

Meet Charlotte

A DYNAMIC B2B2C MARKETER AND PERCEPTIVE STORYTELLER

Social Media

EDM Website

Digital Marketing

SEO Automation

Market Research

Linkedin Instagram Youtube

Content Life Cycle

Content Marketing

Copywriting & Screenscript

Design & Typesetting

Photography

Video Production

CMS Buyer Persona

Client Journey

Vendor Management

Storytelling

Branding

Brand Alignment

Transparent

Information Delivery

Project Management

Cross-Cultural

Communication

Part 1.
PROJECTS

Project 1 - Face-to-Face With Engineers

Content Matrix of Engineers' Stories..... [Go To](#)

Project 2 - ALTEN China's Bilingual Website Relaunch

How I Managed a Project and Solved Unexpected Technical Challenges.... [Go To](#)

Project 3 - French Flavor Meets Gen-Z Vibes

Welcome to the Sauce Flavorverse..... [Go To](#)

Project 4 - Explore Content for a Brand-New Platform

Brand Launch, Messaging, Guidelines & Content System 0-1..... [Go To](#)

Part 2.
CASES

Case 1 - English Content Creation @Teknos Group

Brochure, LinkedIn, Instagram, Youtube, Localization..... [Go To](#)

Case 2 - My Content Strategy

Content Direction, Standardization, Storytelling..... [Go To](#)

PROJECT 1.

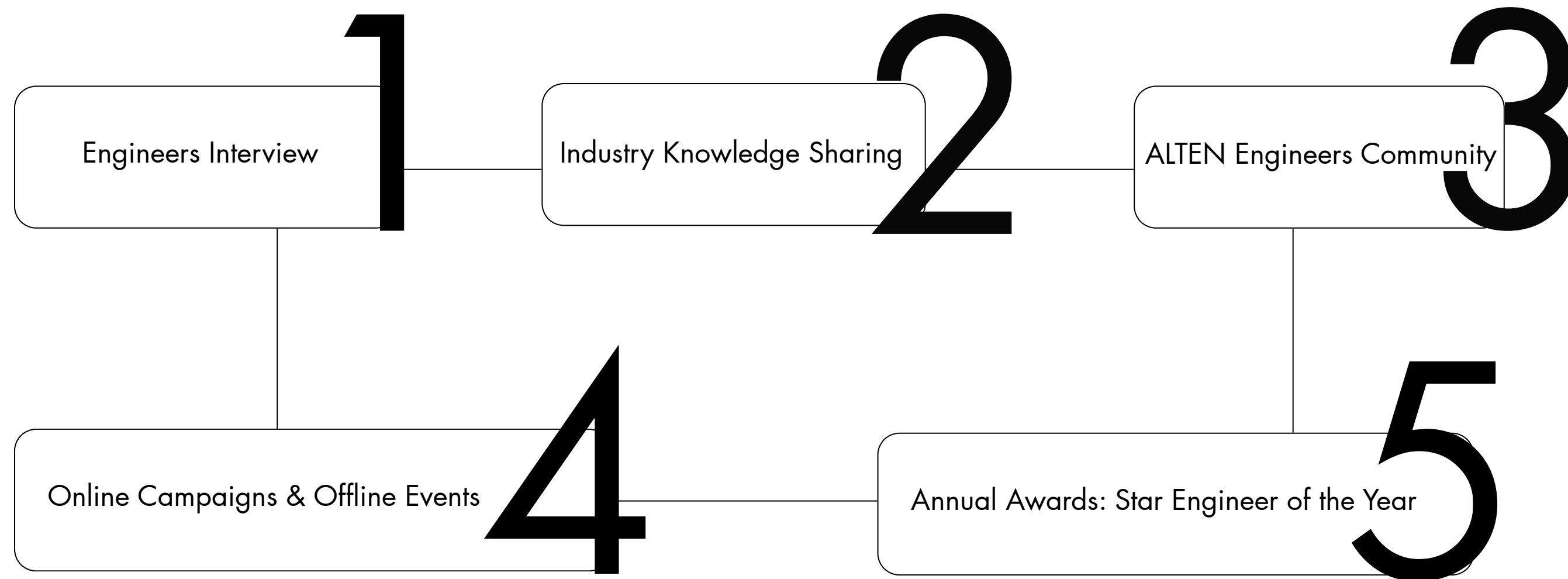
F2F WITH ENGINEERS

By sharing engineers' stories, ALTEN China showcases its professionalism to clients(B2B marketing) and attracts more engineers(B2C marketing) to join the platform.

[Back to the Table of Contents](#)

Content Matrix

By sharing engineers' stories, ALTEN China showcases its professionalism to clients(B2B marketing) and attracts more engineers(B2C marketing) to join the platform.



Engineers Interview

- By Industry
- By Function
- By Job Level
- By Region
- By Skills Portfolio
- Special festival, unique personal story, ...

[Go To](#)



1 on 1 Interview

Ensuring Aircraft Safety: My Only Job

[Go To](#)



1 on 1 Interview

Ten Years Ago, an R&D Engineer Began as an Assembler

[Go To](#)



1 on 1 Interview

What Are We Talking About When Discussing User Studies?

[Go To](#)

Engineers Interview

- By Industry
- By Function
- By Job Level
- By Region
- By Skills Portfolio
- Special festival, unique personal story, ...

[Go To](#)



Office Tour

Introducing Chongqing Delivery Center: Teams Behind the Scenes

[Go To](#)

Round Table Discussion

Breaking Barriers: What's It Like to Be a Woman in Engineering?

[Go To](#)



Events



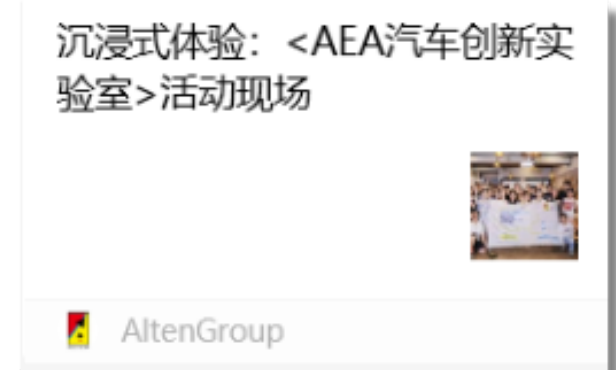
Online Campaign & UGC Engagement
1024 Programming Day

[Go To](#)

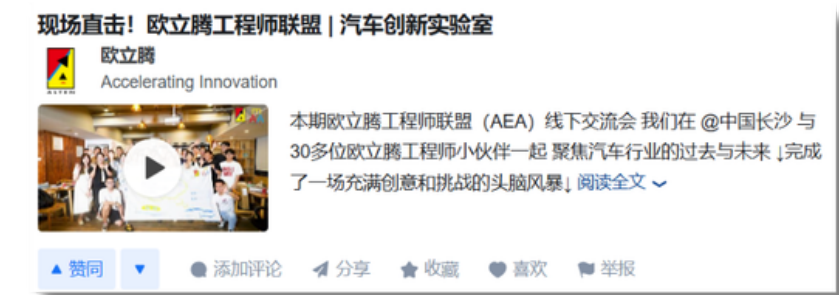


Offline Event
AEA Innovation Lab@Changsha

[Go To](#)



沉浸式体验: AEA汽车创新实验室-活动现场
2023-09-22



Knowledge Sharing



Proposal – Tech Magazine
Budget & Timeline

6,000k
Engineers: special customized medal and small gift (from Autodesk) for this event, for example: medal looks like car + some gift related to car in automotive...
Office employees: buy tickets a coffee or a tea or a cake, 25,000 per person.

Timeline	7.01 - 7.31	7.31 - 7.31	7.31 - 8.4	8.7 - 8.31	8.31 - 9.30	9.31 - 9.30	9.31 - 9.30	9.31 - 9.30	9.31 - 9.30
Proposal - launch & update									
Materials - interview									
Materials - tech trends & AI/ML cases									
Writing									
Layout & Design									
Optimization & Launch									

Proposal – Tech Magazine
Summary – What, Why, How

We are thrilled to announce the launch of our new tech magazine, targeting the automotive and industrial sectors, with additional insights into ICT technologies. **This magazine aims to empower our website's Search Engine Optimization (SEO) and engagement (UE).** Below is a summary of its content:

- Automotive - overview & conclusion**
 - 2.1 ADAS & Autonomous Driving
 - 2.2 Connectivity & Telematics
- Industrial - overview & conclusion**
 - 2.1 Internet of Things (IIoT) Integration
 - 2.2 Digital Twin in smart factory

Our tech magazine will showcase AETN's services, AETN projects, BM talks, recruiter talks, and possibly insights from professional engineers, providing a well-rounded perspective.

Initially, the magazine will be published on our new website, with plans to expand its reach on WeChat, Zhihu, Sohu, and Sina channels.

Proposal – Tech Magazine
Content - Industrial

Topic 2: Industrial – Smart Factory

3. Employee Interviews

3.1 Business Manager Interviews (2) Gain insights from a Business Manager as they discuss our offerings in smart driving and **how we deliver value to our clients.** They will share success stories, industry partnerships, and strategies for staying ahead in the rapidly evolving automotive landscape.

3.2 Recruiter Interviews (2) In this interview, a recruiter will provide **insights into the skills and competencies required for engineers interested in pursuing a career in smart driving in the smart factory field.** They will discuss emerging trends, career development opportunities, and the importance of continuous learning.

3.3 Industry Expert Interviews (optional) Get forward perspectives from a professional engineer who is actively working in the smart factory field. They will **share experiences, insights, and discuss the current and future tech trends in smart manufacturing,** drawing from their expertise and observations in the field.

Proposal – Tech Magazine
Content - Automotive

Topic 1: Automotive – Smart Driving

3. Tech Trends in Smart Driving: Explore the latest technological advancements and trends in smart driving. This section will cover topics such as autonomous vehicles, connected car technologies, artificial intelligence in automotive, and the future of mobility.

3.2 AETN Services and Projects in Smart Driving: Discover how AETN is at the forefront of innovation in the automotive industry. This section will **highlight our services and showcase specific projects related to smart driving.** It will demonstrate our expertise in areas such as embedded systems, sensor technologies, advanced driver assistance systems (ADAS), and more.

3. Employee Interviews

3.1 Business Manager Interviews (2) Gain insights from a Business Manager as they discuss our offerings in smart driving and **how we deliver value to our clients.** They will share success stories, industry partnerships, and strategies for staying ahead in the rapidly evolving automotive landscape.

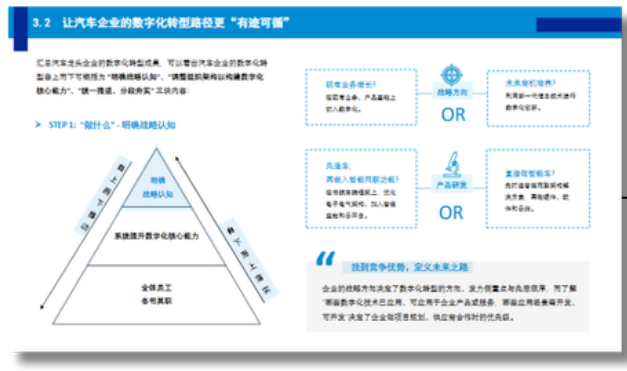
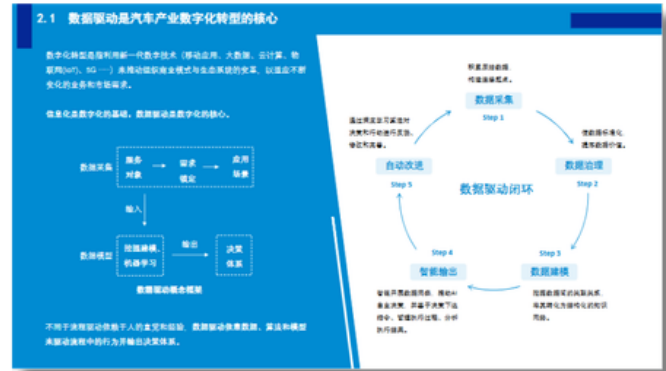
3.2 Recruiter Interviews (2) In this interview, a recruiter will provide **insights into the skills and competencies required for engineers interested in pursuing a career in smart driving in the automotive industry.** They will discuss emerging trends, career development opportunities, and the importance of continuous learning.

3.3 Industry Expert Interviews (optional) Get forward perspectives from a professional engineer who is actively working in the automotive industry. They will **share their experiences, insights, and discuss the current and future tech trends in smart driving,** drawing from their expertise and observations in the field.

ACCELERATING INNOVATION
AETN

汽车产业变革下的数字化转型

DIGITAL TRANSFORMATION IN A CHANGING AUTOMOTIVE INDUSTRY



目录 CONTENT

1. 绪论：智能化、网联化下的汽车产业
 - 1.1 智能化、网联化下的技术趋势
 - 1.2 智能化、网联化下的供应链关系变化
2. 面向未来：汽车产业的数字化转型
 - 2.1 数据驱动是汽车产业数字化转型的核心
 - 2.2 整车厂和零部件企业的数字化转型现状
 - 2.3 汽车产业链各环节的数字化转型
3. 两个重点：探索车企的数字化转型之路
 - 3.1 让软件供应链成为“软件定义汽车”的发展需要
 - 3.2 让汽车企业的数字化转型路径更“有迹可循”

Industry White Paper
Proposal & Outline (English)
Text (Chinese)

Knowledge Sharing



Xiaohongshu

For women in tech, I built a Xiaohongshu content hub: language learning | engineer success stories | PM tips. Followers grew from 100+ to 4k+

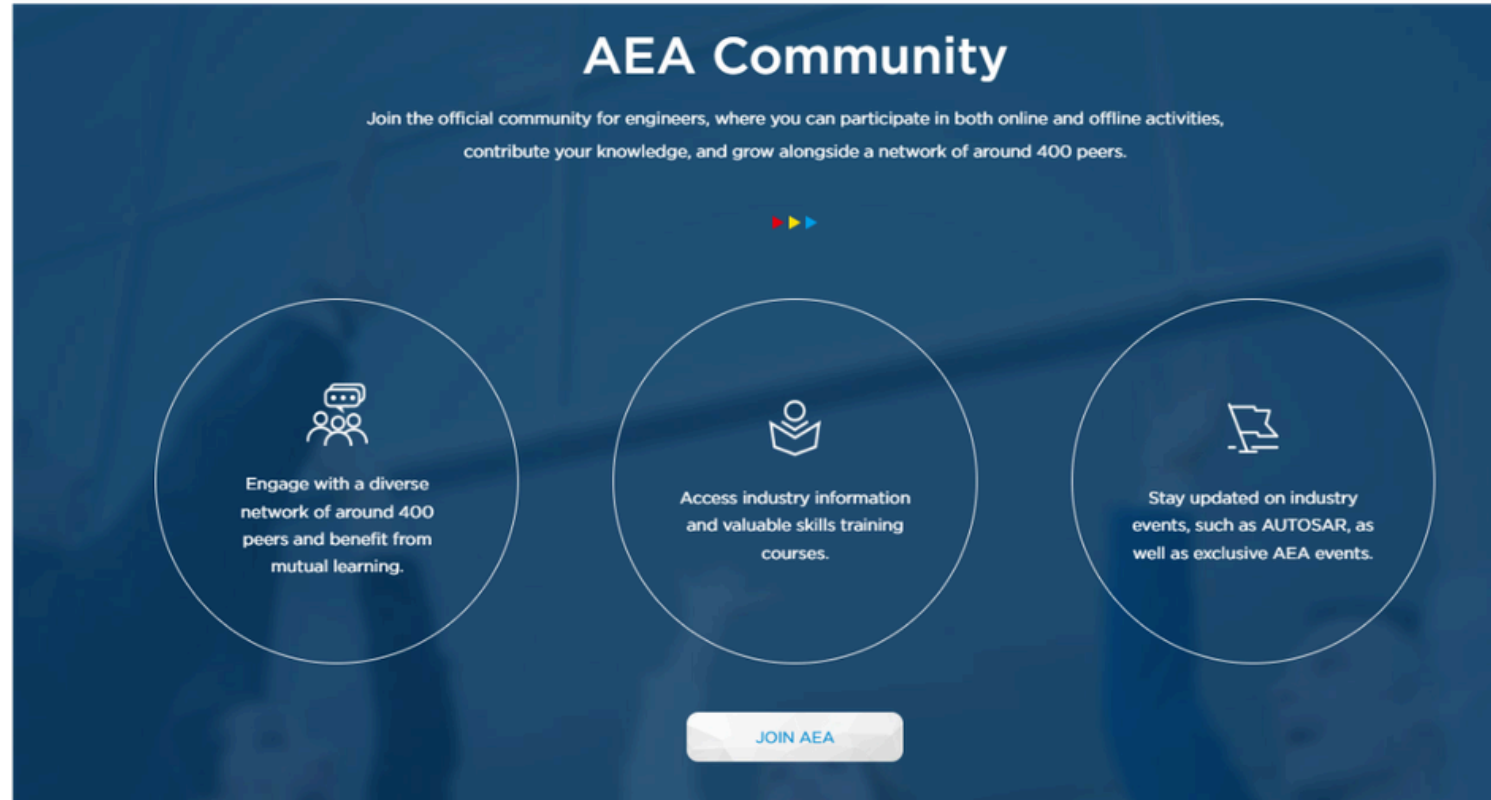
Go To

AEA Community



ALTEN CMS & WeChat Group

We developed an internal forum, a content management system (CMS), and WeChat groups for ALTEN engineers to share knowledge, communicate, and connect with peers in the engineering community.



AEA大使有哪些福利?

MEMBER BENEFIT

暖心礼品: 私人定制礼品, 欧立腾热门周边等; 不论寒冬酷暑, AEA携着福利为你守候!

职场能力飙升: 提升创造力、协作能力、适应能力、沟通能力, 管理能力等核心软实力; 为你在成为管理者的路上加油助力, 成为组织策划能力最强的工程师!

破圈交际: 寻找志同道合的新朋友, 和各种星球的人一起开脑洞party! 拓宽社交圈, 与AEA成员相互陪伴, 共同成长!

如何成为AEA大使?

BECOME AEA AMBASSADOR

↓ 参选年度竞选, 成为AEA大使 ↓

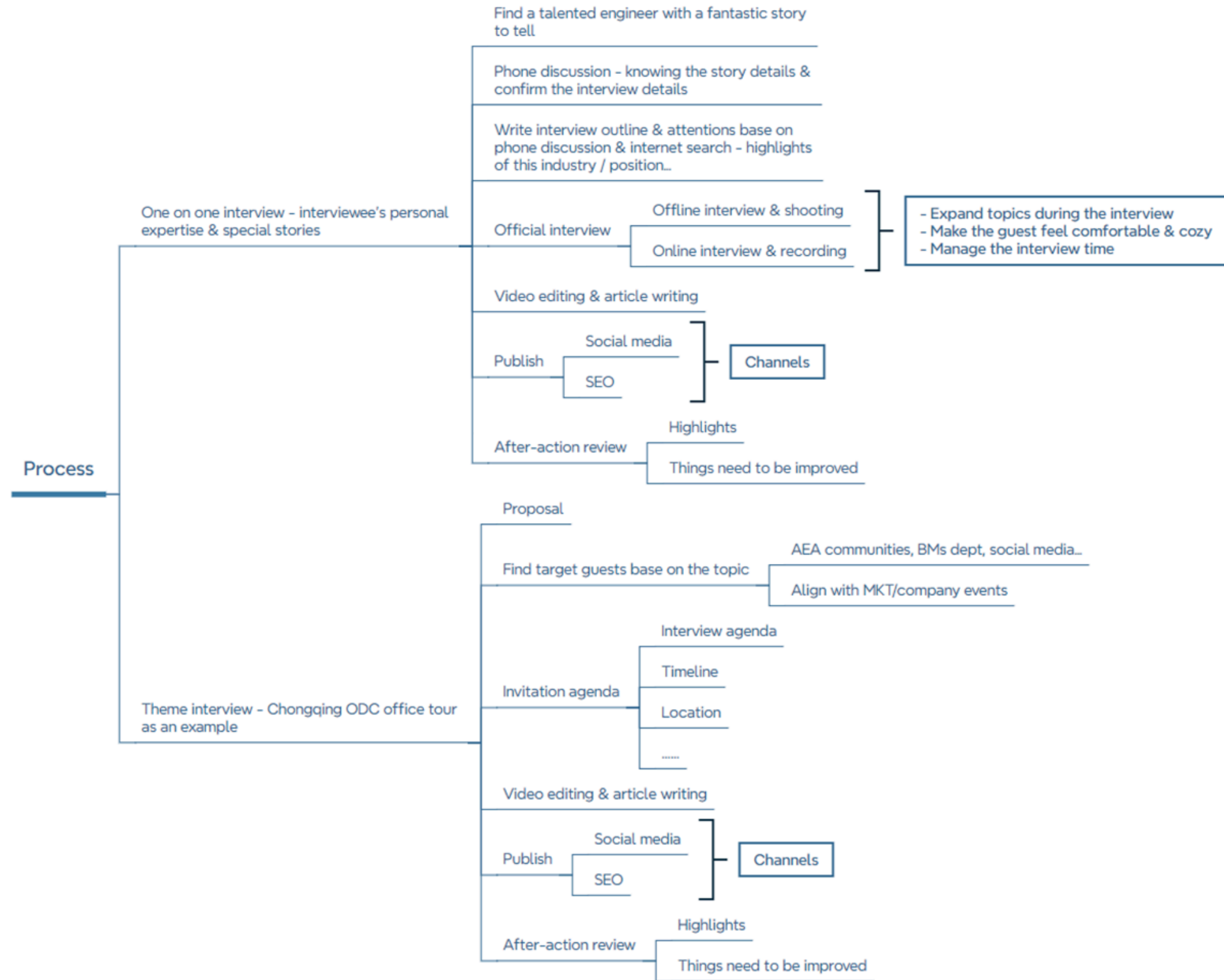
- 任何对AEA的运营感兴趣, 愿意为联盟的发展投入自己的热情和才能, 善于沟通、能对行业发展、技术趋势职业发展表达自己的想法和见解的人都可以参选AEA大使。

STEP 1 点击下方按钮, 填写AEA竞选表单
提交日期: 2月2号 -- 2月9日

STEP 2 经过核心团队初步筛选, 为候选人开展线上竞选, 展示个人风采

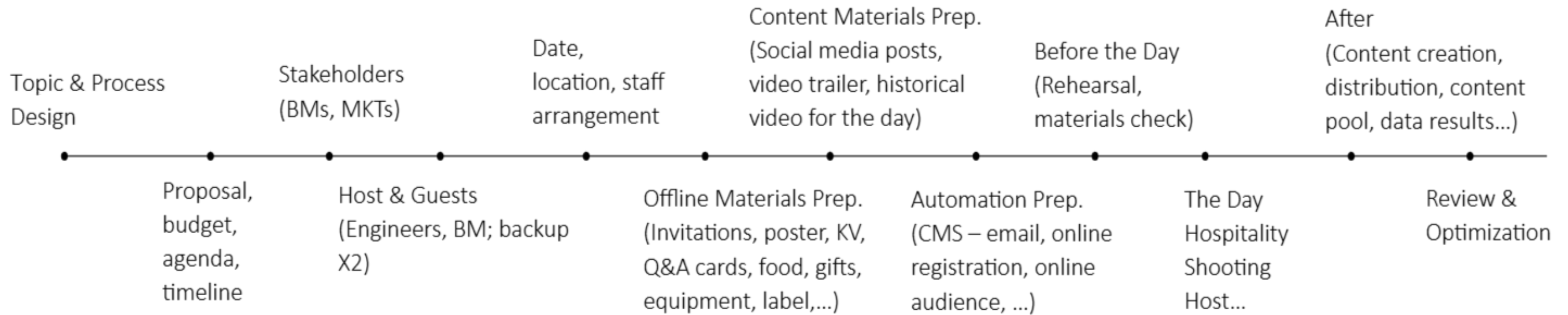
STEP 3 经过大众票选
获得票数最多的**前5名**候选人
当选2023年度AEA大使

Process & Timeline, Interviews (Example)



Date	Forms	Topic	Location
Feb.	1v1	Industrial or automotive industry	online
Mar.	Theme discussion	AEA-related/TBD	Beijing
Apr.	1v1	Retail industry	online
Jun.	Theme discussion	AEA-related	Guangzhou
Jul.	1v1	Life science industry	online
Sep.	Theme discussion	AEA-related/TBD	Suzhou
Oct.	Theme discussion	1024 programming's Day	TBD

Process, Events (Example)



[Back to the Table of Contents](#)

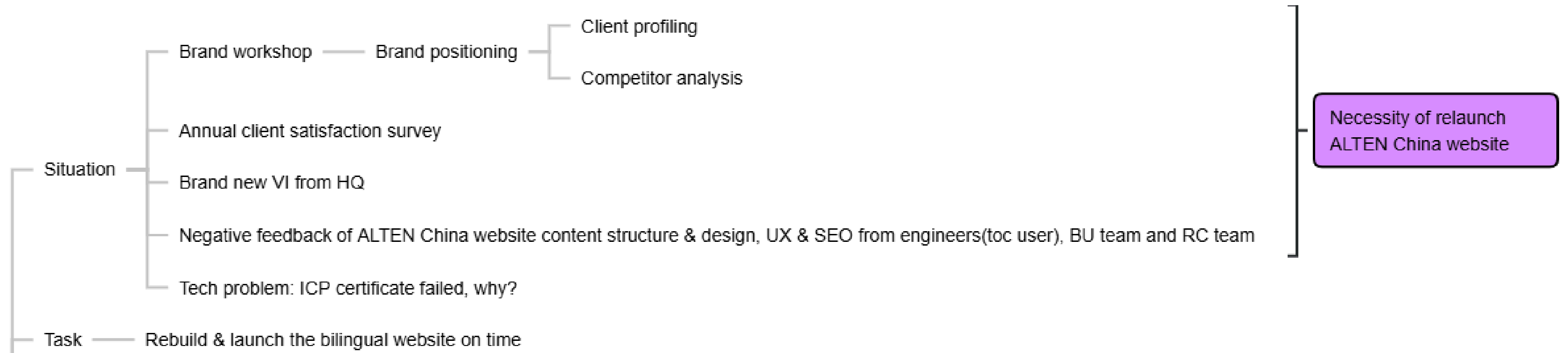
PROJECT 2.

BILINGUAL WEBSITE RELAUNCH

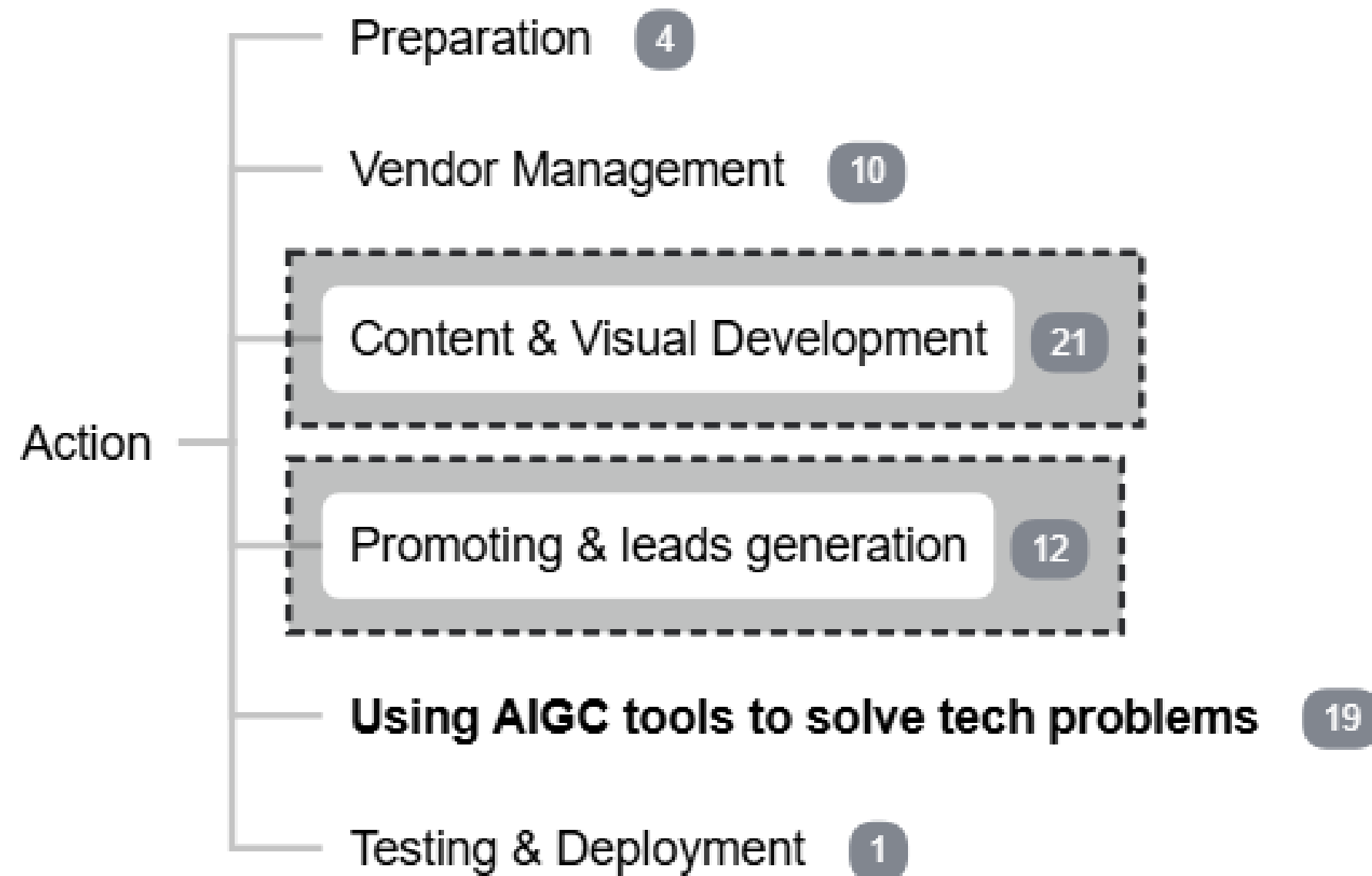
How I **created content** and **solved unexpected technical challenges** (and beyond)?

[Back to the Table of Contents](#)

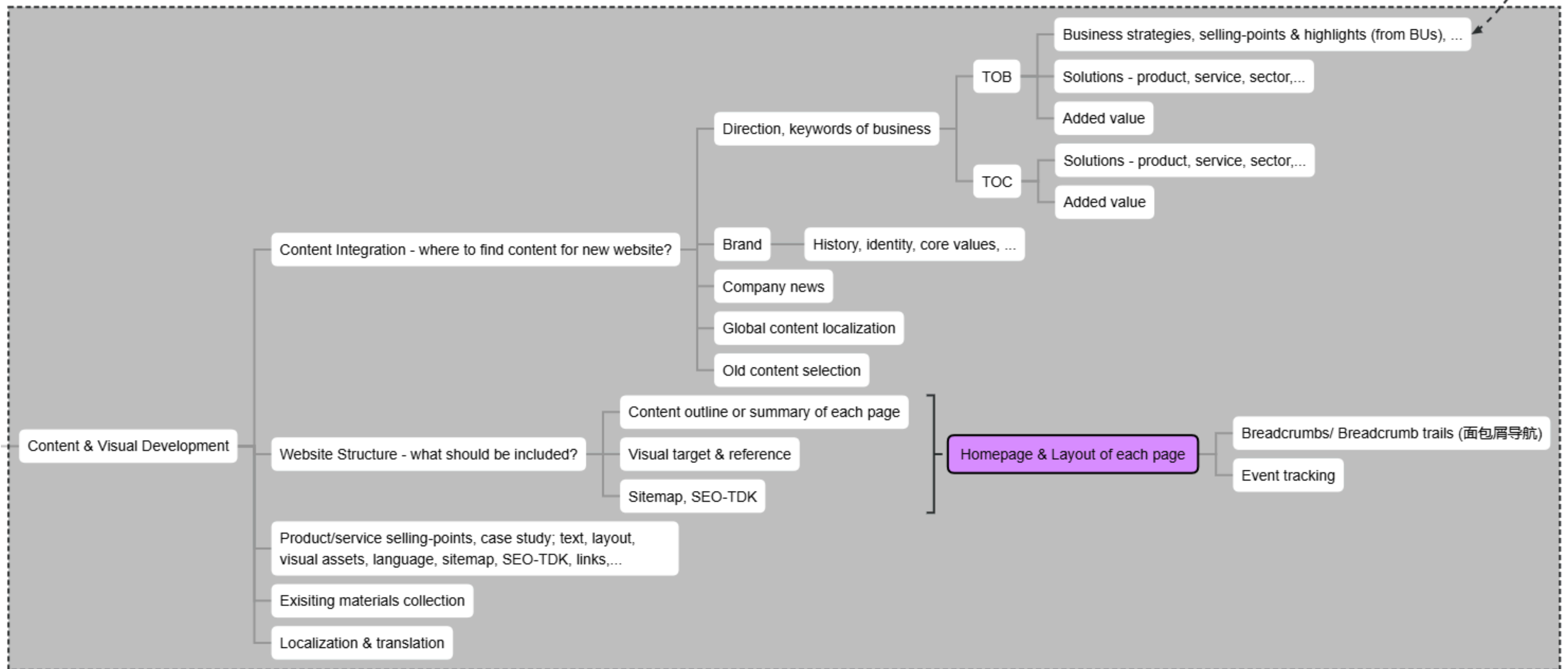
Step 1 Relaunch, Why?



Step 2 Action, Process?



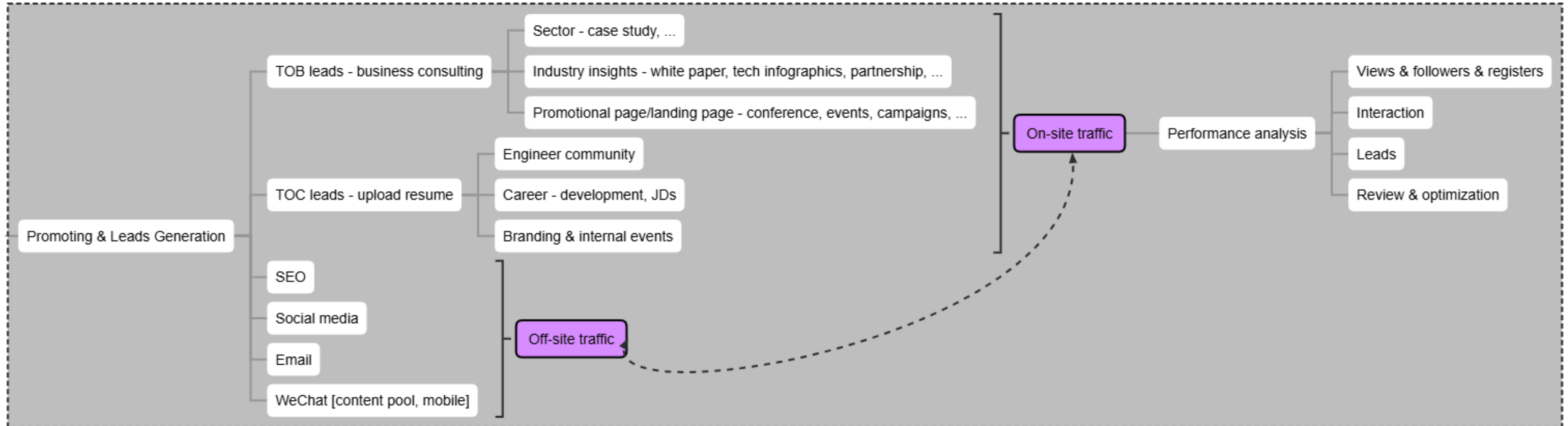
Step 2 Action, Content & Visual Development



Step 2 Action, Content & Visual Development

User Journey Stage	B2B Enterprise Client Content	B2C Talent Candidate Content	Content Role Description
Awareness	Thought leadership articles, Industry insight blogs	Star Engineers, Company news, Cultural showcases	Attract initial attention from target users to ALTEN by showcasing expertise and corporate culture to elevate brand awareness and establish a positive image.
Consideration	Service introduction pages, Industry case studies, White papers and solution reports	Engineer growth stories, Career experience sharing, Corporate cultural activity coverage	Help potential clients and candidates better understand ALTEN's professional capabilities and employment advantages, fostering interest and alignment with audience needs.
Decision	In-depth client case studies, Client testimonials and reviews, Contact inquiry form (business inquiries)	Job description pages, Job application forms, Recruitment process guides	Provide detailed information and clear action points to drive clients and candidates to finalize decisions (e.g., submit inquiries or applications).
Loyalty	Continuously updated industry blogs, Newsletters, Client-exclusive updates and reports	Engineer interviews and stories, Internal training opportunities, Career development resources	Maintain long-term trust and loyalty among existing clients and employees through ongoing engagement, reinforcing brand relationships and encouraging retention.

Step 2 Action, How Content Drives Automation?

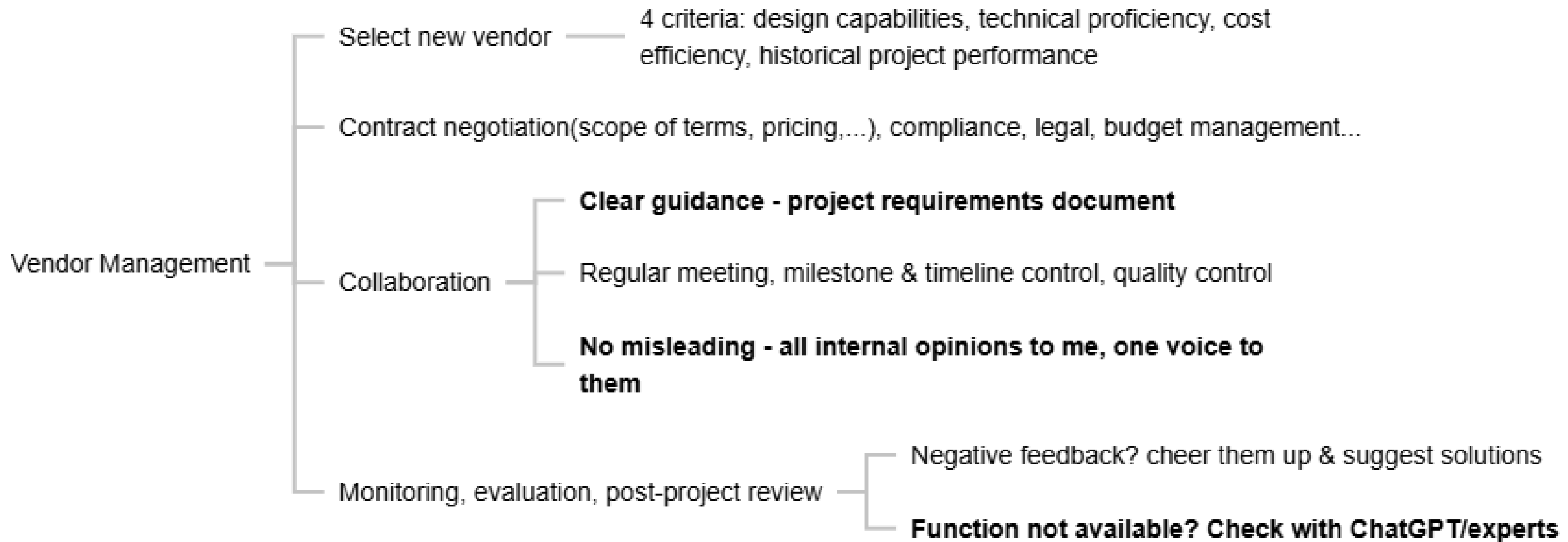


Step 2 Action, How to Use AIGC Tools, Define Technical Challenges & Solve Them?

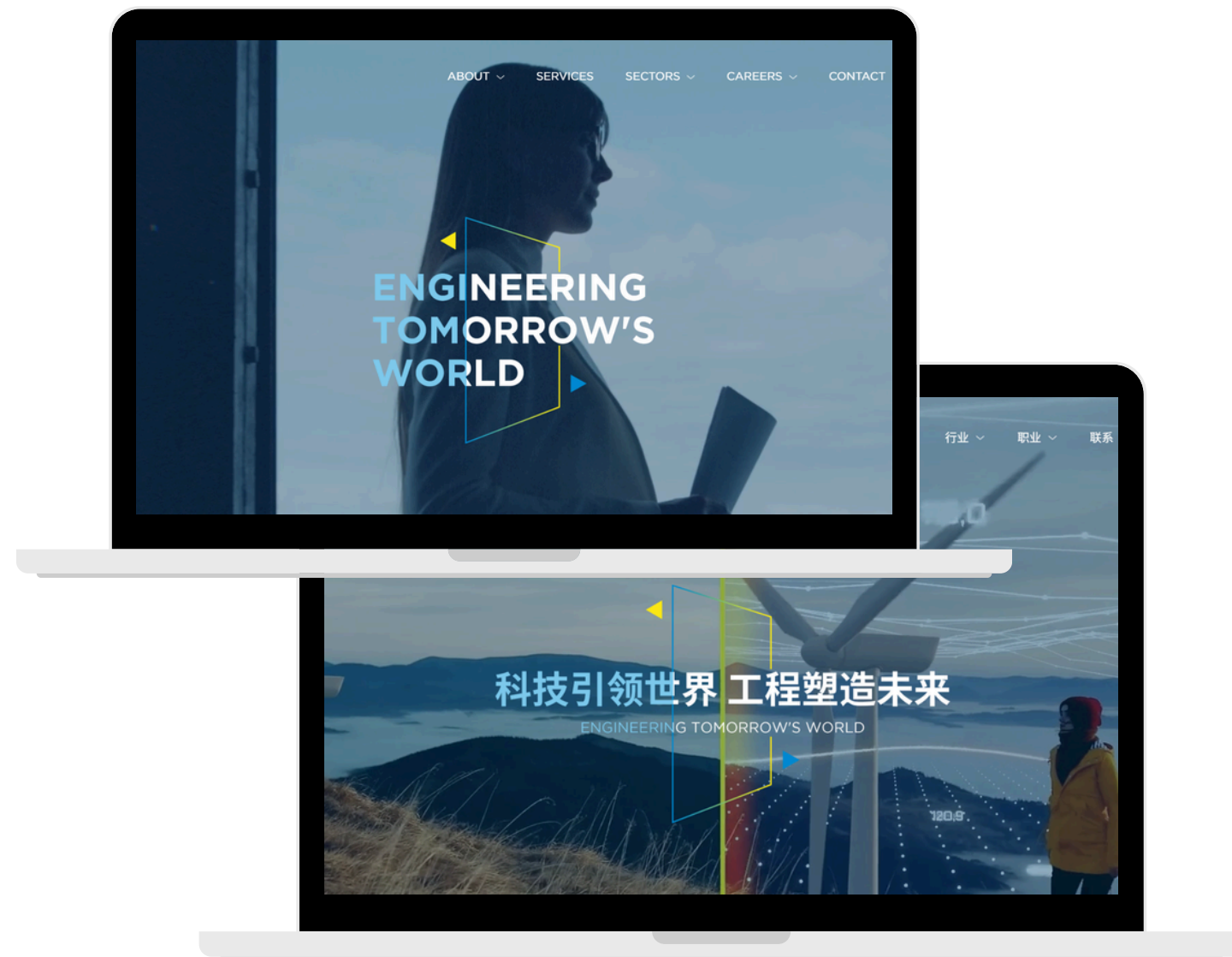


Step 2 Action, Work With Vendors

Preparation — Research & Planning — Stakeholder feedback (TOB-clients, TOC-engineers, sales/BMs, Recruits, management team) 2



Step 3 Results



[Go To](#)

New Bilingual Website ✓

ICP Certification ✓

65% ↑

Website SEO

2.1 Times

Average Page Dwell

32% ↓

Budget

89%

Satisfaction in Questionnaire

Personal recognition from ALTEN China CEO, Marketing Director & Business Directors of ALTEN China ✓

After-Action Review: [Attachmen](#) OR [Go To](#)

[Back to the Table of Contents](#)

PROJECT 3.

FRENCH FLAVOR MEETS GEN-Z VIBES

Lesieur China Glow-Up Plan: For young foodies & social media addicts.

[Back to the Table of Contents](#)

What, Why?

Goal

Make French mayo/salad sauce
COOL in China!

Challenges

Compete with big players
(Kewpie, Heinz) with limited \$\$\$.



Solutions

Be the French Lifestyle Vibes
Ambassador 🇫🇷✨ (not just a
sauce brand)!

How?

Disney-like IP magic + French vibes
+ Chinese family trends.

Result?

210%

Social Media Growth

61%

Repeat Buyers

How?

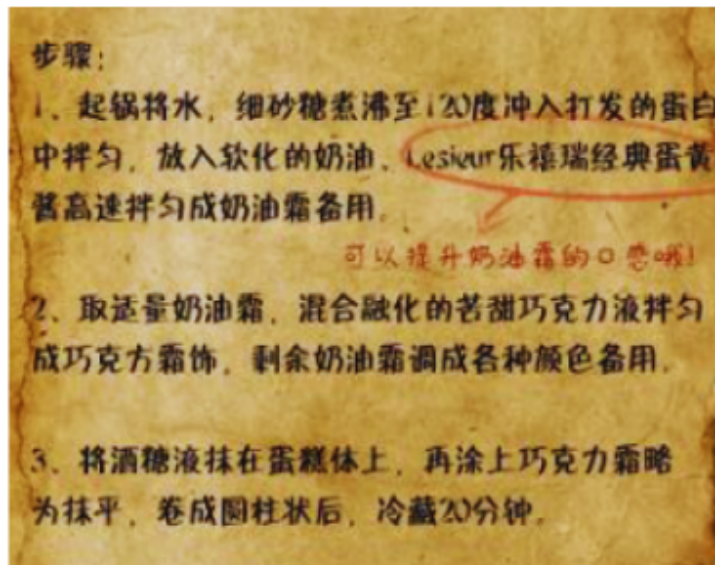


Step 1: Sauce Squad Unite

Meet your new BFFs (Best Flavor Friends):

- Mr. Mayo: Dessert Guru | Secret Health Hacker
 - Madame Salad: Fashion Mom | Mixology Queen
 - Tomato Ketchup Sis: Tomato Queen | Your Sauce Squad's MVP
 - Thousand Island Bro: Salad Scientist | Chill Sauce
-

How?



Step 2: World Building - Lesieur Flavorverse

- Plot Twist: Weekly "Kitchen Showdowns" (healthy vs. indulgent recipes)
- You Decide: Vote for your fave sauce characters' recipes on Weibo!

Step 3 Content Creation Machine

Our content was produced in bulk, with weekly challenges, monthly themes, and seasonal stories. Each character got their own visual identity – we wanted them to feel real and relatable!

How?

制作后点评：

事实证明，用平底锅煎牛排需要二运气 & 五分手速。毕竟，将一大块薄牛排后，在N个一分钟内对其进行转动，真的不是一件容易的事。

没事，反正大晚上的，焦了一点点也没事。

从高压锅里捞出一块炖了一个小时、带着恰到好处劲道的牛腩块，完全融化成汁的番茄覆盖在牛腩块的表层。一咬下去，软嫩酸甜的口感瞬间在味蕾间爆开。与此同时，牛腩块里积攒了一个小时的热气，以一种跳跃式的奔腾速度直冲胃部。几乎是在一眨眼的时间内，整个人从头到脚都暖和了起来。

甜点：草莓冰激凌球

原料：250ml纯牛奶+2只生鸡蛋+一大勺Lesieur乐禧瑞经典蛋黄酱+150g鲜奶油+2大勺草莓果酱+少量糖



法国乐禧瑞Lesieur 18-12-24 20:54 来自专业版微博 [+关注](#)

当年纪渐长，当圣诞童话定格在老相片、魔幻电影和受到层层保护的纸箱子里，我们也逐渐成为了某些小天使眼中无所不能、总是能带来惊喜的“圣诞老人”。

#Lesieur乐禧瑞#王国祝大家#圣诞快乐#

点击下方链接，与Lesieur乐禧瑞四口之家一起制作法兰西的圣诞传统美食 - 木材蛋糕吧🍪🔗
网页链接



Social Media Content Plan

Platform	Strategy	Gen-Z Translation
WeChat	AR sauce characters mini-game	"Snap a mayo mustache selfie!"
Weibo	#SauceSquadChronicles hashtag	Daily sauce memes + recipe duels
Xiaohongshu	Aesthetic recipe templates	"Make Insta-worthy bento boxes"

[Back to the Table of Contents](#)

PROJECT 4.

EXPLORE CONTENT FOR A BRAND-NEW PLATFORM

Where I learned that **content originates from brand positioning.**

[Back to the Table of Contents](#)

Brand Launch & Content System 0-1

Role: Content Lead | 0-1 Brand Building | Content System Architect

Background

Yizhong Technology launched a **new dual-sided platform targeting:**

- SMEs (B2B): Flexible talent supply solutions
- Freelancers (B2C): A trusted remote work ecosystem

Amid shifting strategic directions, I led the brand's 0-1 planning and execution, building a unified messaging system and cross-channel content matrix to support platform launch and market entry.

Challenges

- **Strategic Uncertainty:** Frequent shifts in platform positioning and monetization models required ongoing realignment of brand and content strategies.
- **Time-Resource Pressure:** Tight delivery timelines for website launch demanded parallel progress on market research, brand positioning, and multi-stakeholder coordination.
- **Trust Building:** Both SMEs and freelancers expressed concerns over platform reliability. The brand needed to rapidly establish credibility and perceived safety through strategic messaging and content.

Key Actions & Deliverables



- **Brand Foundation:** Conducted competitive benchmarking & stakeholder interviews (CEO, R&D), set a clear brand positioning and messaging to guide all marketing efforts.
- **Dual Narratives:** Crafted tailored messaging for each segment – B2B: “flexible talent supply chain”; B2C: “growth ecosystem for freelancers”.
- **Content Platform:** Developed the entire content ecosystem (website & blog) from the ground up, leading content strategy and all copywriting.
- **Trust Building:** Created a trust-driven story via a “Visualized Credibility System” (highlighting features like AI talent matching, escrow service, dispute resolution, and ratings).
- **Multi-Channel Launch:** Initiated a broad content presence (WeChat, Weibo, SEM landing pages, blog), publishing 30+ articles to engage the community.

Results

Established

- Brand messaging system
- Website & Blog & WeChat & Weibo
- Multi-channel content matrix
- TDK, SEO, Automation

100k+

- Cross-platform content views

Takeaways

Brand Clarity from Day One

- Even at MVP stage, a strong brand narrative is essential to guide product direction and marketing focus.

Content is Cross-Functional

- Effective content leadership requires tight coordination across teams (product, design, sales) to maintain consistency and impact.

[Back to the Table of Contents](#)

CASE 1.

ENGLISH CONTENT CREATION @TEKNOS GROUP

English? More than English...

[Back to the Table of Contents](#)

Brochure (Website, Offline Store)

Design | Typesetting | Copywriting [Go To](#)



SUSTAINABILITY



Granted by Nordic Ecolabelling, the criteria takes into account the stages of the product lifecycle that have the biggest impact on the environment, including: The raw materials used, the quality of the product and even the instructions on the can.



M1 classification is a voluntary labelling system for low-emitting construction materials or furniture used indoors. The criteria for M1-certified building material was published for the first time in 1996. The classification is granted by the Building Information Foundation RTS, a leading provider of construction information in Finland.



The antimicrobial functionality of BioCote® technology gives antimicrobial properties for the paint coat, making it more hygienic and protecting it against several microbes such as bacteria and mould.



The label granted by the Finnish Allergy, Skin and Asthma Federation (a non-profit public organization) tells that the product has been developed ensuring its maximal safety for allergy, asthma and skin disease patients.



WE'RE EASY ON THE ENVIRONMENT

COLOUR YOUR STORY

THE NEW, SUSTAINABLY-MADE COLOURS FROM TEKNOS

Created by our expert colour designers, the **Colour Your Story** collections take inspiration from the Nordic scenery and Scandinavian style.

The clean, honest colours and playful shades are easy to use as part of different decorative styles.

By choosing Teknos interior paint, you're selecting a high-quality, Finnish product that has been made sustainably and with respect towards the environment.

Let the new Teknos colour collections help you bring your own personal style to life - and reignite your love of home.

Brochure (Website, Offline Store)

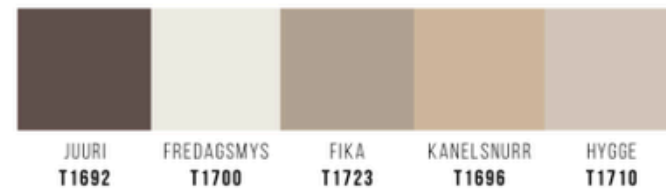
Design | Typesetting | Copywriting [Go To](#)



A whistle of the tea pot, a creak of the floorboards.
Oh! How lovely it is to be at home.



Layering with different shades of the same colour helps achieve a contoured feel.



NORDIC PHENOMENA

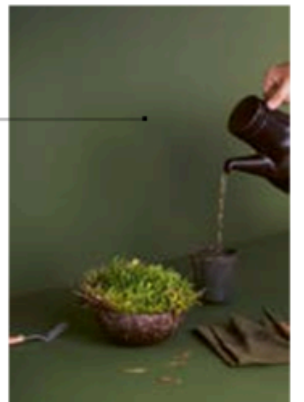
Nordic Phenomena is a collection of cool, calm colours with hues of blue and green that bring northern themes into your home. Shades of refreshing water and ancient forests take you closer to nature, creating a tranquil atmosphere.



PICKLED HERRING T1475



FOREST T1619



Combine colours from the Cozy Weekend collection to create a warm and homely ambience. If you prefer cooler shades, try mixing with colours from the Cool Living collection.

LinkedIn

Video/Animation Production | Product Highlights, Outline | Screenscript & Copywriting | Video & Design Samples

Teknos
18,584 followers
10mo • 🌐

Attention wind turbine maintenance managers!

Tired of long maintenance times and high costs? Our game-changing coating solution for wind turbine blade repair cuts downtime, saves money, and can be applied in temperatures from -8 to 50 °C.

TEKNOBLADE 9000

Reason #2

Back to service after 1 hour

VS

TRADITIONAL LEP SOLUTIONS

after 24 hours

0:22 1x

5 reasons to choose TEKNOBLADE 9000

34 7 reposts

Like Comment Repost Send

Go To

Teknos
18,584 followers
7mo • 🌐

Want to cut costs in your painting line?

One way of lowering costs in the painting process is by taking a look at your energy consumption.

Energy consumption has a big impact on your overall painting line costs.

In our latest blog post, we explore how you can save on energy costs in the painting process.

Get expert tips from **Harri Lipsonen**, Product Development Director at Teknos.

Find the link in the comments below 📌

Energy (kW/h)

Traditional process	185
TEKNOBLADE 9000 process	13

93%
REDUCTION
IN ENERGY USE

Used energy in a process

0:11 1x

Go To

Teknos
18,584 followers
1yr • 🌐

From insightful conversations to showcasing our latest innovations, **FENSTERBAU FRONTALE** was an event to remember.

Thank you to all our visitors who came by during the week and special shout-out to **Superwood** collaboration and bringing our products into life!

Check out our exterior products and coating solutions from our website: <https://brnw.ch/21wIDgS>

#FensterbauFrontale #Teknos #WeMakeTheWorldLastLonger #IndustrialCoatings

Go To

WESLEY

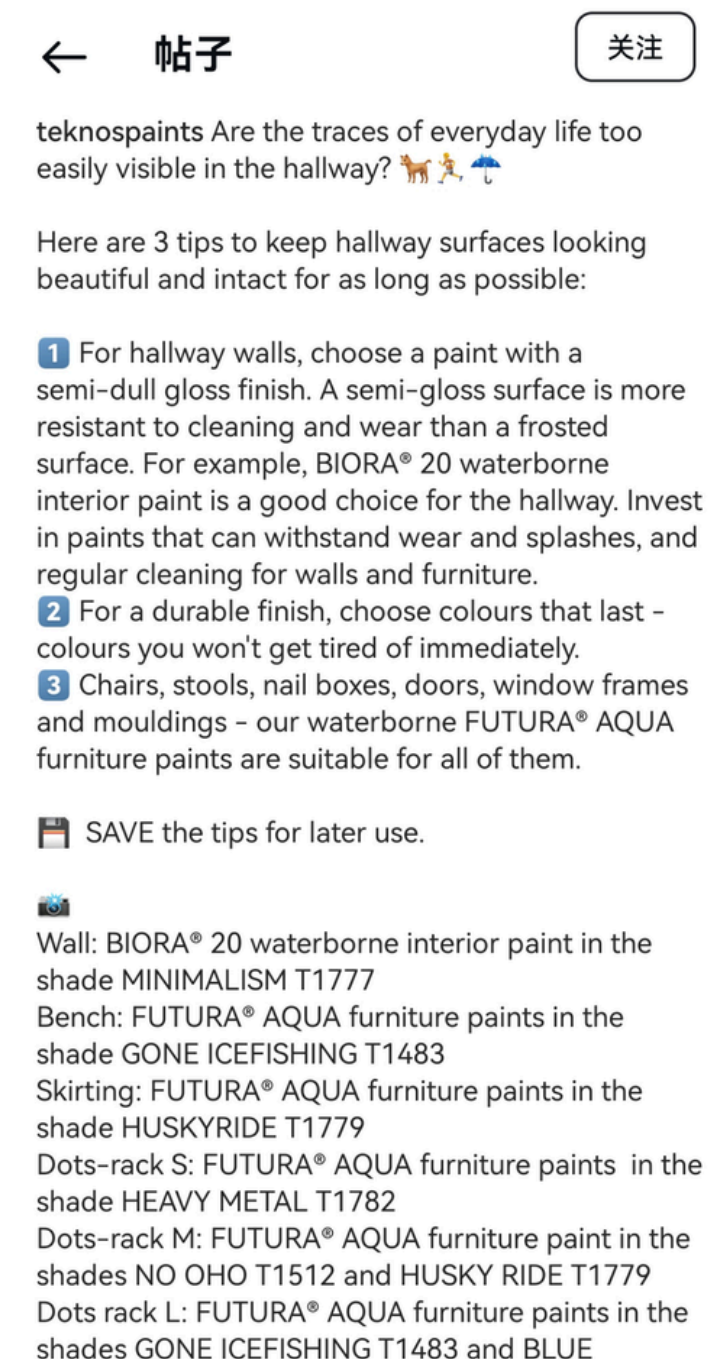
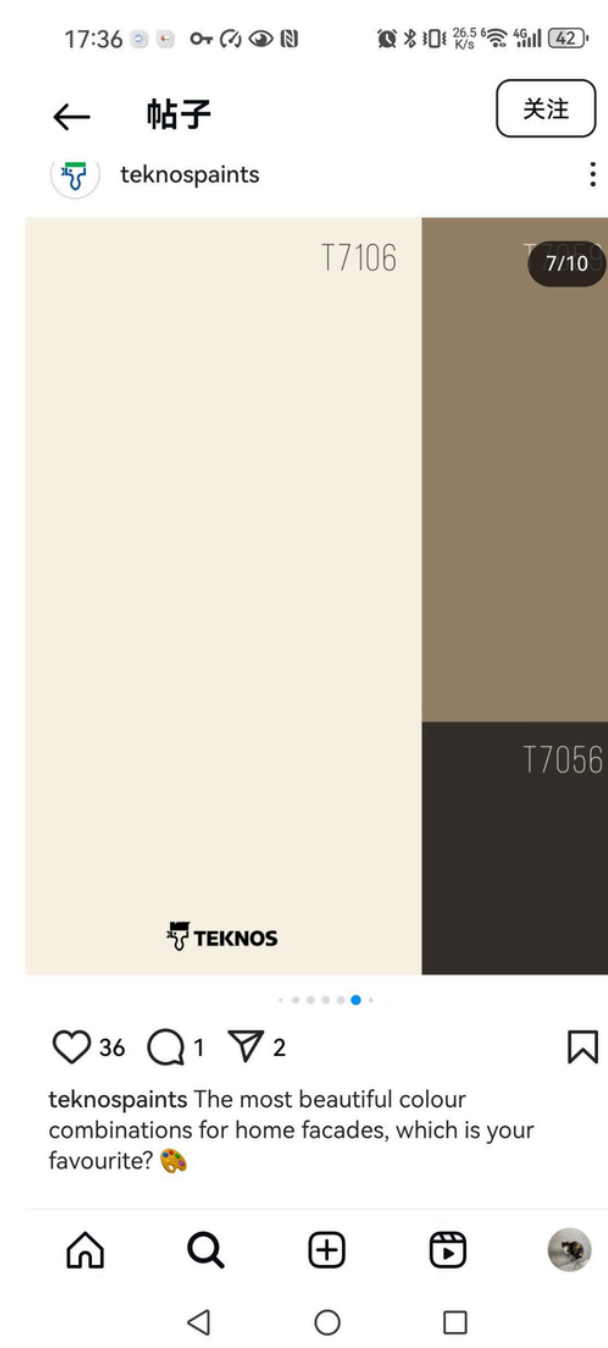
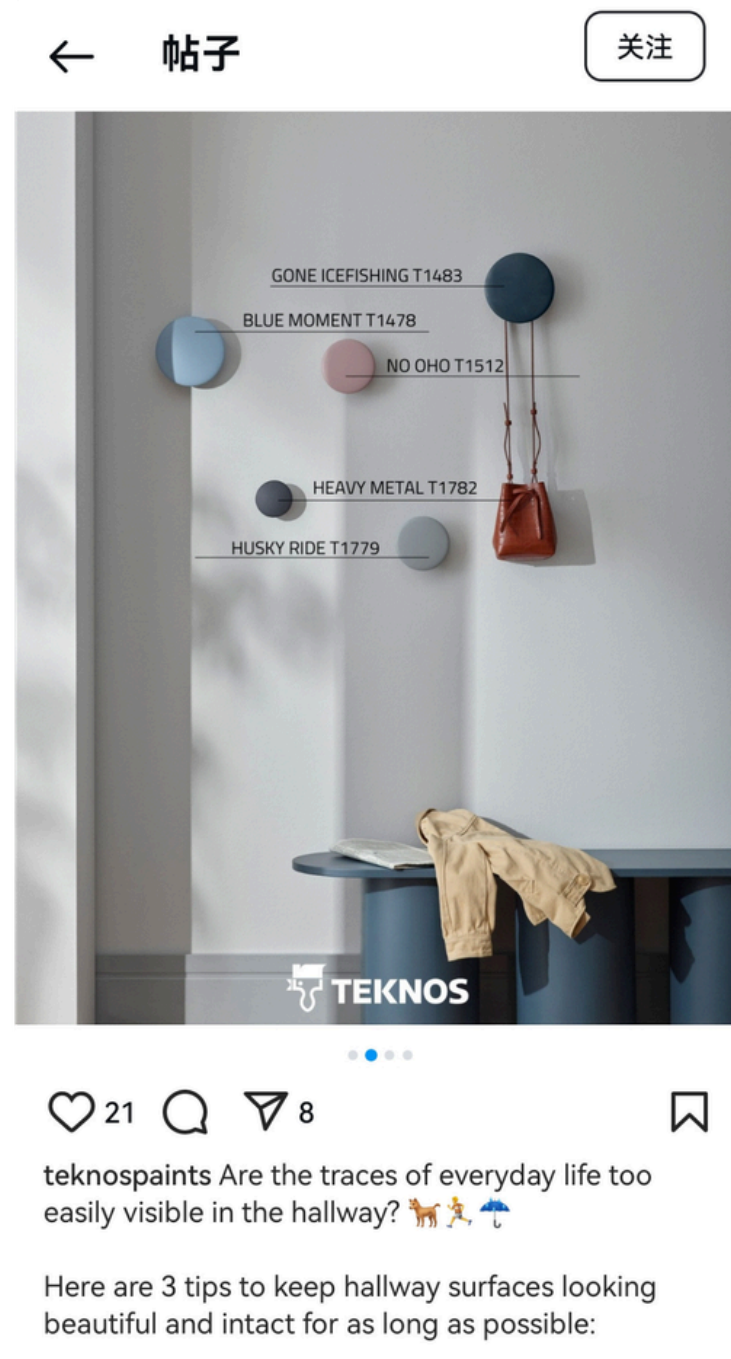
YES. THIS IS ACTUALLY A VERY NICE PAINT. IT READS WELL, DRIES QUICKLY AND HAS LITTLE CHANCE OF DUST OR SPOT BUILDING UP.

0:40 1x

Go To

Instagram

Video | Screenscript | Outline of Copy



Youtube

Video Production & Localization | Screenscript | Outline of Copy



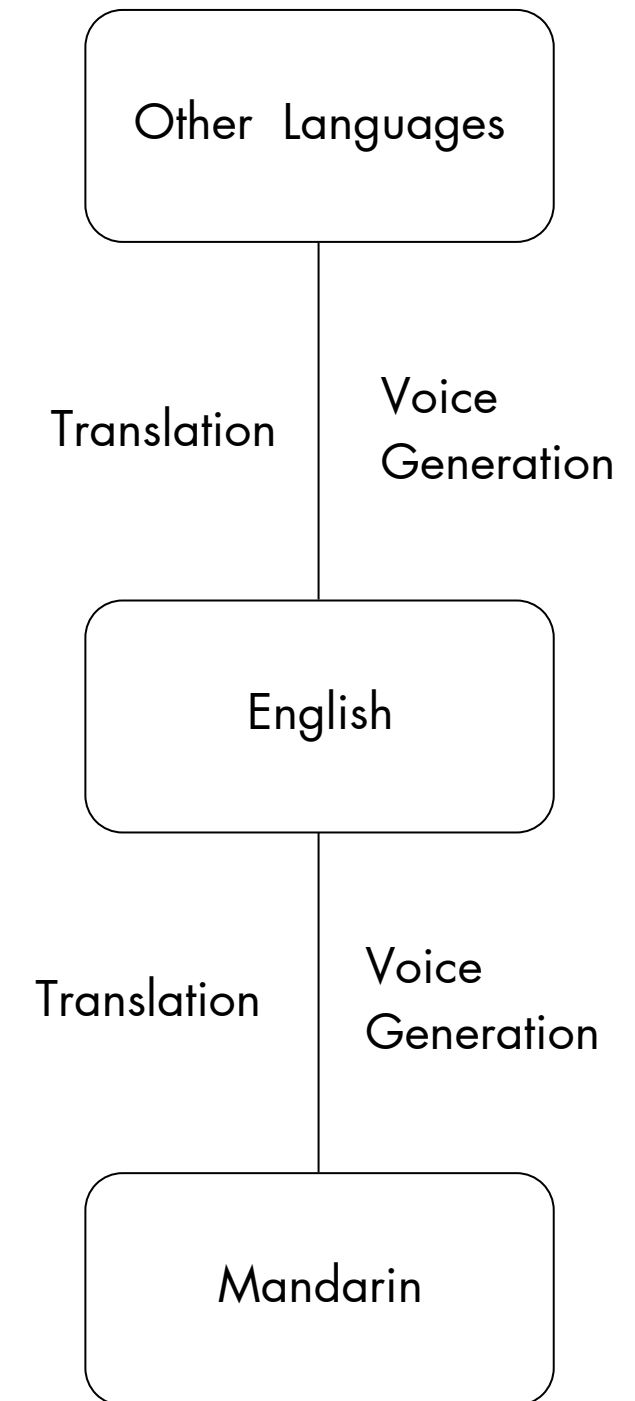
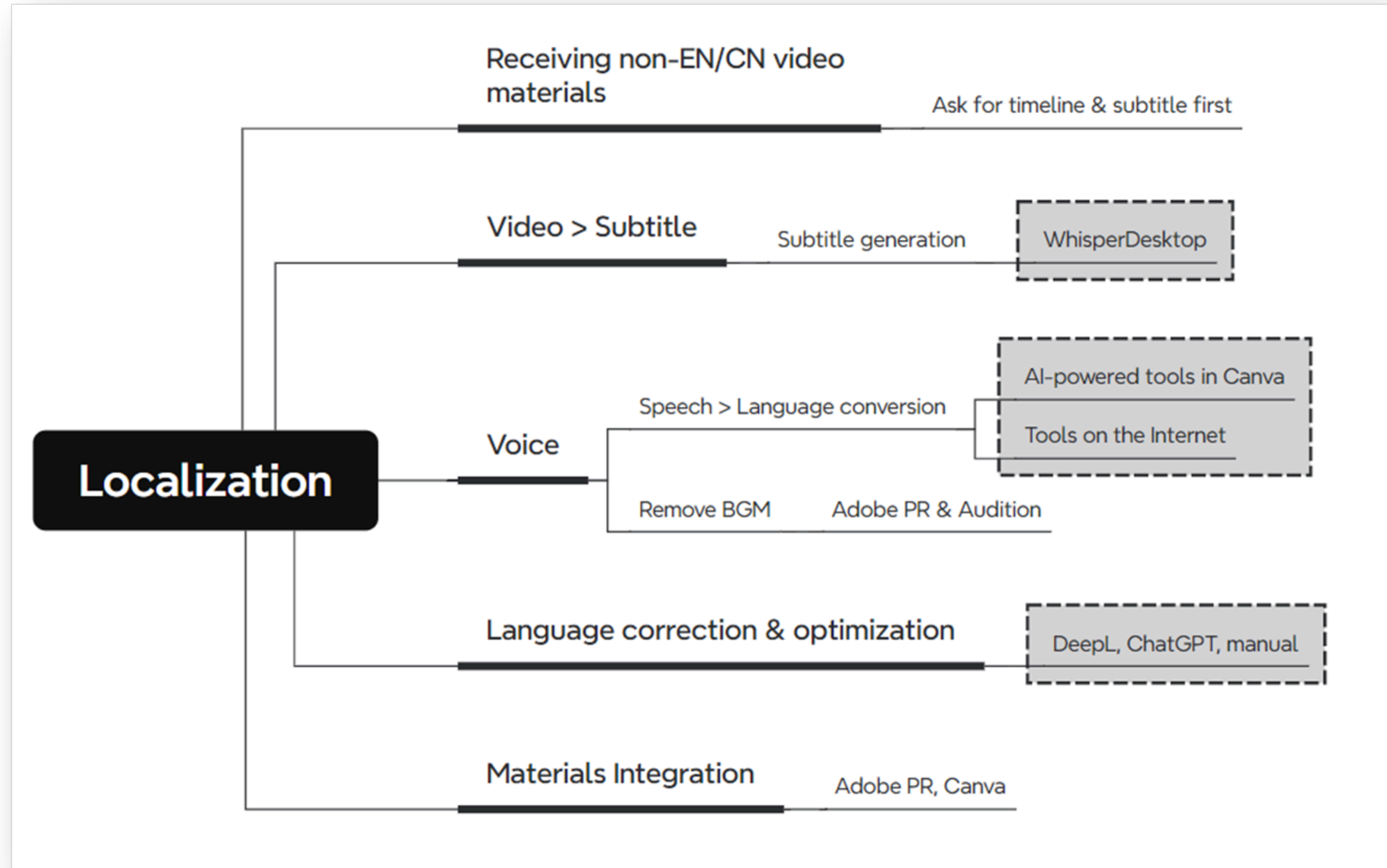
The CSR event organized by Teknos' German team
Challenge? All materials were exclusively in German.

*Similar Projects I've Rocked at Teknos

- CEO talks
- Partnership initiative
- Factory tour

[Go To](#)

Video Production & Localization, More Than Just English, How?

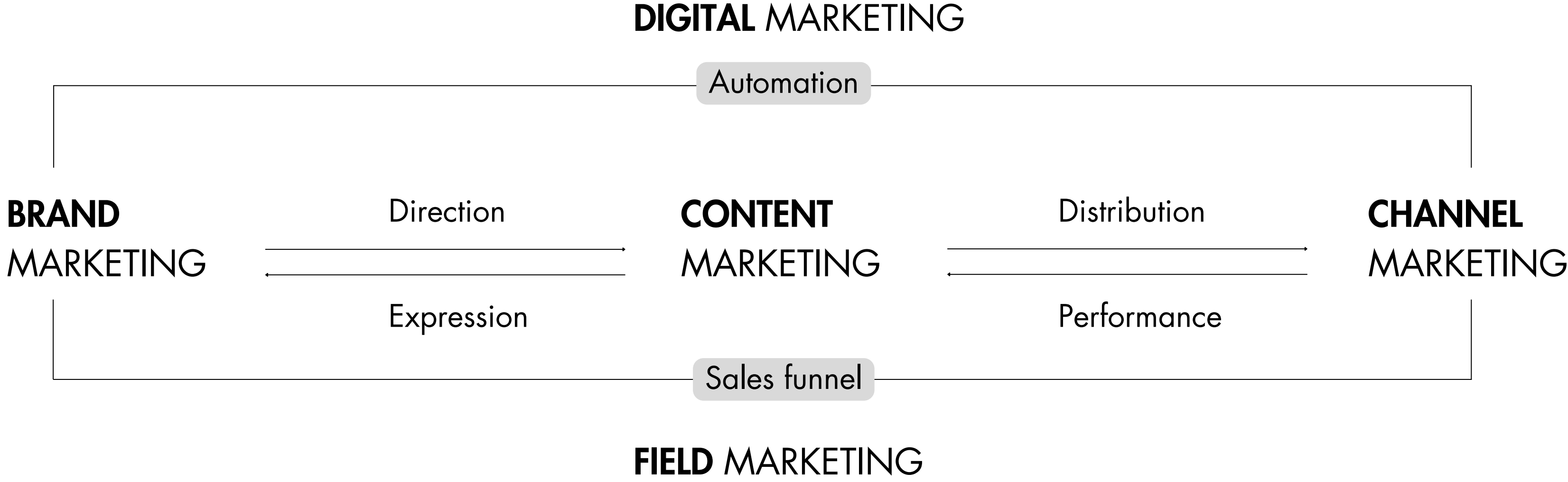


[Back to the Table of Contents](#)

CASE 2. | **MY CONTENT STRATEGY**

[Back to the Table of Contents](#)

Content, Everywhere....



Step 1. Content Direction

Know Your Market

- Conduct **market research** - emerging trends & consumer behaviors.
- **Macro and micro trends** and **regional nuances**.

Know Your Client

- Create **buyer personas**.
- Personalize content at scale and **align with client needs**.

Know Your Business

- **Collaborate with stakeholders** and review industry reports for insights.
- Align content with your **overall business goals** by building feedback loops with teams.

Know Your Brand

- Regularly revisit **brand positioning, values, and messaging**.
- **Brand stories** - adapting to local preferences.

Why ALTEN China – B+C

- Good reputation (successful projects, on-site engineers' benefits, colleague's referral)
- Service Quality (quick response & delivery, staff stability, engineers' competencies)
- Global cooperation relationship
- Local client relationship
- Good corporate qualification

Why ALTEN China – TOB

- Trustworthy client stories/projects
- Reasonable price
- Compliance

Why ALTEN China – TOC

- Promising career path
- Fantastic team & project

Professional
Innovation
Passion

ALTEN China client profile

Role	Titles
Initiator	Head of operation, GM, R&D Head, Dept. Director/Manager, Purchasing Manager, Sourcing assistant, Domain owner
User	R&D Manager, Production Manager, Quality Manager, SM, Director, VP, Project Manager/Leader, Team Lead, Line Manager, Domain Owner, Section Manager
Influencer	User resource flexibly, Interviewer, Purchasing Manager, Finance, Sourcing Manager, Senior PM, HRBP
Decider	R&D Director process, Project Manager, GM, Purchasing Manager, Line Manager, Dept. director/manager, Interviewer
Buyer	Purchasing specialist/Supervisor/Manager/SM, Sourcing Manager, Line Manager
Gatekeeper	GM, PM, Purchasing Director, HRBP

Target role of client company

- Purchasing Manager
- R&D Head
- Sourcing Manager
- HRBP

Their goals & concerns

- Develop more technical resources for projects
- Deliver projects on time and with quality
- Find appropriate candidates to meet R&D needs
- Reduce cost and ensure the balance of the team
- Compliance & Stability & Sustainability

Keywords for Engineers Searching ALTEN/ALTEN China [Based on Monthly SEO report]:

- **Company Information:****
- What's the Company's Business
 - ALTEN Group
- **Topics Related to ALTEN:****
- Working Experience
 - ALTEN + zhihu
 - ALTEN + outsourcing
 - ALTEN + salary
 - ALTEN + consulting
 - ALTEN + compensation
 - ALTEN + reliable
 - ALTEN + technology
 - ALTEN + relationship
 - ALTEN + foreign company
- **ALTEN in Specific Locations:****
- ALTEN + Shanghai
 - ALTEN + Dalian
 - ALTEN + Chongqing
 - ALTEN + Changsha
 - ALTEN + Chengdu
 - ALTEN + Beijing

Target role

- ALTEN engineers
- Potential engineers across China

Their goals & concerns

- Career development
- Company benefit
- Working experiences in each project team
- Project stability & technology
- ALTEN's background

Step 2. Content Standardization

Customer Journey Segmentation

- Awareness, consideration, purchase, and loyalty.
- **Personalize** content for different audience segments.

Content Creation Cycle

- Purpose, plan, create, review, publish, promote, and analyze.
- **A/B testing.**

Cross-Functional Collaboration

- Ensure holistic storytelling that aligns with brand goals **across all departments.**

Platform-Specific Strategies

- Tailor content for each **platform's strengths** (e.g., short videos for TikTok, long-form for YouTube).
- Align content formats with **user preferences.**

Data-Driven Insights

- Annual/quarterly/monthly/weekly **data report.**
- **Content benchmarking** - streamline creation and delivery.

CONTENT						
			DIRECTION	PURPOSE	DETAILS	IMPORTANCE
B+C	Company - background	ALTEN China	information expression	branding & leads generation	history, news, prize, business...	HIGH
		ALTEN Group			cooperation, M&A, prize...	MIDDLE
	Brand - value	company culture - purpose/mission/vision ..., core values, people	spirit delivery	branding	brand story - article, video, ...	HIGH
					ALTEN China - history, news, prize, business...	MIDDLE
TOB	Knowledge	industrial insight, such as digitalization, ESG, z-generation, ...	capture attention, showing ALTEN's professionalism	branding	tech report	LOW
					panel conference	MIDDLE
	Service	why outsourcing <use other words to describe it>	industrial education	leads generation		HIGH
					why ALTEN	push them to make decision
TOC	Knowledge	skills improvement, knowledge expansion, peer communication/interaction	capture attention, branding - employee care & training	branding & leads generation	materials from AEA	MIDDLE
					online event - panel conference/communication, fun games	MIDDLE
					engineers Q&A series	MIDDLE
	Service	why ALTEN	trust management, branding - employee care & training	trust management, branding - employee care & training	branding	company background, brand values, ALTEN projects, working package, engineers sharing, ...
stay in ALTEN						trust management, branding - employee care & training

Case Study

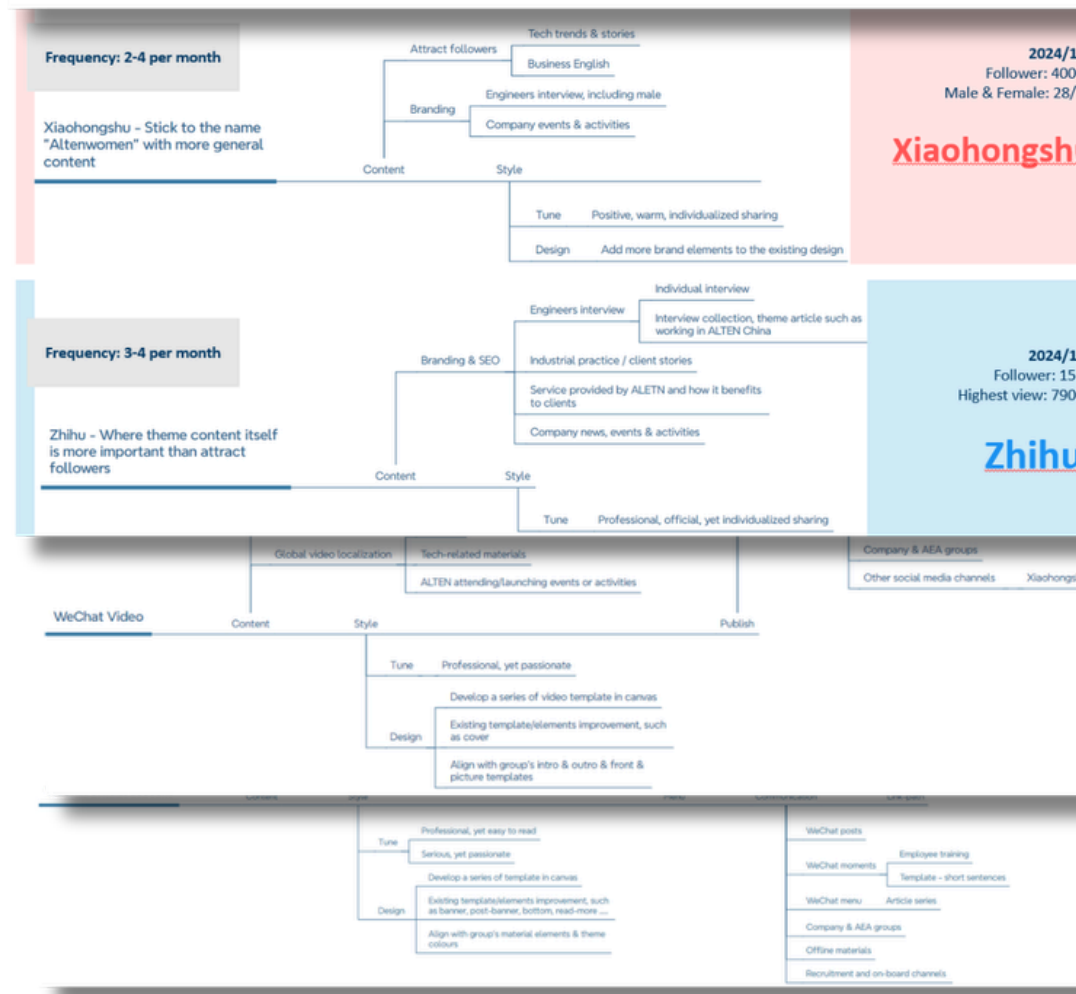
	Awareness	Consideration	After Sales
States of clients	At the moment, potential clients don't know what specifically they really want	At the moment, clients are aware of what they want, and start to compare each supplier	Clients bought products or services
Purpose	Create/Inspire interests	Sell products & services/Sales pitch	Maintain & explore long-term & sustainable cooperate relationship, expand scope of cooperation
Content	Story-like, general, focus on how to solve problems	Let clients well know your products, focus on expressing product/service values: - How you match their needs - What's your advantages	Industrial Best practices (项目/行业最佳实践)
Channel	Social media	Sales material	Official website, Official WeChat or sales material?

How to attract followers & engagements?

- Improve the quality of content
- Launch more online events to gain UCG content & interactions
- Lead readers from other social media platforms / offline events / onboarding website / Official Website / AEA / recruitment channels to WeChat
- Use AI tools like ChatGPT & Midjourney to improve content creation & distribution efficiency

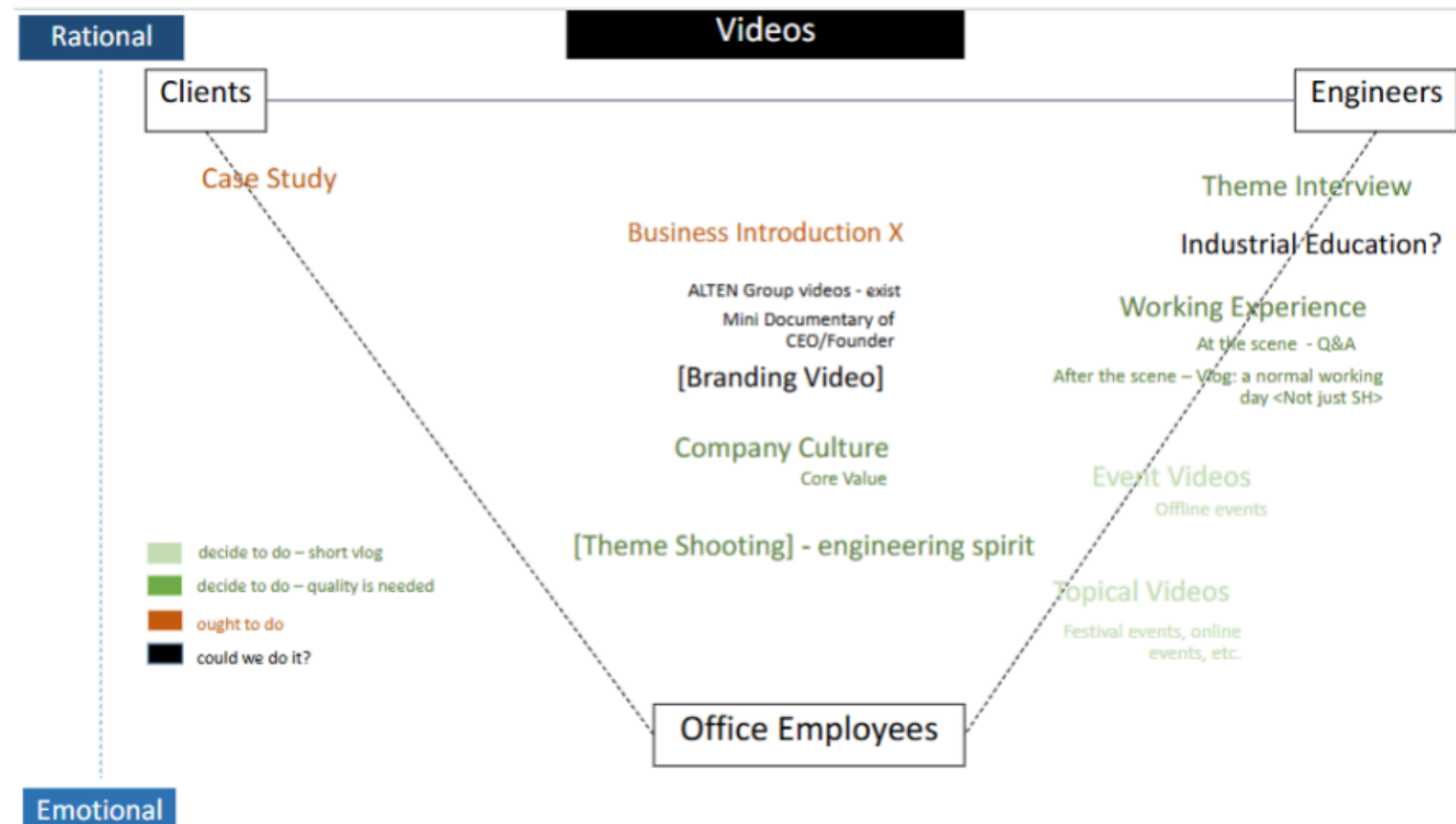
Key figures of monthly social media report

- WeChat
 - Followers growth
 - Total posts published
 - Impression & viewership
 - Likes
 - Comments
 - Shares
 - Engagement rate
 - Complete rate of posts
 - Manu interactions
- WeChat Video
 - Followers growth
 - Impression
 - Likes
 - Comments
 - Shares
 - Engagement rate
 - Complete rate of posts
- Zhihu & Xiaohongshu
 - Followers growth
 - Impression
 - Engagement rate



Step 3. Content Optimization, My Approach to Storytelling = Trust Building

A. Craft Content as a Cohesive, Relatable Narrative



B. 360° Narrative: One Theme, Infinite Perspectives

C. Human-Centric

/ 汽车行业 /

Joey | 产品研发工程师

Joey是一位在汽车零部件行业深耕十余年的产品研发工程师。10年来，他经历了从工厂装配工，到汽车零部件设计师，再到产品研发工程师的职业转变。

Beie Qin | 汽车标定集成工程师

“我们标定工程师的一个代号就是反季节候鸟，每年12月-1月的时候会去黑龙江进行寒区试验。为了争取到最冷的温度点，我们会在太阳尚未升起之前，在没有戴手套的情况下，在零下三十多度的环境中做操作实验。”

Roy | 汽车零部件测试工程师

Roy刚毕业就加入了欧立腾中国，作为顾问工程师驻场在客户方工作。在视频中，Roy分享了他国际环境中工作所遇到的困难与提升方法。

Cindy | 汽车底盘零部件工程师

底盘零部件工程师的日常工作是什么？身为内行人会如何选车？Cindy给了我们这些建议……

Josh | 动力总成标定工程师

这是动力总成标定工程师Josh，曾于17年下半年被派去英国工作。8年来，他在工作中直面问题、不怕问题、解决问题，总结出一套提升工作效率的经验。

Liqin Yang | 车载测试工程师

成为车载工程师是一种什么样的体验？日语专业背景的她是如何将其与业务相结合的？

JS | 汽车产品工程师

硕士毕业回国两年，从Tier 1到OEM，JS聊了聊她作为汽车产品工程师的职业选择与工作日常。

/ 工业制造 /

Xiaofei Shan | 软件研发工程师

她是一位软件工程师，从事软件开发工作，在视频中分享了她的职业经历和心得。

Jianhui Guo | 机械研发工程师

从事机械研发工作，视频中分享了他在机械设计领域的专业见解。

Olivia | 电气工程师

从事电气工程师工作，视频中分享了她在电气工程领域的实践经验。

Marina | 物流运营工程师

从事物流运营工作，视频中分享了她在供应链管理方面的专业知识。

Carole | 供应链管理工程师

从事供应链管理工作，视频中分享了她在供应链优化方面的经验。

/ ICT行业 /

Jiaming Li | Java开发工程师

从事Java开发工作，视频中分享了他在软件开发领域的专业见解。

Blaine | 产品经理

从事产品经理工作，视频中分享了他在产品规划和用户调研方面的经验。

Amber | Java工程师

从事Java开发工作，视频中分享了她在后端开发领域的实践经验。

Caroline | 软件测试工程师

从事软件测试工作，视频中分享了她在质量保证方面的专业知识。

Shuai Yu | 大数据开发工程师

从事大数据开发工作，视频中分享了他在数据分析和挖掘方面的经验。

/ 航空航天 /

Amber | 航空维修工程师

从事航空维修工作，视频中分享了她在飞机维护领域的专业见解。

Chao | 航空工程师

从事航空工程工作，视频中分享了他在航空制造领域的实践经验。

Nina | 航空工程师

从事航空工程工作，视频中分享了她在航空材料领域的专业知识。

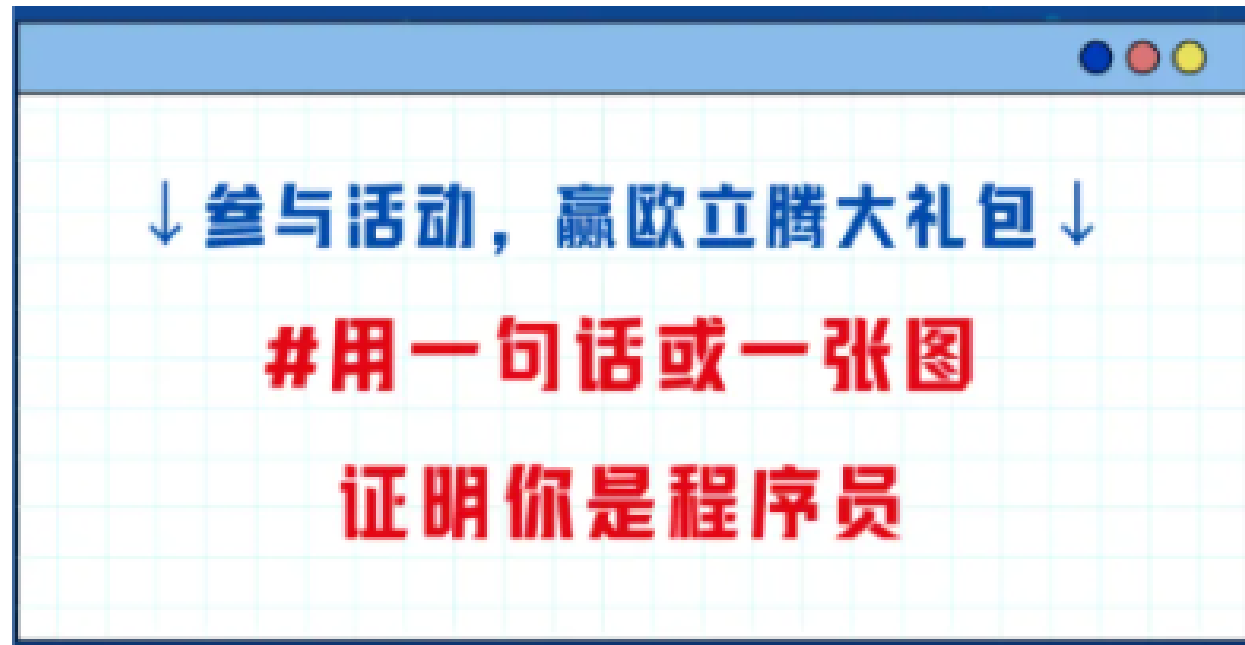
[Go To](#)

Step 3. Content Optimization, My Approach to Storytelling = Trust Building

D. Gen-Z Hook Formula: Meme-Worthy Topics x Bite-Sized Formats = UGC Gold

E. Data Talks

F. Details Matter



投稿9:



图片来源: 网图投稿

/ 程序员的工作日常:

lim(写代码+改代码)→∞ /

投稿4: 明天就要上线了, 再出一版吧_(:(3) <)_

投稿5: 今晚不用加班?

投稿6: 人和代码有一个能跑就行

投稿7: 版本回滚

投稿8: 看一下你电脑日志

Go To

• 可信赖

96%的受访者认为欧立腾中国值得信赖;

82%的受访者愿意推荐朋友来欧立腾中国工作;

38%的受访者经朋友推荐进入欧立腾中国工作。

“我一个朋友已经入职欧立腾很长时间了, 他(对公司的)评价还可以, 另一个是当时面我的HR很贴心, 会从面试者的出发点去想。”

— Junhui Guo

“我来欧立腾半年, 总共推了5个朋友过来面试。一方面是因为这边福利确实好, 另一方面也是希望通过这种方式更快地融入环境。”

— Joey Zhou

Go To

[Back to the Table of Contents](#)

YOUR TRUSTED **ONE-PERSON** **CONTENT AGENCY**

Contact Charlotte

Email: cong.chi@foxmail.com

Cell/WeChat/WhatsApp: (+86) 135 0175 6697

[Back to the Table of Contents](#)