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FIELD GUIDE

# DIGITAL MARKETING ACROSS ASIA

Everything you need to know to build brand awareness, drive traffic, and  
close more business across Asia's ever-changing digital landscape

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[theegg.com](http://theegg.com)

# Asia-Focused Globally Connected

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THE EGG

There are over 2 billion internet users in Asia. That's almost equal to the rest of the world combined. Brands that target Asia without mastering digital will miss unprecedented profit potential.

However, each Asian country comes with unique search engines, language challenges, user habits, and cultural norms. This is impossible to navigate without digital ingenuity and local expertise.

That's where The Egg comes in.

Harnessing Asia's diversity and bridging cultural gaps not just between East and West but between distinct Asian regions, The Egg localizes brand messages and digital strategies across vastly different national markets, online platforms, and consumer demands.

With offices across Asia and 60+ digital specialists native to those diverse locales, The Egg provides practical SEO, SEM, social, and display solutions for powerhouses like eBay, Amazon, Airbnb, Salesforce, *The Economist*, and Shiseido. Regional, independent, and therefore nimble by design, The Egg helps clients grow, compete, and succeed in Asia.

# SEO

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Cultivate long-term brand recognition and traffic via an improved technical site structure, optimized content, and targeted outreach.

# SEM

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Generate traffic for your conversion funnel through smart keyword selection, efficient bid management, and hands-on campaign management.

# Social

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Get social in new markets, leveraging local platforms and local expertise to cultivate brand awareness among a high-spend, captive Asian audience.

# Display

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Use programmatic and media buying across Asian markets to deliver brand awareness where it counts.

# China

## A DIGITAL LANDSCAPE OF OPPORTUNITY

### Ancient Civilization. Advanced Culture.

China is one of the world's oldest civilizations. But today Chinese consumers are among the world's most sophisticated and highest spending, making digital marketing in China forever in flux. Google has long been forgotten, Facebook is virtually non-existent, and local players are constantly jockeying for consumer loyalty and market share. And with many Western platforms banned in China, international brands often face a steep learning curve. But the investment is worth it.

China has 828 million internet users captive on a unique array of exclusively Chinese search engines and social media. Brands capable of connecting with and selling to this significant audience base can elicit unprecedented profit potential.

### The Speed of Change

China is a market where speed and innovation control how brands connect with Chinese people. Platforms, apps, business models, and technologies are constantly entering the market and adapting at a record pace unparalleled anywhere else in the world—think Silicon Valley, but China's boom feeds the demands of a population hungry for technology and 1.4 billion strong.

Keeping up with this speed of change requires eyes and ears on the ground. With digital specialists working in and native to China, not only can we help you create, manage, and optimize accounts on China-centric platforms, but more importantly we can help you better understand and connect with Chinese consumers.

### The Apex of Public Opinion

Social media in China is where public opinion bubbles to life and unites people—it is where people can truly express themselves. While censorship exists, the ingenuity of Chinese people persists in that language shifts frequently and quickly to mitigate word filters.

And China has exceptional diversity within its borders. Strategies that target tier 1 cities will not match the demands of those that target other tiered cities and/or rural areas.

We hold a deep understanding of not only Chinese search and social habits, but also the vast cultural and linguistic differences and demands throughout the country. We put this understanding to work for our clients, ensuring that your marketing dollars are going into the right channels to build your brand.

#### Search

- Baidu
- 360 Search
- Sogou
- Shenma

#### Social

- WeChat
- Weibo
- TikTok
- Red

Chinese platforms have distinct technical implementations and requirements. From font selection to server location, our team understands what it takes to create a successful site and social presence in the Chinese market.

# China

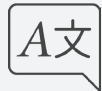
A DIGITAL LANDSCAPE OF OPPORTUNITY



**828 million**  
Internet users

*Insight.02*

**WeChat**  
Most active social platform



**Language**  
Simplified Chinese

*Insight.03*

**\$636 billion**  
E-commerce market value

*Insight.01*

**74%**  
Baidu search engine market share

*Insight.04*

**1 billion**  
Social media users



*With 200% more internet users than the US, China is the largest and fastest-growing search market in the world. Brands must execute localized digital strategies to penetrate this highly competitive, but ultra-lucrative market.*

## CASE STUDIES

### Salesforce

We helped Salesforce—the world's #1 CRM platform—build a successful sales pipeline and dramatically increase leads in the Chinese market.

- **#1 ranking** for **50+** core keywords on Baidu and 360 Search
- **+601%** sales opportunities via new online pipeline
- **+390%** organic search traffic
- **10+** years working together

### The Economist

We helped *The Economist*—a world-leading publication for news, politics, economics, business, and finance—increase brand awareness and subscriptions in China.

- **Sina Weibo**: Main social platform
- **50+** audience groups
- **+100%** media-buy investments
- **+100%** savings in cost/sale

# Japan

## A LUCRATIVE DIGITAL ENVIRONMENT

### Welcoming the World

Japan is hosting the upcoming summer Olympics. And in preparation for the world stage, Japan is rapidly building infrastructure to support the Games and host a remarkable influx of inbound tourism.

Interestingly, Japan offers some familiar faces in the search market: Google and Yahoo! lead the way as search platforms, with Google occupying over 74% of the market and Yahoo! Japan's search results powered by Google. Japan's familiar platforms grant international brands unparalleled access to its 119 million internet users and \$82 billion e-commerce market.

### Open for Global Business

Hosting one of the world's most beloved sporting events, Japan has opened its borders to international business in ways never before seen, creating a frenzy of economic activity.

And with a consumer trend toward westernization, Japan is promising for international brands. Products and services that may not yet exist in Japan, but that are popular in western markets, have the potential to explode, particularly in fashion, beauty, gaming, and technology—industries that thrive in Japan.

While the search platforms may be familiar to global brands, the top social platform, Line, may be less so. With functions for messaging, gaming, photos, videos, followers, and more, Line boasts 78 million users as a captive audience in Japan.

Across search and social, we help brands reach Japanese consumers, understanding the messages that connect, the languages they use, and the platforms they prefer, allowing international brands to focus on the areas that matter.

### A Nation of Tradition and Innovation

A traditionally collectivist society that holds deep values of honor and respect, Japan is becoming more individualized and globalized, with Millennials changing the way that Japanese society views work-life balance, family, and innovation.

People are having fewer children, travelling more, and engaging online in record numbers through Japanese-language games, apps, technologies, and social media. Japanese people are also enjoying a relatively new freedom of individual expression. Tapping into these trends calls not just for localization, but also personalization of customer journeys and marketing efforts.

Customizing content strategies, understanding the 4 Japanese written scripts, and leveraging Japan's general trend towards politeness and individualism is fundamental to connecting with Japanese users.

From keyword research to content creation, we understand these nuances and help brands target the right keywords and audiences to minimize spend and maximize ROI in the lucrative Japanese market.

# Japan

A LUCRATIVE DIGITAL ENVIRONMENT

**.jp** 119 million  
Internet users

**A文** Languages  
Japanese (4 alphabets: Hiragana, Katakana, Kanji and Romaji)

*Insight.01*

**LINE**

Most active social platform

*Insight.02*

**\$82 billion**

E-commerce market value

*Insight.03*

**78 million**

Social media users

*Insight.04*

**74% Google and 26% Yahoo!**

Search engine market share

*With the 3rd greatest internet population in the world and a forward-thinking, tech-savvy user base, Japan is a lucrative market for brands capable of crafting localized messages. However, Japan presents unique language and cultural challenges that require local expertise to overcome.*



## CASE STUDIES

### Qlik

We helped Qlik—a data visualization platform with 45,000+ customers worldwide—establish SEM practices and grow its online presence in Japan.

- **+96%** click-through rate (CTR)
- **+63%** leads
- **+52%** savings in cost/click
- **+18%** overall budget savings

### Basler AG

We helped Basler AG—a global provider of premium quality industrial cameras—expand into the Japanese market and increase sales leads.

- **+93%** CTR
- **+800%** leads
- **+83%** savings in cost/acquisition
- **+36%** impression share

# Korea

A UNIQUELY LOCAL DIGITAL ECOSYSTEM

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## One of the Fastest-Growing Global Economies

With a GDP of USD \$1.7 trillion and an economy set to peak in 2019, Korea represents an attractive yet relatively untapped market for foreign brands targeting Asia.

However, setting up and running websites, ads, and social media accounts on the local platforms requires competency in the Korean alphabet, Hangul, and an understanding of Korean society, which was propelled to present-day boom by people who grew up with and are predisposed to using technology.

## The World's Most Connected Society

9/10 Korean adults own a smartphone, and with more than 42 million internet users and the fastest internet speed in the world, Korea is a society accustomed to and primed for digital engagement. Of course, however, the Korean market is dominated by local platforms, with Naver far and away the market leader for search and KaKaoTalk dominating social.

Differing from major global search engines, Naver operates much more like a portal or a directory than a true search engine. Search results pages are long and include vertical search results, such as blogs and websites, in addition to webpages.

KakaoTalk is the #1 social medium in Korea across all demographics with a 93% penetration rate. It supports messaging, gaming, photos, videos, location and contact sharing, follower feeds, and more. Both KakaoTalk and Naver also have their own payment systems that support strong e-commerce on their platforms.

The Korean search market is relatively unexplored by foreign brands, providing a great opportunity for those looking to enter the market. Our native Korean-language team helps brands create the Naver- and KaKaoTalk-based properties required to penetrate and influence Korea, the most heavily connected society in the world.

## Work Hard. Play Hard.

Korean people are known for having a strong work ethic, with 12-hour days at the office not uncommon. They are also known for enjoying the finer things in life. Entertainment industries, such as K-pop, movies, fine dining, and gaming, thrive in Korea. And aesthetics is important to Koreans, who have a keen awareness of and proclivity for elegance and design.

South Korea is a market in which localization plays a key role in how brands connect with people. With a team of native Korean specialists performing localized research, technical administration, content creation, and communication with local platforms, we provide solutions that reflect Korean technologies and culture, powering brand awareness and conversions in this extremely specialized market.



# Korea

A UNIQUELY LOCAL DIGITAL ECOSYSTEM

**.kr** **49 million**  
Internet users

*Insight.01*

**70% Naver**  
Search engine market share

*Insight.03*

**44 million**  
Social media users

**A文** **Language**  
Korean (alphabet: Hangul)

*Insight.02*

**KakaoTalk**  
Most active social platform

*Insight.04*

**\$64 billion**  
E-commerce market value



*South Korea ranks #1 in the world for internet usage and smartphone ownership. While the Korean internet environment is flourishing, Korean search culture and user patterns are drastically different from other markets, making it particularly difficult for global brands to target Korea's online users.*

## CASE STUDIES

### Ecole Hôtelière de Lausanne

We helped Ecole Hôtelière de Lausanne—consistently regarded as the best hospitality school in the world—increase the visibility of its brand and bachelor program in Korea.

- **+513%** website traffic
- **+200%** sales enquiries
- **+260%** unique blog visitors
- **5/7** ad quality score

### HomeAway

We helped HomeAway—a leading vacation rental provider—increase its brand presence and improve localization into Korea and other non-English markets.

- **+127%** organic traffic across all markets
- **+96%** organic transactions across all markets
- **+5** new blog sites across all markets, including a NaverBlog for Korea
- **Increased** Naver indexation to drive traffic and brand positioning

# Asia-Pacific

A REGION OF DIGITAL DIVERSITY

## Untapped Potential

APAC offers significant growth potential. However, the challenge lies in managing and localizing brand messages across vastly different national markets.

Whether it's language, user behavior differences, or simply search engine preferences among the local population, we understand APAC's diverse markets and help our clients compete and succeed in them.

While a lot of marketing resources are focused on the primary markets of China, Japan, and Korea, there remains a great deal of untapped search and social potential in other Asian markets.

We have experience in executing campaigns in Singapore, Hong Kong, Thailand, Vietnam, Indonesia, India, Malaysia, Australia, and more, leveraging our in-house native language specialists to provide nuanced digital solutions across a wide platform and language base.

## Regional Diversity. Global Opportunity.

The APAC digital market is highly diverse and rich in variety of local languages, cultures, and user habits. Australia operates like European and American markets, with a heavy focus on Google and English, while other markets, including Hong Kong, Singapore, and Malaysia, require budgets, resources, and attention to be split between multiple platforms, each one carving a greater portion of user searches.

Our experience in these markets allows us to act as a central touchpoint for executing a truly regional search and social strategy, and our continued investment in hiring native language specialists from across the region allows for a greater level of localization in both strategy and execution.

## Unique Markets

It is a challenge for brands to craft localized content for the multicultural and multilingual regions of APAC. Across these unique demographics, we lead your search optimization and content marketing efforts, executing highly localized campaigns to extract greater ROI within highly competitive markets.

Success in APAC requires an understanding of the topics that appeal to your target audience, the regional culture, and the local languages.

We execute comprehensive regional search and social campaigns, both paid and organic, across the diversity of APAC, managing our clients' online presence through a single point-of-contact and eradicating the risk and hassle inherent to a wide-ranging online presence.

# Asia-Pacific

A REGION OF DIGITAL DIVERSITY

Market.01

## Hong Kong

- Search engine market share: Google 86% and Yahoo! 11%
- E-commerce point-of-sale spend per capita in USD: \$20,891
- Languages: English and Traditional Chinese

Market.02

## Singapore

- Total population: 5.8 million
- 4 million people purchase consumer goods via e-commerce
- 69% penetration of consumer goods e-commerce
- E-commerce point-of-sale spend per capita in USD: \$21,481



The Asia-Pacific (APAC) region leads the world in economic growth, with established markets the likes of Hong Kong, Singapore, and Australia, and emerging markets the likes of Malaysia, Indonesia, Taiwan, Thailand, Vietnam, and India. With such diverse regions, it is a challenge—and an opportunity—for brands to localize their digital strategies.

Market.03

## Taiwan

- E-commerce point-of-sale spend per capita in USD: \$12,514
- Most active social media platforms:
  1. YouTube: 90%
  2. Facebook: 89%
  3. LINE: 84%
- Language: Traditional Chinese

Market.04

## Thailand

- Internet users: 57 million
- Most active social platforms:
  1. Facebook: 93%
  2. YouTube: 91%
  3. LINE: 84%
  4. FB Messenger: 72%
  5. Instagram: 52%
- Language: Thai (abugida writing system)

Market.05

## Vietnam

- Internet users: 64 million
- Most active social media platforms:
  1. YouTube: 96%
  2. Facebook 95%
  3. FB Messenger: 79%
  4. Zalo (messenger): 74%
  5. Instagram: 51%
- Language: Vietnamese

Market.06

## Indonesia

- Internet users: 150 million
- Social media users: 130 million
- Most active social media platforms:
  1. YouTube: 88%
  2. Whatsapp: 83%
  3. Facebook: 81%
  4. Instagram: 80%
  5. LINE: 59%
- Language: Bahasa

## CASE STUDIES

### NVIDIA

We helped NVIDIA—the global leader in deep learning and AI innovation—increase conversions for their world-leading GTC Taiwan 2018 conference.

- **Lowest** cost/registration on Google Display Network
- **+40%** savings in media budget
- **+40%** conversions in just 5 days
- **2 weeks** ahead of schedule

### Samsonite

We helped Samsonite—the world's largest luggage manufacturer—simplify, strengthen, and align its e-commerce presence across the APAC region.

- **+24%** organic traffic
- **+350%** revenue
- **+254%** conversions
- **+2.29** keyword performance for organic visibility

# Asia: Defined by Growth

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The world leader in economic development, Asia is also a burgeoning powerhouse in the digital market, offering significant growth potential for global and regional brands.

# Your Business: Refined by Digital

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Whether your focus is on organic growth, conversion optimization, social engagement—or a mix of all 3!—The Egg can refine your digital marketing strategies to help achieve your broader goals of brand presence and ultimately profit in Asia.

# The Egg: Your Gateway to Asia

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Just as Asia is defined by growth, so too are we. The Egg, to us, represents birth and progress—a hatching of ideas.

Thriving on Asia's diversity, we help our clients localize their digital strategies across vastly different national markets, combining sector knowledge with technical expertise to deliver measurable results.

From initial planning and strategy development to execution, presentation, and the final success, we help our clients grow in Asia.

*Let's work together.*

## Trusted by World Renowned Brands

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## Offices across Asia

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