



How Alibaba help you do better export business



PART 1

Benefits of Gold Supplier

- Key Benefits Drive You Success
- Much More Easier to Start
- Major Upgrades in 2021





Increase Sales

Half of all B2B transactions are already happening online. B2B sellers must embrace the shift and adopt to a digital solution that can quickly generate sales in a cost-efficient way



Save Money

Use your budget that was reserved for expensive traditional trade shows and invest it into an ecommerce marketplace like Alibaba.com.



Save time

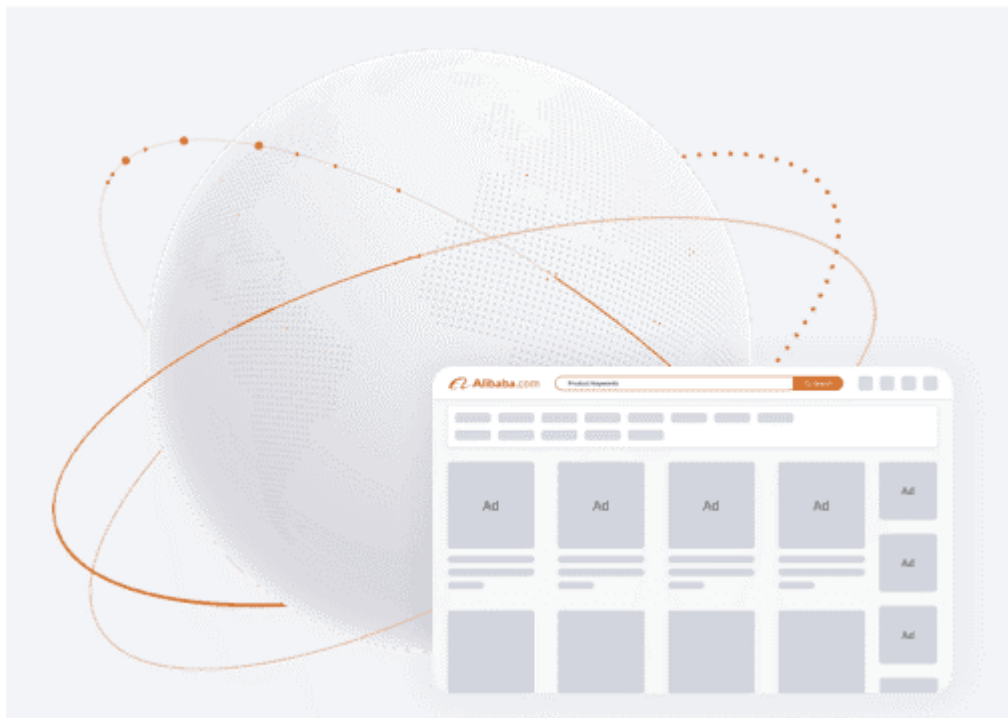
Spend less time cold-calling leads, traveling to trade shows, and organizing lengthy catalogs. Let buyers meet your products digitally.



Showcase your brand and capabilities

Own one digital storefront that showcases the best of your production, products, and brands to an international audience.

Gold Supplier Benefits

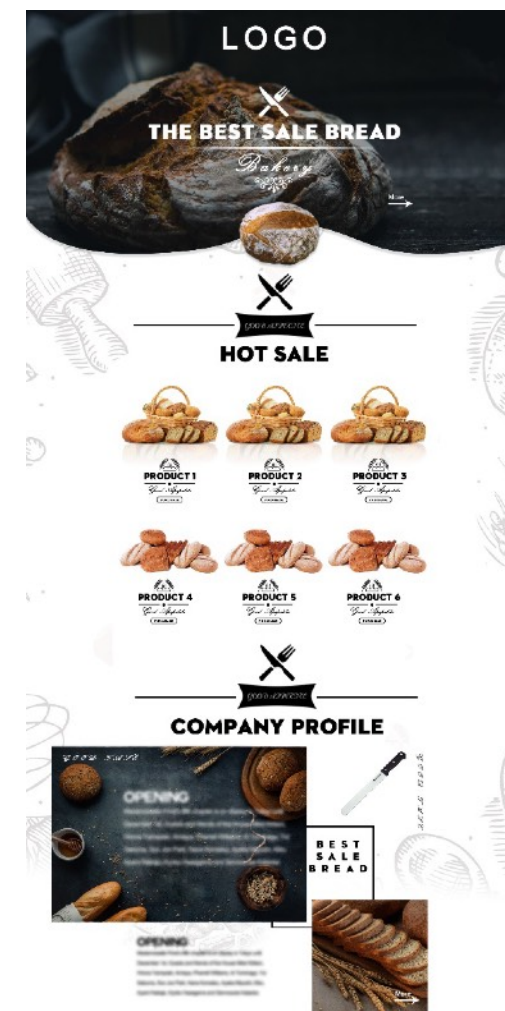
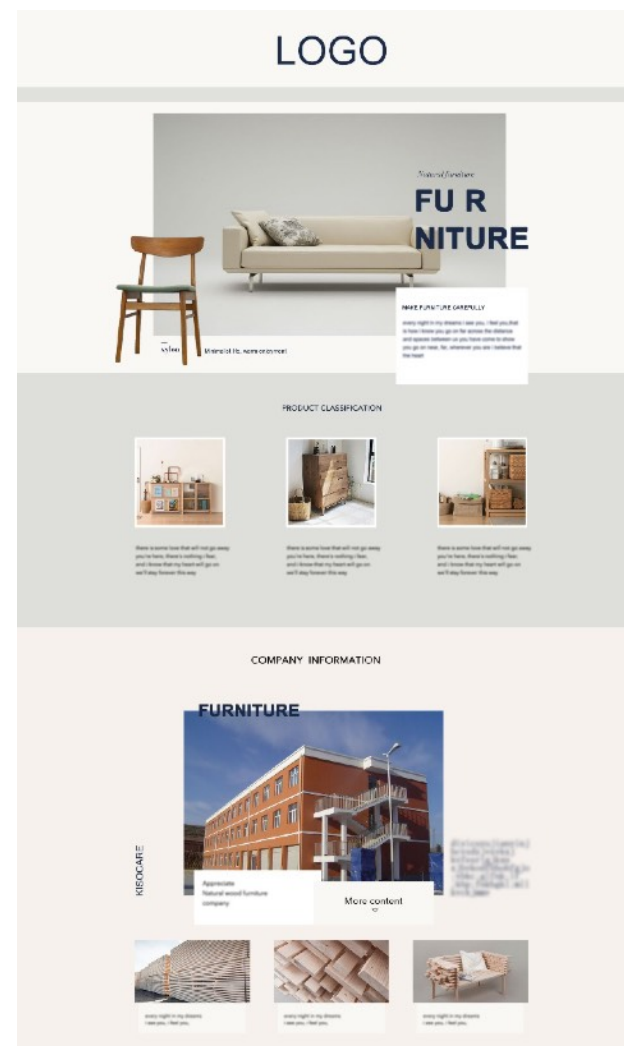
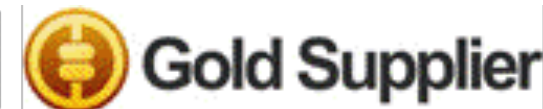


- ✓ **Customized** mini-site
- ✓ Business Verification (BV)
- ✓ **Unlimited** product listings
- ✓ Product **Showcase**
- ✓ Higher responses enabled for **Requests for Quotations (RFQs)**
- ✓ **Sub**-accounts
- ✓ **Real-time** performance **analysis**

Customized Mini-site

Create an online storefront for your brand; no coding necessary

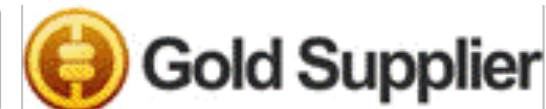
Display pictures, videos, certifications, and your top selling points



Business Verification (BV)

BV Checked suppliers are Gold Suppliers who have passed authentication and verification inspection by Alibaba.com as well as a third-party verification company.

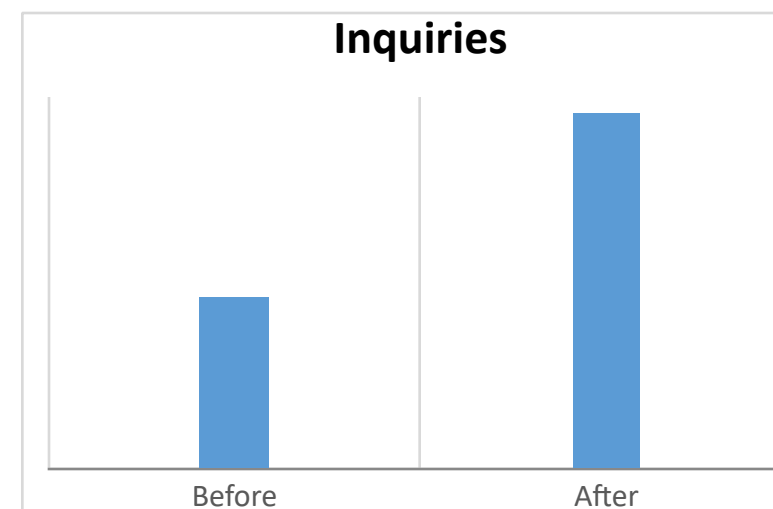
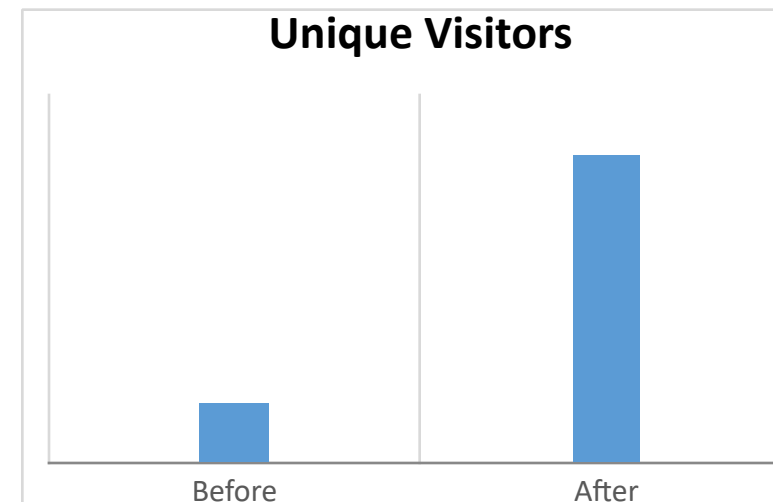
Gain trust from buyers easily



■ Showcased Product

Showcase is considered as the **core feature of Gold membership**, as your ranking is determined by it, which is like the show windows of a shop where you can display your best products .

Exposure of showcased products is **4.3 times** more than non-showcased products, which means 1% of products receive 19% of all impressions.



Respond to Requests for Quotations

About **RFQ** Market

- 20,000+ business opportunities per day
- US \$2 billion+ worth of orders per month
- Buyers/merchants from 200+ countries and regions

RFQ is Buyers' market. They post buying request here to reach out more suppliers.

Don't wait for buyers, find them directly!

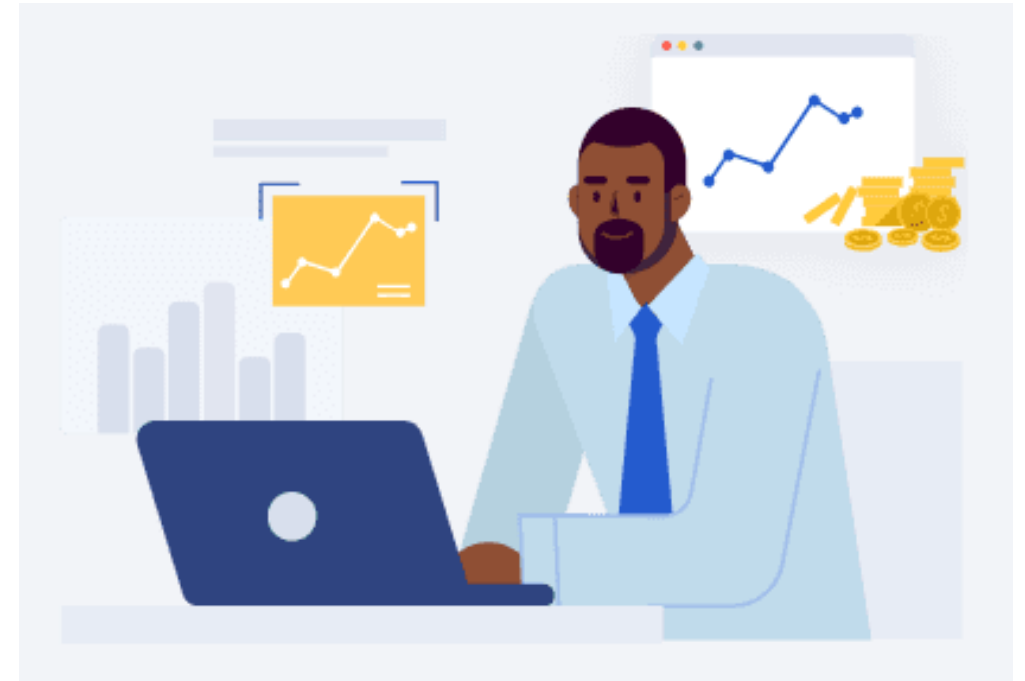


Real-time performance analysis

Real-time performance analysis, helps you to track all your performance and store data

Optimization Tool, including Products Optimization, Listings Optimization and Keywords Optimization

All-in-one backend system, helps you organize all your inquiries, clients and orders.



What's New – RFQ Green Pass

About market


 Authentic B2B procurement

 Submitted by overseas buyers

 RFQs verified by Alibaba.com

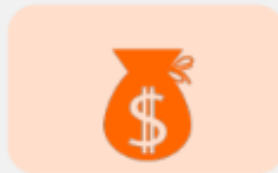
 **20,000+** business opportunities per day

 **US \$2 billion+** worth of orders per month

 Buyers/merchants from **200+** countries and regions

Quotation limits and 3-star RFQs

Normal RFQs



3-star RFQs



Notes:

Evaluation: Alibaba.com evaluates RFQs based on multiple criteria, such as buyer identity and historical behavior etc.

Quotation limit: Each RFQ can receive a maximum of **10 quotations** only

3-star RFQs: These RFQs have **high business value**, complete information or come from strong buyers

Green Pass benefits

You find an **RFQ of interest** but has already reached a **quotation limit** of 10



With a RFQ Green Pass, you can **submit a quotation to an RFQ even though they have reached their limit**

Note: **One RFQ can only accept a maximum of five Green Passes**, so use them when you can!

What's New – Analysis Pro



What's in Analysis Pro?



Hot keywords

Keywords identified to **optimize product postings and KWA ads** to improve ranking



This function is only available to GGS Premium members!



Trends list

Gain insights to popular keywords over the past seven or 30 days



Additional insights

Keyword insights for further optimizing keyword settings



Keywords searched by buyers before and after searching target keyword



Synonyms



Top country/regions of potential buyers



Benefits for suppliers

Unique visitors

+300%



Before



After

Inquiries

+130%



Before



After

After using the Keywords Analysis function under Analysis Pro, unique visitors and inquiries increased significantly

Data source: Outcomes from **42 GGS members** whose keyword settings were optimized using Keywords Analysis



Success story



Guangwei Jing
Director and
manufacturer
Shenzhen China

"We used the keywords **"hospital bed"** but received very few inquiries. After using the Keywords Analysis function in Analysis Pro, we discovered that buyers were actually searching for **"nursing bed"**. After switching to this during the pandemic period, we received 10 orders within three days."



PART 2

How to Succeed at Alibaba.com

- Advertising Method
- Online Tradeshow

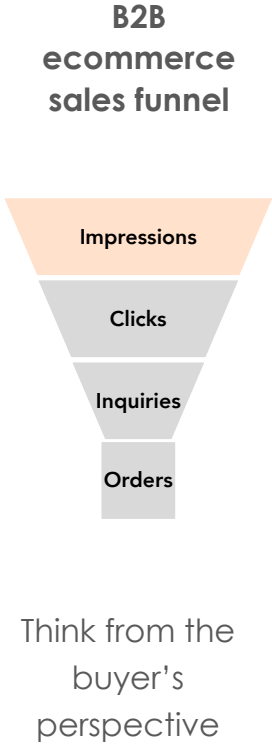


Actions to take at each stage of the buyer journey



KWA – Keyword Ads to get massive traffic from top users

Improve product ranking by using **paid ads** ① Premium Sponsored Ads ② Keyword Ads (KWA)



Think from the
buyer's
perspective



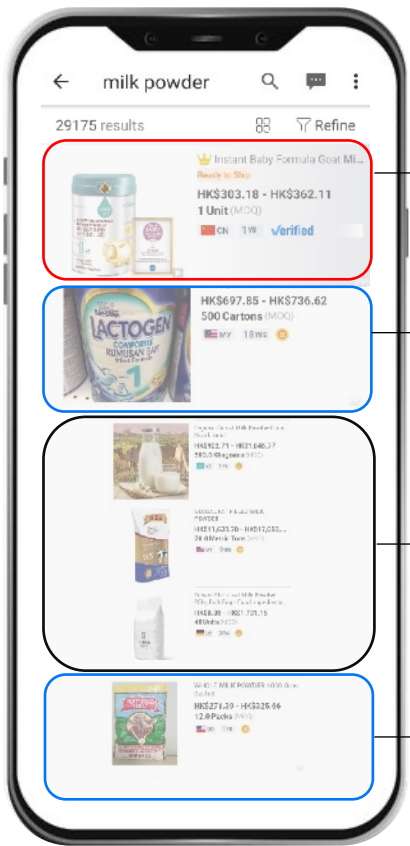
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Top banner
available for CGS only

① Premium Sponsored Ads

⑤ Keyword Ads

Organic search results



App

① Premium Sponsored Ads

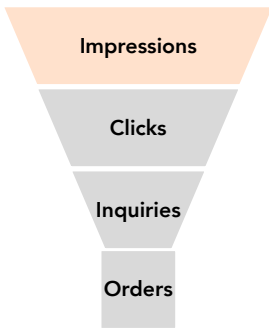
① Keyword Ads

③ Organic search results

1 KWA + 3 organic
search results
repeated...

Smart Marketing Campaign to be matched to your buyers

B2B
ecommerce
sales funnel

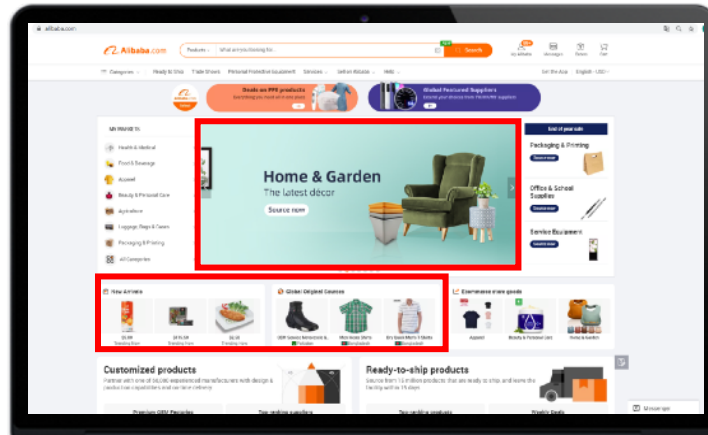


Think from the
buyer's
perspective

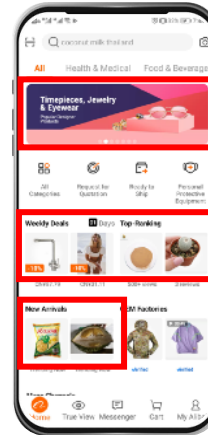
- 1 Get featured on pavilions with specific themes

Algorithm is based on premium products

Global original sources/New arrivals/By country/By category/Weekly deals



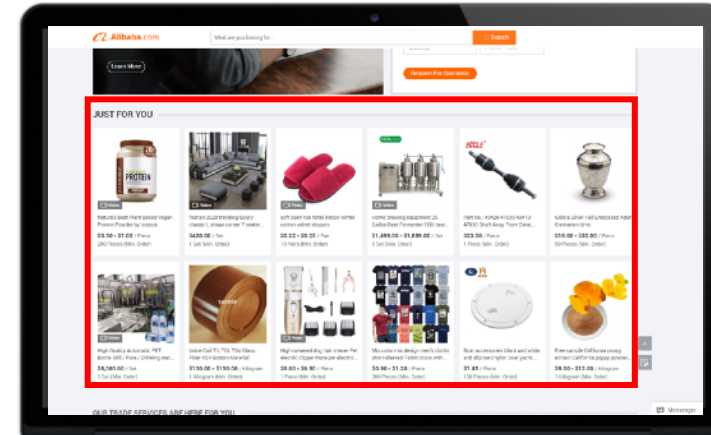
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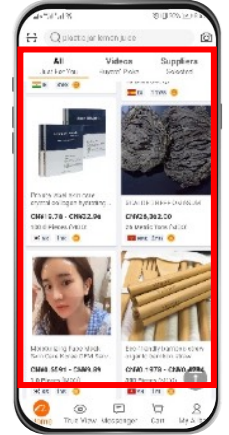
App

- 2 Get recommended to buyers
Algorithm is based on buyer preferences

Just for you



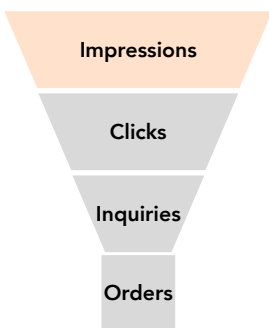
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Online Tradeshow – A brand new way in B2B E-commerce

B2B
ecommerce
sales funnel

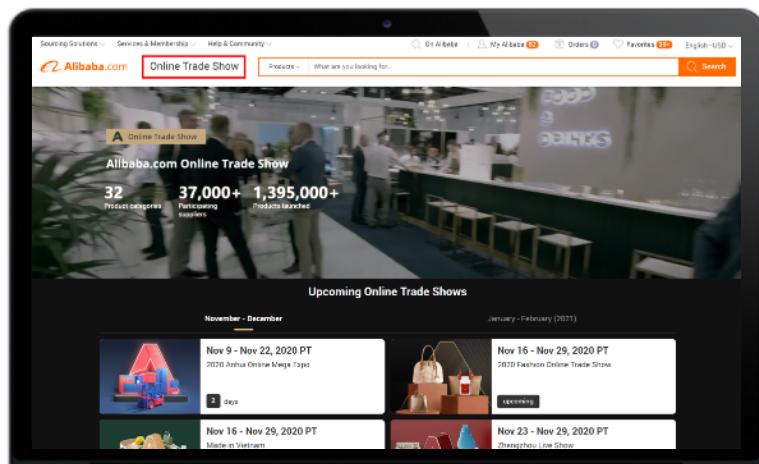


Think from the
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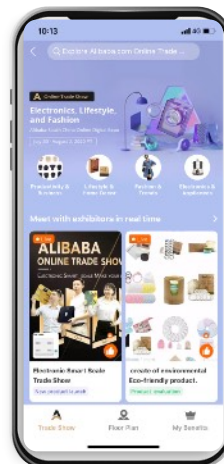
- 3 Join online events to get more exposure
(Only for Star Suppliers)

Online Trade Shows (by country or category)

Note: Livestream and short video capabilities are required



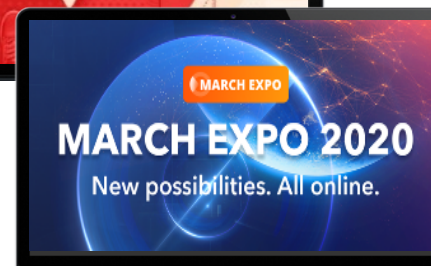
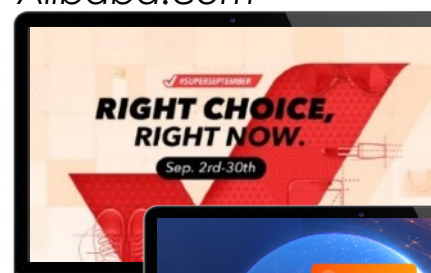
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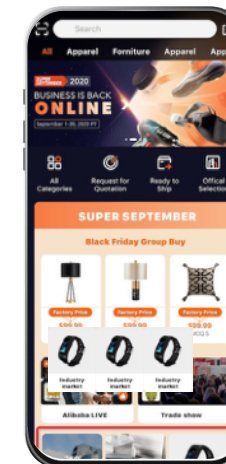
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Online events

March Expo and Super September are among the biggest online procurement events on Alibaba.com



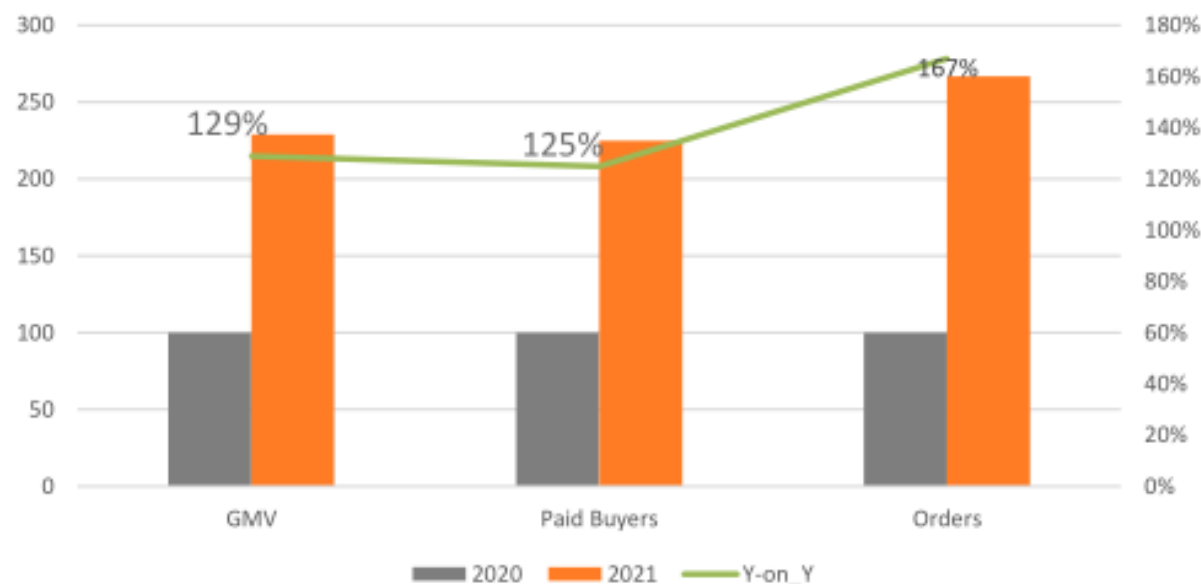
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Rapid Growth of Online Tradeshow Data (March 2021)

March Expo 2020 VS 2021



TOP 10 Categories in March Expo

1	Machinery, Industrial Parts & Tools
2	Home & Garden
3	Consumer Electronic
4	Sports & Entertainment
5	Apparel
6	Beauty & Personal Care
7	Packaging & Printing
8	Vehicles & Accessories
9	Construction & Real Estate
10	Home Appliance

Alibaba Online Trade Show

Top 10 Industries by Transaction Volume

(2021 March Expo)

Top 1 Home & Garden

Hot Categories: Vacuum Flasks & Thermoses

Mugs

Water Pots & Kettles

185%

GMV Growth

181%

Paid Buyers

Top 2 Machinery

Hot Categories: Laser Cutting Machine

Filling Machine

Excavator

119%

GMV Growth

119%

Paid Buyers

Alibaba Online Trade Show

Top 10 Industries by Transaction Volume (2021 March Expo)

Top 3 Consumer Electronic

Hot Categories: Earphone & Headphone

Mobile Phone Bags & Cases

Camera, Photo & Accessories

170%

GMV Growth

148%

Paid Buyers

Top 4 Sports & Entertainment

Top 5 Apparel

Top 6 Beauty & Personal Care

Top 7 Packaging & Printing

Top 8 Vehicles & Accessories

Top 9 Construction & Real Estate

Top 10 Home Appliance

PART 3

Gold Member Packages

- 3 Steps to Start Business
- Standard Packages
- Premium Packages
- Pro Packages



1

Select a package and arrange the payment

- Online Payment: Credit Card or PayPal
- Wire Transfer

2

Business Verification (BV)

- Provide us: Company Registration Cert, Legal Owners' ID copy, VAT Cert
- Usually takes 1-3 workdays

3

Account Activated

让天下没有难做的生意





www.salebrate.com

Thank You!



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