

*Cross-border
Marketing*

跨境数字化营销

Cross-border Digital Marketing

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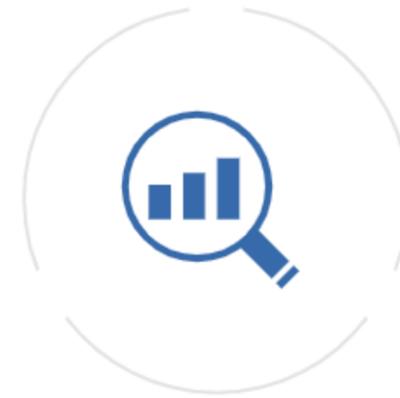
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Marketing
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数字化营销方式
Channel
of
Digital
Marketing



主流SNS平台
Mainstream
of SNS
Platform



SNS 社群运营
SNS
Community
Operation



数字化营销简介

Digital Marketing Introduction

传统营销与数字化营销的区别

Difference Between Traditional Marketing and Digital Marketing

数字化营销概念 Digital Marketing Concept

数字化营销重点 Digital Marketing Emphasis



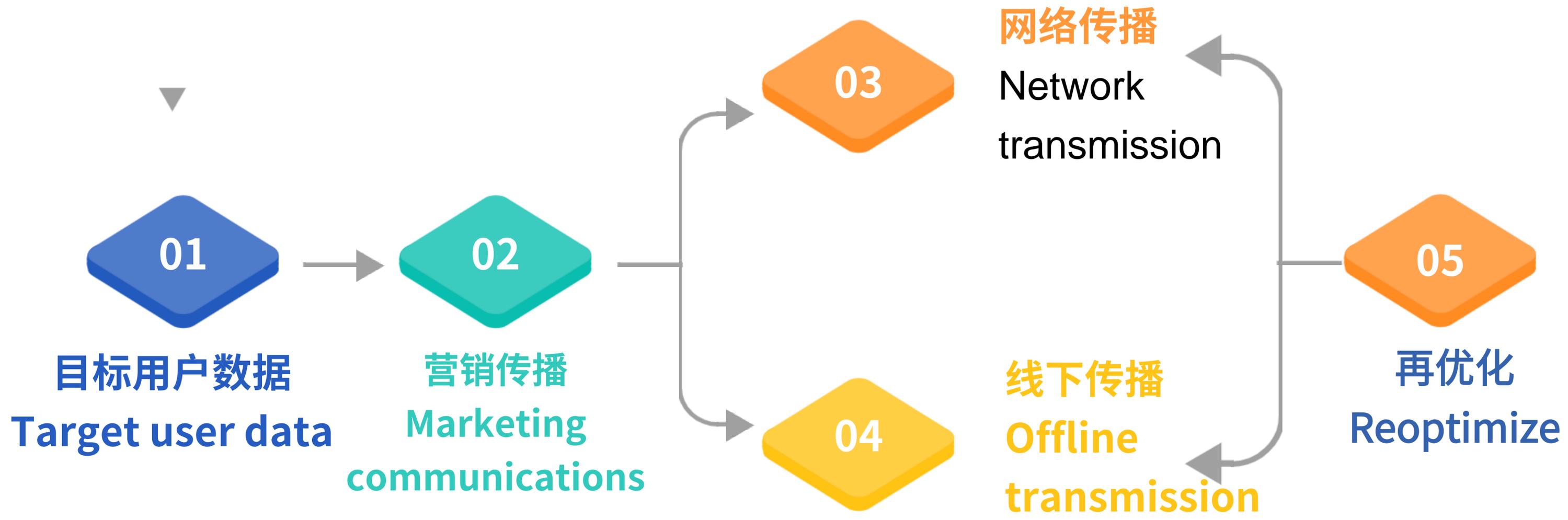
传统营销与数字化营销的区别

**Difference Between
Traditional Marketing and Digital Marketing**



数字化营销概念

Digital Marketing Concept





数字化营销重点

Digital Marketing Emphasis

全网优化整合
**Optimization and
integration of the
whole network**

数据分析可视化
**Data analysis
visualization**



精准再营销
**Precise
remarketing**

投放成本优化
**Optimization of
delivery cost**



数字化营销方式

Ways of Digital Marketing

数字化营销渠道

Digital Marketing Channels

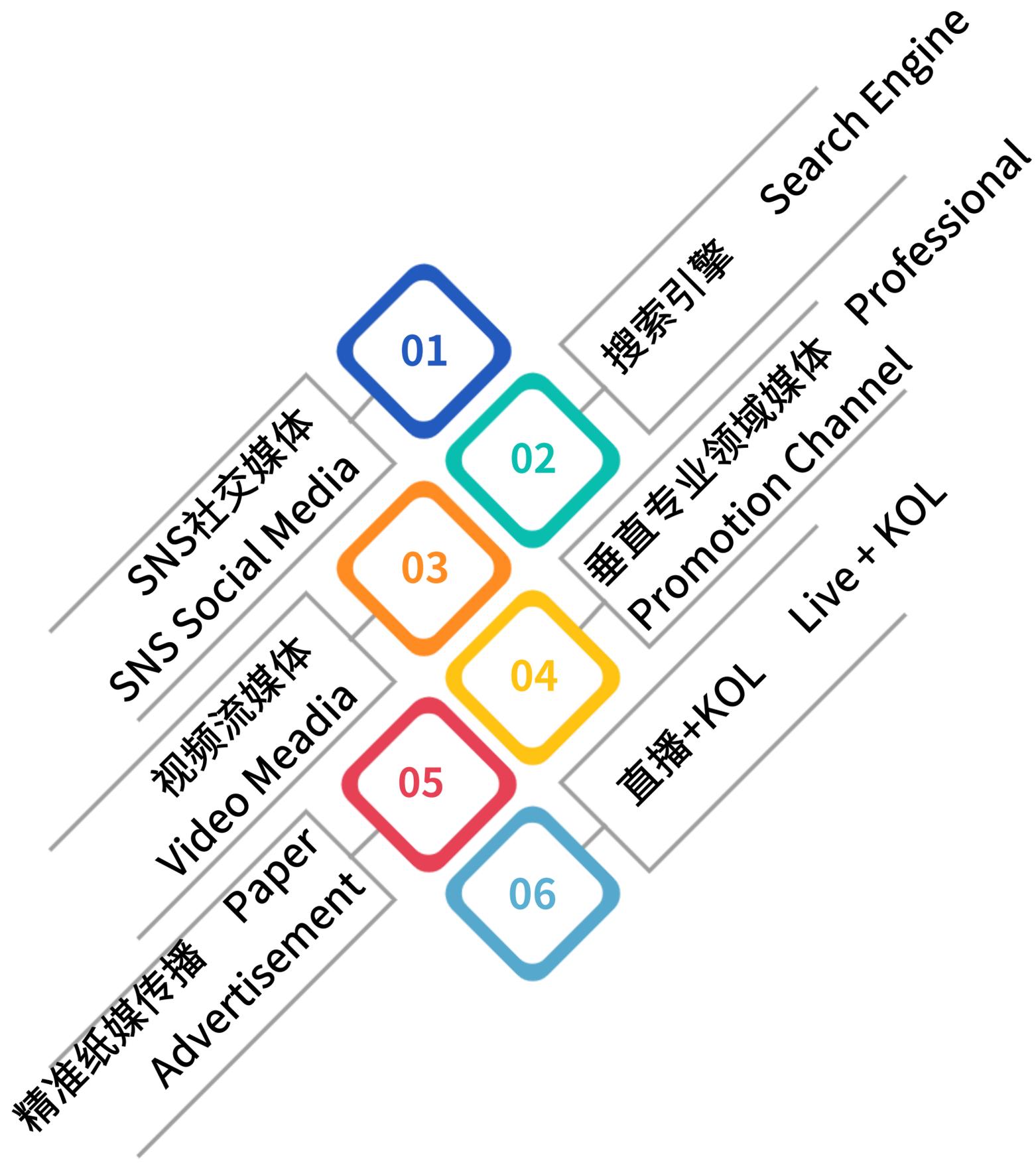
数字化营销渠道优化整合

Integration of Digital Marketing Channels

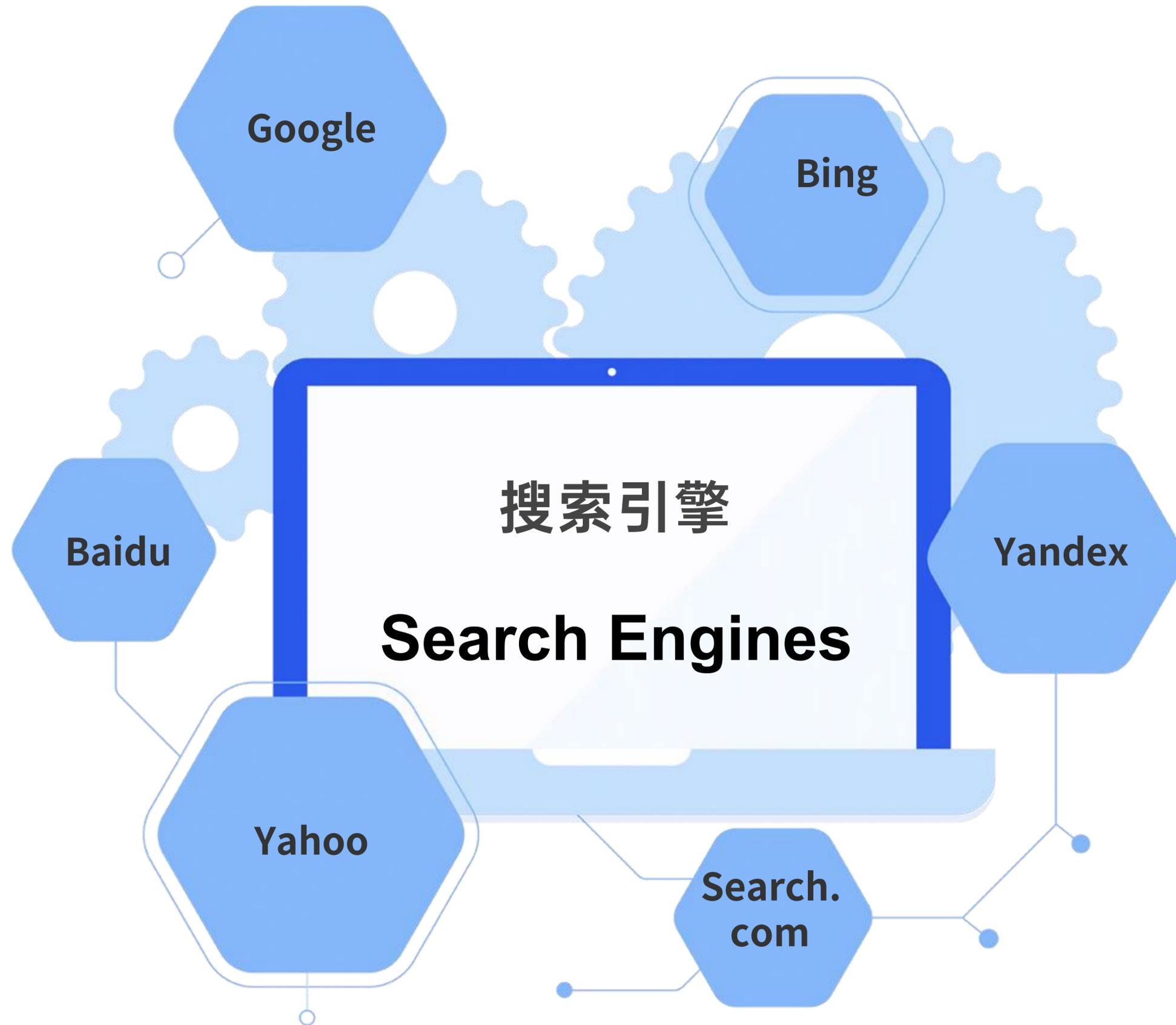


数字化营销渠道

Digital Marketing Channels







Google

Bing

搜索引擎

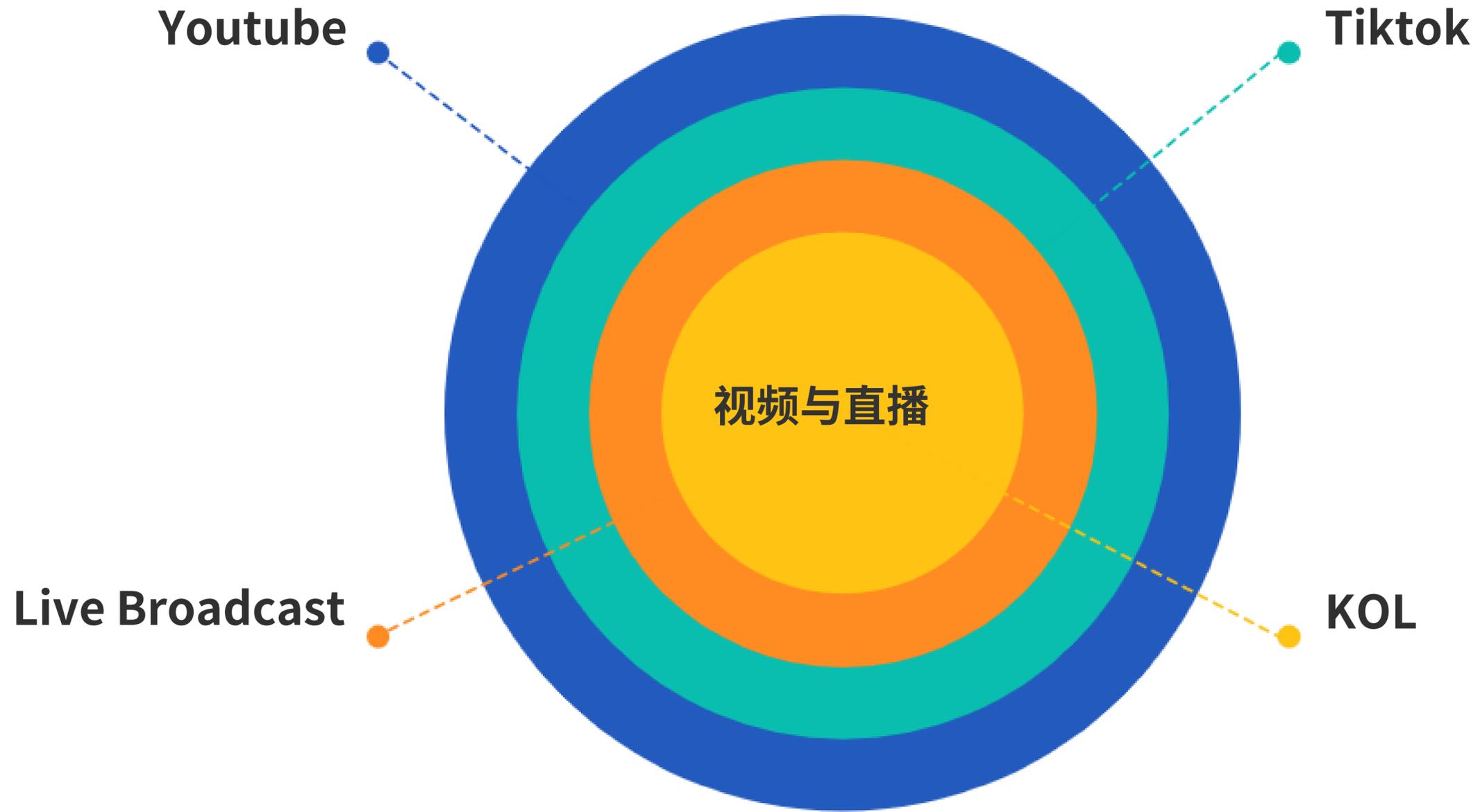
Baidu

Yandex

Search Engines

Yahoo

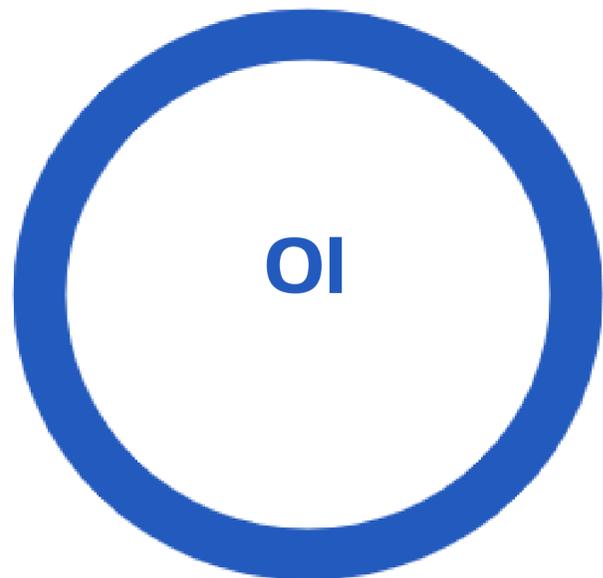
Search.com





数字化营销渠道优化整合

Integration of
Digital Marketing Channels



视频

Video



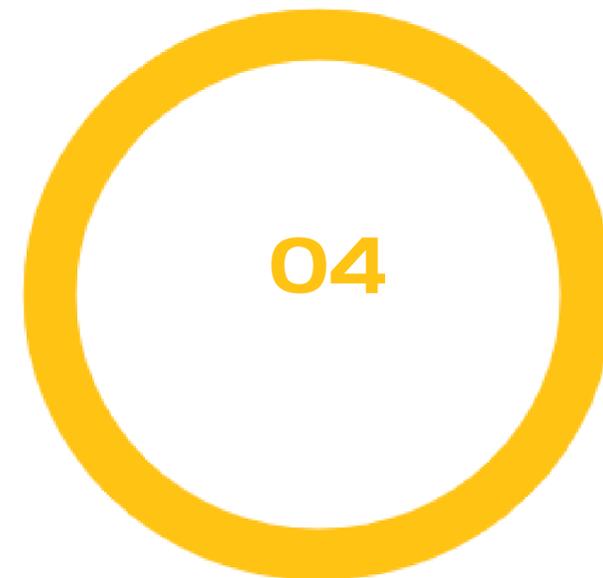
图片

Picture



文字

Text



对话

Live

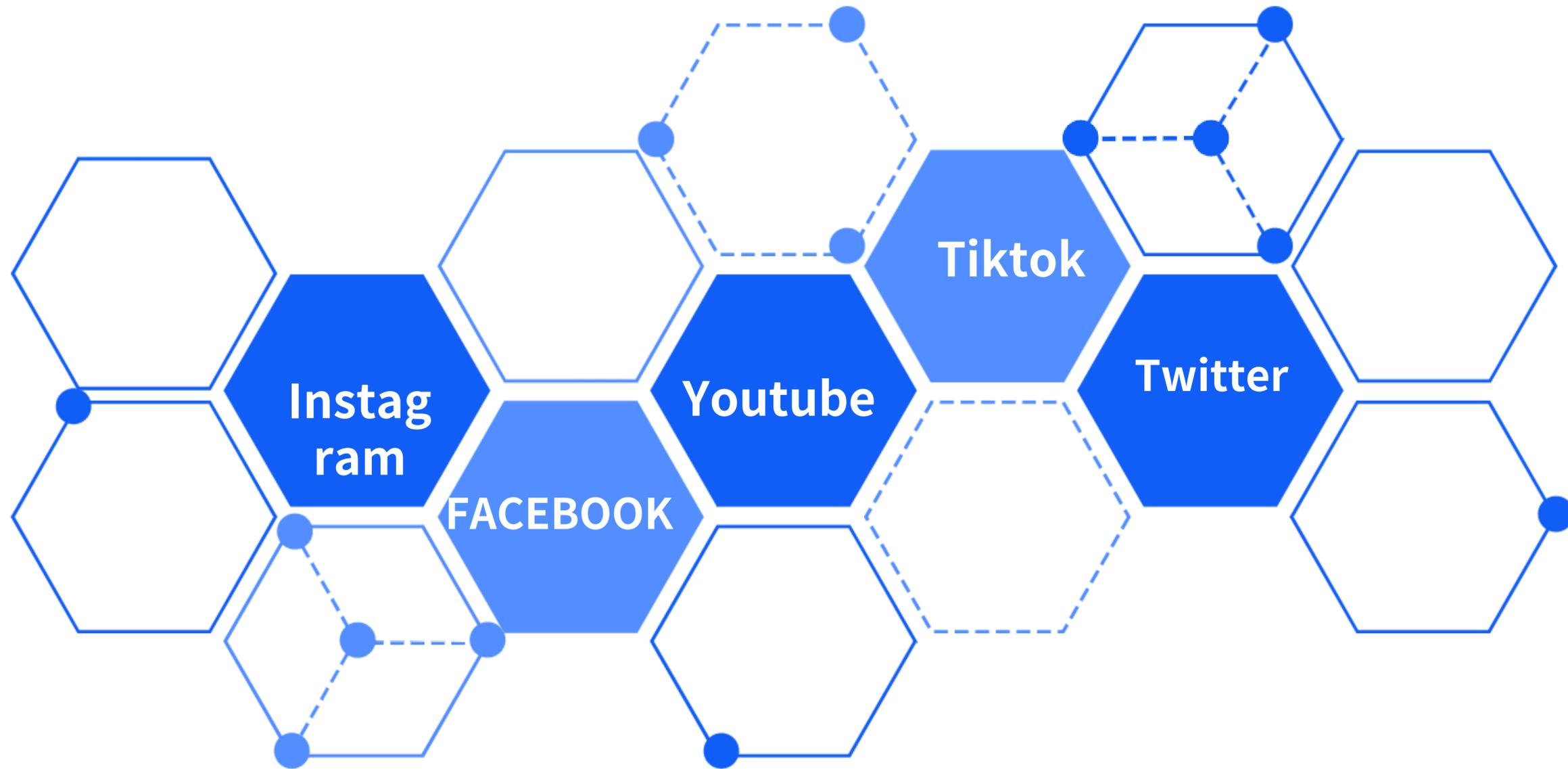


03

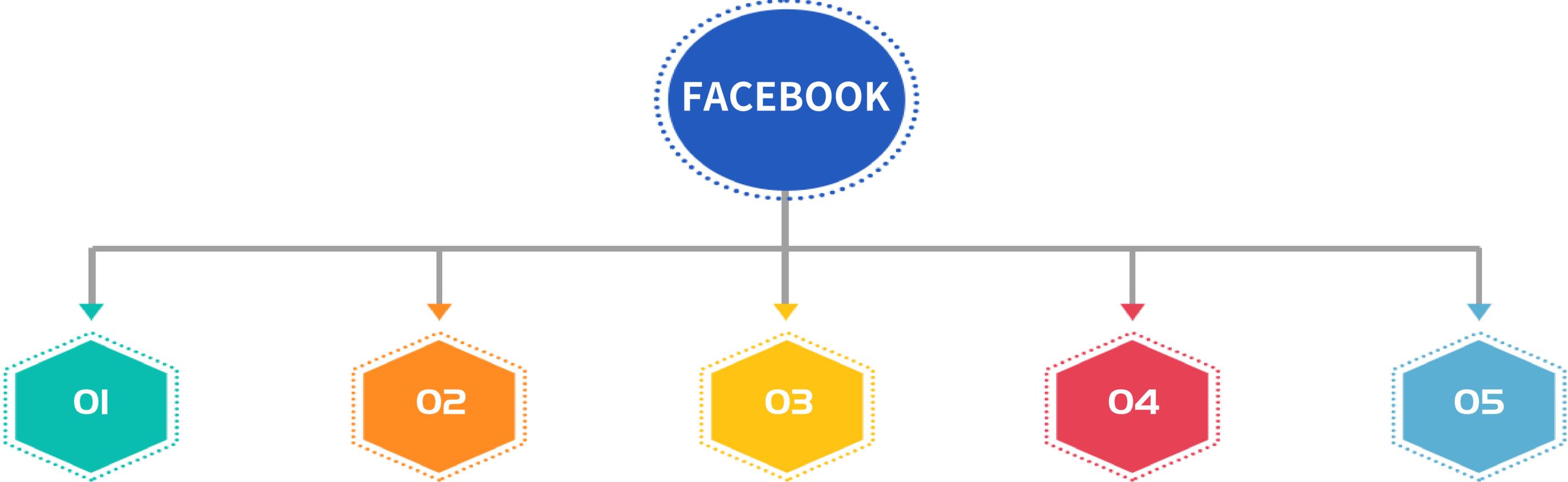
主流SNS平台

Mainstream of SNS Platform

Facebook / Instagram / Twitter /
Youtube / Tiktok



FACEBOOK



FACEBOOK
Profile主页

Post
发帖

Group
小组

FACEBOOK
广告营销
Advertising
Promotion

FACEBOOK
广告管理工具
Advertising
Management
tools

FACEBOOK

facebook

Email or Phone

Keep me logged in

Password

Log In

[Forgot your password?](#)

Connect with friends and the world around you on Facebook.



See photos and updates from friends in News Feed.



Share what's new in your life on your Timeline.



Find more of what you're looking for with Graph Search.

Sign Up

It's free and always will be.

Birthday

Month Day Year

Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

Sign Up

[Create a Page for a celebrity, band or business.](#)

FACEBOOK



Search



David

Home



Create a Page

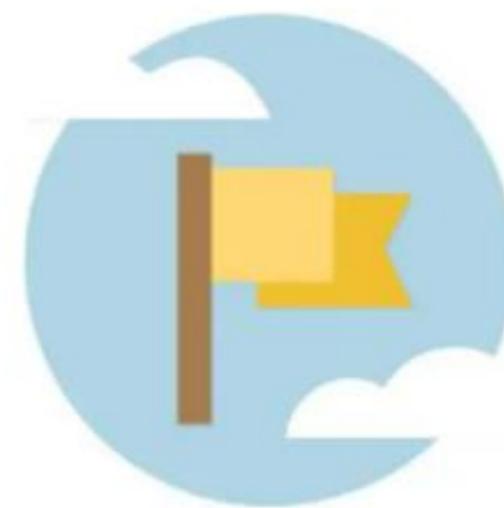
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started



Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Get Started

Chat (Off)





01

发帖技巧 Posting skills

转载图片、视频文章
Reprint pictures and
video articles



02

排程定时发帖，提升粉丝参与度
Schedule regular posts to
increase fan participation



03

发布活动信息
Release event information



04

穿越时空发帖
Post through Time



05

FACEBOOK帖子分享
FACEBOOK Post Sharing



06



转载图片、视频文章

Reprint pictures and video articles

URL填写在发帖状态中，FACEBOOK自动摘录
可以对转载内容更换图片以及翻译成自己的语言

The URL is filled in in the post status and automatically extracted
by FACEBOOK; Can be reproduced to change the picture and
translate into their own language

发布活动信息

Release event information

召集粉丝参加线上或线下活动，提升品牌或内容参与感
Invite fans to participate in online or offline activities to
enhance the sense of brand or content participation

活动图片设计：784*295像素

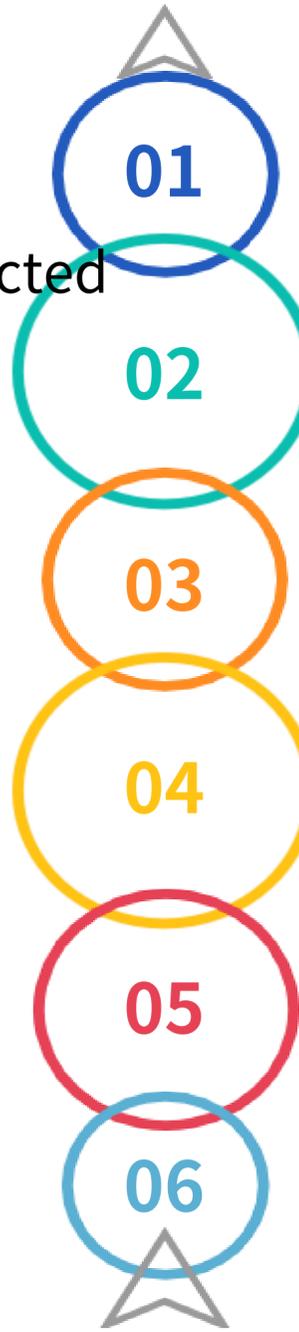
Live image design: 784 x 295 pixels

FACEBOOK帖子分享

FACEBOOK Post Sharing

分享到自己的时间线；分享到朋友的时间线；分享到小组

Share your own timeline, with friends and groups



发帖技巧 Posting skills

排程定时发帖，提升粉丝参与度

Schedule regular posts to
increase fan participation

穿越时空发帖

Post through Time

转载图片、视频文章

Reprint pictures and video articles

发布活动信息

Release event information

FACEBOOK帖子分享

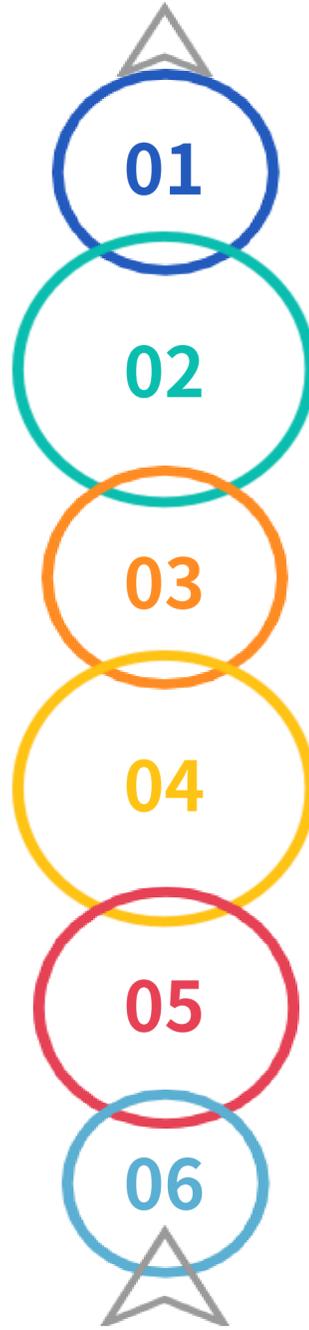
FACEBOOK Post Sharing

穿越时空发帖

Post through Time

根据品牌沉淀时间可以将排程和帖文过去的时间

According to the brand precipitation time can be scheduled and post the past time



发帖技巧 Posting skills

浏览你钟爱的品牌或者竞争对手的的帖文，提升内容营销.Tag标签放在文字内容最后，单独成行

Read posts from your favorite brands or competitors to increase content marketing

The Tag is placed at the end of the text in a separate line

排程定时发帖，提升粉丝参与度

Schedule regular posts to increase fan participation

Facebook按照你的账户时区排程定时发布锁定目标受众群体, 时间转换: timeanddate.com

Facebook posts regularly based on your account's time zone, Target your target audience

Time conversion: timeanddate.com

小组建立-主题讨论点设定 Group building - Topic discussion point setting

对小组讨论主题进行争论性设定
对小组讨论设置主张

Debate the topic of the group discussion
Set an opinion for the group discussion

Group name and icon Settings
Group Privacy Settings
Group Email Address
Group description with labels

Precipitate high-quality users, expel non-high-quality user line



FACEBOOK小组 group

Facebook小组

是一个类似BBS讨论组的社交工具；加强与粉丝的互动交流

A Facebook group is a social tool similar to a BBS discussion group; Strengthen interaction and communication with fans

小组功能Group function

面对新方案以及新产品进行讨论组建立

面对邀请种子用户或公众用户进行小组讨论Establish discussion groups for new solutions and new products

Invite seed users or public users to a group discussion

管理小组The management team

小组名称与图标设定

小组隐私设置

小组邮件地址

小组描述与标签

*沉淀优质用户，驱逐非优质用户线

FACEBOOK

Test Group

Home

Test Group

Secret group

About

Discussion

Members

Events

Manage Group

Search this group

Shortcuts

Write Post

Add Photo/Video

Live Video

More

Write something...

Photo/Video

Feeling/Activity

RECENT ACTIVITY

Seen by everyone

Write a comment...

OLDER

ADD MEMBERS

Enter name or email address...

MEMBERS 3 members

SUGGESTED MEMBERS Hide

Friends

Add Member

Add Member

Add Member

DESCRIPTION Add a description

Tell members what this group is about.

TAGS Add Tags

Add a few descriptive keywords.

LOCATIONS Add locations

Add locations for this group.

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

Suggested Groups See All

YOUR PAGES

GROUP CONVERSATIONS

Turn on chat to see who's available.

FACEBOOK

The image shows a screenshot of a Facebook group page for "Led lights". The page is in Chinese and features a navigation menu on the left, a main content area with a group photo and a post, and a right-hand sidebar with group statistics and options.

Navigation Menu (Left):

- 邓少兵
- 编辑资料
- 常用功能
 - 欢迎来到 Facebook
 - 动态消息
 - 消息
 - 活动
- 小组
 - IJCC Motorcycle ... 1
 - Led lights
 - 新小组
 - 创建小组
- 应用
 - 游戏
 - 那年今天
 - 搜索好友
 - 照片
 - 编辑建议
 - 打招呼
 - 收藏夹
 - Facebook 翻译
- 公共主页
 - 主页动态 20+
 - 赞主页
 - 创建主页
- 活动
 - 创建活动

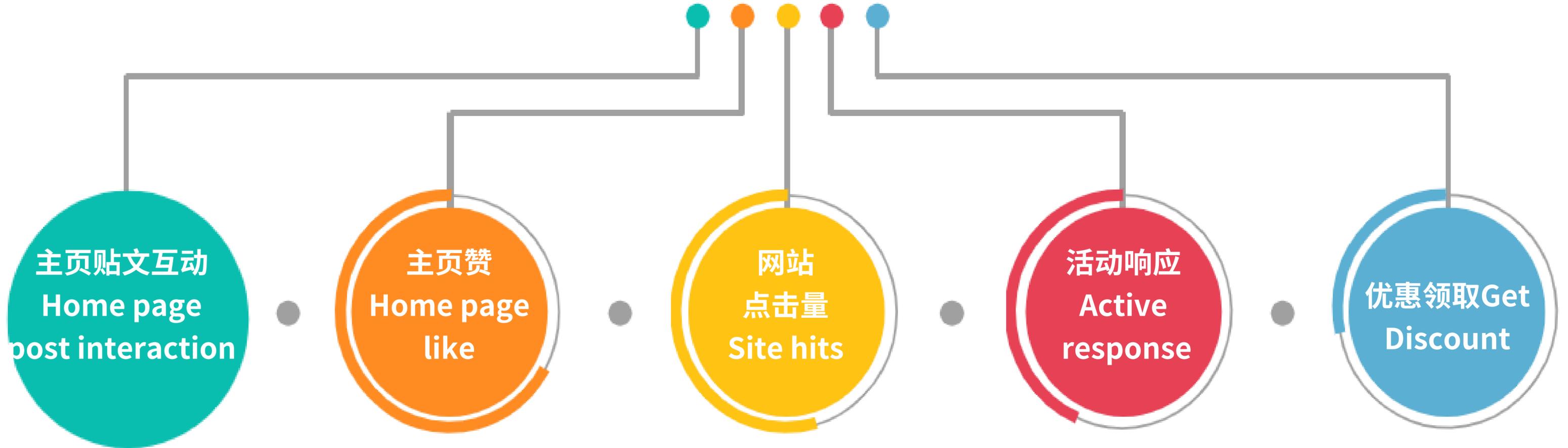
Main Content Area:

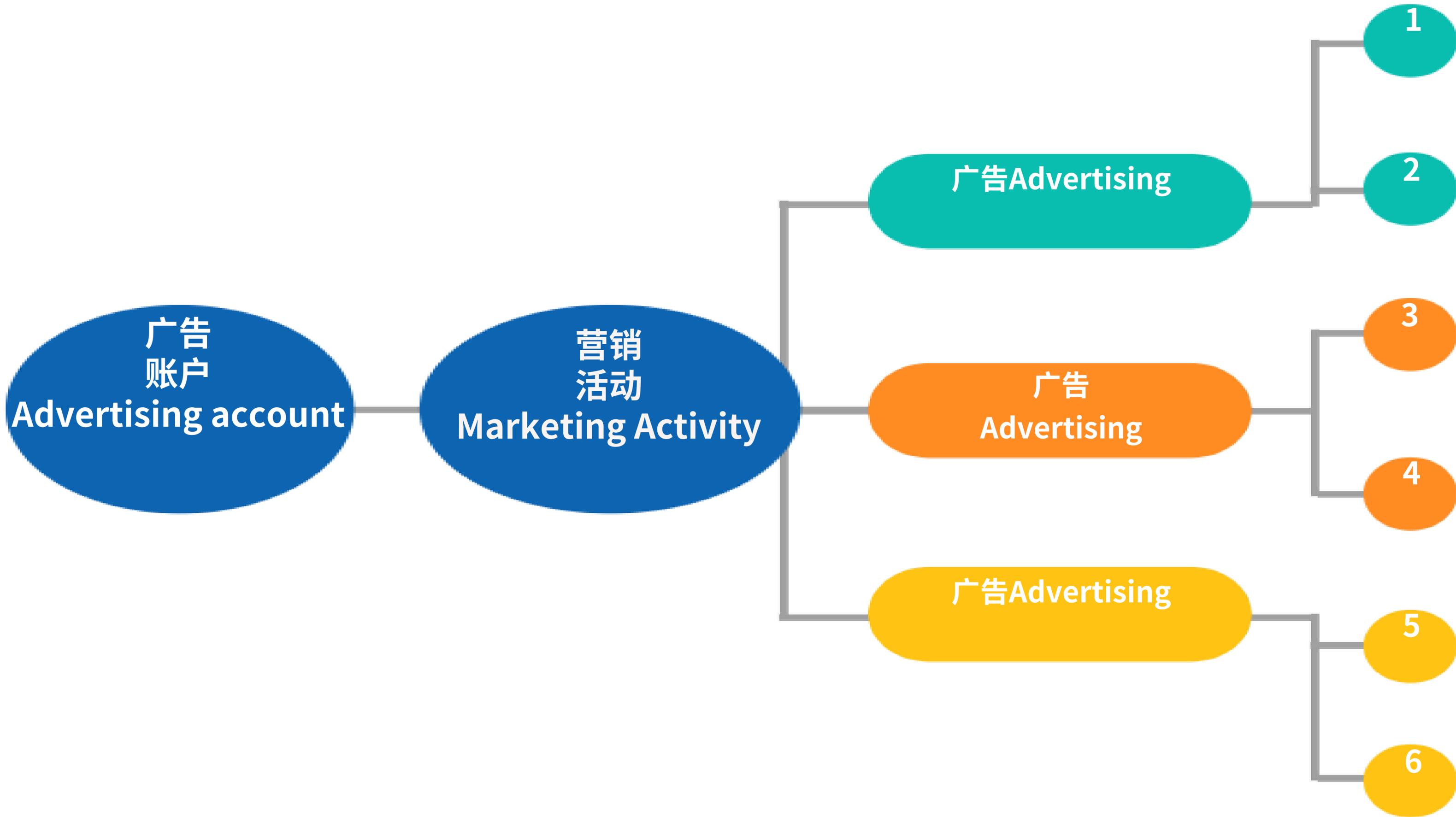
- Search bar: Led lights
- Group photo: A photo of a "SMART HOME" exhibition booth with colorful LED lights. The group name "Led lights" and "公开小组" (Public Group) are overlaid on the photo.
- Actions: 已加入 (Joined), 分享 (Share), 通知 (Notify), ...
- Navigation tabs: 讨论 (Discussion), 成员 (Members), 活动 (Events), 照片 (Photos), 文件 (Files)
- Search in group: 在小组内搜索
- Posting options: 发帖 (Post), 添加照片/视频 (Add photos/video), 提问 (Ask a question), 添加文件 (Add files)
- Text input: 请输入帖子内容 (Enter post content)
- Recent activity: 近期动态
- Post: A post by a user with a profile picture of a lion, dated 2 分钟前 (2 minutes ago). The text reads: "Various vintage LED filament bulbs , contact [redacted]@[redacted].com". Below the text is a photo of a vintage LED filament bulb.

Right Sidebar:

- 成员 (Members): 16,543 名成员 (143 位新人) (16,543 members (143 new members))
- + 添加成员 (+ Add members)
- 邮件邀请 (Email invites)
- 小组说明 (Group description): After we get 5000 members, we shall clo... (展开) (Expand)
- 新建小组 (Create new group): 小组让好友、家人和团队成员间的分享更加轻松。 (Groups make sharing between friends, family and team members easier.) [创建小组] (Create group)
- 近期小组照片 (Recent group photos): 全部 (All)

FACEBOOK ADVERTISING MARKETING METHODS







网站点击量
Site hits
吸引用户访问您的网站
Attract users to your site



网站转化
增加网站转化量
Website conversion
Increase site conversion



主页与
主页帖子参与度
推广帖子
Homepage and homepage post engagement
Promote posts



应用安装与
应用参与度文
提高应用安装与参与
Application Installation
App Engagement text
Improve application installation and participation



领取优惠|活动响应
提高用户参与数
Response to receive preferential | activity increase user participation

广告系列
Advertising Series



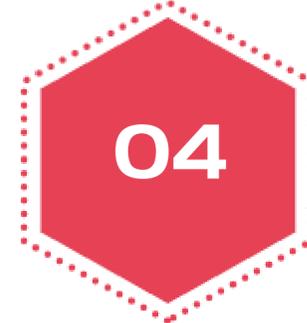
管理广告预算A/B测试
未知领域低额度进入
Manage advertising budget A/B testing
Low entry into unknown territory



管理广告运行时间
无结束时间
设定广告周期
Manage AD run times
No end time
Set advertising cycles



管理广告状态
广告启动/暂停
修改再审核
Managing advertising status
AD start/pause
Revision review



类似广告创建
Like AD creation



广告洞察报告分析洞察报告
自定义洞察报告
保存/订阅/导出洞察报告
Advertising insight Report
Analysis insight report
Custom insight reports
Save/subscribe/export the insight report

展示Demonstration

展示次数-广告浏览量
社交展示次数
Number of views - AD views
Number of social presentations

点击Click

点击量-广告总点击数
社交点击
点击率= 点击次数/展示次数
Clicks - The total number of clicks on an AD
Social click
Click through rate = clicks/displays

成本花费Cost

CPC-单次点击成本
CPM-千次点击成本
花费-广告创建总花费成本
CPC- Cost per click
CPM- Cost per thousand clicks
Cost - Total cost of AD creation

覆盖/频率

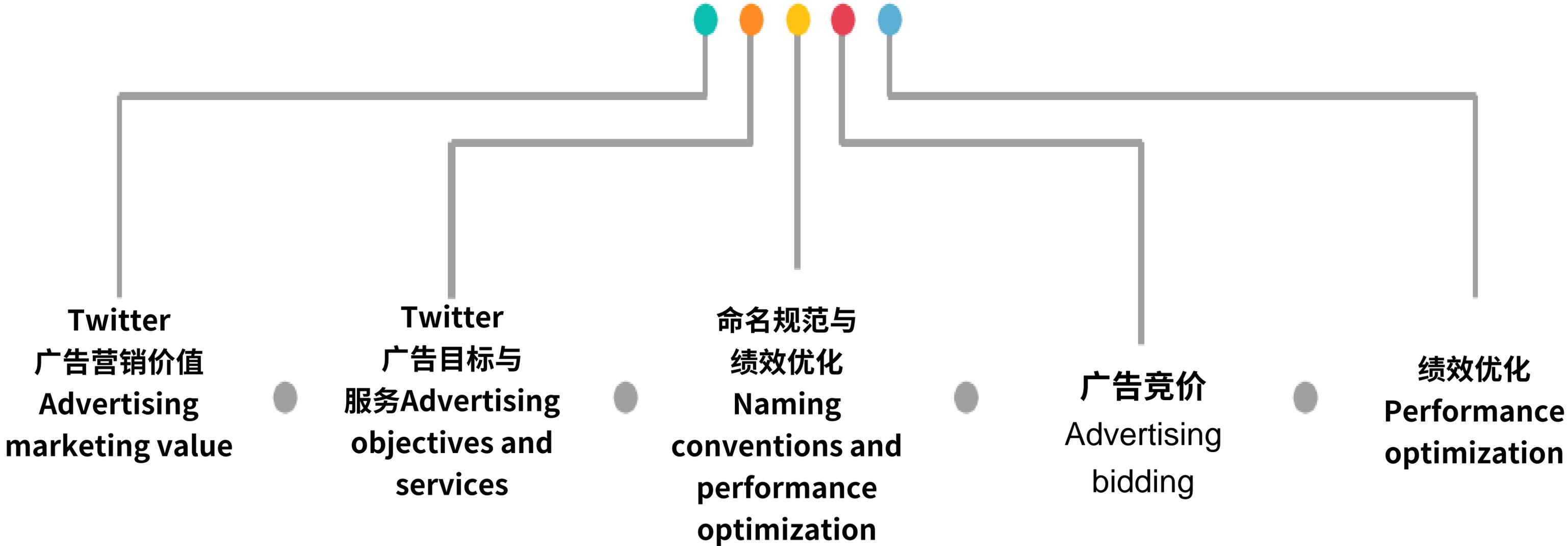
Coverage/frequency

每名用户查看广告的次数
The number of times an AD is viewed per user

操作Operations

转化，赞，安装等执行动作
Perform actions such as convert, like, install, etc

TWITTER





SNS社群营销

SNS Community Operation

社群用户痛点追踪
Community user
pain point tracking

社群互动活动策划
Community
interactive activity
planning

用户社群归属感强化
Users'
sense of community has
been strengthened

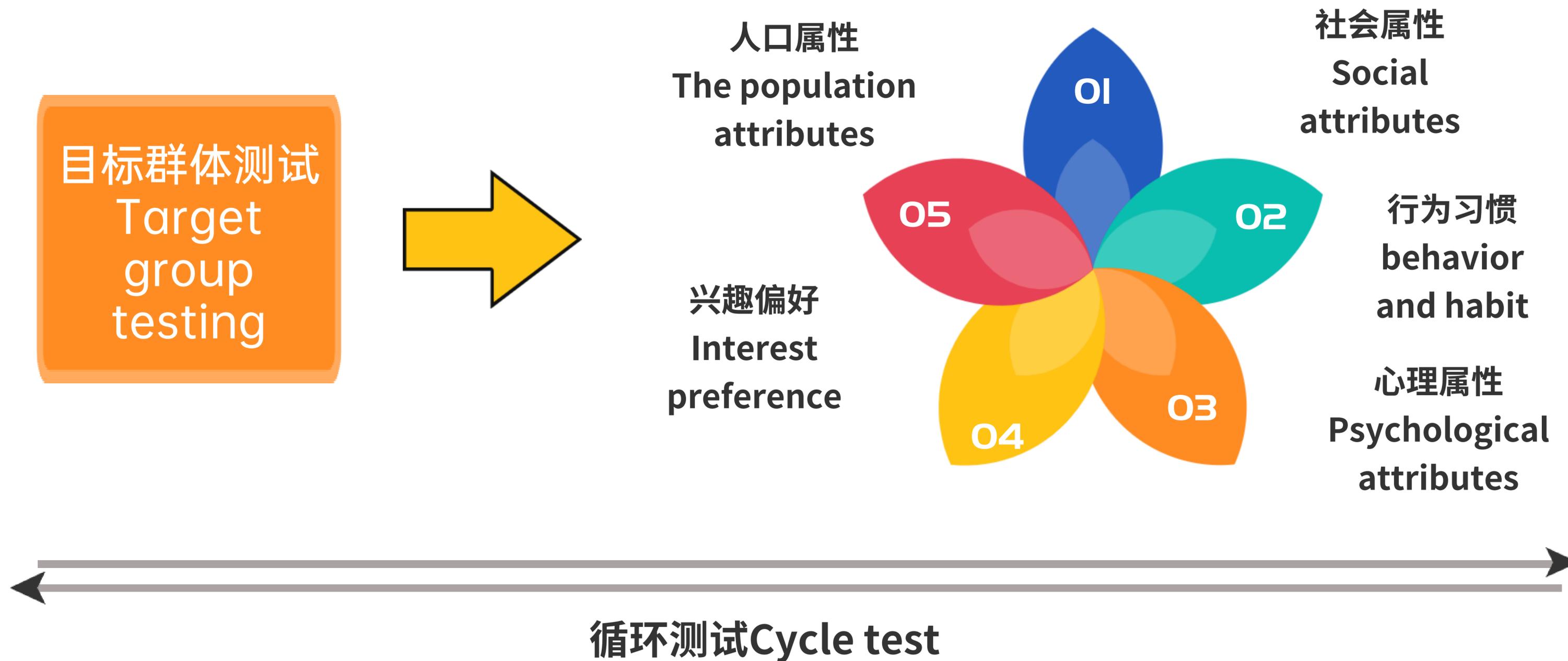


潜在用户画像打造
Potential users to
create portraits

优质种子用户培养
Quality seed user
cultivation

持续精准内容创造
Continuous precision
content creation

社群用户画像打造 Community user portrait creation



社群用户画像打造 Community user portrait creation

社会属性 Social attributes

社会职务，行业，婚姻状况，住房车辆，
社交关系 Social position, occupation,
marital status, housing, vehicle,
social relationship

行为习惯 behavior and habit

运动，休闲旅游，酒店住宿，饮食起居等
Sports, leisure travel, hotel
accommodation, diet and living, etc

心理属性 Psychological attributes

生活方式，个性，需求动机，价值观，人生态度等
Lifestyle, personality, needs, motivation, values,
attitude to life

人口属性

The population attributes

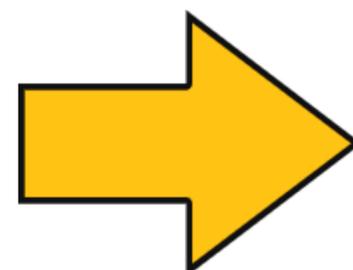
年龄，性别，身高，地域，学历，收入
和教育 age, gender, height, region,
education, income and education

兴趣偏好

Interest preference

购物，游戏，体育，文化等
Shopping, games, sports,
culture, etc

目标群体测试
Target group testing



循环测试



种子用户培养 Seed user cultivation



已有资源获取种子用户 Existing resources to acquire seed users

广告或名人效应 Advertising or celebrity Effect

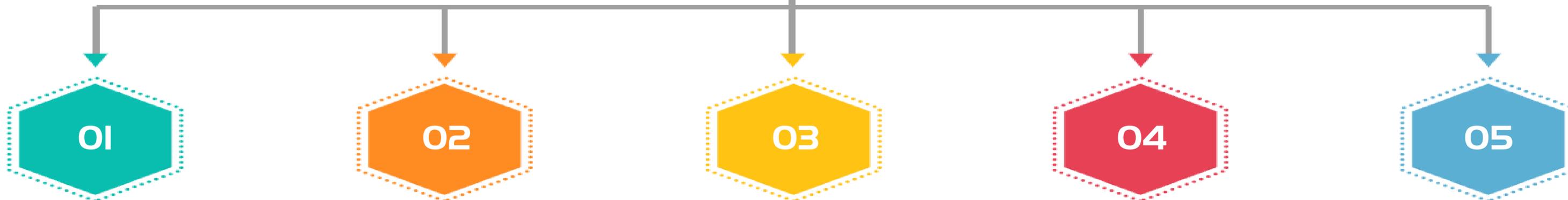
内容创造，社群口碑 Content creation, community praise

马甲运营 Vest Operation

种子用户培养 Seed user cultivation



种子用户培养 Seed user cultivation



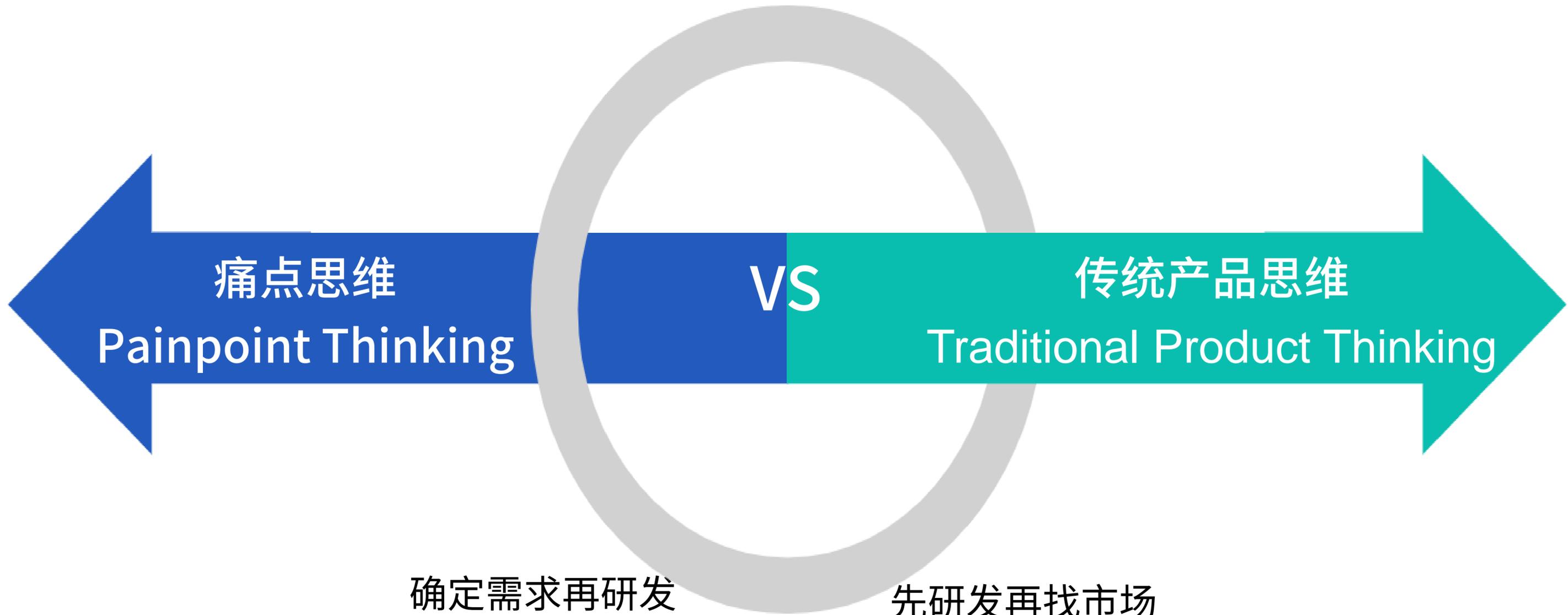
市场热点
Market hot spots
热点再创作
Hot reinvention
顺势营销
Chances
marketing

正视用户观点
Take users'
views seriously

用户需求内容
提供
Provide user
demand
content

故事性内容创造
Narrative
content
creation

活动设计传播
Activity Design
communication



确定需求再研发

Identify requirements and produce

以满足消费者需求为主导

To meet consumer demand as the leading

先研发再找市场

Research first, then market

强推产品给客户

Push products to customers

社群用户
痛点追踪
The user
community
Pain points
tracking

1 抓住痛点
Seize the
pain points

用户需求是否得到满足
Whether user requirements are met

性价比是否高
Whether the cost performance is high

速度是否够快
Is it fast enough

2 解决痛点
To solve the
pain points

用户是否止痛
Does the user relieve pain?

痛点解决是否准确
Whether the pain point is solved accurately

用户是否喜欢
Do users like it?

线上线下融合的社群活动
Online and offline
integration of
community activities

活动营销信息植入策略
Campaign marketing
information
placement strategy

社群活动植入参与感
Community
activities embed a
sense of
participation



社群活动策划
Community
Event
Planning

社群产品设计或营销用户参与感塑造
Community product design or
marketing user engagement shaping

社群产品口碑塑造
Community
product reputation shaping

社群运营与管理的参与感植入
Implantation of sense of
participation in community
operation and management

线上线下融合的社群活动Online and offline integration of community activities

精准用户targeted user
确定活动主题Decide on a theme

活动营销信息植入策略Campaign marketing information placement strategy

营销植入社群活动
Marketing into community activities
营销成为社群粉丝活动
Marketing becomes a community fan activity

社群活动植入参与感Community activities embed a sense of participation

用户策划活动User planned activities
用户策划细节User planning details



社群产品设计或营销用户参与感塑造
Community product design or marketing user engagement shaping
用户设计产品User design product
用户设计价格User design price

社群产品口碑塑造Community product reputation shaping

用户使用体验口碑传播与引导
User experience word-of-mouth communication and guidance
用户测评User test
产品设计参与Participate in product design;
改进意见征集Call for improvement suggestions

社群运营与管理的参与感植入Implantation of sense of participation in community operation and management

用户参与社群运营
Users participate in community operation
用户参与社群管理
User participation in community management

用户归属感强化 User belonging enhancement

用户高度参与提升社群荣誉感

High user participation
enhances

the sense of community honor



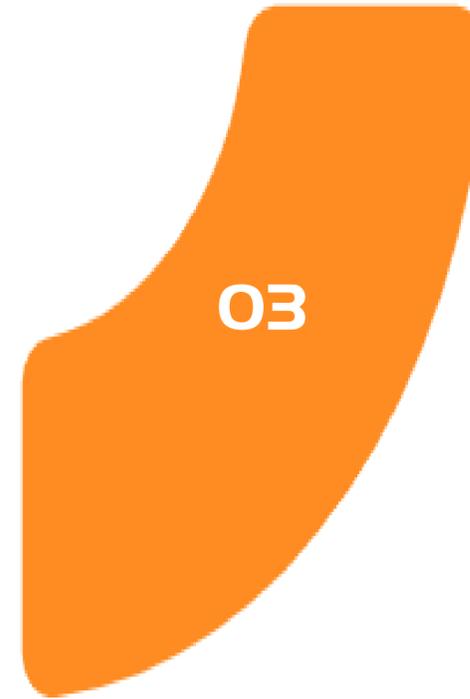
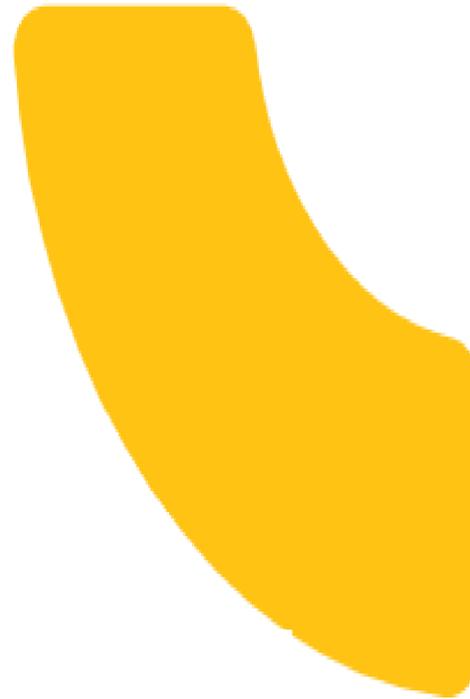
社群互助

Community
support

优质活动提升社群荣誉感

Quality activities enhance
the sense of community

honor



明星化用户培植

Star user
cultivation

用户归属感强化 User belonging enhancement

用户高度参与提升社群荣誉感
High user participation enhances
the sense of community honor

用户参与提供创意
User participation provides ideas

用户参与设计
User participation in design

产品或创意问题发掘
Explore product or creative issues

优质活动提升社群荣誉感
Quality activities enhance
the sense of community honor

定期组织暖场活动
Organize regular warm-up events

举办大型活动
Organize large-scale events



社群互助
Community support

明星化用户培植
Star user cultivation

培植意见领袖
Cultivate opinion leaders

轮值社群群主
Rotating community group
leader

FINANCIAL
BUSINESS

谢谢观看

Thanks for watching