INFLUENCE MATTERS.

B2B Tech Storytelling that Works

From Awareness to Action
in B2B Marketing in China



WHY STORYTELLING IS A STRATEGIC TOOL

B2B tech space is fiercely competitive in China, marketing teams face a major challenge: **how to cut through complexity and build recognition with the right audience.**

At Influence Matters, we believe the answer is not just “content,” but **strategic storytelling** — anchored in purpose and executed across the right channels.

In this guide, we share our effective approach that show how storytelling drives visibility, engagement, and impact.

THE CORE OF EFFECTIVE TECH STORYTELLING

Three key layers to build and scale B2B stories:

WHY

PURPOSE

What market gap, trend or audience pain points are we solving?

HOW

DIFFERENCIATION

How is the technology or brand uniquely solving it?

WHAT

VALIDATION & ACTIVATION

What are we doing to bring the story to life and prove its value?

THIS FRAMEWORK WORKS ACROSS CHANNELS, FROM MEDIA TO WECHAT, TO ALIGN MESSAGES WITH IMPACT.



EFFECTIVE WAYS TO TELL BETTER B2B TECH STORIES



Thought Leadership Byline Articles

Many B2B brands are still unknown to their target clients, or the market doesn't understand the product category.

PROVIDE RESONATION WITH YOUR INSIGHT:

Develop educational thought leadership articles, provide in-depth rationals and fill-in the awareness gap between your technology, product and industry applications.



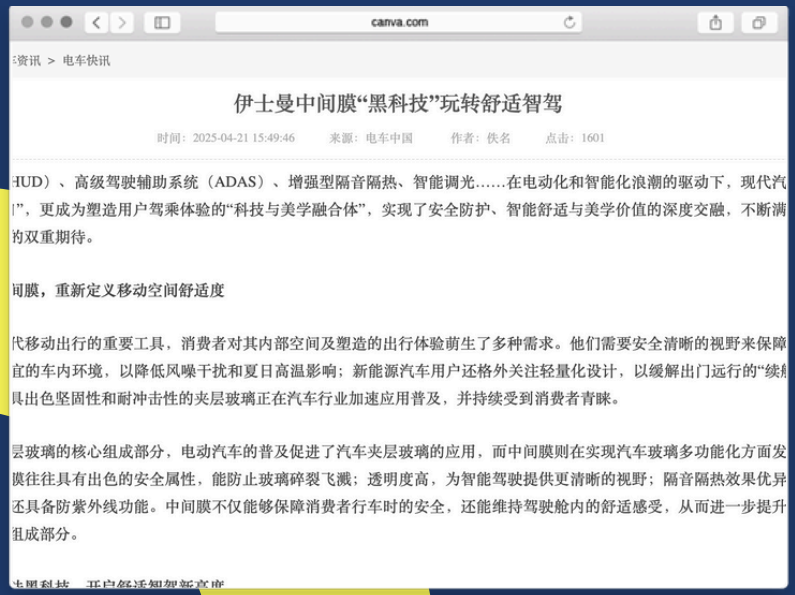
Have local experts and industry influencers to simplify tech and show relevance.

GET TANGIBLE RESULT

- Media coverage that builds credibility
- Brand becomes part of industry dialogue
- Supports long-term positioning as expert

Case Study: Technology & Product Byline Articles

Influence Matters developed bylines around the advanced interlayer technology, helping **Eastman Saflex** secure multiple placements on the front pages of auto industry media during the 2025 Shanghai Auto Show.


canva.com

资讯 > 电车快讯

伊士曼中间膜“黑科技”玩转舒适智驾

时间：2025-04-21 15:49:46　来源：电车中国　作者：佚名　点击：1601

HUD）、高级驾驶辅助系统（ADAS）、增强型隔音隔热、智能调光……在电动化和智能化浪潮的驱动下，现代汽
”，更成为塑造用户驾乘体验的“科技与美学融合体”，实现了安全防护、智能舒适与美学价值的深度交融，不断满
的双重期待。

间膜，重新定义移动空间舒适度

代移动出行的重要工具，消费者对其内部空间及塑造的出行体验萌生了多种需求。他们需要安全清晰的视野来保障
宜的车内环境，以降低风噪干扰和夏日高温影响；新能源汽车用户还格外关注轻量化设计，以缓解出门远行的“续
具出色坚固性和耐冲击性的夹层玻璃正在汽车行业加速应用普及，并持续受到消费者青睐。

层玻璃的核心组成部分，电动汽车的普及促进了汽车夹层玻璃的应用，而中间膜则在实现汽车玻璃多功能化方面发
膜往往具有出色的安全属性，能防止玻璃碎裂飞溅；透明度高，为智能驾驶提供更清晰的视野；隔音隔热效果优异
还具备防紫外线功能。中间膜不仅能够保障消费者行车时的安全，还能维持驾驶舱内的舒适感受，从而进一步提升
组成部分。


有驾　首页　车型库　经销商

赋能本土新能源汽车创新，揭秘邦迪汽车系统的“创新引擎”


凤凰网汽车　汽车 > 汽车资讯 > 正文

减少碳排放，新能源汽车如何更好地“管理”新型冷媒？

作者：邦迪汽车系统（TI Fluid Systems）

夏日炎炎，新能源汽车在繁忙的城市道路上穿梭。车外热浪滚滚，车内温度也随之迅速攀升。此时，汽车空调制冷剂通过蒸发与冷凝过程，带走车内热量，降低温度，为驾驶者和乘客营造出舒适的座舱环境。然而，在全球环境保护意识日益增强的背景下，传统空调制冷剂如四氟乙烷（R134a），因其较高的全球变暖潜能值（GWP）正逐步被淘汰，新能源汽车迫切需要找到更环保的新型冷媒替代方案。

绿色转型：新型冷媒的替代趋势

传统制冷剂R134a的GWP值高达1430，长期使用会显著加剧全球变暖。随着环保法规的日益严格，全球汽车行业都在积极寻求新型环保型制冷剂的替代方案。欧盟《汽车空调系统指令》规定，自2011年起，所有在欧洲销售的新款车型都必须使用GWP低于150的制冷剂。四氟丙烯（R1234yf）的GWP值仅为4，相较于R134a大幅降低了对环境的负面影响，逐渐成为欧洲车企的主流选择。

在中国，碳达峰碳中和目标的提出，进一步推动了市场对环保型制冷剂的需求。二氧化碳（R744）作为一种天然制冷剂，其GWP值为1，且具有良好的热物理性能；丙烷（R290）的GWP值也极低，仅为3。这些新型冷媒替代技术的研发和应用正在加速推进，为新能源汽车的绿色发展提供了有力支持。

除了汽车空调系统以外，冷媒直冷技术还有望成为未来电池冷却的主流方案。随着大功率快充技术的兴起，如何在快速充电期间保持电池温度平衡成为亟待解决的问题。冷媒直冷技术利用制冷剂在蒸发器中吸热并持续蒸发，能够实现汽车电池的高效冷却。目前，冷媒直冷技术已广泛应用于多款新能源汽车。

To strengthen TI Automotive’s position as a strategic partner for Chinese OEMs, Influence Matters developed and distributed byline articles to reinforce TI Automotive’s authority in automotive thermal management systems.

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Webinars for Targeted Knowledge Sharing

Technical engineers and professionals want depth, not just headlines.

We help clients run focused webinars that offer insight into trends, architectures, and applications.

Combine with ABM (Account based marketing) to reach targeted adopters to boost demand gen.



GET TANGIBLE RESULT

- Real-time engagement with decision-makers
- Drives lead gen and signals thought leadership
- Enables Q&A to surface product relevance

Winbond webinar campaign with Vertical Media Elecfans

We ran a technical webinar with Winbond on leading media platform Elecfans to connect directly with developers, introduce its capabilities and exchange with them.

电子发烧友
www.elecfans.com







409 webinar registrants

200 webinar attendees

180 questions discussed

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LIVESTREAMING TO SHOW THE TECH IN ACTION

Seeing is believing — especially in China, where trade shows are crowded and B2B buyers want visual validation.

We bring onsite tech and demos to life via livestream, maximizing reach beyond the physical booth.

GET TANGIBLE RESULT

- 10× more impressions than on-the-ground traffic
- Enables real-time interaction and feedback
- Content reused post-event to extend ROI

WINBOND AT ELECTRONICA SHANGHAI 2024

Recognizing the importance of offering digital visual experiences to their stakeholders, Influence Matters and Winbond created a full live-stream schedule with the sales team introducing various technologies and responding to live questions.

100,000 + Viewers

1,265 New WeChat Followers





WECHAT CONTENT TO REACH AND RE-ENGAGE BROADER AUDIENCES

WeChat is still China's most powerful B2B content platform. An active official WeChat account is more important than a Chinese website for a company's credibility in China.

Position WeChat as the Chinese information center for your company towards all stakeholders.

BUILD THE PLATFORM

Set-up an official WeChat account with a comprehensive menu system

KEEP ACTIVE

Show activity in China with at least 2 long-form blogs per month posted to the account

CREATE VIVID CONTENT

Create vivid and interesting content, informative, well designed and interactive to trigger engagement

WECHAT INFLUENCE ENGAGEMENT

Influence Matters ensures many company has an adequate presence on social media platforms that connect with their stakeholders.



- √ WeChat Account Set-up
- √ Content Strategy
- √ Engagement Campaign
- √ Integration with CRM
- √ Short-form & Long-form video on WeChat Channel

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HOW TO BUILD YOUR OWN B2B MARKETING STORYTELLING STRATEGY

QUICK CHECKLIST FOR MARKETING TEAMS:

1

Get the first-hand customer persona and sales pain-points from your in-house team.

2

Look at the perception gaps of your technology or solution and where the market application needs are.

3

Collect proof points that provide rationales such as customer user case, demos, product test tear down, or data.



Polish with the magic of narratives and storytelling to each target group!

We bring passion to Technology Storytelling across APAC

Beijing, Shanghai, Hong Kong, Indonesia

Influence Matters is an independent PR & marketing firm helping B2B tech companies create influence and business impact across APAC.

We turn complex tech into compelling stories that build trust, spark conversations, and drive growth in engineering as well as business decision making ecosystems.



Communication Strategy



Branding & Positioning



Market Intelligence



Media Relations



Digital & Social Media



Content Marketing



Thought Leadership



Startup PR

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FROM STORYTELLING TO STRATEGIC VISIBILITY

INFLUENCE MATTERS.

Creating Influence for Innovators.

B2B marketing is not about broadcasting, it's about connecting the right story to the right audience, at the right time.

At Influence Matters, we help B2B tech brands in China go from unknown to trusted, by anchoring stories in business purpose and amplifying through smart execution.

Need help to build a strategic storytelling that can resonate and sell in China? Contact us and let's talk! Reach out:

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WECHAT LINKEDIN NEWSLETTER