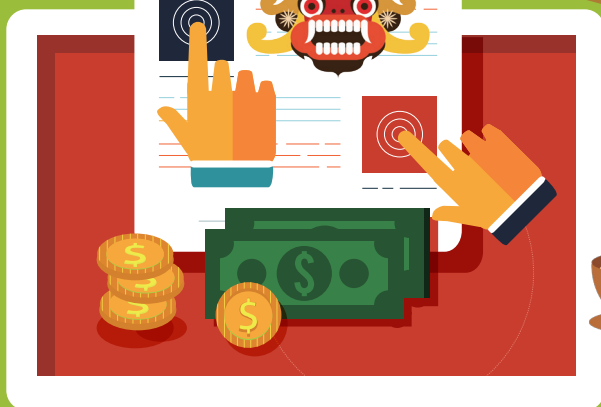
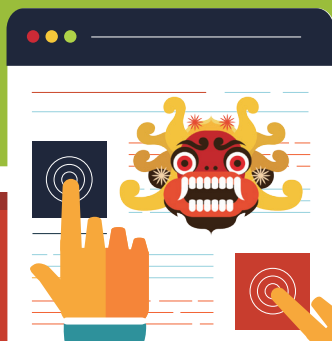




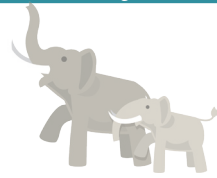
新北市政府勞工局
新北市政府職業訓練中心



New Residents Online Learning

Online Marketing





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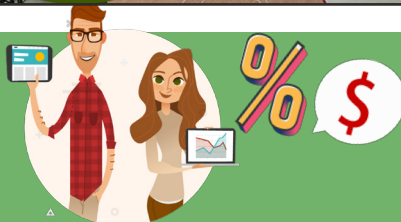


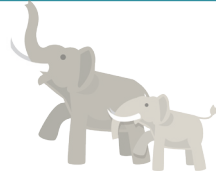
Ways to Make Money Online

Five Ways to Earn Money Online

1. Promote other's products

For example, affiliate marketing. No need to go out. No need to purchase in advance. No need to send any package. No need to receive money from the customers. Just register on an affiliate marketing website. And try your best to promote the product you select on the affiliate marketing website online. When a customer purchases the product from your affiliate link there will be a record in the affiliate website. You'll get your reward from the website after the customer purchases the product.

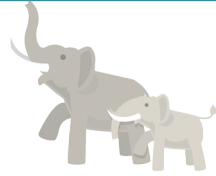




2. Sell your own products

It can be real products or a service. For example your knowledge. You can have real courses or online courses, becoming a purchasing agent help other people buy albums, E-books online.





3. Google AdSense

Like the small ads you see in many blog posts. Or turn on the monetization feature on youtube or the membership subscription. These gives you a stable income. You get your share of the revenue, and Youtube receive their share. This is called revenue share.

網路行銷入門

首頁 關於劉奶爸

Google 提供的廣告

etoro 一站式投資全球2000+金融產品 立即體驗

AFSL 401139 投資涉及高風險。

Google 搜尋我的網頁?

超適合商家、名人, 講師使用

LINE@ Telegram

為什麼慈濟棄LINE@轉投Telegram懷抱? 超...

我賣的東西別人也有賣... 怎麼讓客戶下面有影...

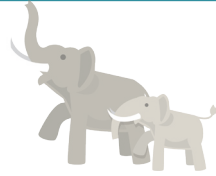
熱門文章

All 電腦小白

f 6,819 追蹤數

讚數

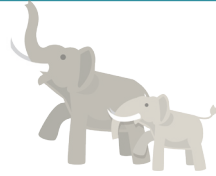




4. Donations in live streams

Like the Super Chat in Youtube, giving out stars in Facebook live streams. or Langleive The donation features on these platforms allows the host to earn money. And split the revenue with the platform.

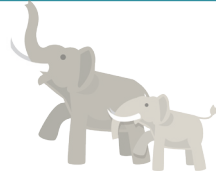




5. Sponsored content

You can promote products in you Youtube videos, blogs or your live streams to help them sell the product. You get paid per caseor per sales count.





How to Make Money Online

How to Make Money Online

1. Find your hobby and talent

Think about the five ways to make money online. And try to put it into practice.

- You create the content to promote other people's products.
- Find the product you talked about and sell it. Or you can also manufacture it yourself and create your own products.
- See if your content is suitable for Blogs or Youtube.
- Maybe you can share your content by doing live streams and interact with the audience.
- Is there a chance to work with brands?



2. Share what you're good at on social media

Every platform is special. I suggest you post pictures and articles on blogs. Make it your archive. Then post them onto Facebook, Instagram, Line, and all kinds of social media platforms.

劉奶爸的網路創業 - 私密日記
我們都值得擁有更豐盛的生活，豐富的生命，以及豐收的人生！
透過育兒日記，揭開網路創業的秘技 ^_^

首頁 電台受訪 客戶見證 圖片簽名檔教學 無本創業法 SEO筆記 ▾ 財務安全感 ▾ 關於劉奶爸

★ FEATURED
LINE官方帳號如何停止扣款

★ FEATURED
WordPress一頁式網站吸客公式

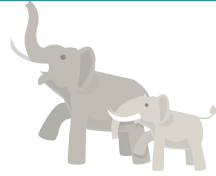
★ FEATURED
招募知識合夥人

品學網 PingShare 網路學習與創業

搜尋關鍵字找文章
Search ...

Email 訂閱最新教學影片
輸入您的email，並按下訂閱按鈕，當新日記發佈時，會自動發送電子郵件到您的信箱
Join 347 other followers





3. Decide your plan according to the feedback of the audience

I will try them out one by one and choose the best one according to the feedback of the audience and make it my main business in the future.

4. Keeping doing It

As long as people search it on Google. They will be able to see your work. When you have a lot of articles, It will be easier for people to find you. The more digital assets you have. The more budget you can save on marketing in the future.



Finding Your Best Choice for Earning Money Online

Understand The Pros And Cons of Every Method

1. Promoting other people's products

Pros

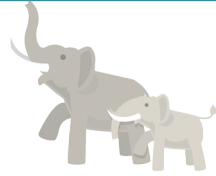
- Earn commission quickly
- No worries about cash flow and shipping

Cons

- Have to check if your product is still available
- Have to keep adding more products
- Cannot get the customer's information

The screenshot shows the iChannels website interface. A central pop-up window titled "我要如何才能賺錢?" (How can I make money?) illustrates the promotional cycle: 推廣會員 (Promoter) → 廣告廠商 (Advertiser) → 消費者 (Consumer) → 購買商品 / 完成指定商品 (Purchase product / Complete specified product) → 支付獎金 (Pay bonus) → 推廣會員. Below the diagram, it states: "對於您來說，最重要的是在經過您的推廣之後，若有消費者購買了廠商的商品，或完成了廠商指定的動作，廠商就會支付一定比例/金額的佣金給您。" (For you, the most important thing is that after your promotion, if a consumer purchases the advertiser's product or completes the advertiser's specified action, the advertiser will pay you a certain percentage/amount of commission.) A "下一步" (Next Step) button is at the bottom of the pop-up. The background shows the website's navigation bar, a sidebar with "總覽" (Overview) and "廣告主動態" (Ad Status), and a main content area with various advertisements like "端午粽香5折" and "廣告主動態".





2. Selling your own products

Pros

- Face the customers directly
- Owns the customer's information
- Easy to control product quality and selling schedule
- Owns full control of your brand

Cons

- You need to invest a lot of time and effort

[廠商通知] 【統一藥品 eSHOP】認列方式調整通知 NEW	2020-06-03
[廠商通知] 訊息修正! 【UberEats】最新優惠調整內容通知 NEW	2020-06-03
[廠商合作調整] 【日本怪獸】新增不分潤廠商 NEW	2020-06-02
[廠商暫停合作] 【發酵生活】下架通知 NEW	2020-06-02
[廠商通知] 【台灣樂天市場】最新6月活動案型&加碼清單	2020-05-29
[廠商合作調整] 【MyProtein】分潤新增&變動通知	2020-05-29
[廠商暫停合作] 【尚青購】下架通知	2020-05-22
親愛的會員:	
廣告主【尚青購】將於2020/05/31 23:59起下架, 不再紀錄成效, 請會員們知悉並停止推廣, 謝謝。	
[廠商暫停合作] 【Qoo10】暫時下架通知!	2020-05-19
[廠商合作調整] 【UDN買東西】分潤調整通知!	2020-05-19



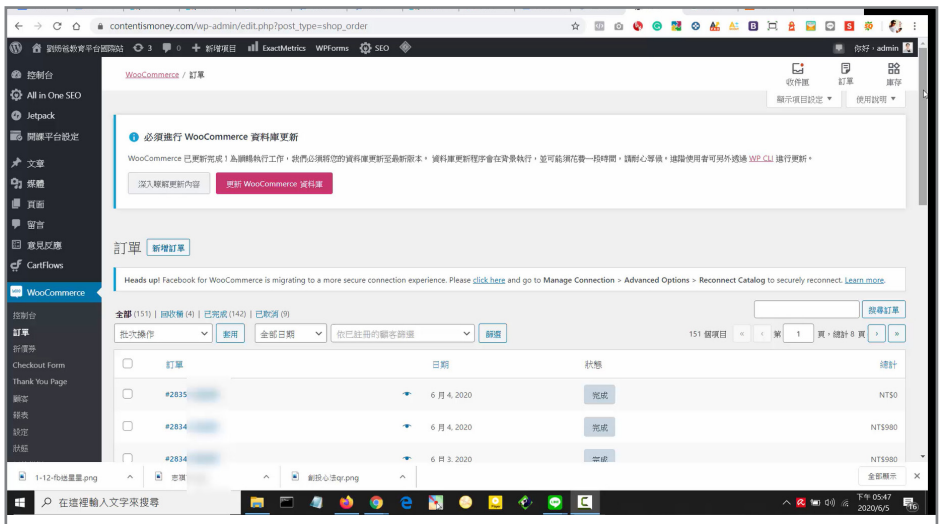
3. Google Adsense

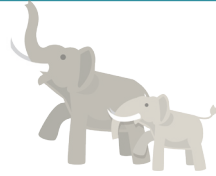
Pros

- Easy to use
- Passive income

Cons

- Certain risks of losing the chance to sell the product





4. Donations in live streams

If you have enough fan base. They are loyal enough and confident about your recommendations. You can also sell products in your livestreams. The only thing is you have to decide the purpose of doing livestreams. You have to plan before you start know your direction and focus on one category. So you can gather audience of the same interests this way you can turn the fans into your customers.

5. Sponsored content

- Earn commission
- Fixed rate per case
- Fixed rate and commission



What's A Customer Information List

1. Keep the information of your visitors. Make sure you get stable Income with your marketing plan.

We should try our best to keep the information of your customers. Then when you post new messages, you can send out group messages to notify them, and ensure everyone



01 01 00 32
天 小时 分钟 秒

請填寫您正確的email，並收取確認信件，點擊確認後即可收到我們給您的免費線上課程註冊頁及【0元折價代碼】哦！

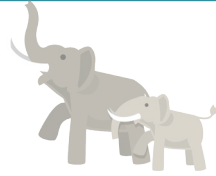
如果找不到我們的email，有可能掉入了垃圾信箱，請在「垃圾信件夾」搜尋寄件人：劉奶爸

如何稱呼

Email *

取得零元折價代碼





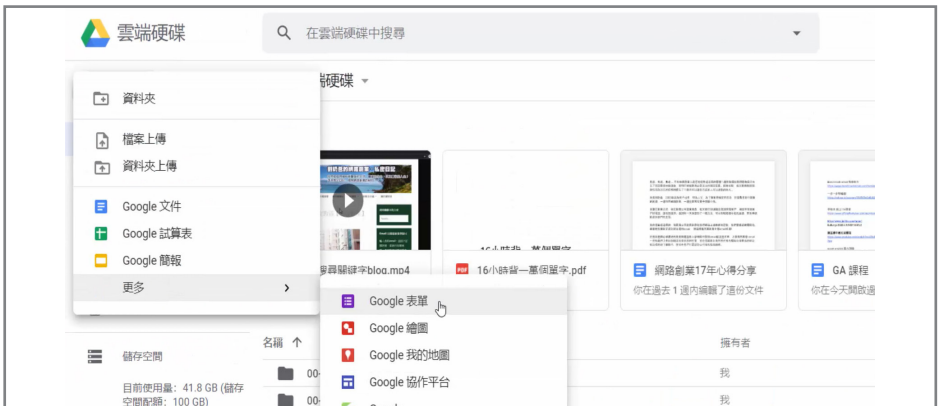
receive your message.

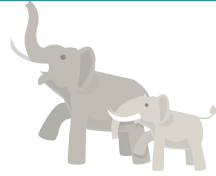
Every social platform has its rise and fall. When the connection of the users and the platform begins to decline, there will be no way for you to gain good reach with your posts. So these customer lists make sure that you can create stable income in the future.

2. Apply for a Google account. Login to Google drive. Collect customers' information

As long as you have a google account, you can login Google drive and create Google forms by clicking the add new form button. It's very easy.

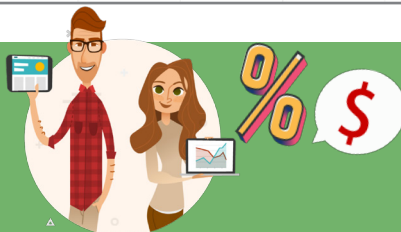
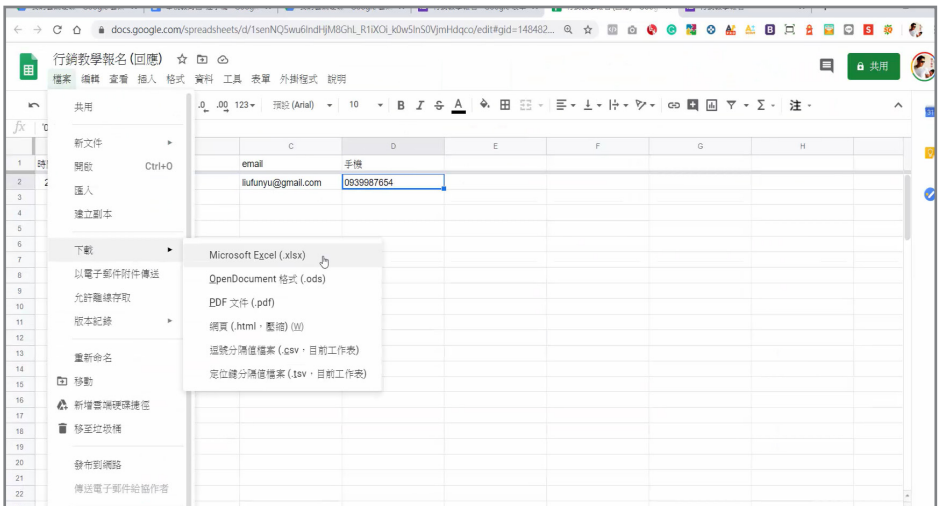
Once you gather more and more customer information, you can





make use of these lists to actively send out emails and texts to the customers even if one day the platform is not popular anymore. This is the benefit of having the lists.

3. Make good use of social platforms to collect customer information, so that visitors become paying customers. Social platforms are a good marketing tool. We can make good use of them, but we can't completely rely on them. When platforms are available, remember to collect more customer information, so that visitors have a chance to become paying customers.



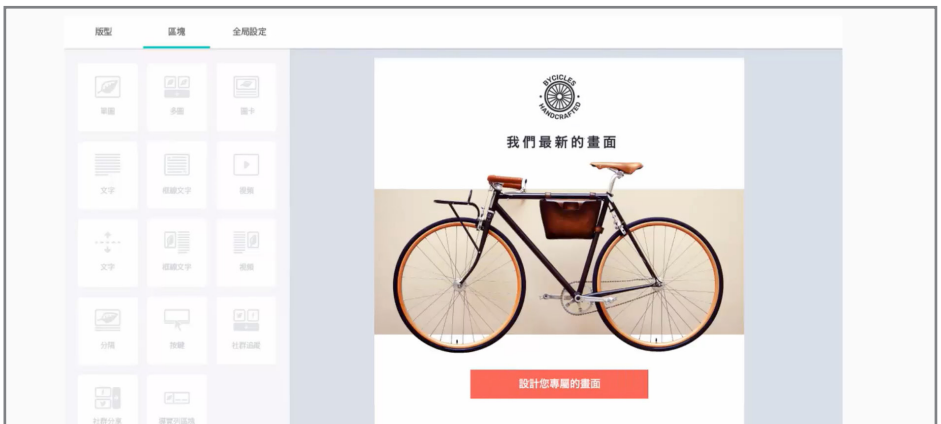
How to Create An Automatic Marketing Process

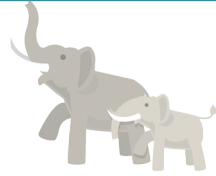
1. Build your own customer list

We have to have our own Customer information list just in case. The platform shuts down, or other similar situations that will affect your income.

2. Build trust with fans

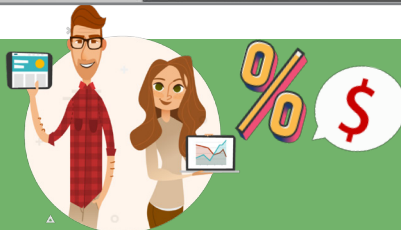
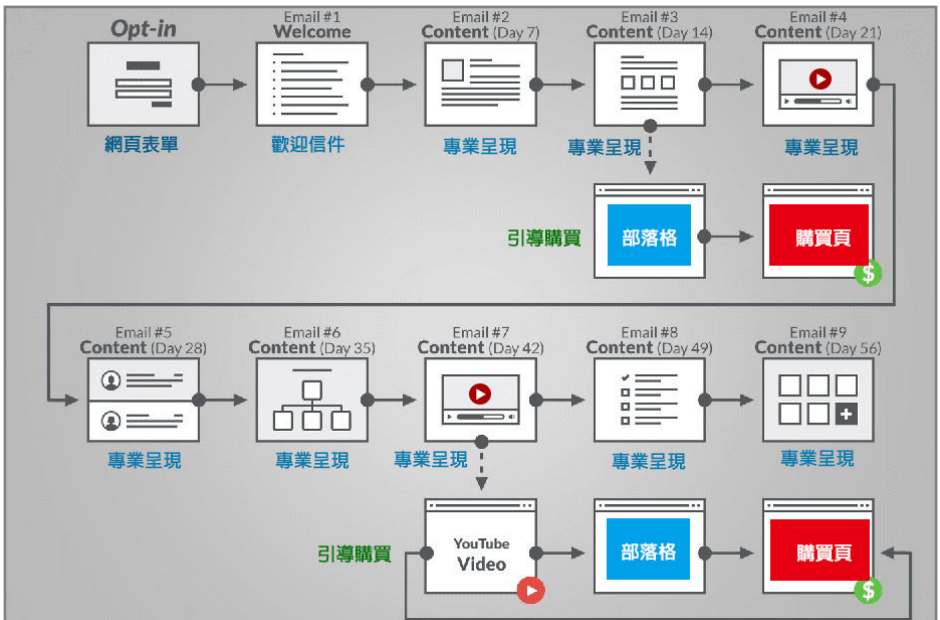
What you're doing on social media. The posts and all the exposure are to let your customers know that you're professional. Let them know what service you have to fulfill their needs, and build trust little by little. Someday in the future, when you are selling a product, that makes a part of your fans become paying customers.





3. Make use of marketing tools

Which is an automatic email response system. In other words, the process of collecting customer lists can be advanced. When the system receives the email filled in by the visitor, it will automatically reply, and automatically send more letters every few days. As long as the content of these seven letters is well designed for marketing purposes, there will be a good chance of making a deal, and customers will not feel upset.



Tools to Create An Automatic Process

1. Make good use of the third-party email sending platform functions

Currently, there are well-known companies such as Getresponse, Converkit, ActiveCampaign Mailchimp, etc. Among them, Getresponse supports Chinese.

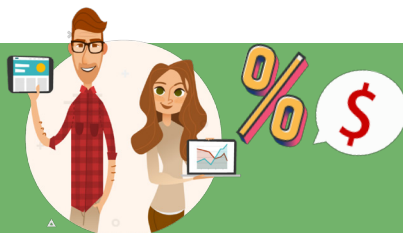
GetResponse 价格

免费试用任何方案 30 天。无需信用卡。

选择您的缴费期

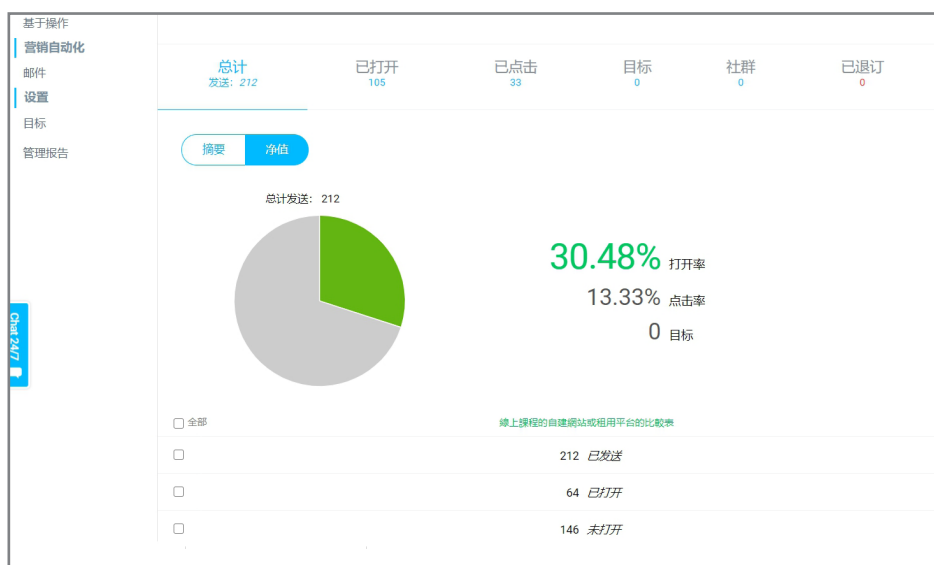
1 个月
12 个月 -18%
24 个月 -30%

BASIC	PLUS	PROFESSIONAL	ENTERPRISE
<p>发送电子邮件并创建积极的联系人群体。</p> <p>名单规模: 1,000</p> <p style="font-size: 24px; font-weight: bold;">\$15 /月</p> <p style="background-color: #00a0e3; color: white; padding: 5px; text-align: center;">开始免费试用</p> <p style="text-align: center; font-size: 10px;">立即购买</p>	<p>最佳选择</p> <p>开发潜在客户、销售产品并增加您的利润。</p> <p>名单规模: <div style="border: 1px solid #ccc; padding: 2px 10px; display: flex; align-items: center;"> 1,000 ▲ </div> <div style="margin-top: 5px;"> 2,500 5,000 10,000 25,000 50,000 100,000 </div> <p style="font-size: 24px; font-weight: bold; color: white;">\$4 /月</p> <p style="background-color: #00a0e3; color: white; padding: 5px; text-align: center;">开始免费试用</p> <p style="text-align: center; font-size: 10px;">立即购买</p> </p>	<p>通过专业自动化和集成优化您的结果。</p> <p>名单规模: 1,000</p> <p style="font-size: 24px; font-weight: bold;">\$99 /月</p> <p style="background-color: #00a0e3; color: white; padding: 5px; text-align: center;">开始免费试用</p> <p style="text-align: center; font-size: 10px;">立即购买</p>	<p>根据您的需求量身定制解决方案，实现高利润。</p> <p>名单规模: 100,000 +</p> <p style="text-align: center; font-weight: bold;">定制资费</p> <p style="background-color: #00a0e3; color: white; padding: 5px; text-align: center;">获取报价</p> <p style="text-align: center; font-size: 10px;">免费试用 1 个月</p>
<p>包括:</p> <p><small>1. 电子邮件发送 2. 邮件模板 3. 邮件列表管理 4. 邮件分析 5. 邮件自动化 6. 邮件集成 7. 邮件支持 8. 邮件培训 9. 邮件咨询 10. 邮件反馈</small></p>	<p>BASIC 会员的一切功能以及:</p> <p><small>1. 邮件发送 2. 邮件模板 3. 邮件列表管理 4. 邮件分析 5. 邮件自动化 6. 邮件集成 7. 邮件支持 8. 邮件培训 9. 邮件咨询 10. 邮件反馈 11. 邮件定制 12. 邮件优化 13. 邮件测试 14. 邮件监控 15. 邮件报告 16. 邮件洞察 17. 邮件策略 18. 邮件执行 19. 邮件评估 20. 邮件改进</small></p>	<p>PLUS 会员的一切功能以及:</p> <p><small>1. 邮件发送 2. 邮件模板 3. 邮件列表管理 4. 邮件分析 5. 邮件自动化 6. 邮件集成 7. 邮件支持 8. 邮件培训 9. 邮件咨询 10. 邮件反馈 11. 邮件定制 12. 邮件优化 13. 邮件测试 14. 邮件监控 15. 邮件报告 16. 邮件洞察 17. 邮件策略 18. 邮件执行 19. 邮件评估 20. 邮件改进 21. 邮件定制 22. 邮件优化 23. 邮件测试 24. 邮件监控 25. 邮件报告 26. 邮件洞察 27. 邮件策略 28. 邮件执行 29. 邮件评估 30. 邮件改进</small></p>	<p>PRO 会员的一切功能以及:</p> <p><small>1. 邮件发送 2. 邮件模板 3. 邮件列表管理 4. 邮件分析 5. 邮件自动化 6. 邮件集成 7. 邮件支持 8. 邮件培训 9. 邮件咨询 10. 邮件反馈 11. 邮件定制 12. 邮件优化 13. 邮件测试 14. 邮件监控 15. 邮件报告 16. 邮件洞察 17. 邮件策略 18. 邮件执行 19. 邮件评估 20. 邮件改进 21. 邮件定制 22. 邮件优化 23. 邮件测试 24. 邮件监控 25. 邮件报告 26. 邮件洞察 27. 邮件策略 28. 邮件执行 29. 邮件评估 30. 邮件改进 31. 邮件定制 32. 邮件优化 33. 邮件测试 34. 邮件监控 35. 邮件报告 36. 邮件洞察 37. 邮件策略 38. 邮件执行 39. 邮件评估 40. 邮件改进</small></p>





This automatic mail reply system will also count how many people have opened the letter you sent. If your letter contains an external URL, it will also help you count how many people clicked your link.



2. Choose from LINE, FB, Instagram private messaging to increase marketing potential

Most people still use emails, they just don't always check for new emails. Sometimes they only read the mails every few days, Plus, just as you said, indeed many people now use LINE or the the private messaging of Facebook and Instagram to communicate, so marketing nowadays becomes very complicated. Currently LINE official accounts or Facebook chatbots also have similar third-party platforms that automatically reply and continuous send messages, but every marketing tool is a separate cost.



How to attract customers

Build your own website

1. You can have your personal URL

Your URL is your brand. And what's most important in We media is the idea of branding. We can name our site and have a customized URL.



2. There will be more space for expanding the site

Running a site is a process, and the need of space will grow as your site grow bigger. Free platforms often have a lot of limitations. You can't get limitless space.

3. There will not be other people's ads

All the articles, pictures and videos are original. Even if you're placing ads, it's relevant to your site. You own control over your site.

劉奶爸 +關注 文章備案

網路行銷SOP(標準流程)-劉奶爸的IT創業故事-如何高吸引顧客...

關閉廣告 X

品牌廣告行銷 & 網站健檢

谷歌廣告出價不求人，產業數據大補帖，月月更新，浮動價格不再怕。

mahjongman.com 開啟

Course Title	Price
不到一小時就能學會的個人網站製作	NT\$220
Github 免費架站術！輕鬆打造個人品牌	NT\$890
15 單元看懂經濟運行，掌握全球投資趨勢	NT\$3,600
大學生必修的 12 堂關鍵課	NT\$1,800
不小心就學會！用 UI 設計方法製作網站	NT\$1,600

喜歡我們的廣告。

既然網路是一個行銷與曝光的好平台，卻又不能打廣告惹人厭，那麼怎麼？



4. You can install Pixel

This is super important, but many people don't know what it is and they don't know its importance. The so-called Pixel is like an analyzer of the platform. Facebook and Google both have Pixel.

安裝像素

像素是一小段 Javascript 程式碼，可新增到網站的頁面標籤。像素由兩個部分組成，分別為基礎程式碼和事件程式碼。

1 在網站安裝基礎程式碼

複製像素程式碼並貼在網站頁面標籤底部的<head>標籤標籤上方。在你網站的所有頁面安裝基礎程式碼。 [瞭解詳情](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '1945478858818252');
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

以電子郵件寄送操作方式 **開始**

Rules of buying ads

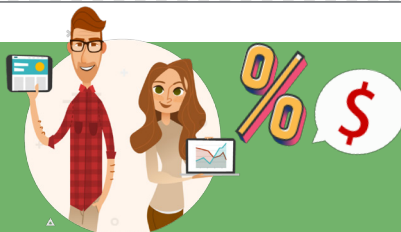
1. Having more than five articles
2. Create a customer list page first

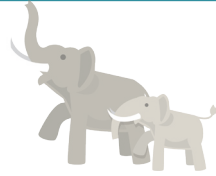


How to gather the information of potential customers

Gathering visitors' information

1. Make use of we media social platforms
2. Pay for ads
3. Lucky draws with the questionnaires





Turn your fans into customers

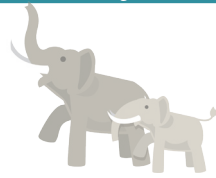
1. Maximize the exposure of your ad

Use of the free or paid ads. And direct people to your customer list page. You have to spend time on researching before you compose the ad, and we can also optimize the pictures or videos of our ads. to attract the visitors' attention, and they would stop to click on your link.

2. Direct visitors to customers' list page

Whether the content of the customers' list is attracting, so that they are willing to leave their personal information. At this stage, it's the most important to compose a good post to encourage visitors to leave their personal information. If you successfully direct your visitors here in the first step then you have to give them a reason to leave their personal information so we can complete the second step.



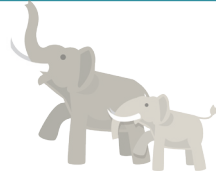


3. Design a attracting customers' list page

Holding a lucky draw as the reward of filling out questionnaire is a very old but still effective way to get the customers information. Because if you want to get the prize, you will leave your real phone number or address so you can get notified when you win the draw.

So it's the same thing online. As long as you provide a prize that everyone wants, it doesn't necessarily have to go through a lucky draw just ask the visitors to leave their real email address and it's done.

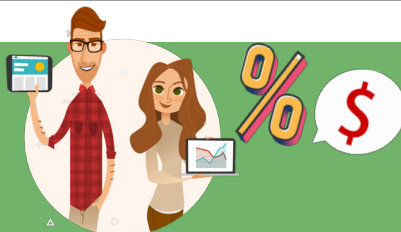


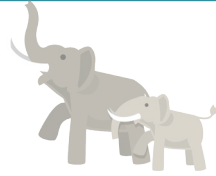


What's a personal brand How to build yourself as an expert

Steps of creating of marketing funnel

1. Maximize exposure
2. Willing to leave personal information
3. Willing to continually receiving emails
4. Willing to purchase





We can establish our personal brand by the power of we media.

To establish a successful personal brand there are two key factors, the first one is being the expert, the second is personal quality.

Creating your personal style adding professional ability to build your own brand and build your influence as an expert so the customers stay.

成為行銷規劃流程高手

根據網站及郵件活躍度，發送一系列自動化行銷郵件。

啟動您的行銷流程



讓行銷規劃流程圖協助您輕鬆完成後續步驟。

即時、個人化的自動化行銷郵件增加可觀的收益。

歡迎郵件

放棄購物車

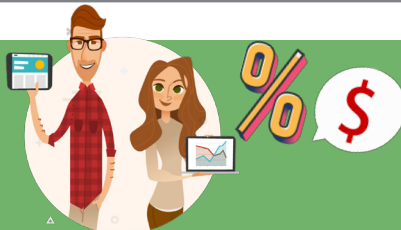
追蹤郵件

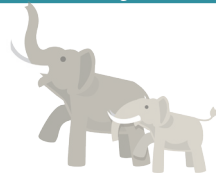
設置觸發條件

只要訂閱郵件，系統就會自動
將訂閱用戶加入聯絡人群組。



訂閱用戶





設置觸發條件

只要訂閱郵件，系統就會自動
將訂閱用戶加入聯絡人群组。



後續追蹤

在最佳時間發送第二封行銷郵件。



發送歡迎郵件

一旦訂閱成功，發送歡迎郵件。

讓您的業績將扶搖直上

套用內建的範本或建立屬於您的流程圖





讓您的業績將扶搖直上

套用內建的範本或建立屬於您的流程圖



吸引訪客訂閱

觸發一系列歡迎郵件，輕鬆吸引訪客成為訂閱用戶。



線索轉換

套用這個範本，將訂閱用戶轉換為顧客。



確認購買

自動將線索名單裡的訂閱用戶移到您的顧客名單。

歡迎您的自創流程

行銷規劃流程資源庫

絞盡腦汁還是不知道從何開始嗎？



部落格

提供最新的策略，讓您行銷郵件無往不利。





即請即

提供最新的策略，讓您的郵件無往不利。

[前往](#)

全天候支援

遇到問題嗎？

不用擔心！我們會協助您精心設計每一步流程圖。

歡迎來電：(02) 2258-5981

[線上客服](#)

[電子郵件](#)



申請免費試用帳戶

安全免費

取得聯繫

[聯絡我們](#)

[客服專線](#)

關於公司

[公司介紹](#)
[合作夥伴](#)
[最新消息](#)
[顧客](#)

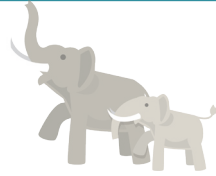
客戶資源

[整合](#)
[知識庫](#)
[部落格](#)
[登入](#)

最新文章

【本週任務30】活用內容行銷，大獲提升品牌力！
 【本週任務29】千萬別讓冗長的EDM設計，影響你的點擊率！
 【本週任務28】善用會員行銷小心機，讓消費後顧不遺。





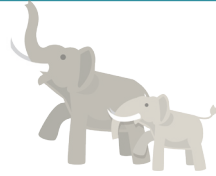
Facebook tips

Differences between Facebook personal accounts and fan pages

1. You can set post privacy in personal accounts

For example, you can post a public post for everyone or you can post only to your friends but everything on the fan page is completely public so everyone can see it.



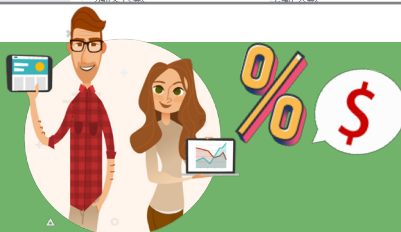


2. Must approve friend request to become friends in personal accounts

While on a fan page the visitor only has to like the page to become a fan without needing any approval. After you become a friend or fan, you can get notified when there is a new post.

3. You cannot buy post ads in personal accounts

While on a fan page you can boost the post by purchasing ads to increase the reach so that new visitors can see the posts too. So in order to maximize your post reach you need to have a fan page.



4 main features of Facebook Fanpage

1. Can boost posts by buying ads

This is the main feature of Facebook fan page currently. So make sure you get a lot of fans at the early stage because the posts have really good reach.

Now in order to get better reach the best way is to pay for ads. when we are posting an ad post we have to set the target audience and it's similar audience as the audience for our ad.



The screenshot shows the Facebook Ads Manager interface. On the left, there is a sidebar with navigation options: '行銷活動' (Campaigns) and '廣告' (Ads). The main area is titled '建立新行銷活動' (Create New Campaign) and '使用現有的行銷活動' (Use Existing Campaign). Below this, it says '行銷活動：選擇目標。' (Campaign: Choose objective.) and '切換至快速建立流程' (Switch to quick setup process). The main content area asks '你的行銷目標是什麼？' (What is your marketing objective?) and provides a table of options.

品牌認知	觸動考量	轉換行動
品牌知名度	流量	轉換次數
觸及人數	互動	目錄銷售
	應用程式安裝	來店客流量
	觀看影片	
	開發潛在顧客	
	發送訊息	



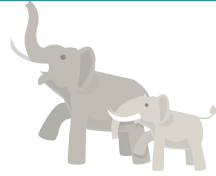
2. Can chat privately with guests

Facebook fan page allows you to chat privately with the customers, which is very helpful in creating successful deals, and the customers feel safe after purchase.

If there is a big number of customers or you want to send multiple messages at the same time, you can rent Facebook chatbots to do so. There are plenty of third-party platforms to choose from.

The screenshot shows a Facebook fan page for '劉奶爸網路行銷sop-標準流程-創業故事' (@marketing.sop). The page has a blue header with a profile picture of a man holding a child. Below the header, there are tabs for '首頁', '評論', '相片', '社群', and '更多'. A blue button labeled 'WhatsApp' is visible. Below the tabs, there is a section for '關於' (About) with a link to 'https://www.infobox.com.tw/' and a section for '評論' (Comments) with a post from '劉奶爸網路行銷sop-標準流程-創業故事' dated '1小時'. The '發訊息' (Send Message) button is circled in red.





3. Make sure the fan page name is related to Google search keywords

Think carefully about what your main service or your main product is and when you are choosing a name for your page you pick related words as keywords so when the visitors are searching on Google it's easy for them to see your Facebook page.



4. Can have multiple administrators

A facebook page can be managed by plenty of personal accounts, so the administrators can take turns replying customers messages.



The screenshot shows the Facebook Page Roles settings interface. On the left sidebar, the menu item '粉絲專頁角色' (Page Roles) is circled in red. A red arrow points from this menu item to the '新增' (Add New) button in the '指派新的粉絲專頁角色' (Assign New Page Roles) section. This button has a dropdown menu open, showing roles: '管理員' (Admin), '編輯' (Editor), '版主' (Moderator), '廣告主' (Advertiser), '分析師' (Analyst), and '自訂' (Custom). The '管理員' role is selected with a checkmark.

粉絲專頁角色

視需要管理的内容而定，管理你粉絲專頁的所有人都能夠擔任不同角色。瞭解詳情

區塊

指派新的粉絲專頁角色	跳至區塊
粉絲專頁擁有者	跳至區塊
現有的粉絲專頁角色	跳至區塊

指派新的粉絲專頁角色

i 如果你在粉絲專頁新增管理員，請記住，他們擁有的權限和你的權限相同，可以對此粉絲專頁進行變更。

輸入姓名或電子郵件

可以管理粉絲專頁的所有層面，包括以粉絲專頁身分發佈、刪除專頁上的留言、從 Instagram 發佈內容到 Facebook 的用戶、查看洞察報告和指派粉絲專頁角色。如果 Instagram 從 Facebook 發佈內容到 Instagram、回覆和刪除留言、料和建立廣告。

新增

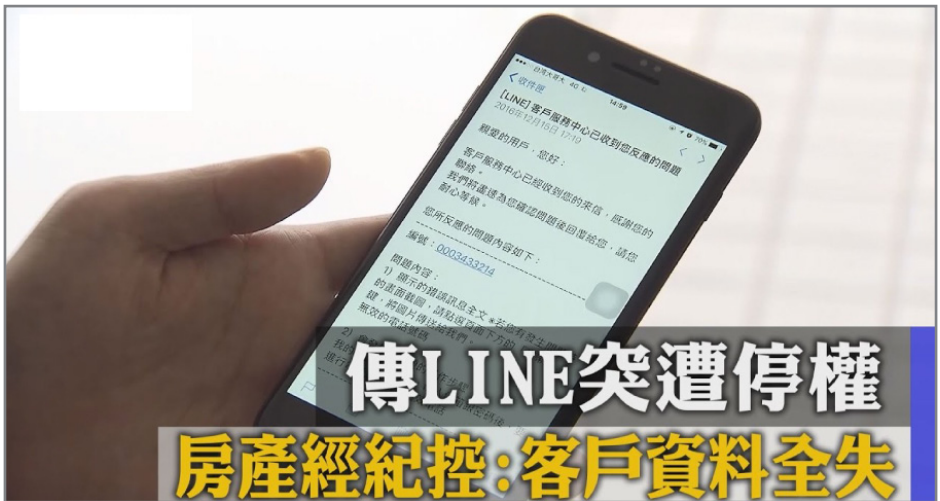
- ✓ 管理員
- 編輯
- 版主
- 廣告主
- 分析師
- 自訂

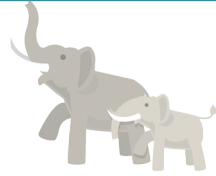


Line Tips

Spamming in personal accounts gets you banned

1. You can only add around 5000 Line friends
2. There are some dishonest companies selling a kind of software that they claim to be able to send a big amount of private messages. They claim that with the software, you can automatically add a big amount of Line friends, and send a big amount of ad messages to these Line friends. You have to be very very careful with this, because once you use this kind of software to send ad messages, you not only waste your money buying the software, but your account might also be banned.





Marketing with LINE Official

1. LINE Official is kind of like Facebook fanpage.
You can manage your account with multiple Line personal accounts as administrators.
2. You have to ask your friends to add your LINE Official.





3. LINE Official allows you to send messages to all your LINE friends. So unless the other party blocks your official account, or they will instantly receive your messages as soon as you send any. But there is a 500 free message quota, so you have to pay extra if you exceed the limit.

LINE Official Account Manager 劉奶爸網路行銷 @jof8332w 輕用量 9891 回應模式: 聊天

主頁 提醒 分析 聊天 基本檔案 口袋商店

群發訊息

訊息一覽
建立新訊息
受眾
貼文串
加入好友的歡迎訊息
自動回應訊息
AI自動回應訊息
圖文訊息
進階影片訊息
多頁訊息
圖文選單
優惠券
集點卡

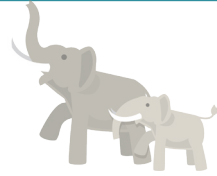
儲存草稿 傳送測試訊息

傳送對象 ☒ 所有好友
☐ 篩選目標

傳送時間 ☒ 立即傳送
☐ 2020/06/12 23:56 GMT+8:00

進階設定 ☒ 張貼至貼文串





4. You chat privately with friends on LINE Official
5. There are private messaging and AI chatbots. This reduces the cost of labor of replying messages.
6. You can use LINE Official whether you are a person or a company.
7. Personal and company LINE official accounts are all the same.
8. All the features are completely free, except a customized ID and 500+ messages per month.

專屬ID

您可於此確認專屬ID的使用狀況或購買專屬ID。

請先登錄付款方式，才可購買專屬ID。

登錄付款方式

專屬ID	尚未使用
預定續繳日期	不適用

專屬ID年費

費用	NT\$756
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購買專屬ID

0/18

購買專屬ID



9. There are features like reward cards and coupons to keep your fans loyal and keep them from blocking your account.

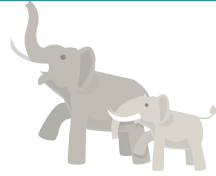


10. Messaging includes texts, pictures, videos, audio, coupons, questionnaire, etc. There are plenty to choose from.



The screenshot displays the LINE Official Account Manager interface for '壹蘋果徵信有限公司' (@810rcjl). The left sidebar contains navigation options: 群發訊息, 貼文串, 加入好友的歡迎訊息, 自動回應訊息, AI自動回應訊息, 圖文訊息, 推播影片訊息, 多寶訊息, 圖文選單, 優惠券 (highlighted), 集點卡, 問卷調查, and 加入好友. The main area is titled '優惠券' (Coupons) and shows a form to create a new coupon. The form includes fields for '優惠券名稱' (Coupon Name), '有效期間' (Valid Period) with start and end dates and times, and '時區' (Time Zone). A '圖片' (Image) section with an '上傳圖片' (Upload Image) button is also present. A preview on the right shows a '例：8折優惠券' (Example: 8% Off Coupon) with the validity period '2020/06/12 00:00 ~ 2020/06/19 23:59' and the company name '壹蘋果徵信有限公司'.





一般

粉絲專頁資訊

訊息

範本和頁籤

通知

進階訊息

Facebook 標章

粉絲專頁角色

社團

用戶和其他粉絲專頁

粉絲專頁受眾偏好設定

授權

品牌置入內容

Instagram

WhatsApp

精選

粉絲專頁角色

視需要管理的内容而定，管理你粉絲專頁的所有人都能夠擔任不同角色。[瞭解詳情](#)

區塊

指派新的粉絲專頁角色	跳至區塊
粉絲專頁擁有者	跳至區塊
現有的粉絲專頁角色	跳至區塊

指派新的粉絲專頁角色

如果你在粉絲專頁新增管理員，請記住，他們擁有的權限和你的權限相同，可以對此粉絲專頁進行變更。

☒ 管理員
 ☐ 編輯
 ☐ 版主
 ☐ 廣告主
 ☐ 分析師
 ☐ 自訂

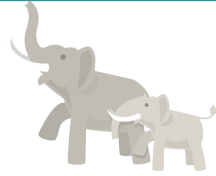
新增

可以管理粉絲專頁的所有層面，包括以粉絲專頁身分發佈、刪除專頁上的留言、從 Instagram 發佈內容到 Facebook 的用戶、查看洞察報告和指派粉絲專頁角色。如果 Instagram 從 Facebook 發佈內容到 Instagram、回覆和刪除留言、資料和建立廣告。





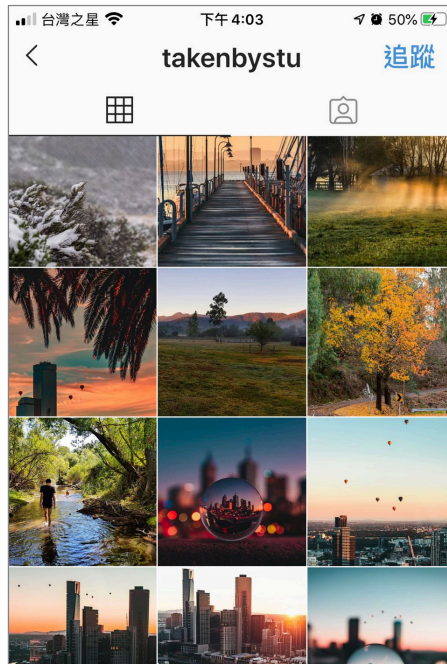
Instagram marketing

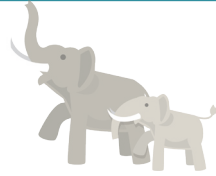


Buy ads with an Instagram business account

Instagram marketing

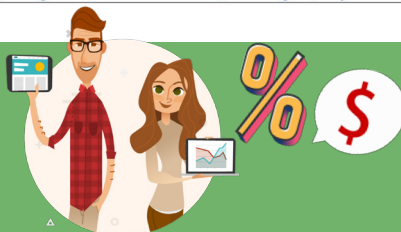
1. Instagram mainly focuses on showcasing pictures and videos
The first thing you need is good pictures or videos to attract people's attention so they might read your text.





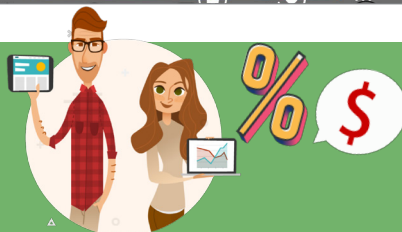
2. Make good use of Instagram hashtags to increase your exposure

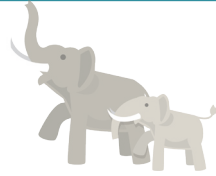
Hashtag is a kind of theme tag. Just put a # before a keyword and you can make it a search tag. You can put up to 30 hashtags in a post. As long as you find related and suitable words as hashtags, you can increase the chance of visitors seeing your posts, and those who are interested in your posts.



3. Instagram post reach is higher than Facebook fan page

A lot of influencers manage Instagram and Facebook fan page at the same time. They post the same content on both platforms. Now it is commonly known that the reach of Instagram is a lot higher than Facebook fan page.



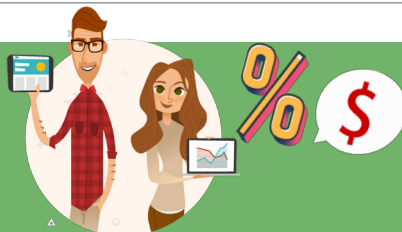


4. Make good use of Instagram stories

Instagram stories are not like regular posts. Instagram stories only stay for 24 hours before they disappear. it's suitable for posting promotional messages.

5. You can post Instagram posts simultaneously onto other platforms

When you post on Instagram you can select the platform you want to simultaneously post on. For example, Facebook, Twitter, and Weibo. So it increases your exposure while reduce your time for posting the content.



YouTube tips

Keep all the digital information so you can post onto all the platforms and earn the first-tier traffic.

Create your own style and build your own brand.

Increasing you are YouTube video exposure

1. Include keywords in your video topics

Keywords are the words that the audience would search for. They are also the main words to describe your video. For example, “top 10 lipsticks you recommend” Is an easy-to-understand video topic.



The screenshot shows the YouTube Studio interface for a video titled "Weebly 五分鐘 架好一個網站". The video is 14:08 long and was uploaded on June 6, 2020. The interface is in Chinese. The left sidebar shows navigation options: "頻道影片" (Channel Videos), "詳細資訊" (Details), "數據分析" (Analytics), "編輯器" (Editor), and "留言" (Comments). The main area shows the "影片詳細資料" (Video Details) section. The "基本" (Basic) tab is selected, showing the title "2020年6月五分鐘架好網站-新版weebly網站註冊使用教學第一集" and the description. The title and description fields are circled in red. The description includes the hashtag #weebly免費註冊省10美元(隨時到期), a URL https://www.weebly.com/r/EB8QXG, and a link to a website sales course https://www.infobox.com.tw/20170430.html. There is also a "自我介紹" (Self-introduction) section with a bio.



2. Fill out the description box properly

Make sure you fill out the description. You can write up to 5000 words in the description box. What you write in the description is quite important. It allows YouTube to categorize your video, and help promote your video to the audience who are interested.

3. Set tags

Tags show how you categorize your videos so that YouTube knows how it should promote your videos. But many people are not using the feature properly so remember, don't put too many tags but put related tags only.



4. Upload a thumbnail

Because there are too many videos and text on the YouTube website, it's really hard to attract the audience with is your video title while there are so crowded there. So the video thumbnail becomes really important. Remember to insert your topic and related photos.



5. Set video privacy as public

You can set a YouTube video to be private, unlisted, or public. Since it is for marketing purposes, remember to set it as public, so that everyone can see it.



6. Set ending screen

In the end of the video, we can set one or two ending screens for the audience to click on the link and get directed to other videos. Main purpose is to keep the audience in our channel for a longer time.

結束畫面

搶案變更 儲存

+ 元素

影片元素 13:47:19 - 14:07:19

- ☐ 最新上傳的影片
自動將最新上傳的影片列為精選影片
- ☐ 最符合觀眾喜好的影片
允許 YouTube 從你的頻道中挑選最適合觀眾的一部影片
- ☒ 影片：wordpress一頁式網站製作與吸客公式

13:51:26 復原 重做

13:50:00 13:55:00 14:00:00 14:07:19

連結: <https://www.contentismoney.com.tw/product/weebly5mins/>

影片: wordpress一頁式網站製作與吸客公式

訂閱: 劉奶爸網路行銷線上課程



7. Add information cards

Information card is kind of similar to the ending screen but you can insert information cards in your videos at any time so the audience can click on them and stay on your channel longer.

2020年6月五分鐘架好網站-新版weebly網站註冊使用教學第一集



新增資訊卡 ▾

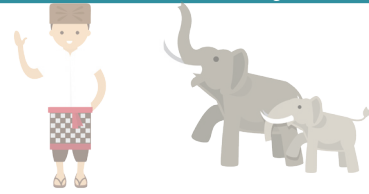
進一步瞭解資訊卡

已使用 1 張資訊卡，共 5 張

關聯網站 Weebly輕鬆架站教學5分鐘搞定網站(...) 12:21

0:00 2:00 4:00 6:00 8:00 10:00 12 12:20 14:08



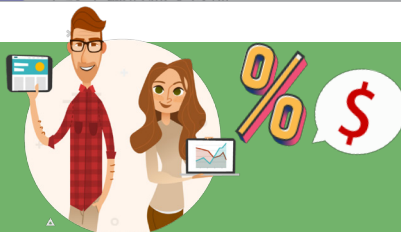


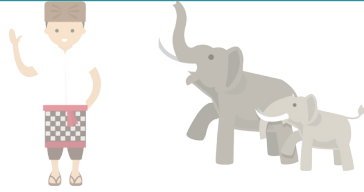
Telegram Tips

There are two main functions in Telegram

1. Channel

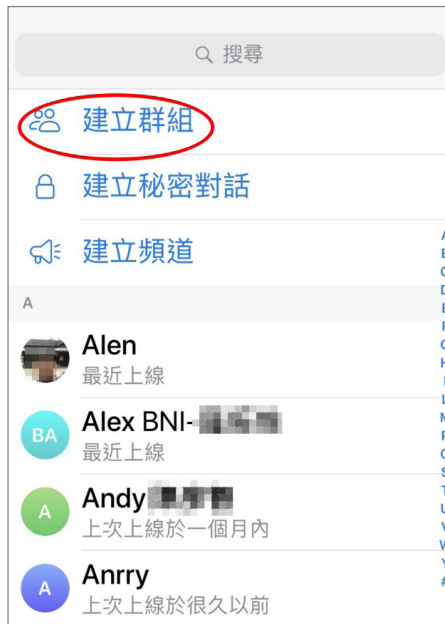
You must create a public channel, so that your fans can subscribe to your channel. In the future, as long as you send a push message, all subscribers will be able to receive the message. Private channels don't allow the public to subscribe. Only the administrator can send links to specific people to let them subscribe; the administrator can also directly add specified people into this channel.

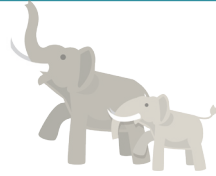




2. Groups

The biggest advantage is that there can be administrators in the group. The administrator can also adjust the speech permissions of each group member.





Telegram's advantages

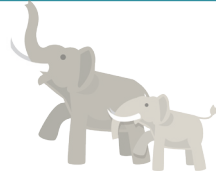
1. Free unlimited push messages

A lot of people changed to the telegram app because the app provides free push messages without limiting the number of recipients and the number of messages sent.

2. Everything is stored on the clouds

Telegram's data is completely stored in the cloud, no need to back up by yourself, and there is no storage space limits, so the pictures or videos you send will always be there.





3. Can send message to a certain group

If it is some paid content that is not suitable to send to everyone, then this kind of private channel is great.

Update your number before you change your Phone number



How to make your blog rank better

You can categorize every article in the blog

You can always find what you want with the search feature and categorization even when you have a lot of content.

網路行銷入門

有facebook粉絲頁還需要架網站嗎?網路賺錢不能不知的常識

2019-12-07

電子郵件訂閱最新文章

電子郵件地址

訂閱

Facebook 追蹤 200

Line 追蹤 100

YouTube 訂閱 100

最新文章

Index 文章目錄索引

1. 現在社群平台這麼多，還需要自己架站嗎?
2. 什麼是數位資產?
3. 數位資產是否可獲利?
4. 網路賺錢方法這麼多，為什麼一定要自己架站?
5. 自己架站的種類說明

現在社群平台這麼多，還需要自己架站嗎?

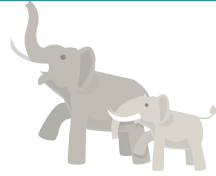
這一篇是所有初學網路賺錢的人常常感到困惑的問題。多年前在YouTube的影片裏我也拍過這樣的影片(開頭有點搞笑)，但是當時的時間有限所以只談了一點點。今天整理成文字，分析一下各種考量因素，做一個客觀的比較給大家自行決定。

什麼是數位資產?

先說結論，我個人主張「一定要架設自己的官網」，因為這是重要的個人資產。只有自己的官網才是真正屬於自己可以掌控的數位資產。而所有的社群平台，都是用來收集流量來源的「媒介」。負責載及來自各種平台的訪客，再利用導流的方式把流量導回自己可以掌控的官網。

以前的年代有許多富人都是靠房地產獲利，也有許多包租公利用多套房產收租的方式賺取被動收入。不過大多數人無法負擔這種房地產的高額投資，幸好時代變遷，給了現代新人公平的機會，我們想要取得被動收入已不再需要依賴房地產(事實上這個產業現在也面臨大轉型，許多投資人學乖了)。網路時代人人都可以自建網站，而網站就像自己的線上房地產，我們稱為「數位資產」。





There are no limits and good for storing forever

There are no limits on the number of words, pictures, and videos per article, so a blog is a great way to store your own digital assets.

Four reasons why blogs rank high

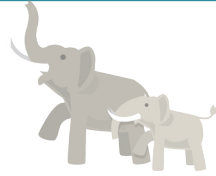
1. Have good content

If there are a lot of content, a lot of photos and videos, this kind of website will make visitors stay longer.

2. Have a good website structure

The subject of the article contains keywords, or the articles are categorized clearly, the paragraphs are easy to read, the subject of the paragraphs is in large fonts or bold words.





3. Have a lot of internal links

When you have a lot of articles, it is a good chance to add links.

免費資源網路社群

免費軟體



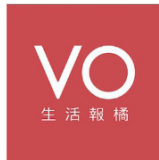
要把手機裡的照片、影片或是任何檔案傳到電腦，除了接上 USB 傳輸線、手動複製，也能透過網路硬碟進行雲端同步，也有聽過不少人會直接在即時通訊軟體像是 LINE、Facebook Messenger 建立私人群組，再把資料傳到自己的對話框，都能滿足傳檔到不同裝置的需求。我個人比較傾向使用雲端硬碟例如 iCloud 同步資料，當工作需要不同電腦或手機進行時就能把草稿或圖片帶者走，另一方面將重要檔案保存在雲端也能確保裝置損壞或遺失時資料不會因此消失。



4. Have a lot of external links

External links means other people's websites linking to yours, and you have related content.

■ 逛其他頻道



■ 訂閱電子報

請輸入您的電子信箱

訂閱

■ 聯絡報橘

寫信給編輯 pr@fusionmedium.com

寫信給業務 sales@fusionmedium.com

其他聯絡需求 tips@fusionmedium.com

我要投稿 edit@fusionmedium.com

- 來信請附上投稿人真實姓名（刊登可用筆名，但請同時提供真實姓名）、背景（已就業者請提供所任職產業，學生請提供就讀科系），並直接附上投稿內容。
- 稿件經編輯權審核評估合宜性，並編寫導讀與修訂標題後再行刊登。
- 若投稿三個工作日後，未收到編輯權回覆刊登通知，即為本次投稿不予刊登。



How to create your special highly profitable products

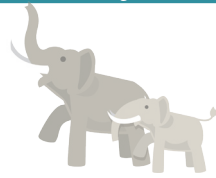
Make good use of packaging and marketing to create knowledge-based products

Any product needs packaging and marketing. If you reply to a fan's question directly by leaving a message on Facebook, you are missing the product packaging. If you reply saying "I will charge for this question," this is the lack of marketing.



The collage consists of five distinct images arranged in a grid-like fashion. The top-left image shows a close-up of a green succulent plant in a white pot, sitting on a desk next to a laptop keyboard. The top-right image features a woman with dark hair wearing a black hijab, smiling at the camera in what appears to be a video call or recording session. The middle section contains a large, solid blue rectangular area with white text in Chinese, discussing common sales models on the market. Below this text are two small circular icons: one yellow with a black person silhouette and another red with a white person silhouette. The bottom-left image depicts a stack of books and a pen resting on a wooden surface. The bottom-right image shows a group of people standing together in front of a colorful, abstract mural.

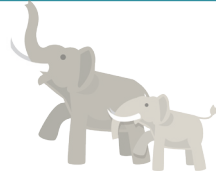




Use a third-party cash flow company to make the purchase into an automatic process

You can register a private account or corporate account on their official website for free, to enable credit card payment. Then install the programs they provide to the WordPress website, and your website can now allow customers to pay by credit card online, transfer money online, or pay at convenience stores. As long as





the customer's payment is received, the system will automatically notify our WordPress website, and automatically activate the customer's membership, so that the customer can log in to view the online courses he has purchased.

■ 逛其他頻道



■ 訂閱電子報

請輸入您的電子信箱

訂閱

■ 聯絡報橘

寫信給編輯 pr@fusionmedium.com

寫信給業務 sales@fusionmedium.com

其他聯絡需求 tips@fusionmedium.com

我要投稿 edit@fusionmedium.com

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- 若投稿三個工作日後，未收到編輯權回覆刊登通知，即為本次投稿不予刊登。

