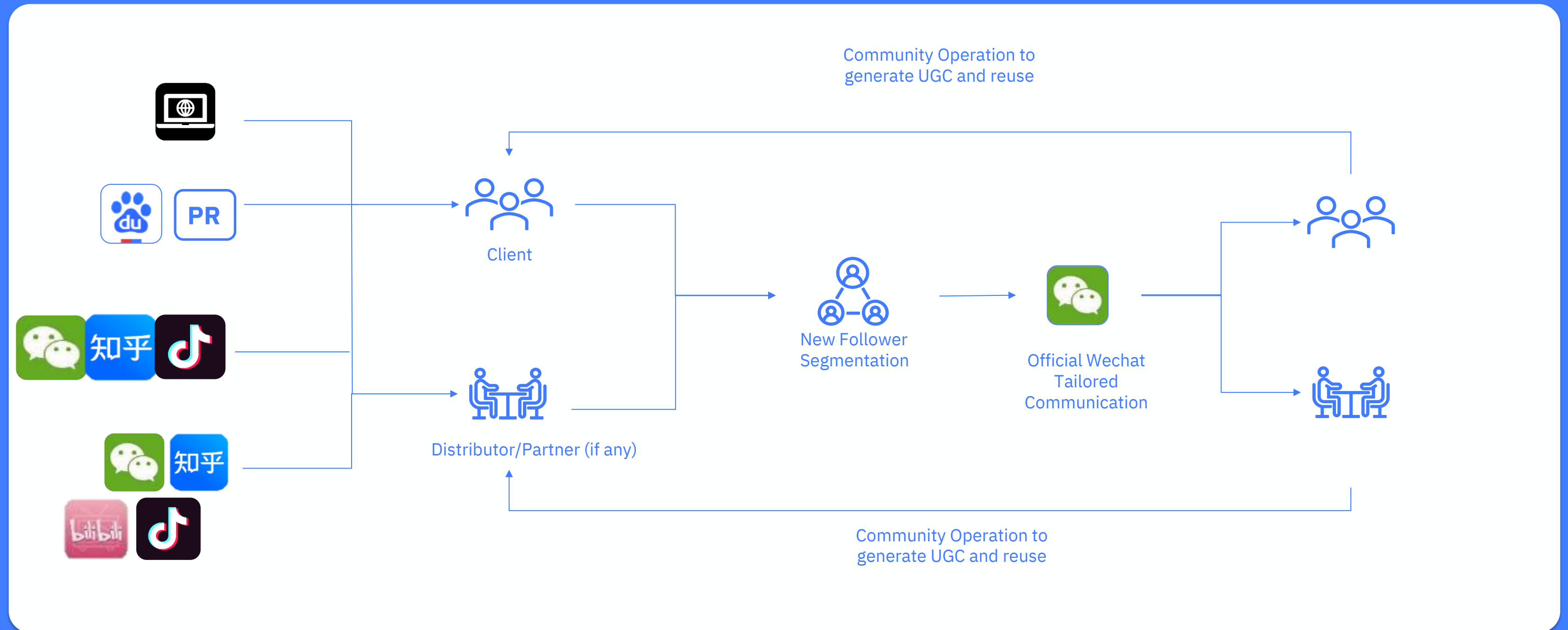
STRATEGIC APPROACH TO DIGITAL SUCCESS

DIFFERENT DIGITAL CHANNEL IN CHINA

					
AWARENESS	★★★★	★★★★	★★★★★★	★★★★	★★★★
LEADS	★★★★★	★★★	★★★★	★★★★	★★★★★
PROFESSIONAL	★★★★	★★★★★★	★★	★★★★	★★★★
BUDGET LEVEL	★★★	★★★★	★★★★	★★★★★	★★★★★
OPERATION LEVEL	★★★	★★	★★★★★	★★★★★	★★★★
ROI	★★★★★	★★★★	★★★★★	★★★★	★★★★

















STRATEGIC APPROACH TO DIGITAL SUCCESS

MARKETING PLAN



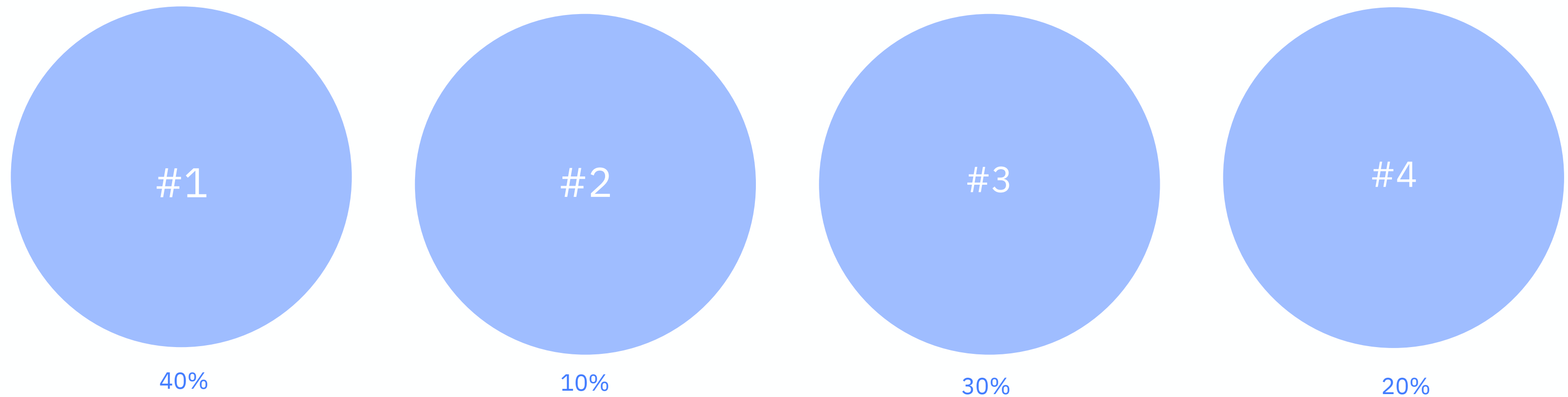
STRATEGIC APPROACH TO DIGITAL SUCCESS

TARGET AUDIENCE FOCUS

		(40%)	(40%)	(20%)
		<div>  </div> <div>TA #1</div>	<div>  </div> <div>TA #2</div>	<div>  </div> <div>TA #3</div>
<div>  </div> <div>Official CN Site</div>		<div>  </div>	<div>  </div>	<div>  </div>
<div>  </div> <div>Baidu SEM</div>		<div>  </div>	<div>  </div>	<div>  </div>
<div>  </div> <div>Official Social Media</div>		<div>  </div>	<div>  </div>	<div>  </div>
<div> <div>PR</div> <div>PR</div> </div>		<div>  </div>	<div>  </div>	<div>  </div>
<div>  </div> <div>3rd Party/Media Coop</div>		TBC	TBC	TBC

STRATEGIC APPROACH TO DIGITAL SUCCESS

CONTENT FOCUS



STRATEGIC APPROACH TO DIGITAL SUCCESS

KEY MESSAGE & CONTENT PILLAR

KEY MESSAGE

The Key Message is suggested based on

- History and strength
- Brand Statement
- Mission & vision

CONTENT PILLAR

List and state the content pillars that are to be used for the communication in China

- Brand Storytelling & Trust Building
- Educational & Thought Leadership Content
- Interactive & Community-Driven Engagement
- Performance-Driven Conversion Content

CASE STUDY

From 0 digital presence in China to a goal of 30% digital leads in 24 months

HEAVY MACHINE MANUFACTURER FROM NORDICS

CHINA MARKETING PLAN

- Using global assets in best way for China
- Content pillar
- Dedicated Media budget plan

DIGITAL PRESENCE

- Optimized Website
- SEM on Baidu for relevant clicks & leads
- Frequent WeChat & Zhihu articles
- Monthly Articles to Trade Media / PR
- Douyin, Bilibili (added in second phase)

CAMPAIGNS

- Regular campaigns
- Wechat Lead-Generation Ads
- Tradeshow campaigns
pre-warm / on-site /post-event

GOALS REACHED

- Placed on top of competition in Search
- Improved Brand Awareness
- Made Wechat account support sales & business
- Created an engineering community on Zhihu
- Generated good amount of leads for Sales

CASE STUDY

How to build on success and get results that can actually convert

RESULTS FROM 2024



- Reads on the articles: 29.000+
- Engagement: 930+
- Follower Growth 1.500+
- Leads from lead form campaign: 61



- Reads on the articles: 148.000+
- Community 2.000+ engagement
- Follower Growth: 120+
- Traffic also to WeChat



- Clicks: 24.000
- Avg CTR: 2,83%
- Avg CPC 2,51 CNY
- Leads from SEM: 200+



- Articles published: 13
- Counted Impressions: 6.800.000+
- Published into total of: 188 media
- Great SEO Effect on Seach Englines

KEY TAKEAWAYS & ACTIONABLE INSIGHTS



TAILORED APPROACH FOR CHINA IS NEEDED



FOLLOW BRAND GUIDELINES IN YOUR BRANDING



ALLOCATE MEDIA BUDGET FOR PAID PROMOTION



BE SELECTIVE IN PLATFORMS YOU INVEST IN

ANY SHORT CUT?

DON'T FORGET TO LEARN FROM YOUR COMPETITOR

1

NOT ONLY LOOK INTO GLOBAL COMPETITOR

2

SHORT CUT \neq CORRECT

3

MIGHT BE MORE DIFFICULT TO WIN

4

LISTEN TO WHAT CLIENT/TEAM SAY

CONTACT US AND LET'S DISCUSS MORE!

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