



Chinastar is partnering with Tencent Cloud, a leading cloud service provider, to offer two major digital marketing solutions – Tencent SME E-Marketing Solution (Tencent H5 Solution)<sup>1</sup> and Tencent SME E-Advertising Solution (Tencent Ad Packages)<sup>2</sup> – exclusively for SMEs to tap digital opportunities in the mainland.



**Tencent H5 Solution** >Want a

dedicated H5 mini-site to tap the mainland market?



**Tencent Ad Packages** >Want to

connect with mainland customers?

**Planning to break into the mainland**  
**Set up your H5 mini-site to kick off digital**

## **Tencent H5 Solution**

**Tencent H5 Solution** helps your brand establish a presence with a dedicated HTML5 (H5) mini-site instantly visible to potential customers in mainland China at only HK\$8,000 per year!

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**Initial configuration for  
H5 mini-site**

**One-year hosting service**



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## After-sales support



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## Four key functions to effectively connect you with target customers



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## Instant set-up of dedicated H5 mini-site

Easy and intuitive set-up  
and ongoing self-management



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## Data analytics and management

Analytic insights at a glance  
to gauge marketing effectiveness



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## Membership management system and database

Set up your membership management system with e-membership card and database storage



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## Integrated marketing<sup>3</sup>

Set up promotion pages offering free gifts/discounts to stimulate O2O traffic

A promotional banner featuring a dark background with large, overlapping, colorful abstract shapes in shades of blue, purple, and pink. The text is overlaid on these shapes.

**Keen to increase your brand awareness?**  
**Promote your brand with diversified digital marketing solutions.**

## Tencent Ad Packages

**A variety of advertising solutions to achieve your promotional goals**

Magnify brand exposure to your potential customers by advertising on popular online platforms! Place ads at special rates<sup>4</sup> through **a variety of affordable plans**<sup>5</sup> under the "Tencent Ad Packages". **Supported by the strong ad network of Tencent**, you can easily reach an enormous pool of mainland customers.



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## Accessible plans for brand promotions

- Flexible plans catering to different promotion strategies
- Special advertising rates



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## Effective promotions on Tencent's online platforms

- Reach potential customers through the Tencent Ad Network
- Promote on WeChat even without an official account



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## Multiple advertising formats meeting varied needs

- Choice of native ads, splash ads or banner ads
- Increase exposure and traffic based on your strategic needs



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## **Targeted promotions to prospective customers**

- Flexible selections of user groups
- Choice of advertising regions



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## **Chinastar SME support**

- Enjoy dedicated professional services
- Dedicated Chinastar team at your service
- Priority access to business events and latest information

**Flexible advertising plans to reach mainland customers, catering to your budget and marketing needs**



Advertising platform and format:

[Tencent Ad Network](#) <sup>6</sup>    

Native ad

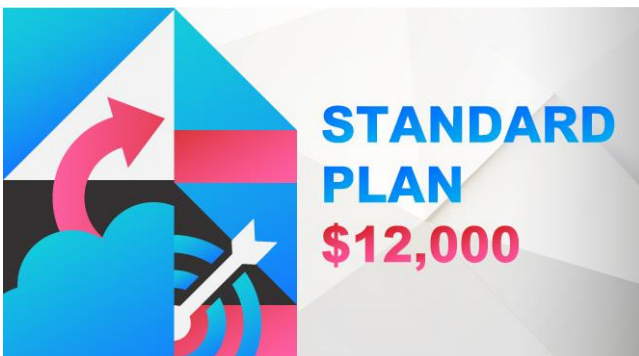
**Estimated impressions<sup>7</sup>:**

330,000 – 415,000 times

**Estimated click-through rates<sup>7</sup>:**

2,000 – 2,500 times

**Choice of user groups : Max. 3**



Advertising platform and format:

[Tencent Ad Network](#) <sup>6</sup> 

1. Native ad
  2. Splash ad
- (choose one)

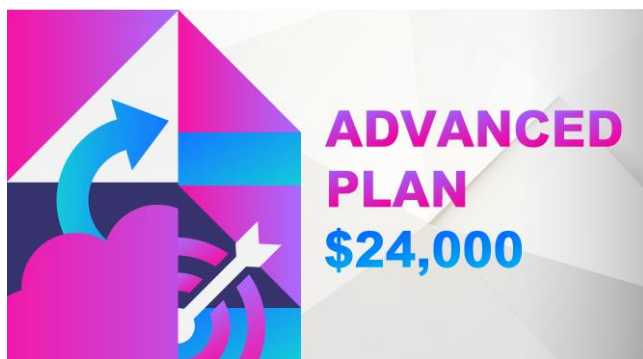
**Estimated impressions<sup>7</sup>:**

660,000 - 830,000 times

**Estimated click-through rates<sup>7</sup>:**

4,000 - 5,500 times

**Choice of user groups : Max. 5**



**Advertising platform and format:**

[Tencent Ad Network](#) <sup>6</sup> 

1. Native ad
  2. Splash ad
- (choose one)

**Estimated impressions<sup>7</sup>:**

1,300,000 - 1,600,000 times

**Estimated click-through rates<sup>7</sup>:**

8,000 - 10,000 times



Or

## WeChat

1. Large banner ad
  2. Bottom banner ad
- (choose one)

### **Estimated impressions<sup>7</sup>:**

1,000,000 - 1,300,000 times

### **Estimated click-through rates<sup>7</sup>:**

5,000 - 6,500 times

**Choice of user groups : Max. 8**



**Advertising platform and format:**

Tencent Ad Network <sup>6</sup> 

1. Native ad
  2. Splash ad
- (choose one)

**Estimated impressions<sup>7</sup>:**

2,000,000 - 2,500,000 times

**Estimated click-through rates<sup>7</sup>:**

12,000 - 15,000 times

Or

WeChat

1. Large banner ad
  2. Bottom banner ad
- (choose one)

**Estimated impressions<sup>7</sup>:**

1,500,000 - 2,000,000 times

**Estimated click-through rates<sup>7</sup>:**

7,500 - 10,000 times

**Choice of user groups :** Max. 8

**Advertising Regions:** Shenzhen + Guangzhou / Greater Bay Area / Guangdong province / Beijing + Shanghai (choose one)

**Bidding model:** Bidding CPC (cost-per-click)

**Promotion period:** Use up the bidding budget within three months

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or visit our website [www.chinastarcpa.com](http://www.chinastarcpa.com)