

2026 China Market Entry 9-Channel Checklist

A Practical Tool for Nordic & European Industrial SMEs

Build a resilient, future-proof customer pipeline in China

DBIC | Your China Back-Office Since 2013

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How to Use This Checklist

You don't need to launch all 9 channels at once. Roll them out in three stages:

VALIDATION (Months 0-6): Start with 3 low-cost channels to confirm real demand.

GROWTH (Months 6-18): Build your own content and contact assets.

SCALE (Months 18+): Layer in referral and partner channels to compound.

Core Principle: No single channel delivers long-term stability.

1

China-Optimized Company Website

DIGITAL FOUNDATION | Validation STAGE

- ☐ Create a lightweight Chinese landing page (not a full e-commerce site)
- ☐ Include clear product specifications and verified case studies
- ☐ Provide traceable contact details
- ☐ Optimize for domestic network speeds
- ☐ Build with structured data that AI search tools can reference

2

Local Search + AI Search Visibility

ORGANIC LEAD FLOW | Growth STAGE

- ☐ Optimize content around long-tail buyer questions
- ☐ Publish authoritative content on official site and WeChat
- ☐ Align WeChat Search strategy with AI-powered search (Doubao, Wenxin, Tongyi)
- ☐ Create content for compliance requirements and local application cases
- ☐ Commit to consistent output for 6-12 months

3

Targeted Digital Ad Testing

DEMAND VALIDATION | Validation STAGE

- ☐ Run Baidu keyword ads for high-intent buyers
- ☐ Test WeChat targeted ads by industry, company size, and job function
- ☐ Experiment with Douyin B2B short-form ads (factory tours, product demos)
- ☐ Try Xiaohongshu for design-led brands and premium B2B products
- ☐ Run 2-3 small-budget tests in parallel
- ☐ Use a downloadable industry guide or compliance checklist as lead magnet
- ☐ Measure qualified inquiry volume, not clicks or views

4

Dual-Track Decision-Maker Outreach

TARGETED OUTREACH | Growth STAGE

- ☐ Use LinkedIn for buyers in international-facing roles
- ☐ Leverage chambers of commerce for warm introductions to domestic players
- ☐ Always reference a shared connection or specific pain point
- ☐ Build a warm referral network (5x more effective than cold outreach)

5

Video-Based Trust Building

TRUST BUILDING | Growth STAGE

- ☐ Film short clips of factory floor and production lines
- ☐ Record quality control procedures
- ☐ Document real client installations
- ☐ Distribute across website, WeChat Video Account, and Douyin
- ☐ Use authentic operational footage (not corporate video)

6

Verified Buyer & Supplier Databases

PRECISION TARGETING | Growth STAGE

- ☐ Filter domestic public tender records for active buyers
- ☐ Use industry vertical platforms for lead lists
- ☐ Filter by company size, recent procurement history, and product scope
- ☐ Use these lists for ad audience targeting (never mass email)
- ☐ Build a proprietary contact list for structured phone follow-up

7

Domestic Industry Trade Shows

RELATIONSHIP BUILDING | Validation STAGE

- ☐ Attend 1-2 leading shows as a visitor first
- ☐ Pre-book 5-8 one-on-one meetings via pre-show outreach
- ☐ Validate buyer interest before committing to a booth
- ☐ Combine show presence with pre-show digital ads

8

Targeted Teleprospecting

LEAD QUALIFICATION | Scale STAGE

- ☐ Only call pre-vetted contacts (never cold dial randomly)
- ☐ Goal: confirm need, map decision-making, and book a formal discussion
- ☐ Ensure full compliance with China's telemarketing regulations
- ☐ For technical B2B, this cuts lead qualification time by 40-60%

9

Reference Clients & Partner Referrals

HIGHEST CONVERSION | Scale STAGE

- ☐ Over-deliver for your first 1-2 clients
- ☐ Ask for introductions after delivering measurable results
- ☐ Build reciprocal referral arrangements with local service partners
- ☐ Partner with logistics firms, law offices, and compliance providers
- ☐ Word of mouth remains the most powerful growth engine in China

Ready to Build Your China Pipeline?

From market validation to entity setup and daily operations:
we're happy to walk through what makes sense for your business.

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