



MAILMAN
★ SOCIALIZING BUSINESS ★



MAILMAN

RED CARD

produced by Mailman Group

Mailman is a leading digital, technology & social media company.



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WHAT IS THE MAILMAN 'RED CARD'

We simply measure a clubs communication with a Chinese fan. The Mailman 'Red Card' (MRC) delivers a comprehensive review of organizations present day communication toward a global Chinese customer. Points are awarded based on 4 key areas including: Website Effectiveness, Chinese Social Media, Online Marketing and Mobile.

Upon receiving the 'Red Card' you, the organization will have a clearer interpretation of the key areas for growth and fan development you could employ. Each club is addressed with a level playing field, with the review being based solely on items 'all organizations' can adopt.

CLUB	WEBSITE EFFECTIVENESS	SOCIAL MEDIA ACTIVITY	ONLINE MARKETING	MOBILE	PTS
 <i>Man Utd</i>	32	15	8	12	67
 <i>Barcelona</i>	36	12	10	0	58
 <i>AC Milan</i>	36	0	4	12	52
 <i>Juventus</i>	36	12	4	0	52
 <i>Liverpool</i>	16	12	4	12	44
 <i>Chelsea</i>	36	0	4	0	40
 <i>Inter Milan</i>	36	0	4	0	40
 <i>Arsenal</i>	32	0	6	0	38
 <i>Real Madrid</i>	16	0	10	12	38
 <i>Man City</i>	8	0	4	0	12
 <i>Tottenham</i>	4	0	4	0	8

- ★ **Barcelona** have established a QQ page with 620 thousand fans.
- ★ **AC Milan, Inter Milan** in 2009 and 2011 the Italian Cup Final was played in Beijing generating huge support for the top clubs AC and Inter.
- ★ **Arsenal** have no official presence on Chinese Social Media, however there are three popular pages run by fans with 100+ followers.

Size doesn't matter.

In 2004, lower league team Stockport County FC attracted a bigger crowd for one of its tour matches in China than both European giants Manchester United and Barcelona achieved in their subsequent fixtures in the country. County were watched by more than 25,000 Chinese fans, whilst United attracted a little over 23,000 in Beijing and Barcelona less than 9,000 in Shanghai.

WEBSITE EFFECTIVENESS

The website is often the first port of contact for any would be Chinese fan. It is essential your organisation's website features content in Chinese, is user friendly and is socially the norm for a mainland audience. Ecommerce provides enormous opportunities for clubs looking to create an immediate ROI, with social media in China a key factor in establishing that relationship.

Functionality: The MRC reviews the website functionality in terms of its technology and load speed to a mainland Chinese audience. Often this may require local hosting with a 'cn' domain however many sites are able to provide speed regardless.

E-Commerce: The ability to purchase products and have them shipped to China is paramount to ecommerce success. We review the store's Chinese language option, payment options and customer service to support a Chinese customer.

Chinese Social Media: We then review the Chinese social media integration for content and general website support, ensuring the key Chinese social network icons exist and the club is easily 'followed'.

Site Aesthetics: How relevant is the website to a Chinese customer? Does it feature Chinese players, fans or others connected to the club? These questions address how 'socially' ready the website is to encourage Chinese engagement.

CHINA SOCIAL MEDIA

How active is your organisation throughout China's vast social media landscape? This can often be the first step a club makes towards a successful Chinese digital strategy. China hosts many 'key' micro-blogging, forum and social network sites which all claim to be the country's leader. We review your organisation's communication through just a handful of key social networking services.

Micro blogging: We explore your brand presence across key sites such as Sina Weibo, 163 and QQ. We then review how engaged the followers are through comments, forwards and general activity. We review any moderation that is required and total fan numbers.

China Video sites: Youku and Tudou are the major video sharing sites in China - they provide a great platform to share and grow engagement through video content. We review official presence across those sites, including total views, activity and popularity.

Social Network Sites: Renren, Kaixin and Douban are the leading social network sites hosting millions of potential fans - we explore official groups across those, general engagement in them and total numbers. We explore content integration throughout those sites and its syndication to your website.

ONLINE MARKETING

Online marketing can take various forms. Mostly it can be active – using banners, paid bloggers and more aggressive content pushing. Alternatively it can be more passive through key search words throughout your site and newsletter engagement.

SEO: How optimized is your website for Chinese traffic? Are your pages lilted with Chinese character references for Chinese search engines Baidu / Google? We explore these key questions and more to establish how advanced your website is to support organic search.

Newsletter: Is there a regular Chinese version of your club newsletter? Are you capturing registrations in Chinese to continue the conversation? How frequent is it and how localized is the content?

CHINA SOCIAL MEDIA

China is fast becoming the most mobile savvy country in the world. Although paid applications are almost nonexistent, free applications have made great headway into the market. We explore all manner of mobile trends from access to content, mobile commerce and integration of your communication via a mobile device.

Applications & mobile sites: We explore your organisation's support through mobile technology in tablets, cell phones and mobile websites. We explore compatibility, localized content and accessibility.

WHO IS MAILMAN?

Headquartered in Shanghai, with offices around the world we are a leading Chinese digital, social media & technology company. We ensure major sporting organizations connect with a wider Chinese consumer through social media, digital marketing and fan management. Through our unique understanding of the Chinese environment we create systems to ensure a constant flow of traffic to your branded Chinese social network, website and realization of commercial goals.

WHAT NEXT?

For a more comprehensive review of your club's China activity contact info@mailmangroup.com

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