



# CHINESE DIGITAL MARKETING REPORT

FEBURARY 2025 PERFORMANCE OVERVIEW



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# Performance Report

MONTHLY REPORT: MYND'S CHINESE  
MARKET MARKETING EFFORTS (NEW  
YORK & NEW JERSEY)

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## **PPC Performance**

We tested Chinese PPC campaigns during different periods. The current PPC strategy lacks precision, with a cost of approximately \$6–\$7 per click. While this cost is manageable, refining the targeting could improve efficiency if the campaign continues. Additionally, we suggest offering extra incentives for lower-priced packages, allowing potential customers to try the services before fully recognizing the brand. This approach can help engage leads more effectively and build long-term trust.

## **Facebook Ads Performance**

We created multiple ad campaigns to try to generate the highest number of leads as quickly as possible, including: Direct lead ad campaign, Call lead ad campaign, Traffic ad campaign.

Currently, traffic ads are proving to be the most cost-effective, successfully driving users to the website at a very low cost per click—less than \$1 per visit. However, to improve conversion rates, we recommend fully optimizing the website and introducing more service packages at different price points to appeal to a wider audience and increase engagement.

## **SEO Progress**

SEO efforts will continue without limitations, as there are no Google restrictions on the medicosmetic industry. SEO remains a key long-term strategy for organic traffic growth.

## **Google My Business (GMB Chinese) Insights**

GMB has started generating traffic, and we can see clicks from visitors in the Google report.

However, there have been no conversions yet, which we believe requires more time. One of the primary reasons could be the high package prices and the need for a variety of package options to choose from.

# Next Steps & Recommendations

**In addition to continuing** WeChat and REDbook marketing, which require time to accumulate growth, we **recommend shifting to a traffic-driven strategy**—bringing as much traffic as possible to your full Chinese website and then converting these warm traffic into sign up leads.

## **Check Google Analytics Account:**

Please log in with your Gmail account (we have already installed it on your website) to review detailed performance metrics:

[MyndPromo@gmail.com](mailto:MyndPromo@gmail.com)

**PW: MyndChinese@888**

## **Google Analytics Insights & Strategy**

Our campaigns and organic content efforts have already brought 2,000+ visitors to the landing page. Since we are seeing strong traffic, we suggest continuing with a smaller budget for the next 6 months in your comfortable budget, while optimizing for higher conversions.

### **Key Focus Areas:**

#### **1. Landing Page & Website Strategy**

- Upgrade from a single landing page to a full Chinese website for a better user experience and stronger brand credibility.
- Provide a free website build to accommodate visitor needs and enhance brand perception.
- Offer more service packages, including lower-priced options and detailed content, to convert warm traffic into leads.

#### **2. Facebook Ad Traffic Campaign Optimization**

- Continue running traffic campaigns, as they are low-cost and attract highly engaged Chinese audiences.
- Improve website content by adding multiple lower-priced packages for easy engaging to increase conversion rates.
- Optimize the campaign strategy to convert warm leads into paying customers more effectively.

#### **3. SEO Strategy**

- SEO efforts should continue, as Google places no restrictions on the medicosmetic industry.
- Leverage unlimited content opportunities—we can write as much as needed to improve organic search rankings.

#### **4. PPC Recommendations**

- If continuing PPC within the allowed budget, we will refine audience targeting and optimize performance over time. Manage expectations, as Google restricts medicosmetic advertising, limiting us to general industry traffic without specific package names.
- If the budget is limited, we will pausing PPC for now, as growth will take longer due to Google's industry restrictions.

#### **5. Google My Business (Chinese GMB) Optimization**

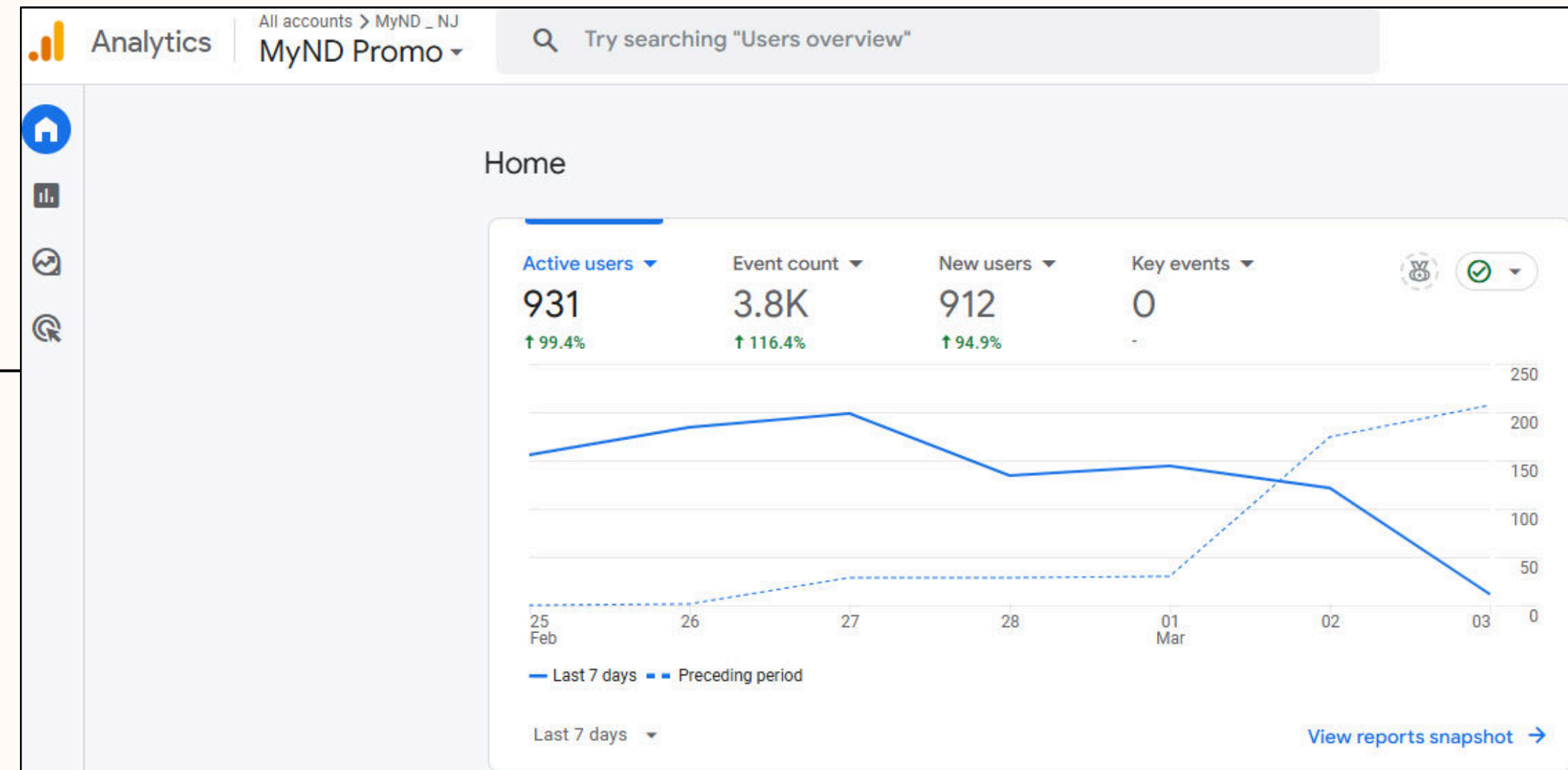
Introduce lower-priced packages, such as a \$99 option, to test engagement and conversion rates. Experiment with lower-priced packages on GMB to encourage conversions.

# Google Analytic - Landing Page Traffic

## FEBRUARY SIT TRAFFIC

**GA account:**  
**MyndPromo@gmail.com**  
**PW: MyndChinese@888**

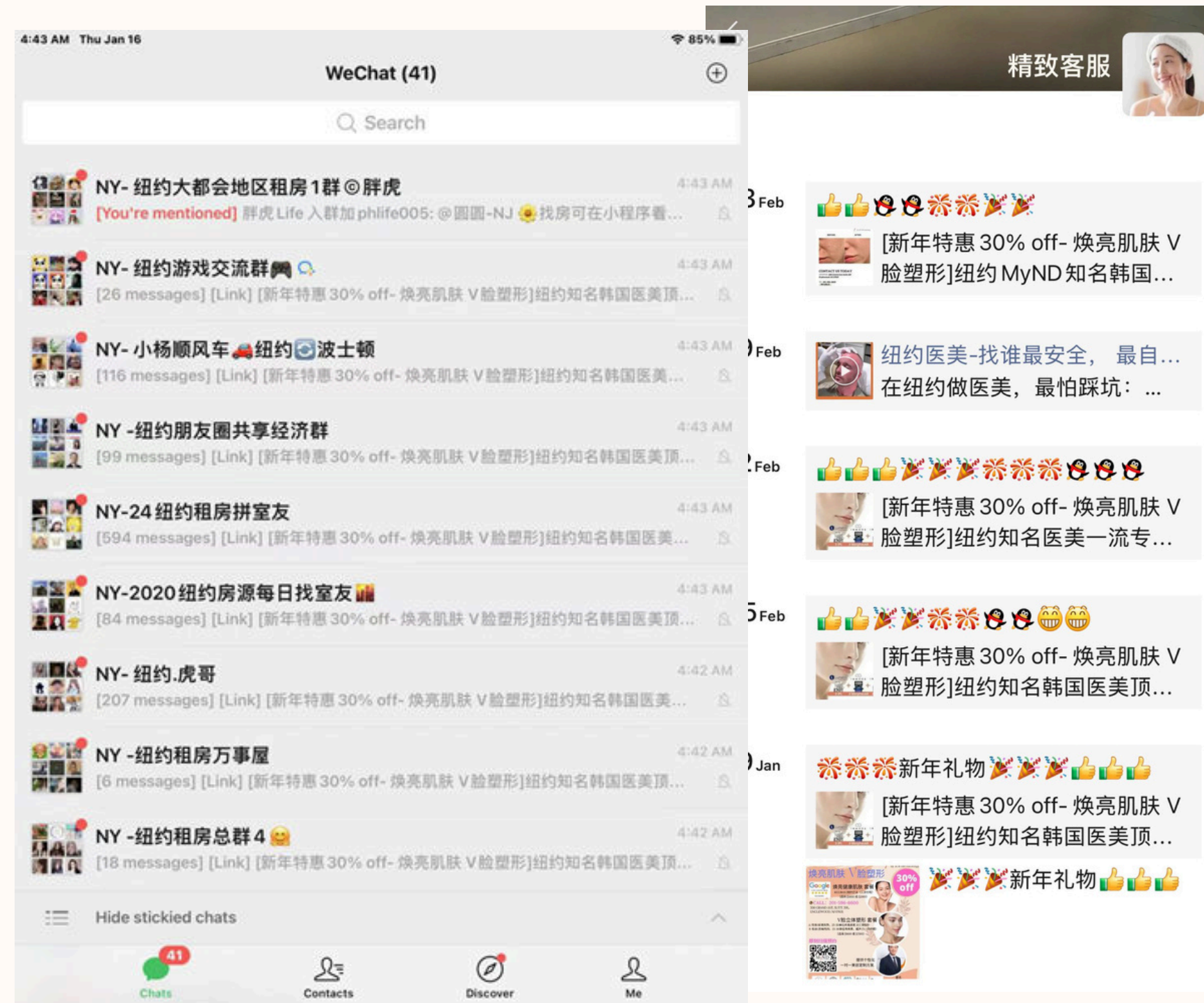
We have **3,800 visitors and 931 active users** on our landing page through our combined marketing efforts. Please log in to Google Analytics to check the data yourself.



# WeChat Group

## WECHAT GROUP ADVERTISEMENT

Engaged Chinese audiences through WeChat Groups and Moments, leveraging targeted content to boost awareness. Promoted multiple accounts with consistent campaigns throughout the month, ensuring repeated exposure to target audiences for enhanced brand recognition.



# WeChat Group

## WECHAT GROUP AND MOMENTS ADVERTISEMENT



# Facebook Ads

## Facebook Ads Performance

We have conducted campaigns with multiple ad groups in various formats. So far, we have reached over 14,000 Chinese users, displayed 44,000+ impressions. Here are our key observations:

### Brand Awareness Looks Strong

- A frequency of around 3 is effective in ensuring visibility without causing ad fatigue.
- If engagement or conversions remain low, retargeting strategies or new creatives may be needed.








### Consider Optimizing for Engagement

- Analyze click-through rate (CTR) and conversion rate to assess whether users are taking the desired actions.
- Test different ad creatives or messaging to enhance user interaction and engagement.

### Monitor Ad Fatigue

- If the same audience sees the ad too frequently, engagement may decline over time.
- If frequency exceeds 5, we will consider refreshing ad creatives or adjusting audience targeting to maintain effectiveness.

Account name	Reach	Impressions	Frequency
Clients_TDM_MyND+	14,453	44,346	3.07
<b>Total results</b> 1 / 1 row displayed	14,453 Accounts Center accounts	44,346 Total	3.07 Per Accounts Center account

Ad	Cl	Imp	Re
 Call_Lead_Vi...	—	120	87
 Traffic_vide...	255	18,208	6,411
 Traffic_P_Hi...	56	6,253	3,356
 Lead... Unpul	30	2,424	1,650
 Lead_H2_Chi...	5	1,248	1,060
 Call_Lead_H...	46	5,134	2,370
 Lead_H2_...	137	11,522	5,468
 Lead... Unpul	7	384	311
 Lead_V2_Chi...	1	439	302
 Lead_V_Chin...	8	932	658
 Lead_H_Chi...	5	268	193
 Lead_Video_...	7	667	436
Results from 12 ads	565 Total	48,467 Total	14,968 Acco...

# Facebook Lead Ads VS Traffic Ad

## Facebook Ads Performance

We have conducted **five campaigns** with multiple ad groups, including **Sign-up Lead Ads, Call Lead Ads, and Traffic Ads**. Based on the data, **Sign-up Lead Ads** are the most expensive, **costing \$86 per lead**. Over time, as the platform's algorithm gathers more data, the cost should decrease while lead accuracy improves. However, compared to other companies we have worked with, where lead costs typically range from \$15 to \$25, this is still quite expensive. Additionally, Call Lead Ads have achieved high reach but resulted in not much actions.

Since lead ads were not performing well, we tested **traffic ads**, and the results were significantly better. The cost per click (CPC) to the landing page is **only \$0.66**, making it a **much more cost-effective** approach.

We suggest shifting to a long-term strategy by driving relevant traffic to our fully Chinese website. This will help convert leads directly from the website by changing the landing page to a full Chinese website version. Since tracking is already set up, we can also **implement retargeting campaigns**, offering different packages or pricing strategies to convert visitors into sign-ups.

Many ads runed during the February

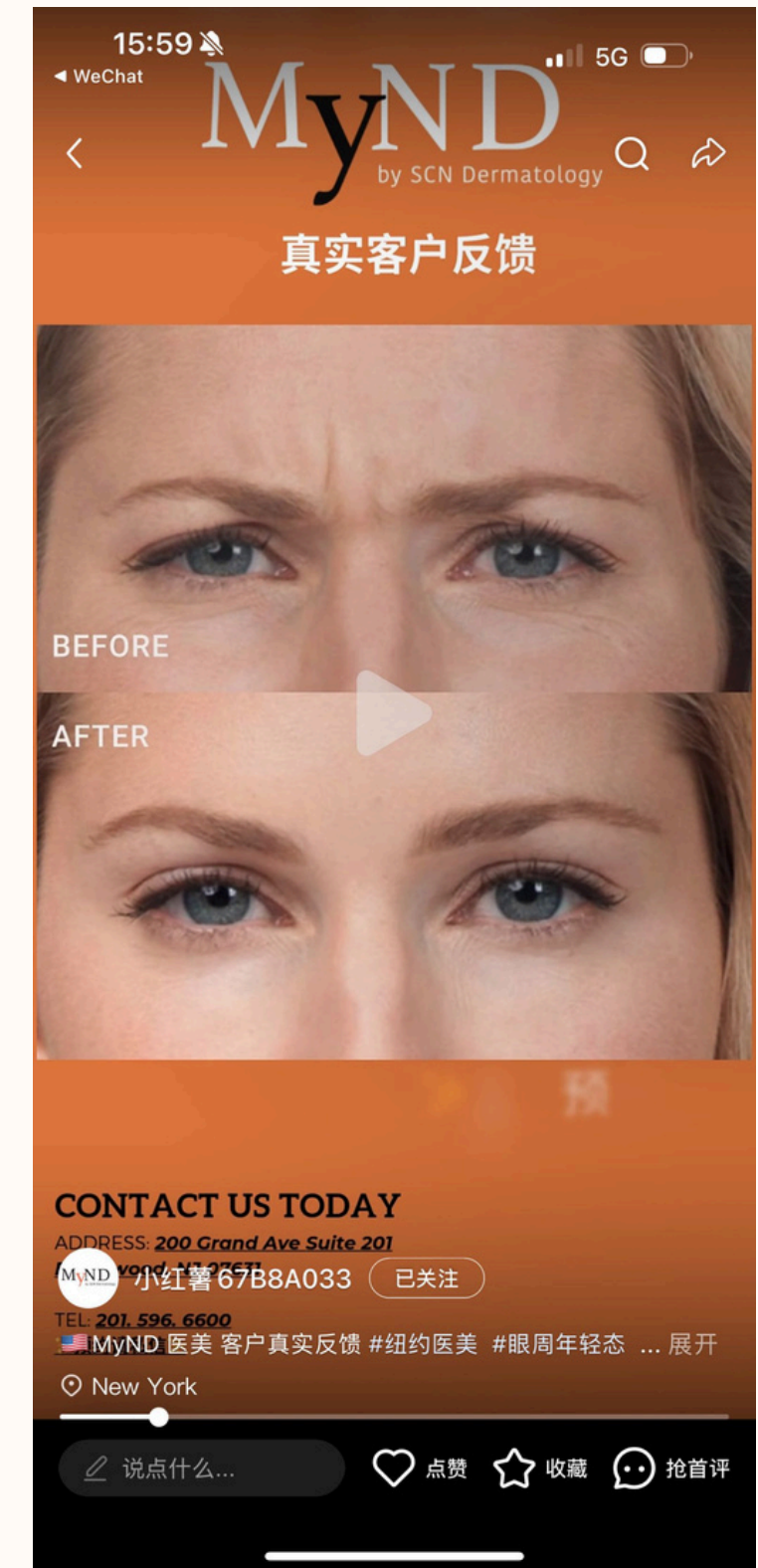
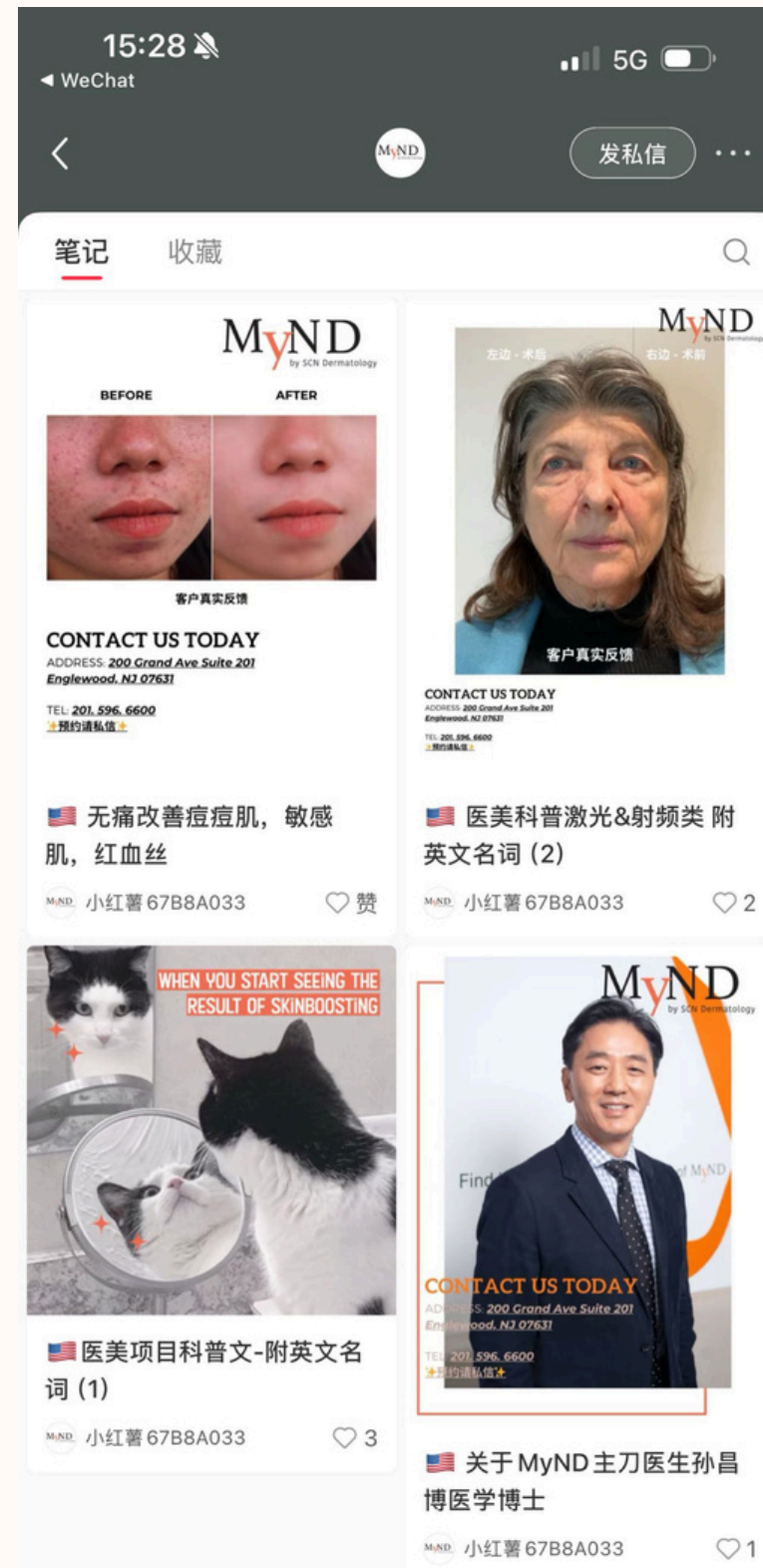
- Lead sign up campaign
- Call lead campaign
- Traffic campaign

Campaign	Deliver	Budget	Results	Cost per result	Link clicks	Unique clicks (all)	Impressior	Reach
New_setting-MyND_Leads_... <b>Unpublished edits</b>	Off	Using ad...	1 Facebook leads	\$106.86 Per On-Facebook Le...	37	39	2,808	1,849
New_amount_leads_MyND_... <b>Unpublished edits</b>	Off	Using ad...	— Facebook leads	— Per On-Facebook Le...	5	14	1,248	1,060
<b>Sign up_Leads_MyND_NY+</b> <b>Unpublished edits</b>	Off	Using ad...	5 Facebook leads	<b>\$86.00</b> Per On-Facebook Le...	166	215	14,696	6,030
Call leads_setting-MyND_N... <b>Unpublished edits</b>	Off	Using ad...	— Callback requests	— Per 20-second Call	46	63	5,254	2,419
<b>Traffic_female_MyND_Chinese</b>	Off	\$25.00 Daily	311 Link clicks	<b>\$0.66</b> Per Link Click	311	334	24,461	8,363
Results from 5 campaigns			— Multiple conversions	— Multiple conversions	565 Total	641 Total	48,467 Total	14,968 Accounts Ce...

# Red Book Posts

Published Articles and Video

Inquiring started:



# Red Book Posts

## Published Articles and Video

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For Redbook, growing the channel takes time, but it is already showing potential. So far, we have received one lead, indicating that this platform can be an effective marketing channel. We recommend committing at least six months to develop and optimize the content strategy. With consistent efforts, Redbook can become a valuable source for generating leads and brand awareness.

We recommend offering a free consultation for first-time clients to increase engagement and build trust, making it easier to convert potential leads into long-term customers.

# SEO Chinese Blogs

We have been writing Chinese blogs for the website. As seen in [Google Analytics](#), our **organic efforts** have brought **40 visitors** to read our blog, with one blog post achieving an average reading time of up to 3 minutes in February.

[GA link here for page view section](#)

Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count
Total	2,167 100% of total	1,380 100% of total	1.57 Avg 0%	3s Avg 0%	5,543 100% of total
1 Home - MyND by SCN Dermatology	2,114	1,379	1.53	2s	5,439
2 Blog - MyND by SCN Dermatology	40	17	2.35	1m 09s	77
3 纽约医美排行榜推荐: MyND 诊所溶脂针, 安全瘦脸瘦身, 打造精致身形! - MyND by SCN Dermatology	7	3	2.33	3m 09s	15
4 Elementor #1333 - MyND by SCN Dermatology	2	1	2.00	1s	3
5 纽约医美排行榜推荐   MyND 诊所溶脂针, 安全瘦脸瘦身, 打造精致身形! - MyND by SCN Dermatology	2	1	2.00	14s	4
6 Elementor #1280 - MyND by SCN Dermatology	1	1	1.00	1s	2
7 Thank-You - MyND by SCN Dermatology	1	1	1.00	22s	3



## 纽约医美排行榜推荐: MyND 诊所溶脂针, 安全瘦脸瘦身, 打造精致身形!

February 24, 2025

纽约医美: 溶脂针 (Fat Dissolving Injection) 是什么? 在纽约, 越来越多的人希望通过非手术方式来雕塑面部与身体曲线, 而溶脂针 (Fat Dissolving Injection) 正成为热门的纽约医美项目之一。溶脂针可以帮助减少局部脂肪, 使面部和身体曲线更精致匀称, 深受爱美人士喜爱。如果你正在寻找纽约医美排行榜上的高端溶脂针治疗机构, MyND 诊所 由知名皮肤科医生 Dr. Chang B. Son, MD, FAAD (孙昌博医学博士) 亲自操刀, 确保精准、安全、效果自然! 溶脂针的作用与优势 溶脂针的主要成分通常为去氧胆酸 (Deoxycholic Acid), 它能够破坏脂肪细胞, 使其自然代谢排出体外。适合局部顽固脂肪, 比如:  瘦脸 (V-line 轮廓) - 解决婴儿肥、双下巴, 打造立体轮廓  瘦身塑形 - 适用于手臂、腹部、腰部、臀部、臀部、腿部等局部脂肪  溶解副乳 - 改善腋下多余脂肪, 使身体线条更匀称  消除蝴蝶袖

[Read More >](#)

Phone 电话

Current Promo 选择推广特价套餐:

Other Package 选择其他套餐:

Message 留言咨询

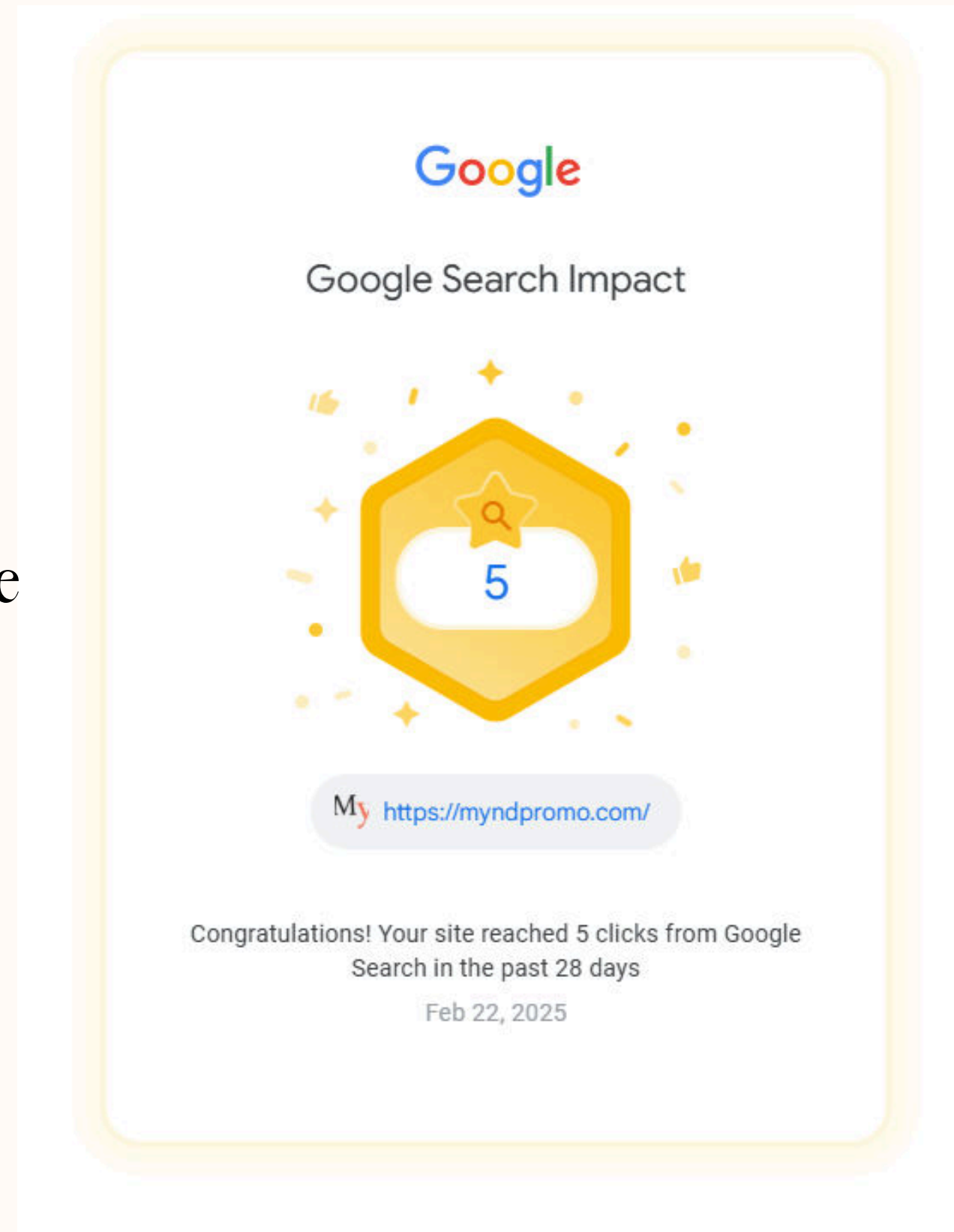
发送



# Google My Business

From Google report-  
Achievement for the site

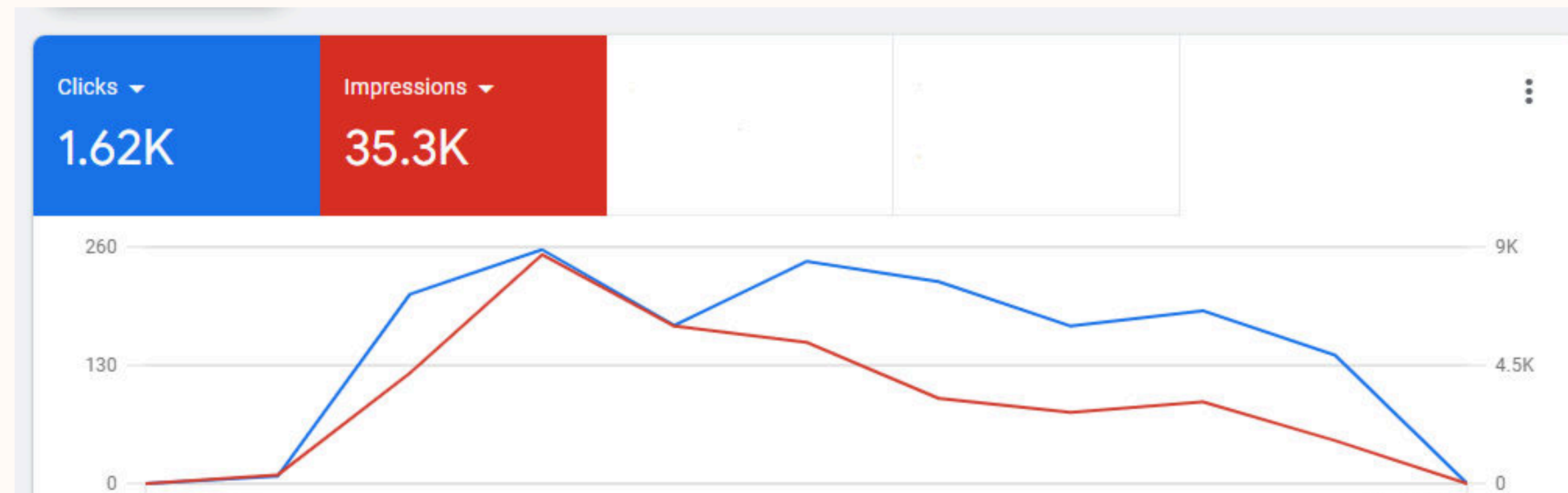
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# Chinese Search Campaign -PPC Traffic

## *FEBRUARY SIT TRAFFIC*

Some traffic has started coming in—we've already **received 1,600 clicks to landing page and over 35,000 impressions** for your brand. However, we paused the campaign based on your request for faster lead generation. PPC requires time for data collection and optimization to improve lead quality and performance.



# PPC Traffic *FEBRUARY SIT TRAFFIC*

The screenshot shows a Google Display Ad campaign for a medical aesthetics business. The ad, written in Chinese, promotes skin rejuvenation and facial contouring services with a 30% discount and features Dr. Chang B Son, MD, FAAD. The campaign has generated over 35,000 impressions, 1,617 clicks, and a 4.58% click-through rate, but it is marked as "Not eligible" due to being in a paused status.

Because certain sensitive keywords are restricted in this industry, we recommend adopting a long-term strategy focused on content re-targeting. The data suggests that "Medical Aesthetics" is classified as a sensitive keyword, requiring consistent efforts and time for effective advertising.

Ad	Status	Impressions	Clicks	CTR
● Enabled	<b>Not eligible</b>	35,310	1,617	4.58%

● GDN\_MyND\_NY\_Feb.19 2025 › ● Ad group 1



⊗ 医美	CA\$30.97	4	9.09%
⊗ 水光针	CA\$1.76	1	33.33%
⊗ 黄金微针	CA\$4.58	1	11.11%
⊗ medical aesthetics	CA\$0.00	0	0.00%
⊗ 超声刀	CA\$0.00	0	0.00%
⊗ 热玛吉	CA\$0.00	0	0.00%

# Onward Marketing Plan

## *MARCH MARKETING STRATEGY*

**From our February marketing efforts**, which included: Paid campaigns: PPC and Facebook ads in different formats, Organic marketing: Content marketing on WeChat, Redbook (Xiaohongshu), SEO, and GMB.

### **Recommended Strategy Shift:**

Given the industry's sensitive restrictions and the strong traffic performance, we recommend shifting the strategy from a short-term sales boost to a long-term growth approach.

- **Traffic Performance & Strategy Adjustment**

- Traffic is performing well, so we should continue paid campaigns to drive visitors to the Website, To improve conversions, we suggest revising the landing page into a full Chinese-language website with more pages and content.
- Offering multiple packages, including a low-cost trial package, will encourage engagement and trials, We can capture visitor data (emails and contact information) for retargeting and conversion campaigns via ads and email marketing.

- **Long-Term Budget & Growth Plan**

- A minimum six-month commitment is recommended to establish a stable client base, Cold traffic should first warm up before running conversion-focused campaigns or email marketing, Since your brand is still new to the audience, directly converting cold traffic into leads is less effective currently. A gradual approach will yield better results.

### **Proposed Budget Options**

- \$2,500/month – Includes: Facebook traffic campaign + PPC traffic campaign + WeChat marketing +Redbook (Xiaohongshu) marketing
- \$2,000/month – Includes: Facebook traffic campaign + WeChat marketing+ Redbook (Xiaohongshu) marketing
- Once we collect enough data, we will: Add a retargeting campaign to improve conversions, Incorporate email marketing once we accumulate enough email leads.

# Thank You

FOR REVIEWING THIS MONTH'S DIGITAL  
MARKETING REPORT.

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WE LOOK FORWARD TO YOUR RESPONSE AND  
CONTINUING TO WORK TOGETHER.