



CHINA WINS GLOBAL

CHINAWINSGLOBAL.COM

• 货代 • 获客资料

让进口商主动私信 你要报价的 12 篇领 英帖子

面向服务欧美进口商与电商品牌的货代，一套
可直接使用的内容日历

China Wins Global 出品 • 赢

深圳 • 广州 • 义乌

SHENZHEN • GUANGZHOU • YIWU

— 如何使用

一个月内，每周发 2-3 篇。每篇只做一件事：让一位西方进口商或电商品牌觉得“这个货代是真的懂我的问题”——然后私信你。

让它们奏效的规则：

- **先讲买家的痛点，而不是你的服务。** 进口商不关心你的车队；他们关心到岸成本和延误。
- **一篇一个观点。** 结尾用一个轻柔的问题，而不是“DM 报价”。
- **用你航线上的真实数字。** 具体永远胜过口号。

— 12 篇帖子

1 — 隐性成本拆解

模板

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 📌

用途：把你塑造成“守护他们利润”的人。

2 — 港口拥堵更新

模板

[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.

用途：证明你每天都在盯着航线。

3 — 旺季预警

模板

[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.

用途：制造紧迫感，引出“提前规划”的对话。

4 — “FOB vs 门到门”科普

模板

"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.

用途：帮买家不被坑，从而建立信任。

5 — 清关被扣的故事

模板

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.

用途：用一个真实（匿名）案例展示专业度。

6 — 运输方式对比

模板

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.

用途：实用的决策工具；你是那个顾问。

7 — 破除"小进口商"的迷思

模板

"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.

用途：为那些以为自己被忽视的小电商品牌打开门。

8 — 单证清单

模板

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

用途：可收藏、帮他们免除麻烦，让你一直被记住。

9 — 运价趋势解读

模板

[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.

用途：把你塑造成预测者，而不是订舱员。

10 — 幕后一览

模板

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

用途：让你更有人情味；展示真实的运营。

11 — "该问货代哪些问题"

模板

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

用途：买家会用你的标准去筛选别人——你不战而胜。

12 — 成果 / 客户见证（轻柔版）

模板

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.

用途：佐证 + 一个温和的对比邀请。

— "评论转私信"的动作

当进口商评论或点赞时，不要推销。先在公开评论里给出价值，然后私信："Happy to run the numbers on your [LANE] specifically — want me to?" 这一句话的转化率，远远高于任何"DM 报价"。

赢

想让我们把这套日历变成"全包代运营"、直接为你的邮箱带来进口商的报价请求吗？回复你收到的这封邮件。