



ADDIN

EDUCATION MARKETING

"Professional digital marketing agency for overseas education institutions"

WHO ARE WE?

"China Largest Education Data Source"

COUNTRY GARDEN



- Fortune 500 Public Company
- Top 3 Real Estate Company in China
- 5,000,000 real first party user data



BRIGHT CAN-ACHIEVE



- Owned by Bright Scholar: Largest K-12 Education Group in China (NYSE: BEDU)
- 95 schools, 56,000 students data



ADDIN MARKETING



- Non-traditional digital marketing agency
- Deeply engaged in international education industry and local digital media platforms

VALUE

We provide high quality, professional, fruitful service to overseas education institutions to reach Chinese audiences.

We ADD our partners INTO the gigantic and profitable Chinese education market. Meanwhile, we will be useful and insightful as a computer ADDIN to create professional and value-adding service to our partners.

SERVICE





DIGITIZATION

5G, Internet, Mobile devices drive the digitization of information. People prefer to access news, info online over paper, magazine or traditional media.



MOBILE DEVICE

People rely more on mobile devices than desktop or laptop to shop and browse info. Mobile phone has in many way changes people's interacting behaviors.



**Education Marketing
through Digital Media
Channels are the KEY!**



POST-PANDEMIC

The influence of the pandemic is irreversible and hugely transformed Chinese people's daily lives, from activity planning, travel planning to psychological and behavioral changes.



RISE OF GENZ

Gen Z, following millennials, starts to become parents. They have adopted totally different thoughts and expectations towards things than the previous generations.

Top Popular Chinese Social Media platform

"Place to look for Chinese audiences"



WeChat



Bilibili



Douyin



Toutiao



Red



Zhihu



Weibo

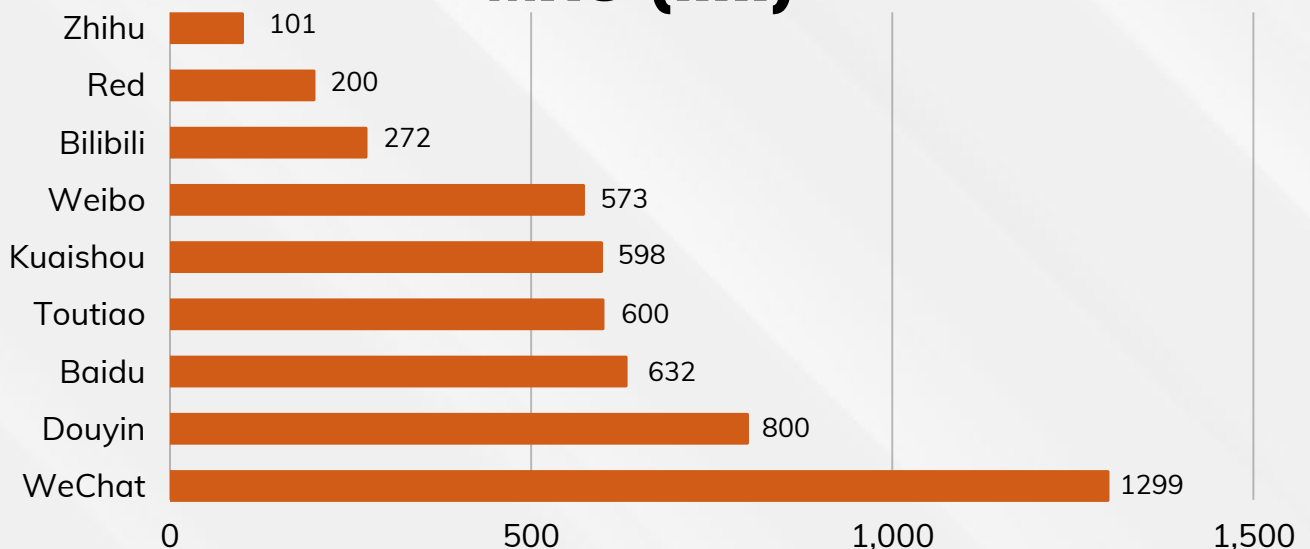


Kuaishou



Baidu

MAU (mn)



*Data source: company report of the above platforms

PLATFORM

KEY FEATURES

Platform	Audience Profile	Function
WeChat Official Account	Parents aged 35-50	Publish official school messages, update. Communications within social circles, hard to get large exposures, except for WeChat ads.
WeChat Video	WeChat Official Account Derivatives	Enrich contents of WeChat official accounts. Create content diversity and increase user stickiness on the platform. Net worth is 3-10 times higher than Douyin
Bilibili	GenZ	Long video contents. Value content quality, interactiveness and entertaining value. Content cost is the highest.
Zhihu	High net worth users, High education level, Objective, Rational	Help users make decisions. Offer professional and credible solutions to How to, A or B, which is the best questions. Facilitate customer journey.
Weibo	Millennial and GenZ	Entertainment, trending search, news, gossips. For recreational and advertising purpose.
Kuaishou	Lower-tier cities Town youth	Down to earth, recreational. More traffics than Douyin on topics like lower education and family education.
Red	Tier1&2 city users Delicate young mother High female density	Share& experience life, recommendations, reviews, how to... High user intention
Douyin	Lower tier city users Growing top tier city users	Livestreaming, high exposure, creating an IP is the key
Toutiao	Parents, elder users	Official school contents, guiding contents. Focus on topics that are most concerning to the users. Lead traffic to private account like WeChat.

ADDIN OWNED MEDIA

"We can help you run campaign, promote your contents and increase school exposures on our accounts"



WeChat Accounts



博实乐万佳留学



加诚博教



Douyin Accounts



Niker与柠檬精



唐姜兄弟



博实乐万佳留学



Website

学在加拿大: <http://www.canadaonline.cn/>
美国留学网: <https://www.usastudy.com.cn/>



Red Accounts



博实乐万佳留学



博实乐佳佳说留学



Zhihu Accounts



佳佳说留学



Sereia学姐



Weibo Account



博实乐万佳留学

30k
total followers

100k
monthly exposure

10,000+
content creation

Our Service

Category	Platform	Service
Digital Media Solutions	WeChat	Account establishment, operations, content planning, original articles, back-end support, maintenance
	Zhihu	Account establishment, operations, content planning, original articles, answer questions, maintenance
	Bilibili	Account establishment, operations, content planning, script planning, video production/filming/editing/cutting
	Red	Account establishment, operations, content planning, script planning, campaign
	Douyin	Account establishment, operations, content planning, script planning, video production/filming/editing/cutting, campaign
	WeChat, Toutiao News, Baidu News, Tencent News	Campaign, PPC, SEM
Website&H5	Baidu	Website construction, design, planning, development, SEO, landing page
Program Office	Offline	HR support Administration support Travel support
Offline Event Planning	Offline	Offline activities, conferences, meetings, professional training
Promotion Package	all social media platforms	Exposure campaign to help your school gain maximum exposure during the application season
Booklet	Offline	Typesetting, design, translation

PROGRAM OFFICE



GREAT VIEW
HEALTHIER WORK
LIFE BALANCE



ADMISTRATIVE
SUPPORT
OFFICE SUPPLY

PERFECT LOCATION
BUSINESS CENTER
IMMERSIVE
EXPERIENCE



01

02

03

04

05

High-
standard
recruiting

Student
recruiting
support

Country
Garden Big
Data

Market
Analysis,
Strategic
Planning

Professional
Traning,
school
resources

OFFLINE EVENT PLANNING

EXPAND YOUR NETWORK



2022 CIEC International Education Conference



100+ High School offline Info Session



Online Education Exhibition Management

"Your one-stop marketing agency to succeed in the Chinese market."

Our Team



IT Team



**Management
Team**



**Operation
Team**



WORLD
- EUROPE
- ASIA
- AFRICA

- SHOW BUSINESS
- NETWORK
- MUSIC
- CINEMA
- BUSINESS/FINANCE
- WORLD NEWS

WORLD

BUSINESS

ADDIN

EDUCATION MARKETING

"Professional, Reliable and Result-Oriented choice
for education marketing in China"



Contact us

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