



外贸品牌营销现状分析

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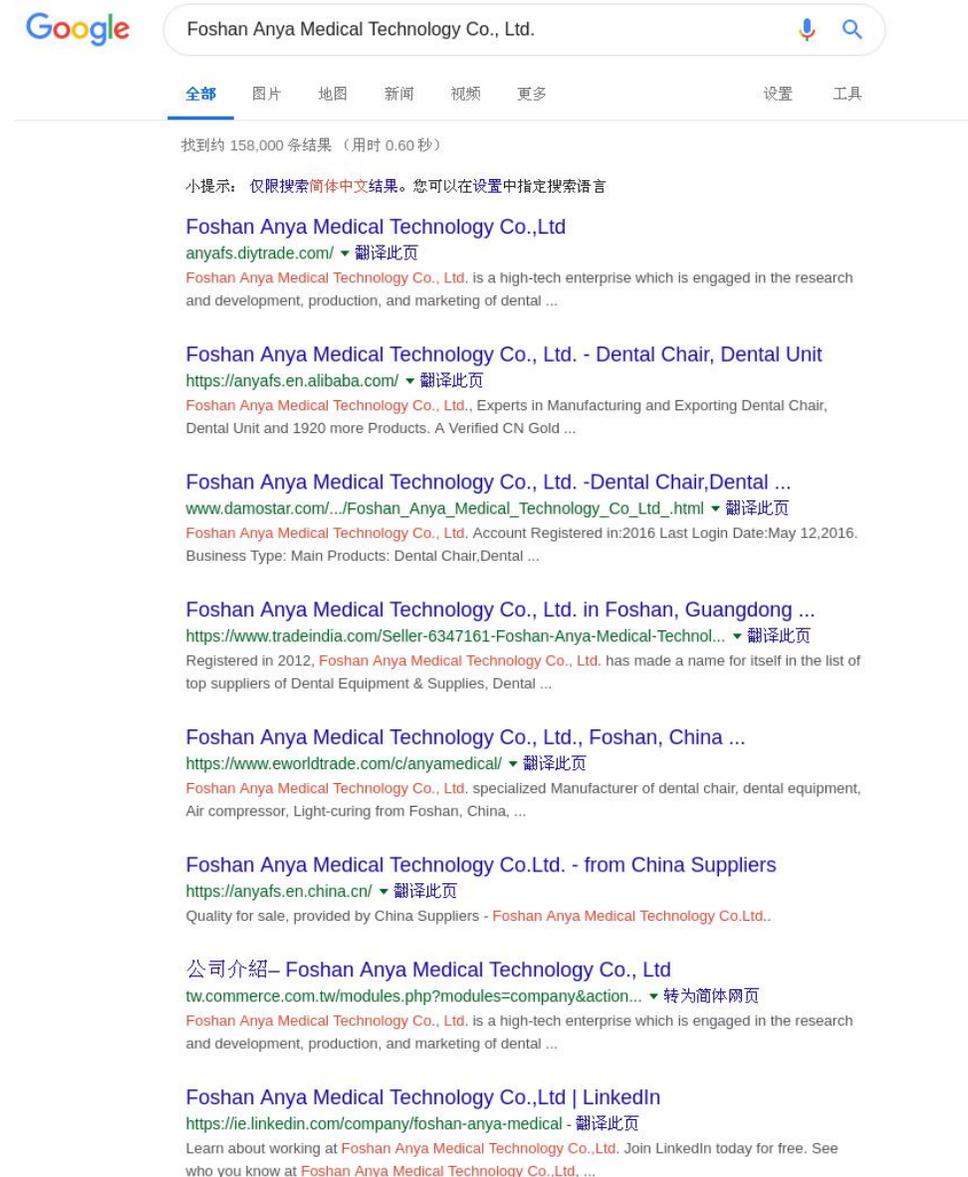
外贸品牌营销现状分析的目的

- **分析企业营销现状--找出企业品牌营销突破点**
- **同行竞争对手分析--知彼知己，差异化获胜之道**



企业渠道分析

- 网络渠道布局局限，大部分平台信息
- 阿里巴巴账号，仅看到贵司的产品，无法了解到贵司更详细的企业实力和企业形象，影响订单转化
- 官网信息很少，体现不出企业形象和实力，通过搜索引擎和社媒进来的客户，也需要通过官网来转化，官网是网络营销最核心的部分
- 在Google收录量越多，曝光率越多，对搜索引擎排名越有利



官网分析

- 域名分析

域名: anyafs.com.cn

使用年限: 8年0月0日(创建于2011-09-07, 过期时间为2019-09-07)

SSL证书: 未进行HTTPS安全认证, 客户打开会提示为风险网站, 留下不好印象, 建议升级

IP: 47.88.135.226[新加坡 阿里巴巴]

域名备案: 暂无数据

域名服务器: 新加坡 阿里巴巴

有无CDN加速: 没有CDN加速, 客户打开会有卡顿现象, 影响网站访问, 影响订单转化

官网分析

- 站点收录情况

找到约 1 条结果

贵司官网谷歌收录太少，曝光度少，如果可以做到霸屏，不愁没有订单。

AI人工智能就是帮您快速抢占谷歌首页资源



The screenshot shows a Google search interface. The search bar contains the text "site:anyafs.com.cn". Below the search bar, there are tabs for "全部" (All), "图片" (Images), "新闻" (News), and "更多" (More). The search results section shows "获得 1 条结果 (用时 0.15 秒)" (1 result found in 0.15 seconds). The first result is a link to "尝试使用 Google Search Console" (Try using Google Search Console) with the URL "www.google.com/webmasters/". Below this, there is a snippet of text: "您对 anyafs.com.cn 是否具有所有权? 请从 Google 获取索引和排名数据。" (Do you own anyafs.com.cn? Get indexing and ranking data from Google). The second result is "Dental Equipment Manufacturer Anya: Dental Chair & Dental Unit" with the URL "https://www.anyafs.com.cn/". Below this, there is a snippet of text: "Anya Medical Technology is an enterprise which engaged in research ,development, production of dental equipment. Mainly products are dental chair and ...". At the bottom of the search results, there is a note: "为了向您显示相关程度最高的结果, 我们省略了一些与已显示的 1 条结果极为相似的条目。如有需要, 您可以重新搜索以显示省略的结果。" (To show you the most relevant results, we omitted some items that are very similar to the 1 result shown. If you need, you can re-search to show omitted results.). At the bottom of the page, there is a footer with the text "● 中国 - 基于您的 IP 地址 - 使用确切位置 - 了解详情" (China - based on your IP address - use exact location - learn more) and links for "帮助" (Help), "发送反馈" (Send feedback), "隐私权" (Privacy), and "条款" (Terms).

官网分析

- 站点内容

站点内容少，质量需进一步提升

网站更新内容少，不利于搜索引擎蜘蛛抓取，营销网站收录；

网站收录少，严重影响网站排名；

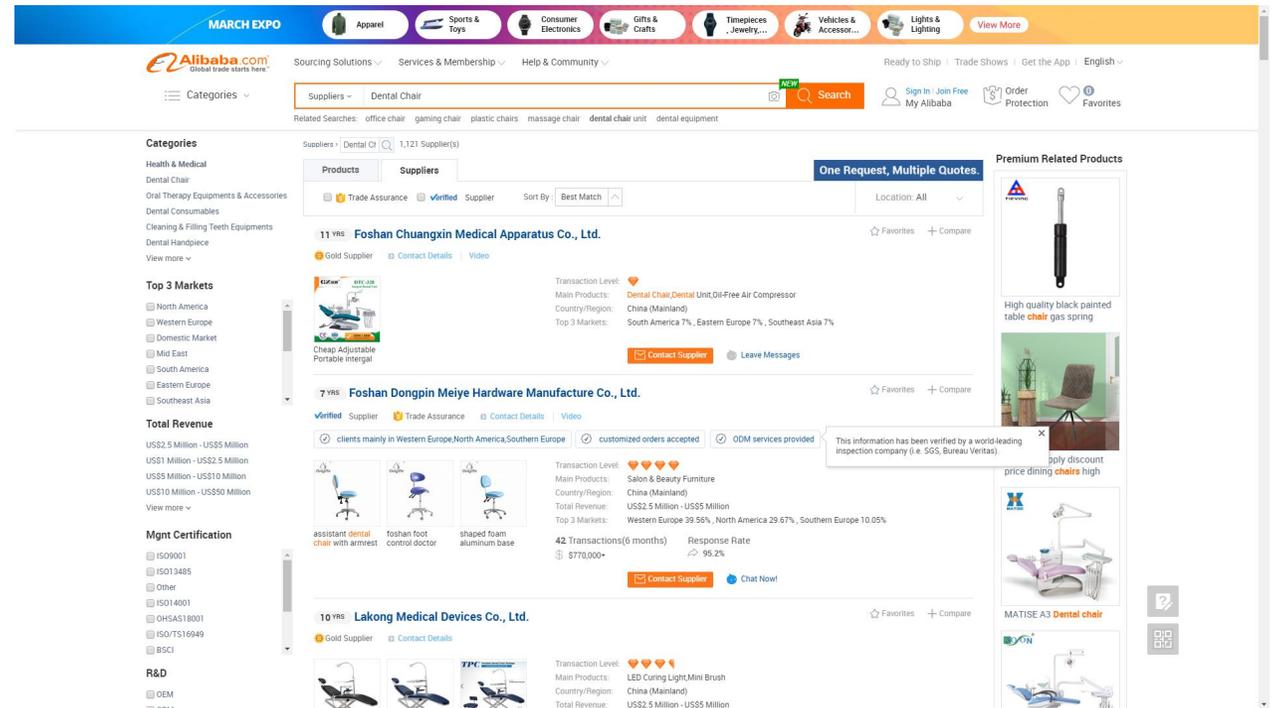
网站内容收录少，落后B2B独立站平均数，与同行竞争处于落后位置；

B2B分析

1、阿里巴巴

- 同类型主营业务主页数1,121

红海市场、同行竞争激烈、比价多、订单金额少



The screenshot shows the Alibaba.com search results for 'Dental Chair'. The page features a navigation bar with categories like Apparel, Sports & Toys, Consumer Electronics, Gifts & Crafts, Timepieces, Jewelry, Vehicles & Accessories, and Lights & Lighting. The search results are filtered to show 1,121 suppliers. The top results include:

- Foshan Chuangxin Medical Apparatus Co., Ltd.**: 11 yrs, Gold Supplier, Verified Supplier. Main Products: Dental Chair, Dental Unit, Oil-Free Air Compressor. Country/Region: China (Mainland). Top 3 Markets: South America 7%, Eastern Europe 7%, Southeast Asia 7%.
- Foshan Dongpin Meiyue Hardware Manufacture Co., Ltd.**: 7 yrs, Verified Supplier, Trade Assurance, Customized orders accepted, ODM services provided. Main Products: Salon & Beauty Furniture. Country/Region: China (Mainland). Total Revenue: US\$2.5 Million - US\$5 Million. Top 3 Markets: Western Europe 39.56%, North America 29.67%, Southern Europe 10.05%. 42 Transactions (6 months), Response Rate: 95.2%.
- Lakong Medical Devices Co., Ltd.**: 10 yrs, Gold Supplier. Main Products: LED Curing Light, Mini Brush. Country/Region: China (Mainland). Total Revenue: US\$2.5 Million - US\$5 Million.

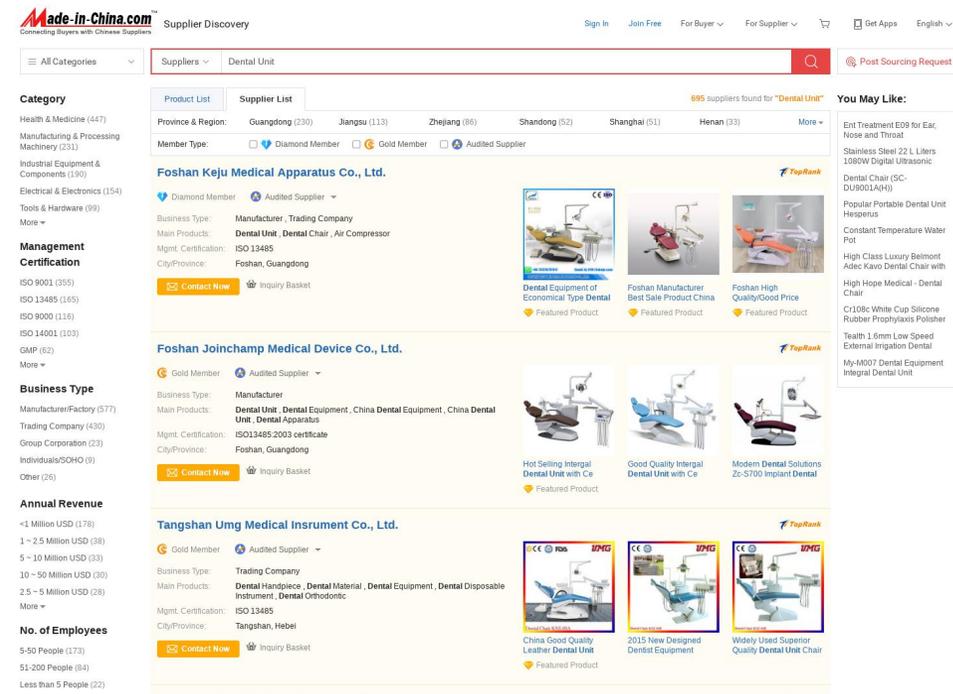
The left sidebar includes sections for Categories (Health & Medical, Dental Chair, etc.), Top 3 Markets (North America, Western Europe, etc.), Total Revenue (US\$2.5 Million - US\$5 Million, etc.), Mgmt Certification (ISO9001, ISO13485, etc.), and R&D (OEM).

B2B分析

2、Made-in-China

- 同类型主营业务主页数695

红海市场、同行竞争激烈、比价多、订单金额少



The screenshot shows the 'Supplier Discovery' page on Made-in-China.com for the category 'Dental Unit'. The page displays a list of suppliers with filters for Province & Region, Member Type, and Business Type. Three suppliers are highlighted:

- Foshan Keju Medical Apparatus Co., Ltd.**: Diamond Member, Audited Supplier. Main Products: Dental Unit, Dental Chair, Air Compressor. City: Foshan, Guangdong.
- Foshan Joinchamp Medical Device Co., Ltd.**: Gold Member, Audited Supplier. Main Products: Dental Unit, Dental Equipment, China Dental Equipment, China Dental Unit, Dental Apparatus. City: Foshan, Guangdong.
- Tangshan Umg Medical Instrument Co., Ltd.**: Gold Member, Audited Supplier. Main Products: Dental Handpiece, Dental Material, Dental Equipment, Dental Disposable Instrument, Dental Orthodontic. City: Tangshan, Hebei.

Each supplier listing includes a 'Contact Now' button and an 'Inquiry Basket' icon. The page also features a 'You May Like' sidebar with various dental products and a 'Post Sourcing Request' button.

Any questions about our website?
Talk to me!

社媒分析

1、Facebook

- 粉丝数 2
- 点赞数 2

FaceBook粉丝数少，不利于转化

点赞互动少，难以获取社媒流量，以及订单转化



社媒分析

1、Facebook

- 同类型主营业务主页数95家

社媒竞争程度相对B2B平台较低，
让推广成本相对较低，有利于找寻
精准客户

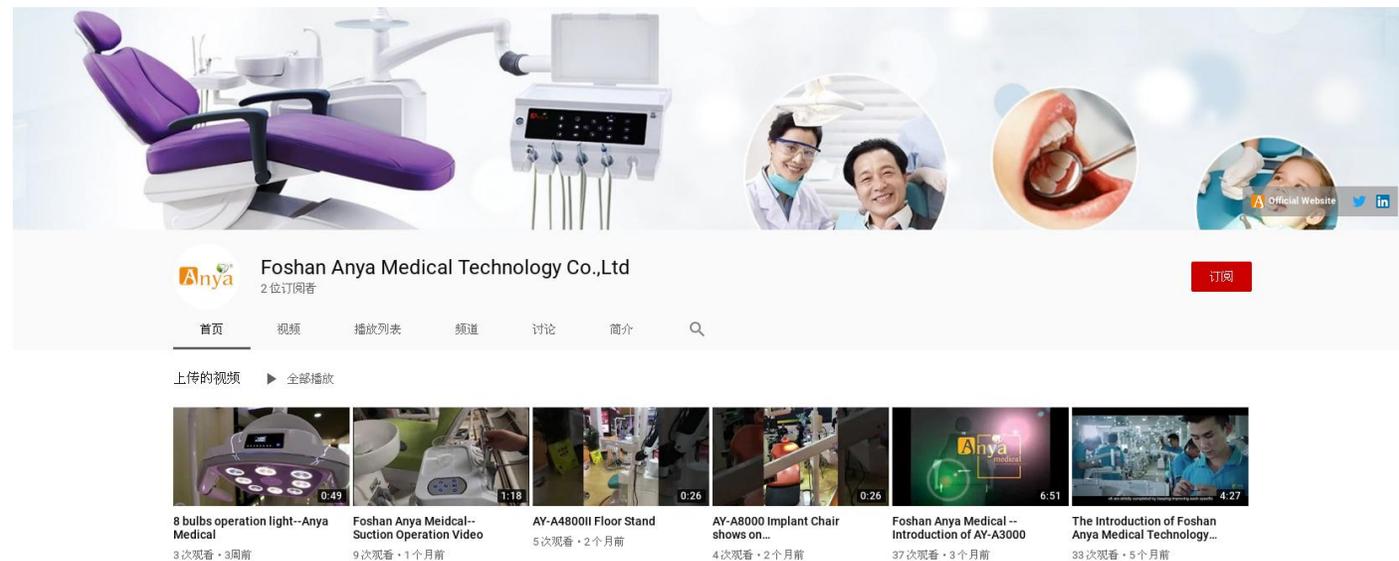


社媒分析

2、YouTube

- 视频数 5 个视频
- 订阅数 1 位订阅者

视频量太少，无法带来品牌传播
订阅量少，无法提升品牌认知度



The screenshot shows the YouTube channel page for Foshan Anya Medical Technology Co., Ltd. The channel banner features a dental chair, dental equipment, and two circular images of people. The channel name is "Foshan Anya Medical Technology Co.,Ltd" with 2 subscribers. Below the channel name are navigation tabs for Home, Videos, Playlists, Channels, Discussions, and About. The video upload section shows 5 videos with their respective titles, view counts, and upload dates:

Video Title	View Count	Upload Date
8 bulbs operation light--Anya Medical	3次观看	3周前
Foshan Anya Meidcal--Suction Operation Video	9次观看	1个月前
AY-A4800II Floor Stand	5次观看	2个月前
AY-A8000 Implant Chair shows on...	4次观看	2个月前
Foshan Anya Medical -- Introduction of AY-A3000	37次观看	3个月前
The Introduction of Foshan Anya Medical Technology...	33次观看	5个月前

同行对比

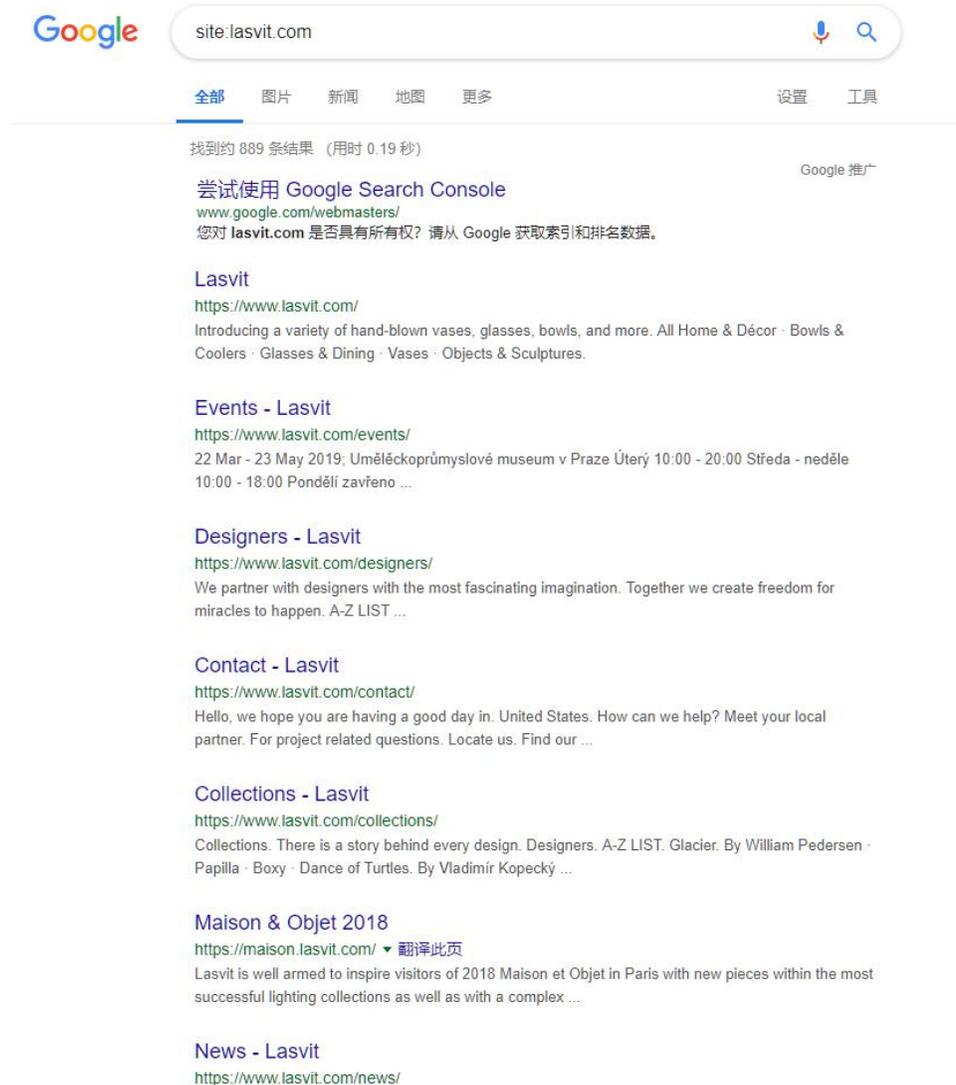
1、Google收录情况

- 找到约 889 条结果

曝光度高，高占比对询盘产生转化影响

独立的外贸站点

收录接近1000，基本可以霸占大部分搜索流量



Google search results for the query "site:lasvit.com". The search bar shows the query and the Google logo. Below the search bar, there are navigation links for "全部", "图片", "新闻", "地图", "更多", "设置", and "工具". The search results indicate that approximately 889 results were found in 0.19 seconds. A "Google 推广" (Google Ad) is visible, which is a link to "尝试使用 Google Search Console" (Try using Google Search Console) with the URL "www.google.com/webmasters/" and a prompt to check ownership for "lasvit.com". Below the ad, there are several organic search results, each with a title, URL, and a brief description:

- Lasvit**
URL: <https://www.lasvit.com/>
Description: Introducing a variety of hand-blown vases, glasses, bowls, and more. All Home & Décor · Bowls & Coolers · Glasses & Dining · Vases · Objects & Sculptures.
- Events - Lasvit**
URL: <https://www.lasvit.com/events/>
Description: 22 Mar - 23 May 2019; Uměleckoprůmyslové museum v Praze Úterý 10:00 - 20:00 Středa - neděle 10:00 - 18:00 Pondělí zavřeno ...
- Designers - Lasvit**
URL: <https://www.lasvit.com/designers/>
Description: We partner with designers with the most fascinating imagination. Together we create freedom for miracles to happen. A-Z LIST ...
- Contact - Lasvit**
URL: <https://www.lasvit.com/contact/>
Description: Hello, we hope you are having a good day in. United States. How can we help? Meet your local partner. For project related questions. Locate us. Find our ...
- Collections - Lasvit**
URL: <https://www.lasvit.com/collections/>
Description: Collections. There is a story behind every design. Designers. A-Z LIST. Glacier. By William Pedersen · Papilla · Boxy · Dance of Turtles. By Vladimír Kopecký ...
- Maison & Objet 2018**
URL: <https://maison.lasvit.com/> [翻译此页](#)
Description: Lasvit is well armed to inspire visitors of 2018 Maison et Objet in Paris with new pieces within the most successful lighting collections as well as with a complex ...
- News - Lasvit**
URL: <https://www.lasvit.com/news/>

同行对比

2、Facebook

- 粉丝数 49,649
- 点赞数 48,741

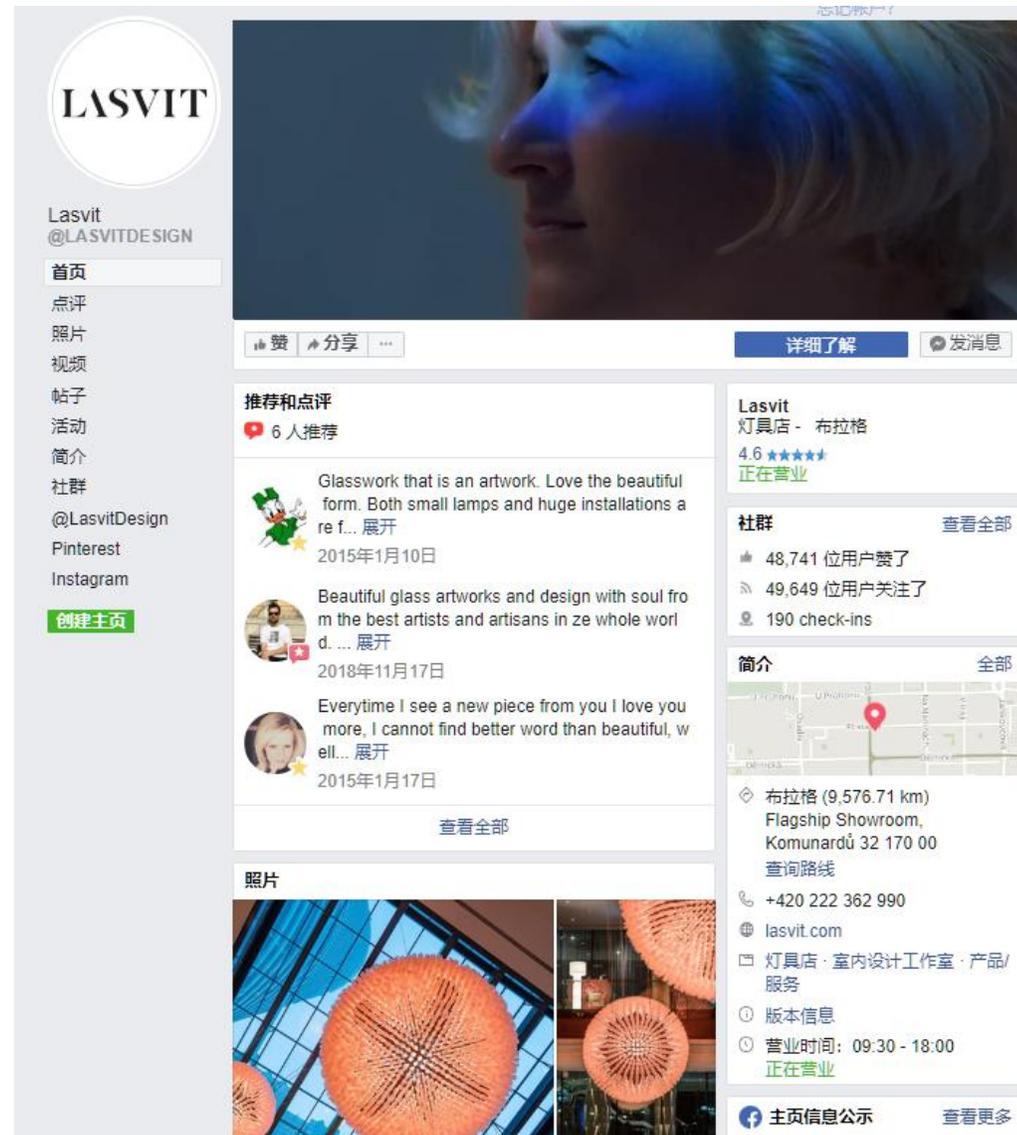
使用人工智能后粉丝超过4万

- 主页创建日期：2011年5月5日

2011年开通，网络意识超强，知道未来的发展方向

- 官网lasvit.com

将流量从社媒引流至官网，增加询盘转化



The image shows a screenshot of the Lasvit Facebook page. The page header includes the Lasvit logo and the name 'Lasvit @LASVITDESIGN'. The main content area features a large profile picture of a woman's face in profile, illuminated with blue light. Below the profile picture, there are navigation tabs for '首页', '点评', '照片', '视频', '帖子', '活动', '简介', '社群', '@LasvitDesign', 'Pinterest', and 'Instagram'. A green button labeled '创建主页' is visible. The '推荐和点评' section shows three reviews with dates ranging from 2015 to 2018. The '简介' section provides details about the company, including its location in Bratislava, Slovakia, contact information (+420 222 362 990, lasvit.com), and operating hours (09:30 - 18:00). The '照片' section displays several images of Lasvit's glass lamps and installations.

同行对比

2、Facebook

- 社媒最新更新/内容

5月11日 05:00

Is your love for light growing? You can create a private urban jungle in your interior with Liana - our latest experiment with Nature which premiered at this year's Euroluce exhibition.

帖子更新及时，说明有专人负责



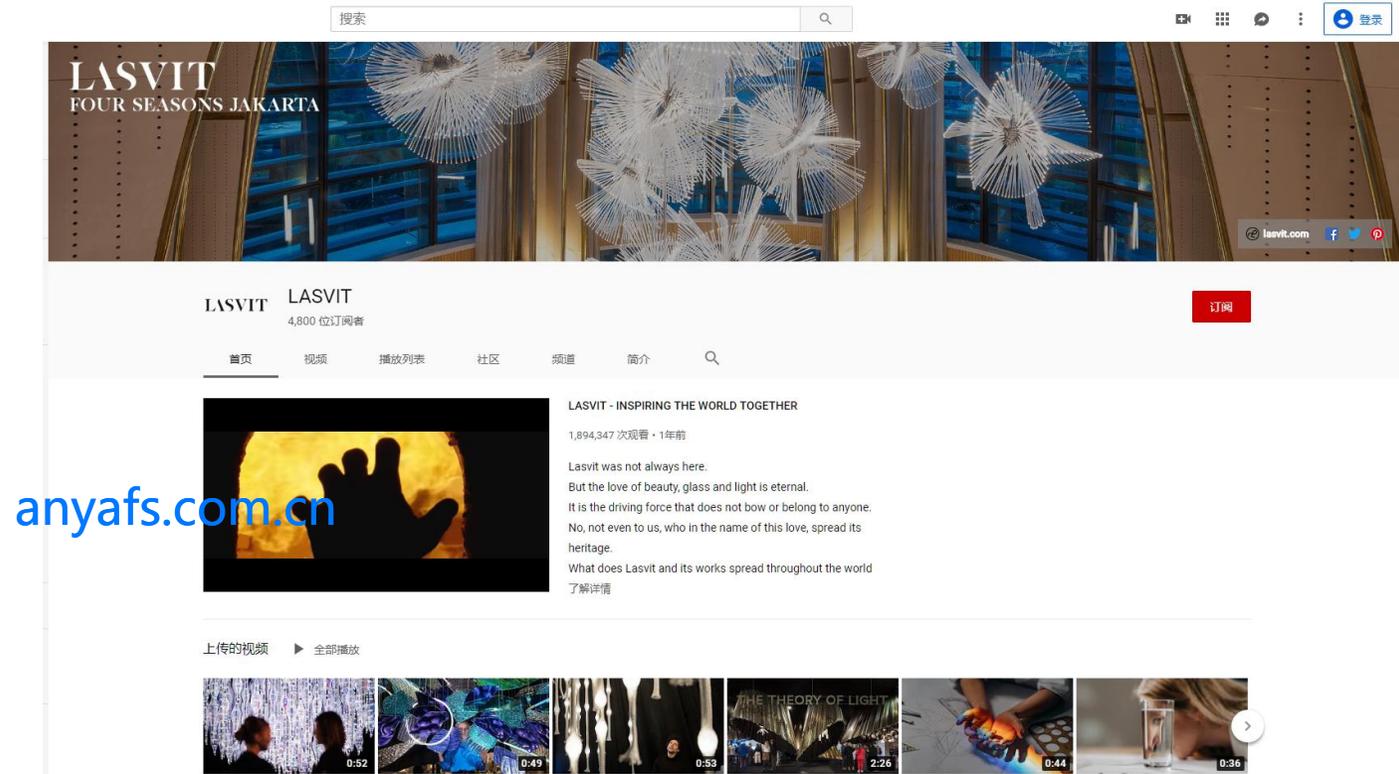
同行对比

3、YouTube

全球最好的外贸营销渠道Youtube，通过视频的方式展示公司产品，体验效果更好、转化率高

- 视频数 63 个视频
- 订阅数 4800 位订阅者

社交媒体的客户询盘意向度非常高，客户通过社交媒体，可以详细了解企业动态，进一步带来订单转化



同行对比

3、YouTube内容

- 社媒最新更新时间/内容
1周前

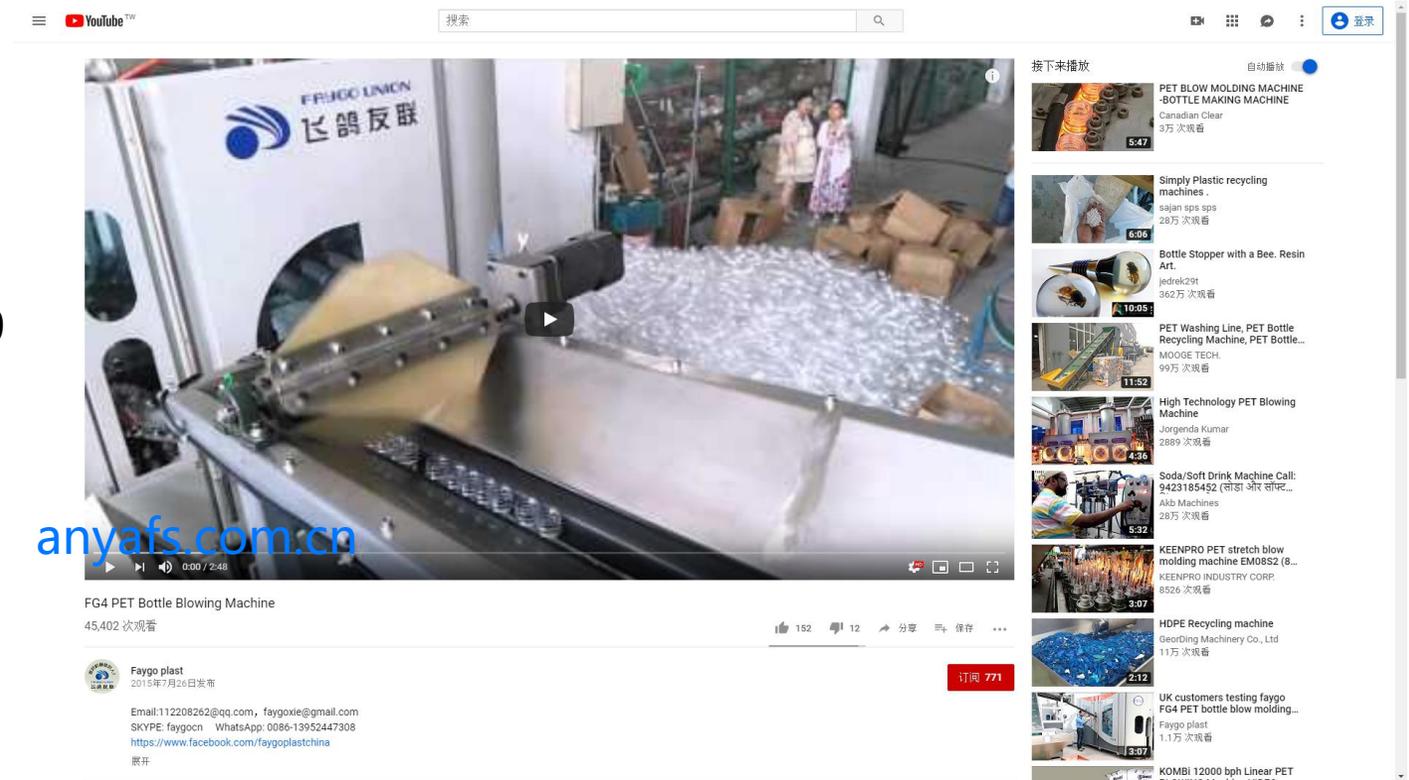
LASVIT | TRACES AT EUROLUCE 2019

视频更新及时，说明有专人负责

- 热门视频观看次数/时间

2019年3月6日发布 - 412,286 次观看

两个月的点击播放量达41万次，相当于有41万的潜在客户了解过产品



线上获客渠道对比分析

序	平台	Alexa排名	用户或访客数	平均停留时间	页面浏览量	跳出率
1	Google	1	日搜索≥78亿次 用户 43.9亿	16:57	18.18	21.8%
2	YouTube	2	超过20亿用户访问/月 用户 23亿	18:40	10.24	33.2%
3	Facebook	7	日活跃用户18亿 用户 28亿	18:30	8.94	21.4%
4	Instagram	25	日均IP≈1218万	8:45	10.34	24.4%
5	Twitter	42	日均IP≈729万	12:43	10.4	19.9%
6	LinkedIn	52	日均IP≈592万	11:00	9.08	19.3%
7	Alibaba	127	日均IP≈277万 (4.19-25日)	11:01	8.80	24.2%
8	made-in-china.com	1434	日均IP≈30万 (4.19-25日)	3:08	3.30	58.1%
9	cantonfair.org.cn	17872	日均IP≈10万 (4.19-25日)	11:09	10	39.1%

注：Alexa排名和跳出率数字越小越好，访客数、停留时间、浏览量数字越大越好。

同行对比主要对比内容

序	品牌	域名	域名年龄	官网流量	Facebook 主页粉丝	Facebook 创建时间	YouTube 粉丝	YouTube开 始时间	YouTube爆款 视频观看
1	SHEIN	shein.com	23年3月	日均IP≈80万	2113万	2012年 4月16日	10.2万	2012年8月 20日	1.3亿
2	ANKER	anker.com	24年11 月	日均IP≈3万	42.8万	2012年 11月17日	3.7万	2015年 2月27日	3683万
3	ZAFUL	Zaful.com	7年6月	日均IP≈0.3万	889万	2014年 10月27日	6.24万	2017年 1月7日	266万
4	GearBest	GearBest.com	7年4月	日均IP≈25万	483.5万	2014年 1月14日	21.8万	2014年 2月28日	278万
5	AUKEY	Aukey.com	11年11 月	日均IP≈6万	9.4万	2014年 11月10日	0.46万	2016年 9月5日	12万

注：以上项数据越大表示效果越好

来源：chinaz、alexa、互联网平台

THANKS



LIFISHER
小渔夫