

# 58.com Introduction

- Chinese version of the combination of Yellow Page, Gumtree and Trading Post.
- International platform connecting Chinese people from all over the world.
- WeChat's mother company Tencent own's 23% of 58.com.
- Listed on NYSE since 2013 (USD \$66 23/July 2018).
- 58.com Australia's local operator [www.jetek.com.au](http://www.jetek.com.au).
- 58.com Australia has seven sites: Sydney, Melbourne, Canberra, Brisbane, Adelaide, Perth and Tasmania.
- Digital and social media advertising for local businesses.
- Embed Facebook, Instagram and twitter post in the 58.com post.

# 58.com Adelaide Site Statistics

- Adelaide Chinese population: approx. 80,000
- Site Unique Visit: 5,000+/day
- Site Page Visit: 20,000+/day
- Where are users com from:
  - 95% from Adelaide, 5% from interstate and overseas.
  - 87% from smart phone, 13% from desktop and laptop.
- How do users access 58.com: 91% open from WeChat moments, 9% use 58.com smart phone app.
- User Demographic:
  - Gender: 68% female, 32% male
  - Age Group: 16 – 50
  - Education: 12% high school; 35% bachelor; 37% master; 16% other

# Case Study



Adelaide Aquatic Centre challenged us on an one week campaign during the slow season, when people don't naturally go to swimming pool during cold days.

Information was received, edited and posted onto 58.com Adelaide site and ran for 7 days.



**2,500 users noticed the post and 16 sales generated with \$10,000+ revenue.**

# Testimonials

Telstra Gouger Street Shop

<https://youtu.be/NcjCWfNt4M0>

Anytime Fitness

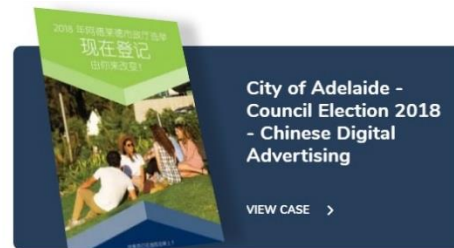
[https://youtu.be/BdL9H7\\_dOyM](https://youtu.be/BdL9H7_dOyM)

Adelaide Aquatic Centre

<https://youtu.be/losux-TdGww>

Australia Coffee Academy

<https://youtu.be/uyxqAAGJosM>



To see more testimonials, visit [www.jetek.com.au](http://www.jetek.com.au) (58.com Australia local operator)

# Local Chinese Community User Habit and Industry Insight

- Chinese visitors, students and migrants learn about the destination city through 58.com city site (400+ mainland China city sites and 270+ overseas city sites).
- City site provide information include but not limit to: local news, events, tourism, immigration, education, business and investment, second hand goods, real estate, cars, telecommunication service, sales promotion, dating and etc.
- Local Chinese residents can find Chinese ready businesses on the Adelaide site, from small (cafe) to big (international firm).
- Local businesses advertise on the Adelaide site through articles/posts, banners and WeChat sharing service.
- 60% of users open WeChat more than 10 times a day, with 21% of users opening WeChat more than 50 times per day.

# Where To Start

## Meeting and Media Planning

- Tell us your story and marketing expectation.
- Send us information including words, photos, videos and links.

## Media Preparation

- We will create articles and/or advertising banner with translated information for you to approve.
- We will schedule the campaign in different time slot to align with your wider marketing and branding strategy.

## Campaign Execution

- Campaign will go live as per negotiated time frame.
- You can monitor the performance from the backend platform.

## Report and Feedback

- Campaign data report and analysis.
- Revisit strategy and adjust.

# Contact



## Web Design

WE BUILD IT LIKE WE OWN IT. At Jetek, we treat your business like it's our own. We strive to always find the most cost-effective solutions to any problems, providing the best value to each client.



## SEO

SEO YOUR FRIEND. Our strategy, combined with the resources of 58.com's huge traffic and domain authority. We have successfully dominated many competitive searches in Adelaide and can do the same for you.



## Digital Strategy

WE HAVE THE BEST RESOURCES. The traffic of 58.com is 4.5-billion-clicks-per-day. We can supply you quality exposure to achieve results in SEO with the Strong domain of 58.com in Australia.

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