

Aspire China Partner Marketing

90-Day Action Plan

China localization, partner activation
and measurable campaign execution



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A focused pilot connects experience to the role

Pilot audience hypothesis

China-based founders and finance leads managing a Hong Kong or Singapore entity, with recurring overseas supplier, advertising or SaaS spend.

What I would own

Chinese copy and publishing calendar, partner enablement, event delivery, lead handoff and weekly budget reviews.

Relevant experience

Fintech: interviews with 10+ leading banks and a joint white paper launch with Digital China Information Service.

Localization: advised a European creator on Chinese content and a Douyin, Bilibili and Xiaohongshu presence.

Events: 8 major exhibitions and 112 developer teams recruited in two weeks at China Telecom.

Localization starts with the overseas operating problem

Proposed Chinese headline

让海外业务的收付款与团队开支更清晰

Customer question	Public product capability	Chinese message direction
Where does overseas money go?	Multi-currency business accounts and payments	集中查看海外业务收付款
Who can spend, and how much?	Corporate cards with spending controls	按团队设定支出权限与额度
How do we reduce manual follow-up?	Expense approvals and accounting integrations	让审批与单据管理更有序

WeChat article sample: useful before it asks for a demo

Publication-ready draft for review

出海第二步：管好你的钱袋子

业务走向海外，财务工作也会变复杂：客户用外币付款，广告和软件订阅持续扣费，团队采购还需要审批。先把这些场景分开，才能看清每笔钱的用途。

第一步，梳理收付款。列出海外实体、常用币种和付款对象，再核对账户与支付渠道是否适用。Aspire 的多币种企业账户与全球支付功能，可作为评估选项。

第二步，设定团队开支规则。谁可以付款？额度是多少？哪些支出需要审批？Aspire 的企业卡和费用管理功能，支持团队管理支出与审批。

第三步，整理单据与财务记录。确认现有会计软件能否对接，减少重复整理。

想梳理你的海外财务流程？预约产品介绍，先确认企业资格与适用功能。具体服务以所在地区、审核及最新条款为准。

Editorial intent

Reader: founder or finance lead

Angle: operational checklist

CTA: qualified product discussion

Format: original article with a downloadable checklist

Measure: tagged CTA clicks and accepted leads

Xiaohongshu creates discovery, Weibo supports the event

Xiaohongshu carousel: 5 frames

出海团队的第一份开支管理清单

- 01 封面：海外广告、软件、采购，谁在付款？
- 02 收付款：先列实体、币种和使用场景
- 03 团队开支：明确权限、额度和审批人
- 04 单据管理：确认记录与会计软件如何衔接
- 05 产品评估：核对 Aspire 适用功能与企业资格

Caption draft

出海以后，先把付款规则写清楚，再选工具。Aspire 提供多币种企业账户、企业卡与费用管理功能。是否适用，请以企业所在地区、资格审核及最新条款为准。

#企业出海 #跨境业务 #团队开支

Weibo event teaser

海外业务增长，财务流程跟上了吗？
「出海财务准备工作坊」将从实体与资料准备、收付款场景、团队开支规则出发，讨论可落地的检查清单。

I own copy, layout brief, publishing and comment triage.

Xiaohongshu: track saves, profile visits and qualified enquiries.

Weibo: track event interest and tagged registrations. Use approved platform paths.

A corporate services partner offers a relevant entry point

Partner profile

A China-facing corporate services and accounting firm that helps founders establish and operate Hong Kong or Singapore entities.

Selection assumptions: relevant client base, Chinese content access, a named owner and capacity to follow up.

Shared offer

Overseas Finance Readiness Clinic

A Chinese checklist, a founder workshop and optional product consultations.

Partner value: useful onboarding support and client retention.

Aspire value: contextual introductions to relevant businesses.

Screen 10 prospects. Meet 3. Activate 1 pilot partner after audience, capacity and referral terms review.

One partner campaign has clear owners and handoffs

Stage	My execution	Partner / Aspire support
Prepare	Chinese checklist, tagged registration page, FAQs	Partner: audience invitation. Aspire: product review
Promote	1 WeChat article, 2 RED posts, 3 Weibo teasers	Partner: 2 client invitations and community posts
Deliver	Shenzhen workshop, 40 seats, check-in and Q&A	Partner: entity setup speaker. Aspire: product demo
Follow up	Recap, CRM deduplication, consent and qualification	Sales: accept or reject leads in 2 working days
Review	Spend, lead quality and joint retrospective	Joint owners decide whether to repeat

Illustrative agenda: 10 min setup checklist, 15 min finance workflow, 15 min product demo, 20 min Q&A.
Each party confirms its own product or service claims.

AI accelerates drafting with a traceable human review

Step / owner	Input and action	Editable output / release gate
1. Research / me	Official URLs, date, jurisdiction and approved claims	Claim sheet with source IDs. Unsupported claims excluded
2. Draft / AI assistant	ChatGPT or approved equivalent receives claim sheet	WeChat draft + RED frames + Weibo teaser
3. Review / me + product	Compare each product sentence against sources	Chinese edits and product approval recorded
4. Publish / me	Approved text, design brief and tagged links	Versioned content calendar and final QA
5. Evaluate / me	Aggregated channel and accepted-lead data	Weekly report with proposed next test

The first 90 days move from validation to a repeatable pilot

Phase	Deliverables I own	Decision gate
Days 1–30 Validate	Confirm region and ICP. Audit Chinese channels. Interview 5 customers or partners. Draft claim sheet. Screen 10 partners. Run 2 content tests.	Agree eligibility, lead definition and budget. Select one willing partner.
Days 31–60 Run the pilot	Provide invitation copy, FAQ and tracking. Run content series and 20-seat workshop. Review weekly.	Review sales feedback. Pause spend if fit or tracking fails.
Days 61–90 Improve and decide	Refine copy. Run follow-up clinic. Review activation and cohort economics. Write partner playbook and next-quarter plan.	Repeat with acceptable economics. Allow time for activation.

Partner activation = a trained owner + approved kit + a live campaign + traceable lead handoff.