

Recovery Package For Tourism Industry

Help you recover faster from the impact of covid-19
An affordable package to increase direct bookings from China

Get ready for post-covid tourism

China Marketing can be expensive. Therefore, we work with Travel In Depth to create a cost effective package to help your business create brand awareness in China and drive more direct bookings to your website instead of heavily relying on OTA.

Why should you target china?

- ❖ China has been the world's largest outbound travel market since 2013 and expected to reach US\$ 365 Billion by 2025.
- ❖ China is most likely to be the precursors for outbound tourism recovery.





Recovery Package

Step 1: Set Up Entrance

Create A Chinese Branding Page

We build a Chinese branding page on TID WeChat account which helps you to connect with Chinese travellers in a easier and more effective way. It can direct users to your official website to make booking or place order.



Step 2: Content Marketing

Localized Content Creation

After built a Chinese page, we create advertorials to promote your brand which direct potential customers to the landing page we created on WeChat.

Board Distribution

To maximize the content distribution, we cover the most popular social media platforms and OTAs in China (e.g WeChat, Weibo, Ctrip, Mafengwo, Little Red Book, Taotiao).



Step 3: Maximize Exposure

Content Reach Optimization

To make sure the content reach the right audiences and has a high exposure, we do SEO and boosting for the advertorials.



Different ad forms to boost your content performance.

Article ranks higher in the article search result.



Benefits



Create a touch point and build brand awareness in China effectively.



Save time and cost from Chinese website development and SEO management.



Save time and cost from content and social media management.



Regular high quality content released with SEO management on various Chinese channels.



Enjoy free comment management for each content released.



Receive a full report of campaign result.

Service Package (12-Month Contract)

	Basic	Advance	Premium
Project Kick Off Meeting	✓	✓	✓
Chinese Branding Page Setup	/	✓	✓
Comment Management	/	/	✓
Localized Content Creation			
■ WeChat Top Articles	/	/	1 Article
■ WeChat Sub Articles	1 Article	1 Article	1 Article
■ Weibo Post	1 Post	2 Posts	2 Posts
Additional Distribution	1 Time	2 Times	2 Times
Advertising Boosting Guarantee KPI for each Article	/	1,000K + Impression 500 + Engagement	2,500K + Impression 1,000 + Engagement
SEO Optimization	✓	✓	✓
Monthly Campaign Report	✓	✓	✓

Contact info@nijital.com for price details.

We also provide bespoke or higher-end packages, please email us to further discuss your china marketing needs.