



# Global B2B Marketplace is the Secret of Successful Digitalization for Exporting SMEs.

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# Agenda

- 1) Impact of Covid-19 & Common Export Lead Generation Method
- 2) How B2B Marketplace Can Help Your Global B2B Sales?
- 3) 5 Effective and Simple Ways to Get More Enquiries in B2B Marketplace.

# HOW HAS COVID-19 CHANGED THE BUSINESSES

## Covid-19's impact felt on Malaysia's export figures

TUESDAY, MAY 26, 2020 - 10:31

MINDY TAN

2 min read

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## Malaysia's exports fall 25.5 per cent in May amid Covid-19 pandemic

ASEANPLUS NEWS

Monday, 29 Jun 2020

4:39 PM MYT



**COVID-19 HAS CAUSED A HUGE DROP IN EXPORT BUSINESS**

KUALA LUMPUR, June 4 (Xinhua) — Malaysia's exports plunge 23.8 percent year-on-year to 64.02 billion ringgit (about 15.17 billion U.S. dollars) in April amid COVID-19 pandemic, official data showed Thursday.

Malaysia's Ministry of International Trade and Industry (MITI) said in a statement, Malaysia's trade fell 16.4 percent year-on-year to 133.34 billion ringgit in April due to COVID-19 pandemic which caused major disruptions to global supply chain.

The country's imports also decreased by 8 percent to 69.49 billion ringgit, and a trade deficit of 3.5 billion ringgit was recorded.



# Common Global Market Lead Generation



Referral



Country Agent

# Common Global Market Lead Generation



Overseas Exhibition



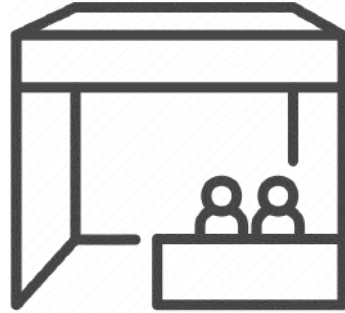
Digital Marketing



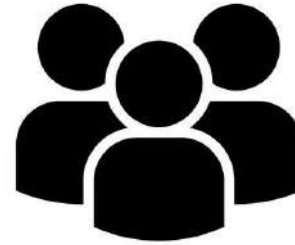
# How & What Oversea Exhibition Involved?



Travelling



Exhibition Booth  
&  
Product  
Preparation

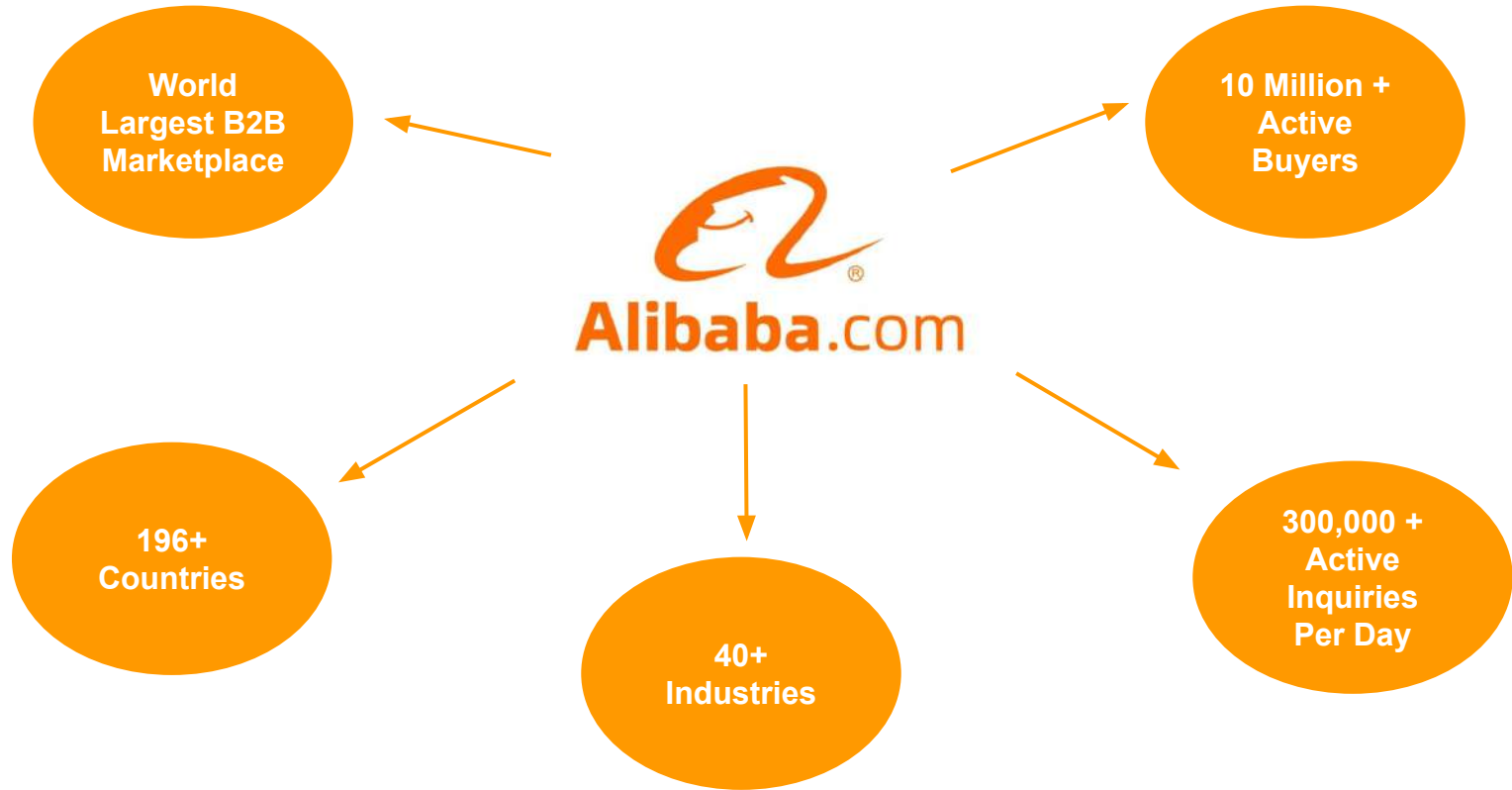


Involve  
Manpower



High Investment

# How B2B Marketplace Can Help Your Global B2B Sales?





# 5 Simple Steps Of Purchasing In Marketplace



## Search

Search the products by using specific keywords in the marketplace



## View

View the products in the marketplaces



## Click

Click for the products that you wish to buy



## Send Enquiry

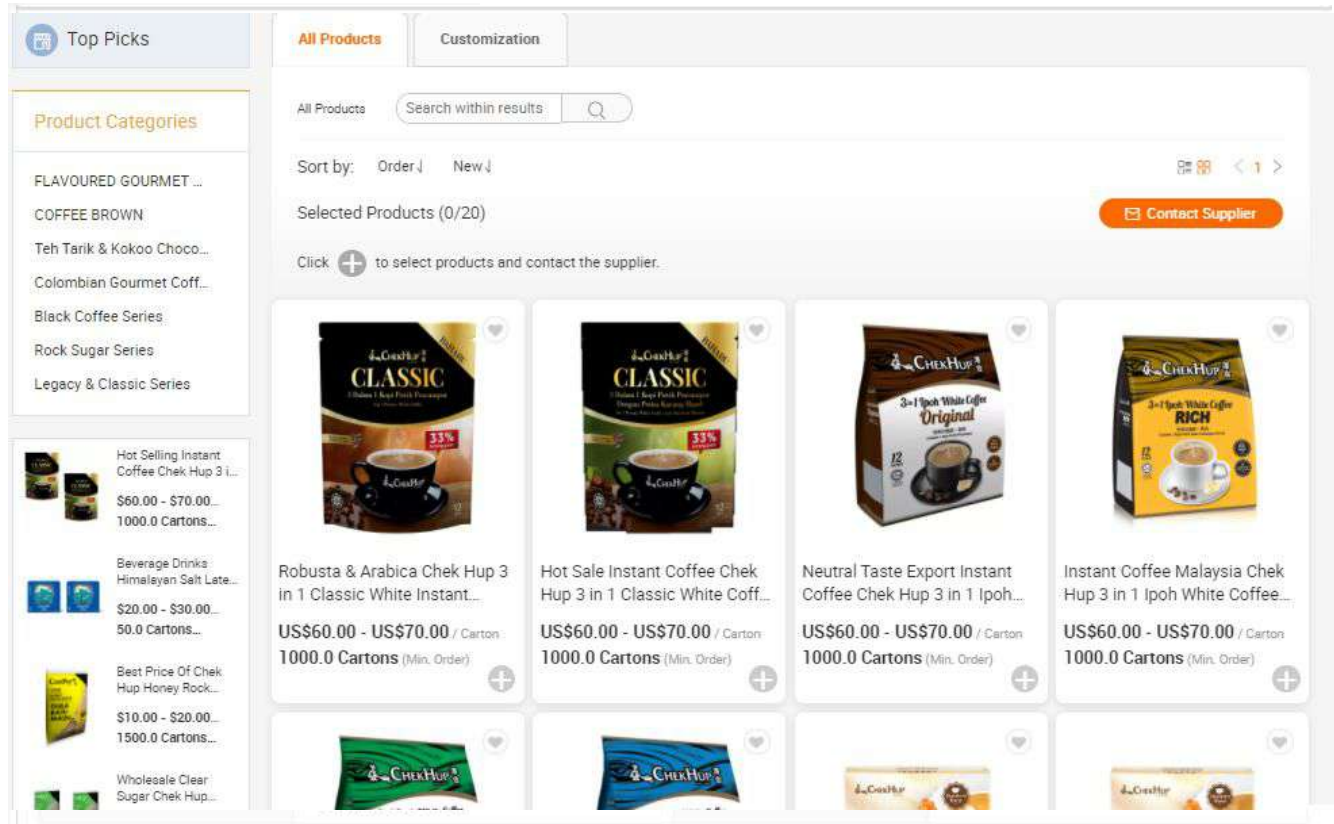
Send enquiry to ask for quotation or invoice



## Deal


Make payment & arrange shipping

# Power of B2B Marketplace for Your Business



1. Product Image/Video
2. Product Description
3. Company Profile
4. Online Store Page

# Professional Minisite Design


 Sourcing Solutions Services & Membership Help

Go Alibaba My Alibaba Orders English - MYR


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- BLENDED WITH GOLDEN RATIO OF ARABICA & ROBUSTA COFFEE

SHOP NOW EXPLORE




 **MAIN CATEGORIES**

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SHOP NOW

BLACK COFFEE SERIES




SHOP NOW

COLOMBIAN GOURMET COFFEE SERIES



TEH TARIK & KOKOO CHOCOLATE DRINK SERIES



# Are You Still Waiting For Sales To Come In?

# Be An Active Seller

## Request for Quotation (RFQ)

Best Match ↓ Most Recently ↓ 346 RFQ found < 1 / 18 >

Thailand Manufacturer Soft Drink 350ml Pet Can Fruit Flavor **Carbonated Drink**

Sample Purchase Quantity Required: 100 Carton Posted in: United Kingdom

I'm interested in your product Thailand Manufacturer Soft Drink 350ml Pet Can Fruit Flavor **Carbonated Drink**.I would like some more details. I look forward for your reply. Regards,

4 days before

L Lutfur Belal

Email Confirmed

Quote Now

Quotes Left 6

All Soft **Drinks**,**Carbonated** Soft **Drink** Whole sales price

Sample Purchase Quantity Required: 50 Piece/Pieces Posted in: Malaysia

Product Type:**Carbonated Drinks** Primary Ingredient:Carbonate Flavor:Caramel Flavor:Coffee Flavor:Fruity Flavor:Honey Flavor:Soda Flavor:Spices&Herbs Feature:Normal Certification:ISO Certification:...

4 days before

Email Confirmed

Quote Now

Quotes Left 5

the-box bags that have been approved by the the major U.S manufacturers of **carbonated soft drinks**.

Quantity Required: 100000 Piece/Pieces Posted in: United States

Hi,we are looking for five gallon bid bags that have been approved by the major u.s.sellers of **carbonated soft drinks**

5 days before

C Charles Carlson

Email Confirmed

Quote Now

Quotes Left 7

# Understand Your Global Buyer On Data Analysis

## Keywords Index

energy drink

Time range: Last 30 d...

Terminals: All

Countries & Regions: Global

Collection(9/20)

### Historical trends



Ranking	Keywords	Search index↓	Fluctuations↓	CTR (Click-through Rate)↓	Competitive index↓
1	energy drinks	3918	+252.9%	12.02%	59
2	monster energy drink	654	+61.4%	8.79%	20
3	redbull energy drink 250ml	225	+360.4%	15.95%	6
4	red bull energy drink	161	+60.6%	12.25%	23
5	bulk energy drinks	127	+126.9%	0.32%	35

**1. Potential Country Buyer**

**2. Visitors data, industry average data and industry leader data**

**3. Keyword Analysis**



# 5 Effective and Simple Ways to Get More Enquiries



# Tips To Get More Enquiries in Alibaba.com

## 1) Increase/Duplicate Product Postings



Salted Egg Fish Skin

RM 689.03 / Carton

24 Cartons (Min. Order)

JOCOM MSHOPPING SDN. BHD. >

MY

4 yrs

5.0

1

Contact Supplier

Chat Now!

compare

1/6



Hong Kong-style salted egg croaker skin crispy fish skin net red snacks ready to eat spicy fried fish skin

RM 34.25 / Bag

100 Bags (Min. Order)

Sichuan Machinery Imp. & Exp. Corp. >

CN

4 yrs

5.0

2

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compare

1/6



Malaysia Salted Egg Fish Skin

RM 689.03 / Carton

24 Cartons (Min. Order)

JOCOM MSHOPPING SDN. BHD. >

MY

4 yrs

5.0

1

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1/6

1. Increase **5x** more exposure & inquiries.

2. With different **product title** & **product photo**.

3. Target different country buyer

# Tips To Get More Enquiries in Alibaba.com

## 2) Quick Response Rate ( Within 24 hours )



1. Encourage global buyer to **send in inquiries**

2. Able to **close the deal faster**

# Tips To Get More Enquiries in Alibaba.com

## 3) Actively search in RFQ

Wholesale ORIGINAL Red 250 ml **Energy Drink** from Austria/Red Bul 250 ml **Energy Drink**/Red-bul

Bonus Quotation Quantity Required: **300 Piece/Pieces** Posted in: United Kingdom

Energy drink:RedBull Energy Drink 250ml Brand:OEM Services Package:250ml\*24 Cans Packing:24 Cans/tray Product Type:Energy Drinks Primary Ingredient:Taurine Feature:Low-Fat Feature:Low-Salt ...

4 days before

D Dominik Piasecki

Email Confirmed

Quote Now

Quotes Left 8

1. **More potential & easy to close**

Best Private Label 250ml Canned **Energy Drink**

Quantity Required: **500 Tray/Trays** Posted in: Netherlands

We want energy drinks with different tastes.

16 days before

N n el khedr

Trade Actions

Email Confirmed

Quote Now

Quotes Left 4

2. **Buyers' details to follow up**

ginseng **energy drink**

Bonus Quotation Quantity Required: **100 Carton/Cartons** Posted in: Guyana

Im interested in your product XL Energy Drinks,I would like some more details. I look forward for your reply. Regards,Product Type:Energy Drinks Primary Ingredient:Blended Primary Ingredient:Taurine ...

5 days before

T Tristane Ganesh

Trade Actions

Email Confirmed

Quote Now

Quotes Left 8

# Tips To Get More Enquiries in Alibaba.com

## 4) Keyword Advertising (KWA)



Sparkling Herbs Flavored Carbonated Soft Drink

**RM 3.97** / Unit  
3240 Units (Min. Order)

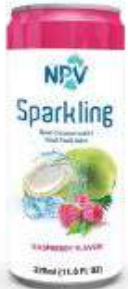
Griva LLC > RU 1 yrs

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Leave Messages

☐ compare

Ad



**March** Supplier Carbonated Drink New Design 330ml Raspberry Flavor NPV Brand Best Quality Sparklin...

**RM 26.00-RM 26.82** / Tray  
200.0 Trays (Min. Order)

NGUYEN PHAM VIET BEVERAGE COMPANY LIMITED > VN 2 yrs

Contact Supplier

Chat Now!

☐ compare

# Tips To Get More Enquiries in Alibaba.com

## 5) Participate in March & September Expo



The screenshot shows the Alibaba.com website interface. At the top, the Alibaba.com logo is on the left, and navigation links for 'Sourcing Solutions', 'Services & Membership', and 'Help & Community' are in the center. On the right, there are links for 'Ready to Ship', 'Trade Shows', 'Get the App', and 'English - MYR'. Below the navigation bar, there is a search bar with the placeholder text 'What are you looking for...' and a 'Search' button. To the left of the search bar is a 'Categories' dropdown menu. To the right of the search bar are icons for 'My Alibaba' (87 items), 'Orders' (0 items), and 'Favorites' (0 items). The main banner features a cosmic background with a planet and the text 'MARCH EXPO 2021 DISCOVER NOW'. Below this, it says 'Hot trends, new products, and great savings!' and '\*Terms & Conditions apply >'. At the bottom of the banner, it says 'Millions of New Products'. On the right side of the banner, there are three yellow tags with percentage signs and a large yellow arrow pointing right.

Alibaba.com  
Global trade starts here.

Sourcing Solutions Services & Membership Help & Community

Ready to Ship Trade Shows Get the App English - MYR

Categories

Products What are you looking for... Search

My Alibaba 87 Orders 0 Favorites 0

**MARCH EXPO 2021**  
**DISCOVER NOW**  
Hot trends, new products,  
and great savings!  
\*Terms & Conditions apply >  
Millions of New Products



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# Thank You

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