



# 零售業雲端服務應用



# 內容安排

- 內容安排
- 第0節: 簡介
- 第1節: 雲端服務簡介
- 第2節: 雲端運算模型簡介
- 第3節: 零售業對雲端服務的需要

# 第0節: 簡介





# 關於這個講座

- 在這個講座中, 您會學到
  - 什麼是雲服務
  - 雲服務的不同模型
  - 零售業的特質及對雲端服務的需要
  - 案例分享



# 關於您及關於我

- 關於我
- 關於您
  - 是那間公司, 角色是什麼?
  - 對雲服務的認識?
  - 有使用雲服務的一些經驗嗎?
  - 對這講座的期望?

# 第一節：雲端服務簡介





# 雲端服務簡介

- 什麼是雲端服務?
- 雲端服務的特色
  - 傳統IT資源困難調配
  - 雲端資源彈性調配
  - IT架構的改變
  - 雲端運算特色

# 什麼是雲端服務?

- 這是近年來很熱門的題目.
- 企業可透過雲計算, 使用一些“公共電腦或應用資源”, 大大減輕自設服務器的壓力, 並可透過“按量收費”的模式, 用多少付費多少!
- 使企業獲得一個具彈性, 安全, 具成本效益的IT應用.
- 企業可花更多時間, 專注自己的業務.



# 什麼是雲端服務?

- 雲計算的概念 – 使用IT資源就好像使用公用資源一樣(如電力)

自助式隨需  
(On-demand)

按量收費  
(Pay-as-you-go)



資源統一  
(Unified Access)

高可用性  
(High Availability)

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# 雲端服務簡介

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  - 傳統IT資源困難調配
  - 雲端資源彈性調配
  - IT架構的改變
  - 雲端運算特色

# 雲端服務特色(1)

- 傳統IT資源困難調配
- 特色 #1: 用\$0 已可開始, 不像傳統的方法要預先買入不同的設備

## 內部安裝(On-Premise)

Physical Space

Cabling

Power

Cooling

Networking

Racks

Servers

Storage

Certification

Labor

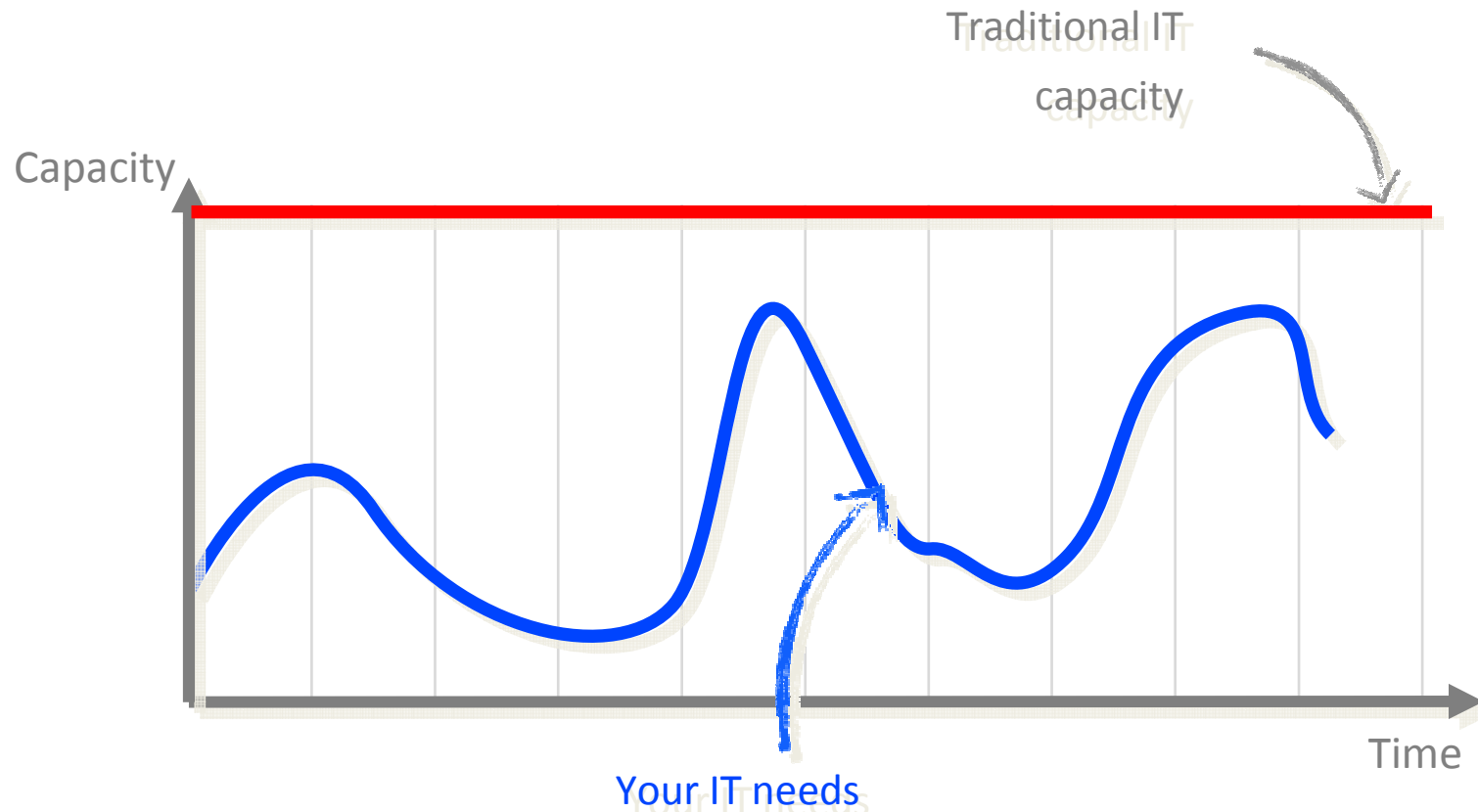
## 雲端應用

\$0

to Get Started  
*no long-term contracts*

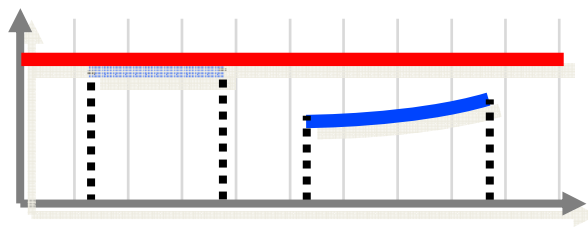
# 雲端服務特色(2)

- 雲端資源彈性調配
- 特色 #2: 使用傳統的內部配置, 較難滿足變化的IT資源需求

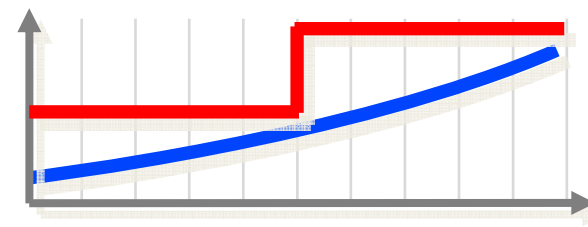


# 雲端服務特色(2)

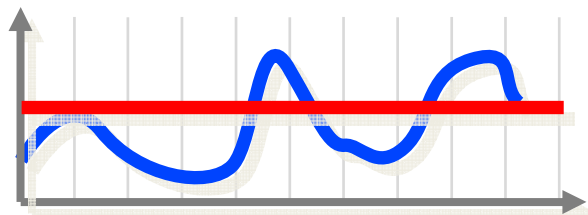
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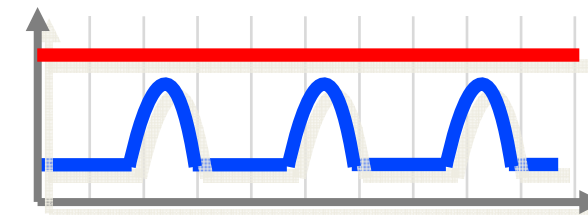
On and Off



Fast Growth



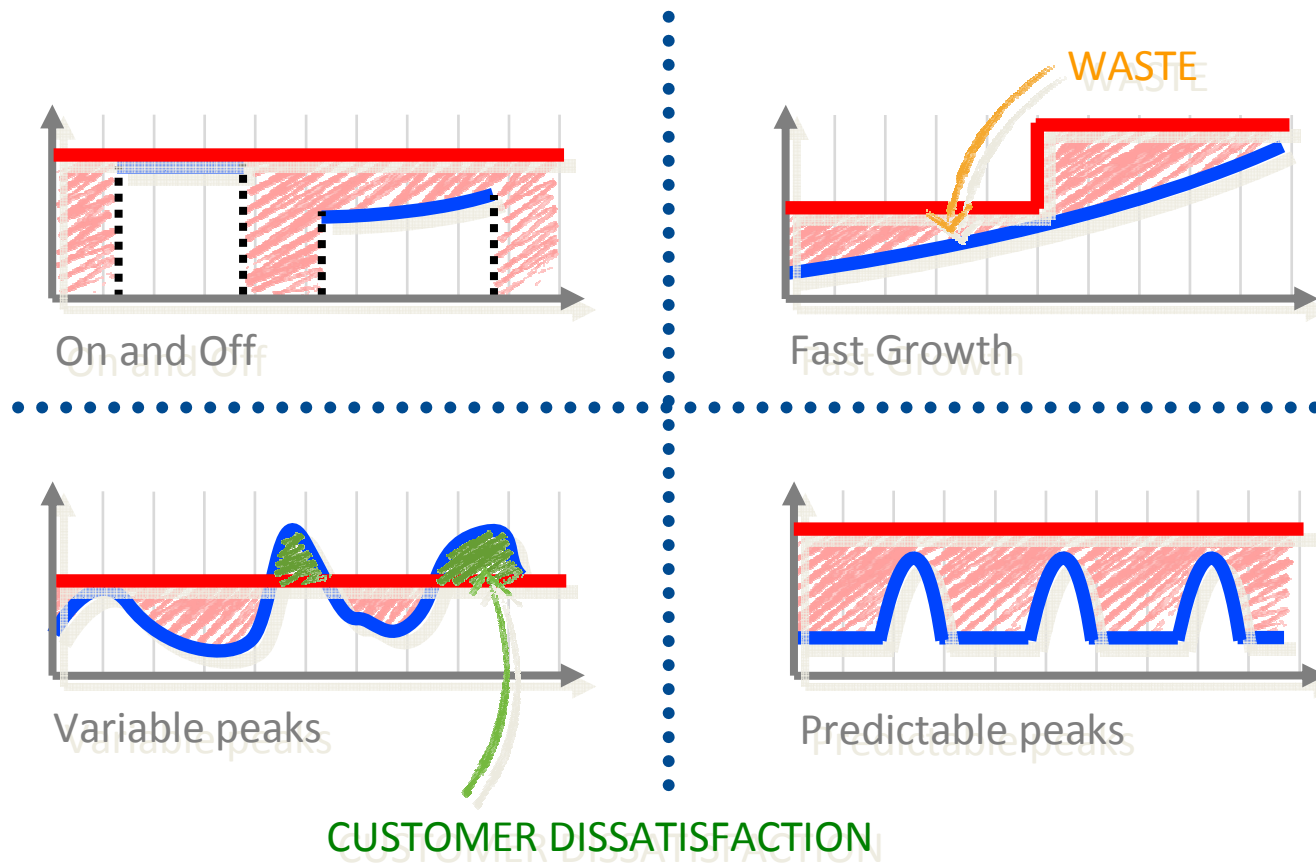
Variable peaks



Predictable peaks

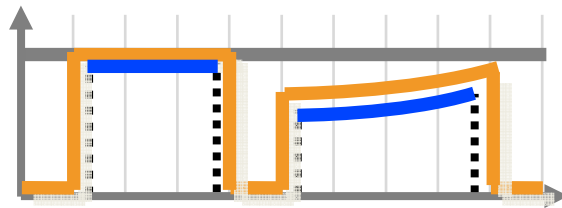
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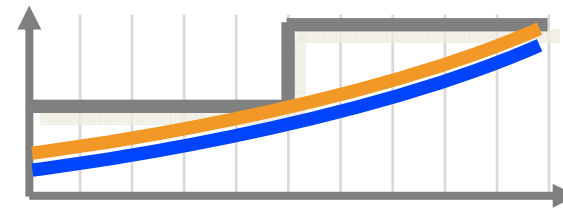


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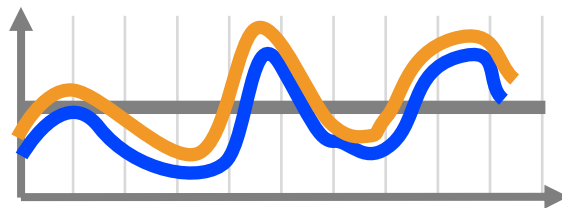
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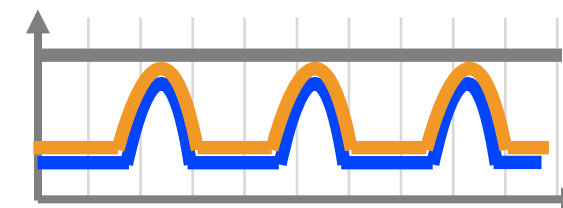
On and Off



Fast Growth



Variable peaks



Predictable peaks



# 雲端服務特色(3)

- 雲端運算特色
- 業務變得更有彈性, 可進行不同的實驗, 開始時無需要長期投資
- 可按業務發展情況, 再決定下一步的投資
- 雲端服務提供商可專注提供服務, 您可專注業務, 各得好處



# 雲端服務特色(4)


- IT架構的改變
- 將固定成本變成可變成本, **CAPEX**變成了**OPEX**
- 如有需要作批量運算時, 可使用**100**台服務器運算**1**小時, 因在雲端的價格將等同**1**台服務器運算**100**小時

## 第二節：雲端運算模型簡介



# 雲端運算模型簡介

- 三個雲端運算的服務模型
  - 架構即服務 (IaaS)
  - 平台即服務 (PaaS)
  - 軟件即服務 (SaaS)
- 雲端運算的部署模型
  - 公有雲 (Public cloud)
  - 私有雲 (Private cloud)
  - 混合雲 (Hybrid cloud)



# 架構即服務 (IaaS)

- 架構即服務 = Infrastructure-as-a-Service
- 提供較基層的IT資源, 如服務器, 儲存, 寬帶等等
- 如打算自行在這層上建設應用, 則可選擇IaaS的提供商
- 提供商: Amazon Web Services (AWS), RackSpace

# 平台即服務 (PaaS)

- 平台即服務 = Platform-as-a-Service
- 在基礎IT資源上, 再加上了一套開發架構, 方便使用架構建設應用
- 開發應用時只需關心如何使用架構, 不用管理基礎IT資源
- 不同的廠商都推出了不同架構.
- 例如: Google App Engine, Microsoft Azure, Heroku等等

# 軟件即服務 (SaaS)

- 軟件即服務 = Software-as-a-Service
- 這個就是應用層, 是面向用戶的, 也是某商業應用設計的
- 透過WEB來使用, 不用安裝, 有瀏覽器就能夠使用
- 這層的服務較適合零售商使用
- 例如: Salesforce (客戶管理平台), Google Apps (如網上OFFICE), BOX.NET (網上硬盤), ZOHO (網上電郵)

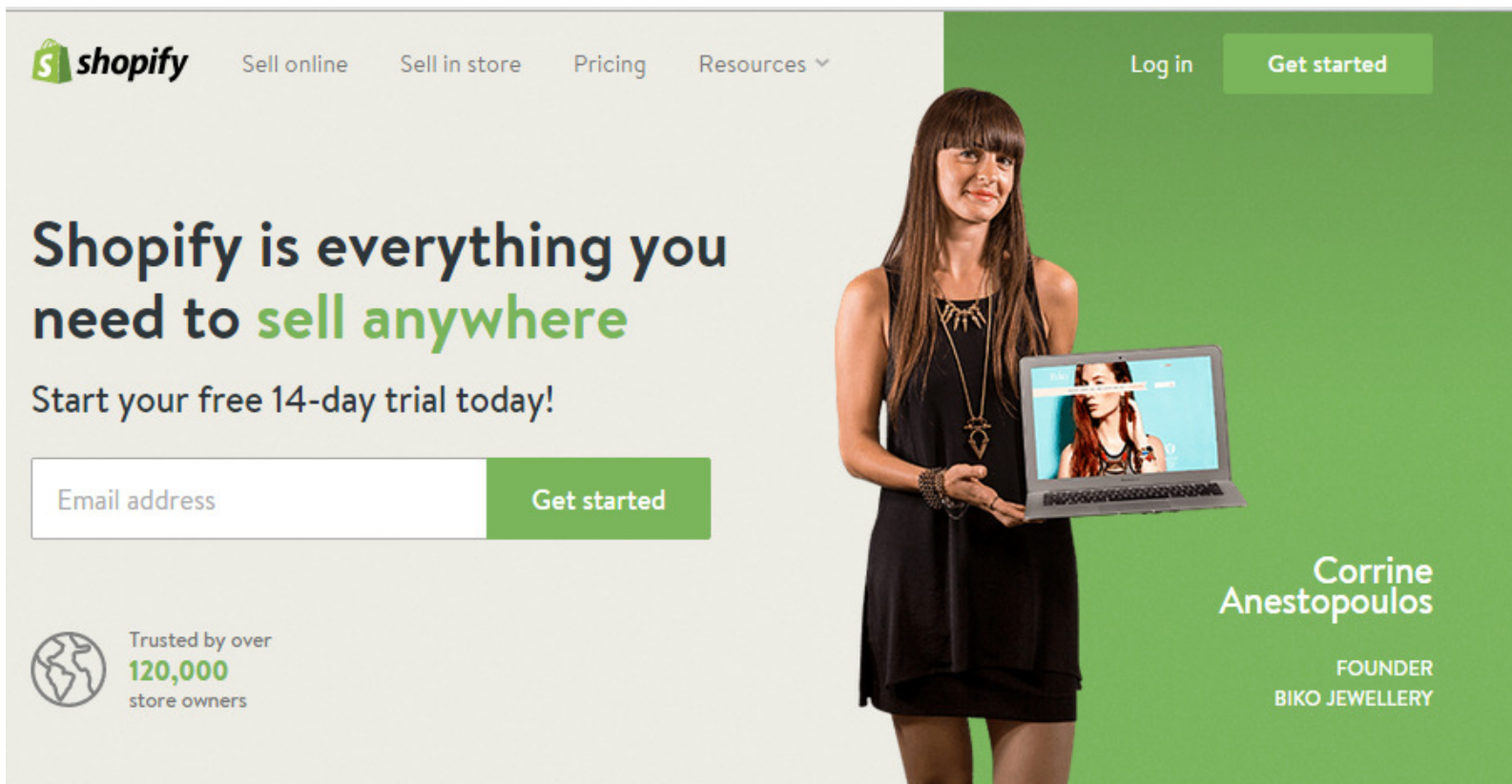
# 三個雲端運算的服務模型





# 雲端作業平台

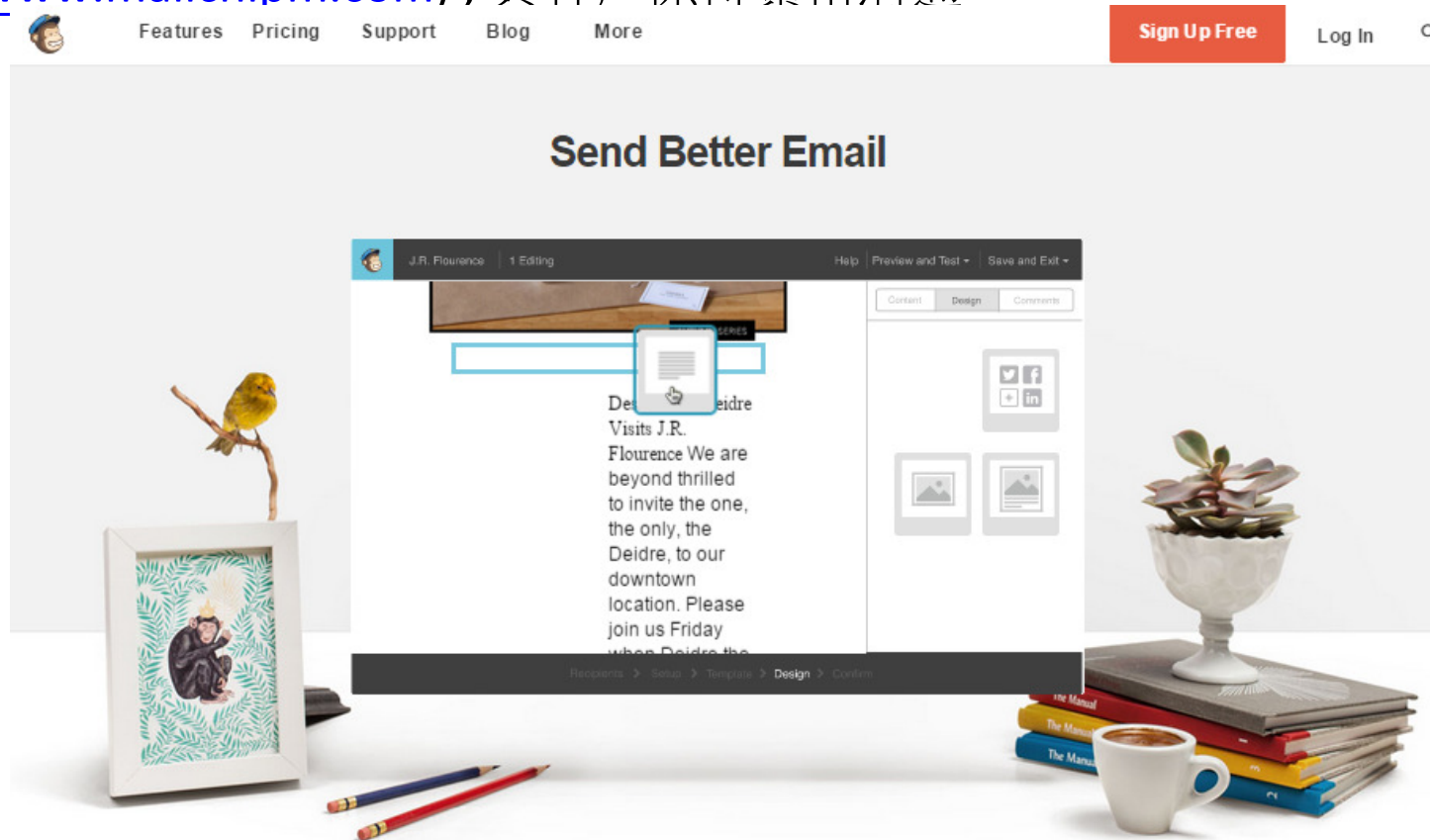
- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助建立網上商店的平台(SHOPIFY).



The image shows a screenshot of the Shopify website's landing page. At the top, there is a navigation bar with the Shopify logo, links for 'Sell online', 'Sell in store', 'Pricing', and 'Resources', and buttons for 'Log in' and 'Get started'. The main headline reads 'Shopify is everything you need to sell anywhere', with 'sell anywhere' in green. Below this is a sub-headline 'Start your free 14-day trial today!' and a form with an 'Email address' input field and a 'Get started' button. On the right side, there is a photograph of Corrine Anestopoulos, the founder of Biko Jewellery, holding a laptop that displays her jewelry store's website. Text to the right of the photo identifies her as 'Corrine Anestopoulos' and 'FOUNDER BIKO JEWELLERY'. In the bottom left corner, there is a globe icon and text stating 'Trusted by over 120,000 store owners'.

# 雲端作業平台

- SaaS的一些例子: 通過雲端電郵推廣系統(如MAILCHIMP, [www.mailchimp.com](http://www.mailchimp.com)), 與客戶保持緊密溝通



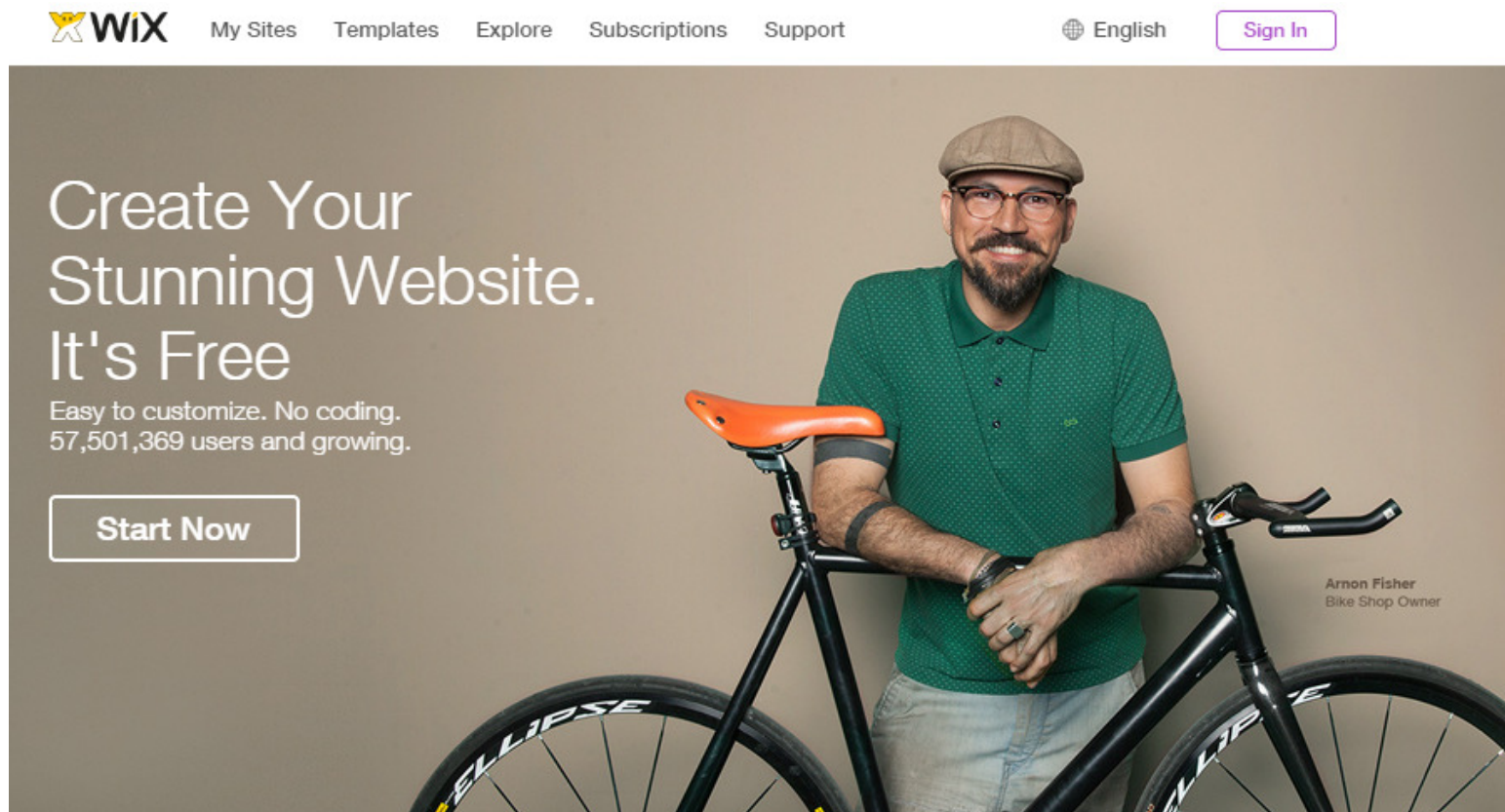
# 雲端作業平台

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助管理客戶的CRM平台(SALESFORCE).

The image shows a screenshot of the Salesforce website. At the top, there is a navigation bar with the Salesforce logo on the left, contact information (800 1301 448 (SG), 800 967 655 (HK), +65 6302 5700 (Intl) | Contact), a search bar, and buttons for 'Login' and 'Free Trial'. Below the navigation bar, there is a horizontal menu with links for 'Industries', 'Products', 'Services', 'Customers', 'Events', 'Resources', and 'About Us'. The main content area features a large image of a smiling woman looking at her smartphone. Overlaid on the image is the text 'salesforce | Small Business' and 'Information slipping through the cracks? TAKE CONTROL OF YOUR BUSINESS. Learn more >'. On the right side of the image, there is a dark green sidebar with the text 'Get the world's #1 CRM sales app.' and three buttons: 'Free trial >', 'Watch demo >', and 'Small business solutions >'.

# 雲端作業平台

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助制作網頁的平台(WIX).



The image shows a screenshot of the Wix website's homepage. At the top, there is a navigation bar with the Wix logo, links for 'My Sites', 'Templates', 'Explore', 'Subscriptions', and 'Support', a language selector for 'English', and a 'Sign In' button. The main content area features a large banner with a man, Arnon Fisher, standing next to a black road bike with an orange seat. The text on the banner reads: 'Create Your Stunning Website. It's Free. Easy to customize. No coding. 57,501,369 users and growing.' Below this text is a 'Start Now' button. In the bottom right corner of the banner, it says 'Arnon Fisher Bike Shop Owner'.

# 雲端作業平台

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助公司內部構通的平台 (ZOHO).

The screenshot displays the Zoho SaaS dashboard interface. At the top left is the Zoho logo. On the top right, there are navigation links: "ALL APPS", "SUPPORT", "SIGN UP" (highlighted in red), and "SIGN IN". The dashboard is organized into three main columns:

- Sales & Marketing:** "Give your sales team the perfect set of apps, to help close more business deals in less time." Applications include CRM, CAMPAIGNS, SURVEY, SITES, SALESIQ, and CONTACTMANAGER.
- Customer Support:** "Be right where your customers are, with apps to help your business engage with them." Applications include SUPPORT and ASSIST.
- Email & Collaboration:** "Empower your workforce, with apps to collaborate and transform the way they work." Applications include MAIL, DOCS, PROJECTS, CONNECT, BUG TRACKER, MEETING, and VAULT.

# 雲端作業平台

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助建立營銷登陸頁的平台(UNBOUNCE).

unbounce

Log In | Sign Up

FEATURES TEMPLATES LANDING PAGE EXAMPLES PARTNERS RESOURCES PRICING BLOG | Contact Us 1-888-515-9161

## Build, publish & A/B test landing pages without I.T.

The mobile responsive landing page builder for marketers

**BUILD A HIGH-CONVERTING LANDING PAGE NOW**

- 1** BUILD A PAGE
- 2** PUBLISH IT
- 3** TEST & OPTIMIZE

# 雲端作業平台

- SaaS的一些例子: 不同雲端應用提高零售商的營運效率, 如可協助進行文字式搜尋廣告的營銷平台(ADWORDS).



Google AdWords

您已經是 Google AdWords 的客戶嗎? [登入](#)

[概述](#) [好處](#) [運作方式](#) [成本](#) [開始使用](#)

## 立即在 Google 刊登您的廣告

當客戶在 Google 搜尋您所提供的產品或服務時，向他們顯示廣告。此外，您只需消費滿 100 HKD，即可享有價值 400 HKD 的廣告抵免額\*。

立即開始並節省 400 HKD

[提供優惠代碼](#)

Google 維多利亞站附近的新鮮咖啡

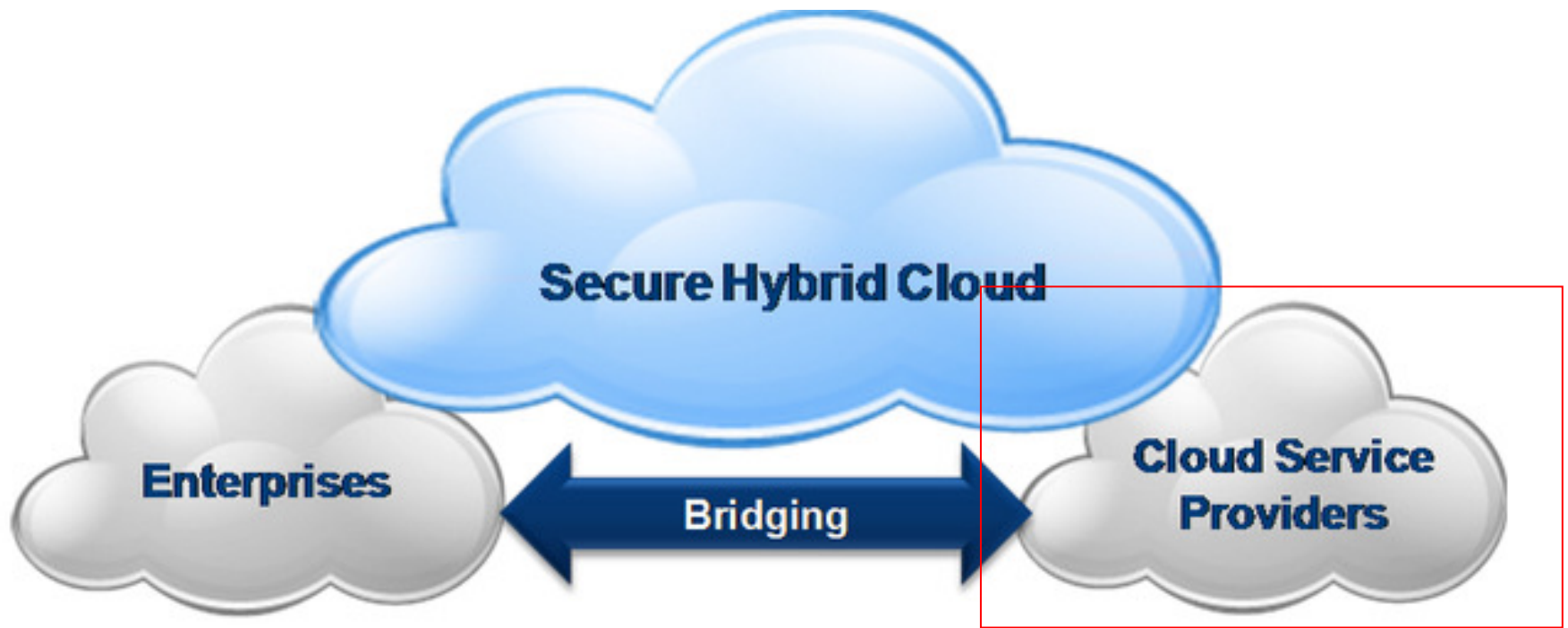
**即磨咖啡**  
廣告 [www.victoriacoffee.com.hk](http://www.victoriacoffee.com.hk)  
精心沖泡的咖啡，是新一天的完美開始。

# 雲端運算模型簡介

- 三個雲端運算的服務模型
  - 架構即服務 (IaaS)
  - 平台即服務 (PaaS)
  - 軟件即服務 (SaaS)
- 雲端運算的部署模型
  - 公有雲 (Public cloud)
  - 私有雲 (Private cloud)
  - 混合雲 (Hybrid cloud)



# 雲端運算的部署模型



# 公有雲

- 公有雲是指在互聯網上將雲服務公開給一般大眾來使用
- 最典型的例子就是**Google**搜索服務
- 它們的共同特色就是將個人數據從私人電腦移動到公開式的雲計算上
- 且免費或按量收費開放給任何人使用
- 這些網路數據由提供公共雲的供應商負責維護與保護

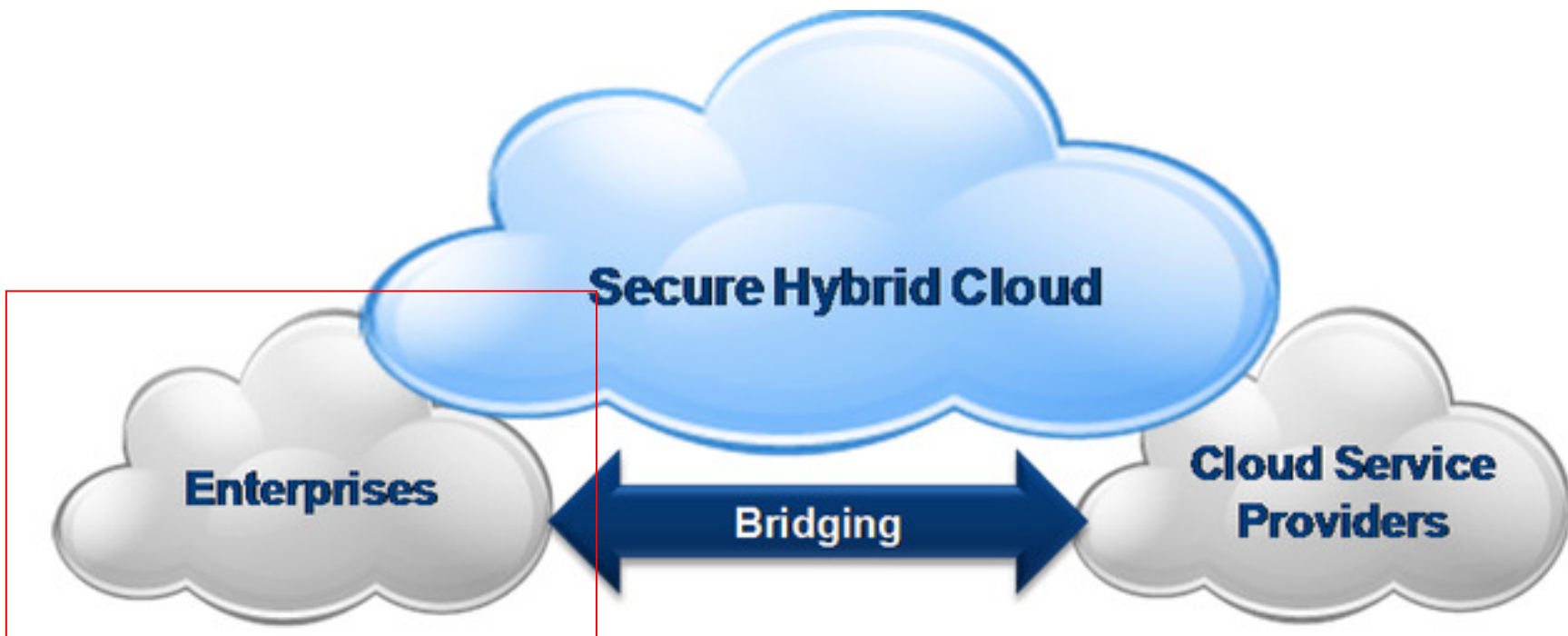


# 公有雲的優點

- 公有雲的主要優點如下
- 免費或按量收費、方便訪問且與硬體裝置無關
- 具備彈性與伸縮性，可依照自己所需使用不同的應用程式
- 不浪費資源，僅支付你所使用的時間所需的費用



# 雲端運算的部署模型



# 私有雲

- 私有雲計算是指企業可以完全控制的雲計算方式
- 例如雲存儲的存儲資源的訪問可以完全有企業控制，而不是哪一個雲計算服務提供商
- 私有雲的另外一種概念是由雲計算提供商提供強的隔離性，將用戶構建的集群以及數據中心作為一個雲服務的獨立和隔離的子集，成為一個用戶私有的子雲。

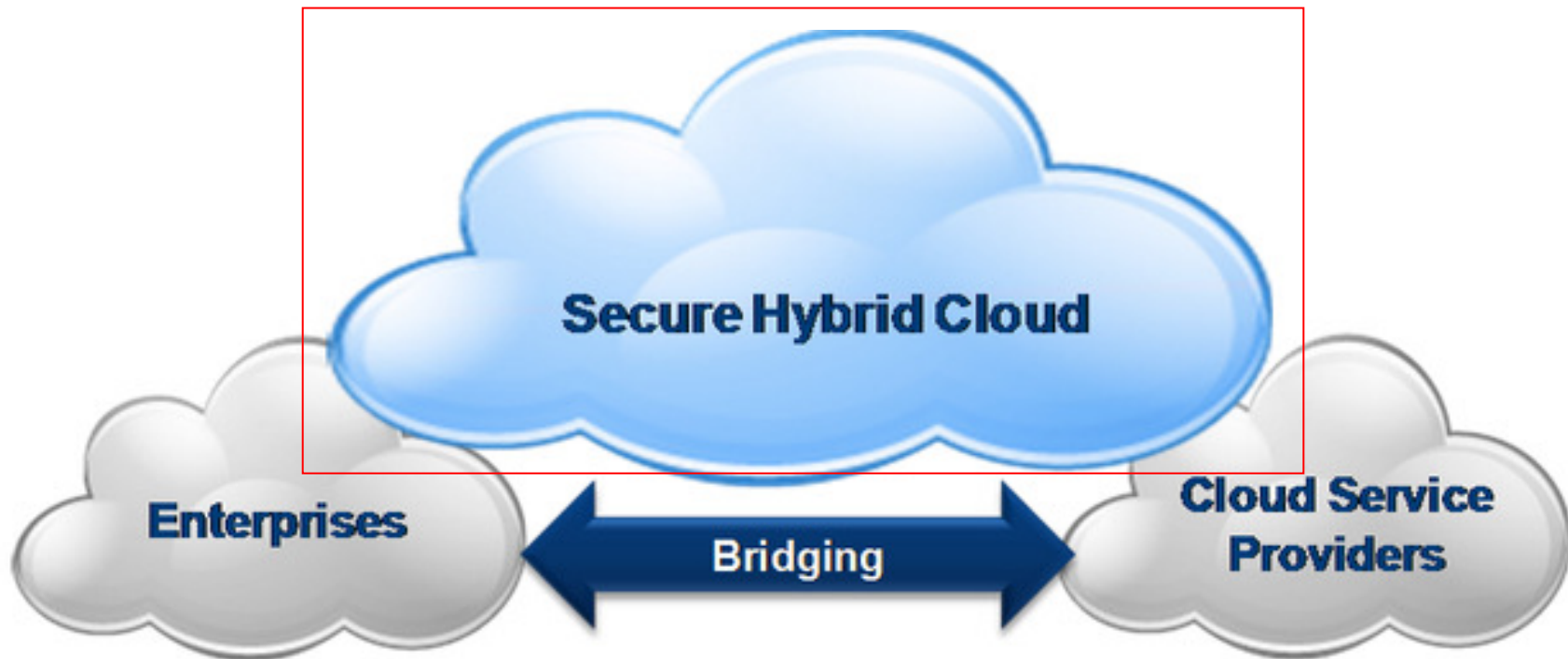


# 私有雲的優點

- 私有雲計算的優勢
- 能對數據、安全性提供有效控制
- 提供更高的服務質量
- 充分利用現有硬體資源和軟體資源
- 部署方式靈活



# 雲端運算的部署模型



# 混合雲

- 混合雲是公共雲和私有雲的混合
- 當公司需要使用既是公共雲又是私有雲的服務時，選擇混合雲比較合適





# 混合雲的優點

- 混合雲計算的優勢
- 混合雲有助於提供所需的、外部供應的擴展
- 用公用雲的資源擴充專用雲的能力
- 可用來在發生工作負荷快速波動時維持服務水平



### 第3節: 零售業對雲端服務的需要





# 零售業對雲端服務的需要

- 雲端應用: **SHOPIFY**
- 營銷管理

# SHOPIFY – 雲端零售平台

網上零售

店鋪零售

The image shows a screenshot of the Shopify homepage. At the top left is the Shopify logo. Navigation links include 'Sell online', 'Sell in store', 'Pricing', and 'Resources'. On the right, there are 'Log in' and 'Get started' buttons. The main headline reads 'Shopify is everything you need to sell anywhere', with 'sell anywhere' in green. Below this is the text 'Start your free 14-day trial today!' and a form with an 'Email address' input field and a green 'Get started' button. In the bottom left, a globe icon is accompanied by the text 'Trusted by over 120,000 store owners'. On the right, a woman, Corinne Anestopoulos, is shown holding a laptop that displays her jewelry store's website. Her name and title 'FOUNDER BIKO JEWELLERY' are listed below her.

# SHOPIFY – 雲端零售平台

Create your ecommerce  
website with Shopify

Sell online



Replace your register  
with Shopify POS

Sell in store



# 零售業對雲端服務的需要

- 雲端應用: SHOPIFY
- 營銷管理

# 客戶管理-客戶清單

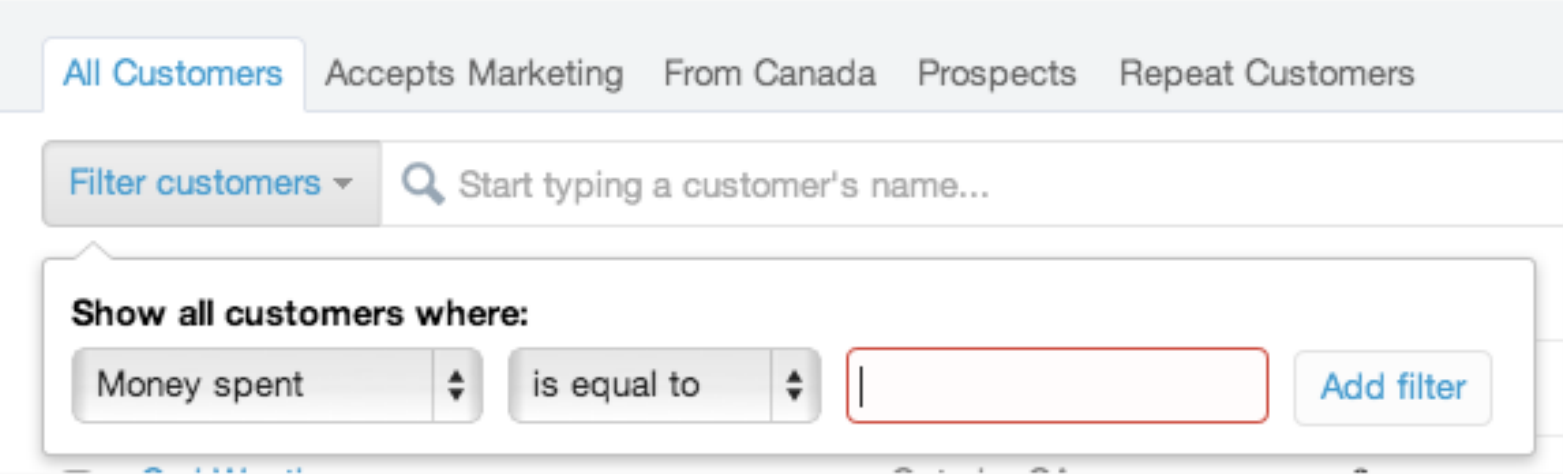
- 客戶清單

The screenshot shows a web application interface for managing customers. On the left is a dark sidebar with navigation options: Search, Dashboard, Orders (57), Customers (selected), Products, Collections, Discounts, Gift Cards, Reports, Blog Posts, Pages, Navigation, and Themes. The main content area is titled 'Customers' and includes filters for 'All Customers', 'Accepts Marketing', 'From Canada', 'Prospects', and 'Repeat Customers'. A search bar is present with the placeholder text 'Start typing a customer's name...'. Below the search bar is a table with columns: Name, Location, Orders, Last Order, and Total Spent. The table lists several customers, including Jared Wilmark, Tetsuro Takara, Eliza Bennet, Ellis Jeffreys, and Lance Larsson.

<input type="checkbox"/>	Name	Location	Orders	Last Order	Total Spent
<input type="checkbox"/>	<a href="#">Jared Wilmark</a>	Ontario, CA	0		\$0.00
<input type="checkbox"/>	<a href="#">Tetsuro Takara</a>	Ontario, CA	0		\$0.00
<input type="checkbox"/>	<a href="#">Eliza Bennet</a>	Ontario, CA	5	<a href="#">#3-1019</a>	\$187.58
<input type="checkbox"/>	<a href="#">Ellis Jeffreys</a>	Virginia, US	1	<a href="#">#3-1015</a>	\$89.27
<input type="checkbox"/>	<a href="#">Jared Wilmark</a>	Oregon, US	0		\$0.00
<input type="checkbox"/>	<a href="#">Eric Desouvenir</a>	Quebec, CA	0		\$0.00
<input type="checkbox"/>	<a href="#">Beatrice Alighieri</a>	Ontario, CA	0		\$0.00
<input type="checkbox"/>	<a href="#">Jonny B. Good</a>	Ontario, CA	0		\$0.00
<input type="checkbox"/>	<a href="#">Lance Larsson</a>	Ontario, CA	0		\$0.00

# 客戶管理-選擇器

- 透過不同的選擇器(Filter)搜尋客戶記錄



The screenshot displays a user interface for customer management. At the top, there are five filter tabs: "All Customers" (selected), "Accepts Marketing", "From Canada", "Prospects", and "Repeat Customers". Below the tabs is a search bar with a magnifying glass icon and the placeholder text "Start typing a customer's name...". Underneath the search bar is a section titled "Show all customers where:". This section contains a filter configuration area with three main components: a dropdown menu currently showing "Money spent", a comparison operator dropdown showing "is equal to", and an empty text input field. To the right of these elements is a button labeled "Add filter".



# 客戶管理-選擇器

- 選擇器
  - 標籤
  - 購物所花金錢
  - 購物所買數量
  - 訂單日期
  - 國家
  - 是否接受宣傳
  - 放棄訂單日期
  - 帳戶狀態

# 客戶管理-客戶資料檔案

The screenshot shows a web interface for managing a customer named Anthony King. The page is titled "Customers / Anthony King". It features several sections: "Orders" with a message that the customer hasn't placed any orders yet; "Overview" with contact details like email and marketing preferences; "Address" with the customer's physical address and phone number; and "Customer note" with a text input field and a "Save note" button.

Customers / Anthony King

Orders

This customer hasn't placed any orders yet

Customer note

Note

Add a note to this customer...

Save note

Overview [Edit](#)

✉ [anthony.king@anyemail.com](mailto:anthony.king@anyemail.com)

🔊 Does not accept marketing

👤 No account

Address [Add another address](#)

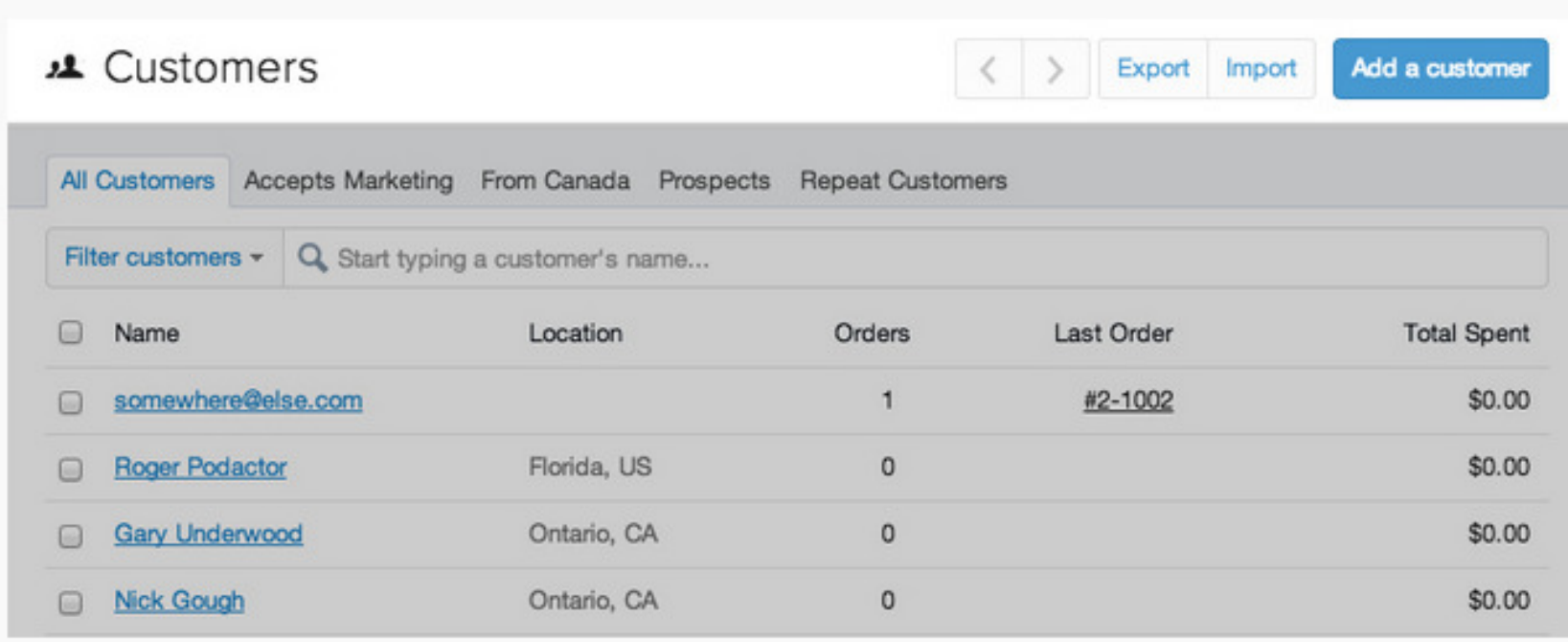
👤 **Anthony King** [Edit](#)

123 Any Street  
Any Town, ON M6A  
2W5  
🇨🇦 Canada

☎ 1 (888) 746 7439

# 客戶管理-輸出客戶資料

- 輸出客戶資料, 導入到其他平台, 或進行不同的分析



The screenshot shows a web interface for managing customers. At the top, there's a header with a person icon and the word "Customers". To the right of the header are navigation buttons: "<" and ">", "Export", "Import", and "Add a customer". Below the header is a filter bar with tabs: "All Customers", "Accepts Marketing", "From Canada", "Prospects", and "Repeat Customers". Under the filter bar is a search input field with a magnifying glass icon and the placeholder text "Start typing a customer's name...". Below the search field is a table with the following columns: "Name", "Location", "Orders", "Last Order", and "Total Spent". The table contains five rows of customer data.

<input type="checkbox"/>	Name	Location	Orders	Last Order	Total Spent
<input type="checkbox"/>	<a href="#">somewhere@else.com</a>		1	<a href="#">#2-1002</a>	\$0.00
<input type="checkbox"/>	<a href="#">Roger Podactor</a>	Florida, US	0		\$0.00
<input type="checkbox"/>	<a href="#">Gary Underwood</a>	Ontario, CA	0		\$0.00
<input type="checkbox"/>	<a href="#">Nick Gough</a>	Ontario, CA	0		\$0.00

# 客戶管理-輸出客戶資料

- 輸出客戶資料, 導入到其他平台, 或進行不同的分析

## Export Customers ✕

Current Page  
 All Customers  
 Selected Customers  
 50+ customers matching search

Export your customers as a:

CSV for Excel, Numbers, and other spreadsheet programs  
 Plain CSV file

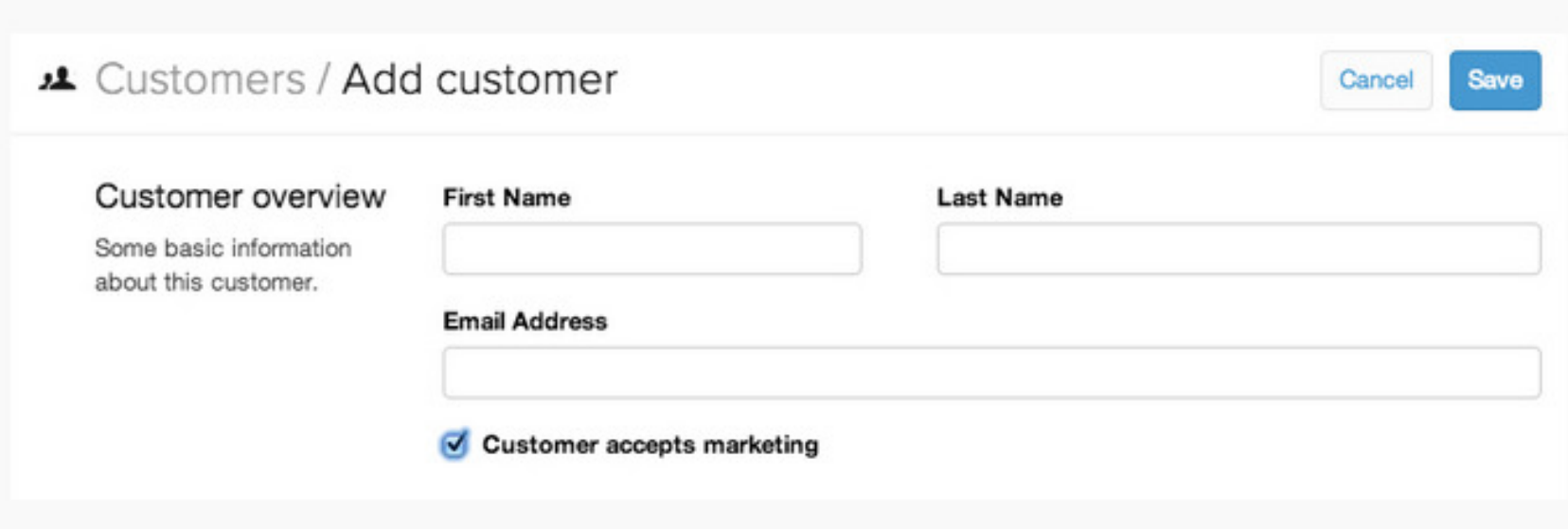
# 客戶管理-輸入客戶資料

- 將客戶記錄輸入系統, 方便透過系統跟進不同客戶的訂單等資料

	A	B	C	D	E	F	G	H
1	First Name	Last Name	Email	Company	Address1	Address2	City	Province Code
2								
3								
4								
5								
6								

# 客戶管理-新增客戶資料

- 通過人手輸入資料



The screenshot shows a web interface for adding a customer. At the top left, there is a breadcrumb trail "Customers / Add customer" with a person icon. To the right are "Cancel" and "Save" buttons. The main form area is titled "Customer overview" with a subtitle "Some basic information about this customer." It contains three input fields: "First Name", "Last Name", and "Email Address". Below these is a checked checkbox labeled "Customer accepts marketing".

Customers / Add customer Cancel Save

**Customer overview**  
Some basic information about this customer.

**First Name**

**Last Name**

**Email Address**

Customer accepts marketing

# 推廣-搜尋器優化

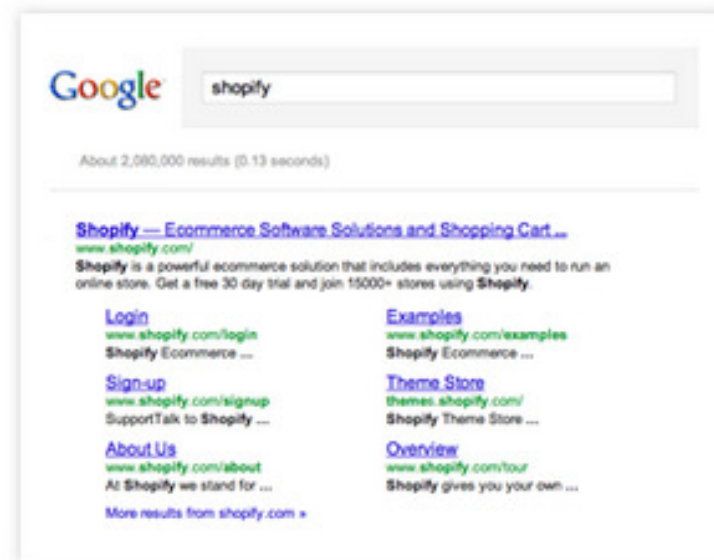
## Market your online store to the world

Advanced ecommerce marketing features help drive your online store's sales.

### Search Engine Optimization

Shopify features an advanced ecommerce CMS & shopping cart that offer built in Search Engine Optimization (SEO) features. These SEO features ensure that your ecommerce website gets a lot of traffic and sales from Google, Bing, and Yahoo.

Under the hood, Shopify's SEO-friendly CMS allows best practices like customizable H1, title and meta tags. It also automatically generates sitemaps.xml files so new products and site changes show up on search engines quickly.



# 推廣-搜尋器優化

- SEO是以期提高目的網站在有關搜尋引擎內排名的方式
- 由於不少研究發現，搜尋引擎的用戶往往只會留意搜尋結果最前面的幾個條
- 所以不少網站都希望透過各種形式來影響搜尋引擎的排序
- 讓自己的網站可以有優秀的搜尋排名。



# 推廣-數據分析


- 電子商貿數據分析

## Advanced ecommerce analytics

Shopify includes built-in analytics that help you keep track of your website's progress over time. Benchmarking your online store's performance helps you make the right choices that will lead to more sales. Detailed statistics include:

- How your customers found you and what country they are in
- What URLs are referring to your online store
- What search terms were used to find you
- Tracks the number of visits, including by page hits and unique visitors





# 推廣-用戶跟縱整合

- Google Analytic整合

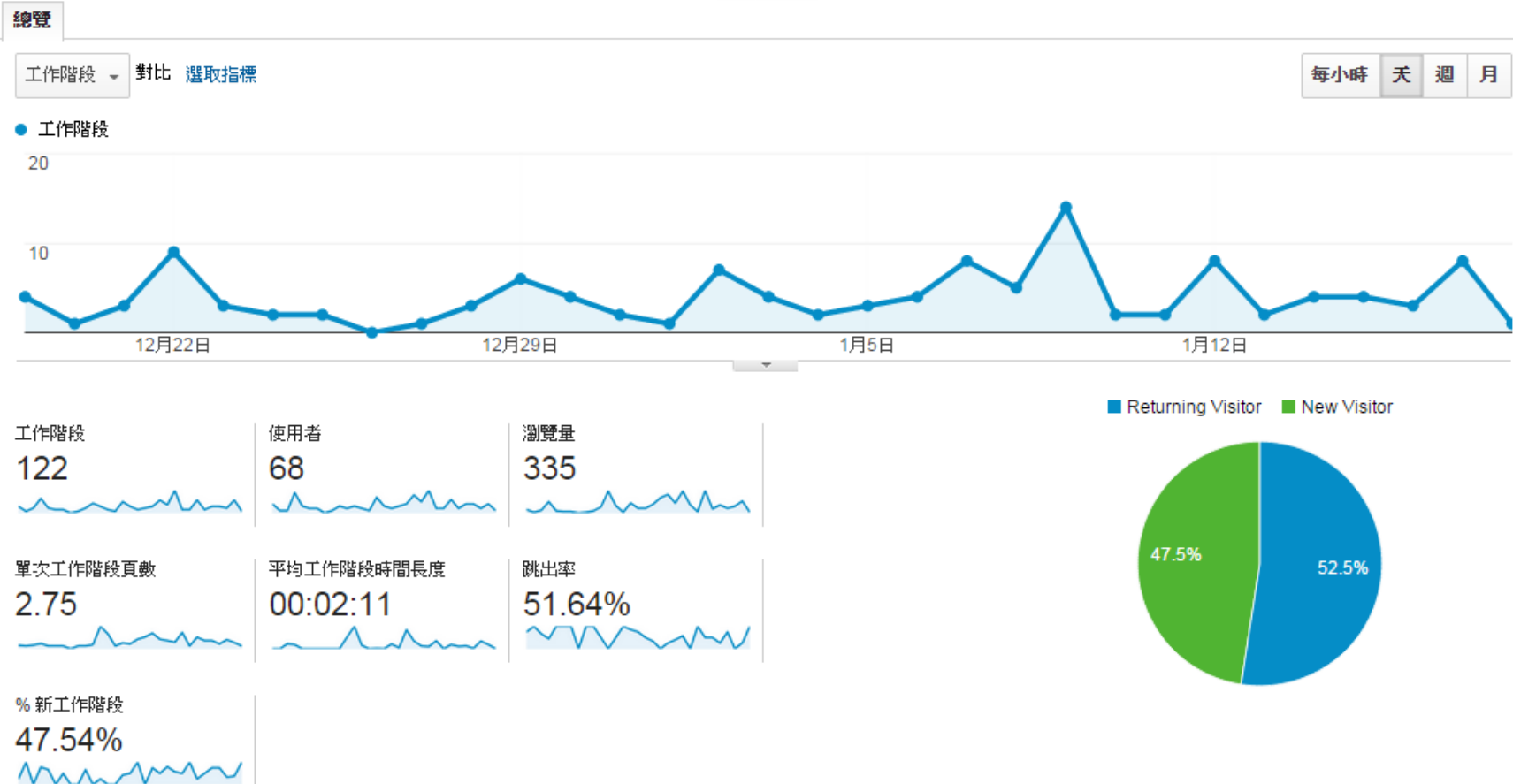
---

## Google Analytics integration

Shopify fully integrates with [Google Analytics](#). Ecommerce transaction tracking automatically connects your Google Analytics web usage data with customer purchases and shopping cart transactions.

# 推廣-用戶跟蹤整合

- 瀏覽次數分析



# 推廣-用戶跟蹤整合

- 語言分析

容層	語言	工作階段	% 工作階段
語言	1. en-us	57	46.72%
國家/地區	2. zh-tw	35	28.69%
城市	3. zh-cn	17	13.93%
系統	4. zh-hk	8	6.56%
瀏覽器	5. en-gb	2	1.64%
作業系統	6. c	1	0.82%
服務供應商	7. en	1	0.82%
行動	8. th	1	0.82%

[查看完整報表](#)

# 推廣-用戶跟蹤整合

- 國家/地區分析

容層	國家/地區	工作階段	% 工作階段
語言	1.  Hong Kong	101	82.79%
國家/地區	2.  China	8	6.56%
城市	3.  United States	8	6.56%
系統	4.  Australia	1	0.82%
瀏覽器	5.  Indonesia	1	0.82%
作業系統	6.  India	1	0.82%
服務供應商	7.  Philippines	1	0.82%
行動	8.  Thailand	1	0.82%

[查看完整報表](#)

# 推廣-用戶跟縱整合

- 城市分析

容層	城市	工作階段	% 工作階段
語言	1. Hong Kong	101	82.79%
國家/地區	2. Shijiazhuang	5	4.10%
城市	3. New York	4	3.28%
系統	4. (not set)	3	2.46%
瀏覽器	5. Beijing	2	1.64%
作業系統	6. Sydney	1	0.82%
服務供應商	7. Nanjing	1	0.82%
行動	8. Jakarta	1	0.82%
作業系統	9. Chandigarh	1	0.82%
服務供應商	10. Iloilo City	1	0.82%
螢幕解析度			

[查看完整報表](#)

# 推廣-用戶跟蹤整合

- 瀏覽器分析

## 客層

語言

國家/地區

城市

## 系統

瀏覽器

作業系統

服務供應商

## 行動

作業系統

服務供應商

螢幕解析度

## 瀏覽器

	工作階段	% 工作階段
1. Chrome	78	63.93%
2. Internet Explorer	15	12.30%
3. Safari	14	11.48%
4. Firefox	10	8.20%
5. Android Browser	2	1.64%
6. UC Browser	2	1.64%
7. (not set)	1	0.82%

[查看完整報表](#)

# 推廣-用戶跟蹤整合

- 作業系統分析

容層	作業系統	工作階段	% 工作階段
語言	1. iOS	6	54.55%
國家/地區	2. Android	5	45.45%
城市			<a href="#">查看完整報表</a>
系統			
瀏覽器			
作業系統			
服務供應商			
行動			
作業系統			
服務供應商			
螢幕解析度			



# 推廣-用戶跟縱整合

- 螢幕解析度分析

層級	螢幕解析度	工作階段	% 工作階段
語言	1. 320x480	3	27.27%
國家/地區	2. 768x1024	3	27.27%
城市	3. 720x1280	2	18.18%
<b>系統</b>	4. 320x450	1	9.09%
瀏覽器	5. 360x640	1	9.09%
作業系統	6. 540x960	1	9.09%
服務供應商			
<b>行動</b>			
作業系統			
服務供應商			
螢幕解析度			

[查看完整報表](#)

# 推廣-與電郵推廣軟件整合

## Email marketing

Collect email addresses at checkout to notify your customers of upcoming sales or new products with the Mailchimp email marketing app.

A screenshot of a web form titled "Add Customer". The form has a "Cancel" button on the left and a "Save" button on the right. The form fields are as follows:

Alex	MacDonell
alexm@email.com	
555-212-7362	
Accepts Marketing	<input checked="" type="checkbox"/>
Frequent shopper	



MailChimp

# 推廣-與電郵推廣軟件整合



Features

Pricing

Support

Blog

More

Sign Up Free

Log In



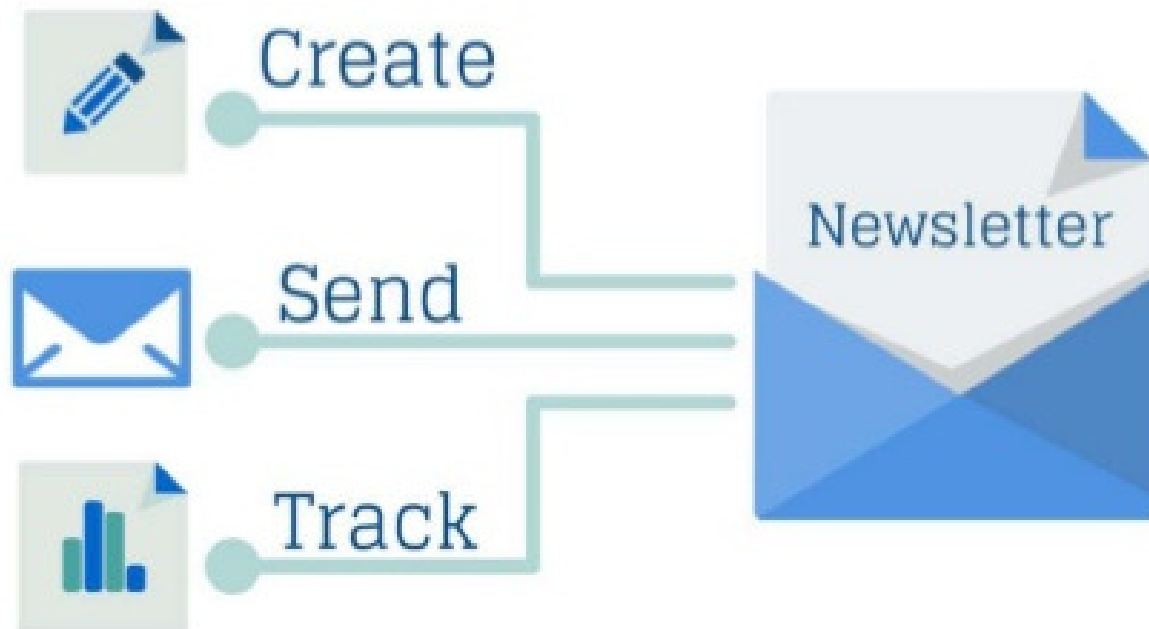
## Send Better Email

# 推廣-與電郵推廣軟件整合

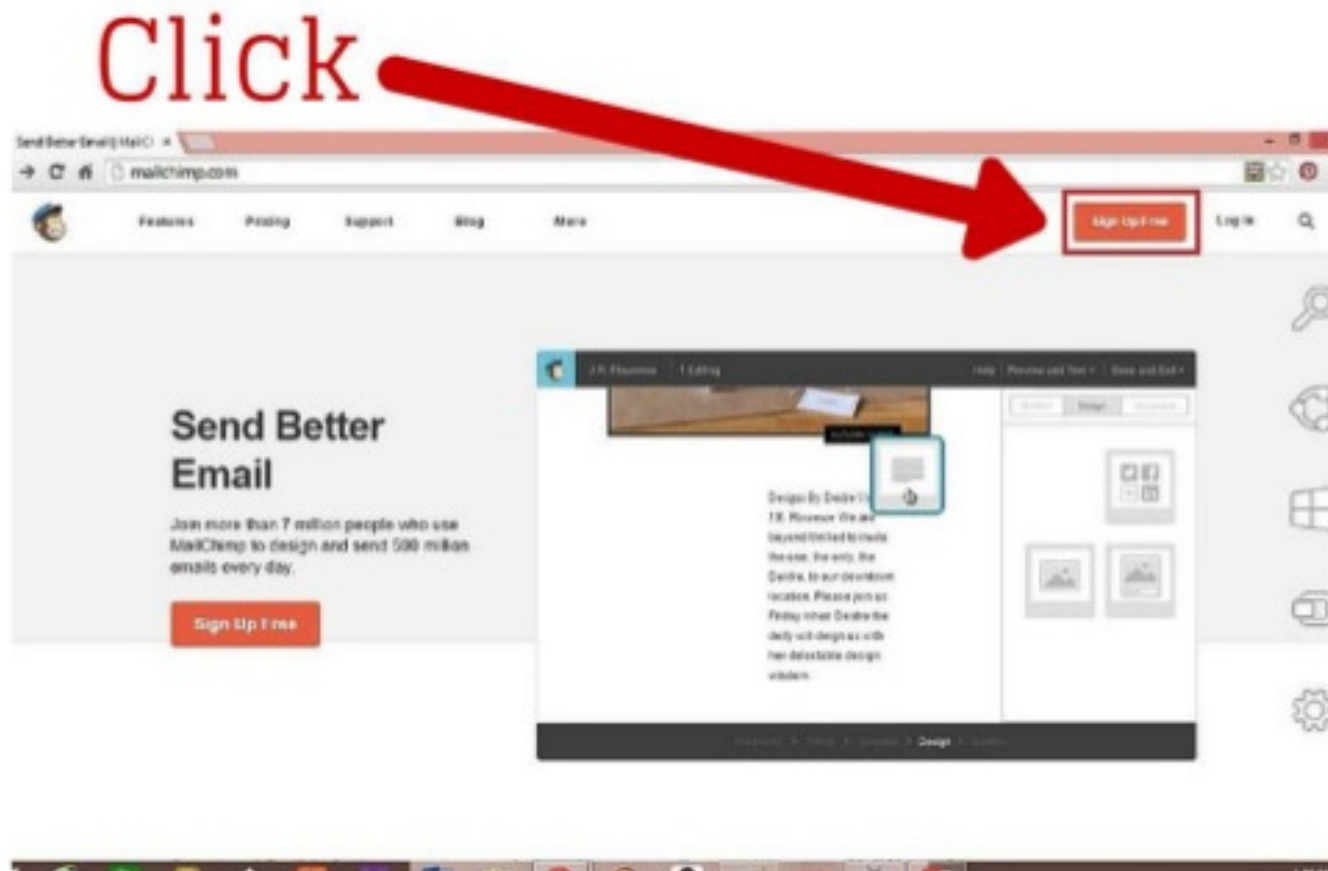


# 推廣-與電郵推廣軟件整合

You can use it to:

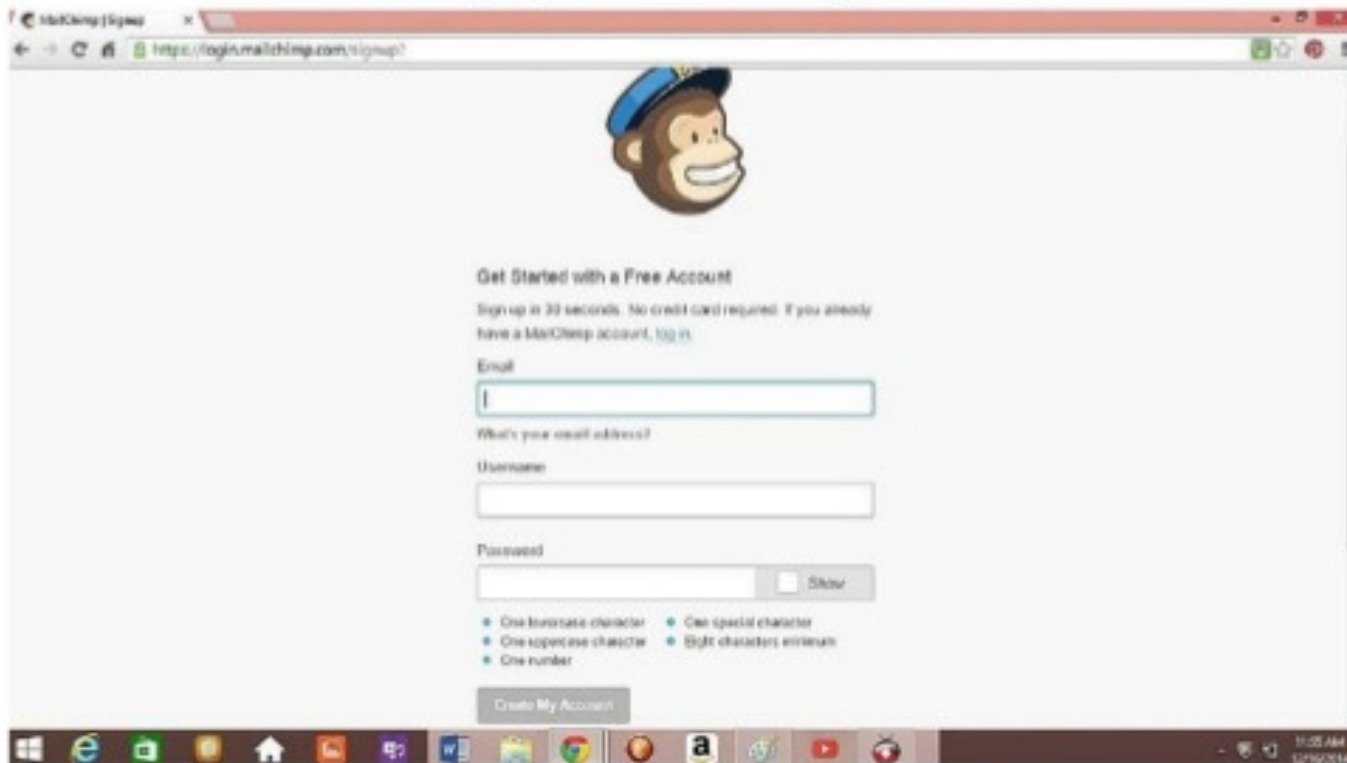


# 推廣-與電郵推廣軟件整合



# 推廣-與電郵推廣軟件整合

This will appear on your screen.



# 推廣-與電郵推廣軟件整合



## Thanks for signing up!

Please check your email and click **Activate Account** in the message we just sent to [va.msbalais@gmail.com](mailto:va.msbalais@gmail.com).

## What happens after I activate my account?

If you're planning to purchase a [monthly plan](#) or buy [email credits](#), we need to make sure your account follows [spam best practices](#).

You can get started on an email campaign and create a mailing list now, and we'll look over your account to make sure everything looks good.

This [getting started guide](#) will help you move onward and upward.



# 推廣-與電郵推廣軟件整合



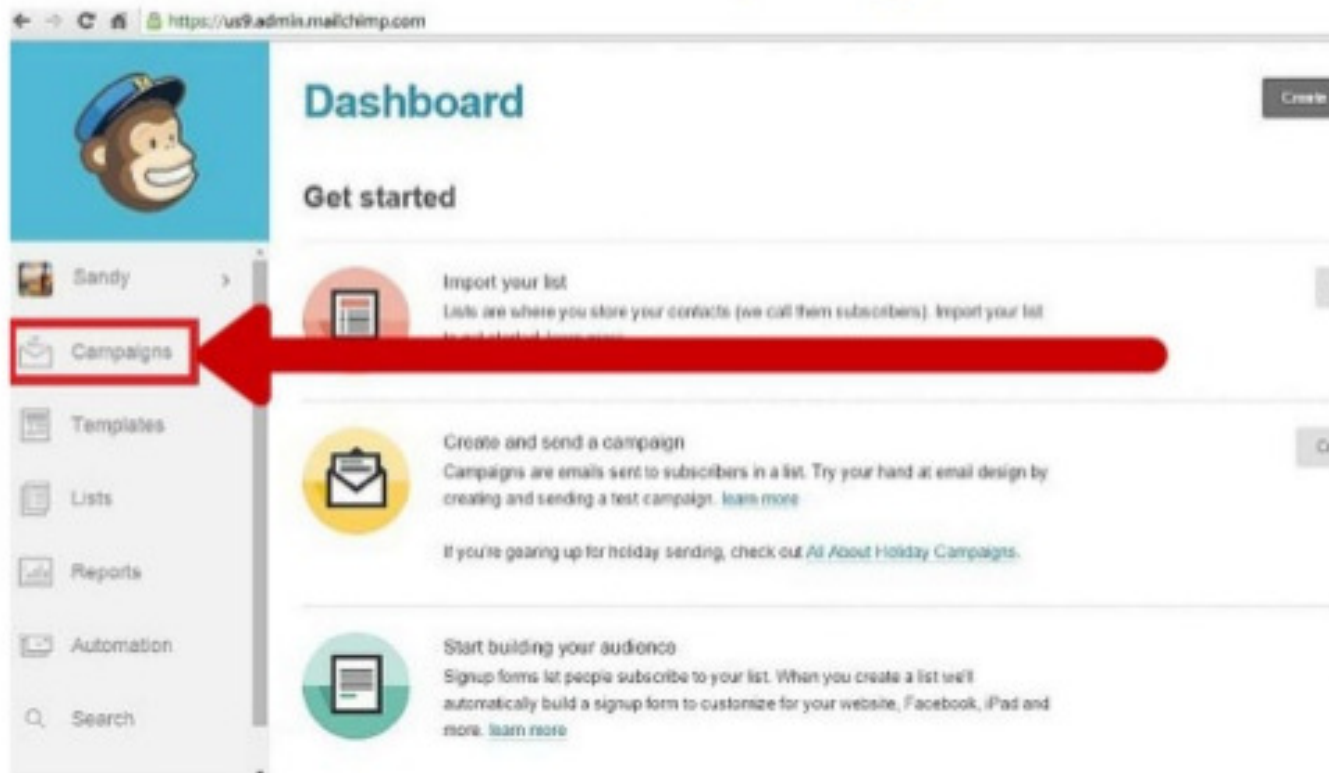


# 推廣-與電郵推廣軟件整合

**A campaign  
is an email  
you send  
to your list.**

# 推廣-與電郵推廣軟件整合

## Click "Campaigns".



# 推廣-與電郵推廣軟件整合

Click here.





# 推廣-與電郵推廣軟件整合

**Fill up all the  
necessary details.**

# 推廣-與電郵推廣軟件整合

## Campaign Info

Name your campaign

Internal use only. Ex: "Newsletter Test#4"

Email subject

126 characters remaining

How do I write a good subject line?

From name

95 characters remaining

Use something subscribers will instantly recognize, like your company name.

From email address

Use Conversations to manage replies Paid accounts only

When enabled, we'll generate a special reply-to address for your campaign. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.

Personalize the "To:" field

Include the recipient's name in the message using [merge tags](#) to make it more personal and help avoid spam filters. For example, `*[FNAME]* *[LNAME]*` will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.

Specify `*[MERGETAGS]*` for recipient name

# 推廣-與電郵推廣軟件整合

Untitled Help

## Tracking

- Track opens**  
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)
- Track clicks** Required on free accounts  
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
- Track plain-text clicks** Required on free accounts  
Track opens and clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)
- Google Analytics link tracking**  
Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website.
- Ecommerce360 link tracking**  
Track visitors to your website from your MailChimp campaigns, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)
- ClickTale link tracking**  
Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.
- Goal tracking** Paid accounts only  
Track where subscribers go on your site, then trigger automations or segment your list based on what pages they've visited. First, [enable Goal](#) in Account > Integrations.
- Track stats in Salesforce or Highrise**  
First, [enable Salesforce or Highrise](#) in Account > Integrations.

# 推廣-與電郵推廣軟件整合

Untitled

Google Analytics link tracking  
Track clicks from your campaigns all the way to purchases on your website.  
Requires Google Analytics on your website.

Track where subscribers go on your site, then trigger automations or segment your list based on what pages they've visited.  
First, [enable Goal](#) in Account > Integrations.

Track stats in Salesforce or Highrise  
First, [enable Salesforce or Highrise](#) in Account > Integrations.

## Social Media

Auto-tweet after sending  
[Connect To Twitter](#)

Auto-post to Facebook after sending  
[Connect To Facebook](#)

## More options

Auto-convert video  
Turn this on and we'll attempt to scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly video merge tags instead.

Authenticate campaign  
Authentication is sort of like a license plate for your email. It provides a trackable identifier which indicates you're probably legit. [Learn more](#)



# 推廣-與電郵推廣軟件整合

Your newly created campaign  
appears here.

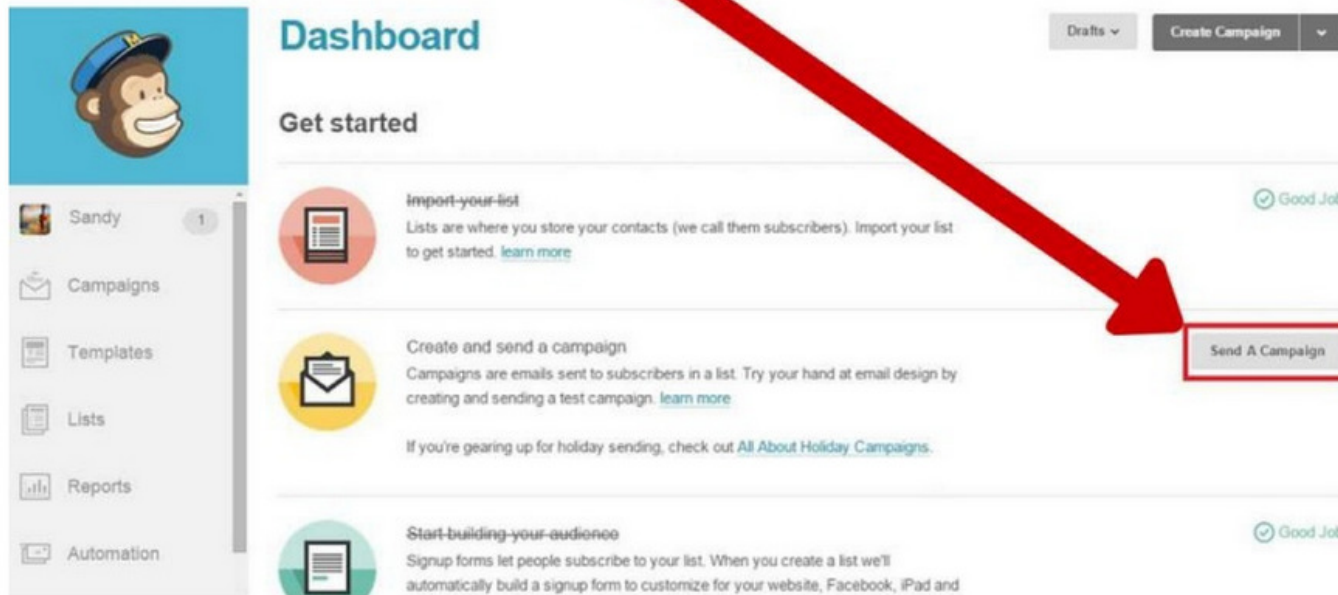
The screenshot displays a user interface for managing campaigns. At the top left, the word "Campaigns" is written in a teal font. To the right of this header is a dark grey button labeled "Create Campaign" with a downward-pointing chevron icon. Below the header, there are several interactive elements: a small square checkbox, a grey button labeled "Folders" with a chevron, another grey button labeled "Filter" with a chevron, and a grey button labeled "Export". The main content area contains a single campaign entry, "Daily Success Newsletter", which is highlighted with a red rectangular border. This entry includes a small square checkbox, a pencil icon, the campaign name, the text "Regular · Virtual Assistant Test List", and the timestamp "Edited on Dec 22, 2014 12:38 am by you". To the right of the campaign entry is a grey button labeled "Edit" with a downward-pointing chevron.

# 推廣-與電郵推廣軟件整合



# 推廣-與電郵推廣軟件整合

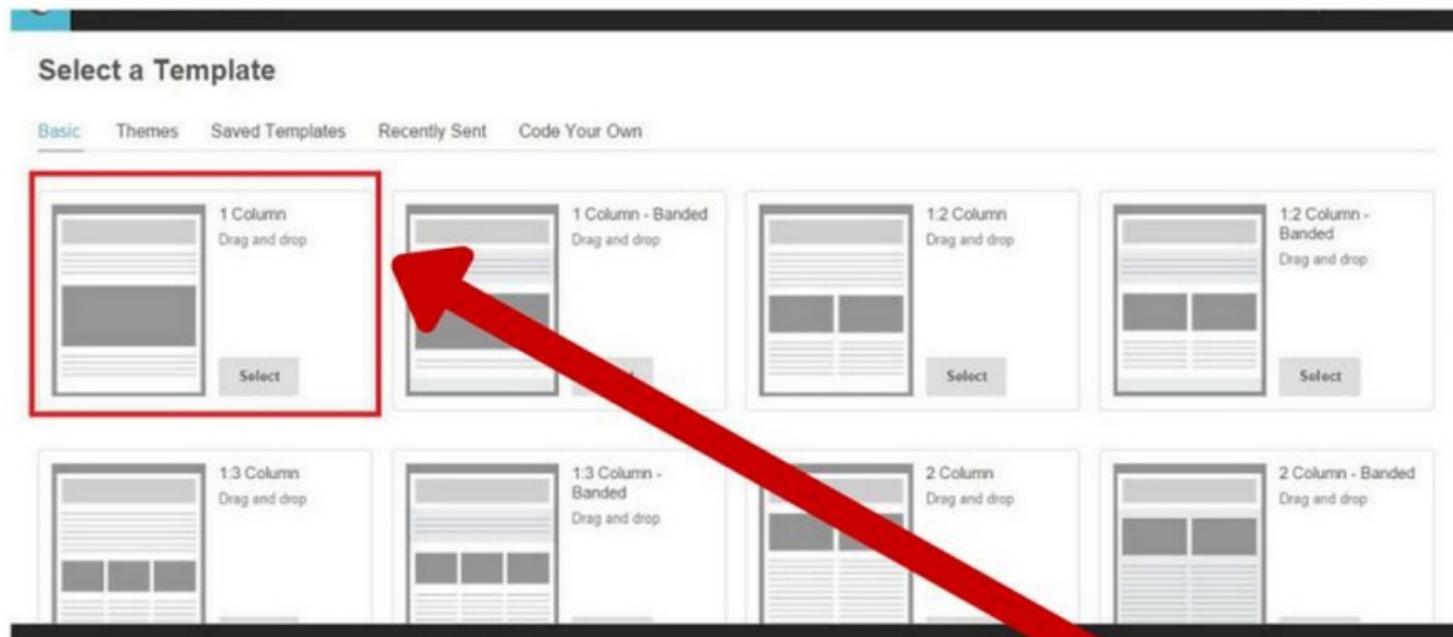
At the right portion of your dashboard, click "Send A Campaign"



The screenshot shows a marketing dashboard interface. On the left is a sidebar with a monkey logo and navigation items: Sandy (1), Campaigns, Templates, Lists, Reports, and Automation. The main area is titled 'Dashboard' and contains a 'Get started' section with three cards: 'Import your list', 'Create and send a campaign', and 'Start building your audience'. In the top right corner, there are buttons for 'Drafts' and 'Create Campaign'. A red arrow points from the text above to a 'Send A Campaign' button located in the bottom right corner of the dashboard content area.

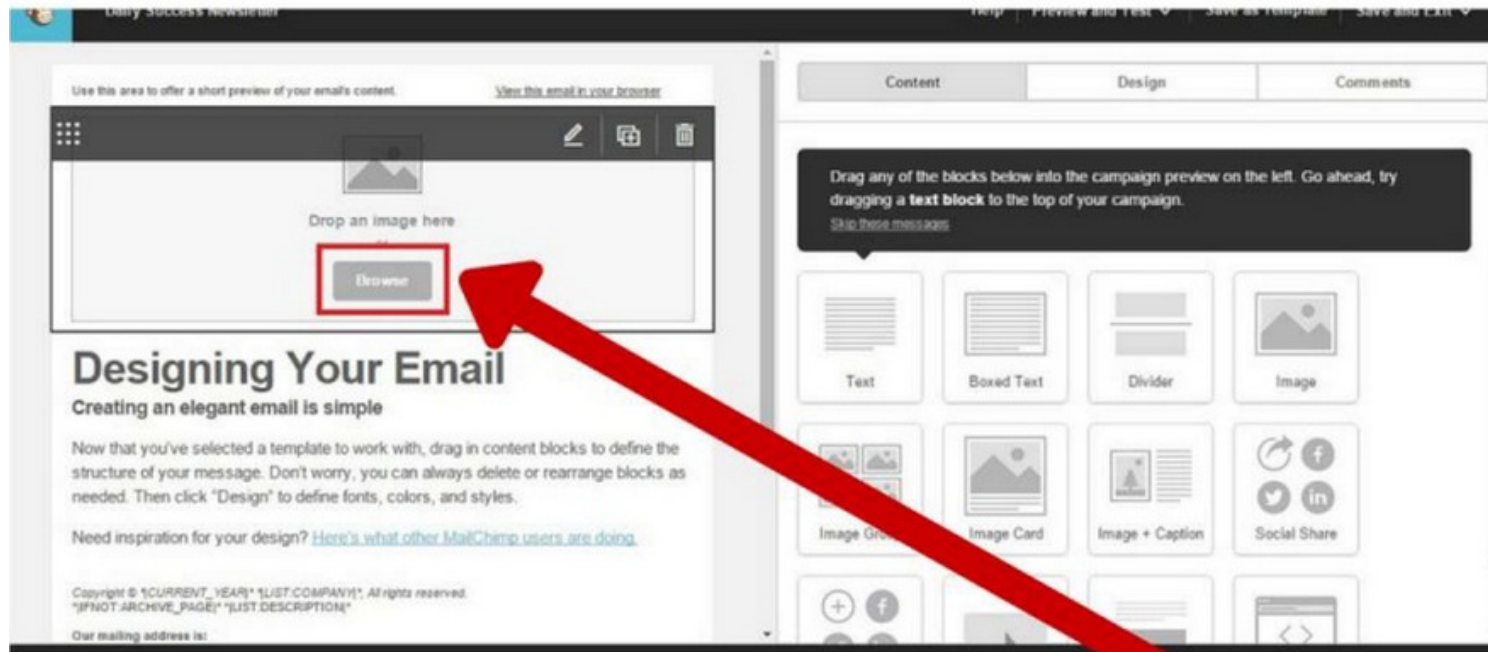
# 推廣-與電郵推廣軟件整合

Choose your desired template.



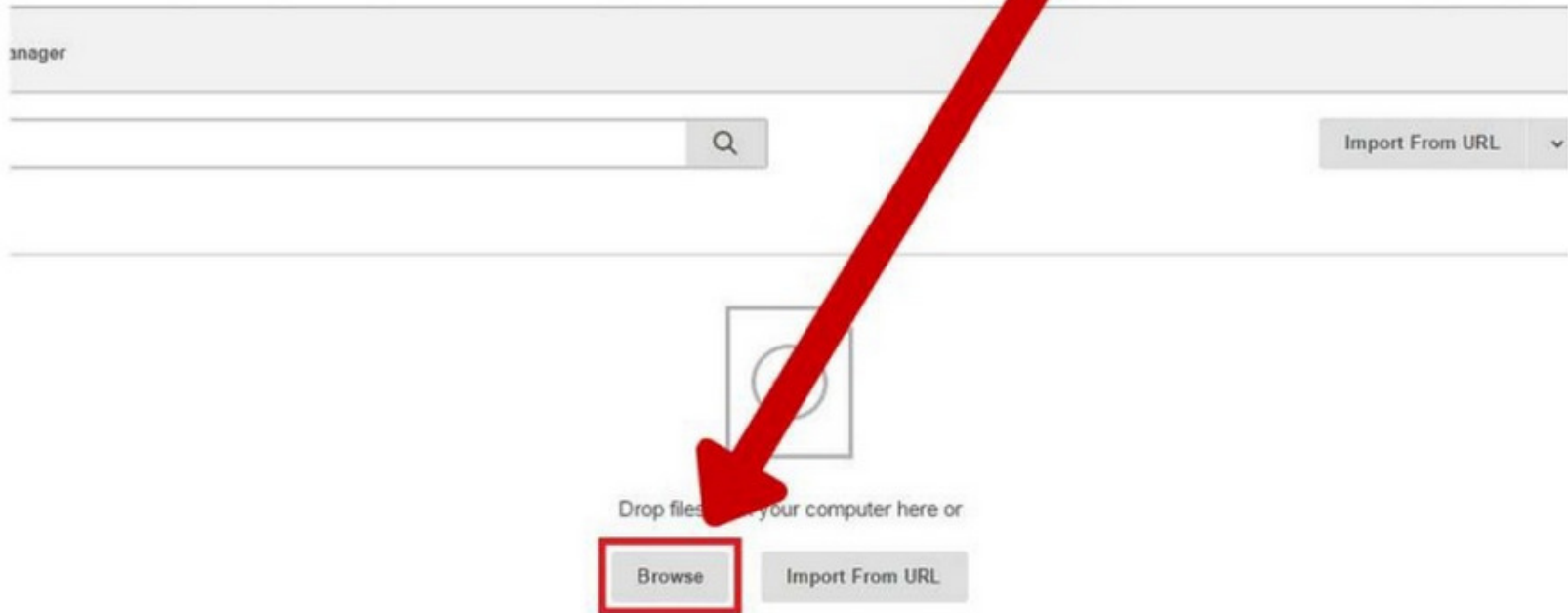
# 推廣-與電郵推廣軟件整合

To choose an image for your email header, click "Browse".



# 推廣-與電郵推廣軟件整合

To upload an image, click "Browse".



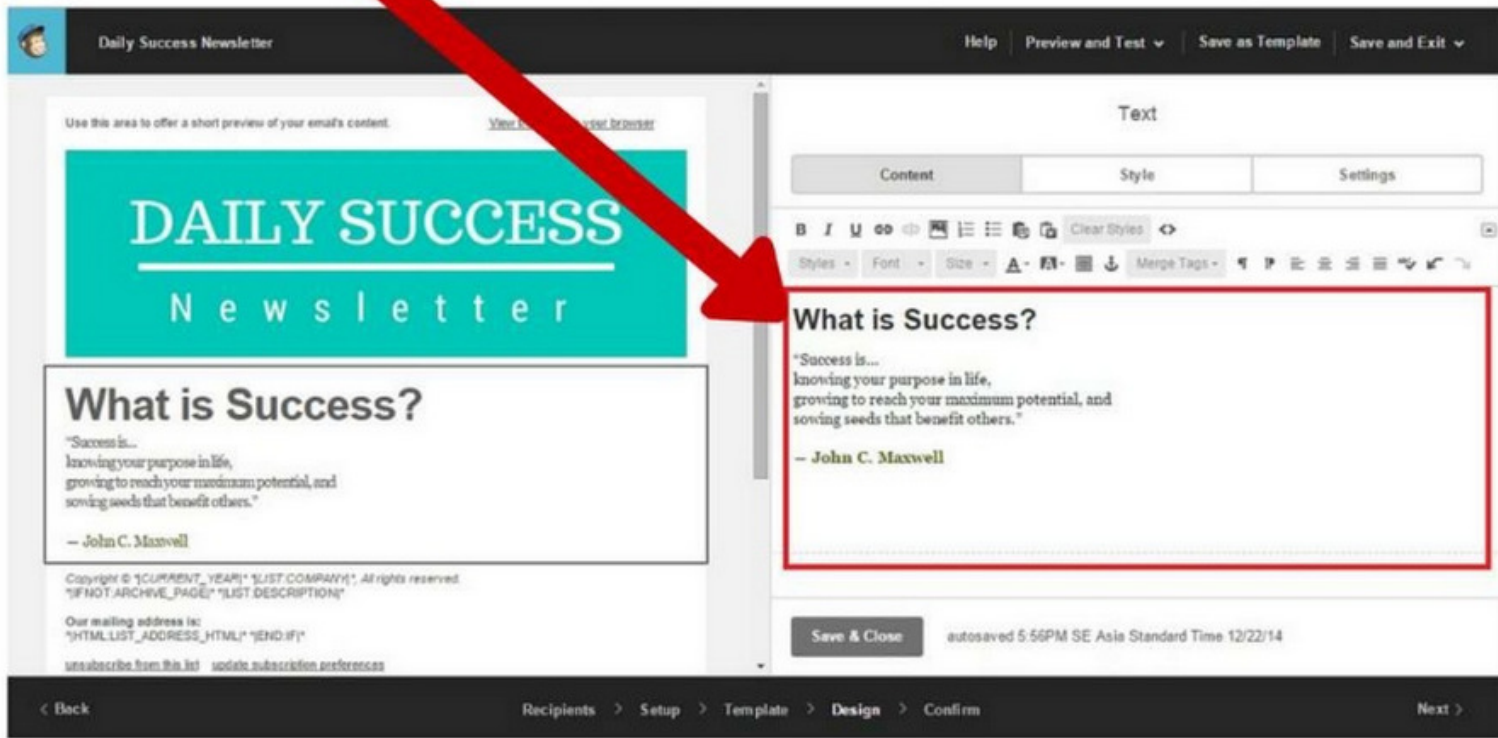
# 推廣-與電郵推廣軟件整合

## Your image is now uploaded.

The screenshot displays the MailChimp email design interface. On the left, a campaign preview for "Daily Success Newsletter" is shown, featuring a teal header with the text "DAILY SUCCESS Newsletter" and a sub-header "Designing Your Email". On the right, a "Content" panel is visible, containing a grid of content blocks: Text, Boxed Text, Divider, Image, Image Group, Image Card, Image + Caption, and Social Share. A red arrow points from the "Image" block in the library to the teal header in the preview. A black tooltip above the arrow contains the text: "Drag any of the blocks below into the campaign preview on the left. Go ahead, try dragging a text block to the top of your campaign. Skip these messages". The interface includes a top navigation bar with "Help", "Preview and Test", "Save as Template", and "Save and Exit" options, and a bottom breadcrumb trail: "Back > Recipients > Setup > Template > Design > Confirm".

# 推廣-與電郵推廣軟件整合

Type and edit your message here.

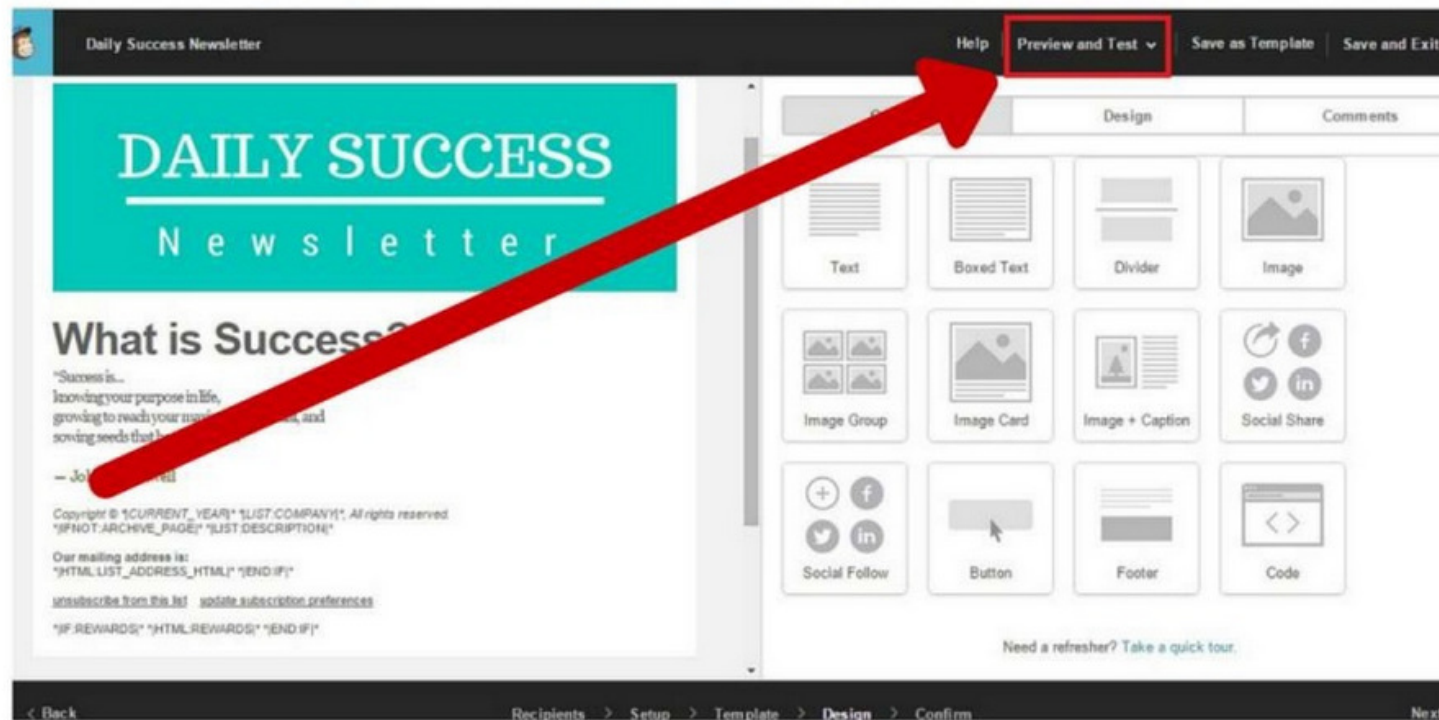


The screenshot displays an email editor interface. On the left is a preview pane for a "Daily Success Newsletter". The preview shows a teal header with "DAILY SUCCESS" in white, "Newsletter" in white on a teal background, and a section titled "What is Success?" with a quote by John C. Maxwell. On the right is the text editor, which has tabs for "Content", "Style", and "Settings". The "Content" tab is active, showing a rich text editor with a toolbar. The text in the editor is "What is Success?" followed by a quote: "Success is... knowing your purpose in life, growing to reach your maximum potential, and sowing seeds that benefit others." attributed to "John C. Maxwell". A red arrow points from the text "Type and edit your message here." to the text editor. At the bottom of the editor, there is a "Save & Close" button and an auto-save timestamp: "autosaved 5:56PM SE Asia Standard Time 12/22/14". The bottom navigation bar includes "Back", "Recipients", "Setup", "Template", "Design", "Confirm", and "Next".



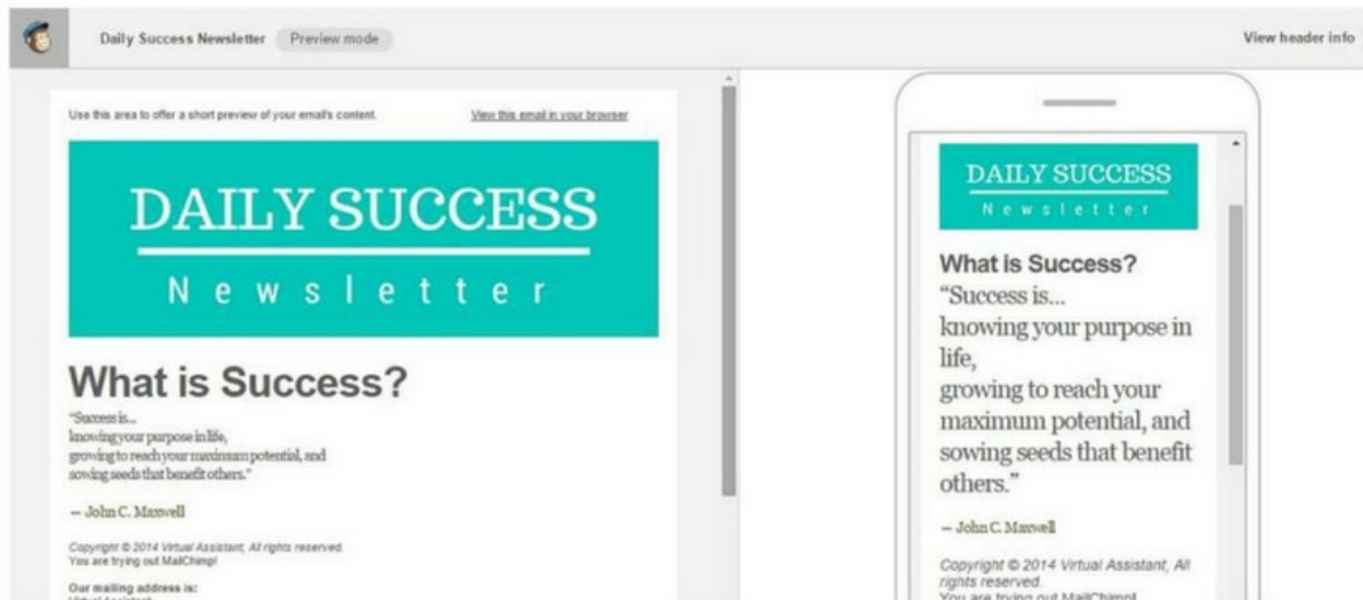
# 推廣-與電郵推廣軟件整合

To preview your email  
click "Preview and Test".



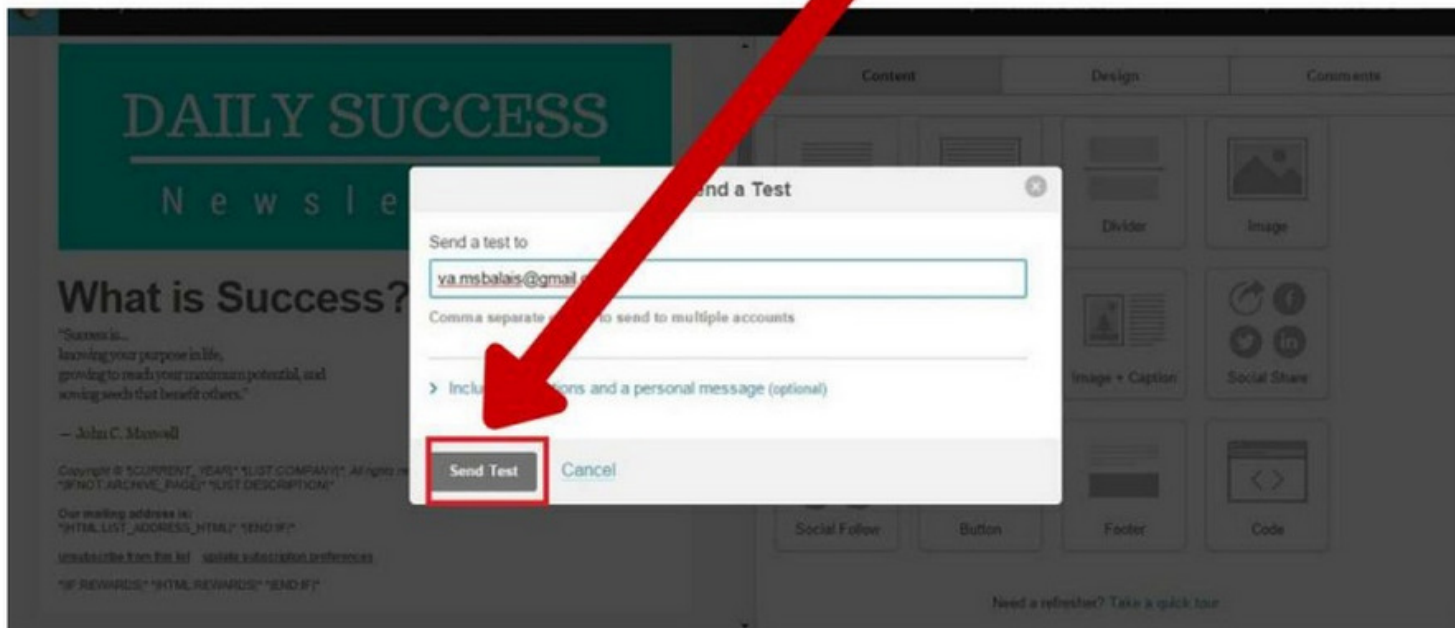
# 推廣-與電郵推廣軟件整合

A preview of your email will appear on  
your screen.



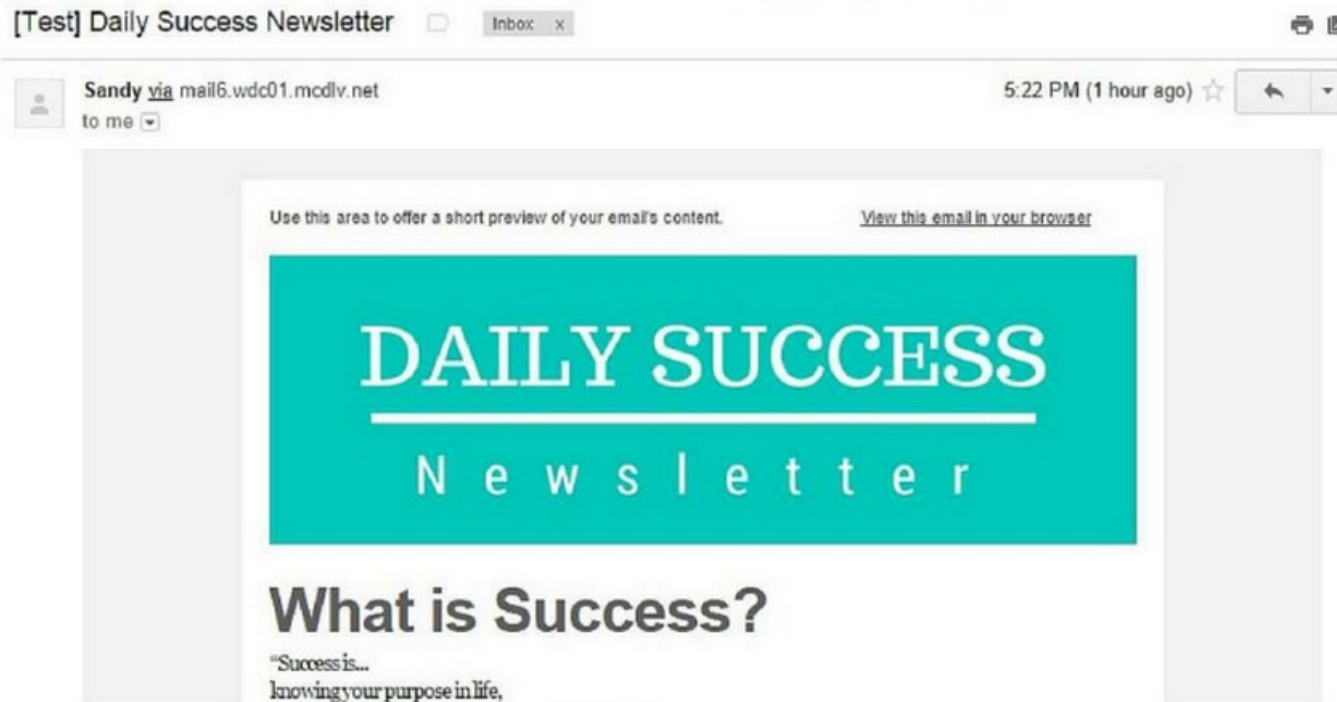
# 推廣-與電郵推廣軟件整合

Then click "Send Test"



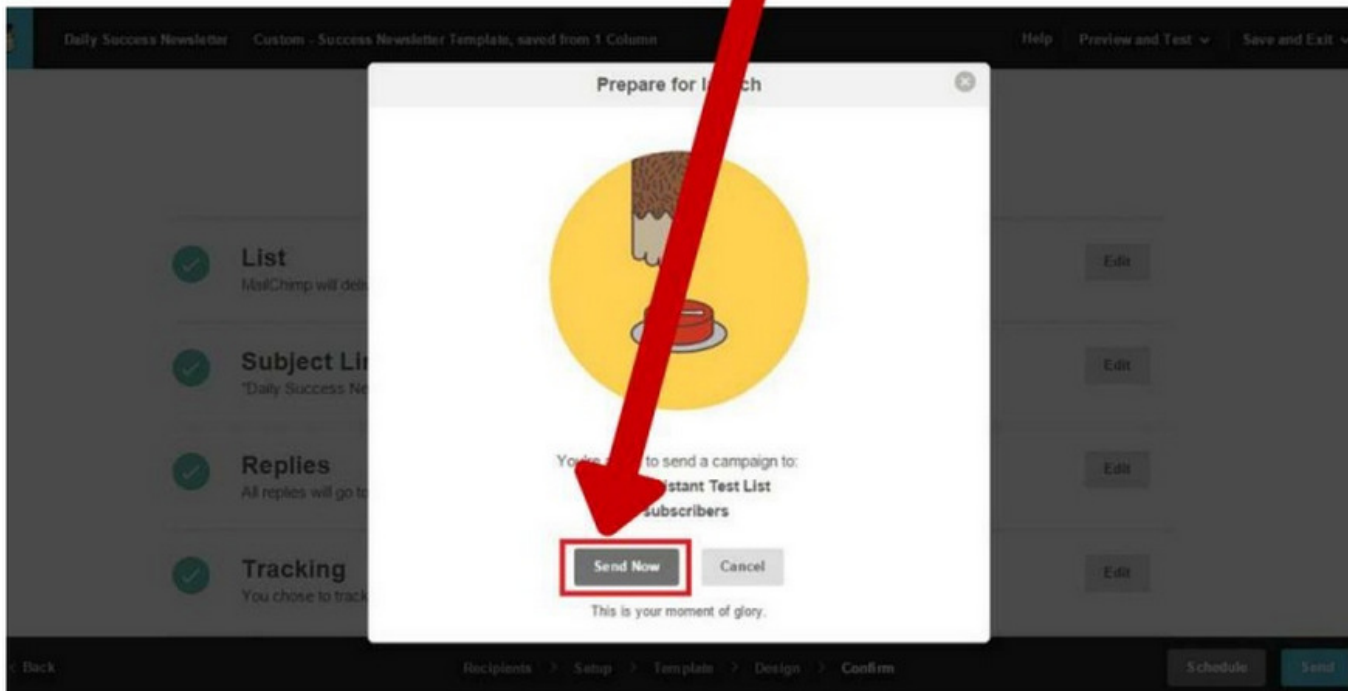
# 推廣-與電郵推廣軟件整合

Check your inbox.  
This is the test email.



# 推廣-與電郵推廣軟件整合

Click "Send Now".



# 推廣-與電郵推廣軟件整合

This will appear on your screen.



**High fives!**

Your campaign is in the  
send queue and will go out shortly.

# 推廣-與電郵推廣軟件整合

**Calculate your monthly costs**

Monthly Subscribers

---

Subscribers	Emails per month	Monthly cost
0 - 2,000	12,000	<b>Free</b>
0 - 500	unlimited	<b>\$10.00</b>
501 - 1,000	unlimited	<b>\$15.00</b>
1,001 - 1,500	unlimited	<b>\$20.00</b>
1,501 - 2,000	unlimited	<b>\$25.00</b>

---

USD (\$) ▾

**Send targeted messages to subscribers who care**

Segment your list based on purchase history, subscriber engagement, geolocation, and more.

**Integrate with services you already use**


MailChimp integrates with hundreds of other web services, and our [integration fund](#) pays for developers to build their own connections.

**Work together**

MailChimp works great with teams of any size. Collect feedback with comments, make changes with Editor, and send with MailChimp Mobile.

**Need help getting started?**

Our [Expert Exchange Program](#) connects you with



謝謝參加!  
期望在不久將來與各位再見!

我們還有講座 (3), 深入講解零售業的其他雲端使用  
講座(3): 供應鏈管理