



Dinghai E-commerce

鼎海电商

CONTENT



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Our Business Appeal

Part one

01

About Us

Dinghai E-commerce is a business branch subordinate to Dingshang Group, which was founded in 2004.



☆ 建立

Founded In

Year 2004

📍 分布

Based In

Qingdao

Jinan

Yantai

👤 成员

Members

800+

🏢 客户

Traffic promotion

20000+

E-commerce operation

2000+

Brand customer

200+

Our Essence



我们的精神



Our Service Concept

Serve customers with sincerity and achieve customers with specialty

Our Honor



- ★ Tmall Global ?-star service provider (To be revealed in July 2020)
- ★ Tmall four-star service provider
- ★ National e-commerce demonstration enterprise
- ★ National high-tech enterprise
- ★ Alimama “Leap star” award
- ★ “Alimama marketing partner (AMP)” at service market



Our Business partner

Haier

Hisense

PROZIS

PHILIPS

Joyoung 九阳



华仁药业
HUAREN PHARMACEUTICAL



PRINX
浦林轮胎



Part Two

02

Case Show



CASE



Yantai Twin Towers Food Co., Ltd. was founded in 1992. It is a leading company in China's glass noodle industry. In September 2010, Twin Towers Food (stock code: 002481) was listed successfully on the Shenzhen Stock Exchange, which opened a new chapter of the development of the company and even the whole industry.

DEMAND:

- Based on the past transactions of the brand, GMV of the buyers will surge in Double 11 period.

Based on the past transactions of the brand,

- there are mainly new customers in the transaction group.
- To promote the deepening and transformation of the relationship between the brand and customers; To achieve the accelerated growth of members of the brand and effective maintenance of the members during Double 11 period.

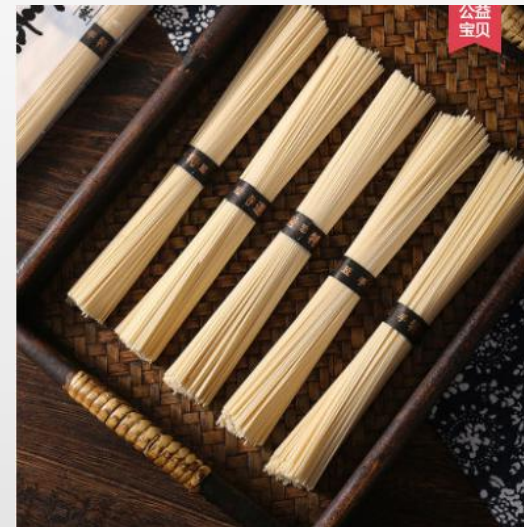
Twin Towers Food Flagship Store

Main products: glass noodles, dry goods, starch

Brand: Twin towers

Entrusted to Dinghai E-commerce in
September 2018.

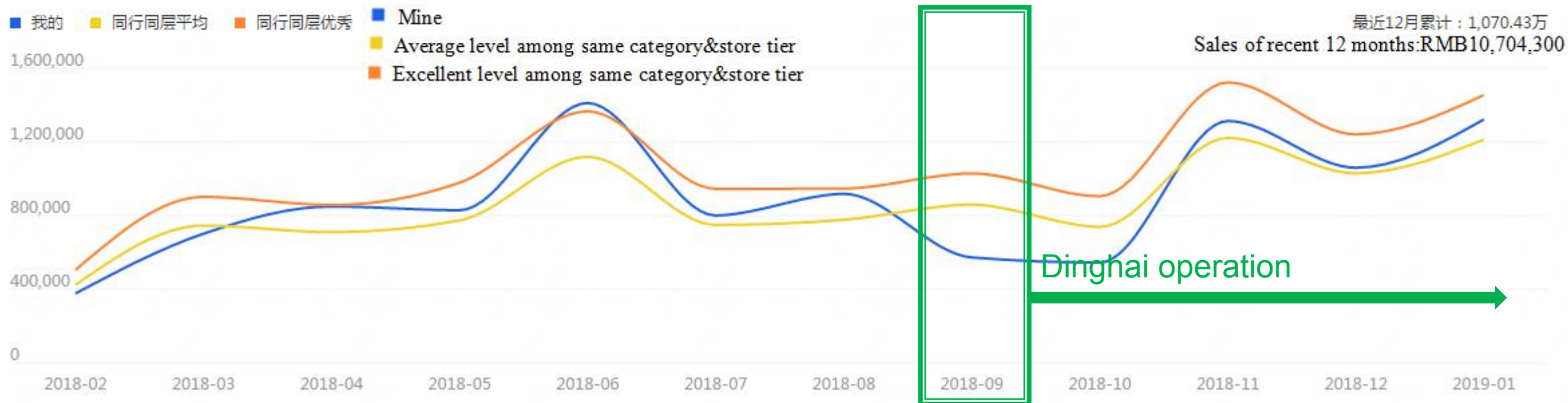
Through our operation, the sales amount increased to RMB 1.3million at Double 11 and RMB 1million at Double 12 in 2018 and RMB 1.3million at Spring Festival big purchase in January 2019.



Annual sales: RMB 10.7million

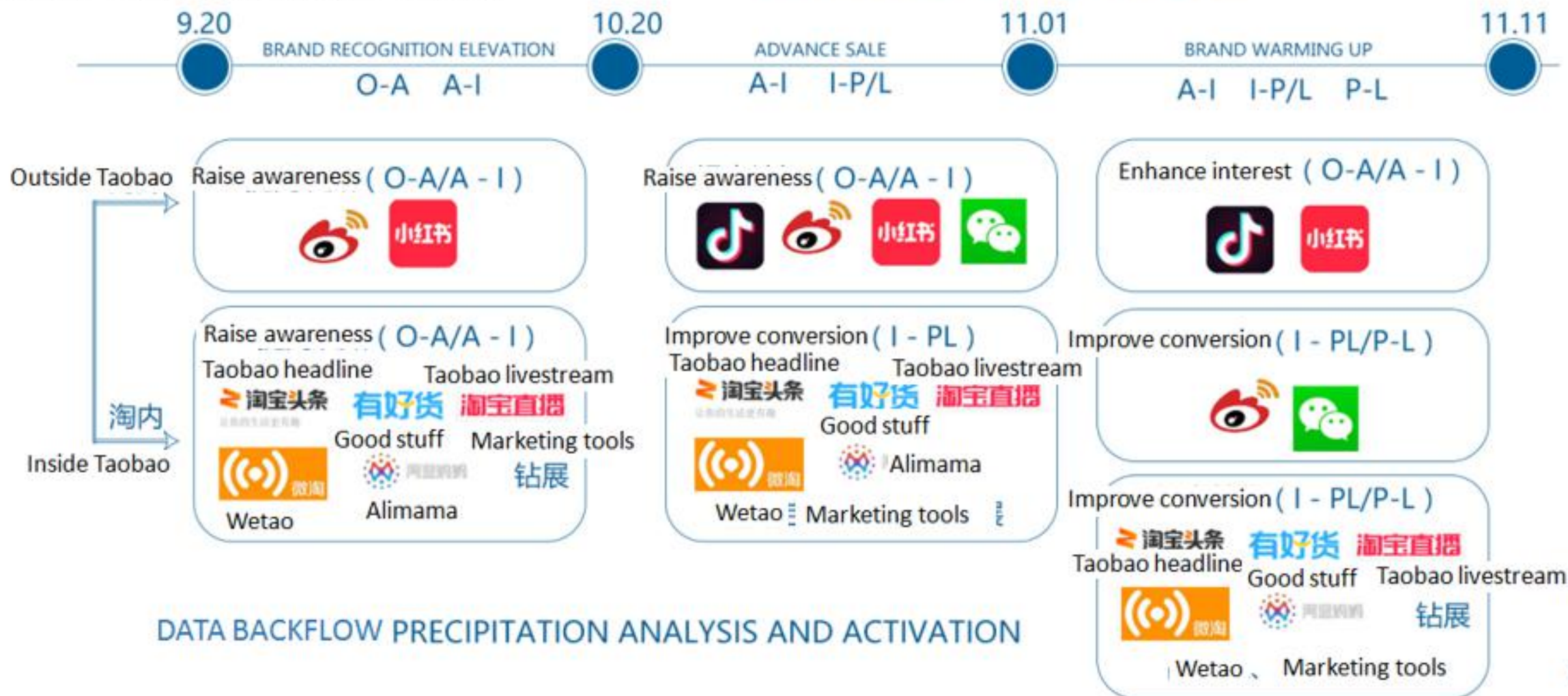
Through train investment (marketing)										Diamond booth investment (marketing)			
Payment amount 支付金额(元)		Unique visitor 访客数		Payment conversation rate 支付转化率		Average order value 客单价(元)		Refund amount 成功退款金额(元)		直通车消耗(元)		钻石展位消耗(元)	
132.29万		47.30万		5.90%		47.43		11.33万		9,170		2,624	
较前一月	24.76% ↑	较前一月	165.47% ↑	较前一月	60.89% ↓	较前一月	20.16% ↑	较前一月	210.66% ↑	较前一月	58.05% ↓	较前一月	42.82% ↓
较去年同期	7.20% ↓	较去年同期	54.87% ↓	较去年同期	94.30% ↑	较去年同期	5.82% ↑	较去年同期	71.85% ↑	较去年同期	91.16% ↓	较去年同期	0.00% —

Note: 万=ten thousand



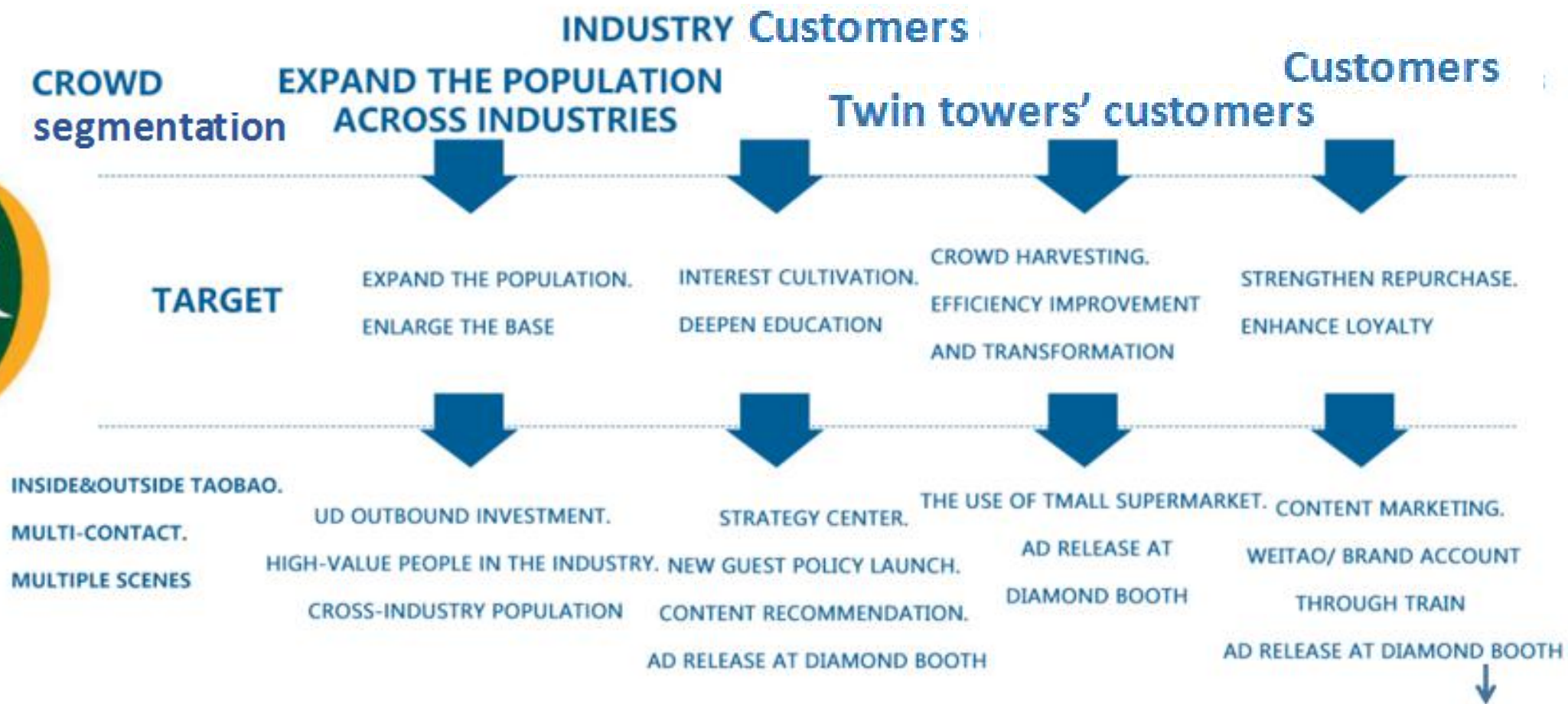
CASE

PROJECT OVERVIEW



CASE

INSIGHT INTO THE FLOW OF GROUP ON THE WHOLE LINK. PLANNING THE LANDING OF MULTI-CONTACT AND MULTI-SCENE APPLICATIONS



Strategy:

Improve the natural search weight of the items through marketing tools including "Through train" , "Diamond booth" and Taobao promoters, and elevate the tier of the store and break through the traffic ceiling together with "Taoqianggou" and "Super deal" promotion activities.

Before super promotion, attract regular customers to purchase and improve the repurchase rate through content marketing and recall of regular customers.

At the same time, advertise the selling points of products to boost the add-to-favorite/cart rate and send giveaways to those who make orders at set time, in order to ensure the surge of orders at each set time.

During the promotion activities, enhance marketing with "Through train" , "Diamond booth" and Taobao promoters, and discount coupons to get more platform support. On Double 11, the sales of the highlighted product of the store ranked 4th in the category. The links complemented each other, ensuring the quantity of orders to stay at around 20,000 a month.

交易总览

Transaction overview:

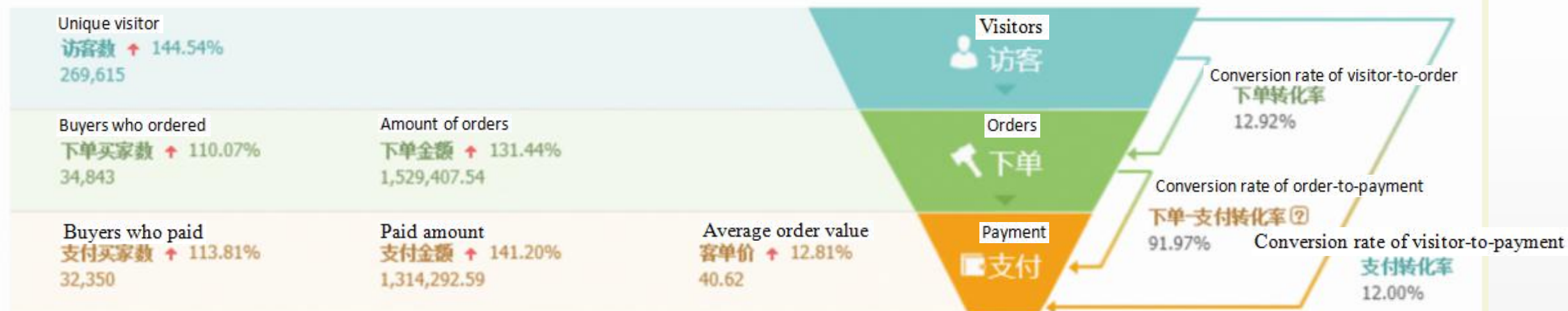
日期

2018-11-01~2018-11-30

所有终端

All ends

Double 11



交易总览

Transaction overview:

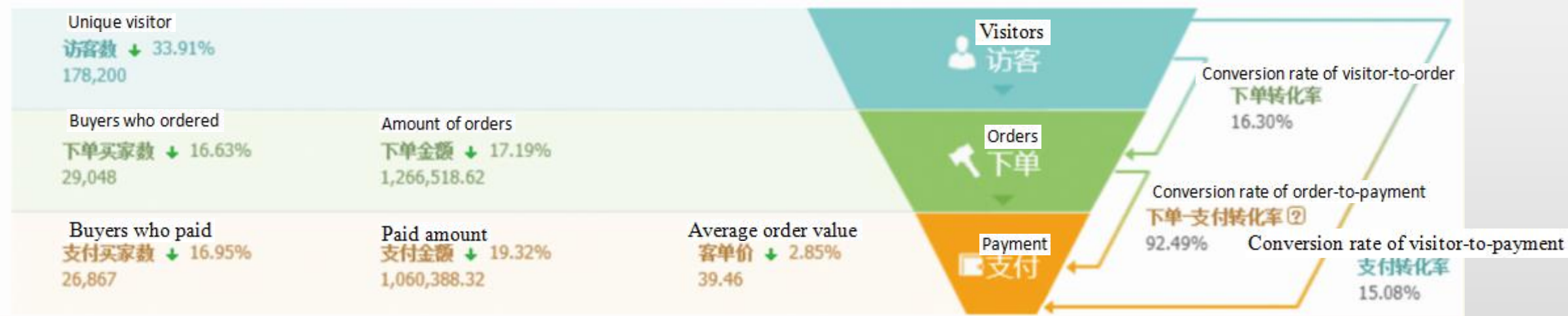
日期

2018-12-01~2018-12-31

所有终端

All ends

Double 12



交易总览

Transaction overview:

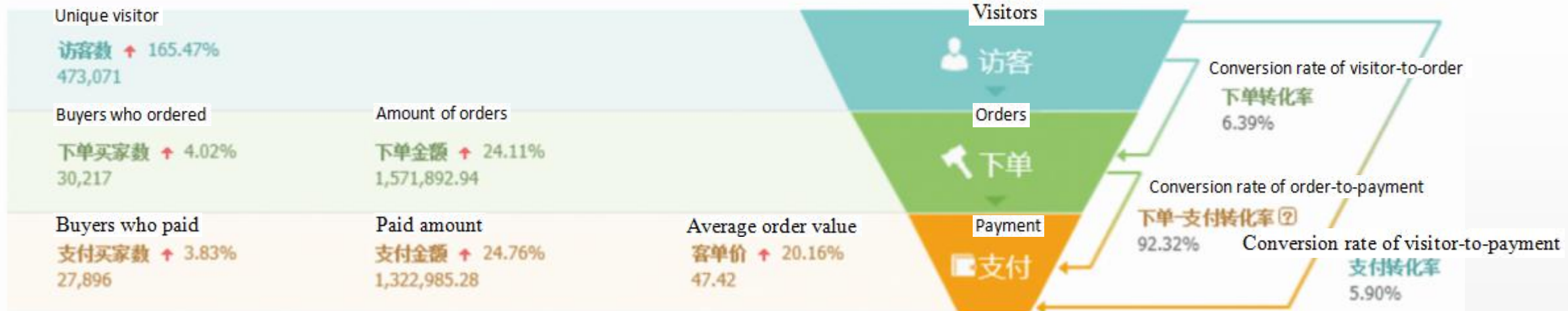
日期

2019-01-01~2019-01-31

所有终端

All ends

Big purchase for Spring Festival



交易总览

Transaction overview:

日期

2020-03-01~2020-03-31

所有终端

All ends



CASE

Qiaoshifu Flagship store

巧師傅® 华宝食品旗下
广式糕点品牌

QIAO SHIFU IS A SUB-BRAND OF HUABAO FOOD ENTERPRISE. THE BRAND WAS FOUNDED IN 2001, AND ITS MAIN BUSINESS INCLUDES CAKES, BISCUITS, BREAD, PUDDING AND PASTRIES.



Company strength:

Huabao adheres to the policy of survival through high quality and development through good credit. It has been qualified by ISO9001 international management system, HACCP food safety system and national SC food safety system.

Huabao reached us to help them improve the GMV of its online store.

Through our efforts, the sales rose remarkably. (next page)

CASE

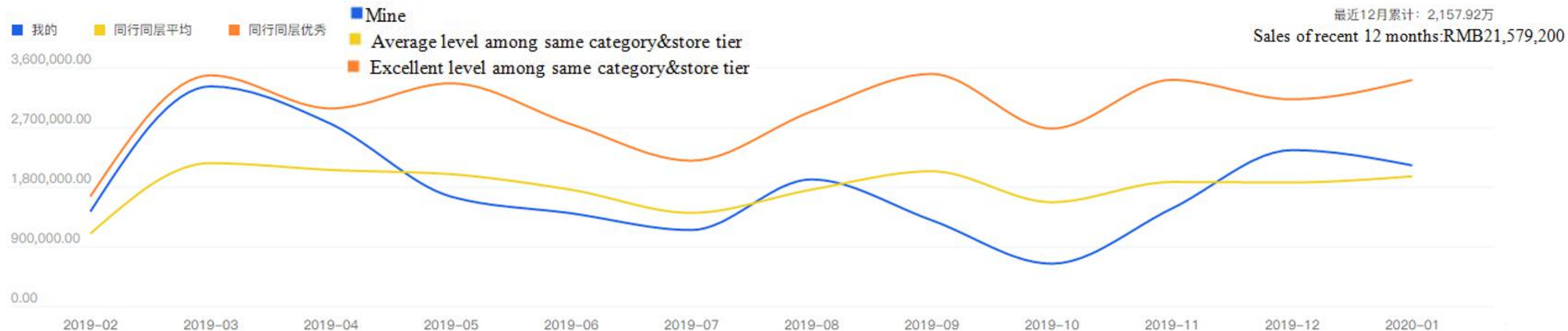
Qiaoshifu flagship store-sales chart

PROJECT RESULTS

整体看板

☒ 同行对比 图表 | 表格

Payment amount	Unique visitor	Payment conversation rate	Average order value	Refund amount	Through train investment (marketing)	Super recommendation investment (marketing)
支付金额	访客数	支付转化率	客单价	成功退款金额	直通车消耗	超级推荐消耗
2,130,727.06	650,182	3.43%	95.52	478,203.21	32,033.50	8,592.75
较上月 9.75% ↓ 较去年同期 23.79% ↑	较上月 31.51% ↑ 较去年同期 181.43% ↑	较上月 28.34% ↓ 较去年同期 61.80% ↓	较上月 4.24% ↓ 较去年同期 15.15% ↑	较上月 54.90% ↑ 较去年同期 145.46% ↑	较上月 26.19% ↓ 较去年同期 301.13% ↑	较上月 12.24% ↑ 较去年同期 -





宏源食品

卖家: qwe3871186

主营: 零食 休闲 散装 500g g 糖果 喜糖 宏源



Hongyuan food store on Taobao.com
Entrusted to Dinghai E-commerce in October 2016
with the sales RMB 120,000.

交易总览 Transaction overview:

日期

2016-10-01~2016-10-31

所有终端

All ends

接手第一个月



Strategy:

1. Re-shoot photos and redesign detail pages of products.
2. Discuss about product interest with the store owner and come up with some product combinations.
3. Recommend relevant items at detail page and other scenes.
4. Create marketing schemes in “Through train” marketing tool.

Result: The monthly sales reached RMB 550,000.

交易概况

Transaction overview:

交易总览

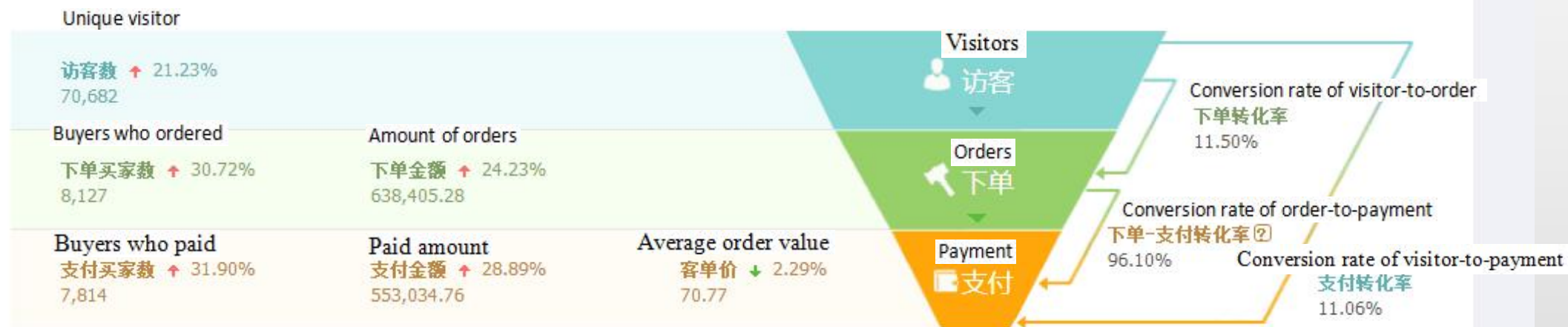
日期 ▾

2017-09-01~2017-09-30

所有终端 ▾

All ends

意见
反馈



The monthly sales basically stays at around RMB 500,000.

交易总览

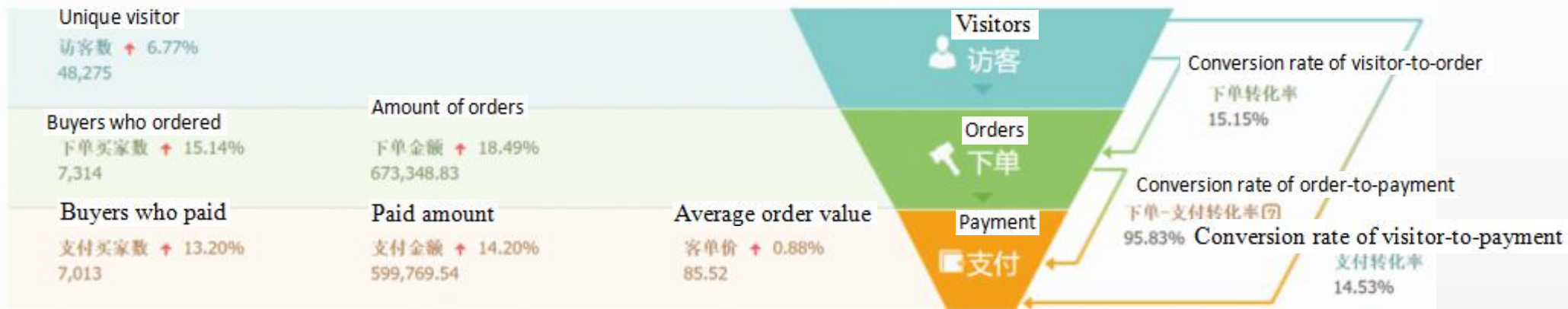
日期

2018-11-01~2018-11-30

所有终端

All ends

Transaction overview:

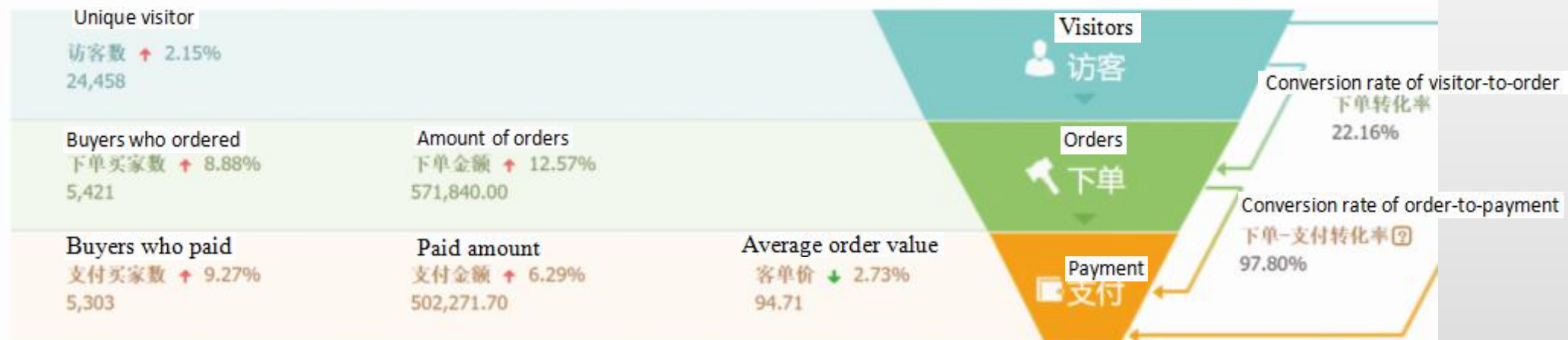


交易总览

日期

2019-09-01~2019-09-30

Transaction overview:



交易总览

Transaction overview:

日期

2020-01-01~2020-01-31

所有终端

All ends



Due to good results, the store owner opened another store on Tmall.com (**Shengqiang Food Specialized Store**) and had us run that Tmall store as well (next page).

Shengqiang Food Specialized Store

Main products: Various snacks

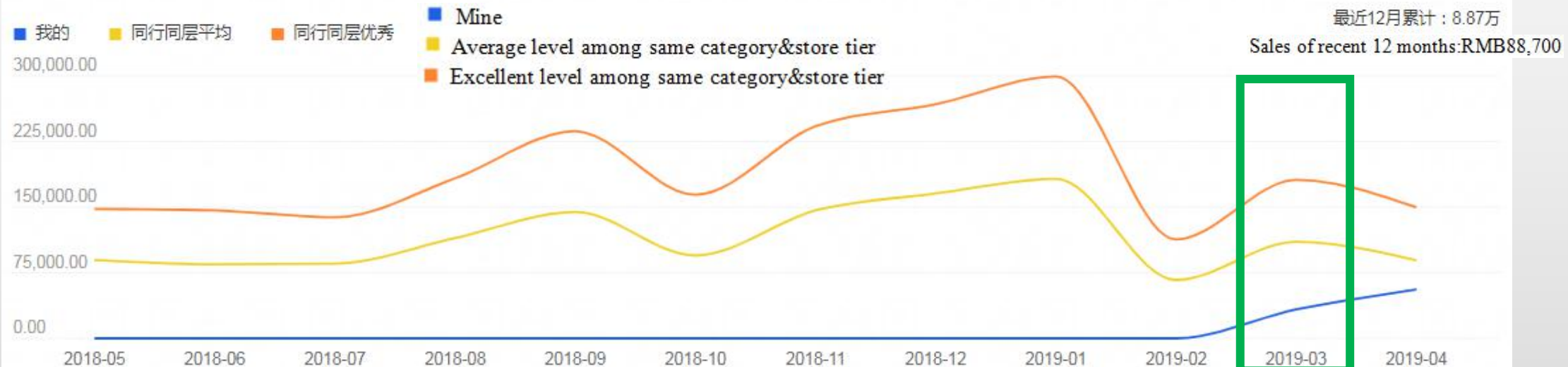
Newly opened in March 2019.

Previous sales:



整体看板

Payment amount	Unique visitor	Payment conversation rate	Average order value	Refund amount	Through train investment (marketing)	
支付金额 55,723.01	访客数 27,941	支付转化率 7.48%	客单价 26.66	成功退款金额 1,695.58	直通车消耗 12,872.46	超级推荐消耗 0.00
较上月 较去年同期	较上月 较去年同期	较上月 较去年同期	较上月 较去年同期	较上月 较去年同期	较上月 较去年同期	较上月 较去年同期
68.59% ↑ -	101.41% ↑ -	65.27% ↓ -	141.02% ↑ -	87.75% ↑ -	550.50% ↑ -	- -



交易概况

Previous sales:

交易总览

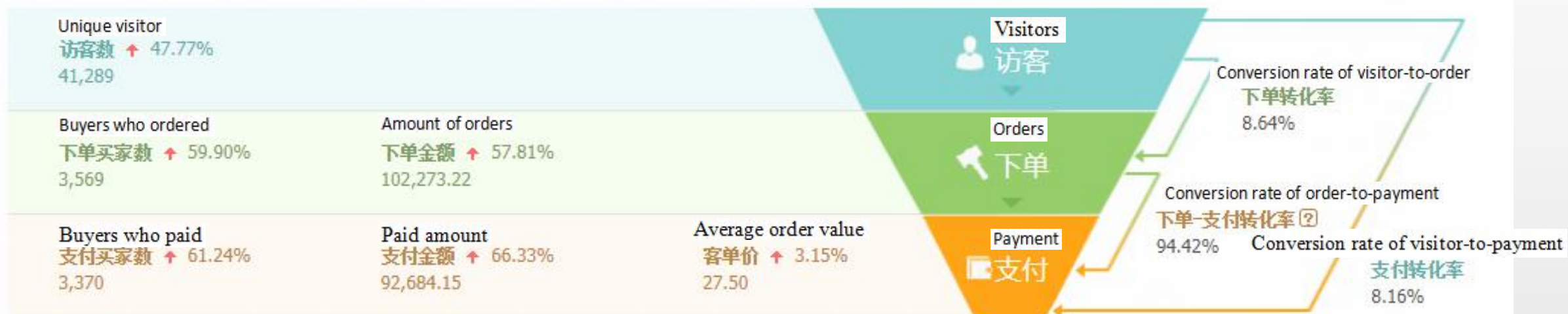
日期 ▾

2019-05-01~2019-05-31

所有终端 ▾

All ends

Transaction overview:



Strategy:

We started from the improvement of basic aspects of the store, including posting new commodities, creating new coupons and participating in promotion activities, etc.

We re-positioned commodities of the store and made systematic planning of store operation and activities. We made different operation and marketing schemes for the store based on the slack season and busy season of snack category.

Additionally, we tested the commodities and after that we created our highlighted product through our store operation together with marketing tool “Through train”.

Then the layout of one hot product with multiple second-hot products in the store had formed.

Also, we paid attention to official big promotion activities of the platform, especially Double 11, Double 12 and 618.

Last year, we planned the promotion of our products one month ahead of the Double 11 and made warm-up for this big promotion. Therefore, the sales of the Double 11 had skyrocketed.

Strategy:

We took leading food/snacks stores as our competitors. In one year, we launched 50~100 products, introduced 50 authorized brands, developed 5~10 links of small- and medium-scaled hot products. The long-term goal was to develop 20~40 links of small- and medium-scaled hot products and incubate 1~3 links of really hot products. As to marketing, we selected suitable products according to new products release plan. In the industry, the brands normally control the price, so new store has no advantage. Therefore, we cooperated with new media to enable large scale exposure of our store and products. In the first month, we mainly did the basic improvement and marketing. Second, we enhanced the marketing and steadily launched new products and selected suitable products as highlighted products in marketing. Finally in the third month, the store had 5 links which got more than 1,000 orders separately. Among them, there was one link getting more than 5,000 orders.

The store now has an average monthly sales of RMB 200,000.

整体看板

同行对比 图表 | 表格

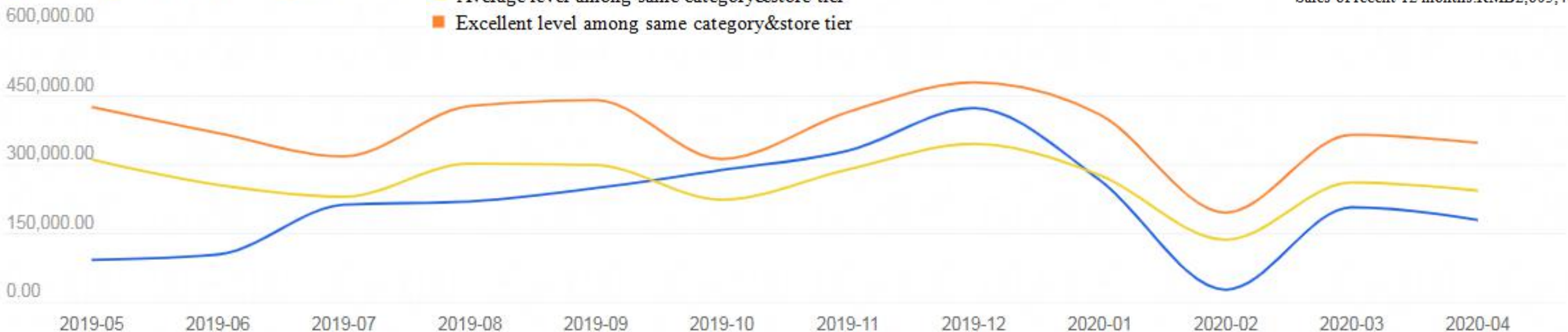
Payment amount	Unique visitor	Payment conversation rate	Average order value	Refund amount	Through train investment (marketing)	
支付金额	访客数	支付转化率	客单价	成功退款金额	直通车消耗	超级推荐消耗
180,252.45	43,365	13.16%	31.58	7,515.02	12,816.86	0.00
较上月 13.14% ↓	较上月 31.77% ↓	较上月 5.84% ↓	较上月 35.21% ↑	较上月 49.97% ↓	较上月 34.06% ↓	较上月 -
较去年同期 223.48% ↑	较去年同期 55.20% ↑	较去年同期 75.94% ↑	较去年同期 18.46% ↑	较去年同期 343.21% ↑	较去年同期 0.43% ↓	较去年同期 -

Super recommendation investment (marketing)

■ 我的 ■ 同行同层平均 ■ 同行同层优秀 ■ Mine
Average level among same category&store tier
Excellent level among same category&store tier

最近12月累计：260.54万

Sales of recent 12 months:RMB2,605,400



Double 12 sales growth

交易概况

交易总览

Transaction overview:

日期 ▾

2019-12-01~2019-12-31

所有终端 ▾

All ends

Unique visitor
访客数 ↑ 34.65%
104,154

Buyers who ordered
下单买家数 ↑ 33.35%
13,687

Buyers who paid
支付买家数 ↑ 31.59%
12,829

Amount of orders
下单金额 ↑ 28.78%
467,374.04

Paid amount
支付金额 ↑ 28.21%
423,669.79

Average order value
客单价 ↓ 2.57%
33.02

Visitors



访客

Orders



下单

Payment



支付

Conversion rate of visitor-to-order
下单转化率
13.14%

Conversion rate of order-to-payment
下单-支付转化率②
93.73%

Conversion rate of visitor-to-payment
支付转化率
12.32%



名搏食品 川渝特色调料 ...



卖家: 重庆名搏食品有限公司



重庆

主营: 包邮 斤 调料 餐饮 四川 桶装 火锅 重庆



Mingbo food store

Main products: seasonings, sauces, pastes, additives

Status when entrusted:

The sales depended too much on regular customers and lacked new and precise customers. Also, the ROI of “Through train” marketing tool was not good.

Strategy:

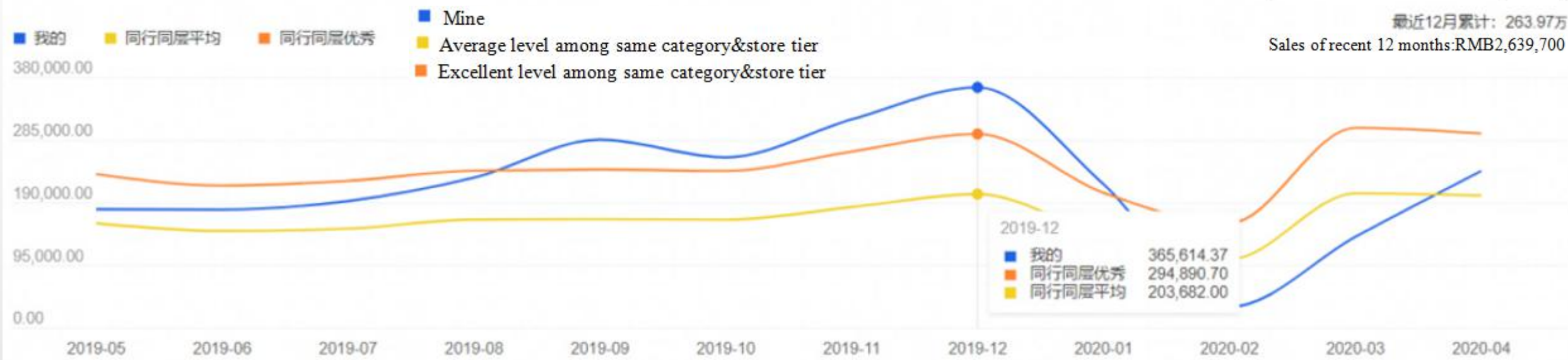
We selected particular products for attracting new customers and carried out promotion activities with coupons and giveaways to increase orders from new customers. Also, we did content marketing to popularize our products among potential customers.

整体看板

同行对比 图表 | 表格

Payment amount	Unique visitor	Payment conversation rate	Average order value	Refund amount	Through train investment (marketing)	Super recommendation investment (marketing)
支付金额	访客数	支付转化率	客单价	成功退款金额	直通车消耗	超级推荐消耗
238,759.56	22,579	7.13%	148.21	6,844.01	6,902.89	1,163.96
较上月 72.03% ↑ 较去年同期 22.99% ↑	较上月 34.07% ↑ 较去年同期 47.28% ↑	较上月 20.76% ↑ 较去年同期 8.85% ↓	较上月 6.25% ↑ 较去年同期 8.39% ↓	较上月 70.85% ↑ 较去年同期 24.96% ↓	较上月 5.38% ↓ 较去年同期 475.96% ↑	较上月 53.51% ↑ 较去年同期 -

Super recommendation investment (marketing)





萧鑫调味商行 

卖家: 小陌小虫  江苏 徐州

主营: 包邮 香精 火锅 膏 香膏 增香 1 增香剂 500...

淘金币可抵5%

销量6528

好评率: 99.91%  



Xiaoxin Seasonings Store

Main products: food additives of several brands

Status:

1. The UV (unique visitor) number was relatively low.
2. There were too many products in the store, and some of them with poor performance had affected the sales.
3. There was too few of buyers' comments that had reference value.
4. High proportion of regular customers to new customers as to payment.

Strategy:

Increase UV; Improve product structure; Increase sales.

交易总览

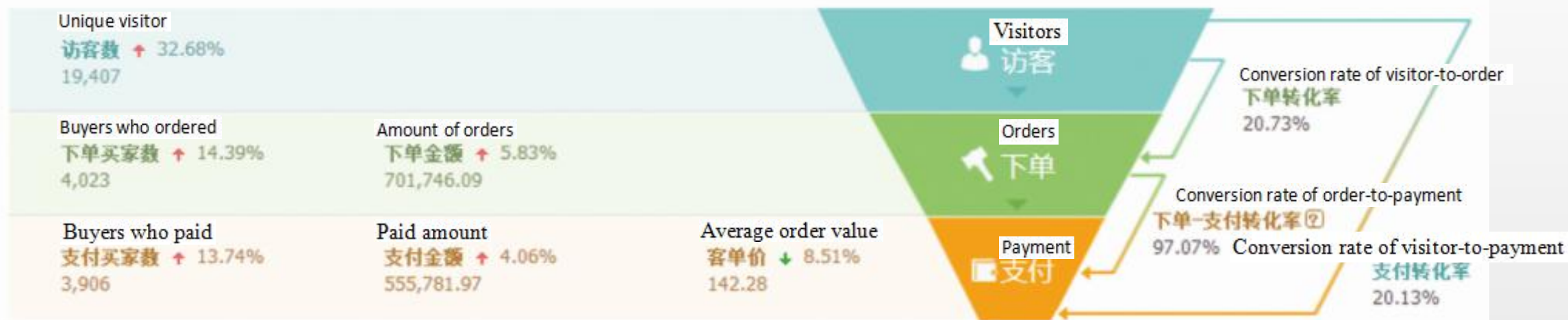
日期

2018-08-01~2018-08-31

所有终端

Transaction overview:

All ends



交易总览

Transaction overview:

日期

2019-03-01~2019-03-31

所有终端

All ends



交易总览

Transaction overview:

日期

2019-08-01~2019-08-31

所有终端

All ends

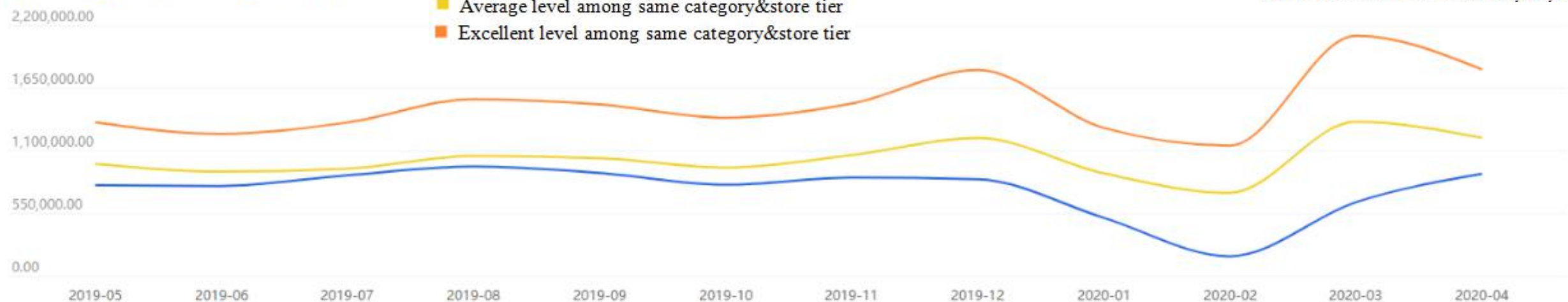


整体看板

同行对比 图表 | 表格

Payment amount	Unique visitor	Payment conversation rate	Average order value	Refund amount	Through train investment (marketing)	Super recommendation investment (marketing)
支付金额	访客数	支付转化率	客单价	成功退款金额	直通车消耗	超级推荐消耗
899,594.26	45,446	16.93%	116.95	14,875.37	22,105.68	4,159.03
较上月 38.22% ↑ 较去年同期 23.27% ↑	较上月 9.63% ↓ 较去年同期 18.34% ↑	较上月 44.74% ↑ 较去年同期 2.21% ↓	较上月 5.68% ↑ 较去年同期 6.52% ↑	较上月 114.19% ↑ 较去年同期 11.76% ↑	较上月 59.07% ↑ 较去年同期 14.78% ↓	较上月 >9999% ↑ 较去年同期 -

■ 我的
■ 同行同层平均
■ 同行同层优秀
■ Mine
■ Average level among same category&store tier
■ Excellent level among same category&store tier





木木粮油坊

综合体验：★★★★★

Main products: Peanut oil,
corn oil

The store was entrusted
to us in January, 2020.



交易数据总览 (统计时间: 2020-01-01 至 2020-01-31)

昨天 近7天 近30天 日 周 月

Paid amount 支付金额	Group purchase 成团金额	Buyers 支付买家数	Buyers in group form 成团买家数	Average order value 支付客单价
284,161.84 元	283,855.37 元	5,421	5,421	52.42
较前1月 32.21% ↓	较前1月 32.35% ↓	较前1月 34.62% ↓	较前1月 34.71% ↓	较前1月 3.69% ↑

交易数据总览 (统计时间: 2020-02-01 至 2020-02-29)

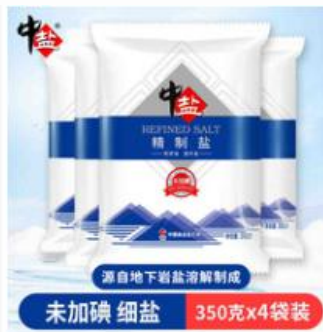
昨天 近7天 近30天 日 周 月

Paid amount 支付金额	Group purchase 成团金额	Buyers 支付买家数	Buyers in group form 成团买家数	Average order value 支付客单价
359,820.84 元	358,770.94 元	7,943	7,926	45.30
较前1月 27.84% ↑	较前1月 27.61% ↑	较前1月 48.16% ↑	较前1月 47.82% ↑	较前1月 13.72% ↓

交易数据总览 (统计时间: 2020-03-01 至 2020-03-31)

昨天 近7天 近30天 日 周 月

Paid amount 支付金额	Group purchase 成团金额	Buyers 支付买家数	Buyers in group form 成团买家数	Average order value 支付客单价
896,996.13 元	895,420.33 元	20,117	20,093	44.59
较前1月 149.29% ↑	较前1月 149.58% ↑	较前1月 153.27% ↑	较前1月 153.51% ↑	较前1月 1.57% ↓

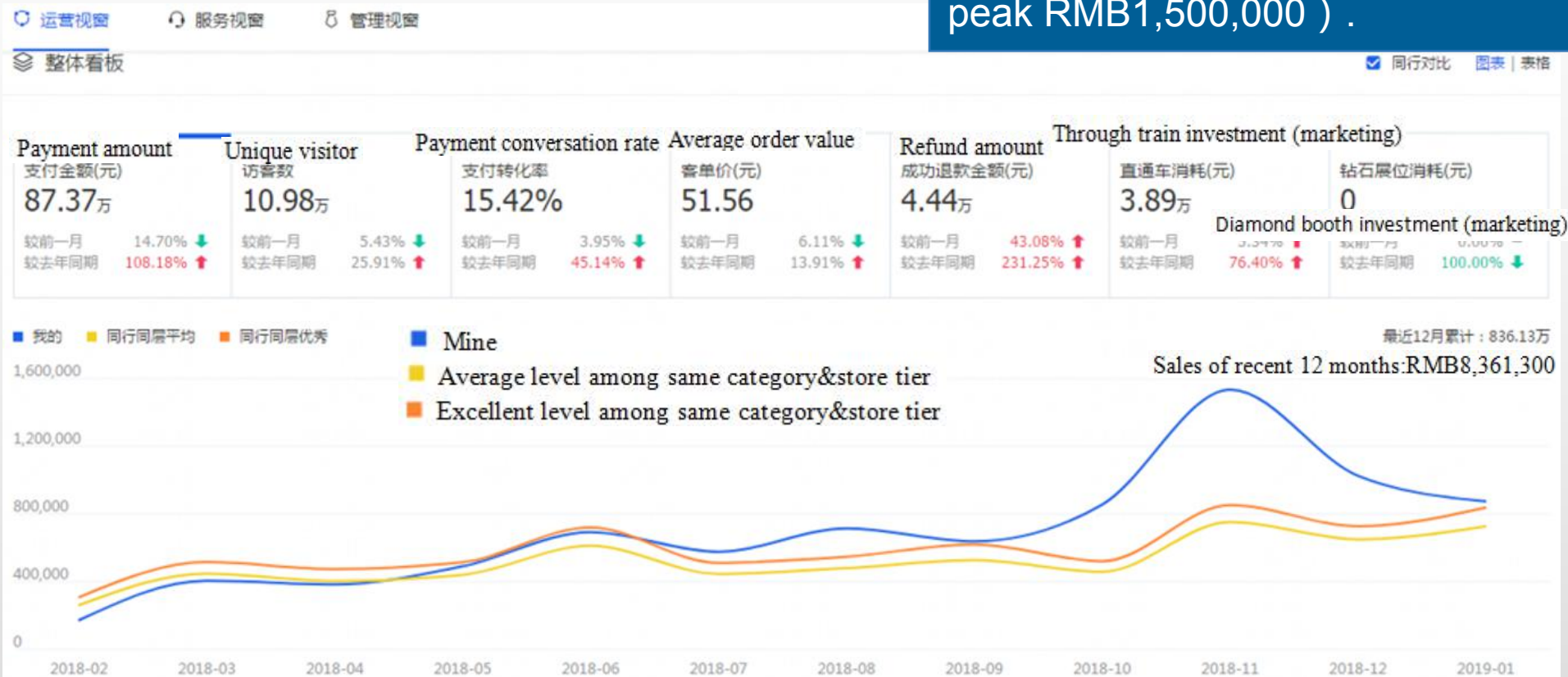


Zhongyan Flagship Store

Brand: Zhongyan

Main products: Salts

Due to our efforts, the store's sales grew from monthly RMB100,000 to average RMB7,000,000 (Double 11 peak RMB1,500,000) .

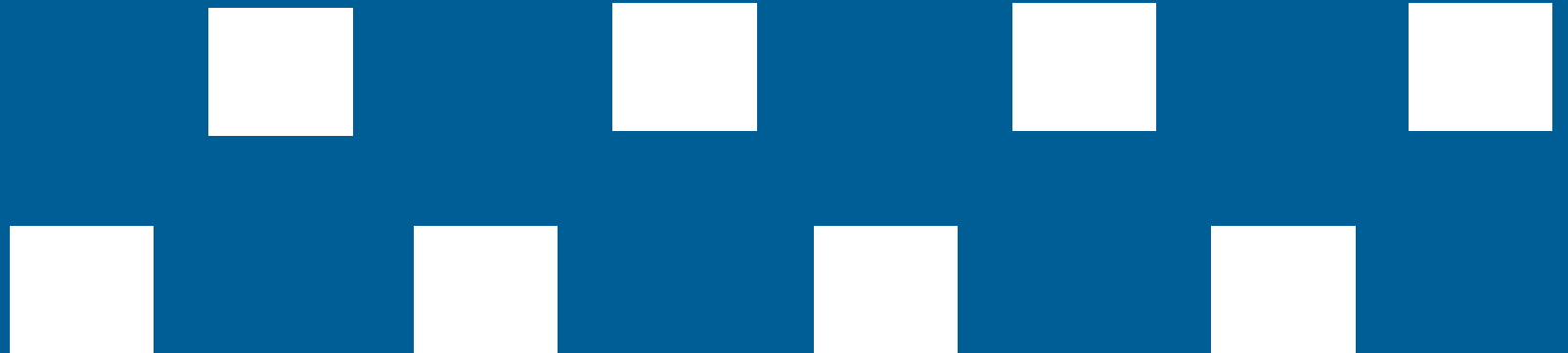


Part Three

03

TP Service Content

—



Business scope of our group:

Whole-store entrusted operation (on various online platforms), online data-based marketing, photo shooting, visual design, livestreaming, customer service outsourcing, web celebrity and new media incubation, e-commerce training, e-commerce software development, constituting the whole industry service chain of e-commerce.

For cross-border e-commerce on Tmall Global

Entrusted store operation service:

Depending on the Tmall Global platform, we offer one-stop e-commerce solution, with solid foundation of operation expertise and experience and digital marketing capacity. We help you promote your brand and products and improve brand recognition and sales.

Mode of cooperation:

Dinghai party: We help you open your overseas flagship store on Tmall Global Platform. And a dedicated team will be in charge of the operation of the whole store, including photo shooting, visual design, traffic management, multi-dimensional data analysis, online whole-chain marketing for the brand and products, planning and execution of promotion activities, channels building, customer service, goods management, CRM, fans operation, Cainiao logistics system operation, etc. It will regularly communicate with the brand party about the analysis and summary of operation conditions of the store, and strategy adjustments, scheme and budget approval, etc.

Brand party: Discuss your concerns, needs and plans with us and make decisions; Pay for relevant fees.

Part four

04

Our Business Appeal



Brand Building

品牌塑造

Data Analysis

数据分析

Visual Design

视觉设计

E-commerce operation

电商运营

★ Platform recognition:

We are ?-star service provider at Tmall Global service market. (To be revealed in July 2020, estimated 3~4 star based on real-time mark)

We are four-star service provider at Tmall service market.

★ Experience: We are truly **experienced** and established in eCommerce operation with eCommerce business starting from year 2014. We have served numerous domestic online stores on platforms like Taobao, Tmall, etc. and several stores on Tmall Global.

★ Talents:

- We have many **specialists** as the store managers, many with 4- or 5-year eCommerce experience and some with 8-year or 10-year experience within the whole Dingshang group.
- We have a complete and inspiring **career promotion mechanism** which has ensured the accumulation of talents in our company.
- We have **internal trainings** in high frequency. Especially, the operation personnel are required to share their experience and growth on store operation at least twice a month. Every 2~10 days, they will watch live experience sharing lectures from lecturers both from within our group (including Qingdao and Jinan and Yantai cities) and from outside channels.

★ Shooting base:

★ OUR SHOOTING BASE AND TEAMS



30,000 m² VISUAL INDUSTRY BASE IN CONSTRUCTION



SHOOTING SCENES OF OUR TEAMS



Dingshang
Group



Visual
Design

C4D





Visual
Design

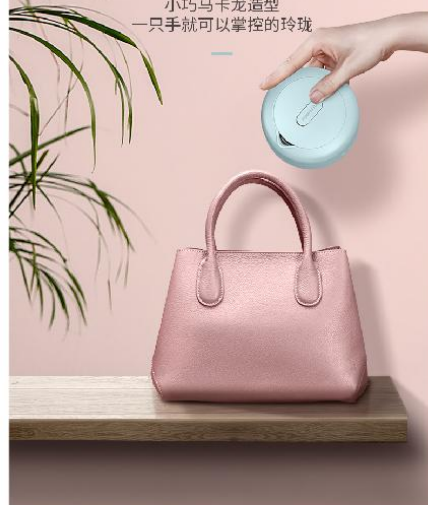
— 九阳马卡龙折叠电水壶 —
**玩转世界
随心随行**
做一个说走就走的折叠水壶



好颜悦色 精彩出发
清新色系，带着你的颜值CP
享受出行的乐趣



娇小不娇气 小巧不占地
小巧马卡龙造型
一只手就可以掌控的玲珑



说走就走 一拍即合
更合拍的可折叠设计
给它一点空间，就能陪你走遍天涯



一拍即合

一拍即合



用自己的壶 煮自己的水
搞得定处女座的挑剔
也保护得了你的独享主义



一杯一壶 出行标配
有杯也有壶，还能把杯装进壶



把水杯装进水壶，好收纳不易丢



食品硅胶 细心呵护宝宝
孩子的成长，需要陪伴，也需要安全的保护





Visual
Design

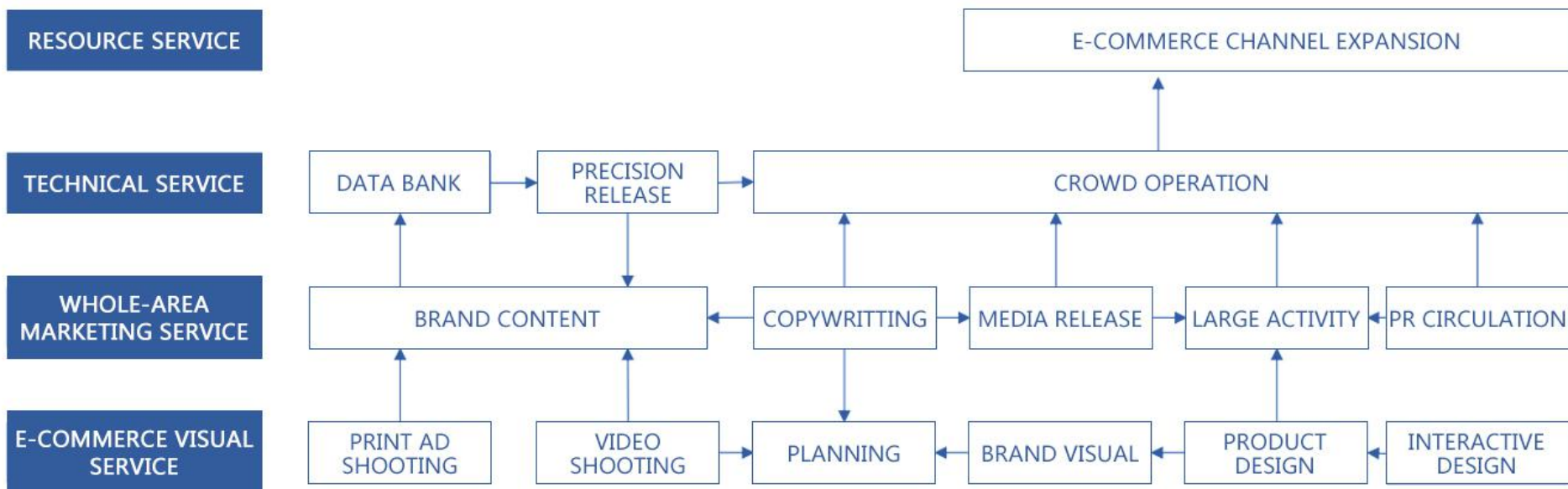




Commercial
Shooting



Let customers buy for Brand Value



Whole-area whole-chain customers operation ecology



Reaching out to



Content service



KOL 运营



【增长快】淘内达人渠道已成为核心流量入口, 可以快速提升珍宝产品的曝光率

【覆盖广】全面覆盖手淘/聚划算/天猫, 店铺活动及新品推广, 触达率高

【可导强】所有内容可直接引导到店, 所有内容都由旗舰店进行承接, 落地性强, 转化高



THANKS

