

头部商家运营交流会

小组一

2022/05/27



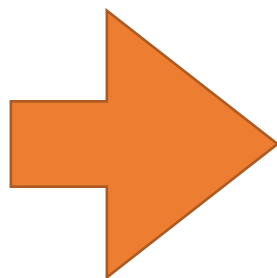
阿里巴巴宏观运作思路

1.选品-上品

2.运营-获客

3.转化

4.复购



1.点击率

2.商机转化率

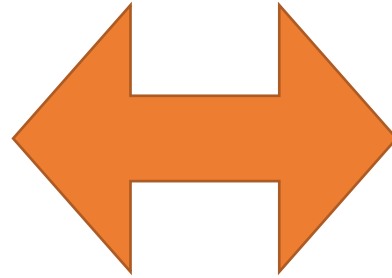
3.订单转化率

4.复购率

如何做好数据？

- 1.关注客户喜好度-客户需求至上
- 2.店铺星等级（阿里流量倾斜给数据好的店铺）
- 3.单款产品喜好度（爆品/实力优品）：成交笔数，询盘数，成交金额等
- 4.关注自然流量资源（下页）

自然流量



店铺数据

- 1.自然排名（自然排名优化）
- 2.定向征品
- 3.场景流量（top ranking-most popular/new arrival等）
- 4.RFQ（服务分质）
- 5.粉丝通：直播

为什么要关注店铺数据和自然流量？

1. P4P只能带来曝光，有没有点击和词品匹配/价格等相关
2. 只有自然流量才是长久的
3. 自然流量才是最精准的流量

精细化运营

1. 优化细节（标题，关键词等）
2. 抓取到任何可以抓取的牛了流量（折扣/EDM/视频营销）
3. 合理运用每一笔成交的订单
4. 了解客户画像（人群/时间/地域-流量分区）
5. 从长尾词和蓝海品着手，累计数据



四、(问1) 自然排名:

- 1、曝光：通过付费流量来撬动免费流量的曝光
- 2、点击：提高点击率（主图、MOQ、价格、停留时长）
- 3、反馈：询盘、TM咨询
- 4、关键词潜入放进详情页文本中
- 5、优惠券、折扣营销
- 6、场景流量，报名活动大促
- 7、详情页产品关联
- 8、评论、销量、橱窗
- 9、提升店铺权重、产品权重：绑定证书、关联贸易数据、产品视频、TRUE VIEW视频、金品标识、店铺主营产品，减少店铺负面评论



目录

一、蓝海选品-了解客户需求



一、（问2）蓝海选品：

- 1、产品参谋、行业征品
- 2、参考同行热卖
- 3、RFQ：搜索关键词，看RFQ数量
- 4、关键词指数，前三主搜国家
- 5、看询盘客户浏览产品
- 6、Weekly Deals-销量排名
- 7、软件：外贸Go、AICOME
- 8、Google、B2C、SNS热品
- 9、竞争关系-避开红海



一、(问2) 蓝海选品之行业征品

产品管理

- 发布产品
- 管理产品
- 产品运营
- 产品运营工作台
- 行业定向征品
- 产品定制中心
- 产品目录
- 产品分组与排序
- 管理平台新品
- 管理认证产品
- 回收站
- 学习中心
- 工具中心
- 管理图片银行
- 管理视频银行
- 编辑导航模版
- 批量投放管理
- 批量上传
- 全文搜索工具
- 产品提效工具
- 3D家居场景购
- VR实景展厅
- 搜索诊断
- 搜索诊断首页

全部征品主题
征品成功产品列表

范围选择 与我相关推荐 类目筛选 家居园艺 行业急招

选择国家/地区

排序方式 [按品均买家数排序](#) | [按转化效果排序](#) | [按交易效果排序](#)

蓝海主题征品 服务力主题征品

筛选 新品主题 共69个结果

1

马克杯-Type:Beer Mugs 系统推荐

该品类在海外市场热销, 买家需求旺盛, 商机效果好

<p>主图示意 ?</p>	<p>目标国家/地区偏好</p> <p>无国家偏好</p>	<p>基础要求</p> <p>类目 家居园艺>>餐厨用品>>饮具>>马克杯</p>	<p>属性要求</p> <p>属性 Beer Mugs</p> <p>材质 Glass</p>	<p>产品能力</p> <p>无要求</p>
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数据对比大盘: 品均买家数 +13% 交易 +281%

征品成功产品(0)
发布新品
发布类似品

2

大容量户外水瓶 系统推荐

32oz, 适合露营的水瓶, 在网站流量转化水平较好。

<p>主图示意 ?</p>	<p>目标国家/地区偏好</p> <p>无国家偏好</p>	<p>基础要求</p> <p>类目 家居园艺>>餐厨用品>>饮具>>水瓶</p>	<p>属性要求</p> <p>户外项目 Camp</p> <p>容量 32oz</p>	<p>产品能力</p> <p>无要求</p>
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数据对比大盘: 交易 +172%

征品成功产品(0)
发布新品
发布类似品

常见问题



一、(问2) 蓝海选品之产品参谋-产品发现

data.alibaba.com/adviser/product?spm=a2747.collect-product.0.0.a0e571d28r5ckx

数据参谋

- 店铺
- 数据概览
- 产品分析 HOT
- 零效果产品
- 视频分析
- 店铺分析
- 交易分析
- 履约分析
- 员工分析
- 买家
- 流量来源
- 引流关键词
- 访客画像
- 访客详情
- 参谋
- 市场参谋 NEW
- 产品参谋 NEW
- 选词参谋
- 流量参谋 NEW
- 营销
- 直通车效果
- 橱窗效果
- True View视频
- 学堂
- 数据学堂

产品分析

追踪本店产品效果

产品发现

发现行业品类机会

款式分析

数据验证行业品类机会

① 产品分析&零效果产品已融合至产品参谋, 本店产品、行业机会品一站搞定 [查看详情](#)

站内
家居园艺 / 餐厨用品
全部
最近90天
全部

输入关键词匹配机会类

搜索
清空搜索框

我的关注
热门品类
高增长品类
蓝海品类
高转化品类

自定义产品
原商品洞察

机会品类及热门关键词	叶子类目	需求指数 ② ↓↑	供给指数 ③ ↓↑	供需比 ④ ↓↑	商机品占比 ⑤ ↓↑	
Air Pressure Airpot 空气压力Airpot airpots,thermos,termos	保温瓶和热水瓶	7.33 ▲ 10383.72%	9.30 ▲ 8138.28%	0.70 ▲ 10086.91%	0.36% ▼ 0%	☆ 加关注 款式开发
Bottle Flask 瓶子烧瓶 water bottle,flask,hydro flask	保温瓶和热水瓶	26.41 ▲ 9750.99%	50.98 ▲ 10342.84%	0.52 ▲ 8388.75%	0.55% ▼ 0%	☆ 加关注 款式开发
Air Pressure Thermos 气压热水瓶 thermos,stainless steel vacuum flask,vacuum flask thermo	保温瓶和热水瓶	15.53 ▲ 9744.45%	18.87 ▲ 9974.63%	0.82 ▲ 8710.55%	0.56% ▼ 0%	☆ 加关注 款式开发
Plastic Oil Bottle 塑料油瓶 seasoning bottles,kitchen oil	香草及香料工具	2.92 ▲ 5432.45%	11.64 ▲ 11599.04%	0.26 ▲ 4226.93%	0.14% ▼ 0%	☆ 加关注 款式开发

常见问题



一、(问2) 蓝海选品之产品参谋-询盘榜单

数据参谋

- 店铺
- 数据概览
- 产品分析 HOT
- 零效果产品
- 视频分析
- 店铺分析
- 交易分析
- 履约分析
- 员工分析
- 买家
- 流量来源
- 引流关键词
- 访客画像
- 访客详情
- 参谋
- 市场参谋 NEW
- 产品参谋 NEW
- 选词参谋
- 流量参谋 NEW
- 营销
- 直通车效果
- 橱窗效果
- True View视频
- 学堂
- 数据学堂

TOP50排行榜
我的上榜
我的潜力品

家居园艺 / 餐厨用品 / 饮具
近30天
对比

访客榜

- 1

Hot sales 16oz 24oz Diy Cold Cup Double wall Clear Insulated Plastic Snow Globe

\$0.99~2.99/Piece

50 Pieces
- 2

2022 Hot Custom DIY Double Wall Plastic Acrylic Clear Cup Dupes Snow Globe

\$1.63~2.01/Piece

24 Pieces
- 3

Hot Selling 24oz 16oz Pink Studded Custom LOGO Plastic Tumbler Cold Coffee

\$3.17~3.72/Piece

20 Pieces
- 4

64oz / 2L half gallon water bottle with storage sleeve camo insulated with carry

\$3.8~6.0/Piece

20 Pieces
- 5

Christmas business custom luxury tea mug fathers day box gift set vacuum flask set

\$3.29~4.59/Piece

1 Pieces
- 6

Fitness tritan sk bpa free plastic protein custom logo motivational water bottle for

\$0.2~0.5/Piece

1 Pieces

商机榜

- 1

Fitness tritan sk bpa free plastic protein custom logo motivational water bottle for

\$0.2~0.5/Piece

1 Pieces
- 2

64oz / 2L half gallon water bottle with storage sleeve camo insulated with carry

\$3.8~6.0/Piece

20 Pieces
- 3

Popular Top Grade Ceramics White Blank Mug For Sublimation

\$0.32~0.36/Piece

36 Pieces
- 4

USA warehouse in stock 20oz stainless steel double walled insulated coffee mug

\$1.93~2.25/Piece

1 Pieces
- 5

Wholesale Design Wide Mouth Drinking Borosilicate Custom Glass Water Bottle

\$0.22~0.5/Piece

2 Pieces
- 6

1L 32 ozCustom Plastic Straw Strainer Filter Gym Sports BPA Free Tritan

\$0.4~4.9/Piece

1 Pieces

蓝海榜

- 1

Customized Logo Thermo Outdoor Sport Drink Reusable Stainless Steel Water Bottle

\$0.99~5.8/Piece

1 Pieces
- 2

Kids Sports Water Bottle Collapsible Non-Toxic Cup Shockproof Compact Travel Jug

\$2.99~3.39/Piece

100 Pieces
- 3

Silicone Folding Camping Cup with Lid and Handle Portable Silicone Collapsible Travel

\$1.12~1.5/Piece

1 Pieces
- 4

Eco friendly bpa free leak proof double wall stainless steel metal wide mouth gym

\$5.28~12.8/Piece

2 Pieces
- 5

Customized Vaccum Insulated Thermo Wide Mouth Sports Water Bottle Flask

\$1.98~2.22/Piece

2 Pieces
- 6

Plastic TUMBLERS Matte Pastel with Lids 16oz Double Wall Tumblers Colored Acrylic

\$2.39~2.52/Piece

48 Pieces

常见问题



一、(问2) 蓝海选品之Top ranking supplier

The screenshot shows the Alibaba.com homepage with the following elements:

- Navigation:** "New arrivals" and "Alibaba.com: Manufacturers, S" tabs. The URL is `alibaba.com/?spm=a2793.24162271.0.0.42843e5fRaEvR7&tracelog=ma_top_alibaba`.
- Search Bar:** "What are you looking for..." with a "Search" button.
- Product Grid:** A row of product cards with prices and quantities:
 - Mannequins: \$38.00, 1 Piece
 - Blue sneakers: \$10.80, 1 Pair
 - Purple leggings: \$9.20, 1 Bag
 - Yellow tool: \$1.20, 1 Piece
 - Blue roller skates: \$19.90, 20 Pairs
 - Women's clothing: \$7.15, 100 Pieces
 - Stroller: \$24.60
 - White device: \$5.09
 - Colorful shorts: \$2.80
- Customized products:** A section titled "Customized products" with the text "Partner with one of 60,000 experienced manufacturers with design & production capabilities and on-time delivery." It includes a sub-section "Source from Factories" and a sub-section "Top-ranking suppliers" which is highlighted with a red box and a red arrow pointing from the blue sneakers in the product grid above.
- Ready-to-ship products:** A section titled "Ready-to-ship products" with the text "Source from 15 million products that are ready to ship, and leave the facility within 15 days." It includes sub-sections "Fast Dispatch" and "Weekly Deals".
- Footer:** A blue circular logo with the text "外贸GO" (Foreign Trade GO).



一、(问2) 蓝海选品之Top ranking supplier

Top-ranking suppliers
Find the suppliers based on what matters most to you

Pet Products

Top for repeat buyers | Top for on-time shipping | **Top sales** | Top suppliers with certifications | Top for design services | Top exporters to the US

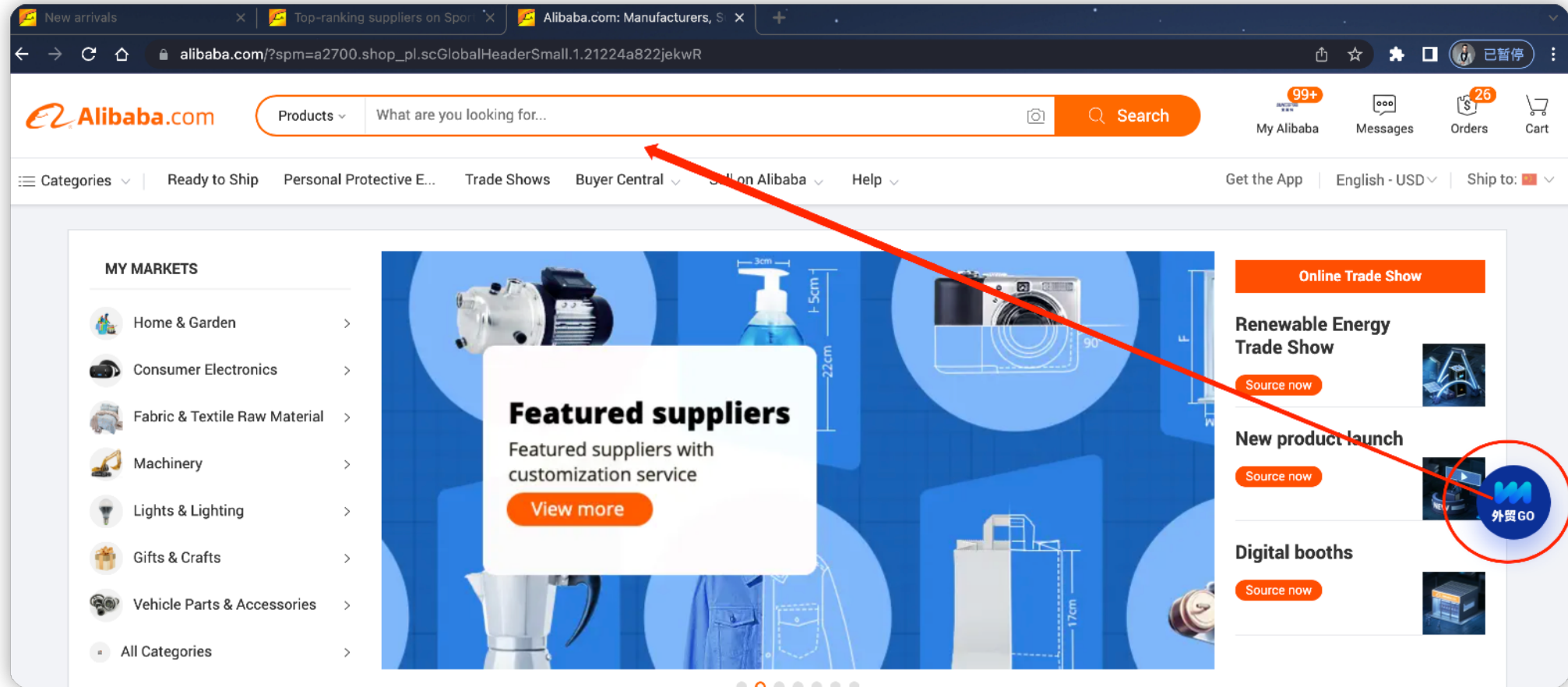
Suppliers with the most transactions & transaction amount per order

Rank	Supplier Name	Total volume (past 90 days)	Total transactions (past 90 days)
1	Sichuan Locusts Network Technology Co., Ltd.	\$1,000,000+	600+
2	Yongkang Dashuya Daily-Use Commodity Co., ...	\$820,000+	1,000+
3	Hangzhou Yipai Import And Export Trade Co., ...	\$700,000+	800+
4	Sichuan Locust Network Technology Co., Ltd.	\$650,000+	600+

alibaba.com/toprankedsellers/index.html?spm=a2700.8293689.customization.dtopsellers.20a167afVfi2h7&cardId=1500000071100006664&categoryIds=18&tracelog=20190903_ICBU_PC_BELT&level2CategoryIds=100006664#



一、 (问2) 蓝海选品之单品的反馈流量数据 外贸go、AICOME





一、(问2) 蓝海选品之单品的反馈流量数据 外贸go、AICOME

alibaba.com/trade/search?fsb=y&IndexArea=product_en&CatId=&SearchText=tumblers

tumblers

25 Pieces (MOQ)

2 yrs CN Supplier

★ 4.4 (7)

Contact Supplier Chat Now! compare

Acrylic Tumblers Double Wall Acrylic Tumbler Matte Acrylic Tumbler

ACRYLIC TUMBLER 16oz double wall acrylic skinny bottle with straw clear plastic drinking cup

Ready to Ship Custom Logo Travel Mug Plastic CE

\$0.88

13355981168 外贸GO 版本 1.1.4 批量查排名 商品搜索页 供应商搜索页 商品详情页 供应商详情页 访客详情分析 RFQ抢报助手 免费领会员 导出数据

一键分析 正在数据采集...

序号	操作	商品	排名	关键词	商品类型	类目	商品交易笔数	交易量	总买家数
1	+	Tumbler Stainless Travel ... ID: 1600087587922	第1页 第1位	Double Wall ... Insulated Tu...	RTS	Mugs	19	8953	12
2	+	Tumbler SENHUA Amazo... ID: 1600508036433	第1页 第2位		-		-	-	-
3	+	HOT Flask Bottle cotton r... ID: 1600502525065	第1页 第3位		-		-	-	-
4	+	High quality glass cup tu... ID: 1600511413698	第1页 第4位		-		-	-	-
5	+	Funny Gift 20 oz Stainles... ID: 62586494562	第1页 第5位		-		-	-	-
6	+	Tumbler 2022 Fashion Tr... ID: 1600510171014	第1页 第6位		-		-	-	-

商品总买家数

全选 已选 0 收藏商品 收藏关键词 查看收藏 展示结果: 45条 数据采集 帮助中心 自定义数据列



一、 (问2) 蓝海选品之单品的Google、B2C、SNS 热品

amazon.com/s?k=tumblers&crd=3SH49CCHGGHDV&sprefix=tumblers%2Caps%2C352&ref=nb_sb_noss_1

amazon Deliver to China All tumblers

Hello, Sign in Account & Lists Returns & Orders Cart

Shop Father's Day Gifts

48 of over 30,000 results for "tumblers" Sort by: Featured

Department
Kitchen & Dining
Tumblers & Water Glasses
Insulated Tumblers
Wine Glasses
Insulated Cups & Mugs
Cups, Mugs & Saucers
Insulated Bottles
See All 15 Departments

Customer Reviews
★★★★★ & Up
★★★★☆ & Up
★★★☆☆ & Up
★★☆☆☆ & Up

Brand
Simple Modern
Tervis
Maars Drinkware
Corkcicle
YETI
CIVAGO
Ello
See more

Price
Under \$25
25 to \$50
50 to \$100
100 to \$200

RESULTS
Price and other details may vary based on product size and color.

Sponsored
DOMICARE 20oz Stainless Steel Tumbler Bulk with Lid, Double Wall...
★★★★★ ~ 2,811
\$49⁹⁹ (\$2.50/Ounce) \$52.99
Ships to China

SKINNY TUMBLERS (12 pack) Matte Pastel Colored Acrylic Tumblers wit...
★★★★★ ~ 3,879
\$64⁹⁵ (\$5.41/Count) \$89.95
Ships to China

Amazon's Choice for tumblers
Simple Modern Insulated Tumbler Cup with Flip Lid and Straw Lid |...
★★★★★ ~ 53,915
Ships to China

Best Seller
+29 colors/patterns
YETI Rambler 20 oz Tumbler, Stainless Steel, Vacuum Insulated...
★★★★★ ~ 140,103
\$35⁰⁰
Ships to China
More Buying Choices
\$30.07 (12 used & new offers)

HIGHLY RATED



一、 (问2) 蓝海选品之单品的Google、B2C、SNS 热品

AliExpress

Home & Garden
Vacuum Flasks & Thermoses
Tumblers
Mugs
Water Bottles
Water Bottle & Cup Accessories
Cups & Saucers
Coffee Cups & Mugs
Bathroom Tumblers
Toothbrush & Toothpaste Holders
Toys & Hobbies
Baby Rattles & Mobiles
Jewelry & Accessories
Jewelry Tools & Equipments
Home Improvement

See More

Brands

Feature
 Eco-Friendly
 PORTABLE

All Categories > "tumblers"

Price: min - max Ship from SALE Free Shipping ★★★★★ & Up

Sort by: Best Match **Orders** Price

View:

Search results are ranked based on a smart algorithm

With LOGO

710ml/24oz
1PC Diamond Radiant Goddess Cu...
US \$19.44
1101 sold ★ 4.8
Free Shipping
September Life Store

700ml Reusable Color Change Flas...

700ml Reusable Color Change Flas...
US \$15.86
New User Deal
484 sold ★ 4.7
Free Shipping
Warm lives Store

710ml/473ml Straw Cup With Lid ...

710ml/473ml Straw Cup With Lid ...
US \$9.99
US \$21.39 | -53%
New User Bonus
352 sold ★ 4.5
Free Shipping
MO-OD Store

Hot Sale 16oz Acrylic Slim Skinny T...

Hot Sale 16oz Acrylic Slim Skinny T...
US \$9.99
US \$14.65 | -31%
New User Bonus
229 sold ★ 5
Free Shipping
Lois Store

With logo

Plastic Diamond Coffee Cup Sum...
US \$17.49
New User Deal
172 sold ★ 5
Free Shipping
My Furnishing Store

WITH LOGO

with logo



一、(问2) 蓝海选品之单品的Google、B2C、SNS 热品

The screenshot shows a Google search for "tumblers" on the Google.com.hk website. The search bar contains the word "tumblers" and is highlighted with a red box. Below the search bar, there are navigation options: "全部", "图片", "影片", "新闻", "地图", and "更多". A red box highlights a row of related search terms: "yeti", "yeti cups", "wine", "glitter", "hydro flask", "glitter tumbler", "straw", "glass", "glass tumbler", "yeti rambler", and "yeti". Below this, a grid of product listings is displayed, each with an image and a brief description. The listings include:

- Amazon.com | SKINNY TUM... amazon.com
- Buy MURRICON 20 oz Skinny ... ubuy.vn
- Amazon.com | ALOUFEA 20oz Stainless S... amazon.com
- 18.5oz. Stainless Steel Tumbler ... michaels.com · 有库存
- 20 Oz Stainless Steel Tumbler | I... igloocoolers.com · 有库存
- Amazon.com | SKINNY TUM... amazon.com
- 2 Pack Stainless Steel Colour... target.com.au
- Buy Horizon 20 oz Tumbler, Insulated Stainless Ste... camelbak.com · 有库存
- Buy SKINNY TUMBLERS 4 Clea... ubuy.vn
- The Best Tumbler | Reviews by Wirecutter nytimes.com
- CALIWOODS HOT & COLD ... ohnatural.co.nz · 有库存
- Personalized Wine Tumbler - White Confe... whiteconfettibox.com · 有库存
- Insulated Tumbler, Steel I... kleankanteen.com · 有库存

The bottom row of the grid shows more product images, including a dark blue tumbler, a collection of colorful tumblers, a set of tumblers in various colors, a set of clear tumblers, a set of colorful tumblers, and a red tumbler with a white logo.



目录

二、什么样的主图能引导客户下单？



什么样的主图引导客户下单?

- 1、第一张图可使用场景图 (工厂实拍, 外景实拍)
- 2、产品参数、介绍 (功能图展示)
- 3、展示物流 (DDP, door to door) -客户关注的点
- 4、促销活动等

主图最新变更规则: 4.3分以上, 主图没有要求, 此时更多的个性化图可以获得更多的点击。
白色边框图定义为白色图, 比如810像素的图, 10像素的边框



目录

三、直通车



1、推广目的:新品推广(新品成长)、打造爆品(爆品助推、定向推广、关键词计划、推荐推广)

2、计划的设置:

1) 产品:新品成长推同类产品, 打造爆品推单品

2) 图片:用新品成长测主图, 标题类似, 关键一样, 看点击率

3) 人群: 访客画像-看访客、询盘、交易的指数

4) 时间: 访客画像看不同国家地区的访问时间
(根据地域设置来)

5) 地域: 访客画像-行业买家的国家地区, 市场参谋看国家地域,
关键词指数中找地域

6) 关键词: 询盘词、访客详情找进店词、参考关键词指数中的国家以及终端渠道

7) 出价: 低出价、高溢价、出价建议3-5块, APP端溢价, 人群溢价, 地域溢价

3、直通车报表优化数据

谢谢



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