

Welcome to Red Digital Academy

East Meets West



Data & Tech Driven
Digital Marketing Consultancy
& Training for Chinese Market



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To be your guide
on digital marketing
journey from
East Meets West
perspective...

Red Digital Academy - East Meets West is formed by a group of passionate domain experts who partner up & bring in combined expertise & resources together as a new model to bring you insights and equip you with knowledge, as well as latest trend on below topics from **East Meets West** perspective with reports, educational material, online webinar and bespoke educational consultancy & training as we know that *“if you want to go fast, go alone; if you want to go far, go together”*(*):

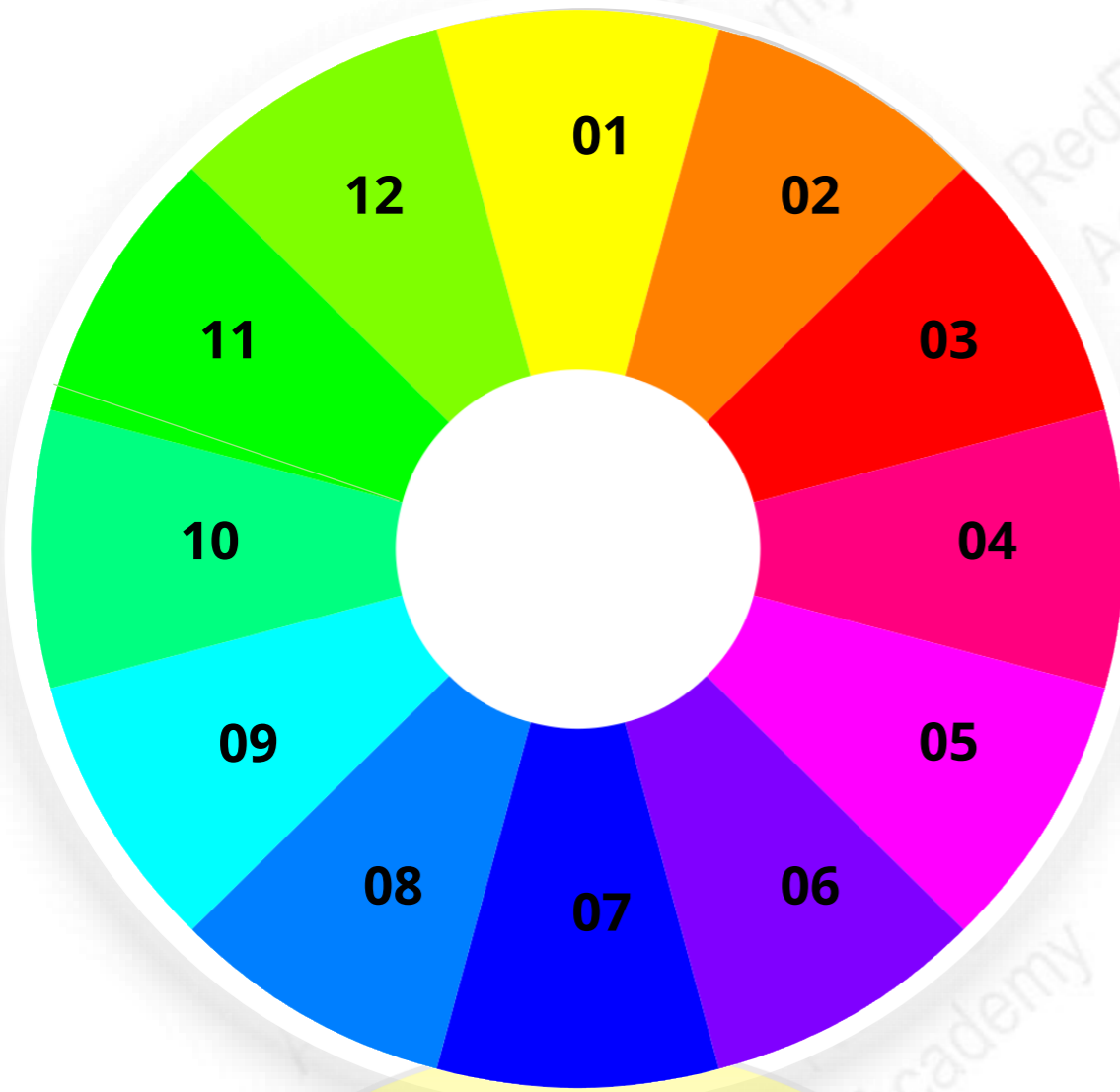
- Digital Marketing
- Technology Transformation

(*)African Proverb: “If you want to go fast, go alone. If you want to go far, go together”



FTIME
ASIA BUSINESS DEVELOPMENT
亚洲业务推广

Red Digital China Academy Training Rainbow Wheel ©



- 00 | Goal setting - Developing Chinese marketing & customers' strategies.
- 01 | Overview of China Internet ecosystem and landscape.
- 02 | How to use data to fill your digital marketing strategies.
- 03 | Chinese sales funnel strategy (B2B/B2C).
- 04 | China web development -How mobile is important for China?
- 05 | China search marketing (Baidu PPC +SEO).
- 06 | Chinese social media marketing.
- 07 | Understand China & Asia e-Commerce ⁽¹⁾.
- 08 | Chinese Content Marketing.
- 09 | Chinese KOL Marketing⁽²⁾.
- 10 | Chinese Short Video Marketing (i.e. Douyin, Kuaishou, etc.).
- 11 | Chinese lead generation (B2B/B2C).
- 12 | Measure and track China digital marketing campaign?
(Baidu analytics).