



YEE MARKETING

BACKGROUND:

YEE Marketing bridges the gap between Western businesses and the Chinese community by connecting through WeChat. WeChat is a “super app” that allows a business to provide information sharing, product marketing, and customer liaison all within one central portal.

As a result of extensive research while working with our various clients, we have in-depth knowledge and insight into providing the best user experience. YEE Marketing has proactively tapped into the WeChat phenomena and specializes in linking our clients to prospective Chinese customers using this portal. By utilizing YEE Marketing and our WeChat management system, companies are instantly exposed to whatever market you wish to target at a fraction of the current cost.

Since our inception in mid-2018, our focus is on working with mid to high end Western companies. We are currently with companies in 23 industries.

OUR VALUES:

We pride ourselves in providing the best personalized service for your needs. Each client has a dedicated account manager that provides full assistance from the moment you join YEE as a client.

Whether you are just wanting to set up a WeChat official account or have a completely customized platform with monthly account management and WeChat Pay and Alipay payment portals, our expert account managers will look after every detail for you.

OUR SERVICES:

YEE Marketing offers a diverse range of services, ranging from processing WeChat official applications Application, official account management, to MENU service and Merchant Listings.



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Our current team of marketing and management staff have years of experience in working with local based companies to establish a presence on the WeChat platform to marketing their products and services to the Chinese community.

Our services include:

1. Set-up WeChat official accounts for businesses:

A WeChat official account is the official representation of your organization to the Chinese community with the closest equivalent being a Facebook Page but with much more capabilities. It enables users to follow you, receive notifications from your brand while at the same time allows businesses to provide information sharing, product marketing, and customer liaison all within one central portal.

With the prevalence of official accounts, a proper verified account gives your Chinese audience the confidence to the authenticity of the information and content that you provide.

2. WeChat official account management

Our professional account management team helps keep your official account up to date with current articles, homepage button links, and auto-reply contents. Whether you're using one of our service plans or has a customized management package, our team will provide the utmost care and attention to your account's details and needs.

Some of our official account management services include:

- Article posting
- AI programming for auto-reply coding
- Customized marketing services
- Mini-app and program development

3. Wechat Campaigns

WeChat, with over one billion active users, is an ideal platform to promote and market your business to the Chinese market. All users stay on the app whether they are texting their friends, searching for a service, or finding



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information about a company; thereby, making this an extremely powerful social media portal.

Our experienced team provides strategies, coordinate events, and customizes WeChat marketing campaigns so that you can maximize your reach to the Chinese market via WeChat.

4. MENU service for restaurants

YEE MENU service for restaurants takes advantage of the hugely popular, all-reaching WeChat platform to bring Chinese clients to your establishment and give them an enhanced experience that will bring them back to you again and again!

Similar to restaurants using OpenTable to make reservations, YEE MENU provides direct access to your menus for your potential Chinese clients via WeChat. This allows them to read your menus in both English and Chinese, match wine with their meal selection, and pay for their meal directly via the comfort of their own smartphones!

Key Features:

- Have ALL your menus (except wine/drinks menu) fully translated into Chinese and uploaded to WeChat via YEE WeChat official account
- Unlimited complimentary menu updates during the service term
- Complimentary set-up for WeChat Pay/Alipay as payment options (optional)
- Fast turn-around time: Translated and uploaded within 14 business days

5. YEE CARDS with direct access via QR codes

The Modern-Day Business Card - An efficient and cost-effective way to promote your business to the Chinese market via WeChat, a super app with one billion active users!

With your YEE CARD, you can Highlight Your Bio, Showcase Your Products/Services, and Extend Your Reach To Chinese Audience by:



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- Attaching the QR code to your promotional materials
- Emailing/texting/WhatsApp the QR code to existing or potential Chinese clients
- Placing it on your advertising materials

Access is simple! Scan the QR code using with any iPhone camera, android with a scanning app, or WeChat and have an INSTANT link to your listing to access the information.

6. Incorporation of payment portals for WeChat pay and Alipay

WeChat Pay is an integrated function within the WeChat App and has over 1.1 billion daily active users. In 2017, WeChat Pay transacts \$756 Billion CAD of payments, holding 39% of mobile payment market share in China.

Alipay was originally created to ensure security on the online mall Taobao. It is the largest 3rd party payment platform in the world, holding 54% of mobile payment market share in China. Alipay is available in more than 70 countries and has been adopted by over 80,000 retail stores outside of China. In 2017, Alipay transacts \$1 Trillion CAD of payments. With over 520 million users, Alipay holds 70% of China's mobile payment platform.

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