06/08/2020

Shopee 越南跨境运营政策

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上周热卖商品分享

Shopee 越南跨境运营政策

侵犯版权的产品或品牌

【注意】每次收到起诉会通过KAM team通知卖家，卖家一般有1-2天内处理（提供授权证件或删除产品）；若不处理当地QC会删除reason code为**Hàng vi phạm quyền sở hữu trí tuệ", "reason_id": 233**（版权侵犯）
【重要】版权侵犯的被QC删除**2个SKU**将会计**1分**

越南Health & Beauty 品类无需证书即可上传

从11月29日开始，越南市场放松了售卖美妆品类的政策，卖家**不需要提交任何证书**，可直接上新产品。越南可以售卖并且运输美妆产品包括但不限于隐形眼镜，牙齿护理（牙膏，牙齿增白，口腔卫生），香水，个人护理，美妆类化学制品（凝胶，胶水，卸甲油）。还有家居清洁，婴儿用品（奶瓶和配件，奶嘴，尿布等）

重点子品类包括眼部彩妆(Eyes makeup)，脸部彩妆(Facial makeup)，唇部护理(Lipstick & Lips care)，皮肤护理(Skincare)。皮肤护理(Skincare)的卖家可以重点提交面膜(Skincare),防晒(Sunscreen)和面部清洁(Cleansing)。

满50K免运活动

卖家加入此活动可以让买家可以满50K享有免运。从四月起，佣金费由3%下调至2%，活动将会每个月开放卖家报名参加，想要推出活动的卖家可以选择下个月不参加等。详情请联系您的客户经理查询。

跨境Feeds小贴士

大促来袭，鼓励卖家多多使用Feeds来提高流量。卖家可以参考以下 Feeds 模板以及 Hashtags.

越南文	中文
Hàng nhập quốc tế - Chất lượng miễn bàn - Giá cả phải chăng. Nhanh tay nhanh tay, rẻ mua liền tay nào bạn ơi!	国际进口，质量卓越，性价比高！赶紧下单吧，朋友们！
Chỉ có tại [@ SELLER NAME] sản phẩm đáng tin cậy, chât lượng miễn chê, đảm bảo không hối hận khi mua hàng. Chần chừ gì nữa mà không ghé thăm [@ SELLER NAME] bạn ơi!	在[@店铺名字] 你可以找到正品和最新款式！保证不会后悔，那么还等什么？快点击[@店铺名字]！
Bạn có 1 tin nhắn mới! [@ SELLER NAME] vừa mới phát hành loạt sản phẩm mới nhất siêu hấp dẫn, mau mau bỏ tủi liền tay nào các bạn ơi 😍	Hi Shopee朋友，你有一个新的消息！[@店铺名字] 刚刚发布了最新产品！来吧，赶紧下单😍😍
Hàng mới sale cực sốc XX% chỉ hôm nay DD/MM/YY Ghé mua sắm ngay và luôn và đừng quên nhấn THEO DÕI shop nhé!!	新品惊爆XX%的折扣，只限今天DD / MM / YY 马上购物，不要忘记订阅我们的店铺！

Feeds Tab (CN)	越南文	中文
时装	#tuideocheo #aokhoac #aothun, #giaythethao, #ootd, #thoitrangnu, #thoitrangnam, #damnu, #tuixachthoitrang, #dongho, #giay, #giaynu, #giaythethao, #giaycaogot, #fashion, #tuixach, #tat, #vo, #mu, #non, #váy, #sandals	#斜挎包 #外套 #T恤, #运动鞋, #OOTD, #女装, #男装, #连衣裙, #时尚手袋, #钟表, #鞋子, #女鞋, #运动鞋, #高跟鞋, #时尚, #手袋, #袜子, #袜子, #帽子, #帽子, #连衣裙, #凉鞋
美妆	#tóc, #thuocnhuomtoc, #nhuomtoc, #daycottoc, #keptoc, #daugoi, #dauduong, #son, #sonmoi, #sonduong, #makeup, #lamdep, #taydachet, #kemchongnang, #lotion, #kemduongda, #vitc, #taytrang, #mayruamat, #suckhoa, #collagen	#头发, #染发剂, #染发, #发圈, #发夹, #洗发水, #护发, #口红, #口红, #护唇, #化妆, #化妆, #去死皮, #防晒霜, #身体乳, #身体乳, #维他命C, #卸妆, #洁面仪, #保健, #胶原
居家	#songthatchat, #lifestyle #songthatchat #trangtri #nhabep #bep #bedding #phongngu #dochoi #boardgame #masoi #uno #dochoichobe #giaoduc #sach #smartbook #xemay #nonbaohiem #phukien #noi #sách #giường #giuong #nệm #ga	#品质生活, #生活方式 #品质生活 #装饰 #厨房 #厨房 #寝具 #卧室 #玩具 #桌游 #masoi #UNO #儿童玩具 #教育 #书籍 #smartbook #摩托车 #安全帽 #配件 #锅 #书籍 #床 #g床 #垫子 #床单

越南Top资讯网站

越南当地的本土购物网站

1. tiki.vn (首页有International Collection，买家可选择国际品牌或国家)
2. lazada.vn
3. sendo.vn
4. adayroi.com
5. thegioididong.com (ELHA电子品类)
6. ftshop.com.vn (ELHA电子品类)
7. yes24.vn
8. vatgia.com
9. zalora.vn (Fashion时尚品类)
10. depxinh.net (HB美妆品类)

新闻网站

1. facebook
2. Youtube主要频道
    - Fashion时尚品类: Phuong Ha, Chau Bui
    - Health & Beauty美妆品类: changmakeup, Trinh Phạm, Quach Anh Makeup Artist
    - ELHA电子品类: Vật Vờ Studio, AnhEmTV, Tony Phùng Studio
    - Lifestyle品质生活: Thơ Nguyễn, ToyStation, AnAn ToysReview TV (toys)
3. https://news.zing.vn/
4. https://kenh14.vn/
5. www.saostar.vn
6. www.yeah1.com
7. https://vnexpress.net/
8. https://www.24h.com.vn/
9. http://dantri.com.vn/
10. https://www.24h.com.vn/

知名社交应用

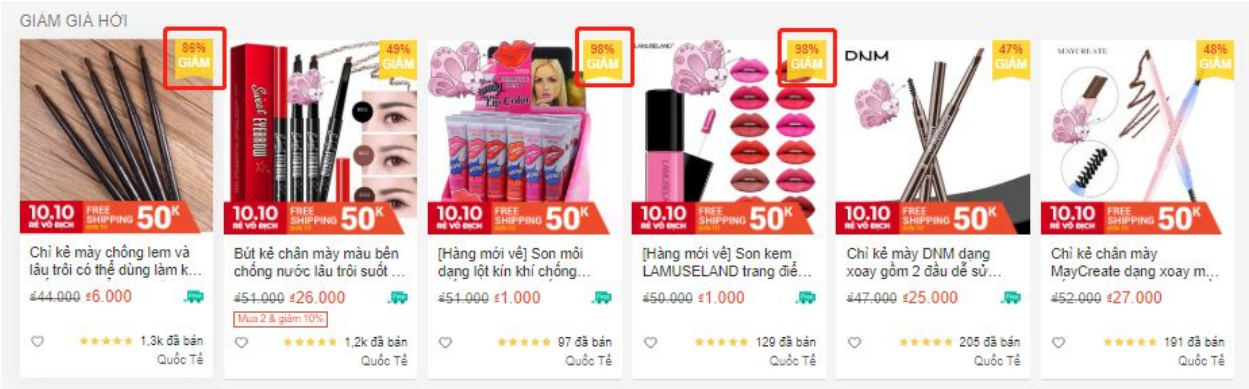
目前，越南没有像小红书类似购物网站/应用，用户评论主要来自Facebook，Youtube，Instagram，Tiktok，Zalo(类似国内微信)等社交媒体。知名的instagram账号有:

1. Fashion时尚品类: mieu.vn, theblues1994,chizhouse
2. Health & Beauty美妆品类: hufuholic, rosiebeautie, lyncosmeticvn
3. ELHA电子品类: mintcase, paperman_saigon,
4. Lifestyle品质生活: caydauto, chu.bedding, _b.corner_

如何装饰越南美妆店

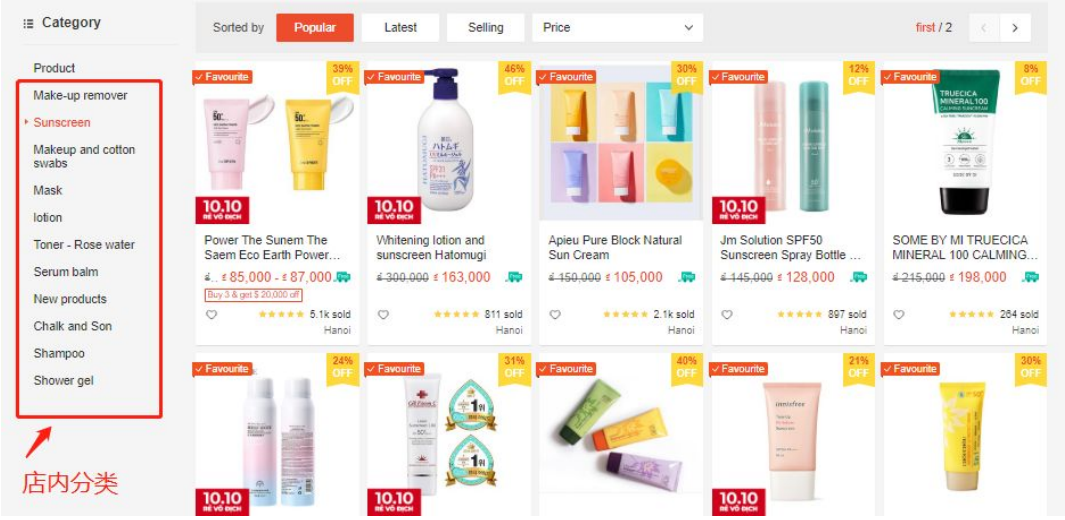
店内超低价(LLD)

卖家可以在店内设置一个劲爆价引流，感兴趣的卖家可以通知客户经理，越南团队会帮忙设置大于50%的折扣。



店内分类 (In-shop Categories)

为了让买家更一目了然的看到店内产品分类，请卖家创立店内分类。建议卖家着重打造美妆垂直店，店内的美妆产品至少占所有产品的60%以上



以下为店内分类关键词(越南文)

越南文店内分类	中文翻译	English
Giảm giá sốc!	**劲爆价**	**Shocking discount**
Hàng mới về	**新品到货**	**New arrival**
Trang điểm mắt	**眼妆**	**Eyes makeup**
Phấn mắt	眼影	Eyeshadow
Kẻ mắt	眼线液	Eyeliner
Mascara	睫毛膏	Mascara
Trang điểm da	脸妆	Facial makeup
Chăm sóc da	**皮肤护理**	**Skincare**
Kem chống nắng	防晒	Sunscreen
Mặt nạ	面膜	Masks
Nước tẩy trang	卸妆水	Makeup remover
Son và chăm sóc môi	**唇膏及唇部护理**	**Lipstick & Lips care**
Son lì	哑光唇膏	Matte lipstick
Son kem	固体唇膏	Cream lipstick
Son bóng	唇彩	Lip gloss
Dụng cụ làm đẹp	**美妆工具**	**Beauty tools**
Cọ trang điểm	化妆刷	Makeup brush
Chăm sóc tóc	头发护理	Hair care
Dụng cụ massage	按摩与医疗设备	Massager & Medical equipment
Tắm & Chăm sóc cơ thể	**沐浴及身体护理**	**Bath & Body care**

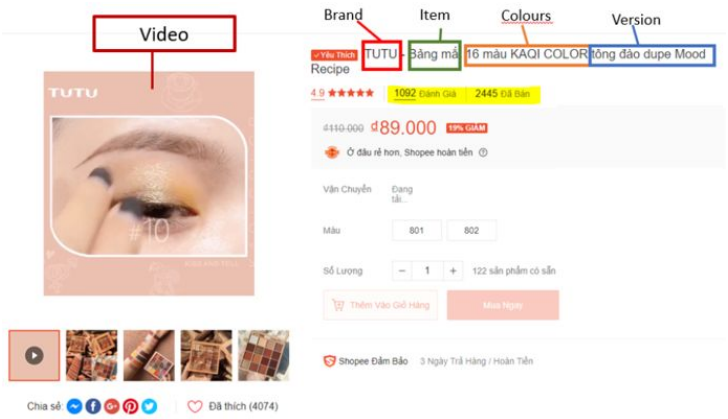
营销中心 (Marketing Centre)

- 产品折扣: 折扣建议>=25%off，并且给至少 40%的店内产品打上折扣标签。（根据越南当地前200名的美妆店的数据）
- 优惠券：3张以上，不同程度的折扣，如满50K减3K，满80K减7K，满100K减10K
- 商店内的限时抢购：增加转化率
- 热门精选 (Top Selling)：为最畅销的商品带动流量
- 套装优惠 (Bundle Deals)：增加平均订单值
- 关注礼（Follower Voucher）：增加粉丝数量
- 运费促销：增加转换率
- 广告：买关键词广告

名字优化 (Title Optimization)

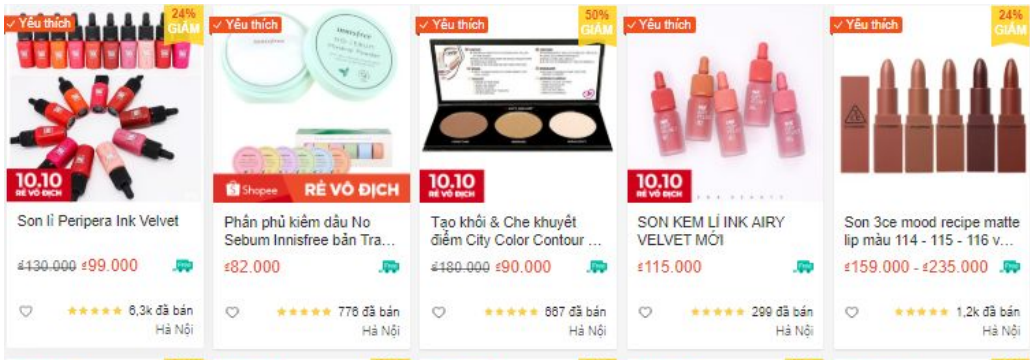
名称应具备以下要素：
- 品牌（如：O.TWO.O，BIOAQUA）
- 产品名字（如口红，眼影）
- 版本（例如日落眼影，哑光唇膏）
- 颜色（如：16种颜色，红色版本...）
- Hàng Nội Địa Trung (即来自中国大陆)

标题将由当地翻译团队翻译，所以请确保英文名称包括上述所有元素。



图片(Image Optimization)

产品首页建议白底图，为达到店铺内的统一，要简单易懂，脱颖而出，提高点击率。



美妆重点子品类产品上新

美妆产品请卖家持续上新，重点子品类包括眼部彩妆(Eyes makeup)，脸部彩妆(Facial makeup)，唇部护理(Lipstick & Lips care)，皮肤护理(Skincare)。当地单量高，跨境转换率很高，但是跨境卖家的SKU数量较少。皮肤护理(Skincare)的卖家可以着重上新面膜(Skincare),防晒(Sunscreen)和面部清洁(Cleansing)。

卖家中心My Campaign报名

请各位卖家在卖家中心seller center 查看相关campaign 咨询

活动名 Campaign CN	报名截止日期 cutoff time	活动开始日期 start time	活动結束日期 End Time	报名链接 Sign-up Link
男时装 - 全场 1K 从 (0H-23H59) 2020.06.16日	6/12/2020	6/16/2020	6/17/2020	https://banhang.shopee.vn/portal/campaign/100447
男时装 - 超折扣从70%起 (0H-23H59) 06月16日	6/12/2020	6/16/2020	6/17/2020	https://banhang.shopee.vn/portal/campaign/100940
男时装 - 超折扣从51%起 (0H-23H59) 06月16日	6/12/2020	6/16/2020	6/17/2020	https://banhang.shopee.vn/portal/campaign/100936
男时装 - 全场 29K从 (0H-23H59) 2020.06.16	6/12/2020	6/16/2020	6/17/2020	https://banhang.shopee.vn/portal/campaign/100933
男时装 - 全场 19K从 (0H-23H59) 2020.06.16	6/12/2020	6/16/2020	6/17/2020	https://banhang.shopee.vn/portal/campaign/100931
男时装 - 全场 9K从 (0H-23H59) 2020.06.16	6/12/2020	6/16/2020	6/17/2020	https://banhang.shopee.vn/portal/campaign/100927
女装包包-皮夹 登记新产品活动- 2020年06月。	6/12/2020	6/16/2020	6/17/2020	https://banhang.shopee.vn/portal/campaign/100649
[CB] CFS 装饰品全场 1K 从 06月14至30日	6/12/2020	6/14/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/101238
[CB] CFS 装饰品全场 6K 从 06月14至30日	6/12/2020	6/14/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/101241
[CB] CFS 女服装折扣50% 从06月14至30日	6/12/2020	6/14/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/101245
[CB] FSS CFS 装饰品折扣70% 从06月14至30日	6/12/2020	6/14/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/101250
[CB] FSS CFS 女服装折扣30% 从06月14至30日	6/12/2020	6/14/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/101251
妈妈与宝宝 - 登记妈妈与宝宝活动日从2020.06.15	6/12/2020	6/15/2020	6/16/2020	https://banhang.shopee.vn/portal/campaign/102002

ELHA 折扣 50% - 从6月15日至30日	6/13/2020	6/15/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/100647
ELHA 全场 155K - 从6月15日至30日	6/13/2020	6/15/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/100646
ELHA 全场 66K - 从6月15日至30日	6/13/2020	6/15/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/100645
ELHA 全场 55K - 从6月15日至30日	6/13/2020	6/15/2020	7/1/2020	https://banhang.shopee.vn/portal/campaign/100644
CB_RVD_July 2020	6/14/2020	7/1/2020	8/1/2020	https://banhang.shopee.vn/portal/campaign/100697

请大家注意，因为campaign 每日都会更新，请每天关注卖家中心的活动。

热门搜索关键词分享

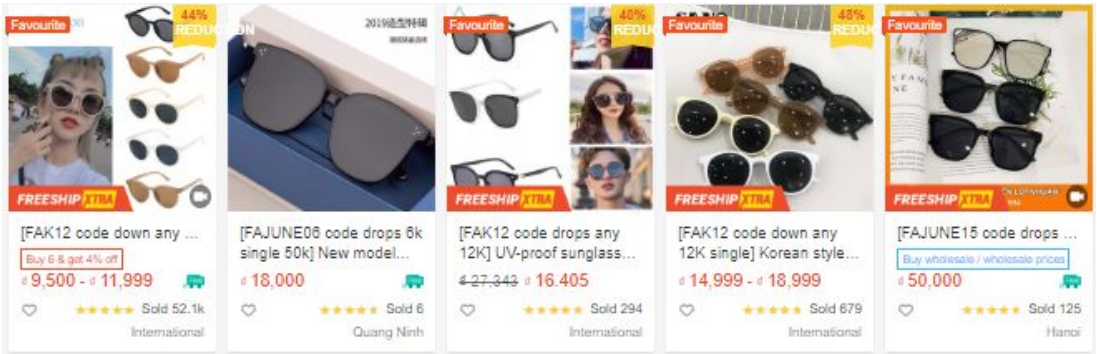
6/8/2020		本周排名	上週排名	
kính râm	墨镜	117	173	Huge Increase
màu nước	水彩	195	260	Huge Increase
bộ	套	198	184	High CR
xịt chống nắng	防晒喷雾	217	284	Huge Increase
quần nữ	女裤	228	330	Huge Increase
mascara	睫毛膏	242	313	Huge Increase
cushion	粉底	248	303	Huge Increase
sữa	牛奶	249	311	Huge Increase
găng tay chống nắng	防晒手套	251	344	Huge Increase
túi du lịch	旅行袋	314	416	Huge Increase
bỉm	尿不湿	322	405	Huge Increase
kính bơi	泳镜	329	388	Huge Increase
lăn khử mùi	体香剂	331	419	Huge Increase
giấy ăn gấu trúc	丝飘抽纸	355	414	Huge Increase
kem đánh răng	牙膏	382	464	Huge Increase
bô cho bé	尿壶	384	472	Huge Increase
quây cũi	婴儿围栏	392	445	Huge Increase
áo chống nắng cho bé	儿童防晒衣	397	466	Huge Increase
khô gà lá chanh	柠檬鸡肉干	420	489	Huge Increase
ssd	ssd	422	476	Huge Increase
cọ trang điểm	化妆刷	432	486	Huge Increase
túi kẹp nách	手提包	441	494	Huge Increase
cường lực	强力	474	425	High CR
bình	瓶	491	477	High CR
quần ống rộng	款裤	3	24	Increase
quần	裤子	4	7	Increase
áo	上衣	6	9	Increase
bikini	比基尼	7	8	Increase
balo	背包	9	11	Increase
dép	拖鞋	11	14	Increase

卖家可以自行投放关键词使产品排在前列，为店铺引流，推动单量增长

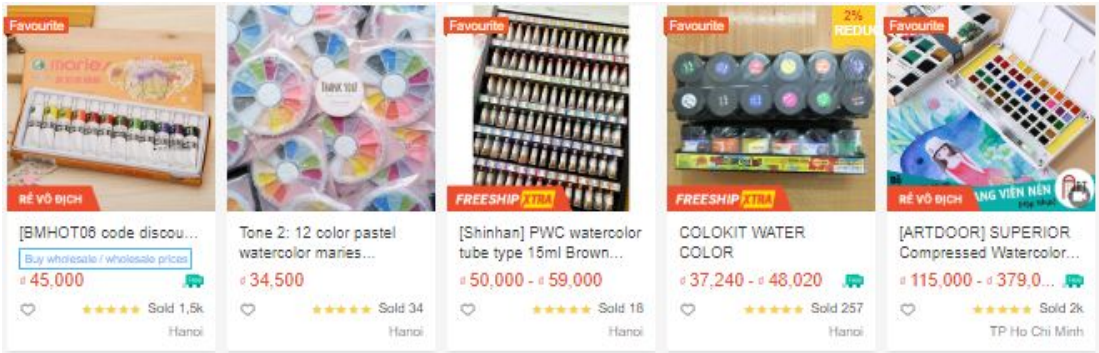
* Increase 表示该keyword 搜寻排名有提高，Hign Increase 表示排名提升量大于50名

* High CR 表示 高转换率，即搜索量转化成实际订单量的比率

墨镜


Favourite
44% REDU
FREESHIP XTRA
[FAK12 code down any ...
Buy 6 & get 4% off
₫ 9,500 - ₫ 11,999
Sold 52.1k
International
[FAJUNE06 code drops 8k single 50k] New model...
₫ 18,000
Sold 6
Quang Ninh
Favourite
40% REDU
FREESHIP XTRA
[FAK12 code drops any 12K] UV-proof sunglass...
₫ 27,343 ₫ 16,405
Sold 294
International
Favourite
48% REDU
FREESHIP XTRA
[FAK12 code down any 12K single] Korean style...
₫ 14,999 - ₫ 18,999
Sold 679
International
Favourite
FREESHIP XTRA
[FAJUNE15 code drops ...
Buy wholesale / wholesale prices
₫ 50,000
Sold 125
Hanoi

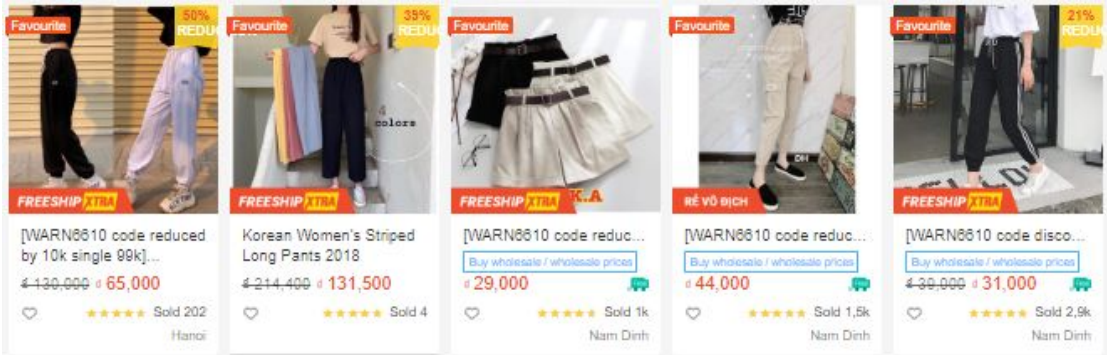
水彩


Favourite
RẺ VÔ ĐỊCH
[BMHOT06 code discou...
Buy wholesale / wholesale prices
₫ 45,000
Sold 1,5k
Hanoi
Tone 2: 12 color pastel watercolor maries...
₫ 34,500
Sold 34
Hanoi
Favourite
FREESHIP XTRA
[Shinhan] PWC watercolor tube type 15ml Brown...
₫ 50,000 - ₫ 59,000
Sold 18
Hanoi
Favourite
2% REDU
FREESHIP XTRA
COLOKIT WATER COLOR
₫ 37,240 - ₫ 48,020
Sold 257
Hanoi
Favourite
RẺ VÔ ĐỊCH
[ARTDOOR] SUPERIOR Compressed Watercolor...
₫ 115,000 - ₫ 379,0...
Sold 2k
TP Ho Chi Minh

防晒喷雾

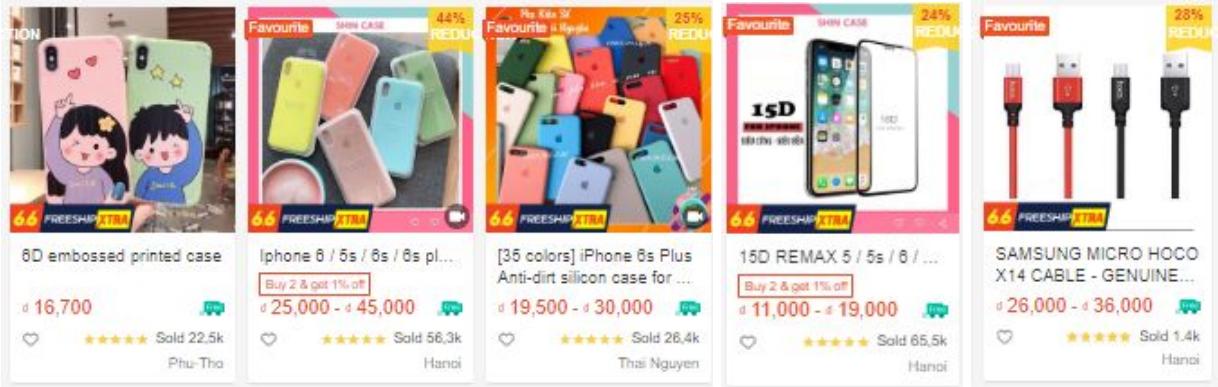
Favourite
14% REDU
FREESHIP XTRA
[Available SLL] Maycreate White Sunscreen Spray...
₫ 29,900 ₫ 25,800
Sold 15,7k
Hanoi
Favourite
47% REDU
RẺ VÔ ĐỊCH
[HSD 2022] Korean Sun Spray [RECIPE CRYST...
₫ 130,000 ₫ 69,000
Sold 2.7k
Hanoi
TEN% REDU
[COSMALL66 -10% DH...
Buy 2 & reduce ₫ 10,000
₫ 149,000 ₫ 134,000
Sold 1.1k
TP Ho Chi Minh
FREESHIP XTRA
TONE UP FREESHIP...
₫ 5,000 - ₫ 23,000
Sold 749
Hanoi
[GENUINE PRODUCTS...
Buy 2 & get 10% off
₫ 110,000
Sold 140
Hanoi

女裤

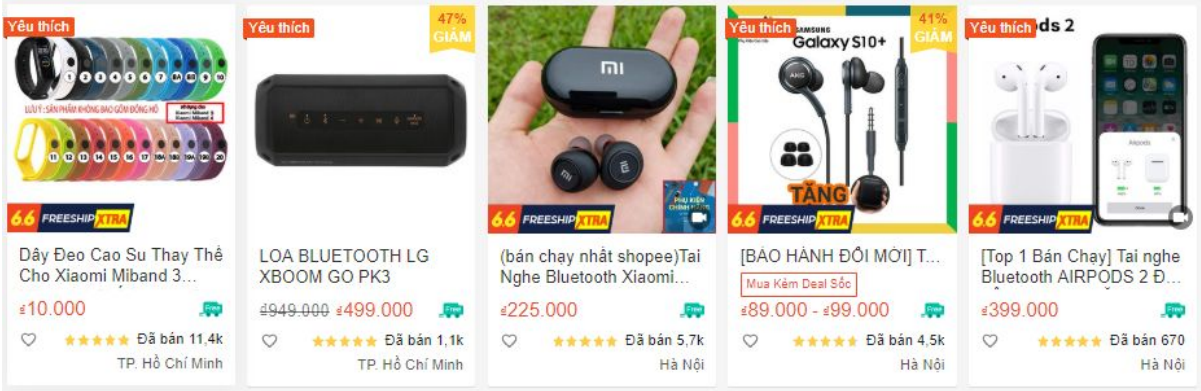

Favourite
50% REDU
FREESHIP XTRA
[WARN6610 code reduced by 10k single 99k]...
₫ 130,000 ₫ 65,000
Sold 202
Hanoi
Favourite
35% REDU
FREESHIP XTRA
Korean Women's Striped Long Pants 2018
₫ 214,400 ₫ 131,500
Sold 4
Favourite
FREESHIP XTRA
[WARN6610 code reduc...
Buy wholesale / wholesale prices
₫ 29,000
Sold 1k
Nam Dinh
Favourite
RẺ VÔ ĐỊCH
[WARN6610 code reduc...
Buy wholesale / wholesale prices
₫ 44,000
Sold 1,5k
Nam Dinh
Favourite
21% REDU
FREESHIP XTRA
[WARN6610 code disco...
Buy wholesale / wholesale prices
₫ 39,000 ₫ 31,000
Sold 2,9k
Nam Dinh

上周热卖商品分享

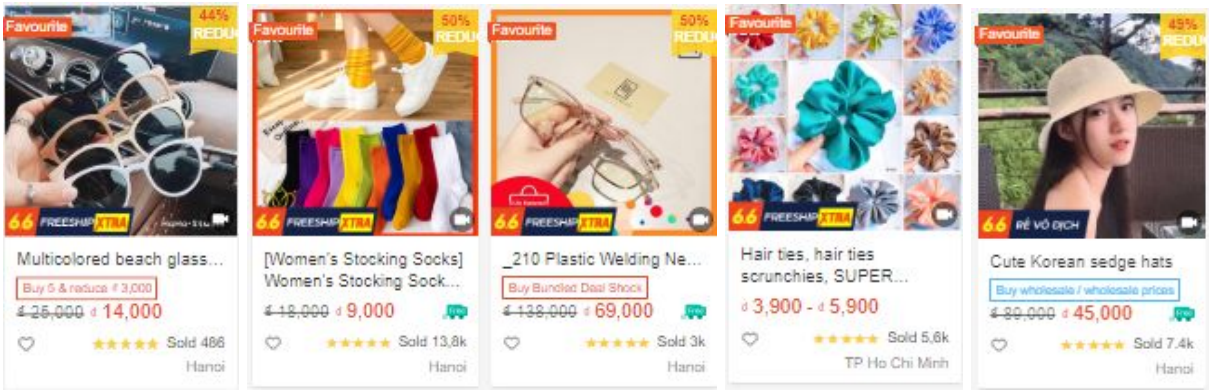
1. **ELHA — Mobile & Accessories** [手机平板与周边]



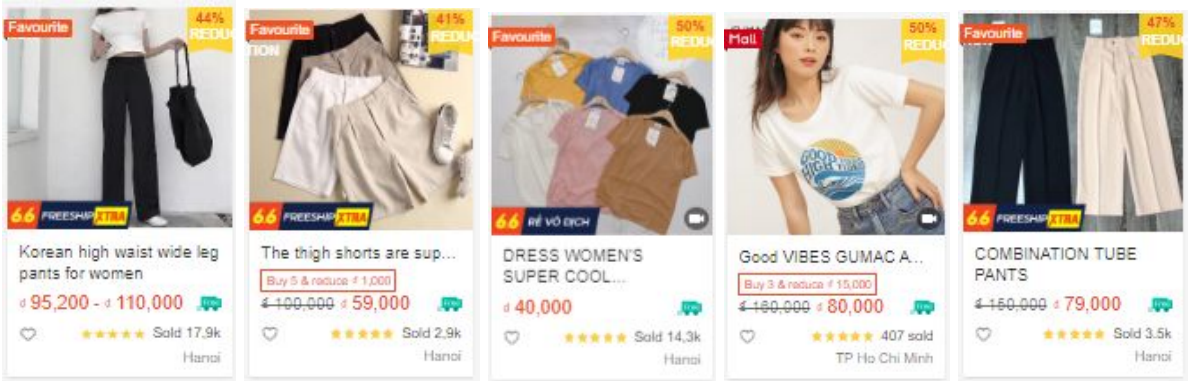
2. **ELHA — Consumer Electronics** [电子产品]



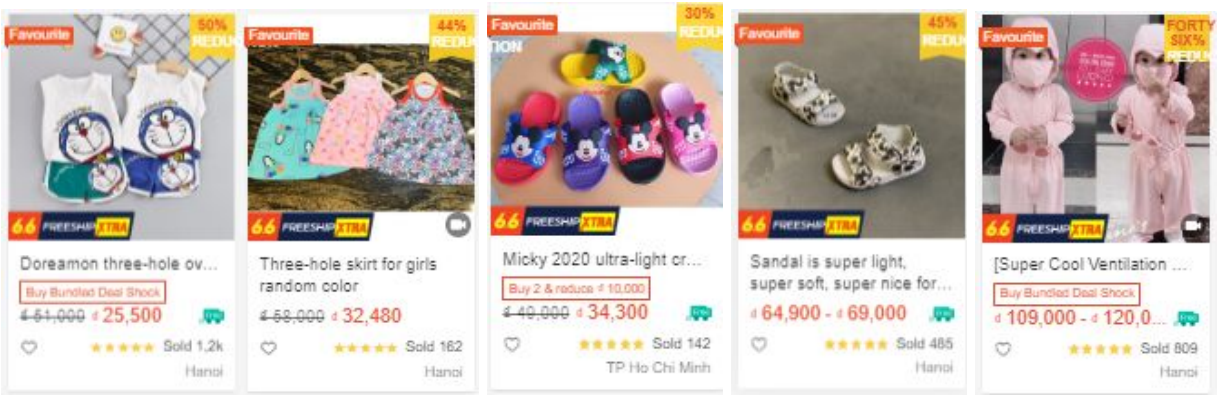
3. **Fashion — Fashion Accessories** [女生配件]



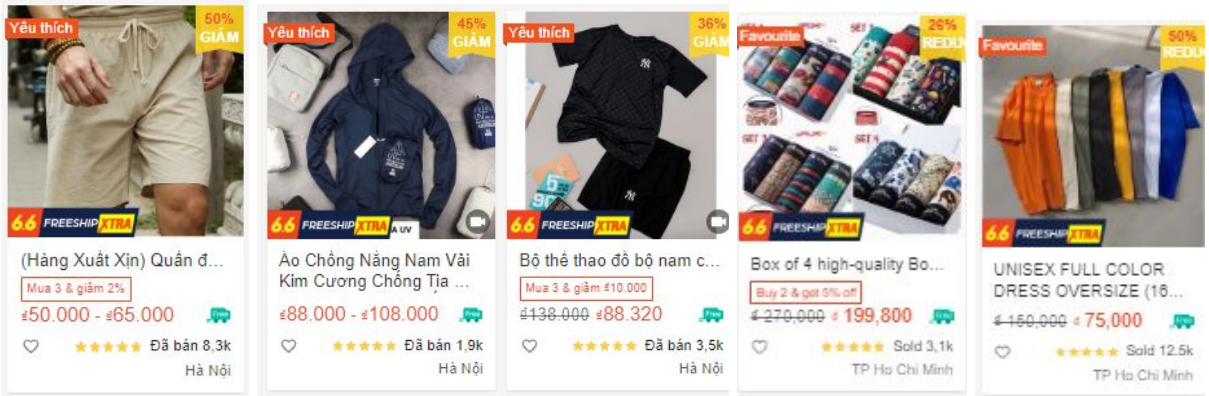
4. Fashion — Women Clothes 女生衣着



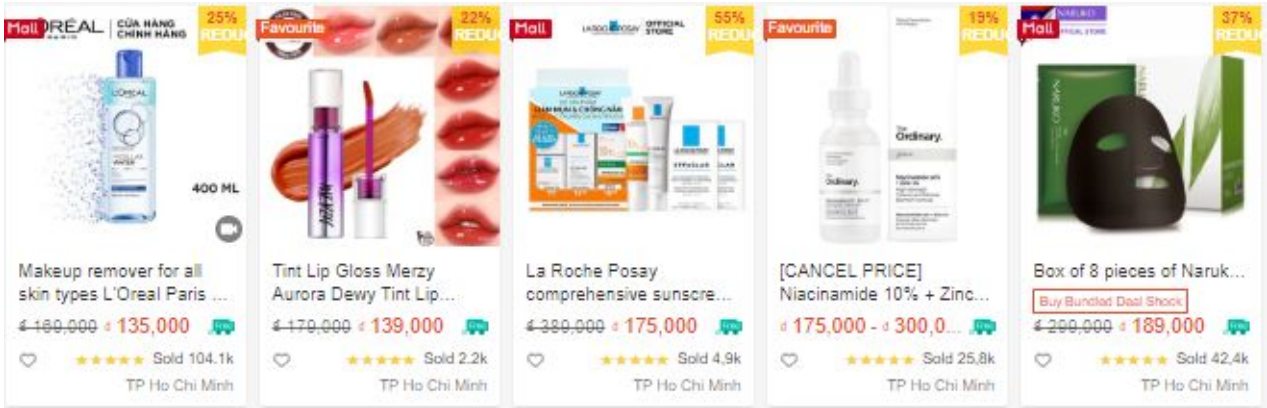
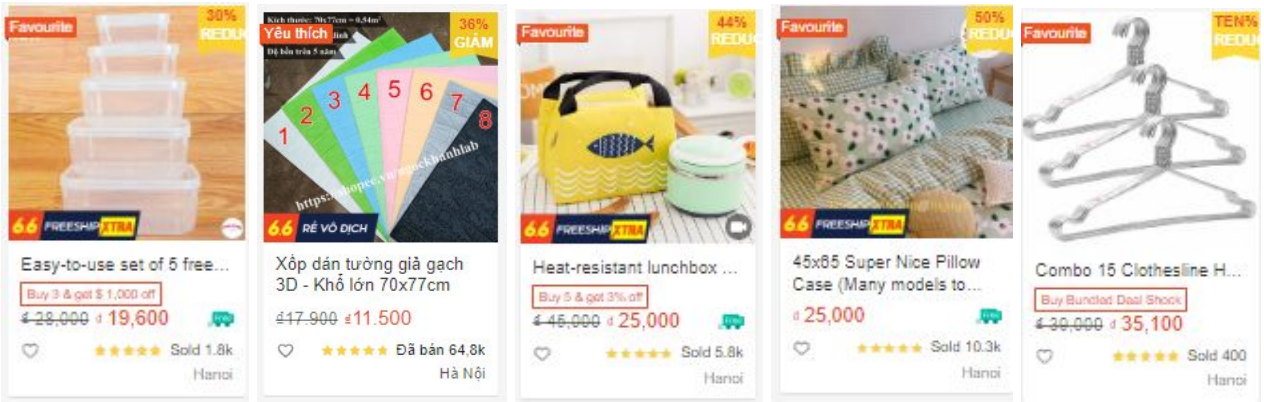
5. Fashion — Kid's Fashion 婴幼儿服饰



6. Fashion — Men Clothes 男性衣着



7. FMCG — Health & Beauty 美妆保健



8. Lifestyle — Home & Living 居家生活