

LinkedIn 获客 · 30 天每日发稿排期表

中国工厂 LinkedIn 获客实操手册 配套工具 · 融易通 Richard | Global Business Bridge

《中国工厂LinkedIn获客实操手册》30天每日发稿排期表（可直接复制发布）

作者：Richard Wang

执行说明（必读）

- 1. 全套严格遵循 532内容法则：50%行业干货/避坑、30%工厂实力、20%产品/新品
- 2. 所有文案全行业通用，只需把关键词替换成你的产品（化工/机械/五金/建材/包装均可）
- 3. 最佳发布时间：北京时间 19:30 – 22:30（覆盖欧美工作日）
- 4. 配图规则：干货配行业图/数据图；实力配车间/质检/出货；产品配细节实拍
- 5. 每条结尾自带CTA，天然引导询盘，不生硬、不限流

第一周：养号打底 · 建立专业人设（无硬广、高信任、拉高账号权重）

Day1（行业干货 · 立专业）

The global manufacturing supply chain is becoming more stable in 2026. More overseas importers are shifting their sourcing strategy from "lowest price" to "stable quality & reliable delivery".

As a China professional manufacturer, we deeply understand buyers ' pain points. Stable quality control and consistent batch standard are always our core advantage.

DM me if you are looking for a long-term reliable Chinese supplier.

#Manufacturing #ChinaFactory #GlobalSourcing #SupplyChain

Day2（采购避坑 · 吸精准粉）

One of the biggest mistakes overseas buyers make: choosing ultra-low-price products without checking raw material standards.

Low cost always means cutting corners on raw materials, which will cause quality inconsistency, customer complaints and after-sales losses.

We always insist on standard raw material input and full-batch testing to avoid hidden quality risks.

#ProcurementTips #QualityControl #ChinaSupplier #BuyerGuide

Day3（工厂实力 · 信任背书）

Stable production capacity is the foundation of stable supply.

Today we share our daily production & quality inspection workflow. Every batch of products will go through strict testing before shipment, to ensure every buyer receives qualified goods.

Factory audit & video inspection are always welcome.

#FactoryTour #ProductionCapacity #QualityAssurance #ChinaManufacturer

Day4（行业趋势 · 拉高认知）

EU and Southeast Asian import standards are getting stricter in 2026. Environmental protection, low VOC and safety certification have become basic thresholds for importing Chinese products.

Our factory has fully updated production standards to adapt to global market requirements, helping buyers pass customs inspection smoothly.

#GlobalMarket #ImportStandard #EUStandard #FactoryUpgrade

Day5（客户价值 · 软种草）

What overseas buyers need most is not only products, but a stable supply solution.

We provide one-stop service: formula optimization, quality customization, stable bulk supply and flexible trial order support.

Help global distributors and manufacturers reduce procurement costs and save supply chain time.

#SupplySolution #OEMODM #B2BSourcing #GlobalBuyers

Day6（实力实拍 · 产能展示）

Consistent quality comes from standardized production management.

Our workshop adopts full-process standardized operation, from raw material incoming inspection to finished product packaging, every link is strictly controlled.

If you need stable Chinese suppliers, feel free to connect.

#StandardProduction #FactoryManagement #ProductQuality

Day7（周总结 · 轻互动）

A qualified China factory should be responsible for every batch of goods for global clients.

In the past week, we received many inquiries from European and Southeast Asian buyers about market standards and quality solutions.

If you have any procurement confusion, welcome to DM for free consultation.

#WeeklySummary #FactoryInsight #FreeConsultation

第二周：痛点击穿 · 精准抓采购需求（开始引流询盘）

Day8（采购避坑 · 高互动）

Why do many imported Chinese products have batch difference?

The core reason is unstable raw material sources and incomplete testing procedures.

Our factory implements unified raw material procurement and full-batch testing system, 100% ensure product stability for long-term orders.

#BatchStability #RawMaterial #ProcurementRisk

Day9（行业干货 · 市场解读）

In 2026, small and medium-sized importers will become the main force of China supply chain procurement.

Flexible MOQ, customized service and stable delivery are the three most concerned factors for global small&medium buyers.

We support trial order & small batch customization to help new buyers test the market risk-free.

#SMBBusiness #TrialOrder #CustomManufacturing

Day10（出货实拍 · 真实背书）

Another container finished loading for our regular Europe client.

Long-term cooperation is always based on stable quality and honest service.

We insist on treating every client equally, whether trial order or bulk order.

#ContainerLoading #BulkOrder #LongTermCooperation

Day11（痛点解决 · 价值输出）

Delivery delay is one of the biggest pain points for overseas buyers.

We optimize production schedule and reserve sufficient raw material inventory every month, to ensure on-time delivery for all orders.

Stable delivery = stable sales for your business.

#OnTimeDelivery #SupplyStability #FactoryAdvantage

Day12（新品/工艺升级 · 轻推广）

We have upgraded our production technology recently, to improve product performance and reduce procurement cost for clients.

This upgrade is very suitable for European and Southeast Asian market demand.

DM me to get the latest product specification and performance data.

#ProductUpgrade #NewTechnology #CostEffective

Day13（质检流程 · 信任强化）

Quality is the best business card for Chinese factories going global.

Every product will pass strict laboratory testing, size inspection and performance test before shipment.

We refuse unqualified products to be delivered to global clients.

#QualityTesting #LabInspection #QualifiedProducts

Day14（行业问答 · 高互动）

What is your biggest pain point when sourcing products from China?

Quality instability? Delivery delay? Or complicated customization process?

Leave your comment, I will share professional solutions for free.

#BuyerPainPoint #SourcingProblem #FreeSolution

第三周：案例转化 · 从种草到主动询盘（高转化周期）

Day15（客户案例 · 最强背书）

From trial sample to annual bulk order!

A Poland client started cooperation with us from small sample test, and finally confirmed long-term annual order after recognizing our quality and service.

Stable quality and professional after-sales are always our core competitiveness.

#ClientCase #AnnualOrder #GlobalPartners

Day16（行业干货 · 政策解读）

Many overseas buyers are confused about import certification and customs clearance standards.

Our products are fully compliant with ISO, CE, REACH and local market standards, helping you clear customs smoothly and avoid detention risks.

#CustomsClearance #Certification #MarketCompliance

Day17（工厂实景 · 车间实拍）

Standardized workshop, automatic production equipment and professional production team.

We keep improving production efficiency while strictly controlling product quality, to create greater value for global buyers.

Video factory inspection is available anytime.

#AutomaticProduction #ModernFactory #FactoryVideo

Day18（采购避坑 · 深度干货）

Three hidden costs of choosing low-price suppliers:

- 1. Unqualified products cause customs return
- 2. Batch difference leads to customer complaints
- 3. Unstable delivery disrupts your sales plan

Choose a stable factory, you will save more time and cost in the long run.

#HiddenCost #SourcingTips #ReliableSupplier

Day19（定制能力 · 差异化优势）

One of our biggest advantages: flexible OEM & ODM customization.

We can adjust product formula, size, packaging and performance according to clients' local market demand.

Help you differentiate from local competitors and win more market share.

#CustomSolution #OEMODM #MarketDifferentiation

Day20（出货细节 · 细节信任）

Every shipment is carefully packed and inspected.

We pay attention to every detail of packaging to avoid damage during long-distance transportation.

Responsible for every shipment to global clients.

#ShippingStandard #PackagingDetail #SafeDelivery

Day21（周末价值总结）

Good supplier relationship is mutual benefit and long-term win-win.

We don't only provide products, but provide stable supply chain solutions for global buyers.

If you are looking for a trustworthy China factory, welcome to connect.

#WinWinCooperation #SupplyChainPartner #TrustedFactory

第四周：收割询盘 · 强化优势+精准引导成交

Day22（行业趋势 · 年度预判）

In the second half of 2026, global buyers will pay more attention to supply stability, cost performance and after-sales service.

Blind low-price competition will be eliminated by the market eventually.

We always adhere to quality-oriented, to create long-term value for partners.

#MarketTrend #2026Industry #QualityFirst

Day23（客户复购 · 最强转化证明）

Repeat order is the highest recognition for a factory.

Thanks for the trust from our old clients from Europe, Middle East and Southeast Asia.

We will keep stable quality and better service to repay every partner's trust.

#RepeatOrder #ClientTrust #FactoryReputation

Day24（产能优势 · 承接大单）

Sufficient production capacity is the guarantee of bulk orders.

Our factory has complete production lines and stable worker team, which can support large-scale bulk orders and urgent order demands.

Welcome long-term cooperation and large order negotiation.

#LargeCapacity #BulkSupply #UrgentOrderSupport

Day25（避坑干货 · 精准戳痛点）

Why many Chinese suppliers cannot support long-term cooperation?

Because they only focus on one-time sales, without stable quality control and after-sales system.

We take long-term partnership as our core goal, stable quality & responsive after-sales all the time.

#LongTermPartner #AfterSalesService #StableCooperation

Day26（新品推介 · 温和获客）

New optimized products are officially launched!

Better performance, more competitive price, fully adapted to global mainstream market demand.

Free sample testing is available for market verification.

DM me for detailed parameters.

#NewProduct #OptimizedPerformance #FreeSample

Day27（服务优势 · 差异化）

What makes us different from other factories?

Strict quality control system

Flexible customized service

On-time stable delivery

Professional technical & after-sales support

We focus on solving buyers ' supply chain problems.

#FactoryAdvantage #ProfessionalService #SupplySolution

Day28（月度总结 · 沉淀IP）

One month of continuous sharing, insisting on outputting industry value and factory strength.

LinkedIn is not a platform for hard selling, but a window for global buyers to understand Chinese excellent factories.

We will keep sharing professional industry insights and stable manufacturing strength.

Thanks for all partners ' attention and connection.

#MonthlySummary #ChinaFactory #GlobalSourcingPartner

Richard Wang 专属落地铁律（必看）

- 1. 不要修改文案逻辑：所有文案都是“价值优先+软CTA”，不触发平台限流，极度适配B端买家审美。
- 2. 替换规则：只需要把文中【products/factory】替换成你的具体产品，即可精准垂直。
- 3. 互动加持：发布后30分钟内，主动点赞评论3-5个精准客户动态，大幅提升账号权重。
- 4. 询盘承接：但凡有人私信、点赞、评论，24小时内轻私信触达，盘活精准意向客户。

|（注：文档部分内容可能由 AI 生成）