

Regroup Media to Launch in China Q2 2014

Written by Australian Business

(PRLEAP.COM) February 5, 2014 - Regroup Media, the digital marketing group has announced plans to launch a Asian HQ during 2014 to cater for the increased volume of business they are now handling in emerging markets.

Regroup Media, formed in 2011, provide digital marketing consultancy, customer acquisition and brand awareness services for an expanding Client-base spanning luxury retail and finance sectors. A key focus of the business is helping Western brands to enter emerging markets, notably China, where market size and increased affluence and appetite for all things luxury has made this a compelling market for brands with global reach.

With an online population of over half a billion, the Chinese digital landscape is both exciting and challenging for Western brands. With no Facebook and Twitter, and Google owning under 2% of the market, the key channels to market are very different.

Regroup has become a market-leader in providing digital services for emerging markets and the setting up of an office in China is a firm statement of intent for future growth in this market.

Formed by experienced marketers and technicians, Regroup is committed to helping clients define and action strategy for growth in the digital domain, providing results-based digital marketing services spanning Search (SEO & PPC), Social, Mobile, and Affiliate.

For more information please visit www.regroup-media.co.uk