EC21 使用说明 1

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第一章: 欢迎访问 EC21

从 1997 年建立以来, EC21 一直致力于为在 B2B 市场中奋斗的中小企业提供一个更为 便利的解决方案。在确立了以创造高水平的全球求购商与供应商的 B2B 平台后, EC21 正全 力为客户提供一个具有"全球市场领导者"的创世纪平台。

买家能很容易的在 EC21 上搜索到可信产品。希望拓展海外市场的供应商通过 EC21 将 自己的产品推广到全世界,同时还可以对特殊买家库里的买家主动推销自己的产品。更多细 节请见后面章节。

1.1 免费会员的可用服务(基础服务)

如果成为了 EC21 的免费会员,您可以享受以下服务:

1) 发布和搜索供求信息:最多可以发布 20 条供应信息。

※如果您是免费会员,完成注册7天后可以搜索求购信息。如果您是高级会员,完成注册后 立即就可以搜索求购信息,能够迅速对买家的询盘做出反应。

2)发布和搜索产品目录(产品分类):最多可以发布 15 个产品目录

※Trade OK 会员可以发布 100 种产品目录, Trade PRO 会员可以发布 300 种产品目录。另外, 搜索排名显示顺序为 Trade PRO, Trade OK, 免费会员。

3)发布和搜索公司资料(Company Directory)

- 4) 自定义信息服务(Trade Alert)
- 5)为特定公司准备的电子目录
- 6) 往来询盘管理(Inquiry)
- 7) 感兴趣信息的临时储存(My Favorite)
- 8) Live Messenger function(Skype)即时通讯功能

1.2 什么是 Trade OK 和 Trade PRO 会员服务?

免费会员只能享受 EC21 上的基础服务,在市场推广方面有些困难,联系买家的机会也比较 少。如果您加入了高级会员,EC21 提供的市场推广服务使您跟买家的贸易成功机会明显提 高。高级会员分为两类:Trade OK 和 Trade PRO.



- 为高级会员提供的全球买家数据库:超过三百万的专业买家数据库,您可以主动发送您的 商业推荐信。
- 2) 发布产品:您可以免费发布 100 种产品,也可以另付费添加产品数量。
- 3) 发布供求信息:可以发布 200 条供求信息。
- 置顶搜索功能:包括发布的产品信息,贸易信息和公司资料在内的所有搜索结果中显示在 顶端。

5) 提供免费的贸易认证:如果您申请了公司信用认证服务(贸易认证),您会通过全球的 CIS 认证。(认证标记在 EC21 的网页和搜索结果中都会显示)

6) 您可以通过模板来设计多种风格的网页

关于 Trade OK 服务的更多细节,请参考以下链接: http://cn.ec21.com/services/ok.jsp



为了在 Trade OK 服务的基础上获得更好的推广效果, Trade PRO 服务提供了更多高级服务 如下:

- 1)发布产品:最多发布 300 种产品(PRO),500 种产品(PRO+),可以无限量发布供求信息。
- 2) 置顶搜索排名:搜索结果中的排名高于 OK 会员。(PRO+>PRO>OK)
- 3) 增值的英文网站和电子书:专业的网页设计者会帮您建立您的网站和电子书。
- 4) 信用认证的查询服务:提供"Credit Report"服务(快速评估型,三次)
- 5) 私人展厅: "Private Showroom"功能,您可以 EMAIL 您的产品信息给指定买家。

Trade PRO 和 Trade PRO+服务的更多细节,请参考以下链接: <u>http://cn.ec21.com/services/pro.jsp</u>

1.3 为什么要成为 EC21 的高级会员?

EC21 高级会员(Trade OK 和 Trade PRO)是最好的在线搜索海外市场的工具。以最少的付 出获得最好的回报。买家可以快速简单地找到正确的买家,如果供应商是高级会员,买家可 以优先找到他。因此,高级会员服务是最有效的海外市场推广工具,在拓展贸易方面能给予 您最好的支持。

遇到买家的最佳地点

高级会员的产品在搜索结果中排名靠前。您可以在最佳置向超过 1100 万买家展示您的产品。

买家的首选

您可以主动联系您感兴趣的买家,通过产品的热门搜索,您会收到更多的询盘。跟免费会员相比,Trade OK 会员收到询盘的机会高 5 倍,PRO 和 PRO+收到询盘的机会高 30 倍。

买家的特殊通道

您可以享受比免费会员优先找到采购信息的服务,还有只针对高级会员开放的买家资源库服务。

产品极佳的曝光度

高级会员比免费会员发布的产品数量更多,搜索排名靠前,产品的曝光度更高。在特殊产品 展示方面比免费会员的产品曝光度高 8 倍。另外,高级会员享受关键词广告,类别广告,特 别推荐产品广告等方面的服务。

高级会员公司网站

您可以迅速建立网站。利用网站提供的包括菜单注册,附加菜单生成,公司资料,联系信息 在内的多种网站设计模板,您可以更便捷地找到感兴趣的买家。

统计分析

6个月内接收到询盘的图表分析

快速取得买家的信任

85%以上的买家对通过信用认证的公司更感兴趣;因此,通过我们网站提供的信用认证服务 (TradeVerify),您更容易取得买家信任。

第二章:开始 EC21 服务

2.1 主页的主菜单的功能

◆搜索信息的分类: EC21 上有以下四种通道来搜索信息:

Products, Selling Leads, Buying Leads and Companies

◆Buy Now:提供给买家通过关键词或类别,搜索产品信息和供应商信息的页面

◆Sell Now:卖家可以通过关键词或类别搜索求购信息的页面

◆Product Category: 5000 种左右的产品被分在四个大类里

♦Featured Products: 高级会员递送的产品或者增值广告递送的产品主要发布在这里

◆Success Story: 每个月发布成功案例。你可以在这个页面找到更多的成功案例

◆Regional Channel:通过国家(国家信息,经济形势,工业信息,通过国家发布的产品,排 名前 20 的国家,所有国家信息等等)来搜索信息。



			///4			
Regional Chan	nel	New Buying Leads (373)	New Sellin	ng Leads (19,219)	Global Buyer Search	1
China	💽 Korea	Sell Bintronic Motorized w	ooden blinds	May. 07	Over 3 Million Global Buy	ers Directory.
	United States	Sell Automotive anion air	purifier	May. 07	Find your global buyer h	ere!
a India		Sell COCONUT FLAKE		May. 07		Sea
 india 	More *	Sell Moringa Dry Leaf Por	vder for Sale	May. 07	* Browse by Category	
Trade Shows w	vith EC21	News & Notice Com	munity		Success Stories	
	KOREA CHEM 2013-	minerral water		May 06	ShiFeng	Jewelry CO.LTD
	Chemical Plant Equipment	ecommere		May. 05	Jim Wu	Manager [China] 🔤
	& Processing Exhibition	Dear Customer care we have	long opened	May 05	I really ap	preciate EC21.com to
KOREA CHEM 2013 Chemical Plast Equipment & Proceeding	Venue : KINTEX, Korea	INFORM SCAM FRUAD	iong oponed	May. 05	help us tr buyers. I	ade with overseas recommend EC21
lea Products			New Prod	ucts		
Smakelese Crill	Redable Wina		m Bio!!?		tan 2 Battle Shape LIC	B Aluminum Incel
Shickeless Gill	Glasses Ac	Juarium	Dist(3	Weland	Memory	
uyers' Most Inte	erested Products	• • •	Most Visi	ted Companies		• • •
	Metal Machining Pa	rts (since 2012)		s s	aeshin Precision Co., Ltd. Korea TRADE PRO (since 201:	2
	Features: Machined	metal parts available in differen	t I	S S	aeshin is one of the leading	manufacturer &
	types Material: Stain steel, aluminu	less steel, carbon steel, alloy	SA	ESHIN ®	xporter of STRONG & FORTE landpieces and Contra Angle	Micro Motor
Ulsan Te Ulsan Che Trade Mar	echnopark mical Materials ket	List of Young Entrepreneu Companies in Kore	The a	Ird China (Guangzhou) Iational Exhibition For E Ilcals e:15-17.8.2013 : & export Fair Pazhou		nina Medical Fair 20 Date: 9.2-4 Beijing Exhibition Centre
C21 is a leading globa teir products and selling tanufacturers. Nowaday verall transaction cost.	I B2B marketplace connecting buy g leads. Buyers/importers can seard s, online B2B marketplace is beco Join the great B2B portal, EC21 an	ers with suppliers all over the world in a and contact suppliers easily by B2B ming more and more important trade d boost your business, we will always	cluding China, Korea, categories and keywor tool for business to bu be with you!	United States and more ds. Buyers can also post siness transaction and m	. Suppliers/manufacturers/exporte their own buying leads to get quo arketing because it speeds up ma	rs can post and promote tes or offers from rketing process and saves
About Us	Buying on E	C21 Selling of	EC21	Services	Stay Co	onnected
Company Overviev	v Post Buying L	eads Post Prod	ucts	Basic Services	f Face	book
Agent Program	Browse Cate	gories Manage P	roducts	Trade PRO	Twit	ter
Advertise with us	Products by F	Ceyword Post Sellin	g Leads	Trade OK	E 5024	Mobile
					100 EL./1	the second se

◆Global Buyer Search:通过搜索在 EC21 上发布的买家信息,发送询盘给您的买家。只有高级会员可以享受此服务。

◆Idea Products: 每月搜集独特和创新的产品信息。免费登记,在 Contact Us 页面上发送产品信息到 Idea Product 部门,管理员在经过挑选后会把您的产品发布到 Idea Product 里。

◆Notice / News: EC21 会在这里发布新闻和重要通知。

◆EC21 Community: 这里显示的是最近发布的话题和未解决的问题。成为我们的会员,任何 人都可以使用论坛。

◆Relevant exhibitions: EC21 参与合作的展会信息会在这里更新。

◆Premium Services: Trade OK 和 Trade PRO 会员所享受的增值服务。

◆Favorite: 当您点击"Add My Favorites"时, EC21 会被您添加到"My Favorites"里。

◆MyEC21: 当您点击"MyEC21"时, 网页地址会被添加在 MyEC21 > Basic Services 的"My Favorites"里。

◆Multi-languages Services:此服务主要针对不熟悉英语的访问者。网页顶端显示了八种不同的语言,包括简体中文,繁体中文,韩文,日文,西班牙文,俄文,法文和德文,以便于非英语国家的用户操作网站。

2.2 免费会员注册

输入十项内容,您就可以成为 EC21 的会员。 当您点击 EC21.COM 顶端的"Jion Free"后,会弹出会员注册页面。

Sign In | Join Free | Buy Now - | Sell Now - | My EC21 - Community | Help

ome > Free Membership Registra	ation Select Language 中文 V	
tart Your Online 您填写以下申请书,加入免费会 新有的空格请用英文填写)	Business with EC21.com! 员!	加入免费会员, 可享受各种优惠
青选择国籍和会员类别	* 必须填写	1 11 免费网站
* 公司位置:	China 🗸	
* 会员类别:	Buyer 🗹 Seller	15/20
透人信息		产品注册: 15个 卖方报价: 20个
* 性別:	● Mr. ○ Ms.	Subscribe
* 姓名:	Sam	Trade Alert 提供针对型
*公司名:	SamSam Sports.Co.,Ltd 请您遗守大事字母使用规律。	交易信息服务 (每日/每周发送)
*电话:	86 - 10 - 2356892 请输入常用的联系号码。 量记的电话号码在EC21.com 链使用为常用联系方式。	使用 live messenger
精淪入您的邮箱地址&创刻	整 您的账号	可在线聊天
*曲箱:	samsam@hotmail.com 🧹	
	1.请登录常用的邮箱地址。它在EC21.com被使用为常用邮箱地址 2. 如果注册成功后,您没有收到EC216/邮件,请在垃圾箱中对EC21邮件选择"这不是垃圾邮件"以方便日后的 词盘接受 中国区会员注意:如果您的Email无法断过认证,请不要用360等浏览器,用IE 7浏览器再次尝试。	
* ID :	samsam11 is available.	
	4-20个英文小写字母和数字组成。(可以混写)	
* 输入密码:	•••••	
	6-20个英文小写字母和数字组成。(可以混写)	
*确认密码:	•••••	
精制入以下公司情报		
*您是否正在考虑一个收费 平台?	●1个月内 ③3个月内 ○不感兴趣	
您是否正在使用其他付费 平台?	平台名称 否	
	本人加入EL2LCOM按台集成个人信息条护政策。 1. 同意EL2LCOM成务编数仅个人信息条护政策。 2. 同意操收各种活动。会员制度及服务内容相关的电子邮件。	

注意:您输入的 ID 将会生成您公司主页地址。

(i.e.http://member ID.en.ec21.com) 会员 ID 也会在公司网址中标出。

因此,尽可能的选择一个能代表您公司或产品的 ID。

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2.3. 进入 MyEC21 页面(需要注册)

Sign In	
n in	
Welcome to the World's Leading B2	B Marketplace
for Buyers and Suppliers!	Sign In
 World's Biggest Product Database More than 4,000,000 Different Products 	Email Address or Member ID : administrator
Business Information of More than 3 Million Buyers from 245	Countries. Password :
 Effective Trade Tools to Lead Your Company to Succeed in 0 	Slobal Business.
	Keep me signed in Sign In Sign up for free Forgot Passw

[MyEC21 主页面]



如果你想添加更多的企业信息,点击 MyEC21 页面的 Company Profile 里的 Quick Basic Menu,用英文输入必填项。

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2.4 进入 EC21

"MyEC21"提供了会员能集中管理在线的空间。这个页面可以做为一个交易和贸易管理的工具,同时也用于注册新产品,询盘交换和在线更新工具。

如果你点击" MyEC21"在主页的右上角图标,你就会被转到 MyEC21 这个页面,这样你就可以上传和管理你的个人信息了。



快速基础菜单

免费服务最常用的菜单。您可以立即使用 "Post Buying Leads", "Post Selling Leads" "Post Products" "Modify Company Profile" and "Modify Member Information".

快速增值菜单

增值服务最常用的菜单。您可以立即使用"Search 3 million Buyers" "Manage your website main screen" 和 "Manage your showroom".

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My EC21 Service N	Лар			Service Mannual 📩
Basic Services				
My inquiries	My Buying Tools	My Selling Tools	My Homepage	My Accounts
Inbox Sent Box Saved Box	Add a New Buying Lead Manage Buying Leads	Add a New Selling Lead Manage Selling Leads	Company Logo Social Networks Custom Domain	Company Profile Member Profile Change Password
Draft		My Products		Trade Alerts
Contact List Block List Trash		Add a New Product Manage Products Manage Groups	My Favo My Adve TradeVe Credit R/	My Favorites My Advertising History TradeVerify Status Credit Report

Premium Services

My Homepage	My Buyer Marketing	Special Services	My Private Showroom
Customize Site Style Manage Site Settings Change URL	Search Buyers Manage My Buyers Manage Circular Letters Buyer Contact List	My Inquiry Statistics Special Circular Letters PRO	Manage Private Showroompao Manage Private Products pao My Contact List pao

2.4.1 MyEC21 > Basic Services Menu

如果你点击 MyEC21 顶端的 Basic Services,免费会员可用的 Basic Services 列表就显示在 左边。

		Sign O	ut Buy Now 👻 Sell Now 👻	My EC21 👻 Community Help
My EC21	Basic Services	Premium Services		📩 User Service Manual

Basic Services 包含以下服务

- 1) 'My Inquiries'管理来往询盘。
- 2) 'My Buying Tools'买家发布采购信息
- 3) 'My Selling Tools'供应商发布供应信息
- 4) 'My Products'供应商发布产品

5) 'My Accounts'包括 Company Profile 管理, personal profile 修改, password changes, Trade Alert (自定义 email 服务), My Favorites, 广告应用的描述和贸易认证状态。

2.4.2 MyEC21 > Premium Services Menus

如果您是 Trade OK 会员,您可用的服务不仅是基础服务,还有增值服务里蓝色框内的部分, My Buyer Marketing 和 My Homepage 登陆后就可使用。Trade PRO 可以使用红色框内的所 有服务,换句话说,可以使用增值服务里的所有功能。



2.5. 如何修改"Company Profile"

在 EC21.com 的主页上,通过"Companies"可以搜索到您发布的企业信息,而且公司名称, 贸易类型,与产品关联的信息,服务和其他可以参考的资料都会显示。访问您 EC21 上网站 的买家会通过您网页内容评估贸易可能性和信用度,因此,输入精确而充足的企业信息是非 常重要的。

在 MyEC21 > Company Profile 和 MyEC21 > Member Profile 中可以修改企业信息。

2.5.1 Company Profile

您可以修改, 删除和管理企业信息中的 type of business(贸易类型), country(国家), company name (企业名称), telephone number(电话号码), fax number(传真号码), address(地址), business license number(商业信用证号码), Product category(产品分类), company video file(公司视频文件), website address(网页地址), company description(公司描述), keyword(关键词), form of business(商业形式), business year(营业年度), number of employees(员工人数)和 annual turnover(年营业额) (加*为必填项)

Home > My EC21 > Basic Service > Company Profile

Company Profile

Av Company Info.	* Required [How to Post?]
am a *	▼Buyer ▼Seller 人选择商业形式
Company Name *	
	Please follow general capitalization rule. Ex) Abc Co., Ltd.
ly Business Location *	Mexico
hone *	
	Please do not use spaces or dashes. ex) 82-2-1234XXXX
ax	
troot Addross *	Prease do not use spaces or dashes. ex) 62-2-12340.000
dieet Address	Please make sure you input full street address, including your street number.
	You should not include the name of city, province, or country.
ity *	
State/Province *	
Postal Code	
Selling Categories	
* For Sellers)	Add Remove
	You can select up to 5 categories.
Buying Categories	
* For Sellers)	Add Remove
	You can select up to 5 categories.
Company Website URL	http://
/ideo embed code)	Attach Video
Description *	- HTML not supported
	- Current (0 / 2000). Min. 100 characters.
	_
(ovworde *	
	·····································
Business Type *	│ Manufacturer
fear Established *	2007 选择企业成立年份
mployees Total *	Above 1000
nnual Povonuo *	Nore than 100,000,000

2.5.2 发布企业概况

买家希望找到可靠的供应商。在这方面,供应商精确而详细的信息(包括清晰的联系号码, 企业信息和证书)会增加买家对您的信心。通常情况下,买家会通过电话号码或 e-mail 来确 认公司的存在,所以您的联系信息一定要准确。如果您能尽可能的提供正确有效充足的信息 给买家,会大大提高买家对您的信任度。买家也会特别注意您企业信息中的后面部分,所以, 请谨慎填写企业信息。

√ Company information(企业信息), Product information(产品信息) and current export status (目前出口状态)



Ex)ABC.Co.,Ltd 是一家生产 MP3 和小型家用电器的工厂。自 2000 年建立以来,公司在顾 客每年的评估中得到的好评最多,它的技术获取了 E-TRUST 的信用证书

如果您对我们的产品感兴趣,请随时联系我们。

2.5.3 上传您的证书

如果您是 Trade OK/PRO 会员,你可以在 MyEC21 > Premium Services > Manage Site Setting 中添加不同的证书,获奖史,导航图,企业历史和 CEO 致辞等等,以取得买家的信任。

a.认证证书:您可以发布您公司的认证证书或者商业信用证,等等。

b.地址: .除了总部的地址外, 您也可发布其他地址, 比如工厂, 仓库, 研发中心等。 c.附加菜单: 除了证书外, 其他信息, 比如导航, 企业历史和CEO致辞也可以添加。 2.5.4 修改 "Member Profile"

在这里,您可以更改联系人名字,e-mail 地址和电话号码。 您也可以选择是否接收 EC21 自动发送的 e-mail。

Home > My EC21 > Basic Service > Member Profile

Member Profile

Hy Member Profile

Title *	⊘ Mr. ● Ms.
Full Name *	Jason
E-mail *	

Alternate E-mail			
	Please enter the e-mail address other than your primary e-mail address above.		
Phone *	Please do not use spaces or dashes. ex) 82-2-1234XXXX		
Mobile Phone	Please do not use spaces or dashes. ex) 8221234XXXX		
Company Name *			
	Please follow general capitalization rule. Ex) Abc Co., Ltd.		
Position Title			
Department	接收 e-mail 选项		
	- Inquiry Arrival Notice:提醒收到询盘		
Subscription	- Newsletter:EC21 每月定期发送的业务简报		
	- Other Useful Information:其他有益信息		
(I want to receive In	ce quiry arrival notice via e-mail.)		
✓ Newslettter (I want to receive EC)	Newslettter (I want to receive EC21 newsletters.)		
Other Useful Inform (I want to receive otherwise)	Other Useful Information (I want to receive other useful information like product approval notice, events, promotion, and etc from EC21.)		
Trade Alert * To subscribe or u	nsubscribe Trade Alert, please change your Frequency setting at Trade Alert menu.		



2.6 更改密码

如更改密码,请在"MyEC21 > Basic Services > Change Password"中更改。



第三章:展示企业信息和产品信息给潜在买家

如何向买家推广您的产品和接收询盘

通过下面的步骤,您的企业信息和产品信息会曝光给买家,感兴趣的买家会发送询盘给您。

第一步:搜索

买家会在主界面顶端的 Products, Selling Leads, Buying Leads 和 Companies 里用关键词来 搜索信息。产品数量,搜索关键词的关联度,增值服务(置顶广告)等等都是吸引买家注意 力的因素。

第二步:在搜索结果页面点击您的产品

买家会通过点击搜索结果页面的产品图片来了解产品名称,产品描述

第三步: 买家发送询盘

买家在浏览过详细的产品描述,产品分类和公司资料后会给供应商发送询盘。如果您登陆了 即时联系工具,买家立即可以跟供应商交谈和发送询盘给供应商。如果你是供应商,即时通 讯一直保持在线有助于立即响应买家询盘和快速进入贸易活动的下一阶段。

3.1 发布您的新产品信息

通过 MyEC21 > Basic Services > Add a New Product 发布新的促销产品,也可以很容易的 把产品分类到组,以便您的访客通过产品组功能找到产品。你发布的产品越多,您曝光给买 家的机会就更多,也就有更多的获得询盘的机会。

如果你成为了高级会员,你的产品会显示在更好的位置。因此,尽可能的展示更多的产品, 增加您的贸易成功机会。

免费会员可以发布的产品数量:最多 15 种

Trade OK 会员可以发布的产品数量: 最多 100 种

Trade PRO 会员可以发布的产品数量: 最多 300 种 (PRO) ~500(PRO+)

3. 1. 1 添加新产品(发布新产品) 点击 MyEC21 > Basic Services > Add a New Product 会出现下面的界面

My EC21	Basic Services	Premium Services 🗇 View My Homepage 📆 User Service Manual
Basic Services	Home > My EC21 > Basic S	Service > Add a New Product
Inquiries	Add a New	Product
Sent Box Saved Box Draft Contact List Block List Spam	 Fill out each field To find suppliers IMPORTANT: Ple 	tin English ONLY s, go to add a Ne sase read our Pr 若首次发布产品,请从 Group Name 里选择" Products ""
Trash	Basic Information	
/ Homepage Company Logo Social Networks Custom Domain	Group Name * Product Name *	- Select the Group - ■ 欧
y Buying Tools Add a New Buying Lead	Keywords	- Also, do not repeat same words or unrelated words many times. - Please follow general capitalization rule. - 4 to 6 characters.
Manage Buying Leads y Selling Tools	Reywords	Please provide a relevant keyword or phrase here. Plea er one keyword per each blank. Each keyword should not be more than 4 words. ex) mobile phone, cell phone, cellular phone
Manage Selling Leads	Category *	Choose Via to Via to Via to Via to Via
y Products	Image	- Upload Image 段 选择产品关键词和产品类目。
Add a New Product Manage Products Manage Groups	上传产品图片	* Premium members get special benefit to post up to 8 images for each product. * Editing images will be applied within 3 hours.
y Accounts	(embed code)	Attach Video
Company Profile Member Profile Change Password Trade Alert Live Chat Setting My Favorites My Advertising History TradeVerify Status Credit Report	Details *	- Do not enter your e-mail address Font family 「Font size B I IIA - 型 - Ω TUL传产品视频文件。 X [*] ♡ === ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Go to Premium Services		输入产品描述。 利用"Description"顶端的编辑功能,你可以 绘制表格,整理段落,字体颜色等等。
		Patr:
	Unit Price (Negotiable)	Palt: Price Courrency Type IUnit Price USD 100/unit 10 pairs Price USD 100/unit 10 pairs Price Condition FOBD Elevery Port I Orchard
	Unit Price (Negotiable) Minimum Order	Palh: Price Courrency Type Price USD 100/unit 10 pairs Price USD 100/unit 10 pairs Price Condition : FOB Delivery Port : Orchard ex) 200 pairs
	Unit Price (Negotiable) Minimum Order Ready to display?	Palt: Palt: Palt: Palt: Price Currency Type /Unit Price Condition [incoterm] Delivery Port ex) Price USD 100/unit 10 pairs Price Condition : FOB Delivery Port : Orchard ex) 200 pairs Ves No -Please check: Two" to display this item later.
	Unit Price (Negotiable) Minimum Order Ready to display? *	Pate:
	Unit Price (Negotiable) Minimum Order Ready to display? * Additional Info Certificates Approv	Palt: // Unit Price Courrency Type / / Unit Price Condition [incoterm Delivery Port ex) Price USD 100,unit 10 pairs Price Condition 1: FOB Delivery Port : Orchard ex) Price Condition 1: FOB Delivery Port : Orchard ex) 200 pairs @ Yes © No - - Please check "No" to display this item later. al Certificate Number
	Unit Price (Negotiable) Minimum Order Ready to display? * • Additional Info Certificates Approv	Palt: Palt: Pa
	Unit Price (Negotiable) Minimum Order Ready to display? * • Additional Info Certificates Approv	Palt: Price Currency Type / Unit Price Condition Incoterm • Delivery Port ex) Price USD 100/unit 10 pairs Price Condition : FOB Delivery Port : Orchard ex) 200 pairs • Yes • No - Please check "No" to display this item later. al Certificate Name • Certificate Name • Certificate Number • CCC • CE • FOC • TUV • UL • FDA
	Unit Price (Negotiable) Minimum Order Ready to display? * • Additional Info Certificates Approv	Pale: Price Currency Type / / Unit Price Condition Incoterm / Delivery Port ex) Price USD 100/unit 10 pairs Price Condition : FOB Delivery Port : Orchard / ex) 200 pairs • Yes No - Please check Tho" to display this item later. * Certificate Certificate Number - Please check Tho" to display this item later. * Certificate Number Certificate Number CCC CC CC CC FCC FCC FCC FDA Packing _ ex) 10 pieces per box Length _ Width _ Height _ Size Unit *
	Unit Price (Negotiable) Minimum Order Ready to display? • • Additional Info Certificates Approv	Pale: Price Currency Type / / Unit Price Condition Incoterm Delivery Port ex) Price USD 100/unit 10 pairs Price Condition : FOB Delivery Port : Orchard Price Con
	Unit Price (Negotiable) Minimum Order Ready to display? • Additional Info Certificates Approv Packaging Delivery Lead Time Supply Ability	Pale: Price Currency Type / / Unit Price Condition Incoterm Delivery Port ex) Price USD 100/unit 10 pairs Price Condition : FOB Delivery Port : Orchard res: 200 pairs • Yes No - Please check Tho* to display this item later. Please check Tho* to display this item later.

3.1.2 高效推广发布的产品

A. 用特色的产品名称表达产品的特性

产品名称中的词汇在搜索结果的排名中起着非常重要的作用。所以,建议用可以在输入名称 时能被找到的词语。

(举例: MP3 Player, Automotive Halogen Lamp)

Product Name *	Load Product Info.
	 Please make sure you input a single product name, not a model name or specific brand. ex) MP3 Player, Automotive Halogen Lamp, Mobile phone Also, do not repeat same words or unrelated words many times. Please follow general capitalization rule. 4 to 60 characters.

另一方面,在产品名称里输入一个特殊的品牌名称或者型号,其他领域鲜为人知的,会导致 你的搜索结果出现"没有匹配结果"。(e.g.bk3789, st9345)。产品名称里包含精准的高关联度 的词语时,案例成功机会会高出 15%。

产品名称可以输入 4—60 个字母, 建议词语不要过多, 只用必要的。

下面是产品名称优劣的一个例子。

差	一般	好
Bike	Electric Bike	50cc Electric Mountain Bike
(不够清晰)	(详细精确)	(详细精确,同时标明产品尺寸和工业标准)

B. 输入贴切的关键词

影响搜索结果排名的除产品名称外第二个因素是关键词。选择与产品关联紧密的关键词,会 使买家搜索结果的排名提前,提高对潜在买家的曝光度。

可以输入四个关键词,每个关键词最多 4 个单词。(ex: mobile phone,cell phone,cellular phone,brand new mobile phone)

尽管您想输入更多的关键词,也不要选择与产品无关的关键词。与产品无关的关键词会降低 您公司在特殊属性上的信任度。

20 / 74			
Keywords *			
	 Please provide a relevant keyword or phrase here. Please enter one keyword per each blank. Each keyword should not be more than 4 words. ex) mobile phone, cell phone, cellular phone 		

选择最好的关键词:

- ✔ 使用与产品相关的产品名称和同义词
- ✔ 正确的拼写
- ✔ 避免用特殊字符和符号
- ✔ 使用能具体说明产品的产品名称

"Fruits"产品关键词的比较:

差	一般	好
Fruits	Dried Fruits	Mixed Dried Fruits, Sun Dried Tomato, Sun Dried Apricots, Sun Dried Fruits Sauces
太普通的名字, 需要更精确的信息	稍微精确和清楚些	产品名称精确而清晰

添加关键词的实用小窍门



Sign Out Buy Now - Sell Now - My EC21 - Community Help

fruits			Products	•	Search	Advanced Search	Chinese Korean
fruits			uishi fx3g - org	janic - polymer - 7			🖈 Add to My Favorites
fruits fruits and vegetables fruits fat reducing fruits vegetables fruits vegetables disinfectio fruits and vegetables fruits and vegetables dehyd	n Iration pla	nts		Global e-M TradeKo Find Top-class Tra	arketplace rea.con de Partners Her	Welcome, globaltean Check for New Inquiries View My Homepage My Company Profile For Sellers Post Products Post Selling Leads	Al Your Membership The PRO For Buyers • Post Buying Leads • Premium Suppliers
Construction & Real Estat	ie >		Rice	Crude	Energy	Global Buyers Advertise with EC21 How to Sell @	Trade Alert My Favorite How to Buy
Electrical Equipment	>		Polisher	Lodine	Saving Lam	TRADE PRO	TRADE OK
Energy	>	Mobile Phone Cases				 30x MORE inquiries than 	Free members
Fashion Accessories	>	1	(9° **)		1	• TOP-LEVEL priority Sear • FREE Advertising Packag	rch Listing le (\$1,000 Value)
Food & Beverage	>		Motorcycle	Print Head	Food Additives	FREE Credit Service Pack	age (\$308 Value)

-当你输入关键词的时候,你可以在EC21的主页搜索条里查看推荐关键词。

-请勿分离一个单词以上的关键词(ex: cotton candy>cotton, candy), 搜索结果完全不同。

-关键词不区分大小写。(i.e. - mobile phone and Mobile Phone 搜索结果相同)

-不要把通用符号做为关键词(ex: k007)

-一般来说,单复数都可以被用做关键词;如果系统能够分开这两个单词,(ex: machine an d machinery)两个关键词都可以输入。

C. 选择分类

超过1/3的买家通过分类来搜索产品,所以,建议选择一个高关联度的产品种类。当你点击M yEC21>Basic Services>Add a New Product 中的"Choose"按钮时会出现下面弹窗:

你可以在种类搜索页面输入关键词后选择恰当的分类,也可以在种类浏览页面选择分类。

Category *	Choose 🖾 or Fre	equently used category 💌
	Fre	equently used category
Image	Upload Image	ned Fruit
	Casi	ual Shoes
	Othe	er Auto Parts
	* Premium members get special benefit to post up to 8 imag	Bumpers
	* Editing images will be applied within 3 hours.	ning Shoes
Video	Attach Video	
(embed code)	Attach video	

一旦您在发布产品时选择了种类,您会很容易的在最常使用的分类中自动找到这个种类。

<点击"Choose"按钮会显示如下界面>

Choose your category	Category Search	Category Browser	EC21
mobile phone Search			
Please insert a space after an each word. ex) mobile phone(O), mobile(O) mobile			
After search, please "select" the best matching one or click its link t Otherwise, you can narrow the categories using <u>Category Browser</u> 后,点击 'Submit'	目关种类会被自动搜索 。	뤃。选择与您的产品最	:匹配的种药
Matching Category Name			
Telecommunications > Antenna > Mobile Phone Antenna			A
Telecommunications > Mobile Phone Accessories > Mobile Phone Adapters			
\bigcirc Telecommunications > Mobile Phone Accessories > Mobile Phone Bags & Cases			
Telecommunications > Mobile Phone Accessories > Mobile Phone Batteries			
Category of Matching Product			Ŧ
Telecommunications > Mobile Phones (44%)			<u>^</u>
© Energy > Solar Energy Products > Solar Chargers (1%)			E
Consumer Electronics > Chargers > Battery Chargers (1%)			
Consumer Electronics > Digital Batteries > Mobile Phone Batteries (1%)			
· · · · · · · · · · · · · · · · · · ·			Ŧ
Submit Not satisfied with the results? Please <u>suggest a new category</u> to us. We will appreciate any kinds of requests from members and suggestions for new categories.			
		Close \	Window 😭

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<点击"Category Browser"后显示如下界面>

Choose your category		Category Search	Category Browser	EC 21
You can narrow down the categories turns on. Choose your best categor radio button.	s by clicking the most appropriate one after another every y that your items or business belongs to, by clicking the "S	next sub category list a ubmit" button at the bo	appears until the "Submit" ttom of the page after sel	button ecting the
Main Category				
Agriculture				
Apparel				
Automobiles & Motorcycles				
Business Services				
Chemicals				
Computer Hardware & Software	当你在分类选项里选择了一个种类后,将会显示	子分类。如果你		
Construction & Real Estate	从子分类里选择了一个种类,就会显示下一级分	类,在最后级别		
Consumer Electronics	里选择了分类后,点击'submit'。			
Electrical Equipment & Supplies				
Electronic Components & Supplies				
Energy				
- · · · ·				
	Submit			
Not satisfied with the results? Please We will appreciate any kinds of requ	suggest a new category to us. lests from members and suggestions for new categories.			
			<u>Close V</u>	/indo

D. 上传产品图片

上传产品图片是向买家展示您的产品信息的最有效的途径。

买家对提供图片的产品关注度更高。

除此之外,有图片和描述信息的产品搜索排名优于没有图片的产品。

当您在'MyEC21 > Basic Services > Add a New Product.'中点击'Upload Image'时会出现如 下界面:

lmage	Upload Image	
	* Premium members get special benefit to post up to 8 images for each product. * Editing images will be applied within 3 hours.	
Upload Image		EC21
Click on the "Bro	owse" button to select the image file and upload from the computer. Browse	

点击browse按钮,选择PC里的一张图片

-图片尺寸标准: 320 * 320 pixel

-文件类型: 仅限 JPG和GIF

-图片最大容量: 300KB

-文件名称:只能包含英文和数字(如果文件名中包含特殊符号,比如韩文或中文等等,图片不能上传) -如果无法找到browse按钮,点击<u>www.adobe.com</u>页面右边的Get Adobe Flash Playe,下载Flash Player的最新版本。

(已发布产品的图片对照)

在您的网页和产品搜索结果中,能浏览发布完成的产品。

产品图片举例—Can Cooler



图片	产品 ①	产品 ②
背景	背景质地尖锐,颜色暗	白色背景使产品图片更加鲜明
	一————————————————————————————————————	当产品轮廓鲜明的展现出它的特色的时候,
产品状态	从产品图片上分辨不出产品的用途	很容易就能理解产品的用途和特性

E. 上传产品的视频文件

如果上传产品图片同时上传了产品的视频文件,您就可以更生动的向您的买家展示您的产品了。您在Google Video, YourTube和Yahoo Video上已经上传的视频文件,才能发布在EC2 1上。

如果您在MyEC21 > Basic Services > Add a New Product中的发布产品页面上点击"Att ach Video"会出现下面弹窗。

teeh Midee	E COL
ttach video	EL21
Post a new video Select one from posted videos	
f you want attach the video you already posted, <u>Select one from posted v</u>	<u>rideos.</u>
/ideo Embed Code *	Preview
Video width may not xceed 540	输入 'Video Embed Code'
- Firstly upibati your vitiabitor Google Mideo, Yt	butube; or yalldo Video,
copy the Embed code (click here to see an ex Click on Preview to see the video.	(ample), and paste it here.
ideo title *	•••••••••••••••••••••••••••••••••••••
ags *	(op to 80 characters)
-Enter keywords related with the video. Separa	ate words w 输入与 'Video'关联的关键词
ution: If you post unauthorized, offensive or improper video, it may be day be banned from all activities on EC21 See Posting Guidelines.	eleted with
Submit	
	Close Window 🔀
『可以在视频主网站找到"Embed Code",如 つ	下图:
http://www.ec21.com/html/ec/HowtoSubmitVideos.h	html
How to Submit Videos From Different	Sources
▶ Introduction	
 Post your video file on one of the following video Video 	0 hosting sites - YouTube, Google Video, Yahoo
 Copy the video embed code from video hosting Paste the embed code into EC21 video submis) site.
 Add an appropriate title and relevant tags. 	salon page.
At this time, we only allow submissions from the be more sites might be added In future.	low video hosting sites and
▶ Google Video	
Details Comments More from user	- While viewing an individual video on Google Video
C Share C Report Problem	mine merring an manadar mace on ocogie mace,
Download video - iPod/PSP I PEmbed video	look for the "Details" to the right of the video window. - Click on "Embed video" link at the bottom of the box
Commode video - in our or in Chindeo video	 look for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that
<pre><mbed <="" id="VideoPlayback" pre="" style="width:400px;height:326px"></mbed></pre>	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted.
<pre><created details"="" flashvars="" id="VideoPlayback" li="" of="" right="" src="http://video.google.com/googleplay</pre></td><td> look for the " style="width:400px;height:326px" the="" to="" video="" window.<=""> Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking </created></pre>	
<pre><creduate <="" <creduate="" correst="" creduate="" in="" indevide="" indevided="" indevided<="" of="" td="" the=""><td> Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on </td></creduate></pre>	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on
<pre><create second="" second<="" td="" the=""><td> Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) </td></create></pre>	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse)
<pre>cembed id="VideoPlayback" style="width:400px;height:326px" flashvars="" src="http://video.google.com/googleplay</pre>	 look for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission
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<pre>Cembed id="VideoPlayback" Style="width:400px;height:326px" flashvars="" src="http://video.google.com/googleplay YouTube</pre>	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site.
<pre>YouTube From: theproducegarden Joined: 6 months ago</pre>	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window.
Vermitted intervideo Playback" style="width:400px;height:326px" flashvars="" src="http://video.google.com/googleplay VouTube From: theproducegarden Joined: 6 months ago Videos: 90	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window. Look for the text field "Embed" at the bottom of this box. Click anywhere inside the code text box below
YouTube From: theproducegarden Joined: 6 months ago Video: 90 Subscribe Added: April 01, 2008 (More info) Ionek like a pile of lunk, it is, but keen wat	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window. Look for the text field "Embed" at the bottom of this box. Click anywhere inside the code text would be automatically highlighted.
YouTube From: theproducegarden Joined: 6 months ago Video: 90 Subscribe Added: April 01, 2008 (More info) Joaks like a pile of junkIt is. but keep wat Embed Customize	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window. Look for the text field "Embed" at the bottom of this box. Click anywhere inside the code text would be automatically highlighted.
System System Style="width:400px;height:326px" flashvars="" style="http://video.google.com/googleplay > YouTube Style="bttp://video.google.com/googleplay Style="http://video.google.com/googleplay Style="bttp://video.google.com/googleplay Style="bttp://video.googleplay Style="bttp://video.googleplay Style="bttp://video.googleplay Sty	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window. Look for the text field "Embed" at the bottom of this box. Click anywhere inside the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse.
From: theproducegarden Joined: 6 months ago Videos: 90 Added: April 01, 2008 (More info) Joaks like a pile of junkIt is. but keep wat Embed	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window. Look for the text field "Embed" at the bottom of this box. Click anywhere inside the code text box below the Embed field and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+y or the box to the right of the video text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+y or
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From: theproducegarden Joined: 6 months ago Video: 90 Added: April 01, 2008 (More info) Ioaks Like a pile of Junk_Lit is. but keep wat Imbed Customize	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window. Look for the text field "Embed" at the bottom of this box. Click anywhere inside the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Gopy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will
<pre>combed idevideorial value value style="width:400px;height:326px" flashvars="" src="http://video.google.com/googleplay</pre>	 Now for the "Details" to the right of the video window. Click on "Embed video" link at the bottom of the box. Click anywhere inside the code text box that appears below it and all the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site. While viewing an individual video on YouTube, look for the box to the right of the video window. Look for the text field "Embed" at the bottom of this box. Click anywhere inside the code text would be automatically highlighted. Copy the embed code using Ctrl+c or right clicking your mouse. Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Paste the code into "Video Embed Code" text box on the EC21 video submission page (using Ctrl+v or right clicking your mouse) Give an appropriate title to your video submission and add relevant tags (keywords) and your video will be ready to display on EC21 site.
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F. 发布"产品描述"

现在,我们来看看产品描述的发布步骤,已经到了发布产品页面的最后阶段。产品描述会显示在搜索结果中,因此,运用能引起买家注意的恰当描述是很重要的。

(在输入关键词Fruits后,在产品信息里找到的结果)



(发布产品页面)

Details *	- Do not enter your e-mail address.
	Font family 🔻 Font size 🔻 🗄 🗮 🛱 🎒 🕲 📨 🔅 🗙 🗶 🖬 🗟
	Β Ι <u>υ</u> <u>A</u> · <u>*</u> · Ω ⊠ Ξ Ξ ∃ ^{-F-1} , ∋ · [*] ,, * * ⊞ ⊟ ⊞ ≡ ≡ ≡ ≡
	F-2.
	Path:
Unit Price	Price Currency Type V / Unit
(Negotiable)	Price Condition FOB V Delivery Port
	ex) Price USD 100/unit 10 pairs Price Condition : FOB Delivery Port : Orchard
Minimum Order	ex) 200 pairs
Ready to display?	Yes ○ No Please check "No" to display this item later. F-3.

F-1

通过使用顶端的编辑功能,你可以更改字体,字体大小,颜色,底线,底色,符号插入,表 格插入,段落校对,段落缩进,拼写检查,视频文件插入。如果您点击 HTML,将会弹出 HTML 资源窗口,您可以立即修改,删除,增加您的 html 资源。

F-2.

用英文输入您的产品描述。用精确详细的信息来赢得买家的青睐。产品描述输入最少 100 个 字母。

F-3.

如果您在"Ready to Display?"中选择了 YES,在通过产品信息注册和检查后,搜索结果中就 会显示了。

如果您在"Ready to Display?"中选择了 NO, 即使产品通过了注册和检查后, 搜索结果中也不 会显示。

附加信息

Additional Info

Certificates Approval	Certificate Name	Certificate Number	」 如果产品有ü 码。	E书的话,请在这项输入证书号
	CE			
	FCC			
	□ TUV			
	UL			
	🗌 FDA]
Packaging	Packing Length Weight	ex) 10 pieces Width Height Siz	per box ze Unit 🗸	包装单位,尺寸,重量,要输 入包装单位。
Delivery Lead Time	ex) 60 days for OEM, 7	- 7 days for ready goods	1 输入希	望运达的时间
Supply Ability	ex) 60,000 Set/ Sets p	ver Month		
* These fields are not required. How	vever. if vou insert additio	nal information, visitors will be able to catch	输入可以供应的	的数量

最后,点击"Submit"按钮后,你的产品信息就发布完成了。

免费会员可以发布 15 种产品,步骤同上。

(Trade OK 会员可以发布最多 100 种产品。Trade PRO 会员可以发布最多 300 种产品, Trade PRO PLUS 会员可以发布最多 500 种产品)

通过检查批准后,发布的项目会显示在搜索结果中。

检查时间在一天左右。检查完的信息又要花费一天左右的时间才能反映在搜索引擎上。

3.2 管理您的新产品信息

1) 管理产品

在管理产品中可以修改,删除和添加您发布的产品信息。

您可以点击 E	DIT 来修改产	² 品信息内容。	您可以点击	DELETE	来删除产品,	点击 M	IOVE ≯	を更
改产品信息的	排序。							

Home > My EC21 > Basic Service > Manage Products

Manage Products

Your product(s) will be reviewed within 24 hours and listed if approved.

- "Pending" indicates your submission is being reviewed. (Not Searchable on EC21)
- * "Approved" indicates your submission has been approved and currently listed. (Searchable on EC21)
- "Denied" indicates your submission has been rejected due to following reasons: See Restrictions

You have 7 products and 4 groups. (You have 93 more left to post products.) Group / Product image Status ? Display 🥐 Date ? Action Chain Jewelry Yes 2013/01/31 Add a new product Necklace, Bracelet, 2013/04/22 Edit Delete Move Approved Yes Costume Jewelry Edit Delete Move Figaro Chain 2013/04/22 Approved Yes Herringbone Chain 2013/04/22 Edit Delete Move Approved Yes Edit Delete Move **Bismark Chain** Approved Yes 2013/04/22

* Click on a product to view the product detailed page.

* To change your display preference, please check the box and click on the "Change Display".

Pi	age 1 of 1 1
Repost	Change Display

*发布产品的状态

Approved:产品通过检查后,当前显示的状态。

Denied: 产品未通过检查, 被拒。

Pending: 是通过之前的状态(检查后还没通过的 24 小时内)

2)管理产品组

您的产品可以分成组,显示在您的主页菜单按钮的左边,这样很容易被买家找到。可以发布

最多50个类目。

产品组可以发布在 MyEC21 > Basic Services > My Products > Manage Products.

a. 什么是"Group Name"?

-产品组名称在管理组中发布,显示在我的产品主菜单。如果一个用户在 EC21 发布不同类型的产品,组的功能就是让您简单的区分和发布产品。此功能让登记产品的会员和搜索产品的 会员能便捷地查看产品信息。

举例来说,如果您在 Manage Groups 里面创建了 Shoes,Cosmetic 和 Fruits 组,您可以在 Shoes 组里上传 Sneakers,High Heels,Hiking Boots 等等,在 Cosmetic 组里上传 Skin Care Products,Make-up items,Anti-wrinkle productsdeng 等等,在 Fruits Group 组里上传

Grapefruit, Apple, Strawberry, Banana 等等。

Home > My EC21 > Basic Service > Add a New Product

Add a New Product

- Fill out each field in English ONLY.
- To find suppliers, go to add a New Buying Lead.
- IMPORTANT: Please read our Product Listing Policy.



发布完成的产品组会直接生成在您网站主页的左边。

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EC2) - Home > Buy Now > Paragon Ele	Si	gn Out 🤏 Communit	y 🖨 Inquiry Now 🛛 🚺 S	Basket (Sell Now	0) Help S	earch all suppliers 🤗
TRADE OK Member since 2010	ParagonEle 您上传的产品组 的形式显示在您么	Ctronics Mal T Kit 将会以主菜单按钮 公司主页上	auti A		11111	
Export List Import List DIP Switch Micro Switch	Dip	o Switch		I	Micro Sw	itch
Company Profile					5	Switch Product SVM-6171-06
Bulletin Board Guest Book To Korean Page					Í	Switch Product SSM-1132-01
visitors: 4087	About Us	5 5	Bign Out ∣ Buy No	ow 🗸 Se	ell Now 👻 My E	Inquire Now >
My EC21	Basic Services	Premium Services	5	1	View My Homepag	e 📋 📩 서비스 활용법 상세보기
Basis Sanvissa	Home > My EC21 > Basic Service >	Manage Groups				
My Inquiries • Inbox • Sent Box • Saved Box • Draft • Contact List • Block List • Spam • Trash	Manage Group Group is simply to help you Please be noted Group na EC21.com, you should por	DS u arrange your product catalo me or their description is no st product extense is use po 修改,删除	gs better. It searchable in E Land	C21. If you I菜单	want te 人ore details ab	这里发布新产品组 out Group Post a new Group
My Homepage	Group / F	Product	Status	Display	Date	Action
 Company Logo Social Networks 	Stainless Steel Valve		Approved	Yes	2010/05/11	Edit Delete Move
Custom Domain	Double Sealing Resilien Water Works	t Seated Gate Valves for	Approved	Yes	2010/05/11	Move
My Buying Tools	Double Sealing Resilien Water Works	t Seated Gate Valves for	Approved	Yes	2013/03/25	Move
 Add a New Buying Lead Manage Buying Leads 	Stainless Steel Sluice Va	live	Approved	Yes	2010/05/21	Move
menage baying coddo	Air Valve (Single Spot)		Approved	Yes	2010/05/11	Move
My Selling Tools	Air Valve (Double Spot Ty	/pe)	Approved	Yes	2010/05/11	Move
 Add a New Selling Lead Manage Selling Leads 	High Speed Air Valve		Approved	Yes	2010/05/11	Move
My Products	No-cut Off Water Supply I	Bow Jeongjagwan	Approved	Yes	2010/05/11	Move
Add a New Product	Stainless Steel Sluice Va	alve	Approved	Yes	2010/05/19	Move
 Manage Products Manage Groups 	* Click a product to view the p	product catalog as c 在产	品组下上传产	品		

如果您发布不同特性的多种产品,组的功能就是归类产品,便于查看。

您上传的产品组会显示在主页的产品组按钮中,这些产品组名称和内容都不会显示在搜索结果页面中。所以,您必须上传 Product Catalog 才能让您的产品被搜到。产品组最多可以发布 50 个。

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More Details about Group EC2/-4								
Step 1) Group Group is a simply term repre- senting multiple Items. However you don't want to regis- ter diverse products, you must register group.)	Step 2) Product of product. inserted mentally	Product cat catalog is an act All the informati in this field is fu search-oriented	talog tual on nda- d.				
Total 5 group(s)				More details about Group Post a new Group				
Total 5 group(s) Group / Product	Status	Display	Date	More details about Group Post a new Group Action				
Total 5 group(s) Group / Product	Status	Display Yes	Date 2001/02/23	More details about Group Post a new Group Action Edit Delete Move				
Total 5 group(s) Group / Product	More details about Group Ore details about Group Post a new Group Group / Product Status Display Date Action WCM C Series Yes 2001/02/23 Edit Delete Move CHAIN STITCH OUILTER Approved Yes 2001/02/23 Move KW C Series Yes 2001/02/23 Edit Delete Move COMPUTER OUILTING MACHING Approved Yes 2001/02/23 Move							
Total 5 group(s) Group / Product CHAIN STITCH QUILTER KWY C Series	Status Approved	Display Yes Yes Yes	Date 2001/02/23 2001/02/23 2001/02/23	More details about Group Post a new Group Action Edit Delete Move Edit Delete Move				
Total 5 group(s) Group / Product CHAIN STITCH OUILTER CMPUTER OUILTING MACHING	Status Approved Approved	Display Yes Yes Yes Yes	Date 2001/02/23 2001/02/23 2001/02/23 2001/02/23	More details about Group Post a new Group Action Edit Delete Move Move Edit Delete Move Move				
Total 5 group(s) Group / Product WCM C Series CHAIN STITCH OUILTER KW C Series COMPUTER QUILTING MACHING KW A Series	Status Approved Approved	Display Yes Yes Yes Yes Yes	Date 2001/02/23 2001/02/23 2001/02/23 2001/02/23 2001/02/23 2001/02/23 2001/02/23	More details about Group Post a new Group Action Edit Delete Move Edit Delete Move Edit Delete Move Edit Delete Move				
Total 5 group(s) Group / Product Group / Product CHAIN STITCH OUILTER CHAIN STITCH OUILTER KW C Series COMPUTER OUILTING MACHING KW A Series OUILTING MACHINE	Status Approved Approved	Display Yes Yes Yes Yes Yes	Date 2001/02/23 2001/02/23 2001/02/23 2001/02/23 2001/02/24 2001/02/23	More details about Group Post a new Group Action Edit Delete Move Edit Delete Move Edit Delete Move Edit Delete Move Edit Delete Move				

3.3 发布和管理新的 Selling Leads (供应商)

My Selling Tools

供应商可以用 My Selling Tools 来发布供应信息。如果您是免费会员,您最多可以发布 20 条,如果您是 Trade OK 您可以发布 200 条供应信息,如果您是 Trade PRO 会员,你可以发布无限量的供应信息。 如果您是免费会员,超过 20 条后的 Selling Leads 不会被储存,也不会显示在搜索结果中。

1) 添加一条新的Selling Lead

	 Fill out each fit To find supplie IMPORTANT: F 	输入 Selling Leads 的主题. 在"Sell"后输入标 题. (e.g: Sell Flower)	您可以查看发布的示范
	 Selling Lead Info. 		* Required [How to Post?]
	Subject *	Sell Please follow general capitalization rule ex) Buy 125cc Dirt Bike	
	Keywords	Please provide a relevant keyword or phrase here. Please enter one keyword per Each keyword should not be more than 4 words.	each blank. 输入 Selling Leads 的关键词。您
	Category *	Choose 🕰	
y Selling Leads 时关键词。点击 计键词或者点击 rowser'选择分	选择一个恰当 ⁴ 'Choose'选择 ⁴ 'Category 计类。	Pipe or GF only. Max 300kb Select a Catalog Image You can select at Image In your product catalogs in EC21. Editing images will be applied within 3 hours. Select Duration 2013-05-14 (YYYMM-DD) No HTML, please. Do not enter your email addres Current (0 / 2000). Min. 100 characters.	选择 Selling Leads 的截止期限 如果您想发布产品图片的话,点击
			Upload 按钮后选择一张图片。 (只有小于 300KB 的 jpg 或 gif 可以上
			传) 点击 'Select a Catalog Image',您 可以在你 已经发布过的产品分类里 选择一张图片。

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2) 管理 Selling Leads

您可以在这个页面管理您发布的 Selling Leads.(包括修改, 删除, 重新发布, 发布新品等)



3.4 发布和管理新的 Buying Leads (买家)

My Buying Tools

如果买家发布了求购信息,就会用到 My Buying Tools。求购信息的发布是不限制数量的,但是产品黑名 单里的名称是被禁止发布的。(ex. drugs 包括 cocaine,bones as ivory,illegal software,weapon,counterfeit money 等)

1) 添加新的 Buying Lead



2) 管理 Buying Leads

可以更改,删除已发布的 Buying Leads,也可以发布新的 Buying Leads。

Manage Buying Leads

Your buying lead(s) will be reviewed within 24 hours and listed if approved.

- "Pending" indicates your submission is being reviewed. (Not Searchable on EC21)
- "Approved" indicates your submission has been approved and currently listed. (Sourchable on EC21)

.

• "Denied" indicates your submission has been rejected due to following reas 点击 'Edit'更改您发布过的信息,如果

Total	3 Buving Leads		Leads 的发布时间	您想删除内容	,请点击 'Delete'
No	Subject	Status	Input Data	A ref	
INO.	Subject	Status	Input Date	Actio	יחנ
3	Buy Tree	😨 Denied	d 2010-05-19	Edit D	elete
2	Buy Herb	Prove Approve	ed 2010-05-19	Edit D	elete
1	Buy Flower	🕵 Pendin	g 2010-02-01	Edit D	elete
Total:	3 Page: 1/1				1
Buying Leads 的标题		-"Denied"在检 - "Approved"	à查过程中,被拒绝通 已经通过检查,您的(过 言息可以在 EC21 上	Post New
		搜索到			/\
		-"Pending"正	在等待检查		点击 'Post New'发
	L				布新的 leads。

3.5 搜索 Product

3.5.1 搜索 Product

在主页的搜索栏里输入关键词后点击"search"来搜索产品,会出现如下搜索结果页面:



自缩略图查看搜索结果。

您只要在搜索结果页面点击按钮"[⊞]",就可以更换浏览方式了。缩略图比列表更直观,而且 能带给您更多的机会。





TRADE OK since 2012 [China]
点击搜索结果页面的 Product Name 来查看细节页面。

以下面的产品细节页面为例,输入关键词'atv',点击搜索结果页面的标题。

		Products	▼ Sear	Advanced S	Search Chinese Korea
Home > Products > Automobiles & Motorcyc	les > Wheels, Rims & Tires > Wheels > ATV Wh ATV Wheels	ieels		Contact Information	
	Place of Origin : Korea		_	Taechang Corp	oration
\bigcirc	Related Keywords : ATV wheels		点击这里	来发送询盘	2003-06-26 Korea ::
ATV wheel-GP type ATV wheel-Ring Wheel type	😭 Add to Basket	Contact Now		city Contact	r: Daegu t: T.S. Lee (Ms.)
Q See Larger Picture : ATV Wheels	Tweet 0 Flike 0	ad an Inquiry to this supplier.	品放进购物	Ads by Google relat 미쉐리골실사이트 FF 刃篮,稍后发送	ted to: ATV wheels 에머그매방법 차량별 제품안바 送询盘。如果
Q See Larger Picture : ATV Wheels	Tweet 0	Man Inquiry to this supplier.	品放进购物。闭此页面,	Ads by Google rela 메네리프스사미트 FF 加佐,稍后发送 购物篮里的 F suttatwantrade.com	ted to: ATV wheels 에어 구매발번 차량별 제품안바 送询盘。如果 内容会消失。
Q See Larger Picture : ATV Wheels	Tweet 0	Man Inquiry to this supplier.	品放进购物	Ads by Google relat <u>IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII</u>	ted to: ATV wheels AIDH 국제발범 차량별 제품안나 送询盘。如果 内容会消失。 WW Products At Good Price Choose pliers! su.taiwantrade.com.tw/
Q See Larger Picture : ATV Wheels	Tweet 0	Man Inquiry to this supplier.	品放进购物	Ads by Google rela <u>India 2004 PE EF</u> 可篮,稍后发送 购物篮里的F Suitaiwanuade.com Wheel High Quality F Verified Taiwan Supp	ted to: ATV wheels 에머 구매발범 차량별 제품안나 送询盘。如果 内容会消失。 ww Products At Good Price Choose pliers! su.taiwantrade.com.tw/
Q See Larger Picture : ATV Wheels	Tweet 0	Man Inquiry to this supplier.	品放进购物	Ads by Google rela <u>India 24401E FF</u> <mark>灯篮,稍后发送 购物篮里的F sunawanuade.com Wheel High Quality F Verified Taiwan Supp</mark>	ted to: ATV wheels AICH 고매발번 차량별 제품안나 送询盘。如果 内容会消失。 WW Products At Good Price Choose pliers! su.taiwantrade.com.tw/



- b. 在搜索栏里输入一个关键词
- c. 选择"Selling Leads"
- d. 点击右边的"Search"按钮,开始搜索。 搜索结果的排名如下:
 - 1. Trade PRO 会员的产品会排在最顶端。
 - 2. Trade OK 会员排名紧随 Trade PRO 会员之后。

3.免费会员发布的信息搜索排名在 Trade OK 的后面,免费会员发布的信息以下面的顺序 来排,发布的信息的先后,含搜索关键词的产品标题的顺序。

*备注: 及时更新您的产品信息对于您的搜索排名是至关重要的。

3.6 用多种在线广告来曝光您的产品

对 Trade OK 和 Trade PRO 会员不仅提供产品的在线搜索功能,还会提供其他在线广告。(关键词广告,分类广告,特色广告等等, etc)

当输入关键词时,您可以在搜索结果页面的右侧浏览 vertical advertisement (A),在搜索结果页面的顶端浏览 Top Listing(B).



主页中的 Featured Products Ad

产品会发布在 www.ec21.com 的主页的 Featured Ad 页面。



另外,EC21 支持高级会员通过多种广告高效率的曝光产品。

第四章: MyEC21 的其他功能(Basic Service)

4.1 订阅 Trade Alert

Trade Alert 是自定义您是否接收 e-mail 的功能。

点击"Trade Alert",在"Frequency"里选择您接收的频率。如果您想每天接收,选择"Daily"。 如果您想一周接收一次,请选择"Weekly"。

如果您不想接收,请选择"Unsubscribe"然后按"Submit"按钮。

My EC21	Basic Serv	vices	Premium Services		View My Homepage	🛛 📩 서비스 활용법 상세보
Basic Services	Home > My EC21 >	Basic Service > 1	Trade Alert			
Inquiries	Trade A	lert				
Sent Box Saved Box Draft Contact List	With Trade A that fit within	ert service, you selected catego	can receive information regarding trac ories your interest. [See a sa 可以:	le leads produ 修改和检测	ict cataloos and comm 则接收邮件的 e	anv profiles via email -mail地址
Spam Trash	Your Trade Al Frequency :	ert are sent to: Daily V	tonyx@ec21.com Change Veekly © Unsubscribe Submit <			
/ Homepage Company Logo Social Networks Custom Domain	Add Keyword To add keyword to	s o Trade Alert, pl	lease enter keyword, check content typ	e, and press A	的 e-mail 接收 dd button.	文周期
		F	Product Keyword		Contents Type	Add
Buying Tools Add a New Buying Lead Manage Buying Leads			ex)plastic toy		New Buying leads New Selling leads New Products	Add
/ Selling Tools Add a New Selling Lead Manage Selling Leads	Maximum 10 Key	words			New Company	
Des dusts	Keyword	entrieleiend	Category		Type	" Inquiry Bas
Add a New Product Manage Products Manage Groups	toy	• Health & M • Toys >> PI • Toys >> Ed	ledical >> Sex Products >> Sex Toy lastic Toys ducational Toys			Edit Delete
Accounts Company Profile Member Profile Change Password Trade Alert			如果你键入关键词然动匹配的相关分类。	、后点击'Add 会显示在这	」',系统 自 里	
Live Chat Setting My Favorites My Advertising History TradeVerify Status Credit Report						

如果您选择了 TOY 做为关键词,检查 Contents Type 里的四项,所有最近发布有 TOY 的 Buying Leads,Selling leads,Product Info 和 Company Info 都将以 Trade Alert e-mail 的形式 发送给您。

E.g.如果您输入关键词 TOY,选择 Contents Type 里的 New Buying Leads,与 TOY 关联的最 近发布的 Buying Leads 会 e-mail 给您。

4.2 Add to 'My Favorite'

您在登录后点击 EC21 主页的底端的"My Favorite",这个页面会被收藏在您桌面的收藏夹里。



4.3 View "My Advertising History"

MyEC21 > Basic Services > <u>My Advertising History</u>里收藏着您发布的各种广告记录,比如 banner advertisement。您可以查看您的广告应用进程。

4.4 Check "TradeVerify" status

"TradeVerify"提供了一个第三方 A&V 验证公司信息和信用的 Authentication&Verification 服 务。

(普通信用证评估主要是基于调查防备其他公司, TradeVerify 是验证您的公司信息和信用。)

当您和新的,不熟知的贸易实体进行商务磋商时,"TradeVerify"服务会增加您的诚信度。

1. 您的企业是合法的吗?

有商业实体和申请人信息合法存在的验证,您可以赢得买家的青睐。

2. 生成"TradeVerify"标记

TradeVerify 标记会生成在您的网页上,一旦这个标记生成,会极大得帮助您赢得买家的 信任,推动您公司的商业活动。

3. 反映在排名中

您的标记会反映在 EC21 的搜索页面的排名中。

4. A&V 标记

通过第三方机构您可以建立起 A&V 的高信用度。

每位EC21会员都可以申请TradeVerify。另外,高级会员可以享受每年一次的免费TradeVerify (Trade OK/PRO)

		Sign Out	Buy Now 👻 📔 Sell N	low 👻 My EC21 👻	Community Help
My EC21	Basic Services	Premium Services	1 View	v My Homepage 📩	서비스 활용법 상세보기
Basic Services	Home > My EC21 > Basic Servic	e > TradeVerify Status			
My Inquiries = Inbox = Sent Box	TradeVerify				
 Saved Box Darf 	TradeVerify Order Histor	огу			
Contact List	Order Date	Order Status	A&V Result	Start Date	Expiry Date
■ Block List ■ Spam ■ Trash	2013/05/08	Completed	Positive	2013/05/08	2014/05/09

"TradeVerify"标记(🕏)会在下面的搜索结果中显示出来。



Solar Charger for Cell Phone SMC-001

1. Lithium polymer battery 1450mAh/3.7V 2. Shell: ABS+PC material 3. Solar panel: 5.5V/75mA 4. Adapter: AC/DC 5.0V 500mA 5. Output: USB 5.5V/500mA 6. Variety using: mobile phone,digital camera, ipod,iphone, psp,MP3,MP4 etc. 7. Certification:CE,RoHS Main accessories: 1. HL101 module x1 2. ...

[Related Categories : Energy, Solar Energy Products, Solar Chargers] [Related Keywords : solar mobile charger, solar charger, solar panel, cell phone charger]

Sunworld Tech Corp.



第五章: 安装和使用 "Skype Live Chat"

现在,您可以和您的买家和供应商迅速而便捷地聊天了

-操作简单 -实时交流 -免费使用 -快速安装

- 在 MyEC21 > Basic Services > <u>Live Chat Setting</u>点击页面上的"Download Skype"按钮开始 Live Chat。(如果您已经安装了 Skype,请跳过这步)
- 2. 用您的 Skype 账户和密码登陆。

*您也可以用您的 Microsoft 账户或者 Facebook 账户登陆。

*您需要安装最新版本的 Skype 来登陆您的 MS 或者 Facebook 账户。

Nagar Nga Tuon (andp)			90
	ଟ୍ଟେ	iper	
lager Name Passent	and the second s	Americanist, ang isa anis Marana amerika Managa Amerika Amerika ang ang	
8			

3. 连接 Live Chat—获得一个 Live Chat 按钮码。

在 MyEC21 的 Live Chat 安装页面输入您的"Skype Name", 用来显示您的存在和接收信息。

4. 升级您的 Skype 隐秘设置。

Skype 按钮让人们很容易能联系到您,不管他们在哪里。因为不是所有的人都在您的通讯 录中,您需要设置允许 Skype 接收任何人的电话和即时消息。

第六章:搜索买家

- 6.1 在 Buying Leads 中搜索
- 1) 在搜索栏里输入购买项的关键词
- 2)选择"Buying Leads"(Buying Leads 是注册买家发布的求购信息), 点击右边的"search" 按钮。

	1.输入关键词 2.; B Marketplace	选择 Buying Lea	ds Now → Sell Now → My EC21 →	Community Help
What are you sour	cing for?	Products 🔹	Search Advanced Search	Chinese Korean
E \$	lingerie - water alkalinizer - mobile phones - cow h	Products Selling Leads Buying Leads Companies	3. 点击 'Search'	ld to My Favorites

6.2 在 Companies 中搜索

- 1) 在搜索栏里输入关键词,选择"Companies"。
- 2) 点击"Search"。
- 3) 当您在搜索结果页面"Select Business Type"里选择"Buying Office",就会显示搜索到的买家了。

	1.输入关键词	2. 选	译 Compa	nies	Buy Now	
What are you sourcing for?	N	Prod	ucts	-	Search	Advanced Search
		Prod	ucts			
- 9		Selli	ng Leads		Г	
		Buyi	ng Leads			3. 点击 'Search'
		Com	panies		L	

您可以通过发布日期来过滤 Buying Leads。如果您选择"Last 10 days",列表内会显示 10 天 内 Buying Leads。

Categories	Buyers > atv : 133 Buying Leads		
TV (68)			(1.20 out of 122) Show: 20, 40
lotorcycles (16)			(1-20 out of 133) Show 20 40
o Karts (5)			
ther Wheels, Rims & Tires (4)	Buy Honda ATV / Utv 420 To 500cc 4 Wd 3 May, 2013		
icycles (4)	Only original Honda brand, Honda TRX 500: Honda TRX 420: Fourtrax 4 x 4 all models		
ectric Scooters (3)	All latest models. FOB any port, No other brands or makes. We will consider offers from other makes as spam and will not react, simply because we do not have a market for	Netherlands	Contact Now
uver Country	others. We export to Dominica; Albania;		
alled Otatas (48)	Bolides S.A.		
nieu Sidies (40)			-[]
nina (9) hitad Kinadam (9)	Buy ATV 150cc GV6 CVT Full Auto Dual A Arms EPA CARB 26 Apr		直接发送询盘给买家
lia (6)			
ana (0) anada (5)	2013		
stralia (J)	hello sir this is thapa and im from Nepal I wish to know the price of those atv (selected)	Canada	Contact Now
Isu alia (4)	very much and have a nice	Canada	
lore Countries			
earch Options			
alast Data			
Volact Date	Motorcycles 2 Apr 2012		
how All	Motorcycles 2 Apr, 2013		
ast 2 days	Hello, Please forward purchase information for ATV's, DIrt Bikes, Motorcycles; c/o, lead		🖾 Contact Now
ast 3 days	prices FOB Destination to US	Office Oldies	
ast 5 days	Dto		
ast 7 days	Гld		
ast 10 days			
ast 20 days			
oot 20 down			

※免费会员可以在 Buying Leads 发布七天后发送询盘(高级会员可以即时发送询盘)

6.3 编辑和发送询盘

如果在搜索页面点击 🖾 Contact Now 按钮,会打开下面编辑询盘的界面。

A Romindor for Ruyore :		点击"Save Message",您可以保存回复
Be cautious with pre-paymen	t by T/T or Western Union. Do not make pre-payment to any sellers unless you can fully trust the sellers. More	肉突 以便下封回复由引田
To :	Jack Yu (Guangdong Ehongda International Trade Co., Ltd.) Order Credit Report	
Source :	Search - Product Catalogs	
* Subject :	Regarding Original 2013 Raptor 700R SE A	
* Buying Item :	? — Category: ATV	
* Message :	Characters Remaining: 0 / 2000 (Min. 20)	
	×	
Attach File :	Upload	
I want to receive :	FOB prices (for m der) Delivery time Minimum or Reference 您可以附加文件(不超过 3MB) Certification Country of origin	
	Request the recipient to send me a reply by 2013 V 05 V 22 V	

*如果您登陆后编辑询盘,所有的回复记录都会保存在 My EC21 > My Inquiry。如果您在未登

录状态下编辑发送询盘,相关记录就不会保存下来了,不利于您未来的询盘管理。

*当您上传一张图片时,大小不能超过 3MB,仅可用 jpg 和 gif 格式的文件。文件名里只能包含英文小写字母和数字,不能有特殊符号或其他语言。

*登陆后发送询盘能立即收到回复,相反,如果没有登陆,必须花费一段时间来通过检查才能 到达您的邮箱。

6.4 管理询盘 (My Inquiries)

在 My EC21 > Basic Services > My Inquiries 中可以查询到所有来往询盘。

1) Inbox 收件箱

接收到的所有询盘被存储在 INBOX 里,如果通过浏览您的公司信息,产品信息和供求信息发 给您的询盘,发送给您询盘的来源也会被标注出来。

来源分类: Product Catalog-买家通过搜索 Product 发送询盘

Company Profile —买家通过搜索 Company 发送询盘

Trade Leads –买家通过查看供应商发布的供应信息

Replied Inquiry –买家回复供应商发送的询盘

Inbox New(4653) / Total(4655)

 Inquiries are delivered to your Inbox. The Inbox displays new Inquiries in boldface. Once read, the new messages will revert to normal type.

If you want to save old inquiries, move them to your 'Saved Box'.

Dele	te Block	Add to Contact List	Move to Saved Box Report Spam	2013-1	~ 2013-6 💌
	File	From	Subject	Source	Date 🔽
		nichellnorris	INQUIRY	Company Profile	2013-05-28
		fi03688483	Looking for mercuric nitrate	Smart Matching	2013-05-27
		davit123	Looking for import georgia	Smart Matching	2013-05-27
		cn03689121	Re: Chickens, frozen and Halal	Product Catalog	2013-05-27
		michellewong6	Looking for Rice	Smart Matching	2013-05-26
		ni03687948	Looking for car	Smart Matching	2013-05-26
		evisu	Regarding Granular Urea	Product Catalog	2013-05-25
		sa03687205	Looking for chicken leg qtr	Smart Matching	2013-05-25
		durange	Regarding IQF Canadian Frozen Super Swee	Product Catalog	2013-05-24
		sale43	Looking for chicken	Smart Matching	2013-05-24

Page 1 of 37 1 2 3 4 5 6 7 8 9 10 ... 37 >

^{*} Inquiries that are older than one year will be automatically deleted on the first day of each month

点击收件箱页面的主题,就会显示细节页面。 如果想回复 e-mail,您可以按 Reply 按钮编辑回复。

2) Sent Box 发件箱

您发送出去的 e-mail 会被保存在 Sent Box 里。 如果一封 e-mail 被保存超过一年,在每月的第一天,会被自动删除。因此,选择那些您不想 删除的 e-mail 并点击"Move to Save Box"把他们保存在 Save Box 里。

Sent Box New(10) / Total(18)

* Sent Box contains your replies to inquiries in Inbox.

* Your replies that are older than one year will be automatically deleted on the first day of each month.

If you want to save old replies, move them to your 'Saved Box'.

					为	送 询盘的日期					
Delet	Delete Move to Saved Box 2013-1 ~ 2013-6										
	Fi	le	То	Subject	Read Status 🕧	Date 🗖					
	\boxtimes		ahmedalie1	alie1 Re : Looking for smart phone cases		2013-04-17					
			hk03668595	Re : Looking for Mobile Case	Unread	2013-04-15					
			in03661295	Re : Regarding IPHONE5 Mobile Phone	Read	2013-04-03					
		0	vn03663017	Re : Regarding Multi Leather Wallet	Unread	2013-03-28					
		U	in03661295	Re : Regarding IPHONE5 Mobile Phone	Read	2013-03-23					
			empresswholesale	Re : Samsung Cases	Read	2013-03-12					
		U	empresswholesale	Re : Regarding Galaxy S3 Cellphone	Read	2013-03-11					
	×	0	empresswholesale	Re : Regarding Galaxy S3 Cellphone	Read	2013-03-11					

Page 2 of 2 < 1 2

'Read Status' 显示您发送的询盘的被阅读状态

3) Saved Box 收藏夹

在收件箱里查看完询盘后,您可以点击"Move to Saved Box"。存储在"Save Box"里的询盘会 被永久保存,所以,如果您想把信息保存更长的时间,就可以移到这个地方。

Saved Box Total(43)

	点击 删除	50 inquiries/replies in your 'Saved Box'. Box' will be kept permanently. 删除信息 your inquires to their original box, click on 'Restore' after selecting inquiries.										
	Dele	te Perr	manent	dy Restore	点击 'Restor < 原回原来的位	e',信息被闭 :置	5		收到询盘的日期			
		Fi	le	Туре	From/To		Subject	Source	Date 🗖			
				Sent	wangyi / GARCIA	Re : Hoodie	s Coat,Jacket *	Replied Inquiry	2010-03-06			
				Sent	wangyi / joanne belmont	Re: Sell foot	接收和发送询盘的来源	Replied Inquiry	2010-01-31			
				Sent	wangyi / howie6672	Regarding E	Buy Gucci Leather or PU	Trade Leads	2009-12-16			
				Received	Brickzaida Aponte / wangyi	Regarding J Bardian	18&J7 High-heel Shoes,	Product Catalog	2009-12-07			
	Sent wang			Sent	wangyi / icegreeneyes	Regarding E Straig	Buy Authentic Chi Hair	Trade Leads	2009-11-28			
lf 'Typ	be, ⊉	显示 为	J SEN	NT,信息已 云光(Reco	经被移到了	Regarding Buy Authentic Chi Hair Straig		Trade Leads	2009-11-28			
的信息	a Box。如果显示为「Received',接收到 息已经被移到了 Saved Box 中					Regarding E Straig	Buy Authentic Chi Hair	Trade Leads	2009-11-28			
	Image: Sent Wangyi / onfire8: Image: Sent Wangyi / gardeenia Image: Sent Wangyi / 334452			wangyi / onfire88	Regarding E Supplier	Buy Looking UGG Boots	Trade Leads	2009-11-28				
				wangyi / gardeenia	Bags Juicy (BAGS *	Cotor & LV &coach top AAA+	Trade Leads	2009-10-17				
				wangyi / 3344521	sell Ugg Bo	ots and Hair Straighteners!!	Trade Leads	2009-08-03				

4) Draft 草稿箱

编辑完询盘,如果您点击"Save Draft"而不是"Send",您的询盘就会被保存在草稿箱里。如果 您不想马上发送,临时保存的话,点击"Save Draft"而不是"Send"。

Dra	nft Ne	w(2) / Total(2)								
• 1	 Before you send inquiries, by clicking 'Save Draft' button, you can save messages in your Drafts, which you want to send at a later time. 									
• •	Fo review a	a saved message, clici	k the subject.							
• 1	Drafts that	are older than one yea	ar will be automatically deleted on the first day of each mon	th.						
				201	3-1 ~ 2013-6 💌					
	File	То	Subject	Source	Date					
			No Data.							
			Page 1 of 1							
Draft 💌 Subject 💌 Search										

如果您想重新发送保存在草稿箱里的信息,点击"Title"和"Send"按钮。

5) Contact List 联系人名单

您在 INBOX 里查看接收到的询盘的时候,点击"Add to Contact List",您的询盘就会保存在通讯录里。

Inbox > View Message

This message is a EC21 Smart Matching Inquiry which suggests suitable buyers related to your items. If you can supply following item, please reply with product specifications, price list, and so on. (In case of Smart Matching Inquiry, you can contact the buyer only through the "Reply" button in this page.)

Please click the "Reply" button to contact this buyer. 🗵 If you wish to send a reply to this company, click Reply

Subject	Looking for Mini Moke		
Sent Date	2013-04-25	Read Date	2013-05-29
Buyer	Pei Wu (Standard Motoren GmbH)	Reply Block Spam	
Message	Dear Pierre Julien,		
	Pei Wu from Germany has asked I	EC21 to find suppliers of Mini M	loke (Category : City Bus).
	If you are interested, please contac	ct this buyer.	
	We hope you can take this opportu	inity as an advantage.	
	Sincerely yours, EC21 Premium Member Support T	Team	

Buyer Contact Info

🗐 Order Credit Report 💡

Contact Point	Pei Wu				
Company	Standard Mo				
Address	Schliffkopfwe				
Postal code	No Data				
Country	Germany				
Phone	0049-178-5	加里您想单独保存	此联系信息。		
Fax	-	法上士(4.14.4			
Homepage	No D	ΓΓΓΕΥ ΓΑΝΟΙΟΟ ΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓΕΓ	Contact List"		
Email	pei.wu@star			-	
Reply Add to Contact List	Delete Print		如果询盘的来	源不是 EC21 的会员,	这里会显示 e-mail
			地址。如果询	盘来自 EC21 的会员,	这里会显示此会员
				在 EC21 上的 ID。	

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	Bloc	k List 黑名单					
В	Blo	Block List					
Y		u will not get messages from	I following companies.				
	You	/ou can add a new company to Block List in <inbox></inbox>					
	Add N	lew Block					
1	lote: On	ice you block a sender, you will	not receive messages from him/her any more, and all messages from this sender will be permanently deleted.				
	0	E-mail Address					
	0	Member ID					

如果您点击 Inbox 里"Block"按钮,您输入的信息会被保存在"Block List"里。

如果您想添加黑名单,在后面的空白处输入 e-mail 地址或者会员 ID 然后点击"Block"按钮。

Block

Reset

*e-mail 地址和会员 ID 会阻止黑名单里的会员,而"Country"有阻止来自特定国家的全部询盘的功能。如果您选择"Country"并设置阻止国家,来自于您所设置国家的所有询盘都会被阻止。

f. Trash 垃圾箱

点击"Delete",收件箱和发件箱里的信息都会转到垃圾箱里。垃圾箱里的信息每三个月会自动清理一次。

Home > My EC21 > Basic Service > Trash							
Trash							
Trash Can contains unwanted messages. It is automatically emptied every 90 days.							
File	From/To	Cubicat		Courses	Data		
- File	From/To	Subject No Data		Source	Date		
	Tras	1 Can 💌 Subject 💌	Searc	ch			

第七章:搜索买家和发送管理询盘(Trade OK/Trade PRO 会员专享)

7.1 Search Buyers: 搜索买家

您是不是正在寻找您的潜在买家的更多信息?如果是,请用 Search Buyer 菜单。此服务提供的买家信息是 EC21 在往年全球展会上超过 60 种的资源中购买的。通过定期验证,每月 有约 1000 种的买家数据被更新,无效信息被过滤。

Premium Services	Home > My EC21 > Premium Service > Sear	rch Buyers			
My Homepage Customize Site Style	Search Buyers You can search for buyers and send inquiries to them in Worldwide Buyers, and you can group the buyers that you have searched for.				
 Manage Site Settings Change URL 					
My Buyer Marketing					
 Manage My Buyers 					
 Manage Circular Letters 		All Categories			
Buyer Contact List	All Countries	Excluded Selected Country Sear	rch		
 Special Circular Letters PRO 					
My Biz Statistics	Agriculture	Apparel	Automobiles & Motorcycles		
Traffic State	Agricultural & Gardening Tools	Apparel Design Services	ATV		
Industry Trends pro	Agricultural Greenhouses	Apparel Machinery	Auto Electrical System		
induction in the second s	Agricultural Growing Media	Apparel Machinery Parts	Auto Electronics		
Av Private Showroom	Agricultural Product Stock	Apparel Stock	Auto Engine		
Managa Brivata Showroom and	More 👻	More 💌	More 👻		
Manage Private Broducts and					
Manage Filvate Floducts PRO	Business Convises	Chamicala	Computer Hardwara & Coffwara		
- My Contact List PRO	Dusiness Services	Chemicals	Computer Hardware & Software		
	Advertising	Adhesives & Sealants	Blank Disks		
Go to Basic Services	Agency Services	Adsorbents	Card Readers		
	Assurance Services	Agrochemicais & Pesticides	Computer Cables		

在搜索买家页面,在搜索栏里输入关键词选择"Search"按钮,会搜出与您的关键词相匹配的 买家。E.g.搜索'yarn'(一共有 2,783 个买家)

如果您在搜索信息后发送询盘给您的买家,通过搜索关键词或分类来搜索买家,选择一个买家后按"Send Inquiry"。

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Home > My EC21 > Premium Service > Search Buyers

You can search for buyers and send inquisearched for.	uiries to them in Worldwide Buyers, and you can group the buyers that you have
All Countries	All Categories Cluded Selected Country Search
⊠ Send Inquire 🏾 🊔 Add to My Buyer	for yarn : 2,783 Buyers
Select All	You've sent 0 inquiries of 80 max per day, 0 inquiries of 800 max per month. (1~15 of 2,783)
Keyword : flame retardant filament y Category : Textiles & Leather Product	y <mark>arn,</mark> spun <mark>yarn,</mark> filament <mark>yarn</mark> , DTY PTY, Azulene night cream cts ≻ Fiber
JONTACT NAME : ELYMAR ESTEVEZ	
I lountex Factory Egypt Keyword : polyester metallic yarn, dy Category : Apparel > Sewing Supplie Contact Name : Khaled Nounou	yed nylon, metallic <mark>yarn</mark> , thread es
Ilountex Factory Egypt Keyword : polyester metallic yarn, di Category : Apparel > Sewing Supplie Contact Name : Khaled Nounou Kapur traders India	yed nylon, metallic <mark>yarn,</mark> thread es
Ilountex Factory Egypt Keyword: polyester metallic yarn, dy Category: Apparel > Sewing Supplia Contact Name: Khaled Nounou Kapur traders India Keyword: filament yarn, viscose ray Category: Textiles & Leather Product	yed nylon, metallic yarn, thread es ron, yarn, knitting cts > Yarn
 Ilountex Factory Egypt () Keyword : polyester metallic yarn, dy Category : Apparel > Sewing Supplia Contact Name : Khaled Nounou Kapur traders India () Keyword : filament yarn, viscose ray Category : Textiles & Leather Product Contact Name : Rajat kapur 	yed nylon, metallic <mark>yam</mark> , thread es ron, <mark>yam</mark> , knitting cts ≻ Yarn
 Ilountex Factory Egypt () Keyword : polyester metallic yarn, di Category : Apparel > Sewing Supplia Contact Name : Khaled Nounou Kapur traders India () Keyword : filament yarn, viscose ray Category : Textiles & Leather Product Contact Name : Rajat kapur Madhuram Fincap Pvt. Ltd. In 	yed nylon, metallic <mark>yarn</mark> , thread es ron, <mark>yarn</mark> , knitting cts > Yarn
 Ilountex Factory Egypt () Keyword : polyester metallic yarn, dy Category : Apparel > Sewing Supplie Contact Name : Khaled Nounou Kapur traders India () Keyword : filament yarn, viscose ray Category : Textiles & Leather Product Contact Name : Rajat kapur Madhuram Fincap Pvt. Ltd. In Keyword : Polyester yarn, yarn 	yed nylon, metallic yam, thread es ron, yam, knitting cts > Yarn ndia 👩

选择按钮"Send Inquiry"后,会显示发送询盘的页面。

用英文尽可能详尽地编辑细节信息,发送给买家。买家会收到来自供应商的无数 e-mail,所 以一封无诚意的商业推荐信是不会引起买家注意的。

- You can send your business proposal to this g - * Required fields	lobal buyer with up to 10 product catalogs.	
Business Proposal		[Load from Saved Data]
* Selected Buyer(s)	Total 0 buyer selected.	
* Subject		
* Message (No HTML tags)	A T	
* Attach Product Catalog(s)	• To add, at least one or more of your products must be already registered on MyEC21.	
Add Your Product Catalog	EC2/	

EC2/*

Select the product(s) from the following list:

Send Your Business Proposal

Add Cancel

Product Name	Date Posted
Feed Wheat	2012/03/27
Feed Yellow Corn	2012/03/27
Fish Meal Above 62% Protein	2012/03/27
Soya bean meal in Pellets	2012/03/27
Rice Protein Concentrates	2012/03/27
Monosodium Glutamate MSG	2012/03/27
Sorbitol Powder	2012/03/27
Vital Wheat Gluten	2012/03/27
Native Wheat Starch	2012/03/27
Rice Protein 75% (Food Grade)	2012/03/27
Page 1 of 8 1 2 3 4 5 6 7 8	

Add Cancel

当您点击"Add"时,会显示注册商品列表,这来自 Basic Service Menu > My Product functions 自动搜索。如果您选择他们其中的一个,商品描述会和您的商业推荐信一起被链接和发送。

如果您在 Basic Service 包含的 My Product Menu 里没有注册任何商品,您将不能发送商业 推荐信。

基于这点,请务必在 Basic Service>My Product>Add a new product Menu 中登记您的商品 信息。最后,检查您的信息,按"Send"按钮完成您的 e-mail。

Trade OK 和 Trade PRO 会员可发送的询盘数量如下:

	Trade OK	Trade PRO	Trade PRO PLUS
Per Day (Max.) (24 Hrs.)	20 inquires	60 inquires	80 inquires
Per Month (Max.) (30 Days)	Per Month (Max.) (30 Days) 300 inquires		800 inquires

-Trade OK 会员一天内最多可发送 20 封询盘信,一个月内最多可发送 300 封询盘信。 -Trade PRO 会员一天内最多可发送 60 封询盘信,一个月内最多可发送 600 封询盘信。 -Trade PRO+会员一天内最多可发送 80 封询盘信,一个月内最多可发送 800 封询盘新。

*如果你多次发送商业推荐信给相同的买家,我们建议您每次不同程度的修改内容以引起买家 的注意。而且,您能发送的推荐信是有限的。因此,找到与您的产品最匹配的买家是增加贸 易机会的最好途径。

Required fields	siness proposari	to this global buyer v	with up to 10 product catalogs.	
Business Proposal				[Load from Saved Data
Selected Buyer(s)		Total 1 buyer sel	ected.	
Subject				
* Message (No HTML tags)				× •
		* To add, at least one	e or more of your products must be al	ready registered on MyEC21.
			* Contact Point	Johan
Company Name	EC21 Inc.			
Company Name	EC21 Inc. #501, Trade	Tower, Samsung-d	long, Kangnam-gu	
* Company Name * Address Postal Code	EC21 Inc. #501, Trade 318500	Tower, Samsung-d	long, Kangnam-gu * Country	Korea -
Company Name Address Postal Code Tel	EC21 Inc. #501, Trade 318500 82-2-6000-66	Tower, Samsung-d	long, Kangnam-gu Country Fax	Korea • 82-2-6000-6702
Company Name Address Postal Code Tel Mobile Phone	EC21 Inc. #501, Trade 318500 82-2-6000-60	Tower, Samsung-d	long, Kangnam-gu Country Fax Email	Korea • 82-2-6000-6702 • care@ec21.com •

商业推荐信范例:如何写商业推荐信 Dear Sir/Madam,

Your name has been given by EC21.com as one of the reliable importers of Korean Silk Fabrics.

We are, therefore, writing you with a keen desire to have a business connection with you.

In introducing ourselves to you we are pleased to comment that we have been engaged in shipping Silk Fabrics of all descriptions to all over the world enjoying a good reputation for a good many years. Because of our excellent organization for conducting export business and close connections with the best sources of supply, we may state that should you favorably consider our proposal and favor us with inquiries for your specific requirements we are in a position to supply you with Al goods at competitive prices.

We are sending you separately a copy of our complete catalog in which we trust you will find some that would suit for your trade.

In regard to the terms of business, we make it our customs to trade on a Banker's Irrevocable

Letter of Credit, under which we draw a draft at sight. If you would care to deal with us on this basis, we shall be pleased to give you further details of business.

For any information respecting our standing and reputation, we are permitted to refer you to The Bank of Korea, Seoul.

We look forward to your early and favorable reply.

Yours very truly,

Tom

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.2 Manage My Buye	rs 管理我的买家				
图可以通过"Search I	Buyers"搜索买家				
My EC21	Basic Services	Premium Services	Tiew	/ My Homepage	🔂 서비스 활용법 상세보기
Premium Services	Home > My EC21 > Premium Servic	e > Manage My Buyers			
My Homepage Customize Site Style Manage Site Settings Change URL	Manage My Bu You can group the buyers t	IYERS	ched for.		
My Buyer Marketing • Search Buyers	Add Group		You can create up to 200	Buyer Groups an	id add up to 2000 buyers.
Manage My Buyers Manage Circular Letters Buyer Contact List		Group Name	Buyers in Group	Date	Action
 Special Circular Letters pro 	Sejin		1	2012/05/30	Edit Delete
 Verified Inquiries 	Newseoul		0	2012/05/30	Edit Delete
My Biz Statistics	Samwoo		0	2012/05/30	Edit Delete
 Traffic Stats Industry Trends pro 	DRE		0	2012/05/30	Edit Delete
	silichem		0	2012/05/30	Edit Delete
Manage Private Showroom Manage Private Showroom PRO Manage Private Products PRO My Contact ListPRO		Page 1	of 1 1		

如果您在搜索卖家后,选取您要保存的买家,按______按钮,您就在 Manage My Buyers 的页面管理买家了。

如果您在搜索到的买家中勾选过买家后,按"Add to My Buyer",会弹出对话框。您可以创建 一个 Buyers Group 或者保存在已存在的 Group 里。

您可以注册 200 个 Group, Trade OK 和 Trade PRO 会员一共可以储存 2000 个买家资料。

7.3 Manage Circular Letters: 注册和管理您的商业推荐信

是不是每次都在为写推荐信和发送推荐信给众多买家而犯愁?这里我们提供给您一个简单发送询盘的功能,"Keep Loading"

可以构思和保存您的商业推荐信。

My EC21	Basic Services Premium Services 🗇 View My Homepage 🔂 /			🔁 서비스 활용법 상세보기	
Premium Services	Home > My EC21 > Premium Service > Manage Circular Letters				
My Homepage • Customize Site Style • Manage Site Settings • Change URL	Man	age Circu	lar Letters		Max. limit 100
My Buyer Marketing			Subject		Date
Search Buyers		standby power meter-WATTMAN		2012/05/10	
 Manage My Buyers Manage Circular Letters 		High Frequence Bulit in Motor Spindle		2012/05/10	
 Buyer Contact List 		Standby Power Meter			2012/05/04
 Special Circular Letters pro Verified Inquiries 		VoIP Broadcasting System			2012/05/04
ronnou niquinoo		High frequency built in motor Spindle		2012/05/04	
My Biz Statistics		Standby Power Meter-Wattman			2012/05/02
 Traffic Stats Industry Trends pro 		VoIP Broadcating S	ystem		2012/05/02
		High Frequecy Built in motor Spindle		2012/05/02	
		High Frequency built in Moter Spindle			
My Private Showroom		High Frequency bui	It in Moter Spindle		2012/04/26

点击"Manage Circular Letter"和"Add"后,会出现下面界面。

请填写商业推荐信的格式,发送给您的买家。记住,您的信息要尽可能的详细而准确。

Manage Circular Letters > Insert Business Proposal

Business Proposal		
* Subject		
* Message (No HTML tags)		*
* Attach Product Catalog(s)	Add Del	

当您完成注册后,您已经注册的商业推荐信的"Title"将会显示在"Circular Letter List"中。

举例:一封差的商业推荐信,不会引起买家的注意。

* Subject	Hello	
* Message (No HTML tags)	Hi, I can supply everything. Contact me test@test.com. Bye!	•
* Attach Product Catalog(s)	Add Del	

一封漂亮的商业推荐信才有可能赢得买家的信赖。举例:

Dear Sir/Madam,

Your name has been given by EC21.com as one of the reliable importers of Korean Silk Fabrics.

We are, therefore, writing you with a keen desire to have a business connection with you.

In introducing ourselves to you we are pleased to comment that we have been engaged in shipping Silk Fabrics of all descriptions to all over the world enjoying a good reputation for a good many years. Because of our excellent organization for conducting export business and close connections with the best sources of supply, we may state that should you favorably consider our proposal and favor us with inquiries for your specific requirements we are in a position to supply you with Al goods at competitive prices.

We are sending you separately a copy of our complete catalog in which we trust you will find some that would suit for your trade.

In regard to the terms of business, we make it our customs to trade on a Banker's Irrevocable

Letter of Credit, under which we draw a draft at sight. If you would care to deal with us on this basis, we shall be pleased to give you further details of business.

For any information respecting our standing and reputation, we are permitted to refer you to

The

Bank of Korea, Seoul.

We look forward to your early and favorable reply.

Yours very truly,

如果您的商业推荐信中信息不足或者信息中包含 e-mail 地址, 会被系统自动屏蔽到垃圾邮件 中。您最多可以注册 100 封商业推荐信。

7.4 Buyer Contact List: 保存买家信息

您通过"Search Buyers"搜索买家后发送的所有询盘都将保存在这里。您可以通过"Buyer Contact List"查看买家信息和您的商业推荐信。您的数据在这里仅可以保存 6 个月。



第八章:设计您的网站(Trade OK/Trade PRO 会员专享)

8.1 个性化网站风格(产品的 DIY 电子目录功能)

"Customize Site Style"的第一个功能可以很容易的更改您网页的整个风格。 当您点击"Edit"按钮时会出现下面界面。

(My EC21 > Premium Service > My Homepage > Customize Site Style)

Customize Site Style





A. 更改模板

当您点击下面页面中"Change Template"时,会显示出以下 62 种不同的设计模板。



当您选择一张喜欢的图片后,这张图片立即会被用在"Site Style Advanced Editor"页面中。(举例说明,你选择顶端左边的一个黄色摩托车模板,您就可以预览您的网页设计是怎么改变的)

B.编辑网页菜单

您可以通过点击"Edit Site Menu"来更改网页左侧的主菜单设计。您也可以更改页面左上的图 片,主页按钮的类型,左上菜单的类型/字体/颜色,左下菜单的类型/字体/颜色,背景的颜色/ 图片。

下面是点击"Edit Site Menu"后,更改左侧主菜单的范例:



点击'Undo All'按钮恢复原始状态。

如果您想应用更改,在关闭"Site Style Advanced Editor"后,请按"Close"和"Submit"。

C. Edit Site Body

'Edit Site Body'用于设计网页右侧的文本页面。

您可以选择下一页的"Top Image", 文本颜色, 图标类型, 背景颜色和背景图片。下面是通过 "Edit Site Body"来更改设计的例子。如果您想回复初始状态, 点击"Undo All"。关闭"Site Style Advanced Editor"后, 点击"Close"和"Submit",即可应用更改。

D. Main Page Edit

您可以在"Company Logo Option"中上传您公司的 logo 图片。

如果你的图片是水平长方形,请选择"Type A"点击"Upload Image"来上传 logo。如果 logo 是 在左上方的小图形,请选择"Type B",点击"Upload Image"来上传 logo。

Main Page Edit

-	Edit main	page	of your	company	homepage.
---	-----------	------	---------	---------	-----------

Company Logo Option	🔘 No display	The company name (text) will appear at the top of every page.
	Type A	Sample ABC Company Co., Ltd.
		जारीमान
		Upload Image Delete
		 Only logo will appear at the top of every page. Recommended image size: W 560 x H85 pixel * Editing images will be applied within 3 hours.
	💮 Type B	Sample Your Company Name(text)
		Upload Image Delete
		 Logo with company name will appear at the top of every page. Recommended image size: W150 x H 85 pixel * Editing images will be applied within 3 hours.

您也可以上传和更改显示在网站初始页面的"Main Image", "Headline"会生成在初始页面的顶端。



在"Message"中输入的文本将会显示在初始页面中,比如问候语。 您可以通过 "Counter"来查看有多少访问者来过您的网站。

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Message	Font family ▼ Font size ▼ Image: Ima
Counter	✓ Use visit counter.

"Hot Product"是显示在您网站初始页面的产品信息,可以自动显示最近注册的信息。您可以直接选择"Hot Product"来证明。

Hot Products	ts Select your own Hot Products and display them on the main page.			
	Choose your options: Post my latest products automatically I will choose my own products 			
* You can either upload your Hot Products by your own picks OR your updated products (up to 15 be automatically displayed as the latest Hot Products.				
	Please name your Hot Products section: Hot Products			
	If you want to add your favorite products manually, select your products. Select Hot Products			

8.2 Manage Site Setting: 生成多样的网页主菜单

如果您想在您的网站上添加多种菜单,比如证书,导航图,公司历史和 CEO 的致辞,请使用"Manage Site Setting"功能。

Premium Services	Home > My EC21 > Premium Service > Manage Site Settings		
My Homepage Customize Site Style Manage Site Settings	Manage Site	Settings	
Change URL	Certificates	Manage - Add a "Certificates" button to your site menu	
My Buyer Marketing • Search Buyers • Manage My Buyers	Location	Manage - Add a "Location" button to your site menu	
Manage Circular Letters Buyer Contact List Special Circular Letters PRO Verified Inquiries	Additional Menus	1. e-catalouge 2. Selling Leads 3. Buying Leads 4. TradeVerify	
My Biz Statistics Traffic Stats Industry Trends PRO	Menu Buttons	1. Home 2. Company Profile 3. TradeVerify 4. Selling Leads 5. Buying Leads	

- A. Certificates: 您可以上传企业证书, 营业执照等。
- B. Location: 除了总部地址外,您还可以上传分公司,工厂,仓库和科研中心地址。
- C. Additional Menus: 除了认证证书外您还可以上传多种信息,包括导航地图,企业历史,CEO的 致辞等。
- D. Menu Buttons: 您可以更改网站左下方按钮的顺序。
- 按"Arrange"按钮后输入数字,按钮顺序就改变了。

Button Arrangement			
Company Profile	1		
Index	8		
Bulletin Board	7		
Guest Book	6		
Certificate	5		
Selling Leads	4		
Buying Leads	3		
TradeVerify	2		
Submit Cancel Back]		

如果想隐藏按钮, 输入数字 0。

我们继续看下"Manage Site Settings"的文件上传功能。

File Upload

- Add extra files to your site

Image files	Manage Add an additional image on the bottom of your main image.
HTML files	Manage Insert a function of link to saved HTML page.
Downloadable files	Manage Let visitors download your files.

a.Image files

当您在 Basic Service 中注册商品后,每个产品你只能上传一张图片。如果您在 Image Files 里上传了多张图片,并把那些产品图片粘贴到产品描述中,您就可以上传多张图片了。

How to Use				
Click [Add an Image Fil	e] button to upload an image file Add an Imag	e File		
Image	₩JPEG640₩041₩101_150₩AR119_L.jpg	. Delete		
	Upload List			
Copy the HTML tag inclu	uting the file extension (ing. gift)			
	HTML Tag	Image Dresiew		
		Intage Preview		
hanchevoung.ipg				
category image.ipg				
3 Paste the HTML tag to v You can paste HTML tag to v Post(Edit) a Product. Se Example) Adding 'Spec Example) Adding 'Spec Example (Edit) a Product. Se	where you want ag to a 'Description' field at Main Page Edit, Post elect HTML option and paste the tag into the 'Des ification Form.jpg' under the Product image	(Edit) a Group, cription' field.		

b.Html files

跟图片应用方式相同,HTML 文件可以被保存在这个地方。您可以通过粘贴产品描述等来应用 HTML.

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Cli	1 ck [Add a HTML File] b	utton to uplo	ad a HTML file	e Add an HTML File	
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	HTML			찾아보기	
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Generate a link to a corresponding webpage.

C. Downloadable files 可下载文件

利用这个功能您可以演示 Excel 里的价格表、Word File 或 Power Point 里的复杂图形和详细 资料给访问者。用户可以通过点击"link"下载源文件。

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How to Use				
Click [Add a HTML File] button to up	Add an downloadable File			
	Click!			
LITMI	Plaines			
HTML				
	Upload List			
Copy the HTML tag, including the file extension(.html)				
Downloadable File Name	HTML Tag			
vision2004.doc				

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Paste the HTML tag to where you want You can paste HTML Tag to a 'Description' field at Main Page Edit, Post(Edit) a Group, Post(Edit) a Product. Select HTML option and paste the tag into the 'Description' field.

Example) Adding a link of 'apollovehicle' under the Product image



接下来,我们来看看"Manage Site Settings"里的最后一项功能"Manage My Board"。

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Manage My Board

- Edit posts and show or hide the Bulletin Board and Guest Book on your homepage.

Bulletin Board

Title of Board	Bulletin Board
Postings	Manage Board
Publishing Option	🔿 Hide 🖲 Publish Save

Guest Board

Title of Board	Guest Book
Postings	Manage Board
Publishing Option	🔘 Hide 🖲 Publish Save

a. Bulletin Board公告栏

您可以通过此功能轻松的管理 EC21 网站中的布告栏。

您可以通过"Title Board"来创建您的布告标题。

点击 'Manage Board', 您可以登记和管理布告的内容。

您在"Publishing"选择了"Publish"布告会显示在您的网站上,如果选择"Hide",布告就 看不见了。

b. Guest Board 访客公告区

Guest Board 是一个访客可以发表评论的地方。

访客的留言可以通过"Manage Board"来修改和删除。访客留言可以以相同的方式应用 到公告区。发布或隐藏在网站上。

8.3 Change URL: 更改网站地址 (http://newURL.en.ec21.com) 如果您不喜欢您现在的 URL,可以更改。(只有高级会员可用)我们的管理员会在接到申请 后最短的时间内帮您更改 URL。

在上面页面的空白处输入 URL,按"Post"来完成您的申请。URL 可以用 4-20 个字母,只能 包含英文和数字。如果 URL 已经被其他用户使用,您就不能用了。您可以点击"Check URL" 来确定是否能用。

	Pasia Sarriaga	Dramium Canviasa	
My EC21	Basic Services	Fremium services	View My Homepage 🛛 📈 서비스 활용법 상세로.
Premium Services	Home > My EC21 > Premium Se	rvice > Change URL	
My Homepage Customize Site Style	Change URL		
 Manage Site Settings Change URL 	 Please enter a desire will update you soon. 	ed URL that you wish to use for your EC21 Ho	ome Page. EC21 administrator will check the availability and
My Buyer Marketing • Search Buyers • Manage My Buyers • Manage Circular Letters • Buyer Contact List	 If your desired URL h required to choose a Once you change the 	ias already been used by another EC21 men nother URL matching your interest. URL, all your URL in English, Chinese and I	nber than EC21 administrator will notify you and you will be Korean site will also get changed.
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第九章: 特殊服务 (Trade PRO 会员专享)

9.1My Private Showroom:制作一个展厅,对特定买家开放,并向他们发送产品信息。

"Private Showroom"提供了一个向特定的目标买家发送产品信息的功能。您可以不必将您的信息展示给每个人。当您想发布新产品给指定买家的时候,这个功能就尤为重要了。

9.1.1 Manage Private Showroom 管理私人展厅

Create Private Showroom

* Showroom description	Dear Buyer, We'd like to introduce our brand new mobile phone to you. Please refer to the detailed information and contact us for any inquiry. Best Regards (167 / 2000 characters max)	

My EC21	Basic Services	Premium Servio	es		ሰ View My Homepage 🕴 🕇	🖄 서비스 활용법 상세보기
Premium Services	Home > My EC21 > Premium Service	> Manage Private Showroo	om			
My Homepage	Manage Privat	te Showroor	n			
 Manage Site Settings Change URL 	You are authorized to create 10 private showrooms.					
My Buyer Marketing						
 Search Buyers Manage My Buyers 						Create Private Showroom
 Manage Circular Letters Buyer Contact List 	Showroom/P	Product	Product	Display	Action	
Special Circular Letters PRO	No Showroom Exists					
Wy Biz Statistics						
 Traffic Stats Industry Trends pro 						

My Private Showroom

- Manage Private Showroom PRO
- Manage Private Products pro
- My Contact List PRO

9.1.2 Manage Private Products 管理私人产品

利用"Manage Private Products"来登记展室里的产品;当您点击"Post new product"时,就会显示输入产品信息页面。按顺序登记您的产品名称,描述和图片。

Manage Private Products You are authorized to post 100 Private products. Now you have 0 private product(s). Showroom/Product Product Display Action New Mobile Phone 0 Yes Post a new product

9.1.3 My Contact List

在"My Contact List"中输入目标买家的联系信息来接收展室里的产品信息。

按"Add a new buyer", 输入接收信息的买家名称, 企业名称和 e-mail 地址。

Home > My EC21 > Premium Service > My Contact List

My Contact List

					Add a n	ew buyer
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重新回到"Manage Private Showroom",点击"Send to Buyer"来发送展厅中的产品信息给适用买家。

Manage Private Showroom

You are authorized to create 10 private showrooms. Now you have 1 private showroom(s).							
				Create Pri	vate Showr	oom	
Showroom/Product	Product	Display	Action				
New Mobile Phone	0	Yes	Send to Buyer	View	Edit	Delete	

当您点击"Send to Buyer"时会出现弹窗。再次核对买家名称,按"Send"键发送给 Showroom 里的适用买家。

9.2 Traffic Stats 流量查询

查看您产品被浏览的次数!

Trade PRO 会员可以看到 EC21 的通信量统计和行业动态。同时让会员能够对市场战略有很好的洞察力。



Page Views by Country



Post New

* The percentage of page views on your website.

Product Customer Clicks

No.	Product	Posted Date	Total	
1	Chickens, frozen and Halal	2002-11-11	993	
2	Tropical Fruit Juice Concentrate (Frozen)	2002-11-11	800	
з	Potato Protein Concentrate	2008-09-04	664	
4	UREA N46 PRILLED	2002-11-04	578	
5	White Cane Sugar (ICUMSA 45-100)	2002-09-05	520	

Selling Lead Customer Clicks Pos				ost New
	No.	Product	Posted Date	Total
	1	Tropical fruit juice concentrates.	2002-11-10	95
	2	Dry food for Dogs and Cats	2002-09-05	49
	з	Sell Sorbitol powder and Liquid	2009-01-25	41
	4	Sell : Brown Rice Protein Concentrate 60%	2009-01-25	35
	5	Sell Choline chloride 60%	2009-01-25	21

* Total number of clicks to view your Products. (Top 5)

* Total number of clicks to view your Selling Leads. (Top 5)

9.3 Credit Report 信用报告

如果您是个 Trade PRO 会员, 您可以享受免费的信用认证, 在您的会员年期间, 有一年三次 的对手公司的信用调查服务。

Home > My EC21 > Basic Service > Credit Report

Credit Report

- Verify overseas buyers by using EC21's Credit Report, which is available in conjunction with the world's leading credit reporting specialists, GlobalCIS. (This service may be unavailable for some countries.)
- * Credit Report will help you confirm whether a company is legitimate or not. Please allow 5-10 working days to complete the investigation. Please note that the completed Credit Report will be delivered to your email address. [View Sample]
- * Please click here for more information on Credit Reports.
- * Please contact us for any further questions.

Reminder For Trade PRO Premium Membership

- Trade PRO Members can request up to 3 issues of Credit Reports(Quick-Rate only) for free of charge during the Membership period.
- · Ordering more than 3 issues of Credit Reports(Quick-Rate) will require extra fee for excess charge.

You have requested the following credit reports.

NO.	Company	Country	Date	Result	
1	cti sales	United States	2013-02-20	Completed	
Page 1 of 1					
Request Credit Report					

到目前为止,我们对 EC21 英文网站的服务和特点有了大概的了解。(www.ec21.com)

如果您已经订阅了 EC21 英文网站, 您也可以用相同的 ID 和密码登陆中文网站。中文网站提供的菜单与英文网站相同。因此只是单独的用中文输入每个菜单中的的 Product Information, Leads Info 和 Company Info。

祝您通过 EC21 的多种服务取得成功, 生意兴隆!

EC21 团队