

# EXCLUSIVE WEBINAR CAMPAIGN SERVICE

Extend your reach and build your  
brand awareness with us



# WHY A WEBINAR CAMPAIGN?





## Deliver Your Value More Simply

- Webinars help you break through geographical barriers and reach intended audience worldwide.
- You can keep your audience engaged for hours, during which the audience can *ask questions and get real-time reply*.

## Touch Your Audience More Accurately

- Multiple dissemination channels can be developed to build more connection with prospective clients.
- *Industry experts, prospective clients, partners, vendors* can be attracted.

## Generate New Promising Leads

- Industry professionals are keen to discuss and share pertinent issues.
- Webinars give opportunity to help intended audience understand why you are valuable.

## Position Yourself As An Expert

- Content is king. The content you deliver can set you as an expert, show your capability and
- boost brand awareness.

Frequent webinars can enhance your industry status, maintain your professional image and nurture quality leads.

## Diversify Your Communication

- Your presentation and real-time narration can help your audience quickly establish a good impression.
- Multiple functions can combine in a webinar, thus help you present your topics, *business introduction, case analysis* more smoothly and vividly.

## Extend Your Audience Engagement

- With recording function, the viewers know that they can come back at any time if they miss anything.
- Webinar information and recordings permanently. New audience that find your webinars can generate new business opportunities.

# WHY COOPERATE WITH CHEMLINKED?

[ChemLinked](#) [Market](#) [Chemical](#) [Food](#) [Cosmetic](#) [BaiPharm](#) [Agrochemical](#) [Japan](#)



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 My ChemLinked

## REMOVE REGULATORY BARRIERS, EXPEDITE MARKET ACCESS

We are offering comprehensive APAC regulatory information, ready-to-use market intelligence and professional services for global clients.

[JOIN US](#)

## OUR SERVICES



### Information

With specialized industry expertise, we offer the most recent regulatory and industry updates in China and other Asia areas that offer a quick heads-up for busy professionals.



### Knowledge

In-depth regulatory analysis, market insights and reports to provide full knowledge of regulatory framework. Interpretations from partners and government officials.



### Databases

A key place for searching for ingredients, regulations, standards and technical documents that also issue alert when the regulation gets updated.

## B-end Online Experts

- Established in 2012, experiencing 9 years of development and industry change
- Platform functions, user interaction and interface design always keep pace with the times
- Mainly focus on market dynamics and compliance changes in the Asia-Pacific market, 7 portals: market, chemical, food, cosmetic, BaiPharm, agrochemical, Japan.

## 50K+ Membership

- **50,000+** B-end registered users, with **250,000+** monthly website page views and averagely **200-300** attendees per webinar.
- Users coming from diverse fields, including foods and food contact materials, cosmetics, medical products, chemicals, agrochemicals, etc.
- Realize precise positioning of users, conduct accurate peer-to-peer content promotion, and avoid brainless marketing, or overexpose

## All-Round Brand Promotion to Maximize Visibility and Exposure

- Providing brand promotions before, during and after the event, to ensure brand exposure and engagement
- Diverse promotion channels, including website, social media, e-mail, supporting media, etc. to help boost brand awareness
- Wide coverage: ChemLinked's global partners participate in publicity and promotion, covering multiple industries

### Strong Background of Our Content Team

- A team of experts from five major industries assists in constructing, designing and presenting the webinar content.
- All graduated from well-known universities and mainly possess a master's degree, providing language support *in Chinese, English, Japanese, Korean*, and many other languages.
- With the professional compliance consulting background of Reach24H, ChemLinked has experts to review the language and expression of your scripts and slides , to ensure everything compliant with laws and regulations.

### Collaborative Output to Achieve 1+1 > 2

- Combine your webinar with relevant news, policy analysis, industry reports and other existing website contents for promotion to achieve combined publicity and increased attractiveness.
- Support Q&A in the conference, understand participants' degree of involvement and psychological activities in real time, and carry out fun interactions timely.

### Excellent International Relations and Reputation

- Reach24H and ChemLinked have established long-term and close cooperative relations with multinational embassies and consulates, business associations, research institutions, etc.
- Receive constant praise from Chinese and overseas brand owners, compliance experts, consulting companies and other industry-related followers.

# WHAT CHEMLINKED CAN OFFER?





*All-round promotion before, during and after the event, to maximize your brand visibility and exposure.*

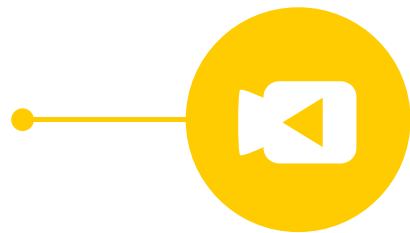
## **PRE-EVENT** *PRE-EVENT*



- Social Media Promotion  
(LinkedIn, Twitter, Wechat Official Account etc.)
- E-mail Mass Mailing
- Website Promotion (banners, pop-ups etc.)
- Dedicated Advertorial Press Release
- SEO Optimization
- Exposure on External Media Channels
- Content Review and Language Support
- Webinar Rehearsal

## **DURING THE EVENT** *LIVE EVENT*

- Presentation (60-90 minutes)
- Powerful Conference System Support
- Host's Opening and Assistance



## **POST EVENT** *POST EVENT*



- Continuous Promotion for Additional Exposure and Leads
- Feedback and Follow-up
- Output the Participation Report in Time

## PRE-EVENT PRE-EVENT

# WHAT CHEMLINKED CAN OFFER?

### 「Mainstream Social Media Promotion」



- **Official Account Promotion:**

ChemLinked's official LinkedIn account has 2000+ followers and has established close connections with a large number of professionals and communities in the industry.

- **LinkedIn Posts and Group Promotion:**

Before the webinar, we will post *at least two posts* to promote your webinar or products, share the webinar information in more than ten professional LinkedIn groups to reach more whoever is interested.

- **Expert Personal Promotion:**

ChemLinked internal and external experts will forward the posts to their accounts. Their existing connections on LinkedIn will help invite more industry peers and loyal followers to participate.



Our Twitter account will post *at least 2 tweets* about your activities or products, and will promptly interact with our followers to answer their questions and invite them to join your webinar.



#### Other social media platforms

In addition to LinkedIn and Twitter that expose to main professionals, according to your needs, we can further expand the publicity through other social media channels such as the WeChat official account, Facebook, YouTube, etc.

## PRE-EVENT PRE-EVENT

## WHAT CHEMLINKED CAN OFFER?

### 「Mass Mailing, Exclusive Customization for Your Content」

Based on your target customer profile, such as position, country, industry, etc., we will select the most matching customer group from ChemLinked's user database (**50,000+ B-end registered users**). This will enable your webinar to reach a group of potential customers with the most accuracy, get as many registrations as possible, and increase the effective participation of the webinar.

We will customize the e-mail contents and conduct **at least 2 mass e-mails** for you.

By tracking and evaluating the effect of the first mailing, we will continuously revise the email content, such as **the title, keywords, content, length, link, button's location, picture, visual design, etc.**, to optimize the layout of the email, to make your webinar get the highest possible registration rates.

China-Britain Business Council

**UK-China Consumer Week 2021**

19-23 April 2021 | Online

[Register Here](#)

About the Event


The UK-China Consumer week is an online programme of events designed for consumer brands. This event will not only support UK companies of all sizes strategize their post-pandemic China market presence, but also provide them with live opportunities to engage with e-commerce platforms, trade partners, and buyers.

**CBBC'S UK-CHINA CONSUMER WEEK**

19TH - 23RD APRIL 2021

Click here to register for UK-China Consumer Week!


The week's programme will feature consumer content, practical guides, digital tools interactive sessions, and business-to-business meetings with Chinese buyers and partners as well as a UK Superbrand Day of live streaming e-commerce dedicated to direct communication with Chinese consumers. Sessions will take place over five consecutive days allowing companies full access to the programme – should they wish - depending on their sector and sales channels. The experience could be all-immersive – if it's hosted online.



UK-China Consumer Week Day 1

**Day 1 - China Consumer Edit**


Post-pandemic China is a consumer market redefined. While some of the fallout of the pandemic reflects the acceleration of market trends already underway, such as live commerce and hybrid physical and digital consumer events, others have emerged as a reaction to the crisis and its impact. [Learn More >](#)



UK-China Consumer Week Day 2

**Day 2 - Meet the Platform**

Establishing a successful trade partnership, with clear communication and mutual understanding, is key to doing good business in China. [Learn More >](#)



UK-China Consumer Week Day 3

**Day 3 - Meet the China Buyer (Retail)**

China is home to one of the world's most dynamic e-commerce and retail ecosystems. Discover the opportunities for your brand in the retail sector with UK-China Consumer Week 2021. [Learn More >](#)

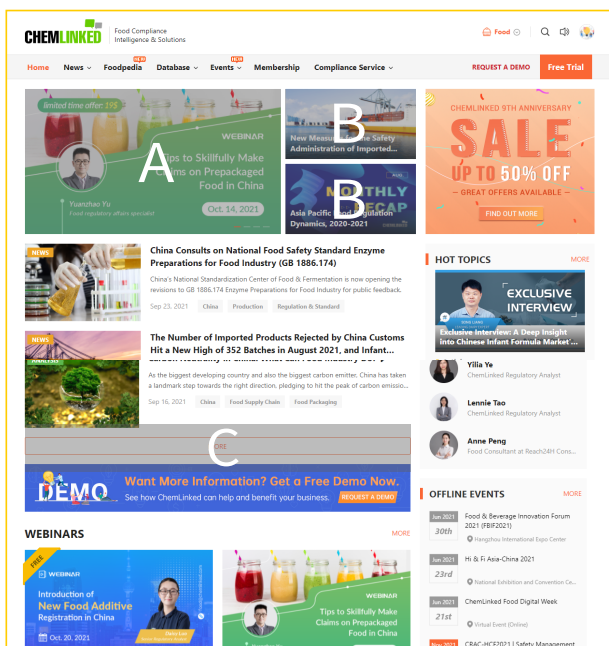
### Example:

E-mail blast for CBBC workshop

## PRE-EVENT PRE-EVENT

### 「Website Promotion」

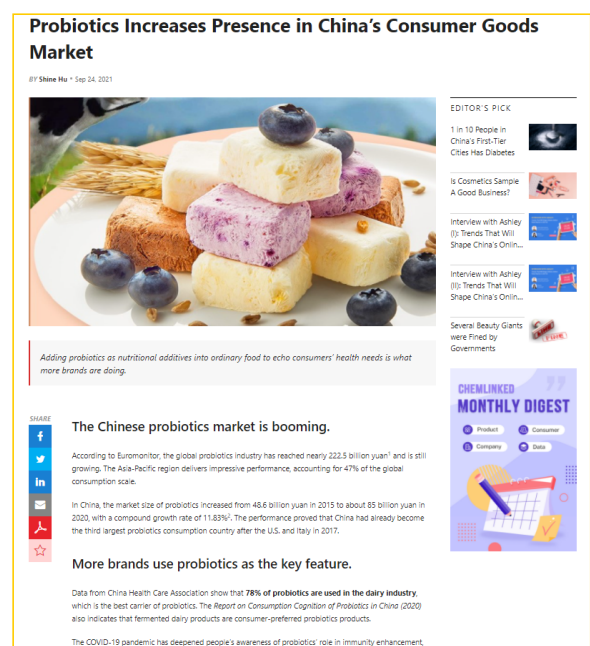
Your webinar will enjoy the maximum exposure on ChemLinked's product display page that catches ChemLinked visitors' first sight. We will place your business information/product introduction on the most clicked interface and promote your company's webinar in hot spots such as the *homepage, carousel advertisement position, page header, pop-up window, etc.*



## WHAT CHEMLINKED CAN OFFER?

### 「Dedicated Advertorial and Press Release」

Equipped with nearly ten years of practical experience in To B-side copywriting, our content team experts will tailor-make professional and creative advertisement solutions based on your circumstances, increasing your brand influence to the maximum extend through attractive descriptions and provocative content.



## PRE-EVENT PRE-EVENT

### SEO optimization

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By analyzing overseas search habits and optimizing the search keywords for search engines such as Google and Bing, our SEO experts and content team will implement the best SEO operation strategy to obtain the greatest investment promotion effect on organic search traffic.



## WHAT CHEMLINKED CAN OFFER?

### Cooperative exposure on external media channels

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External media resources we accumulated for years allow us to search, locate and match the fittest ones for your product. We will jointly publish articles and forward them on different websites to facilitate promotion.

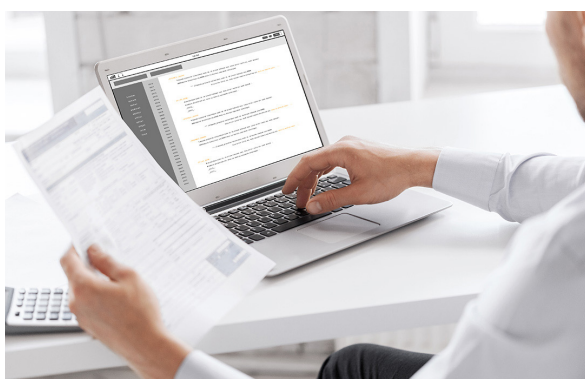


## PRE-EVENT PRE-EVENT

### Content review and language support

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ChemLinked's consumer product technical team, English editorial team, business and operation team will review the webinar's Chinese and English scripts and slides together, providing revision suggestions to make your professional webinar easier to understand.



## WHAT CHEMLINKED CAN OFFER?

### Webinar rehearsal

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We will schedule a training with your speaker(s) one week before the webinar on a one-to-one basis by our senior webinar lecturer to make sure your team understand the operation method of the webinar software. We will also arrange an online or offline rehearsal to ensure a smooth presentation.





## DURING THE EVENT LIVE EVENT



## WHAT CHEMLINKED CAN OFFER?

### Supported by Powerful Conference System

High-definition video and stable sound quality;  
Capable to accommodate up to **1,000 people online** at the same time;  
Allow diverse forms of activities, including **real-time chat interaction, voting, etc.**

### Host's Opening and Assistance

A host with rich webinar experiences will be engaged in every webinar. Apart from giving the opening, hosting the Q&A interaction, the host is also responsible for network testing by playing your company's promotional video at the beginning. The host will provide assistance throughout the whole process online, and solve possible emergencies in time.



## POST EVENT POST EVENT

## WHAT CHEMLINKED CAN OFFER?

「Continuous Promotion for Additional Exposure and Leads」

All the webinar materials including *slides and video recordings* will be uploaded on ChemLinked's website under "Webinar" column. Viewers can access your recording at any time.

The screenshot displays the ChemLinked website interface. At the top, the ChemLinked logo is on the left, and navigation links for Home, News, Foodpedia, Database, Events, Membership, and Compliance Service are in the center. On the right, there are links for 'REQUEST A DEMO' and 'Free Trial'. Below the navigation bar, a search bar and filter options are visible. The main content area features three webinar cards. Each card includes a 'FREE' tag, a 'WEBINAR' icon, a title, a date, a speaker's name and photo, a 'Register Now >' button, and a price tag at the bottom.

Webinar Title	Date	Speaker	Price	Status
Market Access of Food Contact Plastics and Paper in China	Oct. 26, 2021	Aaron Cheng, FOM Business Manager	FREE	Open For Registration
Introduction of New Food Additive Registration in China	Oct. 20, 2021	Daisy Luo, Senior Regulatory Specialist	FREE	Open For Registration
Tips to Skillfully Make Claims on Prepackaged Food in China	Oct. 14, 2021	Yuanzhao Yu, Food regulatory affairs specialist	\$19	Open For Registration



## POST EVENT POST EVENT

## WHAT CHEMLINKED CAN OFFER?

### 「Feedback and Follow-up」

We will inform the registered audience and attendees when all the webinar materials are ready and uploaded on the website.

We will follow up with audience *via questionnaire, phone calls and emails* to enhance the connection between the audience and your brand, and serve as a bridge if the audience have any queries.

We can help facilitate and coordinate the cooperation between your company and prospective clients.

Hello,

I am a representative of our company TSC. Our products are manufactured in the USA. We are inquiring about the Responsible Person services and all requirements that are needed to sell our products in China. ***Are you able to provide us with a list of everything needed and a price quote for the services?***

Hi there,

Thank you for the insights provided during the webinar – “Market access to Thailand: All You Have to Know on Dietary Supplements Regulation”.

Going forward with ASEAN Harmonization on Health Supplements, does Thai FDA align with the ASEAN General Principles For Establishing Maximum Levels Of Vitamins And Minerals In Health Supplements?

Appreciate if the presenter is able to share some insights if TH FDA considers the maximum levels as stipulated in the ASEAN guidelines when it comes to Dietary Supplements. ***Also please help provide a quotation about dietary supplements registration for Thailand market.***

Thank you.

## POST EVENT *POST EVENT*

## WHAT CHEMLINKED CAN OFFER?

### 「Offer You a Webinar Participation Report」



Offer you a webinar participation report.

We will provide a comprehensive post-webinar report for you, containing the detailed schedule of your webinar's promotion process, the outcomes and results of all dissemination channels and the attendee list including attendee's name, company, job position, contact information and questions.

This report has a great chance to generate high business value for your company continuously.

## COOPERATION PROCESS

### Understand Your Needs

We will provide one-on-one service to help you better understand our webinar campaign service and develop a promotion plan.

### Design Artworks for Multi-scenario Publicity

Our designer will make a series of webinar promotional artworks after the webinar topic and speakers are confirmed. The promotional materials are consist of posters, banners, pop-ups, etc.

### Launch the Webinar and Execute Advertising Through Multiple Channels

Adjust the strategy flexibly according to the advertising effect and regularly report to you.

### Final Report

We will provide a final report containing all information on the execution of the project: the detailed schedule of your webinar's promotion process, the outcomes of all dissemination channels, and the attendee list including attendee's name, company, job position, contact information and questions.

### Plan and Review your Webinar Content

We will organize a topic selection meeting to help you better set up the webinar content framework. Our editorial team will also assist you in revising and proofreading the webinar promotion materials.

### Determine Promotion Schedule, Platforms, and Target Audience

- Determine the promotion process and schedule.
- Screen the target audience from ChemLinked user database according to their profile.
- Determine the proper social media platform for exposure.

### Assistance Before the Event

Providing editorial suggestions for the content and language expression of your script and slides, and arrange a rehearsal before the event

# REACH24H

[WWW.REACH24H.COM](http://WWW.REACH24H.COM)

Founded in 2009, REACH24H is a Consulting Company specialized in providing one-stop global market access services to companies in the field of industrial chemicals, agrochemicals, cosmetics, food and food contact materials.


By creating a 24-hour global consulting service network and a technical expert team, REACH24H helps enterprises with their high-quality products take an initiative to trade, improving their understanding of technical barriers and assisting international trade departments and businesses to move from passive to active in the global market. To date, REACH24H has helped nearly 9,000 companies worldwide overcome technical trade barriers to smoothly navigate the global market.


# CHEMLINKED

[WWW.CHEMLINKED.COM](http://WWW.CHEMLINKED.COM)

ChemLinked, launched by REACH24H Consulting Group, is a leading provider of Asia-Pacific regulatory information and market intelligence across chemical, food, cosmetic and agrochemical industries.

Over the years of constantly growing, ChemLinked has received high praise and now has 50,000+ registered members and 40,000+ newsletter recipients from more than 100 countries.

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