

# How to Dominate Online in China


## 10 Point Checklist

**Nicolas Chu**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"While China is by far the largest market,  
it is also one of the most difficult ones to crack."

**NICOLAS CHU**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Gain visibility in China's online market by building a website that's 100% compliant. I can go through the process of having the ICP license, Internet Content Provider license. Having this license allows me to publish in China and also means that I have complied with the Chinese rules and regulations.
- Build my website's foundation using my resources or leveraging technology that Nicolas' company offers to optimize it for all the search engines such as Baidu, Sogou, 360, Shenma and managing your followers on WeChat.
- Have an understanding of the reason why most websites don't have the visibility in China concerning hosting, regarding scripts that are being used, regarding optimization for Google.
- Recognize that there's a difference in optimizing a website for Google and Baidu. Nicolas says that from a technical viewpoint, you must have a separate website and a separate hosting.
- Don't just focus on merely translating my website into simplified Chinese. It must be able to adapt the colors, the usual behavior, the browsing behavior and many more.
- Have an open mind should I decide to go forth with this venture wherein I have to comply with the laws and the regulations of this market.
- Be informed of the regulated industries in China which are newspapers, media, gambling, and pornography. Nicolas mentions that it is impossible to access all this when you're from China.
- Set up an entity and have a business license to apply for the ICP license. Alternatively, I can host on Nicolas' platform called [Sinorbis.com](http://Sinorbis.com) where they would have the capacity to use servers that are outside of China, like South Korea or Hong Kong.
- Know the importance of keywords on social platforms like Weibo. I can also find influencers to promote my content called KOLs or Key Opinion Leaders.
- Be aware of WeChat verification processes. To create a domestic account, I must have a Chinese business license. To have an international account, I can use my American business license number but with limited features and requires at least 500 followers to be verified. I also can't look for Chinese consumers in China but only the Chinese users of WeChat outside of China.