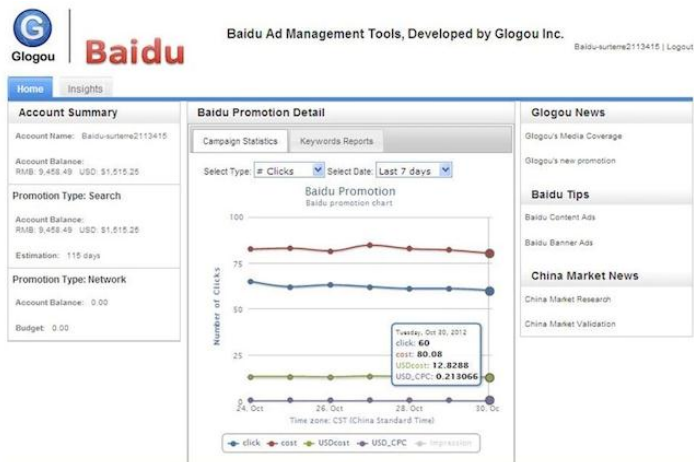


2013

# How to Advertise on Baidu by Glogou Inc.



The World Only English Interface For Baidu Ad Platform  
Glogou Help You Run Effective Search Engine Marketing in China



*Innovative Technology Solutions  
from Silicon Valley  
Bring the Best ROI to  
You*

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*English Interface to Baidu Ad Platform*

<http://glogou.com/adbauid/>



# How To Advertise on Baidu ?

## **Before Advertising on Baidu, ask yourself the following questions:**

Why do you want to advertise on Baidu? Do you want to sell your products and services in China? Do you want to get some publicity in China? Do you just want to get some web traffic from China?

If you have a clear goal in mind, you have a good start. For example, if you want to sell your products and services in China, you should conduct some studies to find out if you have potential customers in China. We all know that China has a large population, as well as over 400 million Internet users. But will they necessarily buy your products? However, if you validate the market and find out, for example, that your competitors have sold their products in China, or if you discover that similar products have been sold in China, these findings could give you some indication that you may be able to sell your products in China as well.

## **What does Baidu do and what does it not do?**

**DO:** Baidu is the major search engine in China. It can help you reach potential customers in China.



DOES NOT: Baidu does NOT have an English language interface, and it does NOT accept credit cards as a means of payment. It only accepts payment in Chinese local currency.

## **Does Glogou help with language and ?**

Yes, Glogou can help you overcome the language barrier. We will help you run your ad campaigns on Baidu, translate Baidu reports into English for you, and assist you in choosing keywords in Chinese and English.

## **Do You Help with Payment ?**

We will also help you with payment. Baidu does not accept credit card payment. And It is not easy to pay Baidu with wire transfer. You can pay us with any major currency, we will pay Baidu with Chinese Currency.

## **What are the similarities and differences between Baidu Ads and Google Ads?**

Baidu has pay-per-click (PPC) advertising programs that are similar to Google's Adword and Adsense. The major differences are the payment methods, the interface language, and the response time.

- **Payment methods:** Baidu does not accept credit cards as a mean of payment. Customers have to deposit money into a Baidu account before starting a campaign.
- **Language interface:** Baidu does not support English language interfaces.
- **Response time:** Baidu's advertising program requires manual approval. Baidu representatives will manually approve the creation of an account and every keyword. These procedures may take some time.

## **What are Glogou's services ?**



To begin with, we carry out preliminary market research to see if there is a chance for your business to succeed in China before you spend your advertising budget on Baidu.

What do Glogou services include?

- **Keyword Optimization:** We help you to save money by choosing the most cost-effective keywords.
- **Payment:** We help you to handle the payment. You can pay us in US dollars, and we pay Baidu in Chinese currency
- **Chinese Language Assistance:** We help you write ads in Chinese and in English according to Baidu's guidelines.
- We generate reports in English on a bi-weekly basis.
- We create a Chinese version of your website and landing page for you.
- **Baidu SEO(BSEO),** We can help you to do a search engine optimization for Baidu.
- **Conversion Ratio Improvement Consulting:** We can assist you in improving your conversion ratio by using our knowledge of the Chinese market, Chinese Internet users' online behavior, Baidu's search technology, and ad program. We will help you to get real customers and business opportunities from China, not just more web traffic.

## **Steps to run Ad campaign on Baidu**

- **Step 1: Open an account with Baidu.**  
Baidu requires a certain service fee in order to open an account, as well as an initial deposit.
- **Step 2: Choose your landing pages.**
- **Step 3. Choose your initial keywords.**
- **Step 4. Write short keywords advertisement descriptions.**
- **Step 5. Submit these to Baidu and wait for Baidu's service representatives to approve these selections.**

Following this approval, you may start running your ad campaign. Whenever you



want to change keywords, you have to resubmit your keywords and get approval from Baidu's representatives.

This is because Baidu does not allow advertisements regarding topics such as gambling, pornography, sensitive political issues or fake medicine, etc.

Baidu has one strict rule about landing pages: the keywords must be shown on the landing pages.

Because every step involves manual approval, you will need to communicate with Baidu's representatives. We will help you with all these procedures.



### Example: Locations of Your Ads on Baidu's search result pages

The screenshot shows a Baidu search result page for 'mercedes-benz'. Three arrows point to specific areas:

- Your ads on Baidu pages:** Points to the top right area containing promotional banners and sponsored links.
- Regular search results:** Points to the main list of search results, including the official Mercedes-Benz China homepage.
- Another 'Your ads on Baidu pages' arrow:** Points to a vertical column of sponsored links on the right side of the page.