



Marketing & Public Relations Firm
市场营销公关公司

The Amazon logo is centered in the middle of the page. It consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is the iconic orange curved arrow that points from the letter 'a' to the letter 'z'. The background behind the logo is a stylized city skyline at sunset or sunrise, with buildings in shades of purple and blue, and a large yellow sun partially obscured by a cloud on the right. The sky is a gradient of light blue and purple, with a few white clouds and small birds flying in the distance.

amazon

1780 亿

2017年亚马逊净销售额高达1780亿

3100 亿

共有3100亿的活跃用户

50 亿

50亿第三方卖家

超级大V

网红、达人

简讯订阅

社交网络

社区团体

团购网站

评论

媒体杂志

本地化广告运营

校园推广



超级大V

利用网络大V，网红达人的影响力，
打造当下最有效的网络口碑营销
法。

70%的消费者认为同伴们的推荐会影响到其买东西的决定。
92%的消费者表示相对于普通广告来说，他们更加信任大家都在推荐的口碑产品。

据统计显示每花出\$1
的口碑营销广告费，
平均会收到\$6.85的
利润。

08/26/2017

DAYS OUT WITH ██████████



When ██████████ sent us some beautiful activewear from their new UK line, Steven and I decided the best way to try it out would be with one of our favourite coastal walks. Whilst we both go to the gym, getting out and about for a walk is one of our favourite ways to stay active. Long walks are extremely therapeutic for me. Being out in the fresh air surrounded by nothing but seaside on the left of you, and countryside on the right is the best place to clear your mind, get your thoughts together and also just to talk. We always get into the deep and meaningful conversations during our walks which is just one of the things I love about them.

We chose to head to Dunnottar Castle in Stonehaven, because every single time we've been to Stonehaven in the last month it has rained... so having it cloudy with a bit of sporadic sun was the very best weather we could hope for to get these photos... you see... summer is over after roughly a day (or two) in Scotland particularly in the North.

 healthy_fitnum • Segui
Crown Paradise Club Cancún

healthy_fitnum It's not important how long we live but how well we live. Ad meaning to your life each day. . Treat yourself or someone with the beautiful jacket from @lapasa.inc . TI deliver worldwide. Using HEALTHYM get 5% off .

#lifestyleblogger #lifestylephotograp #jacket2in1 #travelbloggers

Carica altri commenti

angela.poole Simply gorgeous healthy_fitnum @angela.poole thani so much Angela

healthy_fitnum @virtuedrinks happy Friday


healthy_fitnum @helenarawandlifest thank you so much dear



Piace a 533 persone
28 DICEMBRE 2017

Accedi per mettere "Mi piace" o commentare.



 stureardon • Segui
Warrington, England

stureardon Keeping warm over the holiday season in my @██████████

code is STUREWIN for a 5% discount

#██████████ #██████████ #lifestylebrand #sportbrand #thermalunderwear

Carica altri commenti

irvinthunder Nice feet!

philbottenberg What's the e&s for on the Christmas tree? :)

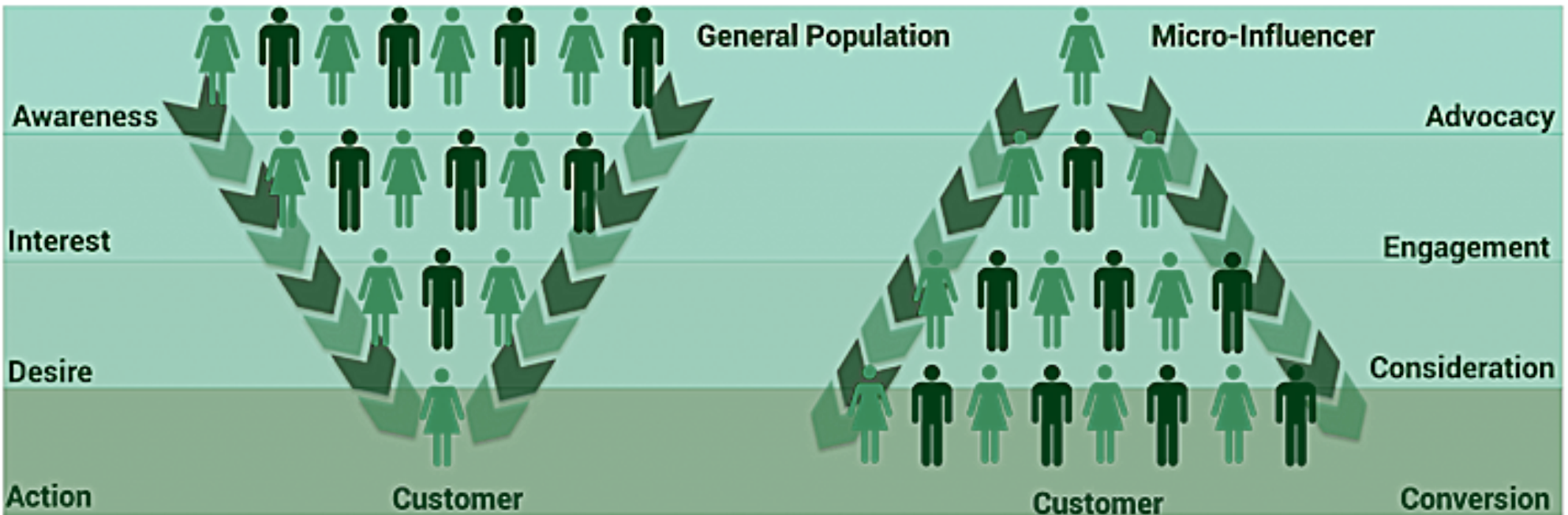
3rico_raven3 ★★★★★

nurafraxe Lindo demais 🥰💕

@nav.castilho1

网红、达人

投资粉丝和关注量不太大的影响力者是成本效益最高的选择。正因为达人网红们所在的圈子其中，他们更能增加与粉丝的互动。在结果显示种一般的小型网红达人同样可以达到高产出的效果。





▶ | 🔊 0:09 / 8:19

Sequenza yoga per la Luna Piena! - Pa

000 visualizzazioni



Anna Flamin shared [Temper Maga](#)
China Fashion Scene.
9 January · 🌐



Temper Magazine
16 December 2017 · 🌐

Accessorize your weekend with the new #Normal...
From golden pearls, 80s style and acrylic to qipao...
Magazine brings you the depeche mode on Zhu.
<https://temper-magazine.com/.../about-shapes-sounds-and-hear...>



82%

百分之82的消费者表示他们会考虑正在关注的小型网红和达人们所推荐的产品。

85%

拥有1000名左右粉丝的小型网红和达人们对其粉丝的控制力要比拥有10万粉丝的大V们多出85%。



12:54 PM

📶 🔊 📶 92% 🔋

Photo

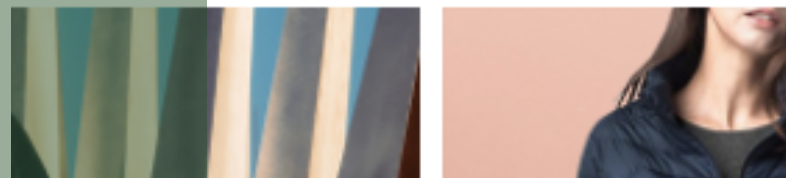


eblog
ted Kingdom >



简讯订阅

- 2019年预计全世界将有超过29亿邮件使用人群
- 定制化的简讯订阅品牌要比没有定制化简讯订阅品牌高出百分之27的邮件打开传播率和百分之11的官网点击率。



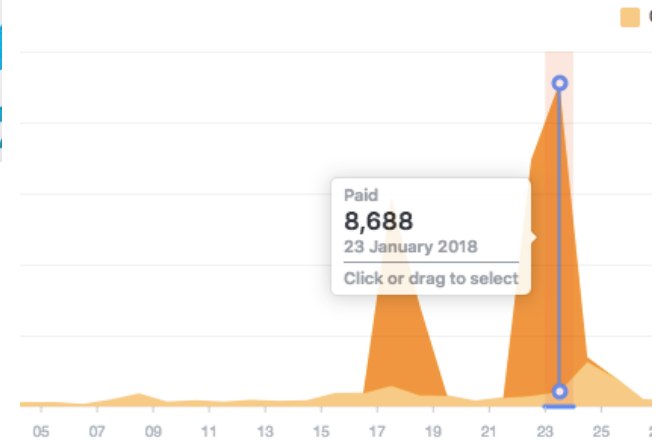
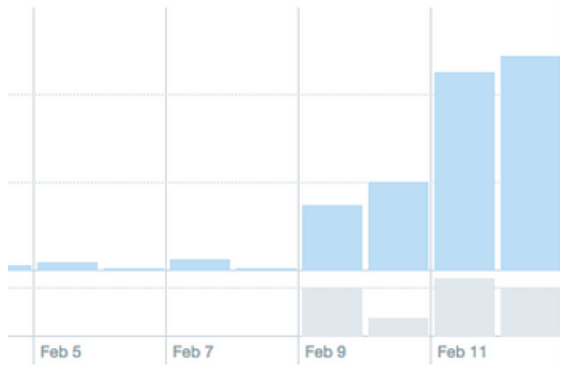
74%

百分之74的人群表示相信网络媒体上推荐的产品并会考虑购买。

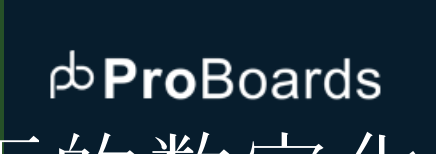


社交网络

and 15.7K impressions over this 18 day p



- 创造内容
- 广告
- 分享传播



在当下的数字化时代中，能否抓住互联网群体是成功与否的关键。网络使得兴趣相同的人聚在一起，同样网络群体也使得商家的目标人群更加集中。

社区团体

Service	Topics	Replies	Last post
Support Forums Need help about Flag Counter and get help with your Flag Counter.	2,114	11,047	Can't see my FlagCounter - but it works! by Jena Today
Enter Pro Get the most out of our upgraded Flag Counter service.	314	3,533	What countries would you like to see regional data for? by Handewi March 2, 2018
Reviews and Feedback How do you think we make Flag Counter even better?	494	3,189	Thanks! by julfh March 10, 2018

Service	Topics	Replies	Last post
Flags, Flags Share your favorite flag, anything related to flags!	579	14,566	For Flag Counter Pro users - what is the newest regional flag? by Handewi March 10, 2018
Flags			Visit my blog

Quora Home Answer Notifications Search Quora

British Canals Letterpress Printing London Taxis +1

Does the United Kingdom use WeChat?

Request Follow 1 Comment Downvote

You've written an answer
You can edit or delete it at any time.

Promoted by Triplebyte

Why is the technical interview false negative rate so high?

Triplebyte's objective skills-based process reduces bias and pattern matching at top tech companies.

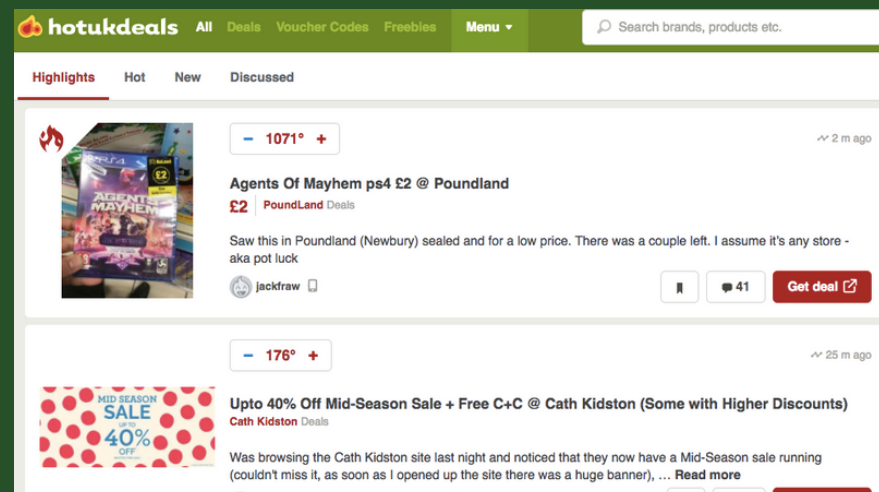
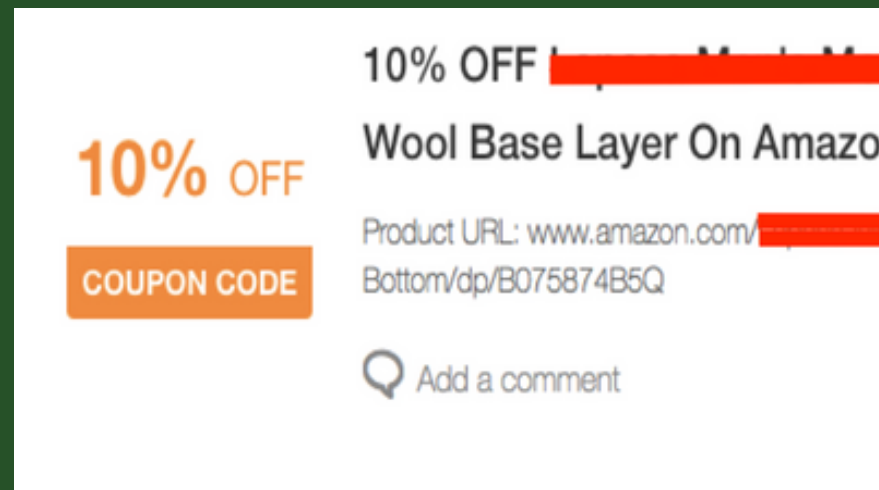
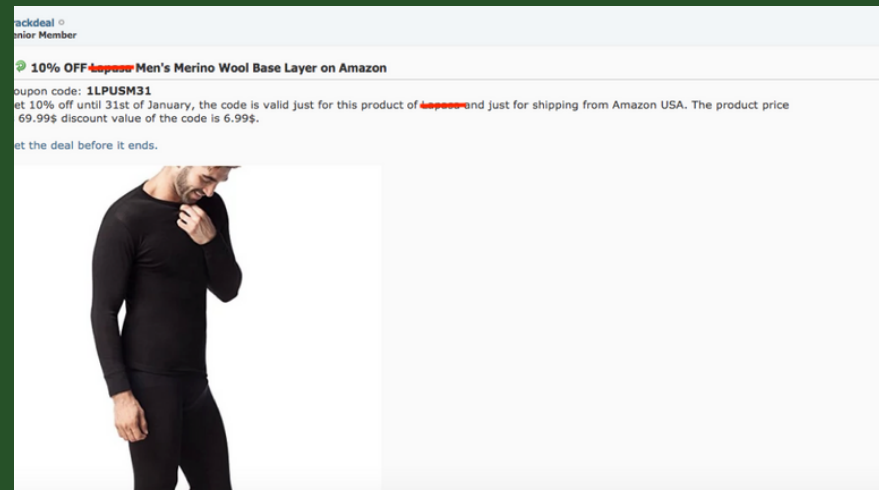
Learn more at triplebyte.com

Alessio Zappalà shared a link to the group: Amazon UK Freebies and Discounts.
25 January

For you the DEALWEB1 discount code to get a 20% discount on Amazon UK go to link

团购网站

对商家来说使用团购网站最大的顾虑是对品牌效益的影响。一些商家误认为将产品以折扣的形式放在团购网站上会使商品档次降低。这是商家对团购网站最大的误区，人们在浏览团购网站时，并不是想购买某一特定品牌，而是寻找更多的专享折扣，陈列的折扣商品不会降低品牌的认知度反而可以增加品牌曝光度，尤其对于在“寻找找性价比高的商品”的这部分客户们，用折扣商品抓住他们的眼球同时会带来更多的潜在销量。





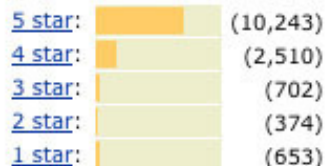
评论

更多的评论会带来更多的买家，更多的买家会带来更多的评论，销售量的增加还会让您的商品陈列在搜索栏中更靠前的位置。评论是一个良性循环的开始。



Customer Reviews

14,482 Reviews



Average Customer Review
★★★★☆ (14,482 customer review)

Most Helpful Customer Reviews

18,653 of 18,810 people found the following review helpful

★★★★★ Carole

This was like a t-shirt material. It is so I don't have to share. The arms

Was this helpful?

Yes

65%

相对于没有评论的商品来说，有评论的商品会提高消费者百分之65的购买欲

20%

20%的消费者表示会完全根据评论反馈而购买商品，三分之一的消费者表示绝对不会购买没有任何正面评价的商品。

50%

根据统计网站statista.com的数据显示，亚马逊上百分之50的商家着重依赖于评论推动商品销售。

媒体杂志

媒体的宣传可以提高2.8倍的品牌传播效率。

STYLE.it
Donna & bella
Beauty | Moda | Fitness | Sex | Casa | Cucina | Viaggi | Star | Mamma | SP
Blog | Forum | Sostegno | Dettaglio | Respingimento

N.Y.L.A.S.H
di Ambra Schillirò, Silvia Mellini, Silvia Rima

Chefs in the city: quando la cucina diventa arte
di Ambra Schillirò, Silvia Mellini, Silvia Rima

ELLE
www.ellechina.com

2018 时装周
进行时...

国际范时装周中心 (IFF Gallery) 携五大品牌
点亮2018春夏米兰时装周

来源: ELLE中文网 2017-10-11 14:39 编辑: ValeriaYang

今年九月米兰时装周上, 国际范时装周中心 (IFF Gallery) 携五个意大利时尚品牌入驻2018年春夏意大利时装周, 并参与新品发布。本次参展品牌和设计师大分别为Antonio Marras, Aquilano Rimondi, CIVIDINI, Francesco Scognamiglio 和GRANVO.

9月20日由Scalene Argentario 主持的Francesco Scognamiglio时装周受到众多国际明星的追捧, 其中不乏经典优雅的代表人爱黛娜。这场走秀下来, 可见Francesco Scognamiglio对时装面料和线条形状的大胆尝试, 而其模特选择仍坚持当代性感女性风格。中国模特何晓、王新宇也参与了本次时装周, 所有的秀场模特统一着这暗绿色眼影, 用波尔多卡原点和印花图案进行混搭, 与展览主题完美融合。

NEWS 最新资讯
时尚 美容 明星 潮流
"PORTS"为爱女装
KIDS WEAR上海时装周
Selenia Gomez 原创
Selenia Gomez 原创
"长外套+阔腿裤"才是

PICK 编辑推荐

TEMPER
MAGAZINE

FEATURES 专题 | CLOSE-UPS 特写 | TRENDING 热门
ABOUT 关于 | CONTACT 联系 | ENGLISH

Haute Mess Sass: HER. Fine Jewelry

BY ELSBETH VAN PARIDON
January 22, 2018

"Imagine a world without his risk-taking, his innovative genius and, above his allegiance to women. A world without his tongue-in-cheek, in your face jaw-dropping creations. His 'I will zig when the world zags, a body's never just a body' sassiness." Donatella Versace in her SS18 tribute to big brother Gianni

HUFFPOST

tin, Contributor
on all things to do with life.

al Media & Marketing In

arent and Western practices won't cut it for Chinese consumers. T
basic of marketing and social media with Ambra Schillirò, one of
he marketing and communication company in China, [Social Cloud](#)

Social

74%

业内人士表示，在2021年百分之74的收入将由当地的广告投放带来。

使用当地广告运营最大化提高广告效益，当地广告聚集区是当地人们搜索消费内容的集中区域。

BUZZ LIFE

Videos

More

the ONION

SPECIAL COVERAGE

Small Business

PRESENTED BY CONSTANT CONTACT

Comfort

PRESENTED BY SC



SPONSORED BY CONSTANT CONTACT

Heartless Monster Walks Out Of Local Small Business Without Buying Anything

ly Feminist Man for

id has only confirmed this

13 responses

its As Motivational

Child Visiting E Grandparents O

Museum Of Rep Conceals New Experiments

Urban Polling Co Start Lining Up

校园推广

为何要在校园推广？

- 校园推广可以帮助商家抓住新生消费群体，平均可以提高百分之260的销售额。
- 在校园中建立提升品牌影响力
- 百分之68的学生用户表明他们更愿意把钱花在有质量的品牌上。
- 每年百分之30的媒介阅读量增长中，其中学生阅读消费占有每周49小时。这一数据增长的主要原因是由于当下学生使用手机网上阅读所花费的时间高达每周11个小时（以120%年增长速度）
- 同时学生还会影响其家人购买决策





Social Cloud

Let them talk about you

info@socialcloudchina.com

谢谢