

China eCommerce exporters seek **Amazon alternatives.**

This video will discuss an essential strategy for Chinese exporters' future growth.

The profitable long-term solution is not within alternative markets, like eBay or Ali-Express, but it is in - **Brand Building.**

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The future for Chinese eCommerce exporters is in branding and building a profitable sales engine outside of Amazon. Why?

Because within Amazon and other markets, sellers face a simple reality we all know.

- **Fierce price competition.**
- **Review problems.**
- **High fees.**
- **Risk of getting shut down.**

Generally speaking, there are two types of "Chinese sellers" on Amazon: firms that focus on brand building with a well-established product R&D team, also known as the "quality model." And firms that sell hundreds of different products with multiple accounts, much like operating wholesale stores on Amazon or the so-called "casting-the-net-wide model."

Both types of sellers should build a presence outside of Amazon with a strong brand. But for the quality model sellers, it's a clear path for branding and a profitable business to last.

And the branding benefits are clear:

Consumers pay a premium price for brands that create a perception of quality, consistency, and trust. Leading brands are more than just products; they evoke memories and emotions associated with quality. Forming deep connections to people's emotions is how strong brands have clinched their markets and gained loyal customers.

So let's talk about brand building for the US and European markets without costly risks.

Branding is a lot more than just a name, logo, tagline, or website.

The power of a brand is in its ability to create an emotional connection with people. It's about developing brand personality with characteristics to give a generic product offering an identity different from those in the market.

The concept of brand personality is best understood when we imagine the brand to be a person with character, humor, hobbies, and lifestyle.

中國跨境電商的亞馬遜的替代方案。

在這個視頻裡，我們將要討論未來中國出口商業務成長的重大策略。

eBay 或速賣通並不是取代亞馬遜的另一條路，而是一建立品牌。

我是HooksMedia的丁姣之，我們是服務中國跨境電商的專業團隊。

未來，中國跨境電商必須脫離亞馬遜，打造一個屬於自己的盈利行銷策略。這其中的邏輯是什麼呢？

我們都知道中國賣家在亞馬遜和其他跨境電商都面臨幾個問題：

- 激烈的價格競爭
- 客戶評價的爭議
- 過高的服務費
- 無預警被停權等風險

一般來說，亞馬遜上有兩種「中國賣家」：一種是利用行銷研發部門，專注在建立品牌形象上，也就是專注於「高品質銷售模式」的企業主。另一種賣家使用的是「撒網模式」，也就是運用不同的帳戶來銷售旗下不同的產品，就像在亞馬遜開了一家批發店一樣。

不管是哪一種模式，中國賣家都應該走出亞馬遜，建立一個屬於自己的強大品牌。尤其是第一類「高品質銷售模式」的企業，建立品牌絕對是企業成長以及長期盈利的關鍵。

打造強而有力品牌會帶來哪些成效呢：

你知道消費者更願意付出更高的價格購買質感精緻、信譽優良、以及品牌形象一致的產品。

我們在市面上看到的主流品牌，它們不只是銷售產品而已，他們還懂得怎麼將消費者的情感連結到產品的特色上。和人們建立起深厚的情感連結，才是品牌能夠牢牢抓住市場的關鍵，更不用說這還能幫我們揀選出了一批忠誠的好客戶。現在，就讓我來為您解說，如何在幾乎零風險的狀況下，打造出成功的美國、以及歐洲品牌。

我們所說的品牌不僅僅是一個名字、標誌、標語或是網站而已。

品牌真正的力量取決於和大眾建立情感關係的能力。它讓一個普通的產品擁有自己的個性，讓品牌在清一色的同行市場中有明顯的辨識度。

簡單來說，就是把它想像成一個有自己的性格、愛好、生活風格，甚至是一個幽默的人。

**Brand personality means:**

**Engage the audience** by speaking their language, slang, and interests.

**Create emotional connections** and foster brand loyalty.

**Differentiate your brand** within the market space.

**Increase brand equity**

Many businesses overlook building a brand personality, resulting in mediocre and lifeless Branding. These businesses lose to competitors who establish an emotional connection with their audience from the beginning.

And remember - You cannot fake it. Americans can tell a fake brand within seconds. In other words, a foreign attempt to look and sound American, but not entirely original. The brand message needs to be authentic and genuinely connect with the audience.

A strong brand personality targeted at American customers will also do well in Europe and other countries. American culture and English language influence are widespread, especially among the younger generation.

So, what is the critical ingredient in brand personality?

The answer is **Creative content**. Creative branded content in all mediums, especially video, images, and writing, creates an engaging message and delivers a clear advantage over companies selling identical products

Most popular D2C (direct to consumers) brands are successful because of their creative messaging. Many American leading brands source their products from China, but it all comes back to how they tell their story.

Quality branded content must be tested and proven before scaling up the message across all digital channels. Testing and quick adjustments are the recipes for avoiding unnecessary expenses and increasing long-term success.

So, let's summarize the key points:

Amazon and similar markets are great for generating sales, and ***milking the Amazon cow (image)*** for profit is a must. But developing alternative brand-driven channels is critical for long-term business growth

For large or small exporters that seek a profitable sales engine, crafting a brand-driven marketing strategy is essential. It will allow them to scale to larger audiences and sell at higher prices. In other words, "**create your business destiny**" and get out of the Amazon dependency by building a profitable brand to last.

所以「**品牌個性**」在商場上的定義就是：  
用**買家聽得懂的語言**、或趣味來引起他們注意。

第二，**建立情感連結**來獲得品牌忠誠度。

再來，就是在同行市場中做出**品牌差異化**

最後，**增加你的品牌價值**

很多企業都忽略了品牌個性而讓人覺得他們商品平凡無奇，其實這就已經在起跑點上輸給那些懂得和觀眾建立情感連結的對手了。

不過情感連結也不是隨隨便便就能做到，美國人通常一眼就能看出來，所以那些想包裝成美國品牌的企業常常被識破。只有讓品牌訊息真誠的與觀眾連結，才能成功打進他們的心。

由於英文和美國文化都是世界主流，因此以美國市場為定位的品牌，也會在歐洲和其他國家大受歡迎，尤其在年輕族群上特別明顯。

那麼，做出品牌個性的關鍵到底是什麼呢？

**答案就是「內容的創意性」。**

品牌呈現出的所有形象元素，包括視頻、圖像和文字都要夠吸引人以外，還要把產品的優勢在同行中彰顯出來。

許多D2C(也就是直接面對消費者)的品牌之所以這麼成功，就是因為他們很有創意的體現出品牌訊息。許多美國的主流品牌都產自中國，但關鍵在他們知道如何講出一個屬於自己的故事。

不過在上架數位通路之前，優質的品牌內容還是得經過各種測試。測試和隨時調整能幫助我們一直站在頂端，還能省下很多未來不必要開支。

最後，我們來總結一下今天的重點：

亞馬遜和同類電商平台是很重要的品牌展示窗，所以還是要在**亞馬遜上把品牌做大**。

但是發展由品牌來主導的銷售通路才是企業長期盈利的重要任務。

針對尋求長期盈利的出口業者來說，重點在於用品牌價值來制定營銷策略。這不但會觸及更廣大的買家族群，還能使產品賣出更高的價錢。這就是「**創造品牌生命**」。一個能長遠獲利的品牌，最終就不再需要依賴亞馬遜了。