



东莞市大拿互联网科技有限公司

Dong Guan Dana Internet Technology co., LTD

-- 做跨境电商界 "大拿" --

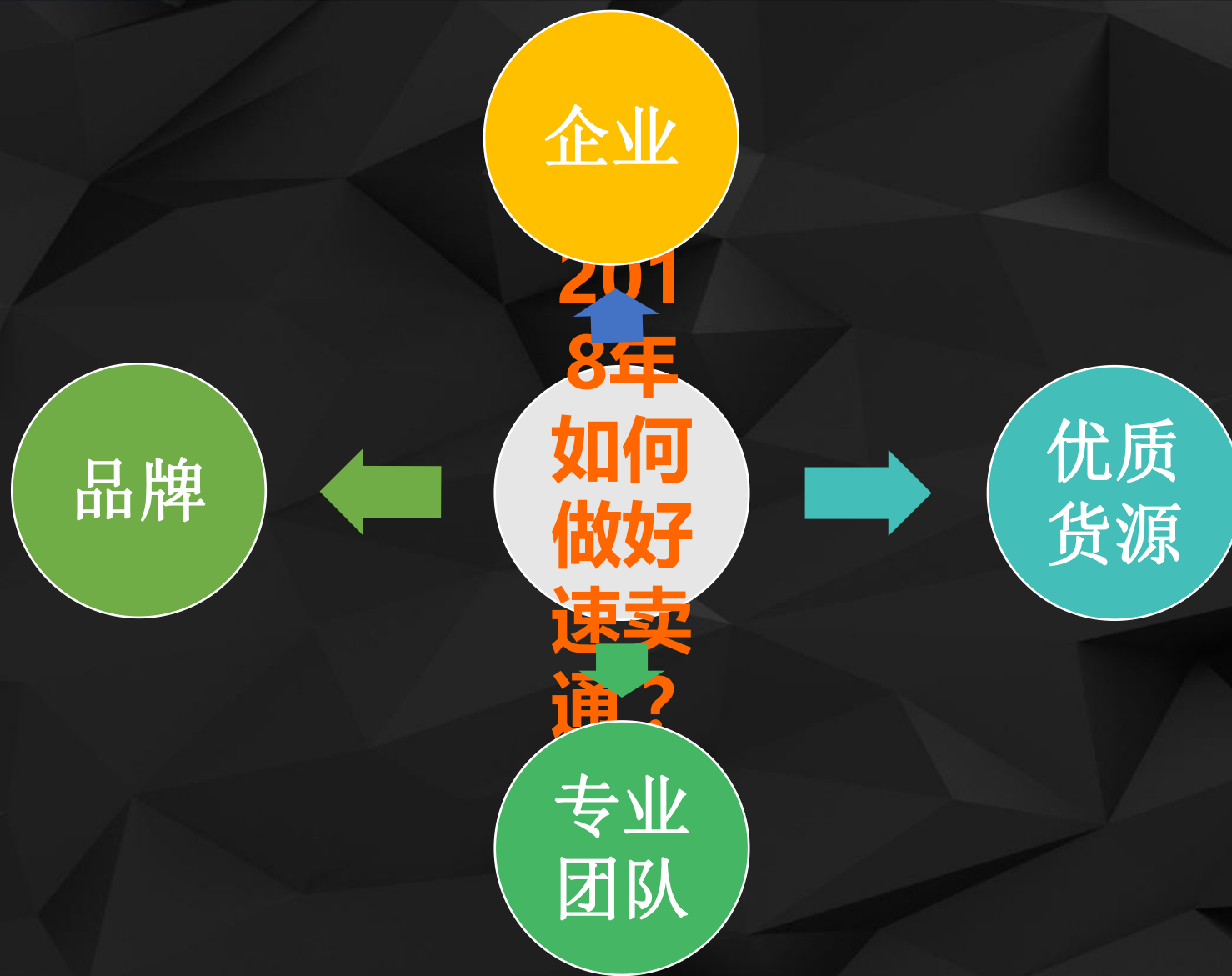
2018速卖通品牌运营推广实操分享

——馨丹

讲师简介

- 阿里巴巴速卖通大学资深绿带讲师
- 大拿互联网电子科技有限公司运营总监
- 利物斯光电科技有限公司高级品牌顾问
- 东莞长安跨境电商运营孵化中心总负责人
- 速卖通资深操盘手，擅长营销推广，数据分析
- 多年来专注于速卖通操盘、团队打造，项目孵化
- 运营多个电商项目，涵盖服装、母婴、数码3C，运动户外，鞋包等等多个类目。
店铺运营3个月突破日均300单，成为蓝钻卖家
- 多类目长期占据类目TOP10





2018年速卖通的主要核心侧重点是品牌运营

- 品牌定位;
- 营销推广;
- 客户管理


消费观的不同

中国买家

外国买家

品牌：梁馨丹



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品牌定位




CAPUCINES 中号手袋
N91711

Price: US \$95.67 / piece

Discount Price: **US \$83.23** / piece **13% off** 5 d

Find more deals on the app ▾

Color: 

¥47,500 如何购买?

< 分享 添加至我的愿望录

1、营销的目的

2、营销的可操作对象

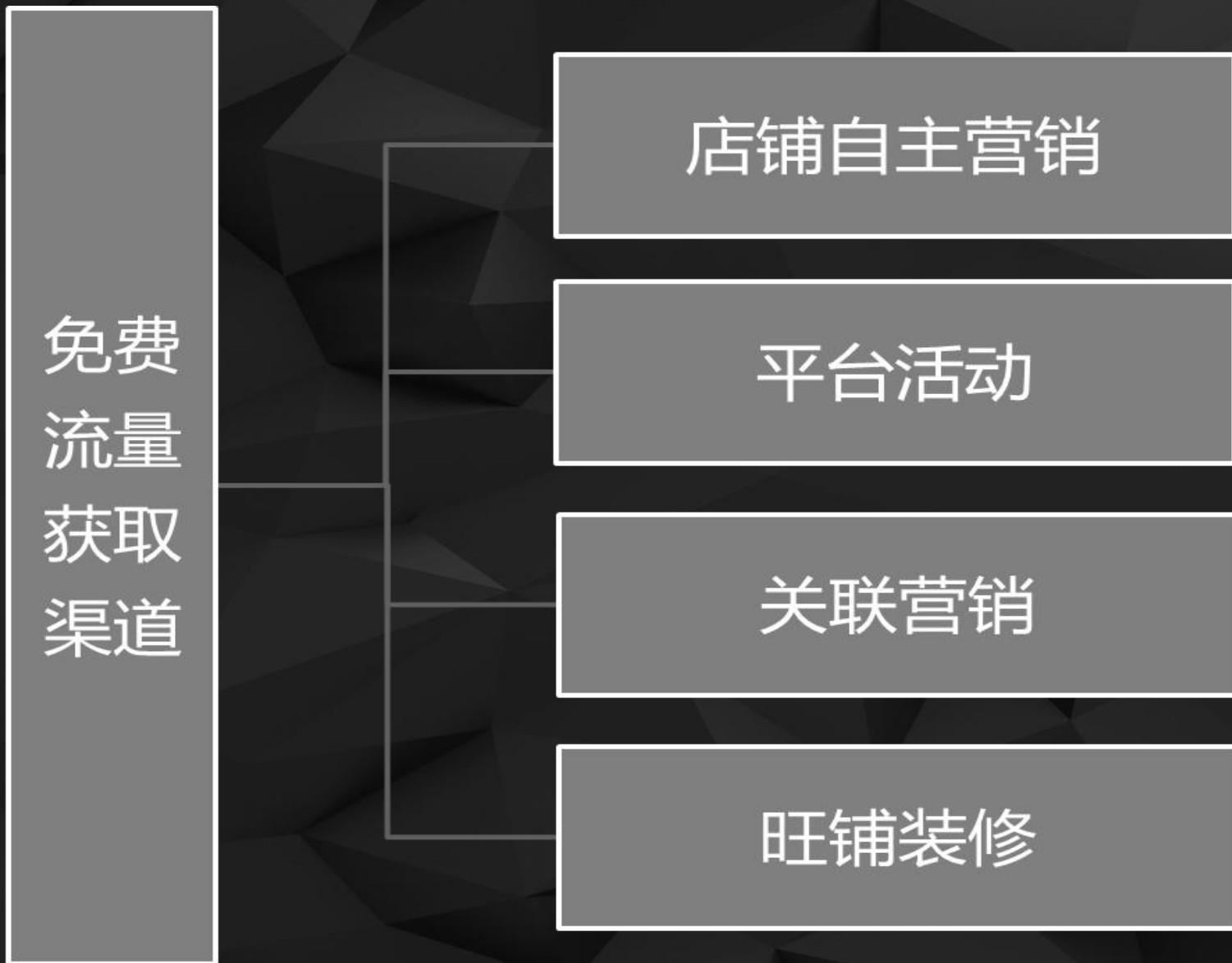
3、可操作对象希望得到什么

营销就是为了引流



流量的分类:





核心词汇 + 属性词 + 流量词

核心词：行业热门词（影响排行，影响点击率）

属性词：长度，颜色等（影响排行，影响点击率）

流量词：能带来流量的词

三种推广计划各有优缺点，在这里提供几条新手选择的建议：

- 产品、关键词、出价 把握三无的，全店管家；
- 产品模糊、关键词模糊、出价模糊的，快捷推广；
- 产品精准、关键词精准、出价精准的，重点推广。

所以，产品的推广流程可以类比成右图所示



ROI:





VIP管理方式:

In our shop Shopping more than **\$15** within 10 days (2016. 12. 16~2016. 12. 26), Will become our customer **VIP 1**, Enjoy great discount!

Member privilege	VIP1	VIP2	VIP3	VIP4	VIP5	VIP6	VIP7	VIP8	VIP9	VIP10	VIP11	VIP12
Coupon	Extra full \$10-\$5	Extra full \$30-\$10	Extra full \$30-\$15	Extra full \$30-\$18	Extra full \$60-\$25	Extra full \$60-\$30	Extra full \$60-\$40	Extra full \$100-\$50	Extra full \$100-\$55	Extra full \$100-\$60	Extra full \$140-\$80	Extra full \$150-\$100
Discounted	each month before 5th, each orders get \$1 free	each month before 5th, each orders get \$1.5 free	each month before 10th, each orders get \$1.5 free	each month before 15th, each orders get \$1.5 free	each month before 20th, each orders get \$2 free	each month before 10th, each orders get 10% off	each month before 15th, each orders get 10% off	each month before 10th, each orders get 12% off	each month before 15th, each orders get 12% off	each month before 10th, each orders get 15% off	each month before 20th, each orders get 15% off	each month , each orders get 15% off
New gift	\	\	\	\	\	probability of success is 20%	probability of success is 30%	probability of success is 40%	probability of success is 50%	probability of success is 60%	probability of success is 80%	probability of success is 100%

For more details, please click here!!!

VIP管理方式:

Invitation System							Give New Products	
	Invite People NO.	Consumption Quota	Value - Added Amount	Min Base	Enjoy Privilege	Total Value Added Amount		
vip1	0	\$15	0	\$15	0	\$17.2	vip1	0
vip2	5	\$ 30- \$ 59	\$2.2	\$30	Vip1 successfully invited five people can get \$11 special upgrade privilege	\$41	vip2	0
vip3	5	\$ 60- \$ 89	\$3.3	\$60	Vip2 successfully invited five people can get \$16.5 special upgrade privilege	\$76.5	vip3	0
vip4	5	\$ 90- \$ 119	\$5.5	\$90	Vip3 successfully invited five people can get \$27.5 special upgrade privilege	\$117.5	vip4	0
vip5	10	\$ 120- \$ 149	\$5.5	\$120	Vip4 successfully invited ten people can get \$55 special upgrade privilege	\$175	vip5	0
vip6	10	\$ 150- \$ 179	\$6.6	\$150	Vip5 successfully invited ten people can get \$66 special upgrade privilege	\$216	vip6	Application successful probability of 20%
vip7	15	\$ 180- \$ 199	\$6.6	\$180	Vip6 successfully invited fifteen people can get \$99 special upgrade privilege	\$287	vip7	Application successful probability of 30%
vip8	15	\$ 200- \$ 239	\$8.8	\$200	Vip7 successfully invited fifteen people can get \$132 special upgrade privilege	\$332	vip8	Application successful probability of 40%
vip9	20	\$ 240- \$ 299	\$8.8	\$240	Vip8 successfully invited twenty people can get \$176 special upgrade privilege	\$416	vip9	Application successful probability of 50%
vip10	25	\$ 300- \$ 339	\$9.8	\$300	Vip9 successfully invited twenty-five people can get \$245 special upgrade privilege	\$545	vip10	Application successful probability of 60%
vip11	30	\$ 340- \$ 399	\$10.8	\$340	Vip10 successfully invited thirty people can get \$324 special upgrade privilege	\$664	vip11	Application successful probability of 80%
vip12	40	\$ 400- \$ 500	\$10.8	\$400	Vip11 successfully invited forty people can get \$432 special upgrade privilege	\$832	vip12	Application successful probability of 100%

Invite the number and consumption amount to meet any one can upgrade;
For Example : a order have \$15 Total Value Added Amount : $\$15 + \$2.2 = \$17.2$

Remark: permission to apply for gift from VIP6

精准的市场、品牌和产品定位对店铺的发展起到决定性作用！

产品发布是所有品牌运营的基础，产品发布的质量越高，产品的点击转化也就越高！

营销是店铺发展的推动力，每一种营销方式都有自己的优缺点，重要的是所有的营销方式能够搭配使用，形成全方位的立体式的推广效果，这样才能在既保留老买家的同时，还能不断开发潜在的新买家，不断提升我们的品牌价值！



谢谢！