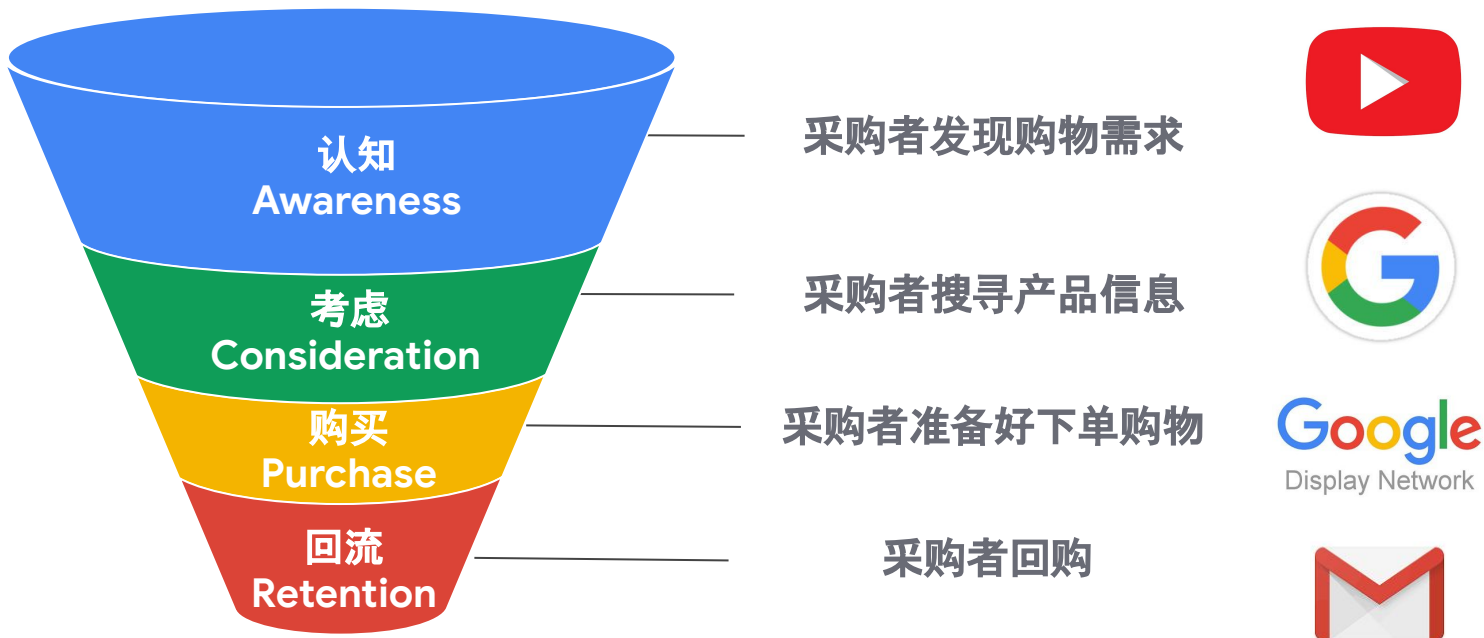




## 谷歌主要营销产品及服务



# 多渠道入手，谷歌广告生态体系助力采购全过程



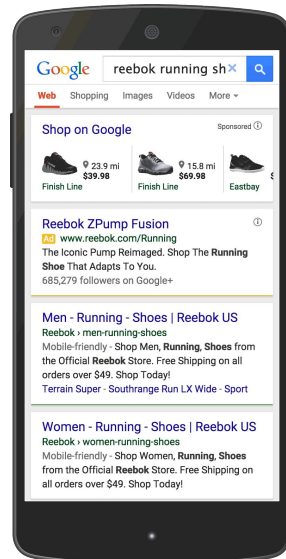
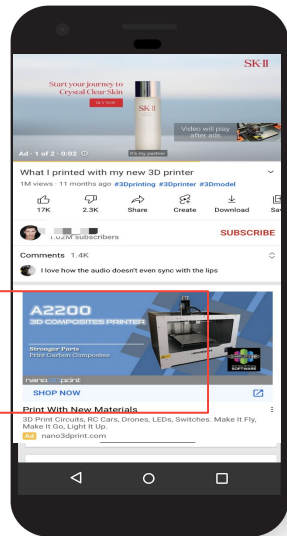
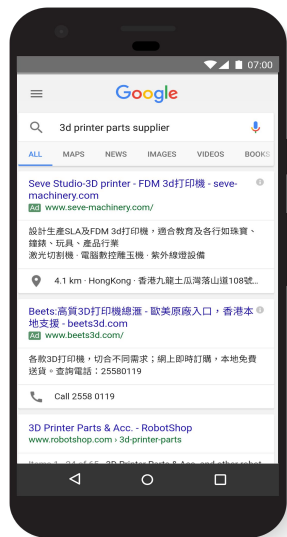
# 谷歌营销产品矩阵

Search  
搜索广告

YouTube  
视频广告

Display  
展示广告

Shopping  
购物广告



# A: 谷歌搜索广告

桌面端

Google

smart light

feeling of natural daylight, which we know enhances our overall ...

Smart WiFi Light Bulb, LED RGB Color Changing, Compatible ...

<https://www.amazon.com/Changing-Compatible-Assistant-Multi...> 翻译此页

★★★★★ 评分: 4.2 - 1,002 条评价

Smart WiFi Light Bulb, LED RGB Color Changing, Compatible with Alexa and Google Home Assistant, No Hub Required, A19 E26 Multicolor LUMIMAN 2 Pack ...

Complete Smart Home System | beauty of our lifestyle

广告 [www.cytechsmart.com/](http://www.cytechsmart.com/)

Provide lighting, Appliances, Door & window, curtains, Sensor and CCTV product. Safety our lifestyle. Mobile monitor & control. speech control, So handy. Intelligent linkage. Products: Smart Gateway, Background Music, Smart Sensor, Smart Appliances, Smart Lighting.

Intelligent Appliances · Intelligent Door&windows · Intelligent lighting

谷歌关键字搜索广告

移动端

Google

drone

WEB SHOPPING NEWS IMAGES

Shop on Google

Sponsored



World Tech Toys  
Striker Spy Drone ...  
\$69.99  
Kohl's



HQ898b RC drone  
with WIFI HD ...  
\$74.79  
LightInTheBox

Internal feedback

Drones at Amazon.com

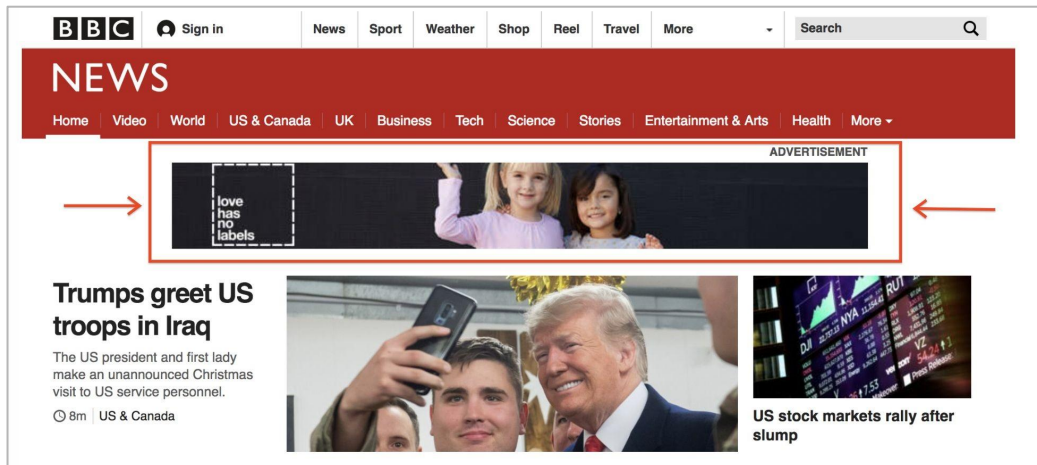
Ad [www.amazon.com/](http://www.amazon.com/)

4.4 ★★★★★ advertiser rating

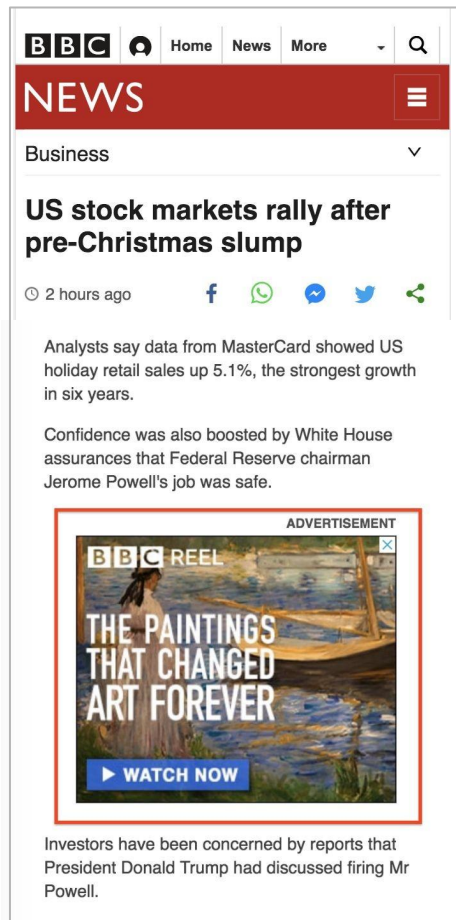
Proprietary

# B: 谷歌展示广告 Display Network (GDN)

谷歌的网站有超过90%的网民覆盖率，通过精准定位在合适的网站上精准投给你的销售对象，加深客户对你产品的印象，促成询盘和交易



The screenshot shows the BBC News homepage. At the top, there is a navigation bar with the BBC logo, a 'Sign in' button, and links for News, Sport, Weather, Shop, Reel, Travel, and More. Below this is a red header with the word 'NEWS' and a search bar. A secondary navigation bar lists categories: Home, Video, World, US & Canada, UK, Business, Tech, Science, Stories, Entertainment & Arts, Health, and More. A large advertisement is featured in the center, with a red border and arrows pointing to it from the left and right. The ad contains the text 'love has no labels' and an image of two young girls. Below the ad, there are two news articles. The first is titled 'Trumps greet US troops in Iraq' and includes a photo of Donald Trump and a young man. The second is titled 'US stock markets rally after slump' and includes a photo of a stock market display.



The screenshot shows a news article on the BBC website. At the top, there is a navigation bar with the BBC logo, a 'Home' button, and links for News and More. Below this is a red header with the word 'NEWS' and a search bar. The article is titled 'US stock markets rally after pre-Christmas slump' and is dated '2 hours ago'. It includes social media sharing icons for Facebook, WhatsApp, Messenger, and Twitter. The article text reads: 'Analysts say data from MasterCard showed US holiday retail sales up 5.1%, the strongest growth in six years. Confidence was also boosted by White House assurances that Federal Reserve chairman Jerome Powell's job was safe.' Below the article is an advertisement with a red border and the text 'ADVERTISEMENT'. The ad features the BBC Reel logo, the title 'THE PAINTINGS THAT CHANGED ART FOREVER', and a 'WATCH NOW' button. Below the ad, there is a paragraph of text: 'Investors have been concerned by reports that President Donald Trump had discussed firing Mr Powell.'

# C: Google 购物广告 - 电商重器

产品图片

名称

价格

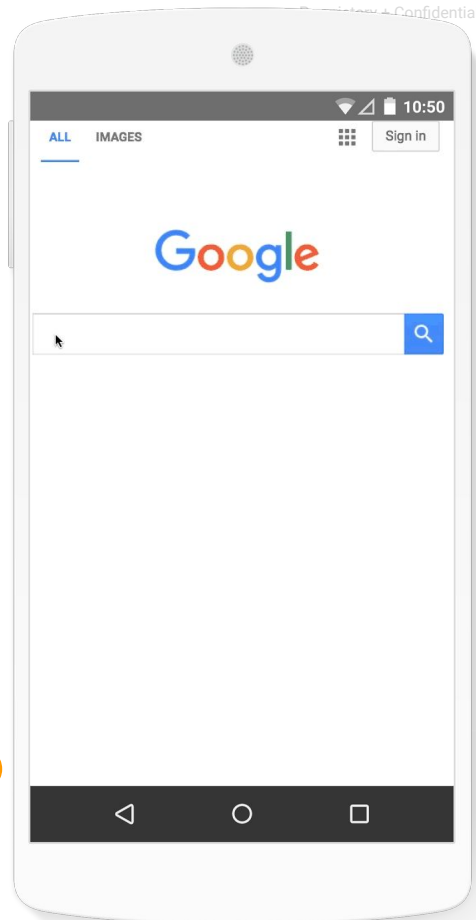
卖家品牌

顾客评价

本地店铺存货信息 (基于线下门店数据)

优惠信息

Product Name	Price	Seller	Local Stock	Customer Rating
Rechargeable Cordless Men's	£8.99	Hair pro direct	No	No
RSCW-9001 Electric 3 Head	£9.86	GearBest	No	No
Philips Oneblade ...	£39.99	Superdrug.com	No	★★★★★ (252)
Philips Bt405 Series 1000 ...	£25.00	Tesco Direct	In store	No
Kemei Waterproof ...	£15.05	GearBest	No	No



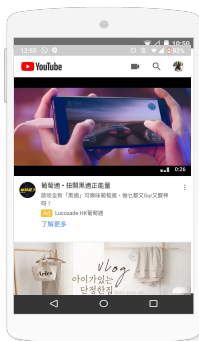
# D: Youtube 视频广告

利用合适的广告格式来达到生意目标

▶ 覆盖率

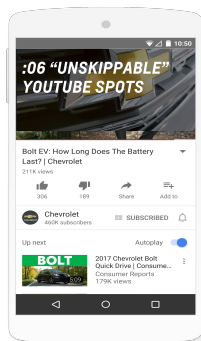
转化率 ◀

标头广告



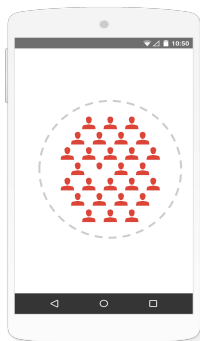
100% SOV  
增加品牌知名度

导视广告



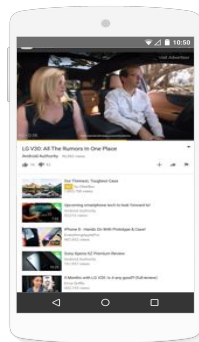
6秒 不可跳过

信息流广告



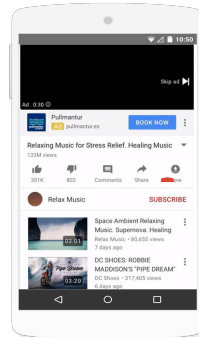
可滤过

插播广告



可跳过, 千次展示付费

行动号召广告

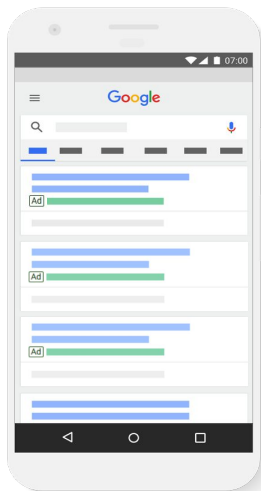


专注客户行动

# 谷歌广告排名的主要影响因素

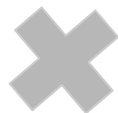


广告评级  
Ad Rank

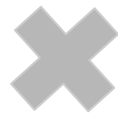


=

出价  
Bid



质量得分  
Quality Score



附加信息  
Ad Ext.

广告相关性

您的广告与用户搜索意图的匹配程度

落地页体验

对于点击您的广告的用户来说，您的着陆页的相关性及实用性如何

预期点击率

您的广告展示时获得点击的可能性。



# 谷歌如何帮助外贸企业从 0 到 1 建立自己的线上渠道

## Step 1 外贸独立站

- 整理产品资料、图片
- 模版建站、服务商建站
- 谷歌建站(B2B)

## Step 2 市场调研及营销方案制定

- 市场/品类调研
- 用户行为调研
- 订营销目标及方案(预算、主投产品&市场、关键词等)

## Step 3 进行线上营销推广

- 广告账户开户
- 广告搭建及优化
- 投入推广

# 你的官网能积累大量有价值的客户数据



## 访问客户数据

- 访问来源
- 地理位置
- 兴趣习惯
- 年龄收入等



## 网站搜索

- 客户搜索的关键字
- 发现客户购买意图



## 网页内轨迹

- 浏览页面
- 停留时间
- 跳出率
- 用户具体点击位置



## 网页内容互动

- 观看视频
- 下载文档
- 点击网站广告
- 点击小工具

对商家的  
价值

找到客户画像, 对症下药

发现购买意图, 调整产品

分析布局架构, 改进购买  
流程、图片、按钮位置

发现客户兴趣, 深入互动,  
加强联系

Google