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12 LinkedIn Posts That Make Importers DM You for Quotes

A ready-to-use content calendar for freight forwarders serving Western importers & e-commerce brands

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— How to use this

Post 2–3 of these per week for a month. Each is designed to do one job: make a Western importer or e-commerce brand think *"this forwarder actually understands my problem"* — and message you.

Rules that make them work:

- **Lead with the buyer's pain, not your service.** Importers don't care about your fleet; they care about landed cost and delays.
- **One idea per post.** End with a soft question, not "DM for a quote."
- **Use real numbers** from your lanes. Specifics beat slogans.
- Fill in the tokens: **[LANE]** (e.g. Shenzhen→LA), **[PORT]** , **[SEASON]** .

— The 12 posts

1 — The hidden-cost breakdown

TEMPLATE

Most importers budget for ocean freight and forget 4 costs that quietly eat margin: [list — e.g. demurrage, ISF filing, chassis, peak-season surcharge]. Here's what each one actually costs on a [LANE] shipment this month 📌

Job: positions you as the person who protects their margin.

2 — The port-congestion update

TEMPLATE

[PORT] dwell times just moved from X to Y days. If your goods land in the next 3 weeks, here's what I'd do to avoid a storage bill.

Job: proves you watch the lanes daily.

3 — The peak-season warning

TEMPLATE

[SEASON] cutoff for [LANE] is closer than you think. Book after [date] and you're paying peak rates + risking a January arrival. Here's the calendar.

Job: creates urgency, invites planning conversations.

4 — The "FOB vs door" explainer

TEMPLATE

"Why is my quote so different from another forwarder's?" 9 times out of 10 it's FOB vs door-to-door. Here's exactly what's included in each — so you can compare apples to apples.

Job: builds trust by helping them not get ripped off.

5 — The customs-hold story

TEMPLATE

A client's shipment got held last week. Reason: [common HTS/labeling issue]. Cost of the delay: [\$X]. It was 100% avoidable. Here's the 2-minute check that prevents it.

Job: shows expertise through a real (anonymized) case.

6 — The mode-comparison

TEMPLATE

Air vs sea vs rail for [LANE], on a [product type] order: here's the real cost + transit tradeoff at today's rates. Air isn't always the panic option people think.

Job: useful decision tool; you're the advisor.

7 — The small-importer myth-buster

TEMPLATE

"I'm too small for a real forwarder." Not true. Here's how a brand doing 2–3 containers a year still gets [benefit]. You don't need to be huge.

Job: opens the door for smaller e-com brands who assume they're ignored.

8 — The documentation checklist

TEMPLATE

The 6 documents that, if wrong, will delay your shipment: [list]. Save this before your next booking.

Job: shareable, saves them pain, keeps you top of mind.

9 — The rate-trend read

TEMPLATE

[LANE] rates over the last 90 days: [trend]. Here's where I think they go next quarter and what it means if you're planning inventory.

Job: positions you as a forecaster, not a booking clerk.

10 — The behind-the-scenes

TEMPLATE

This is what actually happens to your container between [origin] and your warehouse. Most importers never see it. [Photo/short breakdown of the chain.]

Job: humanizes you; shows the real operation.

11 — The "questions to ask a forwarder" post

TEMPLATE

Before you sign with any freight forwarder, ask these 5 questions: [list]. If they can't answer #3 clearly, walk away.

Job: buyers screen others by your standard — you win by default.

12 — The result / testimonial (soft)

TEMPLATE

A brand came to us paying [\$X] landed on [LANE]. After we [change], they're at [\$Y] with fewer delays. Not magic — just the right routing. If your [LANE] costs feel high, they might be.

Job: proof + a gentle invitation to compare.

— The comment-to-DM move

When an importer comments or reacts, don't pitch. Reply publicly with value, then send: *"Happy to run the numbers on your [LANE] specifically — want me to?"* That single line converts far better than any "DM for a quote."



Want us to turn this calendar into a done-for-you posting engine that fills your inbox with importer quote requests? Reply to the email this came from.

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