

中国工厂 LinkedIn 获客实操手册 · 配套行业专属模板增补版

融易通 Richard | Global Business Bridge

《中国工厂 LinkedIn 获客实操手册 · 配套行业专属模板增补版》

作者：Richard Wang

沿用手册主体逻辑，分精细化工、橡塑胶黏剂、机械五金、包装耗材、家居建材五大主流工厂类目，
每类配套：主页 Headline 模板、简介 About、加好友邀请文案、4
类内容选题、私信全链路话术，工厂直接替换产品词即可落地。

一、精细化工 / 醇型胶 / 甲酸钙 / 乳液类工厂（你的主营品类优先）

- 1. 个人主页模板

Headline（3 选 1）

China Adhesive Manufacturer | OEM ODM Alcohol Based Adhesive | Help Global Distributors Cut Raw Material Cost & Stable Supply

Calcium Formate Factory from Shandong | Industrial & Feed Grade | ISO Certified | Fast Bulk Shipment for Europe & Southeast Asia Buyers

RDP & Chemical Raw Material Supplier | Custom Formula Tuning | Solve Customers' Formula instability & delivery delay pain points

About 四段式

With over 12 years of fine chemical production in Shandong China, we focus on alcohol glue, calcium formate, redispersible latex powder RDP R&D and customized production.

All products pass REACH, ISO, MSDS certification, strict full-process quality inspection to avoid batch difference.

We serve importers, coating factories, construction chemical distributors across EU, Middle East, ASEAN, helping buyers reduce procurement cost by 12% – 18%.

Free sample testing & factory audit available, DM me for detailed spec sheet & price list anytime.

- 2. 好友邀请 3 套话术

- 1. 通用版

Hi [Name], noticed you work for construction chemical distributor in [Country]. We're professional China alcohol adhesive & calcium formate factory with stable bulk supply, hope resource exchange and future cooperation.

- 2. 精准深挖版（客户动态发布新品）

Hi [Name], saw your company launched new wall putty products recently, our modified RDP & alcohol adhesive can optimize your finished product performance, glad to connect for technical communication.

- 3. 批发商定向版

Hi [Name], many local chemical wholesalers in your country cooperate with our factory for bulk purchase, looking forward to building long-term stable supply partnership.

- 3. 四大内容选题（贴合 532 发布法则）

- ①行业干货（50% 内容）

2026 EU REACH new update for alcohol-based adhesive raw material import requirements

Why European coating manufacturers gradually switch from local raw material to China customized glue formula

- ②采购避坑（50% 穿插）

Three hidden risks when buying low-price feed grade calcium formate from unknown small workshops: impurity exceeding standard & feed safety issue

How to avoid RDP powder water solubility inconsistency caused by raw material cutting corners

- ③工厂实景（30%）

Raw material incoming inspection lab testing process of our adhesive factory

Full automatic production line bulk loading for Middle East container order

- ④客户案例（20% 软推广）

One-year cooperation review with Poland construction chemical importer, cost optimization data sharing

Trial order→annual bulk order growth story of Southeast Asia wall material factory

- 4. 私信全流程话术
- 1. 新好友通过开场白

Hi [Name], nice connection. We specialize in custom alcohol adhesive, calcium formate and construction chemical raw material. Any formula or purchasing confusion welcome free consultation.

- 2. 沉睡客户激活（隔 7 天）

Hi [Name], we newly adjusted alcohol glue formula to fit EU low VOC standard, many regular clients place repeat bulk orders recently, send you info for reference.

- 3. 询盘应答

Thanks for your inquiry about alcohol adhesive. We supply custom viscosity & solid content per your formula demand, provide free 1 – 5kg lab sample for testing, MOQ flexible for first trial order. Shall I send full catalog & MSDS by WhatsApp/email?

二、机械 / 五金 / 船舶气囊类工厂

- 1.Headline 三选一

Marine Airbag Manufacturer | Ship Launching & Salvage Solution | OEM Custom Size for Global Shipyard & Marine Engineering Client

Hardware Stamping Parts Factory | Custom OEM Metal Components | Strict Dimension Tolerance Control | Serve European Machinery Manufacturers

About 模板

15 years professional production of marine rubber airbag & precision stamping hardware in China, full set production & testing equipment, BV factory certification.

Support customized size, material modification according to shipyard & mechanical equipment drawing.

Help global marine engineering company & machinery factory shorten delivery cycle and control accessory procurement cost.

Welcome drawing customization & factory inspection, DM for quotation and product catalog.

内容选题示例

- 1. 干货：Global shipbuilding industry trend 2026: cost control becomes core demand for ship auxiliary accessories
- 2. 避坑：4 common mistakes buyers make when purchasing ship launching airbags: poor rubber material leads to short service life

三、包装耗材（纸塑包装、环保包装）

Headline

Eco-Friendly Custom Packaging Factory | OEM Printed Paper & Plastic Packing | Low MOQ for Brand Retailers & Import Wholesalers

About

China eco packaging manufacturer with 10 years custom packaging experience, food-grade & biodegradable material available, comply with EU food contact standard.

Support artwork customization, small batch trial order + mass bulk production.

Help global retail brand reduce packaging cost and meet local environmental packaging regulation.

Free sample available on request.

四、家居建材（保温、建筑辅材）

Headline

Construction Insulation Material Supplier | OEM Custom Building Accessories | Help EU Construction Distributors Stable Sourcing from China

About

Specialized in construction auxiliary materials production, ISO & CE certified products, adapt different country construction standard.

Optimize product formula according to local climate demand, solve crack, heat preservation common building problems.

Serving construction distributors, engineering companies worldwide, support factory visit & sample test.

五、橡塑制品 / 橡胶配件工厂

Headline

Custom Rubber Parts Manufacturer | Molded OEM Rubber Product | Industrial & Construction Rubber Solution for Global Buyers

About

Professional rubber production factory, customizable hardness, material formula per client drawing, strict raw material inspection.

Solve customer 's rubber aging, size deviation, high purchase cost troubles.

Export to Europe, Middle East, Southeast Asia over 10 years, flexible trial order policy.

二、全行业通用万能备用话术（任意品类替换关键词即可）

- 1. 通用添加好友万能三句式（全工厂通用）

Hi [Name], found you are working in XX industry in XX country, we are specialized China manufacturer of XX, wish to exchange industry info and possible future cooperation.

Hi [Name], your company 's product line matches our core production scope, hope to build potential supplier connection.

Hi [Name], many local peers in your market source products from our factory, nice to connect and share our production advantage.

- 2. 通用内容选题万能公式（直接套产品）

- 1. 行业趋势：[产品] Global market demand change in 2026 + local import policy update
- 2. 采购避雷：3 typical procurement traps on buying cheap [产品] from unqualified Chinese small factories
- 3. 工厂实拍：Raw material inspection → production line → finished goods test → container loading full video
- 4. 客户案例：[Country] buyer from trial sample to annual bulk order cooperation story

三、Richard 实操落地执行小贴士（手册补充附录）

化工类优先深耕：德国、波兰、土耳其、马来西亚、越南；发帖时区：北京时间晚 19:30 – 22:30（欧洲上班时段）、11:00 – 15:00（东南亚）

机械船舶优先：北欧、中东阿联酋、新加坡客户

新养号前 15 天：只用通用邀请话术，不加硬广，只发行业干货 + 工厂实拍，不主动私信推销

所有产品报价、目录一律客户主动索要再发送，禁止首次私信直接群发附件