

Dianping offer

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Introduction

On the following pages the services of EF Consult on the Dianping platform is introduced.

In this offer, the core Dianping product/service of Enhanced Profile is introduced.

In the following offer we have emphasized to not only outline the financial price of rolling out Dianping, but also which resources are needed both from our side and your side, so as to give you a complete picture.

Enhanced profile

Enhanced Profile includes

- 5 images in profile image slide
- 5 albums with official images
- 3 recommended dishes
- 5 coupons
- Brand story

We supply

- Content translation
- All related set up in Dianping backend

You supply

Images*

- 1 album with 5 pictures for profile slider (landscape)
- Up to 5 albums with 10 pictures (portrait/landscape)
- 5 images for brand story (landscape)
- 5 images for each of the 3 recommended dishes (landscape)
- 1 image per coupon (landscape)

Information

- Address
- Contact info
- Text for brand story (150–300 Chinese characters)
- Text for coupons (max. 48 characters per coupon)

*Min. width: 600px



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Click campaigns

This offer includes RMB3000 to be spent on CPC advertising. This amount will be used inside a timeframe which is agreed upon between you and EF Consult with a daily budget distributed over any/all three ad platforms (search result, pushmessages and display). Click prices starts at 1 RMB, and we do running optimisation.



Prices

<i>Product</i>	<i>Prices ex. VAT</i>
1 Enhanced Profile 1 year 3.000 RMB marketing credits for click campaigns	11.000 RMB*
One time setup fee	4000 DKK

* Billed in EUR

Thank you!

Contact

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