

# DIGITAL MARKETING: REACHING A CHINESE AUDIENCE



## Global Interception: The Chinese Investor Network

High-Impact Reach Beyond the "Great Firewall."

### The Digital Bridge

Australian property portals and Global Social and Search platforms have zero visibility within China's digital borders. Digital campaigns across LinkedIn, META and Google are great for reaching an Australian Chinese and Expat audience, but are not accessible at scale in China.

We bridge this gap by placing your property where high-net-worth Chinese investors actually spend their time.

### Mainland Chinese - Bypassing the Firewall:

We bypass traditional search restrictions to place your property in front of buyers on Juwai, WeChat, Baidu, and Xiaohongshu (Little Red Book).



### Chinese Expats - Intercepting the Elite:

We target wealthy expat Chinese families and investors researching Australian investment assets across Australia, Hong Kong and Singapore with highly targeted LinkedIn, Google and META digital placement.

facebook

Instagram

LinkedIn

Google

*\*Chinese buyers are the world's most active cross-border property investors. From April 2024 to March 2025, they invested \$13.7 billion in U.S. residential real estate alone—more than double the previous year while pouring RM31 billion into Malaysia in 2024, the second-largest Chinese capital inflow on record. With 68% making all-cash purchases, these are decisive, financially qualified buyers ready to act.*

DIGITAL DRIVING MORE LEADS FOR YOUR PROPERTY

# Digital Campaign Packages

## The Platforms: Reaching The Chinese Mainland Investor

- **Juwai.com (Active Property Search):** The Number 1 Chinese Property Portal. While social platforms intercept the "Passive" buyer, Juwai captures "Active" international intent. Juwai is the largest international property platform in China, hosted behind the "Great Firewall" to ensure your property is visible where Australian sites are often blocked.
- **Xiaohongshu /Little Red Book (Passive Lifestyle Reach):** The "Instagram of China" and the #1 platform for prestige lifestyle research. Perfect for showcasing the emotional appeal of acreage and luxury estates. (pricing based on property brief)
- **Baidu (Active Search think Google):** The "Google of China." We intercept the active 30% of buyers who are specifically searching for Australian property opportunities. (pricing based on property brief)
- **WeChat (Trust & Strategic Networking):** WeChat is the "closed-loop" where high-net-worth (HNW) investors discuss opportunities in private groups and circles. It is the digital equivalent of a private boardroom. WeChat isn't where they find property; it's where they verify the opportunity and finalize the trust. (pricing based on property brief)



## Reach Over 4.6 Billion Residents of Asia

- **10 Million - Monthly Active Users**
- Access a highly targeted pool of buyers from China, Southeast Asia and beyond
- Includes translation with tone, context, and cultural nuance to make your property resonate with discerning buyers.
- Primary audience is Chinese-speaking buyers in Mainland China, Hong Kong, Taiwan, and Singapore, Juwai.com also attracts global users from across Asia, the US, Canada, and Europe who prefer browsing in Chinese.
- All enquiries are translated and delivered directly to your email.
- Packages starting from \$2,945 AUD (includes listing, photos, logo and agent details, translation, location mapping, enquiry form, currency convertor, english and chinese versions, pricing subject to currency fluctuations)



# Digital Campaign Packages

## The Platforms: Reaching The Chinese Expat Investor

Our **Chinese Expat Digital Packages** are precision-engineered to intercept high-net-worth investors across Australia, Singapore, and Hong Kong. By integrating **LinkedIn's** professional targeting with **Meta** and **Google's** high-intent search power, we surround affluent Chinese expats in the environments where they manage their global wealth.

We anchor these campaigns in our **proprietary database of active Chinese investors**, bypassing general "browsers" to place your rural enterprise directly in front of those with the financial capacity and "safe haven" interest required for large-scale Australian land acquisitions.

The power of this strategy lies in finding the right investors, not just a higher volume. We utilize **Pixel data** and **Retargeting** to ensure that once a prospect engages with your farming asset, it remains omnipresent in their digital world. By leveraging **Lookalike Audiences** and **platform-level insights**, we identify new buyers whose digital footprints—from international agribusiness research to luxury brand affinity—match our highest-performing investors.

This creates a data-driven ecosystem that prioritizes verified intent, delivering qualified leads who view Australian rural property as a critical pillar of their long-term investment portfolio.

	<b>Price AUD excl. GST</b>	<b>META</b> Lifestyle and Aspirational Discovery	<b>Google Discovery</b> Searching for Australian Property opportunities	<b>LinkedIn</b> Executive Capital Targeting decision-makers: CEOs, Business Owners, High-Net-Worth	<b>Database</b> Proprietary Chinese Investor Intelligence
<b>Premium Campaign</b> <b>4 weeks - Domestic Australian Market</b> Australian Chinese + Chinese Expat campaign	\$2900- \$3600	✓	✓	✓	✓
<b>Platinum Package</b> <b>4 weeks - Domestic + Hong Kong</b> Strengthen your coverage and place your property in front of the Hong Kong Chinese investor	\$4200- \$5000	✓	✓	✓	✓
<b>Elite Package</b> <b>4 weeks - Domestic + Hong Kong + Singapore</b> Establish dominance through total coverage of Chinese Expat markets	\$5000- \$5800	✓	✓	✓	✓