

112年度台北市 跨境電商產學合作計畫



台塑生醫

X



實踐大學 實光踐行

學生：黃薇文/ 黃品瑜/
蕭宇岑/ 陳芝穎/
邢恩瑞

合作廠商：台塑生醫 曾湘晴/柴沛熒
指導老師：實踐大學 馬文娜副教授

實光踐行組 2023.05.11





台塑生醫

FORMOSA BIOMEDICAL

皮膚護理

日常用品

醫療技術



台塑生醫

FORMOSA BIOMEDICAL

DERMA  FORMULA
美·肌·醫·生
FORTE
—— 來自長庚醫學團隊 ——

日常用品

醫療技術



台塑生醫

FORMOSA BIOMEDICAL

DERMA  **FORMULA**
美·肌·醫·生
FORTE
—— 來自長庚醫學團隊 ——

 **Dr's Formula**

Dr's Formula 510

BioLead

CC daily

PUR*ES*CENT

醫療技術



台塑生醫

FORMOSA BIOMEDICAL

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PUR **ESCENT**

醫之方 | **MD**
Formula



台塑生醫

FORMOSA BIOMEDICAL

強化髮根



控油抗屑



溫潤舒活

Agenda



一 市場調查

二 策略擬定

三 思維新穎性

四 內容優化落實

五 操作成效

六 心得感想



一、市場調查 二、策略擬定

- ▶ SWOT 分析
- ▶ 市場調查
- ▶ 專案執行內容

S Strengths

Weaknesses **W**

1. ISO、SGS認證
2. 購買通路多

S	W
O	T

O Opportunities

Threats **T**

S Strengths

- 1. ISO、SGS認證
- 2. 購買通路多

Weaknesses **W**

- 1. 單價較高、MOQ大
- 2. 新品宣傳素材少

O Opportunities

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O Opportunities

- 1. 數位行銷
- 2. 綠色行銷趨勢

Threats **T**

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O Opportunities

1. 數位行銷
2. 綠色行銷趨勢

Threats T

1. 選擇多樣化
2. 市場飽和度高

初期

電商通路評估

中期

客群分析

後期

平台數據分析

阿里巴巴

- 高自由度
- 直接與2B客戶端聯繫
- 國際化&全球化

初期

電商通路評估

阿里巴巴

中期

客群分析

年輕族群

後期

平台數據分析

- 增加形象照
- KOL、時尚雜誌風格

初期

電商通路評估

阿里巴巴

中期

客群分析

年輕族群

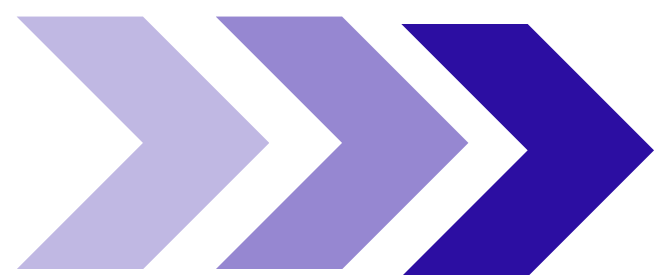
後期

平台數據分析

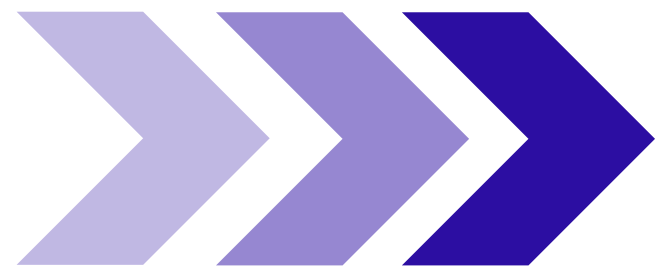
改善弱點

- 高曝光度 低點擊率
- 產品頁面凌亂
- 關鍵字量不足、不精準

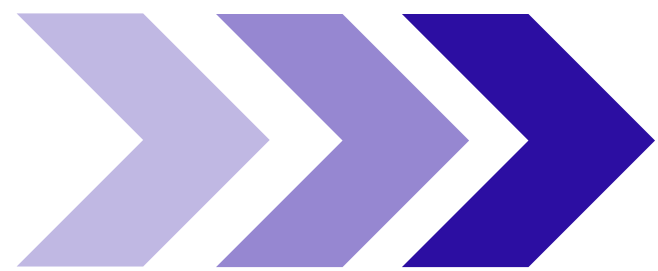
專案執行內容



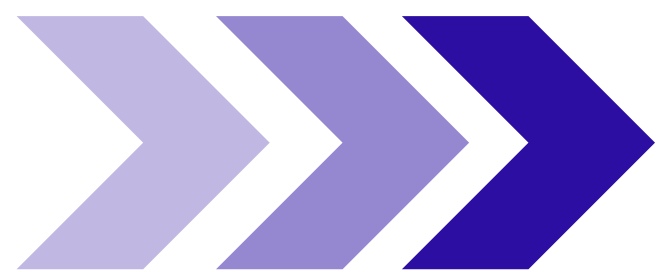
拍攝產品圖、製作**13支**影片



優化產品關鍵字



優化公司簡介&保養品生產流程簡介



製作代工流程圖&招商圖



三、思維新穎性

SWOT



宣傳素材少

SWOT



宣傳素材少

年輕族群

零售商/經銷商

SWOT



宣傳素材少

年輕族群

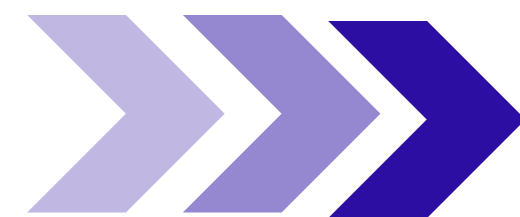
零售商/經銷商

形象照

30秒影片

直式短影片

依 產品功效 設計素材



控油抗屑

棉化球模擬頭皮屑
乾燥花呈現控油效果
以白底呈現控油清爽感



強化髮根

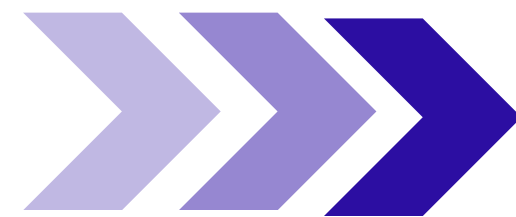


溫潤舒活

依產品功效設計素材



控油抗屑



強化髮根

以木質底營造穩固感



溫潤舒活

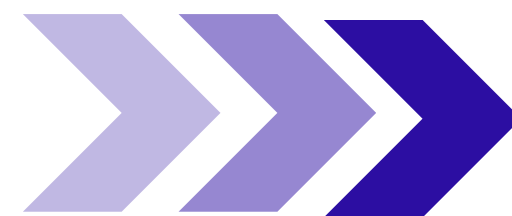
依 產品功效 設計素材



控油抗屑



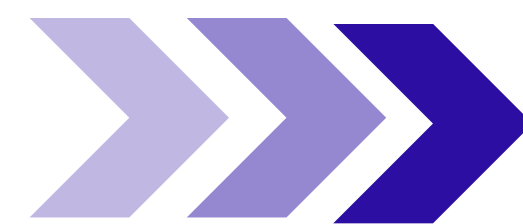
強化髮根



溫潤舒活

以圖書館呈現溫潤效果

依 產品特性 設計素材



自然無矽靈

- 校園草皮
- 水
- 棉花(假泡沫)

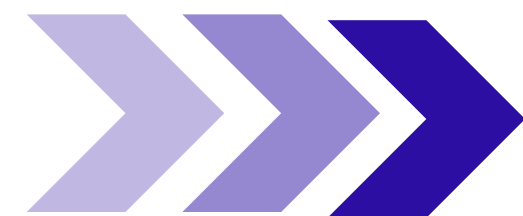


產品主色系

依產品特性設計素材



自然無矽靈



產品主色系

- 清水模圖書館
- 採光自然



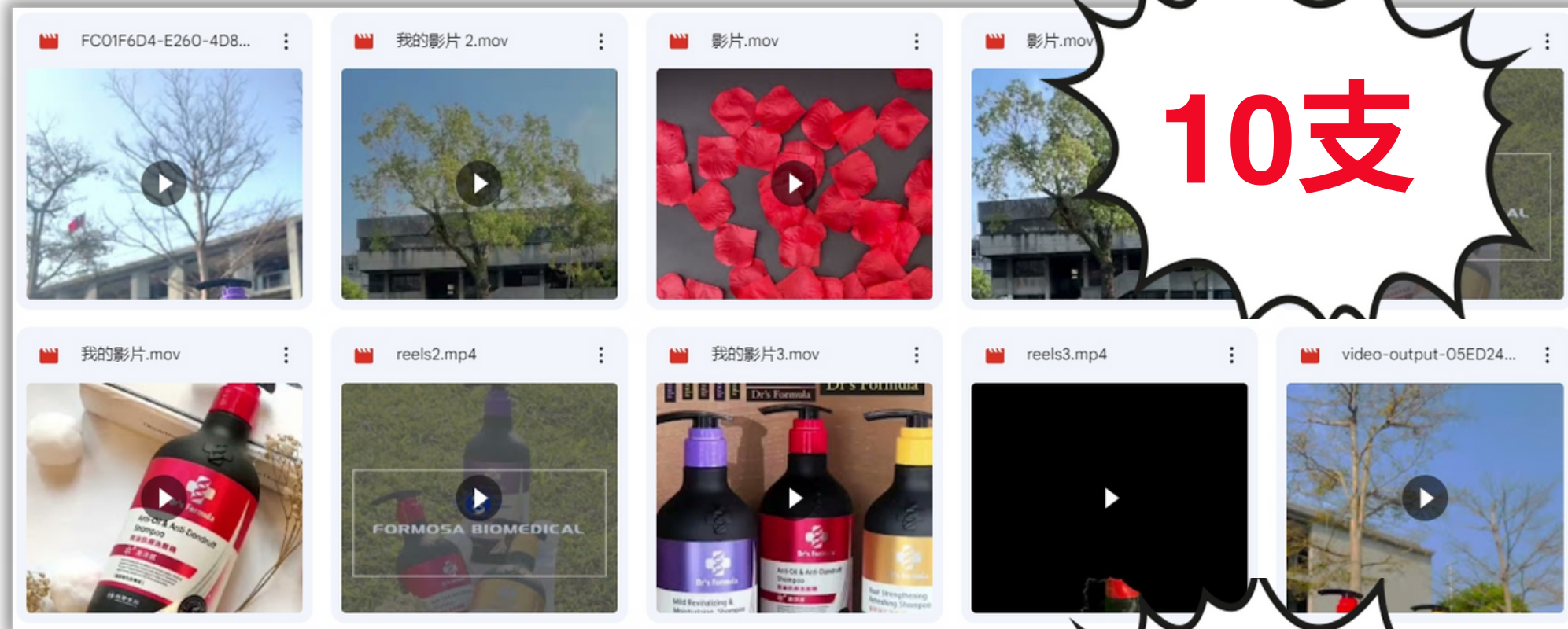
FORMOSA BIOMEDICAL

X



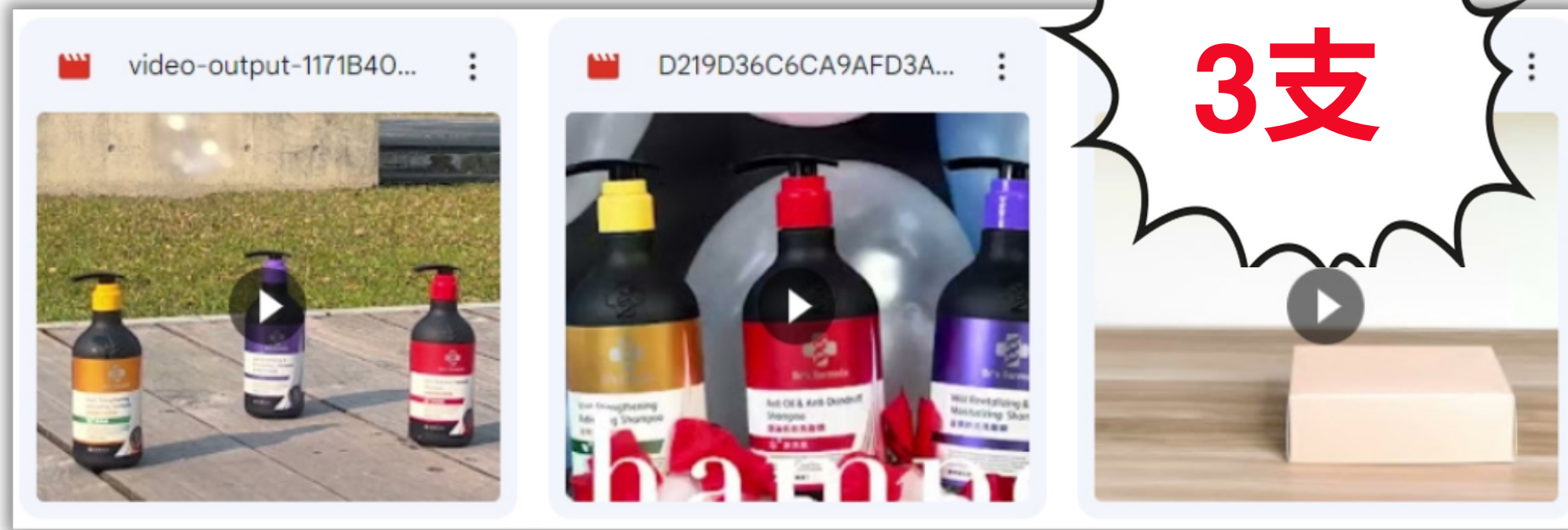
影片重質、重量

！一周完成



REELS 10秒影片

平台：新加坡TikTok



30秒橫式產品宣傳影片

平台：阿里巴巴平台

四、內容優化落實

- ▶ 關鍵字優化
- ▶ 簡介內頁優化
- ▶ 代工流程圖&招商圖製作
- ▶ 平台圖庫翻新



關鍵字

提高產品曝光率



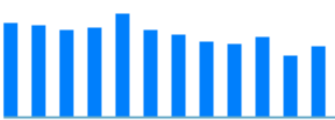
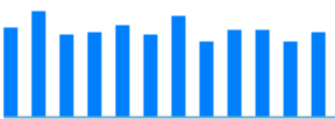
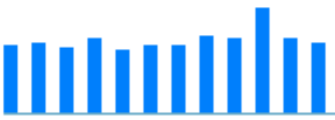
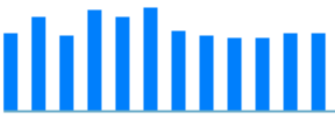
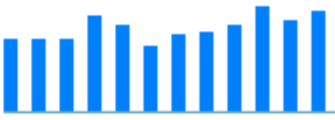
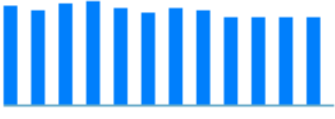
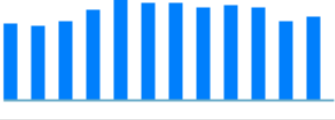
高曝光 低點擊

符合TKA關鍵字

關鍵詞

搜索漲幅

點擊率

shampoo	268		-23.7%	4.22%	-45.8%
shampoo chairs	228		+18%	0.78%	-72.4%
shampoo bottle	145		+14.8%	7.54%	+42.3%
shampoo and conditioner	97		-6.7%	7.14%	-28.1%
lash shampoo bottle	56		+1.4%	7.83%	+8.4%
shampoo bed	55		+13.1%	7.61%	-2.3%
human hair wigs	1443		-0.9%	5.42%	+10.3%
braiding hair	604		+9.4%	2.65%	+12.3%

T 是否被放進標題

K 延伸關鍵字

A 是否被放進推廣裡

各國名詞翻譯

易錯單詞

關鍵詞

搜索漲幅

點擊率

shampoo

T K A

268



-23.7%

4.22%

-45.8%

shampoo chairs

T K A

228



+18%

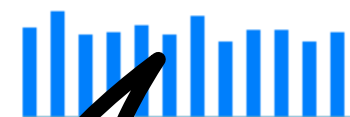
0.78%

-72.4%

shampoo bottle

T K A

145



+14.8%

7.54%

+42.3%

shampoo and conditioner

T K A

97



+14.8% 搜索漲幅

7.54% 高點擊率

lash shampoo bottle

T K A

56



shampoo bed

T K A

55



+13.1%

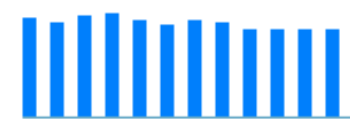
7.61%

-2.3%

human hair wigs

T K A

1443



-0.9%

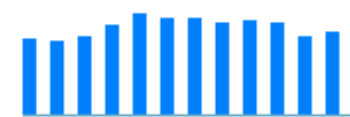
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+10.3%

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T K A

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shampoo bottle

T K A

145



+14.8%

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shampoo and conditioner

T K A

97

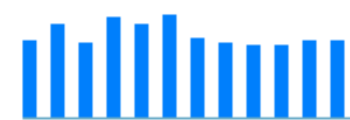


-6.7%

lash shampoo bottle

T K A

56



+1.4%

shampoo bed

T K A

55



+13.1%

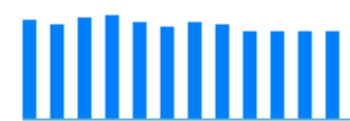
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各國名詞翻譯

易錯單詞



FORMOSA BIOMEDICAL

X



工廠內頁優化對比

BEFORE

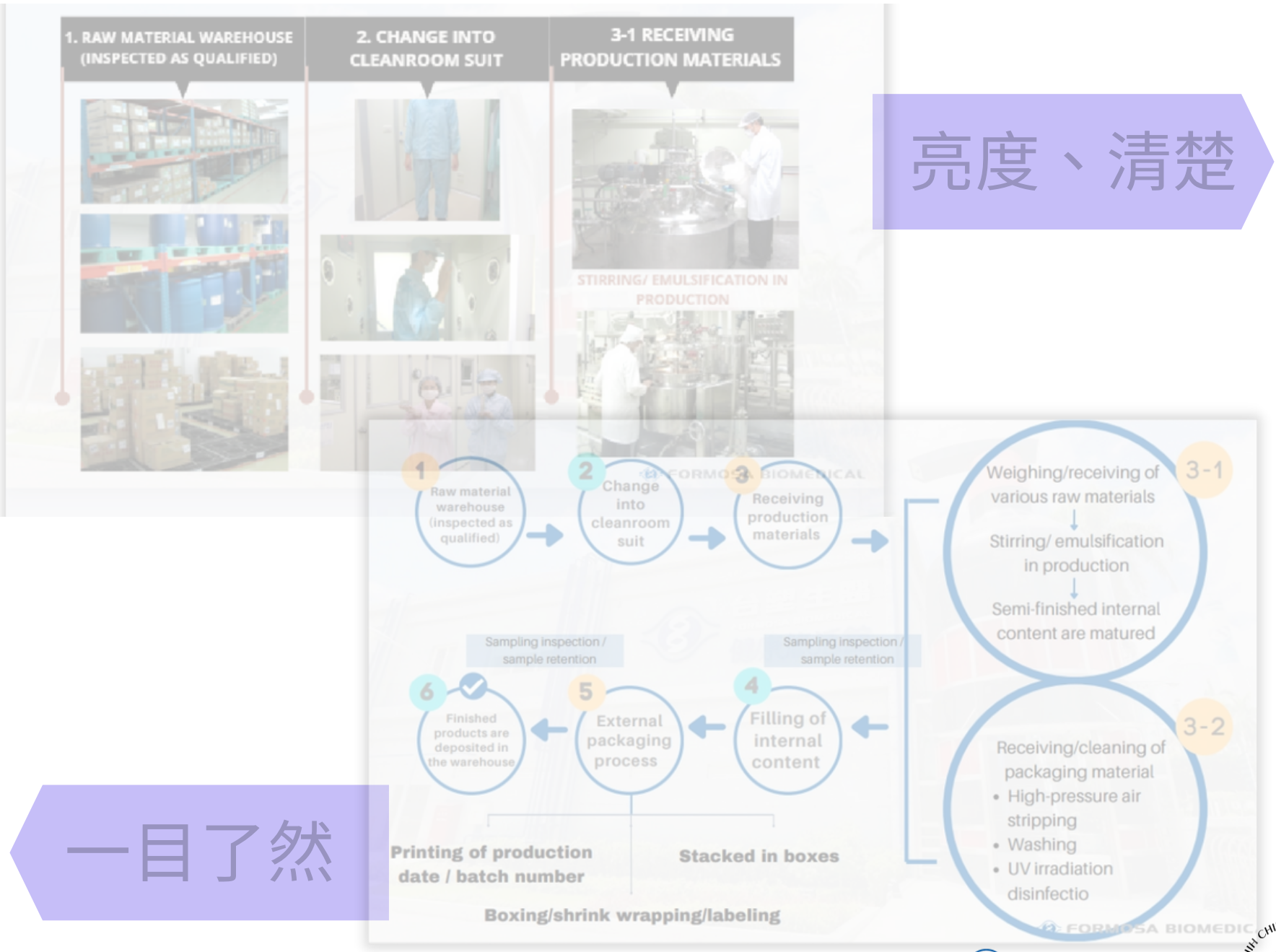
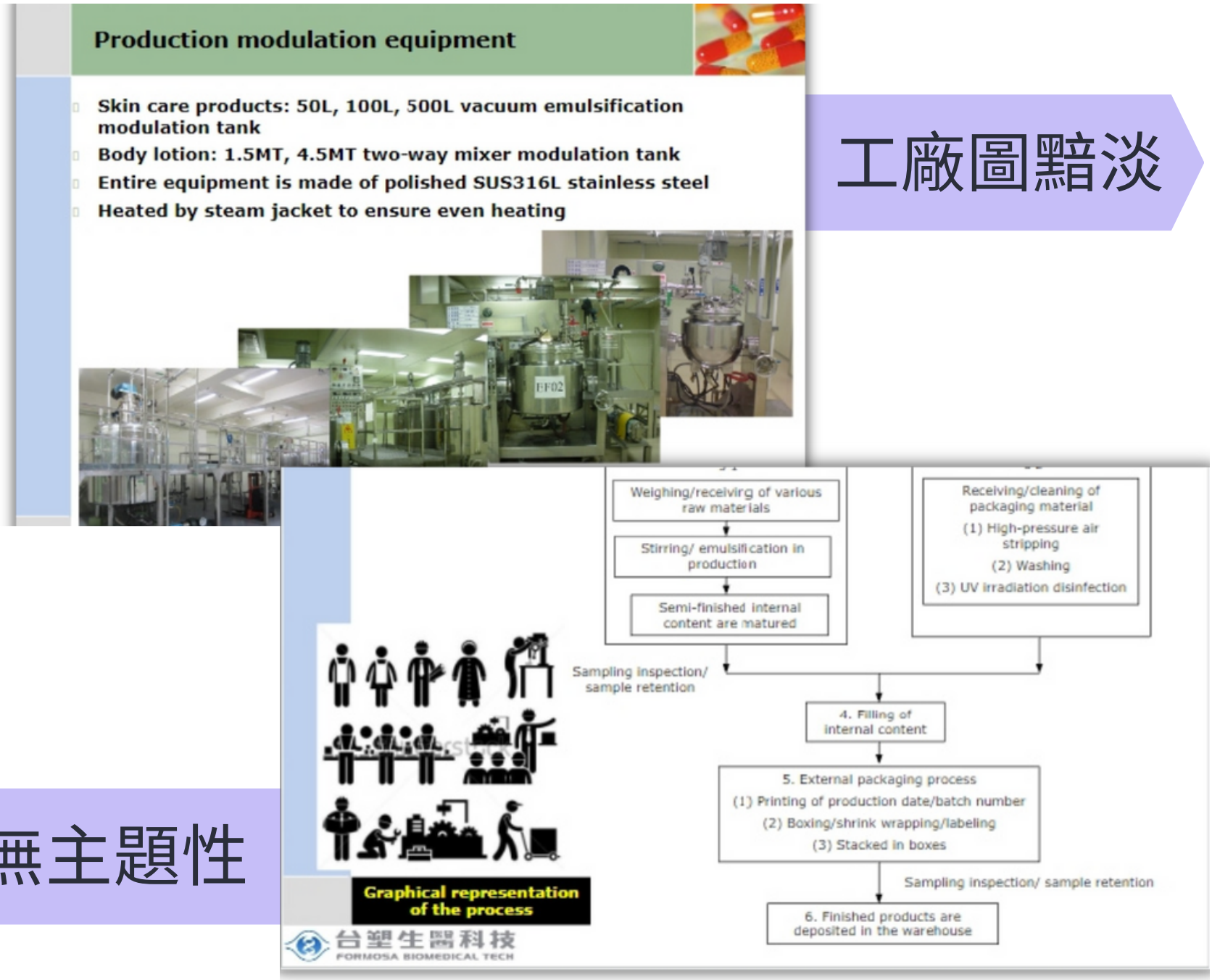
AFTER

工廠圖黯淡

亮度、清楚

無主題性

一目了然



工廠內頁優化對比

BEFORE

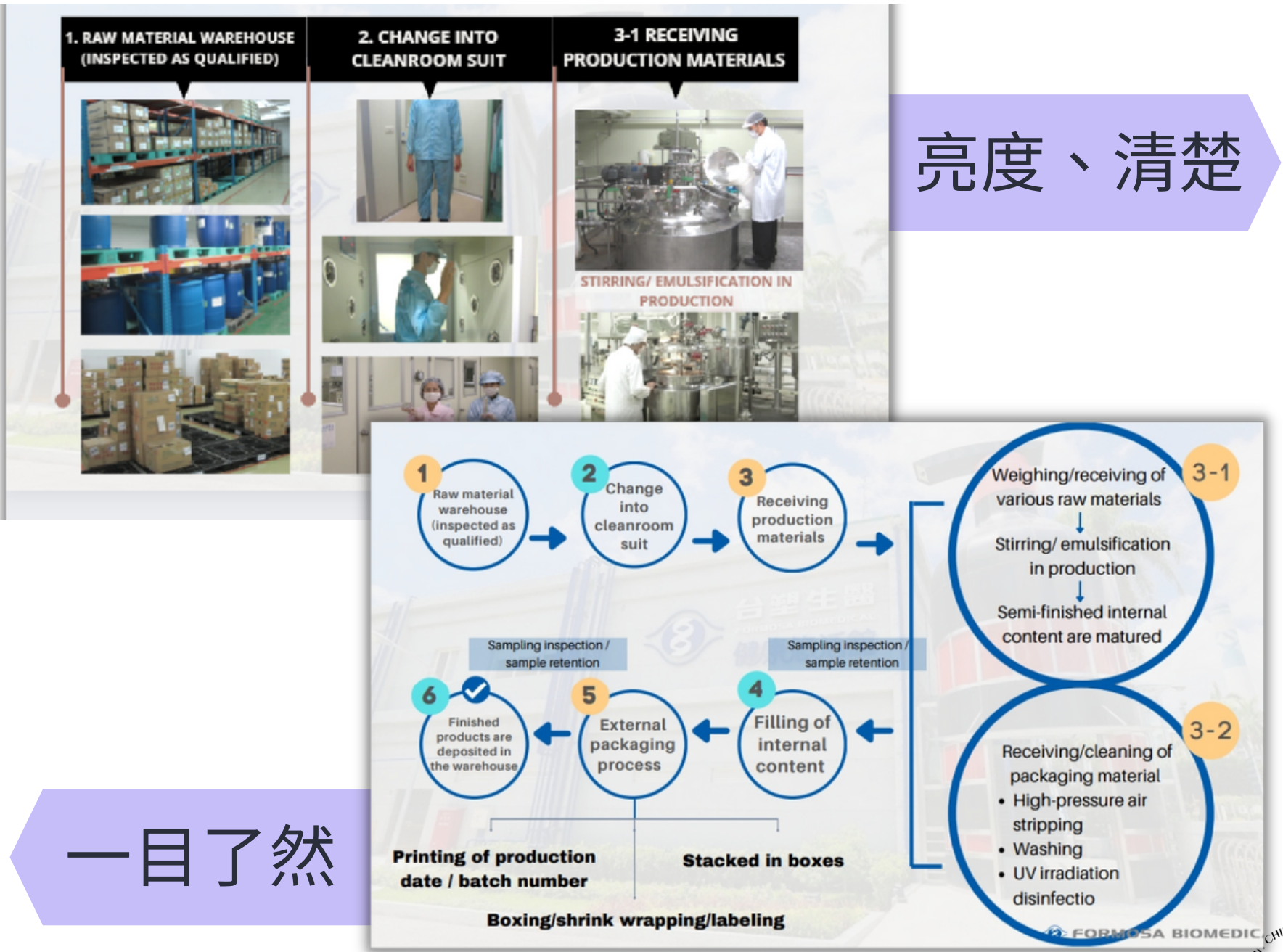
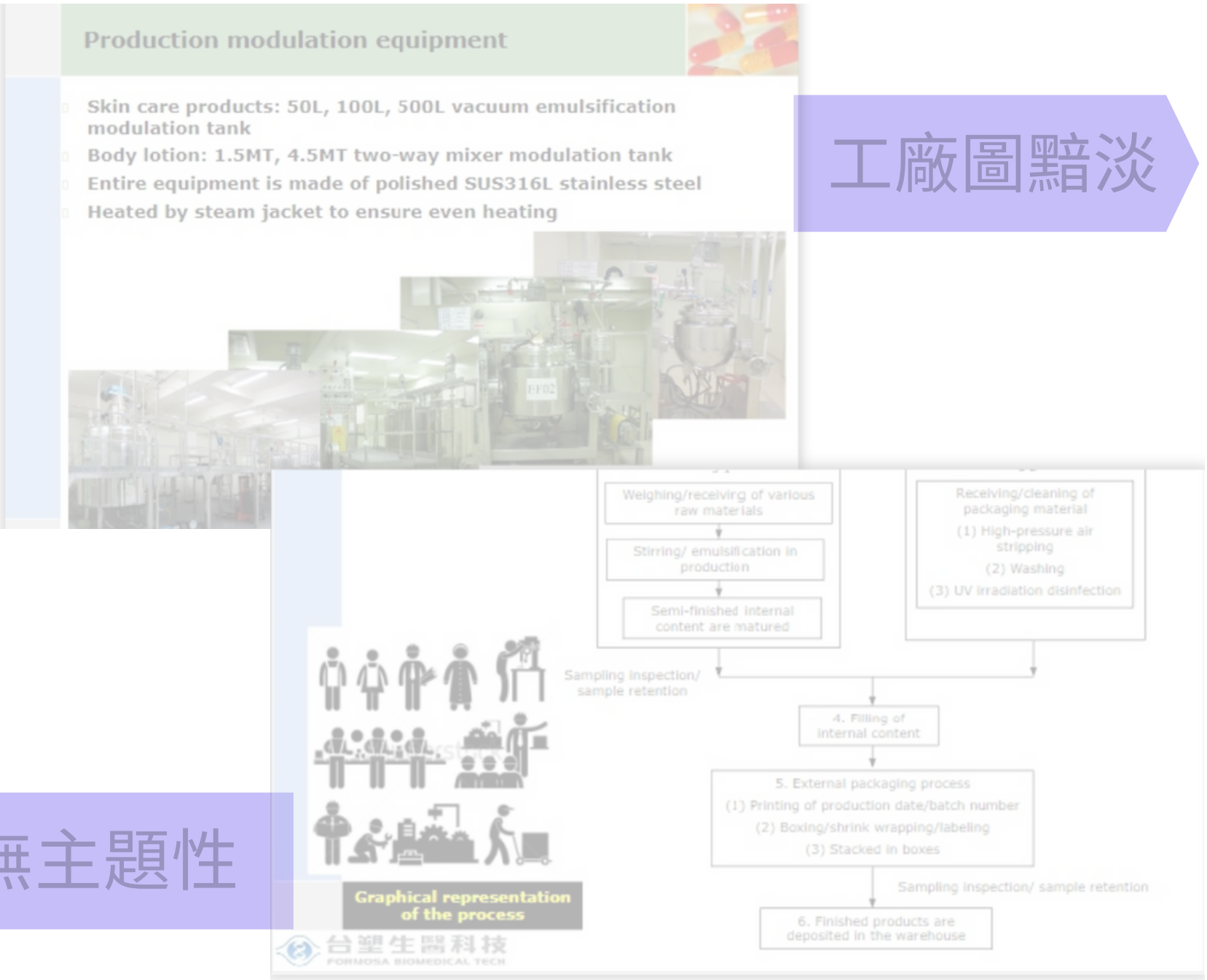
AFTER

工廠圖黯淡

亮度、清楚

無主題性

一目了然



公司內頁優化對比

BEFORE

iHealth Clinic

- Established to promote FBC's vision: "Preventive Medicine."
- Backed by medical centers, iHealth Clinic provides high quality and personalized health management service.
- Helping clients to discover potential disease or cause to prevent diseases.



FORMOSA BIOMEDICAL TECHNOLOGY CORPORATION is a high-tech enterprise established in 2003. We are specialized in the research, development and manufacture of diagnostic kits, skin care, and household. Our products are widely applied to medical, skin care, and household. We have a professional and experienced technical development group. They are willing to design and manufacture products with various designs and specifications. Meanwhile, we can design and manufacture products according to your special requirements. Now, our company possesses detergent, detergent material, skincare, diagnostic kits and medical devices. Our products cover

閱讀不易

文字冗長

AFTER

Daily Commodities

Dr's Formula 510

Professional Hair Products for Teenagers

Combined with Taiwan's prestigious hair stylist Yi-Lin Wu, Formosa Biomedical R&D Center has been engaged in solving teenagers' hair problems. To provide the most effective solution for oily and frizzy hair of the younger.

- Sales channels...
Hypermarket, Supermarket,
Pharmacy, E-Channel

- Our product covers...
Shampoo, Hair Abundance Essence, Hair-softening Shower,
Volumizing, Instant Repair and Nourishing Oil, Exothermic
Rerm Hair Milk, Curl Styling Mousse, Natural Wavy Hair Care
Wax/ Hair Spray, Hair Abundance, Anti-Oil Shampoo, Hair
Abundance, Anti-Oil Conditioner



@ drs_formula510

FORMOSA BIOMEDICAL

Daily Commodities

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FORMOSA BIOMEDICAL

有主題性

Daily Commodities

CC daily

Selected Food Fragrance Body Wash

CC daily is a lifestyle brand that makes you smile from the bottom of your heart. Mainly on bathing and intimate skincare, CC daily brings you joyful feelings with creative ideas and freshness from natural food. Cheer. Colorful and vitamin C!

- Our product covers...
Body wash
Feminine wash

- Retail channels...
Official online shop
Cosmed, Watsons, Yahoo, momo



FORMOSA BIOMEDICAL

不同系列個別介紹

公司內頁優化對比

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@drs_formula510

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Daily Commodities

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FORMOSA BIOMEDICAL

ODM流程圖

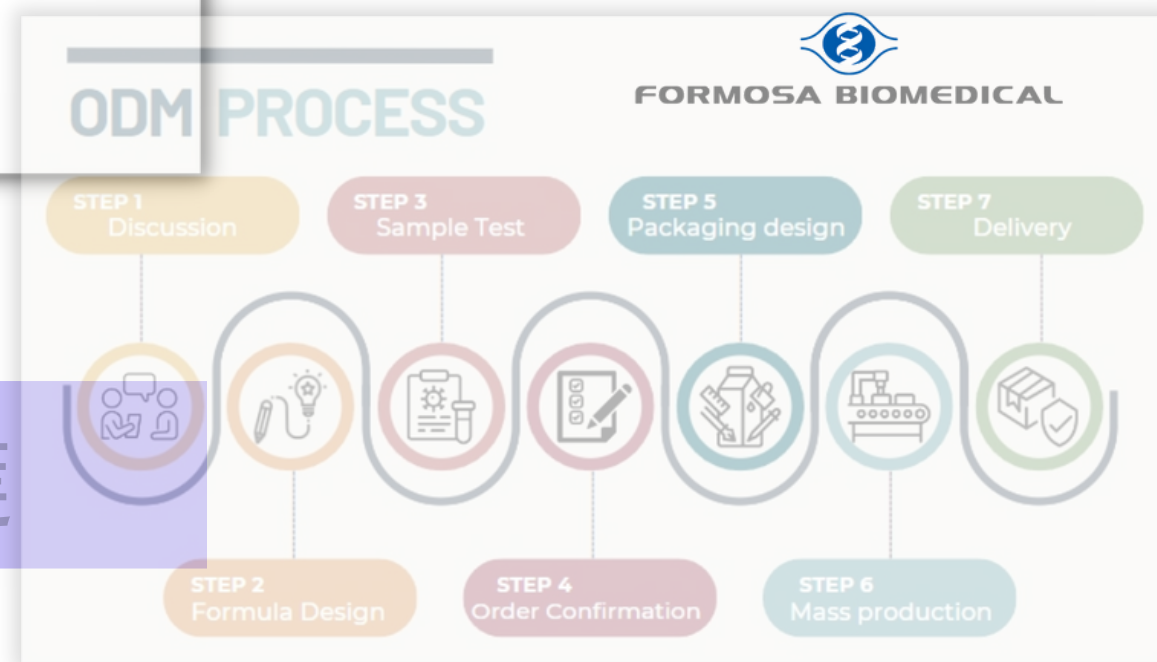
經銷商招募圖

OEM/ODM Process

1. Discussion
2. Formula Design
3. Sample Test
4. Order Confirmation
5. Packaging design
6. Mass production
7. Delivery

純文字敘述

以圖示表達



Distributors
wanted!



全新製作

Distributors
& Agent



WANTED

ODM流程圖

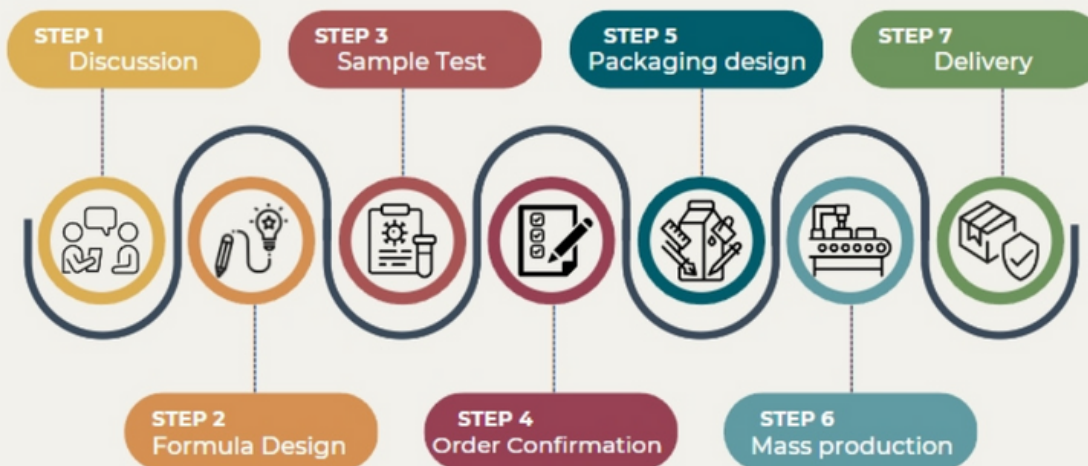
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純文字敘述

ODM PROCESS



以圖示表達

Distributors
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FORMOSA BIOMEDICAL

全新製作

Distributors
& Agent



WANTED

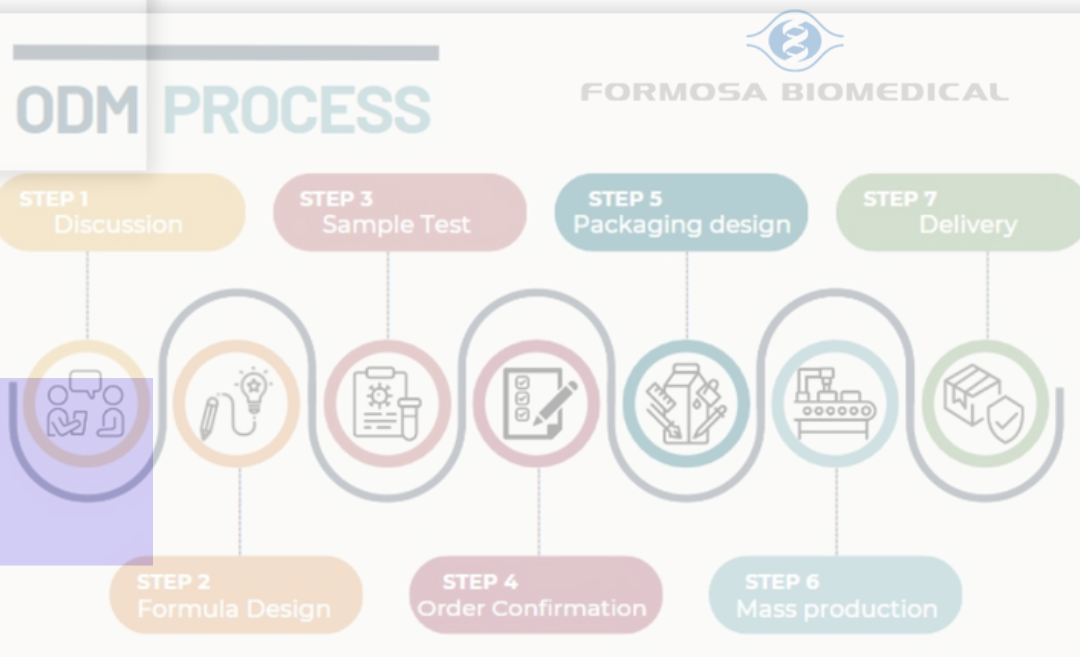
ODM流程圖

經銷商招募圖

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純文字敘述



以圖示表達

Distributors
wanted!



全新製作

Distributors
& Agent



WANTED

產品圖優化對比

BEFORE



整體黯淡、雜亂

無明確主題



AFTER



明亮、主體明顯

符合產品功效



產品圖優化對比

BEFORE



整體黯淡、雜亂

無明確主題



AFTER



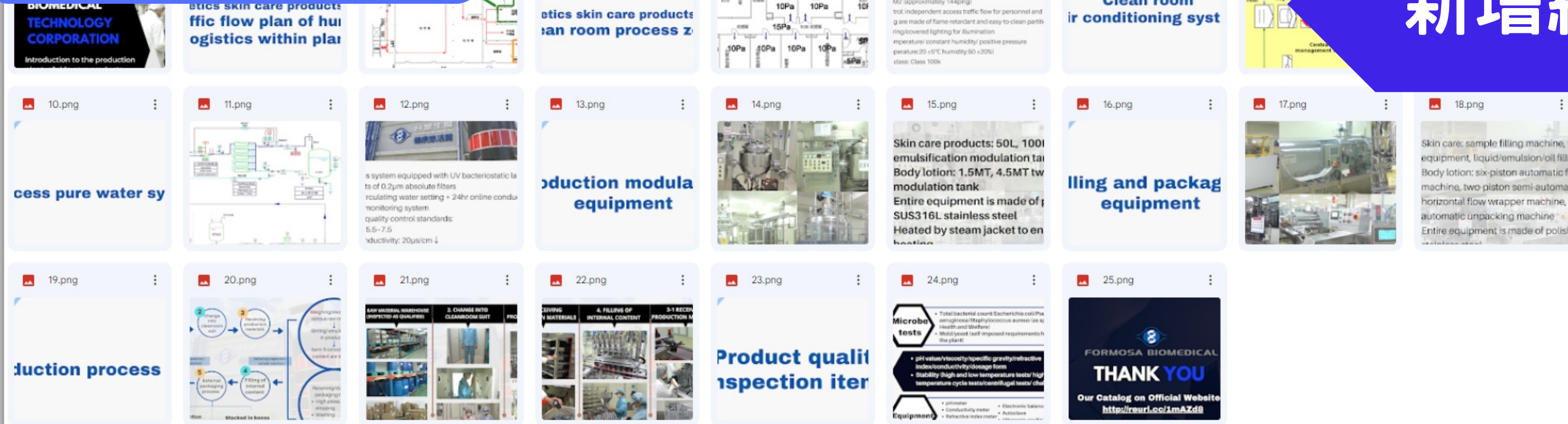
明亮、主體明顯

符合產品功效



保養品生產簡介

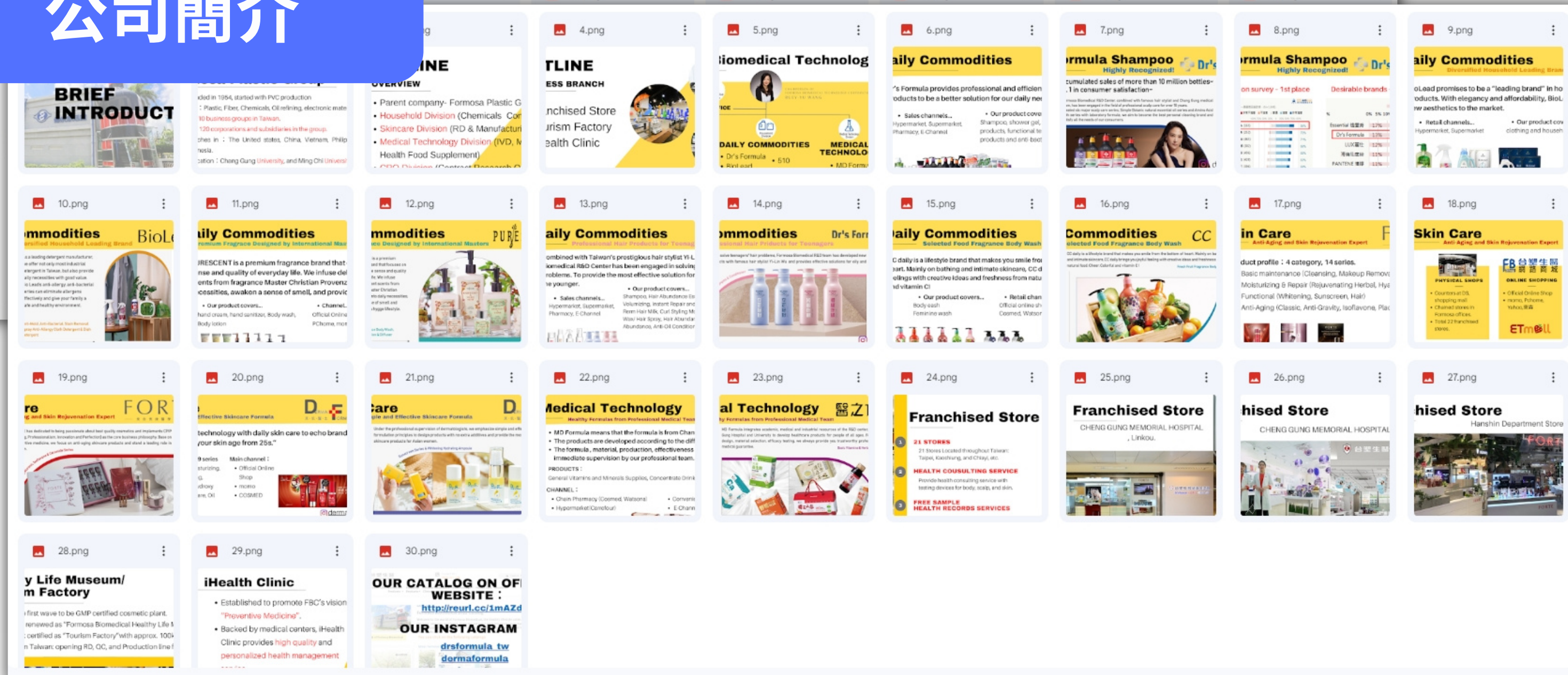
新增約60張圖片



保養品生產簡介

新增約60張圖片

公司簡介



FORMOSA BIOMEDICAL



保養品生產簡介

新增約60張圖片

公司簡介

產品形象照

五、操作成效

- ▶ 影片阿里巴巴評分
- ▶ 產品數據提升
- ▶ 店舖商品榜第二名
- ▶ 總體數據的提升



影片評分

Before

影片質量



product_High Quality.

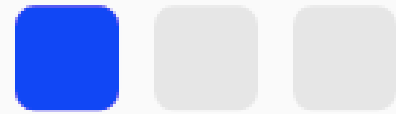
23秒 | 1.73M

tw80539426

分組: -

VID: 386478919626

低質



視頻優化建議



缺點：多張圖片放映



缺點：圖片畫質低



FORMOSA BIOMEDICAL

X



影片評分

Before



product_High Quality.

23秒 | 1.73M

tw80539426

分組: -

VID: 386478919626

影片質量

低質



視頻優化建議

視頻優化建議

圖繞功能&
使用場景拍攝視頻

效

缺點

圖片畫質低

After



10秒

产品展示

买家秀

最新热销

13秒 | 5.35M

普通



✓ 改善：至戶外自然光下拍攝

✓ 改善：使用高畫質設備拍攝

產品數據提升

Before



Top 1 High Quality

視

櫥

型號: A5

產品分層

月曝光量

低分品

418

After



Top 1 High Quality

視

櫥

型號: A5

優質商品

6338

產品數據提升

Before

產品分層 月曝光量



Top 1 High Quality

視

櫥

型號: A5

低分品

418

(< 60 分)

15倍

After



Top 1 High Quality

視

櫥

型號: A5

優質商品

6338

($\geq$ 80 分)

店鋪商品榜第 1 名

访问商品TOP

1



High Quality Mild Revitalizing & Moisturizing hair care Shampoo

185
访问人数

2



light skincare men all gender hyaluronic acid herbal extract...

174
访问人数

3



Pure Bred Horse Placenta Enzyme Cream 6% Anti-aging...

51
访问人数

4



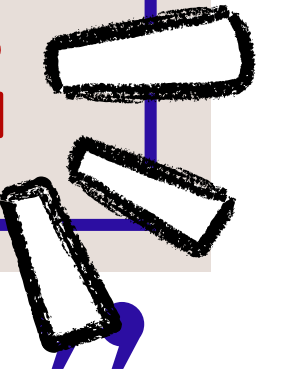
Scentless natural skincare Chamomile Bright CC Cream...

37
访问人数



更新產品圖&關鍵字

訪問商品第 1 名



關鍵詞

點擊率

shampoo

T K A

4.22% -45.8%

shampoo chairs

T K A

0.78% -72.4%

shampoo bottle

T K A

7.54% +42.3%



FORMOSA BIOMEDICAL

X



店鋪商品榜第一名



询盘商品TOP

1



High Quality Mild Revitalizing
& Moisturizing hair care...

2

询盘人数

2



Amino Acid Long-lasting
Retention Lock Color Fixing...

1

询盘人数

3



Natural Nourishing Heat
Protection Recovery Hair...

1

询盘人数

4



Classic beauty & personal care
Age Reversing Black Truffle...

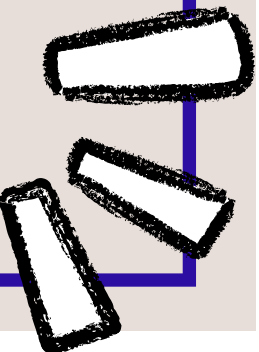
1

询盘人数

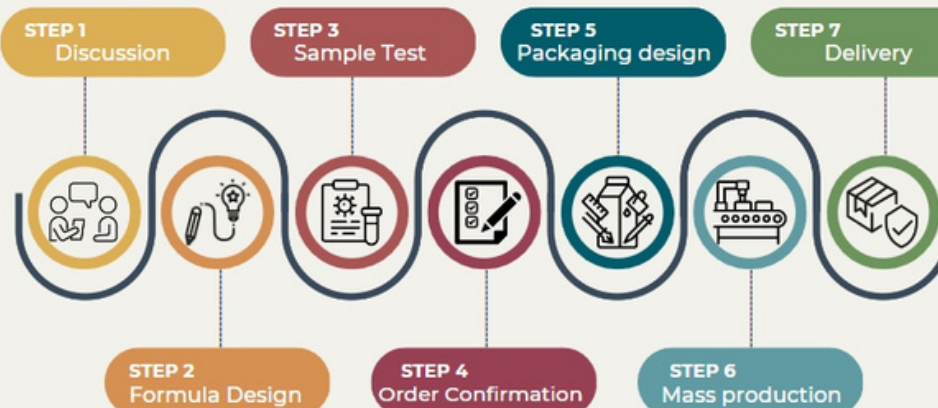


更新公司簡介&招商BANNER

詢盤商品第1名



ODM PROCESS



Dr's Formula Shampoo

Highly Recognized!

~Accumulated sales of more than 10 million bottles~
~No. 1 in consumer satisfaction~

Formosa Biomedical R&D Center, combined with famous hair stylist and Chang Gung medical team, has been engaged in the field of professional scalp care for over 10 years. Created six major scalp care series, Simple Botanic natural essential oil series and Amino Acid bath series with laboratory formula, we aim to become the best personal cleaning brand and satisfy all the needs of our consumers.



[drsformula_tw](#)

FORMOSA BIOMEDICAL

Distributors & Agent



WANTED

FORMOSA BIOMEDICAL

X



總體數據提升



112/4/1

搜索曝光次數

170

較昨日 ▼ 19.81%

112/5/3

搜索曝光次數

10,969

較昨日 ▲ 1.12%

65倍

總體數據提升



112/4/1

搜索曝光次數

170

較昨日 ▼ 19.81%

搜索點擊次數

0

較昨日 ▼ 100%

112/5/3

搜索曝光次數

10,969

較昨日 ▲ 1.12%

65倍

+47次

搜索點擊次數

47

較昨日 ▲ 46.88%

112年度台北市 跨境電商產學合作計畫



佳作

