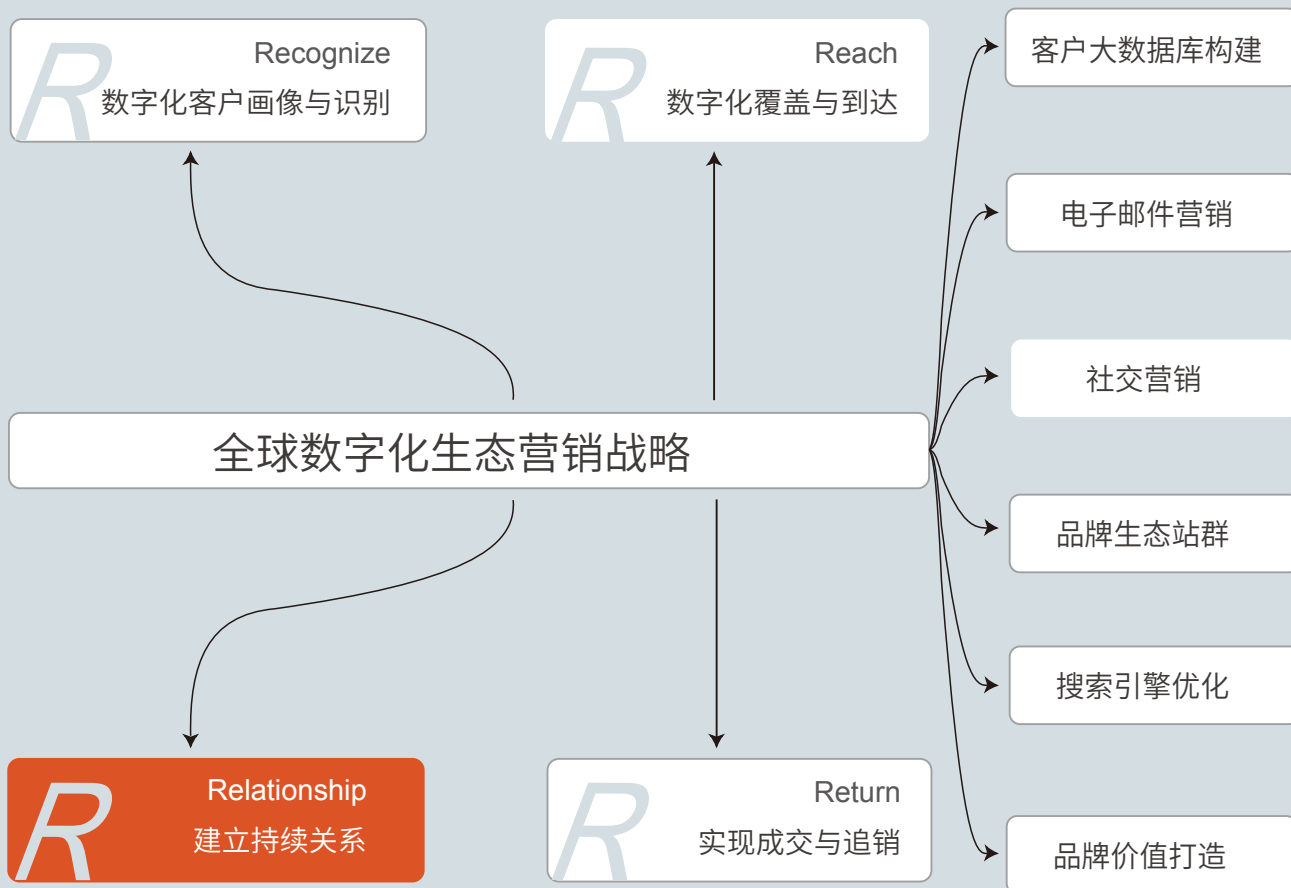


## 4R之Reach

# 数字化覆盖与到达



# 数字化:建立持续关系的基础

我们将建立持续关系的基础,用英文表达为“relationship”。不论营销手段和工具怎么变化,其本质是不变的,我们在其本质中关键的一条界定就是“能否建立持续交易的基础”,这是从战略上衡量营销是否持续的核心,而换个维度讲,所谓建立持续交易的基础,就是要与客户建立更深层次的关系。这种关系的建立,如果是指与“与客户之间的情感”,那么更多的地整体表现为品牌的偏好;如果是指向终端的方便可达,则可表现为渠道通路建设的能力;如果指向绩效性的考核,则可表达为“客户忠诚度”“NPS”(客户净推荐率)等,但是整体都可以用“关系”或者“持续关系的基础”来界定与表达。

**定义:**建立持续关系的基础指的是数字信息到达后,通过各种经营手段围绕目标客户创造、建立和保持的持续性互动状态,它使得营销从信息的传播走到战略性的深度经营。

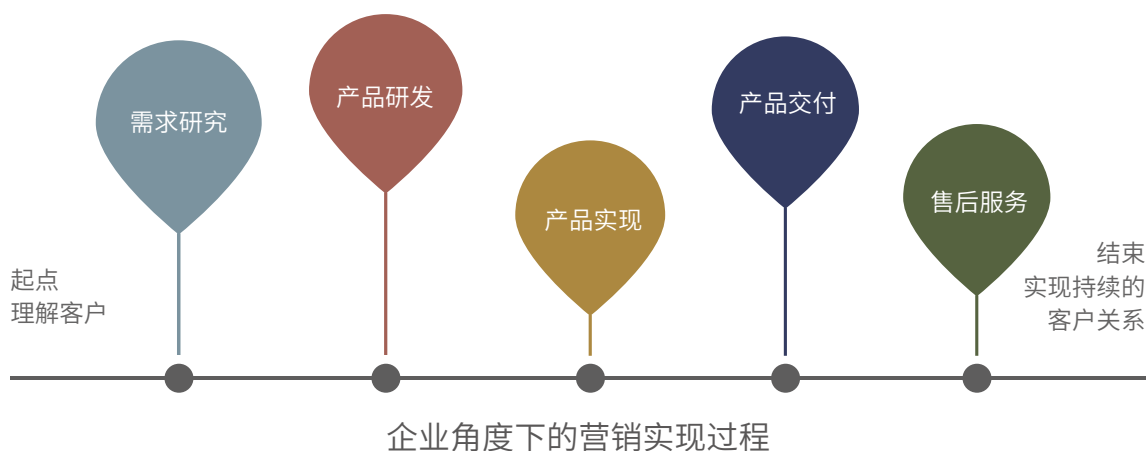
## 在数字时代构建“关系”

客户关系管理是对有助于建立客户关系的各项企业管理,而不仅是对作为经营结果的“客户关系”本身的管理。对于企业而言,客户关系既是企业经营过程中的重要手段,又是企业以客户为中心的经营的结果。客户关系的建立需要以满足客户为需求中心,辅以企业各种经营手段。这包含了企业的客户需求研究、产品研发、产品实现、产品交付和售后服务等各项企业关键的内部业务活动。

在数字时代,客户不再于孤立的状态下完成整个购买过程。尤其在电子商务深度发展的今天,客户在购买过程中时刻处于“关系”的状态,这意味着企业、客户及其他紧密的利益相关者之间的各种互动几乎达到全地理覆盖。在移动互联网时代,客户的整个购买过程都会与各种信息来源进行互动,呈现出时刻活跃的“关系状态”。

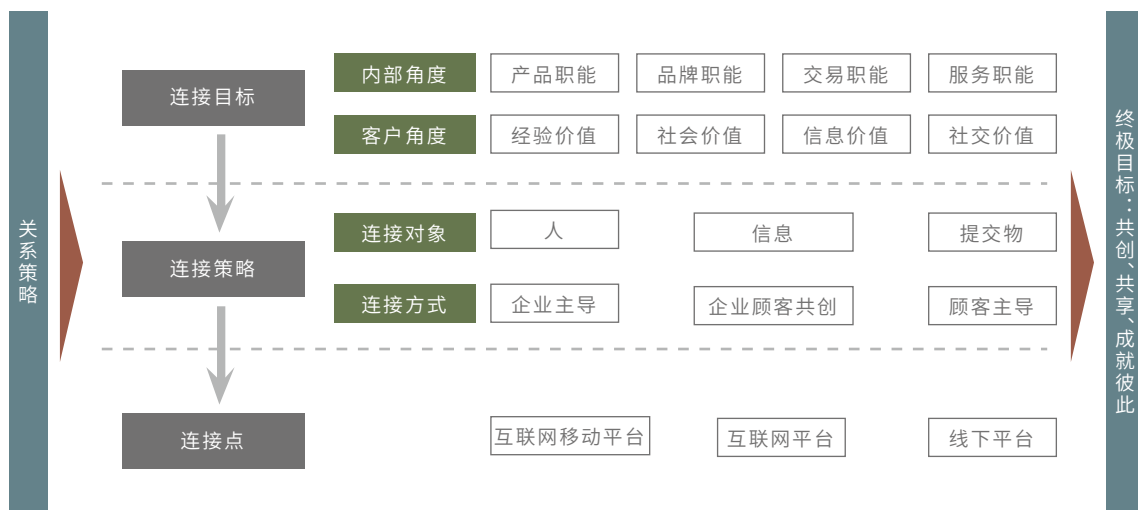
从关系分享中引起消费需求,到各种评价,以及后续的在线购买,消费者移动互联网时代不是一个人孤立地做出各种决策,而是在各种关系网的共同作用和影响下做出决策,是一群人共同作出的决策,由一个个看似独立的个人表现出来。

在移动互联网时代,企业与消费者之间的关系是“动词”,而非“名词”。借助技术的进步,企业与客户之间的关系强度、广度与深度都发生了重大变化。沟通强度更大,使得客户可以简便地借助各种移动通信技术和数字工具,在每天24小时中的任意一个时间点都可以查询企业信息、各种外界评价等相关信息。客户也可以通过网络在世界范围内与具有相同要求、兴趣和价值观的人沟通。这些人包括已使用产品的意见领袖、相同志趣的人以及“拟人化”后的企业。通过各种智能终端,客户可以在多个渠道和平台上与企业进行互动,这些渠道和平台包括各种社交媒体、信息和视频分享平台、信息搜索工具等。因此,在移动互联网时代,企业与客户的互动不会因业务活动的结束而结束,不会局限于企业人员市场与客户之间,更不会局限于纯粹的商务信息发布与售后服务支持。



在企业竞争的视角下,企业之间的竞争被赋予了产业链的含义,企业之间的竞争是其背后不同价值网络体系之间的竞争。在这个充分连接的时代,企业与客户之间的直接与间接联系、真实或虚拟场景下的关系,共同编编制出一张“关系网”。这张关系网是弱关系还是强关系、关系互动的状况、与客户周边社群的关系,将充分体现出不同企业对未顾客未来购买决定的影响程度。

这张关系网的作用是一个持续的过程,意味着企业时刻进行着新客户的获取、老客户的维护,甚至是交易的直接达成。如果企业无法有效地建立这样的关系网,那么在客户购买想法产生的时刻,企业已经失去了竞争的支点。



关系营销的策略框架(关系网)

在数字时代,客户与物理世界、信息世界以及社交网络实现了全时、全地与全域的连接,因而企业与客户的关系也需要扩展和深化。企业需要从连接目标、链接策略和连接点三个方面来系统展开关系的建立策略。在进行策略思考的过程中,需要形成系统的企业内部规划,作为今后各项工作开展的起点。

“对于没有目的地的帆船而言,任何风向都不是顺风。”企业建立关系策略的第一步是明确关系建立的目的。我们建议从企业的内部和外部视角进行全面的分析,在内部达成共识是实施深度关系策略的前提。

策略服务于目的,策略实现目的。第二步是从连接对象与连接方式的维度,结合目标的实现进行连接策略的设计。在数字时代,企业开展市场竞争中心是建立具有价值纵深的“关系网络”,核心工作是要协助客户与彼此认同的人群一道去实现更大的目标,实现更好的自己,实现“有价值观的社群”。

第三步,在完成策略规划后,企业需要根据不同的连接对象的特点以及连接方式的需要充分利用移动互联网、互联网及线下平台进行实施,我们称之为“关系的连接点”。当然,企业需要协调“在线连接点——线下连接点”之间的作用,以系统而不是割裂的方式去定位和评估不同连接点的作用。

## 明确关系策略的目的

关系策略的目的规划要服从企业的整体数字营销战略规划,从企业的角度而言,需要明确“关系”在营销战略中的作用。不同类型的企业目的不同,而同一类型的企业在不同的发展阶段,也可能会有不同的目的。因此,企业在设定关系策略的作用定位时,需要充分根据自身的行业属性、公司特性和市场竞争需要,规划实务且适合自身状况的作用预期。

从企业内部角度而言,关系策略的目的包含以下三个方面:

### 第一 品牌职能

此即以公司或产品品牌作为主要运作平台的市场活动。其成功逻辑是通过影响和塑造品牌受众的认知及感知,进而获得品牌受众在行为和商业层面的支持。品牌职能在实践中包含以下典型目标:

提升以公司品牌或产品品牌在业务区域的知名度、认知度和好感度,为企业赢得良好的社会氛围,获得合作伙伴的支持。提升在潜在客户中的知名度、认知度和偏好的影响,提升与潜在客户的交易转化率。提升品牌在已有客户认知中的活跃度,持续维持和巩固与现有客户的忠诚度,锁定已有客户的未来购买需求。

提升企业在行业人才网络中的知名度和美誉度,为企业持续的人才需求建立良好的“雇主声誉”。

## 第二 产品职能

它是指企业是否通过关系活动实施产品研发方面的目标,如产品挖掘、产品原型设计和定型等原先以要与企业内部为主完成的工作。以覆盖产品为目的的连接能够更好地为顾客提供经济价值,使之获得参与感和自我实现。

## 第三 服务职能

在关系的建立和互动中,顾客的相关服务及增值服务,在实践中可以以企业为主来实施,也可以由客户自发或者专家资源来实现。移动互联网极大地便利了群体协作,服务已经成为关键互动的重要内涵,也成为顾客在活动关系中获得的重要价值。

## 第一 经济价值

企业必须能够为客户创造令人满意的经济价值。在市场竞争中,经济价值可以体现为更为便利的产品使用体验、更具性价比的产品、更周到的服务,以减少客户使用产品和服务的维护成本、时间成本、风险成本和整体使用成本;经济价值在市场竞争中属于“保健”属性,是企业进行市场竞争的入门级要求。

## 第二 信息价值

无信息,不关系。客户因为有价值的信息而参与到不同的关系中,这包括与企业的关系状态,也包括与更广阔的社交网络的关系。

## 第三 社交价值

寻找同类,获得社群成员的支持、保护、互助和赞许,建立身份、兴趣和精神的归属感与认同感。在关系建立中,社交价值是关系建立和维护的重要黏合剂,也是实现更深入关系的基础。

## 建立“品牌”印象, 抢占用户心智 建立和顾客的持续链接的基础

企业运营中, 最核心的资产不是技术, 不是渠道, 不是成本控制, 也不是上市是否。而是记在用户的大脑印象, 而是占在用户的心智位置, 而是活在用户的内心价值与意义。

它就是品牌形象, 代表着企业在用户的认知、了解、接触到记忆加工与分析、感觉生成的画像, 用户对品牌的画像, 不仅仅是品牌给用户画像, 用户同理给品牌进行构建画像印象, 这关系着用户对品牌的美誉度、信任度、忠诚度、记忆度, 决定着选购性、可信性、成交性。

从品牌心智的构建与心智的影响, 品牌则需要多维度去打造, 除了品牌的卖点传播之外, 更多需要向情怀、道德、文化、艺术、公益、信任、专业、权威等构建极强、极深的“好印象”。才能完善品牌的打造与塑造, 坚定不移的植入用户记忆与心智印象, 才是成功的品牌。

## 品牌形象与信任是捆绑的 只要信任才能成交

对于中小企业, 特别是不具备连锁规模的品牌, 有很多资金去做品牌的实体店, 或者中小企业创业者是没有资金实力投放广告。那么, 建立信任是首选的金牌营销法则。

## 中小出口企业打造信任

◎ 中小企业使用员工内部文化活动来建立极强的信任。比如：员工拜师仪式、家长感谢会、员工梦想演讲大赛、与某知名大学设就业仪式、特种兵训练等。

通过建立企业内部的互动，侧面建立品牌的信赖感、责任感、道德感与使命感。

◎ 卖点见证。

◎ 国外客户的认可与见证

客户的见证是最好的见证，也是最有力的见证。使用客户见证最好用最信任、最影响力的关系作为见证，比如：银行见证、社区见证、大商家见证、敬老院等信任点作为见证。

## 品牌构建思维

### 什么是企业品牌？

“企业品牌建设是建立一个具有个性的可识别品牌的过程，这是通过非常清晰的概念或想法来记住的。



没有更多，这是“简单”



## 提高企业品牌的五大要素？

◎ **命名**：一个合适的名字有利于记忆和关联到一定的概念。事实上，选择一个不合适的名称或者以后不会知道如何利用这个名称可能会给您的业务带来额外的困难。

◎ **视觉识别**：标志，同型，象形图，签名以及与公司图形图像有关的所有内容。

◎ **声音身份或音频标记**：如果你听到某种噪音或声音，它提醒你一个品牌，这是该公司做了正确的事情。这是经常被低估的东西，然而却有着与记忆联系在一起的野蛮力量。

◎ **媒体**：我们必须建立统一的通道，宣传我们的企业。

比如：我们企业网站的域名，www.hoogege.com www.hoogege.com.cn  
www.hoogege.com.au www.hoogege.net  
Facebook比如：www.facebook.com/hoogege

◎ **内容营销**：通过您发布的内容让他更加的喜欢您的品牌，特别是在互联网上。

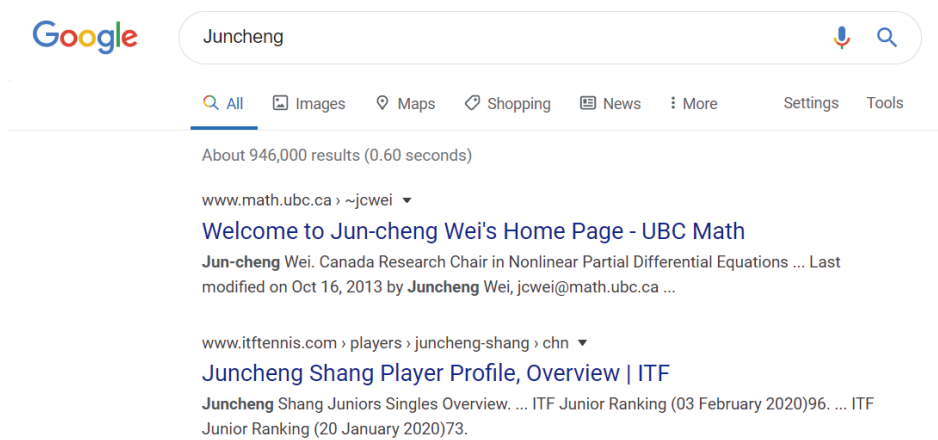
如果您喜欢在 Followala 中发布的文章，在互联网上的内容访问我们也能有非常好的统计。



## 骏诚纺织品牌的五大要素评测：

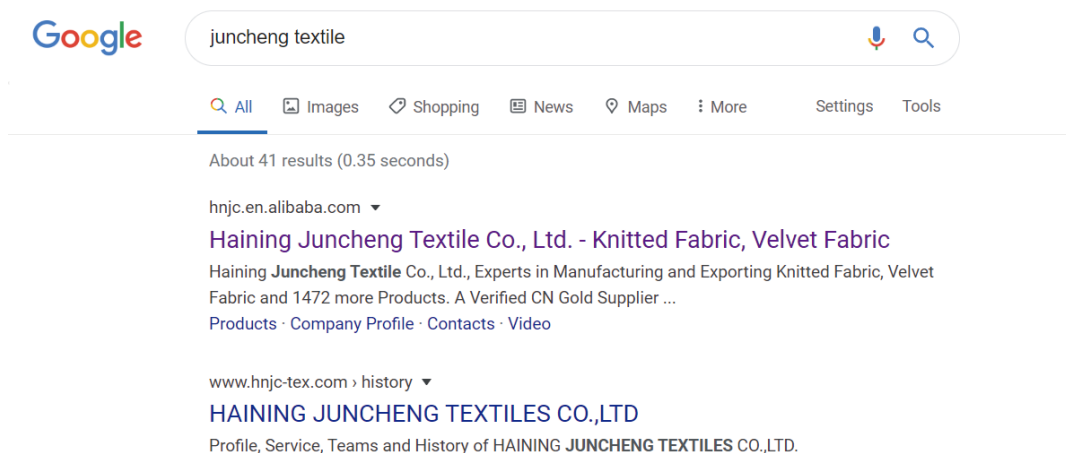
1、搜索引擎: 通过搜索您的品牌名称确保前十个结果都您的搜索juncheng在google

搜索结果946000 前100未能找到任何骏诚纺品公司的任何结果



搜索juncheng textile 在google

搜索结果41结果 包括ali国际站和企业品牌网站



- 2、品牌印象: 您的品牌名字是否能够关联到客户原先的记忆上  
juncheng textile 对于国外客户来说, 不容易记易,
- 3、容易发音: 保持全球客户对您品牌统一的发音  
juncheng textile 对于国外客户来说, 不容易发音,
- 4、社交媒体: 注册各社交媒体的品牌专页 如:face book.com/hoogege  
juncheng textile 目前各大社交都没有用juncheng textile进行注册
- 5、营销内容: 您发布网页,邮件,图片,视频是否持续提到您的品牌名字  
营销文案 一直提到公司名字 而非品牌

企业品牌网站内容没有持续提到品牌名字, 客户记忆不深



Haining Juncheng Textile Co., Ltd. was established in 2010 in Haining City, Zhejiang province. We have two Chinese brands "JUNCHENG" and "ALANSMA", and one European brand "JUNCHENG". We are a professional warp and weft knitting manufacturer who specialized in producing all kinds of fabric for costume, toys, sofa, home textiles and upholstery. Our major products are velboa, minky dot, super soft fabric, velvet fabric, velour fabric, knitted korean velvet and suede fabric. As an experienced supplier. We can provide the process of printing, bronzed, 3D embossed, brushed and laminated as per customer's request.

Recently years we worked with finished items such as velvet curtain, cushions and blankets for our perennial business partners. There is an area of 400 square meters showroom in the factory which is presenting the new arrival collection in every season. We try our best to help clients win the potential order in the competitive market.

We insist on our motto of 'high quality, competitive price, first-class service and punctual delivery'. Based on the demand of our customers, we provide OEM services and accept customized.

Messenger

五大要素评测结论:

- 1、搜索引擎: 通过搜索您的品牌名称确保前十个结果都您的  
目前搜索juncheng textile 在google搜索结果41结果 包括ali国际站和企业品牌网站从被客户搜索到角度 品牌名称juncheng textile 大大优于juncheng

2、品牌印象: 您的品牌名字是否能够关联到客户原先的记忆上  
juncheng textile 对于国外客户来说, 不容易记易, juncheng设计不够醒目而且国外客户对于中国的拼音不是很懂, 推广起来成本非常高。



马占的比重太大, 搜索引擎引言, 图标不利于搜索和记忆

3、容易发音: 保持全球客户对您品牌统一的发音  
juncheng textile 对于国外客户来说, 不容易发音,

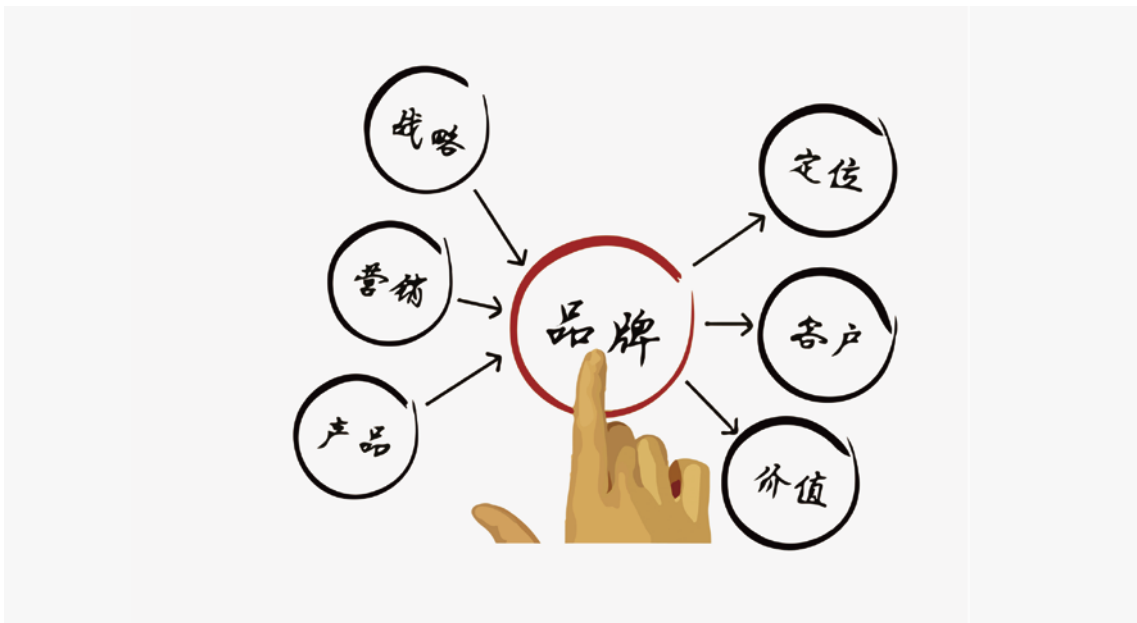
4、社交媒体: 注册各社交媒体的品牌专页 如:facebook.com/hoogege  
juncheng textile 目前各大社交都没有用juncheng textile进行注册  
包括企业品牌网站 hnjc实际不好记, 且缺少统一性

5、营销内容: 您发布网页, 邮件, 图片, 视频是否持续提到您的品牌名字  
营销文案 一直提到公司名字 而并非品牌 还没有重视品牌的推广

成交=客户持续对你品牌印象的加深对于骏诚纺织品牌的建议:  
Juncheng textile 对于国外推广来说, 品拼推广成本较高

建议 使用像juntex 这样的品牌名字  
如果非常一定要使用Juncheng textile 那必须重新设计 logo突出文

## 定位:战略逻辑、品类逻辑、连接逻辑



“定位”这个词目前是营销中出现次数最多,但也是最被混用的词语之一。Followala认为,企业平时所提及的“定位”概念,其本质上包含三层含义:资源定位、业务定位、品牌心智定位,然而大部分CEO和CMO谈论的不是一个概念。在数字时代,定位仍然重要,当然也有一些改变。我们抓住最重要的三个方面:战略逻辑,即我们帮助CEO和CMO理清楚“当我们在讨论定位时,我们在讨论什么”;品类逻辑,这是定位的精华,是里斯晚年对于定位理论的升级,在今天的数字时代仍然重要;连接逻辑,这是数字时代的升级,在构建完品类并成功在市场上取得胜利后,是可以迭代、延伸甚至是可以构建生态圈的,这是传统时代定位理论所忽略并否定的。

首先我们看定位的“战略逻辑”,究竟何谓定位,我们认为从公司战略上看,定位=价值链定位业务模式定位+品牌心智定位。特劳特和里斯的定位仅指第三层,即“品牌心智定位”。

## ◎ 价值链定位

目前大量中小出口企业,缺少数据分析价值链定位不清晰,企业发展停止不前,HOOGE全球数字化营销平台从贸易到不同国家的客户分析是做价值链定位的重要工具。

## ◎ 业务模式定位

第二层含义是业务模式定位,它最核心地解决企业“我究竟是什么”(即德鲁克“what is your business”之问)在数字互联网时代根据业务定位的不同,我们可以将企业分为以下四种类:

**1) 价值点企业:**这类企业将业务聚焦在价值链的某一环节,最典型的代表是“隐形冠军”企业,它们主要是一些中小型企业,却往往是某一个细分市场的世界领导者,通过高度创新与专业化精准定义细分市场,并有效制造市场准入壁垒。

**2) 价值链企业:**通过并购或自建等方式打通价值链上下游,实现产业链的资源整合与布局,从而充分提升企业战略自由度与行业话语权。例如康美药业正是通过上游掌控地道的药材资源、中游掌握中药材交易命脉、下游深耕渠道,完成中医药全产业链的整合和布局,从而奠定了行业龙头地位,百丽也正是通过成功的产业链一体化整合实现规模经济效应,成为新派制造的代表。

**3) 平台型企业:**平台型企业采用平台经济与共享经济的思路,通过搭建资源平台,以促成双方或多方供求之间的交易,收取恰当的费用或赚取差价而获得收益,同时也促进资源的最大化整合与优化例如,在家电行

**4)生态型企业:** 指的是企业将自身的核心资源,例如客户资源和网络资源进行输出与分享,并在此过程中投资参股,从而完成生态经济的建立与持续。小米近年来的战略重点已从手机向生态链投资转移,雷军宣布小米投资的55家创业公司当中的29家属于零基础孵化项目,生态链投资就是由小米输出做产品的价值观、方法论和已有的资源,包括电商平台、营销团队、品牌等,围绕目已建立起一支航母舰队,小米对生态链的支持除了投资,更渗透到创业公司产品价值。

### ◎ 品牌心智定位

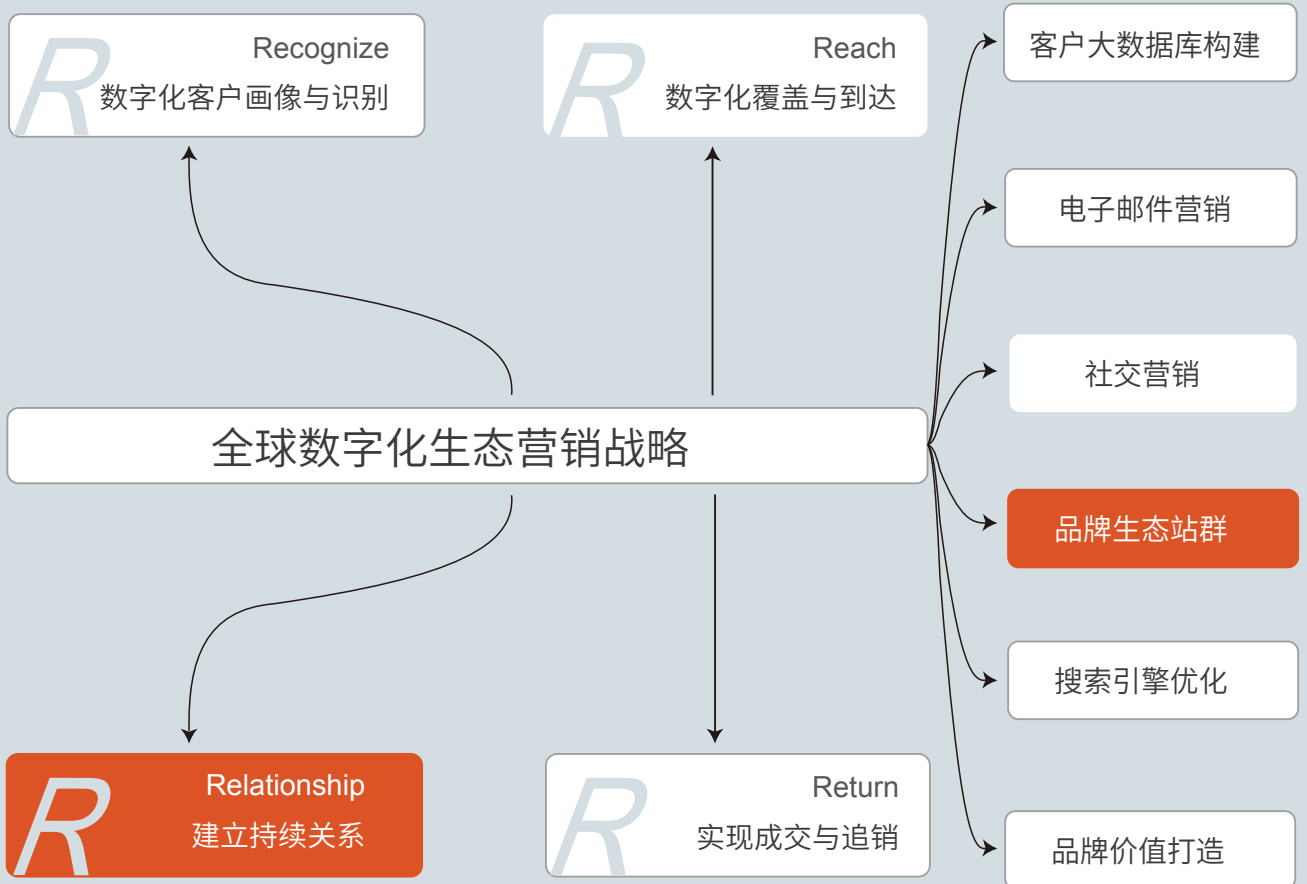
回到营销上的品牌定位,为了更凸显本质我们将其称为“品牌心智定位”,它是艾·里斯与杰克·特劳特所提出的定位理论,指的是通过设计公司的产品和形象,在目标市场中占据一个独特的位置,实现区隔化,目标是要将品牌留在消费者的心中,以实现公司的潜在利益最大化。定位的结果就是成功地创立以顾客为基础的价值主张,即给出为什么目标市场应该购买这种产品的一个令人信服的理由。

里斯将定位升级到品类战略,才说到了“定位”的本质,即品类逻辑,品牌 = 品类 + 品牌名。

品牌定位战略中的品类逻辑指的是,品牌应通过有效的差异化与区隔,开创新品类,或成为某个类的代言词,品牌和品类一旦产生捆绑,就完成了品牌的创建。其核心以成为潜在客户心智中的品类代表为目标,通过把握商业发展趋势,发现品类机会,成为心智中的品类代表,并推动品类发展,不断进化,最终主导品类,创建真正强大的品牌。

## 4R之Reach

# 数字化覆盖与到达

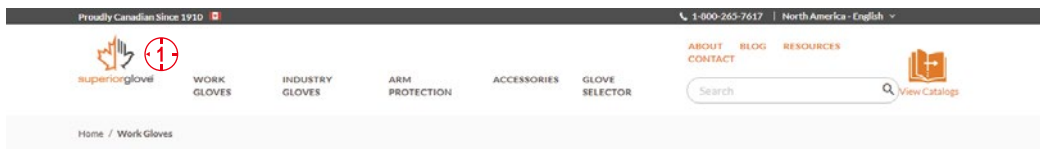




# 2020 数字化品牌生态站群方案



superiorglove.com 至少是手套行业中, 网络营销做的最优秀的公司, 一年网站就知道很多年的行业积累, 一定是行业的领军企业。建议大家通过查看



## Work Gloves

Did you know that the search term "cheap work gloves" has been googled 109 million times?

That's a pet peeve for us at Superior Glove.

We love to help you save money through initiatives like laundering programs, but cost savings shouldn't come at the cost of safety.

How long do you anticipate the gloves you buy through some big box store to last? A week? A day? An hour?

We sell premium work gloves that can reduce your hand injury rate and reduce your glove spending, like we did for this company.



REQUEST A SAMPLE



What type of work gloves does Superior Glove manufacture?

We engineer gloves to protect you from a variety of hazards including cuts, punctures, impact, chemicals and cold weather, to name a few.

What styles of work gloves do you manufacture?

Superior Glove work gloves are made using a variety of materials including leather, Kevlar®, and Dyneema® and most are sized from XXS to 3XL (5 to 12), which means that you can outfit the men and women on your team comfortably.



**Dexterity® 13-Gauge Cut Resistant Glove With Polyurethane Palms**

Product ID: S13KFGPU

Kevlar® composite filament fiber string knit with PU palm coating



**Endura® OILBLOC™ GOAT-GRAIN KEVLAR LINED CUT-RESISTANT MIG WELDING GLOVES LINED WITH PUNKBAN™**

Product ID: 398OBPB



**Endura® Goatskin Flame-Resistant Anti-Static Driver Gloves**

Product ID: 378GFRES

Endura® Goatskin Flame-Resistant Anti-Static Driver Gloves

**3,500+ Types, Styles and Sizes of Wholesale Work Gloves**



For over 100 years Superior Glove has been manufacturing and supplying wholesale work and safety gloves to companies all around the world just like yours. With a complete product line that includes over 3,500 different varieties of gloves to choose from, you're guaranteed to find the perfect glove with superior performance to meet all of your needs. Contact us for more information and to obtain a free sample.



① 研究品牌升级后企业商业模式的变化

② 问与答方式的类别展示方式值得学习, 也是增加搜索引擎流量的机会

③ 样品订购

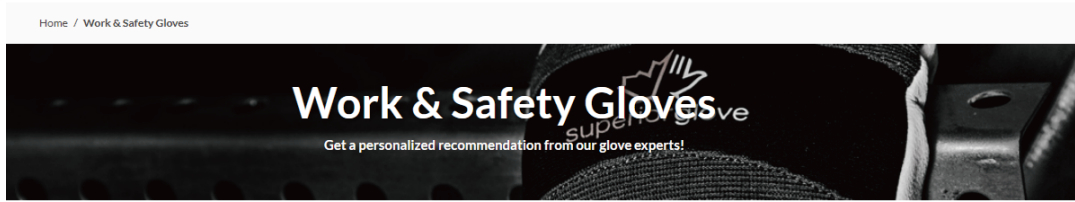
④ 为每类或每个产品取名

⑤ 详实的产品卖点

⑥ 产品ID(sku)识别

⑦ 数字符号营销

⑧ 实现路径表达



Did you know that almost 80% of lost time workplace injuries in North America involved the hands? That's pretty frightening when you think about it, isn't it? Well, here's the good news: most of these injuries could have been prevented – or at least greatly reduced in severity – if the workers had been wearing the right gloves at the time.

For this reason, Superior Glove is proud to offer thousands of different work gloves styles. That way, no matter which industry you work in, you can rest assured that we've got you covered.

### The Right Work & Safety Glove for the Job

With a strong research and development department backed by an in-house glove lab, we are licensed manufacturers of Kevlar® and Dyneema®. Innovation is number-one at Superior®, and the reason why we're able to offer the widest work & safety glove selection in the hand-protection industry.

### 3 Steps to Sampling Our Gloves:



Step 1: Fill Out The Form

Fill out the form with your company information to get your free sample! We send out free samples of our cut-resistant gloves and sleeves to companies with a minimum of 25 employees.



Step 2: Chat With An Expert

After you've filled out the form, one of our glove experts will reach out for some additional information about job specifics and dangers involved. This way we can make sure you're getting the best option.



Step 3: Test the Glove Out

Once the gloves arrive, it's time for you to test them out. Run them through the ringer and find out exactly what they can handle. We'll touch base with you to see how the gloves are doing. We'll also help you purchase the gloves through one of our many distributors. It's that simple!

## GET A FREE SAMPLE

\*First Name:

\*Last Name:

\*Job Title:

\*Company Name:

\*Email:

\*Phone:

\*Country:

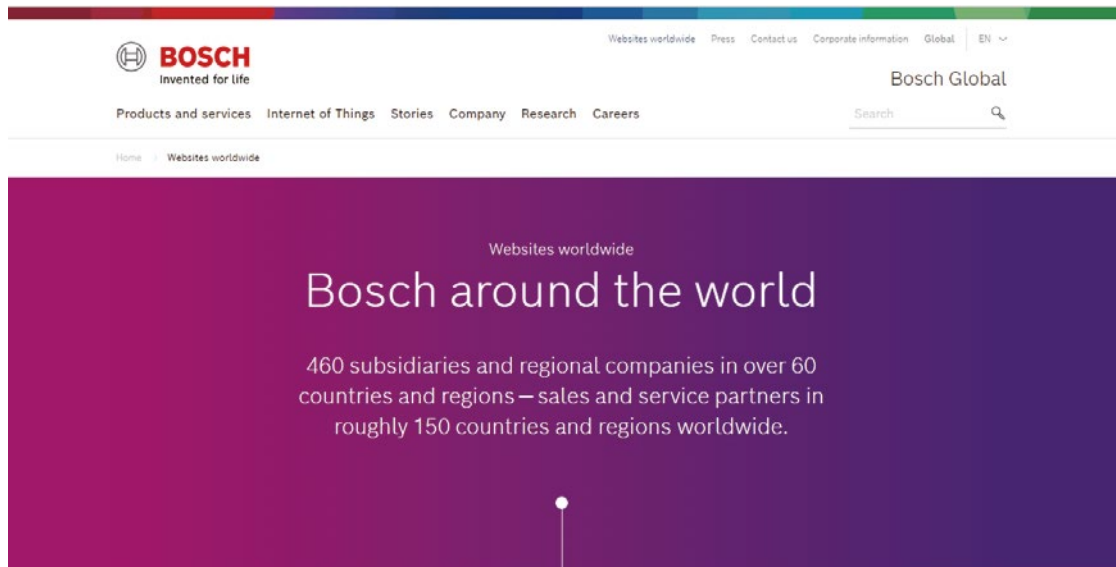
\*Product Interest:

\*Usage, Needs, Questions, Comments

\*YES! Send me useful tips, industry articles and new product announcements (every month or so).

REQUEST A SAMPLE

## 参考 bosch.com 来进行全球站点和语言的布局



### Choose your country / region

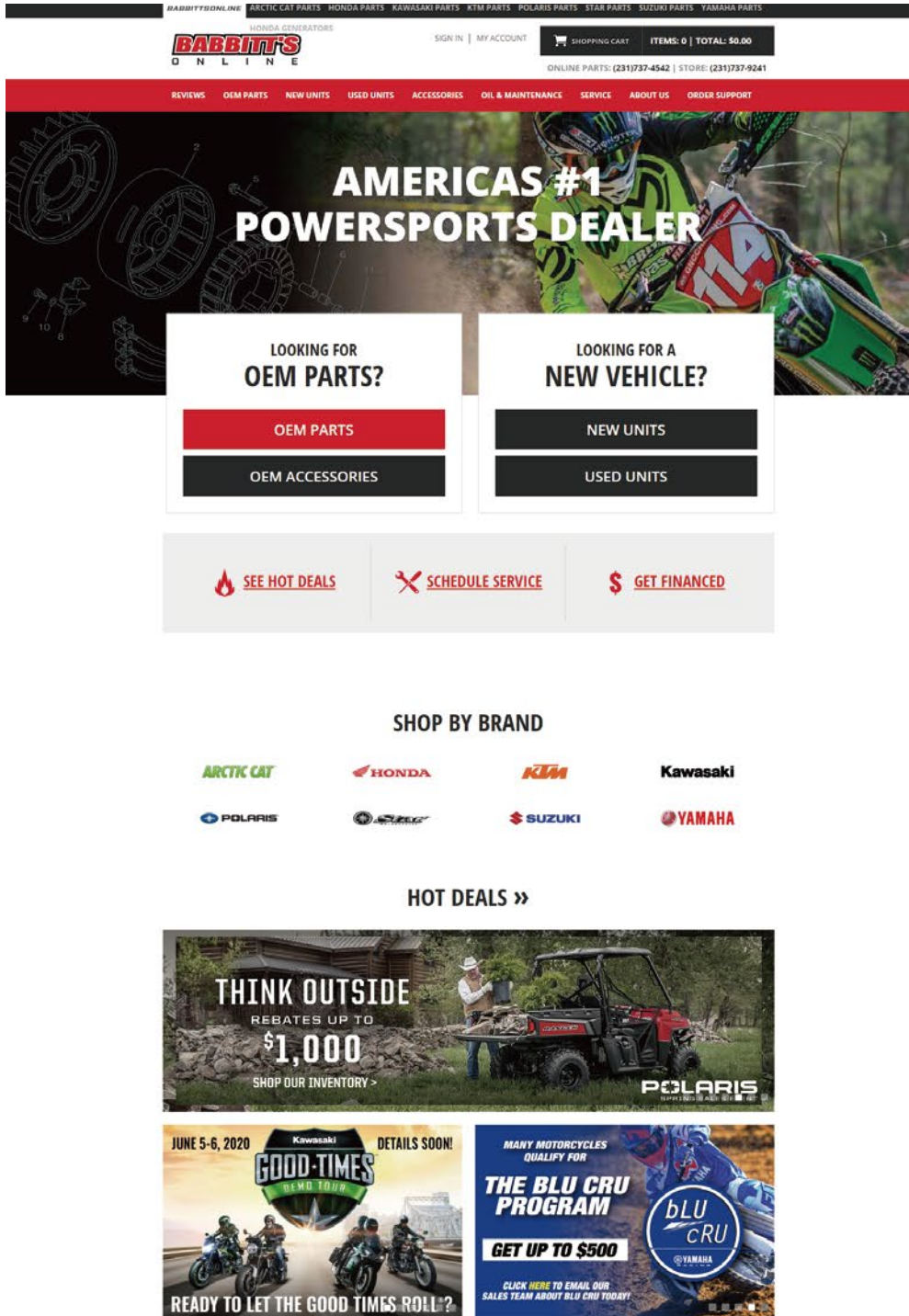
#### Africa

- [Algeria](#) | English | French | Portuguese
- [Angola](#) | English | French | Portuguese
- [Benin](#) | English | French | Portuguese
- [Burkina Faso](#) | English | French | Portuguese
- [Burundi](#) | English | French | Portuguese
- [Cameroon](#) | English | French | Portuguese
- [Comoros](#) | English | French | Portuguese
- [Congo \(Dem. Rep.\)](#) | English | French | Portuguese
- [Congo \(Rep.\)](#) | English | French | Portuguese
- [Côte d'Ivoire](#) | English | French | Portuguese
- [Egypt](#) | English | French | Portuguese
- [Eritrea](#) | English | French | Portuguese
- [Ethiopia](#) | English | French | Portuguese
- [Gabon](#) | English | French | Portuguese
- [Ghana](#) | English | French | Portuguese
- [Guinea](#) | English | French | Portuguese
- [Kenya](#) | English | French | Portuguese
- [Libya](#) | English | French | Portuguese
- [Madagascar](#) | English | French | Portuguese
- [Mauritania](#) | English | French | Portuguese
- [Mauritius](#) | English | French | Portuguese
- [Morocco](#) | English | French | Portuguese
- [Mozambique](#) | English | French | Portuguese
- [Namibia](#) | English | French | Portuguese
- [Nigeria](#) | English | French | Portuguese
- [Reunion](#) | English | French | Portuguese
- [Rwanda](#) | English | French | Portuguese
- [Senegal](#) | English | French | Portuguese
- [Sierra Leone](#) | English | French | Portuguese
- [South Africa](#) | English | French | Portuguese
- [Tanzania](#) | English | French | Portuguese
- [Tunisia](#) | English | French | Portuguese
- [Uganda](#) | English | French | Portuguese
- [Zambia](#) | English | French | Portuguese
- [Zimbabwe](#) | English | French | Portuguese

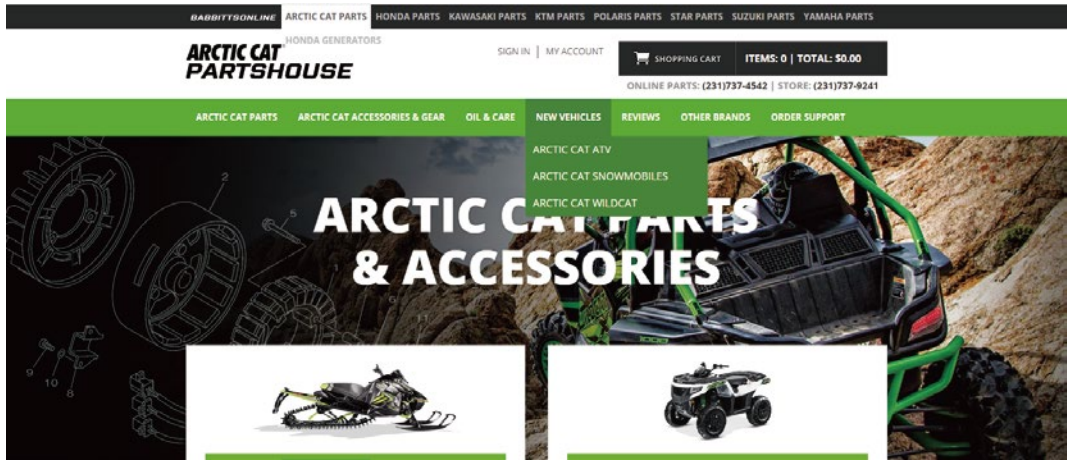
#### Europe

- [Austria](#) | German | English
- [Belarus](#) | Russian | English
- [Belgium](#) | Dutch | French | English
- [Bosnia and Herzegovina](#) | Bosnian | English
- [Bulgaria](#) | Bulgarian | English
- [Croatia](#) | Croatian | English
- [Cyprus](#)
- [Czech Republic](#) | Czech | English
- [Denmark](#) | Danish | English
- [Estonia](#) | Estonian | English
- [Finland](#) | Finnish | English
- [France](#) | French | English
- [Georgia](#) | Georgian | English
- [Germany](#) | German | English
- [Greece](#) | Greek | English
- [Hungary](#) | Hungarian | English
- [Iceland](#)
- [Ireland](#)
- [Italy](#) | Italian | English
- [Kazakhstan](#) | Russian | English
- [Latvia](#) | Latvian, Lettish | English
- [Lithuania](#) | Lithuanian | English
- [Malta](#)
- [Netherlands](#) | Dutch | English
- [Norway](#) | Norwegian | English
- [Poland](#) | Polish | English
- [Portugal](#) | Portuguese | English
- [Romania](#) | Romanian | English
- [Russian Federation](#) | Russian | English
- [Serbia](#) | Serbian | English
- [Slovakia](#) | Slovak | English
- [Slovenia](#) | Slovenian | English
- [Spain](#) | Spanish | English
- [Sweden](#) | Swedish | English
- [Switzerland](#) | German | French | English
- [Turkey](#) | Turkish | English
- [Ukraine](#) | Ukrainian | Russian | English
- [United Kingdom](#)

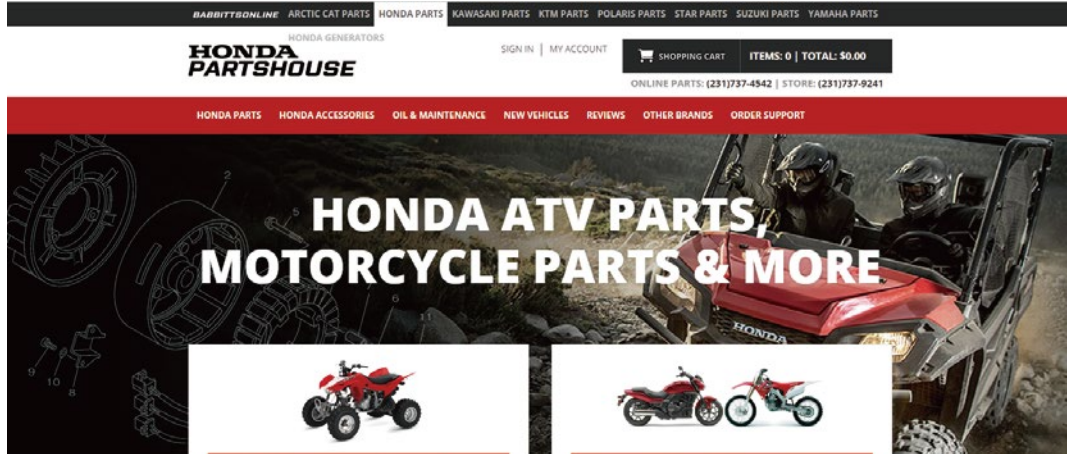
babbittsonline.com 站群式销售超过十五年, babbittsonline.com 为主站点, hondapartshouse.com, kawasakipartshouse.com, babbittsktmparts.com 为类别站点, 订单统一处理, 是典型的品牌站群营销值得我们参考和学习。



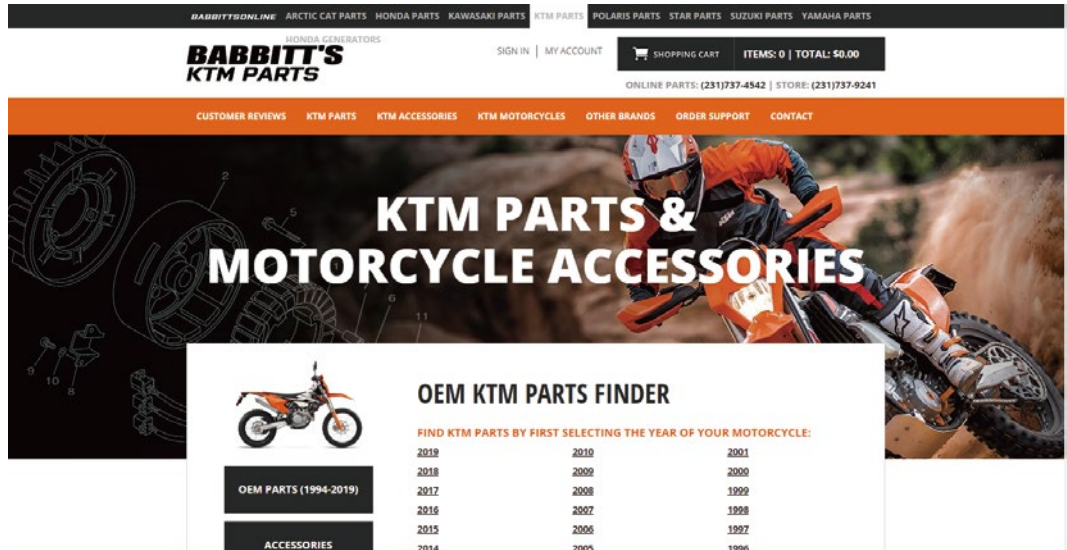
ARCTIC CAT 机车配件销售专业性站点 [arcticcatpartshouse.com](http://arcticcatpartshouse.com)



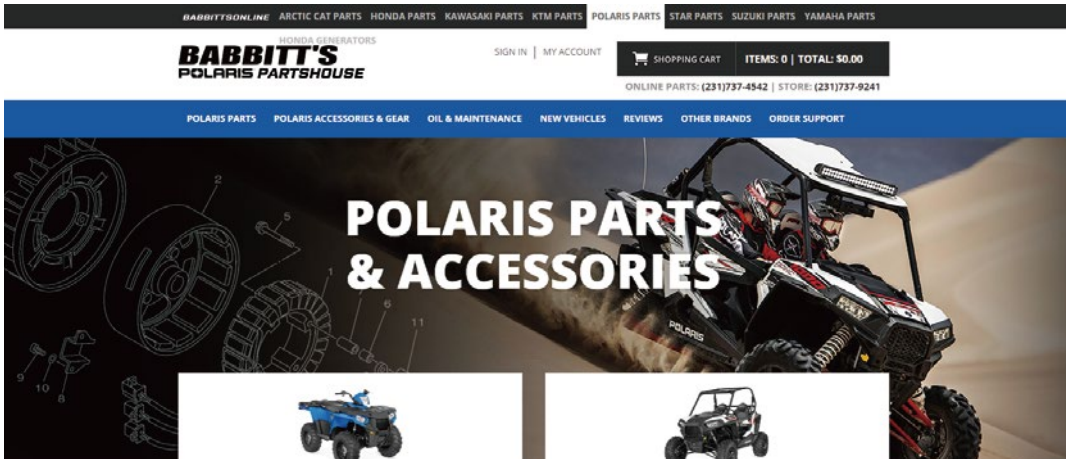
HONDA 机车配件销售专业性站点 [hondapartshouse.com](http://hondapartshouse.com)



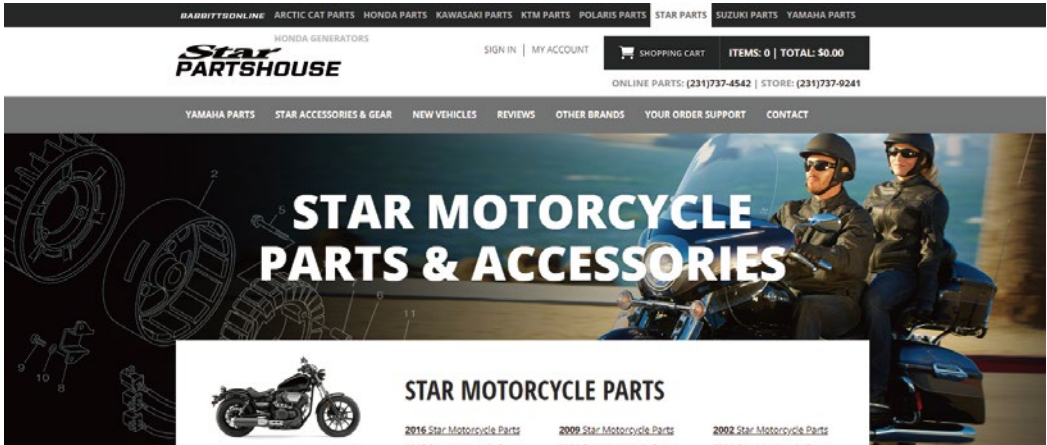
KTM 机车配件销售专业性站点 [babbittsktmparts.com](http://babbittsktmparts.com)



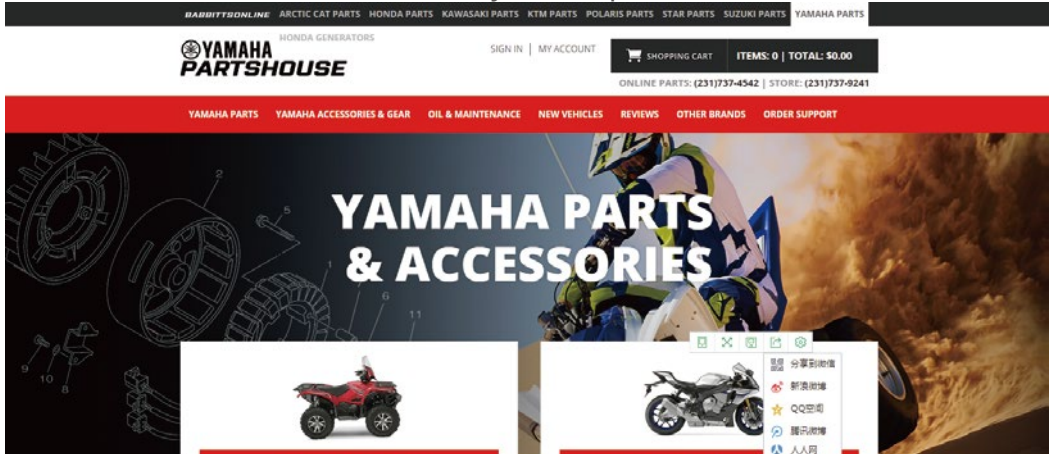
POLARIS 机车配件销售专业性站点 polarispartshouse.com



STAR 机车配件销售专业性站点 starpartshouse.com



YAMAHA 机车配件销售专业性站点 yamahapartshouse.com



Crown是全球搬运设备行业的领军企业, 一直把客户体验放在第一位, 通过大客户见证来做市场的推广

Contact Us | 联系我们 | China (change)



[Products](#)
[Solutions](#)
[Support](#)
[Why Crown](#)
[Specials](#)

Find Your Dealer



Customer Results

## Real Results

From increasing uptime to reducing maintenance costs, we aim to solve real-world business challenges. Learn how Crown's material handling products and industry expertise provide solutions to a wide range of customers.

<p>Crown SC Series Helps Improve Productivity Increase Productivity   California Community News</p>	<p>Crown's FleetSTATS System Helps DHL Plan for the Future Maximize ROI   DHL</p>
<p>Complete Warehouse Solution Supports Rapid Growth Maximize ROI   Lipari Foods</p>	<p>Complete Warehouse Solution Helps Eliminate Damaged Rack Replacement A Team Effort   Lipari Foods</p>
<p>Dependable Lift Trucks and Responsive Service Helps Lipari Foods Pursue 100 Percent Uptime Increase Uptime   Lipari Foods</p>	<p>Crown's Auto Positioning System Optimizes Productivity and Operator Onboarding Maximize ROI   Southern Glazer's Wine &amp; Spirits</p>
<p>Crown's InfoLink System Improves Safety Compliance and Enables Informed Business Decisions A Team Effort   Southern Glazer's Wine &amp; Spirits</p>	<p>Crown's InfoLink System Provides Smooth Transition to a Smarter Future A Team Effort   Southern Glazer's Wine &amp; Spirits</p>
<p>Integration of Application-Specific Lift Trucks and Smart Warehouse Design Helps Boost... A Team Effort   Lodge Manufacturing</p>	<p>The Ergonomic MPC Series Maximizes Order Picking Efficiency Maximize ROI   Lodge Manufacturing</p>
<p>The Versatile RC Series Handles Dock Work and Replenishment with Ease Increase Productivity   Lodge Manufacturing</p>	<p>Crown's TSP Series Provides Increased Visibility and Operator Confidence Improve Safety   Lodge Manufacturing</p>
<p>Increase Uptime, Productivity and ROI with Crown's Encore Program Increase Uptime   Universal Pure</p>	<p>Crown's PE Series Pallet Trucks Maximize Operator Comfort and Control Increase Productivity   Universal Pure</p>



批发零售抓潜成交页面设计参考 e-conolight.com/c-lite-led-linear-strip-narrow-c-strip-a-lin-series-4-foot-19w-5000k-white.html


888.243.9445 Monday-Friday 6 AM-7 PM CT I'm looking for... **ORDER STATUS** SIGN IN CART(0)

**e-conolight** LED Light Fixtures OUTDOOR LIGHTING INDOOR LIGHTING ELECTRICAL SUPPLIES SALES RESOURCES

**SAVE BIG** TAKE 15% OFF LED AREA LIGHT AND FLOOD LIGHT FIXTURES WITH CODE: LIGHTUP OFFER DETAILS >  
Residential Lighting / Residential Surface Mount Lighting / C-Lite LED Linear Strip Narrow | C-STRIP-A-LIN Series | 4-foot | 19W | 5000K | White

**SAVE BIG** VIEW DEALS >

**PRICEDROP**



**C-Lite LED Linear Strip Narrow | C-STRIP-A-LIN Series | 4-foot | 19W | 5000K | White**

5.0 (2) **Write a Review** Questions & Answers Lighting Layout Tool

**\$44.99**  
WAS \$54.99

SKU: C-STRIP-A-LIN4-25L-50K-WH  
Replaces 1 x F32T8  
2500 Lumens

Quantity  **ADD TO CART** **Add to Quote**

**Go To Accessories**

### Specifications

LIGHT OUTPUT	2500 Lumens	COLOR TEMPERATURE	5000K
OPERATING TEMPERATURE MAXIMUM	104°F (40°C)	POWER CONSUMPTION	19W
CRI (COLOR ACCURACY)	≥ 80 CRI	DIMENSIONS	47-4/5" L x 2-5/9" W x 2-2/3" H
SHIPPING WEIGHT	6.01 (lbs.)	LIFESPAN	Estimated >50,000 hours of maintenance-free operation to L70 at 20°C (77°F)
INPUT VOLTAGE	Universal (120V through 277V Operation)	OPERATING TEMPERATURE MINIMUM	-40°F (-40°C)
CERTIFICATIONS	cULus, Damp Locations, DLC Premium	TYPICAL MOUNTING HEIGHT	Up to 15 feet
CALIFORNIA TITLE 20	No		

INDOOR LIGHTING LAYOUT TOOL >

OUTDOOR LIGHTING LAYOUT TOOL >

### CUSTOMERS REVIEWS

WRITE A REVIEW

- ① 订单状态
- ② 查看购买客户的评论
- ③ 选择不同规格在线订单
- ④ 选择不同规格在线询价
- ⑤ 选择相关配件

# newell brands 多品牌展示的总网站参考案例

www.newellbrands.com 以下是部分品牌的介绍

**newell**  
BRANDS

OUR COMPANY OUR BRANDS OUR STORIES CAREERS INVESTORS

q

---



Rubbermaid® is a leader in developing innovative, high-quality solutions that help consumers keep their homes

Widely recognized and trusted, Rubbermaid designs and markets a full range of organization, storage and cleaning products to keep the home – including closets, garages, kitchens and outdoor spaces – neat and functional, freeing consumers to enjoy life.

[VISIT RUBBERMAID](#)

[INSTAGRAM](#) [FACEBOOK](#) [TWITTER](#)



A stack of three Rubbermaid produce containers. The bottom container is filled with green leafy vegetables, the middle with strawberries, and the top with blueberries. Each container has a white lid with a green trim and a perforated section for ventilation.



As an international leader in the innovation and marketing of outdoor products, The Coleman® Company, Inc. helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences.

The company's products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under the Coleman® brand. Additionally, the company provides flotation devices, towables, rainwear, waders, hunting and fishing gear as well as safety and survival equipment under its Stearns®, Sevylor®, Sospenders®, Hodgman®, Mad Dog Gear®, Helium® and Aerobed® brands.

[VISIT RUBBERMAID](#)

[INSTAGRAM](#) [FACEBOOK](#) [TWITTER](#)



A black and white Coleman cooler with a silver handle and latch. The Coleman logo is visible on the side.



Established in 1888, Parker® has spent 125 years pioneering innovation, style and unique craftsmanship in fine writing instruments, giving consumers the confidence to write their own stories.

Recognized worldwide for its use of high quality materials, Parker puts its renowned expertise into every pen through rigorous testing and attention to detail. In 1962, Her Majesty Queen Elizabeth II of Great Britain awarded Parker the Royal Warrant, a mark of recognition for the brand's commitment to the highest standards of service and excellence which Parker maintains to this day. Parker has a global presence in more than 100 countries and continues to believe in the importance of writing, because the words we speak can be heard by many, but the words we write transcend.

[VISIT RUBBERMAID](#)

[INSTAGRAM](#) [FACEBOOK](#) [TWITTER](#)



A close-up of a Parker fountain pen nib, showing the intricate design and the Parker logo engraved on the metal.

# VELCRO®品牌的钩环全球知名,产品详情页设计非常到位,值得我们参考学习

USA English Chinese/Dessoo Contact Us

Shop Solutions Videos
For Businesses News Blog About Contact


Best Sellers
General Purpose
For Fabrics
HANGables® Wall Fasteners
Cargo Organizers
Heavy Duty
Ties and Straps
Garden Ties
PRESS-LOK® Bags

**Asia Pacific**    Australia    China    Hong Kong, China

**Europe**    Belgium    Czech-Republic    Denmark    France    Finland    Germany    Hungary    Italy    Netherlands

**Middle East**    Israel

**Middle East**    USA



## VELCRO® Brand ALFA-LOK® Strips

**Size**


1x3" - 4pcs (2 sets)
1x3" - 8pcs (4 sets)
1" Squares - 12pcs (6 sets)

1" Squares - 32pcs (16 sets)

**Colour**

SKU VEL-30642-USA

**WHERE TO BUY**



### Product Description

Recommended for semi-permanent mounting of items that are infrequently moved. Need to install outdoor security cameras? Solar lights? Mount a first aid kit behind the door? Need to get the job done quickly? No worries! Set it and forget it.

ALFA-LOK® Fasteners pack super strong holding power into mere inches of hook to hook engagement. Two sets of 3 in x 1 in strips can hold as much as 15 pounds of weight. VELCRO® Brand ALFA-LOK® Fasteners omnidirectional hook to hook fastener works like a charm even in extreme conditions. And because they are omnidirectional, you can easily mount cameras, lights, sensors, and solar-powered accessories indoors or out. No tools required. On a broad range of surfaces. Apply to a clean, dry surface, allow the adhesive to set and snap, you're done.

ALFA-LOK® Fasteners are strong enough for outdoor, vertical applications even in extreme temperatures. They will hold fast through rain, snow and sweltering heat while supporting up to 2.5 pounds per square inch, not to exceed 15 pounds. The snap tells you it's securely fastened.

Available in squares and strips, ALFA-LOK® Fasteners will become the most sought after item in your tool kit.

### FAQs

**I received only one side of the fastener—is there a soft side?**

ALFA-LOK™ fasteners are made of mushroom shaped hooks that snap together. They are unlike traditional hook & loop since the one part engages onto itself—no need for two different sides. Note: not recommended for use with traditional hook & loop fasteners.

**How much weight can ALFA-LOK™ fasteners hold?**

ALFA-LOK™ fasteners hold 2.5 pounds of weight per square inch of fastener, not to exceed 15 pounds of weight in total. A small piece of ALFA-LOK™ fastener packs super strong holding power.

**How do I disengage ALFA-LOK™ fasteners?**

Peel the fastener apart beginning on one edge of the fastener. Working your way across, lift gradually towards the opposite edge

**Is the adhesive on ALFA-LOK™ fasteners removable?**

The adhesive is permanent. Removing it may damage the substrate

**What is the operating temperature of ALFA-LOK™ fasteners?**

Once the adhesive fully bonds to the substrate (after 24 hours), the operating temperature range of ALFA-LOK™ fasteners is -40 F to 194 F (-40 to 90 C).

**What surfaces can bond to ALFA-LOK™ fasteners?**

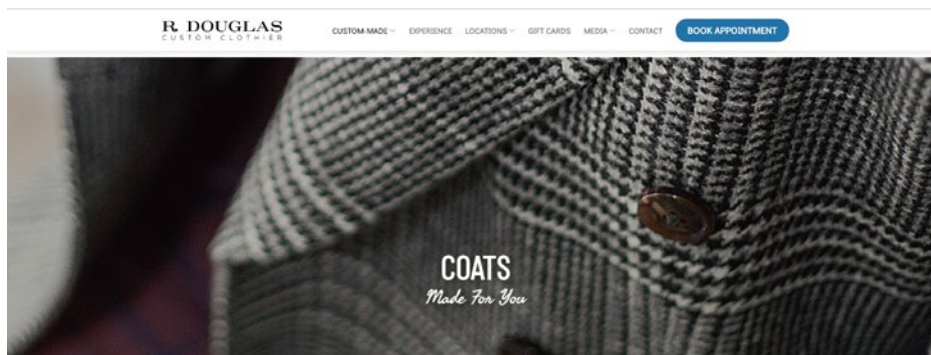
A broad range of smooth or textured surfaces, including: metal, wood, glass, vinyl and concrete. ALFA-LOK™ fasteners are not recommended for use on drywall.

**What is meant by "textured" surfaces?**

Mildly rough. If unsure, test in an inconspicuous area.

**Can ALFA-LOK™ fasteners be applied in cold temperatures?**

No—a minimum of 50 F is required when applying the adhesive. Once bonded, operating temperature is -40 F to 194 F (-40 C to 90 C).



### WHY CUSTOM?



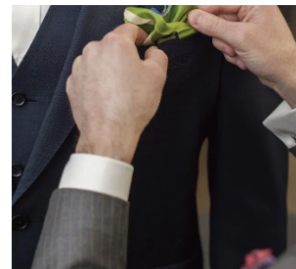
#### PERFECT FIT

Should your individual style suggest traditional, modern, or somewhere in between, a unique fit pattern will be commissioned just for you using our thorough measurement process.



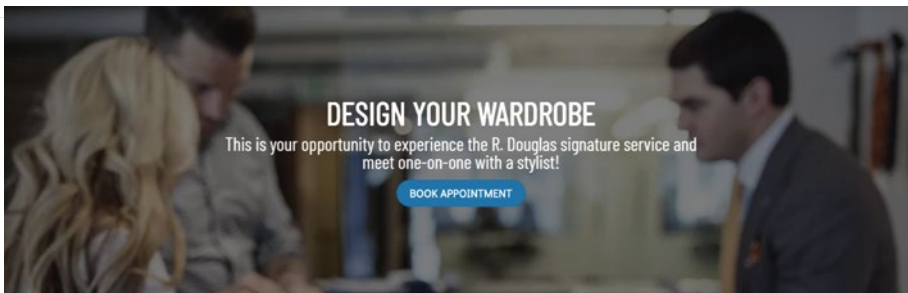
#### UNIQUE STYLING

A vast selection of fabrics, garment styling features, specialty linings, and button selections ensure that the R. Douglas client receives exactly what he desires in the finished garment.



#### CONVENIENCE

R. Douglas provides a wardrobe service to clients who simply do not have the time to browse department stores. Our measurement profiles are stored and maintained to provide added convenience during subsequent visits.



#### NEWSLETTER SIGNUP

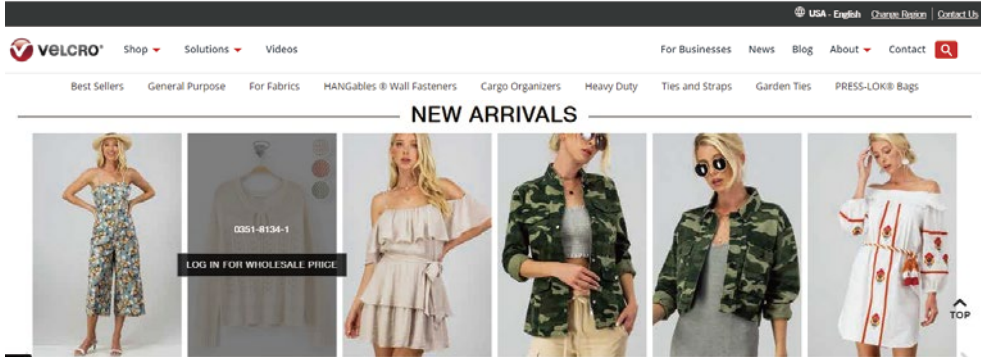
For the latest style trends, service updates and special events, please subscribe to our e-mail newsletter.

SUBSCRIBE



Sacramento 916-438-9455  
Fresno 559-460-7577  
Los Angeles 213-212-2050  
San Diego 619-317-1830





We feature new styles each week, offering a dynamic Style Library that allows you to search our fantastic fashion finds by different garment types and seasons. Our stylists make it easy for you to source looks for each new season, with fashion-forward wholesale clothing lookbooks that offer stylistic inspiration from head to toe.

Explore new wholesale women's clothing by garment type, including dresses, tops, accessories, and more. All of our styles feature detailed size and fit information — along with the pictured model's sizing. You may also reference our helpful size chart before ordering.

## STYLE LIBRARY

YOUR GO-TO WHOLESALE WOMEN'S CLOTHING DISTRIBUTOR

Welcome to trend:notes, your one-stop fashion shop for affordable and stylish wholesale clothing!

Since 2010, we have developed a reputation as a trusted distributor of women's fashion that's always at the cutting edge of the latest trends. We also stock wholesale children's clothing apparel, accessories, along with wholesale plus size clothing. From casual chic styles to special occasion pieces, we make it easy to find the best wholesale fashion at unbeatable prices.

GET STARTED WITH TREND:NOTES TODAY

If you're in the market for wholesale clothing, register your wholesale buyer account with trend:notes today! With an account, you will have increased accessibility to our selection of fabulous wholesale fashion.

Stay in touch and contact us online. We also encourage you to connect with us on social media — find us on Facebook and Instagram, where you'll be among the first to see our newest must-have pieces for every season!

Welcome to Trend Notes! Trend Notes is only available to registered wholesale buyers. In order to view prices and place orders, you must first register for an account on our website. Registration is free and easy! Once you register, you will be able to experience faster checkout, check your order status with ease and best of all, you will have first access to our new styles! Sign in from anywhere, anytime. We carefully evaluate all accounts prior to activation, so please allow up to 24 hours for your account to be activated.

### CREATE AN ACCOUNT

**Your Personal Details**

\*First Name

\*Last Name

\*Email Address

**Your Address**

\*Street Address

Street Address 2

\*City

**Your Password**

\*Password

\*Confirm Password

**Company Details**

\*Company

\*Tax/VAT number

**Business License or Reseller Permit**  
 [选择文件](#) | [浏览...](#)

**Store or Website Photo**  
 [选择文件](#) | [浏览...](#)

**\*State/Province**

**\*Zip/Postal Code**

**\*Country**

**Your Contact Information**

\*Telephone

**Options**

Sign Up for Newsletter and \$10 off promo code

**SIGN UP**

[← Back](#)