



跨境电商全网营销品牌之路



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中国制造



中国创造

代加工厂

自主品牌

拥有品牌 就拥有定价权

借助网络打造品牌的优势

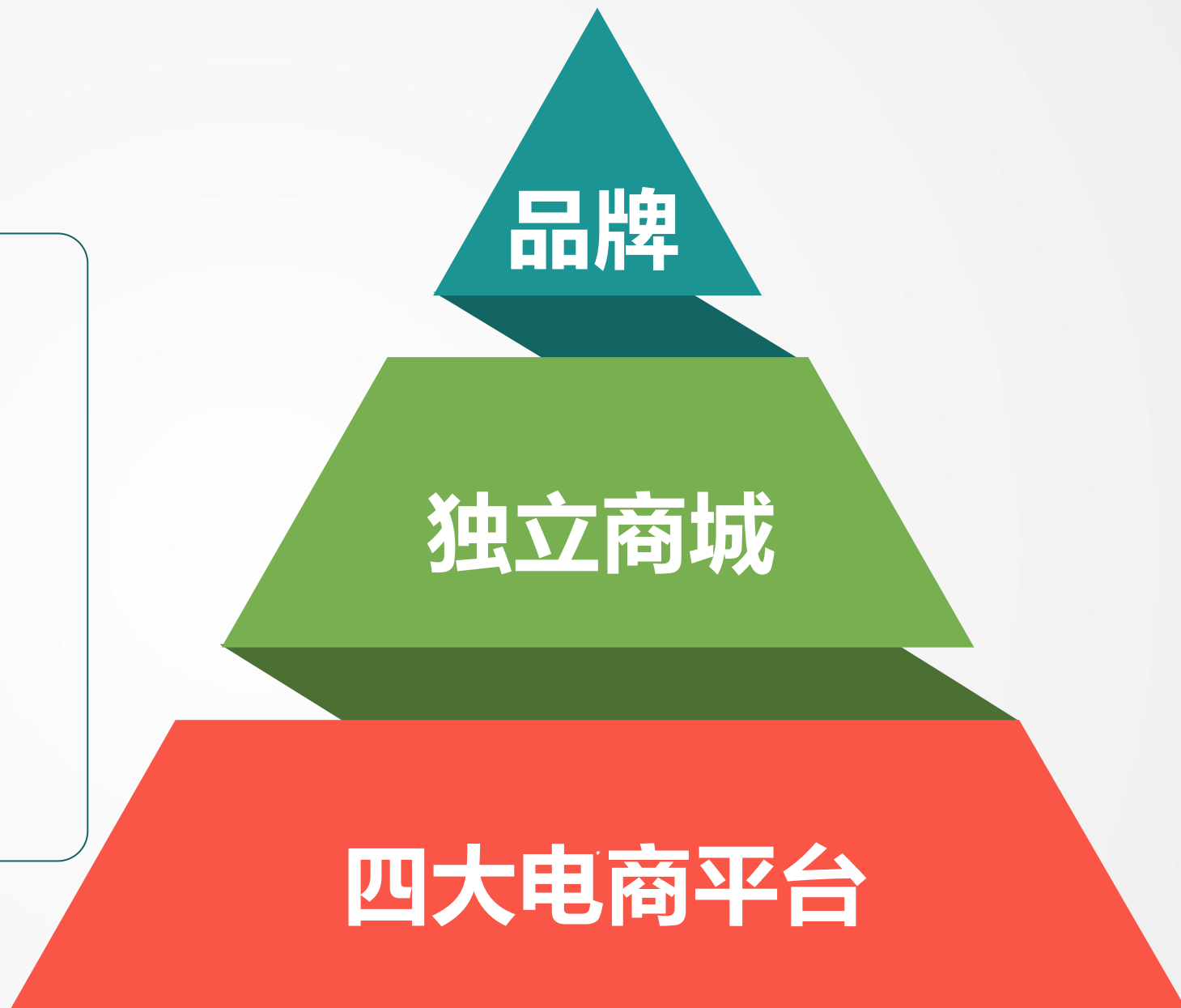
网络渠道
传播速度快



品牌传播

全网营销成本
和效果可控

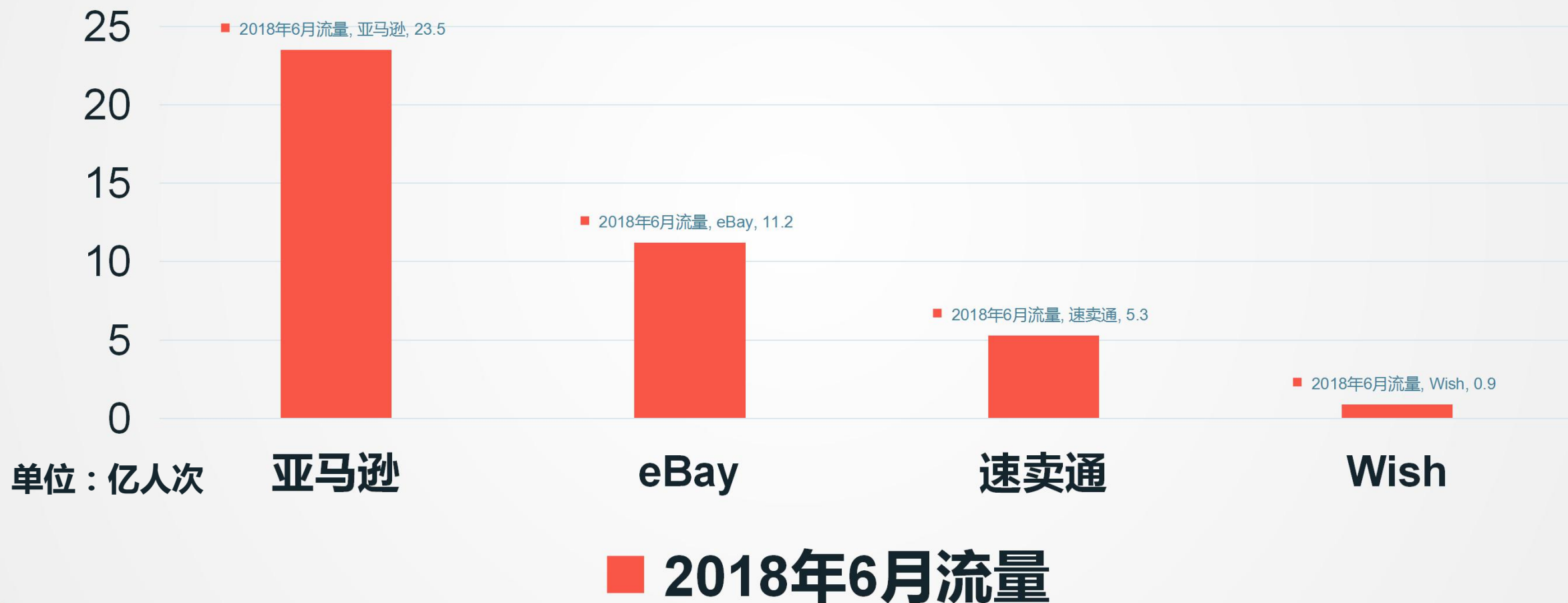
如何打造 跨境电商 品牌？



跨境电商四大平台

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n'.The AliExpress logo, featuring the word "AliExpress" in a bold, sans-serif font. The "Ali" is orange and the "Express" is red. Below the text is the tagline "Smarter Shopping, Better Living!" in a smaller, black, sans-serif font.The eBay logo, featuring the word "ebay" in a bold, sans-serif font. The letters are colored: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.The Wish logo, featuring the word "wish" in a bold, blue, sans-serif font.

四大平台消费者流量数据对比



四大平台特点



amazon



新手出单快
产品利润高
好产品出单稳定



ebay



开店门槛低
无压货风险
侧重美国和欧洲市场



AliExpress™
Smarter Shopping, Better Living!



货源供应链优势
一件代发独立站
俄罗斯市场优势明显



wish



低价铺货营销
侧重移动端流量



亚马逊单品
日均出货量
可超**3000**单



速卖通

一件代发供应链服务

品牌独立站供应链最佳选择

如何做独立商城品牌全网营销？

01



搜索引擎精准营销

02



社媒口碑营销

03



网络红人营销



来源/媒介	会话 ▾ ↓	会话
	12,192,917 占总数的百分比: 100.00% (12,192,917)	12,192,917 占总数的百分比: 100.00% (12,192,917)
1.  google / organic	8,884,088	72.86%
2.  (direct) / (none)	2,161,160	17.72%
3.  yahoo / organic	204,642	1.68%
4.  bing / organic	203,650	1.67%
5.   .com / referral	145,021	1.19%
6.  disqus.com / referral	59,577	0.49%

Facebook / Youtube

社媒口碑营销



网络红人营销



**自带粉丝流量
客户群**



快速塑造品牌价值



借力网络红人平台



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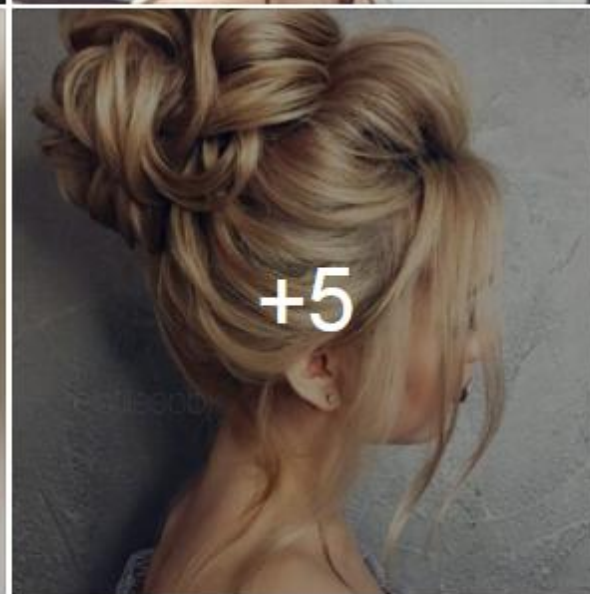
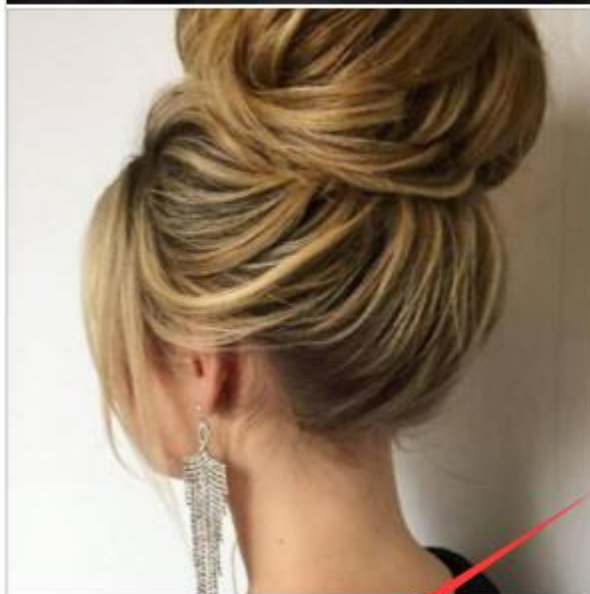
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Chat (33)

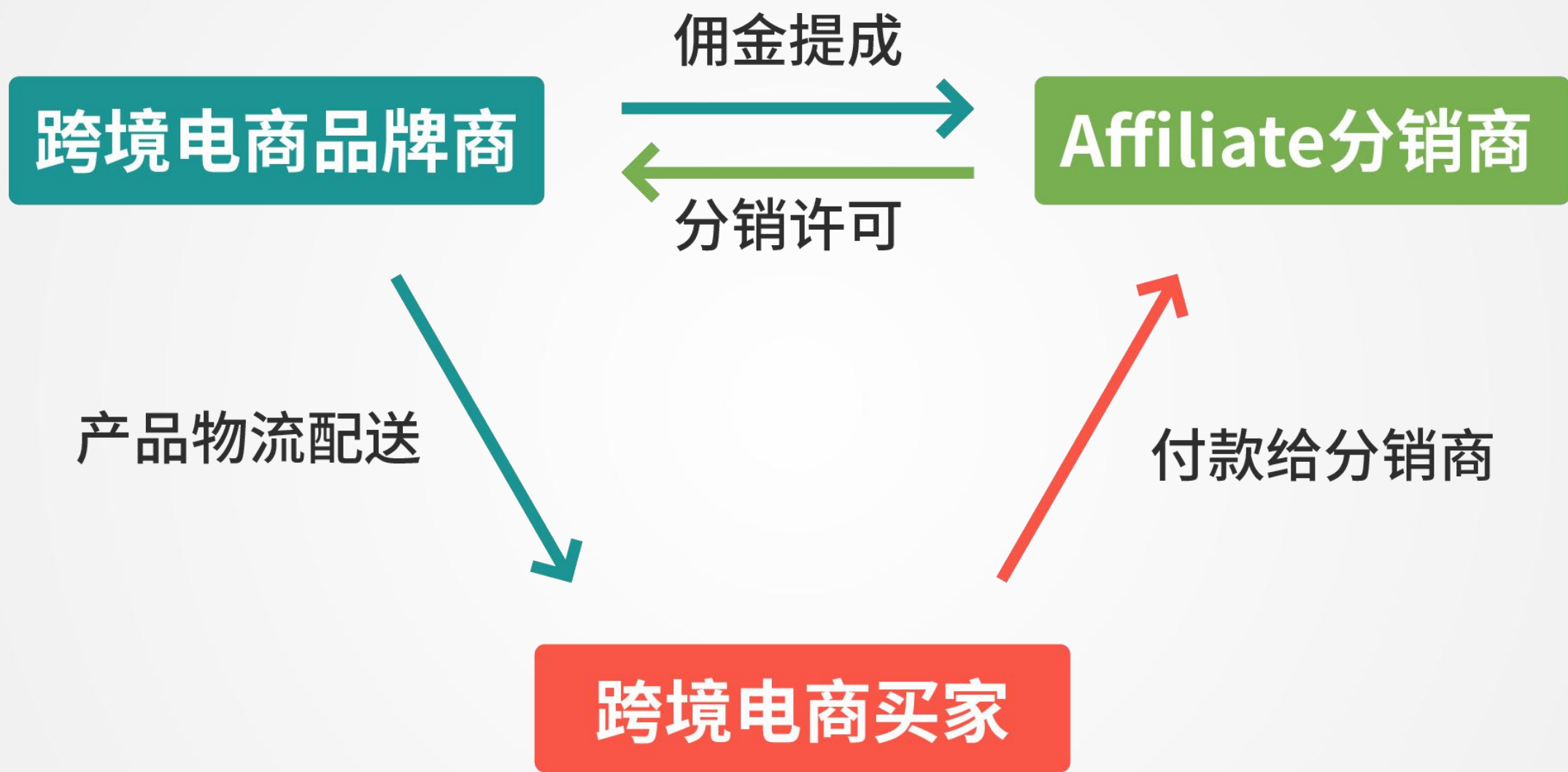
Affiliate裂变分销军团



按照效果结算佣金提成



为跨境电商品牌扩张加速



📅 **Date Range:**

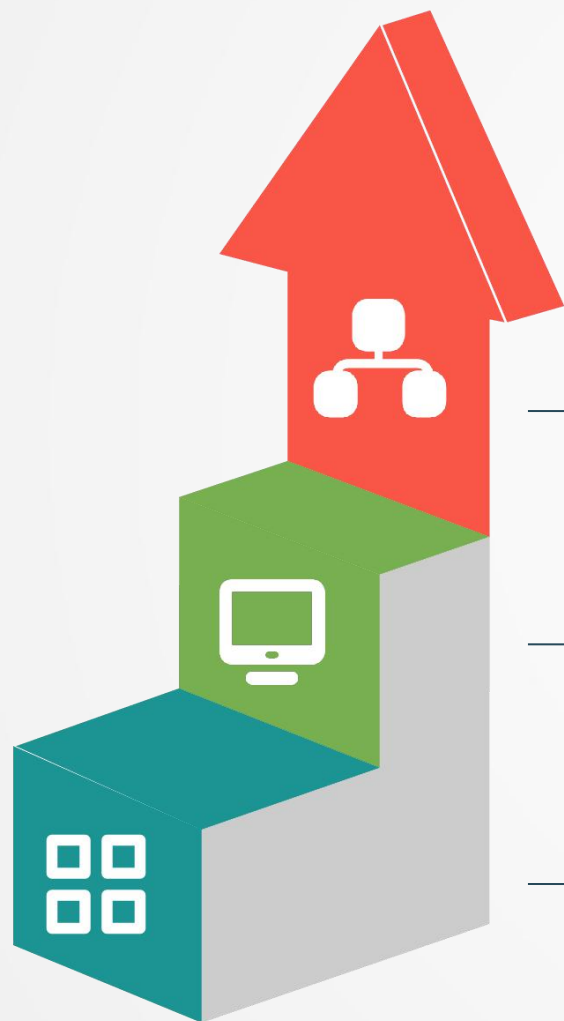
Affiliate ID	Affiliate Name	Net Revenue				Affiliate Share	Gross Sales	Gross Order	AOV
A		\$22,186.85				\$93,622.51	\$128,554.68	2,220	\$57.91
		\$21,031.13				\$86,942.07	\$121,192.69	1,831	\$66.19
		\$10,686.58				\$45,927.74	\$62,552.15	1,408	\$44.43
		\$41.34				\$165.47	\$220.63	3	\$73.54
		\$12.38				\$52.50	\$70.00	1	\$70.00
Total		\$53,958.28				\$226,710.29	\$312,590.15	5,463	\$57.22

 **Export Report**

Affiliate完成 31万美金销售额



全网营销品牌塑造



裂变分销模式

全网营销的独立商城

四大跨境电商平台

演示结束 感谢聆听



广东百聚汇企业管理咨询有限公司

