

Digital Marketing in China Pricing

2021

Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

FAQ



+86 15236701868

support@domatters.com

We help businesses get more leads & sales in China.

With practical & effective digital marketing strategy & tactics.

Domatters Digital Marketing Agency is a full-service digital marketing agency in China, serious about building successful Baidu online marketing strategies, Baidu SEO, link building, Chinese content copywriting, Chinese social media marketing and so on, that help clients get the results they need in order to grow their business.

Using our proprietary process & approach we build effective marketing strategies that leverage only the tools & channels relevant to the client to get results.

Our success is the ROI we generate for our clients. Unlike other agencies that brag about clicks, likes & impressions - we only care about how much revenue & profit you make when using our services. **OUR IDEA IS DO MATTERS.**

Our Team of Some Specialists members.



Elena Wang Manager
Elena Wang works as marketing manager. She is link builder.



Ruby Jin Translator
Jin works as Chinese translator. She also able to translate Japanese.



Lee Copywriter
Lee is a professional copywriter. He can also do Chinese proofreading.



Contents.

Clicktonavigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

FAQ



+86 15236701868

support@domatters.com

Why you should work with us.

Your success is our success.



5 Star Rated Agency

China Domatters Digital is rated 5 stars on several platforms including Baidu & Wechat. We firmly believe in going the extra mile for our clients & it shows!



ROI & Conversion Obsessed

Leads & sales are what matter. Not CTR, CPC or any other funny acronym. Everything we do is with one purpose - to generate ROI for you.



Honesty & Accountability

You have put your trust in us, & we don't take that lightly. We are transparent in our methods & completely accountable for the performance of your marketing. We aren't afraid to have those tough talks either.



Regular Reports & Meetings

We monitor your marketing performance on a daily to weekly basis. We provide you with comprehensive monthly reports, followed by a monthly review meeting.

Our 5 step proven process for getting results.

1

On boarding & Set Up

You will be introduced to your Digital Strategist who will familiarize you with our systems. We will start setting up the foundations of your Ads account.

2

Research & Strategy

We use industry-leading software to research & analyse your business, industry & competition. Providing critical insight into keyword targeting. Once we have the keywords, we start building your winning campaign.

3

Management

Your Digital Strategist will monitor & manage your Ads account on a weekly basis. They will ensure that budgets are being met, negative keywords are added and that the account is well optimized.

4

Reporting

Unlike many other agencies, we provided you with a comprehensive monthly report that covers all aspects of your account performance. Most importantly this report & the metrics within are ROI focused.

5

Optimization

Your Digital Strategist will optimize your account throughout the month. In your report we will reveal any opportunities that we believe will improve your account performance, and we implement as needs be.

Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

FAQ



+86 15236701868

support@domatters.com



Baidu Ads.

Drive ready-to-buy people to your website.

With Baidu Ads we can drive targeted traffic directly to your service pages, increasing the chances of them converting into leads or sales in China.

Social Media Ads.

Reach a wider audience.

Social Media Ads will help your business build brand awareness and reach new customers. We also use Social Media Ads to re-target website traffic that as not converted on your website.



Wechat applets
Incentivized ads

Wechat moments
Information stream ads

SEO (Search Engine Optimization)

Increase traffic or Keywords Ranking 1st on Baidu.

Search Engine Optimization will help your website outrank your competitors on Baidu searches. Organic traffic is still the cheapest and most effective way to drive leads and sales.

Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

FAQ



+86 15236701868

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Web Development.

Ad Hoc Pricing.

Need ad hoc Chinese website support, fixes or maintenance? Purchase a block of hours - the more hours you purchase, the bigger the discount.

	Cost	Per Hour	Discount
3 hours	US\$120.00	US\$40.00	-
5 hours	US\$190.00	US\$38.00	5%
10 hours	US\$368.00	US\$36.80	8%
20 hours	US\$720.00	US\$36.00	10%

How does it work?

1. Describe your issue to us.
2. Our project manager will recommend a block of hours based on an estimation of how long the project will take.
3. Once we receive payment for the hours, our team will jump onto your project and track their time and progress to the minute.
4. Our project manager will provide you with a time sheet and report once the work has been completed.
5. Any unused time will remain yours to use for a period of 6 months.

Prices above exclude VAT and advertising spend. For more info on how our pricing works, read our [FAQ](#).

Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

FAQ



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Wechat (wei xin) Ads.

Pricing.

	Silver 1campaign strategy	Gold 2campaign strategy	Platinum 3campaign strategy
Campaign Strategy	1 retargeting campaign aimed at non-converting Web site visitors	1 awareness campaign + 1 re-targeting campaign	1 awareness campaign + 1 Re-targeting campaign Conversion campaign
Audience Creation	✓	✓	✓
Creative Design + Copywriting	✓	✓	✓
Dedicated Account Manager	✓	✓	✓
Personalized Monthly Report + Meeting		✓	✓
	US\$200.00/month	US\$400.00/month	US\$800.00/month

Extras		
Wechat Ads Account Set Up	Free	Included in first month's retainer fee
Wechat Catalogue Set Up	US\$400.00	Setup of your Wechat Merchant account & linking website product feed
Landing Page Design	US\$600.00	Design of a high-converting Sogou Ads landing page

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Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

FAQ



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SEO IN BAIDU

Pricing.

	Silver On-page SEO	Gold On-page + Off-page SEO	Platinum 3campaign strategy
On-page SEO			
Monthly SEO Scans	✓	✓	✓
Technical Website Optimizations	✓	✓	✓
Rank Tracking	✓	✓	✓
Off-page SEO			
link Building (32 Authority backlinks)		✓	✓
Content			
Content Strategy			✓
2 × 1000 Word Blog Articles			✓
Dedicated Account Manager	✓	✓	✓
Personalized Monthly Report + Meeting		✓	✓
	US\$200.00/month	US\$800.00/month	US\$1200.00/month
Extras			
Business Listing Booster	US\$450.00	Get listed in the top China local and industry directories to increase your local prominence and get more online visibility in China.	
Guest Posting	US\$450.00	Get high-quality, in-content guest post links on authority Chinese sites to boost your rankings! Choose from packages based on Domain Authority or Traffic.	

Prices above exclude VAT and advertising spend. For more info on how our pricing works, read our [FAQ](#).

Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

FAQ



+86 15236701868

support@domatters.com

Marketing boosters.

Launch your marketing to the next level.

SEO (get better rankings on Baidu)		
Business Listing Booster	US\$450.00	Get listed in the top local and industry directories to increase your local prominence and get more online visibility.
Backlink Building	US\$650.00	Get tin-content links from custom made mini-authority properties.Great for building foundational links to your site.
Guest Posting	US\$450.00	Ge thigh-quality, in-content guest post links on authority sites to boost your rankings!Choose from packages based on Domain Authority or Traffic.
Rank Tracking	US\$100.00	Monthly Baidu ranking tracking of your website for up to10 keywords.
Content (drive more Organic traffic)		
Blog Article Writing (600 words)	US\$25.00	Professionally written blog article in Chinese, optimized with keywords &SEO
Blog Article Writing (1000 words)	US\$40.00	Professionally written blog article in Chinese, optimized with keywords &SEO
Blog Article Writing (3000 words)	US\$120.00	Professionally written blog article in Chinese, optimized with keywords &SEO
Website (keep your website up to date and performing)		
Website Maintenance (Secure)	US\$50.00	Weekly website updates.
Website Maintenance (Improve)	US\$100.00	Weekly website updates.Unlimited website support & changes.
Website Maintenance (Perform)	US\$300.00	Weekly website updates.Unlimited website support & changes.e-Commerce support.

Prices above exclude VAT and purchase of additional plugins. For more info on how our pricing works, read our [FAQ](#).

Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

Creately
easyMarkets
Quikpix

FAQ



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Case Study 1 Creately.

Creately approached Domatters in late 2019 to help them online leads and sales for their business in China.

After auditing their marketing strategy it was evident that a complete overhaul was required. We launched a new website for them in Feb 2020. This website was designed from the ground up to be more user friendly. We also implemented a comprehensive Search Engine Marketing strategy comprised of paid ads and content.

The new website and paid ads strategy immediately resulted in leads and sales. After about 3 months their content started to kick in, resulting in a 222% increase in website sessions and a whopping 2150% increase in phone calls.



R300k

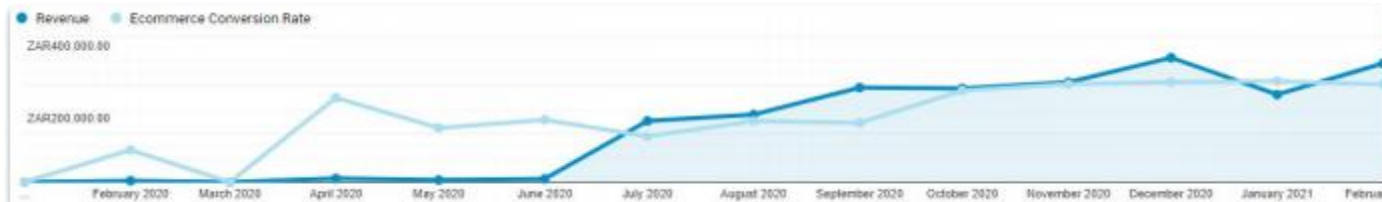
Increase in online revenue

162%

Increase in website visitors

37%

Increase in pages per session



Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

Creately

easyMarkets

Quikpix

FAQ



+86 15236701868

support@domatters.com

Case Study 2 easyMarkets.



easyMarkets approached Domatters in June 2019 to help them get more leads on Baidu.

We implemented a targeted Baidu Ads strategy and created a high converting landing page. This increased their bookings by 181% within only 2 months.

Between July 2019 to December 2020 we generated over 3500 bookings for them - almost 8 bookings a day!

720.49%

Return on ad spend (ROAS)

3552

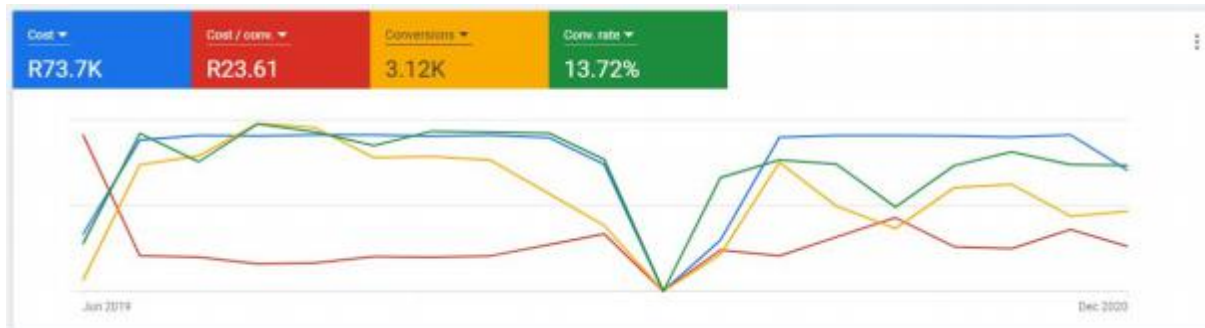
Bookings Generated

R23.61

Cost Per Booking

13.72%

Conversion Rate



Contents.

Click to navigate.

About Us

Why Domatters?

Services

Pricing

Additional Fees

Boosters

Case Studies

Creately

easyMarkets

Quikpix

FAQ



+86 15236701868

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Case Study 3 QuikPix.



Quikpix wanted to improve their website ranking on Baidu for terms related to their wedding photo booth business.

In March 2019 we redeveloped their website with SEO best practices, and then implemented an aggressive off-page SEO strategy.

After 7 months their website traffic increased by 183.77% and their organic lead generation grew by an incredible 900%.

Most impressively they went from ranking for only 2 keywords on the first page of Baidu, to 33 keywords.

900%

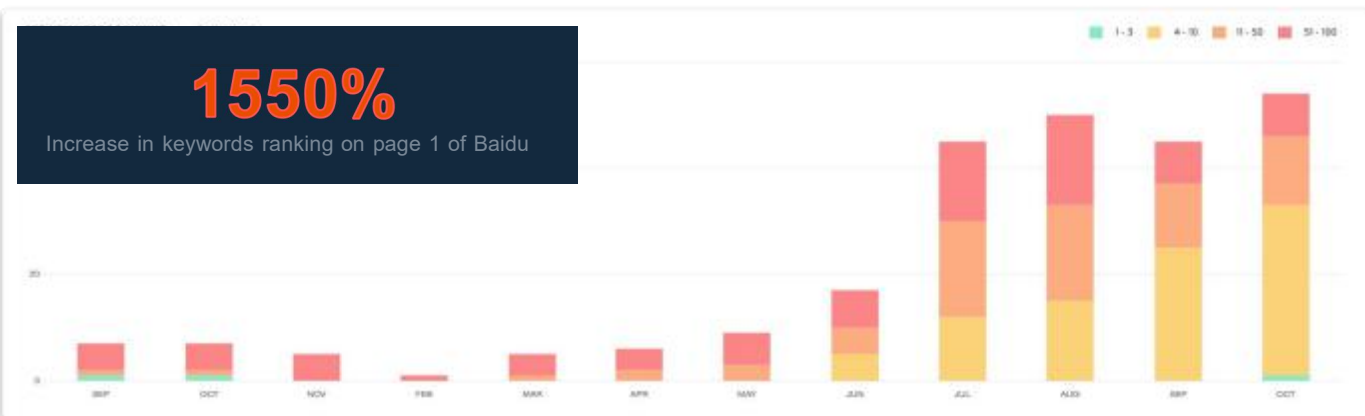
Increase In Leads

184%

Increase in Visitors

700%

Increase In Conversion Rate



Contents.

Clicktonavigate.

About Us

Why Domatters?

Services

Pricing

Add-ons

Case Studies

FAQ



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Got questions?

How does your pricing work?

We charge a monthly fee for managing your account, and ensuring that it is optimized to meet your goals. Advertising spend is not included in our pricing, this is something you would pay directly to the likes of Baidu and Wechat.

What are the contract terms / length?

Every new client will enter into a 3 month agreement, as this is generally how long it takes for us to get indicative results on your account. Additionally this will prevent abuse of our free set up services.

Are there any set up fees?

In short we do not charge any set up fees for taking over, or setting up new Baidu Ads and Wechat Ads accounts. Set up fees are only applicable for more technical services that involve us linking difference platforms to your website.

How does payment work?

We charge our management fee upfront each month. Any accounts that are unpaid for more than 30 days will have services paused.

What else do we get?

You will be assigned a dedicated Account Manager who will provide you with weekly updates and monthly reports. You will also get a live reporting dashboard, accessible online 24/7 for full transparency.

How long before we are running advertising?

Set up can take anywhere from 5 - 10 working days, depending on which marketing tier you choose, and the number of campaigns we need to create. We have a very specific on boarding process that includes building your digital strategy for success.

Campaigns & limits

Depending on which marketing tier you choose, you will be limited to a number of PPC campaigns. We will decide what combination of campaigns is best for your strategy.

If you would like additional campaigns, outside of your limit, these can be bolted on at an additional monthly fee.

How do you charge for advertising spend?

We will link your credit card to Wechat or Baidu so that you are billed directly.

How long before we rank are on the first page of Baidu?

This depends entirely on which SEO package you take. The Silver SEO package will have you ranking on the first page of Baidu for your brand name within a few weeks. If you want to appear on the first page of Baidu for other keywords people are searching, then you should consider the Gold or Platinum packages. You can expect to see results here within a few months.

For full Terms & Conditions visit our [website](#).

Thank You!

Our ideas is do matters.
**We look forward to taking your
business to new heights.**