



EasyStore

网络打造自家品牌

演讲师: Melissa Poh





今日议程

- 创立品牌必备
- 网络品牌案例分享
- 通过网络销售给不同的顾客群
- 2021 网络销售贴士



EasyStore

标志 (logo) 不等于品牌



EasyStore





EasyStore

“Branding is what people say about you
when you're not in the room”



EasyStore

创立品牌必备

- 故事
- 品牌风格
- 品牌蓝图



EasyStore

创立品牌必备 - 故事

把品牌视为人

(~~不是公司~~)

OUR STORY

It all began with one mother's maternal instinct to provide the best for my baby when it came to skincare products which urged me to learn to make my own bar soaps from breast milk. Then I decided to share these natural handmade soaps and home remedies with everyone else calling it Claire after my baby girl 'Claire' which means 'clear and pure' in French which translates into exactly what the brand stands for.

Often times we don't quite know the ingredients that goes into producing our favourite shower gel or bar soap but having gone on natural bar soaps the past one year, I've realised a significant difference it's done to my skin. It doesn't get irritated or flare up as easily as before yet leaving my skin feeling moisturized. Handmade soaps from talented artisans use fresh and natural high-quality ingredients such as essential oils, shea butter, olive oil, oatmeal, or goat's milk so it doesn't harm your skin in the long run.

MESSAGE FROM THE FOUNDER

" When my daughter was born, I realized that the market was full of products with all kinds of harmful chemicals. So I created this line of all natural body care products.

At Claire, We pride ourselves on using only natural ingredients for our products.

It's all 100% chemical free, and most of my products are even safe for baby use.

We're passionate about inspiring people to become a more caring and kind society, and also one that cares for the environment.

I guess, it's like a unique calling, a life's mission. "





EasyStore

创立品牌必备 - 品牌风格

一致性使用

(标记, 照片调色, 设计元素)

Pinkboxcereal



Pinkboxcereal



Pinkboxcereal



Pinkboxcereal



Pinkboxcereal



Pinkboxcereal



Pinkboxcereal



Pinkboxcereal



Pinkboxcereal

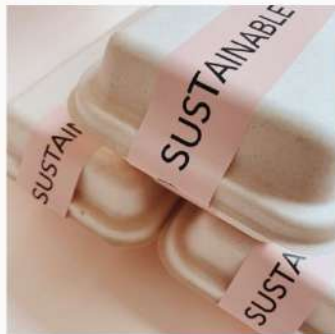


Pinkboxcereal

www.pinkboxcereal.com



@okaykuih



MUKA & CO

www.mukanco.com



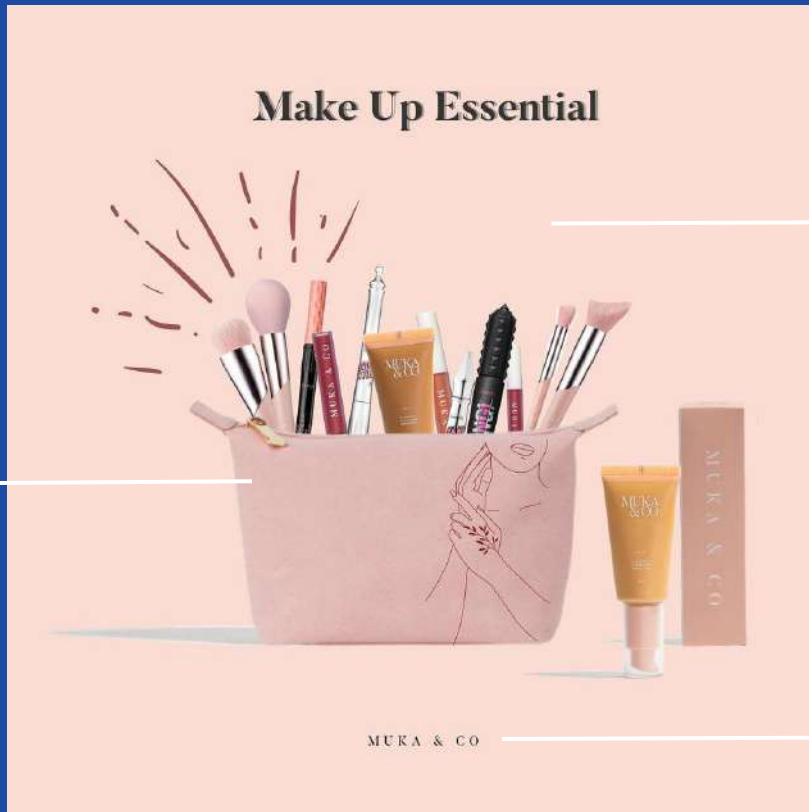


创立品牌必备 - 品牌风格

设计元素 (颜色, 字体)

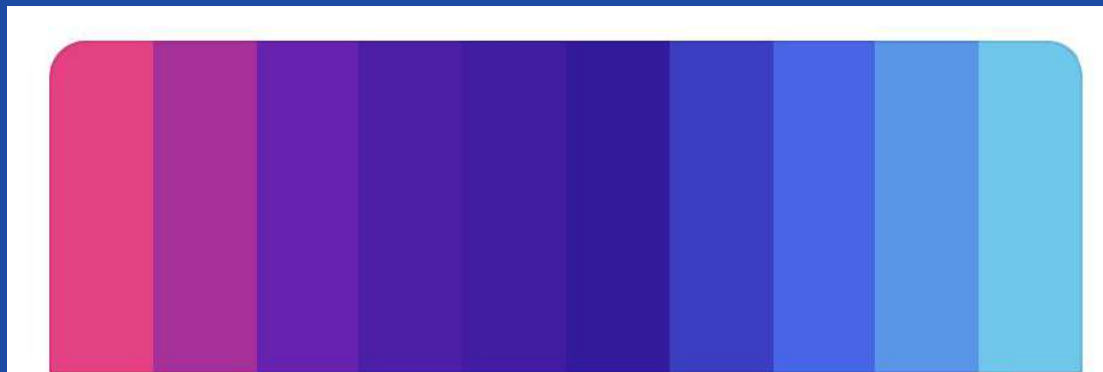
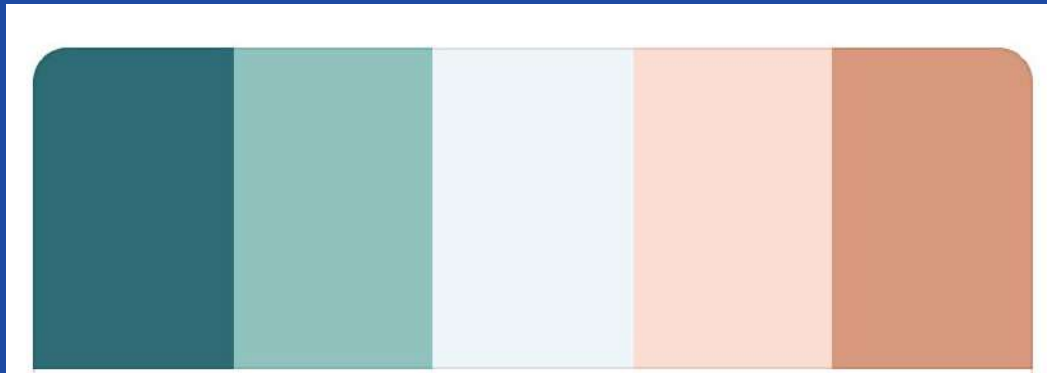
照片调色

标记





EasyStore



YOU ARE NOW ON THE SITE FOR INTERNATIONAL

STAY HERE

GO TO MALAYSIA SITE



Beauty Motherchuckers



My Account ^{BETA}

My Bag ⁰

Let us introduce ourselves

Hey, hi, hello! Welcome to the home of Chuck's. Think of this as your safe haven. A place for you to sit back with your favourite mask—or three, relax and just truly be yourself. Pour yourself a warm glass of milk or slip into something comfy and come meet the fam. Ready? Okay, here we go.

MYR ▾



ROOT REMEDIES

SHOP ▾ ABOUT ▾ F.A.Q STORES BLOG

CART





网络品牌案例分享 - Jobbie





网络品牌案例分享 - Jobbie





EasyStore


网络品牌案例分享 - Langit






EasyStore

网络品牌案例分享 - Langit

[Home](#) [Products](#) [Recipes](#) [FAQ](#) [About Us](#) [Contact Us](#) [2021 Spring Renaissance](#) [Search](#) [User](#) [Cart](#)

[Home](#) > [Beras Sia' \(Red Rice/ 红米\) 950g](#)




Beras Sia' (Red Rice/ 红米) 950g

RM 22.00

Quantity

[Add to Cart](#)

[Share](#) [Tweet](#) [Pin it](#) [G+](#) [+1](#)



Our Impact

Our milestones from 2015 - 2019.

An aerial photograph of a rural landscape. The foreground and middle ground show a patchwork of brown and green agricultural fields, some with small clusters of buildings. The background is dominated by dense, dark green forested hills. A winding road or path is visible on the right side. The overall scene is lush and scenic.

3

Rural
Communities

9

Villages

45

Farmer
Partners

RM235k

Direct payout
to farmers



网络品牌案例分享 - Pinkboxcereal



SHAFIQAH SHAFIE
@PINKBOXCEREAL
@SHOPPINKBOXCEREAL
PINKBOXCEREAL.COM





网络品牌案例分享 - Pinkboxcereal





Pinkboxcereal - Skincare & Makeup Club 💕

🔒 Private group · 3.7K members

About

Discussion

Join Group



pinkboxcereal

40.2K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



DEMO Version: Pinkboxcereal Theme Song (Lyric Video) 💕💕

819 views · 1 month ago

FOLLOW ME!

Instagram:

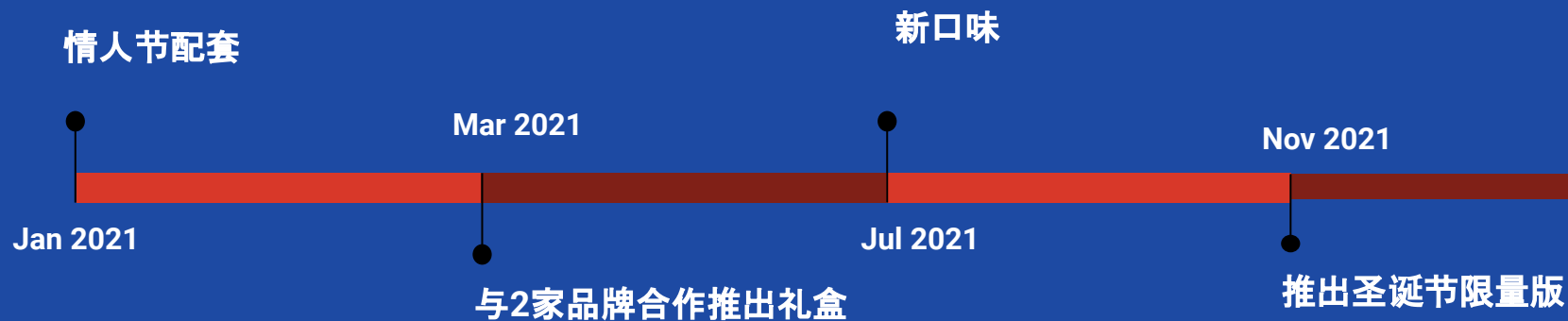
<https://instagram.com/pinkboxcereal/>



**你的品牌
在一，三，五年内
想要突破些什么？**



EasyStore





EasyStore

通过网络销售给 不同的顾客群



EasyStore

顾客所在的渠道





EasyStore



admin.easystore.co/channels



EasyStore



me
ders 190


Channels






**鲜王Fresh King - 和牛之家**
was live.
20h · 🌐

年初10 星期日 别错过了咯🐮


 8


531 Comments 1.9K V


 Like  Comment  Share


Comments

Realtime Comment


 **KS Lim** · 40:18
Wow
Like · Reply · 19h

 **Addeline Lim** · 40:30
70
Like · Reply · 19h

 **KS Lim** · 40:30
80
Like · Reply · 19h

 Sharer
鲜王Fresh King - 和牛之家 · 40:37
4
Like · Reply · 19h

 Sharer
鲜王Fresh King - 和牛之家 · 40:51
3 [New Comments \(2\)](#)
Like · Reply · 19h

 Write a comment...  

+60 11-2666 1680



hi, do you still have slot of Parameswara. I'm staying in Puchong

2:41 PM ✓

Hi hi 🙌🙌 Welcome to [Petter.Co](#) 🥰

Tell us your location **JB / KL / N9 / MLK / IPOH** and what cake you would like to order 🍰

We are located at

📍 **TAMAN PERLING, JOHOR BAHRU**

✅ 13th Feb to KL / SELANGOR / MELAKA

- ❌ **NO** COD term. Prepaid and Pre-order basis 🤖.
- ❌ **NO** Sliced cakes. Only whole cake available 🙅
- ❌ **NO** writing on box or piping service. Wish card only or Topper only.

2:41 PM

Hi. We are currently away. Please let us know your order BRB !

JB - 2days min advance order. If you need cake today please check with us availability 🙏



+60 11-2666 1680

!! KL/MELAKA/IPOH ORDER

Kindly fill up the form below and after transfer your order v confirmed 🤗

Date:

Collection Point : *

Name:

Phone :

Cake :

Add on :

Price :



EasyStore



Shopee

Lelong.my

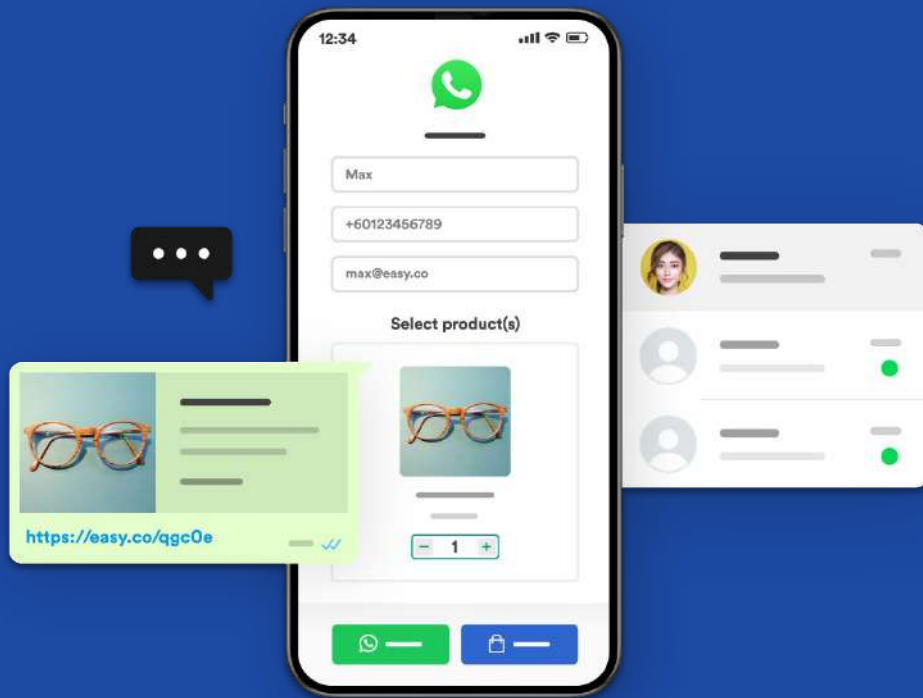


Lazada




EasyStore

WhatsApp渠道 - 订购单





EasyStore


 Send a message to MingSern via WhatsApp

Emma

0173333555

emma@easystore.co

Select product(s)





Korean outerwear black jacket

S: RM 12.00

M: RM 14.00

L: RM 16.00

 Send Message  Buy Now

WhatsApp Order Form powered by [EasyStore](#)


顾客浏览产品



Your Order

Name : Emma Emma
Phone Number : 0173333555
Email Address : emma@easystore.co

Product(s) with * is taxable product

 **Korean outerwear black jacket *** RM 12.00
S

Subtotal : RM 12.00


Total : RM 12.00

Remark

Place Order Now


确认订单资料





Thank you!
Order successfully placed


Order Number : #1039
Name : Emma Emma
Phone Number : 60173333555
Email Address : emma@easystore.co

 **Korean outerwear black jacket** RM 12.00
S

Subtotal : RM 12.00

Total : RM 12.00

Remark :

 Send Message

完成付款



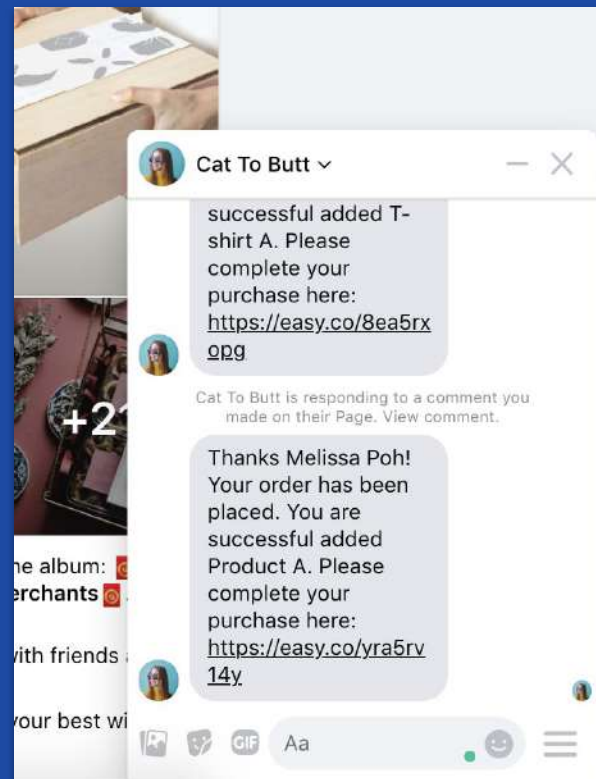
EasyStore

Facebook LIVE渠道





Facebook LIVE渠道

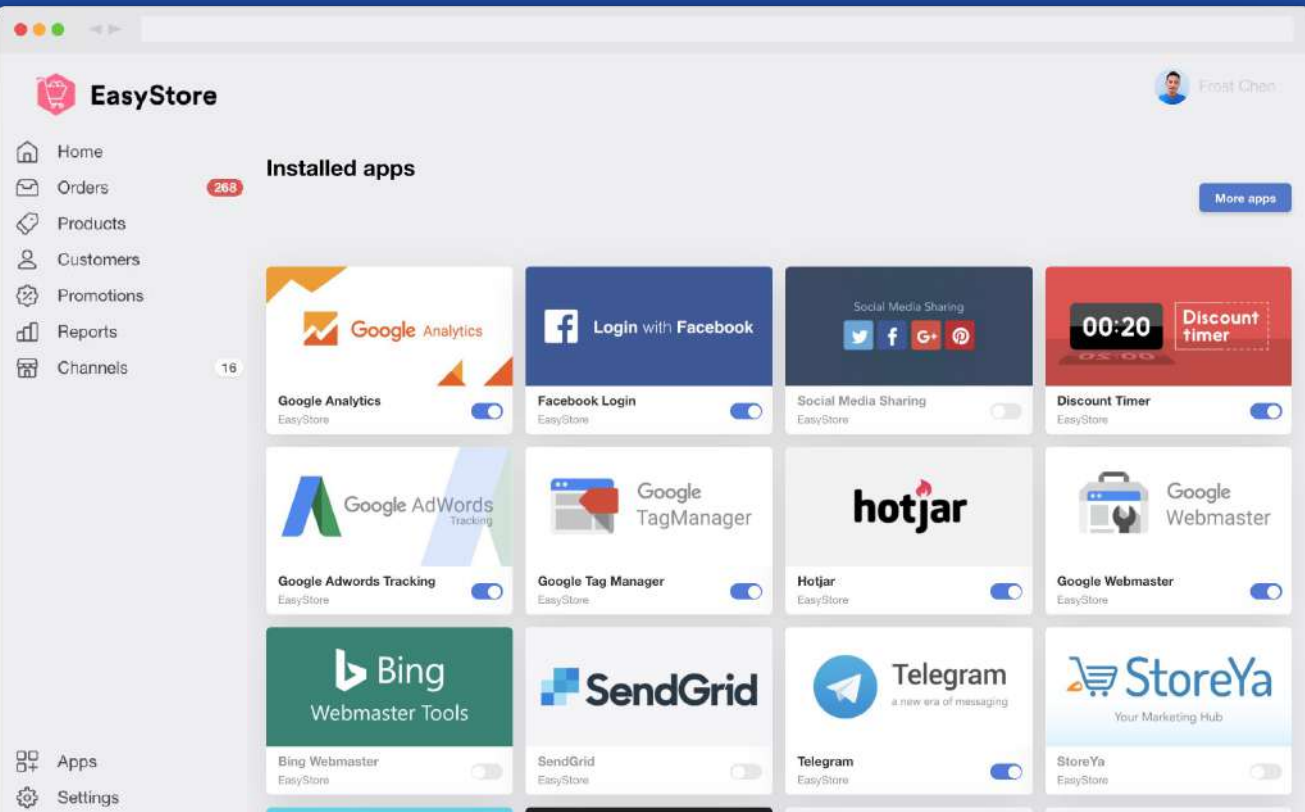




EasyStore

简单操作的后台

业务管理操作

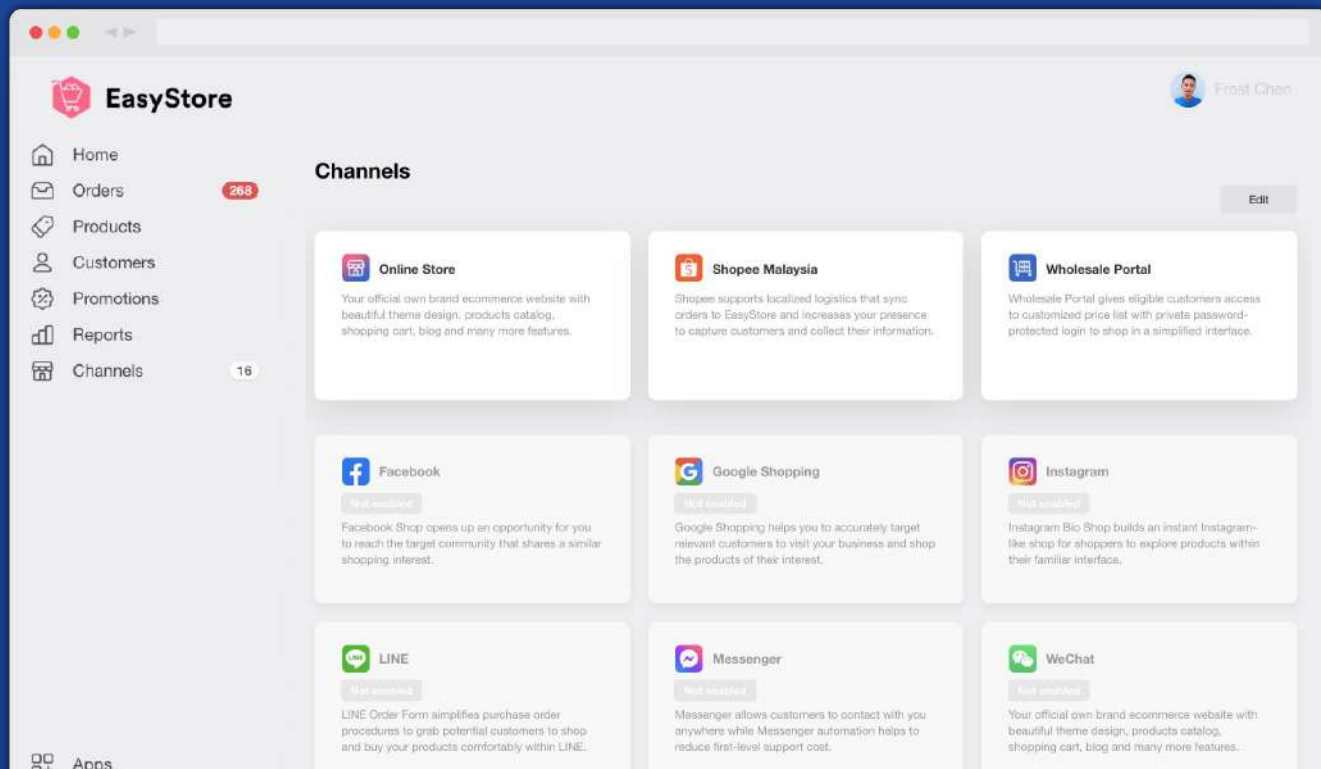


扩充功能



EasyStore

一个平台管理所有渠道





EasyStore

同步商品, 库存, 客户资料

EasyStore

Home

Orders 268

Products

Customers

Promotions

Reports

Channels 16

Orders

All orders

	Order	Date	Customer	Payment
<input type="checkbox"/>	#1829	an hour ago	Chris Tan	Unpaid
<input type="checkbox"/>	#1828	an hour ago	Nurul Herliyana	Cash
<input type="checkbox"/>	#1826 201203M8MMH00C	16 hours ago	Tan Chee Kuan	Paid
<input type="checkbox"/>	#1827 201203M8KRV8FF	16 hours ago	Paul Molive	Paid
<input type="checkbox"/>	#1825 270061517660960	Thursday, 10:33am	Iven Lai	Paid
<input type="checkbox"/>	#1824	Wednesday, 3:14pm	Kavidhal Rayer	Unpaid
<input type="checkbox"/>	#1823	Monday, 1:36pm	Iven Lai	Paid
<input type="checkbox"/>	#1822 268794814160960	Saturday, 1:10pm	Mandy	Paid

EasyStore

Home

Orders 268

Products

Customers

Promotions

Reports

Channels 16

Customers

Filter customers

	Name	Email	Phone
<input type="checkbox"/>	Syifa Hisham	syifahisham@gmail.com	601111193793
<input type="checkbox"/>	GOH JOANNE	lkgoanne@gmail.com	60162133527
<input type="checkbox"/>	Yumi Chew	yumi_211097@hotmail.com	
<input type="checkbox"/>	Charissa Leong	clzx1205@gmail.com	60176026329
<input type="checkbox"/>	Gennie Ng	gennie0006@gmail.com	60164098939
<input type="checkbox"/>	TAN YING XING	xing1997@hotmail.my	60165105525
<input type="checkbox"/>	Yvonne Liew	yvonnelliew915@gmail.com	60126223665
<input type="checkbox"/>	Hema Thevi Raman	hemathevi83@gmail.com	60125162402
<input type="checkbox"/>	Arianna Khor	cocoteddy97@gmail.com	60165515319
<input type="checkbox"/>	Khor Man Chong	manchong_1993@hotmail.com	60175696686

Apps



EasyStore

查看报表

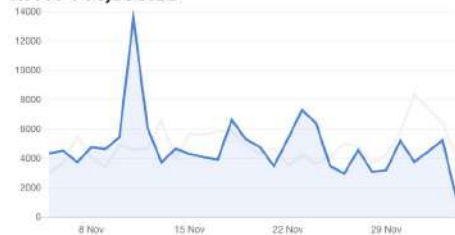
EasyStore

Reports

Export reports

Total sales

MYR 144,099.83



Cumulative sales

MYR 144,099.83



Sales By Channel:

- ✓ All
- Manual
- Facebook
- Instagram
- Lazada Malaysia
- Pos
- Shopee Malaysia
- Online Store
- Wechat
- Wholesale

Total orders

3,420 orders

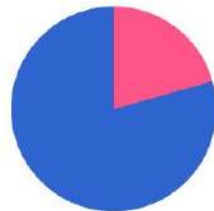


Cumulative orders

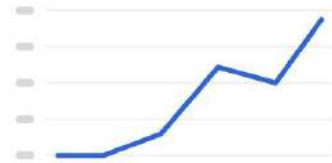
3,420 orders



Repeat customer rate
83%



Average order value
\$ 75.00



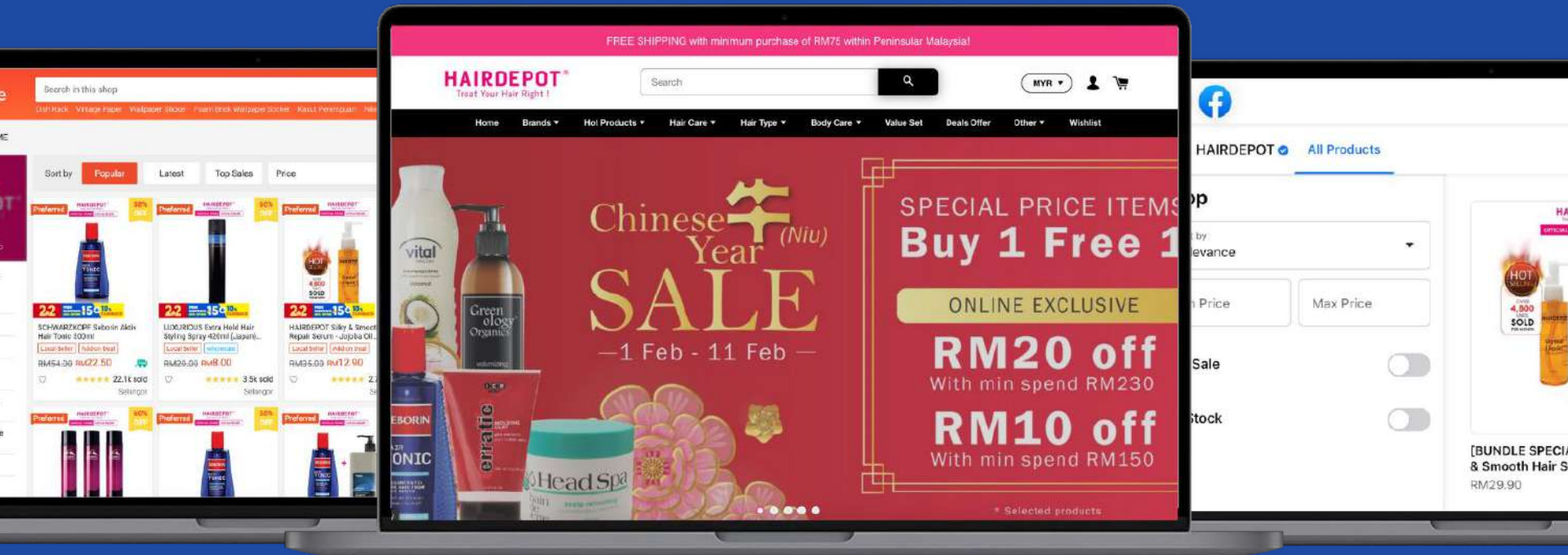
Products units sold

#	Products	Unit sold
1.	Kombu Butter	1630
2.	Farmer Jam	1190
3.	Savoury Bread Set	962



EasyStore

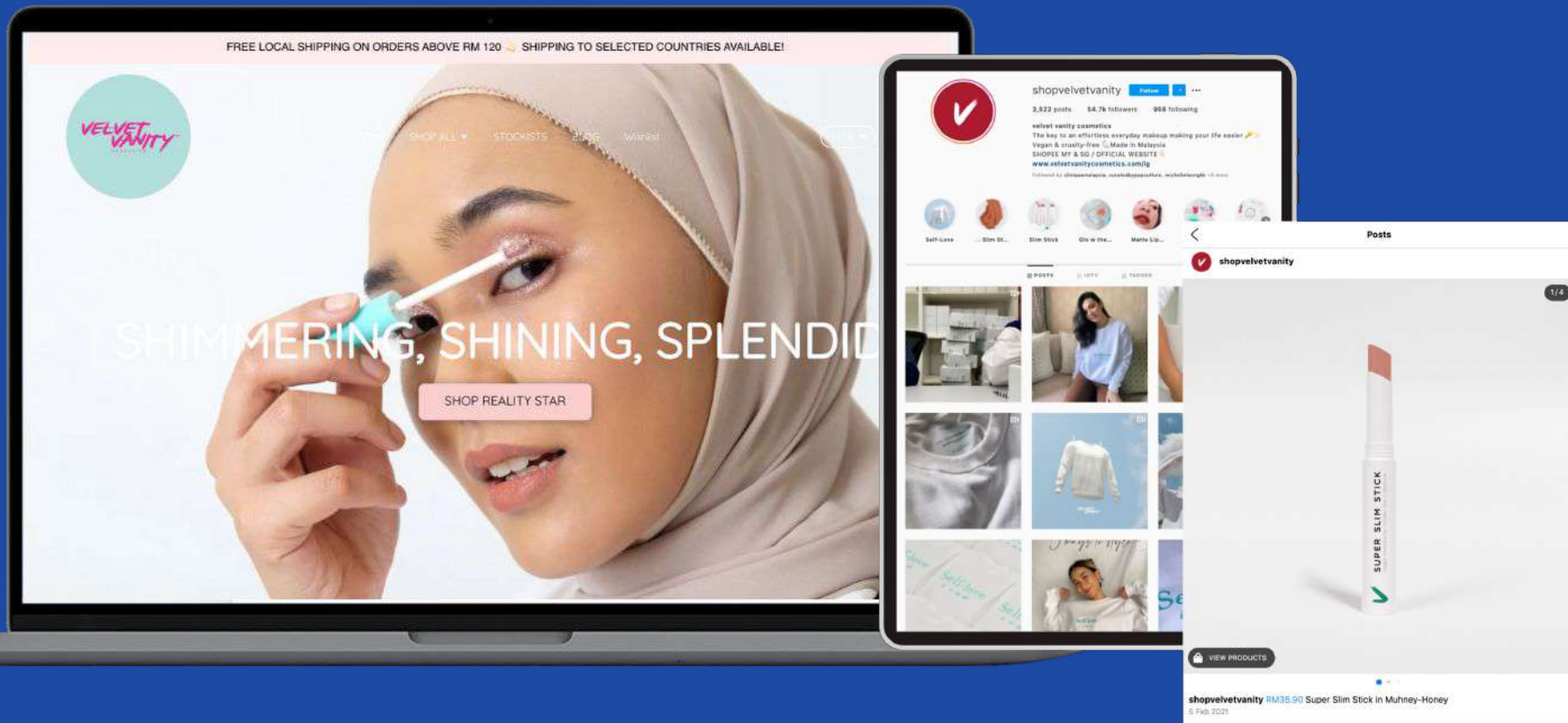
案例 1 - Hair Depot





EasyStore

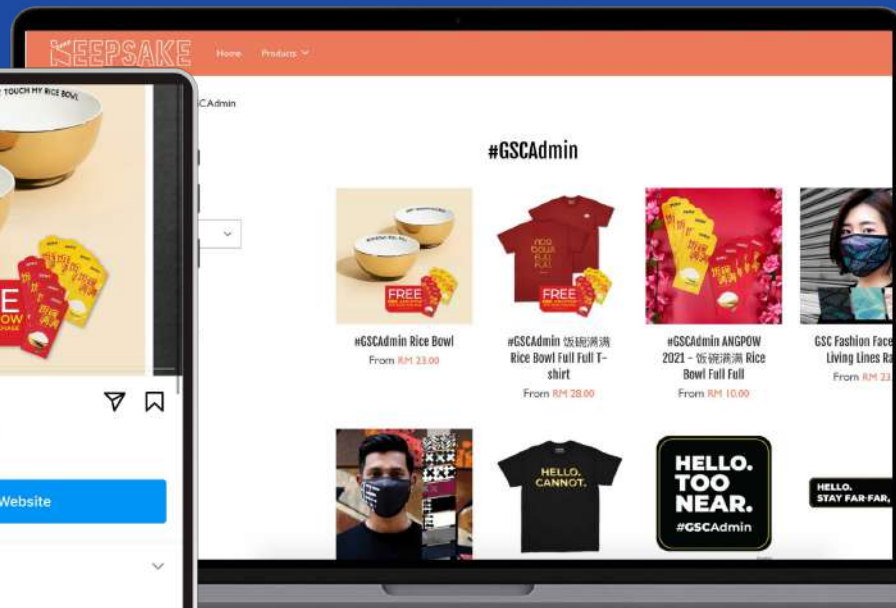
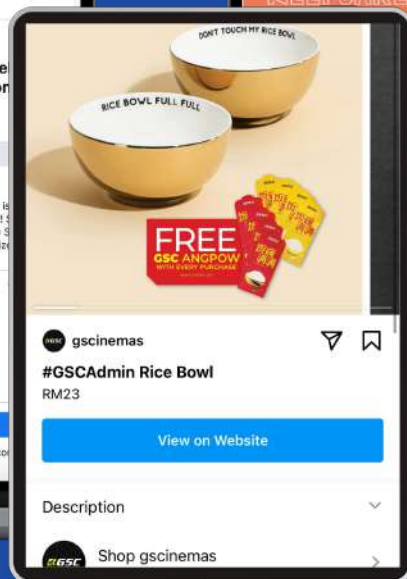
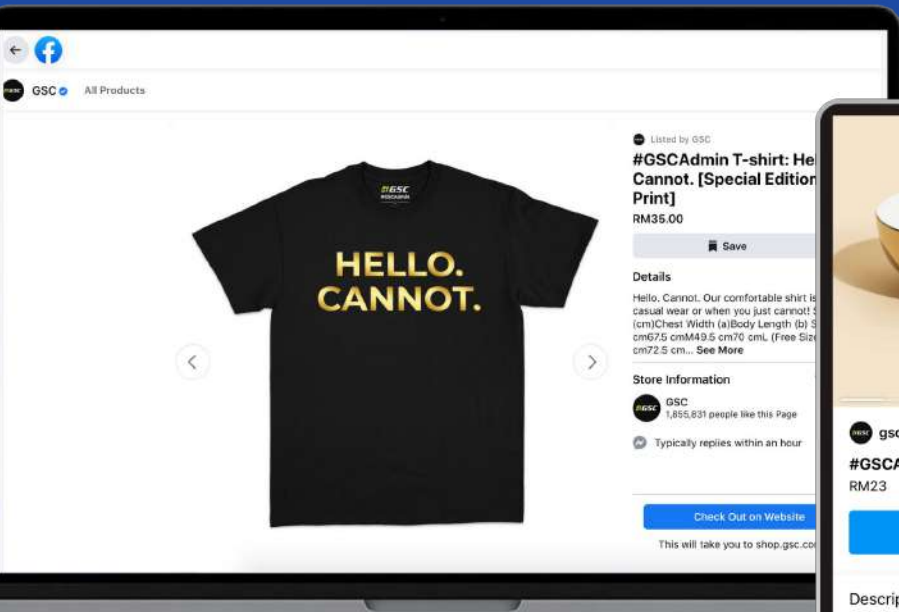
案例 2 - Velvet Vanity





EasyStore

案例 3 - Keep Sake by GSC





EasyStore

免费14天试用期

WhatsApp: +6012-238 0138

注册网址: www.easystore.co



2021 网络销售贴士

1. 不依赖单一销售渠道
2. 影片是王道
3. 善用小众KOL

Ad · www.shopee.com.my/ ▾

Ogawa Products Online - Order Today At Shopee

Providing Safe Shopping Experience Through Strong Payment and Fulfillment Support.

Shopee S

Grab Best & C
Premium Qual

SENHENG

Categories ▾

Back

Home / Shop By Categories

ZALORA

WOMEN MEN LUXURY BEA

NEW IN CLOTHING SHOES ACCESSORIES BAGS SPORTS

Home > Women > Beauty > Tools & Brushes



Ad · www.ogawaworld.net/ ▾

Ogawa CNY Sales - Connect With Us

Free Gift to be given away. Free Delivery, 0% interest installment up to 68 months. Relax your senses and soothe away the pressures of a fast-paced city lifestyle. Open Monday To Friday.

View Products. Store Locator. Read News.

[FAQs](#) · [Enquire Online](#)

Lazada

Search in Lazada

Categories ▾

LazMall

Everyday Low Price

[Beauty](#) > [Beauty Tools](#) > [Body Slimming & Electric Mas...](#) [Ogawa](#)

OGAWA | OFFICIAL STORE

ONLY AVAILABLE ONLINE



Ogawa E

★★★★★ 1

Brand: Ogawa

RM76

RM1,899.00

Promotions

Installment

Quantity



Delivery estimate

Klang Valley: 2-4 days; Johor, Penang: 3-5 days; Rest of Peninsular Malaysia: 3-7 days; East Malaysia: 8-13 days. All in working days

Extra 35% Off | Use Code: 35LABELS

RM159 min. spend



2021 网络销售贴士

1. 不依赖单一销售渠道
2. 影片是王道
3. 善用小众KOL




EasyStore

影片成效是照片的3倍




影片种类


- Facebook 直播
- 访问
- 教学/产品资料




#EP: 16 🥜 Jobbie Nut You Food Challenge 🥜 Theme of the day :...
49 weeks ago · 2.7K Views
👍❤️🥳 You, Eric Lian and 23 others



#EP: 15 🥜 Jobbie Nut You Food Challenge 🥜 Theme of the day :...
50 weeks ago · 2.1K Views
👍❤️🥳 19




#EP: 14 🥜 Jobbie Nut You Food Challenge 🥜 Theme of the day :...
51 weeks ago · 2.7K Views
👍🥳 8




#EP: 13 🥜 Jobbie Nut You Food Challenge 🥜 Theme of the day :...
a year ago · 2K Views
👍❤️🥳 21


Latest Videos



LIVE with Lia Natalia | Introducing WOM 🥜💖 {SIAPA NAK FREE GIFT?...
a day ago · 2.4K Views
👍❤️🥳 65



GETTING READY with Lia Natalia @PINKBOXCEREAL!! 💖 {SIAPA NA...
a day ago · 1.2K Views
👍❤️🥳 43



"Kak Shaf, ad PBC?" . Kalau...
a day ago · 219
👍❤️ 7



2021 网络销售贴士

1. 不依赖单一销售渠道
2. 影片是王道
3. 善用小众KOL



马来西亚Top12社交媒体

- Youtube 68%
- Facebook 67%
- Whatsapp 60%
- Instagram 47%
- Facebook Messenger 45%
- WeChat 42%
- Google 41%
- Twitter 41%
- LinkedIn 30%
- Pinterest 26%
- LINE 25%
- Tumblr 23%



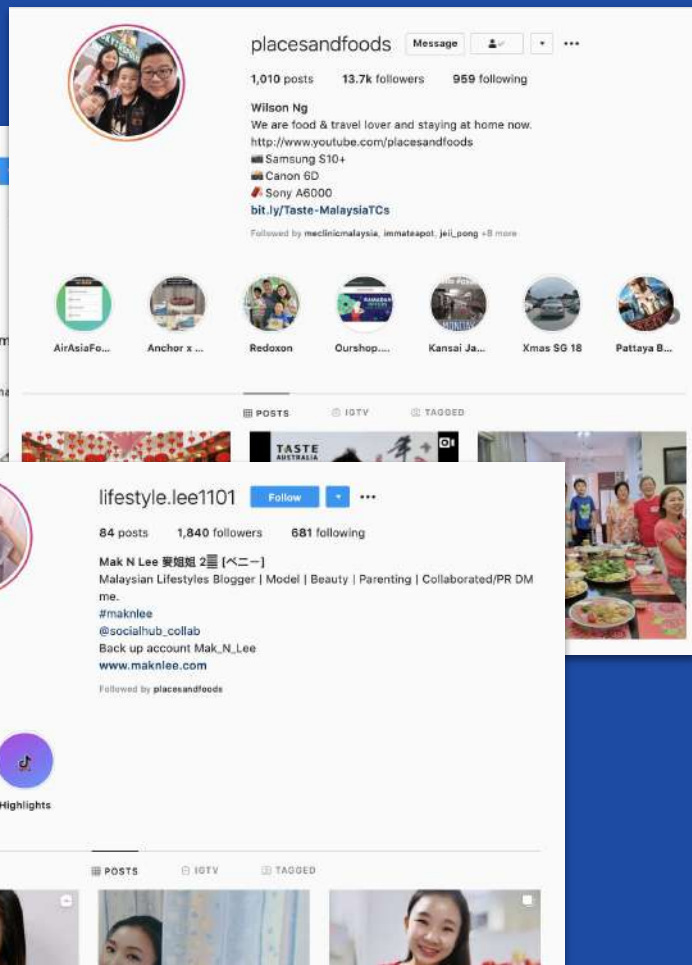
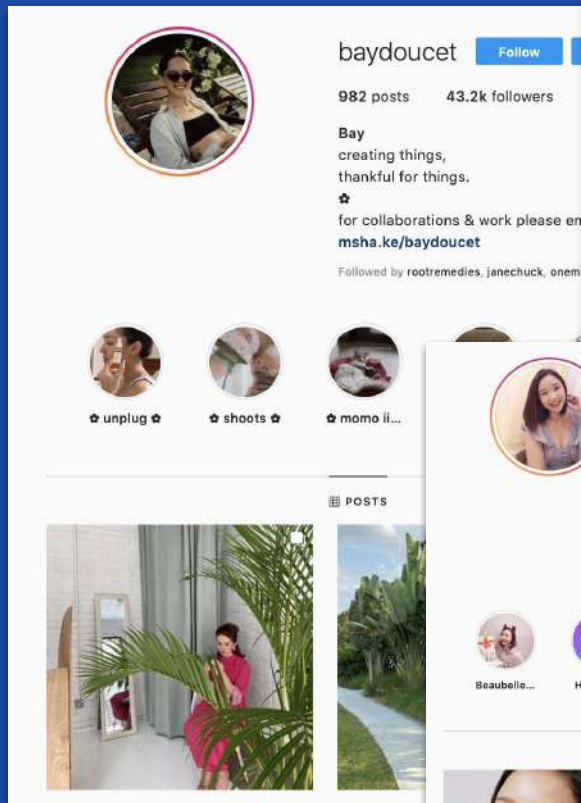
KOL 类型

- Mega (>1m)
- Macro (100k - 1m)
- Micro (5k - 100k)
- Nano (1k - 5k)



KOL 类型

- Mega (>1m)
- Macro (100k - 1m)
- Micro (5k - 100k)
- Nano (1k - 5k)





- 创立品牌必备
 - 故事
 - 品牌风格
 - 品牌蓝图
- 通过网络销售给不同的顾客群
 - 在EasyStore同步管理不同销售渠道的产品, 订单与客户
- 2021 网络销售贴士
 - 不依赖单一销售渠道
 - 影片是王道
 - 善用小众KOL



EasyStore

感谢参与我的分享会！