



**Apollolands**  
**PRODUCT MANUAL**

  
*2020*



“

**Apollolands helps you live your best life overseas!**

”

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# About Apollolands

## Company Profile

Since its establishment in 2016, Apollolands has been committed to building an informative platform for Chinese to enjoy overseas life. It is hoped that through Apolloalnds' efforts, to eliminate the sense of helplessness, strangeness, and loneliness that Chinese people experience in a foreign country. At present, our services cover 13 countries including the United States, Canada, Japan, Korea, etc. We have 1000k users who give us a lot of encouragement with support, we will have more stations created and serve more people who live overseas.

Apollolands' first product is The Station. In addition to that, we have tech development, branding design, and information-sharing platforms established in early 2019. New services include web development/promotion, marketing material design, and copywriting. By now, there are more than 20k businesses have chosen us to promote their services or products.

## Product Positioning

Apollolands' first informative channel, the Station. It is convenient to publish and display various kinds of messages/requests such as problem-solving, buy or sell used stuffs/cars, rent, or lease through WeChat Moment. In addition to this, our Station platform has extended to Mini-Program and website. Each message/request will only need to publish once, and it will be automatically synchronized to all platforms.

To serve businesses with our promotion systems, which are WeChat Moment, Official Account, Mini Program, and the website. Our systems have the advantages of accurate advertising, optimal solutions, reasonable cost, etc. According to our promotion systems, our users will be provided a high quality of various informative and Ad posts, they can receive useful messages as they required by viewing our platforms.

# Company Timeline

- 
- 10/2015 station** ----- the first station officially launched in San Francisco
  - 01/2016 company officially registered** ----- in New York, USA
  - 08/2016 station** ----- covering the western US cities
  - 12/2016 station** ----- officially opened in Canada
  - 05/2017 station** ----- covering major cities in the United States
  - 07/2017 company officially registered** -----founded in China
  - 08/2017 company officially registered** -----founded in Vancouver, Canada
  - 12/2017 station** ----- covering major cities in Canada
  - 01/2018 company officially registered** -----founded in California
  - 04/2018 station** ----- officially opened in Japan
  - 06/2018 station** ----- officially opened in Malaysia
  - 10/2018 new promotion platform** ----- Mini Program released
  - 11/2018 station** ----- officially opened in the Philippines
  - 04/2019 station** ----- officially opened in Germany and Spain
  - 06/2019 station** ----- officially opened in France, Thailand, New Zealand, and South Korea

# About Apollolands

## Stations Distribution Map

**Apollolands**  
Stations Distribution Map



### Canada

- Victoria
- Vancouver
- Surrey
- Calgary
- Edmonton
- Winnipeg

### Canada

- Toronto
- Ottawa
- Montreal

### Mexico

- Mexico City

### Germany

- South Germany

### France

- Paris
- Lyon

### Thailand

- Chiang Mai
- Bangkok
- Pattaya
- Phuket
- Mueang Chiang Rai

### Malaysia

- Kuala Lumpur
- Kepong

### USA

- Seattle
- Portland
- Sacramento
- SF Bay Area
- San Francisco
- Silicon Valley
- East Bay
- SF Peninsula
- Los Angeles
- Irvine
- San Diego
- Las Vegas
- Phoenix

### USA

- Boston
- New York
- Philadelphia
- New Jersey
- Washington D.C.
- Delaware
- North Carolina
- Atlanta
- Florida
- Miami

### USA

- Chicago
- Lansing
- Detroit
- Pittsburgh

### Spain

- Valencia
- Barcelona
- Madrid

### Serbia

- Serbia

### Korea

- Seoul

### Japan

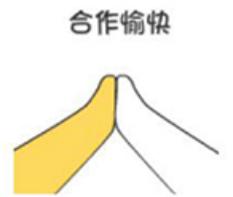
- Kanto
- Tokyo
- Osaka

### Philippines

- Manila

### New Zealand

- New Zealand



谢谢老板



Apollolands' Emoji released  
on WeChat App in September 2019

## About Apollolands

# Our Clients



Apollolands has more than 20,000 cooperative clients, including long-term cooperation with many famous brands. Such as State Farm, Comcast, Cricket, iTalkBB, etc.

We listen carefully to the needs of each client, handle every detail, and strive to get the best results from the ads.

We review and summarize the promotion of each client, their valuable opinions make us constantly improve our promotion system.





海底捞

cricket™  
wireless



4PX 四方格  
GRID



iTalkBB  
蜻 蜓



常青藤精英教育  
IVY ELITE



State Farm®



COMCAST

Yamibuy

CENTURY 21



AIR CHINA  
中国国际航空公司

## About Apollolands

# Apollolands Offline Activities

**06/17/2018-----Apollolands held their first offline Fan Meeting in Seattle.**

Number of Participants: 100+

**08/19/2018-----Apollolands held their first large-scale offline Fan Meeting in the Bay Area.**

Number of Participants: 300+

**11/03/2018-----Apollolands participated in the celebration of the 40th anniversary of the Calgary Chinese Community Service Center (CCCSA) and announced Apollolands as their long-term media partner.**

Number of Participants: 200+



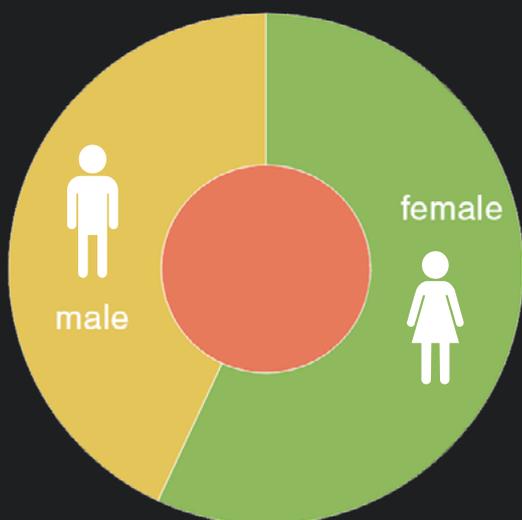
Apollolands Fan Meeting Events  
in Seattle and San Francisco Bay Area

# About Apollolands

## USA USER SURVEY DATA

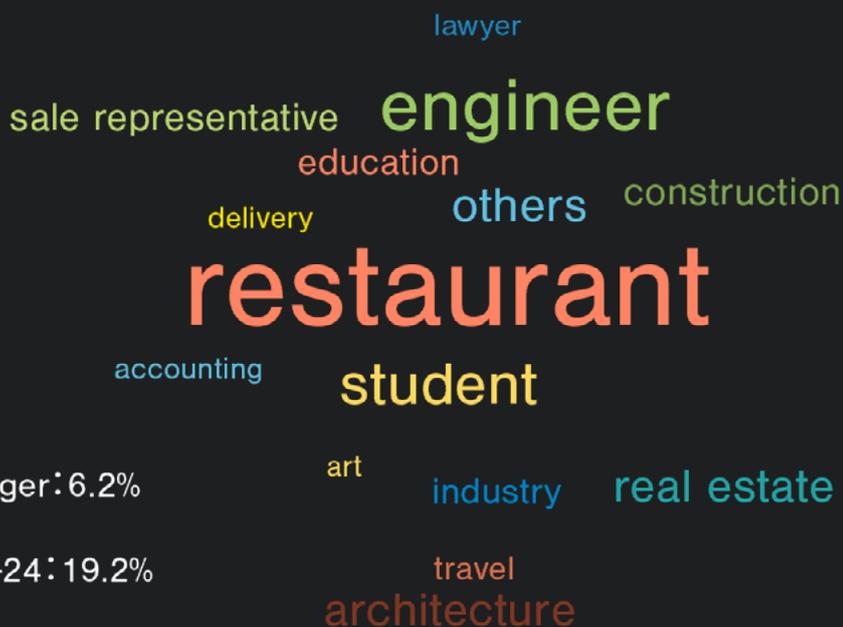


SCAN & VIEW  
STATION INDIVIDUAL USER DATA

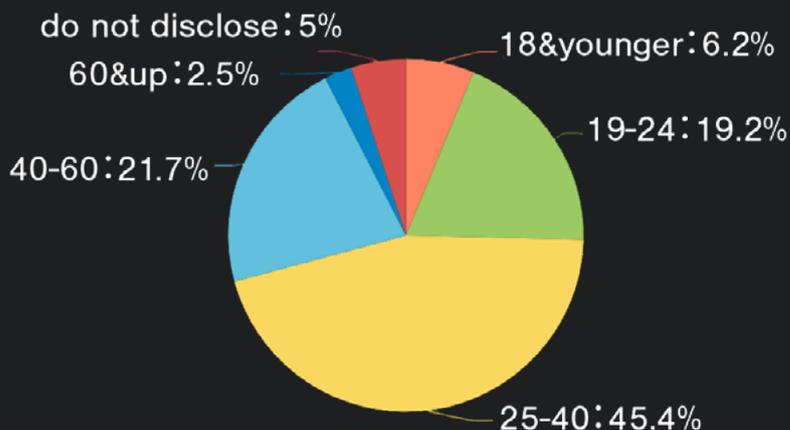


**GENDER**

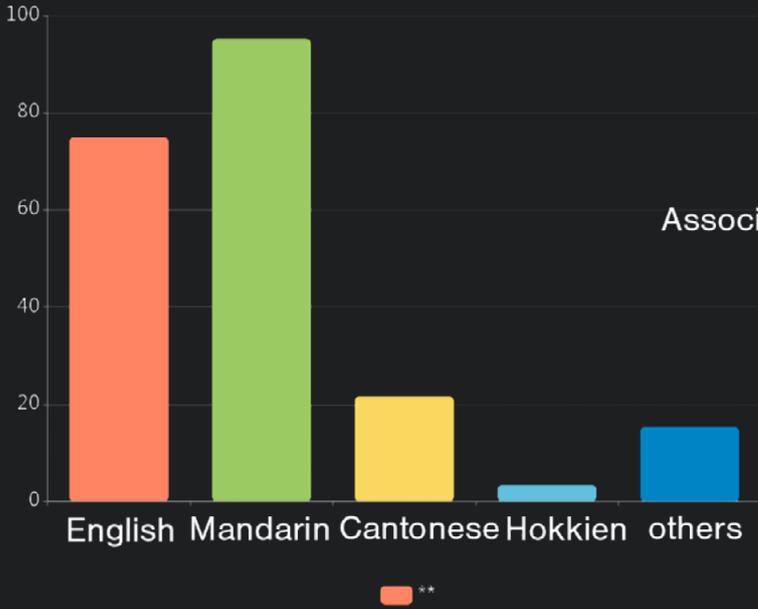
### OCCUPATION



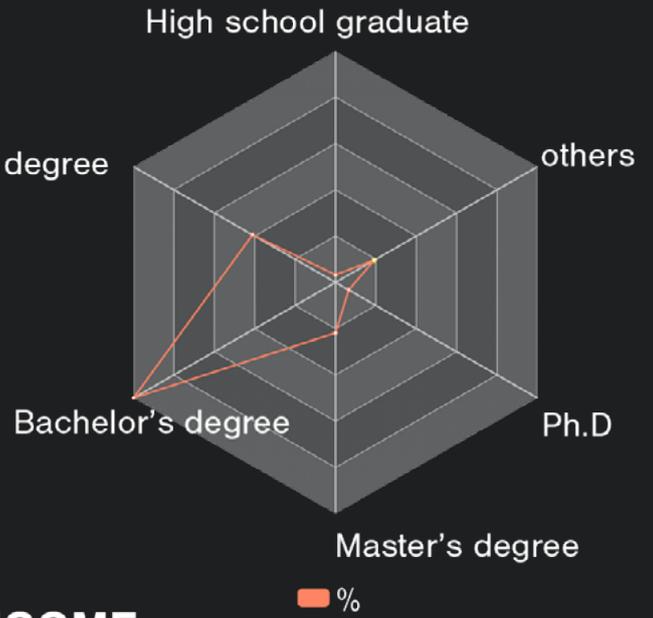
### AGE



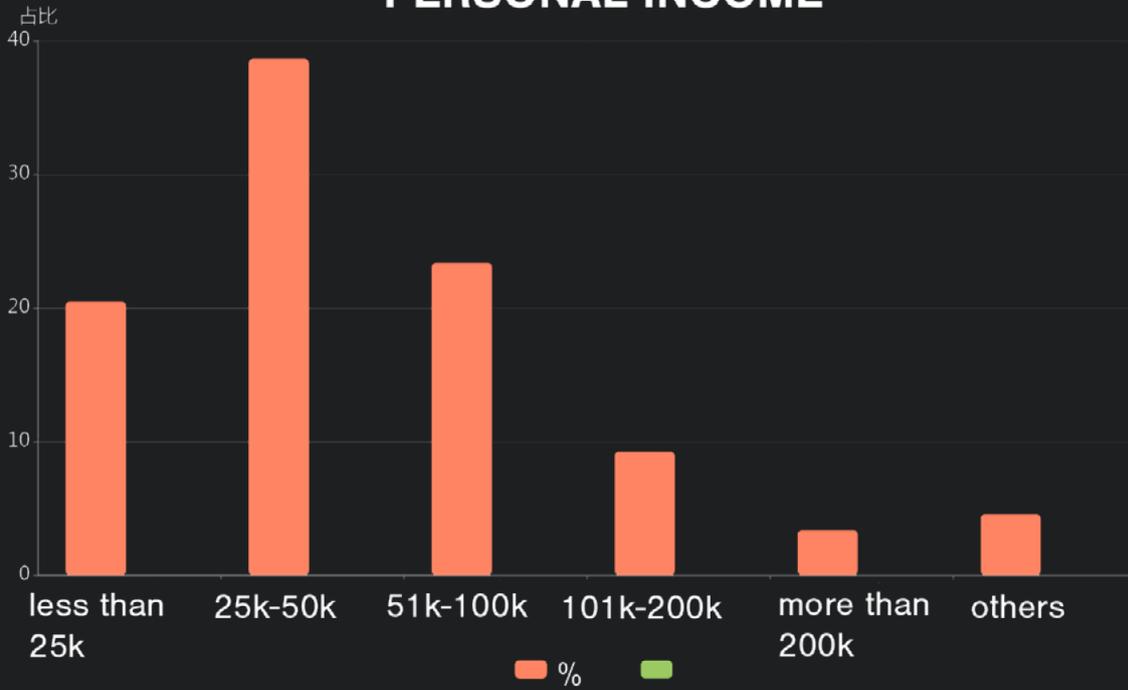
## LANGUAGE



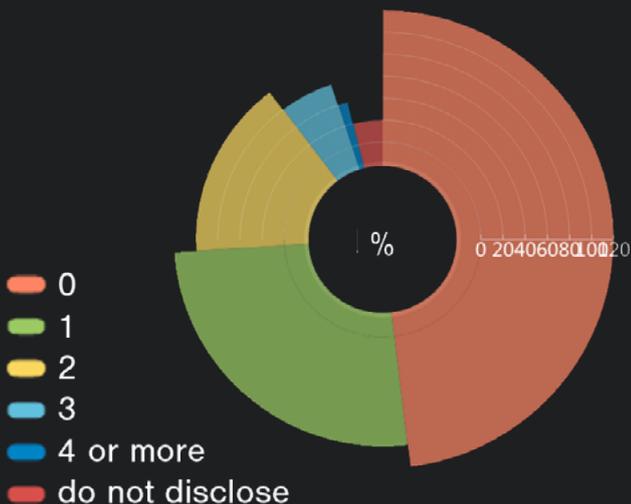
## EDUCATION



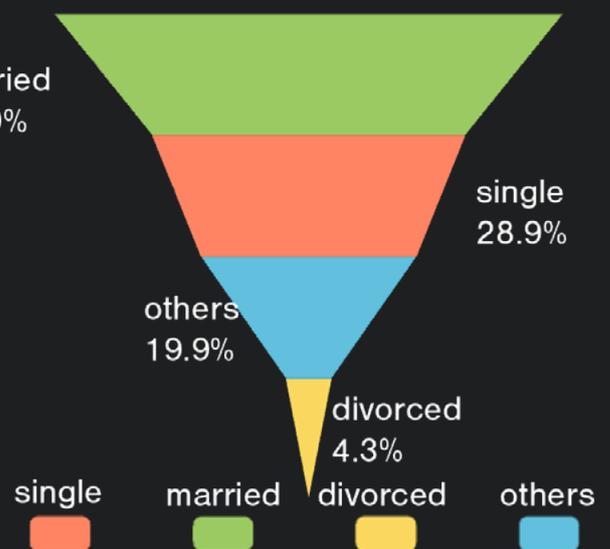
## PERSONAL INCOME



## NUMBER OF CHILDREN

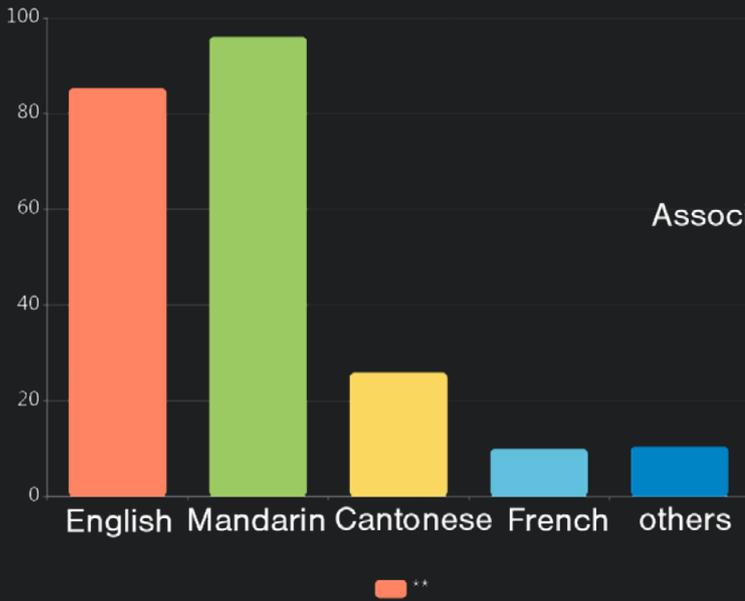


## MARITAL STATUS

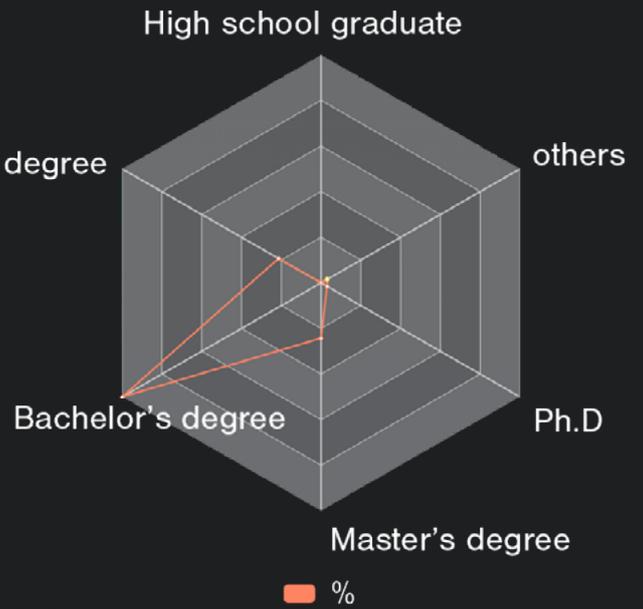




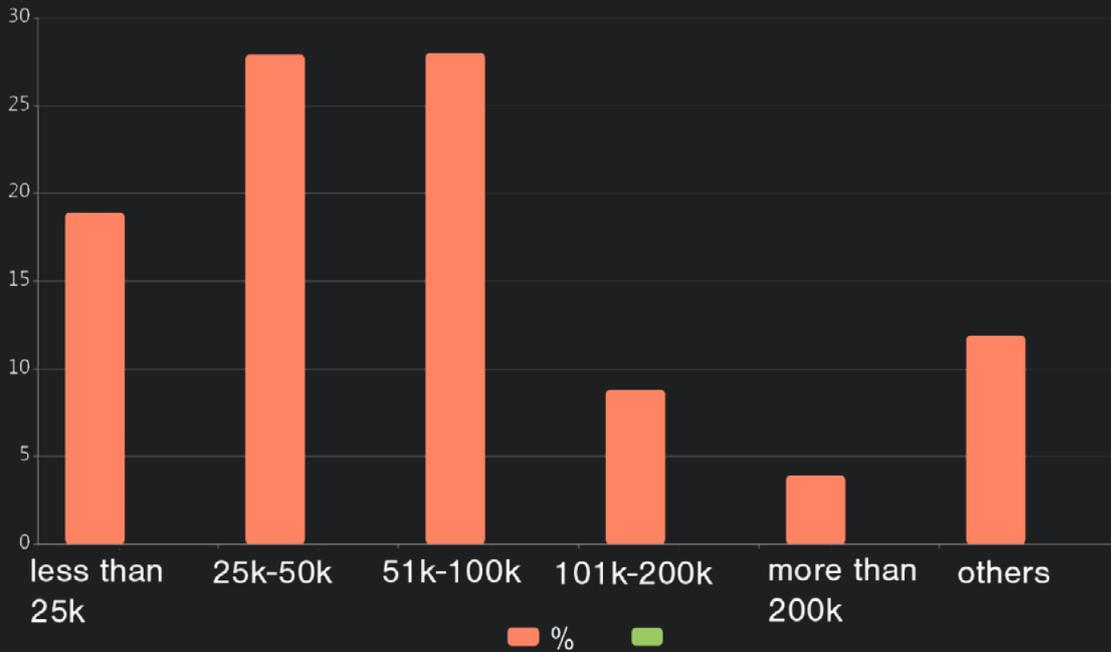
## LANGUAGE



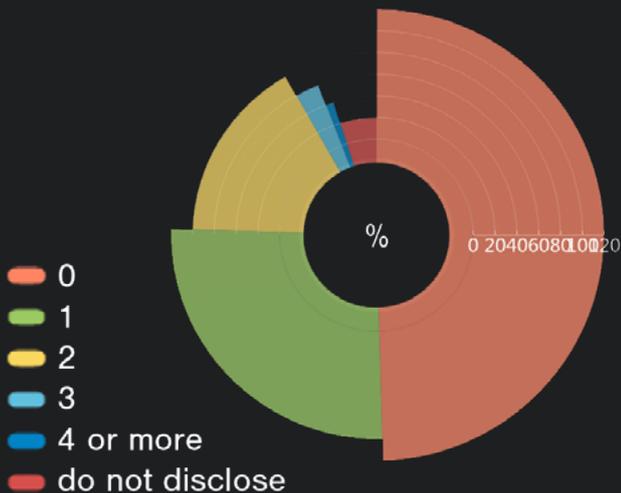
## EDUCATION



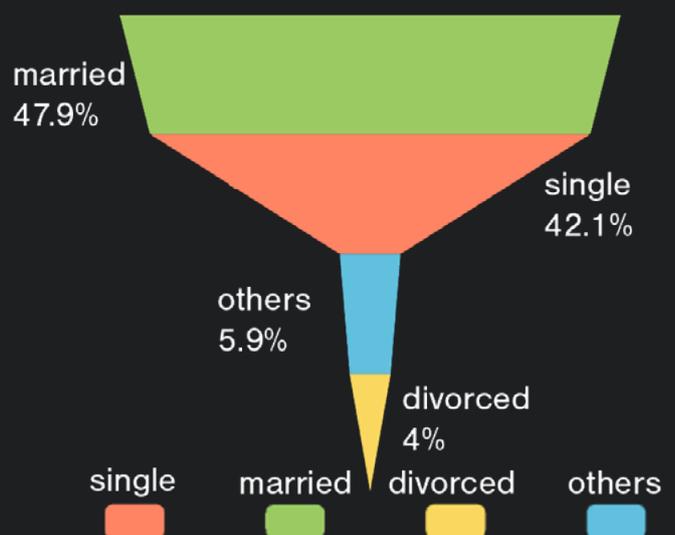
## PERSONAL INCOME



## NUMBER OF CHILDREN



## MARITAL STATUS



# Apollolands Services

## Promotion Services



### COOPERATION PROCESS

1. Review the client's service or product
2. The client chooses the optimal promotion platform and mode
3. The client determines the promotion text, pictures, date/time
4. Complete payment process
5. Advertising begins
6. Collect feedback from the client
7. Value-added services: followers who have similar needs will be directly recommended to the client
8. Update promotion content if necessary
9. A reminder of the promotion expiration
10. Continue to the next period of promotion based on the effectiveness

**The Station**

**Mini-Program/Website**

**Official Account**

**Google Ads Campaign**

**BEGIN.**

## Promotion Services

# The Station

### Service Advantage

- Covering 16 countries overseas
- More than 4 years of experience in operating informative platforms
- 20k high-quality cooperative clients



### Advertisement

The Ad presents on the Moment, including text and pictures.

### Text

The text is recommended within 150 words and no more than 8 lines.

Reference style: “effective point” “easy to read” and “easy to understand”, avoid lengthy sentences.

### Picture

The number of pictures that posts on Moment is varied due to different ad contents.

## Promotion Services

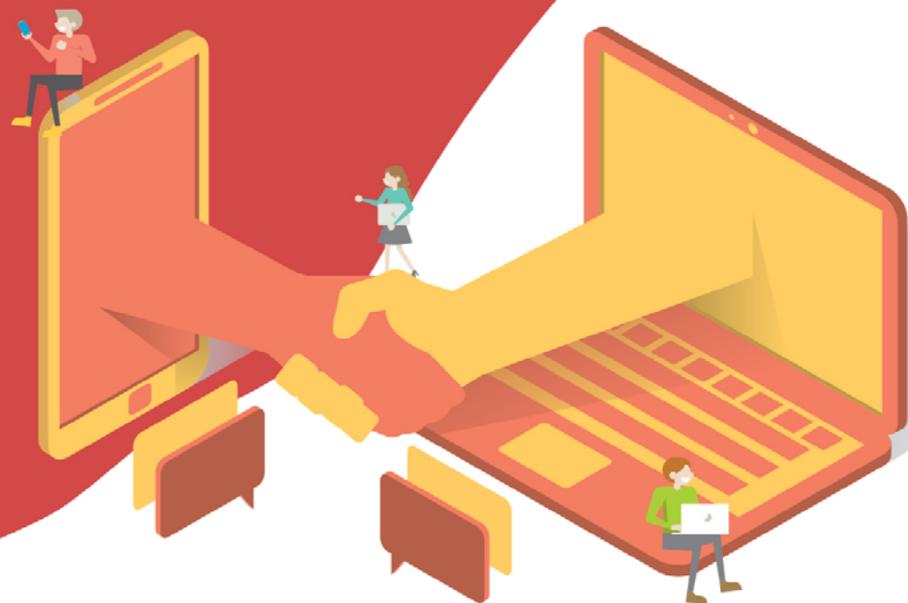
# Mini-Program

The Mini-Program built on the WeChat app. It drives traffic to its web version [aboluochinese.com](http://aboluochinese.com). Users can create and publish a post for free.

Besides, there are many hot topics of life in the community section, which are very interesting and useful in life. The regular post will be displayed synchronously on the program and website. Clients can select the desired city for promotion, and the audience will be auto located when entering the program. The ad can forward to Moment with one click!

⚙️ Mini-Program  
⚙️ Website

*Publish a post on one of the platforms  
Displayed synchronously on another*



## Promotion Services

# Website - Aboluochinese.com

The website aboluochinese.com is a web version of Mini-Program. It provides three promotion modes to choose from:

### Slideshow on Home Page

All users across the country can view the slideshow ad on the homepage

### Sticky Post

The post will stick to the top of the category for a certain amount of time

### Click & View Ad

The Ad appears randomly between the regular posts

Without being limited by space, the campaign displays detailed content, presents to the target audience. Plus, high consumption frequency, which meets the promotion needs of clients.



## Promotion Services

# Official Account



The Apollolands Official Account is powered by WeChat and supported by the Apollolands Station. It is the best platform and partner for business cooperation. The written marketing articles published on the Official Account and viewers can share it with their Moment on the station.

The editors are proficient in editing, content organization, and event planning, also responsible for the operation of the Official Accounts and Mini-Program.

## Promotion Services

# Google Ads Campaign

Google Ads operates on a search engine when users search for keywords in the browser to obtain matching results. Advertisers can choose specific goals for their ads, such as increasing the number of calls, increasing website sales or user registrations, and attracting more audiences to visit the brick-and-mortar store.



### SERVICE

1. Clarify your promotional purpose
2. Choose the promotion area and scope
3. keyword suggestions based on your product characteristics
4. Organize Ad materials
5. Technical operation
6. Ad adjustments based on Ad Clicks report and analysis

# Web Development Types of Websites

## Informative

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Demonstrate company culture, services information on the website

### BASIC PAGES:

Home, services, products, about us, contact...

### BASIC FUNCTIONS:

Contact form, appointment form...

## E-Commerce

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Users purchase their favorite items on the website and complete the payment process online

### BASIC PAGES:

Home, product, shipping, refund policy, terms of use, shopping cart, payment, about us, contact...

### BASIC FUNCTIONS:

Shopping cart, payment, tracking...

## Custom Functions

---

Customize website functions based on client needs, users need to register an account before using any of the functions

### BASIC PAGES:

Home, function, how to use, terms of use, refund policy, about us, contact...

# Web Development Service Introduction



SCAN & VIEW  
MAINTENANCE PLANS

## PRODUCTION PROCESS

Initial Planning

>

UI Design

>

Function  
Development

>

Optimization

>

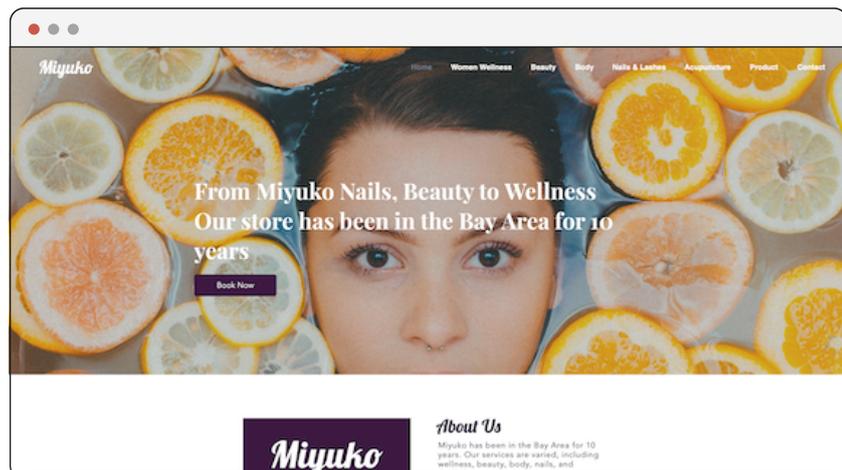
Configuration

>

Go Online

>

Maintenance



## Tech Development Service

Our tech team provides software development/maintenance, Google Ads, Yelp Ads, Facebook Ads, and Google SEO services. With ten years of experience in developing web software, proficient in multiple programming languages as Python, Java, WordPress, adept at Social Media Ads, and SEO to enhance your brand value and increase brand awareness.

## Why Choose Us

1. From planning to post-project operation, our development process is completely transparent to the client, making it easy for the client to control project risks at any time. Clients participate in the project, communicate in real-time, monitor project quality, and progress.
2. Source files can be provided if requested.

## Product Portfolio URLs

[www.aboluoweek.com](http://www.aboluoweek.com)

[www.lireflexology.com](http://www.lireflexology.com)

[www.miyukobeauty.com](http://www.miyukobeauty.com)

[www.mofantaichiacademy.com](http://www.mofantaichiacademy.com)

[www.uscgea.org](http://www.uscgea.org)

[www.aboluochinese.com](http://www.aboluochinese.com)

[www.numeaesthetics.com](http://www.numeaesthetics.com)



# Branding Design

## Service Introduction



### Service Advantage

- One-on-one service
- Provide professional advice
- participated in various graphic designs
- more than 5 years of experience in design

### Why Choose Us

Whether the design is for personal or commercial use, as a professional design team, we are well-prepared for your project, including stocked images, design software, and knowledge of design.

### Process Time

The design due date can be expedited if the client requested.

### Design Fees

For web design, startup package, and video editing, we need to fully understand the design requirement, please request a quote.

# Branding Design Product Portfolio



## AJ Beauty

半永久纹绣项目  
Semi Permanent Make Up Price List

粉雾眉 Soft Powder Eyebrows	\$ 480
丝雾眉 Micro-blading Eyebrows	\$ 680
自然美瞳眼线 Natural Eyeliners	\$ 280
芭比水晶唇 3D Lips	\$ 380
炫亮唇线 Lips Liner	\$ 280
微针美容疗法 Microneedling Treatment	\$ 260

所有半永久纹绣在30-60天内都有一次免费补色。60天以后所有补色需交纳一定的费用。水光项目价格请咨询。  
All Semipermanent makeup Procedure has a free touch up procedure within 30-60 days. An Additional fees will apply for touch up after 60 days.

支持现金支付, PayPal 或 Venmo  
预约 415-722-2091 或者 微信扫描二维码





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