

雨果论坛 NO.7

跨境电商如何提高利润 暨传统外贸的转型之路

指导单位：东莞市跨境办 | 东莞市商务局 | 东莞东城街道办

主办单位：雨果网 | 东城电子商务协会（筹）

协办单位：东莞市跨境电子商务协会

指定服务商： EXPRESS
顺丰速运

 货源分销平台
DSS.COM

 Payoneer



海外仓选品分享

全球速卖通卖家讲师

雨果论坛

Alibaba跨境电商年中千人大会主讲讲师

华南农业大学百灵学院项目总监

速卖通大学物流讲师组组长

Ebay中国区大卖家峰会特邀嘉宾

Alibaba速卖通大学官方绿带讲师

跨境电商第一网雨果网特邀观察员

周
洪



◆ 多年专注于电子商务的数据研究，现为广外、华农及杭州多所大学及机构的特邀讲师。拥有丰富的电子商务、跨境物流、跨国金融等运作经验成功运营过 Amazon、ebay、aliexpress、dhgate、wish等跨境 B2C 电商平台。

◆ 擅长:数据分析,数据优化。

◆ 代表课程:《数据分析》《跨国物流攻略》《跨国金融》《跨境电商团队建设》

◆ 《跨境电商阿里巴巴速卖通宝典》作者之一

周洪



课程纲要



- 一 多维度选品
- 二 快速打造爆款
- 三 店铺优化
- 四 谈谈825大促

选品的思路



产品适合度

- 产品所在类目的供需指数
- 热门产品与竞品是否具有比较竞争优势？
- 产品是否具有未来的市场成长空间？

供应链能力

- 是否具有产品自主开发能力？
- 生产规模及能力能否满足运营要求？
- 品控体系是否完善？

平台综合评估

- 产品在平台的成交指数。
- 产品在平台的购买率排名。
- 产品在平台的选款定位。

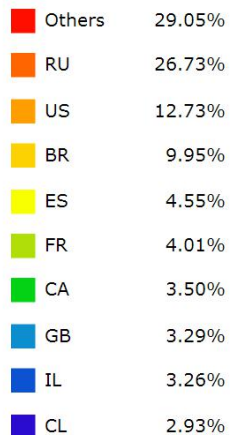
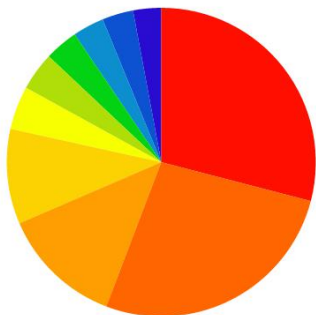
一、如何多维度选品

- 1 行业数据维度
- 2 行业专业维度
- 3 平台特点维度
- 4 跨境物流维度

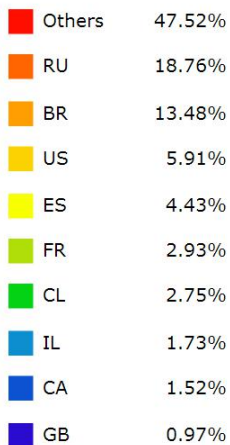
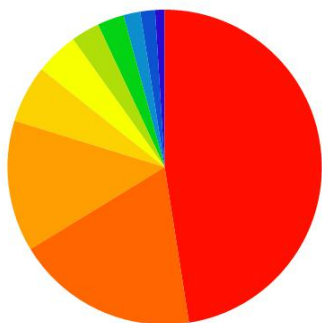
1 行业数据维度精确选品

- 1.1 细化分类数据来选品
- 1.2 细化产品数据来选品
- 1.3 细化国家数据选品

● 支付金额 ● 访客数



● 支付金额 ● 访客数



| 国家 | 客单价 |
|--------|------|
| Others | 0.61 |
| RU | 1.42 |
| US | 2.15 |
| BR | 0.74 |
| ES | 1.03 |
| FR | 1.37 |
| CA | 2.30 |
| GB | 3.39 |
| IL | 1.88 |
| CL | 1.07 |

2 市场需求维度

首页

Toys & Hobbies

Action & Toy Figures

Baby Toys

Classic Toys

Diecasts & Toy Vehicles

Dolls & Stuffed Toys

Electronic Toys

Learning & Education

Models & Building Toy

Novelty & Gag Toys

Outdoor Fun & Sports

Puzzles & Magic Cubes

Remote Control Toys

热销榜的销量和销售金额有什么用？请参考常见问题-->

商家

lightinthebox

miniinthebox

阿里速卖通

排行类型：

周销售额最大

周销量最大

月销售额最大

月销量最大

总销售额最大

总销量最大

新品周销量最大

新品周销售额最大

周销售额增长最大

周销量增长最大

本周同比上周销量增长率最大

您选择的是：阿里速卖通Remote Control Toys周销售额最大排行榜

点击下载 Remote Control Toys 周销售额最大报表



Hot SALE!! High Quality!!
Original Syma M310 !! LED
Lights 3.5CH Easy Control RC
Helicopter with Gyro USB
Charging FREE SHIPPING

排名1

价格
\$195.99

周销量
30件

周销售额
\$5,879.70

查看价格销售趋势



RC Helicopter upgrade
version syma x5c, syma x5c-
1 6 Axis GYRO Drone
Quadcopter with 2MP HD
Camera or Syma X5 without
camera

排名2

价格
\$36.20

周销量
94件

周销售额
\$3,402.80

查看价格销售趋势



Best Seller Price SYMA X5C
100% Original 2.4G 4CH 6-
Axis Remote Control RC
Helicopter Quadcopter Toys
Drone Ar.Drone With
Camera

排名3

价格
\$36.48

周销量
72件

周销售额
\$2,626.56

查看价格销售趋势

2 市场需求维度

- **有潜在市场需求的产品
适合长线多点布局**
- **上升较快且供求失衡的
产品适合快速铺面**



RC Helicopter upgrade version syma x5c, syma x5c-1 6 Axis GYRO Drone Quadcopter with 2MP HD Camera or Syma X5 without camera

商家 阿里速卖通

价格 \$36.20

本月最低价 \$35.20 本月最高价 \$36.50

周销量 94件

月销量 490件

[去阿里速卖通看看该商品](#)

[在速卖通上查该商品卖家](#)

[alibaba平台查该商品供应商](#)

报表类型

日价格销量趋势

周销量趋势

月销量趋势

日价格销售额趋势

周销售额趋势

月销售额趋势

商家商品销售报表



RC Helicopter upgrade version syma x5c, syma x5c-1 6 Axis GYRO Drone Quadcopter with 2MP HD Camera or Syma X5 without camera 日销量

RC Helicopter upgrade version syma x5c, syma x5c-1 6 Axis GYRO Drone Quadcopter with 2MP HD Camera or Syma X5 without camera 价格曲线

3 通过平台特点选品

- 如何通过平台活动读懂平台的心。
- 不同平台的选品角度
- 平台的国家属性

Bestselling

Shop by
Department

Your Amazon.com Today's Deals Gift Cards Sell Help

Hello, Sign in
Your Account

Try
Prime

Wish
List

0
Cart

Beautiful things, updated daily

These products are sponsored
Promote your products

ALL

WOMEN

MEN

YOUR SAVES



\$148

Ray-Ban

SAVE



\$38

Made By Johnny

SAVE



\$179

Amazon

SAVE



\$264

Nanette Lepore

SAVE



\$29

Calvin Klein

SAVE



\$21

TKO

SAVE



\$21



\$44



\$130

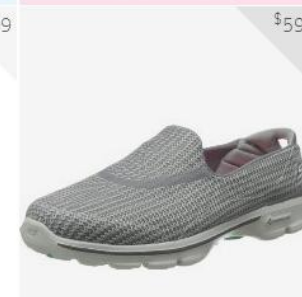
TwoBirch



\$52



\$109



\$59

雨果论坛

选品思路

SuperDeals

Gold Box New Deals. Every Day.

Never miss another deal ▶


All Available Upcoming Missed Deals

Sort by Category: All ▾



\$249.00 (50% off)
Denon AVR-S700 7.2-
Channel A/V Receiver

Add to Cart

 Deal of the Day
Ends in 06h 47m 31s



\$134.95 (46% off)
Save on a T-fal FZ7002
ActiFry Low-Fat Heal...
Quidsi Retail LLC

Add to Cart

45% Claimed
Ends in 00h 47m 33s



\$9.99 (33% off)
D&Y Women's Two
Tone Palm Tree Loop
Assorted Socks

Add to Cart

1% Claimed
Ends in 00h 47m 33s



\$12.99 (41% off)
Tommy Hilfiger
Women's Six-Pack
Assorted Socks

Choose options

4% Claimed
Ends in 00h 47m 33s



\$10.49 (71% off)
Multi-pack Aviator
Sunglasses
Stylize

Choose options

19% Claimed
Ends in 03h 47m 33s



\$140.99 (50% off)
Save on a T-Fal
C770SF Hard-Anodiz...
Quidsi Retail LLC

Add to Cart

22% Claimed
Ends in 00h 47m 33s



\$19.99 (43% off)
Franklin Sports Pro
Mini Hoops Basketball

Add to Cart

87% Claimed
Ends in 01h 27m 33s



\$25.99 (48% off)
Sterling Silver "A
Mother Holds Her
Childs Hand" Necklace

Choose options

8% Claimed
Ends in 01h 17m 33s

雨果论坛

选品思路

Find More

Hot Searches

Dresses Women's Blouse Women's T-Shirts Women's Jackets Women's Hoodies Leggings Bikinis Set Bras

Mens's Jackets Men's T-Shirts Men's Shirts Men's Hoodies Men's Pants Evening Dresses Prom Dresses

Cocktail Dresses Baseball Caps Scarves Belts Sunglasses women handbag women backpack men travel bags

desigual bag genuine leather wallet passport cover vintage bag lunch bag cosmetic bag evening bags wallet men

women wallet women messenger bags canvas shoes espadrilles isabel marant sneakers women creepers

high heels BOOTS floating charms body chain lord of the rings silver bracelet bracelets bangles stud earrings

leather bracelet cufflinks & pendants necklaces pearl statement necklace crystal necklaces ring vintage jewelry

brooches men jewelry jewelry sets beads bracelet watch Silicone Watches Women Dress Watches Sex Toys

Sex Products Vibrator Brazilian Virgin Hair Peruvian Virgin Hair Malaysian Virgin Hair Hair Extension Wig Lace Closure

Hair Weaves Styling Tools Shaving Massage Makeup Brush Eye Shadow Eyeliner Mascara Nail Tools

Nail Gel Nail Polish

Fashion

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SUPER SAVINGS!**
Hair Products from 60% off!
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CHINA STYLE
Check out the latest Chinese fashion
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HOT & NEW



Pocket & Fob Watches Sterling Silver Earring Long Necklace Necklace Chain

Hot Searches: Necklaces & Pendants Bracelet Jewelry Rings Drop Earrings Sterling Silver Beads
Cufflinks Sports Watches

2014 New Bracelet Bangles Up to 70% off

New Summer Arrival Women's Fashion Watches

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SuperDeals Bestselling 卖家入口 | Buyer Protection | Help | More

Categories: jewelry

Related Categories

- < Jewelry
- Statement Jewelry

Active Filters Clear

Gender

- Women x

Item Type

- Brooches (326)
- Jewelry Sets (6448)
- Key Chains (2)
- Other Jewelry (26)
- Tie Clips & Cufflinks (5)
- Pendants (3954)

Metals Type


- Zinc Alloy (181279)
- Titanium (819)
- Gold Plated (21971)
- Copper (6784)
- Other (18971)
- Yellow Gold (138)
- Copper Alloy (5308)
- View more v

Setting Type


- Prong Setting (1486)
- Channel Setting (1364)
- Bezel Setting (1316)
- Tension Mount (1107)

| | |
|---------------------------|----------------------|
| jewelry | |
| jewelry sets | about 1,030,693 |
| men jewelry | about 810,925 |
| sterling silver jewelry | about 1,389,495 |
| jewelry box | about 176,940 |
| african jewelry set | about 50,484 results |
| gemstone jewelry | about 77,540 results |
| diamond jewelry | about 139,913 |
| african beads jewelry set | about 34,045 results |
| vintage jewelry | about 487,699 |
| hair jewelry | about 120,449 |


Premium Related Products




2014 brand colorful crystal flower ...
US \$11.98 / piece
Chat now!



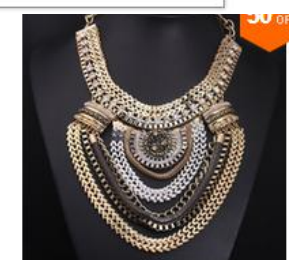
Top Quality Full Rhinestone Zircon ...
US \$9.13 / piece
~~US \$12.50 / piece~~
Chat now!



2014 new design high quality jewelry fashion women color
US \$5.95 / piece
Free Shipping
★★★★★ (296) | Orders (1872)










PINK Necklaces & Pendants Hot Sale Transparent Big Resin
US \$6.90 / piece
Free Shipping
★★★★★ (6) | Orders (364)



Fashion Boho Style Exaggerated Multilevel Chain Statement
US \$6.00 / piece
~~US \$12.00 / piece~~
Free Shipping
★★★★★ (1) | Orders (10)

Find More

Material **CATEGORIES**    **Hi, My AliExpress** **Good sales**

Shopping Guide  Apparel & Accessories  Jewelry  Beauty & Health 

Home > Jewelry





Necklaces & Pendants Earrings Bracelets & Bangles Rings Jewelry Sets Hair Jewelry


Wedding & Engagement Jewelry Jewelry Findings & Components Body Jewelry Key Chains Anklets Brooches

Jewelry Packaging & Display Charms Tie Clips & Cufflinks Jewelry Tools & Equipments

RISING STAR BUYS **HOT PRODUCTS**

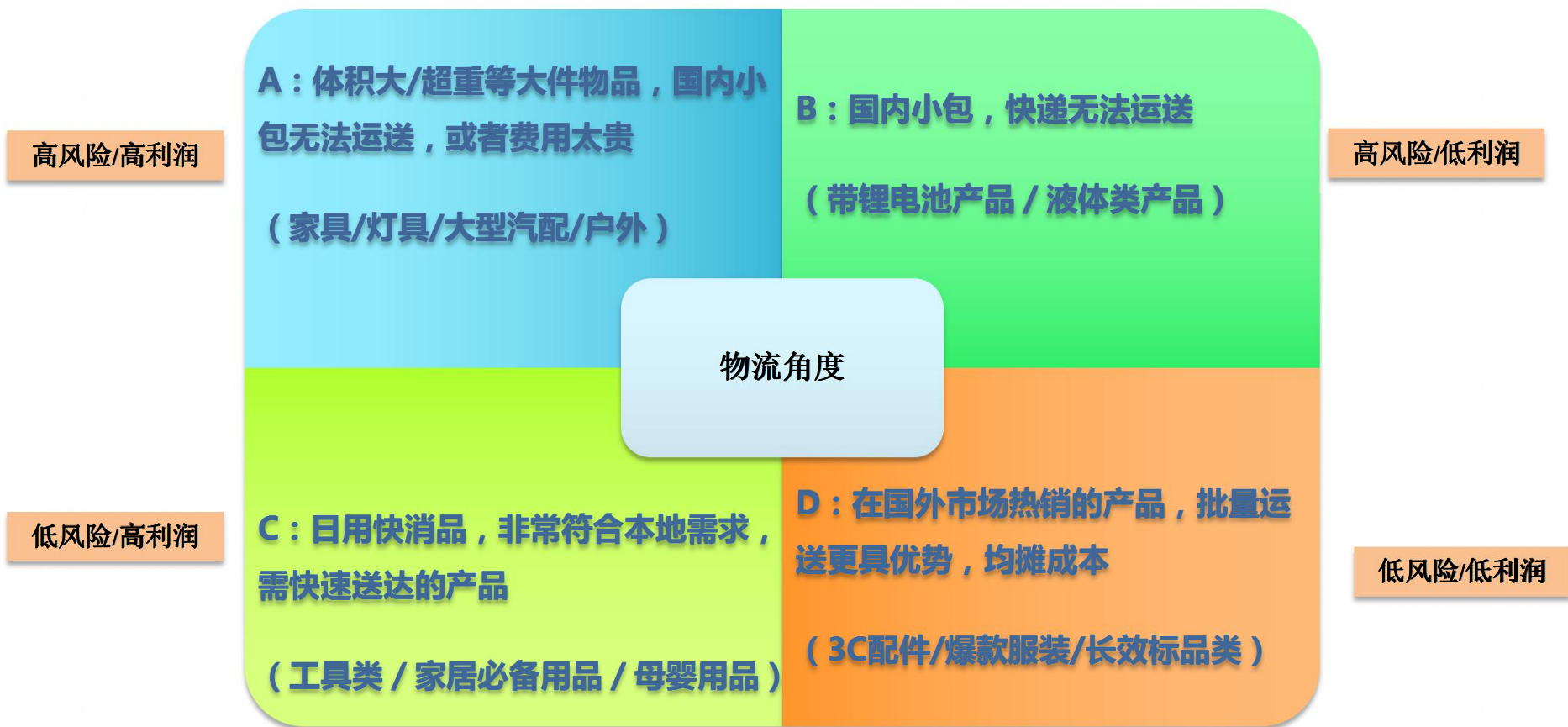
Rising Star products are those that gain recently-increasing interest by our customers. we rank them by points(up to 100).

| | | | |
|--|--|--|---|
| <p>96.76 Points</p>  <p>Fashion accessories black and white square crystal luxury sparkling big drop earrings no pierced</p> <p>US \$3.68 / pair ★★★★★ Feedback (1318) Orders (4793)</p> | <p>95.92 Points</p>  <p>Shamballa Jewelry sets(earrings and pendant) Without Chain,2013 hot Sellings,have more Color,Can be mixed batch</p> <p>US \$1.30 / set US-\$2.00 /set ★★★★★ Feedback (120) Orders (2185)</p> | <p>95.71 Points</p>  <p>R167 Wholesale! Wholesale 925 silver ring, 925 silver fashion jewelry, fashion ring</p> <p>US \$0.99 / piece ★★★★★ Feedback (821) Orders (2194)</p> | <p>95.46 Points</p>  <p>Fashion Hot Sale New Arrival Retro Pink Color Ellipse Ring R37</p> <p>US \$0.35 / piece US-\$0.69 /piece ★★★★★ Feedback (750) Orders (2421)</p> |
|--|--|--|---|

32% OFF 

Style Clear Bib

4、通过物流的维度选品



海外仓费用

产品信息：五金工具

实重：4.8kg

售价：50USD

尺寸：20*10*5 cm

头程：深圳空运

目的地：美国

数量：5000个

打包装箱后总重量5kg。

申报价值：2USD；税率：10% 当前汇率6.24



单品全程费用：40.856元

物流自动计算

| | | | | | | | | |
|-----|------|-------------|------------|--|--|--|--|--|
| | cm | 英寸 | m | | | | | |
| | 20 | 7.874015748 | 0.2 | | | | | |
| | 10 | 3.937007874 | 0.1 | | | | | |
| | 2 | 0.787401575 | 0.02 | | | | | |
| cbm | | | 0.0004 | | | | | |
| | | | | | | | | |
| | kg | 英镑 | 盎司 | | | | | |
| | 2 | 4.409245244 | 70.5479239 | | | | | |
| | | | | | | | | |
| | 美元 | 人民币 | | | | | | |
| | 0.03 | 0.187305 | | | | | | |
| | | | | | | | | |

| 体积 (CBM) | 英国仓 | 美西仓-旧金山 | 美西仓-安大略 | 美东仓-新泽西 | 澳洲仓 | 德国仓 | 西班牙仓 | 加拿大仓 |
|--------------|------|---------|---------|---------|------|------|------|------|
| 1~5 (人民币) | 1500 | 1900 | 1550 | 1900 | 1050 | 1750 | 1900 | 1800 |
| 5.1~10 (人民币) | 1100 | 1650 | 1450 | 1800 | 900 | 1550 | 1600 | 1400 |
| 10.1以上 (人民币) | 1000 | 1500 | 1300 | 1600 | 800 | 1350 | 1400 | 1200 |



物流自动计算

| 第一步 输入以下数字, 右边可转换数据 | | 蓝色方格是需要填写的 | | 淡橙色需要看的数据 |
|------------------------|------------|---------------|-------------|----------------|
| 美国 英国 | | | | 俄罗斯 |
| 体积 (cbm) | 个数 | 单个产品立方数 (cbm) | 英镑 (单个) | 千克 (总) |
| 5.1 | 12750 | 0.0004 | 4.409245244 | 25500 |
| 第二步 根据上面填写的数据可自动算出头程费用 | | | | |
| | 出口易 | | | |
| 英国 | | | | |
| 亚 | | 英国 | 头程 | 二程 (10000个手机壳) |
| | 每个费用 (人民币) | | 0.44 | 0 |
| 美国 | | | | |
| 亚 | | 新泽西 | 头程 | 二程 (10000个手机壳) |
| | 每个费用 (人民币) | | 0.72 | 0.8316 |
| 俄罗斯 | | | | |
| 亚 | | 俄罗斯 | 头程 | 二程 (10000个手机壳) |
| | 每个费用 (人民币) | | | |

二、如何快速打造爆款

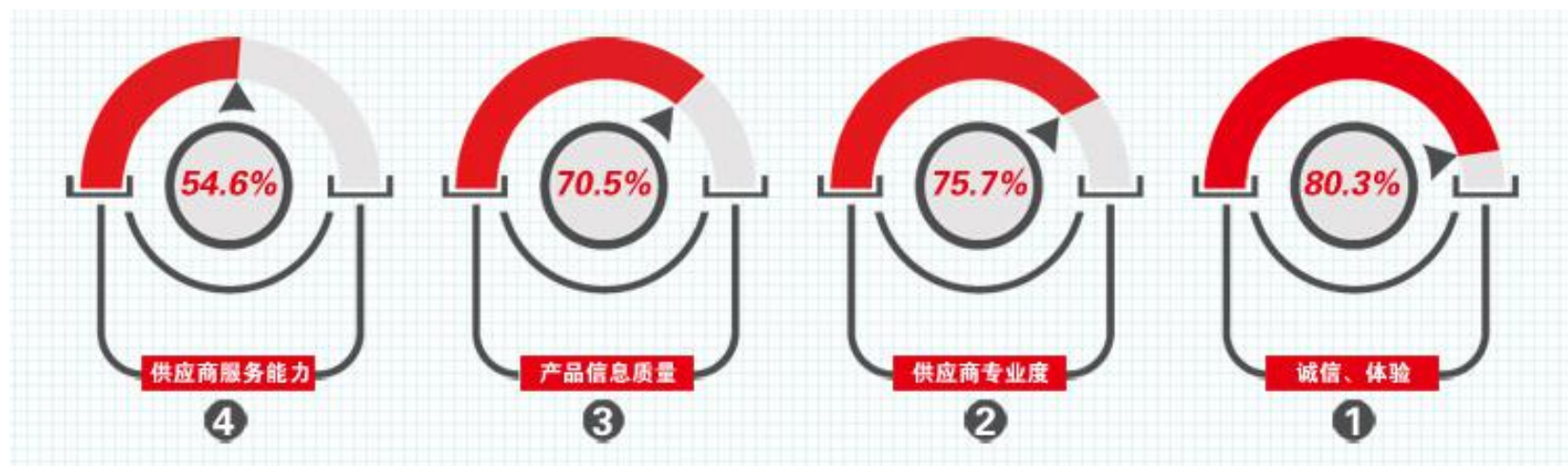
• 1、根据流量通道来制定打造爆款的计划

- 直通车流量（决定因素：关键词质量、曝光数、点击率、转化率、出价、关键词数目、价格、直通车主图、直通车标题 健康比例5-20% 30%-80%）
- 站内搜索流量（决定因素：关键词排名、运费模板、店铺活动、价格、标题、主图、点击率、转化率、跳失率、浏览深度等等）
- 站外流量（联盟营销、facebook、vk、tw、oukut、pinterest、intergram、google+、Yandex、google）
- 活动流量
- 店铺流量
- 类目流量

- **2、快速打造爆款的方法**
- **直通车15天周期法**
- **活动循环法**
- **站外权重法**
- **数据指标弯道超车法**
- **类目快速排名法**

三、如何优化转化率

据阿里工作人员
及相关部门统计





产品“包装” →

文案编辑



Pipo M9 / M9 Pro 3G Quad Core 10inch GPS Tablet PC FHD HFFS
Screen 2G RAM 32GB Android 4.2 Dual Camera Bluetooth

TCL Hero N3

More than
83.4%
of the front
panel

6" FHD 1920*1080P
2GB RAM/16GB ROM
MTK6589 Turbo 1.5GHz

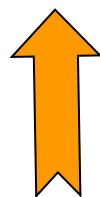


Limited **free** original packs
Lea Filp case+Bluetooth Dialer+Stand Hold

\$379.99



ISO9001



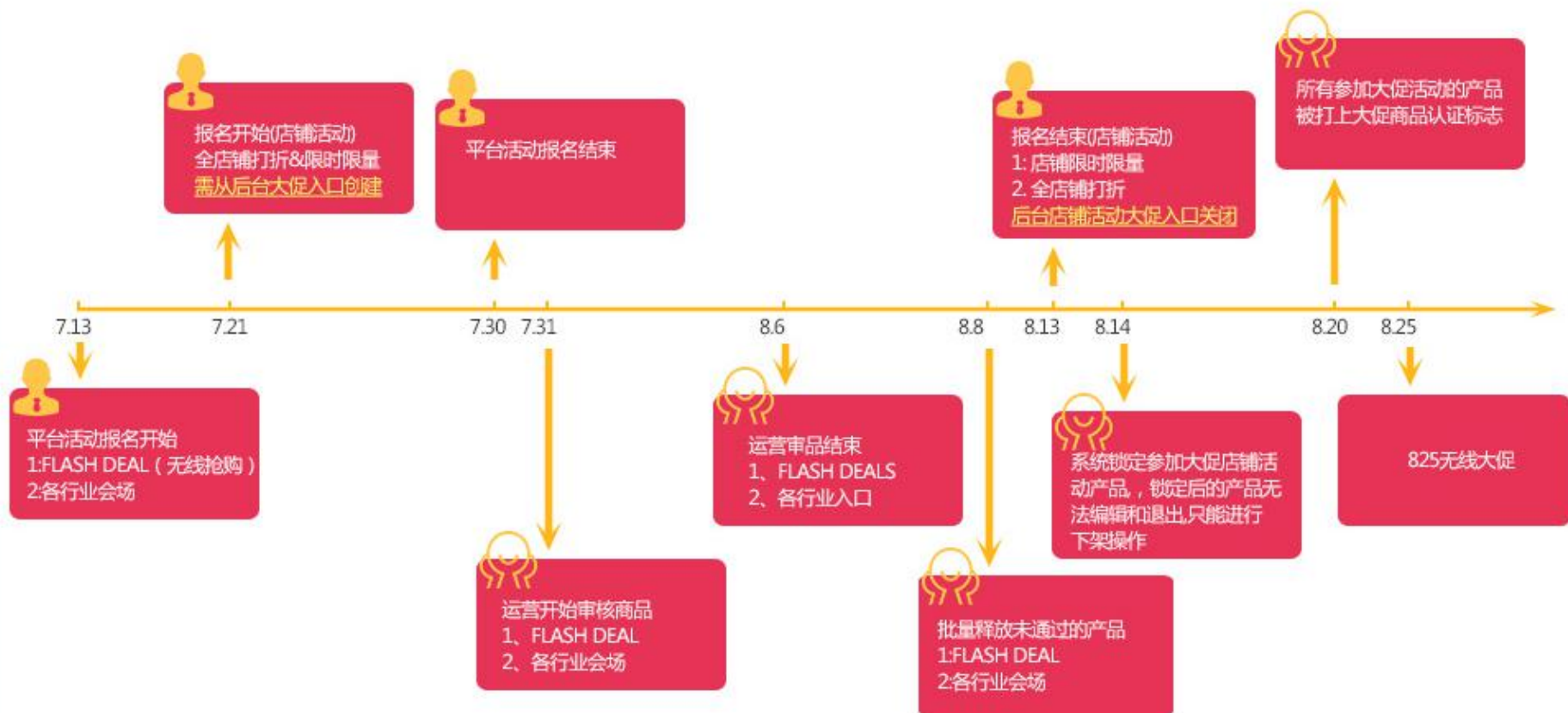
产品认证

• 1、选品维度

- 好评率
- 纠纷率
- 出单数
- 产品转化率
- 店铺转化率
- 促销力度
- 产品描述

四、825大促

825无线大促时间轴



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- 雨果网微信公众号：[cifnews](#)



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跨境电商新媒体！**

跨境电商新闻App一键安装！
扫描二维码可以下载！



(扫描二维码关注)

雨果论坛