

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.



Culture in Internet Marketing

The Intlang team often conducts market research for clients wanting to determine how best to place their Australian product in the China market. There are many cultural differences that can be barriers to marketing in China.

Common challenges for non-Chinese speakers include:

1. **Language barriers** – Though obvious, most of the websites in China are written in Chinese. English sites attached offer limited information.
2. **Website structure** – Structure of Chinese websites are designed based on local consumer search habits where the home page is often very busy with lots of words, links, and tabs.
3. **Website content** – Information on the Chinese website is often general, but politically correct. Competitive market conditions in China drive business owners to promote their business without giving away important information.
4. **Over-marketing** – Many smaller companies in China may overstate their capabilities on their website as brand and project size imply a good and reputable image. It is common for only ~30% of a website statement to be accurate, whilst the remainder is overstated. It is Intlang's commitment to help our clients verify the authenticity of such information.

People from China face different challenges including:

1. **Accessibility** – Some foreign websites are blocked due to the country's censorship system.
2. **Language barriers** – English only websites mean that older leaders and decision-makers must rely on younger staff to translate. Without familiarity with Australian commercial practice, information will be lost in translation.
3. **Under-marketing** – Many smaller WA businesses under promote their goods and services, domestically and internationally and may be more conservative so as not to over promise on their capabilities.

The Intlang cross cultural marketing team assists WA business clients to conduct Chinese market research, due diligence, and strategically market through multi-lingual websites and social media campaigns – Contact us today to find out more (7 May 2018).

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