



雨果论坛 NO.6

跨境电商如何提高利润 暨义乌龙头传统品牌通全球峰会

主办：雨果网 宝娜斯集团 义乌亚马逊卖家联盟

指定服务商： (SF) EXPRESS 顺丰速运 |  GET 货源分销平台 DSS.COM |  Payoneer

承办：义乌盈科电子商务公司 吉茂电商学院

协办：义乌跨境电商协会 义乌电子商务促进会 海贸会义乌分会



Alan Lim: 我的跨境电商创业历程



ESG (E-services Group) CEO

毕业于伦敦大学

担任Google和多个国家的电商顾问

全球年轻总裁组织 (YPO) 的成员之一

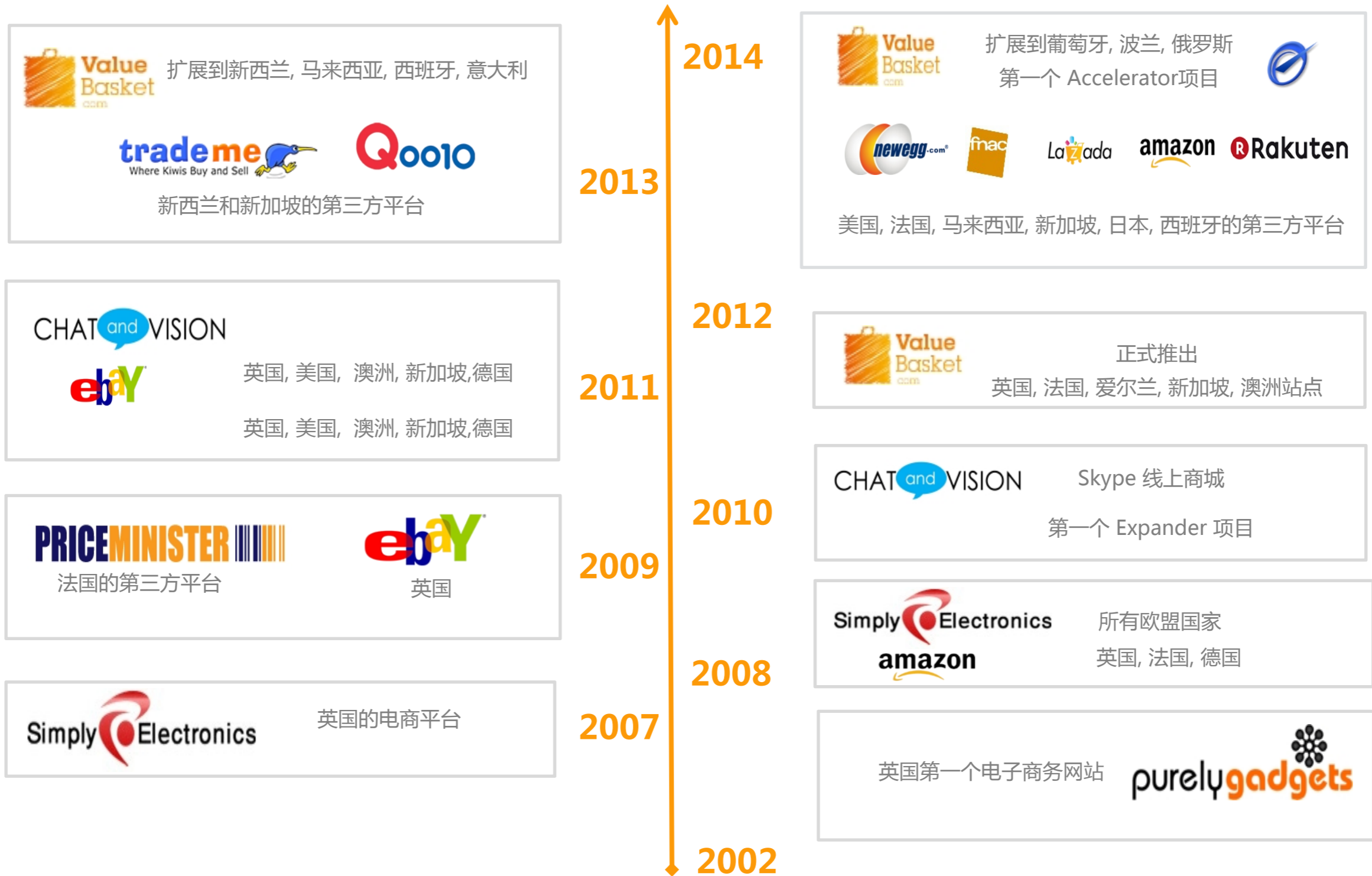
香港杰出青年企业家奖



ENTERPRISING
HONG KONG AWARDS
2014

HONG KONG'S MOST TRUSTED
E-COMMERCE CONSULTANCY & SERVICES
2015

我的创业历程



Ecommerce 1.0 VS 2.0



竞争不太激烈

消费者期望不高

营业额不高

利润高

消费者期望高

没有利润

高的营业额



过度依赖传统平台



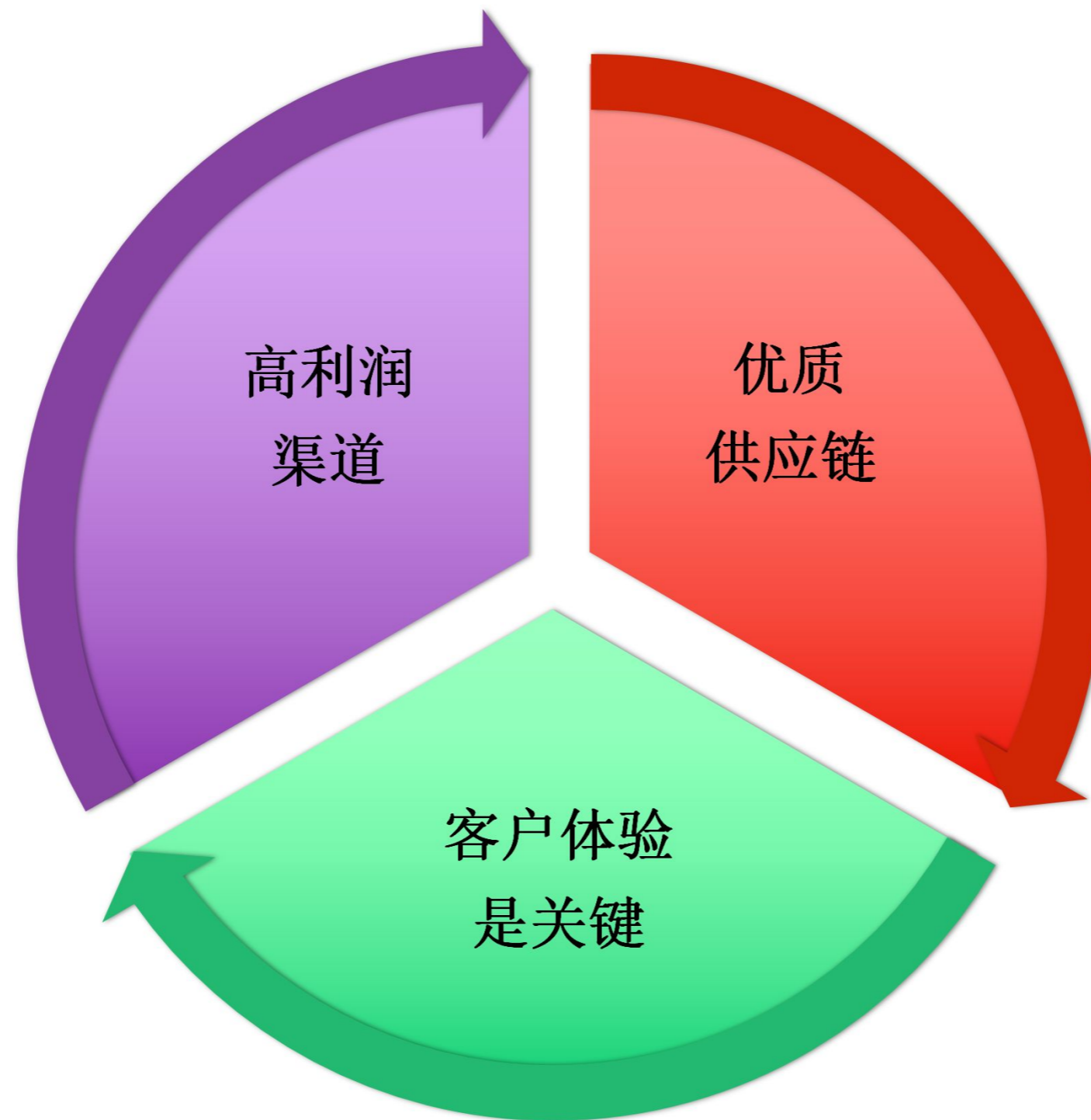
优势

- 易操作
- 高流量
- 小投入

劣势

- 利润低& 竞争大
- 规则变化快
- 降低利润影响品牌形象
- 要求越来越高
- 支付存在风险

Ecommerce 2.0 成功要素



跨境电商们的机会



如何玩转东南亚市场？



Marketplace: 成功的条件



高质量的产品

具有竞争力的价格

本地化 & 让消费者满意的产品线

可靠 & 具有竞争力的物流渠道

本地化退换货服务

当地消费者的支持

促销资源

OEM

- 原始设备生产商
- Makes a part or subsystem that is used in another company's end product

ODM

- 原始设计制造商
- Specified and eventually rebranded by another firm

OBM

- 原始品牌制造商
- Add virtual extrinsic value to the product

案例分享：品牌商的机会，小米

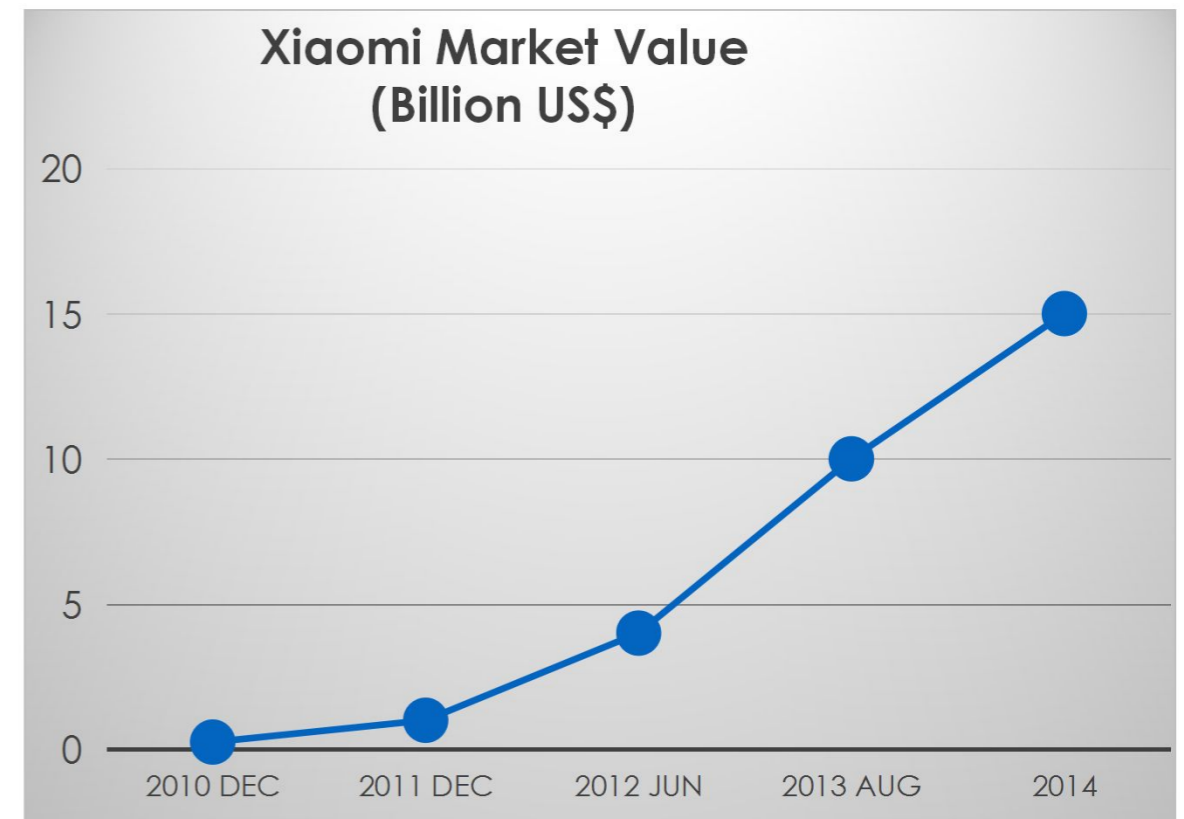
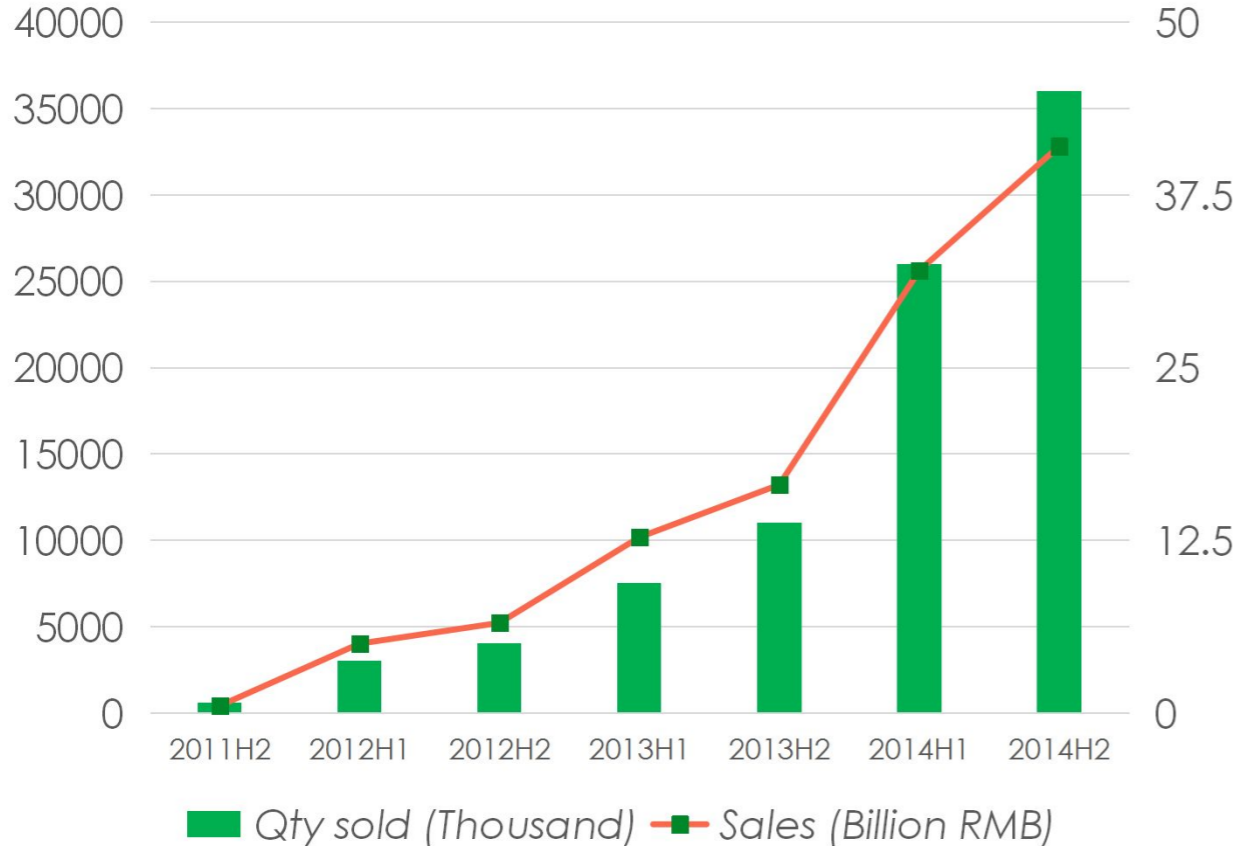


2015 Apr 6th

2.11 million phones sold to sets new Guinness World Record

In 2014

- 61 million Xiaomi Mobile sold, 227% increase
- 74.3 billions Sales (tax inc), 135% increase



案例分享：Ghost Drone（亿航）

The screenshot shows the Ghost Drone website. At the top, there's a navigation bar with links for 'Drones', 'Accessories', 'App', 'Media Coverage', 'Video', and 'Our Story'. A large banner features a Ghost drone and the text 'CES 2015 Top Pick Award!'. Below the banner, there's a section titled 'IT'S FOR EVERYONE MOMENTS WITH ADVENTURES' with three sub-sections: 'RIDE', 'FLY', and 'FILM'. The main product listing is for the 'GHOST Basic (iOS Version)' priced at \$599.00. The description states: 'Ghost is the world's easiest drone to fly, perfect for first-timers and experienced pilots alike. There's no bulky RC controller to carry around, and since control is through one-click commands on your Smartphone, there's no need for a co-pilot.' There are buttons for 'ADD TO BAG', '+ Add to Wishlist', and '+ Add to Compare'. A price filter is visible on the right, ranging from \$599 to \$799.



CREATING A FEEDBACK LOOP

- Listening to social networks and blogs for authoritative fans of Drones
- Join the conversation #loveyourdrone
- Invite posters to try the Ghost for free
- Encourage them to share their experiences... again...and again...and again!
- Utilise Ghost social content on site to provide authentic social proof

CREATE YOUR OWN VIDEO COMMUNITY

The screenshot shows a video community page. At the top, there's a 'Community Doodles' section with a grid of video thumbnails. Each thumbnail includes a title and view count. Below the grid, there's a 'Submit Your Videos' button with the text 'Share your projects with the whole 3Doodler community!'. The page also features a 'More Videos' link.

- Capitalise on the passion your customers have for aerial filming
- Create an onsite community and encourage users to post video content
- Great vehicle for encouraging interaction using polls, contests and showcases
- Rate each other's videos to encourage sharing
- Works alongside other social channels #loveyourdrone
- Provides additional SEO benefit

案例分享：Ghost Drone（亿航）

The Ghost Drone Facebook page features a large header image of a white drone on a rock. The page includes a navigation bar with 'Timeline', 'About', 'Photos', 'Instagram feed', and 'More'. A post from April 29 at 9:30am promotes new accessories and provides a link to the website. Below the post, there are comments from users and a share button. The page also has an 'ABOUT' section with a description of the drone and a 'PHOTOS' section with a grid of images.

The Newegg Facebook page features a large header image with the text 'WE LOVE YOU' and a red heart icon. The page includes a navigation bar with 'Timeline', 'About', 'Photos', 'Facebook Deals', and 'More'. A post from Newegg promotes a GameCrate giveaway and provides a link to the website. Below the post, there are comments from users and a share button. The page also has an 'ABOUT' section with a description of the company and a 'PHOTOS' section with a grid of images.

The Ghost Drone product page features a large header image of the drone. The page includes a navigation bar with 'SEMUA', 'Mencari produk, layanan, lokal', and 'Cart'. The main content area features a large image of the drone and a list of product features. The page also has a 'Butiran produk' section with a description of the drone and a 'Pelanggan yang melihat produk ini akhirnya membeli' section with a list of products.

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**雨果网，
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！

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跨境电商新媒体

A smaller QR code located in the bottom right corner of the orange banner, used for scanning to download the Rain Fruit Network App.

(扫描二维码关注)



Thank you!