

# 阿里巴巴国际站介绍 Introduction to Alibaba

[www.alibaba.com]

### Introduction





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### 个人简介 Resume

阿里巴巴国际站官方认证讲师
Certified Trainer of Alibaba.com
全国首席数据官
National Chief Data Officer
阿里巴巴国际站【数据参谋】智囊团核心成员
Key Member of the Data Advisor Think Tank of Alibaba.com
北京方舟英才教育科技集团B2B事业部总监
Director of B2B Division of Ark Outstanding Science Education Group
外贸工作12年 一个既懂业务又懂运营的外贸老兵
12 years of working experience in foreign trade, understanding both business and operation

擅长领域:国际站数据选品、数据分析、P4P操作、RFQ剖析等

Fields of expertise: data selection, data analysis, P4P operation, RFQ analysis, etc. of Alibaba.com, 同时也擅长客户分析及谈判、L/C 操作等.

As well as customer analysis and negotiation, L/C operation, etc.









阿里巴巴国际站基础运营 Basic operation of Alibaba.com

阿里巴巴国际站单个模块详解
Detailed explanation of individual module
of Alibaba.com

总结 Summary







### 阿里巴巴国际站基础运营 Basic operation of Alibaba.com





### Alibaba 国际站特点 Characteristics of Alibaba.com

阿里巴巴国际站是著名的B2B外贸平台,主要是帮助企业做外贸批发业务,拓展海外买家。 Alibaba.com is a famous B2B foreign trade platform, which mainly provides support to enterprises in wholesale business and expanding overseas market.

B2B 【To B, 以大B 小B客户为主,以批发为主】

B2B [To B, Mainly for Big Businesses and Small Businesses, Mainly for Wholesale]

产品种类丰富多样【覆盖各行各业产品,在阿里国际站上都能找到相应供应商】

A wide variety of products [Covering products of all industries, whose suppliers can be found at Alibaba.com]

服务对象以【中小企业】为主

Main customers [Small and Medium Businesses]

服务范围广泛 【覆盖了全球220多个国家和地区】

Wide scope of services [Covering more than 220 countries and regions around the world]



#### 阿里巴巴 Alibaba.com

### Alibaba 国际站特点 Characteristics of Alibaba.com

服务专业【每个公司都配有专业的客户经理,给企业一对一进行平台方面的指导】

Professional services [Provide professional customer managers for each customer company to provide one-to-one guidance on the platform]

覆盖了跨境电商所有的环节【从开发客户到收询盘,从谈订单到客户付款,从帮助企业融资到生产备货从验货到发货,在某个环节,若商家需要帮助,平台都能提供及时的,专业的服务】

Covering all links of cross-border e-commerce [From developing customers to receiving inquiries, from order negotiating to customer payment, from helping enterprises finance to production and stocking, from inspection to delivery, whatever at a certain link, if businesses need help, the platform can provide professional services in time]

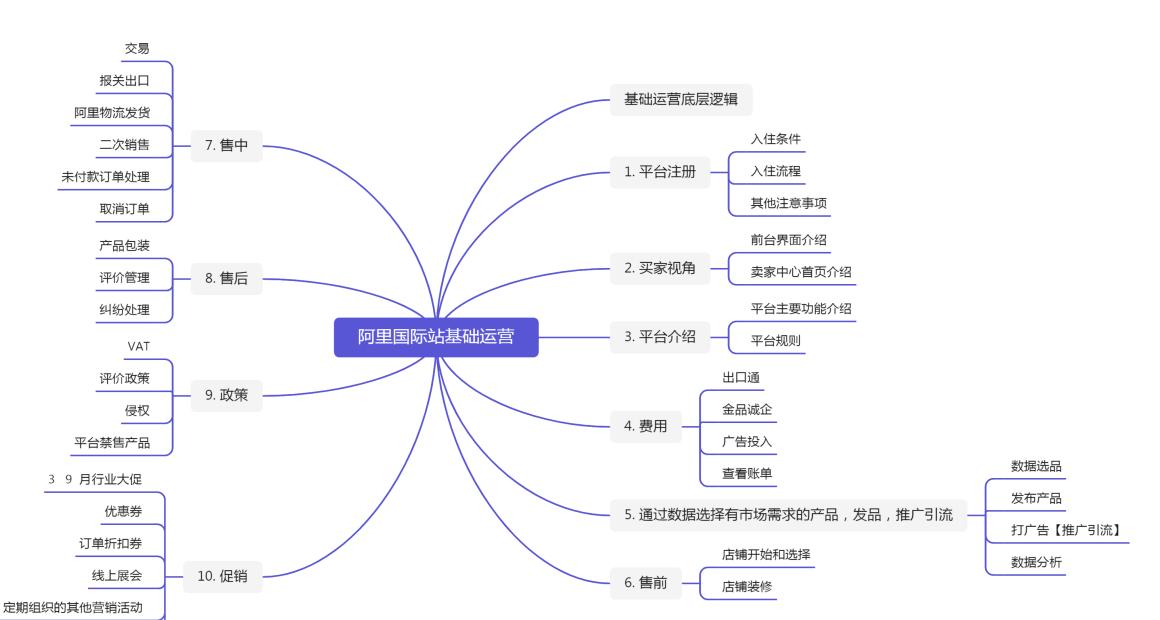
服务内容多样化 【从平台规则解读到平台运营,从客户谈判到Top商家分享、从线上展会到财税政策解读等服务内容】

Diversified service contents [From platform rule interpretation to platform operation, from customer negotiation to top business sharing, from online exhibition to fiscal and taxation policy interpretation, etc.]



### 阿里巴巴国际站基础运营 Basic operation of Alibaba.com

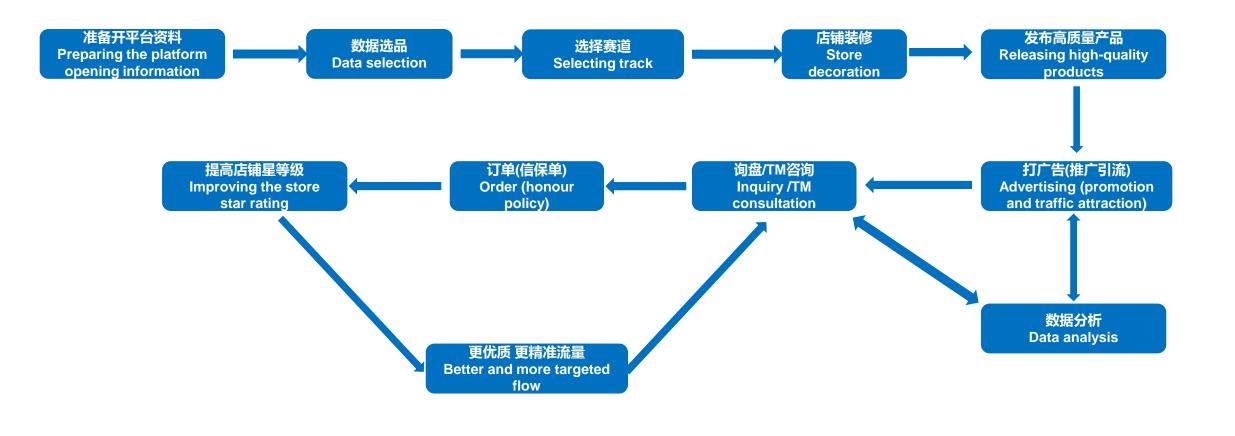








### 阿里巴巴国际站基础运营底层逻辑 Underlying logic for basic operation of Alibaba.com







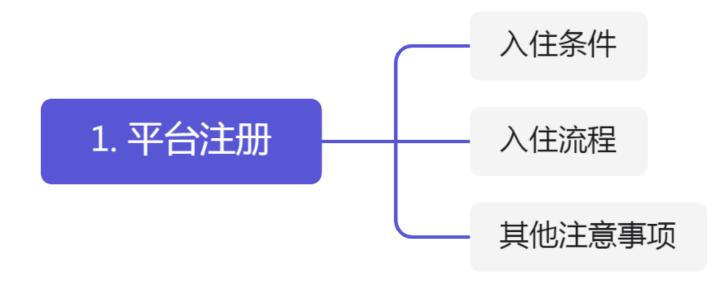


# 阿里巴巴国际站单个模块详解 Detailed explanation of individual module of Alibaba.com



- 1. 平台注册
- 1. Platform registration



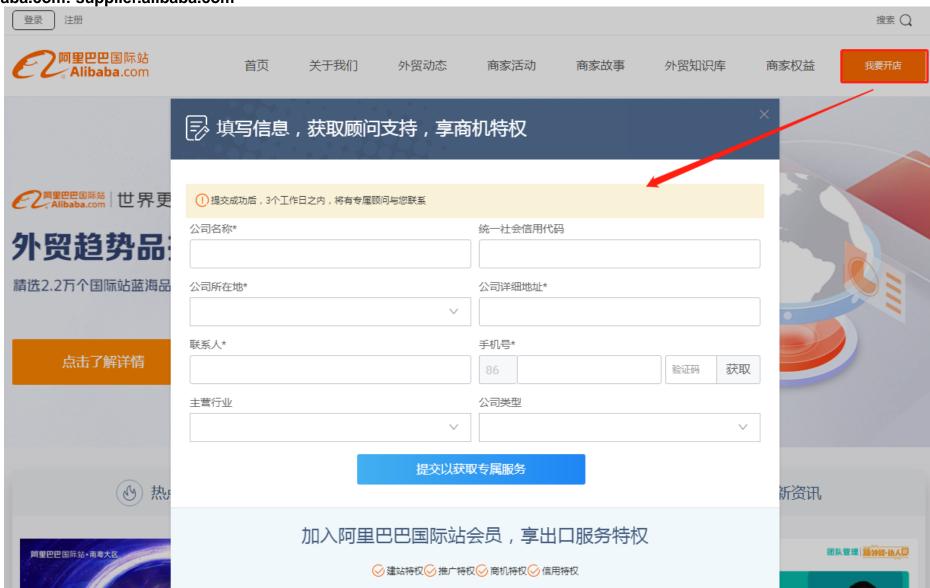




- 1. 平台注册
- 1. Platform registration

阿里巴巴 Alibaba.com

入住阿里国际站官网链接: supplier.alibaba.com Official link of settling into Alibaba.com: supplier.alibaba.com



我要开店 Opening a store



### 1.1 入住条件

#### 阿里巴巴 Alibaba.com

### 1.1 Settle-in conditions

### 入住条件:

### **Settle-in conditions:**

- 1). 入住主体:
- 1). Settle-in subject:
- a. 可以入驻: 有工商局注册的做实体产品的企业,个体户,小规模,一般纳税人均可;企业类型: 贸易,工厂,工贸一体企业均可。
- a. Allowed: Enterprises, individual businesses and small-scale general taxpayers engaged in physical products registered in the Administration for Industry and Commerce Type of enterprise: trading company, factory, integrated enterprise of industry and trade.
- b. 不能入驻: 若公司服务类型 如 物流, 检测认证, 管理服务和离岸公司和个人不能入驻。
- b. Not allowed: Companies and individuals providing logistics, inspection and certification, management, offshore services and the like.

备注:营业执照,营业执照要求:公司、带字号的个体户;小规模、一般纳税人;贸易、工厂企业都可以;经营范围要有销售的实体产品;若没有销售实体产品,而是只是技术、服务、物流类型的,不能注册!入住主体是否有经营出口权,都不影响正常入住平台;

Remarks: companies and individual businesses with business licenses with store name; small-scale general taxpayers; trading companies, factories are allowed to settle in; but their business scope should include physical products for sale; companies whose business scope is only technology, service and logistics will not be allowed to register! Whether the subject has export operation right does not affect the normal registration;



### 1.1 入住条件



### 1.1 Settle-in conditions

- 2). 要有办公地址。
- 2) The office address is required.

这个和注册地址没有关系,比如注册地址在天津,办公地址在北京,也是可以的,就按北京的为准

It has nothing to do with the registered address. For example, the registered address is Tianjin, and the office address is Beijing. It is also OK, so it is subject to Beijing.

- 3). 法人身份证。
- 3). Identity card of legal entity.
- 4). 如果是做高级会员,需要达到额外的一些门槛,具体联系Ali客户经理。
- 4) If you want to become a senior member, you need to meet some additional thresholds. Please contact Ali customer manager for details.



### 1.2 入住流程

### 1.2 Settle-in process



入住所需哪些条件:

**Requirements for settle-in:** 

- & 工商营业执照 (原件/复印件/照片均可)
- & Business license (original/copy/photo is acceptable)
- & 法人身份证 (原件/复印件/照片均可)
- & Corporate ID card (original/copy/photo is acceptable)
- & 实际办公场地 (客户经理上门定位/提供租赁合同/房产证)
- & Actual office space (the customer manager comes to confirm the address, and the customer needs to provide the lease contract / property ownership certificate of the office space)



国际站账号组成公式:公司名缩写/全拼+公司经常产品

Composition formula of Alibaba.com account: abbreviation of company name/full spelling+company's regular products

如: Shenze Huali Home & Fabric Co. ,Ltd / hualibuyi

Eg: Shenze Huali Home & Fabric Co. ,Ltd / hualibuyi

Dechengli Hardware Products Co.,Ltd / dclwiremesh

### 1.3 其他注意事项

### 1.3 Other precautions



新开通店铺,已确认合同并款项到账,主账号根据后台首页完成以下三项内容:

For the contract and payment of the newly opened store confirmed, the following three items should be completed according to the instructions on the home of the primary account:

- 1). 提交认证信息, 并完成认证
- 1) Submit the authentication information to complete the authentication
- 2). 提交公司信息, 并审核通过
- 2). Submit the company information, which should be approved
- 3). 至少发布一个产品, 且审核通过
- 3). Release at least one product approved



### 需要提交的认证信息

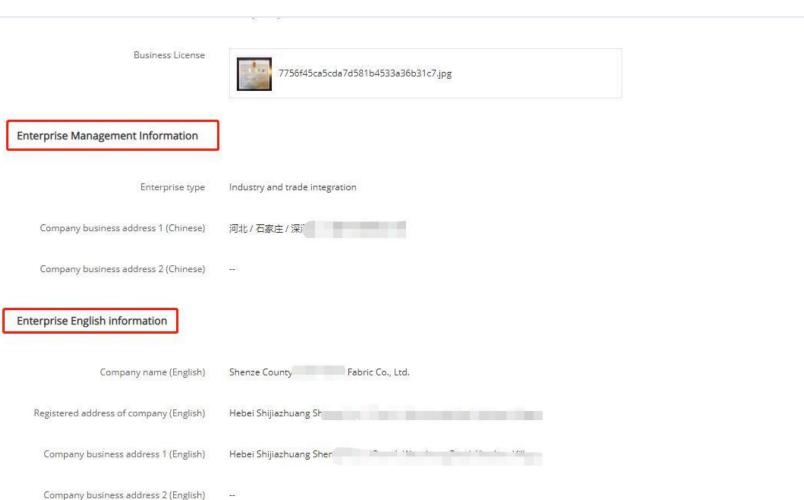
### Authentication information to be submitted

The certified enterprise information is as follows



#### Enterprise industrial and commercial registration information

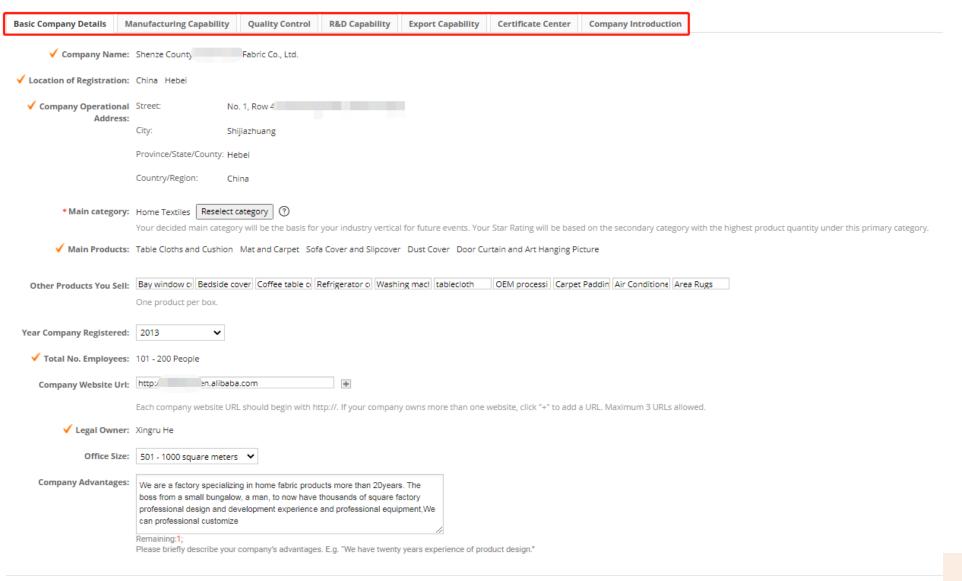






### 提交的公司信息【Company Profile】





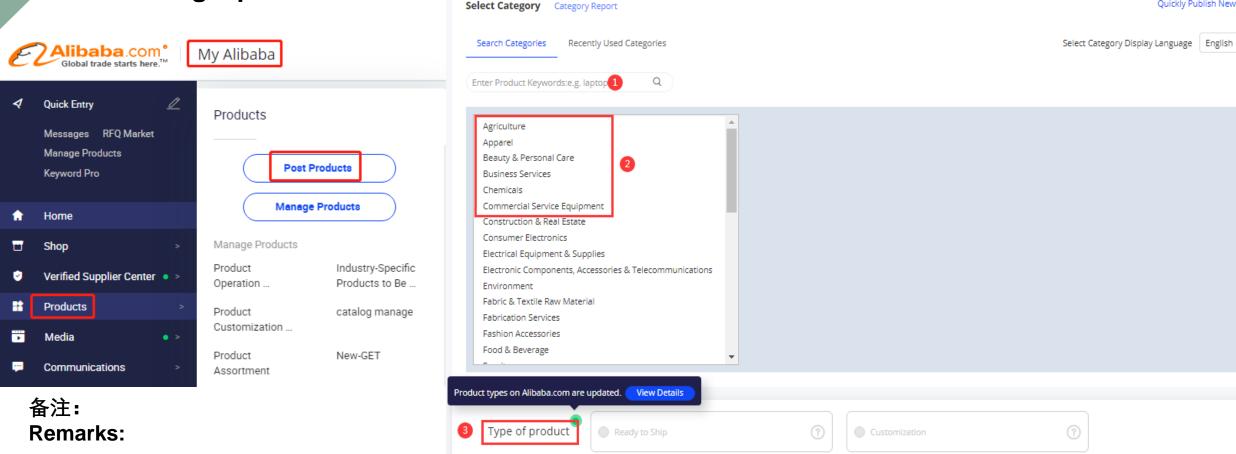


Save

### 发布一个产品 Releasing a product



Quickly Publish New Product



在【发品】章节中会详细阐述如何发布一个高质量产品 In the section [Releasing Products], how to launch a high-quality product will be described in detail.



### 1.3 其他注意事项



### 1.3 Other precautions

完成以上三项后,2-3小时同步时间后,会需要你完成《国际站规则考试》,通过考试后即可选择网站开通时间,开通时间一旦确认将无法修改,要谨慎选择。

2-3 hours after completing the above three items you will be required to complete the Alibaba.Com Rules Examination. After passing it you can choose the opening time of the website. Once confirmed it cannot be modified.



### 【提醒】 [Prompt]

- 1.仅主账号可以操作网站开通;
- 1. The website can only be opened through the primary account;
- 2.开通时间一旦确认将无法修改,请您谨慎选择。
- 2. Once the opening time is confirmed, it cannot be changed. Please select it carefully.

阿里国际站规则学习中心链接: https://rulechannel.alibaba.com/icbu#/ Link of rule learning center of Alibaba.com: https://rulechannel.alibaba.com/icbu#/



- 2. 买家视角
- 2. Buyer's perspective





### 2.1 前台界面介绍【www.alibaba.com】

### 2.1 Introduction to front-end interface [www.alibaba.com]





#### 场景介绍

一.搜索入口:搜索verified/verified suppler 可进入金品品证关联专区 (金品专享)

二.首焦位置: 一共7帧自动翻页, 金品权益活动包含(3D会馆/在线展会/品证商品会场/RFQ会场) (金品专享)

#### 三.各专属场景

#### 1.百万美金俱乐部 (金品专享)

门槛: 金品诚企1星及以上的商家

报名:每月7号开始报名

#### 2.SDK会场 (智能设备专场) (金品专享)

门槛:金品诚企商家, 提供软件著作权授权服务

路径: MA后台-金品中心-证书上传

#### 3.新品专区 (New Arrivals)

门槛: 近90天新发产品, 商品属性在个行业定义的新品属性繁为之内

排序: 根据买家偏好干人干面展示

#### 4.商品榜单 (Top Ranked Products) ) (金品优享)

门槛: 服务中商家, 无重大违规

排序: 干人干面, 根据买家评价, 订单, DUV等综合排序, 金品诚企单独有证书和研发榜单

#### 5.一件代发专区

门槛: 服务中商家并提供一件代发服务

排序: 千人千面排序, 优先展示满足物流需求, 3天发货的品

#### 6.全球产业带 (金品优享)

门槛: 无需报名, 系统圈品

排序: 干人干面, 金品诚企可优先展示在优商专区

#### 7.短视频专区 (金品优享)

门槛: 服务中商家并发布优质短视频

排序: 千人千面, 金品诚企可优先展示, 并有专属热门话题报名

#### 8.实力工厂(金品专享)

门槛: 金品服务中+2星及以上+工厂/工贸一体, 每2月报名1次

排序: 干人干面, 信保交易额

9. 商家榜单 (Top Ranking Supplier) (金品优享) 门槛: 无需报名,系统自动圈选,根据榜单排名;金品诚企专享认证榜和研发榜

排序: 交易排行榜, 复购排行榜, 认证综合榜, 研发综合榜, 出口美国榜, 及时发货榜

#### 10.每周特惠 (Weekly Deals)

门槛: MA后台自主报名, 每周1次

排序: 商品根据最近7天支付的买家数排序

#### 11.7天发货

门槛: 符合7天发货的商品自动圈选

排序: 根据买家偏好干人干面

#### 12.DDP会场 (金品优享)

门槛: 1星以上商家

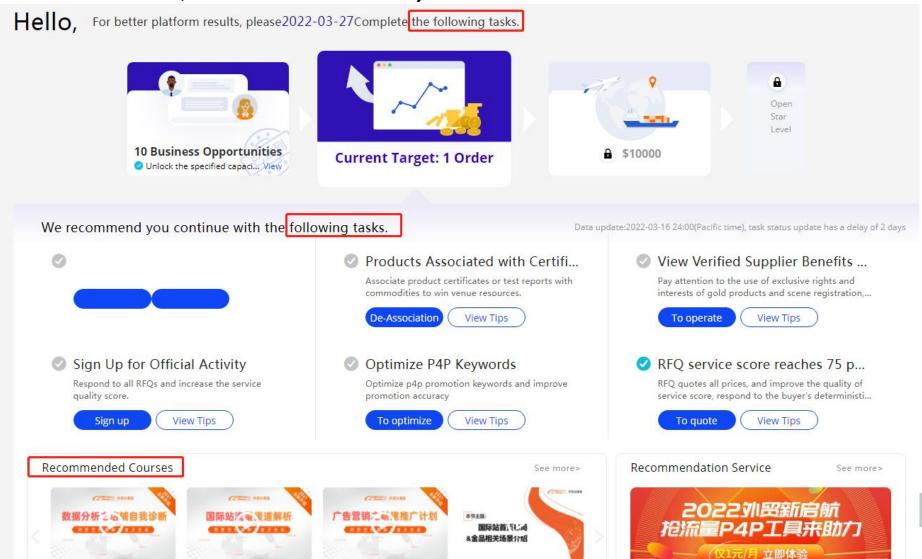
排序: 根据买家偏好干人干面

13.RFQ市场: 所有商家都可以入场, 金品诚企享有优质商家专属报价权, 3星商家6小时优先报价权

14.猜你喜欢: 千人千面, 从第一位开始隔5插1属于推荐广告位



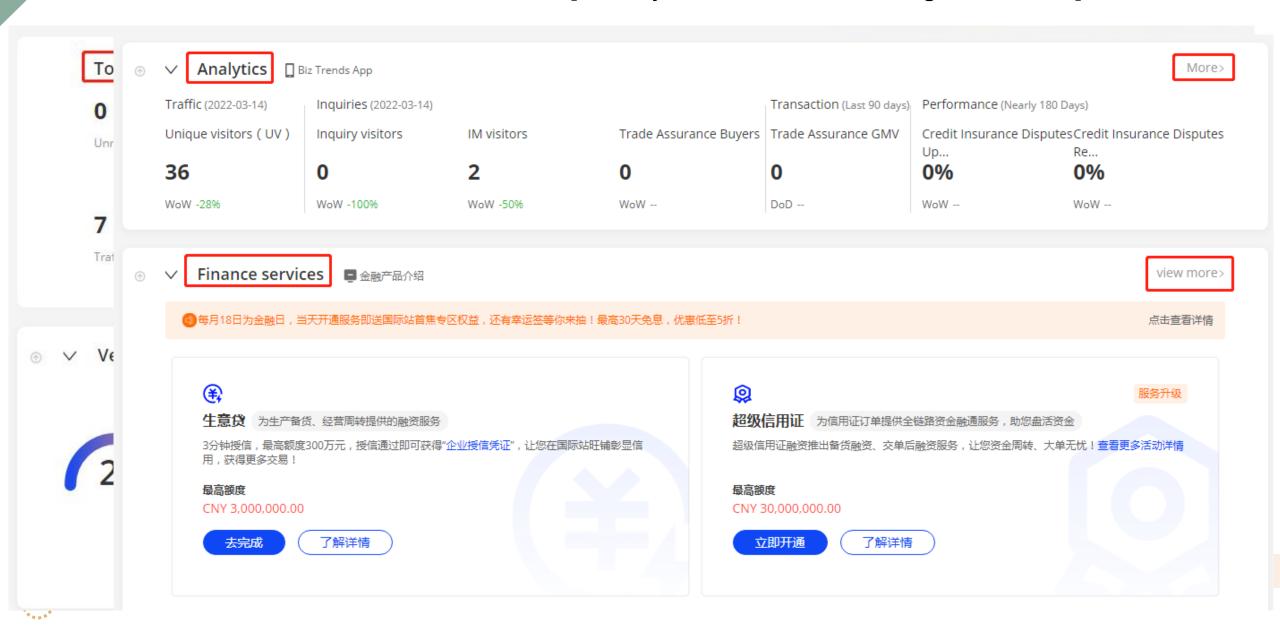
2.2 Introduction to home of seller center (打开My Alibaba后台,【首页】功能提示了商家需要解决、待办、关注的事项) (Open the background of My Alibaba, and enter the [Home], which shows businesses matters to be solved, to-do and concerns)



Guide for new store growth新店铺成长指引

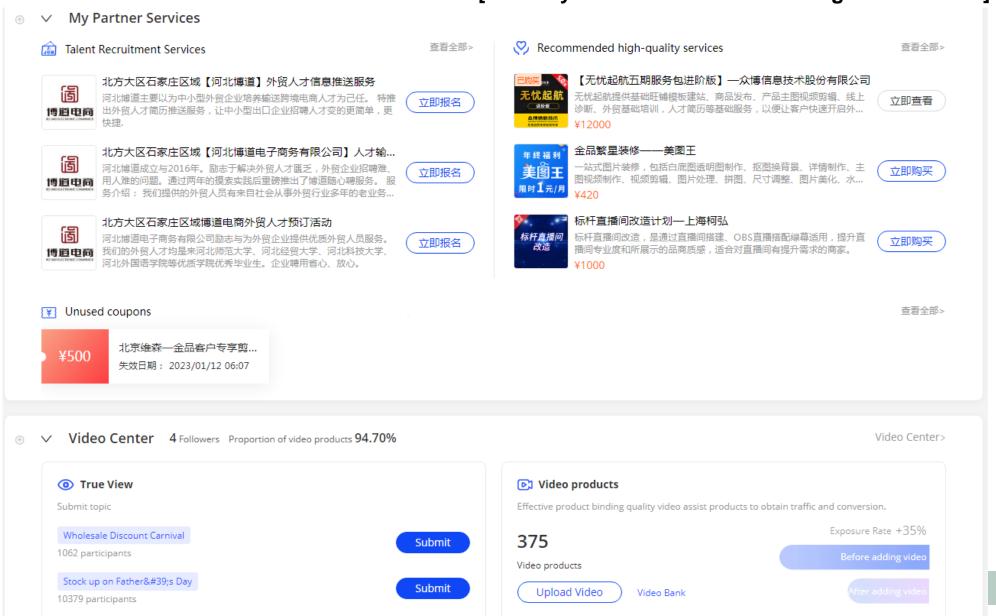


### 2.2 Introduction to the home of the seller center [Click My Alibaba to enter the background - Home]











### 2.2 Introduction to the home of the seller center [Click My Alibaba to enter the background - Home]



one's actual situation 根据自身情况 选择性学习

可以直接发品即可直接告诉商家市场需

出口服务 ≌ 数字化出海优惠 **⑤** 跨境供应链直播 ₩ 服务内容 □ 外贸成长课堂 ● 智能通关 链路可视、便携通关 • 一达通代理出口服务介绍 ● 在线交易额挑战 最高赢取2000人民币等值 3月新贸节行业小二见面会-汽摩配行业 时间: 2022年3月18日 15:00 • 快捷退税 最快当天垫付退税款 金税四期下外贸痛点及解决方案 • 服务费折扣 前3单低至5折/免费 ● 便捷结汇 低成本、汇率好、资质优 • 快递小包裹如何实现出口退税? **安E税** 记账退税85折> 开通服务 去学习 参与活动

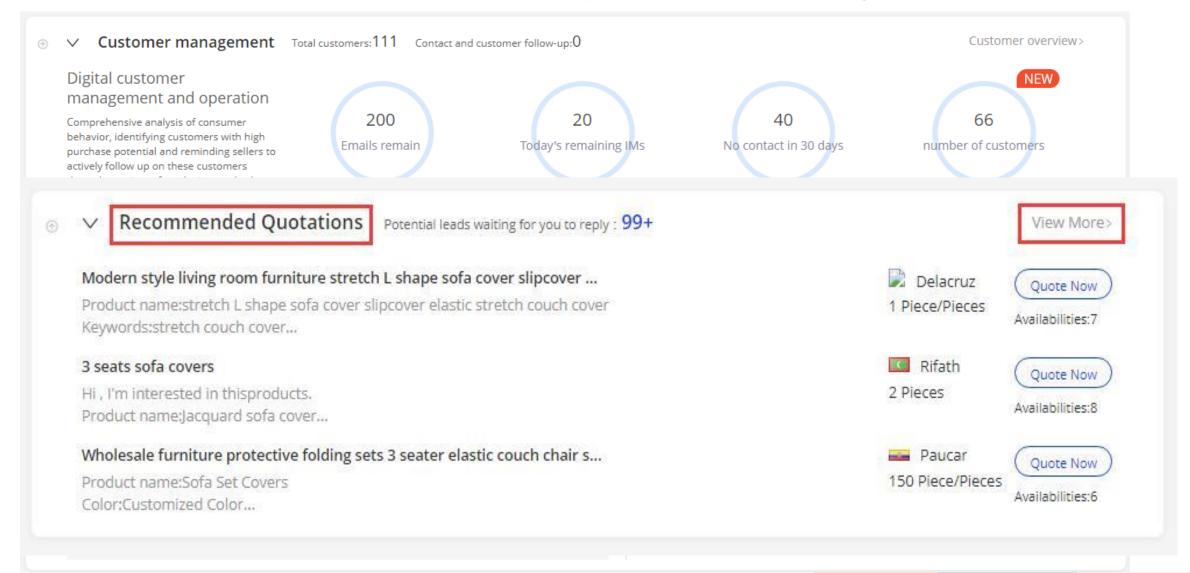


View More>



### 2.2 Introduction to the home of the seller center [Click My Alibaba to enter the background - Home]







系统推荐的需要精准报价的潜在客户

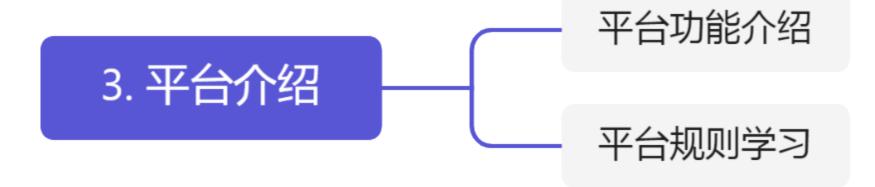
Details of the effect and cost of advertising

Potential customers who need accurate quotation pushed by the system



- 3. 平台介绍
- 3. Introduction to the platform



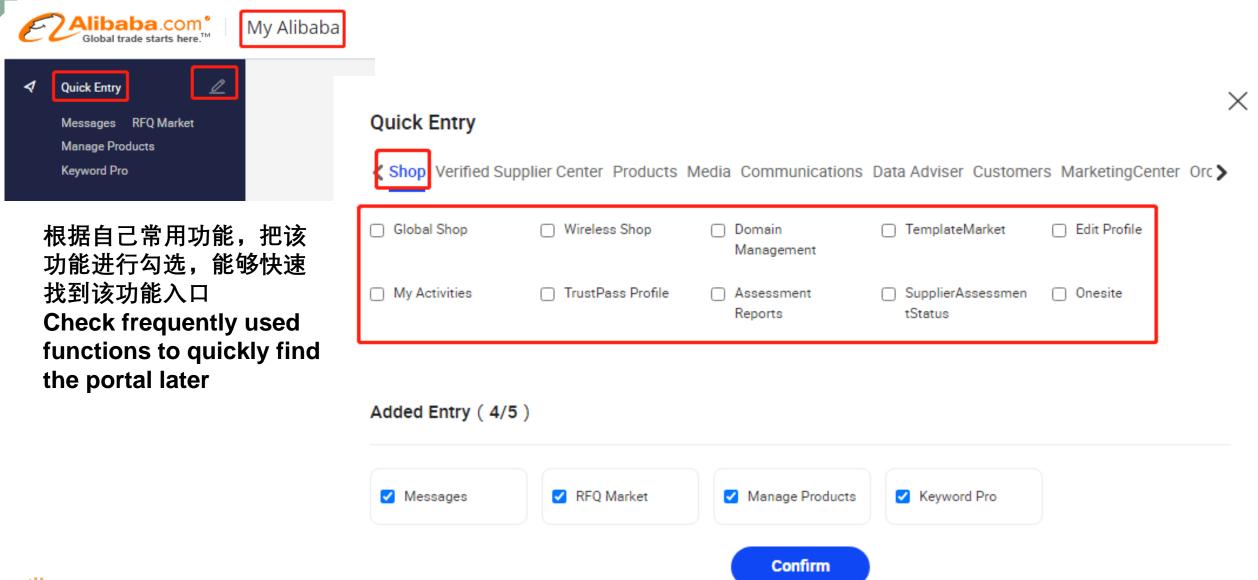




### 3.1 平台功能介绍—My Alibaba—快捷入口



### 3.1 Introduction to platform function - My Alibaba - Shortcut portal

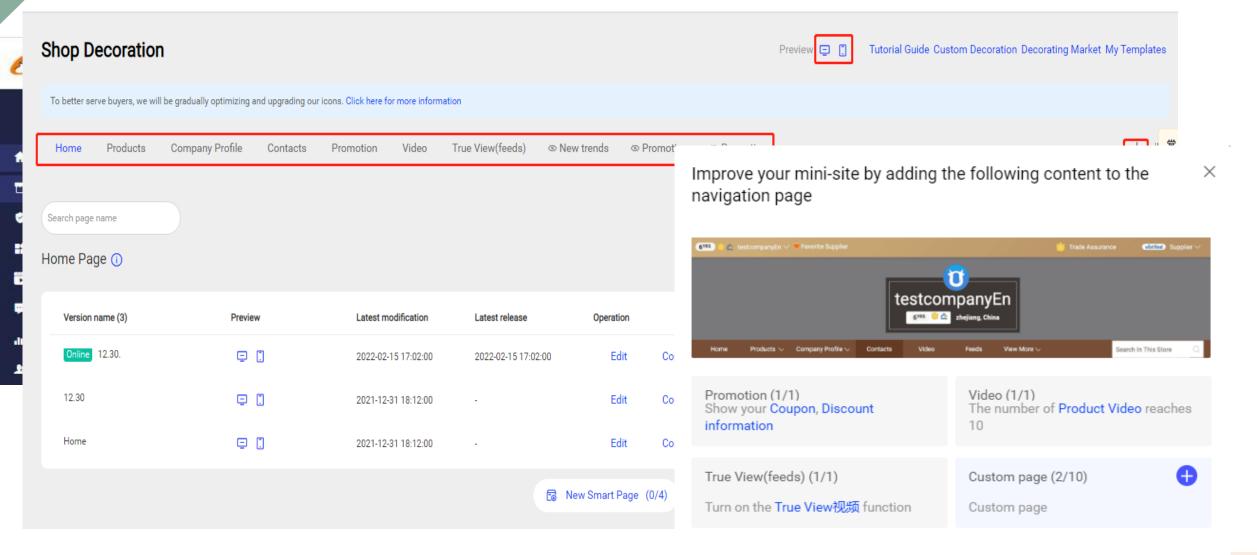




### 3.1 平台功能介绍—My Alibaba—店铺管理



### 3.1 Introduction to platform function - My Alibaba - Store management





Confirm Cancel

### 3.1 平台功能介绍—My Alibaba—店铺管理—管理公司信息



# 3.1 Introduction to platform function - My Alibaba - Store management - Company information management

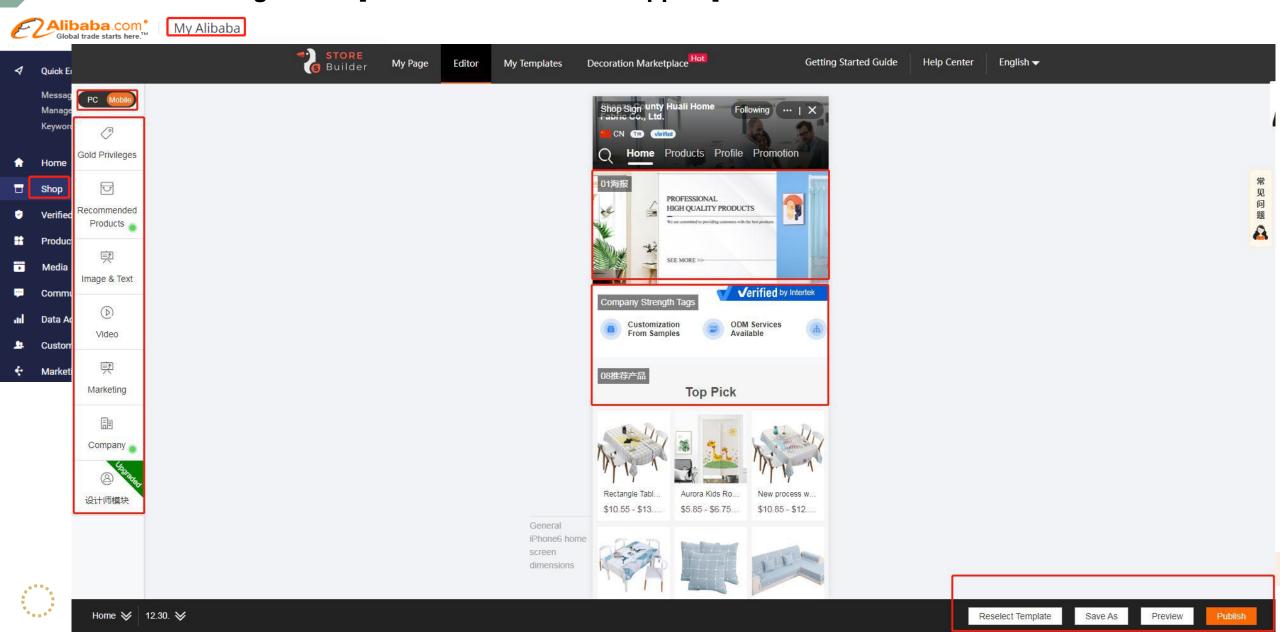
公司信息完整度要100%,方便客户全面了解公司 Company information integrity should be 100%, so that customers can fully understand the company.

| EZ       | Alibaba.C<br>Global trade starts     | EZ       | Alibaba.com <sup>®</sup> Global trade starts here. <sup>™</sup> | My Alibaba                                       |  | 8 |
|----------|--------------------------------------|----------|---|--|--|---|
| <i>∢</i> | Shop                                 | 4        | Shop  |  | Country/Region: China  |   |
| U        | Global Shop<br>Edit Profile          | <b>†</b> | Global Shop  Edit Profile                                       | * Main category:                                 | Home Textiles Reselect category   Your decided main category will be the basis for your industry vertical for future events. Your Star Rating will be based on the secondary category with the highest product quantity un |   |
| ::       | Manage Global :<br>Wireless Shop     | 0 ·      | Manage Global Shop Wireless Shop                                | ▼ Main Products:                                 | Table Cloths and Cushion Mat and Carpet Sofa Cover and Slipcover Dust Cover Door Curtain and Art Hanging Picture   |   |
| •        | Domain Manage<br>TemplateMarket      | <b>.</b> | Domain Management TemplateMarket                                | Other Products You Sell:                         | Bay window ci Bedside cover Coffee table ci Refrigerator ci Washing mach tablecloth OEM processii Carpet Paddin Air Conditione Area Rugs  One product per box.   | ✓ |
| ad<br>Be | Company Profile                      | ad       | Company Profile  My Activities                                  | Year Company Registered:  ✓ Total No. Employees: |  |   |
| ÷<br>B   | VerificationCred<br>TrustPass Profil | #<br>*   | VerificationCredentials  TrustPass Profile                      |  | http://hualibuyi.en.alibaba.com  |   |
| •        | Assessment Rep<br>SupplierAssessitus | <b>=</b> | Assessment Reports SupplierAssessmentSta                        | ✓ Legal Owner:                                   | Each company website URL should begin with http://. If your company owns more than one website, click "+" to add a URL. Maximum 3 URLs allowed.  Xingru He   |   |
| â        | Onesite                              | â        | tus<br>Onesite  | Office Size:<br>Company Advantages:              | 501 - 1000 square meters ▼  We are a factory specializing in home fabric products more than 20years. The   |   |
| •        |                                      | •        |   |  | boss from a small bungalow, a man, to now have thousands of square factory professional design and development experience and professional equipment, We can professional customize  |   |
|          |                                      | <u> </u> |   |  | Remaining:1; Please briefly describe your company's advantages. E.g. "We have twenty years experience of product design."  |   |
|          |                                      |          |   |  | clicking 'Submit', all the information in the Manage Company Information section will be submitted. ce submitted, no further editing is allowed within one working day.  |   |

### 3.1 平台功能介绍—My Alibaba—店铺管理—无线旺铺 — 商家实力标签【金品专享】

3.1 Introduction to platform function - My Alibaba - Store management - Wireless store - Merchant strength label [Exclusive for Verified Supplier]

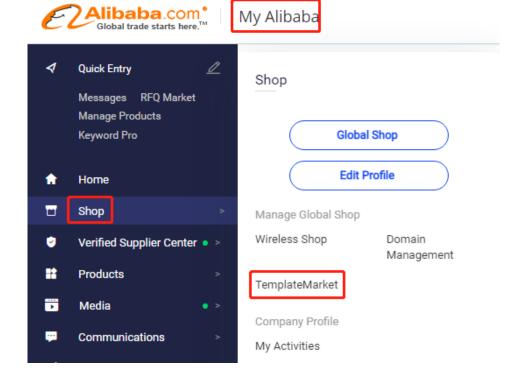




### 3.1 平台功能介绍—My Alibaba—店铺管理—模板市场

3.1 Introduction to platform function - My Alibaba - Store management- Template market





进入"模板市场",能看到所有行业不同风格的店铺装修模板;根据自己公司主营产品所选的赛道【RTS赛道/订制赛道】,选择适合自己公司的店铺装修模板;

Entering the "template market", you can see different styles of store decoration templates in all industries; select the store decoration template suitable for your company according to the selected track of your company's main products [RTS Track/Customized Track];

🖳 卖家手机端

yi(t-2100339167-4) , 欢迎回来! 退出

阿里巴巴国际站 我的阿里巴巴 外贸服务市场 | 服务商专区



装修市场

搜索你需要的服务

搜索

PC店铺模板

无线店铺模板

外贸服务市场子市场

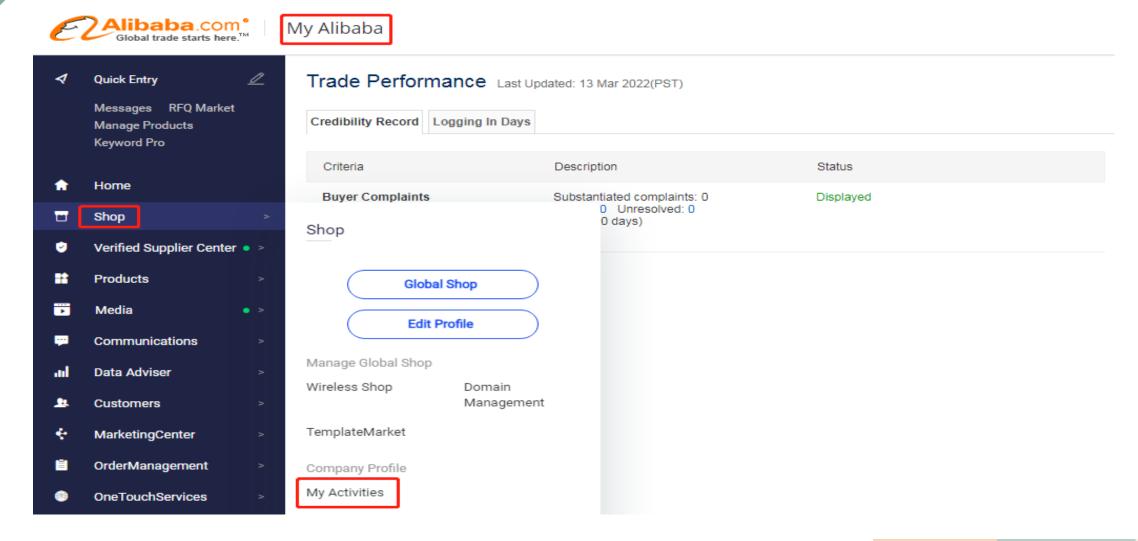
模板管理

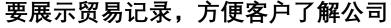
△设计师入驻

### 3.1 平台功能介绍—My Alibaba—店铺管理—贸易记录



# 3.1 Introduction to platform function - My Alibaba - Store management - Trade record





Open the trade record so that customers can understand the company easily.

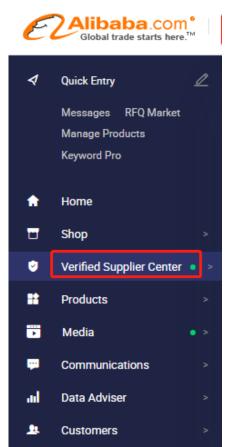


3.1 平台功能介绍—My Alibaba—金品中心【金品诚企专享】专属权益(能清楚了解金品诚企专属的权益)





More Exclusive Benefits for Verified Suppliers



-Showcases

Setup Showcases

Extra free showcases worth ¥72,000

List Now

-Data Advisor

Utilize Biz Trend

Free advanced edition worth ¥19,800

View Trends



RFQ Quotes Gold&Silver RFQ Quotation Privilege

Quote Now



Exclusive Shop Dec...
Exclusive decoration shows offline strength

Decorate Now



10 Sub-accounts 5 more subaccounts than CGS shops

> Add Subaccount



15% Off on Goods ... 15% off on the One Touch goods inspection service...

Buy Now



Big promotion regi... Give priority to entering the big promotion and...

Sign up now



Customer Touch S... Exclusive Precision RFQ Marketing, Multi-store...

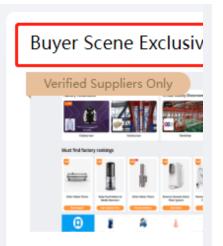
> Follow Up Customers

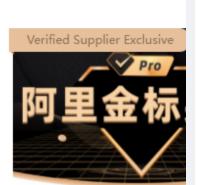


### 3.1 平台功能介绍—My Alibaba—金品中心【金品诚企专享】 专属权益(能清楚了解金品诚企专属场景流量具体信息,如入围门槛、入围方式、入围状态)



3.1 Introduction to platform function - My Alibaba - Verified center [Exclusive for Verified Supplier] Exclusive rights and interests (it can clearly understand the specific flow information of the exclusive scenario of verified supplier, such as the shortlist threshold, shortlist method and shortlist status)







#### [Premium Suppliers Only] TOP Supplier List

Scene Benefits: A high ground premium suppliers are bidding for. More star levels mean higher ranking. Premium positions on homepages of Alibaba.com . More>

Entry Conditions: : With authenticated product certificates and associated products, Ranked by star level.

Shortlisting Rules: Suppliers don't need to sign up as they are automatically selected based on the certificate authentication results.

Shortlisting Status: \Lambda You failed to meet the entry conditions. Upload the product certificate and associate the certificate with products after the certificate is authenticated.

Certificate Management Operation Guide >



#### [Premium Suppliers Only] Suppliers with Products Associated with Certificates

Scene Benefits: Automatic impressions for verified products, exclusive scenes for suppliers with products associated with certificates Buyers are directly directed to verified products when they search for "verified". More>

Entry Conditions: There are products that have been verified and related to certification or test report, sorted by personalization.

Shortlisting Rules: Suppliers don't need to sign up as they are automatically selected based on the certificate authentication results.

Shortlisting Status : 🔥 You failed to meet the entry conditions. Upload the product certificate or test report and associate the certificate

with products after the certificate is authenticated.

Certificate Management Operation Guide > .



#### [Verified Supplier Exclusive] 3D Reality Showroom Session

Scene Benefits: This advanced technology jointly developed by Alibaba.com and Alibaba AI Labs allows buyers to pay a virtual visit to factories and showrooms, creating a new experience for cross-border transaction and communication. More Information>

Entry Conditions: The 3D Live exhibition hall has been submitted and approved

Shortlisting Rules: Invited verified suppliers will be granted shooting rights. After the service provider shoots pictures and videos and builds the model, the supplier can configure the model and submit it at My Alibaba > 3D Reality Showroom.

Shortlisting Status: A The 3D Reality Showroom Session is designed for merchants who have been verified suppliers for two years or above. If you are not qualified for now, contact your account manager. If you are qualified, but still building models, please wait patiently.

### 3.1 平台功能介绍—My Alibaba—金品中心【金品诚企专享】

# 3.1 Introduction to platform function - My Alibaba - Verified center [Exclusive for Verified Supplier]



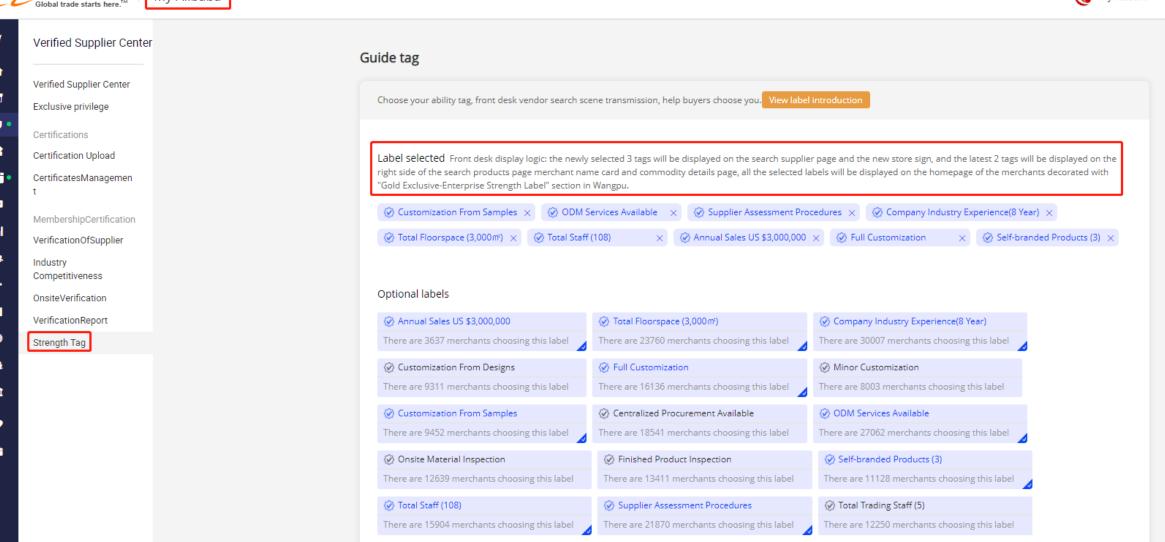
实力标签 Strength label



My Alibaba

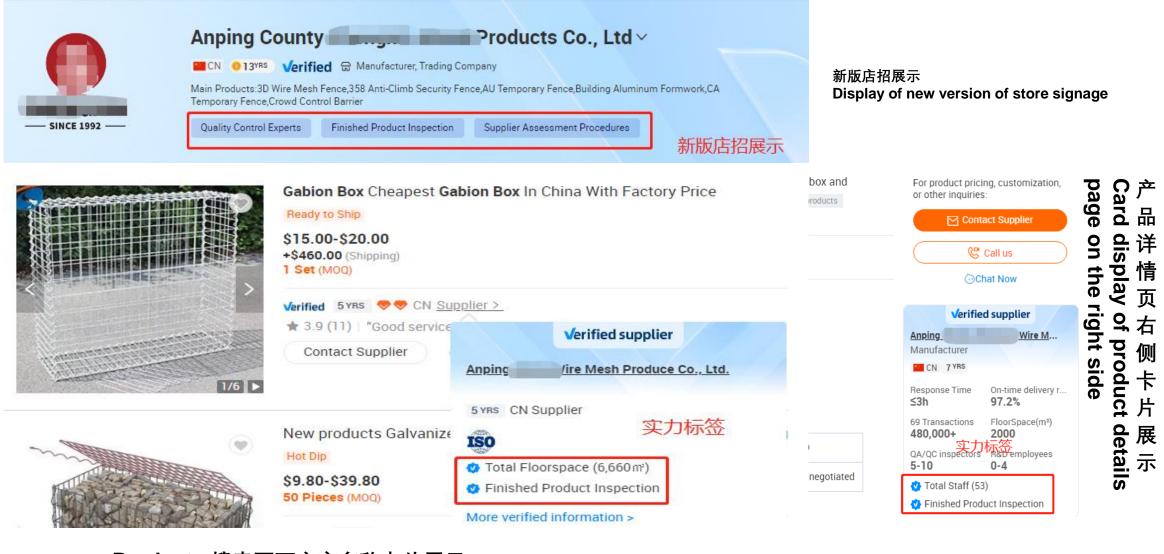






- 3.1 平台功能介绍—My Alibaba—金品中心【金品诚企专享】 实力标签展示位置
- 3.1 Introduction to platform function My Alibaba Verified center [Exclusive for Verified Supplier] Strength label show location





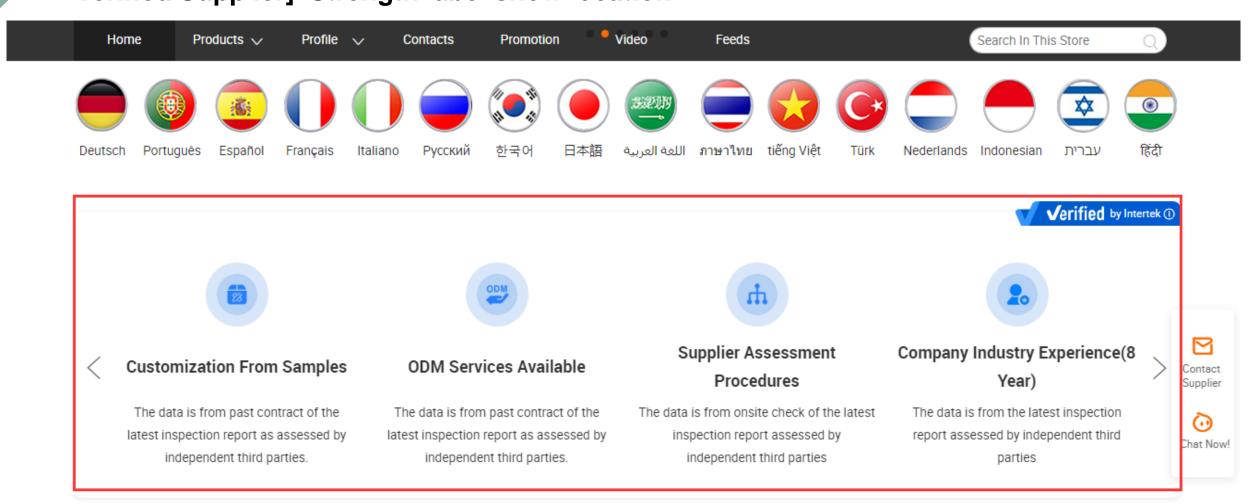
Products 搜索页面商家名称卡片展示 Card display of merchant name of Products search page



# 3.1 平台功能介绍—My Alibaba—金品中心【金品诚企专享】 实力标签展示位置



3.1 Introduction to platform function - My Alibaba - Verified center [Exclusive for Verified Supplier] Strength label show location



【商家实力标签】版块,展示商家所有实力标签

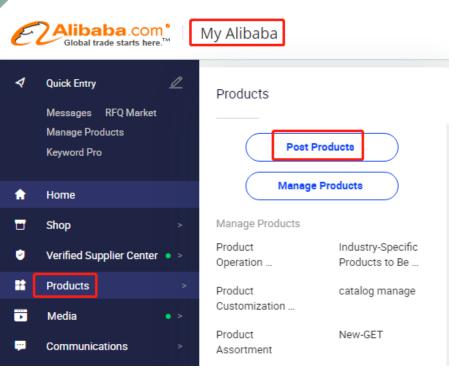
[Merchant Strength Label] section, displaying all strength labels of merchant

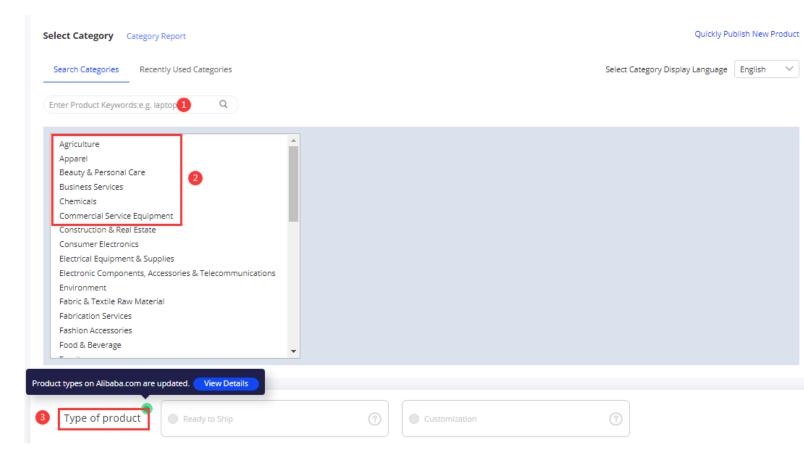


# 3.1 平台功能介绍—My Alibaba—产品管理—发布产品

# 3.1 Introduction to platform function - My Alibaba - Product management - Product release







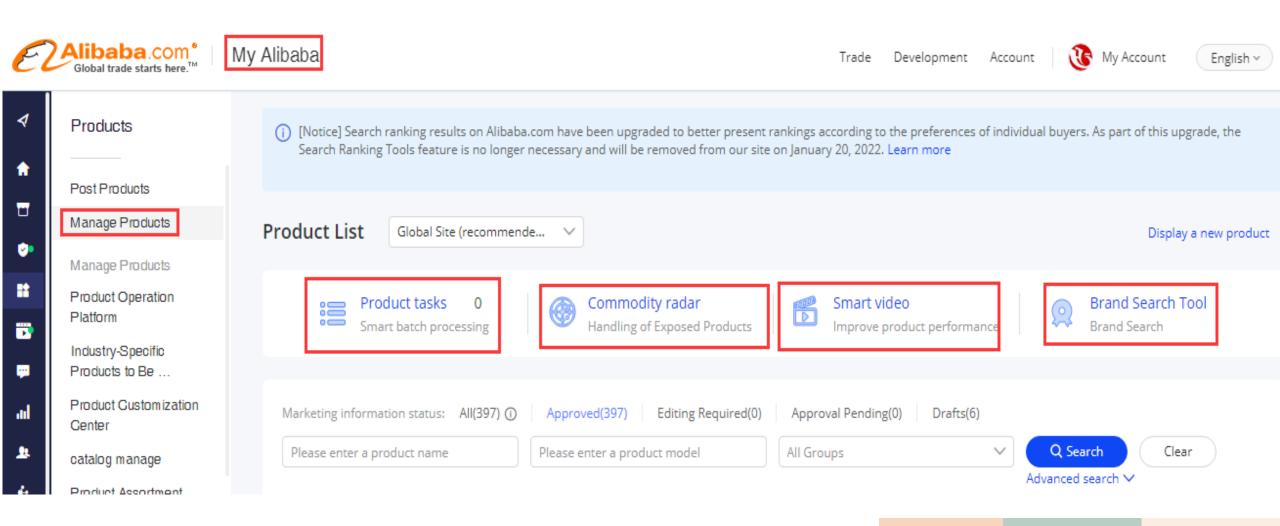
通过此路径,在国际站上发布产品;

在【发布产品】章节,对如何发布高质量产品有详细讲解 Release products on Alibaba.com through this path; In the [Product Release] chapter, there are detailed explanations on how to release high-quality products

# 3.1 平台功能介绍—My Alibaba—产品管理—管理产品









# 3.1 平台功能介绍—My Alibaba—产品管理—产品运营工作台



# 3.1 Introduction to platform function - My Alibaba - Product management -**Product operation work platform**





My Alibaba

Development

Account

My Account

English v

问

### Products

Post Products

Manage Products

Manage Products

Product Operation Platform

Industry-Specific Products to Be ...

Product

Customization Center

catalog manage

Product Assortment

New-GET

Product Certificates

Trash

Learning Center

Tools

[Commodity Radar] The official online commodity diagnosis tool helps merchants to optimize the problem commodities with one click! Go now

[Notice] due to the personalized sorting rules, the real ranking Cannot be fed back. Since 2022.1.10, the entry of Products>Optimization Tools> Search Ranking Tools will be offline! click for details

### **Product Operation Platform**

Products to Be Collected More Products to Be Collected Hide

Collect products with large market demands or competitive edges from various industries. Qualified products will be entitled to extra traffic support. Benefits FAQ

Select a category.

Home Textiles

RTS Products Only



毛巾套装-Techni...



加拿大-毛巾套装...



英国-婴儿床品-T...



沙发套-Pattern ...



沙发套-Pattern ...



卓布-Use:HOME



卓布-Use:HOME



Current star rating ★ Learn more 常



New products listed within 90 days

Basic products(0)

Potential products(387)

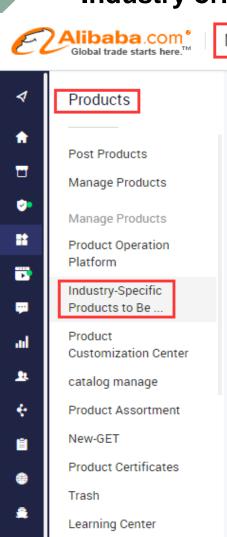
Top products(10)

Super products(0)

# 3.1 平台功能介绍—My Alibaba—产品管理—行业定向征品

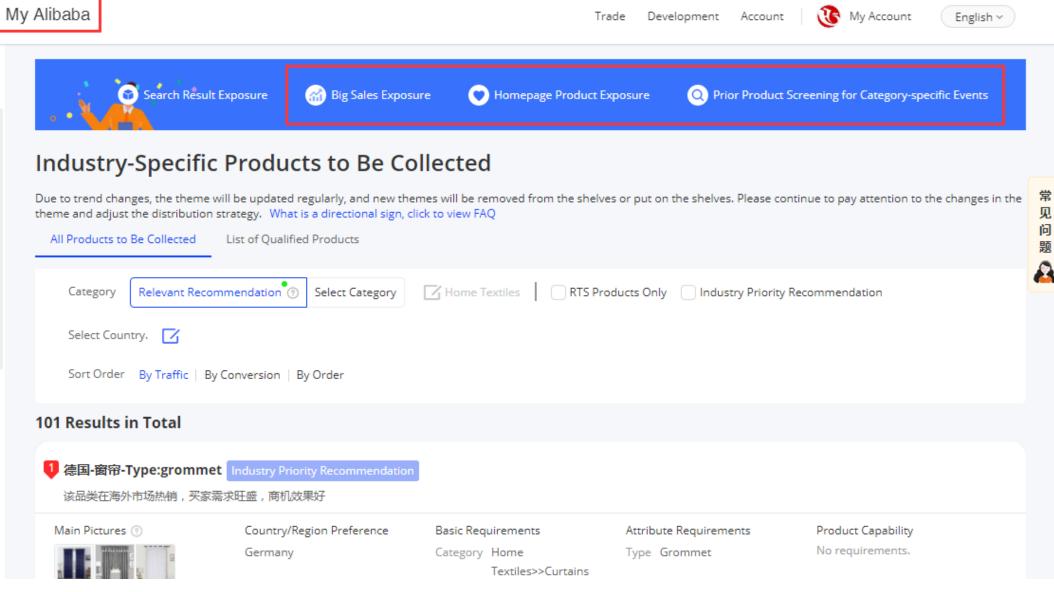


# 3.1 Introduction to platform function - My Alibaba - Product management - Industry oriented products



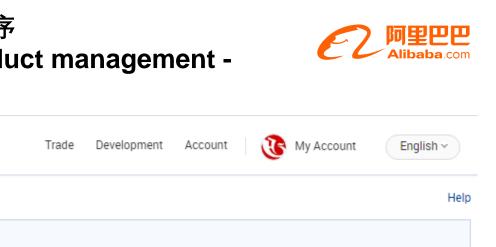
Tools

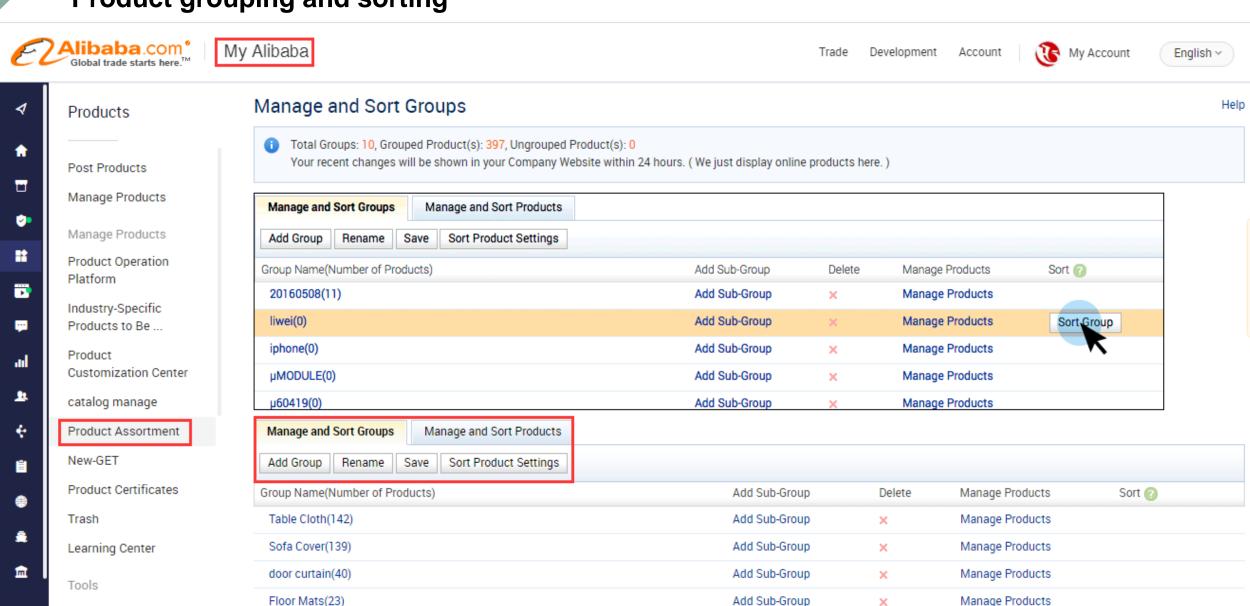
Photos



# 3.1 平台功能介绍—My Alibaba—产品管理—产品分组与排序

# 3.1 Introduction to platform function - My Alibaba - Product management -**Product grouping and sorting**





### 3.1 平台功能介绍—My Alibaba—产品管理—管理认证产品 金品专享权益

Carpet, Sofa Cover and Slipcover, Dust

Cover, Door Curtain and Art Hanging

Picture

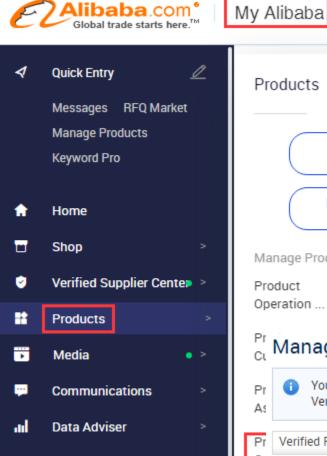


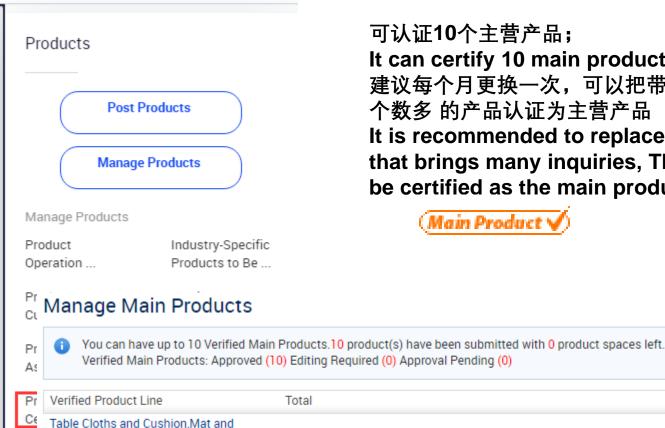
Action

View verified information

Manage main products

3.1 Introduction to platform function - My Alibaba - Product management - Product certification management **Exclusive rights and interests of verified supplier** 





10

It can certify 10 main products;

建议每个月更换一次,可以把带来询盘多、TM咨询多、提交订单 个数多 的产品认证为主营产品

It is recommended to replace it once a month. The product that brings many inquiries, TM consultations and orders can be certified as the main product





Customers

# 3.1 平台功能介绍—My Alibaba—媒体中心—SNS



# 3.1 Introduction to platform function - My Alibaba - Media center - SNS

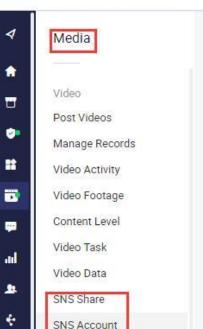
## 先绑定SNS账号再进行内容分享 Bind the SNS account first and then share the content











### SNS Smart Share

### Intelligent generation of selling pictures, automatic one-click sharing, access to more off-site traffic!

Each sharing form can intelligently grab ten related products according to the matching degree, and create the most matching display style according to the corresponding product characteristics, so that each product can get the best transformation effect.

### Special goods

The main product of the new, hot and other selling points. Use a single large image combined with key information to make your product the first thing users notice.

#### Discount

Automatically grab products with discounts, so that users pay attention to your product cost performance in the first time

### **Business ability**

Display the information of all kinds of business ability, let the user pay attention to your production, group goods, customized strength.

New product Create a new card based on the most recently released item (take up to 10).





Boho Decor moon dec...

The main features:

2022

**NEW ARRIVAL** 







Boho Decor moon dec...

The main features:

2022

NEW ARRIVAL

Share

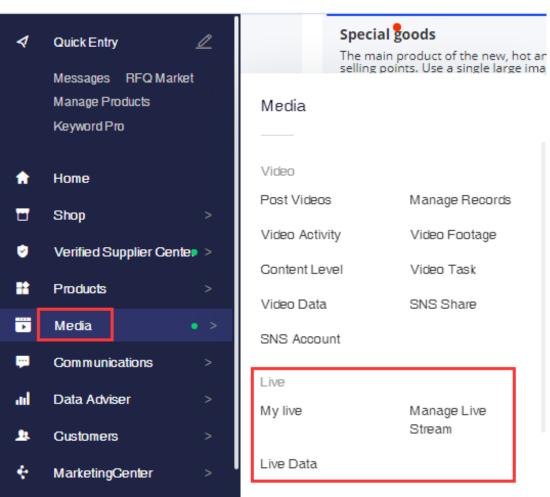
## 3.1 平台功能介绍—My Alibaba—媒体中心—直播



### 3.1 Introduction to platform function - My Alibaba - Media center - Live broadcast



My Alibaba



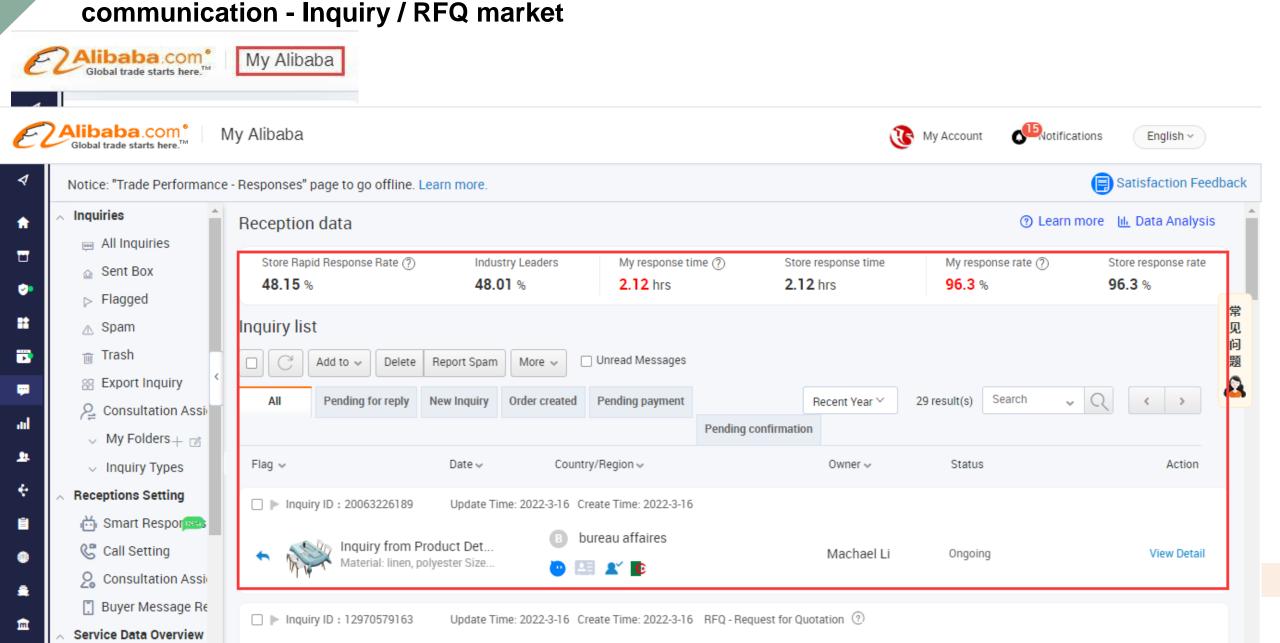
- 1. 每周定时定量直播
- 1. Weekly regular and quantitative live broadcast
- 2. 可以事先把脚本写好; 千万别录播
- 2. You can write the script in advance; Never make recorded broadcast
- 3. 特别注意:直播时,前台1-2个人,后台1个人,方便对接客户信息
- 3. Special attention: during the live broadcast, there shall be 1-2 people at the foreground and 1 person at the background, which is convenient for communication with customer information
- 4. 直播前5分钟,把直播链接发给客户,让尽可能多的客户来看直播
- 4. Five minutes before the live broadcast, send the live broadcast link to customers, so that as many customers as possible can watch the live broadcast
- 5. 直播间投放折扣券, 吸引客户下单 沟通 留言
- 5. Place discount coupons in the live streaming room to attract customers to place orders, communicate and leave messages
- 6. 直播过程中让客户follow你的店铺,成为你的粉丝
- 6. Get customers to follow your store and become your fans during the live broadcast



# 3.1 平台功能介绍—My Alibaba—商机沟通—询盘/RFQ市场







- 3.1 平台功能介绍—My Alibaba—商机沟通—RFQ 市场
- 3.1 Introduction to platform function My Alibaba Business opportunity communication RFQ market





### RFQ等级:

**RFQ** rating:

金牌商机—金品专享

Golden business opportunity - Exclusive for verified supplier

银牌商机—金品商家有6个小时优先报价特权

Silver business opportunity - verified merchants have the privilege of giving priority to quotation for 6 hours

铜牌商机一所有会员都能报价

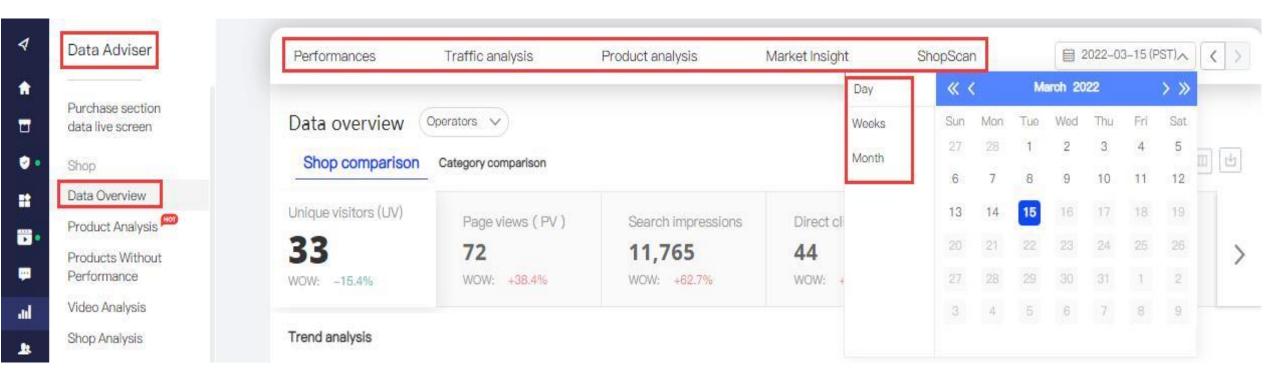
Bronze business opportunity - All members can offer quotations



3.1 平台功能介绍—My Alibaba—数据参谋【金品】/ 数据分析【出口通】— 数据概览数据参谋/数据分析: 能看到店铺的所有数据



3.1 Introduction to platform function - My Alibaba - Data advisor [Verified] / data analysis [Export Pass] - Data overview Data advisor / data analysis: it can view all data of the store



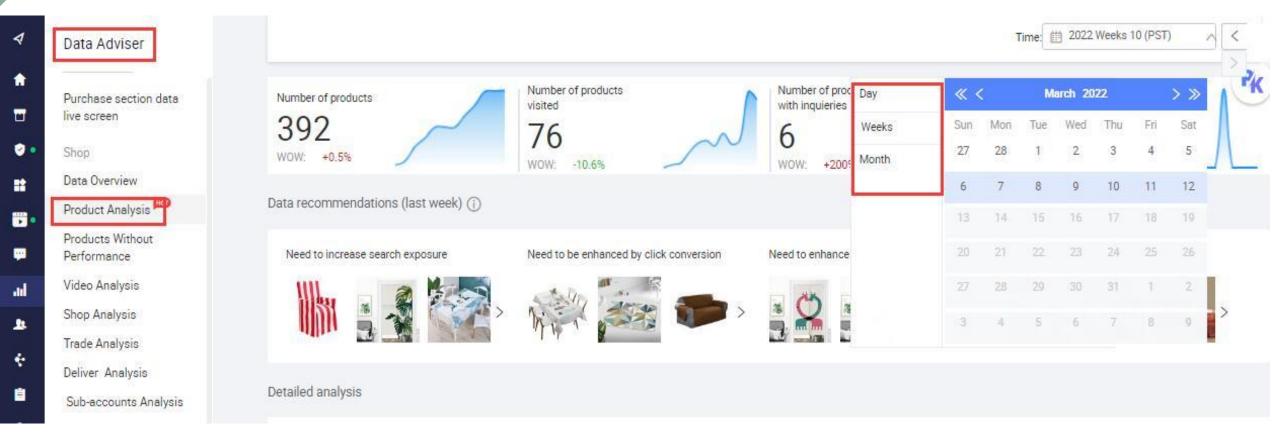
可以按天、周、月为统计单位,查看店铺整体数据,对店铺数据要有整体了解 You can view the overall data of the store by day, week and month, and have an overall understanding of the store data



### 3.1 平台功能介绍—My Alibaba—数据参谋/数据分析—产品分析

### 阿里巴巴 Alibaba.com

# 3.1 Introduction to platform function - My Alibaba - Data advisor / data analysis - Product analysis



可以按天、周、月为统计单位,查看店铺中产品的相关数据,可及时了解投放广告的产品所取得的结果通过【产品360】,可以查看单个产品的具体效果,所遇到的问题,具体问题具体分析

You can view the relevant data of the products in the store by day, week and month, so as to timely understand the results of the advertised products

You can view the specific effects of a single product through [Product 360], analyze the specific problems encountered

# 3.1 平台功能介绍—My Alibaba—数据参谋/数据分析—零效果产品



# 3.1 Introduction to platform function - My Alibaba - Data advisor / data analysis - Zero effect product

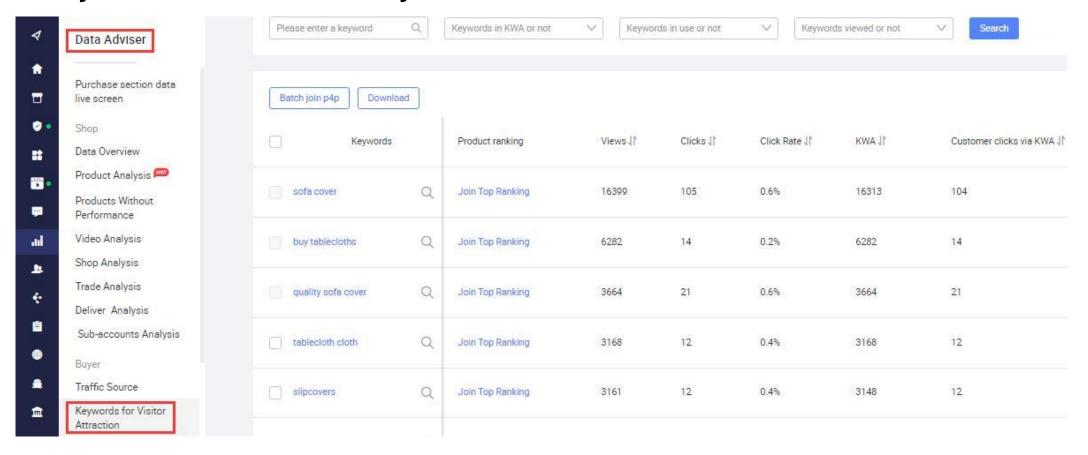
|   | Product analysis                      | Product discovery                                 | Style analysis                           |
|---|---------------------------------------|---|--|
| Purchase section data<br>live screen                                | Track the effect of our products      | Discover industry category opportunities          | Data verification category opportunities |
| Shop  |                                       |   |  |
| Data Overview   | My product Zero effect products       |   |  |
| Product Analysis 🕮  |                                       |   |  |
| Products Without<br>Performance                                     | Product name : Enter a product name Q | Model Number : Enter a model number Q Non-perform | ning Time Period 180 days and above      |
| Video Analysis  | Owner : All Product Group             | All V Last Updated(PST) : Any time                |  |
| NS-0  | More : Product showcase               |   | 30 days and above<br>60 days and above   |
| Shop Analysis   |                                       |   | 90 days and above                        |
| SENSE E SONO CONTROLOS  |                                       |   | 90 days and above                        |
| Trade Analysis  |                                       |   | 180 days and above                       |
| Shop Analysis Trade Analysis Deliver Analysis Sub-accounts Analysis | Select All Take Offline Delete        |   | 000 000 00 00 00 00 00 00 00 00 00 00 0  |

大于等于180天没效果的(零曝光 零点击零反馈)的产品,系统会自动下架;通常只要大于等于90天的零效果产品,商家可以自行删除 For products (zero exposure, zero click and zero feedback) that have no effect for greater than or equal to 180 days, the system will automatically remove off shelves; generally, as long as the zero effect product is greater than or equal to 90 days, the merchant can delete it by itself



- 3.1 平台功能介绍—My Alibaba—数据参谋/数据分析—引流关键词
- 3.1 Introduction to platform function My Alibaba Data advisor / data analysis Traffic attraction keywords





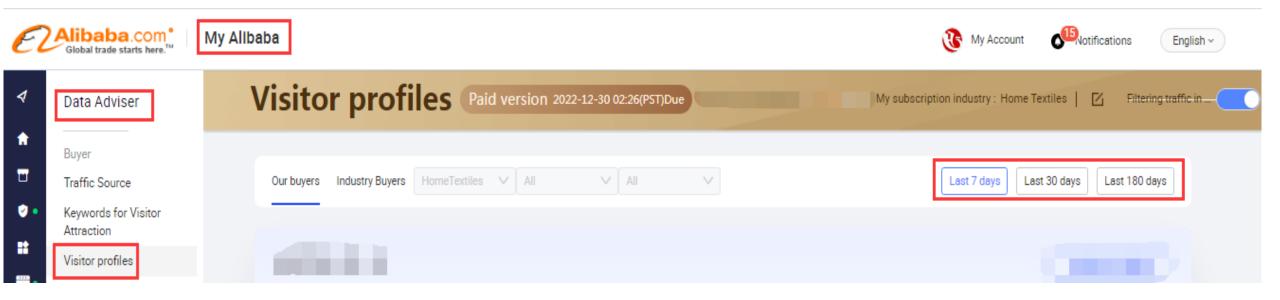
按周、月为统计单位,看清哪些关键词给店铺引来流量,通过发布产品及时把引来流量的那些关键词覆盖掉; See which keywords are attracting traffic to the store by week and month, and cover those keywords that are driving traffic by releasing products in a timely manner;



# 3.1 平台功能介绍—My Alibaba—数据参谋/数据分析—访客画像





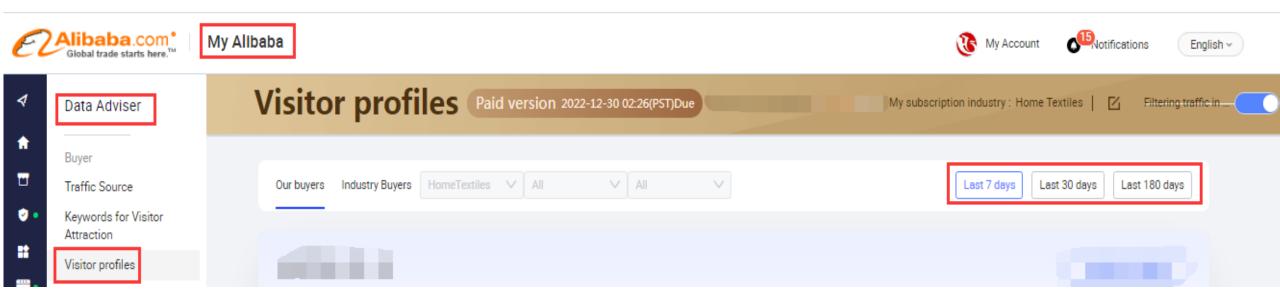


统计近7天/30天/180天来到我店铺的人,是什么样的人群,身上有什么样的标签,通过什么词来到了我的店铺看了什么产品,看了多久,喜好什么类目,来自哪些国家,形成一个全方位的精准画像,为我们精准投放广告,精细化引流,提供数据支持; Statistics on the people who have come to my store in the last 7 days/30 days/180 days, what kind of people they are, what kind of tags they have what words they have used to learn my store, what products they have looked for how long they have stayed what categories they prefer from which countries they come from form an all-round accurate portrait provide us with data support for accurate advertising refined traffic attraction;



- 3.1 平台功能介绍—My Alibaba—数据参谋/数据分析—访客详情
- 3.1 Introduction to platform function My Alibaba Data advisor / data analysis Complete **Visitor details**





以近7天/31天/自定义时间段为周期进行统计,看清店铺中的访客情况,知道客户通过什么词来到了店铺 一方面及时覆盖掉客户所用关键词;另一方面及时对这些客户进行营销

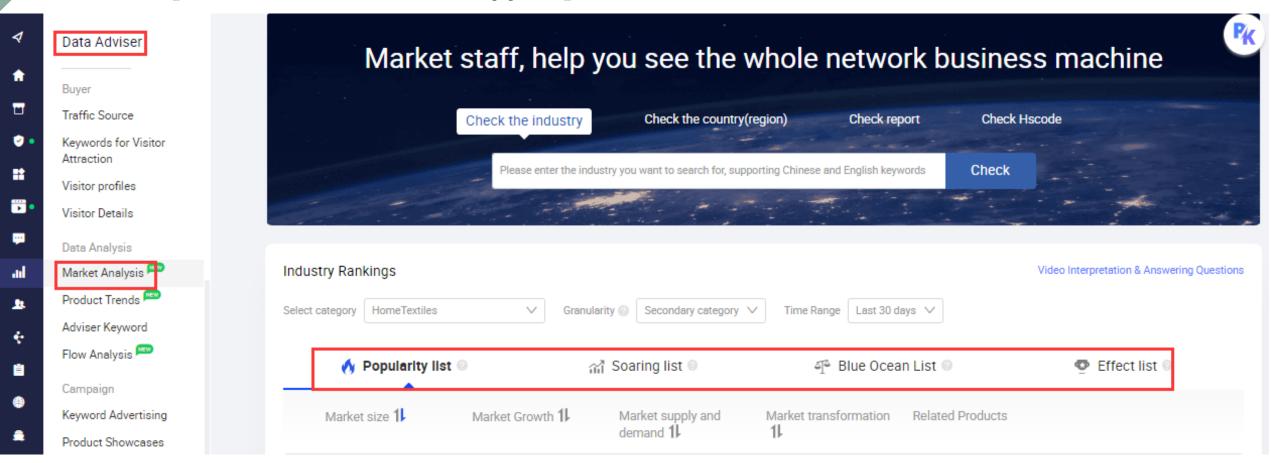
Statistics on the last 7 days/31 days/custom time periods to see how many visitors are in the store and know what words customers are using to learn the store

On the one hand, we cover the keywords used by our customers in a timely manner; on the other hand, we market to these customers in a timely manner

# 3.1 平台功能介绍—My Alibaba—数据参谋—市场参谋【金品专享】







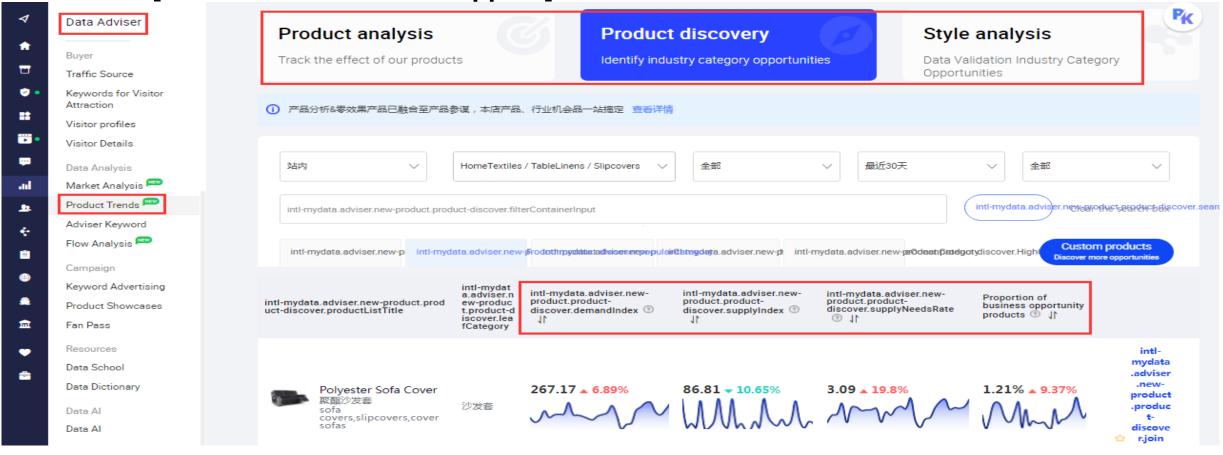
看清市场需求的强大工具,是数据选品、拓品的得力助手; 在【数据选品】模块,如何使用该工具,会有详细讲述.

A powerful tool for seeing market needs and a powerful assistant for data selection and product development; How to use this tool is described in detail in the [Data Selection] module.



- 3.1 平台功能介绍—My Alibaba—数据参谋—产品参谋【金品专享】
- 3.1 Introduction to platform function My Alibaba Data advisor Product advisor [Exclusive for Verified Supplier]





看清自身店铺中的产品情况,通过产品榜单【热门品类、高增长品类、蓝海品类、高转化品类】 一站式搞定本店产品、行业机会品

Learn the products in your store and go through the product lists [Popular Categories, High Growth Categories, Blue Ocean Categories, High Converting Categories]

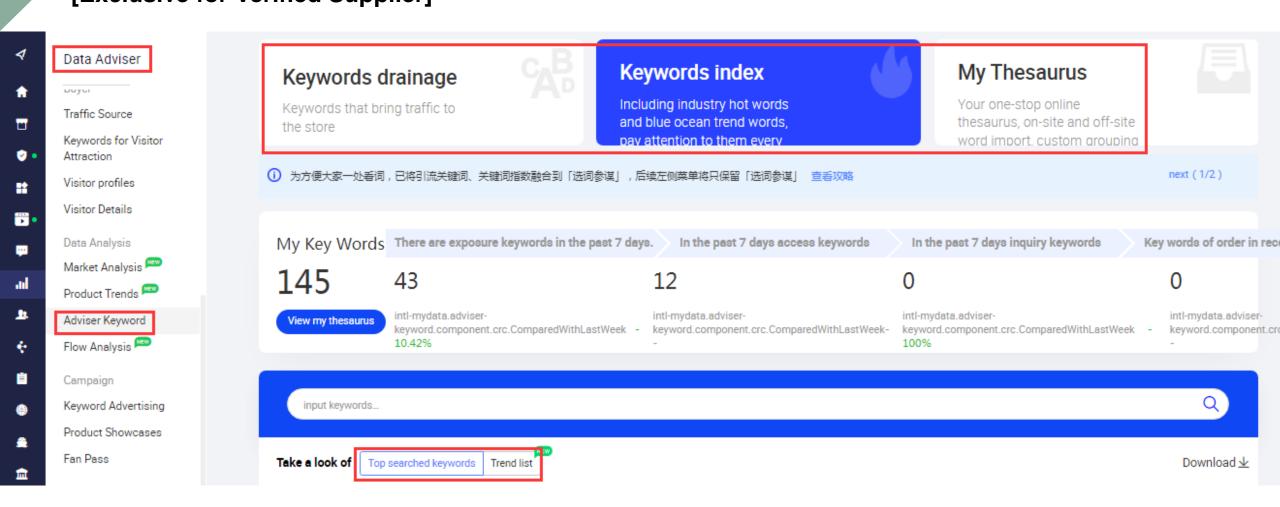
One-stop store for our products, industry opportunities



## 3.1 平台功能介绍—My Alibaba—数据参谋—选词参谋【金品专享】

3.1 Introduction to platform function - My Alibaba - Data advisor - Word selection advisor (Exclusive for Verified Supplier)





关于了解关键词的一个强大工具,包括引来流量的词、热词、趋势词、蓝海词; 也是选品、拓品的得力助手 A powerful tool for understanding keywords, including words that attract traffic, hot words, trending words, blue ocean words; also a powerful assistant for product selection and product expansion



## 3.1 平台功能介绍—My Alibaba—数据参谋—流量参谋【金品专享】



3.1 Introduction to platform function - My Alibaba - Data advisor - Traffic selection advisor [Exclusive for Verified Supplier]



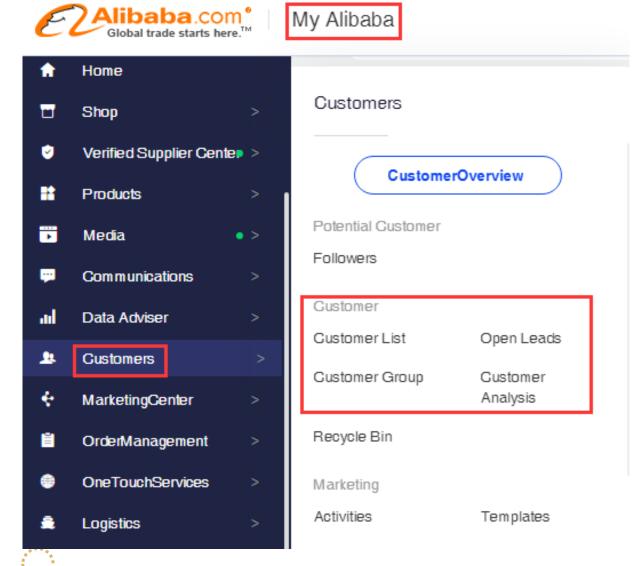
看清近30天,流量来源情渠道及明细、流量承接和流量去向情况,以便及时调整和优化营销策略 See the traffic sources and details, traffic intake and traffic destination in the last 30 days, so that you can adjust and optimize your marketing strategy in time



# 3.1 平台功能介绍—My Alibaba—客户管理—客户



# 3.1 Introduction to platform function - My Alibaba - Customer management - Customer

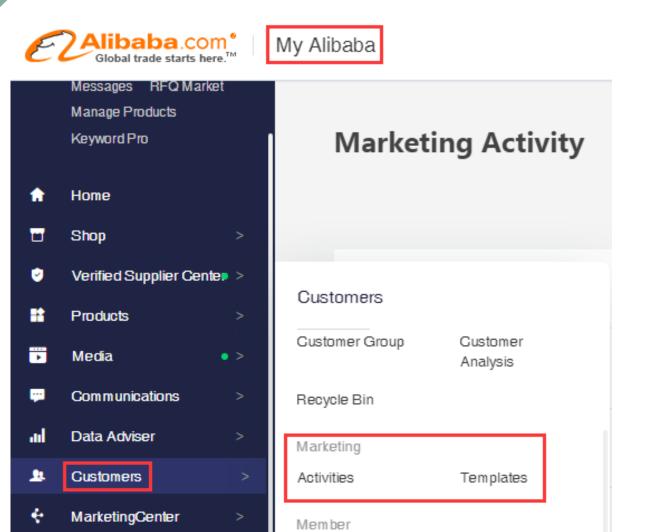


通过客户管理—客户,看清 See through Customer management - Customers

- 1). 所有客户相关情况
- 1) All customer-related information
- 2). 公海客户相关情况
- 2) Related information of customers waiting for follow-up
- 3). 对不同客群进行有效管理
- 3) Effective management of different customer segments
- **4).** 对客户进行分析,根据分析情况,及时跟进客户, 提高订单转化率
- 4) According to the analysis of customers, timely follow-up customers, improve the conversion rate of orders

- 3.1 平台功能介绍—My Alibaba—客户管理—营销
- 3.1 Introduction to platform function My Alibaba Customer management Marketing



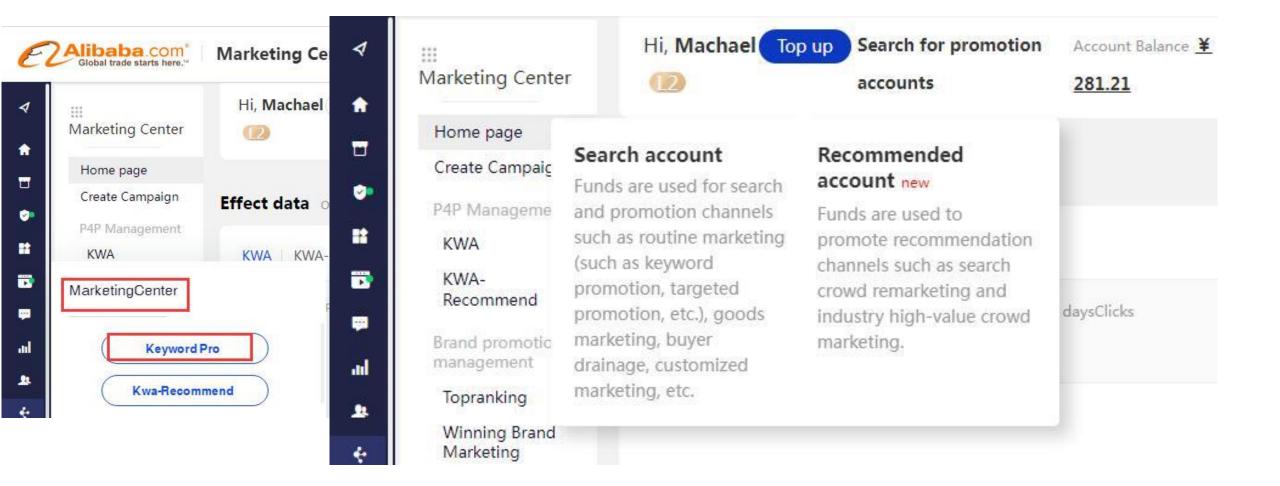


设置不同的内容模板,对不同的客户群体进行营销 Set up different content templates to market to different customer groups



### 3.1 平台功能介绍—My Alibaba—营销中心—外贸直通车

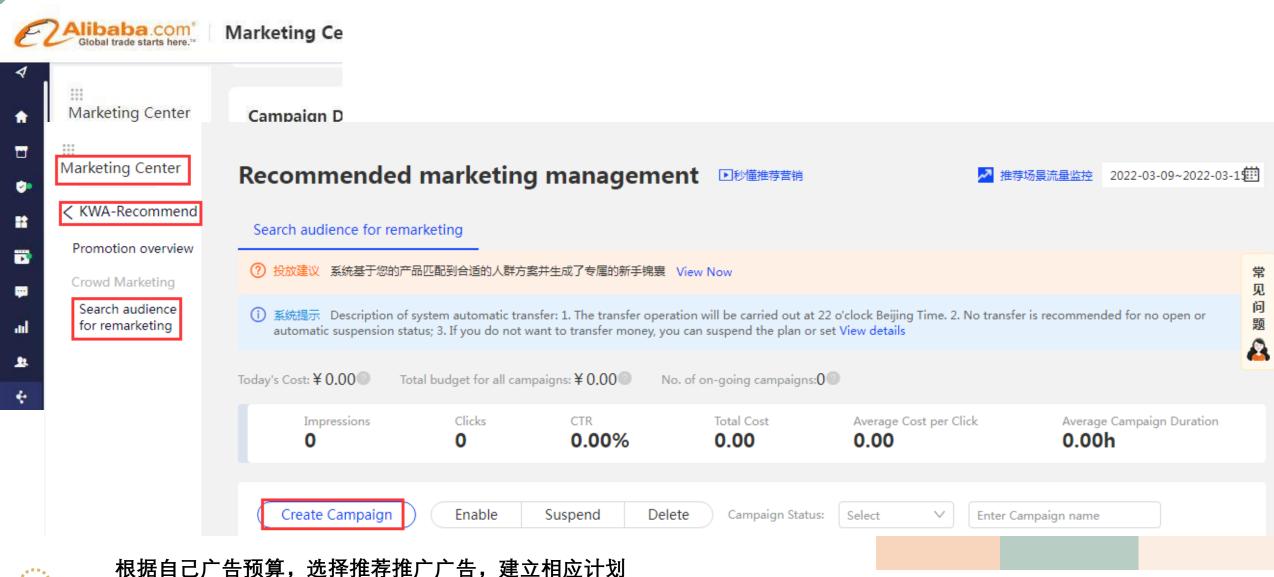






- 3.1 平台功能介绍—My Alibaba—营销中心—外贸直通车-推荐
- 3.1 Introduction to platform function My Alibaba Marketing center Foreign trade through train Recommendation





**National And Advertising Budget and Set up a plan accordingly**Select recommended promotional ads according to your advertising budget and set up a plan accordingly

# 3.1 平台功能介绍—My Alibaba—营销中心—官方活动报名

Ě

OnlineTradeShow

Guide

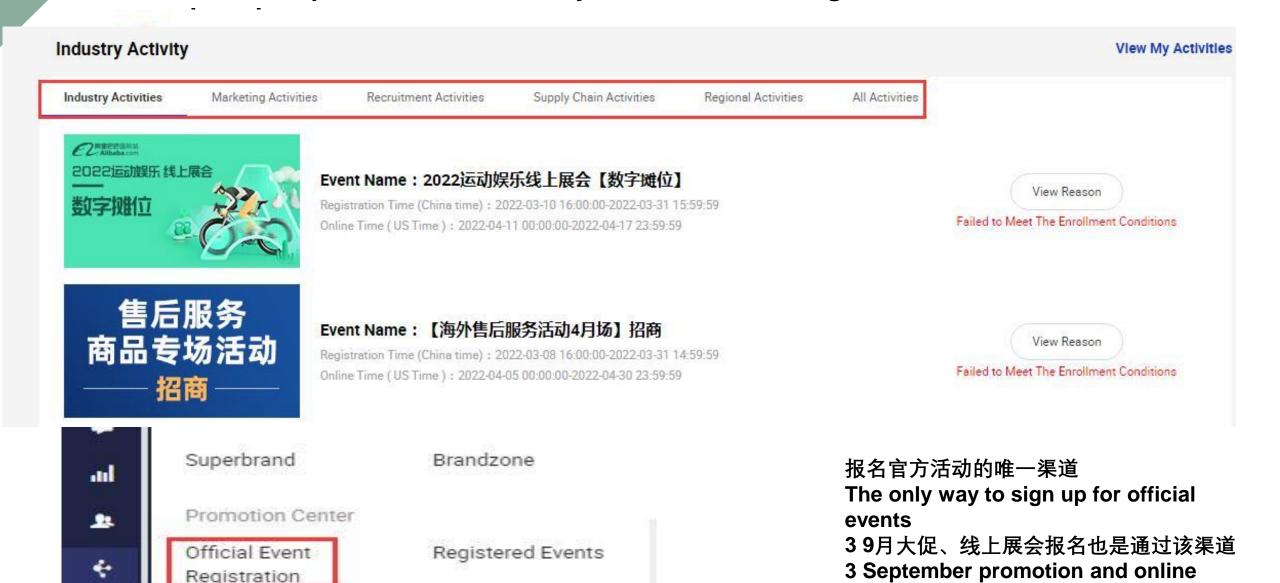
# 3.1 Introduction to platform function - My Alibaba - Marketing center - Official

Trade Show Shop



exhibition registration is also carried out

through this channel

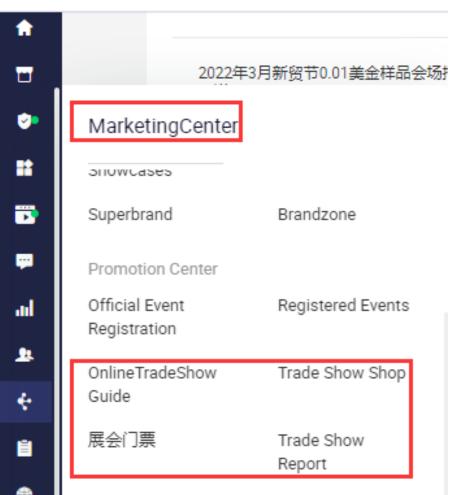


# 3.1 平台功能介绍—My Alibaba—营销中心—线上展会



# 3.1 Introduction to platform function - My Alibaba - Marketing center - Online exhibition





了解线上展会相关情况,如展会指南、展会门票、展会报告等信息 Find out about online exhibitions, such as show guides, show tickets, show reports and more

- 3.1 平台功能介绍—My Alibaba—营销中心—折扣营销
- 3.1 Introduction to platform function My Alibaba Marketing center Discount marketing/Discount coupon



创建折扣优惠活动,进行营销 Create discount offers for marketing



创建产品/店铺的满减券/满折券,进行营销

Create product/store full discount coupons/vouchers for marketing

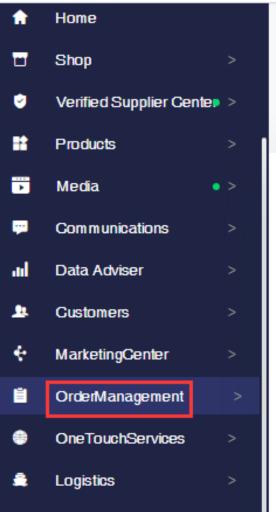
# 3.1 平台功能介绍—My Alibaba—交易管理—起草信保单

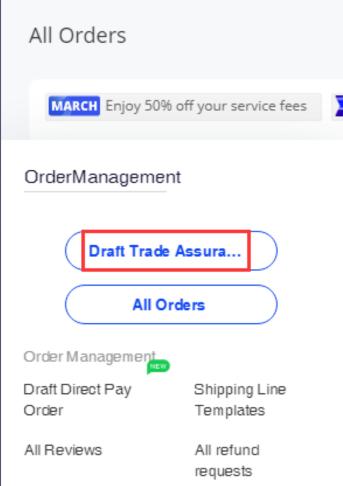


# 3.1 Introduction to platform function - My Alibaba - Transaction management - Drafting honour policy



My Alibaba





根据系统提示起草信保单即可 Just follow the system prompts to draft honour policy

起草信保单时所需必要信息:
Necessary information required when drafting honour policy:

客户邮箱、详细地址 Customer email, full address

# 3.1 平台功能介绍—My Alibaba—交易管理—所有订单

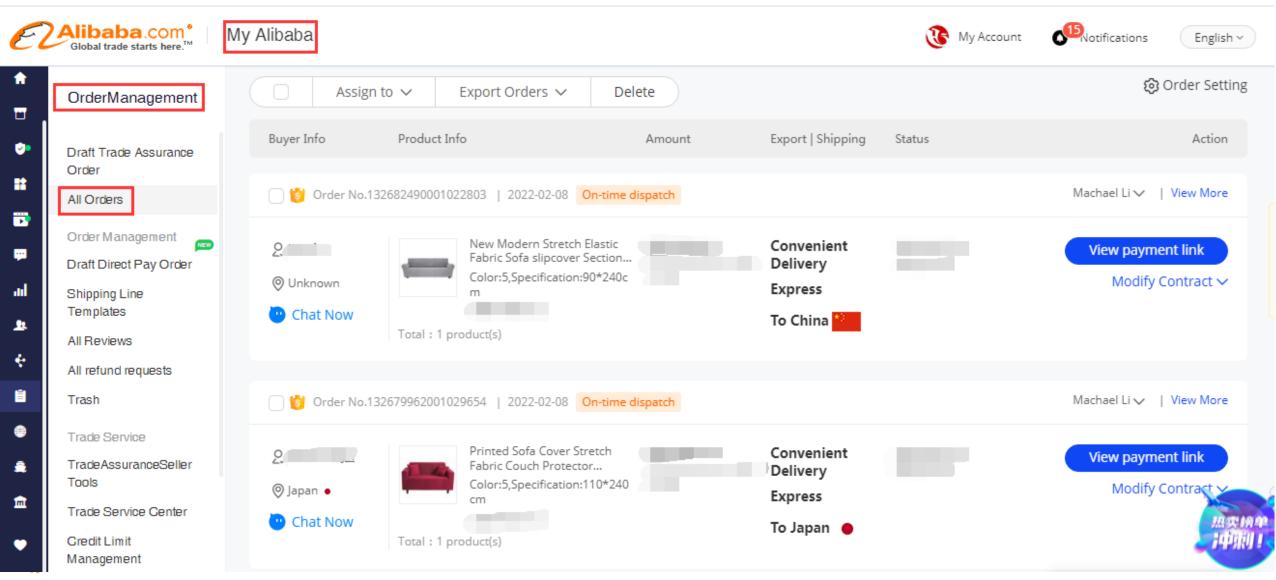
# 3.1 Introduction to platform function - My Alibaba - Transaction management



- All orders

了解所有订单明细

Find out the details of all orders



# 3.1 平台功能介绍—My Alibaba—交易管理—运费模板

Setting up freight templates for RTS products;







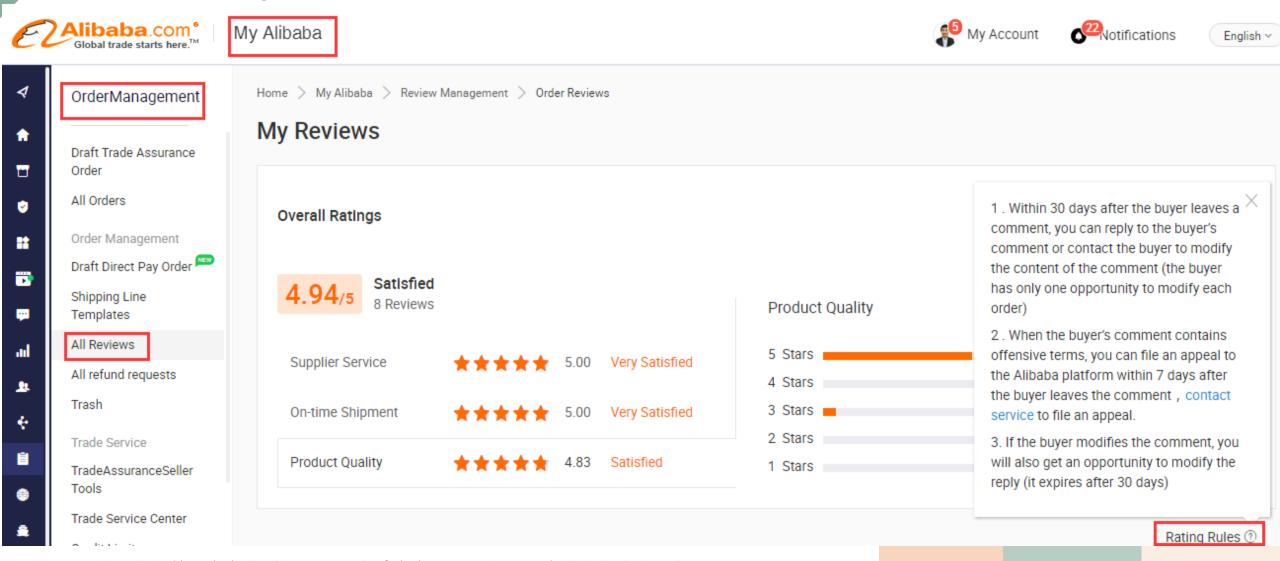


# 3.1 平台功能介绍—My Alibaba—交易管理—评价管理

# 3.1 Introduction to platform function - My Alibaba - Transaction management



- Review management

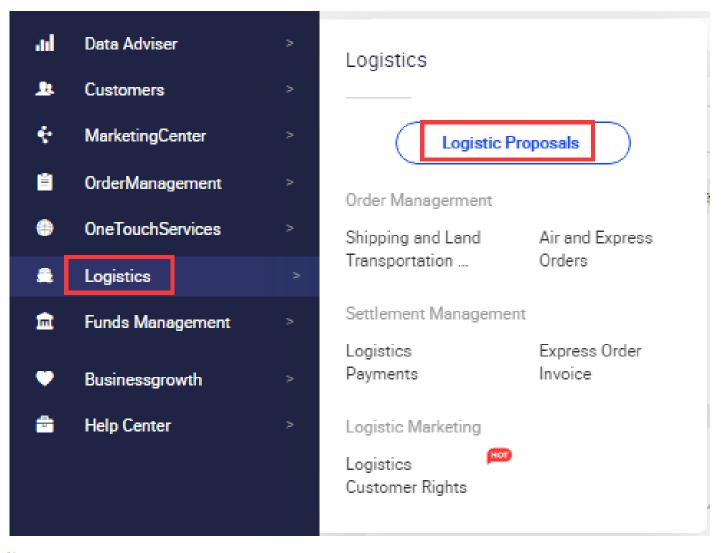


线上信保单,客户收到货物后,邀请客户给予好评,对店铺转化有很大帮助
Online honour policy, after the customer receives the goods, the customer is invited to give a satisfactory comment, which helps a lot in the conversion of the store

## 3.1 平台功能介绍—My Alibaba—物流服务

# 3.1 Introduction to platform function - My Alibaba - Logistics service





通过阿里物流走货 Delivery through Ali Logistics

查询报价并下单窗口【此功能常用】 Quotation inquiry and order placement window [This function is commonly used]

阿里物流优点: Advantages of Ali Logistics:

样式多样【海运、铁运、空运、快递、小包裹、多式联运】 Various styles [Sea, Rail, Air, Express, Small Parcels, Multi-Modal Transport]

价格便宜,时效有保障 Cheap prices and guaranteed timeliness

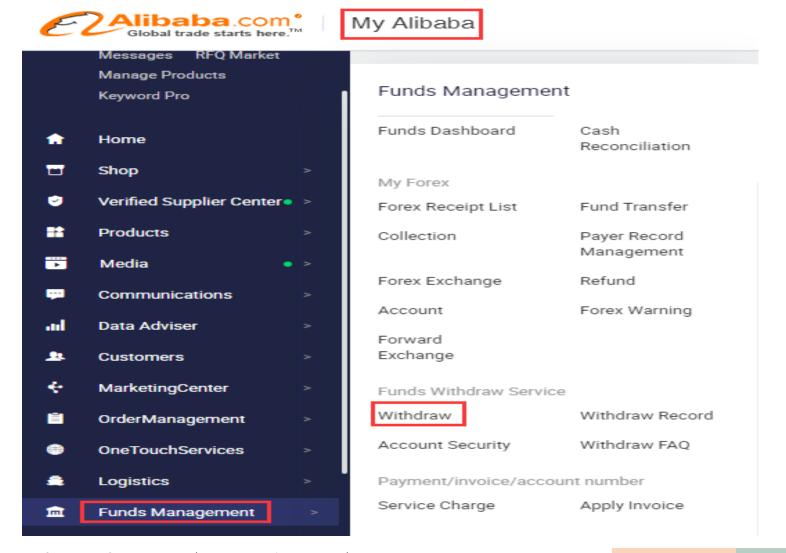


# 3.1 平台功能介绍—My Alibaba—资金管理—资金提款



3.1 Introduction to platform function - My Alibaba—Fund management - Fund

withdrawal



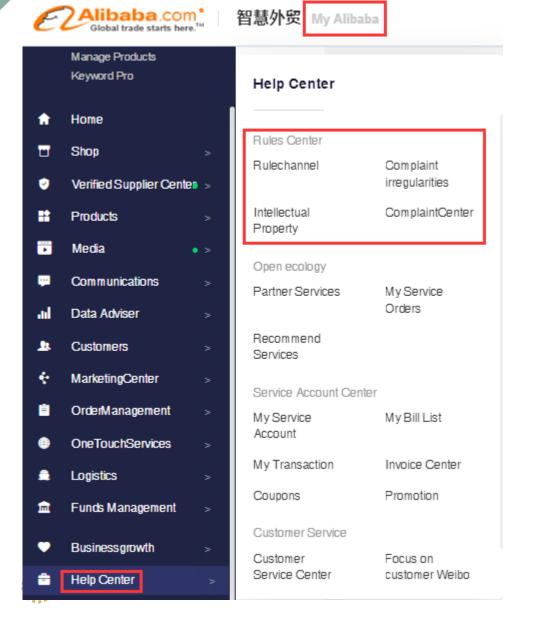
发起提款,可提现到对公账户/法人个人账户 Initiate a withdrawal to corporate account / individual account of legal person



# 3.1 平台功能介绍—My Alibaba—服务中心—规则中心



# 3.1 Introduction to platform function - My Alibaba - Service center - Rule center



通过规则中心,看清

Through the rule center, see clearly

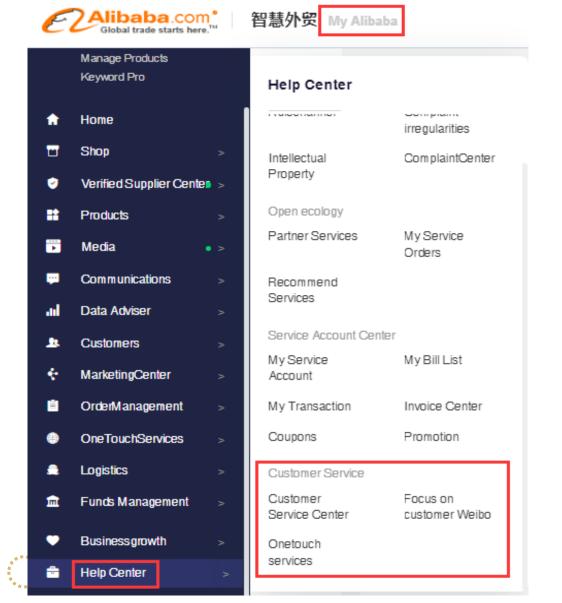
- 1).学习阿里国际站最新规则【规则频道最为常用】
- 1). Learn the latest rules of Alibaba.com [Rule channel is the most commonly used]
- 2).所有订单是否有纠纷;若有,如何发起投诉
- 2) Whether there are disputes of all orders; If yes, how to initiate a complaint
- 3).投诉违规中心,方便买卖双方处理各种贸易纠纷
- 3) The complaint center is convenient for the buyer and the seller to deal with various trade disputes

#### 3.1 平台功能介绍—My Alibaba—服务中心—客服中心









在网站建设、商机管理、交易履约、物流发货等过程中若 遇到问题,都可以通过客服中心,寻求帮助,解决问题 If you encounter problems in the process of website construction, commercial opportunity management, transaction performance and logistics delivery, you can seek assistance and solve the problems through the customer service center

#### 3.2 平台规则 【路径: My Alibaba—服务中心 —规则频道】



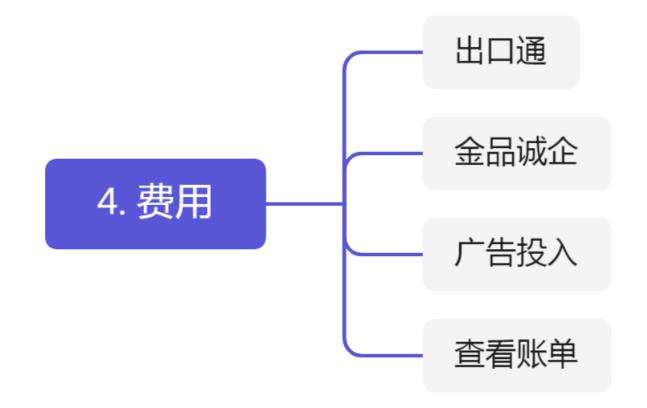
#### 3.2 Platform rule [Path: My Alibaba - Service center - Rules channel]



Link of rule learning center: https://rulechannel.alibaba.com/icbu#/









#### 4. 费用

#### 4. Cost



- 1). 费用构成: 年费(必要的)+广告(一般购买至少1万元直通车)+其他增值产品(看个人需求)
- 1). Cost composition: annual fee (necessary) + advertisement (generally buy at least RMB 10,000 through-train advertisement) + other value-added products (depending on personal needs)

通常最低入驻方案是: 2.98万元年费+1万元直通车广告=3.98万元。

Generally, the minimum settlement plan is: annual fee of RMB 29,800 + through-train advertisement of RMB 10,000 = RMB 39,800

会员年费分两种:

There are two kinds of annual fees for members:



- a . 基础会员(出口通): 2.98万元/年.
- a. Basic members (Export Pass): RMB 29,800/year.
- b. 高级会员(金品诚企):8万元/年,高级会员的流量更多、流量更加精准、转化率也更高,好比淘宝里面的天猫旗舰店。
- b. Senior members (verified supplier): RMB 80,000/year. Senior members have more traffic, more accurate traffic and higher conversion rate, just like Tmall flagship store of Taobao.

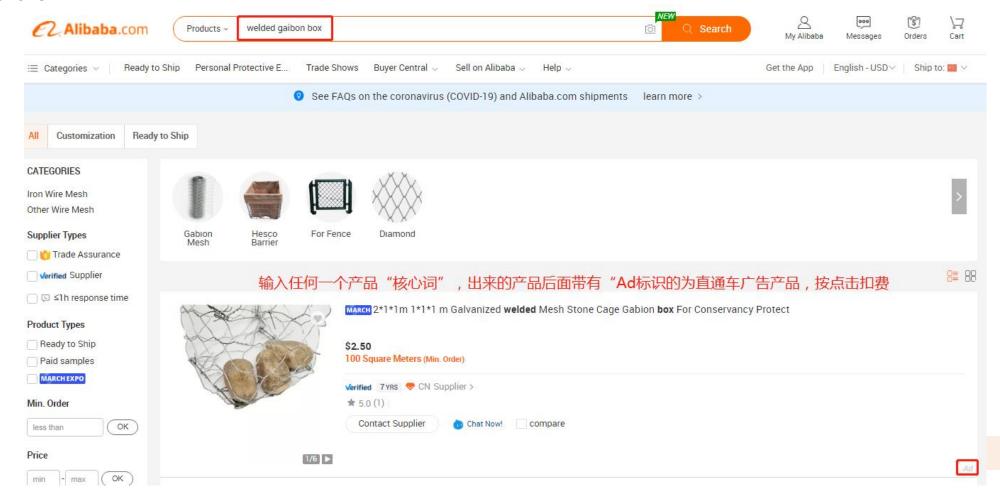
#### 4. 费用





- 2). 广告:对新商家来说最基础的是直通车广告,每次充值至少1万元
- 2). Advertisement: For new merchants, the most basic is through-train advertisement, with a recharge of at least RMB 10,000 each time 直通车就是你搜索关键词,出现在前面的产品,按点击付费

The through train is the products that appear in the front list when you search for keywords, and it is paid according to number of clicks





#### 4. 费用



- 4. Cost
- 3). 其他增值产品: (根据个人需求)
- 3). Other value-added products: (depending on personal needs)

小满,管理客户的一种工具(基础版9千元/年:高级版2.4万/年);

OKKI CRM, a tool for managing the customers (RMB 9,000/year for basic version and RMB 24,000/year for advanced version);

数据参谋,基础会员(出口通)若用数据参谋,费用: 1.98万/年;高级会员(金品诚企)免费使用;数据参谋可以实现从选品到把产品打造成爆款全链路的数据化;

Data advisor, if the basic members (Export Pass) use data advisor, the cost will be RMB 19,800/year; it is free of charge for senior members (verified supplier); the data advisor can realize the digitization of the full-link from selecting products to creating hero products;

广告产品:问鼎、顶展【花钱买的固定广告位】、明星展播、品牌直达、橱窗

Advertising products: top spot search advertising, top sponsored listing [Fixed Advertising Space Bought with Money], star showcase, directly enter store homepage by searching brand and company names and window displays

顶展词/顶展词包需要客户经理协助商家抢购, 按年收费,买的词不一样,价格也不一样;

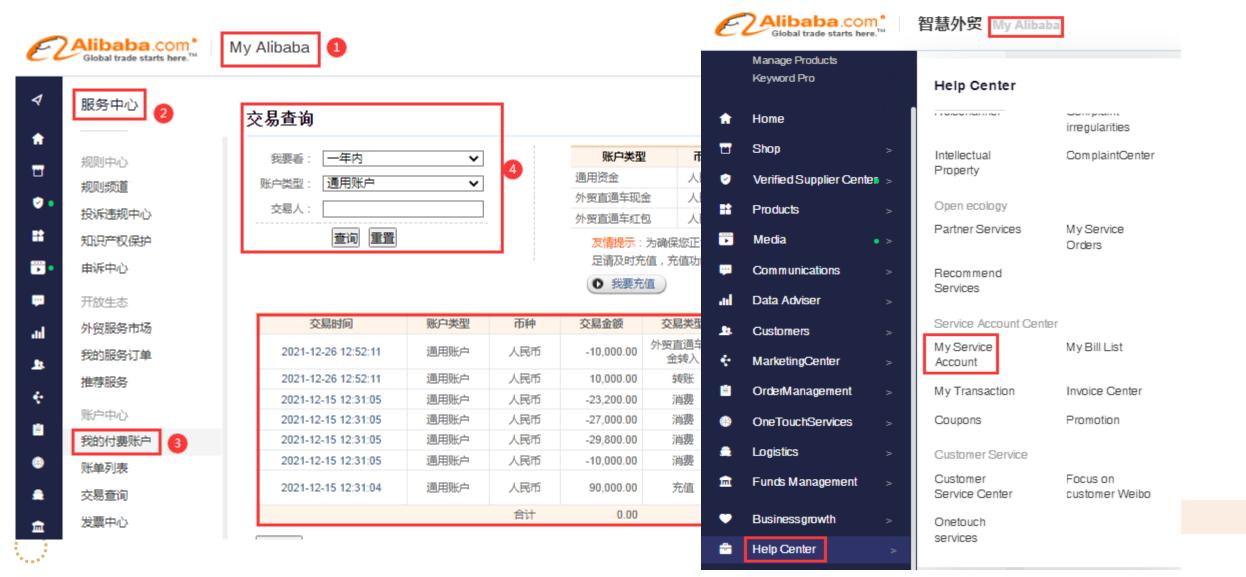
Words of top sponsored listing / The words require the customer manager to help the merchant with flash sales, which is charged annually, and different words cost different price.



### 4.4 查看账单 【路径: My Alibaba—服务中心—账号中心—我的付费账户—设置查询条件—查看交易明细】



4.4 Check the bill [Path: My Alibaba - Service center - Account center - My payment account - Set query criteria - View transaction details



- 5. 通过数据选择有市场需求的产品,发品,推广引流
- 5. Select products with market demand through data, releasing products and promote and attract traffic



5. 通过数据选择有市场需求的产品,发品,推广引 流 打广告【推广引流】



#### 5.1 数据选品

#### 5.1 Data selection







#### 5.1 数据选品—数据参谋—市场参谋 【金品专享功能】

#### 阿里巴巴 Alibaba.com

## 5.1 Data selection - Data advisor - Market advisor [Function of Exclusive for Verified Supplier]



#### 5.1 数据选品—数据参谋—选词参谋【金品专享功能】 方法一

#### 阿里巴巴 Alibaba.com

## 5.1 Data selection - Data advisor - Word selection advisor [Function of Exclusive for Verified Supplier] Method I

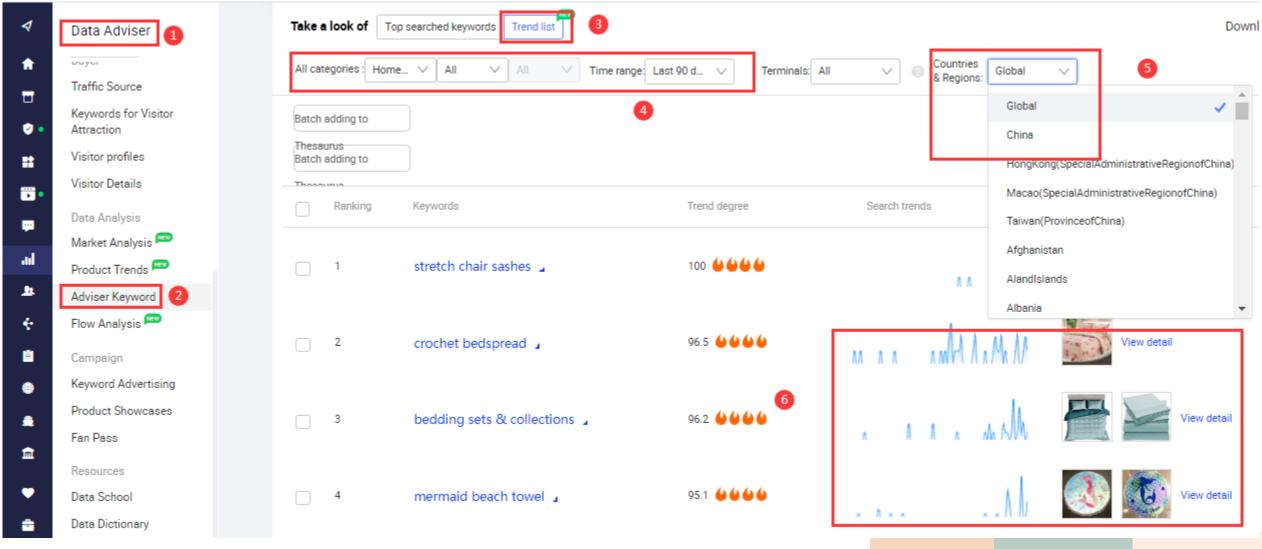




#### 5.1 数据选品—数据参谋—选词参谋【金品专享功能】方法二



# 5.1 Data selection - Data advisor - Word selection advisor [Function of Exclusive for Verified Supplier] Method II

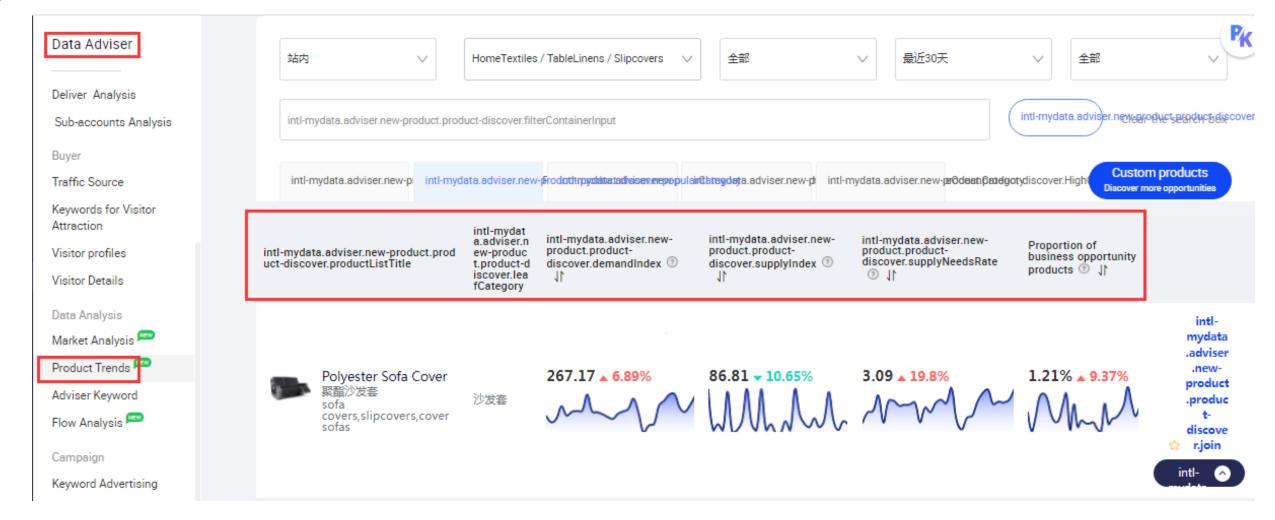




#### 5.1 数据选品—数据参谋—产品参谋【金品专享功能】



### 5.1 Data selection - Data advisor - Product advisor [Function of Exclusive for Verified Supplier]



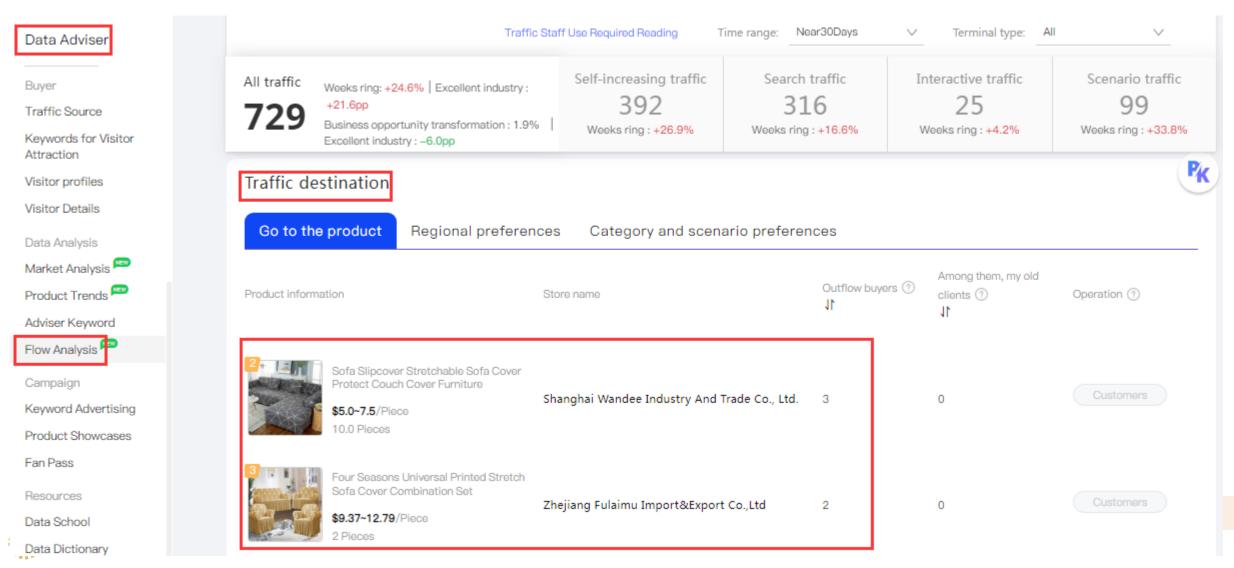


#### 5.1 数据选品—数据参谋—流量参谋—流量去向【金品专享功能】

### 5.1 Data selection - Data advisor - Traffic advisor - traffic destination [Function of Exclusive for Verified Supplier]



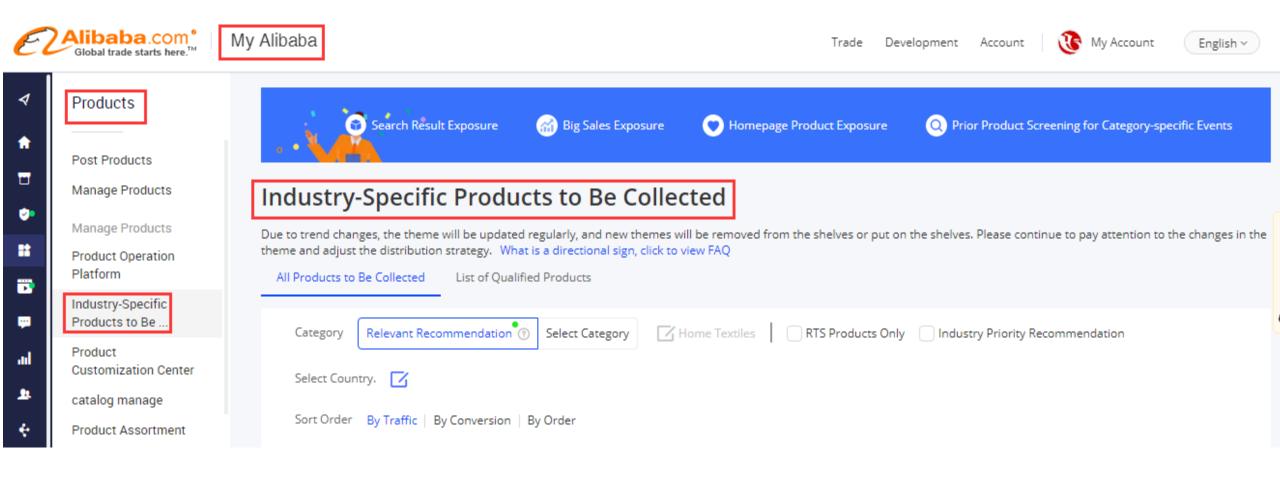
客户从我的店铺出来后,去了哪家店铺,看了什么产品,直接发布一个这个产品的类似品 After coming out of my store, which store the customer went to and what products they saw, then directly release a similar product of this product



#### 5.1 数据选品—行业定向征品





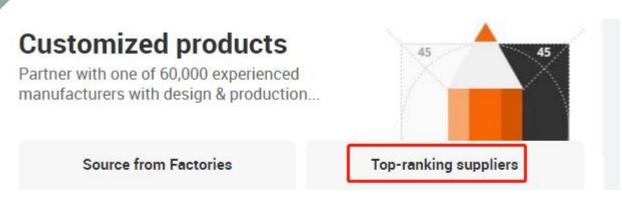




#### 5.1 数据选品—Top-ranking Suppliers

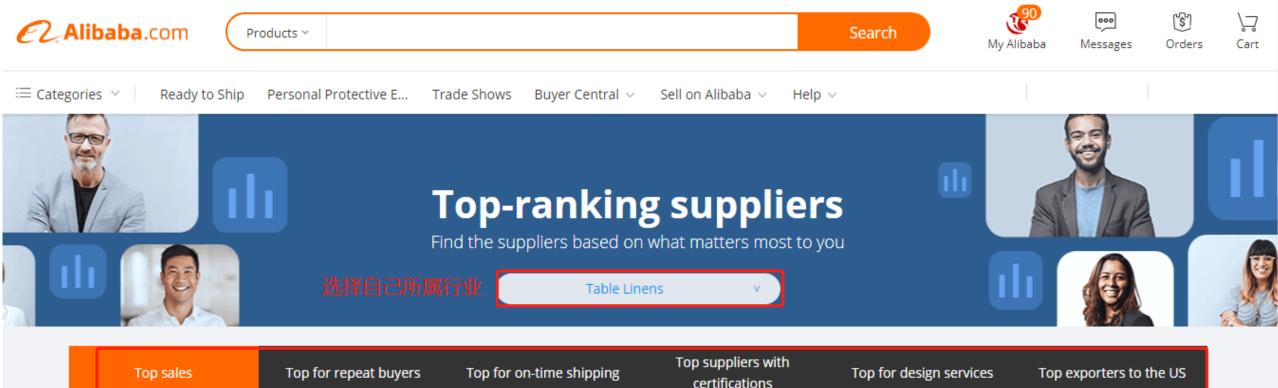






选择自己所属行业,查看不同榜单下品类情况可直接拿来用, 跟卖

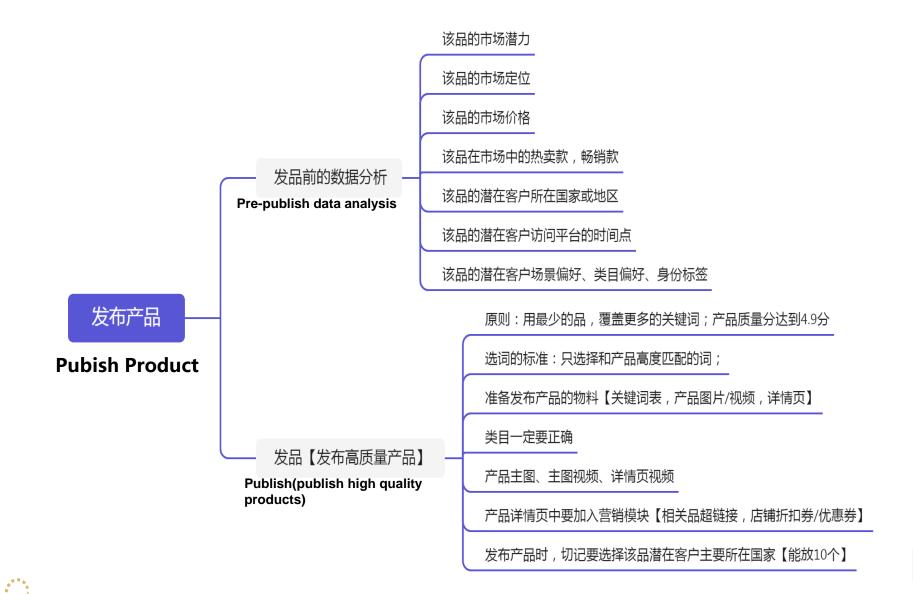
Select your own industry and check the products under different lists. You can use them directly and sell the products listed



杏寿不同榜单下品类情况 直接拿来田即可

#### 5.2 发布产品 Pubish Product





#### 5.2 发布产品 Pubish Product



该品的市场潜力 Market Potential

该品的市场定位 Market Positioning

该品的市场价格

**Market Price** 

该品在市场中的热卖款,畅销款

Hot-selling styles and Bestsellers in the market

该品的潜在客户所在国家或地区

Countries or regions of potential customers

该品的潜在客户访问平台的时间点

The time point when potential customers visit the platform

该品的潜在客户场景偏好、类目偏好、身份标签

Scene preference, category preference and identity tags of potential customers

发品前的数据分析

Pre-publish data analysis

#### 5.2 发布产品 Pubish Product



原则:用最少的品,覆盖更多的关键词;产品质量分达到4.9分

Principle: Use the least amount of products to cover more keywords; achieve a product quality score of 4.9

选词的标准:只选择和产品高度匹配的词;

Word selection criteria: only choose words that are highly compatible with the products

准备发布产品的物料【关键词表,产品图片/视频,详情页】

Prepare materials for product launch (keyword list, product images/videos, detail pages)

类目一定要正确

The category must be accurate

发品【发布高质量产品】

Publish(publish high quality products)

产品主图、主图视频、详情页视频

Product main image, main image video, detail page video

产品详情页中要加入营销模块【相关品超链接,店铺折扣券/优惠券】Product detail page need to include marketing module (related product hyperlinks, store discount coupons/vouchers)

发布产品时,切记要选择该品潜在客户主要所在国家【能放10个】

When publishing the product, remember to select the countries where the main potential customers of the product are located (you can select 10 of them)

#### 5.2.1 发品前的数据分析—确认某产品市场潜力 Data analysis prior to product issuance



#### - confirm the market potential of a product

方法论:结合指数趋势和商品洞察中的竞争变化,确认某产品的市场潜力,以【tablecloth 】为例Methodology: Combining the competitive changes in index trends and commodity insights, the market potential of a product is confirmed, taking the [tablecloth] as an example

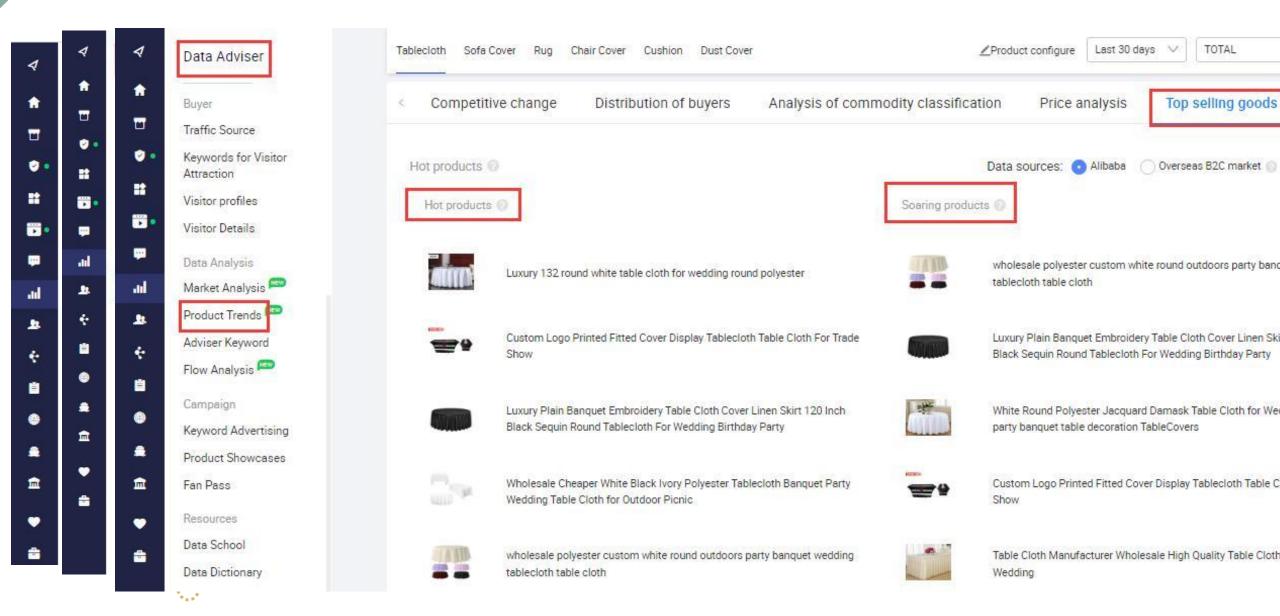
- a. 了解此品近2年的搜索指数趋势【<mark>路径: 数据参谋 选词参谋 指数趋势</mark>】Understand the search index trend of this product in the past 2 years [Path: Data Staff Officer Word Selection Staff Index Trend]
- b. 商品洞察中的竞争变化,了解供需情况,确认该品市场潜力Commodity insight into the change in competition, understand the supply and demand situation, and confirm the market potential of the product



#### 5.2.1 发品前的数据分析—确认某品的市场定位,潜在买家,市场价格、热卖款

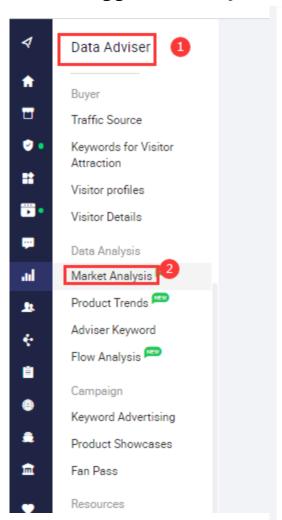
阿里巴 Alibaba.com

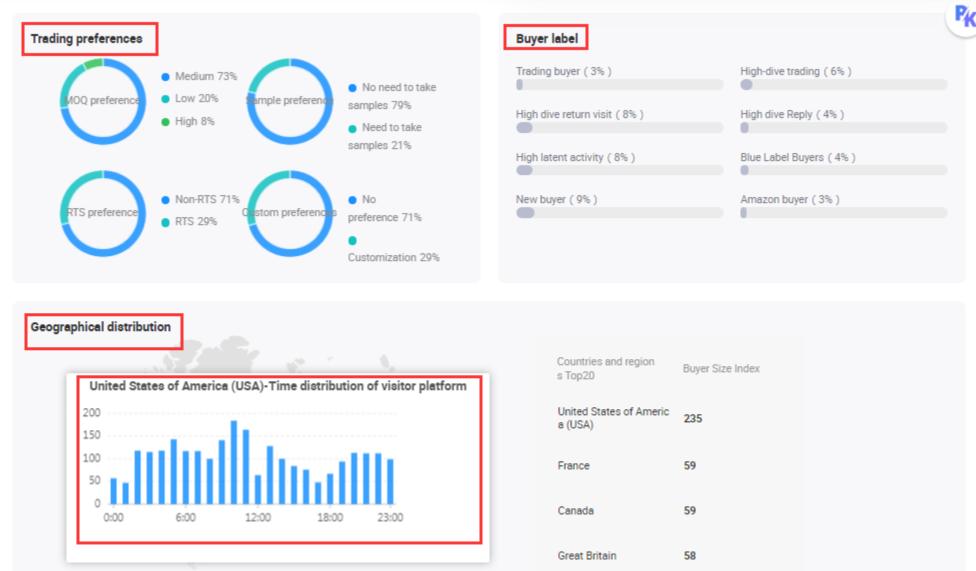
The Pre-publish data analysis-- Confirm the market positioning, potential buyers, market price, and hot selling styles of a product



5.2.1 发品前的数据分析—确认某产品潜在客户所在国家、访问平台时间、类目偏好、喜好的场景、有哪些标签 【路径:市场参谋—买家分析】Pre-release data analysis - confirm a product's potential customers' countries, access time to the platform, category preference, preferred scenarios, and which tags [Path: Market Suggestion - Buyer Analysis].







### 5.2.2 如何发布高质量的产品How to publish high quality products



总原则: 用最少的产品覆盖更多的关键词,产品信息质量分达到4.9分 General principle: cover more keywords with the least number of products, product information quality score of 4.9

发布产品的目的: 就是为了覆盖关键词

The purpose of publishing products: to cover keywords

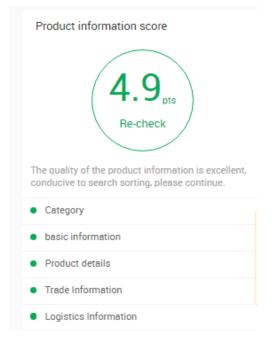
选词标准:只选择和产品高度匹配的关键词,和搜索热度没有任何关系 Word selection criteria: only choose highly matching keywords with product, and not the hot search word

#### 发品前所要准备的物料:

Materials to be prepared before publishing products

关键词表,产品图片、视频、详情页、价格、MOQ,产品细节图,生产流程图、安装说明书等相关产品信息

Material keyword list, product pictures, videos, detail pages, prices, MOQ, product details, production flow diagrams, installation instructions and other related product information



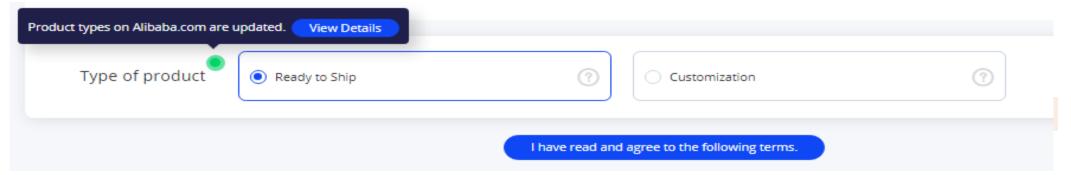


# 5.2.2 如何发布高质量的产品 — 产品基本信息: 基本类目 How to publish high quality products - Basic product information: Basic category



| Display a New Product ①                                    |   | Go to Manage Products                             |
|--|---|---|
| Select language and category                               | Fill in the marketing information of product Submit for approval            |   |
| Select Language Site Global Site (recommended)) V Publish  | the product in English, and the system will translate it into other languag | ges and display them in the corresponding market. |
| Select Category Category Report                            |   | Quickly Publish New Product                       |
| Search Categories Recently Used Categories                 |   | Select Category Display Language English          |
| shade sail Q 2   |   |   |
| Home & Garden >> Garden Supplies >> Shade >> Shade Sails & | Nets 3  |   |

用产品核心关键词搜索,选择系统推荐第一类目 Search with product core keywords and select the first category recommended by the **System** 



#### 5.2.2 如何发布高质量的产品 —产品基本信息: 组标题,用更少产品覆盖更



多关键词 How to publish high quality products - Basic product information: Group titles, cover more keywords with fewer products

| Basic Information Product description Trade Information Logistics Information Featured services & others Target Country/Region Preferences  Basic Information | Product information score  4.9 pts   |
|---|--|
| * Product name Large Warm Round Faux Fur Comfortable Washable Soft Donut Pet Cat Dog Bed 74/128   | The quality of the product information is excellent, conducive to search sorting, please continue. |
| cute car dog beds princess dog bed wicker dog bed acrylic dog beds foldable dog beds dog camping bed 103/128  |  |
| Please click here for more brands details.  | Product details     Trade Information     Logistics Information                                    |



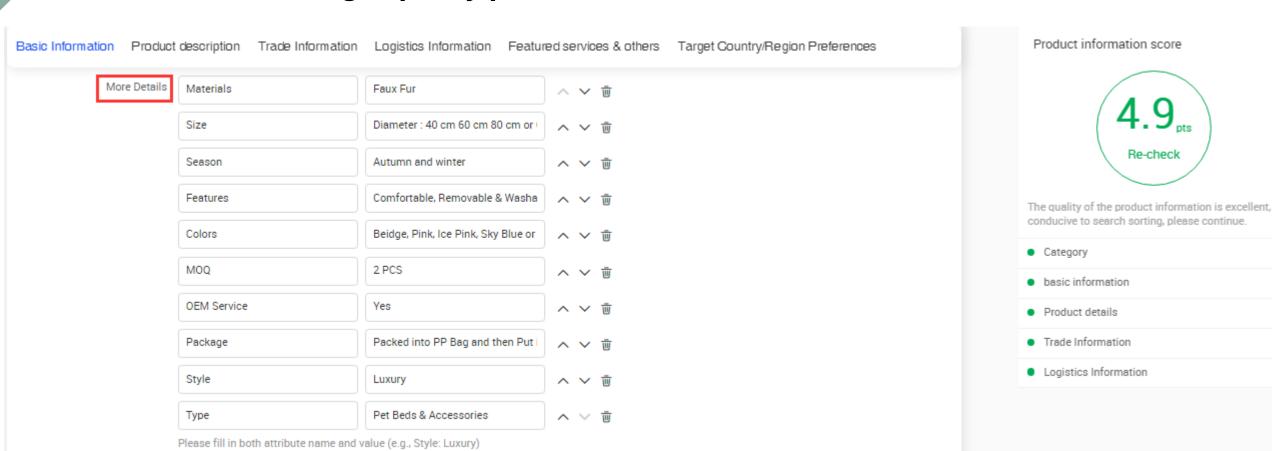
## 5.2.2 如何发布高质量的产品—产品基本信息: 商品属性 How to release a high-quality product—Product Basics: Product Attributes



| Basic Information Product | description Trade In | formation Logistics | Information | Featured services & others | Target Country/Regio | n Preferences | Product information score  |
|---------------------------|----------------------|---------------------|-------------|----------------------------|----------------------|---------------|--|
| Place of Origin:          | China                | ~                   |             |                            |                      |               | 4.9 <sub>pts</sub>   |
| Province:                 | Hebei                | ~                   |             |                            |                      |               | Re-check   |
| Brand Name:               | DM                   |                     |             |                            |                      |               | The quality of the product information is excellent, conducive to search sorting, please continue. |
| Model Number.             | M/60 cm              |                     |             |                            |                      |               | <ul> <li>Category</li> </ul>   |
| Feature:                  | Travel               |                     |             |                            |                      |               | basic information  |
|                           | Travel               | ~                   |             |                            |                      |               | Product details  |
| Application:              | Dogs                 | ~                   |             |                            |                      |               | Trade Information  |
|                           |                      |                     |             |                            |                      |               | Logistics Information  |
| Wash Style:               | Mechanical Wash      | ~                   |             |                            |                      |               |  |
| Material:                 |                      | 0/50 + Add          |             |                            |                      |               |  |
|                           | Satin                | Wool                | Taffeta     | BENTONITE                  | Silk                 | ☐ PU          |  |
|                           | ▼ Faux Fur           | Down                | Suede       | Tulle                      | Silicone             | Jean          |  |

商品属性全部填满,下拉选项为必填项 fill all the product attributes, and the drop-down options are

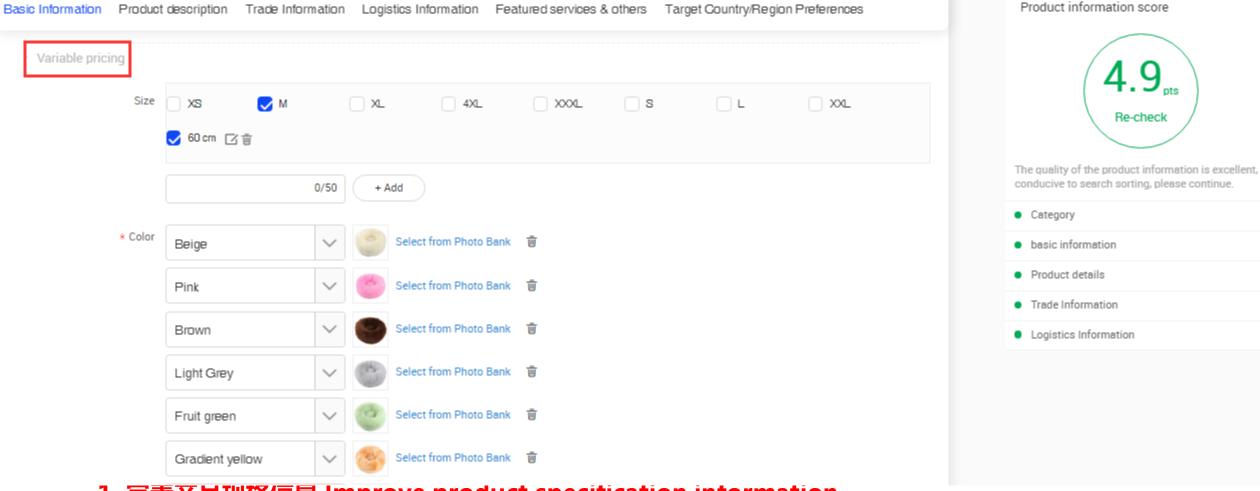
#### 5.2.2 如何发布高质量的产品 —产品基本信息: 自定义属性 How to release a high-quality product — Product Basics: Custom attributes







### 5.2.2 如何发布高质量的产品 —产品基本信息: 产品规格信息 How to release a high-quality product —Product Basics: Product specification information

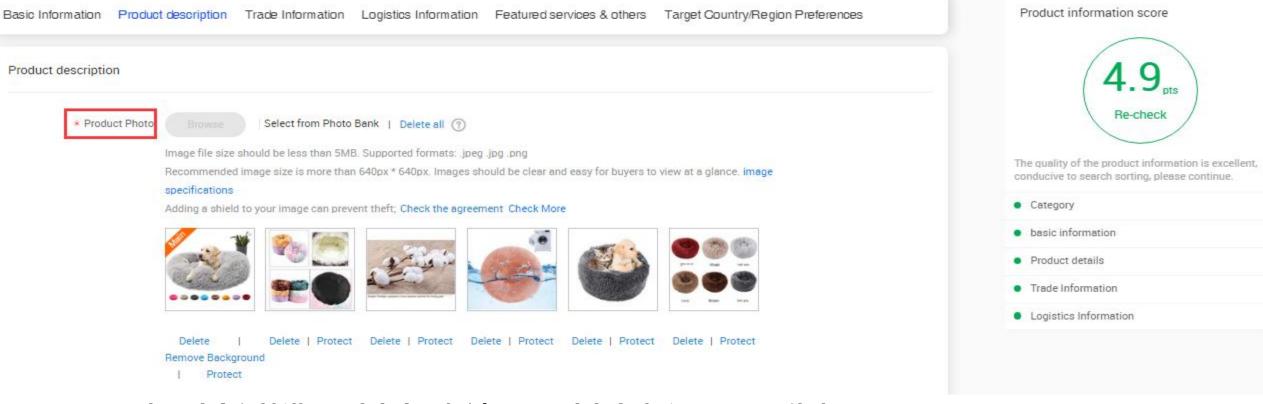


- 1. 完善产品规格信息 Improve product specification information
- 2. 直接下单产品,RTS产品务必完善此项信息 Directly order the product, RTS products must

improve this information

#### 5.2.2 如何发布高质量的产品 — 商品描述:设置产品图片 How to release high-quality products — Product description: Set up product images

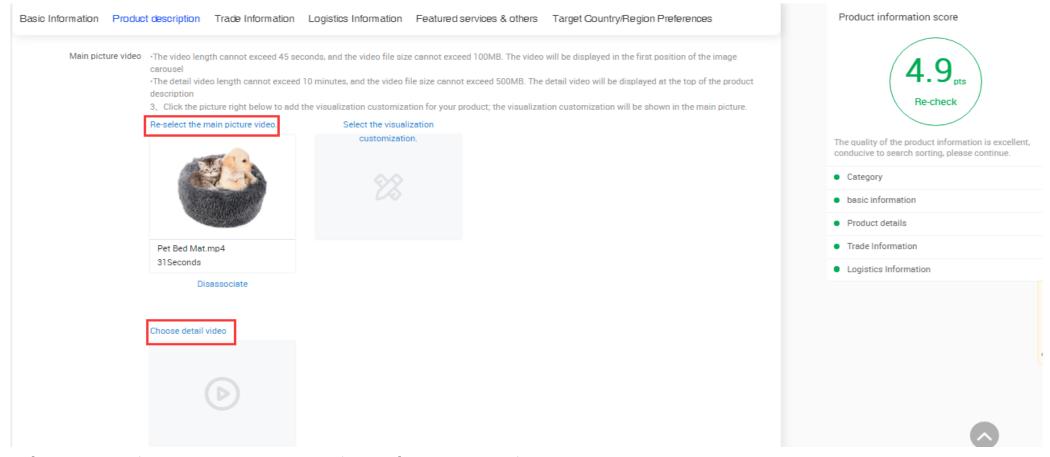




- 1. 6 张图片全部填满 (图片大小不超过5M,尺寸大小建议750 \*750像素)
- upload all the 6 pictures (picture size does not exceed 5M, size is recommended 750 \*750 pixels)
- 2. 图片突出产品主体 (白底,无边框,多角度展示),若有Logo标志,放左上角
- The picture highlights the main body of the product (white backg<mark>round, bo</mark>rderless, m<mark>ulti-angle</mark>
- display), if there is a logo, put it in the upper left corner

#### 5.2.2 如何发布高质量的产品 — 商品描述:设置产品视频 How to release a high-quality product — Product description: Set up a product video





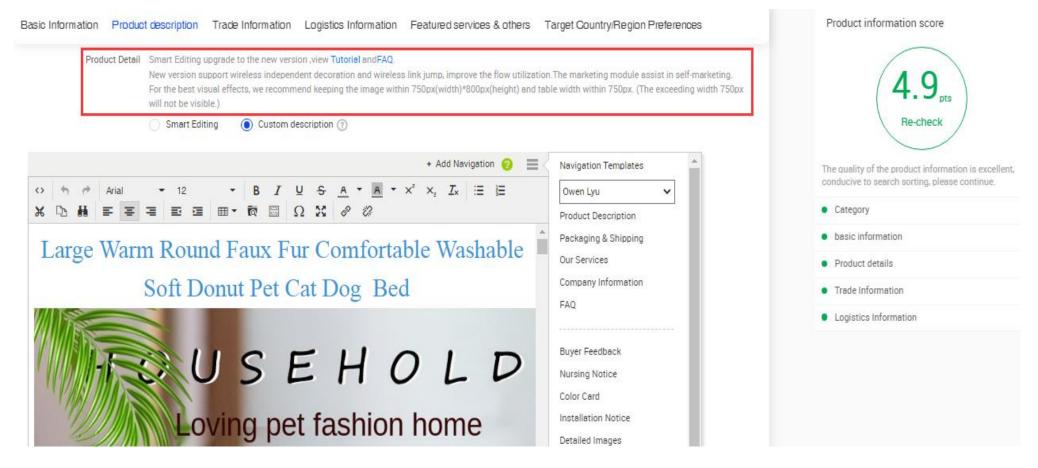
1. 主图视频时长: 9S-30S之间(小于100M), 详情页视频时长: 30S-60S之间(小于500M)

Main video duration: between 9S-30S (less than 100M), detail page video duration: between 30S-60S (less than 500M)

- 2. 视频比例:16:9到3:4之间,清晰度:720P/高清及以上 Video ratio: between 16:9 and 3:4, definition: 720P/HD and above
- 3.视频不允许有黑屏、黑边,不含PPT式的图片翻页视频 The video is not allowed to have a b<mark>lack screen, black edges, an<mark>d does not</mark> contain PPT-style picture page turning video</mark>

#### 5.2.2 如何发布高质量的产品 — 商品描述:设置产品详情页 How to release a high-quality product — Product description: Set up the product details page



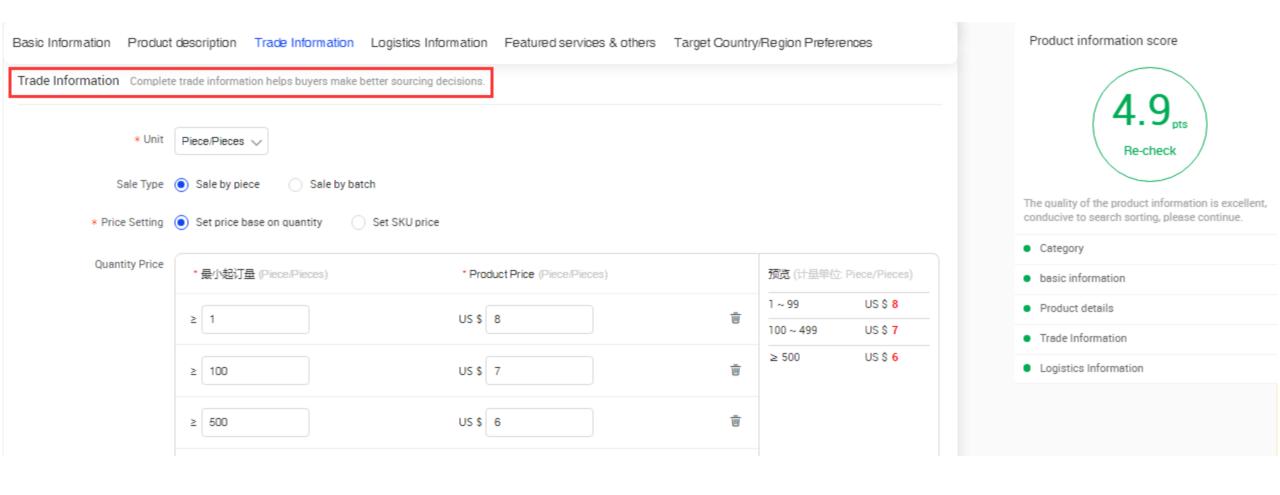


- 1. 吸引客户注意力、激发兴趣
- 1. Capture customer attention and spark interest
- 2. 展示专业性、产品的特征

- 3. 建立信赖感,公司资质、工厂证书
- 3. Establish a sense of trust, company qualifications, factory certificates
- 4. 展示客户好评见证、解除抗拒点,促使对方采取行动
- 2. Demonstrate professionalism and product characteristics 4. Demonstrate testimonials of customer praise, lift resistance points, and prompt the other party to take action

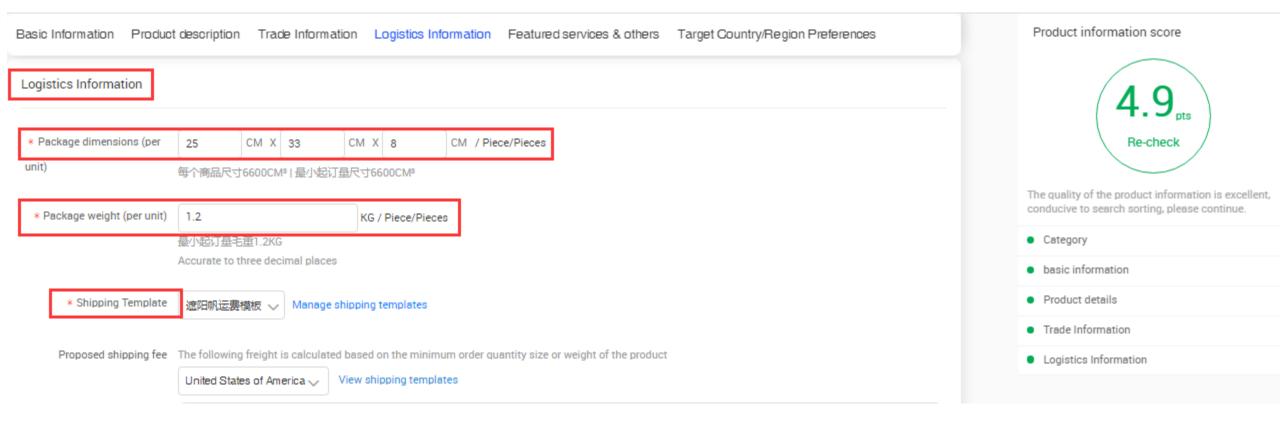
# 5.2.2 如何发布高质量的产品 — 产品交易信息 How to release a high-quality product — Product transaction information







# 5.2.2 如何发布高质量的产品 — 产品物流信息(直接下单产品) How to release a high-quality product — Product logistics information (direct order for products)



#### 1. 完善商品物流尺寸、重量、有明确运费(符合RTS产品需求)

Improve the size, weight, and clear shipping cost of goods logistics (in line with RTS product requirements)

2. 发货时间小于等于15天(符合RTS产品需求)Shipping time is less than or equal to 15 days (in line with RTS product requirements)

- ✓ 有明确运费金额
- ✓ 最小起订量交期小于等于15天

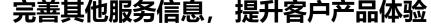
该商品是 ready to ship 商品, 可在前台获取更多流量

RTS 产品





| Basic Information Produc                | ct description   | Trade Information Logistic                    | s Information Featured services   | es & others Target Country/Region Preferences   | Product information score  |
|---|--|---|---|---|--|
| E-Commerce Goods  Customization Service | Please ensure the in various scenarious scen | orios such as list, search and mark           | at of the downstream e-commerce pla<br>keting activities.                       | tform. The approved downstream e-commerce product will be applied ation efficiency.   | 4.9 <sub>pts</sub> Re-check  |
| * Custo                                 | omization  | 已选择2项 / 5项                                    |   |   | The quality of the product information is excellent, conducive to search sorting, please continue. |
| Content                                 | t  | Customized logo                               | 50  | Piece/Pieces  | <ul> <li>Category</li> </ul>   |
|   |  | Customized packaging                          | 50  | Piece/Pieces  | <ul> <li>basic information</li> </ul>  |
|   |  | Graphic customization                         | 请输入最小起订量  | Piece/Pieces  | Product details  |
|   |  |   |   |   | Trade Information  |
|   |  | 自定义服务名称 0/50                                  |   |   | <ul> <li>Logistics Information</li> </ul>  |
| Private Offer Service                   |  |   |   |   | 常<br>见<br>问  |
| Production View Service                 | It has the ability   |   | ess for buyers, which can help buyers<br>eements of the platform (click to view | s follow up the orders. By choosing this service you are confirming that<br>v the agreement detail)                             | 题<br><u>&amp;</u>  |
| One-Stop Service                        | It has the ability   | sing this service you are confirmi            |   | zon, Ebay, etc.), which can increase the procurement efficiency of quirements and Agreements of the platform (click to view the |  |
| Dropshipping Service                    |  | Not Support      Not Support      Not Support | 5批学代列下发中本亚44 / 1001   |   |  |
|   | 设置支持一件代  | 友, 头家在国际站可以将该商品—                              | 健開点到 N游电周平台(如shopity等)  | ) ,当商品在下游电商平台上发生交易时,商家需即时履约一件代发服务   |  |

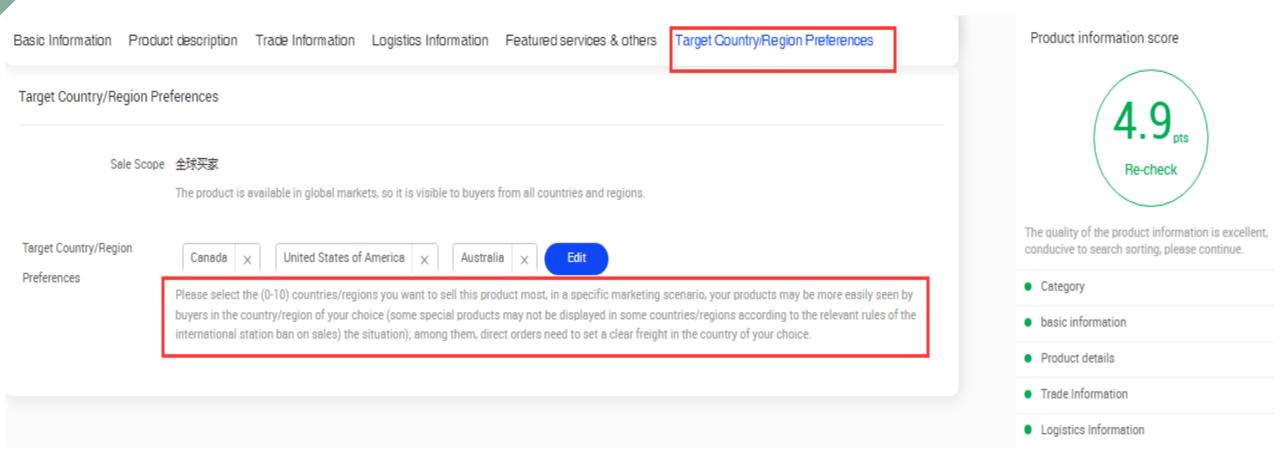


Improve other service information to enhance customer product experience



#### 5.2.2 如何发布高质量的产品 — 目标国家/地区偏好 How to release a high-quality product — Target country/ region preferences





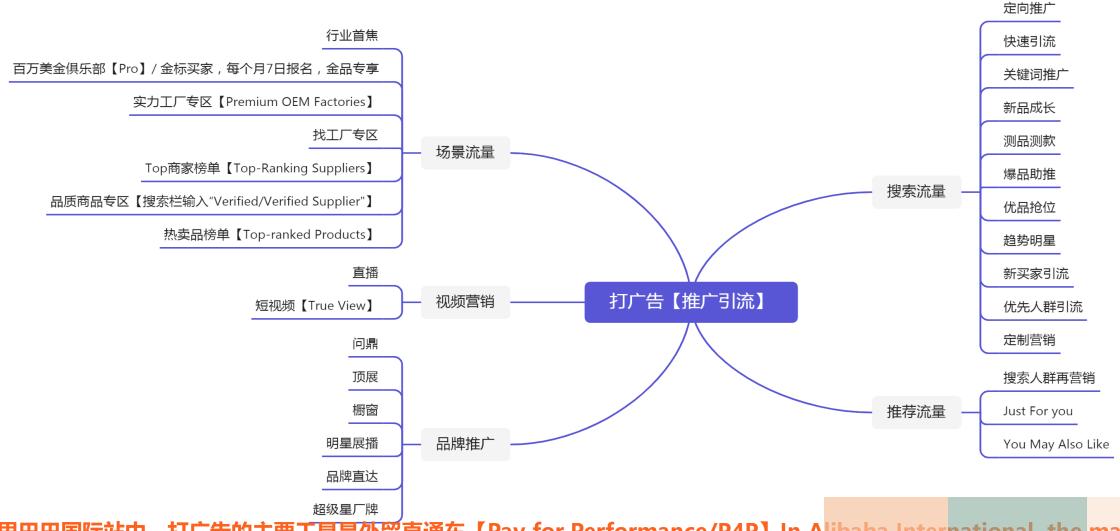
选择该品的10个潜在目标国家市场,系统会优先对其进行投放,精准引流

Select the 10 potential target countries of the product, and the system will give priority to it and accurately drain it

#### 5.3 打广告【推广引流】【多渠道、多场景、多维度,组合营销,精准投放,精准引流】



Advertising [Promotion and Drainage] [Multi-channel, Multi-scenario, Multi-dimensional, Combination Marketing, Precision Delivery, Precision Drainage]



在阿里巴巴国际站中,打广告的主要工具是外贸直通车【Pay for Performance/P4P】In Alibaba International, the main tool for advertising is the foreign trade through train [Pay for Performance/P4P]



5.3 打广告【推广引流】— 直通车基础知识—定义
Advertising [Promotion and Drainage]— Express Basics - Definition
什么是外贸直通车? What is a foreign trade express?

外贸直通车foreign trade express (即P4P) : Pay for Performance (P4P)

是阿里巴巴国际站提供给供应商的推广资源位

帮助大家获取更多曝光,让我们的产品优先展示在买家面前

It is the promotion resource bit provided by Alibaba International Station to suppliers to help everyone get more exposure and let our products be displayed in front of buyers first

它是一种按照 点击付费 的推广方式

也就是说 免费展示产品信息,只有点击才付费

It is a pay-per-click promotion method, which means that product information is displayed for free, and only clicks are paid

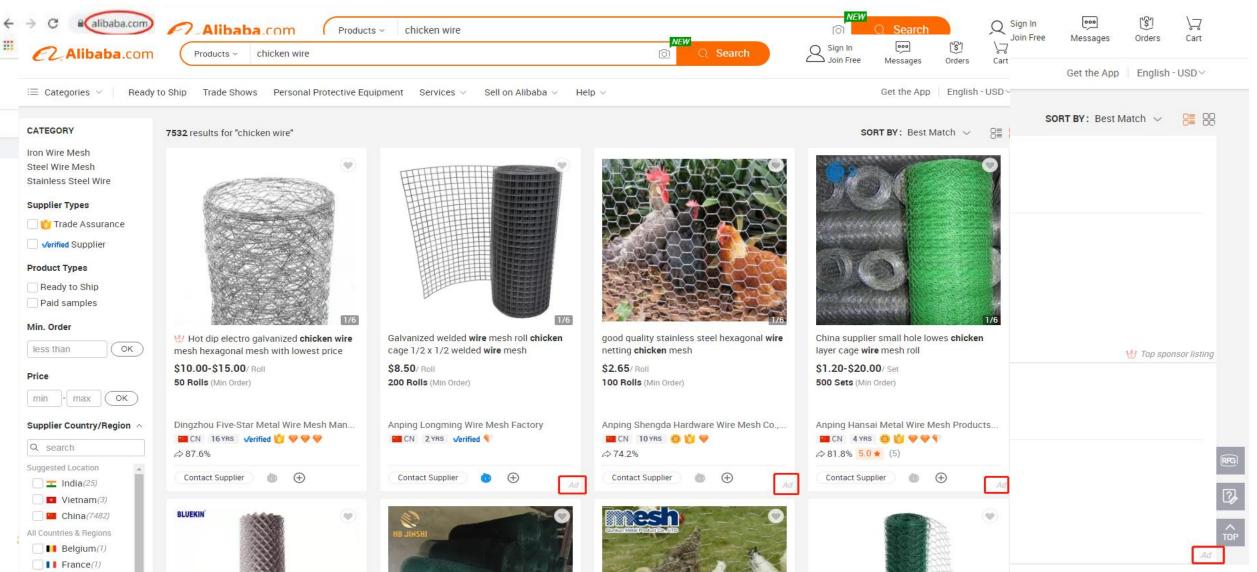


#### 5.3 打广告【推广引流】— 直通车基础知识—如何识别P4P【带Ad 标识】



Advertising [Promotion and Drainage]— Express Basics-How to recognize P4P [with Ad logo] 买家如何找到我们呢? 打开 www.alibaba.com ,输入所要寻找产品的关键词

How do buyers find us? Open the www.alibaba.com and enter the keyword they are looking for

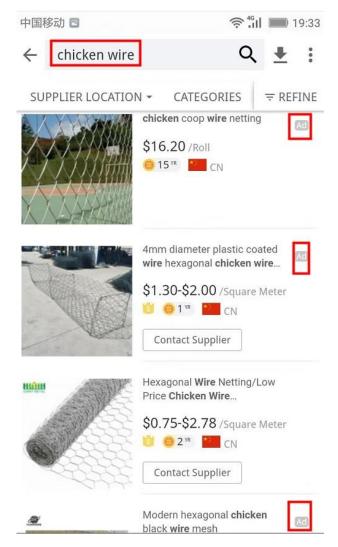


#### 5.3 打广告【推广引流】— 直通车基础知识—展示端口—PC端/无线端/多语言站点



Advertising [Promotion and Drainage]-Express Basics Display Port-PC/Wireless/Multilingual Site

无线端展示P4P The wireless terminal displays P4P



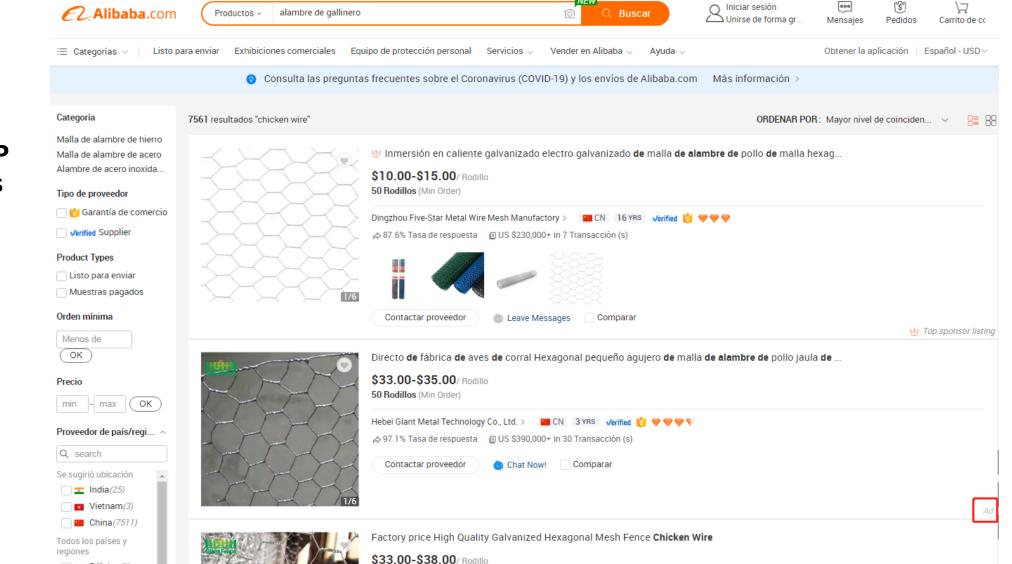




#### 5.3 打广告【推广引流】— 直通车基础知识—展示端口—PC端/无线端/多语言站点



#### Advertising [Promotion and Drainage]-Express Basics- Display Port-PC/Wireless/Multilingual Site



Hebei Giant Metal Technology Co., Ltd. > 🔼 CN 3 YRS 🗸 🚾 🔞 💝 💝 💎 📢

50 Rodillos (Min Order)

多语言站点显示P4P Multilingual sites display P4P

■ Bélgica(1)

Francia(1)
el pakistán(1)





## 5.3 打广告【推广引流】— 直通车基础知识—小总结 Advertising [Promotion and Drainage]-Express Basics- summary

小结 summary

外贸直通车(P4P): 免费展示产品信息, 按照 点击付费 的一种推广方式 Foreign Trade Express (P4P): Free display of product information, according to a payper-click promotion method

在阿里前台排位优先,第一页有10个展位,以后页面有5个展位 Priority is given to the Ali front desk, with 10 booths on the first page and 5 booths on the subsequent page

在PC端、无线端和多语言市场都有展位 Booths are available on the PC, wireless and multilingual markets

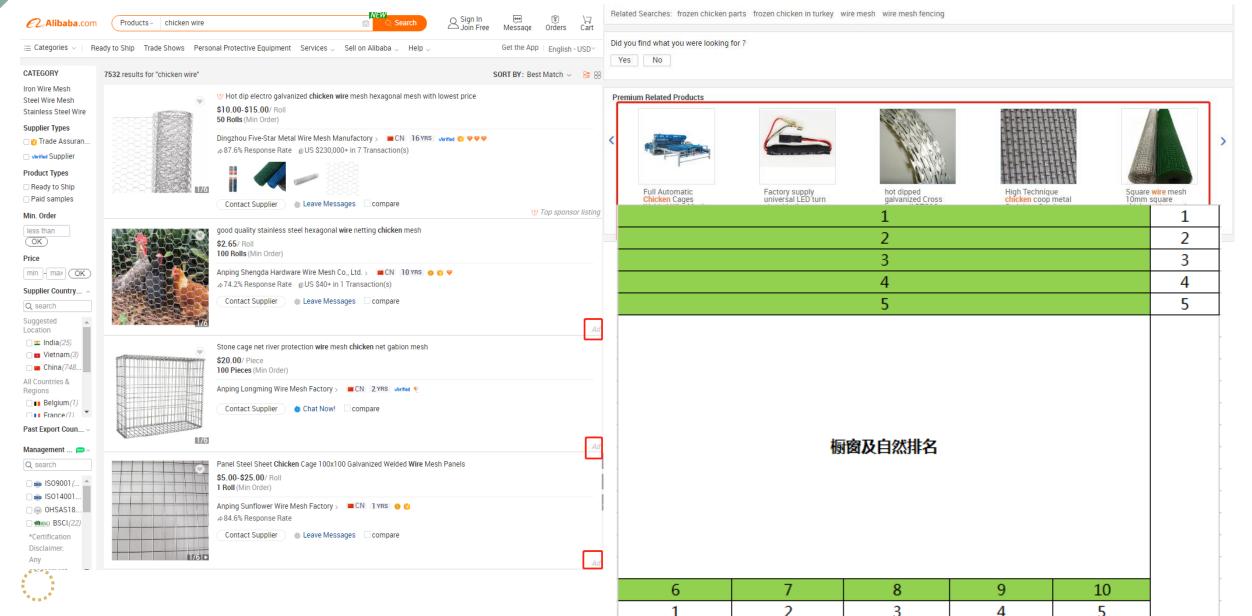
P4P产品标识: P4P Product Identification: Ad



#### 5.3 打广告【推广引流】— 直通车基础知识—展示规则—PC端



Advertising [Promotion and Drainage]-Express Basics- Display Rules—PC side
P4P PC 端如何展示? How to display on the PC side? PC端 一行一个产品展示 display one product per line

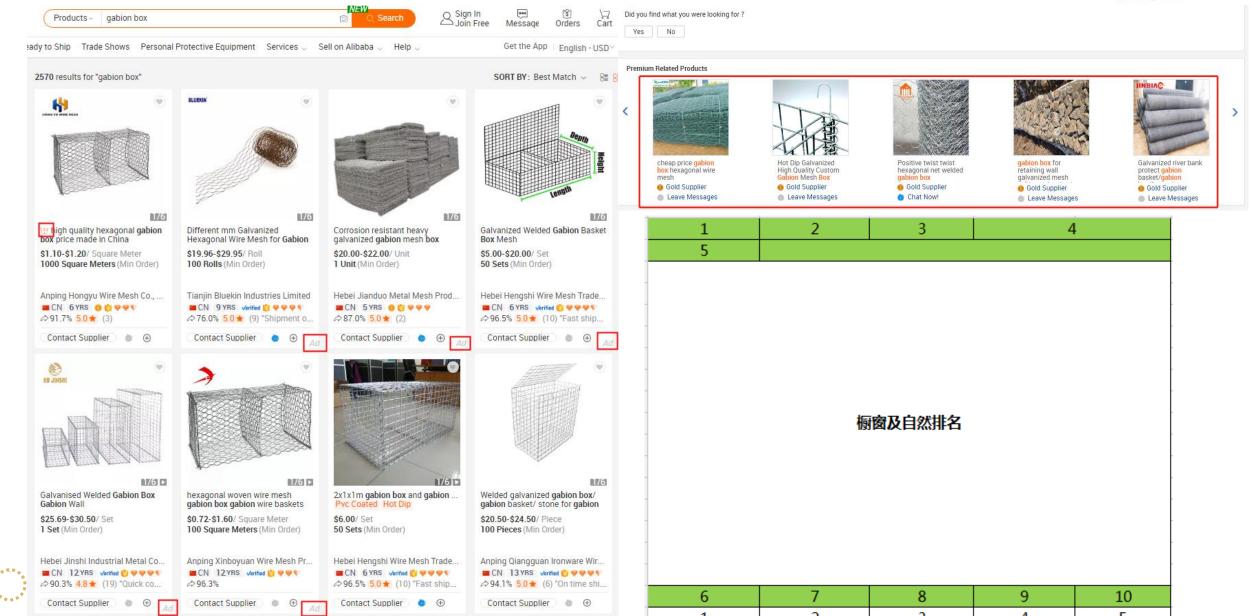


#### 5.3 打广告【推广引流】— 直通车基础知识—展示规则—PC端



## Advertising [Promotion and Drainage]-Express Basics- Display Rules—PC side P4P PC 端如何展示? How to display on the PC side? PC端 一行四个产品展示 display four products in on line

Ad



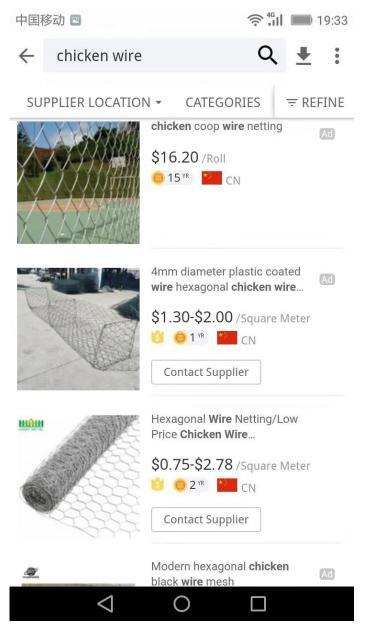
## 5.3 打广告【推广引流】— 直通车基础知识—展示规则—无线端—Wap(手机浏览器)端

阿里巴巴 Alibaba.com

Advertising [Promotion and Drainage]-Express Basics- Display Rule- Wireless-Wap (mobile

browser) side

P4P Wap(浏览器)端如何展示? How to display on Wap (browser)



带 自 展 示 五 展 位

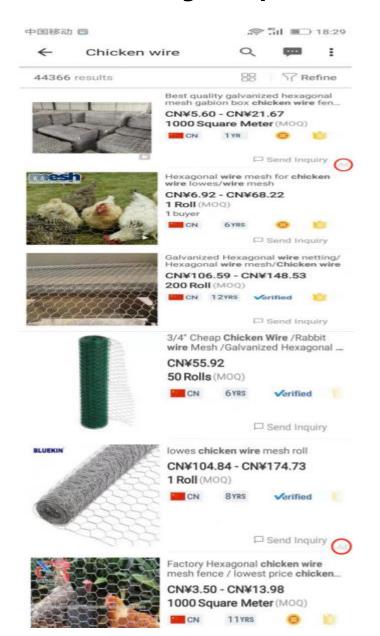
Two P4Ps with a naturally qualified exhibition of fifteen booths

#### 5.3 打广告【推广引流】— 直通车基础知识—展示规则—无线端—APP端



#### Advertising [Promotion and Drainage]-Express Basics- Display Rule- Wireless-APP side

P4P App端如何展示 How to display on the App side?



排 名 示

Two P4Ps with a naturally qualified exhibition of fifteen booths



5.3 打广告【推广引流】— 直通车基础知识—展示规则总结 Advertising [Promotion and Drainage]-Express Basics- Display Rule 小结 Summary

PC 端: PC:

1行1个产品 和 1行4个产品: 第一页上面5个,下面5个,合计10个展位; 1 product in 1 row and 4 products in 1 row: 5 at the top and 5 at the bottom of the first page, 10 booths in total;

第二页及后面的页面,下面5个,合计5个展位 The second page and the following pages, the following five, a total of five booths

移动端: Mobile client:

Wap (浏览器)端:两个P4P带一个自然排名,展示十五个展位

Wap (browser) side: two P4Ps with a natural ranking, showing fifteen booths

App端: 一个P4P 带三个自然排名,展示是个展位

App end: a P4P with three natural rankings, the display is a booth



#### 5.3 打广告【推广引流】— 直通车基础知识—扣费规则/排序规则



#### Advertising [Promotion and Drainage]-Express Basics-Deduction Rules/Collation Rules

P4P 扣费如何计算? How is the deduction calculated?

Next customer's bid \* Promotion score for next customer 下一名客户的出价 \* 下一名客户的推广评分

The cost of the click paid

您自身的推广评分

Your own promotion rating

P4P 排序规则总分=推广评分 \* 出价 Collation Total Score = Promotion Rating \* Bid





#### 5.3 打广告【推广引流】— 直通车基础知识—每日预算/周预算/拓展匹配

Advertising [Promotion and Drainage]-Express Basics-Daily budget/weekly

budget/expansion matching

| Fill in the placement settings    |          |
|-----------------------------------|----------|
| Plan day budget ②:¥ 50            | <b>⊘</b> |
| Weekly budget                     |          |
| Jeekly Rudget feature enables you |          |

The Weekly Budget feature enables you to acquire more traffic with the same weekly budget through dynamic and intelligent budget cost. For example, when the website traffic is high while your daily budget is insufficient, the system automatically increases your daily budget by a maximum of 20%. The weekly amount, however, does not exceed the seven-day total. The default cycle of the weekly budget is seven days from Saturday to the next Friday (US time). Weekly budget = Daily budget x 7

ote / lo products are added, and 每日预算: 最低50元

Daily budget: Minimum 50 yuan

周预算:

Weekly budget

举例说明: 100元/天, 一周合计700元, 系统会根据市场需求及时调整出价, 一周内花掉700元, 不是每天花100元, 系统自动调配, 可能周一周二花掉了400元, 剩下的5天花300元,

For example: 100 yuan / day, a total of 700 yuan a week, the system will adjust the bid in time according to market demand, spend 700 yuan in a week, not mean spending 100 yuan per day, the system automatically allocates, may spend 400 yuan on Monday and Tuesday, spend 300 yuan in the rest 5 days,

**Expand matching** Effective the next day after setting (Beijing time)

Status You have turned on the smart extension. When the buyer search terms contain or are related to the keywords you set, even if you do not set these words, your product may be presented.

拓展匹配: 当客户用意思相近/相似的词搜索产品时,若开启拓展匹配,产品会出现在客户面前 Extended Matching: When a customer searches for a product with similar words, if you turn on Extended Matching, the product will appear in front of the customer



#### 5.3 打广告【推广引流】— 直通车基础知识—多语言、多地域、分时段投放设置



Advertising [Promotion and Drainage]-Express Basics-Multi-language, multi-region, time-based delivery settings

在每个投放计划中,对多语言、多地域、分时段投放进行设置;set multi-language, multi-region, and time-based delivery in each delivery plan

| 设置多语言站点投放 设置后次日生效 (北京时间)  Spanish Portuguese French German Italian Japanese Russian | 设置多语言站点投放 设置后次日生效(北京时间)                                       | roducts Audi | ence Label Tage | s of Region | 投放平台设置② 智能 | 创意 Advance       | ed Settings 2 |         |
|---|---|--------------|-----------------|-------------|------------|------------------|---------------|---------|
| ✓ Spanish Portuguese French German ✓ Italian Japanese Russian                       | ✓ Spanish Portuguese French German ✓ Italian Japanese Russian | 0 0          |                 |             |            |                  |               |         |
| ✓ Spanish Portuguese French German ✓ Italian Japanese Russian                       | ✓ Spanish Portuguese French German ✓ Italian Japanese Russian |              |                 |             |            |                  |               |         |
| ✓ Spanish Portuguese French German ✓ Italian Japanese Russian                       | ✓ Spanish Portuguese French German ✓ Italian Japanese Russian |              |                 |             |            |                  |               |         |
| O Arabia O Karaan O Thai O Viatnamaaa O Turkish O Dutah O Ulaharra                  | Arabic Korean Thai Vietnamese Turkish Dutch Hebrew            | 设置多语言站点投放    | 设置后次日生效(北京)     | 时间 )        |            |                  |               |         |
| Arabic Korean I Inal I Vietnamese I Iurkish I Dutch Hebrew                          | O Massic  |              | -               |             | German     | <b>✓</b> Italian | Japanese      | Russian |

通过高级设置,可实现对该投放计划进行多语言站点投放,分地域、分时段投放【L4】专享 Through the advanced settings, it is possible to deliver the multi-language site of the delivery plan, and the L4 is exclusive to the region and time period





## 5.3.1 打广告【推广引流】—直通车—搜索推广投放逻辑 Advertising [Promotion and Drainage]-Express-Search for promoted delivery logic

【多渠道、多场景、多维度, 组合营销,精准投放,精准引流】【Multi-channel, multi-scenario, multi-dimensional, combination marketing, precision delivery, precise drainage】

测品阶段: Product testing stage:

快速引流: 使用群体:新店铺 Quick Drainage: User Group: New Store

新品成长: 使用场景: 在某个特定时间段内, 新发布了一定数量的产品

New Product Growth: Usage Scenarios: A certain number of new products are released in a specific

time period

新手包: 满足群体: 新店铺 Beginner Bag : Meet the group: New stores

P4P年框:做好一年直通车投放计划,KA, SKA, GSKA商家多采用P4P年框

P4P year frame: do a good job of one year through the car launch plan, KA, SKA, GSKA merchants mostly use P4P year frame

特别提醒:测品时,一个产品放入上述任意计划中即可,不能重复推,否则容易引起数据混乱, 要及时屏蔽大词、不相关的词 Special reminder: when testing products, just need to put the product into any of the above plans, can not be repeated, otherwise it is easy to cause data confusion. Need to timely block big words and irrelevant words

## 5.3.1 打广告【推广引流】—直通车—搜索推广投放逻辑 Advertising [Promotion and Drainage]-Express-Search for promoted delivery logic



通过测品,按周、月进行产品数据分析,根据分析结果(流量来源数据/店内询盘人数),选择相应的推广方式 Through product measurement, product data analysis is carried out on a weekly and monthly basis, and the corresponding promotion method is selected according to the analysis results (traffic source data/number of inquiries in the store).

潜力爆品: 有询盘/有TM咨询/提交订单个数【实力优品和爆品放入投放计划中】

Potential products: There is an inquiry / a TM consultation / the number of submitted orders [put strength and explosive products into the release plan]

#### 打爆品阶段: Explosive Stage:

关键词推广: 通过关键词带来好的效果,用关键词推广,多词推一品,快速积累数据

Keyword promotion: bring good results through keywords, use keyword promotion, multi-word

push a product, and quickly accumulate data

爆品助推: 打造爆品的专属工具

**Explosive Booster: An exclusive tool for creating blockbusters** 



#### 5.3.1 打广告【推广引流】—直通车—搜索推广投放逻辑 Advertising [Promotion and Drainage]-Express-Search for promoted delivery logic



定向推广: 知道某个/某些产品目标市场和需求群体,

Targeted promotion: know a certain/certain product target market and demand group,

优品抢位:某个/某款产品表现出来的效果好,想产生更好的效果,可以考虑用该投放计划; Excellent product grabbing: a certain product shows a good effect, want to produce better results, you can consider using the delivery plan;

趋势明星—流量趋势榜,选择趋势指数高,竞争力分数高那些品,进行拓流量,爆品打造, Trend stars - traffic trend list, select those products with high trend index and high competitiveness score, expand traffic, and create explosive products.

特别提醒: 打造爆品时,一个产品可以放入不同广告计划中进行推广,多渠道、多场景引流; Special reminder: when creating explosive products, a product can be put into different advertising plans for promotion, multi-channel, multi-scene drainage;

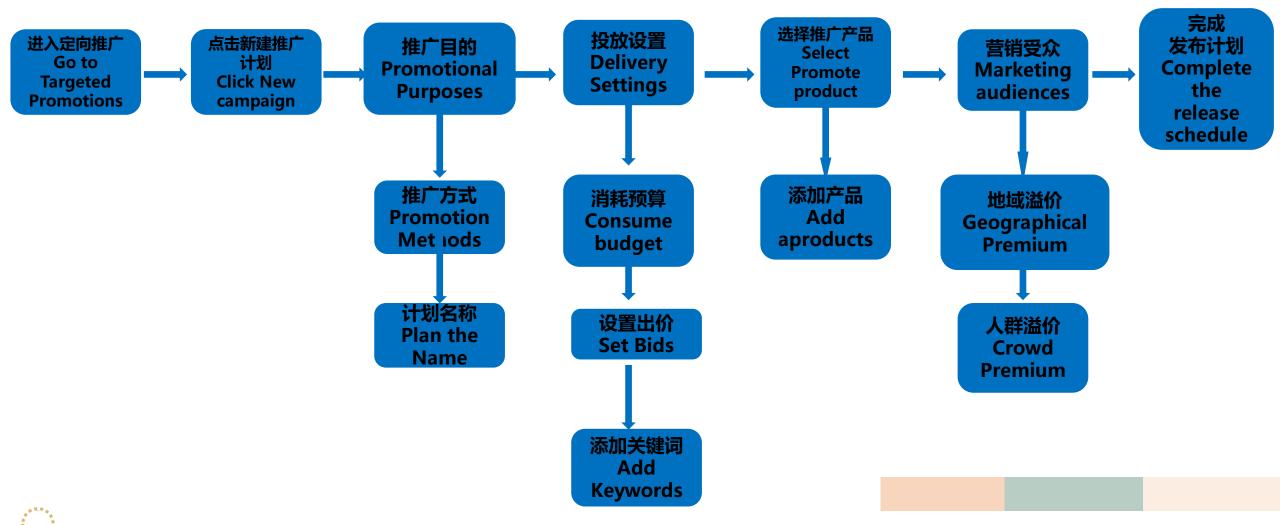
> 要及时屏蔽大词、不相关的词; Block big and irrelevant words in a timely manner





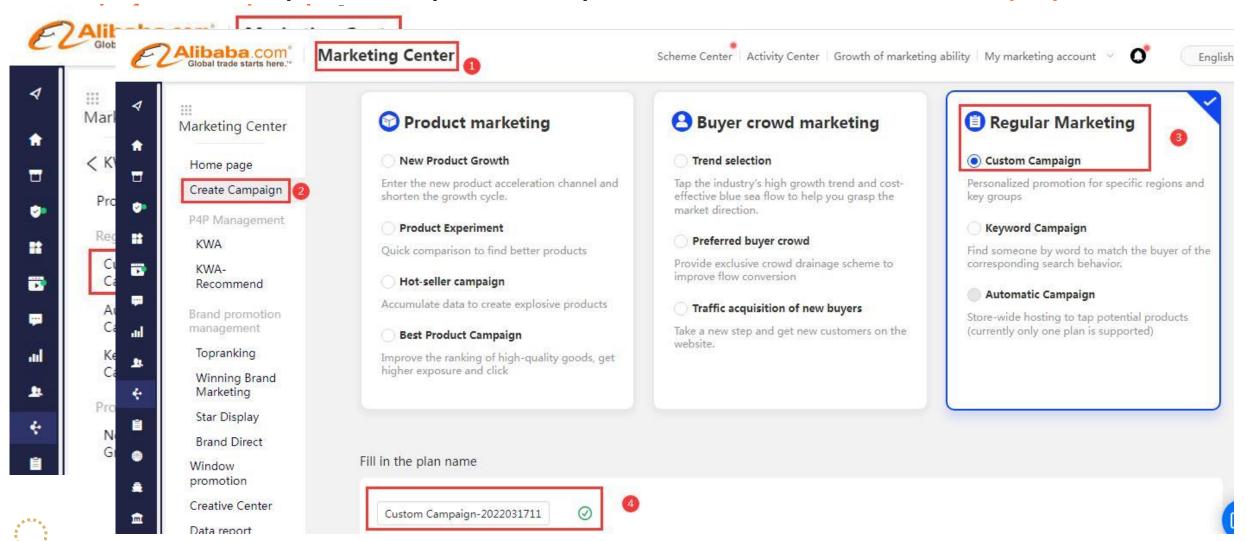
5.3.1 打广告【推广引流】—直通车—搜索推广 Advertising [Promotion and Drainage]-Express-Search for promoted delivery

新建推广计划操作流程 — 以平【定向推广】计划为例Operation flow for creating a new promotion plan-Take the Ping Targeted Promotion plan as an example



#### 5.3.1 打广告【推广引流】—直通车—搜索推广—定向推广 Advertising [Promotion and Drainage]-Express-Search for promoted delivery- targeted delivery

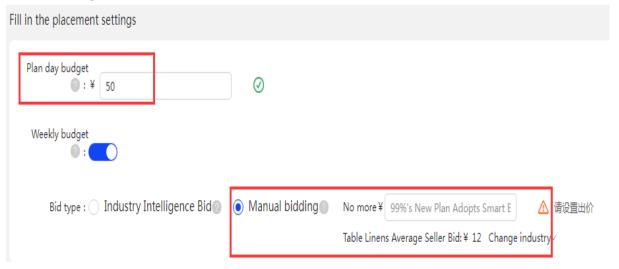
以【定向推广】为例 — 创建计划,进行选品【建议:一个计划中一定要放相同叶子类目的产品】Take [Targeted Promotion] as an example - create a plan to select products [Recommendation: Be sure to put products of the



#### 5.3.1 打广告【推广引流】—直通车—搜索推广—定向推广—设置出价 Advertising [Promotion and Drainage]-Express-Search for promoted delivery- targeted delivery-set bids



以【定向推广】为例 — 设置出价Take Targeted Promotions as an example — set bids



行业智能出价不用操作—设置每天的一个预算,Smart Bidding doesn't work—set a budget for each day, 然后系统自动出价The system then bids automatically 手动出价 manual bidding 设置出价区间 Set the bid range 已知高转化人群、已知高转化地域 Known high-conversion populations and known high-conversion regions

出低价区间、设置高溢价,如: (1,4元)400%溢价 set the low price range, set a high premium, such as: (1,4 yuan)400% premium



## 5.3.1 打广告【推广引流】—直通车—搜索推广—定向推广—添加产品 Advertising [promotion and drainage] - P4P - search promotion targeted promotion - add products

[Suggestion: Always include the same leaf products in the same plan]

| Add Products      |  |                                |                      |       |        |                  |
|-------------------|--|--------------------------------|----------------------|-------|--------|------------------|
| Product Name      | System<br>Suggestions  | Impressions<br>(past 7 days) ② | Clicks (past 7 days) | CTR ② | Cost®  | Product<br>Group |
| Tablecloth Christ | Newly<br>Released<br>Products                                | 0                              | 0                    | 0.00% | ¥ 0.00 | Table<br>Cloth   |
| table White Lace  | Targeted National Selection Newly Released Products Showcase | 441                            | 0                    | 0.00% | ¥ 0.00 | Table<br>Cloth   |



## 5.3.1 打广告【推广引流】—直通车—搜索推广—定向推广—如何选择放入该计划中的商品 Advertising [Promotion and Drainage]-Express-Search for promoted delivery- targeted delivery-How



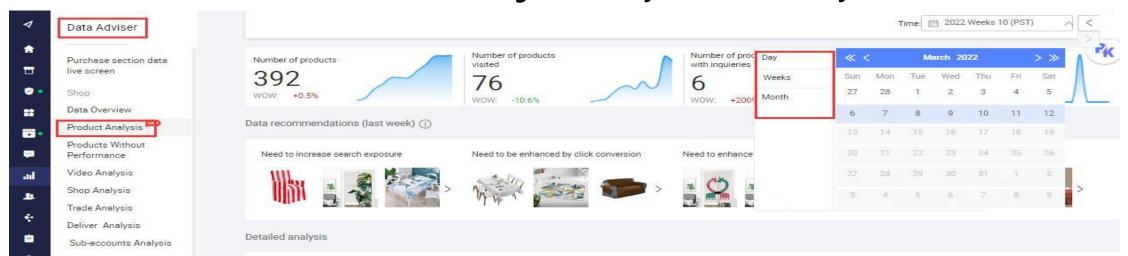
to select items to place in the program 智能推广核心要领—为计划添加产品 选品这一点非常、非常重要The core of intelligent promotion - adding products to the program Selection is very, very important

您的推广是否有曝光,是否有点击,是否有询盘;和您的选品有非常大的关系Whether your promotion has exposure, whether there are clicks, whether there is an inquiry, and it has a lot to do with your selection

如果可以选品,并不是所有的产品都要放在推广计划里面,是要有选择的,具体怎么选呢?If you can choose products, not all products must be placed in the promotion plan, it is necessary to have a choice, how to choose?

- 1. 选择转化比较高的产品、点击率和反馈率比较高的产品,这样产品引流来的曝光和点击,才能最大限度地带来效果,让钱花在刀刃上; Choose products with high conversion, click-through rate and feedback rate, so that the exposure and clicks from the product drain can maximize the effect and let the money be spent on the blade;
- 2. 选择公司主推的产品,利润高的产品,让他们有更多的机会 Choose the company's main products, high-profit products, so that they have more opportunities

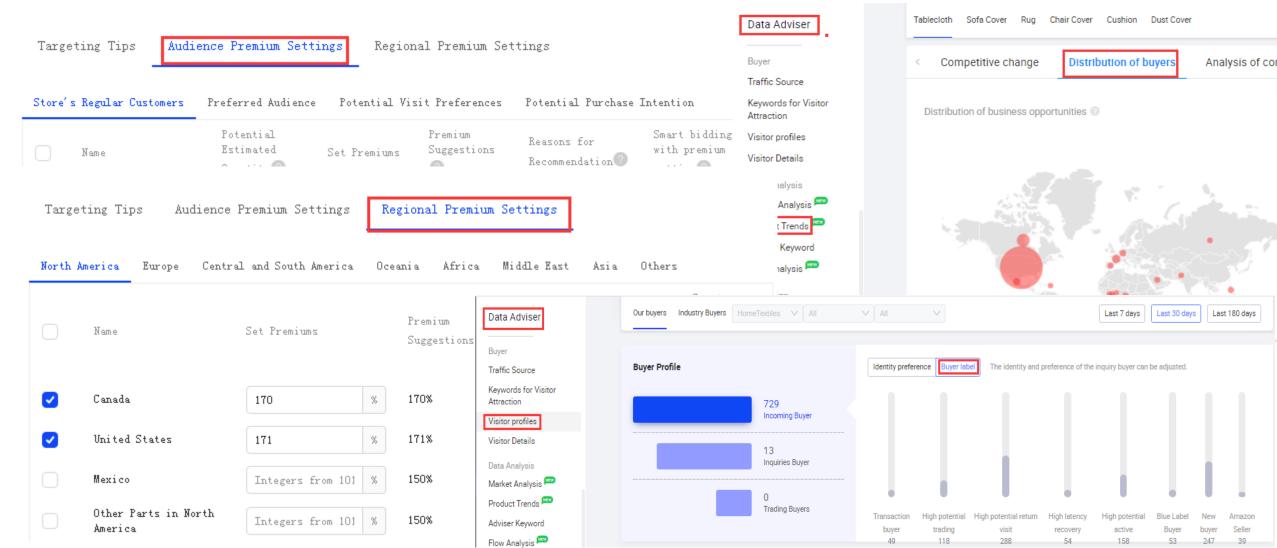
路径: 数据参谋/数据分析 — 产品分析 Path: Data Staffing/Data Analysis - Product Analysis



以【定向推广】为例,我们设置营销受众地域溢价时,参考了【Gabion Box】这个产品的买家分布和用此关键词搜 Taking [Targeted Promotion] as an example, when we set the regional premium for the marketing audience, we referred to the buyer distribution of the "Gabion Box" product and searched with this keyword



索的潜在买家所在地区及终端;设置人群标签时,我们参考了数据参谋中的【买家画像】;做到精准引流,提高询盘质量;The region and terminal of the potential buyer of the cable; when setting the crowd label, we refer to the [buyer portrait] in the data staff; to achieve accurate drainage and improve the quality of the inquiry;



#### 5.3.2 打广告【推广引流】—直通车—推荐推广—定义 Advertising [Promotion and Drainage]-Express-Recommended Promotion-Definitions



什么是推荐广告 What are recommended ads?

搜索+推荐双引擎

#### **Search + Recommendation Dual Engine**

关键词覆盖第一次精准搜索行为的买家。Keywords reach buyers whose first-time precision search behavior. 而那部分在搜索广告里,只点击了,and that part is in the search ads, only clicked,但未发生任何交互的买家,可通过推荐广告再次触达。but buyers who haven't interacted with each other can reach them again with ad recommendations.

通过推荐广告二次触达,提升商品询盘转化率。Increase the conversion rate of product inquiries by second-touching adverts.

Remarks of Recommended Advertising:
Just for you, You may also like, Recommended for you



## 5.3.2 打广告【推广引流】—直通车—推荐推广—搜索人群再营销 Advertising [Promotion and Drainage]-Express-Recommended Promotion-Search for crowd remarketing



搜索人群再营销是推荐广告的一种推广类型,针对曾经搜索过,点击过,浏览过我或者我同行的买家,在推荐场景里进行二次营销。Search crowd remarketing is a type of promotion of referral advertising, for buyers who have searched, clicked, browsed me or my peers, secondary marketing in the recommendation scenario.

举个例子:商家A设定了关键词MP3在搜索中进行推广,结果有200个买家看到了商家A的产品,其中100人点击了,20人发了询盘,其余80人没有发生任何互动就流失了。那么另外80人,只点击了,花费了广告费却拿不到任何结果。如果您用了搜索人群再营销,我们会帮助把您的产品再次推荐给那部分流失的买家。For example, merchant A set the keyword MP3 to promote in the search, and as a result, 200 buyers saw the product of merchant A, of which 100 people clicked, 20 people sent inquiries, and the remaining 80 people lost without any interaction. Then the other 80 people, only clicked, we spent the advertising fee but did not get any results. If you use search crowd remarketing, we'll help you re-recommend your product to those lost buyers.

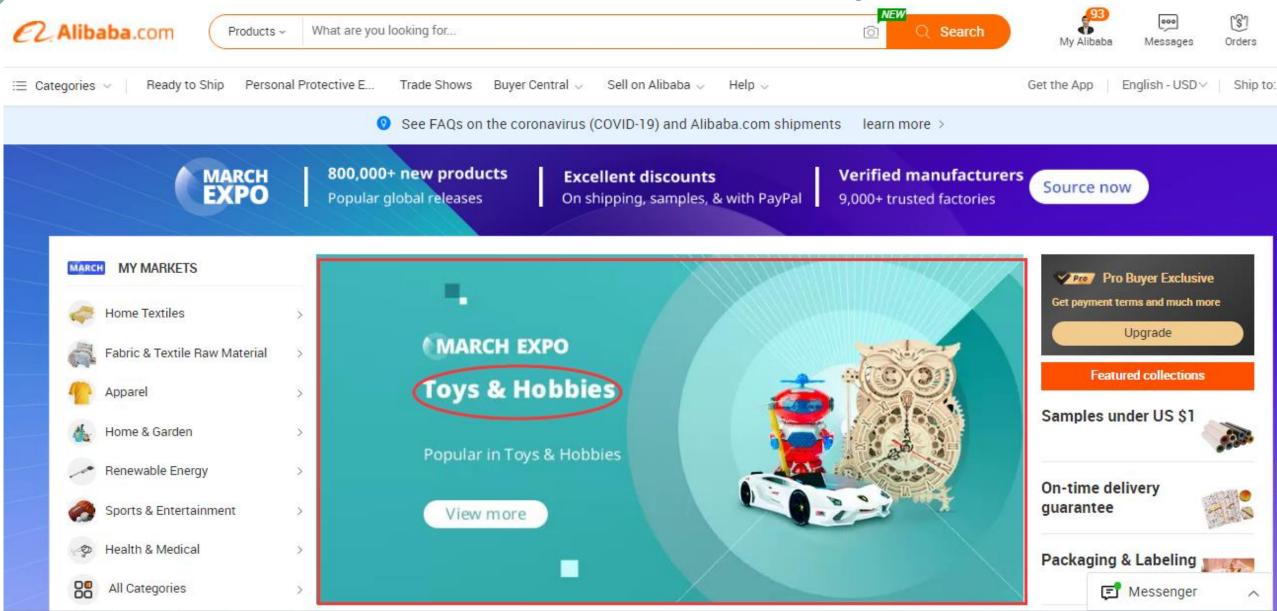




## 5.3.3 打广告【推广引流】—场景流量—行业首焦 Advertising [Promotion and Drainage]-Scene traffic-the industry's first focus



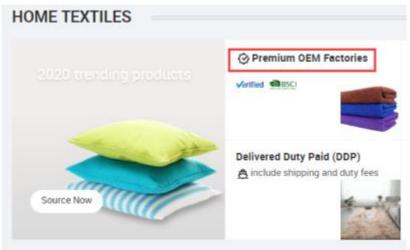
国际站首页行业首焦 The first focus of the industry on the home page of the international station



#### 5.3.3 打广告【推广引流】—场景流量—实力工厂专区/找工厂专区【金品专享】 Advertising [Promotion and Drainage]-Scene traffic-Scene Traffic-Preminum OEM Factories/Sources from Factories 【Exclusive for Verified Supplier]】

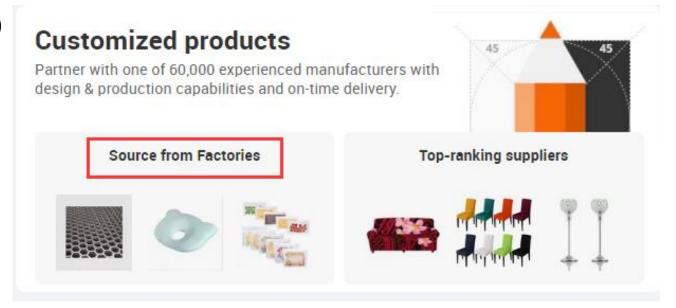


## 实力工厂专区( Preminum OEM Factory )



入围门槛: Entry Threshold:

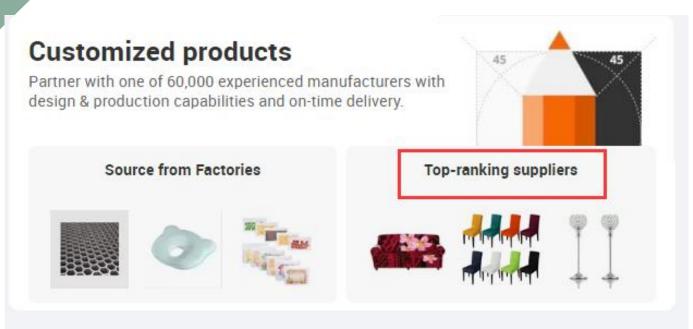
- 1. 服务中的金品诚企 Excellent business in service
- 2. 店铺达到两颗星及以上 Shops up to two stars and above
- 3. 工厂或工贸一体
  Factory or industry and trade integration
  三者缺一不可,自动入围,无需报名
  All three are indispensable, automatically shortlisted, no need to register



#### 入围门槛:Entry Threshold:

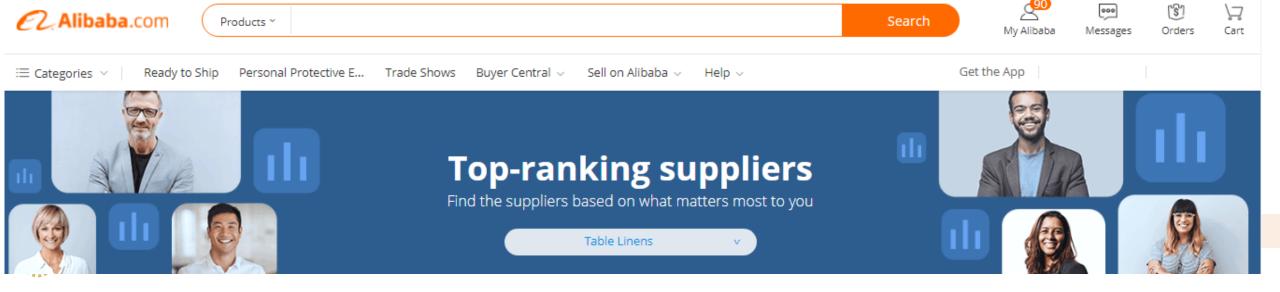
- 1. 服务中的金品诚企 Excellent business in service
- 2. 工厂或工贸一体
  Factory or industry and trade integration
  两者缺一不可,自动入围,无需报名
  Both are indispensable, automatic entry, no need to register

## 5.3.3 打广告【推广引流】—场景流量—Top商家榜单(Top-ranking Suppliers) Advertising [Promotion and Drainage]-Scene traffic-Scene Traffic-Top-ranking Suppliers



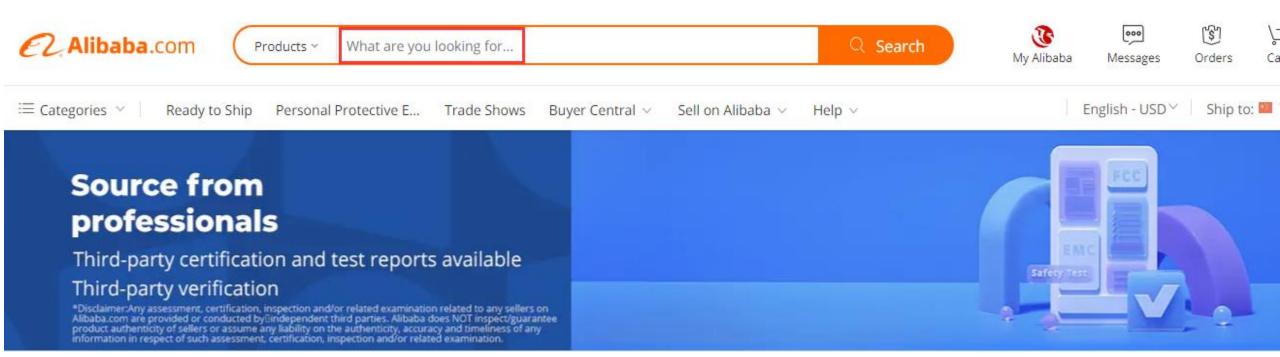
入围门槛:Entry Threshold:

有已验真的产品证书,且已关联商品,按照星级排序 There is a verified product certificate, and the associated products are sorted by star rating





## '5.3.3 打广告【推广引流】—场景流量—品质商品专区 Advertising [Promotion and Drainage]-Scene traffic-Scene Traffic-Quality Product Zone 搜索栏输入 enter Verified/Verified Supplier into the search bar



入围门槛:有已验真的产品证书或检测报告,且已关联商品,按照干人干面排序 Entry threshold: There is a verified product certificate or test report, and the associated goods, sorted according to thousands of faces



## 5.3.4 打广告【推广引流】—视频营销—直播【关注国际站官方的直播活动】 Advertising [Promotion and Drainage]-Video Marketing — Live Streaming 【Pay attention to the official live broadcast of the international station]

报名路径:My Alibaba—营销中心—官方活动报名—直播活动Registration path: My Alibaba - Marketing **Center - Official Event Registration - Live Event** 



活动营销中心

My Alibaba 1









简体中文、



已报名活动

频道名称: 2022 运动娱乐展数字摊位

频道简介:直播报名场次不设限(报完第1场后重新 点击入口报名第2个场次,以此类推)。排期为北京

2022运动娱乐 线上展会 数字摊位 免费样品直接

频道名称: 2022 运动娱乐展数字摊位

频道简介:直播报名场次不设限(报完第1场后重新 点击入口报名第2个场次,以此类推)。排期为北京 时间,会场展示为换算后的美国西部时间。

频道名称:2022运动娱乐展数字摊位

频道简介:直播报名场次不设限(报完第1场后重新 点击入口报名第2个场次,以此类推)。排期为北京 时间,会场展示为换算后的美国西部时间。

收起全部直播活动

## 5.3.4 打广告【推广引流】—视频营销—短视频 (True View) Advertise[promotion and traffic]-video marketing-short videos





参与国际站话题投稿,拓宽店铺流量来源渠道 participate in the topic contribution of the international site to expand shop traffic source channels 定期定量发布高质量短视频 (True View) publish high-quality short videos regularly and quantitatively



My Alibaba







## Media

Video

Post Videos

Manage Records

Video Activity

Video Footage

Content Level

Video Task

Video Data

SNS Share

SNS Account

#### Video Activity

(i) [Notification]

[!!! Repeated Video Governance] In order to improve the buyer's experience, from December onwards, the uploading of [repeated TrueView Video] will be gradually restricted. The platform encourages businesses to shoot [new videos]], subsequent release of the "new video" can be recommended by the platform, inventory video is not affected. Please pay attention to the specific governance measures in the follow-up announcement.

[X] Quality True View Video Review Standard, View details high-quality True View Video Case Library, Click to view KOB online micro-class takes you to the international station "short video | ! Click to view



活动投稿: 3月1日-3月18日

\*所有话题限制重复投稿。

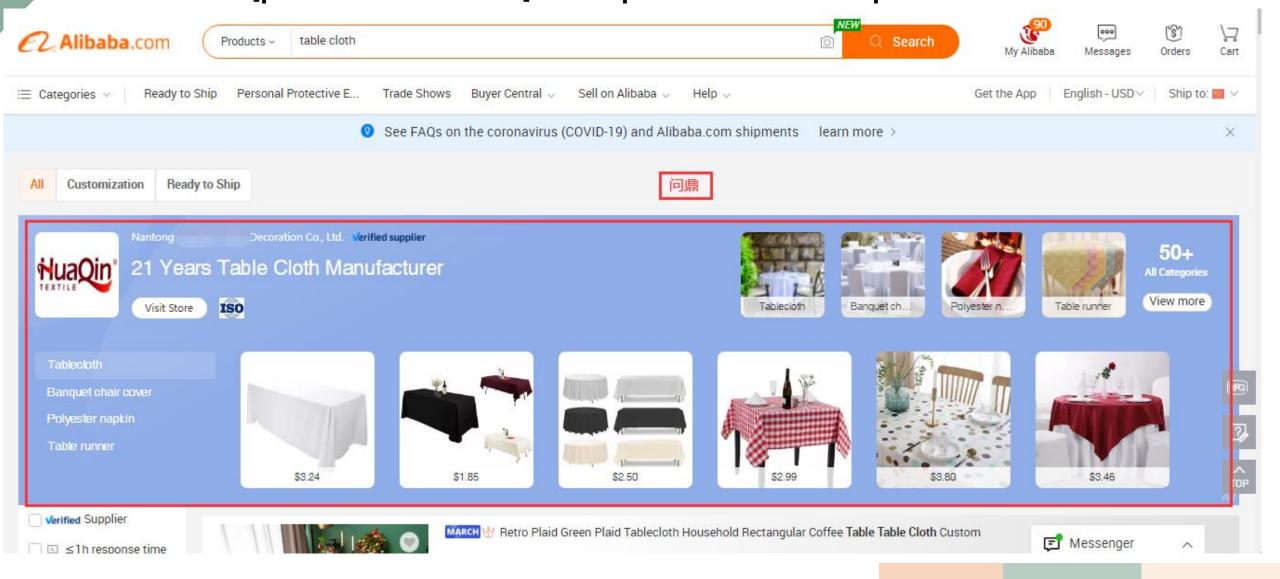
点击查看活动详情





#### 5.3.5 打广告【推广引流】—品牌推广—问鼎 Advertise[promotion and traffic]-brand promotion-on the top







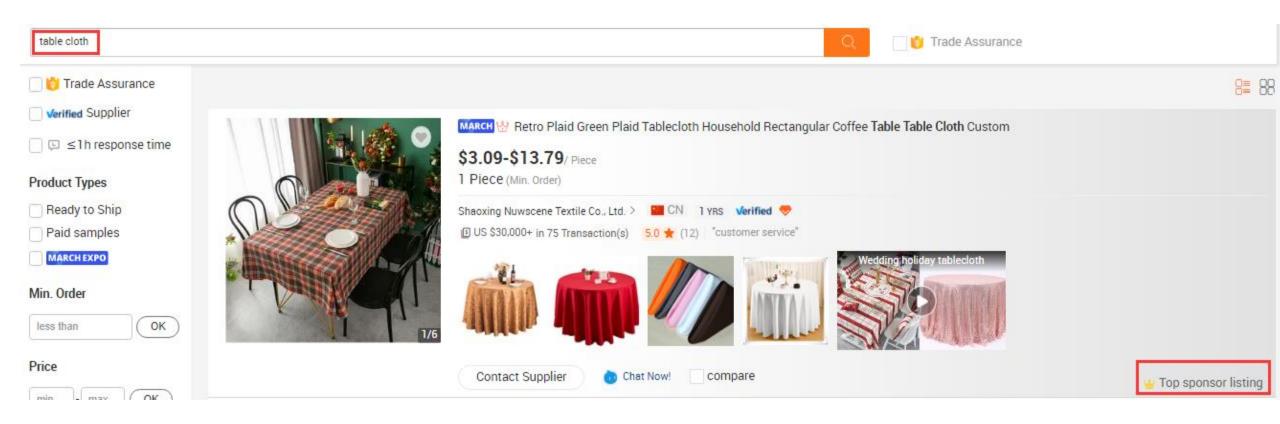
#### 花钱买固定位置 purchase fixed position



#### 5.3.5 打广告【推广引流】—品牌推广—顶展

Advertise[promotion and traffic]-brand promotion-top booth

顶级展位,简称顶展,位于阿里巴巴国际站搜索结果页第一位,涵盖了PC,M站,APP三个端口,是一款拥有丰富的样式和互动形式的产品。顶展通过关键词即时搜索展现在搜索结果页首位The top booth is located at the first place in the search results page of Alibaba.com, covering three ports of PC, M station and APP. It has rich styles and interactive forms of products. The top booth is displayed at the top of the search results page through keyword





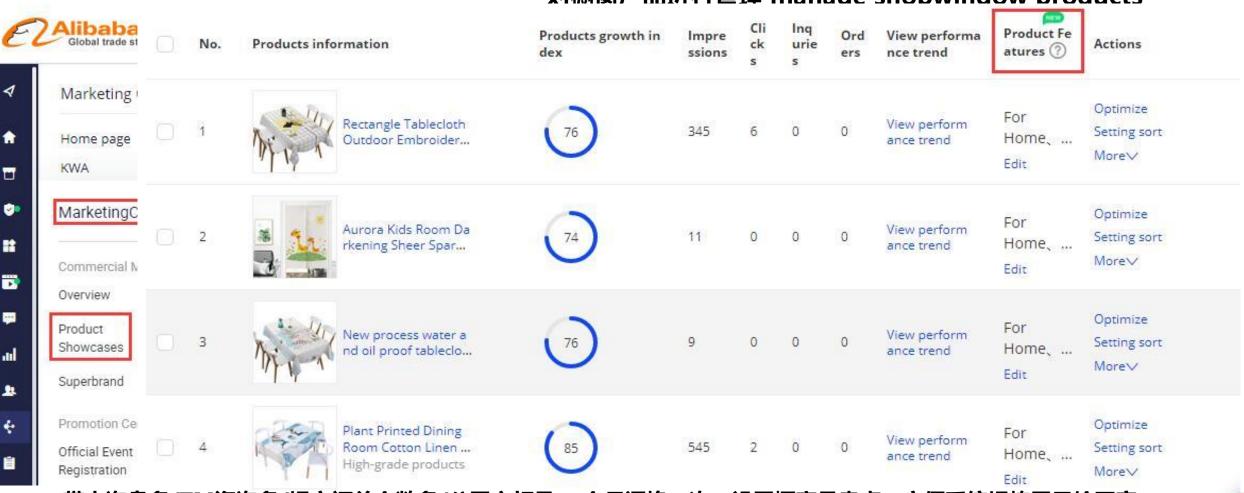
#### 5.3.5 打广告【推广引流】—品牌推广—橱窗

阿里巴巴 Alibaba.com

Advertise[promotion and traffic]-brand promotion-shopwindow

橱窗是一个店铺最显眼的位置,绑定橱窗对提升产品曝光有很大帮助 shopwindow is the most conspicuous location of a shop, shopwindow dinding is of great help to improve product exposure

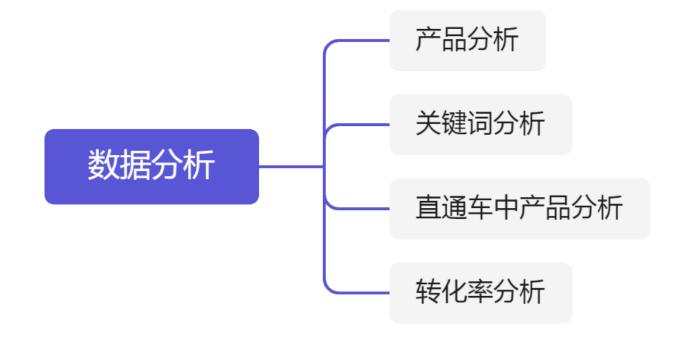
#### 对橱窗产品讲行管理 manage shopwindow products



带来询盘多/TM咨询多/提交订单个数多/公司主打品,一个月调换一次;设置橱窗品卖点,方便系统提炼展示给买家 Bring more inquiries /more TM consultations/more orders/the company's flagship products, a monthly exchange; set up shopwindow selling points, to display refining information to buyers more expediently

## 5.4 数据分析 Data Analysis







## 5.4.1 产品分析 【路径: My Alibaba—数据参谋/数据分析—产品分析】



# Data Analysis [ way: My Alibaba- data advice/ data analys- product analysis 按周、月 进行统计

按问、月 进行筑订 weekly and monthly based statistics

| 6   | Product Name   | Is Showcase | Is Top Ranking | Is P4P | Views | Clicks        | Visitors           | Inquiries                                | mber of inquiri  | Owner                         |
|-----|--|-------------|----------------|--------|-------|---------------|--------------------|--|--|-------------------------------|
| 7   | High Stretch Jacquard<br>sofa cover 3 seats<br>slipcover Washable<br>Stylish Furniture<br>Cover Anti-Slip          | У           | N              | У      | 1024  | 11            | 9                  | 8  | 5  | Machael Li                    |
| 8   | sofa cover 7 seater<br>loveseat high<br>quality stretch set<br>sofa slipcover                                      | N           | N              | У      | 362   | 20            | 16                 | 10                                       | 8  | Machael Li                    |
| 9   | Aurora Kids Room<br>Darkening Sheer<br>Sparkle Overlay<br>Curtain Panel Drapes<br>custom pinch pleat               | У           | N              | N      | 3     | 0             | 0                  | 0  | 0  | Machael Li                    |
| 10  | Braided Tab Top<br>Window Curtain Panel<br>2 Panels Classic<br>Belgian Flax Linen<br>Blackout Curtain Dark<br>Flax | У           | N              | N      | 3     | 0             | 0                  | 0  | 0  | Machael Li                    |
| Buy |  | S' ID: 1    | hate o         | oli-   | Price | All responsib | Latest update time | displayed<br>(I .e. in-sto<br>page, data | usiness opportunity data (Inqu<br>on this page are all included in<br>re data) after visiting the produ<br>Manager in-store data = wang<br>etails page effect) | the statistics<br>uct details |

## 5.4.2 关键词分析【路径:营销中心—数据报表—流量报告—词报告—关键词报告】



Keyword Analysis [ way: marketing center-data report- traffic report- word report 按周、月进行统计,看清每周、每月花钱的词明细weekly and monthly based statistics, pay attention to the details of weekly and monthly spending on words

| 5 1        | 2Alibaba.com®<br>Global trade starts here."     | 营销。         | 1    | buy. word               | Impressions 🔻 Cl | icks 🔻 0 | TR 🔻   | cost ▼    | Average Click Co |        |
|------------|---|-------------|------|-------------------------|------------------|----------|--------|-----------|------------------|--------|
|            | Global trade starts here.                       | 吕玥"         | 2    | sofa cover              | 3410             | 48       | 1.41%  |           | ¥ 6.07           | : 间体甲又 |
|            | 1   |             | 3    | quality sofa cover      | 5421             | 36       | 0.66%  | ¥ 273. 17 |                  |        |
| 4          | ∷ 营销中心  |             | 4    | TABLECLOTH CLOTH        | 2899             | 15       | 0.52%  | ¥ 203.10  |                  |        |
|            |   |             | 5    | buy tablecloths         | 5779             | 14       | 0.24%  | ¥173.70   | ¥12.41           |        |
| <b>f</b>   | く 数据报表 2  |             | 6    | embroidery tablecloths  | 3152             | 7        | 0.22%  | ¥ 91. 47  | ¥13.07           |        |
|            | ## 70 I # 17 # 15 # 15 # 15 # 15 # 15 # 15 # 15 |             | 7    | table cloth             | 322              | 5        | 1.55%  | ¥ 88. 23  | ¥17.65           |        |
|            | 基础报告  |             | 8    | Tablecloths             | 450              | 5        | 1.11%  | ¥86.86    | ¥17.37           |        |
| <b>©</b> • | 流量报告 3  |             | 9    | slip sofa cover         | 946              | 5        | 0.53%  | ¥39.43    | ¥7.89            |        |
| ==         | 定制营销报告  |             | 10   | cotton tablecloths      | 6                | 1        | 16.67% | ¥13.78    | ¥13.78           |        |
| •••        | ┃<br>整合营销报告                                     |             | 11   | pattern sofa cover      | 3814             | 5        | 0.13%  | ¥ 9. 57   | ¥1.91            |        |
| •          | TELIGINAL                                       |             | 12   | design tablecloth       | 132              | 1        | 0.76%  | ¥8.13     | ¥8.13            |        |
| _ 7        | 」<br>比钱的词和主推品规                                  | ョホ          | 13   | round tablecloths       | 12               | 1        | 8.33%  | ¥ 7.58    | ¥ 7. 58          | 744    |
| <b>—</b> 1 | ₲₮₯₧₯₭₧ <b>₸</b> ₮₮₶₢₢₮<br>॑                    | ED          | 14   | decorative table cloths | 109              | 1        | 0.92%  | ¥ 5.82    | ¥ 5.82           |        |
| ad         | <u> </u>  |             | 15   | cloth tablecloths       | 22               | 1        | 4.55%  | ¥5.49     | ¥ 5. 49          |        |
| F          | 慢匹配 若不匹配  | ,及既         | J展i  | kloth table cloths      | 1358             | 1        | 0.07%  | ¥5.10     | ¥5.10            |        |
| 24         |   |             | 17   | sofa cover online       | 19               | 1        | 5. 26% | ¥3.66     | ¥3.66            |        |
| <b>。</b> 米 | <b>挿准引流</b>                                     |             | 18   | sofa cover slipcover    | 186              | 1        | 0.54%  | ¥3.60     | ¥3.60            |        |
| •          |   |             | 19   | tablecloth tabl cloth   | 113              | 1        | 0.88%  | ¥ 0.90    | ¥0.90            |        |
| Ĕ          | re the word and                                 | 4           | 20   | european table cover    | 59               | 1        | 1.69%  | ¥ 0.56    |                  |        |
|            |   | u<br>4 bial | 21   | 3 seater sofa cover     | 31               | 1        | 3.23%  | ¥ 0.03    | ¥0.03            |        |
| 4          | ne main produc                                  | t nigr      | 12/2 | slipcover sofa cover    | 5                | 0        | 0.00%  | ¥0.00     | ¥0.00            |        |
|            | natched? It not,                                | sniei       | 9    |                         | •                |          |        |           |                  |        |
| а          | ccurate drainag                                 | e in t      | ime  | broidery tablecloths    | 913              | 9        | 0.99%  | ¥ 106.75  | ¥ 11.86          |        |

### 5.4.3 Non-stop Product Analysis data analysis+optimization and adjustment



路径: 1) 营销中心—基础报告— 产品报告marketing center-basic report-product report

way: 2) 数据参谋—产品分析(手动添加几列)data advice-product analysis

| 产品信息   | 负责人           | ▼曝光量 ▼ | 点击量  ▼ | 点击率 ▼    | 花费 ▼       | 平均点击花费 🔻 | 询盘总数 | 询盘单价(元)    | 关键词一                          | 关键词二                           | 关键词三             |
|--|---------------|--------|--------|----------|------------|----------|------|------------|-------------------------------|--------------------------------|------------------|
| China Factory Manufacturer Price EAF Nipple 4TPIL    | Anna Peng     | 7552   | 38     | 0.50%    | ¥ 1,880.62 | ¥ 49.49  |      | 225.00     | 600 uhp graphite electrode    | price graphite electrode       |                  |
| Graphite Electrode UHP 600*2400 mm                   | Ailla Felly   | 1332   | 30     | 0.3070   | T 1,000.02 | T 47.47  | C    | 233.00     | ooo unp grapriite electrode   | price grapriite electrode      |                  |
| hp 250 3tpi graphite electrode                       | Emily Guo     | 5682   | 40     | 0.70%    | ¥ 1,426.28 | ¥ 36.49  | 7    | 203.75     | graphite electrode            |                                |                  |
| UHP 600 grade graphite electrode rod price for ladle | Emily Guo     | 5126   | 36     | 0.70%    | ¥ 1,400.06 | ¥ 39.82  |      | 250.02     | graphite electrode uhp grade  | graphite electrode price       |                  |
| firmaces   | Ellilly Guo   | 3120   | 30     | 0.7070   | † 1,400.00 | 7 39.02  | -    | 330.02     | graprinte electrode unp grade | grapriite electrode price      |                  |
| TUV verified China factory fangda uhp graphite       | Anna Peng     | 4659   | 31     | 0.67%    | ¥ 1,365.26 | ¥ 45.49  | 3    | 455.09     | fangda graphite electrode uhp |                                |                  |
| electrodes carbon                                    |               | 4039   | 31     |          |            |          |      |            |                               |                                |                  |
| Fangda Custom Ladle Furnaces Steel Making Graphite   | Anna Peng     | 4581   | 75     | 1.64%    | ¥ 1,286.01 | ¥ 17.26  | 4    | 321.50     | UHP Graphite Electrode        | Fangda Graphite Electrode      |                  |
| Electrodes UHP600mm*2400mm With Nipples              |               | 4001   |        |          |            |          |      |            |                               |                                |                  |
| USA Expanded Flexible Graphite Conductive Carbon     | Emily Guo     | 8223   | 91     | 1.11%    | ¥ 1,083.56 | ¥ 11.96  | (    | 1002.56    | Graphene Sheet                |                                |                  |
| Electrode Thermal Synthetic Graphene Sheet           | Ellilly Guo   | 0223   | 91     | 1.1170   | T 1,003.30 | T 11.50  | (    | 1003.30    | Graphene Sheet                |                                |                  |
| Hengqiang Large size graphite electrode scrap steel  |               |        |        |          |            |          |      |            |                               |                                |                  |
| industry low price for used graphite electrode scrap | Dandy Wang    | 6026   | 63     | 1.05%    | ¥ 1,065.12 | ¥ 17.06  | 5    | 213.02     | graphite electrode for        |                                |                  |
| silicon 0.05% max                                    |               |        |        |          |            |          |      |            |                               |                                |                  |
| Hengqiang Low price High Performance Carbon          | Dandy Wang    | 5966   | 64     | 1.07%    | ¥ 1,023.26 | ¥ 16.15  |      | 170.54     | carbon s crap                 | carbon anode scrap             | graphite scrap   |
| Anode Block Used Broken Graphite Electrode Scrap     | Dalluy Wally  | 3900   | 04     | 1.0770   | † 1,023.20 | 10.13    | (    | 1/0.24     | carbon scrap                  | carbon anoue scrap             | grapriite scrap  |
| China 28 inches 700mm*2700mm UHP Graphite            | Leienstelle   | 3086   | 45     | 1.46%    | ¥ 996.32   | ¥ 22.32  | 1    | 006 20     | graphite electrode for eaf    | arc furnace electrode          |                  |
| Electrode for Arc Furnace and EAF                    | Lainey Wang   | 3000   | 43     | 1.4070   | † 990.32   | † 22.32  | 1    | . 990.32   | graprine electrode for ear    | arciumace electrode            |                  |
| Fangda low Ash UHP 600 mm Ultra High Power           | Dandy Wang    | 5685   | 21     | 0.37%    | ¥ 876.28   | ¥ 42.90  | ,    | 076.00     | price graphite electrode      |                                |                  |
| Graphite Electrodes for EAF melting                  | Dalluy Wally  | 2002   | 21     | 0.3770   | † 8/0.28   | † 42.90  | 1    | . 8/0.28   | price graprille electrode     |                                |                  |
| ISO 9001 uhp600*2700 Graphite Electrode Packing      | Lainey Wang   | 3745   | 54     | 1.44%    | ¥ 753.84   | ¥ 14.20  | 1    | 753.84     | graphite electrode eaf        | graphite electrode and carbon  | carbon electrode |
| Bar for EAF and AC Furnace Carbon electrode          |               | 3/43   |        |          |            |          |      |            |                               |                                | carbon electrode |
| China Hot Price Arc Furnace Steel Making             | Dandy Wang    | 4926   | 40     | 0.81%    | ¥ 652.29   | ¥ 16.44  | 1    | 652.29     | graphit plate                 | graphite electrode arc furnace |                  |
| 100%Needle Coke Graphite Electrode UHP600 Sales      |               |        |        |          |            |          |      |            |                               |                                |                  |
| Hengqiang carbon regular power rp800 graphite        | Emily Guo 21  | 2120   | 27     | 27 1.27% | ¥ 503.82   | ¥ 18.84  | 1    | 503.82 rp8 | rp800 graphite electrode      | carbon electrode               |                  |
| electrode price diameter length 2100mm               |               | 2120   | 21     |          |            |          |      |            |                               | carbon electrode               |                  |
| Hengqiang dia. 200mm RP carbon graphite electrodes   | Dandy Wang 36 | 2401   | 25     | 0.68%    | ¥ 451.63   | ¥ 18.35  | 1    | 451.63     | graphite electrode hengqiang  | carbon electrode               |                  |
| 1500cm length graphite electrode rp200               |               | 3081   | 23     | U.08%    | † 401.03   |          |      |            |                               |                                |                  |
| Hot Sales Low Resistance HP 300 x 1800 mm High       | DandyWana     | (00/   | 7      | 0.100/   | Y 200 CO   | ¥ 34.42  | ,    | 200.00     | uhp 600mm graphite electrode  |                                |                  |
| D C 15 D . 1 C C 1 11                                | Dandy Wang    | 6896   | /      | 0.10%    | ¥ 208.69   | † 54.42  | 1    | . 208.69   | unp ovumm grapnite electrode  |                                |                  |

P4P product report - which products and words the money is spent on, whether the products spends money on are main products, and are highly matched with the products;

problems found after analysis and the way to optimize

- the recommended product is not the main product
   e.g.: Graphene Sheet, Carbon Scrap,
   optimum proposal: pause
- **2.** the keywords are not match with the products UHP 600 Graphite

e.g. : Electrode —HP 300x 1800 Graphite Electrode for Steel Makeing

optimum proposal: change the keyword into HP 300 Graphite Electrode.

 3. Exposure: click=100:1 click rate<1%, need to optimize click rate;

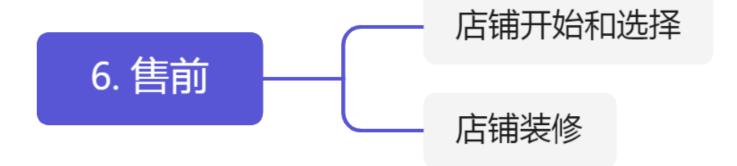
Optimum proposal: first check whether keywords are mathed with product; if matched, optimize the main image, price, main image video, MOQ, timely response rate, TM online, customer evaluation, credit insurance data, etc.

4. Click: feedback=10:1 conbersion rate<10%, need to optimize the product details page;

Optimum proposal: 1. optimize the product details page from the buyers' point of view, and show the relevant product questions asked by customers in the inquiry through the way of image and text in the detail page; 2. learn ideas from excellent peer product details page.

# 6. 售前 Pre-sales









6.1 店铺开始和选择—根据产品特性,选择不同赛道 shop beginning and selection-choose different tracks according to product characteristics





# 6.1 店铺开始和选择—根据产品特性,选择不同赛道 shop beginning and selection-choose different tracks according to product characteristics RTS【Ready to Ship】赛道 tracks

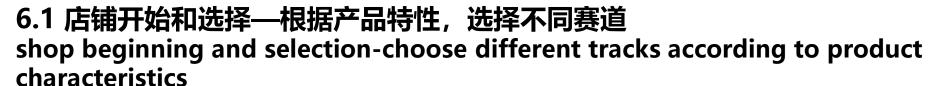
| (M#                  | ARCH EXPO          | Get shipping discounts, free samples, and more                             | e from trusted suppliers |
|----------------------|--------------------|--|--------------------------|
| <b>E</b> Alibaba.com | Products >         | What are you looking for   | © C Search               |
| ≔ Categories ∨ Rea   | dy to Ship Persona | Protective E Buyer Central V Sell on Alibaba V Help V                      |                          |
| RT                   | S赛道                | <ul> <li>See FAQs on the coronavirus (COVID-19) and Alibaba.com</li> </ul> | n shipments learn more > |

阿里首页有RTS赛道进行引流the home page has the RTS track for drainage

快消品行业、轻定制类产品【定制Logo,包装等】适合RTS赛道,以C类、小B类客户为主 FMCG industries, light customized products[ customized logo, packaging, etc] suitable for RTS track, mainly for Class C and small Class B customers

RTS产品需要同时满足三个条件: 精准的运费 精准的价格 15天内发货 RTS products needs to satisfy three conditions at once: accurate freight, accurate price, delivery within 15 days

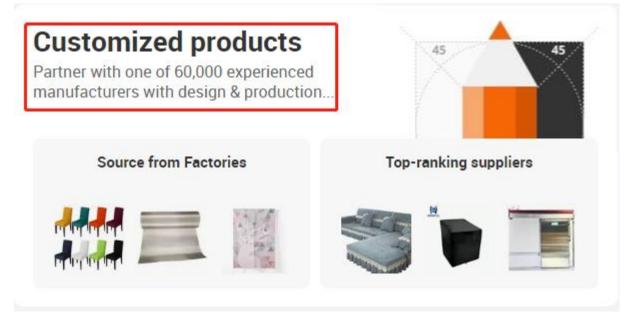






定制赛道【Customized】

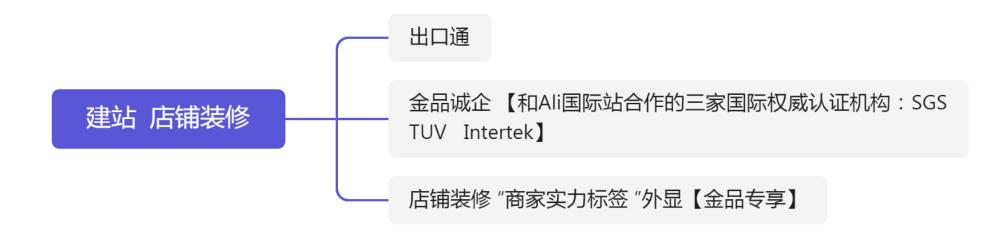
服装、医疗机械、金属丝网、机械、家纺、包印等行业产品需要根据客户的具体要求进行生产, 以大B类客户为主 garments, medical equipments, wire mesh, machinery, home textiles, package pringting and other products need to produce according to the specific requirements of customers mainly large Class B customers





# 6.2 建站 店铺装修 Shop Decoration

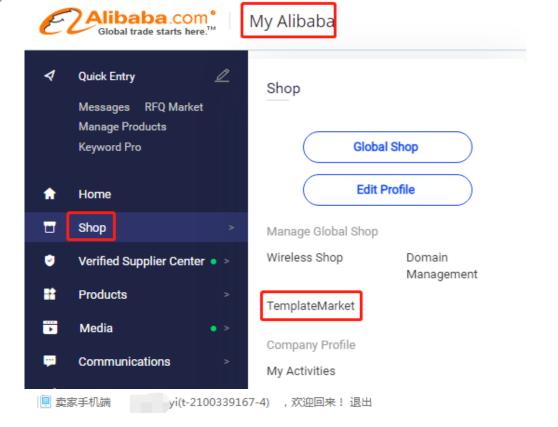






# 6.2 建站 店铺装修【出口通/金品诚企】 Shop Decoration[ export/verified ]





进入"模板市场",能看到所有行业不同风格的店铺

装修模板;根据自己公司主营产品所选的赛道【RTS

赛道/订制赛道】,选择适合自己公司的店铺装修模板; Enter the "template market", you can see the shop decoration templates of different styles in all industries, and choose the shop decoration template suitable for your company [RTS track / customized track] according to the track selected by your company's main products;

阿里巴巴国际站 我的阿里巴巴 外贸服务市场 | 服务商专区



装修市场

搜索你需要的服务

搜索

PC店铺模板 无线店铺模板 外贸服务市场子市场 经协会工程 经分别分别 模板管理 经分分 设计师入驻



# 6.2 建站 店铺装修—RTS赛道店铺装修 Shop Decoration-RTS track shop decoration/Customized Track shop decoration

# **Ready to Ship**

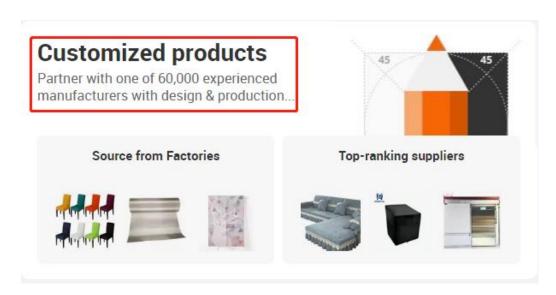
- Low MOQ
- Order direct
- · Fast dispatch

体现快速发货能力 express the ability of fast delivery

优秀店铺分享: excellent stores sharing

www.mayco.en.alibaba.com

www.syhomedeco.en.alibaba.com

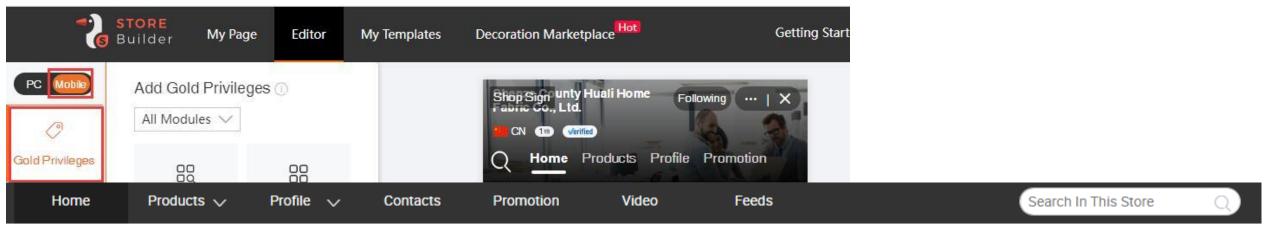


体现出能订制,有强大研发能力和生产能力 Customized shop decoration: can be customized, there is a strong technical team and production team

优秀店铺欣赏: excellent shops appreciation: www.fsrayson.en.alibaba.com www.367gifts.en.alibaba.com



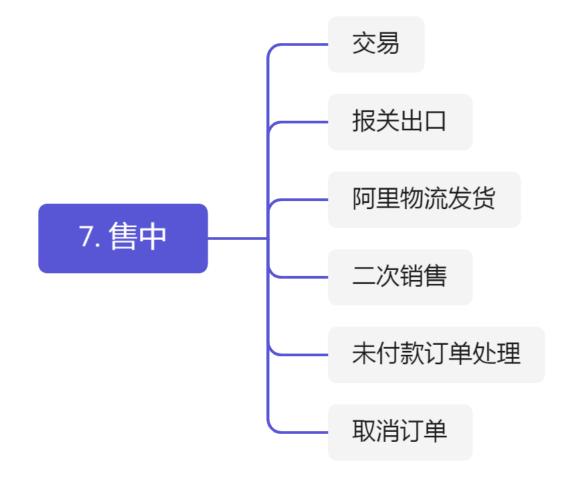
# 6.2 建站 店铺装修— "商家实力标签"外显【金品专享】 Shop Decoration- show the "merchant's strength tag" [Exclusive for Verified Supplier]





# 7. 售中 On Sale





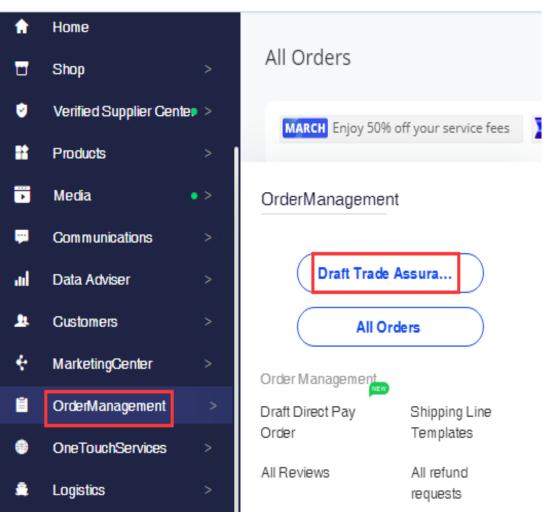


# 7.1 交易【线上信保单】Trade [ online credit insurance ]





My Alibaba

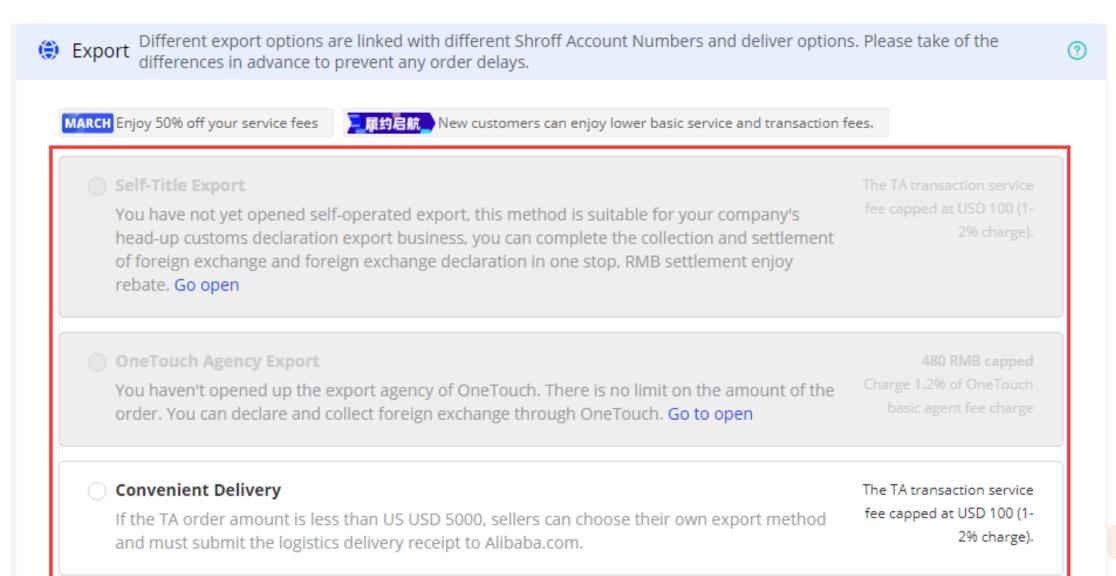


根据系统提示起草信保单即可 Draft letter policy according to system prompt

起草信保单时所需必要信息 Necessary information to draft letter policy

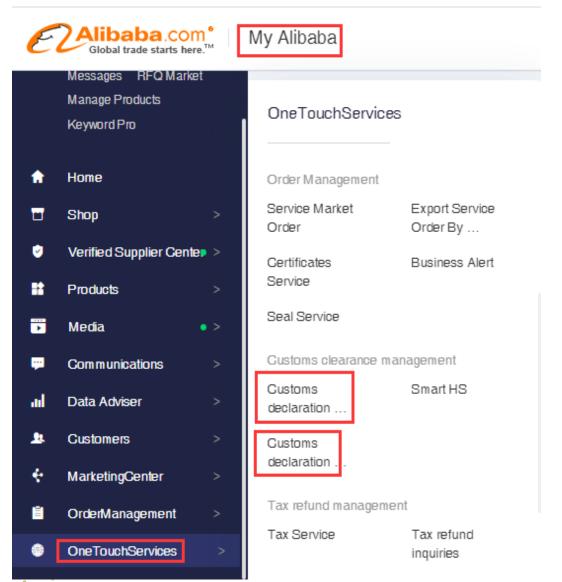
客户邮箱、详细地址 Customer email address and detailed address

# 7.2 报关出口【不同出口方式对应不同的发货方式和提现方式】 Customs Declaration Export [Different Export Methods Correspond to Different Shipping Methods and Withdrawal Methods]



# 7.2 报关出口—在线制作报关单据【发票、合同、装箱单、报关单】 Customs Declaration Export - Online production of customs declaration documents [invoices, contracts, packing lists, customs declarations]





通过 My Alibaba—出口服务—报关单证制作/管理、

#### 制作和管理相应报关单据

Through My Alibaba - Export Service - Customs Declaration Documents Production/Management, Production and Management of Corresponding Customs Declaration Documents

# 7.3 阿里物流发货 Ali Logistics Shipping



样式多样【海运、陆运、空运、快递、小包裹等】

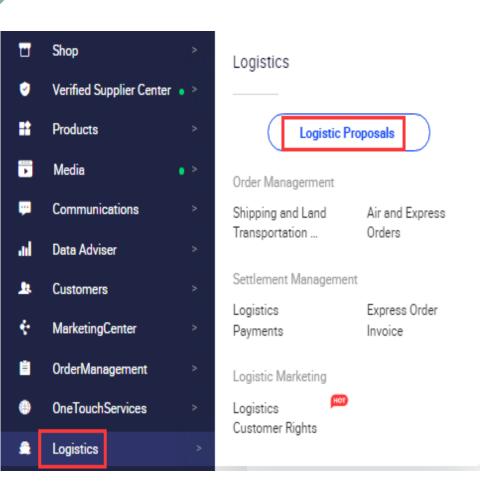
阿里物流发货

价格有优势、时效保障



# 7.3 阿里物流发货 Ali Logistics Shipping





My Alibaba—物流服务—查询报价并下单 My Alibaba - Logistics Services - find a quote and place an order

国际物流服务平台服务规则

service rules of International logistics service platform https://service.alibaba.com/page/knowledge?page ld=127&category=1000084589&knowledge=20142507&language=zh

阿里物流相关资料汇总: Summary of Ali Logistics related data:

https://service.alibaba.com/page/search?pageId=124&keyword=%E7%89%A9%E6%B5%81&language=zh



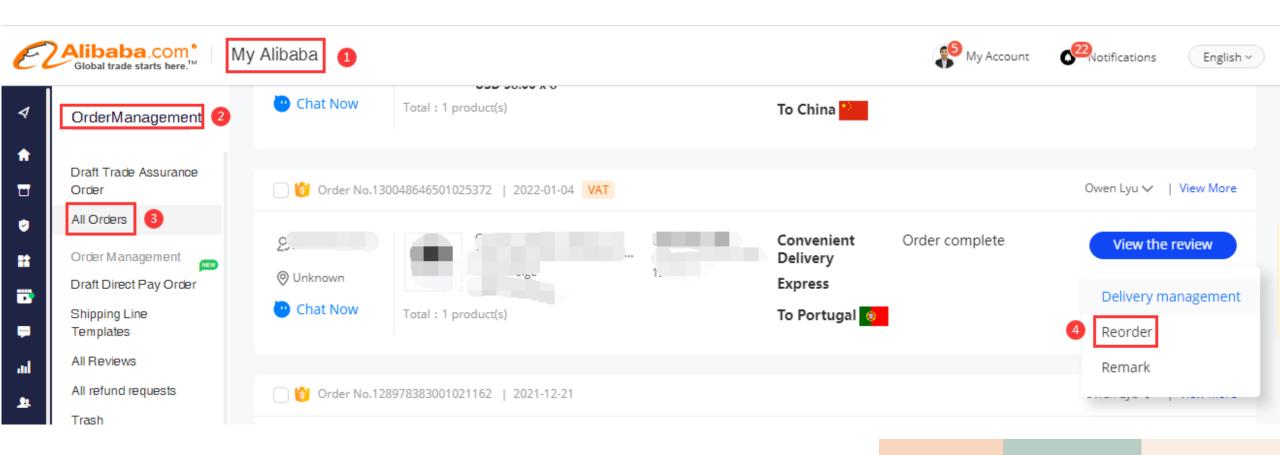
# 7.4 Secondary Sales

After the customer receives the goods, follow up the customer in time to see if the quality of the goods is satisfactory and whether there are new purchases;

Regular follow-up with customers, follow-up content: update the price of goods purchased before to customers; update the company's newly developed products;

Update industry information and market information;

Through follow-up, and customers for secondary cooperation; customers never lack suppliers, but always lack professional suppliers



若同一个客户二次下单,在【所有订单】里找到该客户之前订单,然后点击【再来一单】If the same customer places an order twice, find the customer's previous order in [All Orders], and then click [Re-order]

# 7.5 未付款订单处理 Unpaid Order Processing



### 针对未付款订单处理建议:Recommendations for unpaid order processing:

- 1). 已给客户发过合同/起草了信保订单,客户迟迟未付款时,强烈建议给客户打一个电话,
- 了解具体情况,然后再做进一步处理 A contract has been sent to the customer/a credit insurance order has been drafted, and when the customer is late in paying, it is strongly recommended to call the customer to understand the specific situation and then do further processing
- 2). 已给客户发过合同/起草了信保订单,但由于价格涨幅大,超出了客户预算/客户当地市场 变动大/汇率波动大/运费涨幅厉害,客户暂时搁浅了采购计划,针对这种情况, 采取针对性解决(价格涨幅大:价格稳定再采购;运费涨幅厉害:给客户提供多种物流方案,帮客户省钱)

A contract has been sent to the customer / a credit insurance order has been drafted, but because the price increase is large and beyond the customer' s budget / customer' s local market changes frequently / exchange rate fluctuations / freight increase is large, the customer temporarily stranded the procurement plan, in view of this situation, take targeted solutions (large price increase: purchase when price is stable; freight increase is large: to provide customers with a variety of logistics solutions, help customers save money)

3). 若客户通过电话/邮件,告知已取消采购计划/已找到合作供应商,可问询采购计划取消原因 将来是否有合作的可能性/将订单直接删除即可; If the customer informs the cancelled procurement plan or has found a cooperative supplier by phone / email. We can inquire whether the reason for the cancellation of the procurement plan and if there is the possibility of cooperation in the future / then delete the order directly;

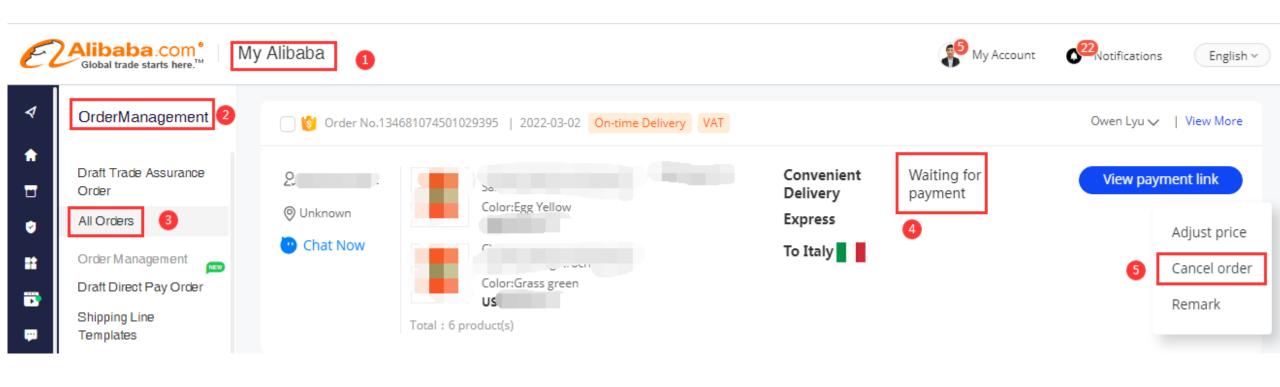


### 7.6 取消订单 Order Cancellation



1). 若客户通过电话/邮件,告知已找到合作供应商,可问询将来是否有合作的可能性, 可以将【待买家付款】的订单直接取消

If the customer informs by phone/email that a cooperative supplier has been found, we can inquire whether there is a possibility of cooperation in the future, and the order [Pending Buyer Payment] can be cancelled directly

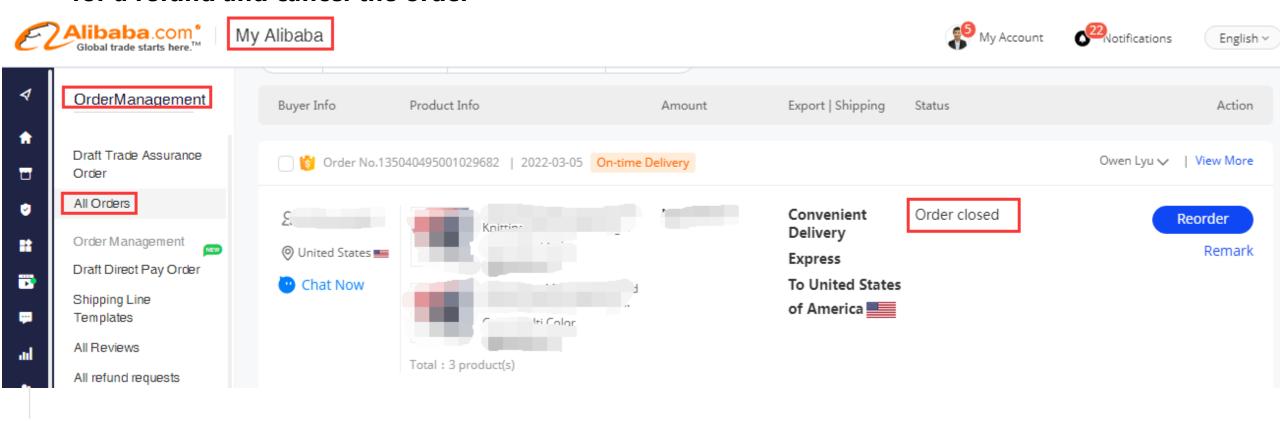




### 7.6 取消订单 Order Cancellation



2). 因物流费用高,客户会申请退款,取消订单 Due to high logistics costs, customers will apply for a refund and cancel the order



(Buyer) Refund request submitted

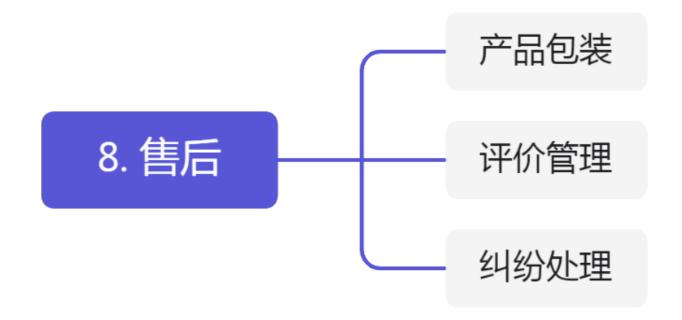
Reason for refund: Supplier increased shipping cost without prior notification
Refund amount: USD 44.77

Continue Order or Not: Cancel Order

Description: Shipping was increasedId like to cancel this order

# 8. 售后 After-sales







# 8.1 产品包装 Product Packaging



- 1). 产品包装类型: 纸箱、胶合板木箱、实木木箱【要有熏蒸标识】、编织袋 胶合板木托盘 实木木箱托盘【要有熏蒸标识】等 Product packaging type: carton, plywood wooden box, solid wood box [to have a fumigation logo], woven bags, plywood wooden pallets, solid wood box pallets [to have a fumigation logo] and so on
- 2). 若包装需要订制,让客户发具体要求和样板,打好样板后,及时和客户进行确认; If the packaging needs to be customized, let the customer send specific requirements and samples, and after making the model, confirm with the customer in time
- 3). 包装一定要结实耐用,保证客户收到货物后,完好无损; The packaging must be strong and durable to ensure that the customer receives the goods intact;

国际站有关产品包装常见问题汇总:

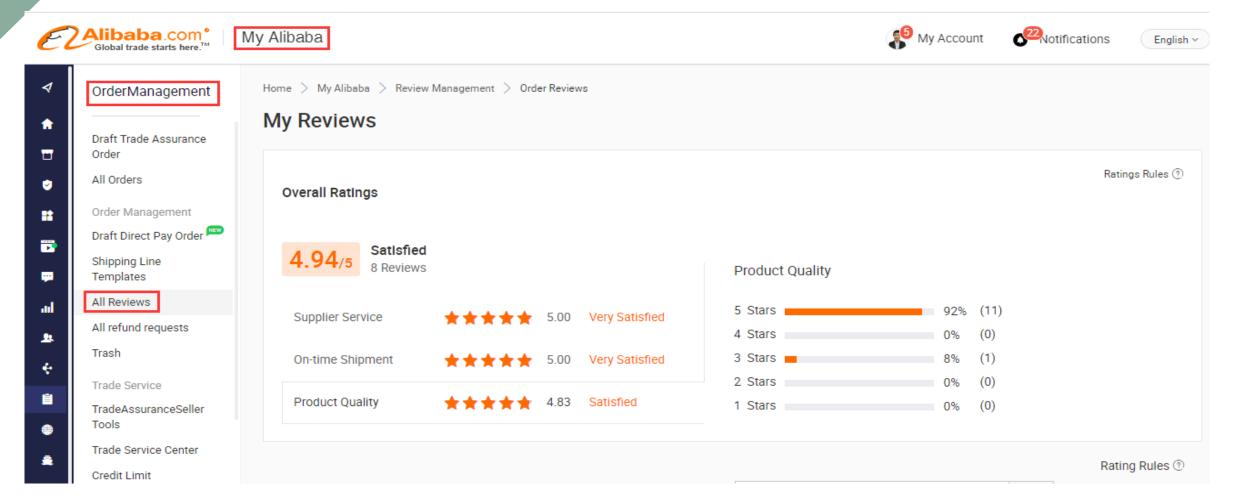
Summary of frequently asked questions about product packaging in the international station:

https://service.alibaba.com/page/search?pageId=124& keyword=%E4%BA%A7%E5%93%81%E5%8C%85%E8%A3%85&<mark>language=zh</mark>



# 8.2 评价管理 Reviews Management

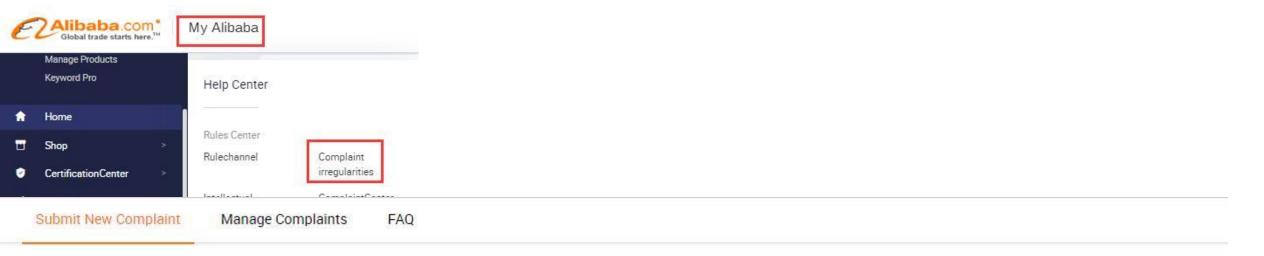




- 1).客户从【供应商服务】 【按时发货】 【产品质量】三个维度给予评价,满分五分Customers give reviews from the three dimensions of [Supplier Service] [On-time Delivery] [Product Quality], with a full score of five points
- 2).客户收到货物后,要及时邀请客户评价,极力争取让客户给予好评;客户好评后,有助于提升店铺转<mark>化率</mark> After the customer receives the goods, we should invite the customer to give reviews in time, and strive to make the customer give praise; after the customer praise, it will help to improve the conversion rate of the store

# 8.3 纠纷处理 【路径: My Alibaba—服务中心—投诉违规中心】 Dispute Resolution 【Path: My Alibaba-Service Center-Complaint Violation Center】



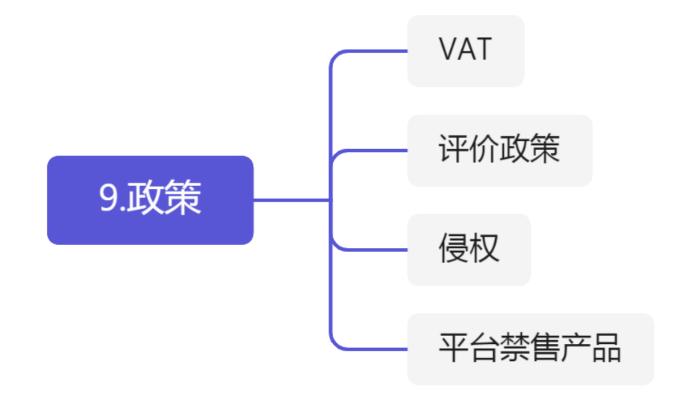


### Trade Dispute



# 9. 政策 policy







# 9.1 VAT— 欧盟VAT税号 特别提醒: 货物出口到欧盟时,特别注意VAT税款 VAT - EU VAT Tax ID Special Reminder: Pay special attention to VAT taxes when exporting goods to the EU



Q3. 欧盟27国, 具体指哪些国家?

A: 奧地利、比利时、保加利亚、匈牙利、德国、希腊、丹麦、爱尔兰、西班牙、意大利、塞浦路斯、拉脱维亚、立陶宛、卢森堡、马耳他、荷兰、波兰、葡萄牙、罗马尼亚、斯洛伐克、斯洛文尼亚、芬兰、法国、克罗地亚、捷克共和国、瑞典和爱沙尼亚。

### 查看税号

您已同意平台税号使用要求,请务必遵守相关平台协议及IOSS/VOEC税号使用规则.

IOSS: IM5280002556 IOSS税号只适用于平台已征税的订单在欧盟的申报

VOEC: 2034638 VOEC税号只适用于平台已征税的订单在挪威的申报



详细内容,请查看官方相关资料,其连接:

For details, please check the official relevant information, the link is: https://service.alibaba.com/page/knowledge?pageId=127&category=1000084387&knowledge=1060969448&language=zh

# 9.2 评价政策 review policy



1. 买家留评后的30天内,您可以回复买家的评论或者联系买家修改评论内容

(每个订单买家仅有一次修改机会)

Within 30 days of a buyer's review, you can reply to the buyer's review or contact the buyer to edit the review (each order buyer has only one chance to edit)

2. 当买家的评论内容具有侵犯性用词,您可以在买家留评后的7天内向阿里巴巴平台发起申诉,

联系服务申诉。

When the content of the buyer's review has offensive words, you can file an appeal with alibaba platform within 7 days after the buyer leaves a review, and contact the service appeal.

3. 若买家修改了评论,您也将获得一次修改回复的机会(30天后失效) If a buyer changes a review, you'll also get a chance to revise your response (expires after 30 days)





# 9.3 侵权—阿里国际站知识产权侵权行为 Infringement - Infringement of intellectual property rights of Alibaba International Station

#### 一、知识产权侵权行为

阿里巴巴国际站(简称"国际站")致力于知识产权保护,严禁用户未经授权发布、销售涉嫌侵犯第三方知识产权的产品。

| 侵权类型  | 定义   | 处罚规则   |
|-------|--|--|
| 商标便权  | 严重连规:未经权利人许可,在所发布、销售<br>的第一种产品上使用与其注册商标相同或相似<br>的赛标以及其他商标性使用的情况。   | 累积被记振次数,三次连规者关<br>闭账号  |
|       | 一般连堤:其他未经权利人许可,不当使用他<br>人注册商标的行为   | <ol> <li>首次违规扣 0 分</li> <li>其后每次重复违规扣 6 分</li> <li>聚达 48 分者关闭账号</li> </ol> |
| 著作权侵权 | 未经著作权人许可,擅自发布、复制、销售受<br>著作权保护的产品 (如书籍、文字、图片、电<br>子出版物、音像制品、软件、工艺品等),以<br>及其他未经著作权人许可不当使用他人著作权<br>的行为。<br>具体场景说明如下(仅做示例,详细内容见解<br>读):<br>1)发布或销售的产品或其包装是便权复制品<br>2)发布或销售的产品或其包装是便权复制品。<br>但包含未经授权的受着作权保护的内容或逐片<br>3)在详情页上来经授权被使用权利人图片作品<br>4)在详情页上来经授权使用权利人区字作品 | 1) 董次法規扣 0 分<br>2) 其后每次重复法規和 6 分<br>3) 緊达 48 分者关闭账号                        |

更多明细,请参考如下链接 for more details, please see in the link:

https://ipp.alibabagroup.com/infoContent.htm?sky WindowUrl=rules/cn-alibaba

# 9.4 平台禁售产品和禁售规则 banned products and rules



#### 【禁限售规则】阿里巴巴国际站禁限售规则

2022-02-24 13:46

更新日期:2022年2月17日

一、禁止销售产品目录及处罚标准

| (一) 毒品、易制毒化学品及毒品工具 【 解读 】                           |                       |  |  |  |
|---|-----------------------|--|--|--|
| 1. 麻醉镇定类、精神药品、天然类毒品、合成类毒品、一类/工类易制毒化学品、类固醇、管控物质或管控成分 | A+/A级违规,将视情节扣48分或6分/次 |  |  |  |
| 2. 三类易制毒化学品   | B级违规,2分/次             |  |  |  |
| 3. 毒品吸食、注射工具及配件                                     | B级违规,2分/次             |  |  |  |
| 4. 帮助走私、存储、贩卖、运输、制造毒品的工具                            | C级违规 , 1分/次           |  |  |  |
| 5. 制作毒品的方法、书籍                                       | C級违规 , 1分/次           |  |  |  |

生效日期: 2022年2月24日

| (二) 危险化学品【解读】                   |             |  |  |  |  |
|---------------------------------|-------------|--|--|--|--|
| 1. 爆炸物及引爆装置                     | A+级违规, 扣48分 |  |  |  |  |
| 2. 易燃易爆化学品                      | A级违规 , 6分/次 |  |  |  |  |
| 3. 放射性物质                        | A级违规 , 6分/次 |  |  |  |  |
| 4. 剧毒化学品                        | A级违规 , 6分/次 |  |  |  |  |
| 5. 有毒化学品                        | B级违规 , 2分/次 |  |  |  |  |
| 6. 消耗臭氧层物质                      | C级违规 , 1分/次 |  |  |  |  |
| 7. 石棉及含有石棉的产品                   | C级违规,1分/次   |  |  |  |  |
| 8. 剧毒农药                         | C级违规,1分/次   |  |  |  |  |
| (三) 枪支弹药【解读】                    |             |  |  |  |  |
| 1. 大规模杀伤性武器、真枪、弹药、军用设备及相<br>关器材 | A+级违规,扣48分  |  |  |  |  |
| 2. 仿真枪及枪支部件                     | A级违规 , 6分/次 |  |  |  |  |
| 3. 潜在威胁工艺品类                     | B级违规 , 2分/次 |  |  |  |  |

### 更多平台禁售产品明细和禁售规则解读,请参考以下阿里官方网址:

For more banned product details and interpretation of ban rules, please refer to the following Ali official website:

https://rulechannel.alibaba.com/icbu?type=detail&ruleId=1992&cId=1275#/rule/detail?ruleId=1992&cId=1275

# 10. 促销 promotion



Dropshipping【一件代发】

On-Line Trade Show 【线上展会】

阿里官方定期组织的其他营销活动

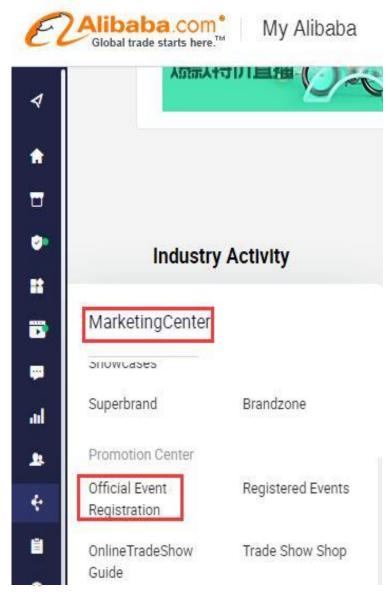




# 10.1 3月、9月 行业大促【报名路径: My Aliaba—营销中心—官方活动报名】

E PUBLE
Alibaba.com

March, September Industry Promotion[Registration Path: My Aliaba - Marketing Center - Official Event Registration]



3 9 月行业大促活动报名的唯一官方通道 The only official channel for registration for the industry promotion event in March and September

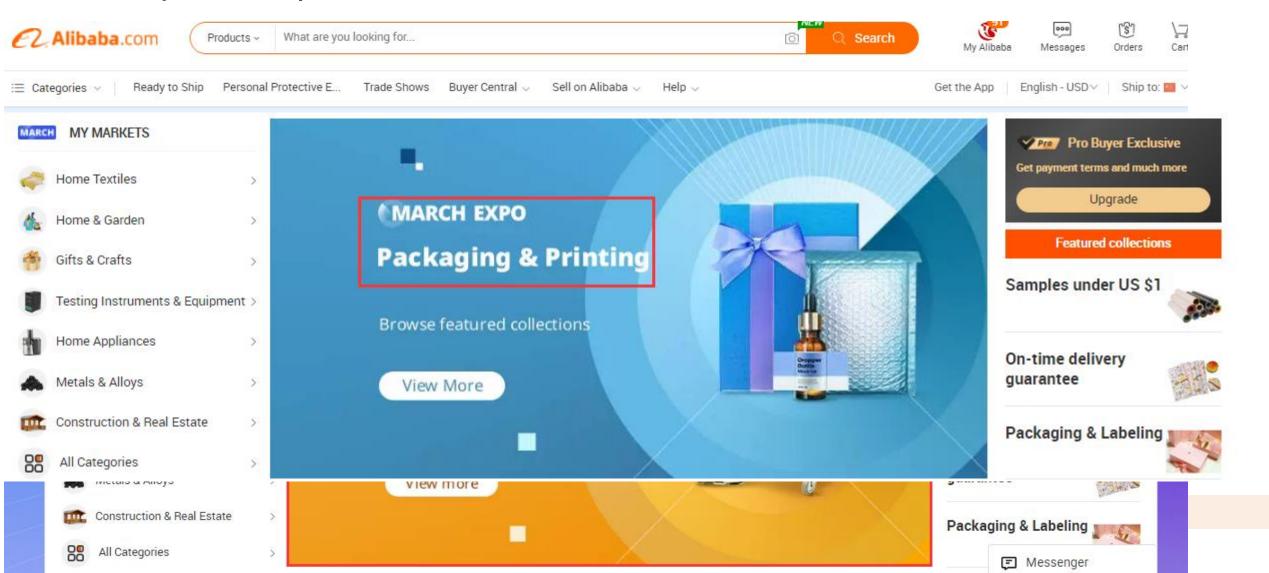
阿里国际站平台在3 9 月行业大促活动中, 加大各种投入, 搭建各种促销场景、活动、会场,吸引大量客户涌入国际站; 流量比其他月份高很多,建议商家要抓住流量红利期,打造爆品, 形成爆品矩阵,在大促活动中取得好的效果 Alibaba International Station Platform increases various investment, build a variety of promotional scenarios, activities, venues and attract a large number of customers into the international station in the industry promotion activities in March and September; the traffic is much higher than other months, it is recommended that merchants to seize the traffic dividend period, create explosive products, form a explosive matrix, and achieve good results in the promotion activities

## 10.1 3月、9月 行业大促【报名路径: My Aliaba—营销中心—官方活动报名】



March, September Industry Promotion[Registration Path: My Aliaba - Marketing Center - Official Event Registration]

3 9月行业大促,国际站行业首焦,不同行业大促活动 In March and September industry promotion is the first focus of the international station industry, and it is the promotion activities of different industries



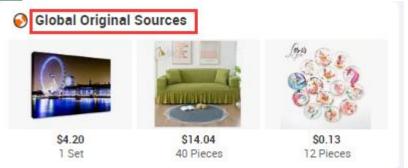


# 10.2 折扣券 【路径: My Alibaba—营销中心—商家自营销中心—折扣营销】 Discount Coupon 【Path:My Alibaba—Marketing Center—Merchant Self-Marketing Center— Discount Marketing/Coupon】

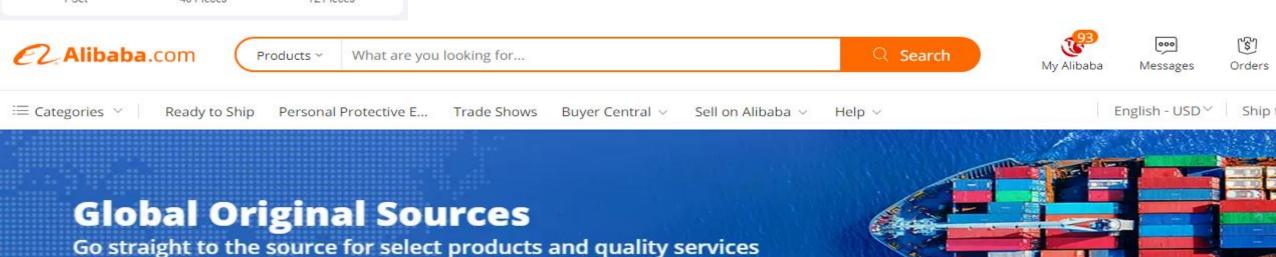


# 10.6 Global Original Sources 【全球产业带】Global Industrial Belt





不同产业带,客户直奔源头工厂,寻找产品和服务 In different industrial belts, customers go straight to the source factory to find products and services



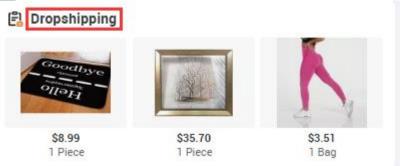
#### **Curated selections**







# 10.7 Dropshipping 【一件代发,大客户拿样/通过该渠道拿流量】 【One piece of delivery, get large customers samples /get traffic through the channel】





发布产品时,选择【支持】

● 一件代发服务

一件代发服务

商品设置支持一件代发服务后还需要商家报名加入一件代发专区,报名审核通过后商品会在专区展现(部分类目不被准入,点击查看详情)

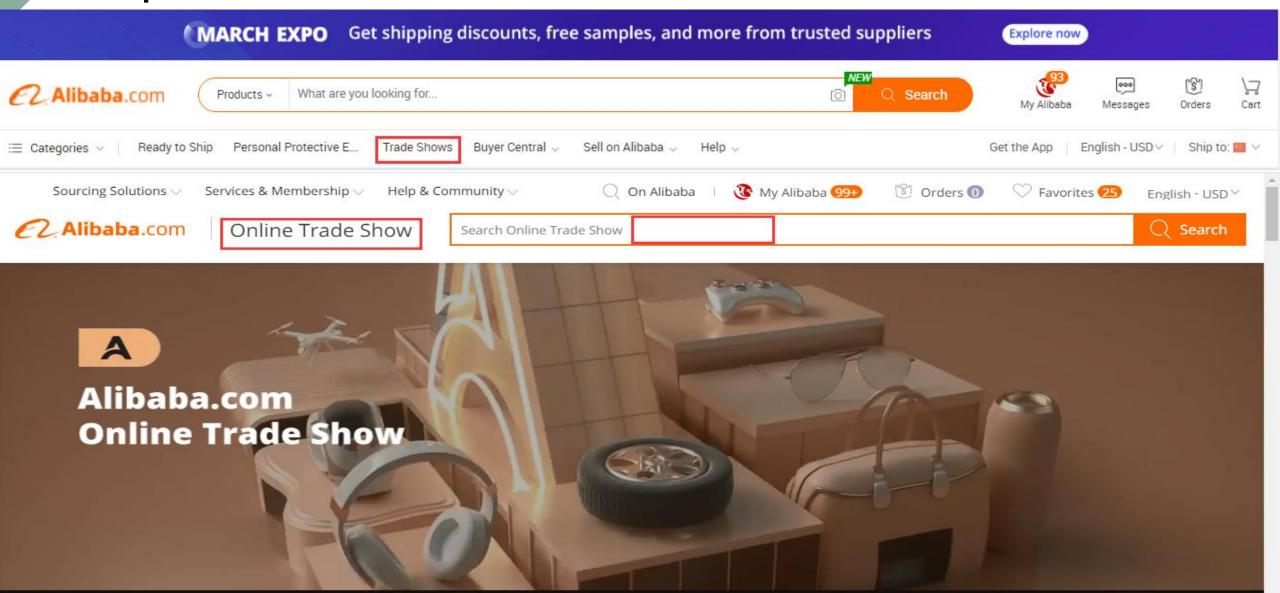
When you release a product, select Support for a shipping service

✓ 最小起订量=1



# 10.8 On-Line Trade Show【线上展会】 前台展会入口 【Online Exhibition】 Reception Exhibition Entrance

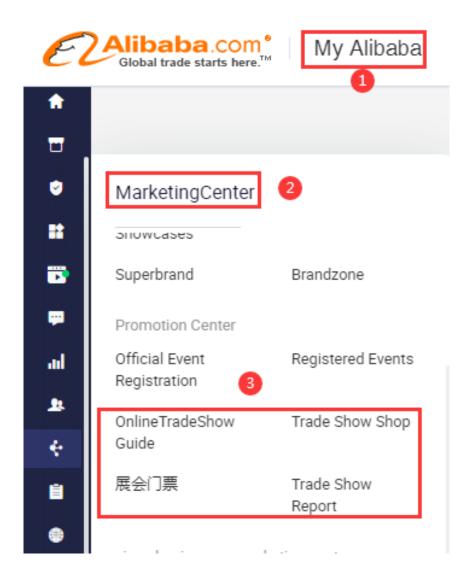




搜索栏可直接查询想参加的线上展会The search bar can directly query the online exhibition you want to participate in

## 10.8 On-Line Trade Show【线上展会】【Online Exhibition】





后台进入展会端口:

**Enter the exhibition port in the background:** 

My Alibaba—营销中心—活动营销中心—线上展会指南/

展会大厅/展会门票/展会报告

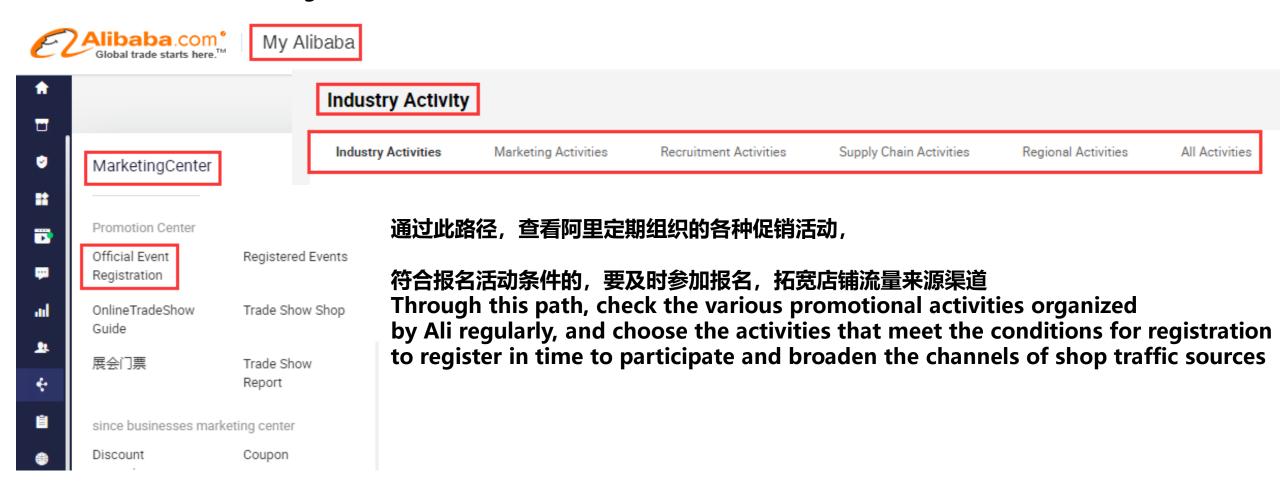
My Alibaba - Marketing Center - Event Marketing Center - Online Exhibition Guide / Exhibition Hall / Exhibition Tickets / Exhibition Report



# 10.9 阿里官方定期组织的其他促销活动 other promotions organized by Alibaba 📂 阿里巴巴



officials on a regular basis 路径: My Alibaba—营销中心—活动营销中心—官方活动报名 Path: My Alibaba - Marketing Center - Event Marketing **Center - Official Event Registration** 







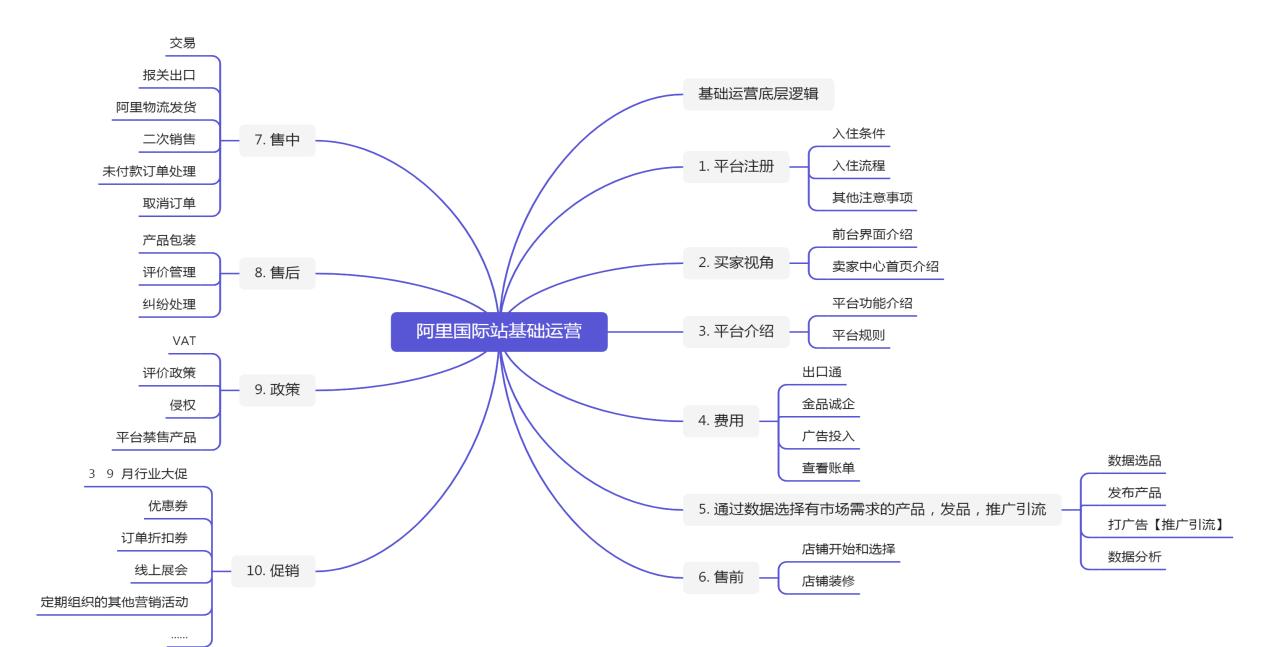


总结 Summary



# 总结 Summary





# 总结 Summary



【分析流量承接情况】

【分析流量去向情况】

流量参谋【调整、优化】

产品参谋【找差距,抄作业,打爆品】

最终结果, 打造不同品类产品的爆品, 形成爆品矩阵

多走信保单,提高交易力,提升店铺星等级

报关出口,阿里物流发货

- 行业定向征品,市场洞察、市场参谋【数据选品】

店铺定位:RTS 赛道/订制赛道【Customized】

选词参谋中的"指数趋势"和商品洞察中的"竞争变化" 【确认产品市场潜力】

商品洞察中的"价格分析"和"买家分布"【产品市场定位】

准备发品物料、发布高质量产品【选词,建词表、发品】

搜索+推荐+场景,多渠道推广,精准引流【推广引流】

询盘多、TM咨询多—给到更多流量,进行爆品打造;

数据分析

数据化运营思路

询盘少、TM咨询少—通过【产品360】, 具体问题具体分析;

P4P数据分析(花钱的词和品)





操作阿里国际站一定要有数据化思维,以市场为导向; must have a data-based thinking when the using the Alibaba International Station and be market-oriented;

在阿里的每一步操作要有数据做支持,要有目的性; In each step of Alibaba's operation, there must be data support and purposefulness;

做跨境电商一定要会看数用数,不会看数用数,比不会英语更可怕; Doing cross-border e-commerce must be able to see and use the numbers, it is more important than English.

企业掌舵人,要会看大数,定方向,要有数据意识; The person at the helm of the enterprise must be able to see the big number, set the direction, and have a sense of data;

让数据参与到决策中,让数据指导外贸日常工作; Let data participate in decision-making, and let data guide the daily work of foreign trade;

数字化贸易,让改变每天发生。Digital trade allows changes to happen every day





# 感谢聆听 Thank You

