

## **A B2C Marketing Plan for Darkglass Electronics in China**

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<b>Title of Thesis</b> A B2C marketing plan for Darkglass Electronics in China Case: DARKGLASS ELECTRONICS	<b>Number of pages and appendices</b> 33 + 1
<p>The objective of this thesis was to develop marketing suggestions for Darkglass Electronics in the Chinese market. The intention of the thesis was to research the Chinese market and the marketing channels used in China. Another intention was to carry out a situational analysis of Darkglass Electronics and their competitors.</p> <p>The theoretical framework was based on literature about product marketing, marketing channels and buyer behaviour.</p> <p>The study was carried out in the form of a digital questionnaire, which was sent to the representative of the company. The analytical approach was qualitative to ensure an in-depth understanding of the situation of the company. Furthermore, the study also involved intensive online research into the Chinese market.</p> <p>The findings indicated that the company were not aware of the marketing channels available in China. This thesis worked to solve this issue and to provide suggestions on how to improve the company's current situation.</p> <p>In conclusion, there is room for Darkglass Electronics to improve their marketing approach in China. By following the suggestions found within this report, the company will be able to develop their marketing strategy to be as effective and efficient as possible.</p>	
<b>Key words</b> Search engine optimization, social media, marketing channels, Chinese consumers, product marketing.	

## Table of contents

1 Introduction.....	1
1.1 Background .....	1
1.2 Project Objective .....	1
1.3 Project Scope .....	3
1.4 International Aspect.....	5
1.5 Benefits.....	5
1.6 Key Concepts .....	6
1.7 Case Company.....	7
1.8 Project Management Methods .....	7
2 Product Marketing for B2C Customers.....	8
2.1 The Importance of Marketing .....	8
2.2 Product Marketing.....	9
2.3 Marketing Channels .....	9
2.4 Defining Optimal Customer Base .....	17
2.5 Marketing Metrics .....	18
3 Chinese Consumer Behaviour .....	21
4 Situational Analysis of Darkglass Electronics.....	23
4.1 The Interview Results .....	23
4.2 The Interview Conclusion .....	24
4.3 Introducing SWOT Analysis.....	24
4.4. SWOT Analysis for Darkglass Electronics.....	25
5 Competitor Analysis .....	27
5.1 Tech 21.....	27
5.2 EBS.....	27
5.3 Ampeg .....	28
5.4 Analysis .....	28
6 Recommendations .....	29
7 Project Evaluation .....	33
7.1 Recommendations for Further Research.....	33
7.2 Reflection on Learning.....	33
References .....	34
Appendices.....	37
Appendix 1. The interview with Darkglass Electronics representative.....	37

# **1 Introduction**

This chapter serves as an introduction to the thesis topic and the commissioning company. It will allow the reader to gain an insight into the relevance of the chosen topic in the current modern business world. Furthermore, the reader will walk away with an understanding of this thesis' objectives, key concepts and scope whilst also developing an understanding of the international aspect and the demarcation of the thesis.

## **1.1 Background**

Marketing affects every human each day as marketing allows for the delivery of a high standard of living that would have been unthinkable to our descendants. Our lives have been simplified by the concept of the modern day marketing structure. (Ramachandra 2009, 12.)

Furthermore, a strong business strategy that emphasizes marketing, permits a business to accurately comprehend its market and the consumers that are the foundation for the particular market. Marketing encourages a more successful operative integration of all activities that can influence purchaser worth, this results in an increase in both return-on-investment (ROI) and cost-effectiveness. A successful marketing strategy is founded upon relevant information, that is used to cultivate comprehensive corporate tactics, increase a company's ROI and allow for increased innovation. Additionally, a successful marketing strategy also results in improved branding, improved efficiency of present advertising methods, as well as a stronger online marketing approach. (Leventhal 2005, 3.)

In order for a business to succeed, effective marketing is fundamental. Marketing aids in the sale of products and/or services and is what ultimately pushes sales. There are a number of ways that marketing can be implemented and this includes digital marketing, traditional marketing and word of mouth marketing.

## **1.2 Project Objective**

China consists of a large population of 1.379 billion and Darkglass Electronics believe that the company is missing out on a substantial market. As a result, the company desires an in-depth market research of the country coupled with marketing recommendations.

The aim for this thesis is to create a marketing plan for Darkglass Electronics in China. Within this thesis project, the author is aspiring to recognize and define what essential steps should be taken in order to guarantee and sustain effective marketing. This thesis aims to help the reader develop an understanding of marketing methods and the consumer behaviour of the Chinese population whilst also providing suggestions as to how Darkglass can improve their marketing in China.

Currently, Darkglass has one distributor in China that is struggling to market the products well. The project objective is to develop marketing suggestions for Darkglass Electronics that can then potentially be implemented in China by the commissioning company. As of now, Darkglass do not have any knowledge on the country so this thesis topic is important to the company as it will assist in allowing them to grow and achieve more sales.

This thesis aims to establish marketing suggestions for Darkglass products in the Chinese market. The project objective can be divided into the following project tasks:

PT1. To conduct a situation analysis of Darkglass' current strategy

PT2. To conduct market research into Chinese consumer behaviour

PT3. Researching into possible competitors

PT4. Defining the optimal customer base

PT5. Developing possible marketing strategies that can be used in China

Project Task	Theoretical Framework	Project Management Method	Results
PT1. To conduct a situation analysis of Darkglass' current strategy	<ul style="list-style-type: none"> <li>Marketing methods</li> <li>SWOT Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Interview</li> </ul>	An insight into the current marketing activities at Darkglass.
PT2. To conduct background research into Chinese buyer behaviour	<ul style="list-style-type: none"> <li>Chinese consumerism theories</li> </ul>	<ul style="list-style-type: none"> <li>Online research</li> <li>Literature resources</li> </ul>	An insight into the behaviour of the average Chinese consumer.

PT3. Researching into possible competitors	<ul style="list-style-type: none"> <li>• Competitor analysis theories</li> </ul>	<ul style="list-style-type: none"> <li>• Online research</li> <li>• Literature resources</li> </ul>	Competitor analysis.
PT4. Defining the optimal customer base	<ul style="list-style-type: none"> <li>• Product marketing theories</li> <li>• Marketing methods</li> </ul>	<ul style="list-style-type: none"> <li>• Online research</li> <li>• Literature resources</li> <li>• Databases</li> </ul>	Definition of the optimal customer base.
PT5. Developing possible marketing strategies that can be used in China	<ul style="list-style-type: none"> <li>• Combining all the previous tasks (PT1-PT4).</li> </ul>	<ul style="list-style-type: none"> <li>• Using MS tools.</li> </ul>	The Marketing Suggestions.

Figure 1. Overlay Matrix.

### 1.3 Project Scope

This thesis aims to generate marketing suggestions for B2C customers that can then be implemented by Darkglass Electronics. The marketing plan will not be a sales manual and will be mainly focused on background research. The marketing plan will consist of background information and recommendations.

The scope of the project is a B2C marketing plan intended for Darkglass electronics. Thus, the theoretical framework is concentrated on marketing methods with an emphasis on certain traditional and digital marketing methods. Due to the time constraint, it is not possible to cover all digital and traditional marketing topics so it is imperative to focus on the forms of marketing deemed most important in this case. Digital marketing methods will include search engine optimization, social media marketing and mobile marketing. Traditional marketing methods discussed will include word of mouth marketing and press releases. Other marketing methods such as direct selling and influencer marketing will not be included in the scope and therefore will not be discussed.

Continuing with the scope of the project, it is not possible to create a marketing plan for the entirety of China. China consists of 613 cities and to say you are 'entering China' is like saying you are 'entering Europe'. Nevertheless, there are four different tiers that are used to classify Chinese cities. These tiers are founded on customer behaviour, average

salaries, beliefs, and local inclinations and they assist in the adjustment of marketing tactics to fit to local environments. (National Bureau of Statistics of China 2013.) The thesis scope will focus on Tier 1 cities in China. The tier 1 cities include Beijing, Shanghai, Tianjin, Chongqing and Guangzhou. Tier 1 has been chosen due to these cities having the highest populations. Tier 2, 3 and 4 cities will not be discussed in this thesis as these cities will require a different marketing approach.

Furthermore, this thesis will be created for Darkglass Electronics and their distributors only. It will not be designed for the whole of the music equipment industry. The marketing plan will be focused solely on Darkglass Electronics and their promotion via the traditional and digital marketing methods mentioned previously.

The author has no responsibility in the decision making process and it is entirely up to Darkglass Electronics to decide whether to follow the suggestions and advice provided. The author will also not be responsible for the research of political and legal issues. It is up to the commissioning company to check these factors if proceeding with any of the suggestions uncovered within this thesis.

<b>Project Scope</b>	
<b>Case Company</b>	Darkglass Electronics
<b>Location</b>	Tier 1 Cities in Mainland China -Beijing -Shanghai -Tianjin -Chongqing Guangzhou
<b>Industry</b>	Electronic Equipment Industry
<b>Purpose</b>	-To attract new customers -To increase customer engagement -To increase brand awareness -To increase sales

<b>Marketing Channels</b>	<b>Traditional marketing:</b> -Word of mouth -Press releases  <b>Digital Marketing:</b> -SEO -Social media marketing -Mobile marketing
<b>Target Audience</b>	Business to consumer (B2C) 18-40 year old musicians in China

Figure 2. Project Scope Summary.

#### 1.4 International Aspect

This thesis topic is inherently international and fulfils the international aspect as required by the GLOBBA thesis rules. This thesis is written by a British student for a Finnish company wishing to increase sales in China.

#### 1.5 Benefits

Currently, Darkglass Electronics are struggling to to market the products well in China. This is due to the lack of knowledge of the Chinese market that the company is attempting to be successful in. This thesis will benefit Darkglass Electronics, as it will serve as a guide on how to market their products to the Chinese music market to increase sales. It will also provide sufficient background information and research about China as a country. This thesis will offer Darkglass Electronics an in-depth analysis of the targeted Chinese market. It will also include recommendations on how to capitalise on this analysis.

Chinese consumers of bass equipment will benefit as this thesis will be able to give Darkglass an insight into the wants of the customer. Darkglass will develop a better understanding of their target market in China and will be able to deliver the service and products that the target market desires.

This thesis topic will benefit the author, as she will develop marketing suggestions and this will help her to gain a deeper understanding of marketing as a whole. This thesis topic is important for to her as she has a desire to be able to successfully create an international marketing plan. The process will assist in her growth as a professional as she applies eve-

rything she has learnt over the past few years. This thesis topic will push her out of her comfort zone and will help her to develop her project skills.

## **1.6 Key Concepts**

Business to Consumer (B2C) Marketing: “Business to Consumer describes activities of business serving end consumers with products and/or services” (Kumar & Raheja 2012, 448).

Marketing Channel: “A marketing channel can be defined as an array of exchange relationships that create customer value in the acquisition, consumption, and disposition of products and services. This definition implies that exchange relationships emerge from market needs as a way of serving market needs. Channel members must come to the marketplace well equipped to address changing market needs and wants.” (Pelton, Strutton & Lumpkin 2016.)

Product Marketing: “Product marketing is the process of bringing a product to market. This includes deciding the products positioning and messaging, launching the product and ensuring salespeople and customers understand it. Product marketing aims to drive the demand and usage of the product.” (Kolowich, 2015.)

Consumer Buyer Behaviour: “Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.” (Grimsley, 2018.)

Competitor Analysis: “Strategic technique used to evaluate outside competitors. The analysis seeks to identify weaknesses and strengths that a company's competitors may have, and then use that information to improve efforts within the company. An effective analysis will first obtain important information from competitors and then based on this information predict how the competitor will react under certain circumstances.” (Business Dictionary.)

Marketing Strategy: “The evolution of strategic marketing as a field of study, over the past few decades, can be viewed as a confluence of perspectives, paradigms, theories, concepts, frameworks, principles, methods, models and metrics from a number of related fields of study, chief among them being marketing strategic management and industrial organization (IO) economics.” (Varadarajan 2009, 119.)

## **1.7 Case Company**

Founded in Finland in 2009 by Douglas Castro, Darkglass Electronics is a company based in Helsinki. Their focus is specialising in the design and engineer process of premium handmade bass equipment. The company are currently working with distributors in 45 different countries. Operating countries include: India, Singapore, France, Italy, Hungary, Canada, Mexico, USA, Australia and Brazil. (Darkglass 2014.)

## **1.8 Project Management Methods**

This thesis will be based on qualitative data with both primary and secondary data involved. Secondary data will be mainly collected online via web sources. The author will also use literary resources. The secondary data will consist of internal documents such as Darkglass' current marketing methods, online articles and sources, literature resources and Darkglass' own web page. Primary data will be collected by an interview. A variety of sources will assist the author in getting an accurate understanding of what marketing strategies would best work in China for Darkglass Electronics.

The case company will provide the author with relevant information in regards to their current methods of marketing. The company is an incredibly reliable source of information as the representative of Darkglass has the best interests at heart in regards to the company. The representative has an in-depth knowledge of all aspects of the company both locally and internationally.

One risk of the topic is the language barrier and as the author cannot speak Chinese, it may be tough to find information regarding the topic. This could potentially have a large impact on the project. The research part of the marketing plan will be challenging but doable.

The author will ensure that the thesis is reliable by ensuring that she abides by the highest ethical standards.

## **2 Product Marketing for B2C Customers**

This chapter is going to explore the theoretical framework behind product marketing for B2C customers whilst also maintaining an emphasis on the Chinese market. For this particular thesis, it is necessary to explore the marketing channels available in China as these differ to the marketing channels available in Western countries. Topics discussed in this chapter include the importance of marketing, product marketing, marketing channels and defining an optimal customer base. This chapter will assist the reader in understanding the importance of choosing the right marketing strategy for a business. Additionally, the reader will be able to discover what marketing channels are available specifically in China.

### **2.1 The Importance of Marketing**

Marketing plays a paramount function in the success of a business enterprise. Marketing is chiefly devoted to the drive of commodities and amenities from the manufacturer to the buyers to result in the overall satisfaction of the consumers wants and desires. Contributing directly to the growth and success of a business, marketing is imperative and Hundekar (2009, 6) clarified it in a number of ways:

1. Marketing aids in the comprehension of the goals for why the business has been established. Efficient marketing is crucial for a long prospering “shelf-life” of a company.
2. Marketing supports members of society to satiate their financial and societal wishes which in turn, results in the increase of their standard of life. It warrants superior arrangements and amenities for patrons. It supports the business to accomplish its societal obligations.
3. Marketing assists in generating much needed goods for customers and the public. As a result, marketing stimulates the production-consumption sequence which aids in the resourceful and fruitful application of social and physical assets, thus, eradicating unnecessary excesses.
4. Marketing supports the corporation to adjust to the fluctuating environments and occurrences.

5. Marketing offers direction to the corporation of the innovations to be implemented, allowing it to tackle opposition head-on.
6. Marketing supports a company to attain maximum competence, output and lucrativeness whilst keeping labour and expenditure at a minimum.
7. Marketing safeguards fiscal growth of corporations. This consequence of this is the progression of monetary growth of a country.

A company could have the greatest product in the world, but if they do not know how to market it well, they could fail and disappear from the market. The potential customer is the ruler in the marketplace and the buyer will attempt to satisfy their desires from numerous market sources. (Hundekar et al 2009, 3.) As a result, it is safe to assume that organisations must do their best to establish strong marketing methods to ensure customers choose to buy from them over their competitors.

## **2.2 Product Marketing**

As previously defined in Key Concepts, product marketing is the procedure of carrying a product to market. This incorporates determining the commodities placing and messaging, debuting the merchandise and guaranteeing salespeople and consumers comprehend it. Product marketing intends to push the need and practice of using the product.” (Kolowich, 2015.)

The main purpose of product marketing is to create an awareness of a product in hopes that this will generate more sales. Product marketing can consist of many different forms and a combination of different methods is known as the marketing communications mix.

Fill & Turnbull (2016, 3) describe marketing communications as a process that is related to the procedures, practices, implications, activities and views that stakeholders utilize with respect to the arrangements and activities accompanying a product.

To summarise, marketing communications is how a company attempts to engage customers. It is incredibly important for a business to use an effective marketing communications mix when trying to market a product.

## **2.3 Marketing Channels**

There are number of marketing channels that a company can choose to use when trying to generate an awareness of their product/service to ultimately drive sales in China. In this section, the main marketing channels relevant to the thesis topic are going to be discussed. Each marketing channel will be described and discussed to show how a business can utilize said marketing channel. It is important to note that due to the nature of digital marketing, the majority of sources used for the digital marketing channels are recent blog and website posts that have been written by experts of the relevant topic. The majority of books found that were written on these topics are outdated and were left out of this thesis to ensure relevant and updated information. Digital marketing is constantly changing and adapting and the topics discussed now in 2018 may not be correct or relevant in the future years to come.

### **WeChat (微信)**

WeChat is owned by Tencent Corporate and it was reported in 2016 that an average of 846 million users logged into WeChat monthly (Tencent Corporate 2016, 4). As a result, it is clear to see that WeChat is vastly popular in the Chinese market.

Being China's most trendy mobile application, some may describe WeChat as the Chinese counterpart of Whatsapp. However, after intensive research using internet sources, it is clear to see that WeChat offers much more than WhatsApp. Users of WeChat are able to capitalize on and make use of the vast range of features available.

According to Lamb (2017), these features include:

- Text/video/picture messaging
- Real-time location sharing with friends
- QR codes
- The shake and look around feature (allows users to find unknown random people)
- WeChat moments
- Mapping and localization services
- Articles
- Friend updates
- WeChat gaming
- Public services such as doctor appointments
- E-wallet, payment and financial services
- Dating
- Mobile phone top-up

- Taxi ordering

In regards to WeChat as a marketing channel, companies are able to create authorized accounts on the platform. A user of WeChat can observe a distinct difference between a personal account and an official business account. Business accounts enable formation of a corporation's own website inside of WeChat. These websites are highly customizable and can be used to display a company's brand image. Furthermore, a company with an official account can also utilize WeChat in their customer service approach. (Lamb 28 March 2017.)

Two different accounts are available on WeChat: subscription and service. Subscription accounts are favoured if a company aims to deliver routine content. With a subscription account, businesses can upload a post once a day. When a business posts, WeChat users are notified in the subscription division on the application. With this account, WeChat's financial services are not enabled. The other option for businesses wishing to establish a WeChat presence, is by creating a service account. Service accounts allow companies to gain access to more than the basic features offered with a subscription account. Content posted via a service account will appear on the central feed. Unlike subscription accounts, service accounts enable WeChat payment which is a bonus for many companies. (Lamb 28 March 2017.)

There are a number of features that a business can and should employ to assist in their marketing strategy:

- **Payment:** All authorized business users are able to operate an e-commerce market. This means that a business is able to allow possible buyers to fulfil a purchase almost immediately. Buyers do not have to be directed to the business' online store to buy the product/service offered. (SAMPi 2017.)
- **QR Codes:** The use of QR codes has increased in popularity in China and WeChat offers a feature that allows users to scan QR codes. If a WeChat user scans a company's QR code, they will be directed to the company's official account on the platform. Different QR codes can be created for different settings. For example, a company could include a QR code in an after service email that would then direct the user to the official account's review page. (Nghiem 19 May 2017.)

- **Lucky Draws:** Lucky draws can be utilized to improve customer engagement and obtain new possible customers. Lucky draws can be anything from fun interactive games to “picking a name out of a hat”. Lucky draws attract followers as users enjoy the excitement of possibly winning a product or service. (SAMPi 2017.)
- **Loyalty Cards:** Online ecommerce sites can offer customers digital loyalty cards. This encourages customer loyalty and aids in growing app usage. (SAMPi 2017.)
- **WeChat Groups:** WeChat offers a feature where followers of a group can partake in topical debates and conversations. An effective method of brand engagement is inviting clientele to participate in the groups a business has formed. (SAMPi 2017.)

### Youku (优酷)

Due to the Firewall of China, YouTube is blocked in China. This resulted in the launch of Youku, the Chinese equivalent of YouTube. Marketers can utilize all that Youku has to offer and choose from a variety of tools to market and endorse their product, brand or service.

**Content:** High quality content in China is imperative. Companies producing excellent quality professional videos are more likely to succeed in the Youku environment. (Verot 2018.)

**Pre-Roll and Post-Roll Ads:** An advertisement option for budding companies can be pre-roll and post-roll ads. A pre-roll ad means that an advertisement is presented at the beginning of a video. A post-roll add is presented at the completion of the audio-visual. Pre-rolls ads are typically a more expensive option. (Verot 2018.)

**Banner Ads:** There a number of different types of banner ads that can be employed by a business. It is possible for advertisements to be exhibited on the upper page, lower page or banner adds can ever be displayed at the middle of the page. The higher up the banner ad, the more expensive it is. (Verot 2018.)

### Sina Weibo (微博)

Sina Corporation was established for public use in 2010. Businesses can create a 'corporate Weibo account'. For the ease of corporate users, Weibo created a specific business page for companies to use on Weibo's platform. This page lets companies utilize Weibo for corporate reasons in the most efficient way possible. (Market Me China 2017.)

Enterprise Weibo assists corporations in a number of ways:

- Weibo enables communication amongst businesses and their audiences.
- Weibo allows the chance to construct relationships with important associates.
- Weibo presents a method of announcing a company's products and/or services to potential Chinese customers.
- Weibo can drive marketing operations efficiently.
- Weibo allows for the gathering of customer feedback.
- Weibo can be utilized to generate user experiences that augment company branding.

(Market Me China 2017.)

In regards to advertising on Weibo, there are a number of options that a company can choose to use:

- **Display Advertisements:** A display advertisement's price varies depending on where the ad is placed, the sizing of the ad and the keywords associated with the advertisement. Ads are chiefly located on the search page, the site's homepage and adjacent to user's newsfeeds. (Lamb 2017.)
- **Search Engine Promotion:** Weibo boasts a superior search function for surfing the vast variety of content available on the site. Companies can pay for relevant keywords to that they will appear as one of the highest ranking search results. (Lamb 2017.)
- **Fan Headlines:** For brands with a large audience wanting to increase audience engagement, companies can apply the use of fan headlines. Fan headlines materialize on the upper of a followers newsfeed. (Lamb 2017.)
- **Fan Tunnel:** For companies trying to attract new customers, fan tunnels can be used to market a companies account or a certain post in particular. By utilizing fan

tunnels, companies can succeed in inserting their content at the highest position on target audience's newsfeeds. Pricing of fan tunnels is based on CPM (Cost Per Mille). (Lamb 2017.)

### **SEO on Baidu.com**

Comprising of a very similar design to Google.com, Baidu.com was first propelled into the Chinese market in September 2001. Similarly, to Google, it develops its income from auction-based cost-per-click. Baidu Bid-for-ranking imitates Google AdWords and the Baidu Union functions as the equivalent of Google AdSense. (Westland & So 2010, 90.)

Persistent Search Engine Optimisation (SEO) implementation for a company wanting to increase sales is incredibly important. Even though Baidu functions similarly to Google, it is important to understand that there are differences in how you can implement a successful SEO strategy on Baidu compared to Google. This section is going to discuss the different SEO tactics a company can undertake in order to implement a successful SEO strategy on Baidu.com.

### **Language**

Unsurprisingly, being a Chinese search engine, the language used on Baidu is in fact Chinese. In particular, simplified Mandarin Chinese is the only language available on the search engine. Less than a quarter of the Chinese population have a "low proficiency" in English, so it goes without saying that communicating with the Chinese market solely in English, will not profit a business. (Voiceboxer 2016.)

As it is recommended to not use English when trying to implement a **successful** SEO strategy, a company looking to enter the Chinese market, should create a Chinese website and ensure that the quality of the written Chinese is excellent. A website hosted in China is significant for SEO on Baidu, as the search engine favours local websites. The favouritism of locally hosted sites to internationally hosted sites can be seen in the page loading times and in the search rankings. Owing to the the Great Firewall (GFW), Chinese sites typically load 10x quicker than international sites, thus, increasing the number of page visits. (Verot 2013.)

### **Link Building**

Link building is the practice of generating backlinks to your website from other website sources. Every backlink to your website affects the site's credibility and marketers aim to develop a portfolio of a mixture of quality follow and no follow backlinks. Follow links are more valuable to SEO as they are taken into account when a search engine is crawling. No follow links mean that your site cannot be followed by the search engine from the originating link. Typically, the more backlinks a site has, the higher it will appear in the search engine results. (Kent 2016, 274.) This is because a search engine finds it easier to find sites that have many links directed to it.

Valuable websites to target to gain backlinks include:

- Blogs relevant to your website/service/product
- Directories
- Government websites
- Other websites relevant your website/service/product

## **Keywords**

Keywords are notions and themes that outline what your content is all about. In regards to SEO, keywords are what seekers type and submit into search engines. Keywords used on internet pages by website holders should be applicable to what a searcher is looking for. Relevant keywords help in improving your ranking on the search engine result pages (SERPs) whilst also driving your desired type of traffic to your page. Chief keywords can be included in a website's URL, meta descriptions and alt attributes of images on a website's page. (Moz 2017.)

## **Content Marketing**

Businesses can craft and generate different types of content such as articles and videos. This content can then be dispersed extensively to other websites to garner the attention of potential customers. Content marketing is used to attract potential buyers and encourage them to click on a link to your site. Content marketing assists in building a strong link profile which in return, helps a site, rank higher in the organic search rankings of a search engine. (Kent, 319-320.)

## **Press Releases**

Press releases have traditionally been used in the past to announce a new service or product that is coming to market, to share research, to share breaking news and to manage a company crisis. If a press release is well-written, interesting and informative, it will be spread around by other publication companies and get media coverage, increasing the awareness of a company and/or its product or service. Furthermore, press releases distributed to online newspapers and/or magazines can help assist a company's SEO strategy by building backlinks. Unfortunately, there are some downsides to press releases. Press releases can cost a lot in regards to time and money. Rather than spending money on posting press releases, intensive research should be carried out to figure out what a journalist is actually interested in. This will help to reduce your costs. (Leist 5 September 2017.)

### **Word of Mouth (WOM)**

Potential buyers of a product are more likely to purchase if they have been recommended by a friend, family member or other dependable advisor. You are more likely to listen to your friends or family than a salesperson. A marketing strategy that utilises word of mouth marketing will be able to spread knowledge of a product or service quicker than traditional advertisement. WOM also does not require a large budget to utilise as a marketing tool. (Silverman 2001, 24.)

According to Silverman (2001, 28), the reason that word of mouth marketing is so effective is because people like to share the risk with others. Consumers can talk with each other about the product and their experiences with the product. As word of mouth marketing is dependent on originating from various independent sources, it is a trustworthy custom tailored source of information for potential customers. (Silverman 2001, 37.)

Silverman (2001, 61) lists a number of different WOM channels:

- Web-based word of mouth. E.g., forums, blogs, etc.
- Referral selling program
- Peer selling groups
- Salespeople
- Dealers
- Seminars
- Videos
- Endorsements

- Networking
- Customer service
- Incentive programs (“invite your friend and if they purchase an item, you will get 10% off your next purchase”)

A company can combine a variety of the WOM channels discussed to build awareness of their brand, product or service.

## **2.4 Defining Optimal Customer Base**

To define an optimal customer base, market segmentation occurs. This is the procedure of organizing the potential buyers in a market into various divisions and segments.

(McDonald & Dunbar 2012, 9.)

The chief motivator behind market segmentation is to increase profitability of a company. A company can decide how to divide their target market based on demographics, geographically, channels and products offered by the company. Following this, the company can then establish their promotional exertion in regards to these separate demographic scopes. (McDonald & Dunbar 2012, 10.)

Identifying the products and services you offer can assist in helping define a segment. Gaining an understanding of which aspects of a product or service help attract different buyers can help to understand the reasons why a purchase was made. (McDonald & Dunbar 2012, 11.)

Market groups can be segmented by geographic zones and demographics. Geographic zones help to get a general overview of how a market will respond to a product or service. It also establishes the locations in which these buyers can be located. Demographics can also assist in helping define a segment. Age, gender and socio-economics play a role when segmenting a market. Demographical information about consumers can be used to classify certain profiling characteristics that are accompanying the buyers located in each market segment. Identifying characteristics of a market, aids in deciding how to influence it. (McDonald & Dunbar 2012, 11-13.)

Markets can also be segmented by the channels a company is planning to use in certain market segments. In order to do this successfully, a business must understand the reasons why a customer would choose a specific channel. (McDonald & Dunbar 2012, 13.)

To conclude this section, market segmentation is the procedure of dividing potential buyers within a market into various clusters based on their interests (McDonald & Dunbar 2012, 14).

A combination of the segmentation tools discussed previously can be used to decipher a company's optimal customer base.

## **2.5 Marketing Metrics**

According to Jeffrey (2010, 8) for each marketing strategy, there is a number of different marketing metrics that a company can use to monitor the level of success of their current marketing tools. These marketing metrics can be both financial and non-financial.

Jeffrey (2010, 8) identified key marketing metric tools that companies should consider when trying to market a product:

- Brand Awareness:
- Churn
- Customer Satisfaction
- Profit
- Payback
- Cost per click (CPC)
- Transaction conversion rate (TCR)
- Bounce rate

### **Brand Awareness**

A solid brand awareness allows your product to be presented to potential customers for initial deliberation. Good brand awareness can encourage potential consumers to think of your company first when considering the purchase of a certain product. Brand awareness can be easily monitored through interviews, questionnaire's, reviews and surveys. (Jeffrey 2010, 76.)

### **Churn Rate**

Churn rate is used to measure the loyalty a customer has to a brand. The higher the churn rate, the more customers are choosing to not purchase from your business again. The churn rate is calculated by measuring the percentage of current clientele who discontinue buying your products. This can be measured over a few months to a few years, depending on the company. (Jeffrey 2010, 92.)

### **Customer Satisfaction**

As defined in its name, customer satisfaction relates to how satisfied customers of a company are. Customer satisfaction can easily be measured by creating surveys to send to patrons who have previously bought a product. Asking for feedback from customers generates a general idea on the current customer satisfaction level, whilst also assisting a business discover how they can improve their customer satisfaction in hopes to retain previous buyers. If a customer is not satisfied with a product or service, they are unlikely to return. (Jeffrey 2010, 99.)

### **Profit**

Profit can be discovered by deducting total costs from total revenue. Profit as a marketing metric tool is useful to a company as they can test the waters and raise their prices by a percentage of 5-10% to see when sales begin to drop. This helps a company to discover the ideal price point of their product in order to boost profits and revenue. Jeffrey (2010, 106.)

### **Payback**

Used for assisting in decision making, payback is the time it takes for profit made from a marketing campaign to equal the cost of said marketing campaign. The lower the time it takes for payback to complete, the more effective the marketing campaign has been. The length of payback depends on the company in question and the intensity of their marketing method/s. (Jeffrey 2010, 113.)

### **Cost per click (CPC)**

CPC is the price charged for each click on a sponsored link or banner advertisement. Companies wishing to optimise CPC should strategically select the placement and match type of the sponsored link on the search engine when deciding which keywords to bid on. (Jeffrey 2010, 160.)

### **Transaction conversion rate (TCR)**

TCR can easily be measured for companies operating online. The transaction conversion rate is the proportion of potential consumers who actually buy the advertised product after clicking a sponsored advertisement. This can be monitored on the search engines used in the marketing campaign. (Jeffrey 2010, 162.)

### **Bounce rate**

Bounce rate is another metric that can be monitored on the analytics section of search engine providers. The bounce rate is the proportion of buyers that leave your site after being on your site for less than five seconds. The lower the bounce rate, the better. High bounce rates can be caused by wrongly placed sponsored links and wrongly used keywords. (Jeffrey 2010, 169.)

### **3 Chinese Consumer Behaviour**

Consumer behaviour encompasses the emotional processes that a shopper goes through when identifying their needs, discovering the means to resolve these needs, assembling and understanding information, planning and putting these plans into process. Consumer behaviour also includes the emotional processes of a buyer when they are formulating purchase choices as well as their post acquisition behaviour. (Kumra 2006, 2.)

This chapter is going to introduce the reader into the background of Chinese consumerism that is relevant to Tier 1 cities in China.

#### **Chinese Consumerism**

Even though the country had a very small consumer economy in previous years, China was able to grow to the top Global consumer of luxury goods between 1979 and 2013. This is due to the sudden growth of private trade and market-based occupational jobs in the 1990s. The result of this growth meant that Chinese consumers realised that they now had a disposable income which was never an option in the past. A higher disposable income meant that the Chinese now had more to spend. (Zakkour & Chan 2014, 14-18.)

Due to the size of China, a marketing strategy in this particular country has a very small lifespan. A company must be constantly adapting and changing to the Chinese conditions. When developing a marketing plan for the Chinese market, it is important to be aware of the Chinese history, the culture and the beliefs of the country. A Western company with a strong brand image and story must ensure that the story is adapted in to a Chinese context so that the Chinese consumers will understand it. (Zakkour & Chan 2014, 19.)

It is important to note the behaviour and beliefs behind Chinese consumers before selling a product to the citizens. China has been built on Confucian/Taoist/Buddhist beliefs which differs to their Western counterparts. The Chinese put emphasis on social relationships and they navigate by prestige. They also tend to do business with people they like. If a company does not try to build lasting relationships with the community, the profits will suffer. (Zakkour & Chan 2014, 24-27.)

To conclude, the Chinese are very collective, they appreciate the superiority of their individual networks and they are very aware of their hierarchy ranking. A company looking to

succeed in China should create strong relationships with societal members to ensure brand awareness, brand engagement and increased profits.

## **4 Situational Analysis of Darkglass Electronics**

First, this chapter is going to discuss the results of the interview carried out with the representative of Darkglass Electronics. The interview was carried out via e-mail. Further into the chapter, a situational analysis will be undertaken and a SWOT analysis of Darkglass Electronics in the Chinese market will be discussed. The framework of the SWOT analysis will also be briefly discussed. The interview and SWOT analysis will allow the reader to gain an insight into the current market situation of Darkglass Electronics. The full interview can be located in appendix 1.

### **4.1 The Interview Results**

Even though Darkglass Electronics was first found in 2009, Darkglass are new to the Chinese market as they did not start operating in China until 2017. Approximately 3% of total worldwide sales have been made in China. Up until this point, the company have been relying on a small distributor to market to the Chinese market. This distributor has been accountable for all the promotional and marketing efforts of products in China. The distributor has created a network of dealers that prospects discover Darkglass products through.

Darkglass have a desire to be recognised for innovative and excellent quality bass equipment amongst a target audience that consists of any musician between the ages of 15 to 60 years old. Darkglass mainly targets an audience that are aged between 18-40. Their ideal customer type is a musician that is chasing a fresh and innovative tone for their music.

The distributor is indebted to collaborate with local Chinese artists and to discover possible endorsements. The distributor is responsible for filling the local social media channels with content that endorses the products available from Darkglass Electronics. Darkglass attend a yearly Shanghai Music Centre fair where they hire a booth and showcase products that are available for attendees to test. In regards to marketing, very little has been completed. This is due to the language barrier and social media restriction of Western social media platforms. These barriers have resulted in Darkglass Electronics lacking visibility in the Chinese market.

Due to little success with their current distributor, the company is expecting to enter a new partnership in January 2019 with a new distributor. When the new distributor partnership is enforced, the company is expecting the distributor to invest in and enhance the prod-

uct's visibility on Chinese social media platforms. It is expected that a growth of 1000% will occur as a result of changing distributors.

In regards to marketing metrics, Darkglass do not currently track any metrics. However, in 2019, the company is planning a methodical marketing campaign where Darkglass Electronics will be able to track product returns.

#### 4.2 The Interview Conclusion

It is clear to see that Darkglass Electronics recognise that the current marketing efforts are not working and that the company are making changes to their strategy to improve their current situation. Darkglass Electronics are aware of their target market and are also aware of the marketing issues in the Chinese market.

#### 4.3 Introducing SWOT Analysis

SWOT analysis is a rudimentary, critical framework that evaluates a business' position in a market. It is implemented to establish what the company needs to achieve to reach the company's main goals and objectives. It presents the challenges that must be tackled to reach anticipated results. (Investopedia 10 June 2018.) The SWOT analysis can be offered visually as displayed in figure 3. This makes it easy to read and understand.



Figure 3. A Visual Representation of SWOT Analysis. Created by the author.

Strengths define how a business shines and what makes the business different to their competitors. This may be many factors such as a loyal customers or innovative technolo-

gy. These strengths can then be used at an advantage when trying to attract new customers. Weaknesses of a business are the factors preventing them from performing at it's highest level. Once the weaknesses of a business have been established, they can then be used to develop strategies to improve their current market situation. Opportunities are promising outside influences that a business can utilize to gain a competitive edge over their competitors. Threats are issues that could possibly harm a business. Threats are important to identify so the damage can be minimised. (Investopedia 10 June 2018.)

#### 4.4. SWOT Analysis for Darkglass Electronics

<b>Strengths:</b>	<b>Weaknesses:</b>
Innovative high quality products	Lack of knowledge of the Chinese market
High brand awareness in Western markets	Lack of knowledge of social media in China
	Underperforming Chinese distributor
<b>Opportunities:</b>	<b>Threats:</b>
Partnership with new dealer to increase sales and brand awareness	A decrease in the demand for bass equipment
Establishing a strong social media presence in China	Competitors having a larger marketing budget
	The changing laws of the Chinese government

Figure 4. Swot Analysis for Darkglass Electronics.

As displayed in figure 4, we can clearly see that the strengths of the case company are Darkglass Electronics offering high quality innovative products whilst maintaining a high brand awareness in Western markets. This suggests that once the company grasps an understanding of the Chinese market and social media use in China, the company will be able to generate high brand awareness and engagement. The current weaknesses are the lack of knowledge of the Chinese market and the social media in China but as mentioned previously, this is possible to solve. Intense research on the country is necessary and this thesis will provide the commissioning company with background research and suggestions for the Chinese market. Darkglass Electronics are planning on changing distributors in January 2019 and this is a large opportunity for the company. If Darkglass Electronics works closely with the distributor, the company will be able to reach more potential Chinese customers. Establishing a strong social media presence is also an opportunity for Darkglass and their distributor. If the tools discussed in this thesis are utilized,

the company will be able to capitalize on Chinese social media. Threats to Darkglass are factors that need to be closely monitored in day to day working life. There is the possibility of decreasing demand in bass equipment and also the possibility that certain Chinese laws and policies can be changed. These threats can be minimized by monitoring possible issues regarding these threats.

## **Conclusion**

To conclude the situational analysis chapter, it is clear to see that Darkglass Electronics have a strong chance in the Chinese market. The company is aware of the current issues and is working on them. The main weaknesses are based on the lack of knowledge that Darkglass currently have on the target market but this thesis will assist in turning those weaknesses into strengths. Suggestions to help improve their current situation are presented and discussed in the recommendations chapter.

## 5 Competitor Analysis

Competitor analysis is the tactical procedure used by organizations to assess external competition. The analysis pursues the identification of the disadvantages and advantages that a company's competitors have in the market. (Business Dictionary 2009.) This chapter is going to give a brief introduction to three of the commissioning company's competitors. Due to the language barrier and limited information, the author is going to first present the competitor's then will analyse the findings altogether. The competitor analysis is going to be as condensed as possible to allow for easy reading and understanding.

### 5.1 Tech 21

**Website:** <http://www.tech21nyc.com/>

**Products:** Sansamp, effects & midi, guitar amps, bass amps, power engine, private stock, accessories

**Distributor:** Highway Musical Co., LTD.

**Distributor's Website:** [www.highwayguitar.com](http://www.highwayguitar.com)

**Language of website:** Chinese and English

**Active Social Media Platforms:**

- Youku: 69 Tech 21 videos, 18066 video plays, 1,049 fans, 953 community videos
- Weibo: 11889 fans. Regular posts of video and photo content displaying various products.

### 5.2 EBS

**Website:** <https://ebssweden.com/content2/>

**Products:** amps, cabinets, combos, effects, accessories

**Distributor:** Guitarcube Distribution [www.guitarcube.com](http://www.guitarcube.com)

**Distributor's website:** [www.guitarcube.com](http://www.guitarcube.com)

**Language of website:** Chinese

**Active social media platforms:**

- Business WeChat
- 6632 total videos, 613 million video plays, 7512 fans
- Weibo: 10646 fans. Regular posts of visual content displaying various products.

### 5.3 Ampeg

**Website:** <https://ampeg.com/>

**Products:** bass heads, bass enclosures, DI boxes, bass amps, accessories

**Distributor:** Great Wall Audio/Musical Instrument Co., Ltd.

**Distributor's website:** <http://www.musicgw.com/>

**Website language:** Chinese

**Active social media platforms:**

- Active on Weibo
- Link to a Youku channel displayed on website. However, the link does not work.

### 5.4 Analysis

After investigating each competitor, it is clear to see that they are all offering very similar products to Darkglass Electronics products. Furthermore, they are all active on Chinese social media and they use this as a tool to market their products. The use of Chinese social media emphasizes that Western social media is not effective for effective social media marketing in China. It is interesting to note that competitors are not active on all types of social media which means that these competitors are potentially missing out on customers that use the other social media channels. Darkglass should learn from this and gain a competitive edge by ensuring that the company is active on all popular social media platforms available in China.

The first key takeaway is that Darkglass should utilize all social media websites to access as many potential customers as possible. The second key takeaway is that regular content should be posted on each social media site to attract and engage users. The third key takeaway is that the distributor should ensure that all links to their social media accounts are working. High quality content posted regularly is key in competing with these competitors in the Chinese market.

## 6 Recommendations

This chapter is going to consist of marketing recommendations for Darkglass Electronics and their distributor to increase awareness and profits in China. As the distributor is solely responsible for the marketing in China, these suggestions are going to be tailored to the distributor's point of view. Darkglass can work closely with their distributor to ensure that the distributor is on the right track.

Darkglass should ensure that the company has chosen their future distributor carefully. A distributor has many different products to market so is not solely focused on one brand or product. The company should ensure that the distributor will be able to carry out the tasks they expect as to avoid disappointment. In order to achieve optimal results, the distributor's site should be available primarily in Chinese. The distributor should ensure that they are updating their site frequently to avoid the site becoming stale.

### WeChat

Next, the author recommends the distributor to create and establish a business WeChat account. The following list is the author's suggestions on how the distributor can utilize their WeChat account.

- Customize account to display company's name and logo to improve brand awareness.
- Employ the mapping system so that WeChat users can find their nearest store offering Darkglass products. This makes it easier for potential customers to locate products which will increase sales.
- Ensure to offer high quality responsive customer service via the customer service app integrated into WeChat. This will improve customer relations.
- Opt for the service account type over the subscription type account to gain access to WeChat payment.
- Create a mini-ecommerce site integrated into WeChat. Potential customers can purchase products directly from there. This will increase sales.
- Create QR codes and include in press releases and after service emails. QR codes in press releases can direct to exclusive discount codes whilst QR codes in after service emails can direct to a customer feedback survey. This is a valuable tool to direct customers to where the distributor wants them to go.
- Create an in-app loyalty card to increase customer loyalty and customer retention.

- Create relevant WeChat groups that followers can get involved in and engaged with. An example of a relevant group could be “Tips for Bass Users”.

## **Youku**

The author’s next suggestion is that Darkglass or the distributor should create a Youku channel. The following list are the author’s suggestions on how they can utilise their Youku channel.

- Post high quality engaging content 1-2 x a week. Video suggestions could be bass equipment reviews, bass equipment lessons and bass equipment tips and tricks. Collaborate with known musicians who can create video reviews on the products.
- Invest in banner advertisements on the home page of Youku with links directed to the Darkglass Electronics page on the distributors site.

## **Weibo**

Another suggestion is that the distributor should create a corporate Weibo account. On this page, the distributor should aim to post relevant articles and content 2-3x a week to increase engagement and awareness. The distributor could also invest in Display advertisements directing the user to the Darkglass Electronics page on the distributor’s site. Display advertisements will increase brand awareness which will hopefully result in more sales.

## **SEO**

Furthermore, the distributor should work on the SEO of their site in a number of ways:

- Ensure the communication language is in Chinese
- Focus on building backlinks to the Darkglass Electronics page on the distributor’s website in order to rank higher in the organic search engine results. Achieving backlinks on directories, blogs, and websites is effective. Ensure that the link to the site is a follow link.
- Establish keywords and key phrases relevant to Darkglass Electronics. Suggested keywords include:
  - Bass equipment
  - Bass equipment China

- Bass equipment
- bass equipment Beijing
- bass equipment Shanghai
- bass equipment Tianjin
- bass equipment Chongqing
- bass equipment Guangzhou
- where to buy bass equipment
- buy bass equipment
- bass amplifier
- buy bass amplifier
- where to buy bass amplifier
- bass cabinet
- where to buy bass cabinet
- buy bass cabinet
- bass pedal
- buy bass pedal
- where to buy bass pedal
- bass amps
- buy bass amp
- where to buy bass amp

It is important to note, that these keywords must be translated into Chinese in order to access the Chinese market on Baidu.com. By using relevant keywords, potential customers will be able to find Darkglass products easier.

### **Press Releases**

Another suggestion is that the distributor should create and send out press releases every time Darkglass release a new product. The distributor should ensure that press releases include relevant images, QR codes and links to their official sites to ensure optimal engagement and awareness.

Finally, the author's last suggestion to the Darkglass Electronics and their distributor is to make the most of word of mouth marketing. In order to do this, company and the distributor should get involved in web-based word of mouth channels such as forums and blogs. The company and distributor should not use these sites as a way to promote their products or website. Instead, the company and distributor should use these sites to engage with the community by joining discussions. This will allow the distributor to get an

insight into the current trends and discussion topics. Darkglass Electronics and the distributor can then tailor their content to their findings. Another advantage for distributor is that participating in topical discussions will generate brand awareness.

Furthermore, the distributor can offer incentive programs to customers. An example of an incentive program is “Refer Darkglass Electronics to a friend and you will get a 10% discount on your next Darkglass purchase”. This will increase brand awareness, engagement and customer retention.

### **Suggestions Summary**

To conclude, the author has summarised her suggestions into 12 steps:

- Maintain an up-to-date Chinese website
- Create a Business WeChat
- Create a Youku Channel
- Post regular visual content on social media sites
- Create content (articles, photos + videos) to be posted on other Chinese sites
- Use relevant Chinese keywords on Baidu.com
- Write press releases for every new release
- Join group discussions on forums & blogs
- Offer incentive programs
- Track basic marketing metrics
- Set a budget
- Closely monitor the new distributor

## **7 Project Evaluation**

The aim of this thesis was to research and develop possible marketing strategies to be used by Darkglass Electronics and their distributor in mainland China. According to the situational analysis, Darkglass Electronics faces many issues regarding the lack of knowledge of the chosen market. To solve these issues, this thesis includes extensive research on the Chinese market and reasonable suggestions are provided. Considering the nature of the thesis, the project was carried out in a demanding and incredibly effective time period and done to the highest standard possible at the time. Personal deadlines were met and objectives were realistic. The author is satisfied with the results of the project and hopes that the commissioning company is also satisfied.

### **7.1 Recommendations for Further Research**

The commissioning company is recommended to use the findings and suggestions from this report as a basis for their future marketing strategies. Although the research and suggestions in this thesis were carried out to the highest standard possible, hiring a native Chinese speaker would benefit the company when trying to analyse the market and market channels in more depth. Additionally, Darkglass Electronics are beginning a new partnership with a new distributor in January 2019 so the company should work closely with the distributor to avoid any miscommunications. As Darkglass Electronics had little success with their previous partner, the company should intensely monitor the new distributor and the results that follow.

### **7.2 Reflection on Learning**

The author is satisfied with the final project. The author has finished the thesis with an in-depth understanding of different marketing methods and different marketing theoretical framework. The author developed her skills of searching for reliable and trustworthy sources whilst ensuring to only highlight the necessary information needed for this thesis topic. Additionally, the author also developed project management and time management skills. The skills learnt during the thesis process will be able to be applied to future employment opportunities.

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## Appendices

### Appendix 1. The interview with Darkglass Electronics representative.

Questions	Answers
Q1: When did you first start operating in China?	"In 2017. We are changing distributor in January 2019."
Q2: How many sales have you made in China?	"About 3% of total sales."
Q3: How do prospects currently find your products?	"Through a network of dealers that the distributor has created. Social media is not accessible in China. Potential customers can still watch YouTube videos by changing their VPN."
Q4: Is Darkglass responsible for the marketing in China, or is the distributor responsible?	"The distributor."
Q5: What have your marketing efforts in China consisted of so far in?	"Our distributors are obliged to partner with local artists and potential endorsements. With them, the local social media channels should be filled with content showing the products that our catalogue offers with updated specifications. In China, there is the yearly Shanghai Music Centre fair, which we attend and there is a booth with our products available for attendees to test."
Q6: How effective have your current marketing efforts been so far? What has worked and what hasn't?	"There has been very little done, plus with the language barriers and the blackout of usual social media platforms, is difficult to follow. With this new partnership in place, we expect the distributor to invest and enhance visibility on the Chinese social media."
Q7: How much do you spend on marketing	"There is no budget allocated for the Chi-

annually? Of this, how much do you spend on the Chinese market?	nese market. Our yearly budget for marketing is around 60k US dollars.”
Q8: What is your annual marketing budget for China?	“There is no budget for China so far. We estimate that this year a full set of products will be sent as promotional items. The value of these is around 4k US dollars.”
Q9: What are your biggest marketing challenges in China?	“Participate on most of the fairs and happenings. China has two important music fairs. At the same time, we will do a coaching session for the sales force of our new distributor.”
Q10: For these challenges, why have they not yet been solved?	“Because our previous distributor was small and powerless.”
What has been the negative effect of these challenges/problems on your business?	“Lack of visibility, which reflects in low sales. We expect a growth of 1000% with the new partner. Lack of visibility, which reflects in low sales. We expect a growth of 1000% with the new partner.”
Q12: What marketing metrics do you currently track? Which are the most useful and valuable to your team?	“There are no metrics for marketing. A methodical marketing campaign will be place in 2019 where we expect to track returns.”
Q14: What do you want your company to be known for in the market?	“High quality and innovative bass equipment.”
Q15: Q15: Are you aware of your competitors? If so, who are your biggest competitors?	“Yes. MesaBoogie, EBS, Ampeg, Tech21, MXR.”
Q16: Q16: Who is your target audience? Do you yet have established buyer per-	“Our target audience is any musician from 15 to 60 years old. But we focus on the

sonas for each of your target customer groups?	range of 18-40.”
Q17: Who is your ideal customer?	“Any musician that in a pursue of an innovative and a new tone, will be interested on mixing our products on their signal chain.”
Q18: What business objectives does the marketing strategy need to support?	Develop video material and focus on artist’s relationships. Increase visibility on physical stores, and create content for the online retailers, such as bundles, limited editions, and new launches.