



Digital overseas service Take digitalization as a vessel, and sail the brand far away.

Marketing Empowerment · Global Intelligence

Xiamen Xinhua Zhihui Network Technology Co., Ltd. 





Xinhuo Zhihui

A leading comprehensive digital service enterprise driven by the dual engines of **"technology + operation"**. We **specialize in providing global brand growth solutions for domestic and foreign enterprises**, and are a core strategic partner in brand globalization promotion and local deepening.

We assist businesses in achieving brand exposure, precise customer acquisition, and traffic monetization through a full-chain service offering, encompassing **Google SEO optimization, overseas social media matrix operation, influencer marketing overseas, independent website construction and optimization, as well as precise overseas advertising targeting.**



Who are we?

Date of establishment



In 2018, the brand's overseas business had been independently operated for 8 years, laying a solid foundation.

Served customers



We have provided customized solutions to 5,000 + enterprises, covering dozens of vertical industries such as e-commerce, industry, beauty and makeup, tourism, automobile, catering, jewelry, and more.

Team size



We have an elite team of nearly 100 members, with an average of over 3 years of industry experience per person, and all our operation optimization specialists possess at least 3 years of practical experience.

Awards and honors



National high-tech enterprise, AAA-rated credit enterprise, officially certified MCN by Xiaohongshu, TikTok Ads channel agent, official partner of Google, and official partner of Meta.

Who are we?



[2018]

The company was officially established, initially focusing on Xiaohongshu operation services
Accumulated experience in domestic social media operation

[2019-2021]

Expanded business to local life platforms such as Dianping and Meituan
Served 1000+ customers
Created benchmarking cases in multiple industries

2022-2023

Strategic layout of overseas business
Established core capabilities such as independent website construction and Google SEO optimization
Obtained the official certification of MCN agency qualification from Xiaohongshu

[2024]

Independent operation of brand overseas projects
Adjusted business structure, cut e-commerce business, and focused on comprehensive marketing services
Established official cooperation with...

[2025 to present]

The cumulative number of customers served has exceeded 5000+
Received multiple industry honors such as "National High-tech Enterprise"
TikTok Ads channel agent qualification



Who are we?



Who are we?



Why now?



The country encourages enterprises to expand their brands overseas and supports the development of new forms and models of foreign trade

助力企业开拓国际市场！商务部首次发布《国别贸易指南》

• 央视新闻客户端

2023-10-15 17:56



10月15日，在第134届广交会举办期间，商务部对外贸易司、商务部外贸发展局在广州正式发布2023年《国别贸易指南》。《指南》是商务部门首次编制，从宏观与微观，产业与贸易机遇与风险等多个维度进行介绍，帮助中国企业提升开拓国际市场的能力和水平。据悉，《指南》在商务部网站同步发布，并在广交会展馆免费发放，方便有需要的企业行业机构查阅和下载。

【政策支持各个方面】

政府**出台多项政策支持外贸企业**，包括开拓市场、品牌建设、转型升级和国际信用保险等多方面，以帮助企业在国际市场中更具竞争力。

【市场开拓与品牌建设】

政府通过展会补贴、管理体系认证和产品认证等手段支持企业开拓国际市场。具体来说，政府对外贸企业参加国际性展会所产生的费用给予补助，如展位费、布展费等，并鼓励企业通过互联网平台及展会开拓国际市场。**这样做的目的是为了增强品牌影响力**。此外，还对出口转内销活动给予支持，帮助企业拓宽销售渠道。

【转型升级与创新】

省内政策积极培育外贸综合服务企业，推动跨境电商海外仓建设，给予符合条件的企业奖励。政府在稳定加工贸易产业链的基础上，致力于推进我省加工贸易产品结构的转型与升级，并吸引更多的加工贸易产业向我省梯度转移。对于在我省从事加工贸易的企业，将给予全方位的支持，助力其做大做强。

商务部等9部门印发《关于促进服务出口的若干政策措施》的通知

【发布单位】服贸司

【发布文号】商服贸发〔2025〕186号

【发文日期】2025年09月22日

贸易，是扩大高水平对外开放、培育外贸发展新动能的重要举措。为贯彻落实党中央、更大力度促进服务出口，推动服务贸易高质量发展，现提出以下政策措施。

外贸新动能加速积聚 企业主动“走出去”拓市场

2025-03-26 09:28:41 证券日报

2025年《政府工作报告》提出，“加大稳外贸政策力度，支持企业稳订单拓市场”“促进跨境电商发展，完善跨境寄递物流体系，加强海外仓建设”。

谈及下一步稳外贸的发力点，受访专家和外贸企业不约而同提到了“新”。在专家看来，今年外贸实现质升量稳的信心和底气来自继续向“新”而行；外贸企业表示，将积极“走出去”，拓展新市场、新伙伴，开发新产品。

中华人民共和国中央人民政府
www.gov.cn

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标题: 商务部关于印发促进外贸稳定增长若干政策措施的通知	发文机关: 商务部
发文字号: 商贸发〔2024〕288号	来源: 商务部网站
主题分类: 商贸、海关、旅游、对外经贸合作	公文种类: 通知
成文日期: 2024年11月19日	

商务部关于印发促进外贸稳定增长若干政策措施的通知

商贸发〔2024〕288号

各省、自治区、直辖市人民政府，国务院有关部门：

为贯彻落实党中央、国务院决策部署，促进外贸稳定增长，巩固和增强经济回升向好态势，经国务院同意，现将《关于促进稳定增长的若干政策措施》印发给你们，请认真组织实施。

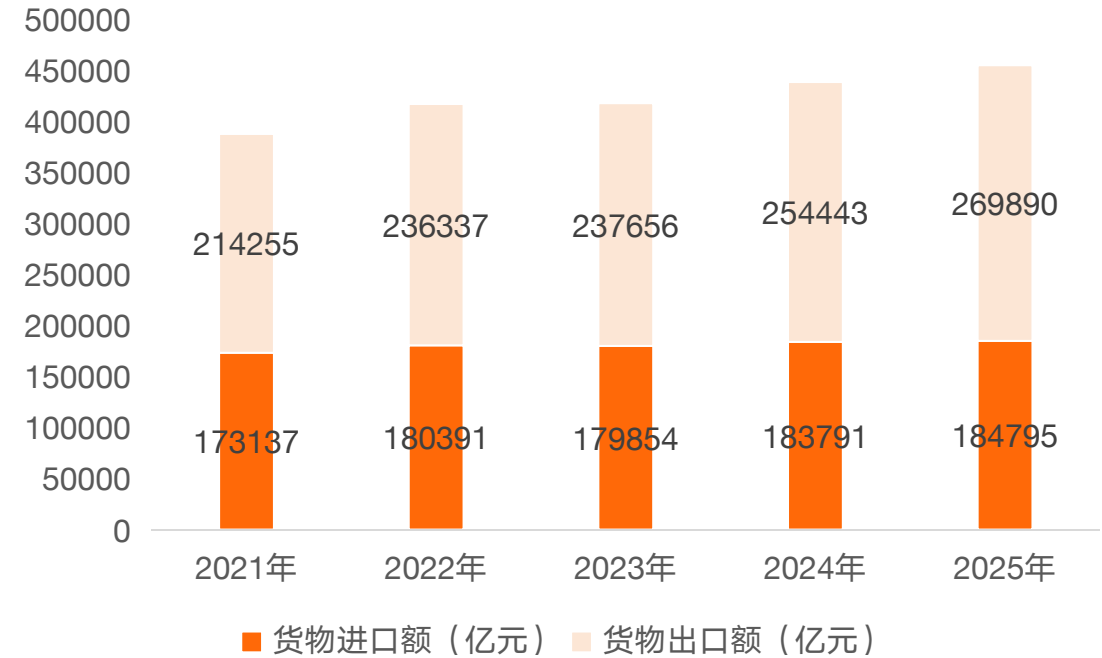
Why now?



In 2025, China's import and export of goods trade exceeded 45 trillion yuan, maintaining growth for 9 consecutive years



Total import and export of goods from 2021 to 2025



Data source: Statistical Communique on the National Economic and Social Development of the People's Republic of China in 2025

Why now?



More and more enterprises are setting their sights on overseas markets, leading to an explosive growth in demand for brand expansion abroad

Currently, domestic enterprises are turning their attention to overseas markets, seeking new growth opportunities. From "trading overseas" to "product overseas", and now to "brand overseas", Chinese enterprises' "overseas expansion" has entered a new stage of development. Especially in various manufacturing sectors such as new energy, new energy vehicles, electronic products, home appliances, and machinery, **Chinese enterprises have won widespread recognition globally with their outstanding innovation capabilities and manufacturing strength.**



Expand the market scale

Assist enterprises in breaking through the limitations of a single domestic market or traditional offline channels, expanding their business globally, and gaining broader market space and potential customer base.



Enhance product competitiveness

In the competitive environment of the international market, enterprises can more directly perceive cutting-edge industry trends, the latest user demands, and the competitive landscape, which in turn forces them to enhance their overall competitiveness.



Reduce market risk

By adopting a diversified market strategy, we can reduce our reliance on a single country or regional market, thereby mitigating operational risks arising from local economic fluctuations, policy adjustments, or intensified competition.



Obtain more resources

Entering the global market helps enterprises gain access to and integrate high-quality international supply chain resources, technological resources, human resources, and capital resources, injecting new impetus into their long-term development.

China and

have trade relations with over 240 countries and regions

China and

more than 190 countries and regions have achieved growth in import and export

Business entities with import and export records in China

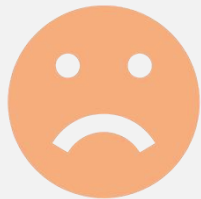
78+ entities

Enterprises face four major challenges in the process of brand expansion overseas

Currently, expanding overseas is no longer an exclusive track for giants. From domestic brands to white-label merchants, everyone is vying to establish a foothold in overseas markets. However, behind the glamorous wave of overseas expansion, Chinese brands often face four core challenges.

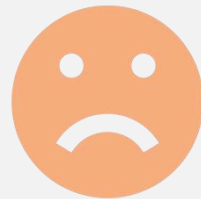
Want to expand overseas, but don't understand

Lack of deep understanding of overseas social media platforms, Google algorithms, and local culture.



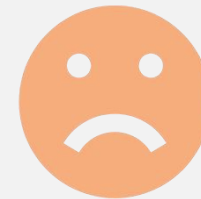
With products, but no traffic.

They don't know how to acquire precise overseas customers through online channels in a low-cost and efficient manner.



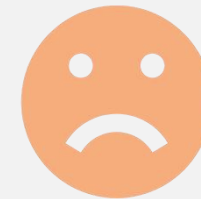
With a team, efficiency is low

The cost of building a team in-house is high, the trial-and-error cycle is long, and there is a lack of professional operators and systematic tools.



Launched the campaign, but the results are poor.

The advertising expenses are high, but the number of inquiries is small and of low quality, making it impossible to quantify the ROI.



What can we do?



[Xinhua Zhihui]

Provide "**one-stop, full-chain, quantifiable**" digital marketing services for brands expanding overseas
Freeing enterprises from complex overseas operations, allowing them to focus on products and core business, and bringing them deterministic growth.



What can we do?

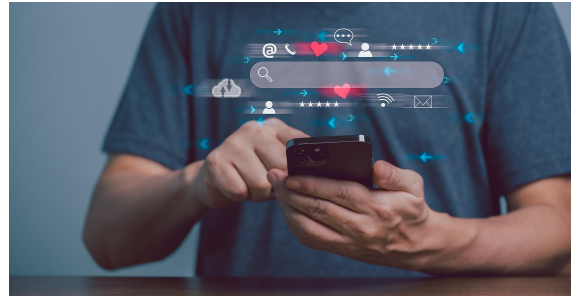


Independent website and Google SEO

Services: Professional independent website construction (multilingual, responsive, high-configuration server), comprehensive Google SEO optimization.

Value: Build an official overseas brand presence for enterprises, seize the Google search entrance through keyword optimization, and obtain continuous and stable passive inquiries.

Official website infrastructure and long-term traffic



Overseas social media operation

Platform: Comprehensively deploy on top global social media platforms such as TikTok, Facebook, YouTube, and Instagram.

Service: Full-process management from account registration, positioning and decoration, content planning and production (image and text/video), to daily publishing and interactive operation and maintenance.

Brand visibility and content seeding

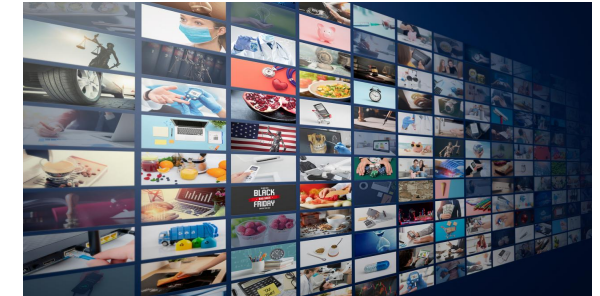


Overseas influencer marketing and live streaming

Resources: We have over 300 overseas exclusive contracted influencers and maintain deep cooperation with overseas MCN agencies.

Services: influencer matching, content cooperation, live streaming sales promotion, and effect tracking.

Overseas influencer marketing and live streaming



Precise delivery of overseas advertisements

Platform: Official partner of Google Ads, official partner of Meta (Facebook & Instagram), and channel agent of TikTok Ads.

Services: Advertising account opening, strategy formulation, creative production, precise delivery, and data optimization.

Effect-driven and rapid amplification

How are we doing?



- ⊖ We have served **5000 +** enterprise customers in total.
- ⊖ Our business covers **100 +** countries and regions worldwide.
- ⊖ Covering diverse verticals such as e-commerce, industrial machinery, beauty and skincare, automobiles, catering, jewelry, tourism, education, finance, and more.

E-commerce 

Industrial machinery



Beauty and Skincare



Cars



Catering

Finance



Travel

Jewelry

Education



Daily necessities



Pets

We helped our clients increase their keyword count from 174 to 2271, representing a growth rate of 1205%. The cumulative inquiries exceeded 6.7K, and the TikTok viral video garnered 18.7 million views, resulting in 6391 precise inquiries.

How are we doing?

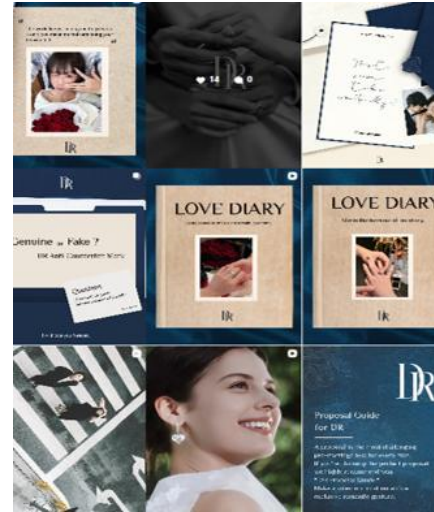


02



Jewelry industry

DR Darry Ring



2025年12月24日 17:32
账号: 181827272727272727

互动情况
4次赞 0条评论

表现

浏览	赞	评论	转发	关注
11,854	9,984	8	7分29秒	0

浏览
11,854

2025年1月11日 10:00
账号: 181827272727272727

互动情况
34次赞 0条评论

表现

浏览	赞	评论	转发	关注
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浏览
10,678

DR钻戒&鑫火 (ins)服务群 (10)

Different inspirations, one unwavering core: to give your most profound commitment a form worthy of its weight. Here, design isn't just what we create. It's how we understand love.

Which vision speaks to your story?

#DRDesign #DesignPhilosophy #JewelryDesign #PromiseWorthyDesign #TheArtOfLove

请审核, 主账号明天中午预计发布内容

2025年12月16日 18:48

这次质感更高级了!

DR钻戒&鑫火 (ins)服务群 (10)

这篇效果反响挺好的, 陆续涨了十个粉

我也关注到了~

1月5日 09:53

有一个人咨询, 消息被隐藏到陌生消息里, 没注意看到

哇, 有人咨询耶! 很好的开始呀!

How are we doing?

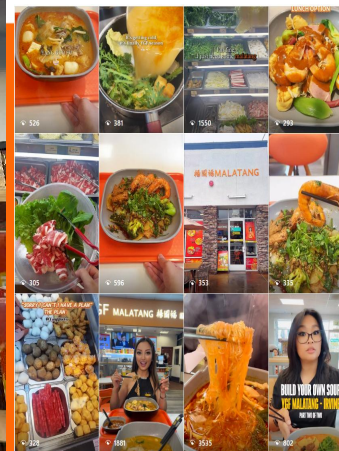


03



Catering industry

Yang Guofu Spicy Hot Pot, Zhang Liang Spicy Hot Pot, Ma Liuji



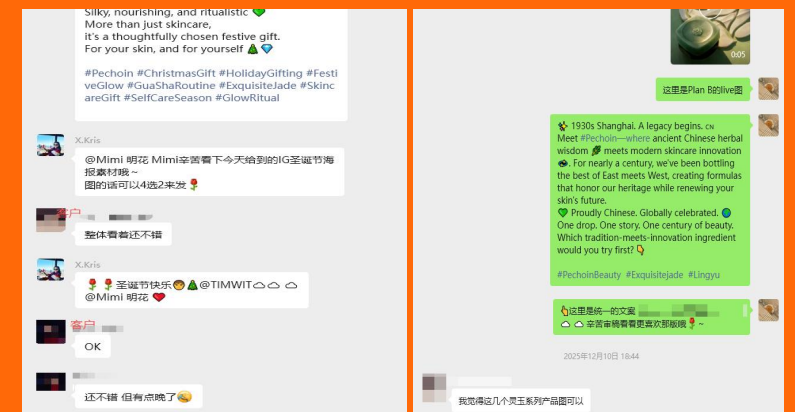
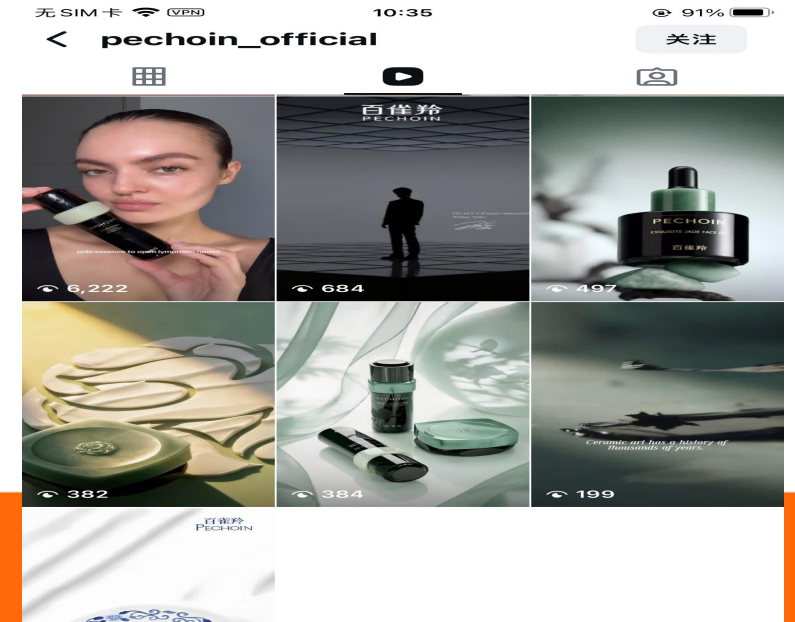
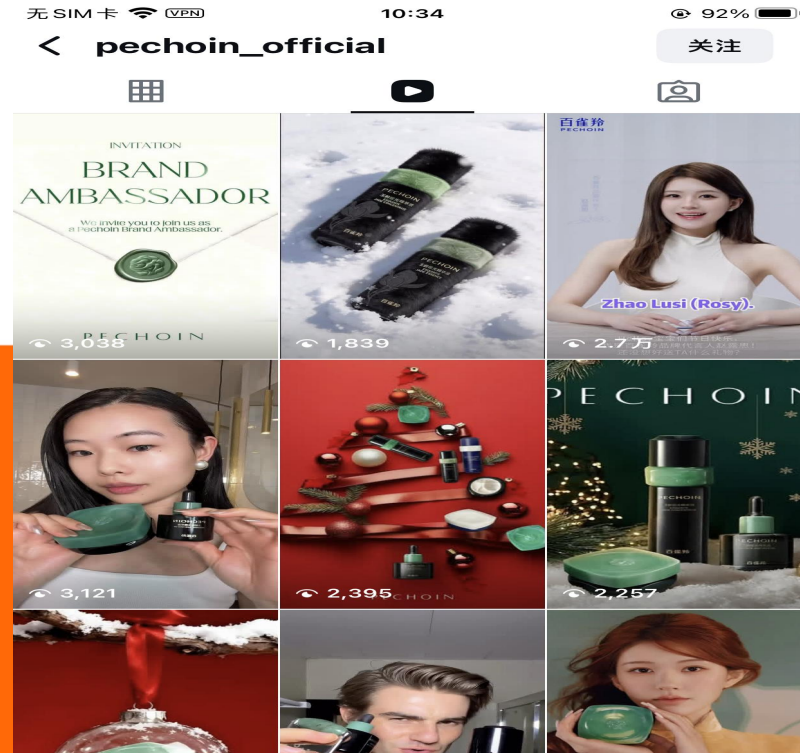
How are we doing?



04

Cosmetics industry

Peachin



Why us?



A professional and practical team



- 📌 **Photography team:** A professional photography team, with an average daily shooting duration of over 6 hours
- 📌 **Editing team:** with 15+ team members, handling an average of 300+ videos per day, and achieving a single video viewership of 10 million+
- 📌 **Planning team:** professional account positioning and planning, creating thousands of accounts with over 10000 followers
- 📌 **Live streaming team:** deeply immersed in the field of live streaming, with professional live streaming trainers, serving 3000 + merchants

- 📌 **Search Engine SEO Team:** With 15 years of SEO experience, we are experts in building independent websites, with a portfolio of over 10000 optimized websites.
- 📌 **Graphic Design Team:** A team of experienced artists, deeply specialized in social media illustrations, delivering over a thousand images per month.
- 📌 **Copywriting team:** A senior self-media operation team, with experience in serving top-tier brands and celebrity accounts.
- 📌 **Ad Campaign Team:** We manage global online advertising campaigns, with an average daily ad impression volume exceeding 500000.

In-house planning consultant team

Provide precise services for each brand, including market analysis and model building across different platforms

In-house Tiktok and overseas social media content team

Content production and execution (with 200 + exclusive internal and external writer resources to meet brand content needs and ensure efficient execution)

In-house Tiktok and overseas advertising team

Advertising placement and optimization (all operators & optimizers have at least 3 years of experience in information flow placement, maximizing industry service quality)

Overseas MCN

With access to top overseas influencers and over 300 exclusive contracted influencers, we facilitate global operations for brands, aiding domestic products in entering Southeast Asian and European countries, and rapidly opening up overseas markets

Why us?



Unique competitive advantage

Technology-driven: AI content system and data platform, achieving higher efficiency

Full-chain service: One-stop service from website construction to conversion, resulting in higher customer loyalty

Global Presence: Experienced in serving 100+ countries, with strong local operation capabilities

Resource advantages: official cooperation, influencer resources, lower customer acquisition cost

VS traditional marketing companies

Multi-platform operation: Covering both domestic and overseas markets with a full range of platforms, meeting diverse customer needs

Diversified services: comprehensive service capabilities including SEO, social media, and paid advertising

One-stop solution: customers only need to connect with one service provider, resulting in low communication costs

Customized service: Tailored solutions based on industry characteristics yield better results

VS single service company

Focus on vertical fields: deeply cultivating brands to go global, with greater professionalism

Flexible and efficient: short decision-making chain and fast response speed

Cost advantage: higher cost-effectiveness and better ROI

Effect-oriented: Pay-for-performance, lower risk for customers

VS large advertising companies

core barrier

- ⊖ **Technical barriers:** AI systems, data platforms, and significant R&D investment
- ⊖ **Resource barriers:** official cooperation, influencer resources, requiring a long accumulation time
- ⊖ **Experience barrier:** 8 years of deep cultivation, 5000+ cases, rich know-how
- ⊖ **Team strength:** Professional team with an average of over 3 years of industry experience



Why us?

Official partner of Google and Meta



Official cooperation with Google

We have established an official partnership with Google, leveraging its powerful search engine and advertising platform to enhance our brand awareness and market influence. Through this collaboration, we can gain more traffic and customer resources, providing strong support for our business development.



Official cooperation with Meta

We have established an official partnership with with Meta and leverage its social media platforms, such as Facebook and Instagram, for precise marketing and promotion. Through cooperation, we can better reach target customers and enhance marketing effectiveness.

Our operational model



Business model



Technology + Operation + Content

Independent website building (technology) - social media content production (operation) - advertising deployment (conversion)

E-commerce	Finance	Software	Leisure and entertainment
Industrial machinery	Travel	Home furnishings	Cosmetic surgery
Beauty and Skincare	Education	Electromechanical	Luxury goods
Cars	Jewelry	Housekeeping	Film and entertainment
Catering	Pet supplies	Electronic

Brand account operation service
Content seeding
Private domain traffic attraction
.....

Independent site setup
Google SEO optimization
Overseas social media operation
Overseas advertising traffic
Live video streaming service
.....

Customized solutions encompassing integrated marketing, media strategy, brand positioning, and operational effectiveness strategy



Domestic



Overseas



Our operational model



What services can we provide?

- 01 Project service fee**

The fees are charged for one-time or phased delivery projects such as independent website construction and Google SEO optimization. These fees cover professional technical services such as website construction, website configuration, and core keyword optimization, and are one of the core sources of stable cash flow and technical barriers for the company.
- 02 Social media comprehensive operation cost**

We charge for ongoing operational services for overseas social media platforms (such as TikTok and Facebook) and domestic Xiaohongshu accounts. This fee encompasses daily operational tasks including content planning, creation, publishing, and interactive maintenance. It serves as the foundation for the company to achieve long-term stable income and deep engagement with customers.
- 03 Advertising traffic fee**

As an official partner or channel agent of platforms such as Google, Meta (Facebook/Instagram), and TikTok Ads, we provide customers with services including ad account opening, strategy formulation, and delivery optimization. This part of our revenue mainly comes from advertising agency service fees, which are directly linked to customers' marketing budgets and performance.
- 04 UGC ordinary people, influencer connection building, product recommendation service fee**

A deeper cooperation model involves, in certain service projects, providing services such as influencer connection building, publishing, commenting, live streaming, offline store visits, and product recommendation, based on customers' specific needs for ordinary people, influencers, and bloggers, in addition to basic service fees. This provides a foundation of trust, increases fan traffic, and exposure

Development plan



Short-term planning (1-2 years)

- ④ **Business expansion**
 - Expand the proportion of overseas business to 60%, and achieve a doubled growth in overseas revenue.
 - Deeply cultivate core markets in Europe, America, and Southeast Asia, and expand into emerging markets in Latin America, the Middle East, and Africa.
 - Develop solutions tailored to 3 vertical industries, and become a leader in the segmented fields.
- ④ **Technology upgrade**
 - Complete the iteration of AI content generation system version 2.0, achieving full automation of content production.
 - Optimize the data analysis platform to achieve real-time visualization of customer effects.
 - Develop a smart marketing SaaS platform to serve small and medium-sized customers.
- ④ **Team building**
 - Expand the operation team to 150 people, with the proportion of the technical team increased to 40%.
 - Introduce 10 high-end technical and operational talents to enhance core competitiveness.
 - Establish a comprehensive training system and talent promotion mechanism.
- ④ **Customer expansion**
 - The number of customers served has exceeded 10000.
 - Added cooperation with 100+ KA (Key Accounts) customers.
 - Customer satisfaction has increased to over 98%.

Long-term planning (3-5 years)

- ④ **Strategic objective**
 - Become a leading enterprise in the field of brand overseas services, with market share ranking among the top three in the industry
 - The service covers 150+ countries and regions worldwide
 - The number of customers served has exceeded 50000
- ④ **Business Layout**
 - Establish three overseas branches in Southeast Asia, Europe, and North America
 - Build a global service network and achieve local operation services
 - Build a brand's overseas ecosystem and connect upstream and downstream resources
- ④ **Technological innovation**
 - Establish an AI marketing laboratory to lead technological innovation in the industry
 - The intelligent marketing SaaS platform serves over 100000 small and medium-sized customers
 - Complete the construction of a data hub to enable data-driven decision-making
- ④ **Capital planning**
 - Initiate Series B financing within 3 years, with a valuation exceeding 1 billion yuan
 - Plan the path to listing within 5 years and aim for an IPO



Digital overseas service Take digitalization as a vessel, and sail the brand far away.

Breaking Waves to Go Global · Winning the Future with Intelligence

📍 Contact: Wiley

📞 Phone: +86 159-6022-6016

