



2017

雨果网 深圳

Facebook助站内精准营销

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C contents

1

Facebook Page 公共主页

2

Facebook Ads 广告

3

案例分析

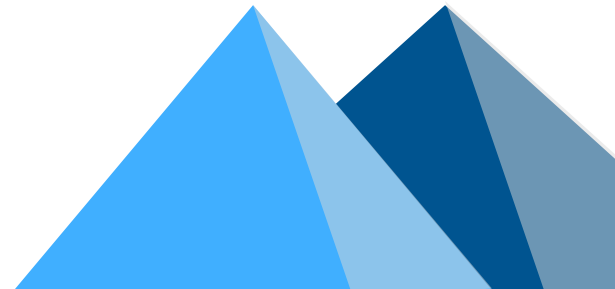
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总结



Part

ONE



1

Part

Facebook Page



找准目标客户

主页定位

主页分析

主页定位

- 风格 – 趣味性， 专业性？
 - 更新的频率
 - 活动计划
 - 广告计划

找准目标客户

- 谁是你们的目标客户？
- 哪里寻找目标客户？
- 现有客户信息分析
 - 广告配合

主页分析

- 主页运营的分析
- Impression/Comment 大于粉丝数
- 竞争对手主页分析
 - 优化



TWO



Part



A/B Test A/B测试



广告分析优化



再营销 精准营销

A/B Test

- 不同图片、广告标题、广告语
 - 广泛 – 精准
 - 分析
- 优化亚马逊站内Listing

广告分析

- 读懂报告
- 选择合适的广告
- 竞争对手广告分析
- 广告工具

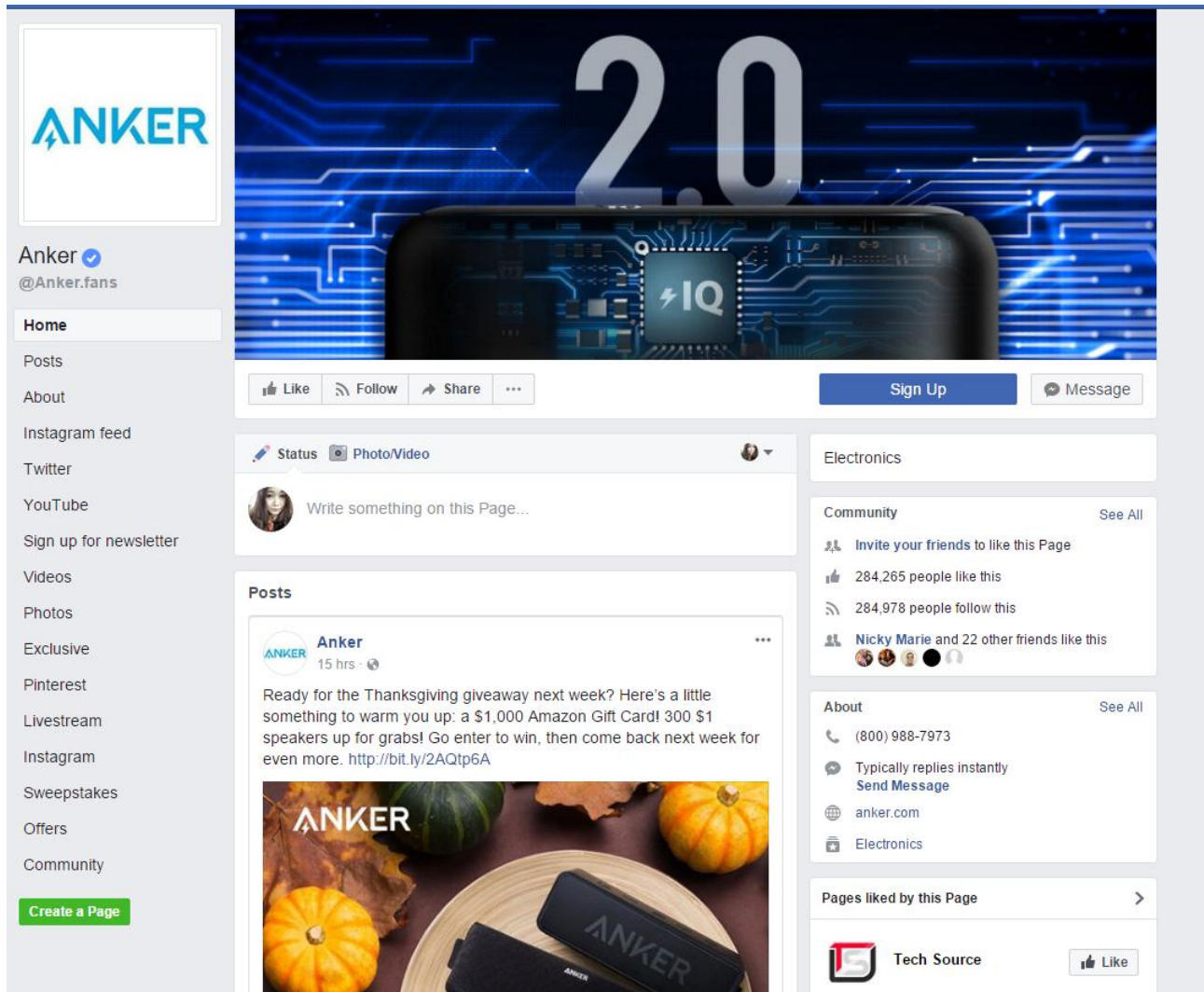
精准营销

- 再营销
- 优化Facebook Page
 - 优化产品
- 优化站内Listing

THREE

Part





Anker
Facebook Page
独立站
亚马逊

Facebook Page

The screenshot shows the Anker Facebook page. The cover photo features a large '2.0' and a device with 'IQ' branding. The main content area shows a post from Anker about a Thanksgiving giveaway for Amazon Gift Cards and speakers. The right sidebar displays page statistics, including 284,265 likes and 284,978 followers, along with contact information and a list of pages liked by this page.

- 互动
- 短连接
- 独立站
- 亚马逊站内引流

独立站 - 官网



PowerPort Speed 5 Ports

Quick Charge 3.0, 63W 5-Port USB Wall Charger for Galaxy S7 / S6 / Edge / Plus, Note 5 / 4 and PowerIQ for iPhone 7 / 6s / Plus, iPad Pro / Air 2 / mini, LG, Nexus, HTC & More

★★★★★ 502 Reviews

\$35.99

Color:

Quantity:

ADD TO CART

BUY AT AMAZON

Highlights

亚马逊店铺

ANKER

Show results for

Brand

- Anker
- Roav
- ROAV
- Nebula

Best Seller



Anker 20000mAh Portable Charger PowerCore 20100 - Ultra High Capacity Power Bank with 4.8A Output, PowerIQ Technology for iPhone, iPad & Samsung Galaxy & More - Black

by Anker

\$31⁶⁹ **prime** (4-5 days)

FREE Shipping on eligible orders

★★★★★ 11,226

See newer version >

Best Seller



Anker Elite Dual Port 24W USB Travel Wall Charger PowerPort 2 with PowerIQ and Foldable Plug, for iPhone X / 8 / 7 / 7 Plus / 6s / 6s Plus, iPad Pro / Air 2 / mini 3 / mini 4, Samsung S4/ S5, and More

by Anker

\$10⁹⁹ **prime**

FREE Shipping on eligible orders

★★★★★ 1,074

Best Seller



Anker Lightning Cable / iPhone Charging Cable (3ft), MFi Certified for iPhone X / 8 / 8 Plus / 7 / 7 Plus / 6 / 6 Plus / 5S (White)

by Anker

\$5⁹⁹ **prime** (4-5 days)

FREE Shipping

★★★★★ 11,002

Best Seller



Anker 3.5mm Premium Auxiliary Audio Cable (4ft / 1.2m) AUX Cable for Headphones, iPods, iPhones, iPads, Home / Car Stereos and More (Black)

by Anker

\$4⁹⁹ **prime**

Best Seller



Anker PowerCore 10000, One of the Smallest and Lightest 10000mAh External Batteries, Ultra-Compact, High-speed Charging Technology Power Bank for iPhone, Samsung Galaxy and More

by Anker

Best Seller



Anker PowerCore 13000, Compact 13000mAh 2-Port Ultra-Portable Phone Charger Power Bank with PowerIQ and VoltageBoost Technology for iPhone, iPad, Samsung Galaxy (Black)

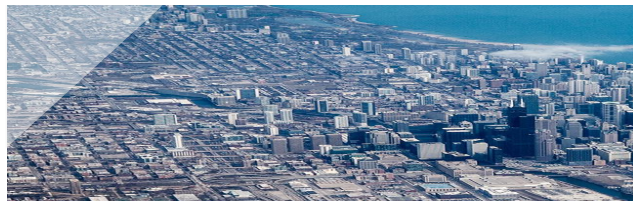
by Anker



Part

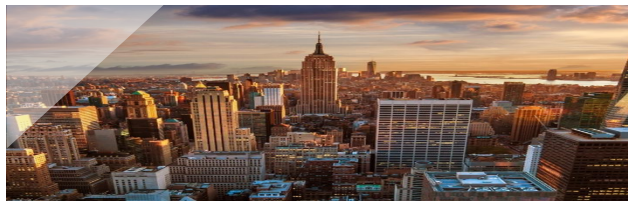
FOUR





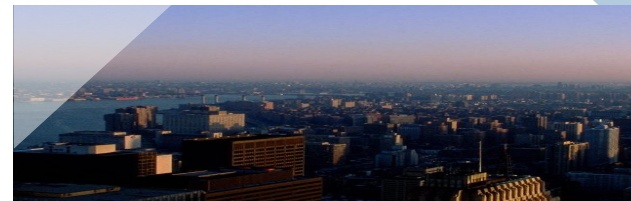
Facebook

1. 确定品牌定位
2. 广告与公共主页的配合
3. 分析并且优化
4. 结合独立站和亚马逊



独立站

1. 配合Facebook品牌定位
2. Facebook插件 互动
3. 最大化利用社交资源



亚马逊

1. 分析Facebook人群
2. 优化产品
3. 优化站内Listing
4. 品牌化

THANKS

2017.11.24

