



# ***SPECIAL PACKAGE TO VOLVO CARS MARKHAM***

## **Re: Chinese Market Digital Targeting**

A PROPOSAL BY  
TORONTO DIGITAL MARKETING INC,

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**TORONTO**  
Digital Marketing Inc.

## Basic information

This marketing proposal is based on an extensive analysis of market trends and tailored strategies unique to your dealership's needs.

The goal of this project is to generate leads and increase brand awareness within the Chinese market. By optimizing digital advertising for sales events and building a strong presence across Chinese social media networks, we will ensure that potential Chinese customers are reached through multiple channels.

Our strategy includes a combination of:

- Google Display Network (GDN) campaign
- Google Search Ad (PPC) Campaign
- Facebook + Instagram Campaign (Chinese-language targeting)
- WeChat Sale Event Promotion
- REDnote (小红书) Content Sale Event Posting
- Chinese Landing Page for Monthly Sale Event

Through this multi-channel approach, we will implement targeted advertising plans that maximize exposure, engage Chinese audiences effectively, and help your dealership achieve its marketing goals.

## What We Can Offer



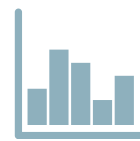
Content Creation



Advertising Campaigns



Social Media Marketing



Tracking Set-up & Data Report

## Full Digital Marketing Services



Graphic Design



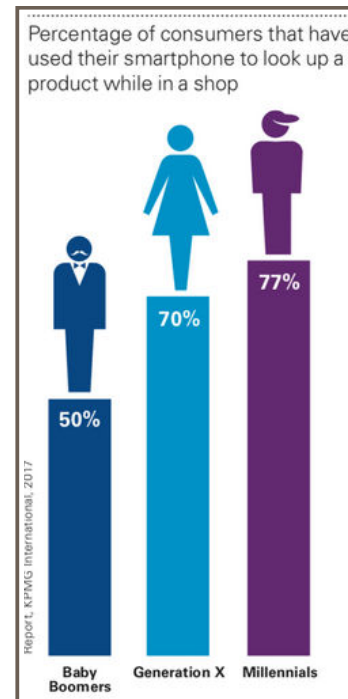
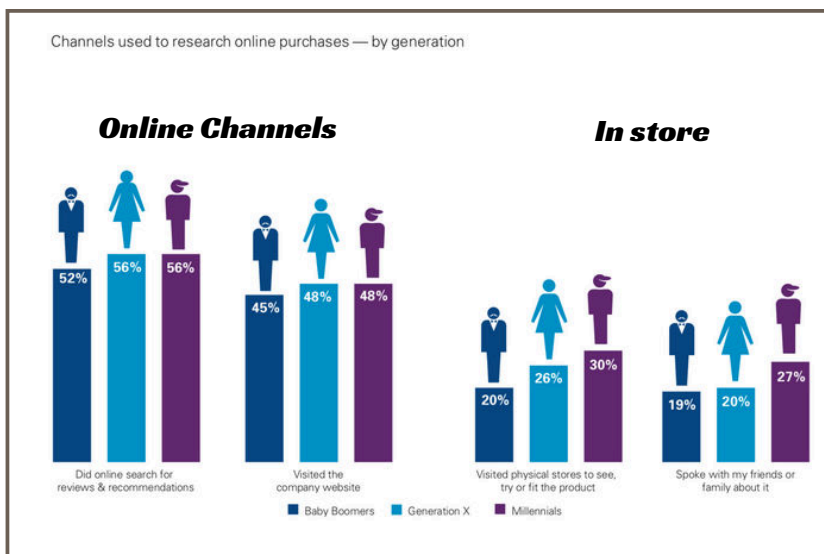
Video Production



Local Online Marketing

## Why Digital Marketing Matters

The latest GlobalWebIndex (2024) report shows that consumers now expect commerce and social media to be fully integrated. Shoppers increasingly discover brands, evaluate products, and make purchase decisions directly through social platforms, not just via traditional search. For Chinese consumers, social media is not only for entertainment but also a key source of pre-purchase information — reading reviews, watching demos, and interacting with brand content (PMC).



- Around 70% of consumers have used their smartphones to look up a product while in a store, showing how digital channels influence even in-person shopping.

### According to Google:

- Nearly 9 out of 10 Canadians research their car purchase online before visiting a dealership.
- 93% of those who research online still complete the purchase in person at the dealership.
- The buying journey is increasingly hybrid — consumers rely on search, video content, comparison tools, and reviews before ever stepping into a showroom.



According to Forbes, 82% of users use online sources when researching a vehicle

## **Chinese Market in Markham / GTA**

### **Chinese Ethnic Population in Markham / Unionville**

- According to the 2021 Census, about 59.2% of residents in the Markham–Unionville electoral district reported Chinese as their ethnic/cultural origin (Statistics Canada).
- Other sources estimate the proportion as high as 66.6% (Wikipedia).
- Markham's overall population is projected to reach ~346,331 by 2025, up from ~338,503 in 2021 (World Population Review).

### **Language & Cultural Markers**

- In 2021, 40.1% of Markham residents reported Chinese as their mother tongue (Markham Business).
- A significant share of the population speaks Mandarin or Cantonese at home, creating a large, addressable audience for Chinese-language social media and digital ads (AreaVibes).

### **Visible Minority & Immigrant Status**

- Markham has one of the highest proportions of visible minorities in Canada. Chinese is the single largest visible minority group, accounting for ~45–48% depending on the sub-region (City of Markham, Statistics Canada).
- A large number of residents are immigrants with strong ties to Chinese culture — which often translates into greater brand loyalty to heritage and a higher perceived value of premium and status brands like Volvo (City of Markham).

### **Household Income & Affluence Indicators**

- Data from 2016/2021 suggest that a significant share of Markham households have above-average incomes. For example, more than 1 in 10 households earned over CAD \$200,000 (City of Markham).
  - Combined with high property values and strong tech-sector employment, this indicates that disposable income in Markham is higher than many other parts of the GTA.

## **Strategy Proposal**

- **High Chinese Population in Markham:** Markham / Markham-Unionville has approximately 60% Chinese population, providing a large target base for Chinese-language digital campaigns.
- **Targeted Language & Platforms:** Campaigns in Mandarin and Cantonese across Chinese social platforms such as WeChat and RedBook (小红书) will effectively reach a wide segment of prospective buyers.
- **Expanded Reach on Mainstream Platforms:** Using Mandarin and Cantonese targeting on Facebook and Instagram will capture additional audiences, including Hong Kong, Taiwanese, and Mainland Chinese buyers.
- **Chinese Search Campaign (PPC):** Run targeted Chinese-language search ads (Mandarin and Cantonese keywords) on Google to capture high-intent local users actively looking for Volvo vehicles or dealership offers.
- **Google Display Network (GDN) Ads:** Leverage GDN to target Chinese websites and YouTube channels frequently visited by the community (identify top sites and channels with recent data). This ensures thorough coverage and increases the brand visibility of Volvo Markham.
- **Affluent Market:** Higher household incomes in Markham mean that residents are more likely to afford and consider luxury vehicles when targeted with the right message and platforms.

## Marketing Trends -

### Google Search Volume

- . Significant Growth in Google Searches for Volvo Cars Markham (Last 3 Months)**
- **High search volume** for “Volvo” in Ontario — up to 27,100 monthly searches, reflecting strong brand interest and market opportunity for vehicle sales.
- .Strong opportunity to grow Chinese buyers** — with only about 50 Chinese-language searches per month compared to Markham’s large Chinese population, showing clear potential for growth through targeted Chinese advertising.

<input type="checkbox"/> Keyword	↓	Avg. monthly searches	Three month change
Keyword ideas			
<input type="checkbox"/> volvo markham ontario		140	+86%
Keywords you provided			
<input type="checkbox"/> volvo gta		20	+50%
Keyword ideas			
<input type="checkbox"/> volvo dealership markham		10	-50%
<input type="checkbox"/> markham volvo dealer		10	

Significant Growth in Google Searches +85% for Volvo in Markham (Last 3 Months)

High search volume strong brand interest and more opportunity vehicle sale

<input type="checkbox"/> Keyword	↓	Avg. monthly searches	Three month change
<input type="checkbox"/> volvo		27,100	0%
Keyword ideas			
<input type="checkbox"/> volvo canada		14,800	0%
<input type="checkbox"/> volvo xc90		9,900	0%
<input type="checkbox"/> volvo cc90		9,900	0%
<input type="checkbox"/> volvo xc60		6,600	-19%
<input type="checkbox"/> volvo sc 60		6,600	-19%
<input type="checkbox"/> volvo xc 40		5,400	-18%
<input type="checkbox"/> polestar3		4,400	+52%
<input type="checkbox"/> volvo s60		2,900	-17%
<input type="checkbox"/> i60		2,900	-17%

Significant opportunity to expand Chinese buyers relative to the local population

<input type="checkbox"/> Keyword	↓	Avg. monthly searches	Three month change
Keywords you provided			
<input type="checkbox"/> 沃尔沃加拿大		50	0%
<input type="checkbox"/> 沃尔沃汽车		10	0%

## We Create Unique Campaigns That Help Your Business Grow in Chinese market. We Served 100+ Clients

### Why integrated digital marketing?

- By integrating your communication strategies through digital marketing in Chinese, you can tell your competitive sale in the Chinese market to your customers, leaving absolutely no room for doubt but just get result.
- By launching strategic internet marketing Chinese campaigns, you can **boost the chances from awareness, to engaging the excited purchase journey** to happy customers, with repeat campaign every month to loyal visits.

### Why Chinese market?

- Markham / Markham-Unionville has approximately 60% Chinese population, providing a large target base for Chinese-language digital campaigns.
- Data from 2016/2021 suggest that a significant share of Markham households have above-average incomes. For example, more than 1 in 10 households earned over CAD \$200,000 (City of Markham).

"A new study conducted by market research firm Vivintel, the custom research arm of Vividata, has found that nearly **1.2 million Chinese consumers** (aged 18 and over) in Canada account for **\$61 billion** in self-reported consumer spending."

— Retail Insider, December 6, 2019

### Why choose us?

We work hard to **beyond our clients' expectation**. With about 10+years in digital marketing service, Toronto Digital Marketing Inc. is an expert in helping companies **grow profits continuously in Chinese market and keep long-term quality brand image**.

### Our experienced offer - **Research | Content | Strategy | Campaign**

#### Fully Prepare for Success

- Research Data
- Search Analytics
- Brand & leads targeting selection
- Content data
- Strategy Campaign

...

#### Best Communication

- Develop Content
- Landing page, Function / Benefits collection Added
- Marketing Graphic Design
- Cleared Targeting
- Email form installed with collection ...

#### Strategy Planning

- New into the Market
- Event Marketing
- Long-term Marketing Growth
- Seasonal Campaign
- Website optimization

....

## Marketing Strategies

Channels Selection:

WeChat, REDnote , PPC, GDN, Facebook & Instagram,

Mission:

- Short - term: Boost sales
- Long - term: Grow brand continuously with high impression volume, Grow clients monthly sale revenue

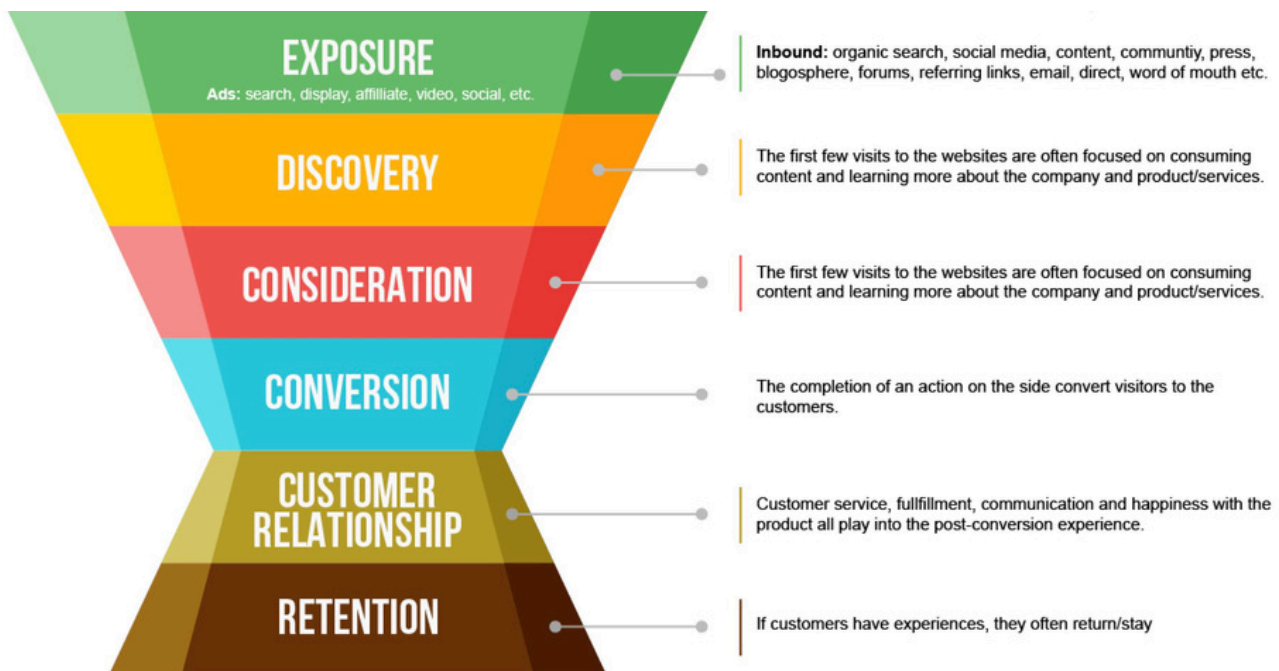
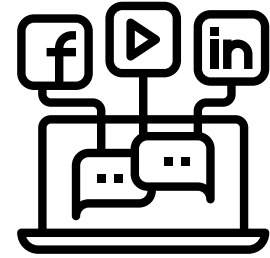
Target Audience:

Chinese in GTA

20 miles around Volvo Markham

Marketing method:

- Brand Awareness
- Brand Engagement
- Targeted Traffic
- Lead generation
- Build customer audiences



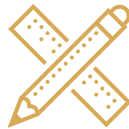
## 01 WeChat Marketing

200,000 individuals coverage in GTA

Our content creation process has 3 essential steps



Content Planning



Copywriting & Design



Targeting

### Why WeChat?

2 M

Monthly active users  
in Canada

90 Mins

50% of users use WeChat  
> 90mins per day

65%

% of all monthly active  
users born in 80s or 90s

No.1

The most  
cost-effective way among  
Chinese community

### Method:

- Sale Event - Produce pure sale advertising:  
Post market to **200,000 Chinese** through multiple channels on WeChat as:  
Friends moments, **500 WeChat groups** and publish on our official account  
with 35000 subscribes.
- Branding - Brand picture in sale message marketing post on **20,000 moments  
friends** through our 8 personal WeChat accounts, remarketing 15 days



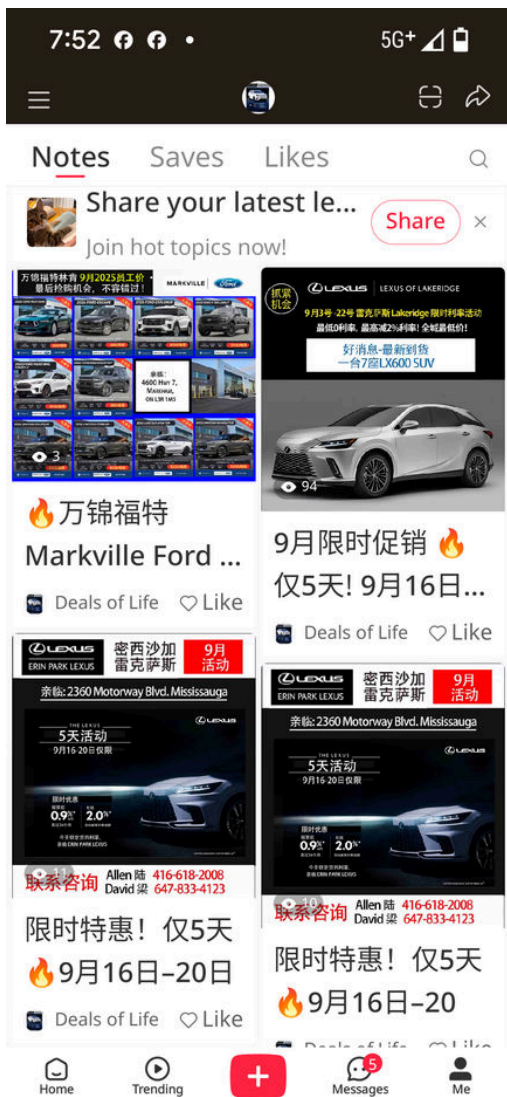
Pure ad post publish on daily news site  
and share to 500 groups and moments



Picture ads share on friends  
moments and 500 groups

## 02 REDnote (小红书) Monthly Marketing

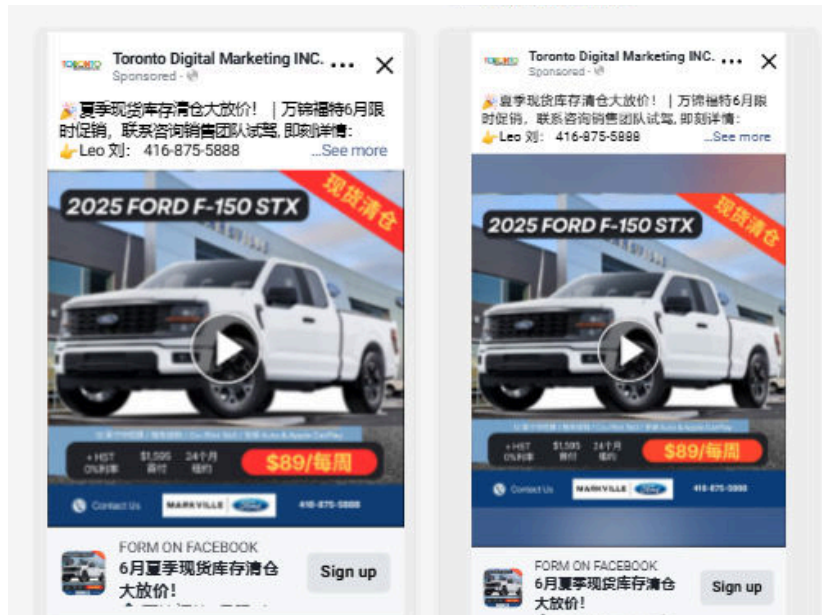
- **Massive User Base:** With over 200 million registered users as of 2023, RedBook offers access to one of the largest and most engaged Chinese social platforms. This provides a vast audience for dealership promotions.
- **Brand Visibility & Awareness:** By posting regular monthly sale events and promotional articles on RedBook, the dealership can significantly increase visibility among Chinese consumers. Each sale event post not only drives awareness but also generates qualified leads.
- **Community Trust:** RedBook's community-driven model emphasizes authentic reviews and peer recommendations. A consistent, credible presence on the platform helps build trust and reputation, positioning the dealership as the preferred choice for Chinese buyers.



## 03 Facebook/Instagram Paid Campaign

### Method:

- Awareness marketing to gain trust in our client's brand: Traffic impressions to selected individuals.
- Lead generation campaign for get client leads: targeting highly selected interest Chinese individuals in select around 20 miles with monthly sale event message.



## 04 Chinese SEO Landing Page

A dedicated Chinese-language landing page will be built with an opt-in lead form to capture potential customers. The page will be optimized with high-volume Chinese keywords and include:

- Brand introduction, dealership value, and credibility highlights
- Listings of vehicles and service offerings
- Integrated lead capture that delivers inquiries directly to the client's email



## 05 Google Display Network Campaign

### Method:

**Our GDN strategy will be divided into two ad groups for maximum reach and precision:**

1. In-Market Audience Group – Targeting Chinese individuals who are actively searching for or considering luxury vehicles within a 20-mile radius of the dealership.
2. Custom Intent Group – Targeting Chinese consumers through carefully selected Chinese websites and YouTube channels most frequently visited by this audience.

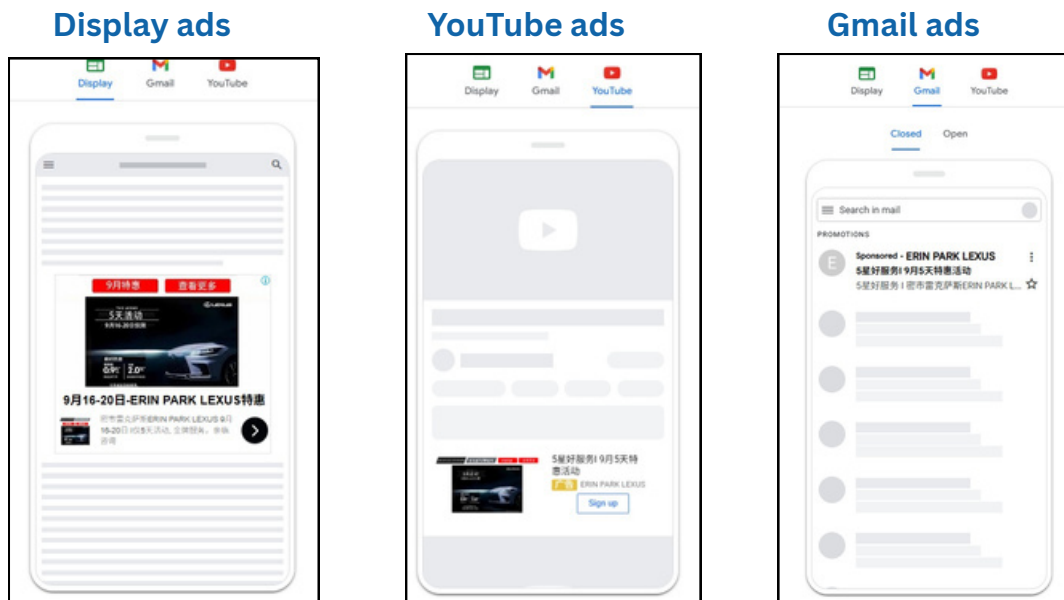
### Campaign Goals:

- Awareness Marketing: Drive traffic impressions to build brand trust and recognition among Chinese consumers.
- Lead Generation: Deliver monthly sale event messages to highly targeted audiences, generating qualified leads directly for the dealership.

10+ Versions created



Sample ads



## 06 Google Search Campaign

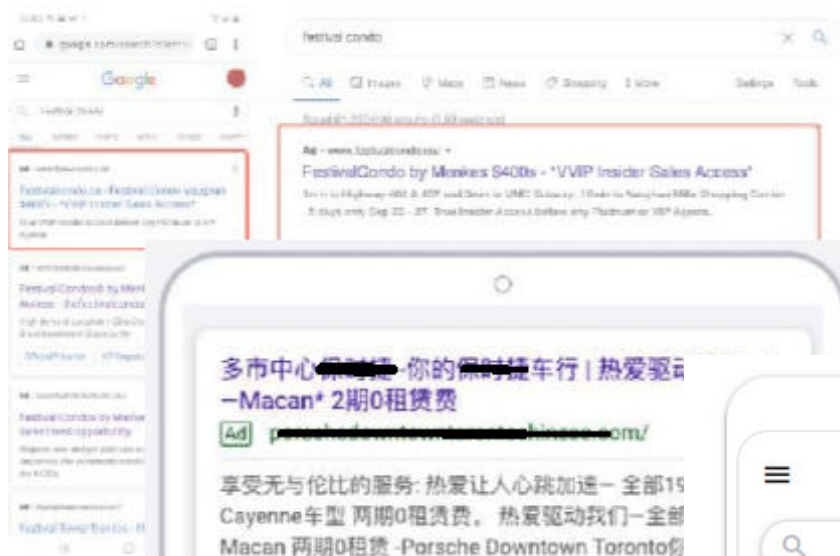
### Method:

**Our Search strategy will be divided into two ad groups for precision and relevance:**

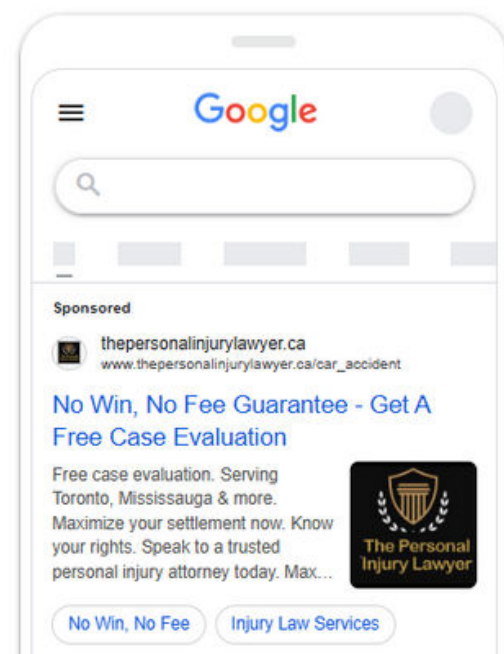
1. Branded & Model Search Group – Targeting Chinese consumers actively searching for “Volvo” or specific Volvo models in Mandarin or Cantonese within a 20-mile radius of the dealership.
2. Interest & Intent Keyword Group – Targeting Chinese consumers using high-intent keywords related to luxury vehicles, car financing, and dealership services, capturing those in-market for purchasing.

### Campaign Goals:

- Awareness Marketing: Reach Chinese buyers actively searching online, increasing brand visibility and trust in the local market.
- Lead Generation: Drive inquiries and test-drive bookings by directing search traffic to tailored Chinese-language landing pages, generating qualified leads for the dealership.



### Sample Chinese PPC ads



## Special Offer - Volvo Markham

**\$6000 / month**

Regular: \$10,000/Month

### 1. WeChat Marketing

✓ Pure sale ad post publish on daily news site – 35,000 followers on content writing on full introduction on sale deals and company, monthly promotion sale message updates.

✓ Picture ad with monthly sale message post on 20,000 friends moments and 500 groups through our 6 personal accounts

### 2. REDnote monthly sale posting

Monthly sale messages with picture ads and a promotional article will be created and posted across our RedBook platforms to drive inquiries and generate qualified sales leads.

### 3. Facebook + Instagram

✓ Awareness campaign to gain more visibility to your brand among Chinese community: High traffic impression to selected individuals in selected miles.

✓ Lead generation campaign target highly selected interested individuals with accurate monthly sale messages for get result in leads.

### 4. Search Ad ( PPC)

- Branded & Model Search Group – Targeting Chinese consumer in Mandarin or Cantonese within a 20-mile radius of the dealership.
- Interest & Intent Keyword Group – Targeting Chinese consumers related to luxury vehicles, car financing, capturing those in-market for purchasing.

### 5. GDN

✓ In-Market Audience Group – Targeting Chinese individuals who are actively searching for or considering luxury vehicles within a 20-mile radius

✓ Custom Intent Group – Targeting Chinese consumers through carefully selected Chinese websites and YouTube channels most frequently visited by this audience.

### 6. SEO Chinese landing page

Dedicated Chinese-language landing page will be built with an opt-in lead form will update monthly in its sale optimized with high-volume Chinese keywords

### Production

✓ WeChat ad post: content writing and graphic design and monthly update event

✓ FB : Up to 8 well-designed picture ads for each deals in its monthly sale/ functions message, Create slide video ad used for effective result.

✓ GDN : 10+ well-designed picture ads for its monthly sale including mobile ads.

✓ Landing page production + Lead form creation, graphic design in landing page.

Such as: Sale, Credits, Car dealership Intro, Testimonies, Galleries of cars, etc.

✓ Include ads fee paid to platforms: FB and Google

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Digital  
Marketing  
Inc.**

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**Thank you,  
We look forward to  
the opportunity to serve you!**

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