

## Annex 1

### Digital Marketing for Cross-border E-commerce: Workshop on Global Branding and Marketing Strategies 2023 Registration Form

Family Name		Given Name	
Gender		Nationality	
Organization		Job Title	
E-mail		WeChat ID	
What are the issues you encounter with branding and product marketing in Cross-border E-commerce?			
Other things you want to know or your suggestions for the topics and methods in relation to the training?			
Date (YY/MM/DD)			

Note: Please complete the form and provide a valid email address and WeChat number (Please download the instant messaging tool WeChat in advance, and sign up with your mobile phone number) to help our staff contact you in an efficient manner.

# 全球发展促进中心创新培训基地

INNOVATION TRAINING BASE OF GLOBAL DEVELOPMENT PROMOTION CENTER

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## **Digital Marketing for Cross-border E-commerce: Workshop on Global Branding and Marketing Strategies 2023 Open to Applications**

As digital technologies are at the forefront of development of global trade and provide a unique opportunity for countries to accelerate their industrial transformation and digital upgrading, it is imperative for governments, enterprises and digital service providers (DSPs) to initiate dialogues and facilitate exchanges of expertise on effective digital marketing strategies and brand-name programs in the international market. In this context, the 2023 training workshop on cross-border digital marketing aims to provide a learning platform for government agencies and enterprises of countries, including the Group of Friends of the Global Development Initiative (GDI) to cultivate specialized talent in the area of digital marketing of cross-border E-commerce and inject new momentum into increasingly digitally-connected global transactions.

### **I. Hosts**

Innovation Training Base of Global Development  
Promotion Center

Office of Xiamen Leading Group for BRICS PartNIR  
Innovation Center

## **II. Co-hosts**

Foreign Affairs Office of Xiamen Municipal Government

## **III. Organizer**

Xiamen Jihong Technology Co., Ltd

## **IV. Details of Training**

### **(I) Participants**

Company managers from firms which are exploring cooperation opportunities related to making investments in or doing business with China

Company executives or operators in charge of international trade or cross-border E-commerce operations

### **(II) Means of Training**

Online Training

### **(III) Language of Lecturing**

Lectures will be taught in Chinese with simultaneous interpretation in English.

### **(IV) Main Training Topics**

#### **1. Product Selection Guide for Cross Border E-commerce Independent Station**

Covering the entire process of creating top-selling items, including providing in-depth analysis and practical guidance on targeted product selection, selection of products for independent stations, the logic and ideas behind selection of trendy products catering to different distribution channels, and how to accelerate the

selection process for independent stations.

## **2. Visual Design and Optimization of the Storefront on Cross Border E-commerce Independent Stations**

Covering the building of an independent website, material preparation and backend settings, initial preparation work for the website, setting up custom templates, setting up functional templates for the website, and optimizing the product pages of the independent website.

## **3. Operational Strategies and Traffic Management of Independent Stations of Cross Border E-commerce**

Covering independent station advertising and traffic management strategies, social media marketing, DTC advertising solutions and case studies focusing on Google Search Engine Optimization (SEO).

## **4. Value and Methodology of Industrial Design**

Including analysis and identification of pain points for the younger generation of customers in China; target user profiling; process of creating blockbuster products, customer needs analysis, redefining the products; and the integration of health, technology, and IoT products.

### **(V) Training Schedule**

<b>Date</b>	<b>Training Topics</b>	<b>Content</b>
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<p><b>Session One</b></p> <p>August 15 19:30-22:30 Beijing time</p>	<p><b>1.Opening Remarks</b></p> <p><b>2.Product Selection</b></p> <p><b>Guide for</b></p> <p><b>Independent Station</b></p> <p><b>of Cross Border</b></p> <p><b>E-commerce</b></p>	<p>a) Speeches by Senior Officials from BPIC</p> <p>b) Logic for creating cross-border e-commerce hot-selling products</p> <p>c) Analysis and Practices of Product Position and Precise Selection</p> <p>d) Approaches and toolkit for Product Selection</p> <p>e) Independent Station –Ideas behind FBA and FBM</p> <p>f) Case studies and in-depth analysis of top-selling products</p> <p>g) Integrating upstream and downstream resources through interoperability designs</p> <p>h) Brand Promotion and upgrading strategies</p>
<p><b>Session Two</b></p> <p>August 17 19:30-22:30 Beijing time</p>	<p><b>Decoration and</b></p> <p><b>Visual Design of</b></p> <p><b>Storefront on</b></p> <p><b>Cross border</b></p> <p><b>E-commerce</b></p> <p><b>Independent</b></p> <p><b>Stations</b></p>	<p>a) Build and launch a website</p> <p>b) How to design a storefront</p> <p>c) Setting up functional templates</p> <p>b) Visual optimization of product portfolio templates</p> <p>c) Team configuration</p> <p>d) How to depict product user</p>

		<p>profiling</p> <p>e) Decoding the process of top-selling products creating: precisely identifying user needs analysis and accurately addressing customer pain points</p> <p>f) Redefining and repositioning products</p>
<p><b>Session Three</b></p> <p>August 22</p> <p>19:30-22:30</p> <p>Beijing time</p>	<p><b>Operation Strategy and Traffic Management of Independent Stations of Cross border E-commerce</b></p>	<p>a) Overview of Industry Marketing and User Profile Analysis</p> <p>b) DTC and Content marketing Strategies</p> <p>c) Social Media marketing: the playbook of Facebook and TikTok</p> <p>d) Google Search Essentials</p> <p>e) DTC Advertising Solution</p> <p>f) Implementation of advertising placement and optimization</p>
<p><b>Session Four</b></p> <p>August 24</p> <p>19:30-22:30</p> <p>Beijing time</p>	<p><b>The Value and Methodology of Industrial Design</b></p>	<p>Analysis and identification of pain points for the younger generation of customers in China; target user profiling; process of creating blockbuster products, customer needs analysis, redefining the products; and</p>

		the integration of health, technology, and IoT products.
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**Note: The schedule is subject to change and will be finalized in the pre-training announcement.**

**(VI) Signing up**

The four live training sessions will be conducted via Zoom: please fill out the registration form (see Annex 1), and rename the registration form document as “Cross-border Marketing Training Registration Form + Name”. Training attendees participating in the sessions via Zoom live streaming room will have the opportunity to directly communicate with experts and ask questions concerning problems and bottleneck issues they have encountered in navigating the cross-border e-commerce business. The registration form should be completed and sent to the following email address: **personneltraining@bricspic.org**.

1. Closing Date for Applications: July 31, 2023.
2. Contact Person: Ms. Lin (086-0592-5888621)
3. Attending Links: Zoom conference number will be sent to attendees via email prior to the sessions.

**(VII) Channel of Communication**

Please download the instant messaging tool WeChat (see Annex 2) in advance, and sign up with your mobile phone number (if you encounter any problems with the registration, please contact us via email), and then scan the following QR code to enter the

communication group for the training participants. We will release and update training information in the group.



The detailed information of the training will be released within the group in a timely manner. Please do sign up to join the group and follow the group notification attentively.

#### **(VIII) Training Certificate**

Upon the conclusion of the training course, attendees will be awarded a certificate of completion for participating in the entire training sessions and completed all the courses via Zoom.

#### **(IX) Profile of Lecturers**

##### **Mr. Li Ning**

Director of Operations at the Optimization Center of the Cross-Border E-commerce Academy of Jihong Group

With 10 years of practical experience from engaging in cross-border e-commerce and achieving over billion RMB of



revenue, and as an independent brand operation operator and the chief lecturer at the Cross-Border Talent Incubation Center of Jihong Group, he is accredited as a officially-certified expert by Google Ads, Bing Ads, and Facebook Ads, as well as a officially-certified lecturer by TTFB and TSP.

**Mr. Qin Ruijie**

Operation Director of the B2B Business Department of the Cross-Border E-commerce Academy of Jihong Group

With over 10 years of experience in Integrated marketing communications of cross-border e-commerce, Mr. Qin has helped 300+ B2B enterprises successfully complete their digital transformation, up-branding and rebranding strategies including Yutong Bus Co.,LTD, CO.,LTD, Weihua Group, Red Star Machinery and other prestigious enterprises. Specializing in marketing and advertising operations in machinery products in the mining industry, lifting and transportation industry, grain and oil machinery, he is accredited as officially-certified expert by Google Ads and officially-certified expert by Bing Ads.

**Ms. Chang Zhenzhen**

Operation Director of B2C Business Department of the Cross-Border E-commerce Academy of Jihong Group

Having Served as the cross-border e-commerce business operator of renowned listed company and now working as senior expert lecturer of Cross-border Talent Incubation Center, Ms. Chang has accumulated more than 10 years of experience of integrated marketing communications for cross-border e-commerce with a

focus on outdoor products, cosmetics, and 3C digital products. She specializes in cross-channel integrated marketing and has successfully created more than 10 independent stations with a GMV of more than 10 million dollars. She is an officially-certified expert in vertical category brand by Google Ads, as well as officially-certified expert by Bing Ads and Facebook Ads.

**Mr. Lin Kai**

As the Founder of Xiamen Dabai Technology Co., Ltd. and Yibai Design, Mr. Lin Kai has 21 years of experience in industrial design and product branding and has been recognized as a national master craftsman and senior artist.

**Annex I:** Registration Form for Digital Marketing for Cross-border E-commerce: Workshop on Global Branding and Marketing Strategies 2023

**Annex II:** Instruction: How to use WeChat

Innovation Training Base of the Global Development Promotion Center



July 2023

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## Annex II

### Instruction: How to use WeChat

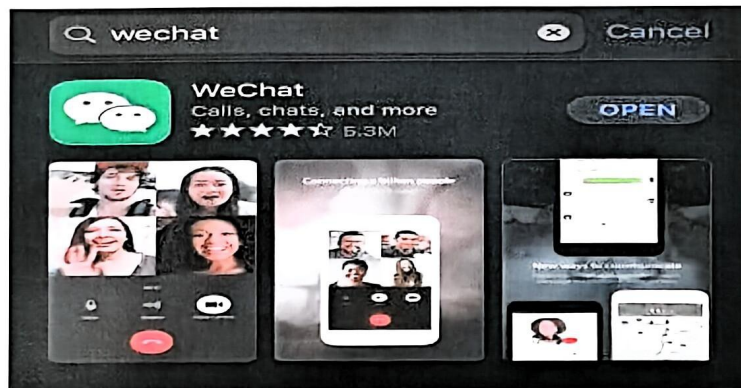
WeChat is one of the most popular apps in China. Throughout the seminar, WeChat will be used as the instant communication tool between participants and seminar coordinator. Download the latest version of WeChat APP on your mobile phone. Open the WeChat app, tap “Sign Up” and “Sign up with mobile”, choose your region code, enter your mobile and set a password. One mobile phone number can only be used for creating one WeChat account.

#### Step by Step Instructions

##### *Step 1: Download*

Either

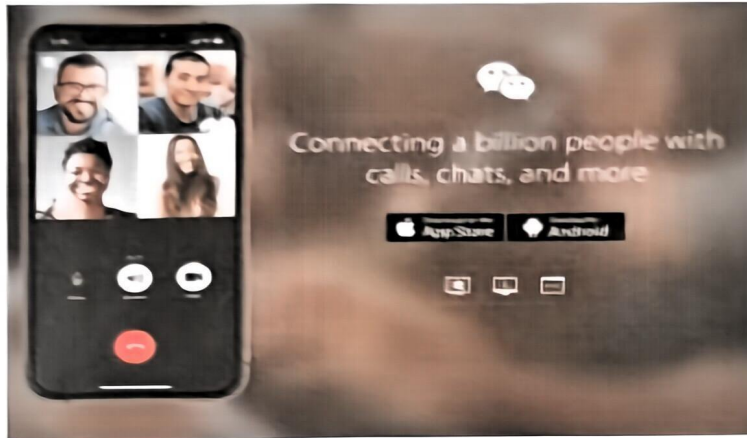
1. Simply download WeChat from App Store by searching WeChat.



Or

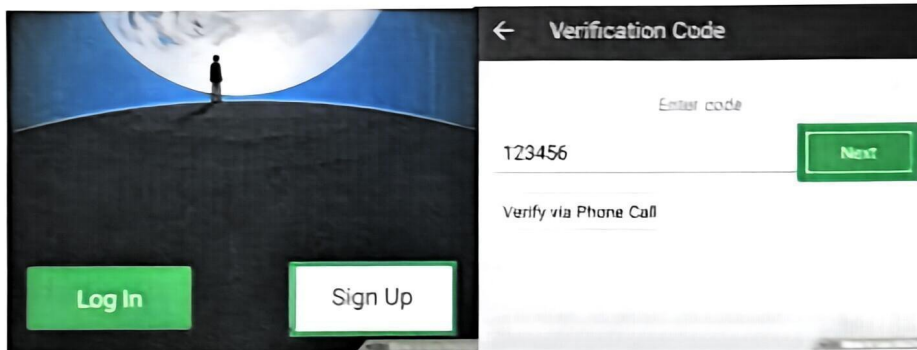
2. Download WeChat via the following website

<http://www.wechat.com/en/>



### *Step 2: Sign-Up*

1. Open WeChat, click “Sign Up” and enter your phone number to get a text message with a verification code to complete the sign-up.



\* If you don't get a verification code, click **No verification code received**, and then click “Resend” to get another text message, or click “Phone Call” to get an automated phone call with the verification code.

### Potential Problem 1:

When sign in a WeChat account, it shows that “**Contact a WeChat user**” to verify the security check.

- ① Contact a WeChat user who meets the following conditions. (They do not have to be your WeChat friend.)
  - a. Signed up for WeChat over 1 month ago if they are an international user or over 6 months ago if they are a Chinese Mainland user
  - b. Hasn't completed "Help Friend Register" for other users in the past month
  - c. Hasn't been blocked in the past month
  - d. Has activated WeChat Pay if they are a Chinese Mainland user
- ② Ask them to scan the following QR code using WeChat.



**Solution 1:**

1. Contact us via e-mail ([personneltraining@bricspic.org](mailto:personneltraining@bricspic.org)), and our personnel will contact you through WhatsApp;
2. Send us this screenshot in WhatsApp, we will help you scan the QR code.

**Potential Problem 2:**

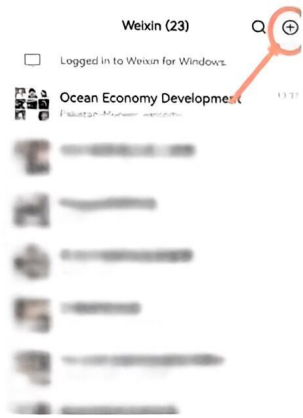
**Local phone number is not accepted** while trying to register a WeChat account.

**Solution 2:**

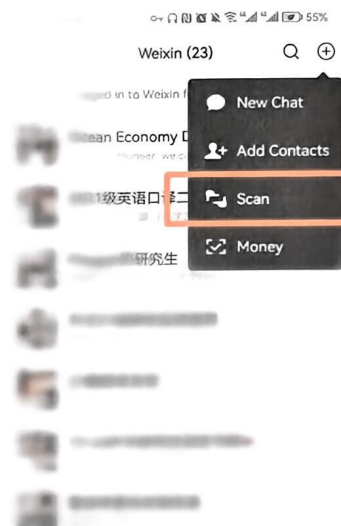
We recommended you to ask one of your friends who **has the phone number of another data provider** to register a WeChat account and give the account to you.

***Step 3: Join the WeChat Group***

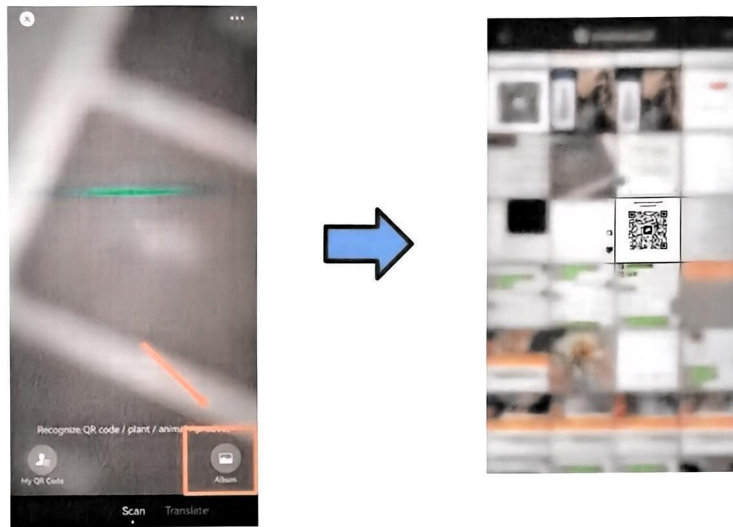
1. Save the picture of our WeChat group into your album.
2. Click the "+" icon at the upper right corner.



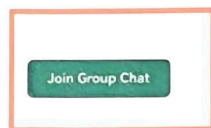
3. Then click the “Scan” in the pop-up.



4. Click the Album and Choose the QR code of our WeChat group in your album.



5. Click "Join the group"

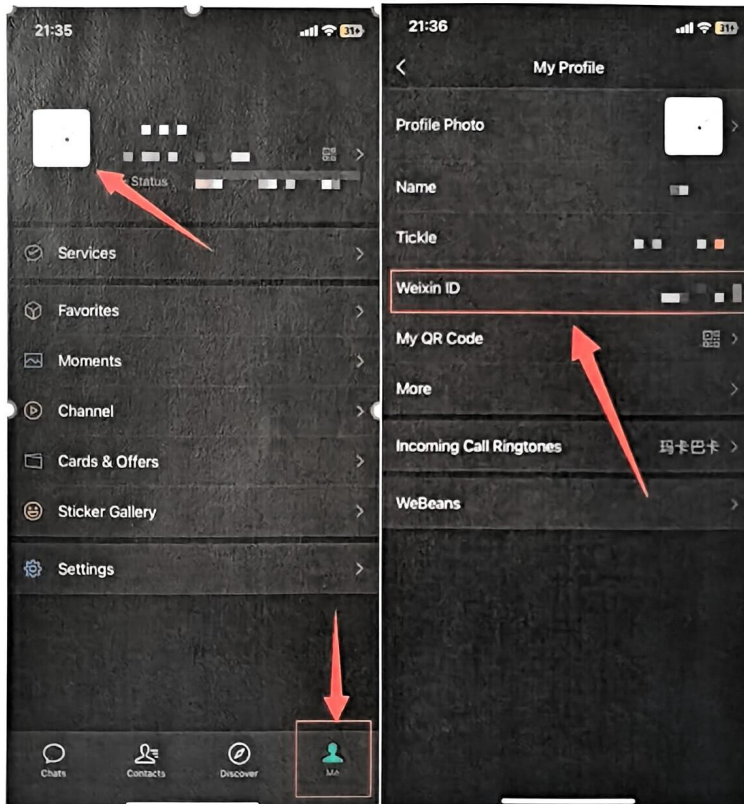




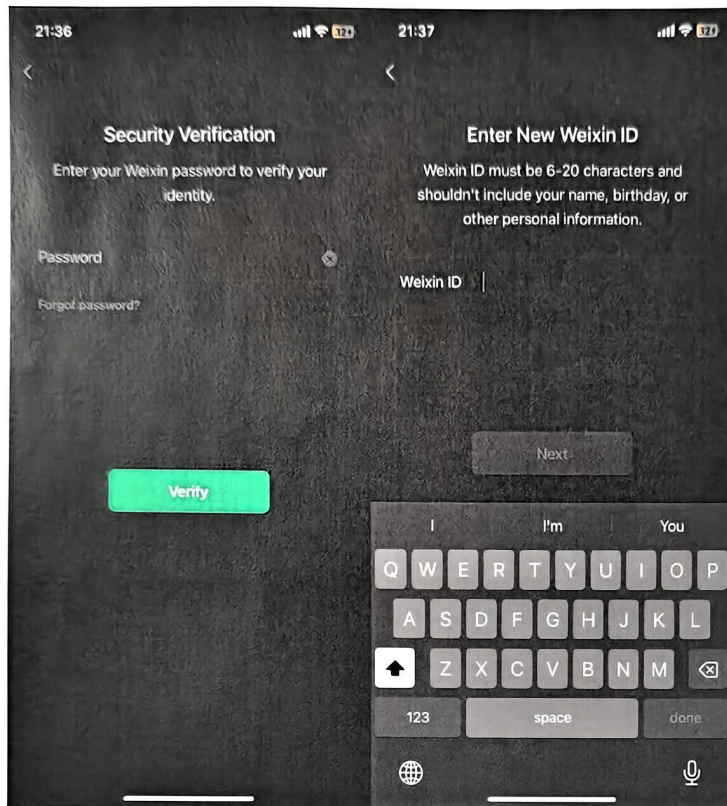
#### *Step 4: Change Weixin ID*

*Please note that this step is necessary as our personnels couldn't add you as friend by searching your ID in WeChat if you don't change your original one.*

1. Click your profile photo on "Me" Page and the choose Weixin ID.

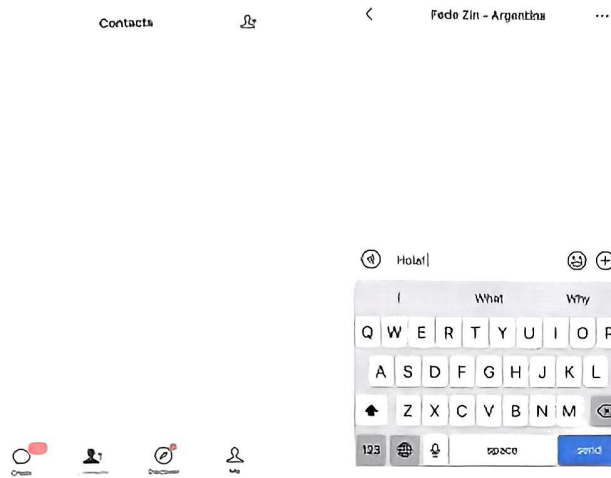


2. Enter your WeChat password to verify your identity and then you can set a new Weixin ID.



***Step 5: Start a chat***

Go to "Contacts", click the friend's name, and select "Messages" or "Voice or Video Call" to start a chat.



**\* If there is any problem during the use of the app, please refer to the following link for specific solution: <https://help.wechat.com/oshelpcenter> or contact us via Email: [personneltraining@bricspic.org](mailto:personneltraining@bricspic.org).**