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MARKVILLE
CADILLAC

Markville Cadillac

Chinese Marketing Package

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MARKVILLE
CADILLAC

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PROJECT GOAL

- **Generate leads** and boost brand awareness in the Chinese market
- **Build strong presence** across Chinese digital & social platforms
- **Reach** Chinese consumers through a **multi-channel strategy**





OUR MULTI-CHANNEL APPROACH

- **Google Display Network (GDN)** campaigns
- **Facebook & Instagram** (Chinese-language targeting)
- **WeChat** promotions
- **Rednote (小红书)** content & ads

WHY DIGITAL MARKETING MATTERS

- **82% of users** research vehicles online (Forbes)
- **9/10 Canadians research** online before purchase (Google)
- **93% still buy in dealership** → hybrid journey
- **Chinese consumers rely** heavily on social media reviews & demos





MARKET OPPORTUNITY IN MARKHAM CHINESE?

- Large Market: **Nearly 60–66% of Markham–Unionville** residents are Chinese, making it one of the highest concentrations in Canada.
- Language Reach: **Over 40% speak Mandarin or Cantonese at home**, creating a strong audience for Chinese-language ads.
- Cultural Loyalty: Many **are first-generation immigrants with strong ties to Chinese culture**, showing high loyalty to premium brands like Cadillac.
- Affluent Buyers: **More than 1 in 10 households earn \$200K+ annually**, with high property values and strong tech-sector employment driving disposable income.



OUR EXPERIENCE

- 10+ years in Chinese digital marketing
- 100+ clients served
- Services: Research | Content | Strategy | Campaign
- Focus: Long-term growth + consistent brand image





STRATEGY OVERVIEW

- **Short-Term Goal:** Boost sales through monthly events
- **Long-Term Goal:** Build brand trust & loyal customer base
- **Target Audience:** Chinese in GTA (20 miles around Markville Cadillac)
- **Channels:** WeChat, RedBook, Facebook, Instagram, GDN

BUSINESS INTELLIGENCE & RESEARCH

Great Opportunity for Markville Cadillac dealership in Ontario -

- High search volume monthly in Ontario up to 40,500, Chinese searches up to 480 /month
- Last 3 months searches increased.



<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change
Keywords you provided			
<input type="checkbox"/> cadillac	40,500	0%	0%
Keyword ideas			
<input type="checkbox"/> cadillac escalade	14,800	+22%	+22%
<input type="checkbox"/> cadillac xt6	2,400	+26%	-17%
<input type="checkbox"/> cadillac xt5	2,900	+21%	-34%
<input type="checkbox"/> cadillac lyriq	9,900	0%	-18%
<input type="checkbox"/> escalade	9,900	0%	0%
<input type="checkbox"/> cadillac dealer near me	1,600	+23%	0%
<input type="checkbox"/> cadillac xt4	2,900	0%	-45%
<input type="checkbox"/> cadillac suv	4,400	0%	0%
<input type="checkbox"/> 2023 cadillac escalade	320	+23%	-18%
<input type="checkbox"/> cadillac ct5	2,400	0%	+21%
<input type="checkbox"/> cadillac dealership	720	+22%	0%
<input type="checkbox"/> 2023 cadillac xt6	70	0%	0%
<input type="checkbox"/> cadillac escalade for sale	480	0%	-19%

Google Search in Ontario

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change
Keywords you provided		
<input type="checkbox"/> 凯迪拉克	480	+23%
<input type="checkbox"/> 凯迪拉克 suv	20	-33%
<input type="checkbox"/> 凯迪拉克 xt5	30	+200%
<input type="checkbox"/> 凯迪拉克 escalade	10	0%

Google Search in Chinese

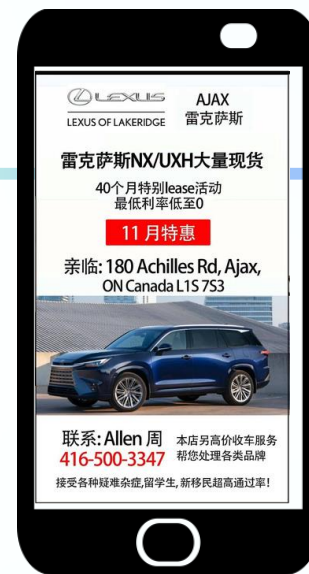
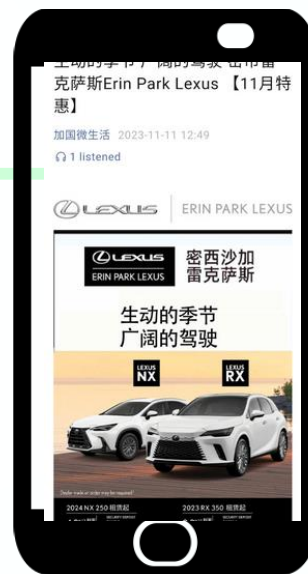


Google Trend stable search volume



1. WECHAT MARKETING

- **200,000+** GTA Chinese users reached
- **Daily news** site, **500+** groups, **35k** subscribers
- Monthly sale ads **shared** on friends' **moments + groups**
- **Branding + remarketing** (15 days)



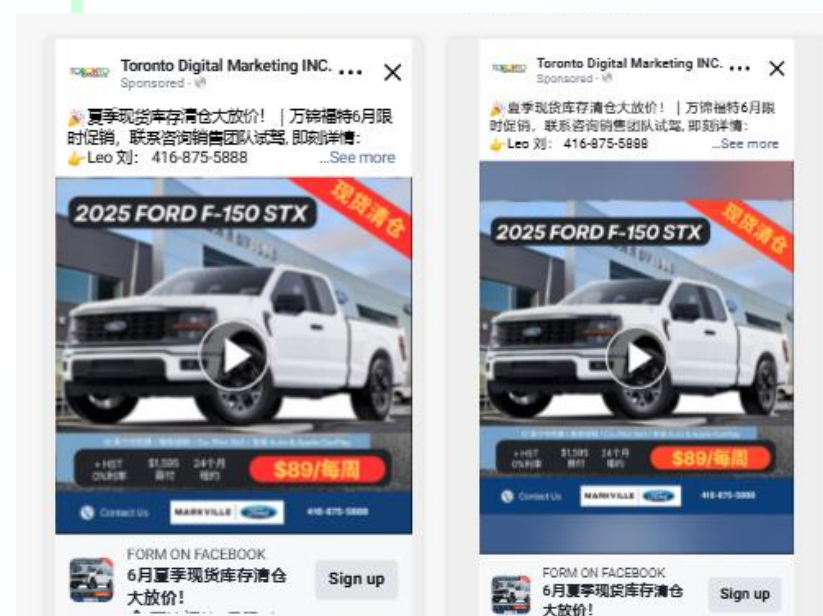
2. REDBOOK MARKETING

- **200M+** users globally
- **Community trust** via authentic reviews
- Monthly promotional **posts** → **visibility + leads**
- **Consistent presence** = credibility



3. FB/INSTAGRAM CAMPAIGN

- **Dedicated** Chinese-language ads
- **8+ picture ads & slide video** ads monthly
- **Targeted to** Mandarin & Cantonese users
- **Drive traffic** to Chinese landing page
- **Signed leads** on FB form



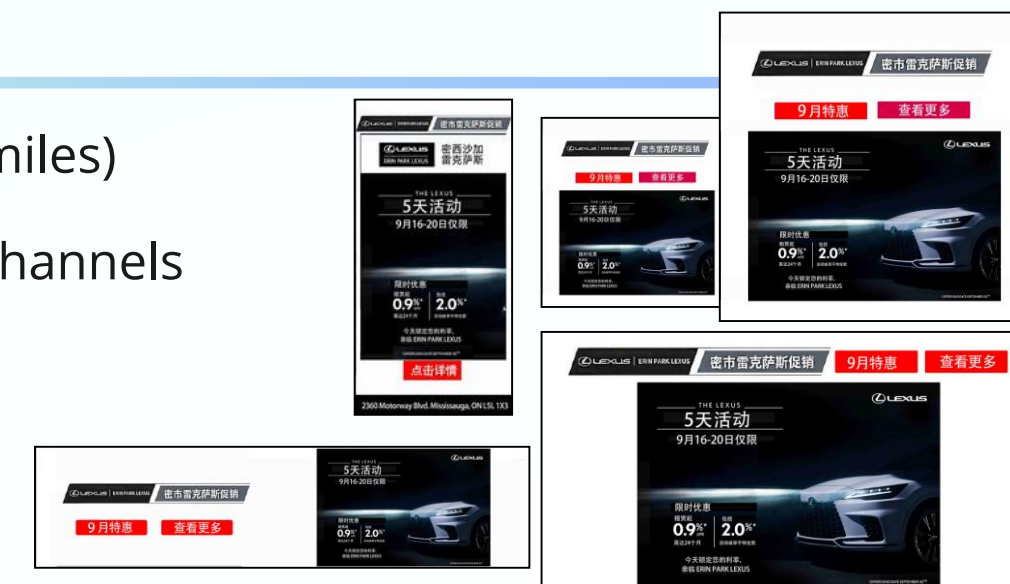
4. SEO CHINESE LANDING PAGE

- **Optimized** with high-volume Chinese keywords
- **Brand** introduction + dealership value
- **Vehicle** listings + services
- **Lead form** → direct email delivery



5. GOOGLE DISPLAY NETWORK (GDN)

- **In-Market Audience:** Active car shoppers (20 miles)
- **Custom Intent:** Chinese websites & YouTube channels
- **Ads:** Display, YouTube, Gmail
- **10+ ad versions** monthly update



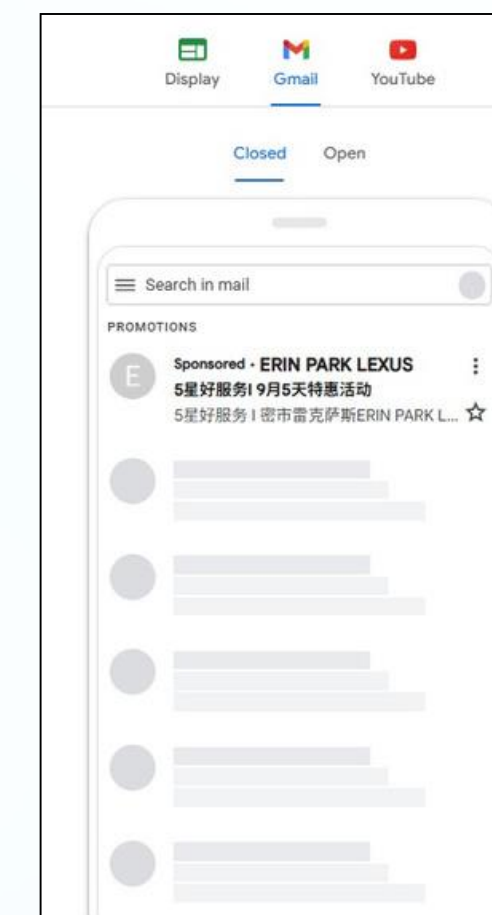
Display ads



YouTube ads



Gmail ads



PACKAGE RATE

Full Package Offer: \$5,000 /month

Regular: \$8,000/month



- **Includes:**

- **WeChat, RedBook, FB/Instagram, GDN, SEO Landing Page**

- **Content writing, ad design, lead form monthly update**

- **platform fees included in Meta and Google**





THANK YOU!

- *End-to-end service: Strategy → Content → Execution*
- *Dedicated to your sales growth & brand building*

We look forward to partnering with Markville Cadillac
Contact: info@tdminc.ca | torontodigitalmarketinginc.com



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