

# Using SEO/SEM for International Trade & Sourcing

Differentiating your  
business on the Internet



Michael Michelini  
CEO  
Shadstone Ltd.

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# 运用 SEO/SEM 于国际贸易 和采购

鉴别你在网上的生意



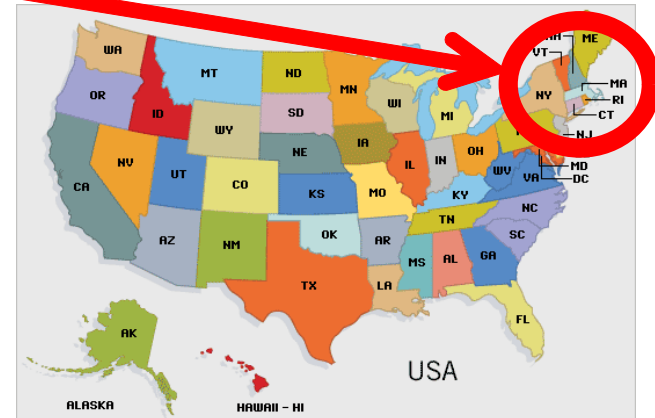
迈理倪  
总裁  
思德通有限公司

# Personal & Company Background



Michael Michelini 迈理倪

- Grew up in NorthEast USA (New York)
- 3<sup>rd</sup> generation American born
  - Grandparents from Italy, Russia, France, Canada
- First website in 1999
- Selling online since 2003
- Moved to China end of 200



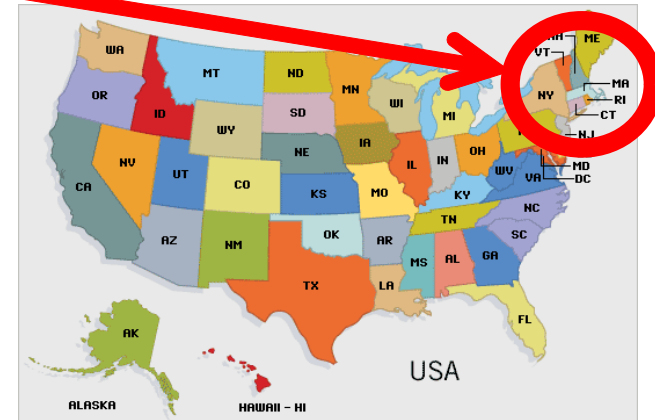
- Shadstone Limited is an ecommerce company selling home & gift products B2C in USA
  - Internet marketing office in Shenzhen, China
  - Representative of USA internet & USA merchant account companies



# 个人及公司背景

## Michael Michelini 迈理倪

- 成长于北美 (纽约)
- 第三代美国本土人
  - 祖父母来自于意大利, 俄罗斯, 法国, 加拿大
- 1999年的第一个网站
- 2003年开始网上销售
- 2007年底搬来中国
- 思德通有限公司是美国一家销售家居礼品用品的**B2C**公司。
  - 网络营销部位于中国深圳
  - 美国网络与商业代表



# Attention Trading Co. & Factories!

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- Build a dominating **brand** on the internet – Utilize SEM and SEO to generate inquiries and business cooperations.
- The internet is a level playing ground where you can truly differentiate yourself from your competitors – use it to your advantage!
- You make products – yes – BUT YOU PROVIDE A SERVICE! You're not just another product in a B2B directory! You are a brand!



# 关注贸易公司及工厂!

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- 构建互 联网上的主导品牌 - 利用搜索引擎营销和搜索引擎优化生成查询和洽谈合作 .
- 互联网是一个公平竞争的地方，在这里您可以真正从你的竞争对手中区分自己- 利用它的优势!
- 你的产品 - 是的 - 但是你提供服务! 你不只是在**B2B**目录中的一种产品! 你是一个品牌!



# Today Needs More than B2B Directories



DON'T BE  
ANOTHER  
GUY  
WAITING  
FOR  
CUSTOMER  
S!!!



# 今天需求大于B2B目录





# Today's Agenda

---

- RESEARCH the market → keywords
  - Identify & Target Your Market - Managing Cultural Differences - China vs USA vs Europe style/feel, Building Trust - Think as your customer would
- OUTLINE Your Business (not just products)
  - BUT YOU ARE ALSO A SERVICE.
- STANDARDIZE (clear package)
  - Clear & organized - Sample, payment, process
- CONVERT visitors with landing pages
  - Landing page optimization - FORMS!!!!!!!!!!!!!! secure checkout
  - Newsletter list, build and manage it
- MEASURE success with Analytics + defined CPL
  - What's a new lead worth? - calculation
  - CRM - track leads and sales clerks performance
- OPTIMIZE Sales Channels +/-
  - Increase better channels, decrease dogs



# 今天的议程

- 研究市场 → 关键词
  - 确定并瞄准你的市场 - 管理中的文化差异 - 中国vs美国VS欧洲/感觉, 建立信任 - 想象为你的客户会
  - 概括你的业务 (不仅是产品)
  - 但你也是服务.
- 标准化 (明确包)
  - 整理和组织一样品, 付款, 流程
- 与目标网页转换访客
  - 登陆页面优化 - 表格!!!!!!!!!!!! 结账安全
  - 通讯清单, 建议并管理它
- 衡量成功与分析+CPL的定义
  - 什么是新的潜在客户的价值—计算
  - 客户关系管理-跟踪线索和销售员业绩
- 优化销售渠道+/-
  - 增加更好的渠道, 减少差的渠道



# Customer

- Keyword Research uncovers their thoughts & ideas!
  - Content, product ideas, distribution ideas
- By Keyword or  
By Website

Google AdWords michelin@g
Google AdWords michelin@gm

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**Tools > Keyword Tool**

Calculate estimates using a different maximum CPC bid: US Dollars (USD \$)  Recalculate

Choose columns to display: Show/hide columns

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Match Type
<b>Keywords related to term(s) entered - sorted by relevance</b>				
marketing	1 - 3	\$3.88	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing strategies	1 - 3	\$3.16	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing strategy	1 - 3	\$3.25	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing plan	1 - 3	\$1.60	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing management	1 - 3	\$4.44	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
strategic marketing	1 - 3	\$3.20	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing communications	1 - 3	\$3.31	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing research	1 - 3	\$2.89	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing mix	1 - 3	\$1.56	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing company	1 - 3	\$6.31	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing articles	1 - 3	\$1.46	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
product marketing	1 - 3	\$4.59	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
promotional marketing	1 - 3	\$4.50	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing campaign	1 - 3	\$10.98	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing campaigns	1 - 3	\$4.99	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
retail marketing	1 - 3	\$5.17	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
business marketing	1 - 3	\$5.12	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
mobile marketing	1 - 3	\$4.17	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
relationship marketing	1 - 3	\$4.26	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing article	1 - 3	\$1.96	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
successful marketing	1 - 3	\$3.17	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing objectives	1 - 3	\$1.54	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
marketing promotion	1 - 3	\$5.04	<div style="width: 100%; height: 10px; background-color: green;"></div>	<a href="#">Add</a>
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**Keyword Tool**

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL.

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States**

**How would you like to generate keyword ideas?**

Descriptive words or phrases (e.g. green tea)

Website content (e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Include other pages on my site linked from this URL

[Or, enter your own text in the box below \(optional\)](#)

[Filter my results](#)

Calculate estimates using a different maximum CPC bid: US Dollars (USD \$)  Recalculate

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# 市场调研 - 了解你的客户



- 关键系研究揭示了他们的想法和创意!
- 内容, 产品观念, 销售观念

By Keyword  
By Website

or

Calculate estimates using a different maximum CPC bid: US Dollars (USD \$) [ ] Recalculate [?] Choose columns to display: [?] Show/hide columns [?]

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Website content (e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [http://www.marketing.com] [?](#)

Include other pages on my site linked from this URL

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# Outline Your Business (more than products!)

---

- Take your keyword list AND GO CRAZYYYYYYY!
- Convert your catalog into your website – I bet you have more on the catalog than your current website!
- List your products – of course!
  - Use a shopping cart, even if you don't sell B2C
    - to “feed” your products into the search engines. (turn off buying)
- Discuss the manufacturing process
  - Hit as many keywords
    - Materials
    - Industry Specific acronyms
- Be an expert in the industry
  - 1: drives traffic online
  - 2: proves you KNOW WHAT YOU ARE TALKING ABOUT!
- Talk about seeking distributorship
  - TALK ABOUT YOUR TARGET MARKETS
    - Discuss the opportunity in UK USA EU



# 概括你的业务（更多然后是产品!）

- 拿着你的关键字清单然后变疯狂!
- 把你的目录转换到你的网站中 – 我敢打赌你会有更多的目录，然后有更多的网站!
- 理出你的产品清单--理所当然!
  - 使用购物车，即使你不销售**B2C**—以放牧的方式将你的产品放进搜索引擎（关闭购买）
- 讨论制造过程
  - 许多关键字点击
    - 材料
    - 特定行业的缩写
- 做一个行业专家
  - 1: 网络交通驱动器
  - 2: 证明你知道你所说的!
- 浅谈寻求分销
  - 谈谈你的目标市场
    - 讨论在英国，美国，欧盟的机会.



# Keywords

**mobile phone** 59,534 searches (top 100 only) [Want more mobile phone keywords?](#)

Keyword	Searches (?)
1 mobile phones ( <a href="#">search</a> )	7,220
2 can i locate someone by mobile phone ( <a href="#">search</a> )	4,538
3 locate mobile phone ( <a href="#">search</a> )	3,357
4 directory of mobile phone numbers ( <a href="#">search</a> )	2,749
5 free mobile phone ringtones ( <a href="#">search</a> )	2,005
6 samsung mobile phones ( <a href="#">search</a> )	1,743
7 tracing a mobile phone location ( <a href="#">search</a> )	1,621
8 mobile phone tracking system ( <a href="#">search</a> )	1,475
9 when was the first mobile phone invented ( <a href="#">search</a> )	1,159
10 mobile phone hacking ( <a href="#">search</a> )	1,090
11 free mobile phone games ( <a href="#">search</a> )	1,050
12 boost mobile phones ( <a href="#">search</a> )	1,015
13 mobile phone games download ( <a href="#">search</a> )	966
14 hack codes for mobile phones ( <a href="#">search</a> )	962

<http://freekeywords.wordtracker.com>

Quick search by “mobile phones”

- Finding someone by mobile phone
- Directory of mobile phones
- When was mobile phone invented
- Brands

## IDEAS:

- Make a page about brands, comparison.
- Discuss new phone technology (locations)
- History of Mobile phone
- Rank for your competitors

# 范例 - 市场研究与关键词



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## 快速搜索“移动电话”

- 通过手机寻找某人
- 移动电话目录
- 移动电话是什么时候发明的
- 品牌

## 意见:

- 为了解品牌而比较页面.
- 讨论新的手机技术(地理位置)
- 移动电话的历史
- 你的竞争对手的等级

<http://freekeywords.wordtracker.com>



# Standardize Your Sales Pitch



- Create a standard sales / media kit
  - Its probably in your CATALOG – get it on your website!
  - What should new inquiries do?
  - What do you want to receive from them?
  - Sell a sample kit of your products!



Attract their attention to your SALES PITCH!

Main
Request a Quote
Sourcing Services
China Direct
Industries Served
Sourcing Resources
Link Directory
About Shadstone
Contact

**What is Shadstone Sourcing Associates?**

We are American business liaisons assisting small to medium sized businesses compete against large competitors that are already utilizing lower cost labor and manufacturing to level the playing field.

- Strategic Import Export & Sourcing in China
- Import Export Business for small to mid-size manufacturers

We partner with small to mid-sized American manufacturers to import, export, or source quality products in China. Simply put, we provide china direct sourcing services.

Large American manufacturers are already manufacturing in China. Typically companies doing \$50MM or less do not have the resources (time, money, expertise) to scale their business to accommodate a full-scale facility manufacturing in China.

Sure, you may be importing already (from Taiwan, Hong Kong, or even the mainland), but are you getting the best prices? Are you having quality control issues? Shipping issues? Do you

Get Started Today!

Submit a Request for Quote (RFQ)

# 规范你的销售间距

- 创建一个标准的销售/媒体软件
  - 可能在你的产品目录上-让它出现在你的网站上吧!
  - 新的调查应该怎么做?
  - 你想从他们那里获取到什么?
  - 销售你的产品样品套件!



Attract  
their  
attention to  
your  
SALES  
PITCH!

Main
Request a Quote
Sourcing Services
China Direct
Industries Served
Sourcing Resources
Link Directory
About Shadstone
Contact

Get Started  
Today!



Submit a  
Request for  
Quote  
(RFQ)



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# Convert Visitors with Landing Pages



Take Me to A Free Kindermusik Class, Mommy!



**Shake, Wiggle, and Giggle**

- Immerse your child in an atmosphere of playing, singing and dancing
- Music as a means of learning: get their feet tapping and their wheels turning
- Connect with other moms and learn how music helps make parenting easier
- Best value per class in music and movement classes for newborn to seven years old

Complete the form below to try a **free class with no obligations**

You'll also receive four MP3 downloads of our favorite music, free!

\*first name:  \*last name:

\*email:  phone:  e.g. 123-456-7890

\*postal code:  child's age:  \*required field

Have you enrolled in a Kindermusik class before?  Yes  No

[Try a FREE Class](#)

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Copyright © 2008 Kindermusik International, Inc. All rights reserved.

**magnify<sup>360</sup>** Profile. Target. Convert.

"magnify<sup>360</sup> increased our lead volume by 90% in just 4 months."

Shawn Vicklund  
Director of Marketing  
Continental Warranty

**DOWNLOAD HOW:** A magnify<sup>360</sup> Case Study with Continental Warranty, the nation's leading auto warranty company.

Case Study Highlights

- 42% increase in lead volume in 10 days
- 90% increase in lead volume in 4 months
- 23% increase in sales
- \$1.5 million in additional annual revenue

magnify<sup>360</sup> Inc. provides the industry's most advanced on-site behavioral targeting platform. Since 2004, magnify<sup>360</sup> has enabled marketing professionals to better understand their visitors and target them with personalized on-site experiences to dramatically increase conversion rates.

[Click here to download a complete case study.](#)

**Find Out More**

Want to know more? One of our team members will respond ASAP.

I would like to find out more about

Email:

Phone:

[NEXT](#)


- PROFILE** individual visitors as they enter your site.
- TARGET** the most effective on-site experience to each visitor in real-time.
- CONVERT** more visitors into leads and sales.

Optimize your conversion rate automatically, 24x7...

- Quick, Simple, Direct
- Selling 1 thing
  - RFQ (request for quote)
  - Product Alerts
  - General Inquiry for more info
- BE CAREFUL with forms
  - Just get what you need.

# 转换访问者到达网页

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Optimize your conversion rate automatically, 24x7...

- 快速，简单，直接
- 销售一件
  - RFQ (请求报价)
  - 产品推介
  - 通常询问更多相关信息
- 仔细对待表格
  - 只要得到你做需要的。

# Drive Traffic to this Landing Page



- 1<sup>st</sup>, get your head in the right mindset
  - How much do you spend on B2B directories?
  - How much do you spend on trade shows?
  - How much do you spend printing catalogs?
- Put a healthy budget in testing your website with paid advertising.
  - Add this to your monthly or yearly budget.
  - Give it TIME – its going to take some






exp    [Advanced Search](#)


Experiment: [Social search](#) ▼


Web [Show options...](#) Results 1 - 10 of about 406,000,000 for **buy from china**. (0.26 seconds)

**China Exporter**  
[www.hktcdc.com](http://www.hktcdc.com) Connect with over 100,000 suppliers from Hong Kong, **China** and Taiwan



**Buy In China?**  
[en.Onccc.com](http://en.onccc.com) Collection of Chinese manufacturers **China** products,company,trade leads  
[http://pixel1858.everesttech.net/1858/...](http://pixel1858.everesttech.net/1858/)  <http://en.onccc.com/> 



**American Buyers Want You**  
Are you a supplier? Register free with the USA Buyer's Community  
[www.SupplierEvaluations.com](http://www.SupplierEvaluations.com)  
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**Products Made In China**  
Now Connect With More Than 350000 Reputable Suppliers. Check Us Out!  
[www.EC21.com](http://www.EC21.com)  
<http://www.ec21.com> 

**Source China Distributors**  
Systematic Approach to Source and Identify Most Suitable Distributors  
[www.starmass.com](http://www.starmass.com)  
[http://www.starmass.com/en/source\\_china...](http://www.starmass.com/en/source_china...) 

**Export Import Business**  
100% Free Export Import Trade Leads  
Global Export Import Marketplace

**Wholesale - Buy China Wholesale Products from Chinese Wholesalers ...**  
Buy high quality **China** wholesale apparel, cell phones, electronics, handbags, wedding dresses and other wholesale products directly from reliable Chinese ...  
[www.dhgate.com/](http://www.dhgate.com/) - [Cached](#) - [Similar](#) -  

**Made-in-China.com China manufacturer directory, China products ...**  
**China** manufacturer directory and **China** products catalog, providing trade leads among ... All; **Buy**; Sell. Galvanised Wire Mesh; Self-Tapping Steel Screw ...  
[www.made-in-china.com/](http://www.made-in-china.com/) - [Cached](#) - [Similar](#) -  

**China-Direct-Buy.com - Buy Direct from China**  
**China-Direct-Buy.com** - Find Products from **China**. ... [www.DIYTrade.com](http://www.DIYTrade.com) List your product for FREE | © 2007-2009 **China-Direct-Buy.com**.  
[Labels](#) [Mobile phone](#) [Cell phone](#) [Shoes](#)

# 带动流量到目标网页

- 第一，头脑里要有正确的心态
  - 你在B2B目录上花费多少？
  - 你在展销会上花费多少？
  - 你在印刷目录上花费多少？
- 放一个健康的预算去测试你的付费广告网站。
  - 把这个添加到你每月或每年的预算中。
  - 给它一点时间-它需要一些试验。








Google   [Advanced Search](#)




Experiment: [Social search](#) ▼

Web [Show options...](#) Results 1 - 10 of about 406,000,000 for **buy from china**. (0.26 seconds)

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**Wholesale - Buy China Wholesale Products from Chinese Wholesalers ...**  
Buy high quality **China** wholesale apparel, cell phones, electronics, handbags, wedding dresses and other wholesale products directly from reliable Chinese ...  
[Cell Phones](#) - [Women's Clothing](#) - [Handbags](#) - [Men's Clothing](#)  
[www.dhgate.com/](http://www.dhgate.com/) - [Cached](#) - [Similar](#) -   

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[Product Directory](#) - [Electrical & Electronics](#) - [Machinery](#)  
[www.made-in-china.com/](http://www.made-in-china.com/) - [Cached](#) - [Similar](#) -   

**China-Direct-Buy.com - Buy Direct from China**  
**China-Direct-Buy.com** - Find Products from **China**. ... [www.DIYTrade.com](http://www.DIYTrade.com) List your product for FREE | © 2007-2009 **China-Direct-Buy.com**.  
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**Export Import Business**  
100% Free Export Import Trade Leads  
[Global Export Import Marketplace](#)

# TESTING FOUR PAGES: AND TESTING (or multivariate)



Take Me to A Free Kindermusik Class, Mommy!



**Shake, Wiggle, and Giggle**

- Immerse your child in an atmosphere of playing, singing and dancing
- Music as a means of learning: get their feet tapping and their wheels turning
- Connect with other moms and learn how music helps make parenting easier
- Best value per class in music and movement classes for newborn to seven years old

Complete the form below to try a free class with no obligations  
You'll also receive four MP3 downloads of our favorite music, free!

\*first name:  \*last name:

\*email:  phone:  e.g. 123-456-7890

\*postal code:  child's age:  \*required field

Have you enrolled in a Kindermusik class before?  Yes  No

**Try a FREE Class**

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Copyright © 2008 Kindermusik International, Inc. All rights reserved.

**A vs. B**

Take Me to A Free Kindermusik Class, Mommy!



**Shake, Wiggle, and Giggle**

- Immerse your child in an atmosphere of playing, singing and dancing
- Music as a means of learning: get their feet tapping and their wheels turning
- Connect with other moms and learn how music helps make parenting easier
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**Try a FREE Class**

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Combinations Page Sections

Analysis for: Aug 21 2006 - Aug 21 2006

Sort By:  Relevance Rating  Order Created

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Relevance Rating [?]	Variation	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Impressions [?]
4 / 5	Section 2 Original	29.1% ± 1.0%	—	0.11%	—	951 / 3273
	Variation 2	32.5% ± 1.0%	99.9%	99.8%	11.9%	1099 / 3380
	Variation 1	29.1% ± 1.0%	52.8%	0.13%	0.26%	975 / 3347
4 / 5	Section 3 Original	28.3% ± 1.2%	—	0.02%	—	684 / 2417
	Variation 1	32.6% ± 1.2%	100%	89.7%	15.2%	833 / 2555
	Variation 3	30.9% ± 1.2%	97.9%	10.1%	9.33%	758 / 2450
	Variation 2	29.1% ± 1.1%	73.2%	0.18%	2.80%	750 / 2578
1 / 5	Section 1 Original	30.8% ± 0.8%	—	89.4%	—	1529 / 4960
	Variation 1	29.7% ± 0.8%	10.6%	10.6%	-3.71%	1496 / 5040

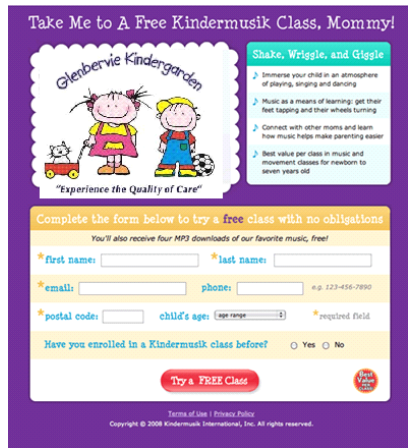
The internet allows you to TRACK EVERYTHING. Even though this is only for PPC (paid advertising) you can use the results on your SEO (organic) pages throughout your website

Not just for this single page!  
Find your best company logo  
Product color  
Next product to release

# 测试你的网页! A/B 测试 (或者多元化)



**A vs. B**



Combinations Page Sections

Analysis for: Aug 21 2006 - Aug 21 2006

Sort By:  Relevance Rating  Order Created

Download: [Print](#) [Preview](#)

Relevance Rating [?]	Variation	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Impressions [?]
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互联网可以让你追踪一切。虽然这只是为PPC (付费广告)，你可以使用搜索引擎优化的结果 (有机) 遍及你的网站。

不仅仅是这一个单独的页面!  
找到最好的公司标志  
产品颜色  
下一个产品发布



# Measure Success with Ratios & Analytics

---



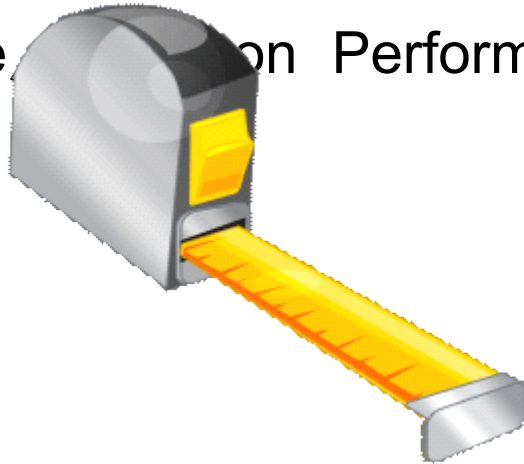
First, define your business,  
define your cost per lead  
value.

How much are you spending  
on marketing?

Determine which channels are  
the top performers.

Reduce/Eliminate Non  
Performers

Increase Non Performers.



- ✓Trade shows
  - ✓Directories
  - ✓Money out
  - ✓Money in
  - ✓On Site Promotion
  - ✓Brand Building
  - ✓Building Email List
-

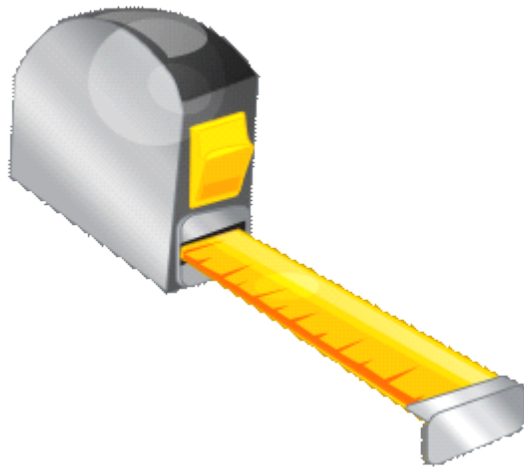
首先，给你的产品下定义，决定每个询盘的成本。

市场广告花费多少钱？

决定哪些渠道带来最好利益。

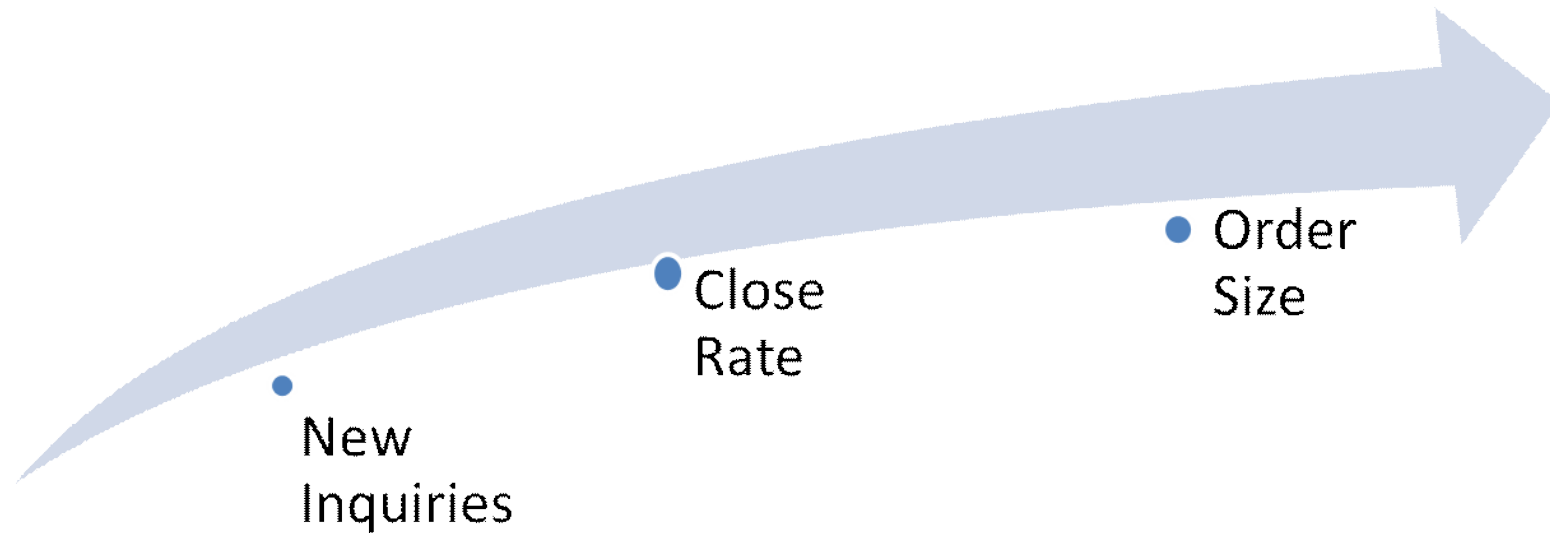
减少/删除没有效益的

增加/加大力度在有效益的。



- ✓展会
- ✓目录
- ✓投资
- ✓回报
- ✓ 网页推广
- ✓品牌建立
- ✓设置邮件列表

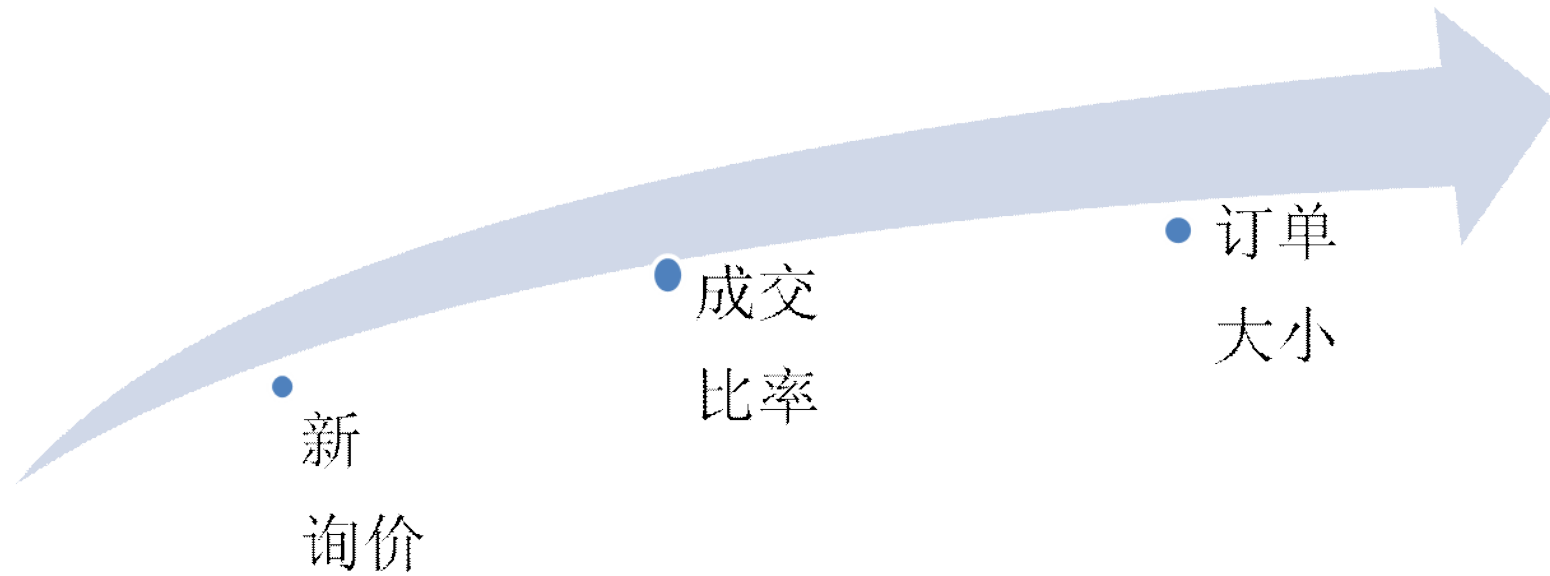
# CPL - Cost Per Lead



Avg Sale	Gross Profit	Overhead	Margin
\$100,000	\$15,000	\$10,000	\$5,000

Budget	Close Rate	Cost Per Lead
\$5,000	0.25% (1/400)	\$12.50usd

# CPL - 询盘成本



平均销售额	毛利	开销	利润
\$100,000	\$15,000	\$10,000	\$5,000

预算	成交比率	询盘成本
\$5,000	0.25% (1/400)	\$12.50usd

# Analyzing your Lead Cost



Different click rate, different conversion cost.

Will these  
turn a  
positive ROI?

Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.	Conversions
2,106	286,967	0.73% ?	\$0.48	\$1,004.72	2.23%	\$21.38	47
2,106	286,967	0.73%	\$0.48	\$1,004.72	2.23%	\$21.38	47
0	0	-	-	\$0.00	0.00%	\$0.00	0
14,598	1,325,178	1.10% ?	\$0.55	\$8,013.68	3.62%	\$15.18	528
14,598	1,325,178	1.10%	\$0.55	\$8,013.68	3.62%	\$15.18	528
0	0	-	-	\$0.00	0.00%	\$0.00	0

\$21/lead

\$15/lead

\$7/lead

Every  
business  
different!

clicks	impressions	CTR	avg cpc	cost	conversion %	cost/conv	total conv.
68,962	2,770,527	2.49% ?	\$0.13	\$8,622.38	1.70%	\$7.37	1,167
68,924	2,539,263	2.71%	\$0.12	\$8,614.17	1.70%	\$7.36	1,167
38	231,264	0.02% ?	\$0.22	\$8.21	0.00%	\$0.00	0

# 利用询盘成本



不同点击率，不同转化成本。

这些能否会  
转为肯定的  
投资回报？

**\$21/询盘**

**\$15/询盘**

**\$7/询盘**

<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	<a href="#">Conv. Rate</a>	<a href="#">Cost/Conv.</a>	<a href="#">Conversions</a>
2,106	286,967	0.73% ?	\$0.48	\$1,004.72	2.23%	\$21.38	47
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0	0	-	-	\$0.00	0.00%	\$0.00	0
14,598	1,325,178	1.10% ?	\$0.55	\$8,013.68	3.62%	\$15.18	528
14,598	1,325,178	1.10%	\$0.55	\$8,013.68	3.62%	\$15.18	528
0	0	-	-	\$0.00	0.00%	\$0.00	0

生意做法不  
同!

clicks	impressions	CTR	avg cpc	cost	conversion %	cost/conv	total conv.
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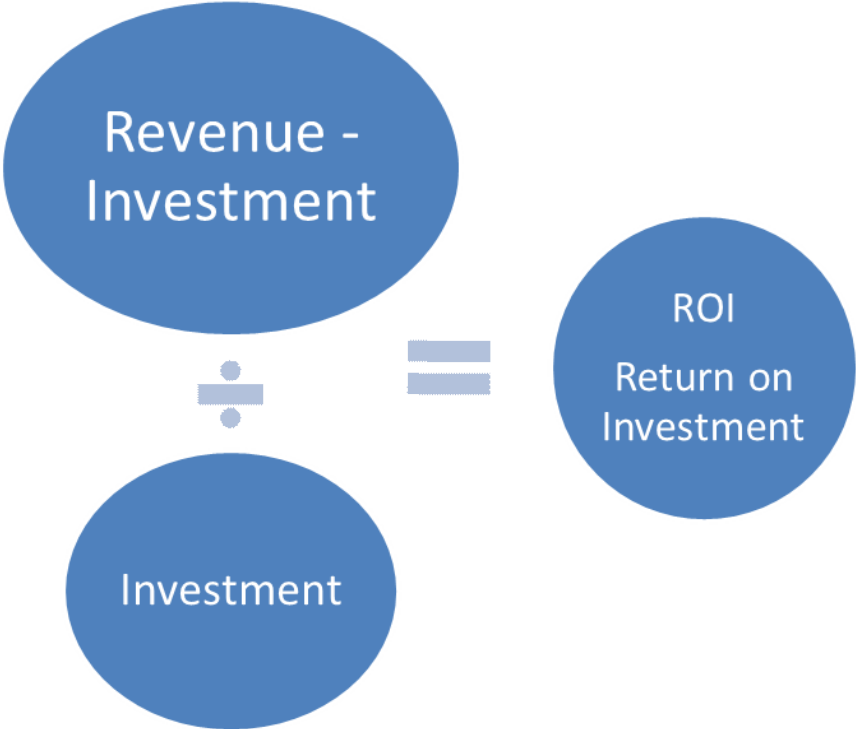
# ROI - Return On Investment



First, TIME IS MONEY

Also realize this in your formula.

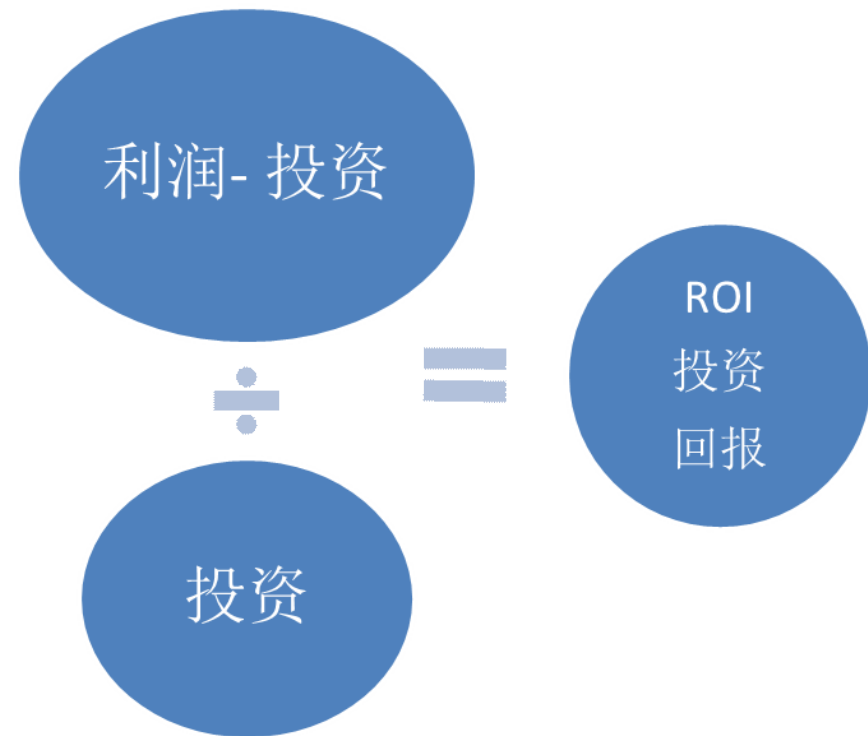
Website optimization takes time, and time is money. Weather in-house or outsourced.



Investment	Sales	R - I	Divide	As percent
\$1,000usd	\$4,000usd	\$3,000usd	$3,000 / \$1,000$	$3 \times 100 = 300\%$

# ROI - 投资回报

时间就是金钱  
同时也意识到这个方式。  
网站优化需要时间，而时间又是金钱。公司聘请人手还是找专业公司？





# Measure & Optimize Your Channels



Marketing Chanel	Cost	# Inquiries	Sales (Revenue)	ROI (return on investment)
Trade Shows	300,000 Booth, Travel, Staff	1,000	200,000	-33%
B2B Directories (Alibaba, GlobalSource)	50,000 Yearly Subscription	3,000	80,000	60%
PPC (Adwords)	12,000 1,000/mo	60 x 12 (720)	19,000	58%
Website Promotion (even in-house)	26,000 Time Value	300	30,000	15%
Social Media	29,000 Time Value	800	38,000	31%

Are you doing this? Yearly, Monthly, Weekly?

You need to monitor which

channels bring the best business!

# 衡量您的渠道



市场渠道	成本	# 询价	销售 (利润)	ROI (投资回 报)
展会	300,000 展台, 旅游费用, 员	1,000	200,000	-33%
B2B 目录 (阿里巴巴, 环 球资源)	50,000 年度认购	3,000	80,000	60%
PPC (广告 词)	12,000 1,000/每月	60 x 12 (720)	19,000	58%
网站推广 (公司内部)	26,000 时间价值	300	30,000	15%
社会化媒体	29,000 时间价值	800	38,000	31%

你有在做这些吗? 每年一次, 每月一次, 每星期一次?

你需要监督哪个渠道能带来最好

的效益!

# Conclusion

---



- RESEARCH the market → keywords
    - Identify & Target Your Market - Managing Cultural Differences - China vs USA vs Europe style/feel, Building Trust - Think as your customer would
  - OUTLINE Your Business (not just products)
    - BUT YOU ARE ALSO A SERVICE.
  - STANDARDIZE (clear package)
    - Clear & organized - Sample, payment, process
  - CONVERT visitors with landing pages
    - Landing page optimization - FORMS!!!!!!!!!!!!!! secure checkout
    - Newsletter list, build and manage it
  - MEASURE success with Analytics + defined CPL
    - What's a new lead worth? - calculation
    - CRM - track leads and sales clerks performance
  - OPTIMIZE Sales Channels +/-
    - Increase better channels, decrease dogs
-

- 研究市场 → 关键字
  - 确定并瞄准你的市场 - 管理中的文化差异 - 中国vs美国VS欧洲 /感觉, 建立信任 - 想象为你的客户会
- 概要你的企业 (不只是产品)
  - 但你也是服务.
- 规范 (透明包装)
  - 整理& 组织 - 样品,付款, 过程
- 与目标页面转换访客
  - 登陆页面优化 - 表格!!!!!!!!!!!! 结账安全
  - 通讯清单, 建立并管理它
- 成功衡量与分析+ CPL的定义
  - 什么是新的潜在客户的价值? - 计算
  - 客户关系管理 - 跟踪线索和销售员业绩
- 优化销售渠道 +/-
  - 增加更好的渠道, 减少差的渠道