

How we can help your brand win the booming Chinese market



OrgHive is a unique, China-based social and content platform committed to helping consumers make healthier, more informed lifestyle choices, while helping natural or organic brands get in front of the right consumers at the right time.

The notorious challenges that international brands looking to enter China face include: lack of transparency on ad spend, reaching the right audience, and establishing brand trust. That said, OrgHive is here to deconstruct problems and provide a groundbreaking solution for you.

By subscribing to our platform on a monthly basis, you will receive access to different features to help you reach, engage, and convert consumers, effectively helping your brand increase visibility, grow your digital presence, lower your marketing and customer acquisition costs, and ultimately, drive higher marketing ROI and conversions.

Ready to subscribe but not sure which plan is right for you? This document will provide useful guidance for you! No matter what stage you are at in your launch into China, we've got you covered!



Become a BEE member if your goal is to test your market strategy and secure proof-of-concept for brand success in China

- You would like to get **proof-of-concept** for further investment in market growth
- You are interested in trying this **game-changing solution** but not ready to commit to an advanced membership plan

Become a HONEYCOMB member if your goal is to boost brand awareness with content marketing

- You are looking to **raise significant brand awareness** while **launching an impactful content strategy** and **engage audiences** across different social media channels



Become a HIVE member if your goal is to establish your position as a market leader in your category

- You have yet to develop a website, especially one with **localised content**. Our **microsite feature** will effectively help **drive large amounts of traffic** to your e-commerce channels while allowing you to **engage your microsite followers directly**
- You often have **new product releases** or offer **coupons** for your customers
- You need **maximum support** in rapid brand growth and customer acquisition strategies

OrgHive membership plan comparison

FEATURES	DESCRIPTIONS	BEE	HONEY COMB	HIVE
Article features	Your brand or product will be mentioned in platform-issued content, as part of single or multi-brand media articles.	✓	✓	✓
Customised product page	You can select the products to be displayed on our platform to maximise exposure for your products.	✓	✓	✓
Logo in brand directory	Your brand will benefit from a featured logo in our directory page, where users go to discover new brands. Thanks to a prominent logo placement, your brand will be more likely to get seen by consumers.	✓	✓	✓
AI-matching with consumers	As a brand member of OrgHive, your content will be matched with users most likely to be interested in your products, thanks to our smart AI algorithm.	✓	✓	✓
Monthly insights report	Stop guessing about what is happening in China. You will receive a monthly report with consumer trends and behaviour on the platform, from the number of times your brand is searched to the number of microsite followers and visitors you have.	✓	✓	✓
Marketing campaigns	Leverage our exclusive, best-in-class marketing resources to launch your marketing campaigns so you can achieve your target KPIs more rapidly.	✗	✓	✓
Social media features	Your brand or product will be featured across our social media channels via Weibo, Zhihu, WeChat and RED, to increase reach of your brand.	✗	✓	✓
Display advertising	You will benefit from display banner advertising across the platform, to enhance brand recall and be seen by all OrgHive users. *Hive members get homepage banner advertising!	✗	Standard	Premium
Branded microsite and portal	You will have your own mini-website hosted on the OrgHive domain allowing you to upload content about your brand and products via a secure CMS. Users can browse your products and convert directly by clicking the links to third-party points of purchase.	✗	✗	✓
Pushed notifications to follower base	You will have access to your own messaging system that allows you to send messages directly to your follower base, alerting them of new offers, product launches, special coupons, and more.	✗	✗	✓
Analytics command center with best-in-class tools	We have the best-in-class business intelligence solutions to analyze your data and transform them into actionable insights, effectively helping you develop marketing strategies and campaigns that drive sales conversions.	✗	✗	✓

For more information:

Contact one of our Brand Representatives by filling out the contact form on our website
<https://www.orghivemarketing.com/contact-us/>

