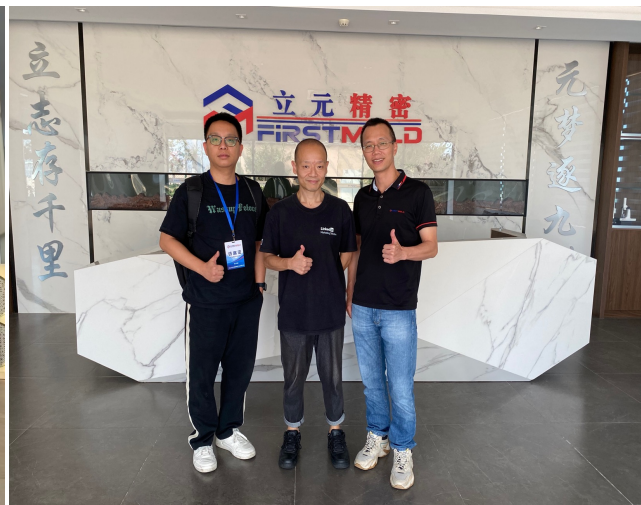


CNC&模具行业全球获客策略

汇报人：Jay

- 中山厚德快速建模有限公司
- 立科硅胶
- 鸿利达
- 3ERP
- 立元精密
-





01

工业品项目 定制交付模式

典型行业：
定制化生产设备，
定制型商用设备
(LED屏幕/商用厨具/CNC加工/模具
等等)。

02

工业品标准产品 交付模式

典型行业：
医疗设备/化工/半导体及
电子元器件/中小型激光
切割机/重工机械设备等
等。
需要通过代理商销售及服
务客户。

03

消费品 OEM/ODM模式

典型行业：
消费电子产品，照明，
时尚品，数码3C等。

04

B2小B模式/ 品牌分销模型

典型行业：
第三类客户的相对
头部的企业。

工业品项目 定制交付模式

01

典型行业

定制化生产设备，定制化商用设备，定制化工业品零部件，定制化工具，等等。

02

生意模式

以直接获客和交付为主，有时也采用海外代理商。

- 定制化生产设备典型厂商：达意隆/德科摩/得宇塑机/伊之密/英威腾；
- 定制化商用设备：做LED大屏的艾比森/优景观复；
- 定制化工业零部件：PCBA / CNC加工；
- 定制化橱柜：欧派，诗尼曼。

工业品项目 定制交付模式

03

推广方式：

引擎推广为主。

核心推广逻辑是**搜索逻辑**

（客户主动用关键词进行搜索，而这些工业品，普通消费者不懂也不会用，所以搜索流量自带精准属性）。

- ① 主推方案（中小企业及预算较低的企业）：**建站+SEM+SEO**
- ② 产品比较创新的加上领英及内容营销；
- ③ 品牌企业且预算比较充足的：再加上LinkedIn运营/品牌策划等服务内容

行业分析



行业竞争激烈-广告成本高



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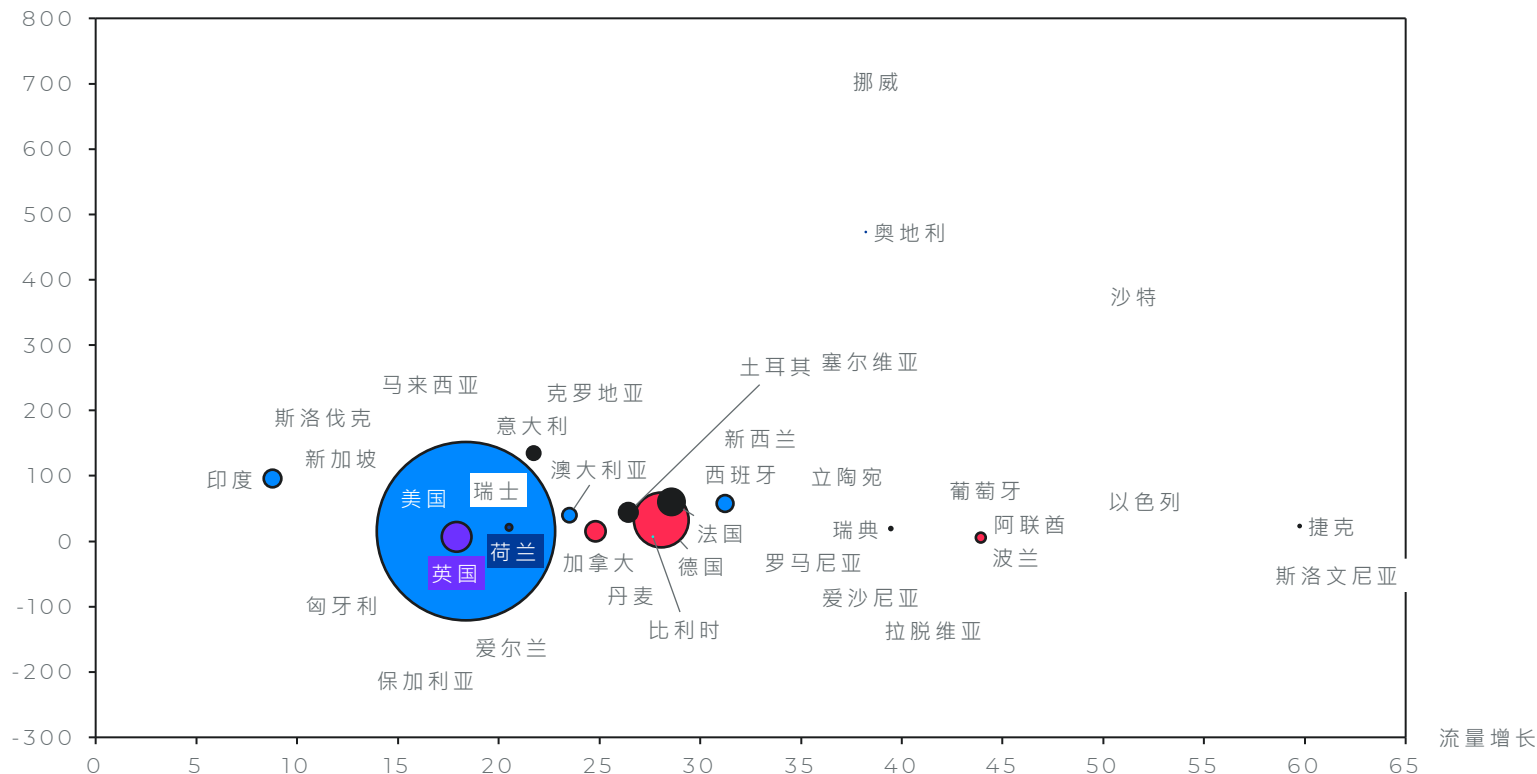
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<input type="checkbox"/> cnc machining service	3,600	0%	+83%	中	¥15.08	¥159.24
<input type="checkbox"/> cnc prototyping	880	+82%	+82%	中	¥19.71	¥288.91

2022-2024年海外谷歌流量分析

快速建模行业 (包含CNC 3D打印 模具) / 指数展示

CNC加工/模具注塑 仍处于近30%的流量增长空间，但主要流量仍集中于欧美发达国家

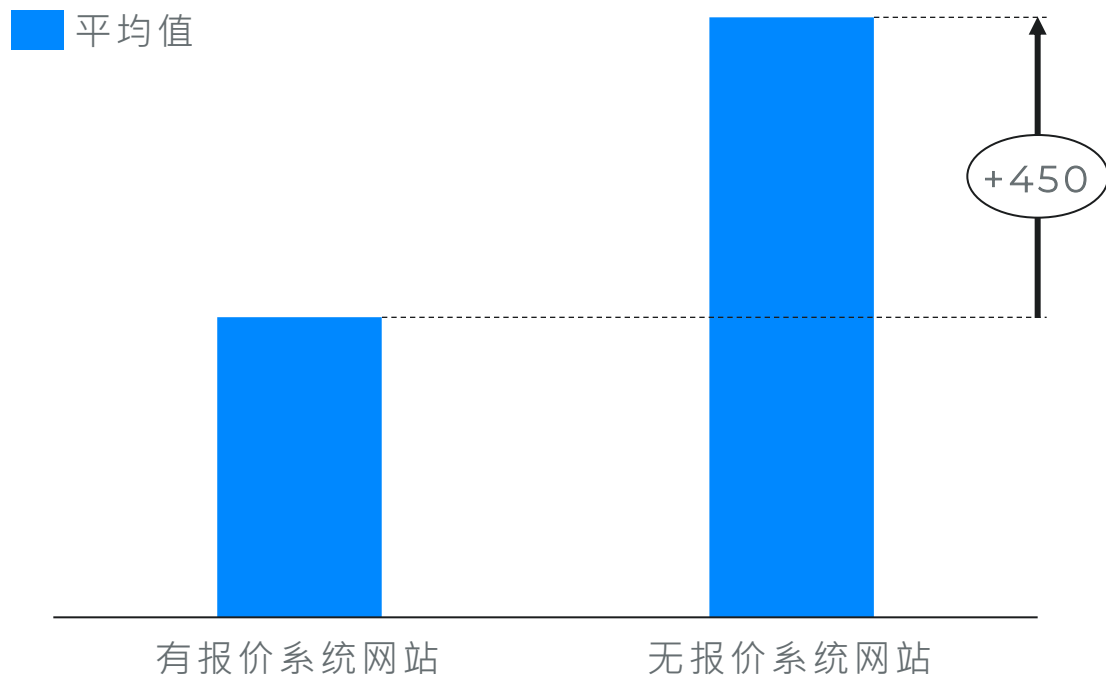
流量成本增加



主要市场仍集中于欧美发达国家，东欧及中东地区的增长速度较快

2024年CNC加工&模具行业转化成本指数

快速建模行业/ 指数展示



在线报价系统可以大幅提升用户登陆网站后的用户体验，提升进站后的转化率，从而降低转化成本



Click here to upload or drag and drop your model to the canvas.

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Supported file types: step, stp, igs, stl, iges.
Maximum file upload size: 100MB.

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- CNC Machining
- Open and Shut Soft Mold
- Injection Molding

Material

AL2024

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- Raw Smooth/Bead Blasting
- Anodizing
- Painting/Printing
- Optic Polishing

Quantity: *

1

Company Email: *

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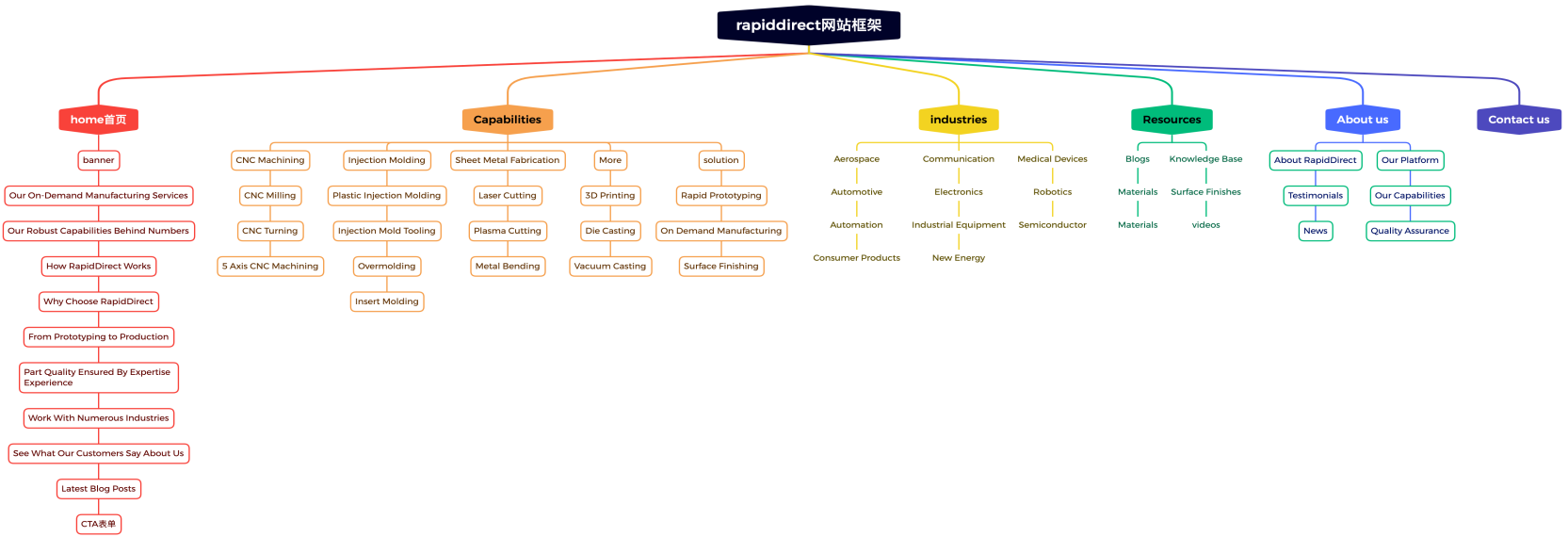
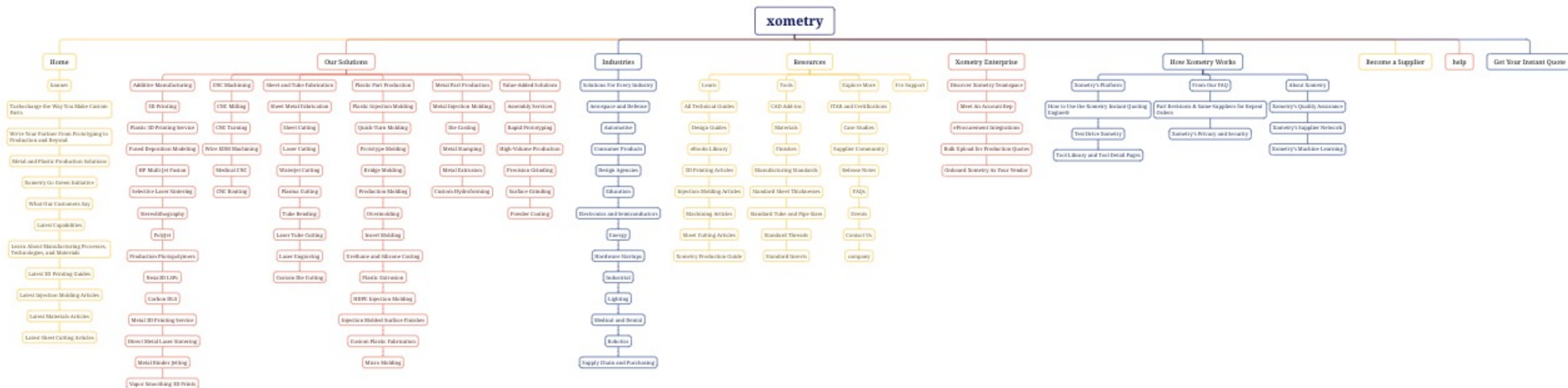
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EN

行业龙头分析



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2024年3月5日



Yahoo Finance

RapidDirect Bolsters Its AI-Enabled On-Demand Manufacturing Platform with Expanded Offerings

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2023年8月3日



Canadian Metalworking

Online manufacturing platform adds instant quotes for sheet metal fabrication

RapidDirect has expanded the instant quotes features of its online AI-enabled manufacturing platform.

2024年3月22日



PR Newswire

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2023年10月24日



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MarketBeat

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3小时前



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21小时前



Investing.com

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4天前



GlobeNewswire

Xometry Appoints Roy Azevedo To Its Board of Directors

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2周前



Metal Additive Manufacturing magazine

Xometry appoints Roy Azevedo to its Board of Directors

Xometry has announced Roy Azevedo's appointment to its Board of Directors. Azevedo – the former president for two of Raytheon Technologies.



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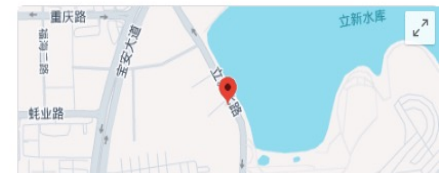
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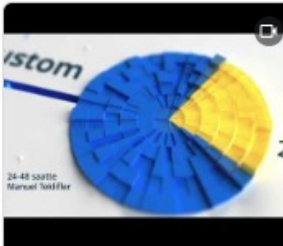
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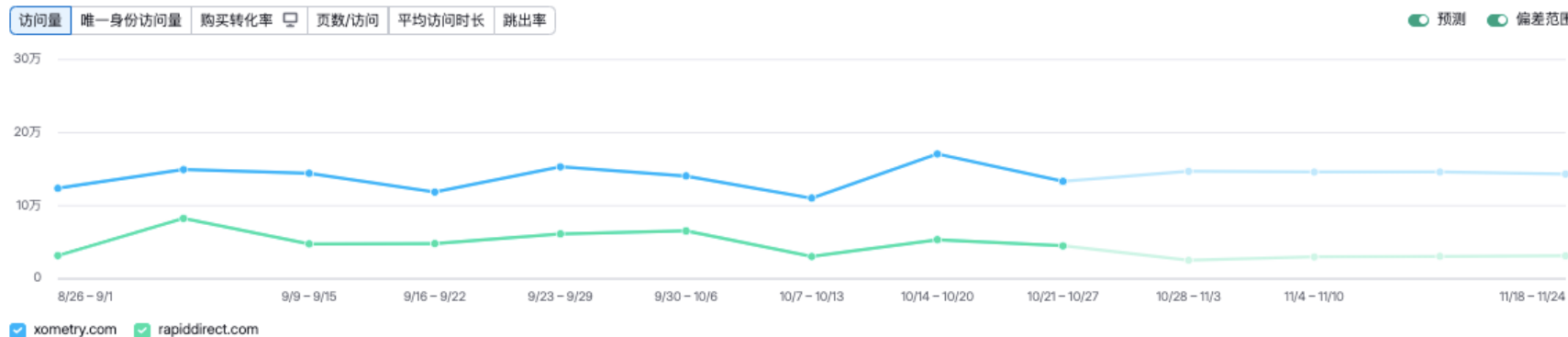
2024年9月 全球 所有设备 准确性: 公司

概览 受众概览 流量行程 主要页面 子文件夹 子域名 地理位置分布 批量分析

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xometry.com	59.8万 ↓17.98%	37.5万 ↓11.65%	0.32% ↓31.97%	2.4 ↓8.47%	05:37 ↑3.06%	61.19% ↑4.9%
rapiddirect.com	25.3万 ↑48.39%	17.8万 ↑31.24%	0.05% ↓33.75%	1.6 ↑17%	09:25 ↑20.99%	82.11% ↓1.17%

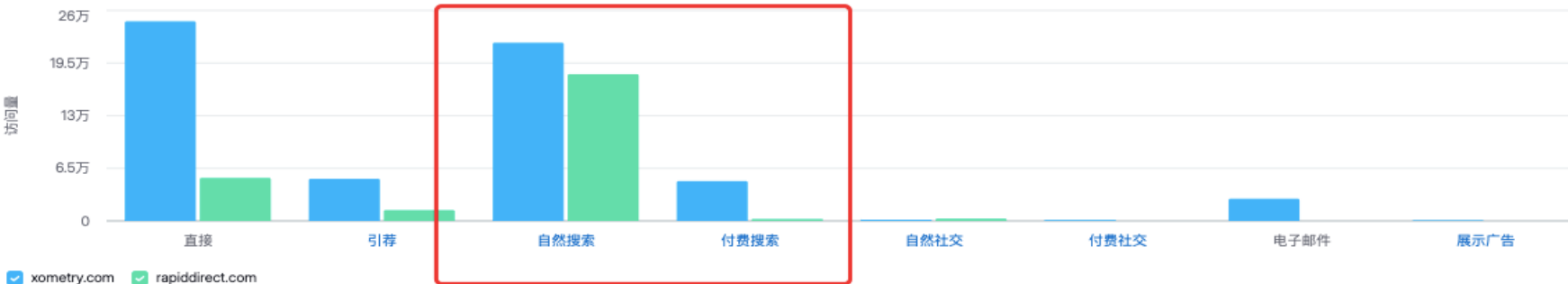
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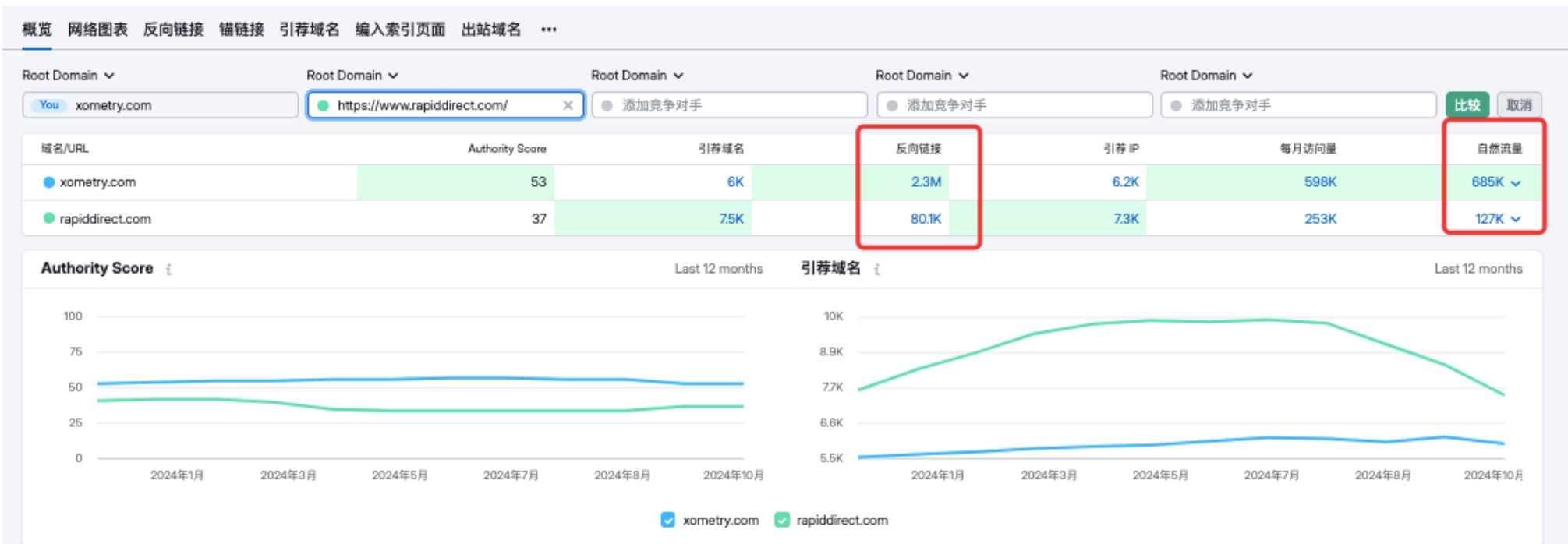
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自然流量分析





按 Authority Score 排序的引荐域名

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81 - 100	33	8
61 - 80	103	16
41 - 60	341	95
21 - 40	1.2K	505
0 - 20	4.3K	7K

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品牌与内容营销

Google SEO网络营销
Google Ads推广及运营

SNS社媒运营



整合营销推广全案策划

助力中国制造营销全球



独立站搭建

Yandex推广服务

Web

独立站 流量收口、兼顾品宣



1. 关注网站加载速度
2. 首页展示明确的询盘入口
3. 介绍服务/产品与核心价值
4. 优化字体大小和描述
5. 第三方背书
6. 询盘表单提交体验

搭建网站存在的问题

- 同行相互抄袭网站内容，相似度高，缺乏差异化
- 没有素材（图片、视频等）内容
- 我和同行没区别，没有任何优势

01

工厂

典型企业：hordrt

1. 专注某个工艺服务，专业性高
2. 通过视频、VR等表达工厂优势（企业实力、生产设备、品控流程）

02

贸易公司

典型企业：rapid direct

1. 网站框架内容多，能提供综合服务
2. 表达独有优势（交货期短、工艺精度、服务质量、价格优势）
3. 结合报价系统工具

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 Diverse Applicability LSR injection molding is commonly used in mission-critical applications, such as the healthcare industry. At SeaskyMedical, the silicone molding company, we specialize in building tight-tolerance medical silicone items with zero-defect manufacturing and exceptional repeatability.	 Design Flexibility Unlike elastomers, LSR liquid silicone rubber molding can fill part geometries with great tolerance. The products made using it offer precise features like varying wall thickness, reduce the chances of sinking, fix minor undercuts, and negative drafts.	 Biocompatibility and Performance Our LSR molding products are suitable for both long and short term human implants because they are bacteria resistant, odorless, stainless, and offer ease of sterilization. Products from our silicone molding company are extensively tested for quality and have a long history of safe use.
 Automatic Silicone Molding Produced using state-of-the-art techniques and production in cleanrooms, LSR injection molding lessens contamination using automatic molding. Its cycle times are consistent, which is crucial for medical silicone molding. Moreover, it eliminates machine operators, part variability, and program costs.	 Long Product Life Manufactured using the latest technology, tooling, and automation, medical items from our silicone mold company are not affected by environmental factors and remain the same throughout their lifetime. They do not lose transparency with time and are resistant to cracks, breaks, and scratches.	 Multi-material Molding We specialize in medical device injection molding such as insert, two-shot, and over-molded parts. Silicone overmolding and other LSR molding methods help us in enhancing the performance of our products and lowering the total expenses while maintaining the quality levels.



Endless Options

Choose from millions of possible combinations of materials, finishes, tolerances, markings, and certifications for your order.



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Get your parts delivered right to your door without the hassle of sourcing, project management, logistics, or shipping.



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As one of the silicone injection molding companies, we produce custom silicone and rubber molding for the healthcare industry. LSR plastic injection molding offers great flexibility in design and tooling, which helps in producing complex geometries and consolidating multiple functional characteristics. It also assists in producing reliable medical products at lower costs.



Design & Prototype Service

Being one of the top silicone part manufacturers, we depend on in-house tooling and process engineering to provide unlimited design and prototype capabilities while improving the quality and ensuring consistent tolerance. These services are delivered by us at cost-friendly prices.



Mold tooling Design and make

Our holistic approach to LSR molds relies on working with customers to create innovative solutions, keeping their unique specifications and requirements in check. The plastic medical consumable supplies provided by us offer the highest consistency in the product dimension, precision, and overall quality.



Rigorous Material Selection

Our process chromatography items help in increasing your yield by eliminating impurities and enhancing the efficiency of the purification procedure. The chromatography resins and columns used help reduce the total purification steps while yielding bioprocessing applications.

Liquid Silicone & Rubber Overmolding

For reducing costs, improving the quality of our medical products, and extending their lifetime performance, we utilize liquid silicone and rubber medical overmolding techniques. Due to its biocompatibility, we use silicone overmolding to produce a broad array of medical devices.

Silicone Micro Molding

We use silicone micro moulding, the latest trend in LSR manufacturing to produce small, highly accurate, and high precision parts. As the medical components are getting smaller, we strive to deliver our customers incredible accuracy and precision in all our LSR products.

LSR Compression Molding

Our team of experts utilizes this highly complex molding technique for producing composite medical components assembly in high production volume. LSR compression molding procedure involves low tooling costs. This is best for manufacturing large items and thicker parts, and is cost-effective for short production runs.

Silicone Prototype

For the medical industry, we also manufacture silicone prototypes by employing a lot of patience and experience. We understand that moving ahead without a prototype is extremely difficult. That is why we offer silicone prototypes to verify that your design will perform as intended.

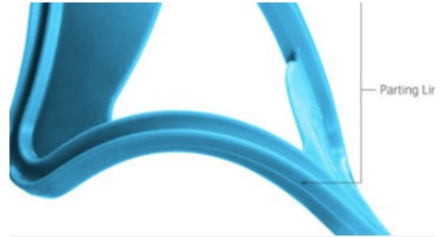
Silicone Insert Molding

At SeaskyMedical, we use the silicone insert moulding products and techniques for the medical industry as it molds the silicone through a substrate material to produce the final part. By combining the best of two materials, this process supports variations in durometer and rigidity.

针对工艺有特定的[专题页](#)介绍

针对每一个工艺的细分领域、内容，均有内页介绍，增加客户的[阅读性](#)、网站的[专业性](#)！

Liquid Silicone Rubber Resources



Designing for Liquid Silicone Rubber

Liquid silicone rubber is popular among injection molding materials. Explore optimizing LSR design.

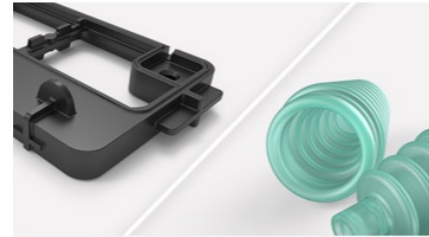
[Read Design Tip →](#)



Overmolding and Insert Molding

A guide to two-material molding and bonding options with plastics, elastomers, and metal inserts.

[Read Guide →](#)



Thermoplastic vs. Thermoset

Explore and compare how high temperatures affect thermoplastics & thermosets for injection molding.

[Read Design Tip →](#)



SIMTEC Invites Customers to Visit at Medical Device & Manufacturers West Show

With Contributing Expertise From: [Mary Ellen Thomas](#)
Published Date: [January 24, 2024](#)

SIMTEC is once again exhibiting at MD&M West Feb 6th-8th, and is inviting OEMs and other related medical and [...]

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SIMTEC Blog Posts By Date

10 Misconceptions About Liquid Silicone Rubber

With Contributing Expertise From: [simtec](#)
Published Date: [April 11, 2024](#)

The silicone family comprises an enormous variety of compounds and is



Best 5 Micro Molding Companies: Industry Guide

Introduction Micro molding is a pivotal technology in ...



Top 5 Micro Injection Molding Companies For Precision Manufacturing

Micro injection molding is becoming very important in ...



How To Choose The Right Injection Molding Services

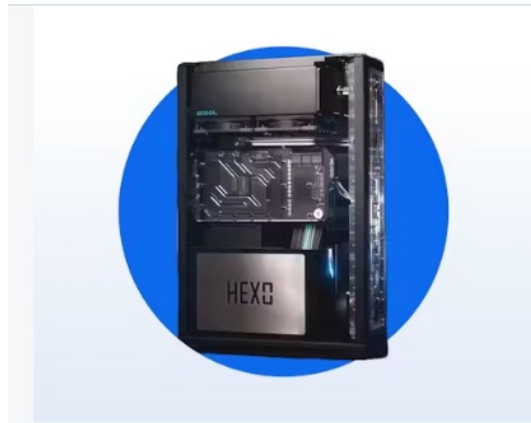
What is Injection Molding Ever heard of injection ...

Case Studies

Examples of Xometry's work with customers across various industries and manufacturing processes.

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Case Study: YouTuber Builds Powerful One-of-a-Kind PC Chassis With Xometry's Manufacturing Services

Discover how Josh Sniffen, the YouTuber behind the popular PC-building channel Not From Concentrate, leaned on Xometry for a wide range of manufacturing options, personalized DFM feedback, and order management support for his latest creation: the HEXO ATX.

By Nathan Miller
September 20, 2023

7 min read

Xometry | NFC CASE STUDY

Industry:	Manufacturing Services:	Project Brief:	Xometry Solution:
		Josh Sniffen, a YouTuber bringing innovative design to electronic products, wanted to source high-	Xometry provided parts from various

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Mold Factory Video



Injection Molding Factory Video



Die Casting Factory Video



Rigorous In-house Product Control



Regulatory-compliant

Mature Quality Control System Brings Assured Products

In the medical industry, product quality cannot be compromised because it greatly affects medical safety. SeaskyMedical strictly follows ISO 13485:2016 quality management system and is certified by the third-party.

The medical field has a very high demand for product accuracy. Our workshops are equipped with advanced measuring instruments, such as a caliper, 10x-20x magnifier, 2.5D Vision Measuring Machine and Coordinate Measuring Machine. Utilizing these modern instruments, our inspectors control our product accuracy, meeting your tolerance requirements.



Caliper



10x-60x Magnifier



2.5D Manual Vision Measuring Machine

01 Reliable Supplier & Certified Raw Materials

02 Professional Cleanroom Manufacturing

03 Periodical Machine Maintenance

04 Stringent Product Inspection

English

Professional Cleanroom Manufacturing Brings Quality Product

Dust-free manufacturing can reduce the environmental impact on products and improve product quality. Therefore, to maintain our cleanroom condition, we separate the material feeding and injection. Also, we apply automated equipment such as robotic arms, reducing personnel contact. Apart from that, we conduct daily disinfection for the cleanroom, as well as test and record the cleanliness twice a day.





Upload a 3D model to see instant pricing, lead time, and DFM feedback.
STEP | STP | SLDPRT | STL | DXF | IPT | X_T | X_B | 3DXML | CATPART | PRT | SAT | 3MF | JT files

[Upload 3D Files](#)

All uploads are secure and confidential.

Xometry's Instant Quoting Engine is covered by US Pat. Nos. 11,086,292, 11,347,201, 11,693,388 and 11,698,623. Other patents pending.

ITAR Registered ISO 9001:2015 and AS9100 Certified



Get Instant Quote

To get your instant quote, just upload your 3D file and select your production process and material.



Place Order

After placing your order, production will start. You'll receive regular status updates.



Receive Parts

We provide quality assurance, quality reports, and delivery tracking.



Select a technology



Drag and drop your files here or

[Select files to get instant quote](#)

Available file formats:
step, stp, igs, iges, prt, sldprt, sat, x_t Max. file size: ≤15MB

We respect your intellectual property. You could sign [RapidDirect's NDA](#) agreement. And if signing your copy is preferred, please [contact us](#).

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Steps to place an order



Upload parts

Available file formats:
step, stp, igs, iges, prt, sldprt, sat, x_t



Get a quotation

Specify your parts configuration to get price and lead time.



Parts production

On time and quality parts guaranteed by robust manufacturing network.

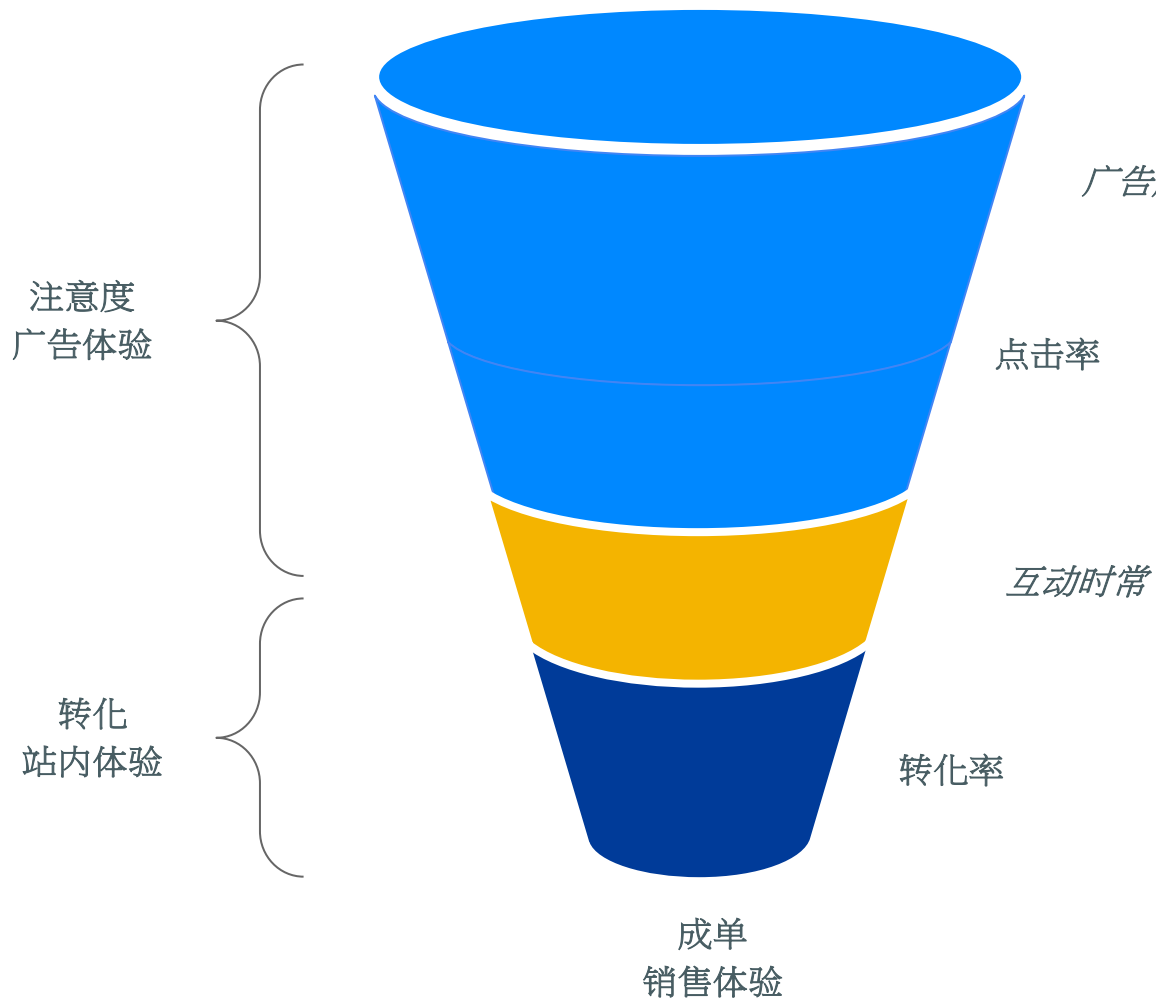


Order shipped

Carefully wrap up the inspected parts and send to your hands.

Google

SEM&SEO



应扎根脑海中的问题

- “谁”是我的用户?
- 用户如何了解我所在的行业?
- 用户关心哪些方面的信息?
- 我传递的信息（广告内容/关键词）用户是否能够明白?
- 我是否能与潜在客户进行互动?
- 我提供的内容（网站）是否符合客户的预期?
- 我是否收集到最小且足够的客户信息?
- 我如何与客户/高潜力客户建立信任?

反馈广告账户是精准营销的基础



访客互动



Google tag
跟踪代码管理器

收集一方数据并将用户的访问行为与谷歌广告系列相连接



Consent Mode
隐私保护模式

启用谷歌跟踪代码以尊重客户的隐私选择



Enhanced conversions for web
增强型网站转化

当Cookie不存在时，准确的利用一方数据进行转化归因



Enhanced conversions for leads
增强型潜在客户转化

将广告系列与线下转化信息相连接，打通一方数据流



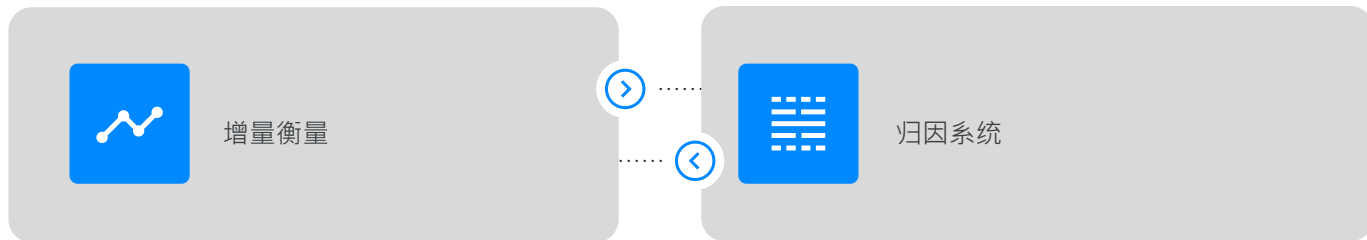
Customer Match
目标客户匹配

利用一方数据覆盖现有受众并吸引新的观众



通过AI支持的优化方式最大化业务增长

持久的效果衡量及一方数据基础



增量和归因相辅相成，共同做出理性的投放决策：

- 偶尔运行增量测量有助于校准归因模型和调整平台内目标。
- 归因可以帮助确定参与实验的客户兴趣领域。

提升广告系列表现：

识别出最有效的市场广告系列，并优化你的广告系列设置提升效果

提升 ROI：

优化你的广告投入，提升回报



以一方数据数据为基础，利用高级数据模型，释放AI学习能力



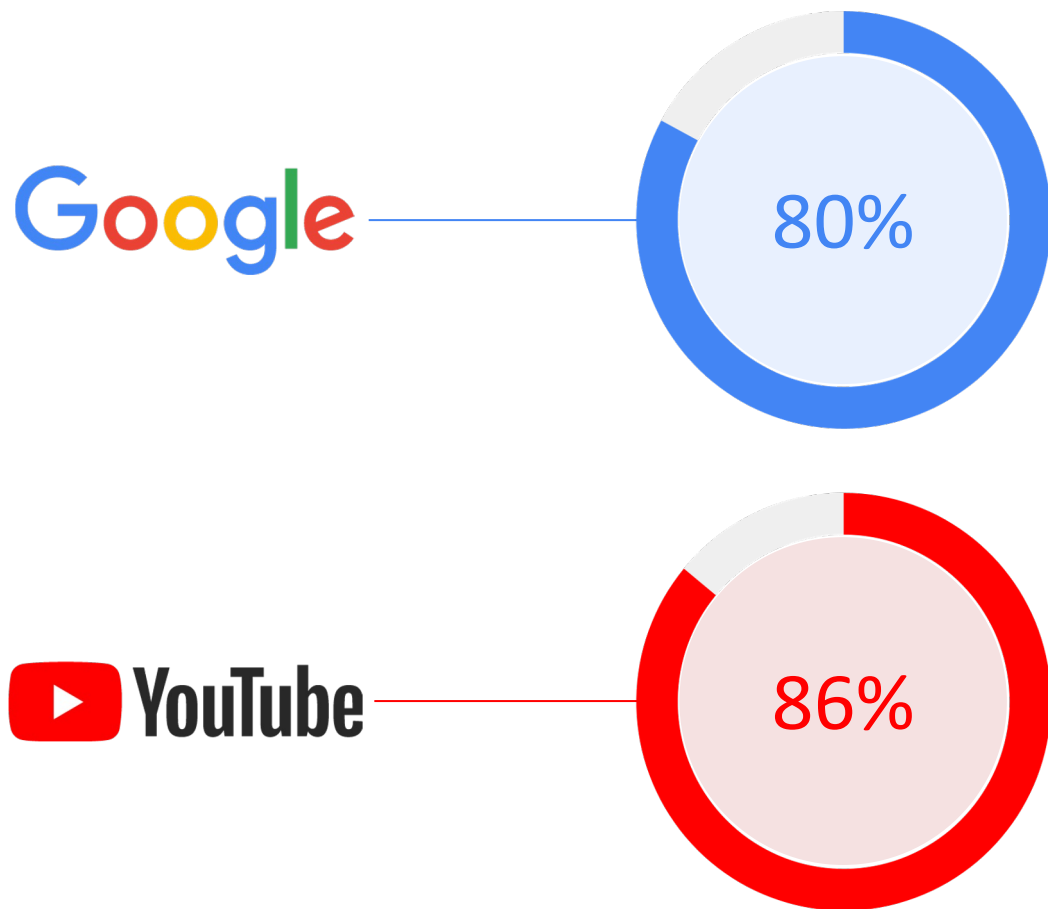
高转化的关键词主要分为三类：China, service, quote, 该三类词为下阶段重点投放词，调整出价方式，提升转化

关键字	点击次数	展示次数	点击率	平均每次点击费用	费用	转化次数	每次转化费用
"online cnc machining services"	207	1505	10%	26.76	4518.51	16	687.11
"cnc machining china"	133	3024	7%	27.21	3096.78	13	750.94
"low volume injection moulding"	122	714	17%	26.08	3736.81	10	750.1
"cnc machined aluminum"	412	6164	6%	25.80	10647.64	9	3092.41
[cnc china]	84	1035	9%	30.06	2576.63	8	603.56
"cnc china"	83	1239	7%	26.59	2206.86	8	265.53
[cnc machining services]	243	3790	6%	19.93	4842.39	8	605.3
"online cnc quote"	84	710	12%	25.63	2333.66	8	1143.82
"cnc prototyping"	239	2936	8%	29.96	7334.59	8	3699.29
"china injection moulding"	64	880	7%	26.69	2066.3	8	243.93
"china cnc manufacturing"	102	889	6%	26.76	2292.99	8	246.2
"cnc milling service china"	15	146	4%	28.58	343.38	7	47.19
"china cnc machining"	67	1182	7%	25.84	1590.8	6	389.05
"cnc quote"	93	1215	8%	30.17	2805.39	6	505.93
"cnc machining quote"	114	1796	7%	26.14	2964.08	5	1622.36
[plastic injection moulding companies]	53	990	5%	35.25	1868.08	5	373.62
"china prototyping"	53	413	13%	11.51	610.16	5	122.03
"injection molding prototypes"	24	205	16%	26.02	715.91	4	127.87
"china injection molding"	35	536	5%	26.94	1148	4	453.76
"aluminum cnc mill"	170	2097	8%	29.98	4962.52	4	3070.06
"prototype manufacturing companies"	227	2187	6%	13.36	2667.81	4	524.22
"china prototype"	135	1074	12%	21.84	2400.81	4	1679.1
"online cnc machining"	86	983	10%	26.04	2369.58	4	837.82
"online cnc order"	58	568	11%	26.09	1545.75	4	801.01
"make prototype product"	52	808	6%	23.62	1512.45	4	602.4
"cnc turning service"	60	669	13%	27.06	1503.78	4	1085.76
"chinese injection molding"	43	845	4%	26.63	1400.25	4	836.13
"cnc milling china"	42	516	19%	28.22	1010.19	4	404.69
"low volume injection molding"	75	454	14%	25.70	2226.91	3	2152.99
"instant cnc quote"	58	515	11%	25.60	1628.44	3	935.12
+injection +molding +quote	114	1076	10%	22.61	2642.78	3	634.52
"metal cnc services"	50	461	16%	25.01	1139.82	3	734.76
"cnc prototyping service"	48	567	4%	25.98	1026.11	3	288.9
"cnc milling quote"	41	246	17%	17.32	710	3	236.67
"china plastic injection molding"	15	203	7%	34.77	521.52	3	173.84
"china rapid prototype"	9	101	10%	22.83	149.97	3	27.37
"injection molding online quote"	39	283	11%	25.35	1271.49	3	827.93
"china cnc parts"	91	583	12%	27.54	2196.08	2	531.63

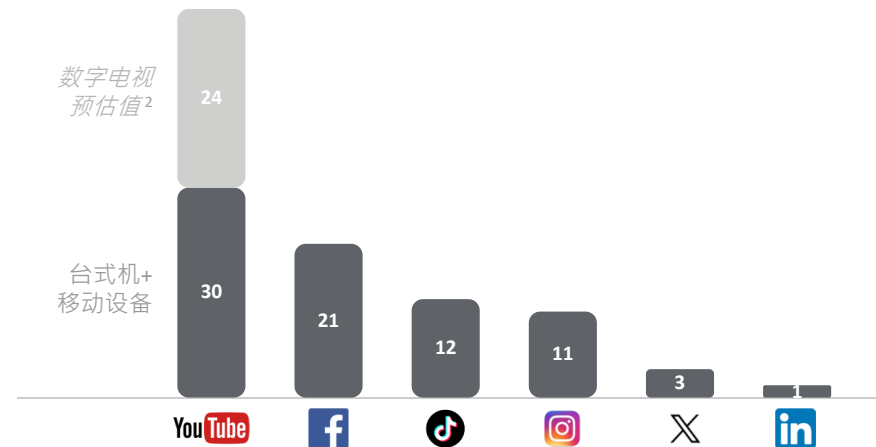
YouTube是一个未被开发利用的B2B 宣传平台



使用谷歌搜索及YouTube平台进行科技类B2B采购决策信息收集的占比%



每日在各社交媒体所花费的时间: B2B 科技类行业采购决策者



Source: Google Consideration and Economic Uncertainty Consumer & BDM Study
Q39: Google & YouTube usage / Have you used these specific touchpoints below throughout your research for this service?
Base unweighted: Search engines used = 193 (BDMs) / Online video used = 165 (BDMs) *

91%

小型企业采购人员通过线上视频...

我用YouTube...

1. 看产品演示	56%
2. 更好的了解产品的使用场景	52%
3. 进行产品比对	48%
4. 寻找新的产品或者生产商/供应商	45%
5. 看KOL或者专业频道的产品测评	39%

99%

中型企业采购人员通过线上视频...

I used online videos...

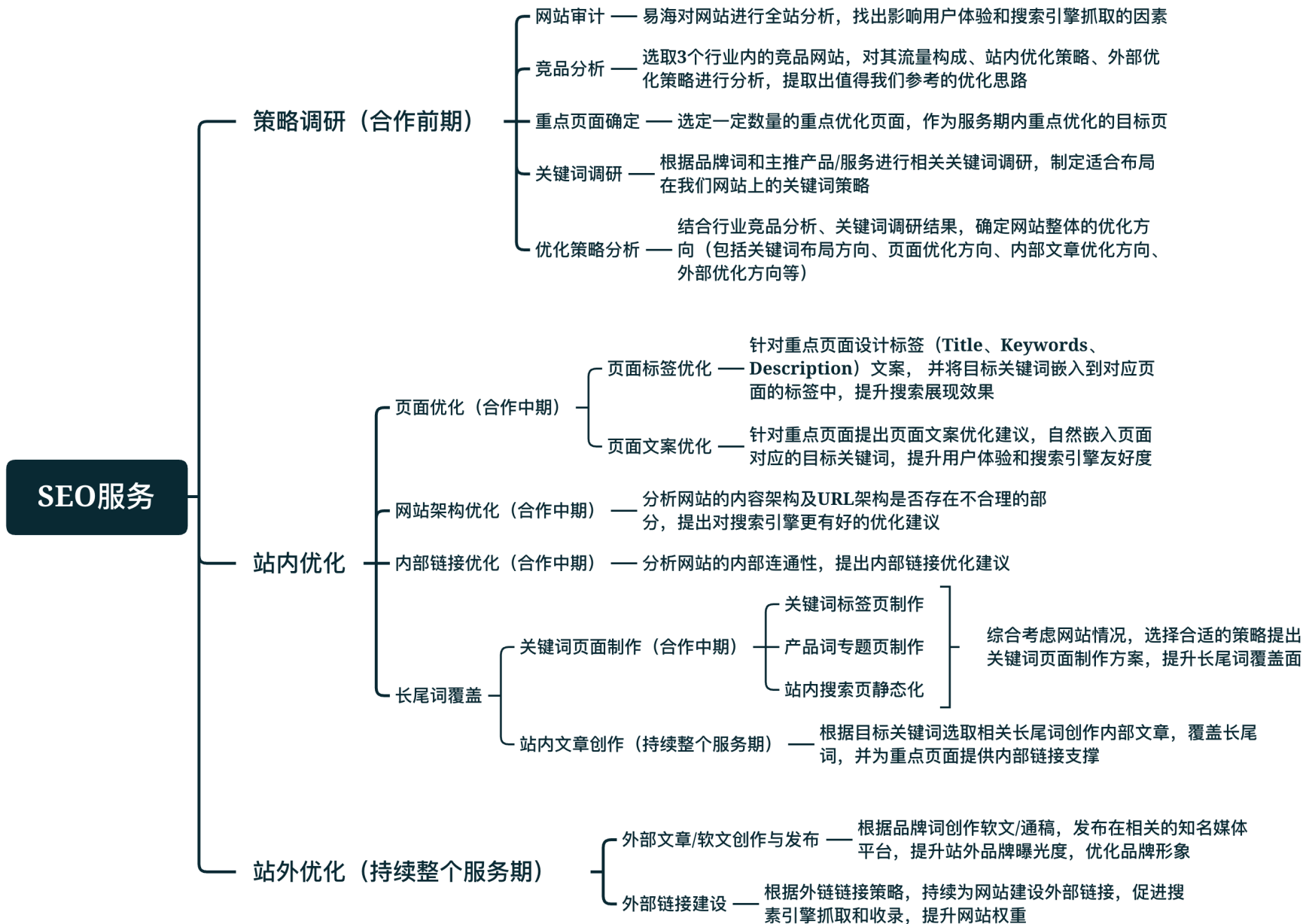
1. 看产品演示	60%
2. 更好的了解产品的使用场景	51%
3. 进行产品比对	51%
4. 寻找新的产品或者生产商/供应商	50%
5. 看KOL或者专业频道的产品测评	49%

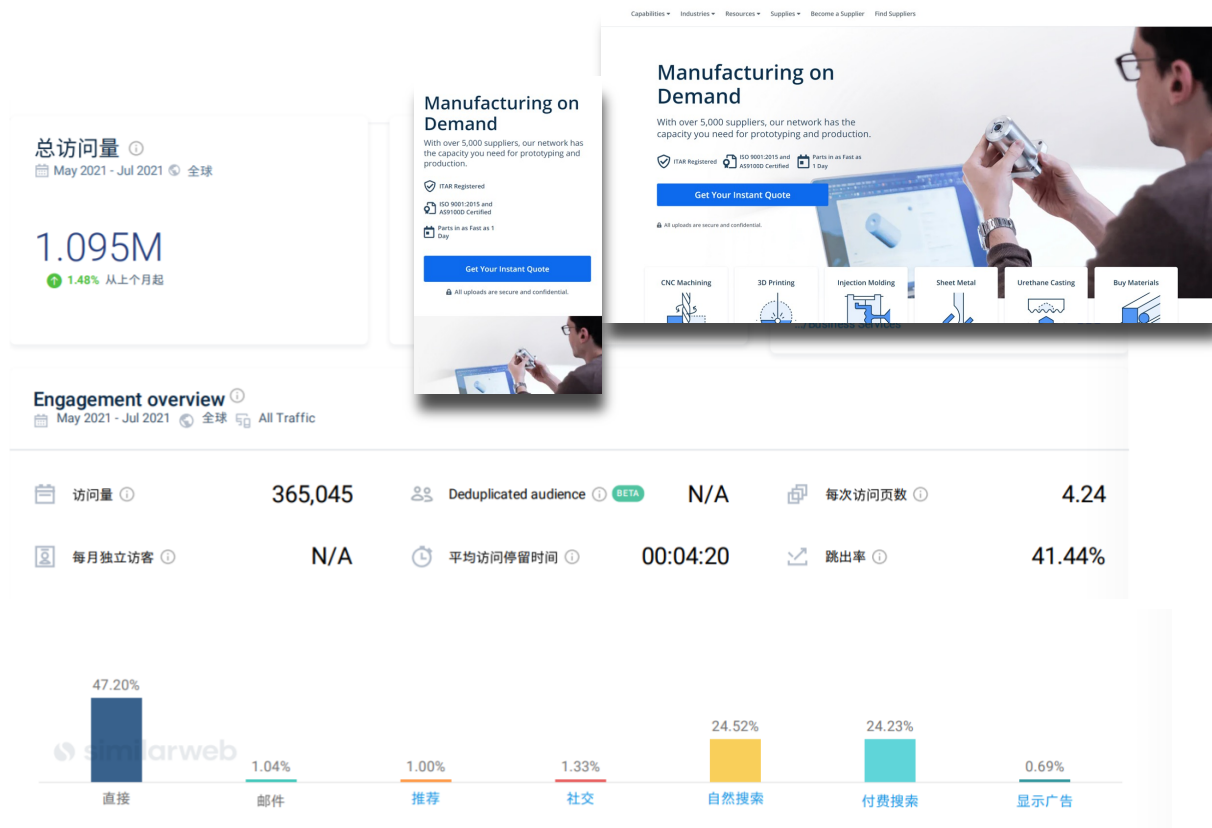
94%

大型企业采购人员通过线上视频...

I used online videos...

1. 进行产品比对	55%
2. 看KOL或者专业频道的产品测评	52%
3. 更好的了解产品的使用场景	50%
4. 看产品演示	48%
5. 寻找新的产品或者生产商/供应商	48%





Organic Search: Summary

US | starrapid.com

10.5K -1% TRAFFIC

SEMrush Rank	181.7k
Keywords	6.4K 1%
Traffic Cost	\$36.7K 4%

Paid Search: Summary

US | starrapid.com

828 -22% TRAFFIC

Keywords	40	-22%
Traffic Cost	\$4.6K	-29%

Backlinks: Summary

Root Domain: starrapid.com

9.4K TOTAL BACKLINKS

Referring Domains	1K
Referring IPs	1K

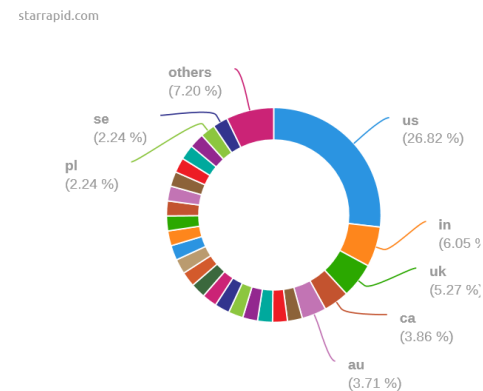
Display Advertising: Summary

starrapid.com

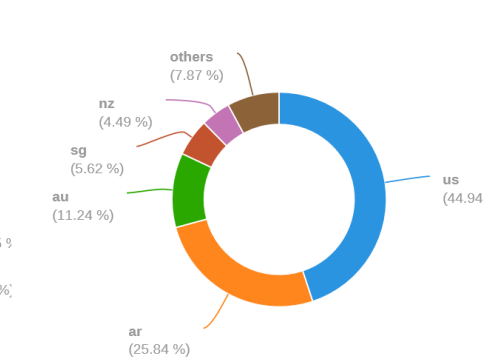
38 TOTAL ADS

1K Publishers	123
1K Advertisers	0

Organic Search: Keywords By Country



Paid Search: Ad Keywords by Country



调研分析行业的龙头企业，掌握对标竞争对手优化动态，为后续网站推广做好**数据储备**。



Our [Machining Services](#) How It Works Materials Finishes Design Guidelines Applications Why Xometry? Customer Examp

Custom CNC Machining Services

Xometry provides custom CNC machining services to engineers, product developers, designers, and more through our [vetted network of 5,000+ suppliers](#). Our highly qualified ASD9100 machine shops can make any custom design, simple or complex. We offer rapid CNC prototypes, small-batch machining, and high-volume production, with all orders serviced by Xometry from end-to-end. Simply upload a CAD file to the Xometry Instant Quoting EngineSM to get a price, lead time, and design-for-manufacturability feedback on your custom CNC parts. Our CNC service offers metals and plastics as well as flexible production and shipping options to meet you at the perfect price and product development stage.



Xometry guarantees the quality of your parts with our ISO 9001:2015 and AS9100D certified quality management system, ITAR registration, and options to add inspections, hardware traceability, material certifications, and CoCs. We accept technical drawings and have support teams to ensure you get your CNC machined parts at quality and on time.

Internal	External	Security	Response Codes	URL	Page Titles	Meta Description	Meta Keywords	H1	H2	Content	Images	Canonicals	Pagination	Directives	Hreflang
				Filter: All											
				Address		Content		Status Code		Status		Indexability			
1				http://starrapid.com/		text/html; charset=iso-8859-1		301		Moved Permanently		Non-indexable			
2				https://www.starrapid.com/		text/html; charset=UTF-8		200		OK		Indexable			
3				https://www.starrapid.com/wp-content/uploads/2021/03/conservify-product-group.jpg		image/jpeg		200		OK		Indexable			
4				https://www.starrapid.com/wp-content/uploads/2021/06/Rapid_Prototyping.jpg		image/jpeg		200		OK		Indexable			
5				https://www.starrapid.com/wp-content/themes/star-rapid/images/DUNS_Seal.png		image/png		200		OK		Indexable			
6				https://www.starrapid.com/about-us/careers/		text/html; charset=UTF-8		200		OK		Indexable			
7				https://www.starrapid.com/industries/consumer/		text/html; charset=UTF-8		200		OK		Indexable			
8				https://www.starrapid.com/wp-content/uploads/2019/07/Language_Galaxy-150x150.png		image/png		200		OK		Indexable			
9				https://www.starrapid.com/wp-content/uploads/2021/06/iso-logo-design.jpg		image/jpeg		200		OK		Indexable			
10				https://www.starrapid.com/contact/		text/html; charset=UTF-8		200		OK		Indexable			
11				https://www.starrapid.com/services/inspection/		text/html; charset=UTF-8		200		OK		Indexable			
12				https://www.starrapid.com/services/plastic-injection-molding/		text/html; charset=UTF-8		200		OK		Indexable			
13				https://www.starrapid.com/aluminum-extrusion/		text/html; charset=UTF-8		200		OK		Indexable			
14				https://www.starrapid.com/additional-services/		text/html; charset=UTF-8		200		OK		Indexable			
15				https://www.starrapid.com/contact/find-your-representative/		text/html; charset=UTF-8		200		OK		Indexable			
16				https://www.starrapid.com/services/cnc-machined-parts/		text/html; charset=UTF-8		200		OK		Indexable			
17				https://www.starrapid.com/project/gate-camera-equipped-smart-lock-case-study/		text/html; charset=UTF-8		200		OK		Indexable			
18				https://www.starrapid.com/about-us/		text/html; charset=UTF-8		200		OK		Indexable			
19				https://www.starrapid.com/about-us/iso-certificates-star-rapid/		text/html; charset=UTF-8		200		OK		Indexable			
20				https://www.starrapid.com/resources/glossary/		text/html; charset=UTF-8		200		OK		Indexable			
21				https://www.starrapid.com/wp-content/uploads/2021/06/starrapid_main_video.png		image/png		200		OK		Indexable			
22				https://www.starrapid.com/wp-content/uploads/2019/07/Years_Galaxy-150x150.png		image/png		200		OK		Indexable			
23				https://www.starrapid.com/videos/		text/html; charset=UTF-8		200		OK		Indexable			
24				https://www.starrapid.com/about-us/infotec/		text/html; charset=UTF-8		200		OK		Indexable			

Injection Molding Processes

Make the move from prototyping to on-demand manufacturing for affordable, high-quality molded parts within days. Better yet, your prototyping tool is free once you shift to an on-demand manufacturing tool. Working with a single supplier that provides free design consultation services also massively speeds up the manufacturing process, allowing for greater supply chain flexibility, more consistent parts, and making qualification a breeze.

Plastic Injection Molding



Plastic injection molding is a manufacturing process where resin in a barrel is heated to a molten state, then shot into a mold to form a final production-grade thermoplastic part.

[LEARN MORE](#)

Liquid Silicone Rubber Molding



Liquid silicone rubber molding is a thermoset process that mixes a two-component compound together, which is then heat cured in the mold with a platinum catalyst to produce a final part.

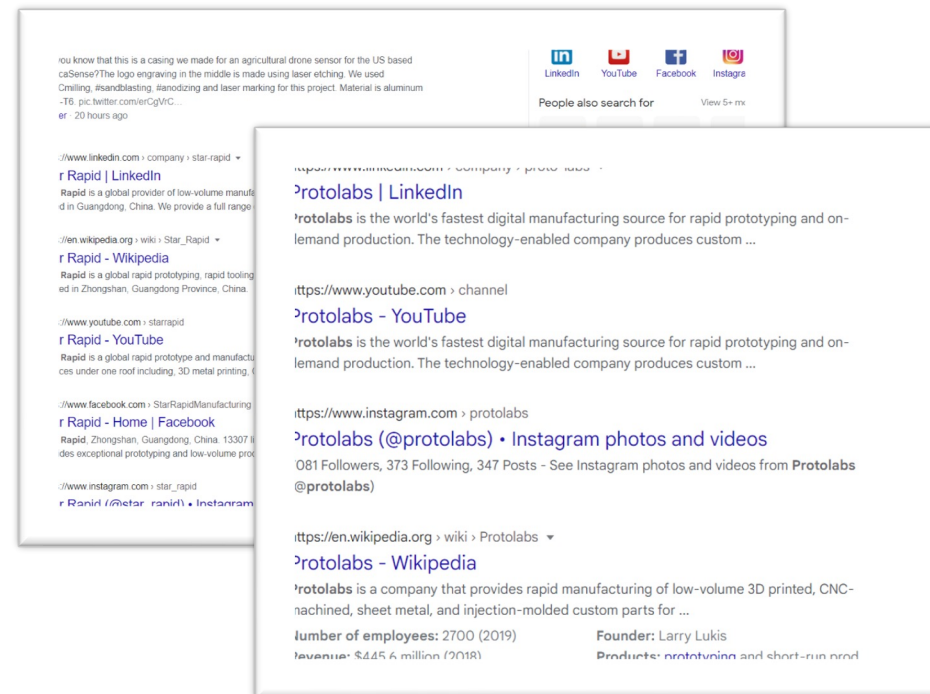
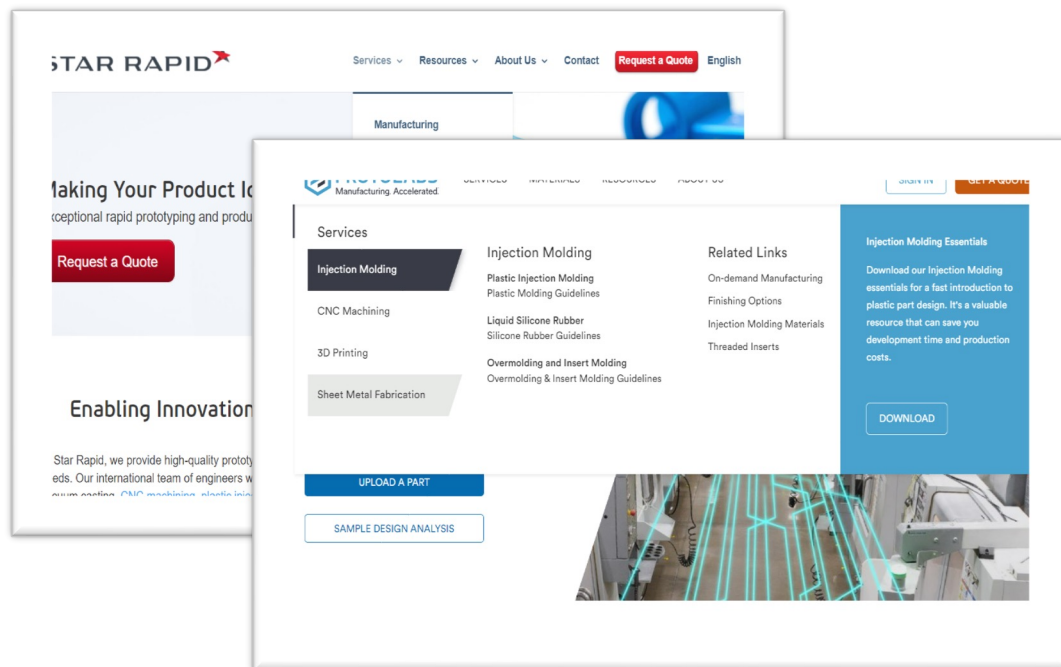
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Overmolding & Insert Molding



Overmolding and insert molding are two-part injection molding processes where one material is overlaid onto a second substrate part or metal insert to create a single component.

[LEARN MORE](#)



1. 网站框架着重于服务。

详细介绍主要服务，其次细化每项技术所涵盖的分技术、材料及项目介绍，形成“筒仓结构”。

2. 页面框架应有逻辑层次。

快速建模行业重在体现企业核心技术实力。因此，服务页面框架建议应包含以下几点：①服务介绍；②生产及质检；③项目实例；④企业优势；⑤相关技术知识博客。

The image displays a screenshot of a Google SEO analysis tool. On the left, a list of keywords is shown, including 'plastic injection molding', 'prototype manufacturing', 'cmm machine', 'anodized metal', 'injection moulding material', 'anodized aluminum colors', 'what is anodized aluminum', and 'what does anodized mean'. The main table shows the following data:

Keyword	SF	Pos.	Diff.	Traffic %	Volume
plastic injection molding	±3	12 → 11	↑1	2.90	6,60
prototype manufacturing					
cmm machine					
anodized metal					
injection moulding material					
anodized aluminum colors					
what is anodized aluminum					
what does anodized mean					

The tool also displays competitor profiles for 'protolabs' across various platforms:

- LinkedIn:** Rapid | LinkedIn. Rapid is a global provider of low-volume manufacturing in Guangdong, China. We provide a full range of...
- Wikipedia:** Rapid - Wikipedia. Rapid is a global rapid prototyping, rapid tooling and... in Zhongshan, Guangdong Province, China.
- YouTube:** Rapid - YouTube. Rapid is a global rapid prototype and manufacturing... es under one roof including, 3D metal printing, CNC...
- Facebook:** Rapid - Home | Facebook. Rapid, Zhongshan, Guangdong, China. 13307 likes... des exceptional prototyping and low-volume product...
- Instagram:** Protolabs (@protolabs) • Instagram photos and videos. 081 Followers, 373 Following, 347 Posts - See Instagram photos and videos from Protolabs @protolabs)
- Wikipedia:** Protolabs - Wikipedia. rotolabs is a company that provides rapid manufacturing of low-volume 3D printed, CNC-machined, sheet metal, and injection-molded custom parts for ...
Number of employees: 2700 (2019) Founder: Larry Lukis
Revenue: \$445.6 million (2019) Products: prototyping and sheet metal...

3. 关键词布局，核心词、品牌词并驾齐驱，问题性关键词是精准引流之关键。

service等重点页面布局核心关键词及品牌词，问题性关键词布局在blogs页面。

4. 善用推广渠道，培养品牌知名度。

官网、社媒同步开启，打造线上专业品牌形象，让用户无论身处何处，都能看到你的品牌“身影”。



Address	Keyword1	0	Keyword2	搜索量	Keyword3	搜索量	title	Title Length	De
https://www.firstpart.com/	Rapid prototyping in China	480	Rapid prototype Tooling	390	Low volume manufacturing	320	Rapid prototyping in China & Low volume manufacturing First part	66	First Part provide rapaid prototyping, rapid t
https://www.firstpart.com/page/services.html	rapid prototyping services	480	Rapid prototype Tooling	390	rapid prototype china	390	Professional Rapaid prototyping services in China First part	62	First part provides high quality rapid manufac
https://www.firstpart.com/page/rapid-prototyping.html	custom cnc machining	320	3d modeling for 3d printing	720	custom sheet metal fabrication	880	Custom CNC machining and rapid prototyping service First part	63	Custom rapid prototyping services, First Part
https://www.firstpart.com/page/rapid-tooling.html	custom injection molding	590	plastic injection molding service	1600	die casting manufacturer	480	Custom injection molding and die casting manufacturer First part	66	World class services, First Part delivers a wi
https://www.firstpart.com/page/low-volume-manufacturing.html	low volume manufacturing	320	3d printing prototype service	170	injection molding supplier	390	Low volume manufacturing & injection molding supplier First part	66	First part focus on low-volume manufacturing.
https://www.firstpart.com/page/finish-service.html	finish service	210	metal surface finishes	320	CNC machining service	2400	Professional finish service & metal surface finishes-First part	63	First part has first-class finish service and
Sheet Metal	precision sheet metal	880	custom sheet metal fabrication	880	sheet metal manufacturing	1300	Custom precision sheet metal manufacturing services First part	64	In First part . We have a first-class precision
3D Printing	three dimensional printing	480	3d printing and design	480	3d printer rapid prototyping	400	3D printer for rapid prototyping design & service First part	62	First part provide a range of 3D printing serv
Cast Urethane	cast urethane molding	30	cast urethane prototypes	30	cast urethane manufacturing	0	Cast urethane molding & Cast urethane prototypes First part	61	world class cast urethane manufacturing Servid
CNC machining	cnc precision machining	590	cnc plastic machining	390	cnc machining prototype	320	CNC precision machining services Rapid prototype First part	63	First part has excellent teams to solve CNC ma
Die Casting	custom die casting	720	die casting in China	320	die casting manufacturer	480	Custom die casting manufacturing services in China First part	63	First part is a leader in China of pressure di
Plastic Injection Molding	injection molding manufacturers	720	plastic injection molding service	1600	plastic injection molding manufacturing	590	Plastic injection molding manufacturing services First part	61	We provide a wide range of plastic and quality
Over molding/insert molding	insert molding	480	overmolding injection molding	90	metal overmolding	50	Over molding & Insert molding manufacturing supplier First part	65	First part has quality injection molding servi
aluminum extrusions	custom aluminum extrusions	590	aluminium extrusion suppliers	480	aluminium extrusion in China	110	Custom aluminium extrusion services supplier in China First part	66	First part has professional aluminium extrusid
Quality Inspection	First part quality inspection	0	precision sheet metal	880	CNC machining services	2400	First part quality inspection CNC machining & Sheet metal services	68	First part is the leading of quality inspectio
Logistic department	First part logistic department	0	injection molding manufacturers	720	cnc plastic machining	590	First part logistic department injection molding manufacturers	64	First part has a professional logistics depart
design tip	First part design tip	0	design tip for injection molding	0	design tip for die casting	0	First part design tip Die casting & injection molding service	63	First part provide design tips to our customer
who we are (about us)	cnc plastic machining	590	rapid prototyping services	390	rapid prototype tooling	390	First part about us Rapid prototyping & Rapid tooling supplier	65	World Class Services First Part delivers a wid
location	First part location	0	cnc machining prototype	320	custom sheet metal fabrication	880	First part location CNC machining prototype manufacturing service	67	If you want to find the address of First Part,
https://www.firstpart.com/products/all.html (材料页面)	injection molding materials	720	prototyping materials	390	rapid prototyping materials	110	Injection molding materials & Rapid prototyping service First part	68	First part delivers a wide range of materials,
https://www.firstpart.com/product/low-volume-injection-molding.html (injection mol	injection molding materials	720	molding materials	720	plastic injection molding manufacturer	590	Injection molding materials & injection molding service First part	68	First part provides high quality plastic injec
https://www.firstpart.com/product/making-molds-for-plastic-casting.html (cast Uret	urethane casting materials	110	urethane casting	1000	urethane casting services	20	Hight quality urethane casting materials & Services First part	64	First part offer prpfessional urethane casting
https://www.firstpart.com/product/cnc-injection-molding-machine.html (metal machin	metal machining material	0	material for metal machining	0	CNC machining materials	70	CNC machining materials & Metal machining material First part	63	First Part has a wide range of high quality C

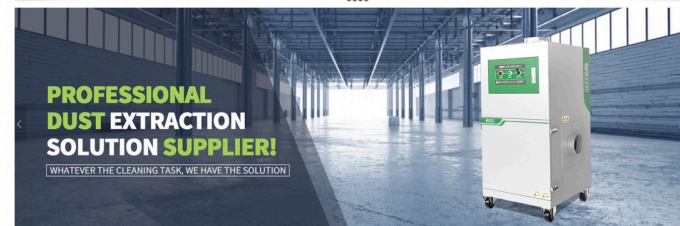
为每个页面筛选**契合度**最高的关键词，并撰写**唯一**的 Meta Title 和 Description。

所属分类	页面	关键词	标题	描述	ALT TEXT	H1
Home	http://home.au	home au	Smart Home Automation Products Manufacturer - HDL Automation	HDL Automation provides wired and wireless whole home automation products	smart home automation	smart home automation
About Us	http://hdl.smart	hdl smart	Whole Smart Home Automation Company - HDL Smart Home	HDL Automation is a professional smart home automation company. HDL	hdl smart home	smart home automation company
Product	http://smart.home	smart ho	Smart Home Control Systems Supplier - HDL Home Automation	Specialized in home automation control system, HDL Automation offers o	smart home control	home automation control systems
Buspro	http://smart.home	smart ho	China Smart Home Control System Manufacturer - HDL Automation	Buspro is a smart control system independently developed by HDL Autom	smart home control system	home control systems
Buspro Wireless	http://wireless	wireless	Remote Wireless Home Automation Supplier - HDL Automation	Buspro wireless is a wireless home automation system developed by HDL A	wireless home automation sy	wireless home automation
KNX	http://knx.home	knx hom	Intelligent KNX Home Automation System - HDL Automation	Discover our range of products in KNX home automation system - an open	knx home automation	home intelligent system
Buspro	Control Panels/Panel Power Interfaces	http://home.au	Wholesale Smart Home Automation Touch Screen - HDL Automation	HDL Automation's control panel is made of the regular rectangle, with hor	home automation touch scre	home automation screen
Buspro	Controllers/Actuators	http://home.au	Home Automation Controller Manufacturer - HDL Automation	Home automation controller can automatically control the home system	home automation controller	control automation
Buspro	Sensors	http://ceiling.m	Ceiling Mount Motion Sensor Supplier - HDL Automation	We offer many types of ceiling sensors, including PIR motion sensors and l	ceiling mount motion sensor	ceiling sensor
Buspro	Gateways/Dry Contacts	http://home.au	Home Automation Control Gateway Manufacturer - HDL Automation	HDL Automation is a Smart Home Gateway leading supplier. We offers high	home automation gateway	home control gateway
Buspro	Audio	http://smart.ho	Smart Home Audio Automation System Manufacturer - HDL Automation	Smart home audio is controlled by a third-party device. The smart home a	smart home audio	smart home audio system
Buspro	Infrastructure Devices/Accessories	http://best.hom	China Home Automation Control Device Supplier - HDL Automation	The best home automation devices need professional basic accessories. W	best home automation device	smart home automation devices
Buspro	Panels	http://smart.ho	Smart Home Touchscreen Control Panel - HDL Automation	HDL Automation control panel is a smart home automation control panel	smart home touchscreen con	smart home touch screen
Buspro	S10	http://smart.ho	Smart Home Panel Touch Screen Manufacturer - HDL Automation	S10 is a smart home control touch screen. Through the touch screen, you	smart home panel touch scre	touch panel smart home
Buspro	S75	http://touch.co	Buspro Touch Control Panel Manufacturer - HDL Automation	S75 is a multi-functional touch control panel equipped with high-perform	touch control panel	control touch panel
Buspro	Granite Display	http://smart.ho	Wifi Based Smart Home Automation Display Panel - HDL Automation	Granite display is a wifi based home automation display. This smart home	smart home display panel	home automation display
Buspro Wir	Control Panels/Panel Power Interfaces	http://home.au	Smart Home Automation Touch Panel Manufacturer - HDL Automation	Home automation control panel offered by HDL Automation has two type	home automation panel	smart home touch panel
Buspro Wir	Controllers/Actuators	http://automat	Best Home Automation Controller Supplier - HDL Automation	HDL Automation is a leading supplier for smart home control devices. Clic	automation controllers	best home automation controller
Buspro Wir	Sensors	http://smart.ho	Smart Home Motion Sensor Manufacturer - HDL Automation	The smart home sensors of buspro wireless series are divided into smart ho	smart home motion sensor	smart home sensors
Buspro Wir	Gateways/Dry Contacts	http://automat	China Smart Home Automation Gateway - HDL Automation	HDL Automation provides wireless dry contact and wireless automation g	automation gateway	best smart home gateway
Buspro Wir	IR Emitters	http://wireless	Wireless IR Emitter & Wifi IR Emitter - HDL Automation	Wireless ir emitter, which adopts HDL buspro wireless communication, er	wireless ir emitter	hdl ir emitter
Buspro Wir	Wireless iSmart Panel	http://smart.ho	Wholesale Smart Home Control Panel - HDL Automation	The wireless iSmart panel is a smart home control panel with four simple t	smart home panel	home smart panel
KNX	Control Panels/Panel Power Interfaces	http://knx.touc	China KNX Touch Panel Manufacturer - HDL Automation	KNX panel is divided into contact panel and button panel. KNX panel is sui	knx touch panel	touch panel knx
KNX	Controllers/Actuators	http://automat	KNX Automation Control Product Supplier - HDL Automation	KNX automatic control products mainly include controller and actuator. I	automation control products	knx products
KNX	Sensors	http://home.au	KNX Home Automation Sensor Manufacturer - HDL Automation	KNX sensor is a home automation sensor. It has ceiling type automatic sen	home automation sensor	automation sensor
KNX	Gateways/Dry Contacts	http://knx.gate	Wholesale KNX IP Gateway Manufacturer - HDL Automation	In KNX series dry contact and gateway products, KNX dry contact s a KNX s	knx gateway	gateway knx
KNX	Granite Display	http://knx.displ	China KNX Granite Display Touch Supplier - HDL Automation	KNX granite display has a built in proximity sensor and multifunctional co	knx display touch	granite display
Solution	Residential	http://smart.ho	One-Stop Smart Home Automation Solution - HDL Automation	HDL Automation offers one-stop solutions for smart home automation. W	smart home solutions	home automation solutions
Solution	Hospitality	http://hotel.aut	Smart Hotel Automation System Manufacturer - HDL Automation	With our hotel automation system, guests will experience the highest leve	hotel automation system	hotel automation
Solution	Commercial	http://commec	Smart Commercial Building Automation Solutions - HDL Automation	HDL commercial building automation solutions are designed to deliver co	commercial building automa	building automation solutions

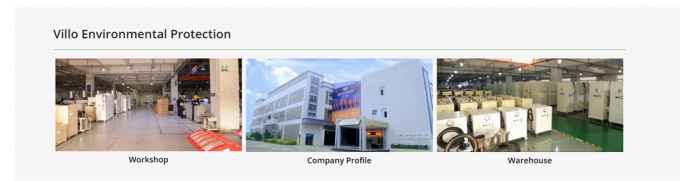
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我们会根据主推产品来选定重点页面，针对页面内容、功能等从用户体验出发提供优化建议，并进行关键词嵌入

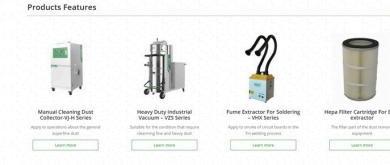
一、首页（建议展示顺序：Banner-Featured industry solutions-Products Features-Villo Environmental Protection-Why Choose Us-视频-News&Events）



1. 第一页 Banner 的文案修改：
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Coming Soon 修改为：The industry leader in industrial dust collector China, you will get better cleaning solutions.
2. 第二页和之后的 Banner 文案可以保留，但英文建议改为首字母大写，其他小写形式，经过调研其他排名较好的网站都是小写形式，全部大写稍微有点影响阅读体验。

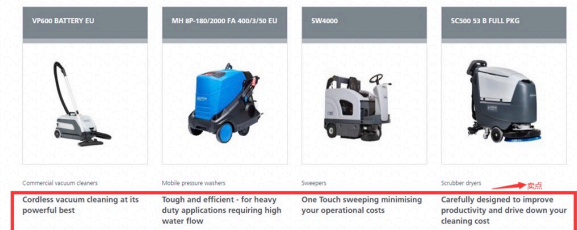


3. 上图这个版块建议加上一段介绍公司文字。
Villo Vacuum is a leading industrial dust collector manufacturer in China, and also a comprehensive industrial cleaning system solution provider. Our products include industrial vacuum cleaner, industrial dust collector, welding fume extractor, oil mist purifier 4 series of products are widely used in the field of industrial production to solve the difficulties in the key



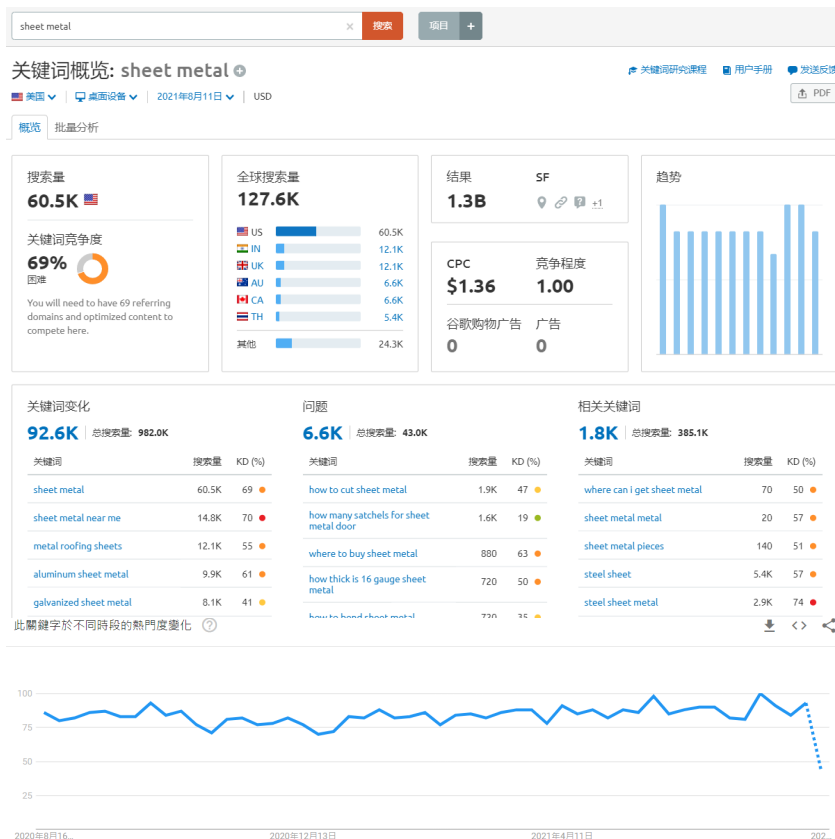
4. 上图推荐的产品有点少，建议再加上4个主推产品，因此共8个核心主推产品放在这里。
另外，这里的标题和描述思路：黑字为产品标题，小字为一句简短的核心卖点，每个产品针对性去写，写卖点的优点是更加吸引用户，参考案例：
<https://www.nilfisk.com/en/Pages/default.aspx>

Featured products



5. 在 Banner 下方第一个板块，也就是 Villo Environmental Protection 那个板块的位置加上 Featured industry solutions，这里可以利用网站本身已有的 solution 板块，参考案例：
<https://www.nilfisk.com/en/Pages/default.aspx>
6. 加上一个 Why Choose Us 的板块，参考案例 1 和 2：






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4	east coast sheet metal	+ 4,250%
5	how manv c4 for sheet metal door	+ 1,150%
6	rust how many explosive ammo for sheet met...	+ 2,800%
7	sheet metal deburring tool	+ 2,750%
8	kare sheet metal	+ 2,750%
9	how much explosive ammo for sheet metal do...	+ 2,700%
10	bogner sheet metal	+ 1,300%

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Introduction to Geometric Dimensioning and Tolerances

Jul 2021, 15

If you are conversant with the CNC industry, GD&T is a term that you will have heard at least once. In the simplest way possible, GD&T refers to geometric dimensioning and tolerances, a system or language of symbols used by CNC machinists to

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Basic Tips for Effective Sheet Metal Punching

Jul 2021, 15

Punching is one of the most important and most common techniques used in processing sheet metals into countless products. Punching involves the creation of a simple or patterned hole in sheet metals for a variety of purposes. The process, which uses a

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Essential Machinist Tools for Every Workshop

Jul 2021, 12

One of the pillars of success in machining operations involves using the right tool for the right tasks. In CNC machining, where projects vary in size, geometry and finish, it is ideal to have an idea of the different types, classes and variety of tools for every

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6 Industrial Applications for Stainless Steel

Jul 2021, 12

Stainless steel is right at the heart of engineering and construction applications. Through fabrication processes like cutting, punching, welding, forming or CNC machining, stainless steel materials can be processed from raw stock into appliances,

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PLASTIC CNC MACHINING- AUTOMATED FABRICATION OF PRODUCTS

Computer Numerical Control (CNC) Machining what is a manufacturing process in pre-programmed computer controls the movement of machinery and factory tools. Complex machinery like grinders, mills and routers are dictated by computer software on a single set of commands.

In CNC machining, the software is programmed according to cuts required and dictated to correspond the desired tools and machinery. In this way, the specified tasks are carried out by machines just like robots. The programs or codes in CNC are written by programmers and then fed to computers.

PLASTIC CNC MACHINING

Besides metals, plastic is most commonly used in CNC machining. [Plastic CNC machining](#) utilizes a variety of plastics to serve the interests of aerospace, energy, medical and oil industries. The types of plastic used in CNC machining are:

←

- **Acetal:**

It is a thermoplastic having a myriad of characteristics. Wear resistance, low sensitivity to moisture, chemical and solvent resistance, good electrical properties and high strength and toughness are key features of Acetal. It is used in gears, bearings and engineering parts.

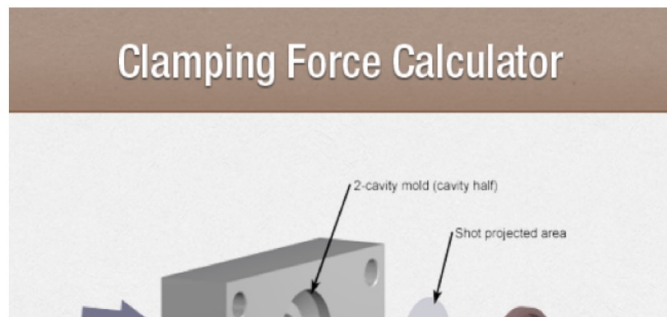
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PA: 32 | 1 links | **DA: 70** | Spam Score: 4%

Clamping force alludes to the clamping force applied by the injection machine to conquer the growing force of the mold produce by melting in the mold cavity during the injection. To avert the mold from being pushed open, the clamping unit of the injection molding machine must give sufficient "clamping force".

Clamping pressure

Clamping force must be applied to counter the injection pressure. Don't automatically choose the extremely available value. Take the planned region into consideration and figure a reasonable value. The projected region of an injection-molded item is the biggest zone seen from the direction of the application of the clamping force. In maximum injection shaping circumstances, it is around 2 tons for every square inch or 31 mega-newton per square meter. But this is just a low value that has to be utilized a very rough empirical value, for the reason that once the injection-molded item has a deepness of any size, the sidewall has to be thought about.



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概览 | 受众洞察 | 流量行程 | 主要页面 | 子文件夹 | 子域名 | 地理位置分布 | 批量分析

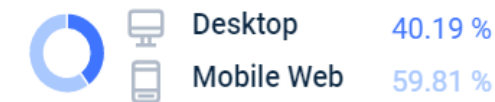
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2021年7月	2021年7月	2021年7月	2021年7月	2021年7月
3.7万 -42.43%	2.9万 -36.41%	1.28 -70.07%	02:51 -72.24%	89.69% +8.93%

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For the full year 2023, Xometry saw a significant financial increase, pulling in \$463 million in total revenue, a 22% jump from the previous...
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Xometry's 4Q23 revenue was in line with guidance, but adjusted EBITDA fell short. Learn why I am downgrading XMTR stock's rating from buy to...
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Xometry and Howard University Announce Continuation of Game-Changing Xometry Scholars Program
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March 1, 2024 • by Vanesa Listek • 3D Printing • Business • Stocks

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xometry



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(NASDAQ:XMTR) is an online marketplace for manufacturing solutions. On March 6, 2024, Xometry, Inc. (NASDAQ:XMTR) stock closed at \$17.71 per...

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Manufacturing CEOs Say 2024 Presidential Election Will Be 'Pivotal,' New 'American Manufacturing Resilience' Survey From Zogby Strategies and Xometry Reveals

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Here's Why Xometry (XMTR) Outperformed in Q4

Soumya Eswaran

Thu, Mar 7, 2024 · 3 min read



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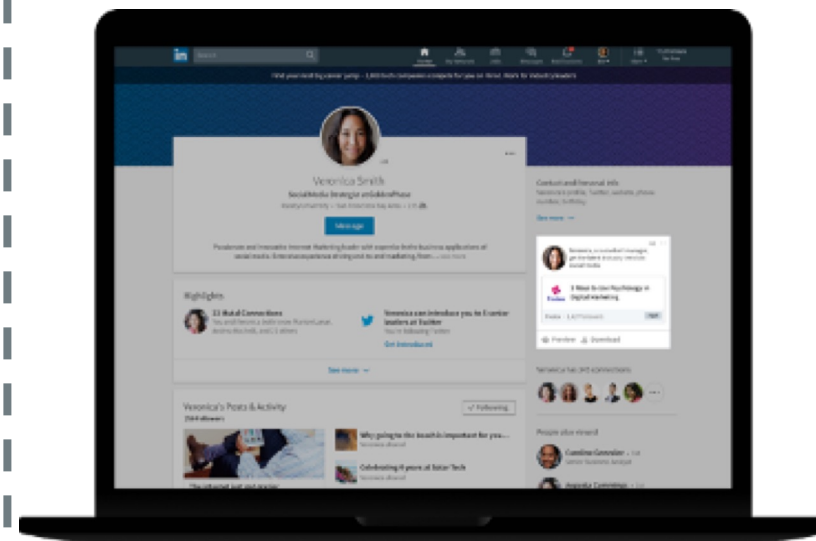
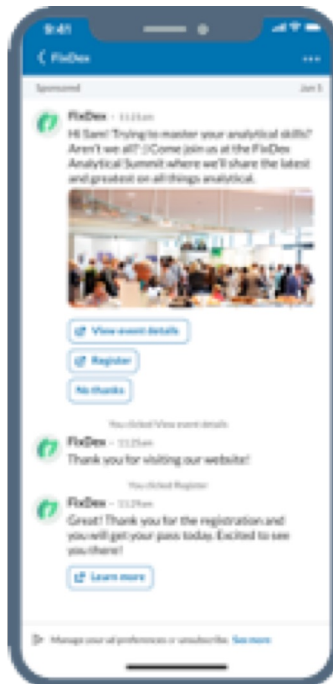
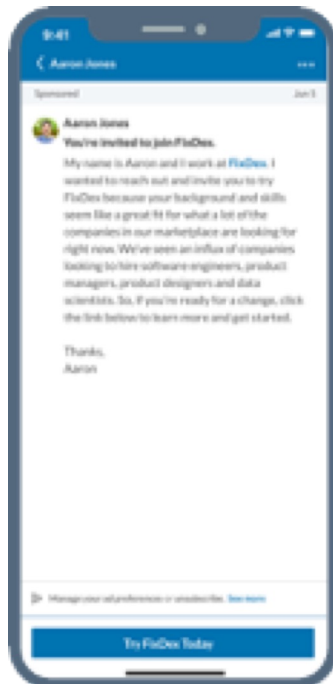
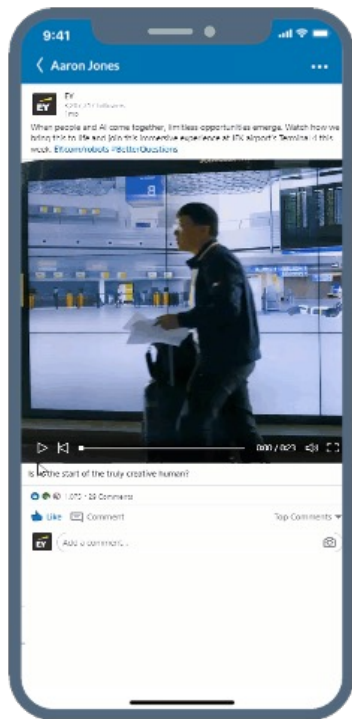
^RUT +1.02%

Brown Capital Management, an investment management company, released its "The Brown Capital Management Small Company Fund" fourth quarter 2023 investor letter. A copy of the same can be downloaded here. The Small Company Fund returned 8.74%, underperforming the Russell 2000 Growth index's 12.75% return. The fund returned 19.12% for the calendar year 2023 underperforming 18.66% return for the benchmark. In addition, check the fund's top five holdings to know its best picks in 2023.

The Brown Capital Management Small Company Fund featured stocks like Xometry, Inc. (NASDAQ:XMTR) in its fourth quarter 2023 investor letter.

Linked  领英

SNS 品宣、曝光为主，兼顾引流



信息流广告

Video Ad | Single Image Ad | Carousel

Ad

消息广告

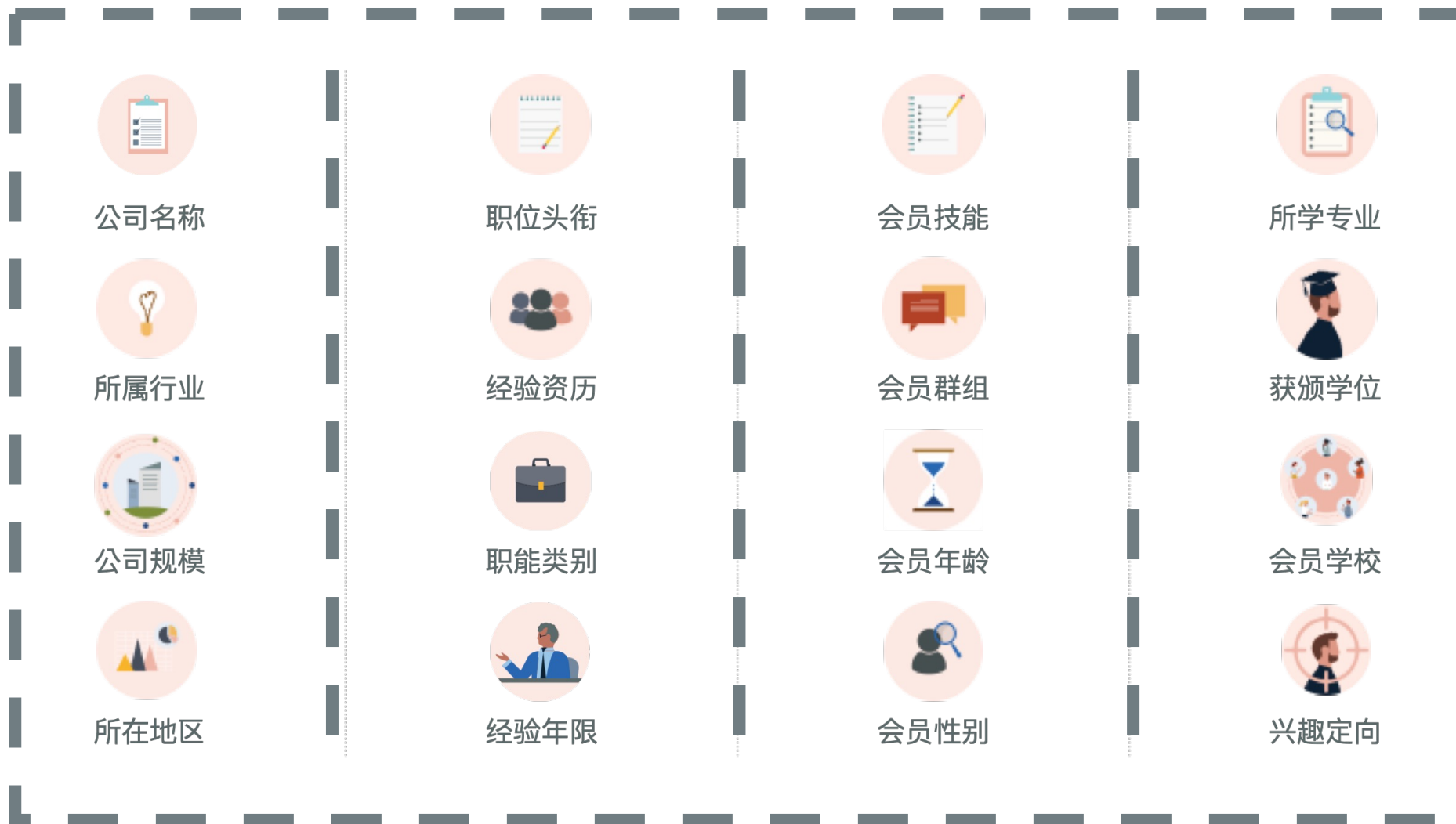
Message Ad | Conversation Ad

展示广告

Dynamic Ad | Text Ad



领英提供的广告定向条件



1 调研策划

项目调研分析
用户画像分析
竞品标杆分析
项目目标定位
年度主题规划
内容策略规划

2 内容运营

内容主题规划
趋势话题调研
视觉素材策划/剪辑
创意文案策划
舆情管理

3 展会/活动策划

多渠道整合营销
传播活动玩法
传播活动日历
线上线下联动

4 品牌广告

制定广告策略及计划
账户创建及搭建
受众/素材A/B Test
持续管理优化成效

5 报告与支持

竞对动态分析
账号异常处理
阶段性数据报告



2023年海外社交媒体规划

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
年度主题	#WelcomeAboard2023											
季度主题	Explore China			Season's Greetings			Get you on your way			Where To Go		
淡旺季阶段	旺季		淡季：其中公商务活动旺季，但月底临近考试，整体偏淡			旺季：公商务叠加暑期旅游、秋游需求			淡季：部分南方旅游航线走暖			旺季
营销节点	元旦、国际冰雪节、圣诞节、狂欢节、情人节、日本樱花节、妇女节、庐山的音乐节		清明节、女王节、国际劳动节、风车节、三社母亲节、端午节、黄雨嘉年华狂欢节			炉边节、火把节、父亲节冲浪节、七夕、西红柿节、中秋节			国庆节、艾波卡特美食节、重阳节、基韦斯特狂欢节、冬至节			
全球页面品牌活动	贸易人助力计划 解锁地图行动 针对不同用户群体发布旅行UGC活动											

2023年依据年度主题是#WelcomeAboard2023

"开启正式工作。我们在全球页面讲述品牌带来的核心主张；在内容上讲述服务水平优势，通过营销节点拉近与海外用户距离，综合展现品牌多样化的信息，传达品牌力影响消费者购买意向。"

年度主题规划

内容布局规划

社媒渠道内容布局

	品牌类	用户类	产品服务类	视频类	创意类	活动类	人文类	促销类
Facebook	日更2-3帖，共1200帖/年							
YouTube								
Instagram								
Twitter								
TikTok								
Pinterest								
LinkedIn								

以Facebook主阵地为重点，其他平台按照不同平台属性去区分内容，更有效去覆盖目标用户。

3月CHIQ-菲律宾运营时间表

月份		周一	周二	周三	周四	周五	周六	周日
MAR	第一周	27	28	1	2	3	4	5
				33促销互动	33促销互动	33促销		
	第二周	6	7	8	9	10	11	12
				【人文帖】Women's day		洗衣机宣传		电视宣传
	第三周	13	14	15	16	17	18	19
			冰箱宣传	PAYDAY互动			售后评价1	
	第四周	20	21	22	23	24	25	26
		售后评价2	National Flower Day			售后FAQ	Earth Hour	
	第五周	27	28	29	30	31	1	2
		PAYDAY互动开奖	中奖者UGC(时间待定)	每月一期				

帖文发布时间表

每月内容主题规划

MAIN TOPICS	WEEK		PERIOD	DATE	Categories	TOPIC	TEXT	IMAGE	FEEDBACK/APPROVED
	WEEK1	WEEK2							
Planned					Company/Brand related	Company Intro	The company was first founded in 1981 and established Weifu Film Manufacturer in 2000, concentrating on manufacturing and innovation of flexible packaging films and woven sacks. Weifu is firmly committed to providing customers with a customized one-stop service for high-quality polymer flexible packaging solutions with the goal of achieving environment-friendly and sustainability throughout the production process. Weifu Films aims to integrate the global diversified industrial resources and contribute to the future of the packaging industry. Feel free to contact us at wifexp@pmweifu.com		
	WEEK1		01/30-02/05	2/1		元宵节 and introducing 元宵节起源 (附有“2021年食品行业趋势.pdf”)	Happy Lantern Festival! Wishing you have great moments with your family and friends, especially enjoying the traditional Asian food - glutinous rice balls. For frozen foods like glutinous rice balls, Weifu provides BOPP and CPP anti-fog film. The benefits of Weifu anti-fog film include smooth surface, excellent heat sealing and anti-fog performance and high transparency under humidity conditions, which prevents the film from cracking and damage in the process of use in low-temperature environments and provides reliability to frozen packaged food.		
Planned				2/5	Holiday		For over 40 years of industry experience and development, Weifu has formed a completed product line for the packaging industries, including BOPP films, CPP films, BOPP films, CPP films, metallized films, and woven sacks. Food packaging is one of Weifu's main product applications. Weifu film is suitable for: •HFFS, VFFS, and bag making •lamination •coating Besides food packaging bags, Weifu films have been applied to fast-moving consumer goods, electronic products, medicine packaging, etc. All of Weifu films can be customized based on your business needs. Contact us at wifexp@pmweifu.com for more information.		



SNS Content Calendar (4月)							
	MON.	TUE.	WED.	THUR.	FRI.	SAT.	SUN.
	1	2	3	4	5	6	7
Week 1			品牌向 - 4 Steps Work with Us		产品向 - 铝合金压铸工艺介绍		
	8	9	10	11	12	13	14
Week 2		行业向 - Blog分享 注塑成型工艺在医疗设备中的重大意义		品牌向 - 严格质检工序			
	15	16	17	18	19	20	21
Week 3	产品向 - 压缩成型工艺介绍		品牌向 - 品牌成长历程				
	22	23	24	25	26	27	28
Week 4		应用向 - 注塑成型工艺在汽车行业的应用			品牌向 - Q&A		
	29	30					
Week 5		科普向 - Blog分享 探索模芯：类型、材料、设计因素和制造工艺的综合指南					

• 紧贴行业热点

根据行业的热点,如展会、新工艺、新技术等热门话题融入内容中,提升效果,增强粉丝粘性.

• 重视创意和原创性

保持内容新颖度,用创意、专业性来感染采购者,增加新鲜感和制造话题互动.

• 平台规则最大化的发布

根据不同平台的规则,运营攻略,创作内容并进行发布.

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