



浙江金融職業學院  
ZHEJIANG FINANCIAL COLLEGE

# 跨境电商B2B营销


E-marketing in Cross-boarder B2B





# 何谓跨境电商B2B营销？

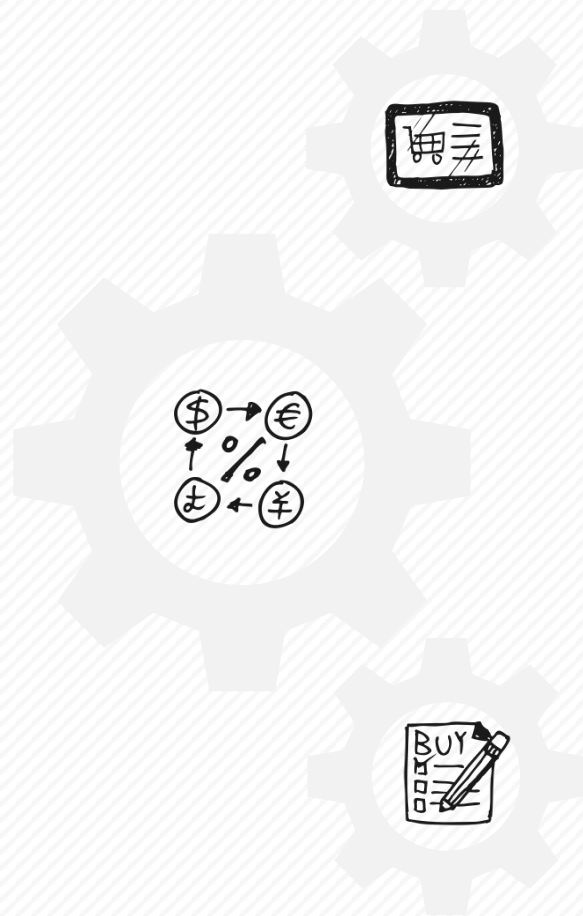
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 主讲人：顾捷

分属不同关境的**贸易主体**，通过电子商务平台或在线交易平台实现**商品交易、支付结算**等，并依托跨境物流运输商品、完成交易的一种国际商业活动。



## 主要模式



### 跨境电商B2C模式

Cross-Boarder E-commerce Business to Customer model

### 跨境电商B2B模式

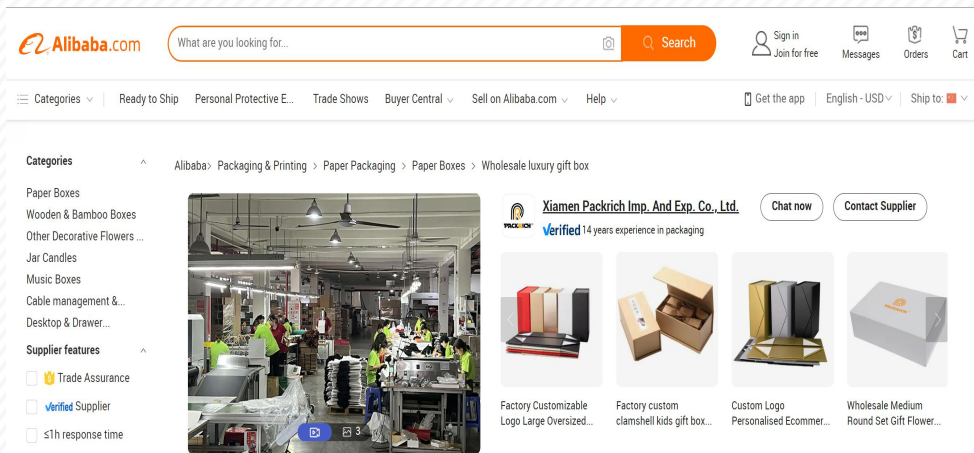
Cross-Boarder E-commerce Business to Business model

### 跨境电商C2C模式

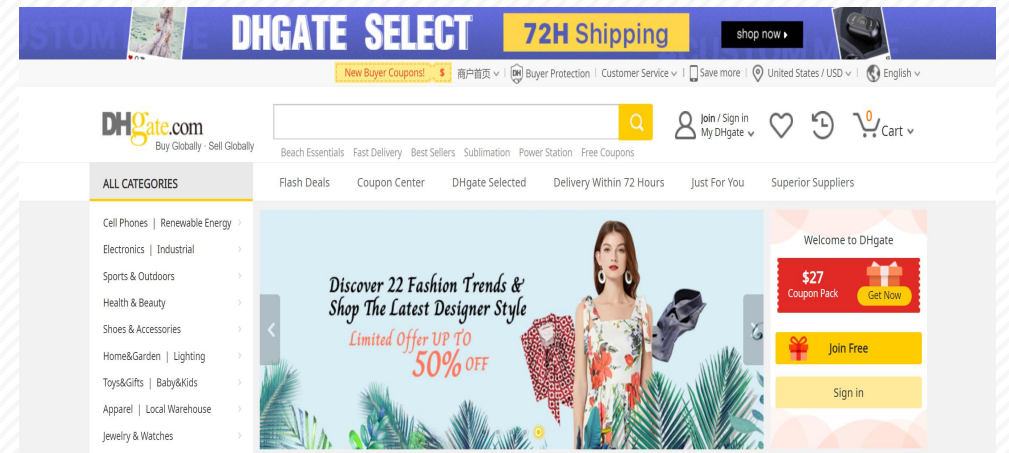
Cross-Boarder E-commerce Customer to Customer model

# 跨境电商B2B模式

# Cross-Boarder E-commerce Business to Business model



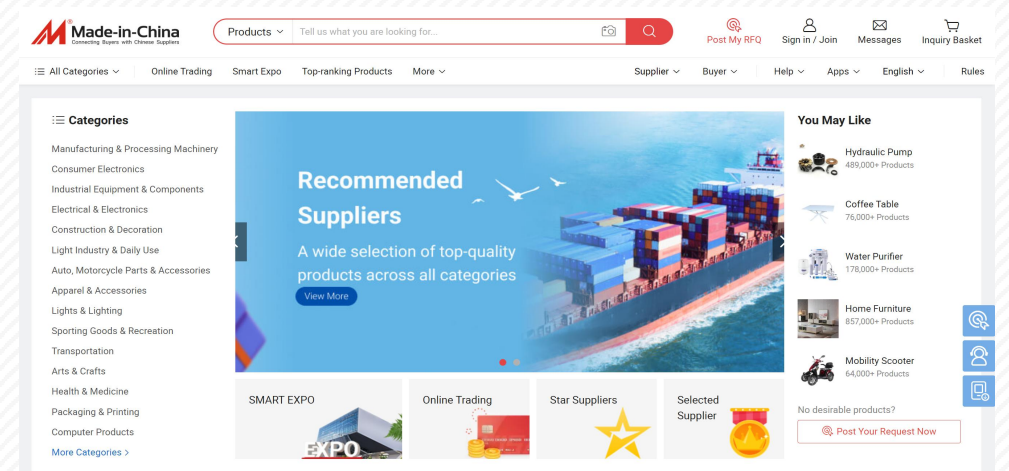
➤ 阿里巴巴国际站 <https://www.alibaba.com/>



➤ 敦煌网 <https://www.dhgate.com/>



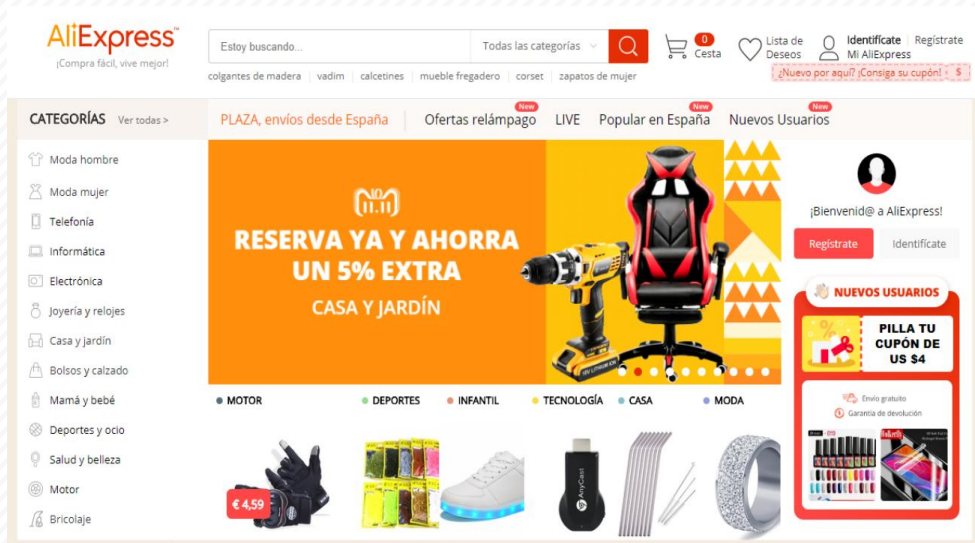
➤ 环球资源网 <http://www.globalresource.cn/>



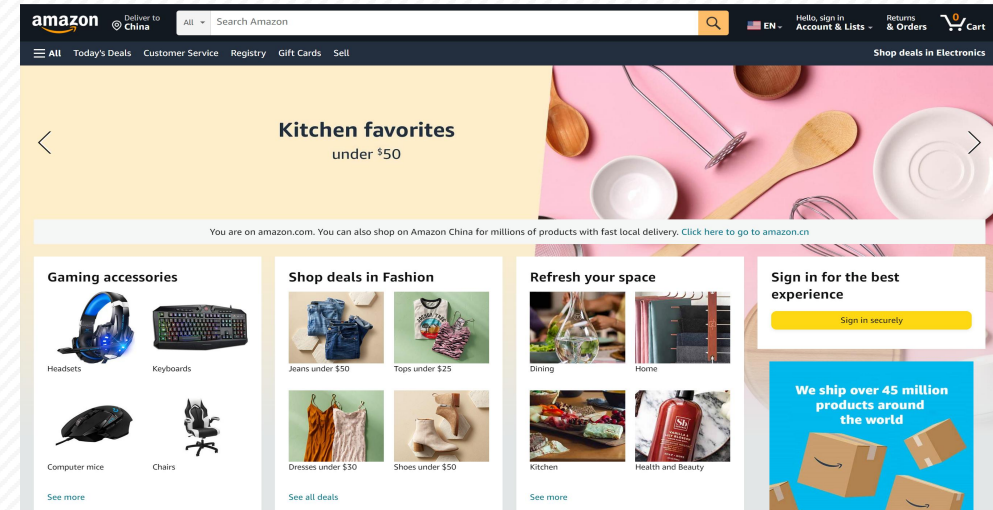
➤ 中国制造 <https://www.made-in-china.com/>

# 跨境电商B2C模式

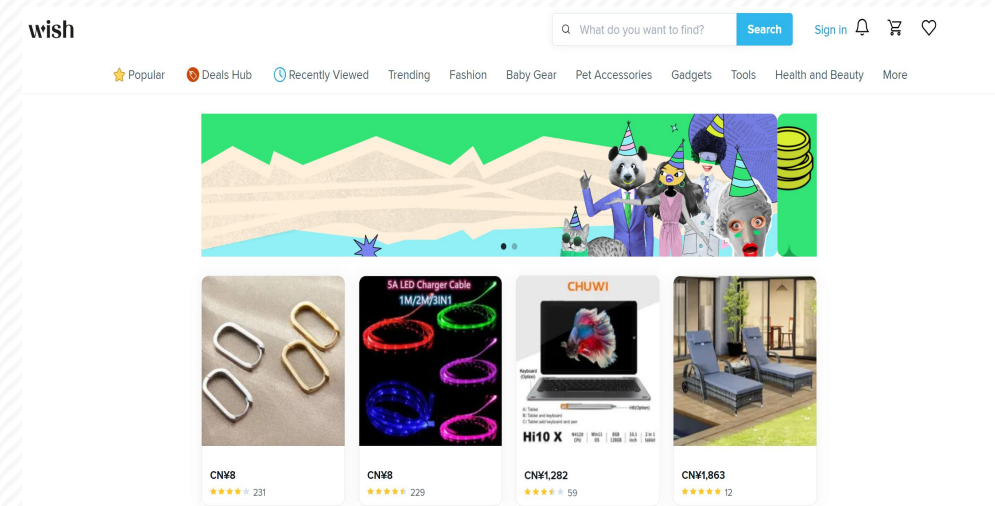
Cross-Boarder E-commerce Business to Customer model



➤ 全球速卖通 <https://www.aliexpress.com/>



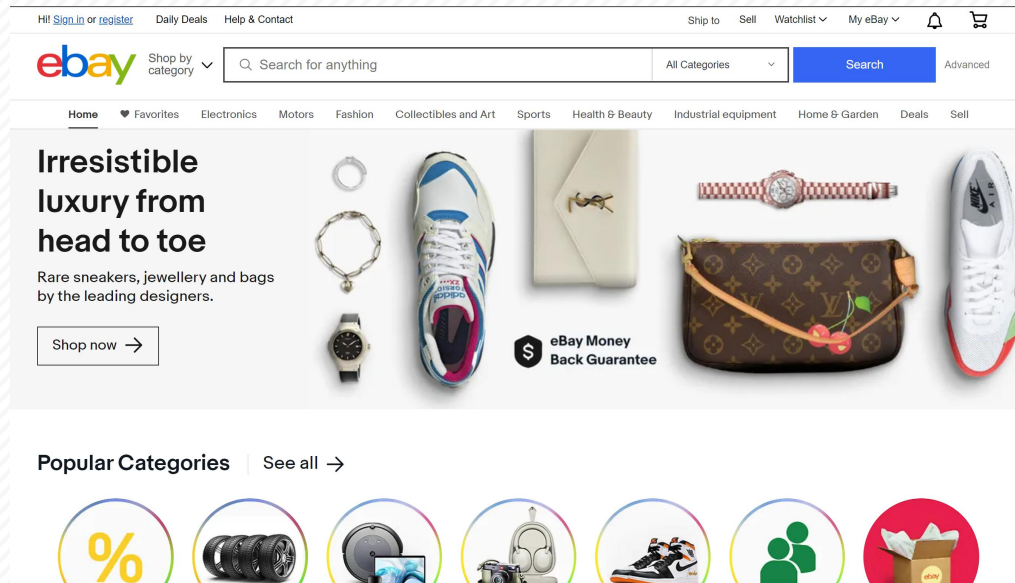
➤ 亚马逊 <https://www.amazon.com>



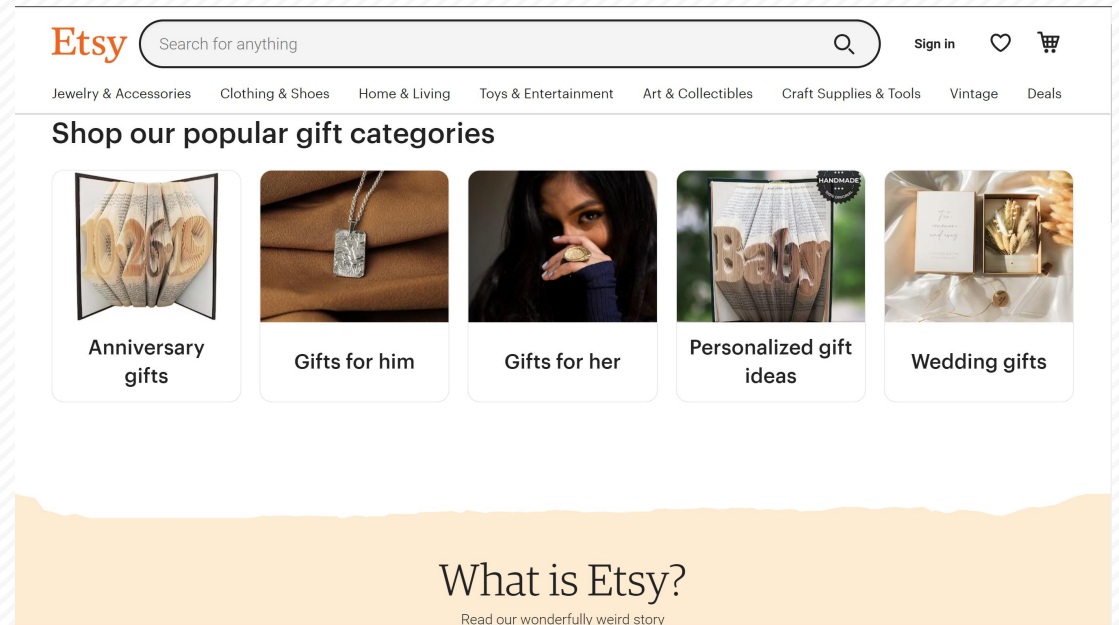
➤ Wish <https://www.wish.com/>

# 跨境电商C2C模式

Cross-Boarder E-commerce Customer to Customer model



➤ eBay <https://www.ebay.com/>



➤ Etsy <https://www.etsy.com//>

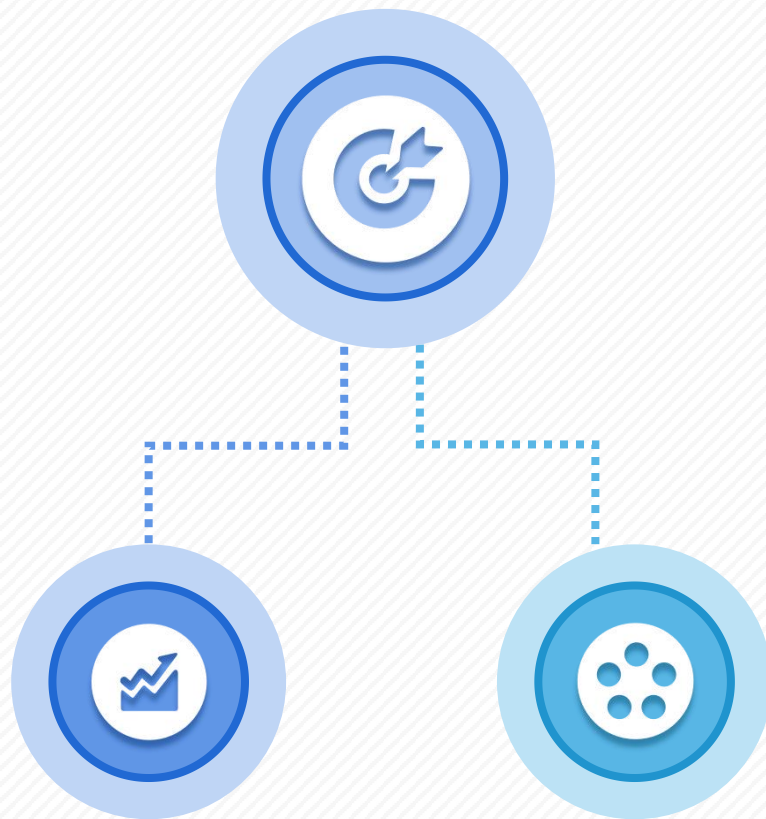
通过**互联网平台**和**数字媒体**渠道，比如独立站、第三方跨境电商平台、社会化媒体平台、电子邮件和视频网站等，来创建和传播品牌、产品或服务。





## 跨境电商 B2B营销

- 了解客户-供应商关系
- 管理企业信任、信誉和声誉



## 跨境电商 B2C营销

- 打造价值主张和定位



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# 多维触达 品牌释能

跨境电商 B 2 B 营销



主讲人：顾捷

