

Making the World a Better Place:

We leverage creativity & data to drive business and believe that the world is a better place with China opening up.

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**Corporate
Profile
Pamphlet**

Date of Release
August, 2021



#china
#morning
#marketplace
#stairs
#opening

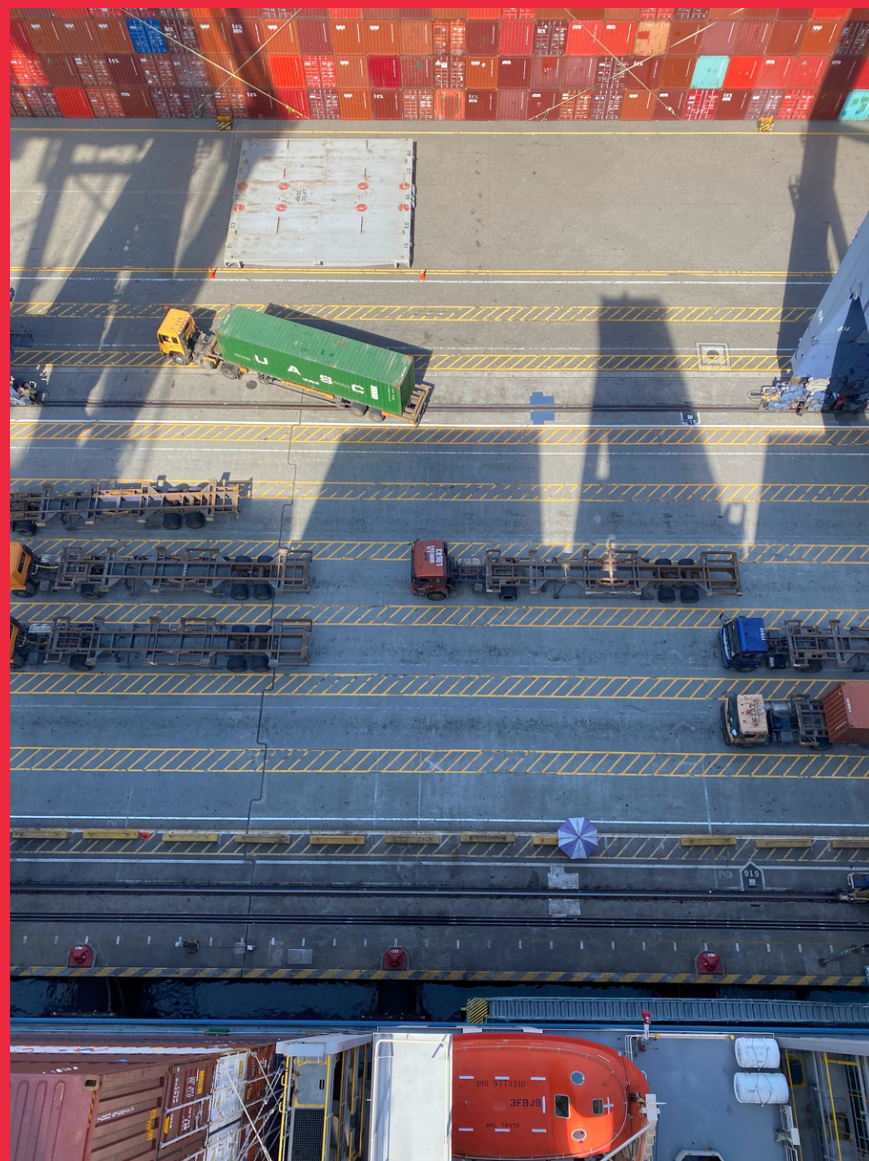
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Postal Address

Building C, No.888 Huanhu West
Second Road, Lingang New Area,
China (Shanghai) Pilot Free Trade Zone



Contents



#port
#freight
#production
#cargo
#importandexport

#china
#beijing
#propaganda
#construction
#building

Introduction





FCBN Networks

We work with BIG brands and SME's alike, and talk to more influential Chinese consumers on a daily basis than any other foreign agency and across a number of different industries, offering Chinese digital marketing solutions to our clients.

About FCBN

FCBN is a creative advertising consultancy and digital marketing company, offering everything you need to connect with China's new generation of influential consumers through Chinese digital marketing channels.

Digital is most powerful when it connects people, cultures, and brands. We build global brands in China and beyond, based on real human and cultural insights. To have a fully cross-cultural team for the brands is a strong advantage for those who want to create world-class content for China. We work with brave global brands that want to lead where others will follow.

We leverage creativity & data to drive business and believe that the world is a better place with China opening up. Here you will get your customized solution for China, from China.

Corporate Information

Establishment: August 2018

Branch(es): Shanghai (China) / Hong Kong (SAR, China) / Tokyo (Japan) / Los Angeles (US) / New York (US) / Paris (France)

#china
#subway
#commuter
#smartphone
#sleep



#china
#highspeed
#railway
#reading
#data
#analysis





Fields We Focus

We position brands with China's new generation of consumers and tastemakers through our insights, strategy and creative services, and access to our proprietary social commerce intelligence.

Business Consultancy & Public Relations

Navigating the opportunities and challenges of China's unique consumer and digital space.

Consumer Insights / Market Insights / Market Entry Strategy /
Consumer Strategy / Digital Strategy / Communication &
Editorial Services / Networking & Event Support

Creative Production

Concepting, planning, and producing content and experiences that resonate with your China audience.

Creative & Comms Strategy / Branding, Design &
Development / Social Content Production / Campaign
Production / Experiential Retail

Digital / Social Media and E-Commerce

Building community and conversions through innovative media and activations.

Campaign Planning / KOL · KOC Marketing / Social Media
Activation / Community Activation / EC End-to-End

Product Line-up



#china
#supermarket
#samsclub
#food
#masks

Digital Marketing Service



Connect Brands with China's New Generation of Influential Consumers.

Digital Marketing Service
All-in-One Solution for China
by [FCBN Networks](#)

Our Chinese digital media and marketing services offer you the best digital communication channels to communicate with potential or current Chinese consumers. From Chinese SEO, Weibo, and WeChat social media services, and even Chinese Websites, including design, translation, and hosting solutions optimized for access in China and then identifying key Chinese influencers and running Chinese PR campaigns, we can do it all.



Search Engine

BAIDU SEO SERVICES
Optimize & Localize for China
Baidu SEO Strategy
Content & Visibility



BAIDU SEM

Baidu Ads Registration
Baidu PPC Optimization



PRESS RELEASE

PR Networking
Backlinks Coverage
E-Reputation
Forums and Kols



E-Commerce

Bring your product to all major Chinese e-commerce platforms: Tmall, JD.com, RED (Little Red Book / XHS), Dewu, etc. We will register your store, create content, provide customer service and manage the ongoing operation of your store. All websites that you may not be that familiar with, but if you want to sell to China, then these are the Chinese e-commerce giants that you want to be on, but which e-commerce channel is right for you can vary.





#china
#heytea
#takeout
#lips
#nails
#hairstyle
#younglady

#china
#pets
#fastfashion
#styling



Social Media

Customized Social Media Strategy
for China / Engagement &
Community / Work with Chinese
KOLs & Influencers / China Social E-
Commerce / Paid Ads on Chinese
Social Media

**Connect Brands with
China's New
Generation of
Influential Consumers.**

A Digital Marketing Service Provider
by ECBN Networks



方寸 ECBN
百纳 Networks
Global

August 16, 2021



**Check Out Our Digital
Service Line-up**



WECHAT

Registration & Branding
Wechat CRM
Wechat H5 Brochures
Wechat Mini Program



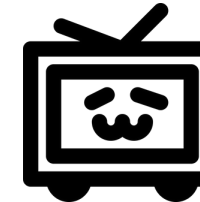
DOUYIN (known globally as TikTok)

Official Account Verification
Branding & Visibility
DOUYIN KOLs & Influencers Campaigns
Build-in EC Module



WEIBO

Verification & Branding
Branding & Visibility
Weibo Community Management
Weibo KOLs & Influencers Campaigns



BILIBILI

Verification & Branding
Branding & Visibility
Weibo Community Management
Weibo KOLs & Influencers Cam



RED (Little Red Book / XHS)

Branding & Visibility
Social Ecommerce
RED KOLs & Influencers Campaigns
Build-in EC Module

More Platforms

知乎

豆瓣 douban



#china
#hanfu
#chinafad
#guochao

#china
#couple
#luxury
#tailored
#suits
#dress
#shoes



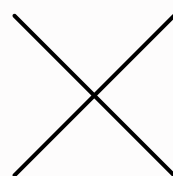


Case Studies

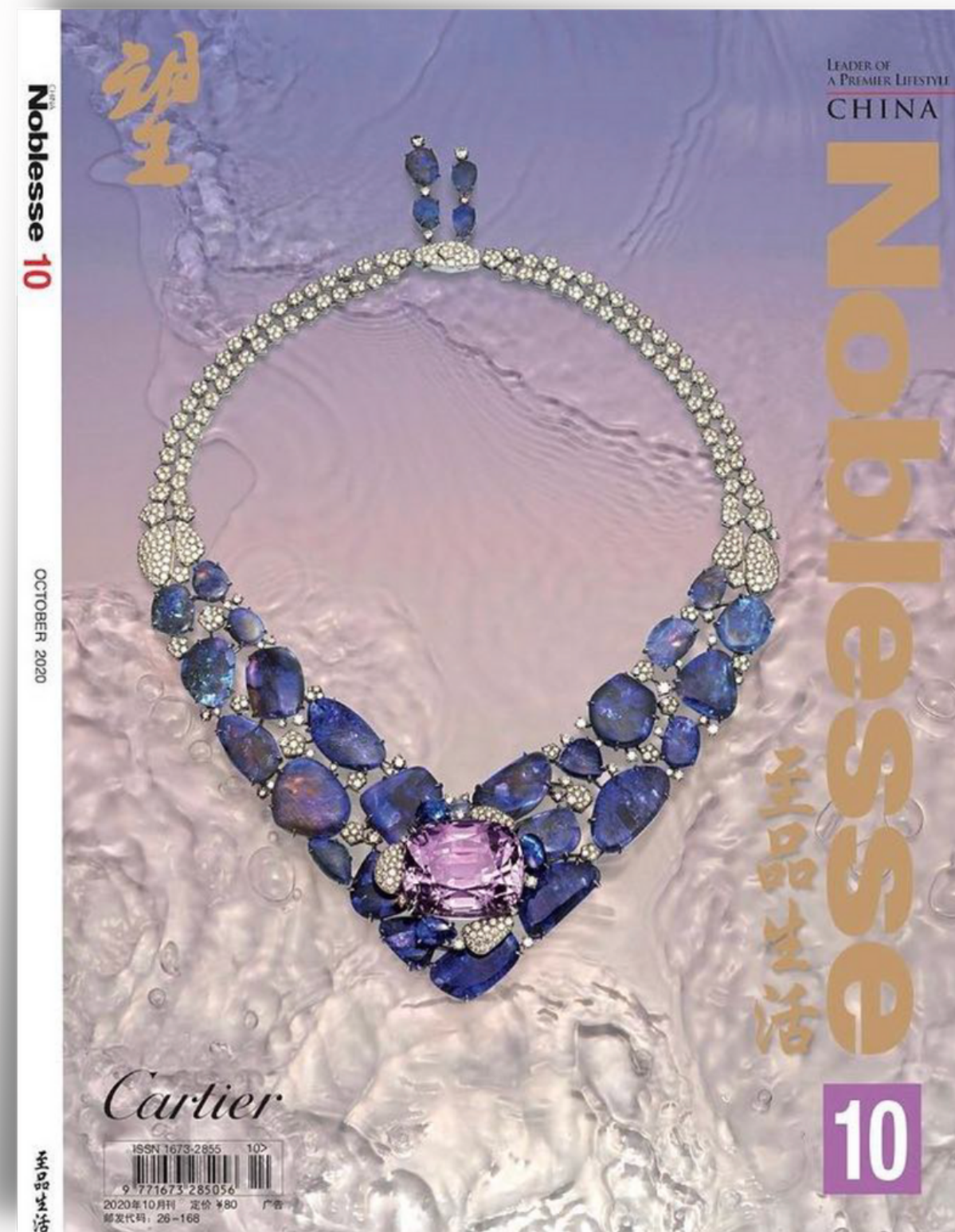
We position brands with China's new generation of consumers and tastemakers through our proprietary intelligence, strategy and creative services.



Cartier



Noblesse
LEADER OF A PREMIER LIFESTYLE





#china
#kidsfashion
#exhibit
#family
#disney
#cartoon
#openair

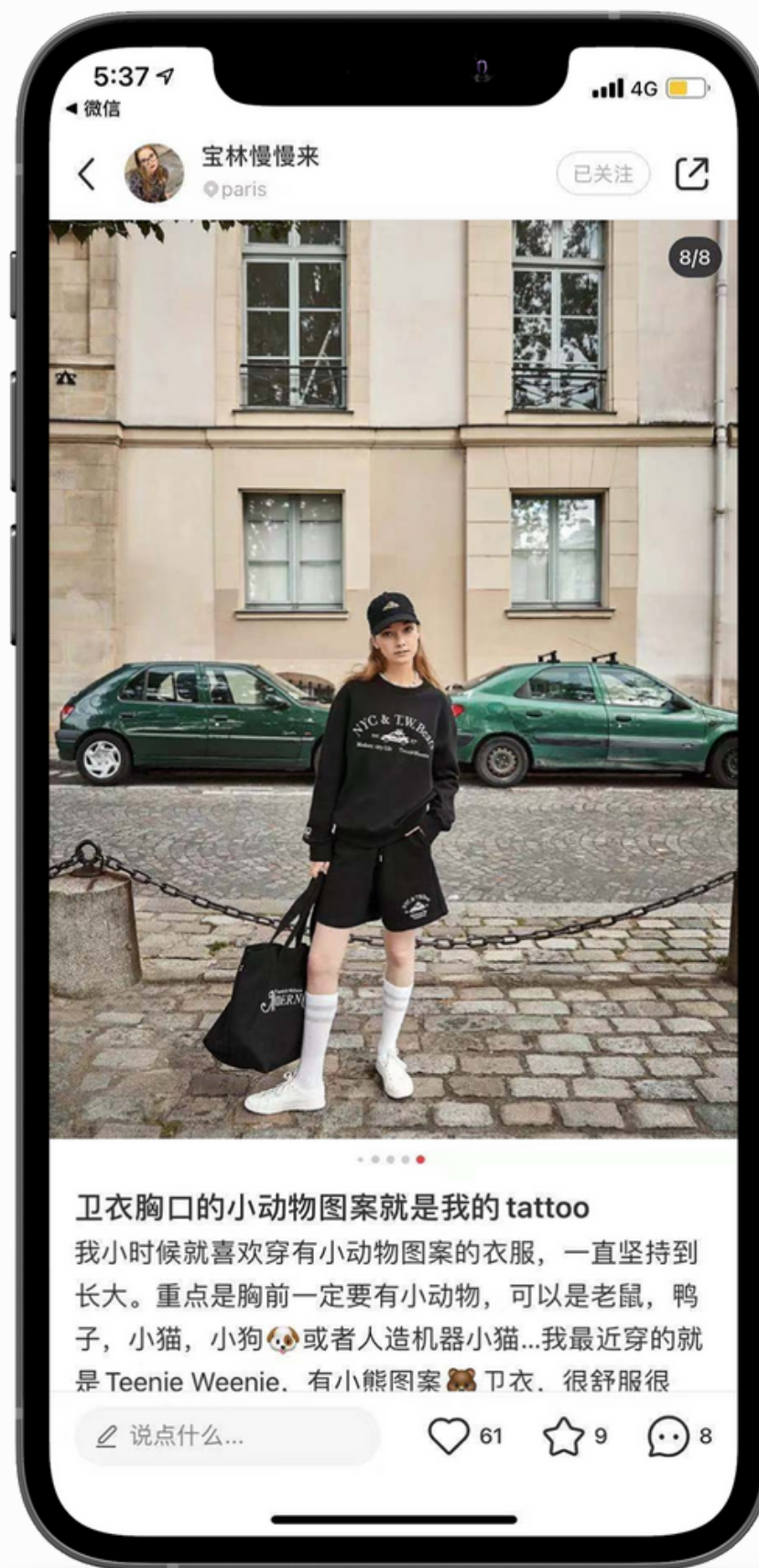
#china
#mother
#baby
#educate
#policy



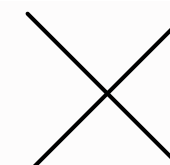


Case Studies

We position brands with China's new generation of consumers and tastemakers through our insights, strategy and creative services, and access to our proprietary social commerce intelligence.



TEENIE WEENIE
All That Bear



小红书

标记我的生活

#china
#afternoon
#cafe
#the3rdplace



#china
#afternoon
#fitness
#yoga
#lululemon

Public Relations

Market Entry Strategy

A good agency is a strategic partner, and a strategic partner should be able to understand who your target audience is by listening to the marketplace when it comes to China we take this even further by also applying our cultural expertise, local market knowledge, and also a deep understanding of your brand and how your brand is represented in markets outside of China.

Branding Consulting

You don't want someone who will take your brand, run with it and try to sell no matter the cost. A short-term and short-view approach like this can have huge ramifications on your brand, and the longevity of your brand in China. We proactively work together, hand in hand with our clients to develop a strategy that works for you, and what your goals are. Whether that be quick market entry and ROI or a more long-term brand-building practice.

Influencers (KOL) Relations Maintenance

We work closely with the Chinese influencers (KOL) to provide you with the exposure you need to reach your Chinese target audience, so you don't miss out on an opportunity to make your brand be heard by Chinese consumers. Whether online or offline, we have the skills, knowledge, and tools to help brands with communication and reputation management needs.

Prevent and Deal with PR Crisis

to help companies avoid PR crises when dealing with China. Find out examples of mistakes and PR crises and get practical advice on how to respond to certain political, social, cultural, taste and preferences issues. there is no exhaustive list or the final word. Things in China change quickly, especially with a range of critical events overlapping in 2020 and 2021.

#china
#night
#convinentstore
#lawson



#china
#night
#apple
#tech