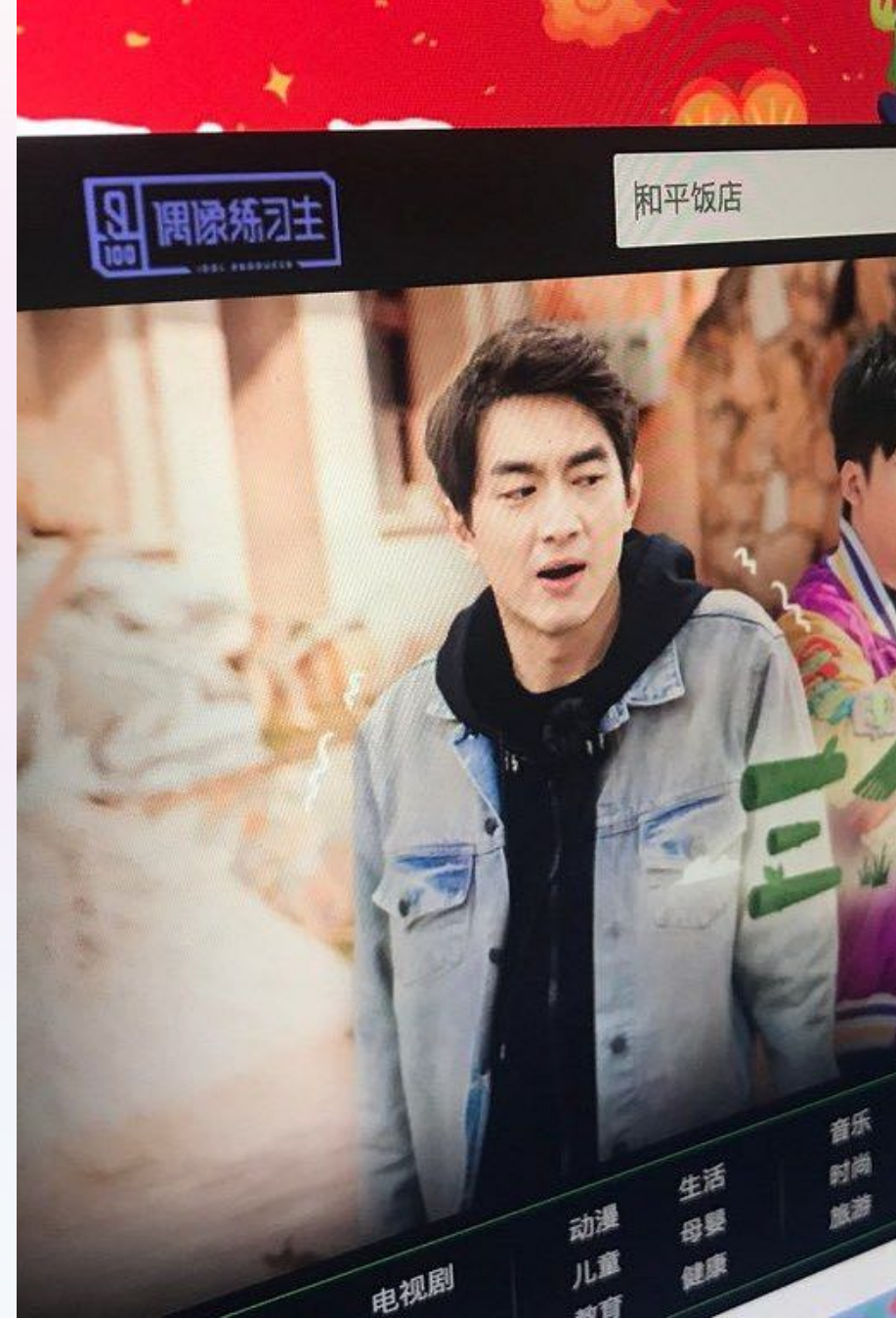# Introduction to Baidu Advertising

Baidu is the leading search engine in China, making it an essential platform for reaching Chinese consumers. Understanding Baidu advertising is crucial for businesses looking to establish a strong online presence in the Chinese market.
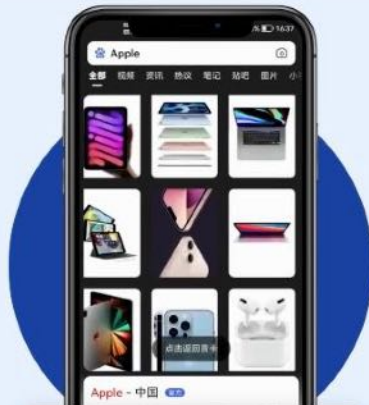
by Tenten

Marketing in China online with **Baidu Ads**

Expand your business in China with Baidu SEM, China's #1 AI-powered search engine marketing platform, reaching over 1 billion Chinese customers
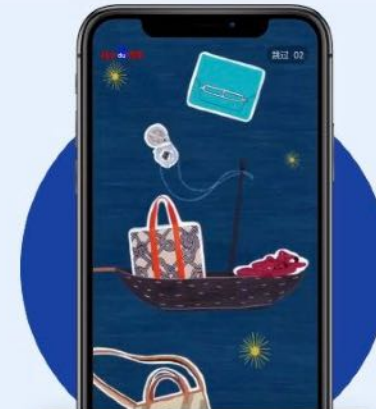
Advertise Now

Get found in **Search**

Boost sales, leads, and traffic by targeting Chinese users searching for your products on Baidu.

Show up in **Feeds**

Reach your potential audience when they're online, browsing feeds, or using Baidu mobile apps.

Engage the eye **at first**

Bring your brand to life with video on app load screens and engage potential customers.

Explore AI-Powered Baidu Ads

Reach Your Marketing Goals in China with Us

YunShang Tech
Baidu Ads Official Agency

YunShang Tech, an authorized Baidu partner, is a dedicated online marketing & advertising firm in China, offering all Baidu Ads solutions to drive success for international businesses.

Baidu Ads Accout Setup

Baidu Ads Optimization

Baidu Ads Reporting

Chinese Site Page Creation

Generate high-quality Chinese leads

Increase your online sales in China

Show your brands to more Chinese users

Promote your app in China

Discover Their Success with Baidu Marketing

Lululemon	Gucci	Coca Cola

Lululemon x Baidu Ads

52,000,000+
Impressions

+36%
Sales

+28%
Conversion Rate

About Pricing

YunShang Baidu Ads Value-added Services

*Optional

15 %

Every deposit

Learn More

Baidu V Authentication

*Required

¥**600**

Every year

Learn More

Baidu Ads Account Annual Fee

*Required

¥**1,500**

Every year

Learn More

Baidu Search AD

Baidu Search Ads

Based on the Baidu search engine, show your ads when people search for keywords related to what you offer. Pay when people interact with your ad such as clicking.

Advertise Now

Reach Chinese people searching for your business
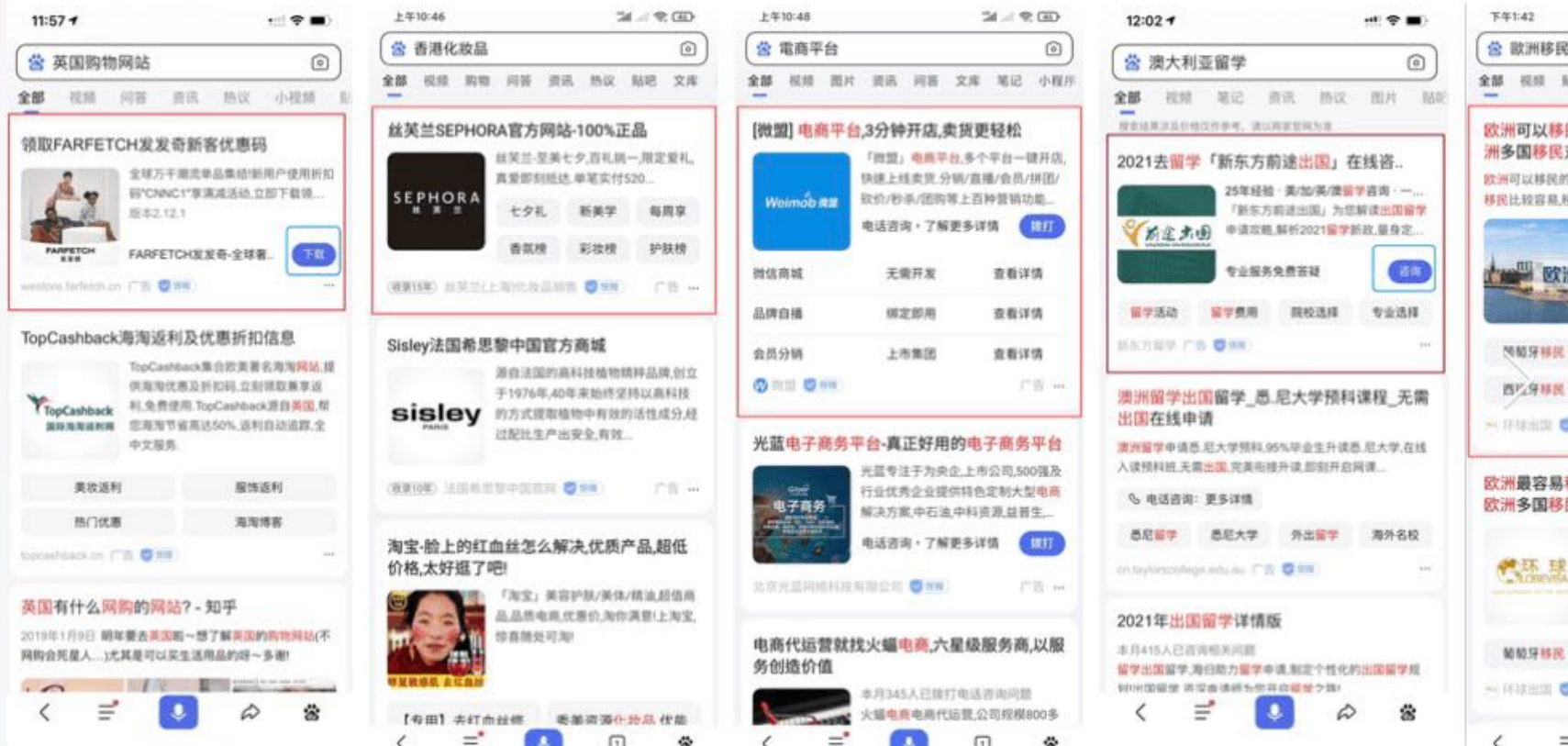
Baidu Brand Zone AD

Baidu Brand Zone

Baidu Brand Zone is an advanced search ad that allows brands to use text, images, and videos to show brand information vividly at the top of Baidu's SERPs.

Increase your brand awareness on the top of Baidu SERPs
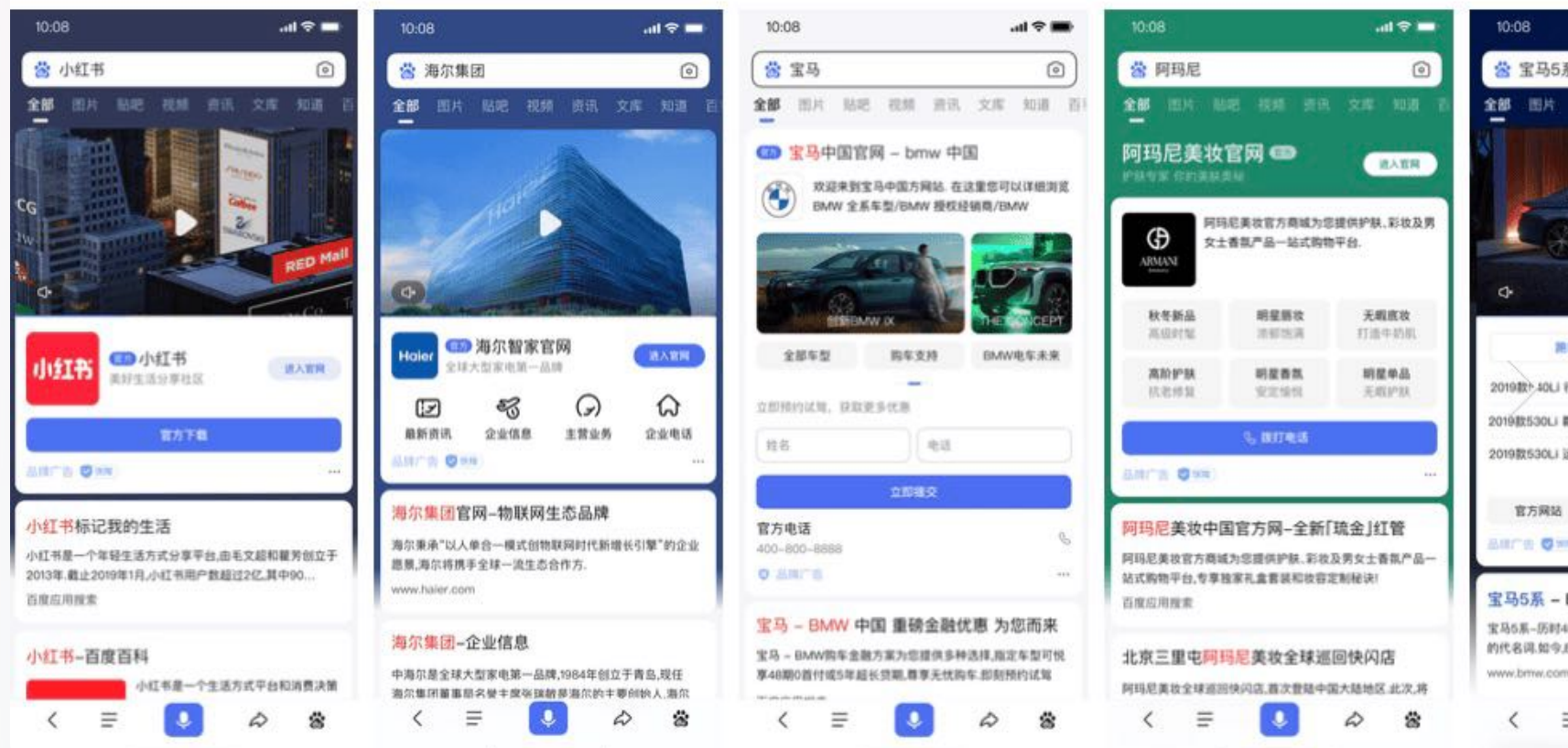
Baidu Feed AD

Baidu Feed Ads

Baidu display ads, appear when people are more likely to be interested in your products or services while browsing feeds on Baidu.

Advertise Now

Connect with users among their favorite topics on Baidu feeds

Baidu Splash AD
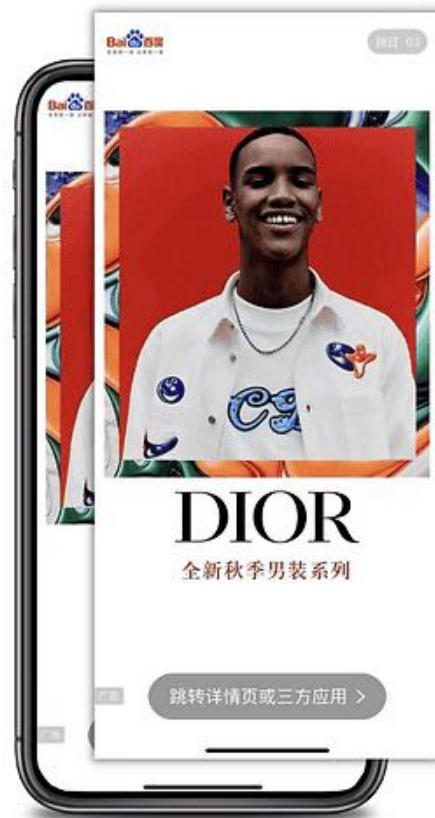
Baidu Splash Ads

Baidu's app splash ads, promote your brand on app load screens in a full-screen video ad. This can easily attract users' attention at first glance when they open apps.

Advertise Now

Engage with customers on the app load screen

What you will learn from this guide:

- Pro's and Con's of Baidu

- Legal Requirements and Restrictions

- Account Creation and Setup

- Cost of Running Baidu Ads

- Terms of Payment and Account Review

- Lead Generation and Management

- How to Optimise Ad Campaigns

Overview of the Chinese Advertising Market

Growth Potential

The Chinese advertising market has been experiencing rapid growth, driven by the increasing consumer spending and expanding digital infrastructure.

Diverse Consumer Base

China's vast population presents a diverse audience with varying preferences, providing a broad spectrum of advertising opportunities.

Mobile-Centric Landscape

Mobile devices play a significant role in the daily lives of Chinese consumers, shaping the advertising landscape with mobile-first strategies.

Benefits of Advertising on Baidu

1 **Precise Targeting**

Baidu's advanced targeting options enable businesses to reach specific demographics, making campaigns more efficient and cost-effective.

2 **Enhanced Brand Visibility**

Advertising on Baidu offers brands extensive exposure to a large audience, contributing to increased brand awareness and recognition.

3 **Effective Localized Campaigns**

Baidu enables businesses to tailor their ad campaigns to local markets, allowing for targeted and impactful regional marketing strategies.

Targeting Options on Baidu

1. Demographic Targeting	Reach specific age groups, genders, incomes, and education levels.
2. Geographic Targeting	Target users in specific cities, regions, or provinces across China.
3. Behavioral Targeting	Target users based on their browsing behavior and online activities.

Baidu's Ad Formats and Placements

Text Ads

Baidu's text ads are displayed prominently within search results, making them valuable for increasing organic visibility and website traffic.

Display Ads

Display ads on Baidu allows businesses to engage with users across a network of partner websites, expanding their reach and impact.

Video Ads

Engaging video ads on Baidu can capture the attention of users, providing an immersive and compelling advertising experience.

Case Studies of Successful Baidu Advertising Campaigns

Brand Recognition

1

A global luxury brand utilized Baidu's targeting options to enhance its visibility among affluent Chinese consumers, resulting in a significant uplift in brand recognition.

Lead Generation

2

An e-commerce company leveraged Baidu's ad formats to drive targeted traffic to its product pages, resulting in a substantial increase in leads and conversions.

Local Market Domination

3

A regional retailer employed localized ad campaigns on Baidu to establish market dominance in specific cities, achieving impressive sales growth and market share expansion.

MARKETING

- Systematic process and planning of an organization's promotional efforts
- Larger umbrella term that includes public relations and advertising
- Focused on the promotion of products and/or services in order to drive sales
- Audience is primarily customers or potential buyers
- Paid media: companies have to pay for marketing efforts

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ADVE

- Focused on d
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- Component o
the umbrella
- Execution of
- Paid media: o
for advertiser
- Audience is p
potential buy

Tips for Optimizing Baidu Ad Campaigns

1

Keyword Research

Conduct in-depth keyword research to identify relevant and high-performing keywords for your Baidu ad campaigns.

2

Localized Content

Develop localized and culturally relevant content to resonate with regional audiences on Baidu.

3

A/B Testing

Implement A/B testing to refine your ad creatives, landing pages, and targeting parameters for improved campaign performance.

4

Adaptive Strategy

Stay agile and adaptive in your approach to Baidu advertising, adjusting strategies based on real-time performance data and consumer behavior.

Conclusion and Next Steps

1   **Reflect & Analyze**

Reflect on the key learnings from this guide and analyze how Baidu advertising aligns with your business goals and target audience.

2   **Create Actionable Plan**

Develop an actionable plan for initiating or enhancing your Baidu advertising campaigns based on the insights gained.

3   **Continuous Optimization**

Commit to ongoing optimization of your Baidu ad strategies, adapting to market changes and consumer behaviors for long-term success.
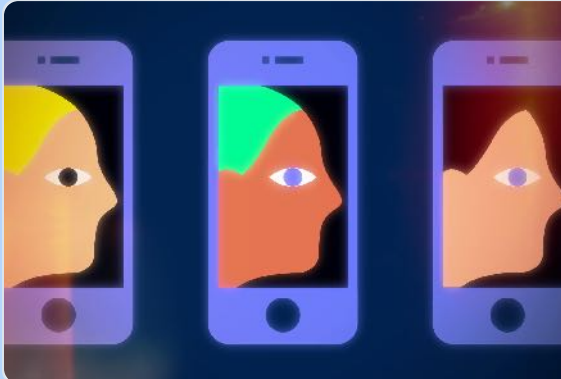
Connect with a Baidu AD and Digital Marketing Expert in Chin

Maximize Your Baidu Ads Campaign: Advertise & Reporting with Us

Mastering China's unique market with Baidu Ads in Chinese is tough for international companies. Let us handle advertising while you focus on your business.

Looking to expand your business in China? Our team of experienced professionals can help you navigate the complexities of Baidu AD and digital marketing in the Chinese market. Contact us today to learn more about how we can assist you in reaching your target audience and achieving your marketing goals.

With our expertise in Baidu AD and digital marketing, we can optimize your Baidu Ads campaign to maximize its effectiveness. Our team of professionals will handle all aspects of advertising and reporting, allowing you to concentrate on your core business. Contact us today to find out how we can help you succeed in the Chinese market.

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