



Social Marketing in China

Feature your state in China with the U.S. Department of Commerce

The U.S. Commercial Service in China is pleased to launch the Featured U.S. Destinations program on our Chinese language social media site to support the promotion efforts of each U.S. state and territory.

Each U.S. State and territory is offered the opportunity to publish up to three (3) postings on the U.S. Department of Commerce's Chinese social media site (Weibo).

Social media posting includes the following:

- A promotional/informational blurb on Sina Weibo
- Link and/or email
- One or more picture(s)

In addition we are offering a listing on our website that includes the following:

- State introduction in Chinese
- Contact information
- Website link

Rate: \$100 per social media posting
\$200 website listing
\$250 for one social media posting and website listing

Program Benefits:

- Visibility – Content read by over 15,000 targeted U.S. DOC followers and over 500 million Chinese Weibo audience; Content viewed by Chinese buyers and investors on our website which has over 10,000 clicks per month.
- Communication 2.0 – Interact with the Chinese public about the latest trade/investment opportunities in your State.
- Search Engine Results – Keywords carefully planted into your posting to drive better search engine results.
- Investment/trade leads – Proven channel for generating investment and trade leads
- Credibility – Content featured on the USDOC official sites in China which connect to the U.S. Embassy/Consulates network.

Tailored solutions, your satisfaction is our goal.

Our Global Markets Marketing Specialists will work with you to ensure that your posting meets your objectives. We stand behind the quality of our products and services and are committed to providing you with first-rate customer service.

For more information about this program, please contact Ms. Yaoyi Wang (yaoyi.wang@trade.gov).