深圳市龙岗职业技术学校
Shenzhen Longgang Vocational Technical School

精品课程
校本活页式系列教材

跨境电商英语

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目录

Preparation for cross-border e-commerce live stream

In recent years, the cross-border e-commerce industry has been booming, and the scale of online sales has been expanding, which has become the new normal of economic development. The development of cross-border e-commerce benefits from several factors, and the rise of cross-border e-commerce live streaming has extensively promoted the development of cross-border e-commerce. Only those who are prepared can seize the opportunity, so what preparations do you need to make for cross-border e-commerce live broadcasting?

First, understand the platform to open live broadcast function, and make your own choices. Compared with the crazy growth of the domestic live streaming industry, the development of the foreign live streaming market is relatively stable. Alibaba.com, AliExpress, Lazada, Amazon, Walmart are the leading representatives of cross-border e-commerce platforms which have started their live streaming function.

The representatives of social platforms that have opened live streaming function include Tiktok, Facebook, Twitter, Instagram, Youtube. TalkshopLive and PopshopLive are platforms specializing in e-commerce in the European and American markets, which have successfully promoted their development because they have received a large amount of capital injection.

Tiktok is an app with 1 billion monthly active users. At the same time, Amazon is the world's largest e-commerce platform. Lazada and shoppee are popular e-commerce platforms in Southeast Asia, and shopify is the North American e-commerce market leader. All have strong market influence and large user bases.

It has laid a solid foundation for their e-commerce live broadcasting and created unlimited development possibilities.

Second, in terms of live broadcast equipment props, professional sellers generally prepare global live broadcast all-in-one machines, which can bring virtually. At the same time, it supports global live streaming on YouTube, Facebook and TikTok platforms, becoming a magic tool for expanding overseas social media markets.

Third, the Layout of the live broadcast venue. Building an excellent live-streaming scene is critical, because it will directly affect the user's first impression of us, we recommend to unify the visual effect as much as possible and maintaining the consistency of the background and stickers, to provide users with a more comfortable sensory experience. In a word, we need to consider all the details, combined with the needs of the display, and make the appropriate choice.

Fourth, the streamer's design must be consistent with the brand positioning, if the product brand needs to be more prominent, it is necessary to choose the product compatible with the streamer's design.

Fifth, setting up a live broadcast team and doing live-streaming time planning. If there is only one person, the streamer should hold several positions. It is recommended to launch 2 to 3 hours of live programming during the evening peak from 7 to 10 o'clock; If there is a team of 2 to 3 people, the division of labor mode is recommended for one streamer and two operators. You can start broadcasting at 2 pm and broadcast one live before 5 pm and the other between 7 - 10 pm, each lasting

3 to 5 hours. If there is a team of three or more people, it is recommended that the division of labor mode is one streamer, one field controller and one operation staff, it is recommended to start broadcasting at 8 am and broadcast several shows before noon, from 2 pm to 5 pm and from 7 pm to 10 pm respectively, each lasting more than four hours. Streamers must maintain relatively fixed live time and habits when making time planning.

Sixth, To meet the needs of fans, we should provide preferential prices under the premise of the high quality, so that fans can get the best experience. A good supply chain can maximize profits based on quality and quantity, so the choice of goods is the choice of the supply chain.

Seventh, traffic, "Traffic in hand, I own the world." this is a joke in the live industry. Although this is a joke, the connotation is very profound. Traffic is one of the indispensable elements of sales; as long as the traffic problem is solved, it can solve 50% of the live broadcast troubles; The sellers should pay attention to the live trailer cover, title, and label classification settings to attract more traffic. In addition, we can also make a secondary publicity through the use of TikTok. At the same time, Facebook, Instagram, and other social platforms publish live-related posters and photos to attract more users to the live-streaming room.

Eighth, Summary and review, after the live broadcast, it is recommended that sellers review and summarize in time, find problems, analyze reasons, adjust and optimize, and move forward in continuous reflection to achieve rapid growth.

Module 1. Cross-border e-commerce live stream language

Introduction

Live stream language is an indispensable part of live streaming, and it can allow the streamer to better interact with the audience and increase the audience's purchase willingness and loyalty. Through Live stream language and continuous practice, streamers can improve their skills and create better live-stream effects and brand images.

Task 1. welcome and interactive language

1.1 Preparation

Words and phrases:

1. live stream 直播
2. impression [ɪmˈpreʃn] 印象
3. crucial [ˈkruːʃl] 关键的
4. judge [dʒʌdʒ] 判断
5. interactive [ˌɪntərˈæktɪv] 互动的
6. maintain [meɪnˈteɪn] 保持
7. atmosphere [ˈætməsfɪr] 气氛

8. college   [ˈkɑːlɪdʒ]   大学
9. familiar   [fəˈmɪliər]   熟悉的
10. comment   [ˈkɒment]   评论
11. be associated with   与…联系
12. numerous   [ˈnuːmərəs]   许多的
13. brand-new   崭新的
14. 30% off   7折
15. press [pres]   按；压

Sentences：

1. The user will decide whether to leave within 1 minute after entering the live stream room.
用户将在进入直播间后1分钟内决定是否离开。
2. All the work may be twice the effort or even futile.
所有的工作都可能事倍功半，甚至徒劳无功。
3. For friends interested in my live stream, press the "follow" to see me more accessible.
对于对我的直播感兴趣的朋友，请按"关注"以便以后更方便找到我。

1.2 Reading

The opening of the live stream is just like the beginning of the short video, which is the user's first impression of us, and the user will decide whether to leave within 1 minute after entering the live stream room. Therefore, the live opening is crucial, no matter how much live content you prepare; if there is no good opening, all the work may be twice the effort or even futile. Users who enter the live stream room will judge whether the live stream will be attractive according to the opening, whether the streamer is very humorous, and whether to stay in your live stream room for a long time! In the live stream, We will use interactive language to interact with fans and wait for more fans before introducing products. Of course, in a 3 to 4-hour live stream, we will interact with fans in the live stream room every 10 to 15 minutes to maintain a warm atmosphere. So, we will learn how to make a good opening of cross-border e-commerce live streaming by using welcome and interactive language. There are four types of openings.

First, name the fans. We can say, "Welcome, Schulmann! I hope I correctly read your name; if you are coming to my live stream for the first time, I hope you can enjoy the time." "Hi Rachel, where are you from? Is the profile photo of yourself? your blond hair is so charming!" "Hi Lucy, Welcome my new friends! You have the same name as one of my college schoolmates; I feel familiar!"

Second, start with a topic. We can say,"Welcome to my channel; I've personally used one of the products recently; it's the (product name), and anyone who uses it can share comments with us?" meanwhile, the product should be associated with the products we are going to sell. "Today, we have numerous brand-new pieces; I like the (product name) because it adds sparkle to my life."

Third, ask for "follow." We can say," Welcome to my live stream. Today I will show you the (product name), don't forget to follow me so you can find me again!" For friends interested in my live stream, press the "follow" to see me more accessible." Hi new friends, 30% off today, a big sale today."

Fourth, interaction. We can say," Oh dear, this is the first time to see your name here; welcome to be my friends!" Hi there, anyone who is new to my live stream? Please press "1" to let me see you, OK?" Hi, my old friends! Please press "2" to let me know you are here, OK? "

1.3 Speaking

Hello everyone! Welcome to my live streaming! I am Alison! Very nice to see you guys here! And how are you doing today? I'm super glad to see you guys in my live stream! If you don't mind, please come down below and say hi to me!Hi,Linda,Thank you so much!Welcome Alice! Welcome all new friends to our live! As u can see, we're selling sunglasses here and today! This is a new account, what we want to do is make friends with you. So please follow us and we are going to bring lots of amazing stuff and discounts to you! As you can see from here, today we gonna buy 1 get 1 for free.Also please tap the screen to give us the likes, when we reach 1000 likes, we gonna choose one pair of sunglasses to do £3.99. Please check the yellow shopping bag or the background, tell me which one that u like, I'll give u the discount. Give me any link number, you name it on the screen and I'll make it to 3.99! We bring functional sports eyewear and fashionable sunglasses, you can definitely find you favorite!

1.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

live stream	与…联系
interactive	评论
be associated with	7折
maintain	保持
30% off	关键的
familiar	熟悉的
crucial	崭新的
brand-new	互动的
comment	直播
numerous	许多的

Section B:Choose a product, use what you have learned,

and write the opening of a live stream

1.5 References

TikTok live interactive language

1.有观众进来

Welcome to our live stream

2.让观众关住

Follow our channel now if you haven 't done so

3.引导观众评论

If this is your first time here and you've just followed our channel type the number " 1 " into the comments. We have some exclusive deals for new followers.

4.互动询问是否需要更多优惠

Did everyone get the latest discount? Let me know if we've run out.And I'll have our assistant increase the quota by let's say5 more?

5.互动询问观众年龄段

Let me just do a quick poll here How many of you are under 25? I'll assume that the rest of you are either toddlers or my angelic ageless sisters.

6.让观众继续关注自己

Checkout the products in our TikTok shop and stay tuned for the best deals for our followers.

7.观众没赶上活动，别着急

Don 't worry if you didn't catch the last round of our game.

8.下一轮赠送活动马上就来

Another round of free give away is coming soon.

9.让观众参加活动

When I say"Go", everyone start typing"111"in the comments. Our lovely assistant will take a random screen shot to pick a winner for the round.Ready get set Go!

10.免费活动吸引

You don't want to go anywhere we're giving away loads of free stuff today

Task 2. publicity language: Product introduction

2.1 Preparation

Words and phrases:

1. structure ['strʌktʃər] 结构
2. organize ['ɔːrgənaɪz] 组织
3. publicity [pʌb'lɪsəti] 宣传

4. feature ['fi:tʃər] 特征
5. appearance [ə'pɪrəns] 出现
6. objectively [ɑb'dʒɛktɪvli] 客观地
7. advantage [əd'væntɪdʒ] 优势
8. selling point 卖点
9. base on 基于；建立在...基础上
10. derived from 源自；来源于
11. competing product 竞品
12. benefit ['benɪfɪt] 利益
13. evidence ['evɪdəns] 证据
14. convincible [kən'vɪnsɪbəl] 令人信服的
15. scene [si:n] 场景

Sentences:

1 .Advantages are selling points based on features.
优势是基于特征的卖点。
2. Combining features and advantages, what problems the product solves for users and what value it brings, that is the Functional benefits.
结合功能和优势，产品为用户解决了什么问题，带来了什么价值，这就是功能优势。
3. The scene that demonstrates where to use the product and leads the customers to imagine they can use it in their daily lives.
演示在哪里使用产品的场景，并引导客户想象他们可以在日常生活中使用它。

2.2 Reading

Use the FABES structure to organize the publicity language, making a great product introduction for your live-stream fans.
Firstly, F is about the features of your product, Like the appearance, the color, the size, and so on, introducing the basic product information objectively.
Secondly, A means advantage, Advantages are selling points based on features. It is an advantage derived from the characteristics of the product. It can be the advantages and characteristics obtained after comparing with competing products. For example, the edges of a mobile phone can be expressed as more explicit photos, thinner, and large capacity.
Thirdly, B is the benefits of your products. Combining features and advantages, what problems the product solves for users and what value it brings, that is the Functional benefits; what mental, emotional and state satisfying and pleasant experiences will the user get after using the product, that is, the Emotional benefits; What economic benefits will users have after using the product. For example, saving money, making money, preserving/increasing value, etc., that is the Economic benefits;
Fourthly, E is evidence to prove the product's benefits are real, like technical reports, users' feedback, market data, media coverage, winning awards, even a convincible story, etc.
Lastly, S is the scene that demonstrates where to use the product and leads the

customers to imagine they can use it in their daily lives.

2.3 Speaking

Situation 1:

I am going to show you guys these shoes, which made out of latex on the inside. You can see even six lacing holes make it very convenient for you to lace up the shoes, the latex, mature on the inside, makes it very comfortable for me to go the street. the advantage of wearing this shoe over any other shoe is that it is super comfortable as you walk or run. It's going to feel like you're floating on air. especially for people who have trouble walking and may have a problem with their feet, with this shoe, because it's made out of the latest on the inside, you feel it will be super comfortable. The entire time you'll feel like your feet are sleeping. over thousands of customers that have placed an order for these shoes have seen a change in their posture and the comfort of their feet. the design of this shoe is perfect for playing sports, shopping, dating, and dancing. Take a closer look, and you can see that it is definitely going to be a conversation starter.

Situation 2:

Our new smartwatch has a built-in GPS heart rate monitor and is waterproof. With the GPS, you can track your outdoor activities accurately, the heart rate monitor helps you keep track of your fitness goals, and the waterproof design allows you even to wear it while swimming. You no longer have to carry your phone for outdoor activities; you can leave your heavy cell phone at home and bring your smartwatch. You will do activities without worrying about damaging your smartwatch while swimming. The smartwatch has been tested in various outdoor activities and aquatic conditions and has received positive feedback from the test, so the viewers that have placed an order from us come back on the comment and imagine being able to go for a run. You're able without having to carry your phone, it's not there in your pocket, just super lightweight, and you can track your progress monitor and your heart rate and stay connected on one device. You can go running, and swimming, wearing this smartwatch.

2.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

derived from	基于
base on	证据
competing product	优势
evidence	利益
advantage	特征

feature	源自
selling point	竞品
benefit	场景
structure	卖点
scene	结构

Section B: Use the product you chose in Task 1, and write down your product introduction with the FABES structure.

Task 3. marketing and ending language

3.1 Preparation

Words and phrases:

1. marketing ['mɑːrkɪtɪŋ] 营销
2. order ['ɔːrdər] 订货；下单
3. function ['fʌŋkʃn] 功能
4. exposure [ɪkˈspoʊʒər] 曝光
5. KOL（Key Opinion Leader）关键意见领袖
TIPS: KOL 是营销学上的概念，通常被定义为：拥有更多、更准确的产品信息，且为相关群体所接受或信任，并对该群体的购买行为有较大影响力的人。
6. limited-time offer 限时优惠
7. flash deals 闪购；秒杀
8. thereby [ˌðerˈbaɪ] 因此
9. customer conversion rate 客户转化率
10. convey [kənˈveɪ] 传达
11. raffle [ˈræfl] 抽奖
12. coupon [ˈkuːpɑːn] 优惠券
13. maximum [ˈmæksɪməm] 最大限度；最大值
14. inventory [ˈɪnvəntɔːri] 库存
15. ship [ʃɪp] 运送；运输

Sentences:

1.We can achieve brand exposure through regular live streaming.
我们可以通过定期直播来实现品牌曝光。
2.You can set targeted guidance activities and provide professional solutions and technical support so that users can quickly solve problems.

您可以设置有针对性的指导活动，并提供专业的解决方案和技术支持，以便用户快速解决问题。

3. The order language makes customers feel a sense of urgency.

逼单话术让客户感到一种紧迫感。

3.2 Reading

Marketing and order language is essential. These words have three main functions:

1. To increase brand exposure: by choosing the right platform and time, develop attractive activities to attract more users' attention. We can achieve this through regular live streaming, cooperation with KOL, cross-border cooperation, and other ways.

2. Increase product sales: in live marketing activities, with limited-time offers, flash deals, etc., to increase the cost advantage of users' purchase decisions, thereby increasing product sales.

3. Improve customer conversion rate: In live marketing activities, you can set targeted guidance activities and provide professional solutions and technical support so that users can quickly solve problems, immediately place orders, and improve customer conversion rate.

The marketing language should convey the characteristics of the event, such as how much discount, free samples, and raffles。

The order language makes customers feel a sense of urgency, such as discount coupons are no longer received, orders can enjoy the maximum discount in the live stream room, the inventory is limited, and goods can be quickly shipped.

3.3 Speaking

Girls, we have so many different amazing patterns and colors available for this top-quality T-shirt; you can even buy five colors for a week-wear, which only costs you 10 Pounds! Not to mention we'll add lots of free giveaways for you! Buy 1, get one free! Buy 2, get two free! My girls! Only for today, only for Alison's channel! All the material is the same: 100% durable cotton, a very natural and breathable fabric, which is the perfect daily wear in summer! Girls, we help you to save money while giving you the same quality as your local shops. The T-shirts are affordable today. We only have a super flash sale for this live steaming; after that, you will not get the price we offer today. It's the last 5 minutes of our live streaming, so don't get lost; if you like it, check the yellow cart, and trust me, you will be satisfied! Big discount only for today, and we lose our profit to make new friends here; please follow us, and you will get many benefits for becoming our fan! Thank you for following! Last 5 minutes left, so if you are still hesitating, don't hang out any longer; go to the yellow cart and check out our pretty outfit! This discount is only for today! Please pay attention, follow us, and stay tuned for our factories; we've been in the field for over 15 years, and our design and quality are among the

best!
Thank you so much, everybody; please remember we'll do the same live streaming tomorrow at the same time! Please follow us, and see you tomorrow!

3.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

function	闪购；秒杀
flash deals	曝光
limited-time offer	限时优惠
ship	功能
exposure	客户转化率
convey	优惠券
inventory	抽奖
coupon	运输
customer conversion rate	库存
raffle	传达

Section B: Use the product you chose in Task 1, Design marketing strategies and complete the marketing and closing of live streaming.

Section C: Combine the completed scripts for tasks 1, 2, and 3 into a live-stream manuscript and record it in a video.

3.5 References

清晰传达活动的特点，比如多少折扣，比如免费样品，比如直播间抽奖
I. Today we will offer 1o% discount for all products, don't forget to follow our store to be our fans to get coupon, it's valid for 7 days.

2. $9. 9 only for this original price at $29.9, it's only offered during live show that hope to have some new business chance with you.

3. Buy one hair wig will get one piece free eyelash, it's quite good offer.

4. We will have lucky draw at 11am to offer one free $59 handbag,will you be the lucky guy ? don't miss it.

5. All orders placed during live show can get extra high clear pictures and videos, Just leave message to us then we will offer for you.

6. The order amount more than $1ooo will get $1o off, $zooo get $zo off, $7ooo get $7o off and $5ooo get $5o off, for more discount you can send message to us.

让客户有紧迫感，比如折扣券领完就没有了，且在直播间拍订单可以享受最大优惠，库存数量有限，有库存货可快速发货等等

1. The coupon only 5opcs and the last 5pcs available, don't forget to get it to have best price ever.

2. All orders placed during live show can be sent out within 3 days.

3. The $9. 9 one only 1oopcs left, don't hesitate to buy it now to get best offer.

4. The ready to ship products is listed, which are in stock can be sent out with 24 hours, you can Just place the order direclty then we can arrange it for you after Live show.

5. The free sample is offered during live show and you Just need to pay for the freight, it's quite good offer.

6. The MOQ is 1oopcs/ model, but today only 5opcs, which is only valid during live show, Lower MOQ with same wholesale price, don't miss it.

结尾

I. Thank you so much for spending time to watch our live show, hope you get the products you need, and most importantly, remember to get coupon to have best offer.

2. Thank you guys, you are so supportive, love you all.

3. We will have next live show tomorrw at the same time, hope to see you again.

4. Thank you so much for following our store, your satisfaction is our motivation to move forward.

5. Thank you so much for give us likes and the good comment, we will do better to offer high quality products and professional service for you.

6. Thank you so much for sharing our live show to your colleagues or friends, we will offer more products for you in next live show.

7. Remember to follow our store to be our fans, because we offer discount and free gift for fans always, thanks.

Module 2. Cross-border e-commerce live stream practice cases

Introduction

After learning the live stream language, the new streamer can preliminarily complete a live stream. However, when it comes to the live stream of a specific platform and a particular type of product, we may need more than a direct application of live stream language to improve traffic and achieve sales. We can summarize the experience and improve our skills by analyzing live stream cases of different types of products and various platforms.

Task 1. Cross-border e-commerce live stream -Clothing

1.1 Preparation

Words and phrases:

1. clothing　[ˈkloʊðɪŋ]　服装
2. costume　[ˈkɑːstuːm]　服装（尤指戏服;游泳衣；特定场合穿的 成套服装;）
3. streamer　[ˈæŋkə]　主播
4. attitude　[ˈætɪtuːd]　态度
5. put forward　提出
6. audience　[ˈɔːdiəns]　观众；听众
7. in line with　与…相符；与…一致的（地）
8. overwhelming　[ˌoʊvərˈwelmɪŋ]　压倒性的
9. attribute　[əˈtrɪbjuːt]　属性;特征
10. fabric　[ˈfæbrɪk]　布料;织物
11. occasion　[əˈkeɪʒn]　场合
12. characteristic　[ˌkærəktəˈrɪstɪk]　特征
13. composition　[ˌkɒmpəˈzɪʃn]　构成
14. after all　毕竟
15. subtitle　[ˈsʌbtaɪtl]　字幕

Sentences:

1. For daily commodities like clothing, streamers must maintain affinity during live streaming.
对于服装等日常商品，主播在直播时必须保持亲和力。
2. No matter the language you use, try to speak at an average speed.
无论你使用哪种语言，都要尽量以平均速度说话。
3. In addition, the streamer needs to analyze one or two competitive products of the same kind, for an accessible introduction of our product's advantages.
此外，主播需要分析一两款同类竞争产品，以便轻松介绍我们的产品优势。

1.2 Reading

How to do live clothing? Here is a costume streamer experience to share.
1. Friendly attitude
For daily commodities like clothing, streamers must maintain affinity during live streaming. For users to put forward difficult questions, also try to answer politely.

Streamers must have the courage to show themselves in front of the camera. Show your best side in front of the camera; of course, you can also offer a little sad occasionally to enhance the love of your fans. The audience will feel more accessible and easy.

Step 2: Image

The streamer should dress up in line with the characteristics of the product brand or the leading clothing for live stream on the same day. Makeup needs to echo the type of live stream and match the clothes sold; light makeup is the principal, not overwhelming.

3. Language expression

No matter the language you use, try to speak at an average speed, not too fast; after all, there are no subtitles. Keep your volume and voice regular.

4. Refinement of selling points

Streamers need to clarify the essential attributes of the product. Find out the most significant selling points of the product. Clothing products generally introduce fabric composition, design, artistry, matching skills, wearing occasions, sizes, etc. In addition, the streamer needs to analyze one or two competitive products of the same kind, for an accessible introduction of our product's advantages.

1.3 Speaking

Hello, all the queens. Welcome to my live stream. This is Alison. Okay, let's check out the fabric of this dress. Oh my god, it's exquisite and smooth, And at the same time, the lens of this dress is about to reach the ankle area. You can check out I am five-six feet tall and one hundred ninety pounds. Okay, honey, you can check about this dress on Amazon's store to see how much it is; in my live stream, it is only one-third or less than one-third of the price; it is only six pounds, yes, only six pounds today. And we've been doing the host for almost ten years; we are pretty professional; we specialize in design and tailoring with our best designers. Okay, My fans, you can wear this elegant dress multiple times. You can go to the seaside and take pictures or to the parks; You can wear this dress on a date with your boyfriend or your husband, making the whole date more romantic. So honey, We only have two pieces of each color at such a low price, and only in this live stream today, not any other time. Hurry up and take the opportunity and get one in our live stream; it may take 2-3 days for your dream dress to reach you. And if you like it, type one on the screen, and you may get one special gift today. Thank you so much for watching our live show; I hope you get the products you need, and most importantly, remember to get a coupon to have the best offer. We will have the next live show tomorrow at the same time; I hope to see you again. Love you all.

1.4 Practice

Section A: Pair off each word or phrase in the first

column with its Chinese

fabric	场合
put forward	与…相符；与…一致的（地）
costume	观众；听众
in line with	提出
audience	主播
clothing	属性;特征
streamer	服装（尤指戏服;游泳衣；特定场合穿的 成套服装;）
composition	服装
occasion	构成
attribute	布料;织物

Section B: Identify the Welcome language in the clothing case.

Section C: Identify the Interactive language in the clothing case.

Section D: Identify the Publicity language in the clothing case, and Separate Analysis its Features/Advantages/Benefits/Evidence/Scene.

Section E: Identify the Marketing/Order language in the clothing case.

Section F: Identify the Ending language in the clothing case.

1.5 References

时装类型：
1. strapless shirt　无肩带衬衣
2. tank top　　　　吊带背心
3. crop top　　　　露脐上衣
4. vest　　　　　　背心
5. bodice　　　　　紧身上衣
6. bell bottoms　喇叭裤
7. skinny jeans　紧身牛仔裤
8. boyfriend jeans　阔腿裤
9. jumpsuit　　　　连衣裤
10. bodycon　　　　紧身的衣服
11. summer outfit　夏季套装

材质：
1. linen　　　　　亚麻布
2. polyester　　　聚酯纤维
3. cotton　　　　　棉质
4. satin　　　　　缎子
5. silk　　　　　　丝绸
6. chiffon　　　　雪纺
7. lace　　　　　　蕾丝

设计装饰：
1. flounce design　荷叶边
2. zebra printed　斑马纹
3. clasp　　　　　扣子
4. puffed sleeves　泡泡
5. city look　　　都市穿搭
6. boyfriend's style 中性风格
7. casual style　休闲风
8. French style　法式风格
9. turtelneck　　高领的
10. long sleeve　长袖的
11. short sleeve　短袖的
12. sleeveless　　无袖的
13. off-shoulders　一字肩
14. V-neck design　V 领设计
15. Floral printing　印花

形容词：
1. skintight/slinky　紧身的
2. sparkly　　　　闪亮的
3. strict　　　　　严肃的

4. formal　　　　　正式的
5. sweet　　　　　甜美的

不同面料卖点
Selling points of fabrics for different clothes
1. 速干面料 Quick drying fabric
Double layer fabric, the layer close to skin is non absorbent and made by porous chemical fiber, The outer layer is made of absorbent cotton blended with chemical fiber and polyester fiber. This kind of fabric will not stick to the body after sweating, so you'll feel extremely comfortable.
双层结构面料，贴身的一层不吸水、是多孔性的化纤外面一层是吸水的棉混纺，一般是化纤和聚酯纤维。这种面料在出汗后衣服不会黏在身上，更加舒适
Advantages:
super volatility and water absorption, good moisture dissipation and warmth retention, keep skin dry and fresh, and play a better role in wind, rain and moisture prevention. When you sweat, the inner layer has no affinity for sweat, and it is directly transmitted to the outer layer of absorbent materials through micro pores, so that your inner layer can never feel sweaty. It is characterized by quickly guiding the sweat of the body to the outer layer of the clothes. On the one hand, the inner layer is dry, and on the other hand, the sweat is easy to volatilize in the outer layer.
优点：
超强的挥发性和吸水性，散湿且保暖性好，保持皮肤干燥清爽，在防风、防雨、防湿方面能发挥更好的作用. 出汗时内层对汗水没有亲和力，直接通过微细孔道传输给外层吸水性的材料上，从而使你贴身的内层始终感觉不到有汗水存在。迅速将身体的汗水引导到衣服外层，一方面内层干爽，一方面汗水容易在外层挥发
缺点：速干面料若 100%含有聚酯纤维，就人体穿着感受来说，不是舒服的状态

2. 莱卡 Leica

Advantages:
Leica added to the fabric can enhance the elasticity. It can help girls move freely and keep its elasticity during movement, it's not easy to deform, and is comfortable to wear. Leica can be used in combination with various fibers without changing the appearance and texture of the other fabric

优点：

面料中加入莱卡能增强面料的弹性，在运动中能够活动自如并弹性好，不易变形，贴身舒适莱卡可以与各种不同的纤维结合使用，并且不会改变面料的外观和质感.

缺点：莱卡面料必须与其他纤维混纺才能制作出成品

3. 奥戴尔 Aodell
Aodell fabric combination of plant protein fiber and cotton. It is an environment-friendly textile fabric.

植物蛋白纤维和棉纺织构成的面料，属于环保型的纺织面料
Advantages.
It has good hygroscopicity and moisture conductivity, great elasticity, soft, breathable, light and thin texture, smooth, not easy to shrink, and easy to wash and dry.
优点：
吸湿性、导湿性好，弹性大柔软透气、质地轻薄，爽滑，不易收缩，易洗速干

缺点：该面料属于天然纤维织物，价格昂贵

4. 莫代尔 modal
Modal fiber is a kind of cellulose fiber. Like artificial cotton, it belongs to cellulose fiber and is pure artificial fiber. It is made of wood slurry made from shrubs in Europe through special spinning process, and now it is mostly used in underwear production.
莫代尔纤维是一种纤维素纤维，与人造棉一样，同属纤维素纤维，是纯正的人造纤维。由产自欧洲的灌木林制成木质浆液后，经过专门的纺丝工艺制作而成，现在大多用于内衣生产.

Advantages:
soft handle, strong moisturo absorption, bright color, good drapability, and natural crease resistance and non ironing property.

优点：
手感柔软、吸湿性强，色泽艳丽、悬垂性好，织物具有天然的抗皱性和免烫性

缺点：织物挺括性差、易起绒，成本较为昂贵
5. 锦纶 nylon
优点：

Advantages:
Excellent elasticity and elastic recovery, the wear resistance ranks first among all kinds of fabrics, many times higher than other fiber fabrics of similar products, so its durability is excellent.
弹性及弹性恢复性极好，耐磨性能居各类面料之首，比同类产品其它纤维面料高许多倍，因此，其耐用性极佳

缺点：在小外力下易变形，故其织物在穿用过程中易变皱折耐热性和耐光性均差，在穿着使用过程中须注意洗涤、保养

6. 竹纤维 Bamboo fiber

Bamboo fiber fabric is a new type of fabric made of bamboo fiber by special process and woven from bamboo. It is a kind of natural environment-friendly green fiber in the true sense.

竹纤维面料是以竹子为原料经特殊工艺制成竹纤维，经纺织而成的新型面料，是一种真正意义上的天然环保型绿色纤维.

Advantages:
soft and warm, moisture absorption, breathable, antibacterial,bacteriostatic, UV resistant, warm in winter and cool in summer, with the natural beauty of bamboo, natural acarid, deodorant, insect resistant negative ion characteristics, natural hicalth, green and environmental protection.

优点：
柔滑软暖、吸湿透气、抗菌抑菌、抗紫外线，冬暖夏凉，具有竹子的天然美容作用，天然的防螨、防臭、防虫产生负离子特性，天然保健，绿色环保.

缺点：使用寿命较短，使用一段时间后，棉线圈易脱落，失去以前的柔滑软暖，变得干硬，透气性、瞬间吸水性在使用后逐渐减低

Task 2. Cross-border e-commerce live stream- beauty

2.1 Preparation

Words and phrases:

1. operation [ˌɒpəˈreɪʃn]   运行;运营
2. beauty   [ˈbjuːti]   美容;美妆
3. skincare [ˈskɪnker]   皮肤护理
4. be consistent with   符合;与…一致
5. theme   [θiːm]   主题
6. emphasize [ˈemfəsaɪz]   强调
7. ingredient   [ɪnˈɡriːdiənt]   成分
8. efficacy   [ˈefɪkəsi]   功效
9. eloquence   [ˈɛləkwəns]   口才;雄辩
10. as good as   几乎;差不多
11. a variety of   各种各样的
12. participation   [pɑːˌtɪsɪˈpeɪʃn]   参与
13. lottery   [ˈlɑːtəri]   抽奖
14. duration   [duˈreɪʃn]   持续时间
15. promptly   [ˈprɒmptli]   立即

Sentences:

1. Catchphrases should have affinity and appeal, including greetings, product

introductions, etc.

日常用语应该具有亲和力和吸引力，包括问候语、产品介绍等。

2. To achieve an excellent live stream effect, the product display in the live stream is far from enough, but it also shows the use process to increase consumers' purchase willingness and trust.

要想获得出色的直播效果，直播中的产品展示还远远不够，主播还应该展示使用过程，以增加消费者的购买意愿和信任。

3. Increase consumer engagement and loyalty by answering questions and listening to feedback.

通过回答问题和听取反馈来提高消费者的参与度和忠诚度。

2.2 Reading

Suggestions for the operation of beauty live streaming are as follows:

1. Maintain a good image

Beauty and skincare brands need to maintain a good image when live streaming. The idea includes dressing, makeup, hair, etc., which should be consistent with the brand image and the theme of the live stream. Catchphrases should have affinity and appeal, including greetings, product introductions, etc.

2. Emphasize product features and advantages

When live streaming, beauty, and skincare brands need to emphasize the features and advantages of their products. By introducing the ingredients, efficacy, use methods, and other aspects of the development so that consumers understand the benefits and value of the product. The best eloquence is not as good as the personal use can increase the sense of trust; To achieve an excellent live stream effect, the product display in the live stream is far from enough, but it also shows the use process to increase consumers' purchase willingness and trust.

3. Keep the room hot

In the live stream process, you can use a variety of ways to liven up the atmosphere and increase the user's viewing time. For example, asking some interesting questions, including little knowledge about beauty and skin care, how to use products, etc., to encourage audience participation; Holding lottery activities, setting different lottery rules and prizes, and attracting audience participation can improve the interactive and viewing duration of the live stream.

4. Respond promptly to fan questions

Beauty and skincare brands need to interact and communicate well with consumers when live streaming. Increase consumer engagement and loyalty by answering questions and listening to feedback.

2.3 Speaking

Hello, My besties, welcome back to Alison's live stream. Today I am going to show

you some pretty make up items, the brands are famous and high quality which all are certified. More importantly, we promised that the same model and same quality you buy from our live stream will be cheaper than your local shopping mall and online shopping website. So please follow us, Stay here, Don't miss our live stream, we will have wonderful items and series of flash deals! Are you ready to catch the flash deal? Need to tell you that we will put few items a promotional items, which will be a incredible good price! Are you ready?

So firstly I guess some girls wanna see this amazing eyeshadow palette! Let's check the details! At first I wanna say it is so good looking , I love the fancy patterns on the out package, and let's open it, oh my goodness!! Check all the shades! It's definitely gorgeous! It has both shimmering shades and the matte effect shades! This mermaid style glitter will literally be my favorite! Look how shine it is! And it also gives a golden flash! oh my god!! I'm dying for it! We can also make it a multiple use palette, for example , the cute pinky colors ,we can use them as blushers! This shimmering one can be the highlighter! The darker one can be the bronzer, that's how it works! It's absolutely amazing and worth the money!!the original price for this one is 80 pounds, but now we are doing a flash sale,only10 .99 pounds, and free shipping to UK!!

So any of you want me to swatch some color for you?Tell me which one is your favorite color and type it down the comment section ! OK I see you like Green right? Let's swatch this green color together! Oh my God! The texture is so nice ! Look how smooth and how pigmented it is! Look at the shimmer! So shine and pretty,It's absolutely gorgeous! I just got a little bit on my fingertip, it can go so long and so smooth, that's amazing!

If you want this , my partner will put it as link 3, I hope in the next 2 minutes, my babies can follow our account first and when we get 20 more followers, we will start the flash deal, ok? 19,20,...ok, Jack, please help me to put one flash deal link for this amazing eyeshadow palette for 10 .99 pounds. Guess how much? 10 pound 99, oh my god! Who bought it? Congratulations! Lucky baby. it may take 2-3 days for your eyeshadow palette to reach you.Congratulations!

Thank you so much for give us likes and the good comment, we will do better to offer high quality products and professional service for you. Remember to follow our store to be our fans, and most importantly, remember to get coupon to have best offer. We will have next live stream tomorrow at the same time, hope to see you again.bye bye.

2.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

be consistent with   参与

skincare	主题
emphasize	符合;与…一致
theme	持续时间
beauty	强调
ingredient	皮肤护理
efficacy	美容;美妆
a variety of	成分
participation	功效
duration	各种各样的

Section B：Identify the Welcome language in the beauty case.

Section C: Identify the Interactive language in the beauty case.

Section D：Identify the Publicity language in the beauty case, and Separate Analysis its Features/Advantages/Benefits/Evidence/Scene.

Section E：Identify the Marketing/Order language in the beauty case.

Section F：Identify the Ending language in the beauty case.

2.5 References

美妆类产品英文术语概览

彩妆类：

妆前乳 Primer

Toner 爽肤水

Essence/Serum 精华

腮红 Blush

气垫 Air cushion

防晒霜 Sun Screen/Sunscreen cream

粉底液 Foundation

唇线 Lipliner

润唇膏 Lip balm

唇彩 Lip gloss

唇油 Lip oil

染眉膏 Eyebrow gel

睫毛膏 Mascara

高光 Highlighter

定妆散粉 Loose powder

口红 Lipstick

定妆粉饼 Pressed powder

BB 霜 BB cream

定妆喷雾 Setting sprayer

眉笔 Eyebrow pencil

修容 Bronzer

眼线笔 Eyeliner

眉粉 Eyebrow powder

遮瑕 Concealer

眼影盘 Eye shadow palette 亮片 Glitter

闪粉 Shimmering powder

卸妆水 Makeup remover

着妆套盒 Makeup set/Makeup kit

工具类：

美瞳 Cosmetic contacts

甲片 Nails/ Nail tip

假睫毛 Eyelashes

胶水 Glue

镊子 Tweezer

梳子 Comb

棉签 Cotton swab

粉扑 Powder puff

卷发棒 Hair curler

化妆刷 Make up brush

睫毛夹 Eyelash curler

美妆蛋 Make up sponge
修眉刀 Eyebrow razor
卷笔刀 Pencil sharpener
按摩滚轮 Roller/Massager
化妆包 Makeup bag
其他：
色号 shade
肤色 skin tone
瓶装 bottle
盒装 case
小巧的 compact
显色的 pigmented
便携的 easy to carry
防水的 waterproof
持久的 long lasting
光滑均匀的 smooth
补水保湿的 hydrated/moisturized
奶油/膏状 cream/creamy
控油的 oil-controlling
丝滑的 silky
妆效 finish/effect
丝绒 velvet
质地 texture
哑光 matte
珠光 shimmer
金属色 metallic
胶状/果冻状 jelly
亮面/润泽 sheer/shine
自然 natural
水光 dewy
遮瑕力 concealing function / coverage
遮瑕力强 strong concealing function
遮瑕弱/中等/强 light/medium/full coverage
轻盈质地 light weight texture
莹润质地 rich texture

Task 3. Cross-border e-commerce live stream- toy

3.1 Preparation

Words and phrases:

1. industry ［ˈɪndəstri］ 行业;工业
2. preferred ［prɪˈfɜːrd］ 更合意的;更好的
3. constantly ［ˈkɒnstəntli］ 不断地

4. aspect   ['æspekt]   方面
5. protagonist   [prə'tægənɪst]   主角
6. popular   ['pɒpjələ(r)]   流行的
7. arouse   [ə'raʊz]   激起;引起
8. desire   [dɪ'zaɪər]   愿望
9. creative   [kri'eɪtɪv]   创造性的
10. stimulate   ['stɪmjuleɪt]   刺激;促进
11. positive   ['pɒzətɪv]   正向的;乐观的
12. definition   [ˌdefɪ'nɪʃn]   清晰度;定义
13. In short   总之
14. critical   ['krɪtɪkl]   关键的
15. clarity ['klærəti]   (画面、物质或声音的)清晰,清澈

Sentences:

1. If the quality of the live stream is not good, consumers will not only be reluctant to watch but also affect the live stream experience of other viewers.
如果直播质量不好，消费者不仅不愿意观看，还会影响其他观众的直播体验。

2. consumers hear a more precise sound so that it is easier to understand the product.
消费者听到更准确的声音，从而更容易理解产品。

3. Rich live content often attracts more consumers, thus generating more sales.
丰富的直播内容往往会吸引更多的消费者，从而产生更多的销售额。

3.2 Reading

Toy Live Stream

With the continuous development of the e-commerce industry, live-stream shopping has become the preferred way for more and more consumers, and the toy industry is also constantly testing live streams for better sales. How to make a toy live stream more attractive? This article will take you through several aspects.

First, choose a suitable toy.

Toys are the protagonist of the live stream, and the choice of toys is directly related to the actual effect of the live stream. When choosing toys, you can start from the following aspects:

1. Popular toys

Some popular toys, such as LOL and Transformers, can always arouse consumers' interest. Toy owners can consider choosing popular toys that are welcomed by young people and publicize and introduce the characteristics of toys in the live stream to arouse consumers' desire to buy.

2. Fun toys

Many toys are creative and exciting, such as Rubik's cube, building blocks, etc.; they can let consumers enjoy the fun in the game at the same time, so that can better stimulate their desire to buy.

3. Practical toys

Some practical toys, such as suitcases, water cups, etc., can be combined with the demonstration of some application scenarios in the live stream so that consumers have a deeper understanding and produce the idea of buying.

Second, adjust the mentality.

We must keep happy, positive, and confident to bring consumers a better experience.

Third, improve the quality of live streaming.

The quality of the live stream directly determines the audience's viewing experience. If the quality of the live stream is not good, consumers will not only be reluctant to watch but also affect the live stream experience of other viewers. Therefore, streamers can improve the quality of live streaming from the following aspects:

1. Use an HD camera

Choose a camera with high definition and stable pictures for live streaming to bring consumers a better viewing experience.

2. Use a quality microphone

The clarity of the microphone is also essential; consumers hear a more precise sound so that it is easier to understand the product.

3. Pay attention to the live environment

The live stream environment also dramatically impacts the quality of the live stream; choosing a quiet, bright, and clean place for a live stream so that consumers pay more attention to the product.

4. Rich content

Rich live content often attracts more consumers, thus generating more sales. In the live stream, The streamers can play interactive games, share stories, etc., and combine toys with application scenarios to help consumers better understand the product.

In short, choosing suitable toys, letting consumers better understand the product, and maintaining a professional attitude, are the critical elements of a successful live stream. With the suggestions above, the streamers can create better performance in the e-commerce live stream industry.

3.3 Speaking

Hello everyone welcome to my live stream! I'm Alison, good afternoon, how's everyone going today?What did you have for lunch? Sandwich or roast beef?We have something really special and blooming cute for you! Do you guys know what is that? I can't wait to share them with you sweeties here. It's called fluid bear bricks. You can pour the paint on it to make your own special unique creative bear.It would be a perfect choice if you wanna buy someone a gift, it would make a really special one. Since it's just the very first day of our live- stream. We have a lot of fantastic offers for you today. Free giveaways every half-hour! Flash deal! If you wanna be part of it pleased stick around. And please remember to follow us because all our benefits all for our followers only,if you didn't follow, follow us now!

OK, now we have our first round of benefits for you. Are you ready ? If you're ready type 1 in the comments. let me know you are ready.We have 5 minutes counting down,

see this cute bear brick. I'm holding right now! We will definitely give you for free, but only one piece now!, as long as you're from UK and follow us,you might be the lucky one to win this.OK, everyone if you like this type 1 in the comments, let me see how many of you want it.Type 1 in the comments you might be the one to win it.

Look at this cute thing we we have got on the canvas, Let's call him Bob. We have two sizes options, the bigger one and the smaller one. We get several colors for you , which are iridescent, iridescent gold, primary red violet , blue and white and also greenish blue.The material of the embryo white bear is vinyl, it's easy to paint. You can choose three colors from 30 colors. so the whole set comes with a lot tools. It got three bottles of acrylic paints, the white embryo bear brick figure(with black key ring), disposable table cloth, gloves, cup. Dropper. Brush. Now I am going to pour over this bad boy!It's just like we do with our ostrich eggs. I think I am going to start with the face, then the rest of the body!

OK my friends, we have just finished our first round of lucky draw.I know many of you didn't get the bear but don't be sad, we still have wonderful benefits for you. How many of you didn't get the free give away type 1 in the comments,we have fabulous benefits for you. OK,so see this cute bear,the original price for this one is 20 pounds, but now we are doing a flash sale,only7 .99 pounds, and free shipping to UK!! OK guys it's time limited for only 10 minutes and only 5 pieces! So are you ready?If you are ready type 1 in the comments, OK,type 1 in the comments. Now, let's just start!

You can mix multiple colors together to make your own bear it's so unique you can send this as a gift to your friend, your girlfriend, boyfriend, they definitely gonna love it. And perfect If you have children at home, this is a good one to buy for your kids. You can nurture your kids' creativity without boring your child.I have one myself as a decoration on my desk, I got a lot of compliments from this when relatives or friends come, I think definitely you won't regret your choice.

OK guys all the discounts are only in my live stream, right here right now. Because this is a flash sale, the original price for this one is over 30 pounds but right now it's only 7.99 pounds at almost 70% off, we're about to end our live stream in a few minutes once it's end the price will back to original and gonna cost you a lot. So grab your chance don't miss such offer, if you have more questions just leave a comment.

purchase our bear today we will send you 14 days money back guarantee, and if you're not satisfied with our products when you receive it, you can just return it, the size doesn't t fit, or you don't like the color everything, just return it, honey, actually you don't need to worry about anything.

So for this cute bear, you can go check out the price for it on other platforms, like amazon, which is over 30 pounds, but in Alison's live stream, it's only 7.99 pounds plus it's free shipping to UK. With 7.99 pounds you can only get a cup of cream tea but in my live-stream you can have this cute unique bear to make you feel relaxing.

So my girls, thank you so much for staying with Alison. If you want to buy more from

me, remember to follow me and come back for more. Tomorrow we will start at the same time at 10am UK. Thank you everyone again for joining me, wish you all have a good day. See you.

3.4 Practice

Section A: Pair off each word or phrase in the first column with its Chinese

stimulate   总之
critical   更合意的;更好的
definition   方面
desire   激起;引起
Industry   愿望
preferred   创造性的
aspect   刺激;促进
creative   清晰度;定义
arouse   行业;工业
In short   关键的

Section B: Identify the Welcome language in the TOY case.

Section C: Identify the Interactive language in the TOY case.

Section D: Identify the Publicity language in the TOY case, and Separate Analysis its Features/Advantages/Benefits/Evidence/Scene.

Section E: Identify the Marketing/Order language in the TOY case.

Section F：Identify the Ending language in the TOY case.

Task 4. Cross-border e-commerce live stream -company/factory inspection at B2B platform

4.1 Preparation

Words and phrases：

1. factory ['fæktri] 工厂
2. platform ['plætfɔːrm] 平台
3. enhance [ɪn'hæns] 增强
4. enterprise ['entərpraɪz] 企业
5. the sense of 感觉
6. transmission [trænz'mɪʃn] 传输
7. ready to ship 准备装运
（阿里巴巴国际站中，Ready to ship 的定义：①支持买家直接下单的品②发货期<=15 天③能计算出运费）
8. production line 生产线;流水线
9. showroom ['ʃoʊruːm] 陈列室；展销厅；商品陈列室
10. warehouse ['werhaʊs] 仓库
11. inspection [ɪn'spekʃn] 视察;检查
12. align with 使...一致;匹配
13. predict [prɪ'dɪkt] 预测
14. highlight ['haɪlaɪt] 最好(或最精彩、最激动人心)的部分
15. problem-solving 解决问题

Sentences：

1. It is a comprehensive, three-dimensional, vivid image label that shapes the enterprise's recognition and memory points.
它是一个全面、立体、生动的形象标签，塑造了企业的识别和记忆点。
2. The factory inspection live stream usually shoot an automated industrial sense, simple shooting, smooth lens, and try to meet the company's personnel.
探厂直播通常拍摄出自动化工业感，拍摄简单，镜头流畅，并尽量符合企业人设。
3. Introduce while visiting, focusing on the areas that best highlight the strength of the enterprise.
一边参观一边介绍，重点介绍最能突出企业实力的领域。

4.2 Reading

Factory Inspection Live Stream

In the B2B platform, the main buyers of foreign countries can learn about the company and products through the factory live stream and enhance their confidence about our products and enterprises by understanding the production line and strength of the factory.

The core of the idea of exploring the factory is to build enterprise personnel. It is a comprehensive, three-dimensional, vivid image label that shapes the enterprise's recognition and memory points. The purpose of creating enterprise personnel is to develop customers' memory points while introducing the company or the factory live, emphasize the advantages of the enterprise through enterprise personnel, and enhance the sense of trust. Through the transmission of corporate culture, it establishes a sense of identity.

Factory live stream consists of two parts. One part is the strength of the business, including factory scale, working environment, production equipment, production lines, sample showrooms, warehouses, etc., to show customers the intelligent production process, rich product portfolio, sufficient inventory ready to ship, and so on. The second part is the team's strength, including the technology research and development team, design team, etc. You can introduce the experience and ability of each group.

The factory inspection live stream style should align with the enterprise's positioning to create memory points, usually shoot an automated industrial sense, simple shooting, smooth lens, and try to meet the company's personnel.

In the live stream process, you can go straight to the theme of the opening; for example, after introducing the company profile at the factory gate, predict the places that will take customers to see in the live stream. Introduce while visiting, focusing on the areas that best highlight the strength of the enterprise. At the end of the live stream, we can present some problems buyers are concerned about and interview relevant colleagues to reflect the company's problem-solving ability.

4.3 Speaking

Hello everyone, welcome to our live show! this is Alison from ABC. I am glad to have the opportunity to introduce some classical and new knife to all of you. Before we start, we would like to give a brief introduction of our company. Our company is a manufacturer & trading company, specialized in knife . Founded in 1998, Over 24 years developing. Our company have over 100 workers and 1000 square meters production area now. As a manufacturer, we have four own factories, they're focus on knife making.

Today, I will be taking you all to visit our factory to show your our working environment. The first station, our showroom, as you can see, various products are displayed on the shelf according to range. The next station, our R&D Department, we will get the preliminary model/sample/ prototype as customized from this section. This is our warehouse. We keep a stock of the faster moving items so that urgent orders can be met quickly from stock. OK, Now, Following the production line, I will show you around and explain the operation as we go along.

(Knife Making Process)

1. Raw Materials Storage

2. Injection Molding-- - injection molding machine

3. Punching ------punching machine

4. Drilling

5. Grinding-----grinding machine

6. Polishing---polishing machine(sanding,mirror finish,black coating,stone washed)

7. Open teeth----tooth opening machine (for sharp)

8. Assemble (assemble the accessories)

9. QC Department (all products have to go through five check in the whole manufacturing process.)

10. Packing Products (ready to ship)

We have BSCI, SEDEX, Walmart audit and other FA certificates .X is our main brand, we also have other private brands like Y etc, Our customers are all over the world. Main area is Europe and America, Germany, Australia and so on. Our turnover keeps going up in recent years.

We're a manufacturer and we accept OEM. Please comment and contact us if you have any interest with our products or want to know more details.

Okay everyone,After this complete tour. I believe you surely have a clear image to strength of our company,will more look forward to collaborating with us to win a new market.

Thank you for joining us on our live stream!It is so great to have you all here with us.

TIPS：1.OEM,Original Equipment Manufacturer，即"原始设备制造商"，指一家厂家根据另一家厂商的要求，为其生产产品和产品配件，亦称为定牌生产或授权贴牌生产（俗称：代工）

2.OED,Original Design Manufacturer，即"原始设计制造商"，是一家厂商根据另一家厂商的规格和要求，设计和生产产品。受委托方拥有设计能力和技术水平，基于授权合同生产产品（俗称：贴牌）

3.MOQ, Minimum order Quantity，指的是国际贸易术语和计算机术语，即最小订购量（最小订单量）

4.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

platform	仓库
showroom	企业
production line	解决问题
enhance	增强
factory	平台

warehouse	准备装运
problem-solving	陈列室；展销厅；商品陈列室
ready to ship	工厂
inspection	视察;检查
enterprise	生产线;流水线

Section B: Identify which part does this case focus on, the strength of the business or the team's strength.

Section C: Using mind maps to analyze which aspects of this case are used to demonstrate their strength.

4.5 References

EDM 邮件营销:直播邀请
Theme:Exciting News
Hello,ABC. You are invited to our live stream, which will show a lot of new products with specific introduction for you, also will get all sided tests on line.Welcome to interact with us in real time. Looking forward to your coming. Attached is the advance poster with time and link address.
(Remark:Kindly clicking the poster to book the liveshow.)
Time:31st,December,2023(Beijing Time)
Link Address: http://abcdefg.com/
Best Regards
Alison
E-mail:
Tel:
Website:

探厂类直播案例
Hello guys, welcome to our live room, We are ABC company. And I am the Senior sales representative, you can call me Alison. I am very happy to introduce our company and some hot selling products for you.
So first I want to introduce our company. We are a BSCI audited manufacturer(说一下自己工厂的资质之类的)，Our factory has more than 15 years experience in

producing XX and

XXproducts（主营产品）.Our factory is located in Guangdong Zhanjiang. And it has more than 150 employees, and cover the area of 5000 squire. And our company is sepecialized in producing something waterproof or something to contain the water, the main technology is hot print.（主要的工艺）We had cooperated with many famous brands and hypermarket in this industry.（可以举例一下大家都知道的公司）So if you are also selling some camping or garden products, congratulation, you find a nice manufacturer. And We also have a office in Zhejiang Hangzhou, you know west lake? We are now at the The balcony of our Hangzhou office. If you have time, welcome to visit our office.

After know a lot of our company we would like to introduce some hot selling products both very popular in the Internet shipping like Amazon and supermarket or Entity shop. Today I would like to introduce camping products first.

so if you have some interst please go on to watch the introduction. And if you have any questions or details want to know, you can Leave a comment in the comments section then I will soon answer your question when I see it.

Task 5. Cross-border e-commerce live stream-Industrial product

5.1 Preparation

Words and phrases:

1. potential   [pəˈtenʃl]   潜在的
2. overall   [ˌoʊvərˈɔːl]   总体的
3. In the era of   在...时代
4. digital   [ˈdɪdʒɪtl]   数字的;数码的
5. fast-selling product 快销产品
6. transaction   [trænˈzækʃn]   交易
7. exceed   [ɪkˈsiːd]   超过
8. global   [ˈɡloʊbl]   全球的
9. after-sales service   售后服务
10. carry out   执行;实施
11. professional   [prəˈfeʃənl]   专业的;职业的
12. channel   [ˈtʃænl]   渠道
13. turnover   [ˈtɜːrnoʊvər]   营业额;成交量
14. peak   [piːk]   高峰;顶峰

15. In contrast　　相反

Sentences：

1. The sales of industrial products need the help of new channels and methods to cover the large global market.

工业产品的销售需要借助新的渠道和方法来覆盖全球大市场。

2. The live stream of industrial products is mainly self-stream on private domain platforms.

工业产品的直播主要是在私域平台上的直播

3. Because industrial products have the characteristics of high technical complexity, high customer involvement, strong professionalism, long transaction cycle, etc., industrial products' live stream must be carried out by professional and technical personnel to highlight the quality of industrial products.

由于工业产品具有技术复杂度高、客户参与度高、专业性强、交易周期长等特点，工业产品直播必须由专业技术人员进行，以突出工业产品的质量。

5.2 Reading

Industrial Product Live Stream

The live stream industry has entered a better stage, making people feel that there is more significant potential to drive the overall industry in the future. It also includes industrial products live streaming.

In the era of digitalization and technology, not only fast-selling products need the help of short videos and live streams, but also industrial products need live streams for transaction transformation. According to iResearch, China's industrial products market will exceed 12 trillion yuan in 2021. The sales of industrial products need the help of new channels and methods to cover the large global market. Firstly, live streaming of industrial products is a sales tool and a channel for after-sales service. Currently, many industrial product manufacturers operate live stream as a service; its purpose is to provide users with valuable services. Customers are very interested in scientific knowledge in industrial products live stream. At the same time, the stream room can become the company's customer service channel, and customers can give feedback in the stream room in time to form a positive interaction.

Secondly, the live stream of industrial products is mainly self-stream on private domain platforms. Because industrial products have the characteristics of high technical complexity, high customer involvement, strong professionalism, long transaction cycle, etc., industrial products' live stream must be carried out by professional and technical personnel to highlight the quality of industrial products.

Finally, the primary purpose of industrial live streaming is not to complete sales but to establish connections with target groups and obtain valuable customer

information. Suppose sales turnover and conversion rate are the key indicators of the live stream of consumer goods. In that case, the average online time of users and the peak online number are critical indicators to measure the industrial products' live stream.

A live stream of consumer products can attract audiences by creating topics. In contrast, we may not unthinkingly divert in an industrial product's live stream, and it needs to strike a balance between "topic" and "professionalism."

5.3 Speaking

Hi, Welcome to Alison's LIVE. Alison here today seeing you again. How are you doing my new and old friends? 20 seconds briefly refresh you a little. We are specialized for nearly 20 years in laser optics manufacturing including laser lenses, laser nozzles, ceramic rings etc.

Today's main parts are for some hot-sale items and of course prepare some bonus for you---LIVE price discounts for sure. Now follow my lead and let's begin with part one. Fiber laser protection lens. As one of the laser consumables, fiber protective lens has so many types, but Alison today categorize some common specs and reveal the trick of choosing points for you to save you cost and time, guarantee you the quality too.

The base materials, popular grades are divided into fused silica quartz and K9 glass. The former is proved to be much better on the performance. Regarding quartz material, we have Germany corning material, Chinese quartz material and others, Germany corning material turns out to be the best, and first level is JGS1. So remember, always figure out from your supplier the base material in the first place. Be sure you choose a good base material, next is the coating technology, it is the key to find out the transmission rate of a fiber laser lens, we are the starter to enjoy the coating technology. OK, once the big step you confirm, time to know how to choose the right spec, usually, fiber protective lens are flat both sides, so you use the ruler to measure the edge thickness and diameter would be fine, if you want to make sure 100% percent, you can also send the picture of the fiber laser cutting head you are using.

Our regular package is single piece individually packaged. We provide three kinds of package for you that you can choose which one you prefer. The aluminum bag package, the plastic box package and the designed plastic in the aluminum one, better to take it out and transport anti-collision. All packages are dust-free and waterproof. For labels, if you want to put your company info, you can send us and we will personalize it for you too.

Please comment and contact us if you have any interest with our products or want to know more details.

Okay everyone, we've gone through our Fiber laser protection lens for today. Please comments if you want to know more details about the products or our company. Please sending inquiry by mails to us and we will follow up soon. Price and samples can be prepared as your request.

Thank you for watching and we will see you next time. Bye.

5.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

potential	渠道
overall	相反
fast-selling product	专业的;职业的
transaction	营业额;成交量
after-sales service	总体的
carry out	潜在的
professional	售后服务
channel	执行;实施
turnover	交易
In contrast	快销产品

Section B：Find a live stream of industrial products on the Alibaba platform and record it down.

5.5 References

1.产品质量方面的英语术语
品质优良 excellent quality(high quality)
质量上乘 superior quality
质量稳定 stable quality
质量可靠 reliable quality
品种繁多 wide varieties
规格齐全 complete in specifications
保质保量 quality and quantity assured
性能可靠 dependable performance
操作简便 easy and simple to handle
使用方便 easy to use
经久耐用 durable in use
以质优而闻名 well-known for its fine quality

数量之首 the king of quantity
质量最佳 the queen of quality
信誉可靠 reliable reputation
闻名世界 world-wide-renown
久负盛名 to have a long standing reputation

誉满中外 to enjoy high reputation at home and abroad
历史悠久 to have a long history
畅销全球 selling well all over the world
深受欢迎 to win warm praise from customers

2.产品工艺方面的英语术语

制作精巧 skillful manufacture
工艺精良 sophisticated technology
最新工艺 latest technology
加工精细 finely processed
设计精巧 deft design
造型新颖 modern design
造型优美 beautiful design
设计合理 professional design
造型富丽华贵 luxuriant in design
结构合理 rational construction
款式新颖 attractive design
款式齐全 various styles
式样优雅 elegant shape

3. 产品色泽方面的英语术语

花色入时 fashionable patterns
任君选择 for your selection

五彩缤纷 colorful
色彩艳丽 beautiful in colors
色泽光润 color brilliancy
色泽素雅 delicate colors
瑰丽多彩 pretty and colorful
洁白透明 pure white and translucence
洁白纯正 pure whiteness

B2B 直播产品案例
Hi,Everyone!
Welcome to our channel! This is ABC,from DEF factory/company with more than 12 years
experience on making and supplying GHI. Today we will share/introduce10 popular

products for you, they are ready to ship, you can directly place the order from the link. Comment down below to let me know which items you like. Don't forget to click the customer service, you could get out catalogue from it. If you are interested in our products, could you give us a favor? Please follow us to receive updated styles weekly.

Okay, guys, we have gone through all the products for today. More information you need, please feel free to contact us.

Thanks for your nice watching and see you next time. Don't forget to join our next live show on JKL (time). I will be taking you to our production line so you can see our factory
in action

Extensive reading material

The Shining Promise and Dashed Dreams of China's Live Shopping Craze

选自纽约时报 0428 刊，有节选

Star sellers can amass huge followings and eye-popping fortunes, through a format that mixes consumerism and entertainment. But competition is fierce, and the government is watching.

The yurt stood in the middle of a sweeping northern Chinese grassland, beneath a cloudless sky. A reedy folk tune played. Nearby, sheep grazed. Suddenly the livestream, which had been showing the idyllic vista, cut to a man in his 30s, wearing a Mongolian hat with a pointed golden spire. "Welcome, brothers and sisters!" he announced from his perch atop a platform bed. "How's the signal? I set up Wi-Fi in my yurt." He held up a bag of beef jerky, branded with a cartoon image of his face. "If it's your first time here, I'm Taiping, and I make beef jerky."

It was another day at work for Taiping, a Chinese livestreaming salesman. Illuminated by carefully arranged studio lights, speaking into two iPhones propped up on a table, Taiping began wooing the thousands of viewers who tapped into his channel. He dangled unwrapped jerky before the camera, describing traditional Mongolian air-drying techniques. He shredded it with his fingers to show its tenderness.

Viewers, by typing comments, sent real-time questions that bubbled from the bottom of the video feed, about how spicy it was or which flavor was best. (Taiping, who read each comment aloud, suggested buying half original, half cumin. Some longtime fans sent animated pink hearts or thumbs-up symbols, while others simply wanted to say hello. "I missed you, too," Taiping, who like many ethnic Mongolians uses only

one name, replied to one viewer.

By the end of the four-hour session, during which he barely paused to drink water, he had received more than 650 orders, totaling $15,000.

Taiping is one of countless Chinese riding the explosive wave of influencer culture and live online videos in the country to transform the way people buy and sell. Last year alone, an estimated $500 billion in goods were sold via livestream on apps like Douyin, the Chinese version of TikTok, or Kuaishou, another short video platform – an eightfold increase since 2019.

Star streamers have become celebrities. The most famous, including Li Jiaqi – whose prowess at trying on and pitching makeup products earned him the nickname "lipstick king" – are able to attract tens of millions of viewers per session.

The format emerged in China several years ago, then became ubiquitous during the pandemic. Now nearly half of China's one billion internet users have tried it, even as it remains largely unfamiliar in the West. To Americans, it may be reminiscent of television shopping – but interactive and, as a result, far more compelling.

The most successful streams are as much entertainment as they are sales pitches. Hosts hawk everything from makeup to microwaves, in an energetic patter that marries the urgency of an auctioneer with the intimacy of an old friend. They tell jokes and personal anecdotes to hold viewers' attention. They call individual fans by name to earn their trust. They promise exclusive deals to win their dollars.

For viewers, the appeal is not only convenience, but also the feeling of being catered to. They can ask a host modeling clothing to show it from a different angle, or inquire how long a snack will keep. They place orders in the stream, never interrupting their favorite host's spie.

Restaurants, beauty salons, and even car dealerships and property developers now court customers in real time. Global brands from Ikea to Louis Vuitton have paid China's influencers to stream their products. But much of the appeal of this line of business is that anyone can do it:Farmers, factory workers and retirees have joined the frenzy.

Yet with the market's breakneck growth has come new challenges. Fierce competition has driven many streamers away. A broader economic slowdown has fueled layoffs at the companies behind the streaming platforms.

Chasing an Elusive Dream

The city, a manufacturing hub south of Shanghai, claims China's first college for livestreaming e-ommerce, as well as multiple training academies that offer days- or weeklong courses. Its office towers house dozens of companies dedicated to

managing streamers. The city government, to woo high-earning influencers, has promised prime school placement for their children. Officials built a red archway above a street, trumpeting in neon letters: "Social Media and E-Commerce Capital." But the rapid expansion of the field, which has created more opportunities for anybody to jump in, has also made it more difficult to hang on. "There's some metaphysics, or luck, or secrets that we don't know," Mr.Wang said. "

Some secrets may be just a matter of money. Manystreamers now complain that the apps promote only accounts that pay for traffic. Big agencies splurge on advertising.

The State Tries to Clean Up And Control Growth was so quick that at first few rules existed to govern it, and soon complaints of misconduct piled up. Brands accused influencers of faking viewership numbers to demand higher commissions. Shoppers reported receiving counterfeit goods from streamers who had seemed trustworthy. Government had little way of knowing just how much streamers were earning.

Starting in late 2020, regulators began playing catch-up, issuing increasingly detailed restrictions on what streamers could say and do . Many of the regulations aim to protect consumers. Unproven claims that products can promote weight loss or improve feng shui are forbidden. Platforms often ban the use of superlatives, like "cheapest" or "best." The rules are enforced through a mix of human censors and artificial intelligence; penalties range from 10-minute suspensions to permanent bans.

But the government also wants live-streamers to abide by its moral and political standards. Platforms have banned smoking and low necklines. A state-issued code of conduct, issued in June, ordered hosts to "establish a correct world outlook."

"To be a live-streamer, you must have reverence," a commentary in PD, CP's mouthpiece, said. "You absolutely must not cross the bottom line for the sake of traffic, or test the law for the sake of money."

As the rules proliferated, they risked eroding the central appeal of live-streamed shopping: the entertaining, carnivalesque atmosphere. In recent months, the pace of new regulations has slowed, as the government has pledged to rejuvenate the economy, including by supporting tech companies. Government reports have called livestreaming e-commerce an important channel for boosting consumption.
Tech companies still see room for expansion. Douyin last year reported 124 percent annual growth in livestreaming sales.

In the United States, YouTube and Amazon have poured money into it. But it has struggled to catch on. Americans have returned to in-person shopping after the pandemic, and unlike in China, Western social media apps don't have as many built-in payment features. Facebook and Instagram recently abandoned live shopping. Even in China, the future of the business is far from certain.

长难句解析

1. Suddenly the livestream, which had been showing the idyllic vista, cut to a man in his 30s, wearing a Mongolian hat with a pointed golden spire.

①主句 the livestream cut to 切换到 a man in his 30s.

②Which...vista, 非定从, 修饰补充 livestream.

③Wearing...spire 现在分词作后置定语，修饰 man.

2. Illuminated by carefully arranged studio lights, speaking into two iPhones propped up on a table, Taiping began wooing the thousands of viewers who tapped into his channel.

①主句 Taiping began wooing 恳求 the thousands of viewers who tapped into 接近接入 his channel

②illuminated by...分词结构作状语

③speaking into...分词结构作状语

④Who tapped into his channel 定从修饰 viewers

3. Viewers, by typing comments, sent real-time questions that bubbled from the bottom of the video feed, about how spicy it was or which flavor was best.

①by typing comments 方式状语，通过评论的方式

②主句 Viewers sent real-time questions that bubbled from the bottom of the video, feed about how spicy it was or which flavor was best. 主句包含 that 引导的定从修饰 questions

4. Taiping, who like many ethnic Mongolians uses only one name, replied to one viewer.

①Like many ethnic Mongolians 像很多蒙古人一样，方式状语作插入语

②主句 Taiping replied to one viewer

③从句中 like many ethnic Mongolians 像很多蒙古人一样，方式状语作插入语

④从句核心信息 who(taiping) uses only one name.

5. By the end of the four-hour session, during which he barely paused to drink water, he had received more than 650 orders, totaling $15,000.

during which=during the four-hour session

6. Taiping is one of countless Chinese riding the explosive wave of influencer culture and live online videos in the country to transform the way people buy and sell.

①riding the explosive wave of influencer culture and live online videos 后置定语，修饰 Chinese;

② "to transform the way people buy and sell" 定语修饰 videos

7. Last year alone, an estimated $500 billion in goods were sold via livestream on apps like Douyin, the Chinese version of TikTok, or Kuaishou, another short video platform – an eightfold increase since 2019.

an eightfold increase since 2019 补充$500 billion in goods 信息。

As a commercial writing style, e-commerce copywriting mainly appears on e-commerce and social media platforms, with sharing as an element and the purpose of attracting consumers. In recent years, with the continuous development of e-commerce, e-commerce copywriting not only inherits the characteristics of traditional copywriting but also has its unique writing requirements. E-commerce copywriting is a kind of artistic creation and part of economic activities. Successful e-commerce copywriters can rely on excellent sharing performance, depict a good product image, promote product sales, and shape the brand image.

Module 3. Cross-border e-commerce overseas social media copy-writing cognition

Introduction

Cross-border e-commerce overseas social media Platforms

Facebook

Platform attributes: As the world's largest social media platform, Facebook has rich social functions, including personal and corporate home pages, communities, organizations, etc. Its algorithms focus on how well users interact with content, especially with friends and family. On Facebook, content that triggers user interaction, such as videos, lives, interactive posts, etc., is more likely to be recommended to users.

Audience: Facebook has a relatively balanced mix of men and women across all age groups, with about 75% of users having a college education. People in all social positions, from students to retirees, use Facebook.

Post content: Facebook is suitable for Posting updates on various products or services, company news, events, and promotions. In addition, diverse interactive content, such as online surveys, questionnaires, or prize campaigns, can be published to increase user engagement.

Instagram

Platform attributes: Instagram is a photo and video-based platform where users share various visual content. Instagram's recommendation algorithm favors content that more users interact with, such as comments and likes. On Instagram, videos perform better, especially IGTV and Reels.

Audience: Instagram's users are primarily young adults between 18 and 34, slightly more women than men, and most users have at least college education. People who use the platform include students, young professionals, and creatives.

Post content: Instagram is perfect for publishing high-quality images and videos, including product images, lifestyle images, and company event photos. In addition, Instagram's Stories feature is an excellent tool for Posting daily updates, special events, or promotions.

Twitter

Platform attributes: Twitter is a social platform based on real-time information sharing, where users can share opinions, news, or links through tweets. Twitter's algorithms favor the latest content and user interaction. On Twitter, news, hot topics, and exciting conversations often get a lot of recommendations.

Audience: Twitter's users are mainly between 18 and 49, with slightly more male users and a higher percentage of college graduates. Everyone from students to the news media to government officials uses Twitter.

Post content: Twitter is a real-time update platform, so it's good to post news, updates, and interesting opinions. You can also increase your brand's exposure by participating in or creating a trending topic.

LinkedIn

Platform attributes: LinkedIn is a professional social networking site, and the algorithm prefers to push content related to the user's industry and more user interaction. Industry news, knowledge sharing, and career-related content tend to get more exposure on LinkedIn.

Audience: LinkedIn users are mainly professionals between 25 and 45, slightly more male, and most users have a college degree or above. This platform lets you find professionals, from junior employees to CEOs.

Post content: LinkedIn is a professional platform for publishing company news, industry views, job postings, and professional development-related content. In addition, sharing expertise and industry best practices can also improve brand authority.

Tik Tok

Platform attributes: TikTok is primarily a short video-sharing platform where users can create and share 15-60 second videos. TikTok's recommendation algorithm puts a premium on user interactions, such as likes, shares, and comments. On TikTok, innovative, entertaining, and fun short videos, such as music, dance, comedy, and various viral challenges, are highly featured on the platform.

Audience: TikTok's primary user is young people aged 16 to 24, with a relatively balanced male and female demographic. Users' education levels vary, but most are in college or have just graduated. Most of the users are students, junior staff, and young professionals.

Post content: TikTok is an entertaining short video platform for Posting innovative, fun, and entertaining short videos. You can capture users' attention by participating in hot challenges or creating your own. In addition, you can also release product display videos, behind-the-scenes production processes, etc., to show the brand's characteristics.

Task 1. Overseas social media copy-writing methods

1.1 Preparation

Words and phrases:

1. Overseas ［ˌoʊvərˈsiːz] 海外的
2. social media 社交媒体
3. copy-writing 文案写作
4. principle ［ˈprɪnsəpl] 原则;原理
5. In addition to 除了;另外
6. look for 寻找
7. survey ［ˈsɜːrveɪ] 调查
8. speech ［spiːtʃ] 演讲
9. otherwise ［ˈʌðərwaɪz] 否则
10. get rid of 拜托;丢弃
11. recommend ［ˌrekəˈmend] 建议;推荐
12. visualize ［ˈvɪʒuəlaɪz] 可视化
13. emotional ［ɪˈmoʊʃənl] 情感的;情绪的
14. grant ［grænt] 授予;允许;承认
15. ultimately ［ˈʌltɪmətli] 最终

Sentences:

1. In the marketing process, copywriting can lead the customers to take actions, such as registration, subscription, click, forward, purchase, etc.
在营销过程中，文案可以引导客户采取行动，如注册、订阅、点击、转发、购买等。
2. Create a persona of a typical customer and speak directly to them through writing.
塑造一个典型客户的形象，并通过文案写作直接与他们交谈。
3. If you can explain the problem more clearly than the reader, you will be successful in capturing their attention and successfully selling your product.
如果你能比读者更清楚地解释这个问题，你就会成功地吸引他们的注意力，并成功地销售你的产品。

1.2 Reading

Overseas social media copy-writing Principals and Methods

Copywriting is the sales behavior presented in the form of words. In the marketing process, copywriting can lead the customers to take actions, such as registration, subscription, click, forward, purchase, etc. Why do we learn copywriting in e-commerce? In addition to being applied everywhere, it can cultivate its own "customer-centric" way of thinking. We need to understand the following six principles to deliver a sales pitch through copywriting at one time effectively.
Principle 1: People care about themselves. They are always looking for what's in it for them. Think about who you're writing for. Write to them. Think about what they want, not what you want.

Principle 2: Know your audience. Don't guess; learn their pain points by doing a customer survey; wait to sell anything during the survey. Be careful to interview different customers and get other points of view.

Principle 3: Central selling idea. Be clear about your offer and its benefits to your readers so you can introduce it to them.

Principle 4: Copywriting is talking to a person. Imagine talking to one person, not a speech. Create a persona of a typical customer and speak directly to them through writing. Based on consumer research, visualize the user profile of your target market and imagine that your copywriting is talking to them. Express it through writing.

Principle 5: Copy has one goal. Determine the goal, such as registration, placing an order, making a consultation call, etc. All of your copy is helping you towards that goal; otherwise, get rid of it.

Have you ever seen a business idea that you thought was clever but didn't make you want to consume its product?

Have you read a magazine AD but have yet to buy the recommended product?

Have you ever seen an AD and thought, "I'll think about it instead of doing it right away?"

You have to make them take action now. Otherwise, there is a significant chance that they will not take the step.

We use the "AIDA" formula in marketing to get users to take action through copywriting.

Attention: usually, the headline will catch your reader's attention. How will you get them to read the first sentence? Does your title foretell the benefits your readers will receive?

Interest: why should your customer be interested? Copywriting can explain the problem that the reader needs to solve. "If you can explain the problem more clearly than the reader, you will be successful in capturing their attention and successfully selling your product," which goes back to the previous topic of doing user research to understand their pain points. What is the valuable content you will share with your readers? Tell the reader that they will know how to get a product or service that will benefit them by reading on.

Desired: Go one step further and help your readers imagine what life would be like with your product or service. Visualize your language and use emotional expressions to let readers know what it would be like to solve the problem.

Action: tell your customer exactly what to do. Please don't take it for granted that everyone knows what to do; think one step more for the user.

Principle 6: Write about the product's benefits, not just the features. A Feature is something that your product or service can do. A physical part that your product or service has. A product or service usually has many features. A Benefit is that every product feature helps your customers somehow, and that's what your customers care about how your product or service can improve their lives.

In addition to these six principles, copywriting is ultimately language application. If your language does not interfere with understanding, there are many ways to express it, but if it interferes with understanding, you must correct this mistake.

Remember to avoid disrupting your message: ① Use English punctuation correctly ②
Avoid common grammatical errors.

1.3 Writing Template

1.文案对比

Our business has been serving people for 20 years. We started as a small independent wholesaler and now we have over 400 clients. Our excellent commitment to service has led us to ship higher quality products than our competitors.

Are you tired of wholesalers that don't deliver what they promise? Do you feel like your needs are being neglected? We have built our business around customer service which means you will never wait more than 24 hours to receive a delivery.

2. 文案对比

NOT CLEAR

By taking this course you will write better, think better and have more success.

CLEAR

By taking this course you will learn how to become a more effective writer in less than 2 hours.

3.Persona 示例

- Bob Thompson
- 52, married with 2 children
- Financial analyst at EY
- Loves DIY projects andhobby businesses
- Scared of not being able toprovide for his family

4. 文案对比

FEATURES	BENEFITS
• Light leather strap • Large numbers • 10 year battery life	• Light leather strap makes the watch very comfortable • Large numbers make the watch easy to read • 10 year battery life means you never have to worry about changing the battery

1.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

survey	除了;另外
In addition to	可视化
copy-writing	建议;推荐
visualize	海外的
overseas	调查
otherwise	拜托;丢弃
social media	文案写作
recommend	情感的;情绪的
get rid of	社交媒体
emotional	否则

Section B: Choose a classmate and design a Persona for her/him

Section C：Extract corresponding benefits based on features

FEATURES	BENEFITS
•Quick drying fabric •Free Size •city look/French style/ casual	

1.5 References

Instagram 术语解析

1. Explore Tab（探索页）：Instagram 应用中的一个页面，展示与用户兴趣相关的推荐内容；

2. GTV（Ins 电视台）：Instagram 的视频平台，允许用户上传和观看长视频内容；

3. Ins Reels(Ins 短视频)：Instagram 的短视频功能，类似于 TikTok，用户可以制作和分享 15 秒的创意短视频；

4. Ins Stories(Ins 故事)：用户可以在 24 小时内分享照片、视频和文字的临时内容，类似于 Snapchat 的功能。其实小红书也模仿了一个瞬间；

5. Ins Live(Ins 直播)：用户可以实时直播视频内容，与观众互动和分享精彩瞬间；

6. Ins Shopping（Ins 购物功能）：允许商家在 lnstagram 上展示和销售产品，用户可以直接在应用内购买商品；

7. Ins Insights(Ins 数据分析)：提供给 Instagram 商业账户的数据分析工具，包括关注者和帖子表现等指标；

8. Ins Algorithm(Ins 算法)：Instagram 使用的计算机算法，用于决定用户在 Feed 中看到的内容顺序和推荐程度；

9. Ins Engagement(Ins 参与度)：用户与 instagram 帖子的互动程度，包括点赞、评论和分享等活动；

10. Ins Explore Feed(Ins 探索页)：在探索页中展示与用户兴趣相关的热门和个性化推荐内容 Instagram 内容创作和优化：

1. UGC（用户生成内容）用户自发创建和分享的内容，品牌可以利用用户生成的内容来增强品牌影响力；

2. Branded Content(品牌合作内容）品牌与影响者或其他合作方合作创作的带有品牌标识的内容；

3. Caption(帖子说明文字)：Instagram 帖子的文字描述，通常用于补充照片或视频的内容（一般给红人说也是 caption,当然用 copy 也合理）；

4. Hashtag（标签）：在帖子中使用的关键词或短语前面加上"#"，用于分类和搜索相关内容；

5. Influencer Collaboration(网红合作)：品牌与社媒影响者合作，共同创作和推广内容，以增加品牌曝光和影响力；

6. Content Calendar(内容日历)：用来规划和组织内容创作的日历，包括发布日期、主题和关键事件等；

7. Content Strategy（内容策略）：制定并执行社媒内容的长期计划和目标，以达到品牌的营销和传播目的；

8. Carousel Post（轮播帖子）：一种 lnstagram 帖子格式，允许在同一帖子中分享多张图片或视频，用户可以左右滑动浏览；

9. User Persona(用户画像)：描述目标用户特征和兴趣的假想角色，用于指导内容创作和定位

Instagram 社交互动和增长：

1. Follower Growth(粉丝增长)：Instagram 账户的粉丝数量的增长，是衡量账户受欢迎程度和影响力的指标（一般老板最喜欢看这个指标好不好）

2. Engagement Rate（参与率）：用户与帖子互动的比例，通常以点赞、评论和分享的数量来衡量；

3. Reach(帖子触达用户数)：帖子在一定时间内被多少不同的用户触达的数量，和曝光有区别，不要搞混了，曝光可以多次曝光同一个账户，但是 reach 指的是不管你一天触及同一个帐户几次都算一次；

4. Impressions（帖子曝光次数）：帖子在用户的 Feed 中显示的次数，每次显示计为一次曝光；

5. Reach and Frequency(触达和频率)：广告活动中帖子触达用户的数量和频率的测量指标

6. Social Listening(社媒监听)：监控和分析社媒平台上用户对品牌、产品或特定话题的讨论和反馈；

7. Community Management（社区管理）：与社媒上的粉丝和受众互动、回复评论、解答问题等活动；

8. Influencer Outreach(影响者拓展)：与社媒影响者建立联系和合作，以增加品牌曝光和影响力；

9. Viral Content(病毒式传播内容)：在社媒上快速传播的内容，引起用户的广泛关注和分享 （这个方式在 tiktok 上会更加适用）

Instagram 分析和报告：

1. KPls(关键绩效指标)：衡量和评估社媒活动和营销策略成功与否的关键指标；

2. ROI(投资回报率)：衡量投资所获得的回报与投资成本之间的关系，用于评估广告和营销活动的效果

3. Analytics Tools(分析工具)：用于收集、分析和报告社媒数据的工具和软件，例如 Google Analytics 和其他社媒平台提供的分析功能；

4. Engagement Analytics(参与度分析)：分析用户与社媒内容互动的数据，如点赞、评论、分享等活动；

5. Conversion Tracking（转化跟踪）：监测和跟踪用户在社媒上的行为，如点击链接、提交表单或购买产品等转化行为；

6. Audience Insights(受众洞察)：通过分析数据了解目标受众的特征、兴趣和行为，以更好地定位和吸引受众

7. Competitive Analysis(竞争对手分析）对竞争对手在社媒上的活动、策略和表现进行调查和比较

8.Performance Metrics(绩效指标)：用于评估社媒活动和内容表现的指标，如点击率、参与率和转化率等，和 KPI 类似；

9.Campaign Reporting(活动报告)：对社媒营销活动的结果和表现进行详细报告和分析；

10.Data Visualization(数据可视化)：将社媒数据和分析结果以可视化的方式呈现，帮助理解和传达数据的含义

Instagram 广告和推广：

1.Sponsored Content(赞助内容)：品牌支付费用向影响者或其他用户合作，以在其帖子或故事中展示和推广品牌或产品；

2.Ad Campaign(广告活动)：通过投放广告来宣传和推广品牌、产品或服务的活动；

3.Ad Targeting（广告定向）：根据用户的兴趣、行为和特征等信息将广告投放给特定的目标受众；

4.CPM（每千次展示成本）：广告主支付的每千次广告展示的费用，用于衡量广告投放的效益；

5.CPC（每次点击成本）：广告主支付的每次点击广告的费用，用于衡量广告投放的效益

6.Click-through Rate(点击率)：广告的点击次数与广告展示次数之比，用于衡量广告的吸引力和效果；

7.Conversion Rate(转化率)：广告的转化次数与广告的点击次数之比，用于衡量广告的转化效果

8.Ad Creative(广告创意)：广告的设计和内容，包括图片、视频、文字和呈现方式等；

9.Ad Placement（广告投放位置）：广告在社媒上的显示位置和方式，如 Feed 中、故事中或探索页中

Task 2. Overseas social media copy-writing headlines

2.1 Preparation

Words and phrases:

1.headline　['hedlaɪn]　　大字标题
2.heading　['hedɪŋ]　　　(页首或章节开头的)标题
3. title　　　['taɪtl]　　　标题；头衔
4. capture　['kæptʃər]　捕获；俘获
5. brows　　[braʊz]　　浏览

6. optimize   ['ɑːptɪmaɪz]   优化
7. refer to   提到
8. announcement   [ə'naʊnsmənt]   宣布
9. content   [kən'tent]   内容
10. talent   ['tælənt]   天赋;才能
11. negative   ['negətɪv]   负面的
12. suffering   ['sʌfərɪŋ]   折磨
13. cure   [kjʊr]   治愈
14. prevention   [prɪ'venʃn]   防止
15. experience   [ɪk'spɪriəns]   经验

Sentences:

1. A good title should convey the benefits to the reader, arouse the reader's interest, and make them want to know more, and the reader will not feel "tricked" after reading.
一个好的标题应该把好处传达给读者，引起读者的兴趣，让他们想知道更多，读者在阅读后不会感到"被欺骗"。
2. Getting to the point is the best option in a busy world. But simplicity is often the most significant challenge.
在繁忙的世界里，切中要害是最好的选择。但简单性往往是最重大的挑战。
3. Pain points are related to the pain and suffering that people feel physically or mentally.
痛点与人们在身体或精神上感受到的疼痛和折磨有关。

2.2 Reading

Heading

Headings include email title, news title, book title, product title, advertising title, etc. What is a compelling title, which briefly tells the reader what the following enormous paragraph of text is about, can attract people's attention. Headlines capture the attention of the reader (imagine the reader is browsing a pile of articles, only seeing the headline, your title needs to stand out); the purpose is to get the reader to start reading the first sentence of your article, many great writers will spend a lot of time to optimize the title of the article.

What makes a good title? A good title should convey the benefits to the reader, arouse the reader's interest, and make them want to know more, and the reader will not feel "tricked" after reading.

A compelling headline should have three elements ranked in order of effectiveness: **self-interest, news, and curiosity.** The first element, self-interest, refers to the customer's interest in understanding the Pain points or problems that your customers are facing, what they will get from your product or service, how long it takes to get it, talking about some of the problems that are preventing customers from being successful and let them know that you can help them solve those problems.

E.g., How to do x in less than a week. The second element, news, can be the announcement of a new product or service, information about an upgrade, or the transformation of an existing product or service. Everyone likes to be the first to experience something: E.g., A new system for profiting on Amazon. As to curiosity, People are naturally curious, and many people will start to read the following text because this title can be a strange answer to a question in the text. This element works well with the other two factors. Combine two to create a headline each time; you do not need to include all three.

Heading copywriting should follow the following three rules.

Rule 1: Be CLEAR>CLEVER

If your copywriting requires the consumer to think hard, you will lose them. Imagining the reading scenario for consumers: listening to music while casually browsing the email's subject in the mailbox. So the title should clearly express the content of your copy, not showcase the writer's talent. Getting to the point is the best option in a busy world. But simplicity is often the most significant challenge.

E.g., "Next time you'll get the check" vs."Earn $200 more / month."

Rule 2: FOCUS ON POSITIVES

People don't like to think about negative things, we can express everything positively, and the title should express the positive side.

E.g., "Avoid the trauma of a robbery" vs."Always keep your family safe."

Rule 3: SELL THE CURE NOT PREVENTION

Pain points are related to the pain and suffering that people feel physically or mentally. Most people will not decide to pay for the feelings they have not experienced. People prefer to buy something that can solve their existing problems. E.g., Fire alarms are hard to sell because they may be far in the future, and only some have experienced them. Painkillers are easy to sell because everyone has experienced physical pain, knows it, and wants it resolved.

2.3 Writing Template

想参考实例可以在亚马逊网站上搜索任一关键词研究看看
比如在 kindle store 里搜索 home business

You can search for any keyword research on Amazon

For an example, Search for "home business" in the kindle store:

Curiosity:$3,000 a Month!

self-interest: 35 种在家可以做的生意，找到属于你的热情，做自己的老板等等

curiosity：startups for under $500.
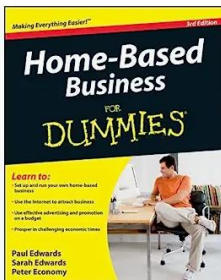
点评：不具备有效标题的元素

改进：How to grow your home-based business

2.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

Negative   浏览

suffering	优化
announcement	标题;头衔
heading	负面的
optimize	(页首或章节开头的)标题
title	提到
headline	宣布
cure	大字标题
brows	折磨
refer to	治愈

Section B: Find ten titles you think are excellent on any platform and select one for analysis.

Section C: CREATE A LIST

(1)Brainstorm, don't think of a good title; write down more than 20 titles,
(2) Do something else to pull yourself out of the state
(3) Come back the next day and see which one reads/sounds best, and most importantly, practice a lot. The beginning is the hardest. But as long as you start writing, don't rush to write your title under the judgment; keep practicing, will get better and better

Task 3. Overseas social media marketing copy-writing -- general template

3.1 Preparation

Words and phrases:

1. template ['templət] 模版
2. fresh [freʃ] 新鲜的;新人
3. mentor ['mentɔ:r] 导师
4. step by step 一步一步地
5. even if 即使
6. essay [e'seɪ] 短文
7. improve [ɪm'pru:v] 改善;改进

8. skill   [skɪl]   技能
9. excellent   [ˈeksələnt]   极好的
10. valuable   [ˈvæljuəbl]   宝贵的
11. contain   [kənˈteɪn]   包含
12. framework   [ˈfreɪmwɜːrk]   框架
13. off-topic   离题
14. edit   [ˈedɪt]   编辑
15. project   [ˈprəˈdʒekt]   项目

Sentences:

1. Copywriting templates can help your essay be more precise and structured.
文案模板可以帮助你的文章更加精确和结构化。

2. Trying to use an excellent copywriting template can give you valuable experience on how to write attractive copywriting.
尝试使用一个优秀的文案模板可以为你提供如何撰写有吸引力的文案的宝贵经验。

3. Templates provide a framework to organize specific content, usually without going off-topic, and you don't need to edit for each project, just the interchangeable parts.
模板提供了一个组织特定内容的框架，通常不会偏离主题，而且不需要为每个项目编辑，只需要编辑可替换的部分

3.2 Reading

Why use copywriting templates?

1. Get started quickly. A fresh usually needs to learn how to begin copywriting; this time copywriting template is the best mentor; set copywriting template to write step by step, even if a fresh can write the copywriting.

2. Copywriting templates can help your essay be more precise and structured. Using a copywriting template will make your writing easier to read and understand.

3. Copywriting templates help improve your writing skills. Trying to use an excellent copywriting template can give you valuable experience on how to write attractive copywriting.

4. Copywriting templates can enhance your language skills. They usually contain a lot of beautiful sentences that make your essay look very professional.

5. Using good copywriting templates can help you save time and money. Templates provide a framework to organize specific content, usually without going off-topic, and you don't need to edit for each project, just the interchangeable parts.

3.3 Writing Template

活动用文案

1. Join us for+活动名称 at+地点 on+日期与时间.Link in bio to register.
2. We'll be in+地点 for+活动名称 on 时间.Stop by and say hello.
3. "One Day Only" We'll be opening pop-up stores across town this Saturday.(表

明时间地点）Link in bio to get more details.

4. Register for our upcoming webinar on +活动主题！Join us at+时间 to learn more.（表明时间地点）Seats are limited 一 sign up through the link in our bio！

抽奖用文案

1. This+奖品 could be yours! Participate in our+比赛.To enter:+抽奖细节

2. Get a chance to win+奖品.All you need to do is participate in our+抽奖活动.More details in bio.

3. Ever wanted to try some of our +产品名称?Well,here's your chance.Enter our +抽奖活动 and you could win +奖品.

4. GIVEAWAY+抽奖、送礼品细节

促销用文案

1. 10%（替换折扣信息）off on EVERYTHING only for today! Link in bio to shop. Hurry before the sale ends.

2. Save big on +产品、品类 this holiday season/event(替换促销节日）. Use code:xxxx to get 20% off. Happy shopping!

3. We know how much you love the holidays, so we've decided to give you a little treat. Here's 15% off on us. Use code: xxxx. Valid till: deadline.

4. Good things come to those who wait for +该促销活动、节日!Get discount from+日期 through+日期！

产品发布用文案

1. Something exciting is coming your way.Watch this space.（预告产品尽量用简洁的语句）

2. We've got something brewing!Hint:Think +功能点.Get ready for an exciting announcement in the coming days.

3. You asked, we listened. We're excited to announce the upcoming+产品,which has+新功能点以及优点！Coming to you this +发布时间.

4. The most innovative solution to your+产品痛点.

5. Our newest drops are perfect for +产品痛点.Get yours today.

庆祝用文案

1. We did it!+成就细节

2. 品牌名称 turns+age!Thank you for joining us on our journey.

3. We put our blood,sweat and tears into it and we finally made it happen!

4. 品牌年龄 and counting.

5. Started from the bottom, now we're here.

日常鼓励消费用文案

1. BRB(be right back),on my way to+你的产品将能解决什么痛点！

2. Check out our latest blog post on+帖文内容.Link in bio.

3. It's time for＋产品！

4. The more+产品,the better.

5. You+品牌=the perfect match.

提高互动用文案

1. How often do YOU+产品相关内容?

2. What's your favorite part of this +图片、视频阐述的内容?

3. Drop a +表情包 in the comments if you+产品、品牌相关内容。

4. Double tap if+产品、品牌相关内容.
5. Use #+品牌相关标签 to get featured!
6. Felt cute,might delete later.

3.4 Practice

Section A: Pair off each word or phrase in the first column with its Chinese

template	导师
framework	即使
excellent	改善;改进
skill	模版
mentor	编辑
contain	极好的
off-topic	技能
edit	框架
improve	离题
even if	包含

Section B:Find ten post you think are excellent on any platform and categorize them.

Section C:Choose one template from each category to supplement it completely.

3.5 Reference

海外社媒互动常用英文话术
感谢支持

1. Thank you for your amazing support!
2. Thanks for being such a loyal follower!
3. We love reading comments from supportive fans like you!
4. We appreciate every single one of our supporters!

5. Your support means the world to us!

6. Thank you for your continued support and encouragement.

7. We are grateful for our incredible supporters like you!

8. Thank you for always being there to support us!

9. Your support is truly heartwarming.

10. We are so grateful for all of our supporters.

鼓励粉丝

1. Keep shining bright and inspiring others!

2. You've got this! Keep pushing forward!

3. We applaud all of your hard work and dedication!

4. Congratulations on your achievements! Keep up the good work!

5. Your talent and creativity is amazing!

6. Don't be afraid to chase your dreams!

7. Keep doing what you love! You're making a difference!

8. So proud of all your progress! Keep it up!

9. Your positive attitude is so inspiring!

10. Keep spreading kindness and positivity!

回复互动

1. Your comment has us laughing out loud!

2. Your excitement is contagious. Thanks for sharing!

3. We love engage with our content!

4. Our followers are the best for the love!

5. Your support means everything to us!

6. Great minds think alike sharing your thoughts!

7. We appreciate your involvement in our community!

8. Thanks for adding to the conversation with your comment!

9. You make our day with your positive feedback!

10. Your opinion matters to us! Thanks for sharing it with us.

引导关注

1. Don't forget to follow us for more content!

2. Check out our new post coming out soon!

3. Follow us to stay up to date with all the latest news!

4. Leave a comment and don't forget to follow us!

5. Experience our content by following us!

6. Have you seen our latest post? Follow us for more!

7. Thanks for checking us out! Don't forget to follow our page!

8. Follow us to be a part of our community!

9. Follow us so you don't miss out on any updates!

10. Follow us and join our army of followers!

意见和反馈

1. We appreciate your feedback and we'll take it into consideration

2. Thanks for the positive feedback, it means a lot!

3. We're glad to hear you're enjoying our content!

4. We're thrilled to receive such great feedback from you!

5.We're always looking for ways to improve, thanks for your feedback!

6.We love hearing from our followers!Keep the feedback coming!

7. Thank you for the honest feedback,we appreciate it!

8.Your feedback is valuable to us,please keep it coming!

9. We appreciate your feedback and we'll work to improve!

10. We hear you and we value your feedback! Thanks for sharing!

Module 4. Overseas social media copy-writing festival cases in a year

Introduction

For cross-border e-commerce sellers and marketers, whether traditional holidays or shopping festivals, carnivals, and other events, festivals are unique opportunities to connect with current and potential customers. Effective marketing strategies during the holiday season can enhance brand image and increase sales.

1. List a holiday calendar

When developing a festival marketing strategy, it is crucial to reserve enough time to execute events and campaigns. After all, it's a busy season for suppliers, customers, and agents. At the same time, the timely launch of holiday marketing plans can give consumers time to make purchase plans. The best way to ensure everything runs smoothly is to create a calendar of festival events throughout the year.

2. Get to the essence

The copywriting for the holiday season should have a theme that connects the brand with the holiday connotation in a memorable way.

3. Use contests and promotions

The holidays are an excellent time for brands to launch competitions and promotions. For many consumers, the holidays are a great time to shop. The festival itself and brand promotions encourage them to buy things. A 2023 survey showed that 94 percent of respondents were excited to shop during the holiday season. These categories include clothing, mobile phones, home appliances, and electronics.

4. Leverage online activity

Marketing strategies during the holiday season should also focus on online activities. A brand's social media copy can convey the holiday spirit through images and videos. Keep in mind the hashtags included in the post. The appropriate use of hashtags is conducive to attracting traffic. Corporates may update their websites,

from colors to ICONS, to meet with specific festivals. Corporating with KOL to spread the festival brand message where the budget allows, which can improve the discoverability of products and promotions.

5. Encourage discussion

Whether through a website or social media account, cross-border e-commerce sellers today have multiple platforms to reach their audience. Whether it is a festival or a typical day, we can increase customer communication and user stickiness by publishing discussion topics. For example, businesses can post on Instagram asking followers what they're most interested in this holiday season. The team can then respond to user reviews, providing personalized responses that users remember. The team must respond to negative and positive comments. If a user posts a negative message and the company doesn't respond, it sends an error message to other followers and customers.

The festivals are an excellent opportunity for brands to create beautiful experiences with consumers. Events, promotions, and other activities will help increase customer engagement and loyalty through

Task 1. Overseas social media marketing copy-writing festival cases in Q1

1.1 Preparation

Words and phrases:

1. country   [ˈkʌntri]   国家
2. especially   [ɪˈspeʃəli]   尤其是
3. ancient   [ˈeɪnʃənt]   古代的;古老的
4. due to   由于
5. culture   [ˈkʌltʃər]   文化
6. religious   [rɪˈlɪdʒəs]   宗教的
7. belief   [bɪˈliːf]   信仰
8. habit   [ˈhæbɪt]   习惯
9. region   [ˈriːdʒən]   区域
10. custom   [ˈkʌstəm]   习俗
11. carnival   [ˈkɑːrnɪvl]   嘉年华
12. calendar   [ˈkælɪndər]   日历
13. strategy   [ˈstrætədʒi]   策略
14. theme   [θiːm]   主题
15. hashtag   [ˈhæʃtæg]   话题标签

Sentences:

1.No matter what country in the world, people are full of good hopes for the New Year, and marking the beginning of the New Year is a common custom in all regions. 无论世界上哪个国家，人们都对新年充满了美好的希望，标志着新年的开始是各个地区的共同习俗。

2. Many countries have a traditional carnival festival; masquerade balls, floats, masks, and banquets are some of the main features of Carnival. 许多国家都有传统的狂欢节；化妆舞会、花车、面具和宴会是嘉年华的一些主要特色。

3. Connect the best-selling products with the theme of Valentine's Day and launch theme promotion activities. 将畅销产品与情人节主题联系起来，并推出主题促销活动。

1.2 Reading

New year

The New Year, the first day of the year, is a popular holiday in most countries. All countries in the world, especially in ancient times, have different dates for the New Year, and most countries in the modern world set January 1 as the new year. Due to the diverse history, culture, religious beliefs, and national habits of each country and region, they all have different customs to celebrate the New Year. However, no matter what country in the world, people are full of good hopes for the New Year, and marking the beginning of the New Year is a common custom in all regions.

Carnival

Carnival is usually a Christian festival of feasting and revelry before Lent, originally extended from the Lord's Day to the Day before Lent, and now usually limited to a few days before Lent. Popular in Europe and America. Many countries have a traditional carnival festival; masquerade balls, floats, masks, and banquets are some of the main features of Carnival; it originated in non-Christian festivals such as the Greek festival of Dionysia, the Roman festival of Saturnalia and Lupercalia, and Celtic religious ceremonies. Carnival is usually in February and March.

Valentine's Day

Valentine's Day, also known as St. Valentine's Day, the date of February 14 in the Gregorian calendar every year, is one of the traditional festivals in Western countries. Today, it has become a famous romantic holiday worldwide, but people in different countries show their love differently. In China, the traditional Qixi Festival is our Valentine's Day. Social media marketing strategy: 1. Connect the best-selling products with the theme of Valentine's Day and launch theme promotion activities; 2. combined with their brand or product, share helpful knowledge related to Valentine's Day theme; 3. Use combined marketing tags # company-unique tags +# theme hot tags, and raise relevant issues with discussion value to stimulate users to create content; 4. create interactive applications or experiences, such as Valentine's Day-themed brand stickers, magic emojis, etc., which can inspire users to make and share interactions on their own; 5. Remember singles. Use hashtags associated with singles celebrating Valentine's Day.

TIPS: Q1, First Quarter including January, february, March

Q2, Second Quarter including April, May, June

Q3, Third Quarter including July, August, September

Q4, Fourth Quarter including October, November, December

1.3 Writing Template

2023 新年营销

30 个新年主题海外社媒文案

1. 2023, you're toast.

2. Cheers to 2024.

3. Looking back on 2023 and feeling grateful.

4. This new year is gonna be good.

5. The best endings always have confetti.

6. All that glitters isn't gold, but at least it's still cute.

7. Here's to 12 new chapters.

8. A new year is a chance to start over.

9. Counting down to new adventures.

10. Cheers to 365 new chances.

11. Celebrate what you want to see more of.

12. Grateful for every day of the last year, and excited for each day ahead.

13. It's the final countdown.

14. All dressed up with a whole year to go!

15. This is just the beginning.

16. New year. New dreams. New chances.

17. Dress for the year you want.

18. New year, new me.

19. The time is now.

20. What's coming is better than what's going.

21. Watch out 2024,because here I come.

22. Ringing in 2024 in style!

23. See you next year!

24. Ring out the old and ring in the new.

25. Cheers to the people who love us, the losers who lost us, and the lucky ones who get to meet us.

26. Glitter is my favorite color.

27. I've got a bubbly personality!

28. The best is yet to come.

29. Cheers to another year! Here's to whatever comes next.

30. New year. Same me. Bigger goals.

狂欢节

10 个庆祝文案

1、 Once you have experienced carnival, you can get out of that place but your heart cannot.

2、 Carnival holds lots of colorful and wonderful colors and experiences.

3、 Remember the days when we could have all the fun.

4、 Be happy under the stars and enjoy yourself to the fullest.

5、 There's nothing like the carnival in the whole world.

6、I might have gotten old for this, but I still won't stop going to the carnival.

7、 It's the only place where you get to see your friends, your best friends, your exes etc.

8、 Life seems beautiful when you are living your best life in Coachella.

9、 Life is too short to worry about all the unnecessary things in life.

10、 Heal your inner wounds, go to a carnival.

HASHTAG 主题合集

#carnival #soca #carnaval #caribbean#trinidadcarnival #trinidad #party #music #love#jamaica #miamicarnival #travel #carnevale#dancehall #fete #photography#socamusic#nottinghillcarnival #fun #grenada#trinidadandtobago #art #festival #jouvert#costume #barbados #carnivalcruise #mas#reggae #culture

在 Instagram、Twitter、Facebook、Tumblr、TikTok、Youtube 上流行的最佳狂欢节标签

情人节主题营销

庆祝节日的营销文案

1. Find joy in everything you choose to do. We look forward to seeing you again soon. Happy Valentine's Day!

2. Wishing you everything that makes you happiest, today and always. Happy Valentine'5s Day!

3. You give love, you'll get it back, and today seemed like the perfect day to let you know.

Happy Valentine's Day from us to you.

4. We love what we do because of people like you. Wishing you a happy Valentine's Day.

有趣的节日营销文案

1. First best is falling in love. Second best is being in love with our store.

2 .Here's to being your emergency contact someday.

3. You can't put a price tag on Iove. But you can on our [Insert most popular product].

4. Boyfriends and girlfriends will come and go, but our business is for life.

5. If love is blind, why is our product so popular?

6. We're the best business to spend this annual obligation with.

活动互动营销文案

1. We love our followers, so we're giving back to you! Comment your best romantic date and be entered into a contest to win 2 free glasses.

2. Are you feeling bold? Send us your worst date and be in the run to win a $100 gift card.

3. Valentine's Day Contest! Tag your Valentine for a chance to receive a discount!

4. Post a pic of your favorite dish from our restaurant and use the #ValentinesDay [your business name] to win 50% off us.

热门 hashtag

#VALENTINEGIFT#VALENTINESDAYGIFT#GIFT #GIFTS#HAPPYVALENTINESDAY

#VALENTINE(S)#VALENTINESDAY#LOVE#GIFTIDEAS#FOLLOW#COUPLEGOALS
#INSTAGOOO#KADOVALENTINE#HANDMADE#HEART#CHOCOLATE#LIKE
#SANVALENTINO#FLOWERS#BOUQUET#SINGLE #GALENTINESDAY
#ANTIVENTINESDAY#SINGLESAWARENESSDAY#WHONEEDSAVALENTINE

1.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

culture	嘉年华
belief	日历
habit	习俗
region	话题标签
custom	信仰
carnival	区域
calendar	文化
strategy	策略
theme	习惯
hashtag	主题

Section B:Design a New Year poster for the product you selected in Module 1, which includes images and copywriting.

Section C:Design a Carnival poster for the product you selected in Module 1, which includes images and copywriting.

Section D： Design a Valentine's Day poster for the product you selected in Module 1, which includes images and copywriting.

Task 2. Overseas social media marketing copy-writing festival cases in Q2

2.1 Preparation

Words and phrases:

1. humor   [ˈhjuːmə(r)]   幽默
2. legal   [ˈliːgl]   法律的;法定的
3. play trick on   开…的玩笑;
4. awareness   [əˈwernəs]   认知
5. traffic   [ˈtræfɪk]   信息流量
6. disaster   [dɪˈzæstər]   灾害
7. awkward   [ˈɔːkwərd]   笨拙的
8. symbol   [ˈsɪmbl]   象征
9. decoration   [ˌdekəˈreɪʃn]   装饰
10. package   [ˈpækɪdʒ]   包装
11. be regarded as   被视为
12. resonance   [ˈrezənəns]   引起的联想(或共鸣)
13. issue   [ˈɪʃuː]   问题
14. launch   [lɔːntʃ]   发起;发行
15. in advance   提前

Sentences:

1. E-commerce sellers can enhance brand awareness or product home page traffic through humorous copywriting.

2. During the festival, people give Easter eggs to each other, symbolizing life and prosperity.

3. We recommend starting preheating at the end of April, using local expression and creation content to arouse resonance, taking "feminism" as the core, injecting social issues,.

4. Strengthen the layout of social media marketing, and carry out topic and activity interaction around the theme.

2.2 Reading

April Fools' Day

April Fool's Day (April Fool's Day), also known as All Fools' Day, humor Day, time

on April 1, is not recognized as a legal holiday in any country. The most typical activity of April Fool's Day is that everyone jokes with each other and plays tricks on each other. E-commerce sellers can enhance brand awareness or product home page traffic through humorous copywriting. However, too many jokes may become a marketing disaster. Top of the list is Google, whose annual April Fool's Day prank is probably the most anticipated by Internet users. Many websites in China will also publish their April Fool's Day pages. What about Overseas social media articles? Six creative points: 1. in a fun holiday atmosphere, promote "new" products or services (not necessarily their good, innovation opportunities); 2. share interesting/awkward things about the company's business/themselves (not necessarily true, the focus is exciting and resonant); 3. a trick on a specific day, For example, update the logo to become more interesting ˜(remember to change back the next day!) 4. Make or share April Fool's Day videos 5. launched a prize to those who share stories and other activities so that more people participate in sharing favorite pranks or jokes; 6. Please keep it simple and select a funny picture to celebrate April Fool's Day, a delightful and fun-filled day.

Easter

Easter is an important Western festival, the first Sunday after the spring equinox every year; because the spring equinox changes every year, the specific date of Easter is uncertain every year, roughly between March 22 and April 25. During the festival, people give Easter eggs to each other, symbolizing life and prosperity; another symbol of Easter is the bunny; because it has a solid reproductive ability, people regard it as the creator of new life. Adults vividly tell children that Easter eggs will hatch into bunnies during the festival. Many families will also put eggs in the garden lawn and let the children play egg hunt games. Easter eggs and bunnies are also popular items during the holiday season. In addition, lilies are the central flower used during Easter. Three essential overseas social media marketing strategies: 1. Event marketing. On the eve of Easter, activities can be launched to inspire users to celebrate Easter, such as sharing holiday decorations, rewarding interactions to answer questions related to Easter, etc. 2. Festival content marketing. They are integrating marketing elements related to the Easter theme with brands, products, etc. 3. Launch festival activities and promotions, making discount promotion (the most direct and effective way), gift card promotion, free shipping, gift box packaging, and gift giving (such as rabbit dolls, colored eggs, etc.).

Mother's Day

Mother's Day is a day to thank mothers. Modern Mother's Day originated in the United States and is celebrated on the second Sunday of May every year. Mothers usually receive gifts on this day. Carnations are regarded as flowers dedicated to mothers, while the Chinese mother flower is hemerocallis, also known as nepenthes. We recommend starting preheating at the end of April, using local expression and creation content to arouse resonance, taking "feminism" as the core, injecting social issues, such as independence and freedom, formulating promotional plans, optimizing supporting services, such as particular goods, holiday gift boxes, accessible experience, etc., use local KOL, and promote the development of social

media marketing. KOL categories can be fashion, beauty, family, etc. ; output content types can make unbox evaluation, sitcom, etc.

Father's Day

Father's Day, as the name suggests, is a day of Thanksgiving for fathers. At about the beginning of the 20th century, it originated in the United States and has spread widely around the world; the date of the festival varies by region. The most widespread date is the third Sunday in June each year, and 52 countries and areas in the world celebrate Father's Day on this day. There are various ways to celebrate the holidays, including giving gifts, family dinners, or activities. Five must-know data and strategies for Father's Day marketing: 1. 44% of consumers are looking for unique or different gifts, focusing on personalized and customized to express love. Marketing Tip: Add custom gameplay in theme/product marketing to create differentiated products and increase a brand premium. 2. 85% of American consumers spend the most on going out activities, paying attention to experience and memory, and special outing has become popular. Marketing Tip: dinner parties, outdoor activities, and other scenes; 3. 47% of women plan to buy gifts for their husbands on Father's Day. Marketing Tip: Launch a list of gifts suitable for wives to their husbands before Father's Day; Emphasize the meaning of gifts to husbands and families in marketing, linking the purchase of gifts to strengthening family feelings; 4. 40% of consumers plan to buy gifts online, and 22% choose to buy gifts at specialty and discount stores. Marketing Tip: Thematic promotions are an excellent way to increase sales; 5. 46% of Gen Z consumers use social media to get gift inspiration. Marketing Tip: 2-3 weeks in advance, strengthen the layout of social media marketing, and carry out topic and activity interaction around the theme.

TIPS: Gen Z(Generation z) 也被称为互联网世代、网络世代。意指在 1995-2005 年出生的一代，他们自出生起就受到互联网的影响，众多科技产品围绕在他们身边。

2.3 Writing Template

「愚人节」April Fools' Day
30 个直接套用的节日营销文案
1、 Tricks And Fun, April Fools Has Begun.
2、 Sale! thrill and chill.
3、Impossible is a word to be found only in the dictionary of fools.
4、You would be crazy to miss this April fool sale.
5、 Our sale will save you from getting fooled.
6、 Yahoo! It's April fool sales day.
7、 Only fools will miss this sale.
8、 Big buys with big deals in April fool's day.
9、 If you don't believe us you will waste money.
10、 Fool Me Once, Shame On You; Fool Me Twice, Shame On Me.
11、 We will not fool you, sale time running out.
12、 Keep calm, its only April fool's day.

13、 Let others be a fool, while you enjoy the amazing discounts.

14、 Stay indoor and shop.

15、 30% off on everything this April fool.

16、 Nothing is on sale, just kidding

17、 Don't be a fool, Buy from us and be cool.

19、 A new shade of new April fool sale.

20、 Everything is funny as long as it is happening to somebody else. Happy April Fool's

Day!

April Fools' Day18 个海外社媒热门话题标签

#happyaprilfoolsday#happyaprilfools#aprilfools#aprilfool#aprilfoolday#aprilfool sday

#aprilfoolsjoke#pranks #prank#aprilfoolprank#aprilfooled#aprilfoolsbaby#funny #comedy#laugh#joke#easter#funnymemes

复活节」Easter 30 个可直接套用的节庆营销文案

1、Happy Easter! Happy Spring! Happy happy everything!

2、 Easter: My favorite excuse to eat chocolate for every meal.

3、 Have an egg-cellent Easter.

4、Easter always puts a spring in my step.

5、A balanced diet is chocolate in both hands.

6、 Here's to chocolate, flowers and springtime.

7、 Wishing you all the joys of Easter.

8、 Follow the bunny, he has the chocolate.

9、 Hippy, Hoppity, Easter's on its way!Here comes 品牌名.

10、Bunny kisses and Easter wishes.

11、 No matter how long the winter, spring is sure to follow.

12、 Easter is the time to rejoice and be thankful for the gift of life, love and joy.

13、 Easter is not just about eggs and candy. It is also about peace, love and family.

14、 Who says easter egg hunts are only for the kids!

15、 On Easter, an acceptable balanced diet is chocolate, chocolate and more chocolate!

16、 I'm very good at hiding chocolate, too...in my stomach.

17、 You're never too old for the egg hunt.

18、 When life gives you lemons, throw it back and ask for chocolate.

19、Easter eggs hunts: Proof your child can find things when they really want to.

20、 How do you make Easter easier? Replace the "t" with an "i".

「复活节」Easter30 个海外社媒营销热门 hashtags

#EasterSpecial#EasterFoodie#EasterBrunch#EasterDress#EasterSelfie

#EasterChocolate#DontWorryBeHoppy#EasterParade#ChocolateBunny

#SpendingEaster WithFamily#happyeaster #eastersunday#easter

#easterbunny #eastereggs #easterweekend#easterdecor #easteregghunt

#easterbasket #easterholidays#middleeastern #eastertime #eastercake

#easterdinner #rabbitsunited #ilovemybunny#bunnies #instarabbits

#easterrabbit#bunnyoftheda

母亲节主题10个可套用的营销文案

1．Happy Mother's Day to the woman who taught me how to be strong, brave, and unconditional in my love.

2．To my beautiful mother, thank you foralways being my biggest cheerleader.

3． I may have outgrown your lap, but I will never outgrow your love.

4、Thank you for always being there for me, Mom.I love you to the moon and back.

5、Happy Mother's Day! We might be miles apart right now, but l'm sending you lots of love and warm wishes as I celebrate how amazing and irreplaceable you are in my life.

6、My mother's hug can cure anything.

7、Thanks for always believing in me, Mom.

8、 Even on my worst days, I swear I love you to the moon and beyond.

9、Thanks for always carrying me to my bed whenever I fell asleep on the couch.

10、 Mom, I adore all your imperfections!

母亲节主题 社媒热门话题标签

#mothersday #love #happymothersday #mom #mother #mothersdaygift #giftformom #family #momlife #motherhood #mama #motherday2023 #gift

父亲节主题8个可套用的节庆文案

1.Thanks,_Dad,for_everything you do for us. Happy Father's Day!

2.Happy Father's Day! Thank you for always being there for us.

3.Happy Father's Day to the best dad in the whole world!

4.To the world's greatest dad from the world's greatest kids, we hope you have a brilliant Father's Day!

5.Thanks for all the fun times we've shared together. You're such a cool dad! Happy Father's Day!

6.Thank you for all the many sacrifices you have made for our family and all the joy you bring into our lives. Happy Father's Day.

7.Dad, I'm so grateful for all your guidance and wisdom.You really are the best! Happy Father's Day!

8.Every year that goes by, the more l appreciate just how much you have done for me and how many sacrifices you've made. I just can't thank you enough!I hope you have a great Father's Day!

父亲节主题2023 Best Hashtags grow your Ins,tiktok..

#fathersday #fathersdaygifts #dad #happyfathersday #love #family #daddy #fathers #giftideas #daddysgirl #mensfasion #fatherhood #fathersdaygiftideas #dadlife #fatherandson #instagood #handmade #familytime #diadelpadre #giftsforhim #shoplocal#smallbusiness

2.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

disaster	法律的;法定的
issue	认知
legal	信息流量
be regarded as	灾害
awareness	笨拙的;尴尬的
awkward	象征
in advance	包装
traffic	被视为
symbol	问题
package	提前

Section B: Design a April Fools' Day poster for the product you selected in Module 1, which includes images and copywriting.

Section C: Design a Ester poster for the product you selected in Module 1, which includes images and copywriting.

Section D： Design a Mother's Day poster for the product you selected in Module 1, which includes images and copywriting.

Section E： Design a Father's Day poster for the product you selected in Module 1, which includes images and copywriting.

Task 3. Overseas social media marketing copy-writing festival cases in Q3

3.1 Preparation

Words and phrases：

1. lead up to   导致
2. occur   [əˈkɜːr]   发生
3. campus   [ˈkæmpəs]   校园
4. tour   [tʊr]   参观
5. aim to   旨在
6. off-season   淡季
7. retail   [rɪˈteɪl]   零售
8. average   [ˈævərɪdʒ] 平均的
9. expect   [ɪkˈspekt]   预期
10. stationery   [ˈsteɪʃəneri] 文具
11. category   [ˈkætəgɔːri] 类别
12. static   [ˈstætɪk]   静态的
13. dynamic   [daɪˈnæmɪk]   动态的
14. million   [ˈmɪljən] 百万
15. dormitory   [ˈdɔːrmətɔːri] 学生宿舍

Sentences：

1. Back-to-School aims to welcome new students into campus life and create a connection between old and new students.
返校季旨在欢迎新生进入校园生活，并在新老学生之间建立联系。

2. July and August are the off-season for cross-border e-commerce, but consumers still have shopping needs, and there should be corresponding marketing plans during this period.
7 月和 8 月是跨境电商的淡季，但消费者仍有购物需求，这段时间也应该有相应的营销方案。

3. Research data shows that about 600 million Emojis are sent daily in China, and the actual popularity of Emojis is closely related to the widespread use of social media platforms.
研究数据显示，中国每天发送约 6 亿个表情包，表情包的实际流行与社交媒体平台的广泛使用密切相关。

3.2 Reading

Back-to-School Sales

Back to School in the United States are the weeks leading up to the start of the new school year, which refers to the various activities and ceremonies that usually occur in late August or early September. The week usually includes dances, sports games, social events, and campus Tours. Back-to-School aims to welcome new students into campus life and create a connection between old and new students. July and August are the off-season for cross-border e-commerce, but consumers still have shopping

needs, and there should be corresponding marketing plans during this period. According to the National Retail Federation (NRF), in the 2022 back-to-school season, the average U.S. household plans to spend $864.35, and overall spending is expected to reach $36.9 billion—hot back-to-school season stationery, electronic equipment, dormitory supplies, clothing bags, and so on.

World Emoji Day

World Emoji Day is on July 17 every year. In recent years, the category of "Emoji" has long been not limited to emojis but a variety of static or dynamic emojis. Research data shows that about 600 million Emojis are sent daily in China, and the actual popularity of Emojis is closely related to the widespread use of social media platforms.

3.3 Writing Template

Back to School Sales Copywriting ideas:

1. Post back-to-school promotions, such as discounts, giveaways, or buy one and get free promotions, to attract more fans to buy your product. Suitable for merchandise sales accounts.

2. Publish a recommended list of must-have items for back-to-school season, which can guide fans to purchase these items in your store, especially for accounts selling daily necessities for students.

3. You can also post some tips or stories about the beginning of the semester, such as how to study effectively and deal with the pressure of the new semester, to increase the interaction with fans and improve the influence of the account. Suitable for education or personal development accounts.

Hashtag

#BackToSchoolSales #BackToSchool #SchoolSupplies

#Sales #Promotion

World Emoji Day Copywriting ideas:

1. Post a photo or text composed of emojis to challenge fans to interpret its meaning and increase interaction. Suitable for all types of accounts.

①It's World Emoji Day today! We've got five classes below, all represented by emojis – see if you can guess which ones they are!

② Happy World Emoji Day! Which hero do these emojis represent?

2. Post an emoji quiz like "What kind of emotion are you?" "Or" What is the most common emoji you use?" And encourage fans to participate. Suitable for entertainment, games, and personal growth accounts.

① Happy World Emoji Day!We can't help but join in on the fun! Share your all-time favorite emoji in the comments below and let's celebrate together! Here are ours: Emoji Can't wait to see yours!

② worldemojiday Describe your crew using only emoji。

③It's World Emoji Day! Show us your last 3 emojis! Let's see who had the most vibrant emoji palette!

④Describe Your Feeling with Emoji! Mine are: What's yours?

⑤ It's world emoji day! Here's an emoji telling of the rollercoaster of freelance life

3. If it is a product sales account, it can launch emoticon-related products or hold emoticon-themed promotional activities to attract fans to buy.

Emoji+ Products: If your brand is snacks, soft drinks, toys, etc., you can try this fun design

It's World Emoji Day, and we're expressing our joy the delicious way with emojis! Let's spread smiles and chocolatey vibes on this special day!

3.4 Practice

Section A: Pair off each word or phrase in the first column with its Chinese

dormitory	导致
tour	发生
average	校园
retail	参观
lead up to	旨在
aim to	淡季
occur	零售
campus	平均的
category	类别
off-season	学生宿舍

Section B: Design a Back to School Sales poster for the product you selected in Module 1, which includes images and copywriting.

Section C: Design a World Emoji Day poster for the product you selected in Module 1, which includes images and copywriting.

Task 4. Overseas social media marketing copy-writing festival cases in Q4

4.1 Preparation

Words and phrases:

1. traditional　　[trəˈdɪʃənl]　传统的
2. moment　　　[ˈmoʊmənt]　瞬间;时机
3. dress up　　　盛装打扮
4. homepage　　[ˈhəʊmˌpeɪdʒ]　主页
5. giveaway　　　[ˈgɪvəweɪ]　赠品
6. discount　　　[dɪsˈkaʊnt]　折扣
7. merchant　　[ˈmɜːrtʃənt]　商人;批发商
8. profit　　　　[ˈprɒfɪt]　利润
9. be insulated from　与…绝缘
11. stipulate　　[ˈstɪpjuleɪt]　规定;明确要求
12. banquet　　[ˈbæŋkwɪt]　宴会
13. countdown　[ˈkaʊntdaʊn]　倒计时
14. initiate　　　[ɪˈnɪʃiət]　发起;开始
15. quizz　　　[kwɪz]　问答;测验

Sentences:

1. To celebrate the arrival of Halloween, children will dress up as a variety of lovely ghosts to knock on the door and ask for candy.
为了庆祝万圣节的到来，孩子们会打扮成各种可爱的鬼魂来敲门并索要糖果。

2. Because shopping malls in the United States generally record deficits in red and profits in black, and this Friday after Thanksgiving, when people frantically rush to make purchases, mall profits increase significantly; hence it is called Black Friday by merchants.
因为美国的购物中心通常以红色记录赤字，以黑色记录利润，而感恩节后的这个星期五，当人们疯狂地抢购时，购物中心的利润大幅增加；因此它被商人称为黑色星期五。

3. Publishing Christmas-themed competitions and inviting users to participate in content creation on social media platforms increases interaction and extends the brand's promotional chain.
在社交媒体平台上发布圣诞主题比赛并邀请用户参与内容创作，增加了互动，延伸了品牌的宣传链。

4.2 Reading

Halloween

Halloween, on November 1st every year, is a traditional Western festival; And Halloween Eve on October 31st is the most lively moment of the celebration. To celebrate the arrival of Halloween, children will dress up as a variety of lovely ghosts to knock on the door and ask for candy. Halloween overseas marketing ideas: 1. Change the overseas social media homepage cover 2. Giveaway activity 3. Halloween-themed photo contest 4. Offer discounts 5. Focus on promoting

Halloween-related products 6. Participate in or sponsor local community Halloween events 7. Encourage fans to create UGC 8. free Halloween-themed branded merchandise.

Black Friday

Christmas shopping in the United States usually starts after Thanksgiving. On this day, shopping malls in the United States will launch many discounts and promotions to hold their last large-scale promotion at the end of the year. Because shopping malls in the United States generally record deficits in red and profits in black, and this Friday after Thanksgiving, when people frantically rush to make purchases, mall profits increase significantly; hence it is called Black Friday by merchants. Merchants expect to make the most profit for the year through the Christmas shopping that starts on this day.

Thanksgiving is a unique holiday in the United States and a time for American families to gather together. In 1941, the United States Congress officially designated the fourth Thursday of November as "Thanksgiving Day ."The Thanksgiving holiday usually lasts from Thursday to Sunday. In addition to the United States and Canada, some countries, such as Egypt and Greece, have their own unique Thanksgiving Day. Still, European countries like the UK and France are insulated from Thanksgiving Day.

Christmas

There was no correct date of the Nativity of Jesus' birth in the Bible. In 336 AD, the Roman Church began celebrating this festival on December 25th. December 25th was originally the sun god's birthday stipulated by the Roman Empire. The spread of Christmas customs to Asia was mainly in the mid-19th century. On Christmas Day, it has become common in the West to exchange gifts, hold banquets, and add a festive atmosphere with Santa Claus, Christmas trees, etc. Christmas has also become a public holiday in the Western world and many other regions. Christmas overseas marketing ideas: 1. Christmas countdown, we can use this marketing node to preheat, post backward, and prolong the social media popularity cycle. Count down Christmas through posts or Instagram flash content and redirect it daily to other sites. 2. Initiate UGC competition. Publishing Christmas-themed competitions and inviting users to participate in content creation on social media platforms increases interaction and extends the brand's promotional chain. 3. Collaborating with KOL to create creative Christmas-themed content is beneficial for expanding brand influence and reaching a wider audience. 4. Create a Christmas gift list. Playing the warmth card to create various Christmas gift lists for users, with brand products embedded in the middle, promotes user shopping behavior. 5. Christmas GIVEAWAY activities. Giveaway activities on social media are the easiest to increase homepage interaction. On Christmas Day, we can offer benefits to users through small games, quizzes, and other forms

TIPS:UGC, refers to user-generated content related to original content. The concept of UGC originated on the Internet, where users display or provide their original content to other users through Internet platforms. UGC emerged with the Web 2.0 concept that advocates personalization as its main feature, also known as User created Content (UCC). It is not a specific business but a new way for users to use

the Internet, which has shifted from a focus on downloading to both downloading and uploading. With the development of internet applications, the interaction between network users has been reflected, with users being both viewers and creators of network content.

4.3 Writing Template

30 个万圣节文案活动促销类

1. Be "Boo-tiful" this Halloween! Shop now on WeiEast.com(替换品牌)! All treats,no tricks!

2. Halloween is coming... shop now for terrifying treats

3. BOO! Get 20% off everything!

4. Scary-Good Deals. Creep it real.

5. 15% Off All Ghoulish Goodies

6. We Wouldn't Trick You - Here's an Early Treat.

7. Screaming deals on Halloween snacks（替换折扣产品）+free shipping.

8. Check Out These Bone Chilling Discounts!

9. Halloween Hijinks - 20% Off Everything!

10. No tricks! Only treats! Enjoy DOUBLE points on all purchases today

11. No tricks, only treats this Halloween! USA online store（替换相关活动）coming soon!

12. Don't be haunted by bargains you missed!

13. You've Got 2 More Days To Treat Yourself

14. Don't get spooked! We just want to offer you $5!

15. Shop the boo-tique!

30 个万圣节文案节日氛围类

1. Trick-Or-Treat Yourself

2. In the spirit of Halloween

3. You deserve a treat, too.

4. Get Your Halloween Treats Before They Vanish

5. October is Here! See these Spooky Savings Halloween.

6. Are You Ready To Get Spooky?

7. Put Some Boo in Your Next Book(替换品牌品）Order.

8. Arrrre You Going to Be a Pirate(替换相关形象）This Halloween?

9. Have a Fang-tastic Halloween

10. You are cordially uninvited to the Halloween party.

11. Get Vamped Up for Halloween!

12. Party at Topgolf(替换品牌名） this Halloween!

13. Get the party started with Domino's(替换品牌

14. Get In The Halloween State Of Mind

15. Le freak? C'est chic.

万圣节热门话题标签

#Halloween#Halloween2022#HalloweenCostume#scary#spooky#october#31

#31NightsofHalloween#envywear#PleaseForgiveMe#boo#scared#costume#ghost

#pumpkin#pumpkins#carving#candy#BringOnTheCandy#orange#jackolantern
#creepy#fall#trickortreat#trick#treat#instagood#holiday#hauntedhouse#haunted
#horror#spookyseason#halloweenmakeup#happyhalloween#halloweendecor
#horrormovies#cosplay#witch#halloweenparty

黑五大促
30个海外社媒文案
促销类
1. Cyber Monday hot deals inside! Starting at -30%!
2. 【品牌名】 amazing Black Friday deals.Grab them now!
3. "Hurry!【品牌名】 hot deals starting at -25%!
4. Pardon our Black Friday craziness. 50% off on ENTIRE STOCK!
5. Happy Black Fri-yay! Let's celebrate with amazing deals & more.
6. Get our premium backpacks【可替换产品】 on a 15% discount. Valid only today.
7. Black Friday Sale-20% OFF EVERYTHING 'til Midnight!
8. Black Friday Alert! The deals you have been waiting for are finally here!
9. Black Friday Deals‐11(o
10. Are you ready for our pre-Black Friday sale?
11. Black Friday – still Friday. just better.
12. Don't get stuck in offline Black Friday lines. Check our offer and shipping options.
13. Rise and shine... I mean, shop. 45% OFF only this week.
14. 25% off storewide." Happy Thanksgiving!
15. Last day! 40% discount. Hurry up!

黑五大促 30个海外社媒文案
宣传类
1. Outta my way.it's Black Friday.
2. Things I love to hear: 1) I love you 2) That's on sale.
3. When in doubt, shop it out.
4. FriYAY.
5. Whoever said that money can't buy happiness simply didn't know where to go shopping
6. Shopping is my cardio.【出自欲望都市台词】
7. Crying is for plain women.Pretty women go shopping 【出自奥斯卡王尔德】
8. Black Friday
9. Friday is just the beginning... New goods and deals on Cyber Monday.
10. Santa couldn't reach everyone. Now he fulfills kids' and adults' wishes at our store.
11. It's now or never... Ready?
12. Want to get the best deals this year?
13. Ready for a Black Friday Sale? Big discounts inside.
14. Life is short.Buy new shoes 【可替换产品】.
15. Treat yourself

黑五大促 20个海外社媒 HASHTAG
#love#blackfriday#blackweek#blackfridaydeals#thanksgiving#blackfridaysale
#blackfriday2022#smallbusiness#blackfridayshopping#onlineshopping#cybermonday

#beauty#promo#deals#fashion#discount#christmas#blackfridaybrasil(替换国家)
#shopping#blacknovember

圣诞节营销30个圣诞主题海外社媒文案
1. Oh deer.
2. Dear Santa, define 'nice'.
3. A perfect Christmas tree? All Christmas trees are perfect.
4. Santa's favorite.
5. Candy cane wishes.
6. Spark and shine, it's Christmastime.
7. Jingle bell rockin'.
8. Joyeux Noel.
9. May this Christmas outshine the rest.
10. Sending you gingerbread hugs and peppermint kisses.
11. There's snow place like home.
12. Make it a December to remember.
13. Merry everything and happy always.
14. Christmas Magic is in the air.
15. Tis the season to sparkle.
16. May your days be merry and bright.
17. You can find me under the mistletoe.
18. Happy holidays from all of Santa's little elves.
19. We're just like a bunch of candy canes:sweet and slightly twisted.
20. All spruced up.
21. Not a creature was stirring, not even a Mouse.
22. I'm only a morning person on December 25th.
23. Today's to-do list: snuggle up by the tree with a mug of hot cocoa.
24. It's the most wonderful time of the year.
25. The world changes when it snows.
26. You rock my Christmas socks.
27. We've got chemis-tree.
28. Christmas time and I'm feelin' pine.
29. Love at frost sight.
30. We're definitely on the cute list.
31. Do something creative - and win!
32. Guess or vote - and win!
33. Follow or tag - and win!
34. Write - and win!
35. Share Christmas photos - and win!

圣诞节营销 TOP10 热门 Hashtags
#christmas#christmastree#christmasdecor#xmas#merrychristmas#love#christmastime
#winter#handmade#natale#christmasmood#christmascountdown#christmaseve
#christmasgifts#santa#christmasdecorations#christmasiscoming#holidays#holiday

#navidad#santaclaus#christmaslights#noel#december#family#gifts#snow
#bhfyp(best hashtag for your post)

4.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

giveaway	瞬间;时机
banquet	主页
stipulate	赠品
discount	折扣
moment	倒计时
homepage	利润
merchant	规定;明确要求
quizz	宴会
profit	商人;批发商
countdown	问答;测验

Section B: Design a Halloween poster for the product you selected in Module 1, which includes images and copywriting.

Section C: Design a Black Friday poster for the product you selected in Module 1, which includes images and copywriting.

Section C: Design a Christmas poster for the product you selected in Module 1, which includes images and copywriting.

4.5 Refernces

海外社媒一周发帖计划分享

Sunday：FUNNY SUNDAY, create/share some funny picture with our products/brand.

周日适合来点轻松的东西，因为第二天马上就是工作日了，这时候可以发一些比较有趣的内容，所以我自己的计划是会发一些与品牌或产品相关的搞笑表情包；

LUMIN.SKIN 是一个专注于男性护理的品牌,重点:他们的表情包都会结合产品去创作，每次我都会从他们的账号吸取到很多灵感，大家可以看一看，他们的表情包很有趣。
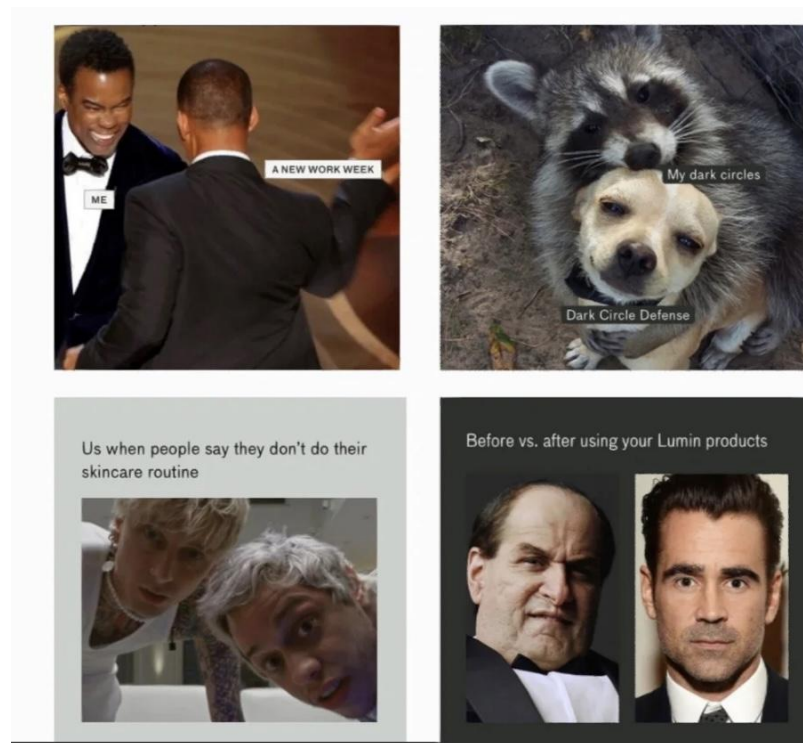
Monday：MOTIVATIONAL MONDAY,any motivatied quotes/picture/reveiw.

周一就到了要上班的时候,大家的心情估计都一样,毕竟大家可能都一样度过了开心的周末，这个时候可以来点"鸡血"励志的话去鼓舞大家，但是要注意的是内容要和品牌相关，不要只是给大家打"鸡血"而已，这个可能要求大家要对产品或者品牌很熟悉，能够利用品牌或产品的一些点进行创作。

GOBOO 的 IG 账号在这方面做的很好，大家可以借鉴学习一下。
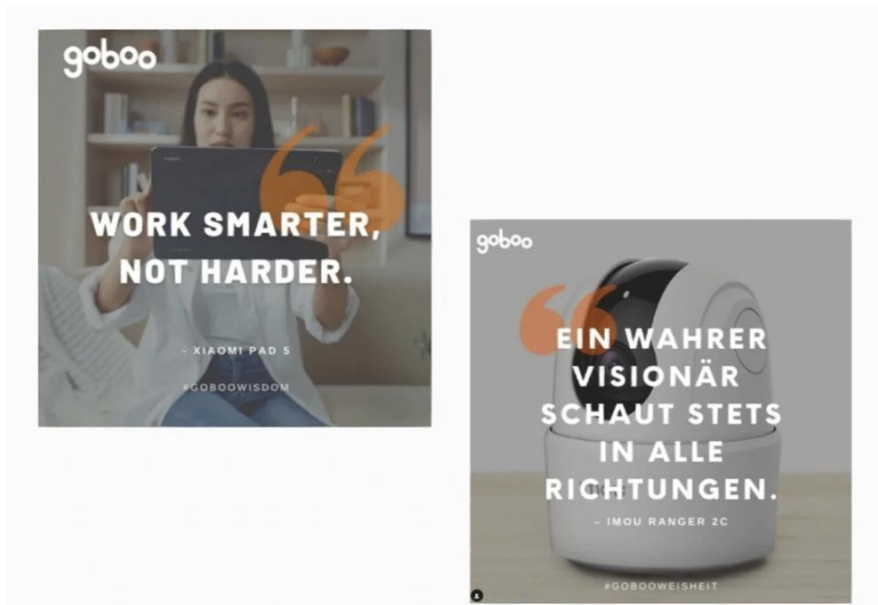
Tuesday/Thursday：PROMO TUESDAY/THURSDAY,picture/vedio of products,tutorials,or instructions.周二/周四我计划是发一些关于产品的内容,这一部分主要是讲清楚产品的某个/某些卖点，再加上精美的照片或者是视频

CASTIFY 是一个很有名的手机品牌，他们家的手机壳又好看又时尚，每次的照片都拍摄的非常精美.

Wednesday：TAKEIT WEDNESDAY, fill in the blank, caption this, polls, etc.
周三到了，是时候和我们的粉丝做一些互动了，互动的内容有太多了。
以 STARBUCKS 举例，比如说下方问一个问题和大家互动的形式,可以看到大家都给予了回答。
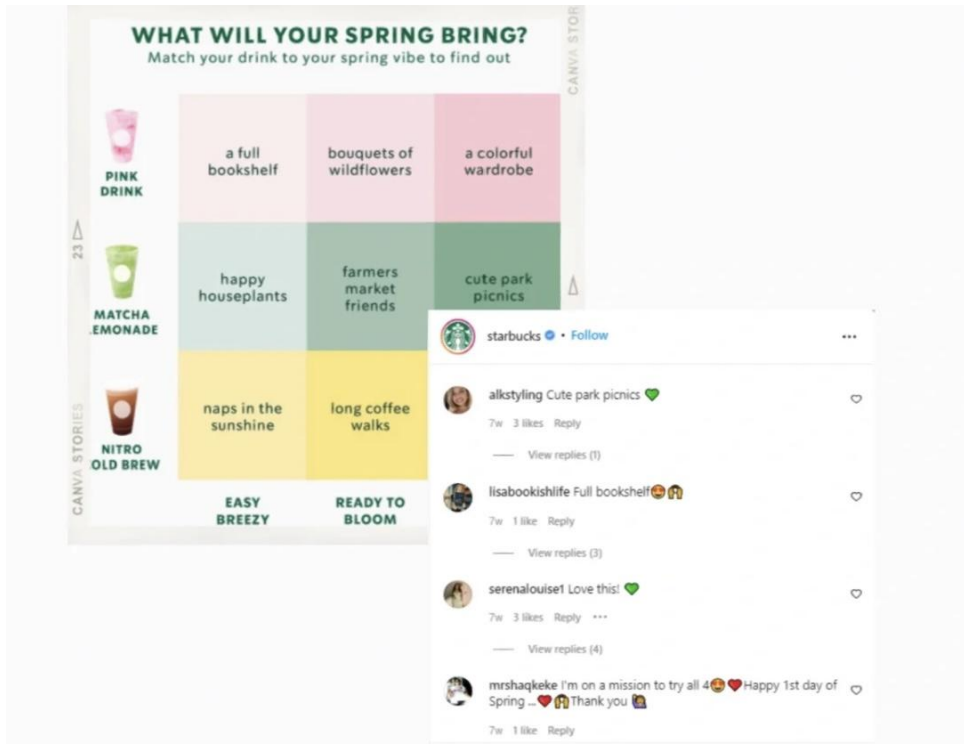
Friday：REVIEW FRIDAY, influncer/customer's reveiw.

周五的目标是能够 GROW TRUST，所以我选择了 REPOST 红人的分享或者客户对我们产品的评价，这里尽量真实，对产品不利的评论就不要放了。

这里不得不提最近大火的 SHEIN，他们 REPOST 了超多漂亮的小姐姐，看到她们穿起来都这么漂亮，难免不心动去看看他们家的衣服。
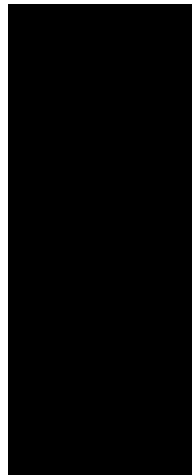
Saturday：LEARN SOMETHING SATURDAY, focus on our product, brand knowledges, etc. YEAH！周六了，周末到了，假设公司品牌偏健康类，所以我的计划是分享一些健康的 TIPS 或者 HEALTHY LIFESTYLE 的知识给大家，这样大家可以学到一些 BENEFIT 的东西 THEFABSTORY 在这一点上做的非常的好，他们的 PAGE 的色调很可爱，每次都会分享很多关于效率、情绪管理、习惯方面的小 TIPS

Module 5. Amazon Listing cognition

Introduction

Amazon is one of the largest online e-commerce companies in the United States, based in Seattle, Washington. Amazon, founded in 1994, is one of the earliest e-commerce

companies on the Internet. Initially, it only operated the online book sales business, and now it has expanded to a wide range of other products. It has become the online retailer with the widest variety of goods worldwide and the second largest Internet company.

Advantages of the Amazon platform:

1. Large volume of the platform: Amazon's various sites are the giants of online shopping platforms in their local areas, and there are sites worldwide so that sellers in China can also sell goods to the world.

2. the best customers: Amazon platform pays the most attention to customers' shopping experience. The US site, for example, has 101 million member customers with an annual spending value of $1,200 per person.

3. the efficient freight logistics management system: the super powerful logistics and warehousing management system FBA, is the world's most extensive logistics system; Fast delivery of goods, and the amount of storage is substantial.

4. the most standardized platform: whether it is a third-party seller or Amazon's direct store, it is coexistence of sales. There is no monopoly sales; if the product sales are good, the seller can quickly occupy the hot list.

5. the most significant profit margin of platform sales: Amazon platform customers belong to high-end consumers, so they will not care too much about the price, which can reach 30% or even 100% profit standards. Amazon allows sellers to have more profits with its unique characteristics.

Amazon's four business ideas

To do a good Amazon listing, you need to know its rules, follow them, and take advantage of them. Amazon is a customer experience-centric platform; so far, it still occupies an essential place among customers; customer satisfaction is extremely high, all because of its proposed and adhere to the practice of four business ideas.

1. emphasis on recommendation, light advertising

Sellers can find such a phenomenon that they can only do limited forms of online promotion on Amazon platform, basically in addition to advertisements (product advertisements and Display ads), or promotion activities. These are not Amazon's focus and profit points, it has always been customer experience-oriented, too much advertising will lead to customer aversion.

After a customer logs in to Amazon, the system will make relevant recommendations and ranking recommendations according to his personalized data such as browsing habits, search habits, shopping habits, and payment habits, to enrich his range of choices and increase his depth of access. Judging from the results, the conversion rate of these two recommendation methods is also reasonable, which effectively triggers the purchase action of customers.

Amazon Frequently Bought Together, which translates as "frequently bought together." For example, some customers frequently bought ink when they purchased printers. When purchasing a card reader, the "frequently bought together" will show an SD/TF card.

In addition, when customers log in to the Amazon website again, the products they have browsed before will still be displayed, continuing to remind and stimulate him,

and many customers also make purchase decisions under such stimulation. With such algorithms and technology, Amazon has a reputation as the "king of the recommendation system" in the industry, and according to statistics, the recommendation system stimulates 35% of Amazon's sales.

2. emphasis on display, light customer service

Unlike other e-commerce platforms, Amazon does not have instant online customer service. Therefore, if the buyer has questions before purchasing the product, he can only consult the seller through email; the time cost is exceptionally high, and the buyer may have left by the time the seller replies.

Therefore, the seller must express all the information on the product page as rich, comprehensive and complete as possible, and constantly optimize the listing. So this requires sellers to represent all the information on the product page as rich, thorough, and comprehensive as possible while continuously optimizing the listing. A full display of the title, image, bullet points, long description, and other aspects is essential for buyers to decide.

This email system is a unique feature of Amazon, aimed at encouraging buyers to shop independently and simplifying the entire transaction process as much as possible. If you want to buy, place an order and wait for the goods to be received. If you don't want to buy, switch to a different merchant to continue shopping, which saves effort, and time.

3. emphasis on product, light shop decoration

Some people say that choice is crucial to do Amazon well. Suppose you want to become a successful seller on Amazon. In that case, you can barely rely on stores or SKUs to operate, because there are generally no stores in Amazon's keyword search, so sellers can only rely on constantly optimizing product listing to make their products top.

The business strategy of many excellent Amazon sellers is "do less products, do fine products". The whole store may only have a dozen products; a few even have less than ten products. A careful analysis of their listing will find that many people write favorable reviews within a month, indicating that the sales volume is good.

This business strategy will allow sellers to better inventory management, focus on good products, and provide good service to buyers.

4. emphasis on the customer, light seller

Amazon has designed two evaluation systems, one is "product reviews" and the other is "seller feedback", the former is for the products provided by the seller, the latter is for the quality of the service provided by the seller, which shows that Amazon is very encouraging customers to express their true feelings.

These two sets of evaluation systems have a relatively significant impact on sellers; the former affects sales and conversion rates, the latter affects the seller's ranking and gold shopping cart, if the evaluation star is low, not only there is no exposure and traffic, and even receive Amazon warnings or be removed from the sales authority.

However, sellers should not think they will be unfairly treated according to the situation. Amazon has a better grasp of the balance between buyers and sellers, and

it will judge the responsibility of both sides according to the actual condition. If it is the seller's problem, the account will be closed; If the buyer is unreasonable or for other purposes, Amazon will make a fair deal.

Task 1. Amazon listing introduction

1.1 Preparation

Words and phrases:

1. listing ['lɪstɪŋ] 列表
在亚马逊 listing 就是一个产品页面,一件商品一个页面
2. eye-catching 引人注目的
3. layout ['leɪaʊt] 布局
4. fluency ['flu:ənsi] 流利
5. component [kəm'poʊnənt] 组成部分
6. background ['bækgraʊnd] 背景
7. take up 占用
8. behavior [bɪ'heɪvjər] 行为
9. algorithm ['ælgərɪðəm] 算法
10. sponsor ['spɑ:nsər] 赞助商
11. review [rɪ'vju:] 评论
12. description [dɪ'skrɪpʃn] 描述
13. illustrate ['ɪləstreɪt] 说明;(用示例、图画等)解释
14. refine [rɪ'faɪn] 精炼
15. distribution [ˌdɪstrɪ'bju:ʃn] 分布

Sentences:

1. Whether the bullet points can provide enough attractive information to stimulate customers' desire to buy and facilitate placing orders is an essential part of the sales promotion of listing.
五点描述是否能够提供足够有吸引力的信息来刺激客户的购买欲望并为下单提供便利,是详情页的重要组成部分。
2. Usually, products and accessories appear more together.
通常,产品和配件更多地在一起出现。
3. If you upload an A+ page, in most cases, the A+ page will be displayed, the plain text description will be overwritten, and in a few instances, both will be displayed.
如果您上传 A+页面,在大多数情况下,A+页面将显示,纯文本描述将被覆盖,在少数情况下,两者都将显示。

1.2 Reading

The Amazon Product listings page with eye-catching product pictures, attractive text layout, correct grammar, reading fluency, language localization, highlights, etc.,

will make our listing stand out among homogeneous products and enable customers to complete their shopping. The main components of the listing page are as follows:

1. Title, picture, price, delivery description, bullet points, shopping cart, etc

Title: mainly focuses on the product's appearance, shape, color, etc. Customers can immediately imagine the product when they see the title, arousing the desire to buy. The character limit is 50-200 characters.

Image: The main image is a white background image. Amazon allows up to nine photos in a product list; Since the main image video takes up one place, six main images are displayed; if there is no main image video, it is better to place seven shots.

Price: The selling price of the product

Bullet Points: Whether the bullet points can provide enough attractive information to stimulate customers' desire to buy and facilitate placing orders is an essential part of the sales promotion of listing.

2. Frequently bought together(FBT)

Amazon analyzes users' buying behavior to find sets of items often bought together, then bundle them. Usually, products and accessories appear more together.

3. Compare with similar items

Amazon collects This randomly, and the seller cannot operate it. Its algorithms may be according to the similarity, category, product material, color, etc. This volume may appear for a while irregularly.

4. Sponsored Advertisements

The ads Sponsored in the listing are mainly product promotion, brand ads, and Display ads of Amazon.

5. Product information/details

Displays some basic product information and the information you have filled in.

6. Product description

Product descriptions, or product's long descriptions, can help potential customers understand the advantages of the product and its advantages compared to similar products they may consider. Here, if you upload an A+ page, in most cases, the A+ page will be displayed, the plain text description will be overwritten, and in a few instances, both will be displayed. An A+ page is an illustrated product detail page where you can use additional images and text to refine the product description further.

Tips: The A+ page requires registration for Amazon brand features to have permission to operate.

7. From the brand

In this area, sellers can share their brand story and information, such as the product's advantages, and showcase various aspects of the brand. According to Amazon, the brand stories area was added primarily to complement the existing A+ page. At present, the A+ page mainly promotes sales through product information. However, by increasing brand information, the transaction rate of products can be improved, and consumers can further understand the brand, thereby increasing the stickiness between consumers and brands.

8. From the manufacturer

This volume is the exclusive A+ page of the VC (Vendor Central) account, which is more advanced than the ordinary account. Still, it must be an Amazon supplier with a supplier sales account to operate.

9. Videos

Associated videos of Amazon can appear in the main image video of the listing, videos uploaded by the seller's account, and associated videos captured by the Amazon system.

10. Customer Questions and Answers (Looking for specific info)

Customer Questions and Answers (Q&A) are mainly used to answer users' questions about the product.

11. Customer reviews

Display customer pictures and plain text comments; you can know the customer's opinion on the product.

12. Top reviews from other countries

Here are the merged international reviews; you can synchronize the comments of other sites; this is also dependent on the system crawl; if the system crawls, it will synchronize the international reviews successfully.

Tips: The distribution of some modules in the listing may change when the listing page is under different classes, and sometimes the system is updated.

1.3 Writing Template

From the brand

Product Description

essence Lash Princess False Lash Effect Mascara

Lash Princess Mascara Family

	False Lash Effect	False Lash Waterproof	Curl & Volume	Sculpted Volume
Effect	Smudgeproof Volume & Length	Waterproof Volume & Length	Longlasting Curl & Volume	Sculpted & Defined Volu
Brush Type	Straight Conic Fiber	Straight Conic Fiber	Peanut Shaped Fiber	Curved Conic Fiber
Made In	Luxembourg	Luxembourg	Luxembourg	Italy
Paraben Free	✓	✓	✓	✓

Product details

Is Discontinued By Manufacturer： No

Product Dimensions： 10 x 2 x 2.7 inches; 0.99 Ounces

Item model number： 51602

UPC： 762027422264 762027422899 762027423193

Manufacturer： essence cosmetics

ASIN： B00T0C9XRK

Country of Origin： Luxembourg

Best Sellers Rank: #5 in Beauty & Personal Care (See Top 100 in Beauty & Personal Care)
  #1 in Mascara

Customer Reviews:

4.3 ★★★★½ ⌄   337,934 ratings

Inspiration from this brand

essence cosmetics
Visit the Store on Amazon   + Follow

pH TECHNOLOGY FOR YOUR OWN UNIQUE SHADE: The new essence…

BIENVENIDOS A MIAMI: With the essence welcome to MIAMI eyesha…

no smudge, no problems 🧴♀

The Essence 24ever Defined Volume Mascara is the perfect addition to…

NEW & IMPI gloss got a ı

Compare with similar items

This item essence | Lash Princess False Lash Effect Mascara | Gluten & Cruelty Free	essence | Lash Princess Curl Mascara | For Dramatic Curl & Volume | Vegan | Alcohol, Paraben Free | Cruelty Free	essence | Lash Princess Sculpted Volume Mascara | Paraben Free | Cruelty Free - Black (1-count)	essence | Volume Booster Lash Primer Mascara | Infused with Mango Butter and Acai Oil for Nurtured Lashes | Conditioning Mascara Primer | White | Vegan | Paraben & Cruelty Free (Pack of 1)
#1 Best Seller			
Add to Cart	Add to Cart	Add to Cart	Add to Cart

Videos

Videos for this product

1:33 — **HONEST Review of the ESSENCE Mascara. super straight lashes** — Karla & the Bunch

4:09 — **First Use Of Essence Lash Princess Mascara** — Elite Demonstrations

2:04 — **essence Lash Princess False Lash Effect Mascara** — Martina - @BronzeGoddess

Lash Essence is THE you have been looki — Cassie Rubalcava

Products related to this item

| essence | Lash Princess Curl & Volume Mascara | Vegan & Cruelty Free (Pack of 3)	essence | 3-Pack Get Big! Lashes Volume Boost Mascara | Cruelty Free | Without Para...	essence | 3-Pack Make Me Brow Eyebrow Gel Mascara | Infused with Fibers to Fill & S...	4D Silk Fiber Lash Mascara- Waterproof Mascara Black Volume and Length, Easily to C...	Retinol Serum by LilyAna Naturals - Retinol Serum for Face has pure retinol (2.5%) ...	essence | Remove Like A Boss Waterproof Eye & Face Make-Up Remover | Bi-Phase, Gent...
★★★★½ 270	★★★★☆ 82	★★★★½ 1,766	★★★★☆ 41	★★★★½ 39,108	★★★★☆ 198
$14.97 ($14.97/Count)	**$11.97** ($11.97/Count)	**$8.97** ($2.99/Count)	**$7.99** ($22.65/Ounce)	**$19.98** ($19.98/Count)	**$4.99** ($1.48/Fl Oz)
✓prime	✓prime	✓prime	✓prime	✓prime	✓prime

Looking for specific info?

🔍 Search in reviews, Q&A...

Customer reviews

★★★★½ 4.3 out of 5

337,934 global ratings

5 star		67%
4 star		14%
3 star		9%
2 star		4%
1 star		5%
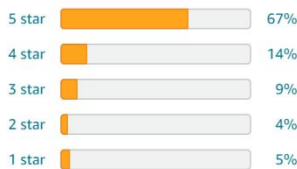
⌄ How customer reviews and ratings work

By feature

Volume control	★★★★☆ 4.2
Easy to remove	★★★★☆ 4.2
Scent	★★★★☆ 3.8

⌄ See more

Reviews with images

See all photos ›

Read reviews that mention

easy to remove	highly recommend	makeup remover	smudge proof
end of the day	highly recommend	new favorite	lash princess
favorite mascara	great mascara	volume and length	length and volume

Top reviews ⌄

Top reviews from the United States

Top reviews from other countries

Translate all reviews to English

Poliana de Almeida Carvalho e Nogueira

★★★★★ **Melhor**

Reviewed in Brazil BR on June 24, 2023

Color: False Lash Effect | Size: 1 Count (Pack of 1) | **Verified Purchase**

A MELHOR máscara de cílios para volume!!!

Report

Translate review to English

1.4 Practice

Section A：Pair off each word or phrase in the first column with its Chinese

layout	分布
fluency	流利
component	组成部分
sponsor	算法
refine	行为
review	布局
distribution	精炼
description	赞助商
algorithm	评论
behavior	描述

Section B:Find any Listing on the Amazon platform and identify each section

Task 2. Amazon Listing copy-writing

2.1 Preparation

Words and phrases:

1.target　[ˈtɑːrgɪt]　目标
2.　click-through rate　点击率
3.　core　[kɔːr]　核心
4.　hyphen　[ˈhaɪfn]　连字符
5.　capitalize　[ˈkæpɪtəlaɪz]　使字母大写
6.　relevant　[ˈreləvənt]　相关的
7.　confuse　[kənˈfjuːz]　混淆
8.　photograph　[ˈfoʊtəgræf]　照片
9.　vertical　[ˈvɜːrtɪkl]　纵向的
10.　paraphrase　[ˈpærəfreɪz]　解释
11.　SEO　搜索引擎优化
12.　complex　[kəmˈpleks]　复杂的
13.　character　[ˈkærəktər]　字符
14.　effect　[ɪˈfekt]　影响

15. module ['mɑ:dʒu:l] 模块

Sentences:

1. The title is the most important because the title can increase the weight + improve the click-through rate
标题是最重要的，因为标题可以增加权重+提高点击率。

2. However, after using advanced A+, a product's long description in pure text will not have SEO effects.
但是，使用高级 A+后，产品的纯文本长描述不会产生 SEO 效果。

3. Within 250 characters, the important words are put in front, and those already shown in the titles are not filled in repeatedly.
在 250 个字符内，重要单词放在前面，标题中已经显示的单词不会重复填写。

2.2 Reading

Create great Amazon copywriting

How do you write a Listing that your target customer likes? Here's how to create a great Amazon copywriting.

1. Title

① The title is the most important because the title can increase the weight + improve the click-through rate

A good title should contain brand + core keywords 2-3 + descriptive language, controlled within 200 characters. 150-170 characters is best, about 20-25 words. The mobile app can display about 13 words.

③ Readability: Use hyphens to divide the title into four easy-to-understand modules, and use symbols to separate the information. Capitalize the first letter, followed by a ", "or" -. " For example, Brand 2-Person Camping Tent - Includes Rain Fly and Carrying Bag - Lightweight Outdoor Tent for Backpacking-Hiking or Beach

2. How to write Bullet points?

① Do a lot of research on customers. View links to significant matches, download reviews, check relevant Facebook groups, Google search for product purchase guides, and extract customer concerns and product reviews.

② List all the factors customers care about, like, and dislike.

③ Optimize the points in the table according to the number of comments, then delete one by one; Keep five points at the end; each point only expresses one benefit; too many benefits will confuse customers.

⑤ Pay attention to differentiation.

3. photograph

The overall presentation direction is: texture + branding + simple style + differentiated selling points + vertical version pictures (ratio 1:1.3)

4. Description. To paraphrase bullet points, use the copywriting template, "You also... And worry?" However, after using advanced A+, a product's long description in pure text will not have SEO effects.

5. How do you write Search Terms?

① Within 250 characters, the important words are put in front, and those already shown in the titles are not filled in repeatedly;

② Use Spaces, not commas;

③ Single and complex count one, fill in one of them;

② "-" counts as a space; for example, 4-person and 4-person are the same words

⑤ Special characters such as "&" count as 2 characters.

2.3 Writing Template

1. 5 Questions

Consider camping tents:

Question 1: "It is made with 185T polyester and 1000mm polyurethane and hydrostatic-rated coating... " What's the benefit? (down)

Question 2: "Durable & High-Quality Material, Water-resistant. " The product material is good, strong, and waterproof, and what are the benefits? (down)

Question 3: "The tent stays completely dry under the light rain, keeps you warm, and takes you to sweet dreams at night. " The tent doesn't get wet in light rain, so it keeps you warm. Sweet dreams. And then what good does it do? (down)

Question 4: "Ideal for outdoor camping, hiking, and fishing in all weather. Rain or wind." It's ideal for outdoor camping, hiking, and fishing, so what's the benefit? (down)

Question 5: Life is full of pressure. We need to go out occasionally to enjoy the heartbeat of nature. "Life is stressful; occasionally enjoy nature's throbbing."

Then we get the product's long description:

"It is made with 185T polyester and 1000mm polyurethane and hydrostatic-rated coating. This durable & High-Quality Material, Water-resistant. The tent stays completely dry under the light rain, keeps you warm, and takes you to sweet dreams at night. It is ideal for outdoor camping, hiking, and fishing in all weather. Rain or wind. Life is stressful; occasionally enjoy nature's throbbing."

2. Simplicity can let customers quickly Get to the point, without spending mental thinking, how to be concise and infectious?

We need to constantly change the wording, the expression, the order of words and so on

①It gives you more fun time by reducing boring chore time.

它通过减少枯燥的家务劳动时间给你带来更多乐趣

②Blast Through Chores & Gain Free Time.

突破家务，获得自由时间

③Reclaim Your Time from Chores.

从家务中夺回你的时间

④Reclaim your time for fun stuff

从家务中夺回你的时间

⑤Reclaim Your "Me" Time

重获"我"的时间

2.4 Practice

Section A: Pair off each word or phrase in the first column with its Chinese

target	解释
core	搜索引擎优化
relevant	相关的
confuse	目标
photograph	复杂的
paraphrase	核心
SEO	混淆
complex	模块
effect	影响
module	照片

Section B: Write a product description for Moduel1's product using "5 Questions".

Task 3. Amazon listing copy-writing: bullet points

3.1 Preparation

Words and phrases:

1. commonly ['kɒmənli] 通常
2. patience ['peɪʃns] 耐心
3. demand [dɪ'mænd] 需求
4. praise [preɪz] 赞美
5. weakness ['wi:knəs] 弱点
6. concerned [kən's3:rnd] 关注的
7. parameter [pə'ræmɪtər] 参数
8. appropriately [ə'proprɪrtlɪ] 合适的
9. embed [ɪm'bed] 嵌入
10. peer [pɪr] 同辈
11. segment [seg'ment] 部分

12. punctuation 　〔ˌpʌŋktʃuˈeɪʃn〕　标点符号

13. vague 〔veɪg〕　模糊的

14. guarantee 〔ˌgærənˈti:〕　保证

15. progress 　〔prəˈgres〕　进展;进步

Sentences：

1. It describes the product, size, function, features, differentiating selling points, transportation time, etc.

它描述了产品、尺寸、功能、特点、差异化卖点、运输时间等。

2. At the front of each line, try to describe the core content with short keywords and grasp the point that customers most want to know in advance so that customers have the desire to read on!

在每一行的前面，尽量用简短的关键词描述核心内容，提前抓住客户最想知道的点，让客户有阅读的欲望！

3. In a Bullet Point, phrases should be separated by semicolons.

在五点描述中，短语应该用分号分隔。

3.2 Reading

What are the Bullet points?

The five-line feature is also called a Bullet Point, commonly known as a short description, as a supplement to Listing. It describes the product, size, function, features, differentiating selling points, transportation time, etc.

the writing method of Bullet Point

1. Can refer to Amazon template to write;

2. Maximum 1000 characters per line; Recommended in 200 or less. Too long description looks very tiring, and many consumers will not have the patience to read it

3. Understand consumer demand; A good bullet point should take consumers as the starting point, solve the pain points of consumers, and analyze the praise points and bad reviews of products from competitors; Develop strengths and avoid weaknesse, comprehensive data, and write the most concerned points of consumers in the front;

4. Present the benefits to consumers according to the structure of parameters + advantages

5. If you know your customers well enough, include them specifically in your description

6. Please be sure to specify the bundled products in the bullet points

7. The last point shows that the after-sales protection of the product is also an issue that consumers are very concerned about.

8. The first two lines can be appropriately embedded with 1-2 keywords. Given the keyword layout and the search weight of the bullet point, it is possible to embed 1-2 keywords appropriately in the first two lines of the description. But remember not to pile on; more readable than searchable.

Writing rules of Bullet Point

1. At the front of each line, try to describe the core content with short keywords

and grasp the point that customers most want to know in advance so that customers have the desire to read on!

2. The first line must be the most crucial selling point of the product, which is to solve consumers' most significant pain points. For example, Consumers are most concerned about the issue of battery life when purchasing mobile power supplies;

3. For a new product, you should refer to several excellent peers, see their Bullet Point, learn from amazing peers, and make faster progress than behind closed doors.

4. Pay attention to product parameters and refer to product instructions, specifications, packaging drawings, etc., to ensure that the parameters are consistent.

5. The last line is generally the after-sales guarantee; of course, if you feel it is unnecessary, you can also write product packaging.

Bullet Point writing precautions

1. Capitalize the first letter of each Bullet Point;

2. Write in segments without punctuation marks at the end;

3. In a Bullet Point, phrases should be separated by semicolons;

4. Size units: such as quarts, inches, and feet;

5. Do not write vague statements, as specific as possible, to describe the functions and attributes of the product;

6. Do not enter the specific information of the company; this part is only for the functional description of the product

7. Do not include information about promotions and pricing;

8. Don't include logistics and company information. Amazon's policies prohibit sellers from filling out information about the company, logistics, and sellers.

3.3 Writing Template

About this item
 • Compatible with: Apple AirPods 3 Generation Case 2021, it's not for AirPods series 1, series 2 & series 2 Pro, and AirPods 3 Charging Case not included
 • Personal Colors Design: Multi unique colors to choose for your latest AirPods 3, for fitting your mood and dressing in different occasions, you will get comments and compliments every time you take it
 • Premium Material: Made of high quality elastomer silicone, prevents your skin from irritation; waterproof, sweatproof and scratchproof and keep your Airpods 3 case more security
 • Carabiner Include: Each Airpods 3 case is equipped with a metal carabiner clip, make it convenient to attach the Airpod 3 pouch to a handbag or backpack
 • Service & Package: lifetime 7-24 customer service with hassle free replacement or money back without return, Package include:1 x AirPods 3rd Case, 1 x Case Keychain/Carabiner.

3.4 Practice

Section A: Pair off each word or phrase in the first

column with its Chinese

concerned	需求
praise	赞美
vague	弱点
parameter	关注的
appropriately	参数
demand	合适的
peer	同辈
weakness	部分
guarantee	模糊的
segment	保证

Section B: Find ten products' bullet points you think are excellent on Amazon.

Section C: Write bullet points for the product you chose for Moduel 1.