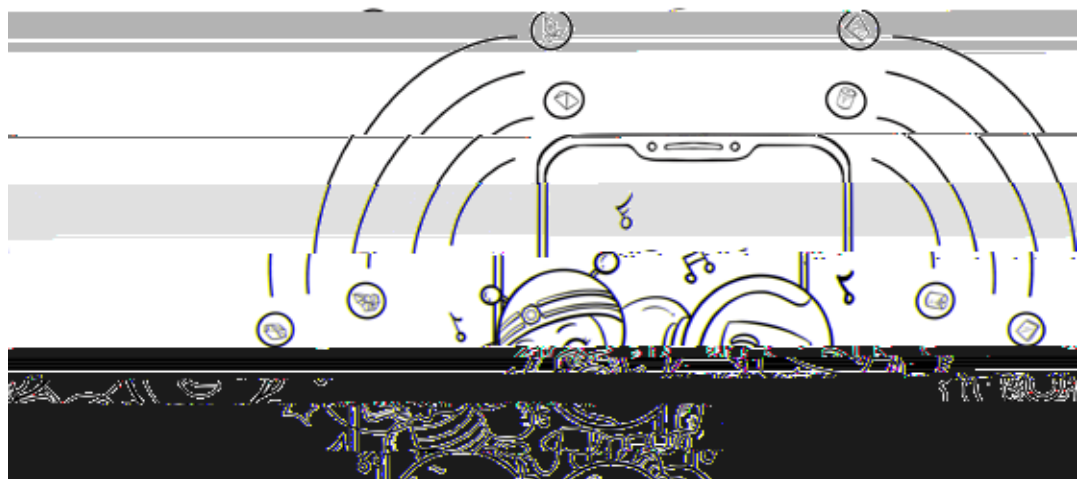


中国建材集团

新媒体 工作法



%%%%%%%%

2019 1 25

20

— —

.....

— —

.....

“ ”

— —

— —

— —

— —

— —

— —

CONTENTS



When

60

•

•

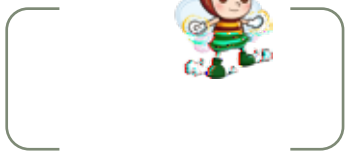
62

•

•

67

70



Where

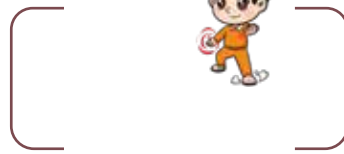
74

76

•

•

78



How

82

•

•

“

”

85

86

•

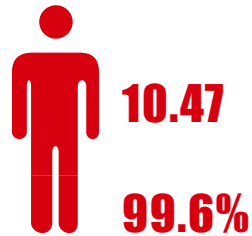
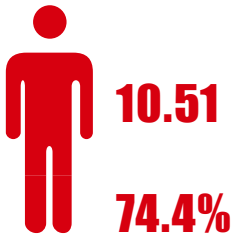
•

www

v



—2022 10 16



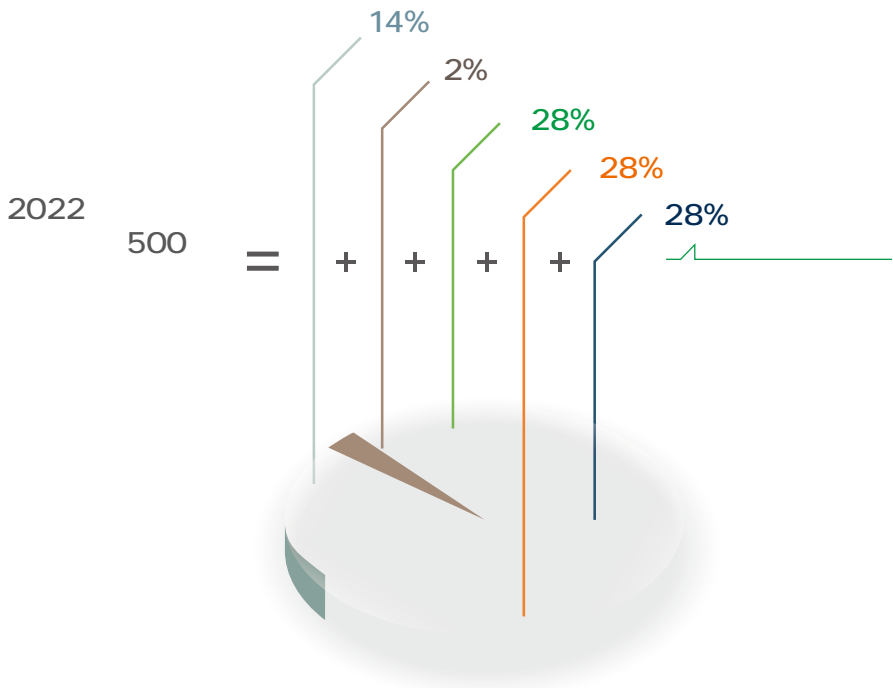
*

2022 6

@

" 2022

500 "



P



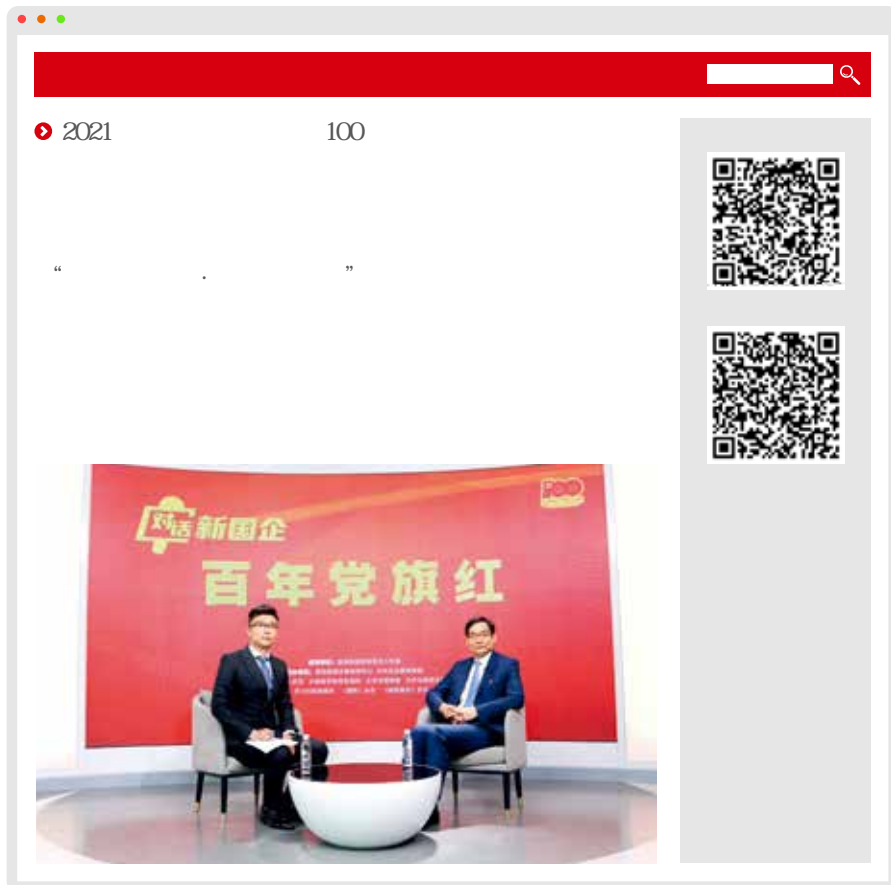
1

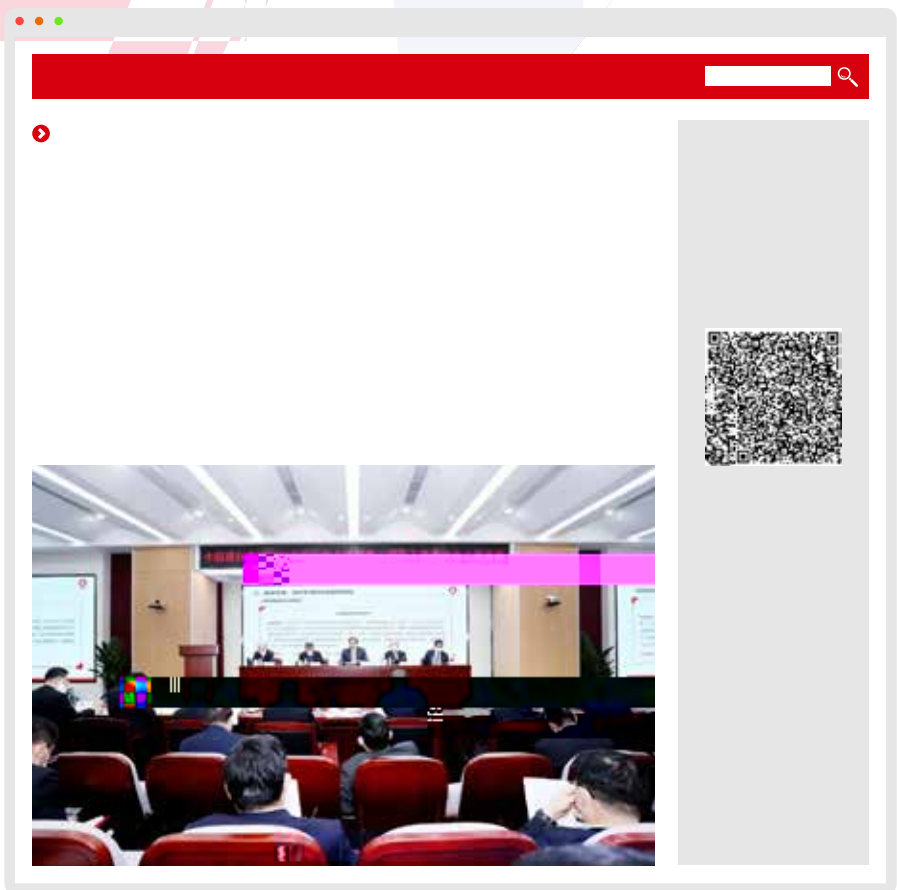
“ ”

500 98

410

“ ”

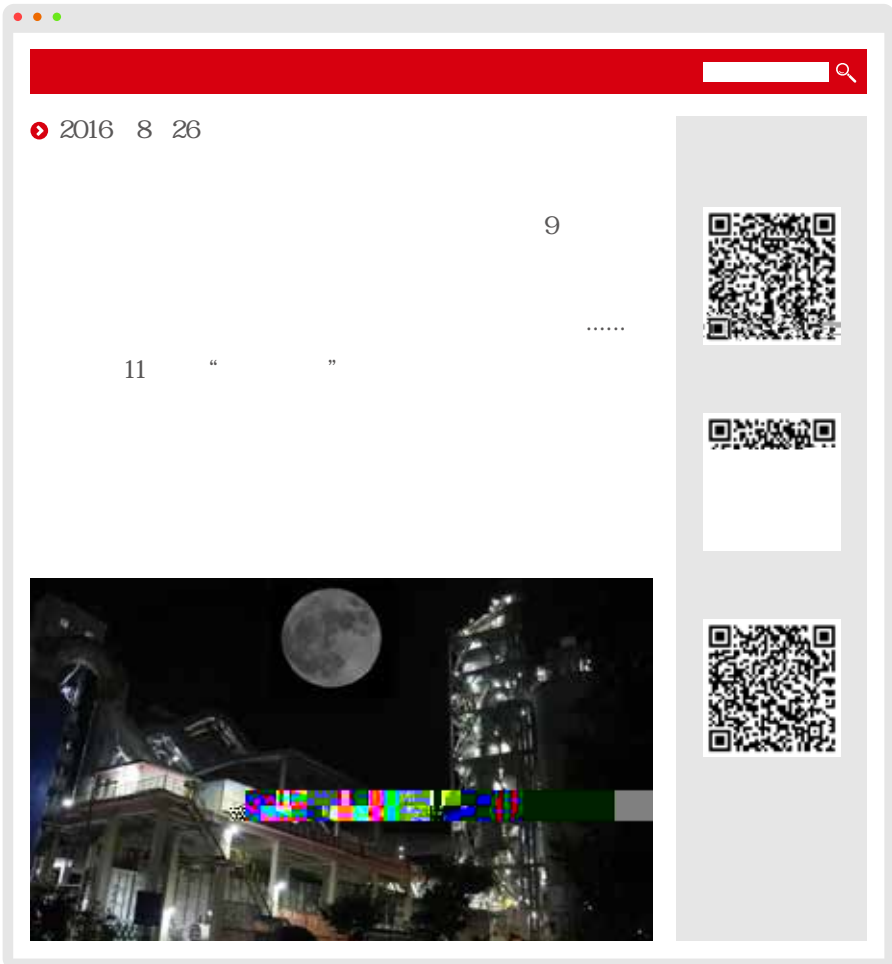


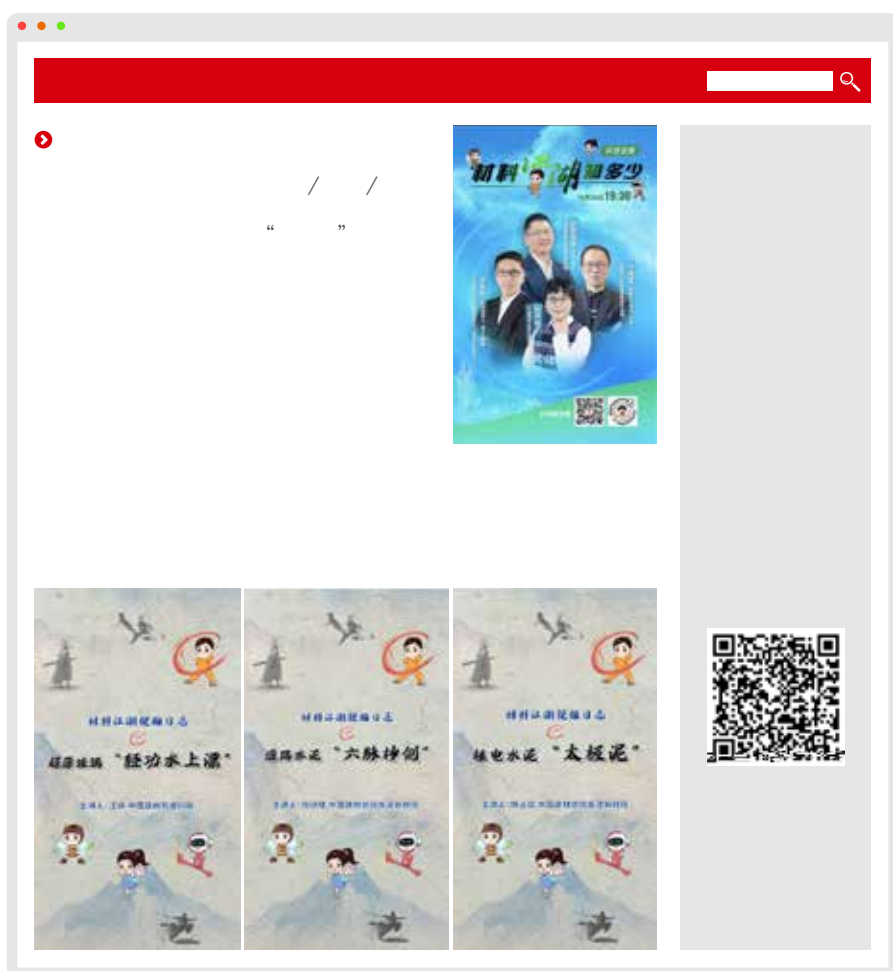


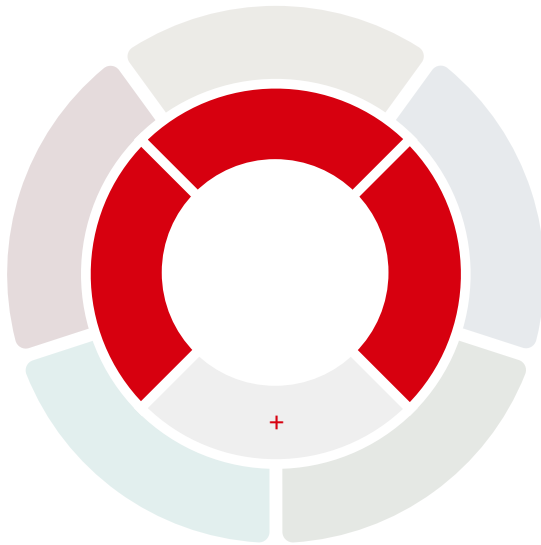
2

“

”



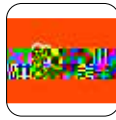






/

10



app

363 ,

626



app

6

app

1



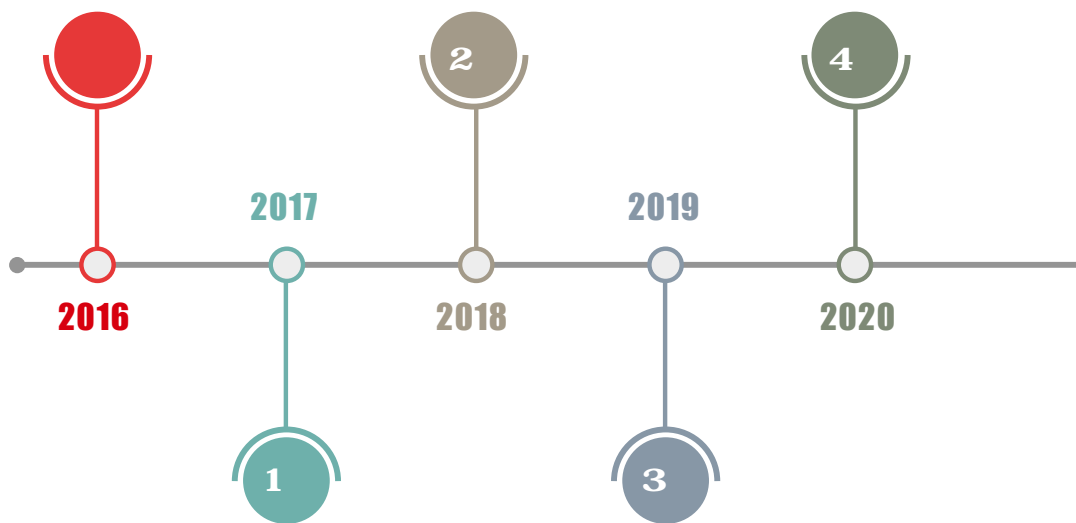
&



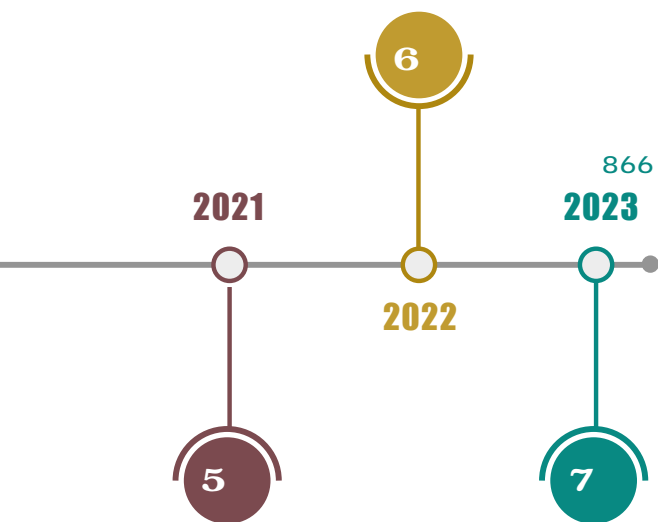
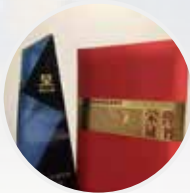
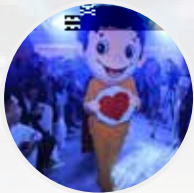
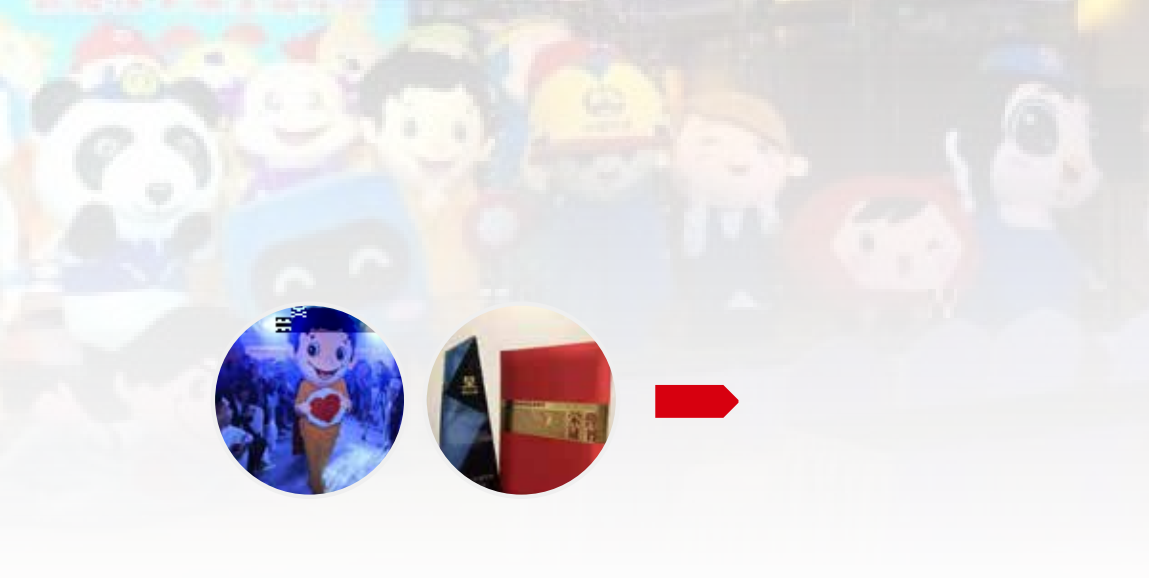
app

10

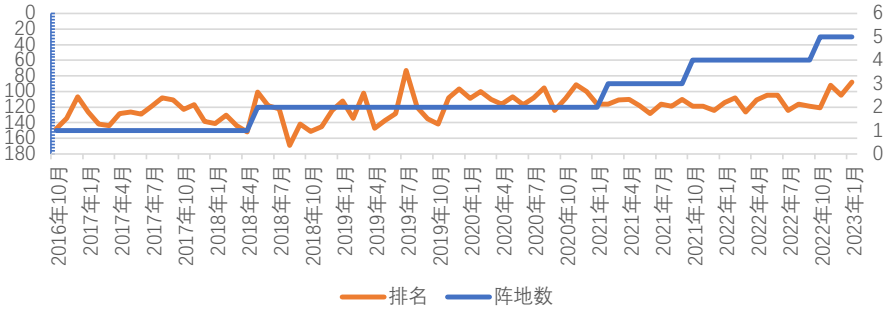
7



~



3



500

2016 10

500

6

73

148



2023 1 29 2 28



2023 2 28
865.8

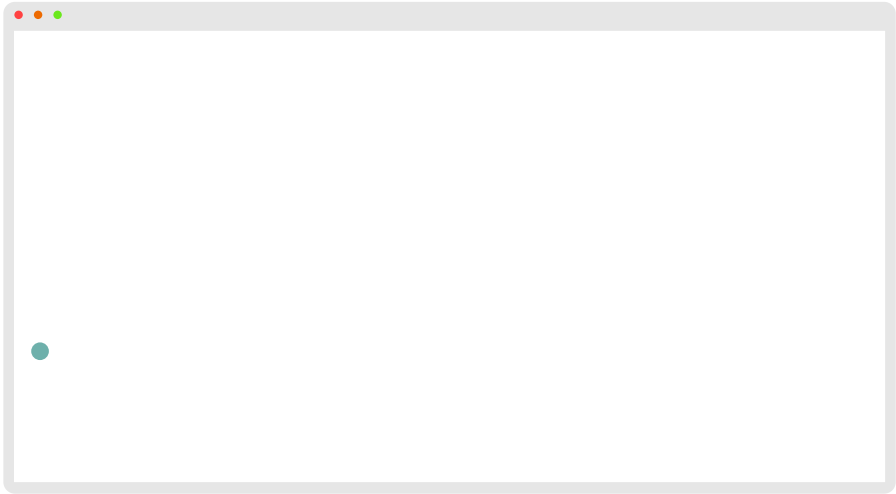


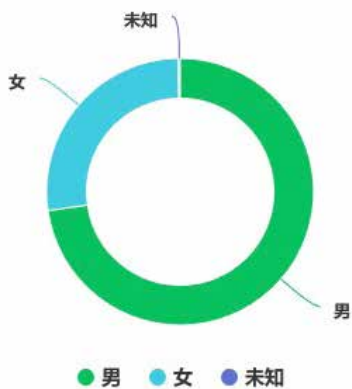
2023 2 28
10 62105

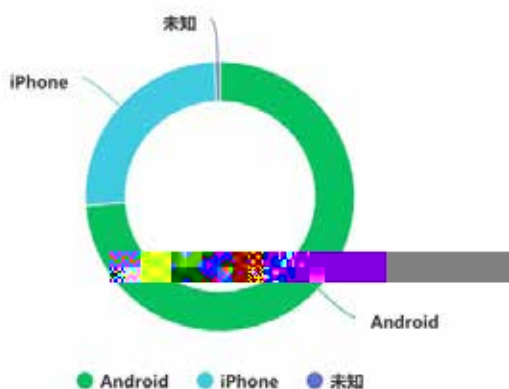
www

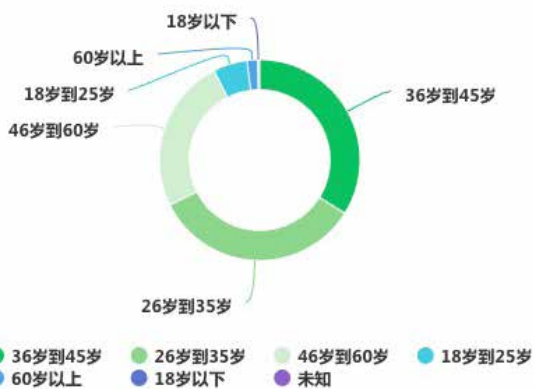
at













“ ”



-
-
-

|

|

603060

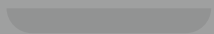
“ ”

6

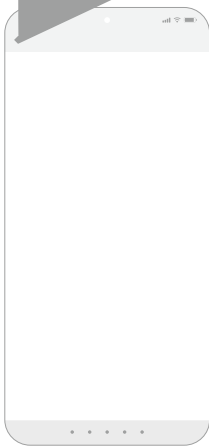
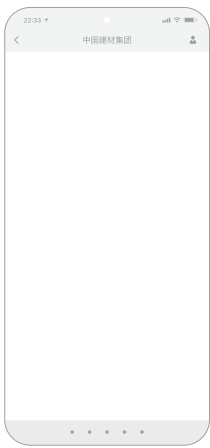
“

” “

”







2



中国绿发集团暨中国绿发集团二十六大万博会

“ ”






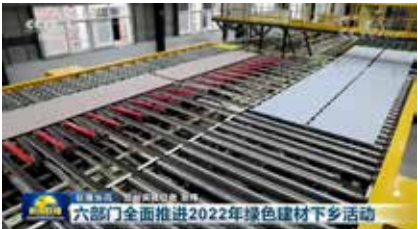



2022

信心2022
全/力/以/赴/稳/增/长
迎/难/而/上/抓/发/展

2022

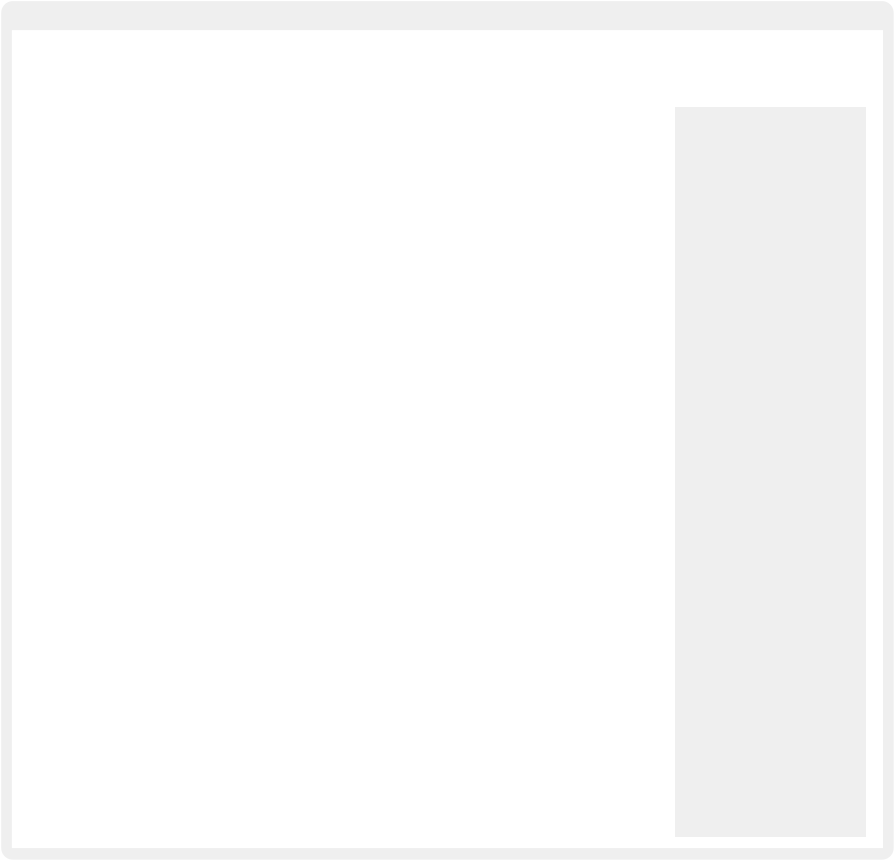
“ ”

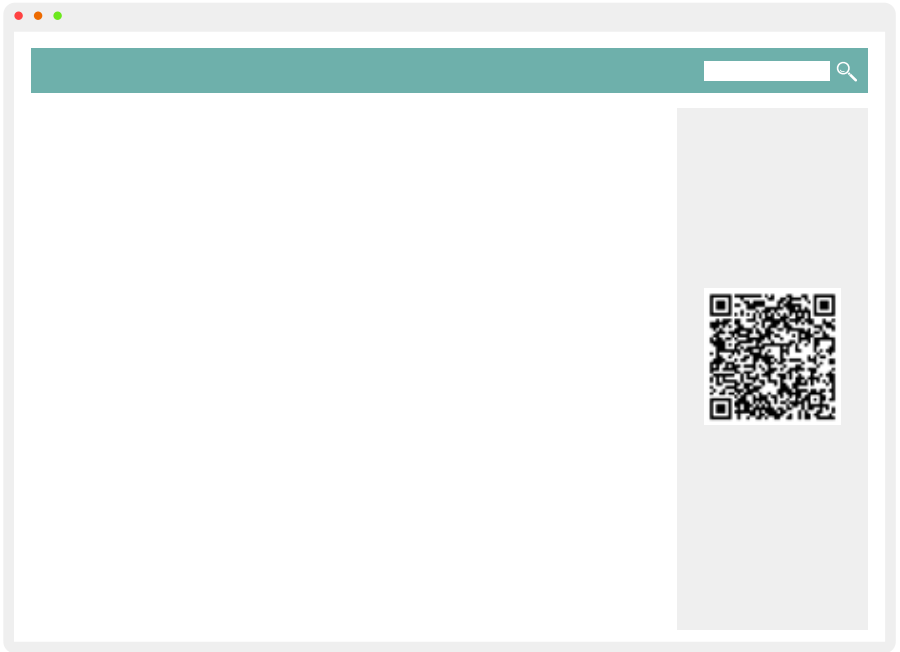


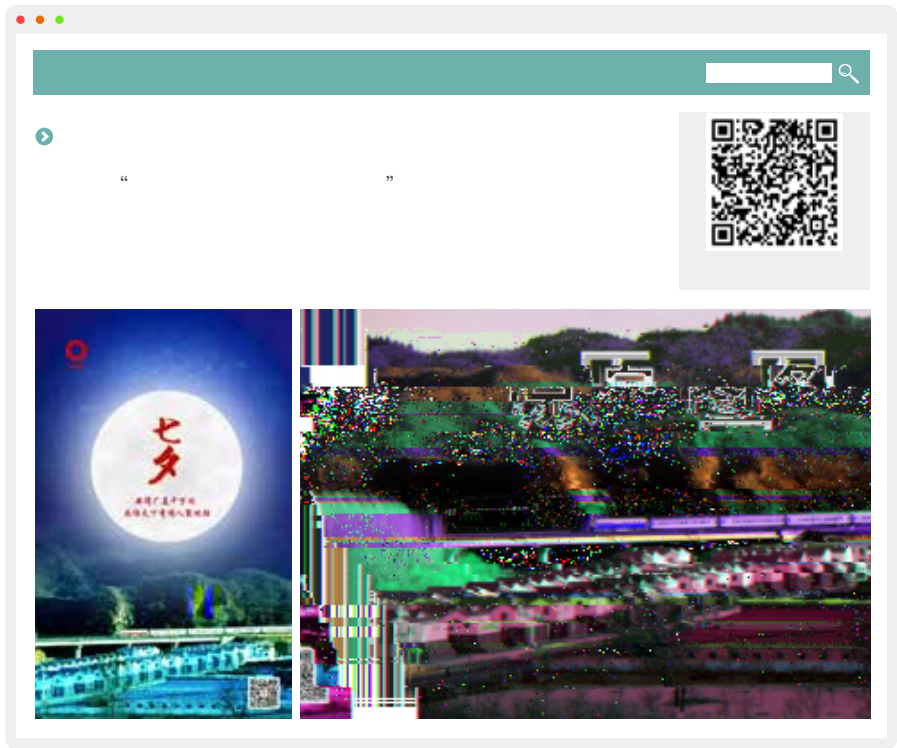
2022|

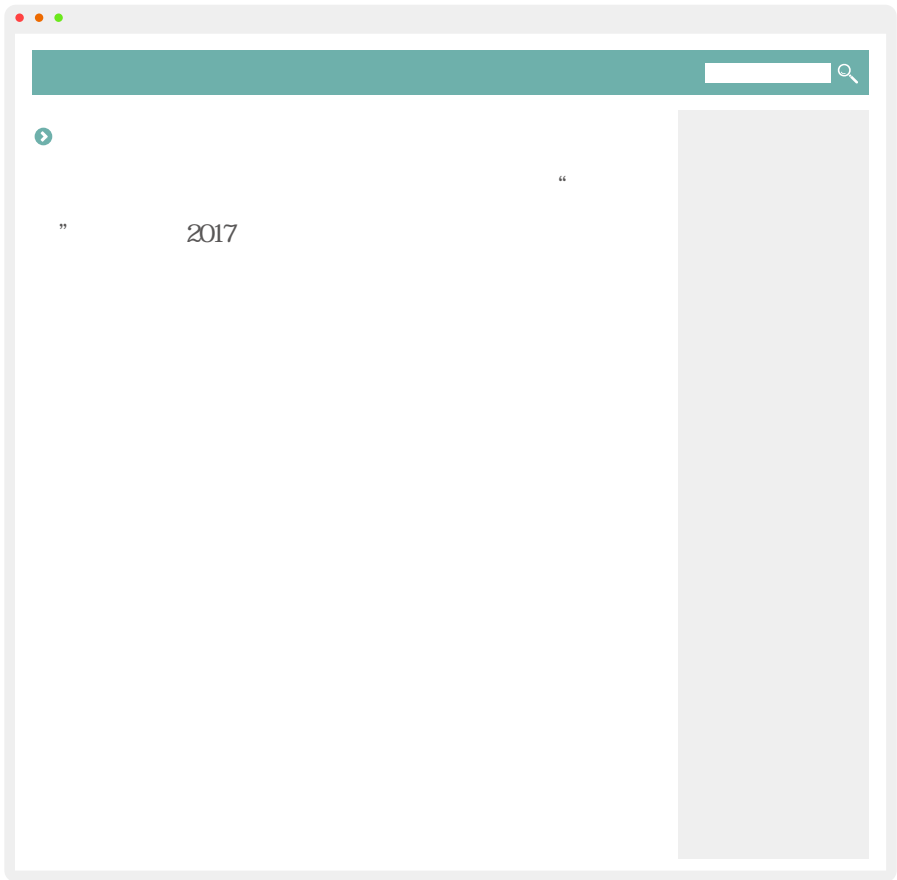






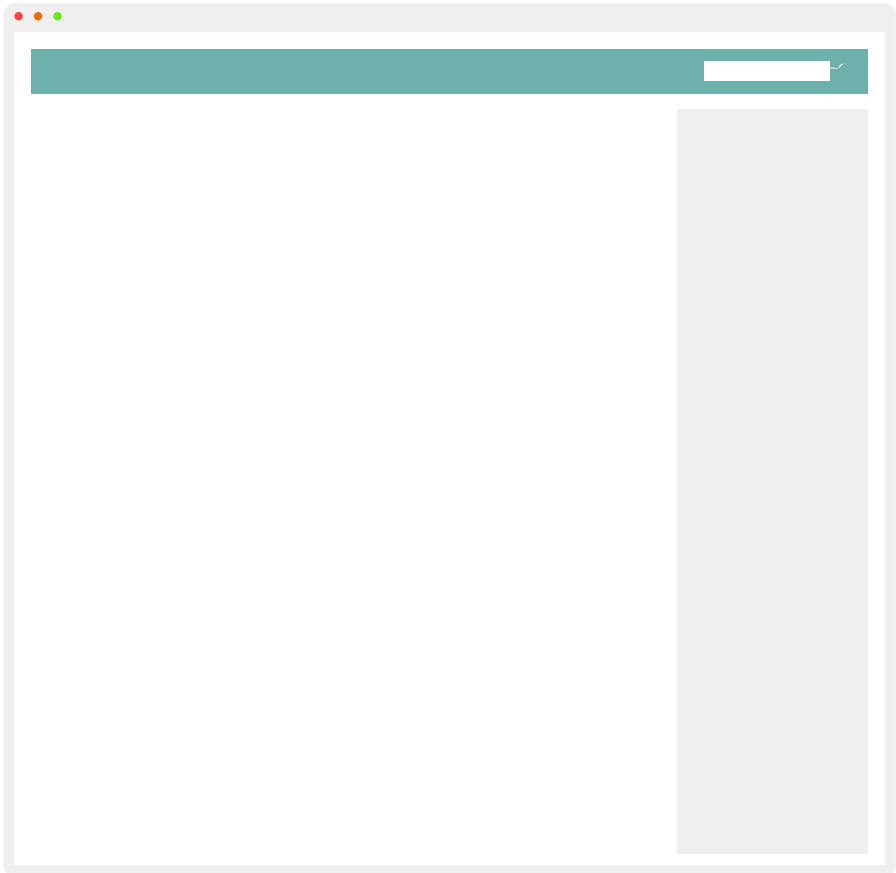








The screenshot shows a web browser interface with a teal header bar containing a search icon. The main content area features a group photograph of nine individuals in business attire standing on a red carpet. Behind them are two large white panels with logos and text. The left panel displays the Sunbata logo and the text "Sunbata 中国新材料装备集团". The right panel displays the Sunbata logo and the text "Sunbata 中国新材料装备(天津)研究院". A QR code is positioned on the right side of the browser window. A small teal arrow icon is located below the photograph.



www

O



1 8.26

2016 8 26

2

1

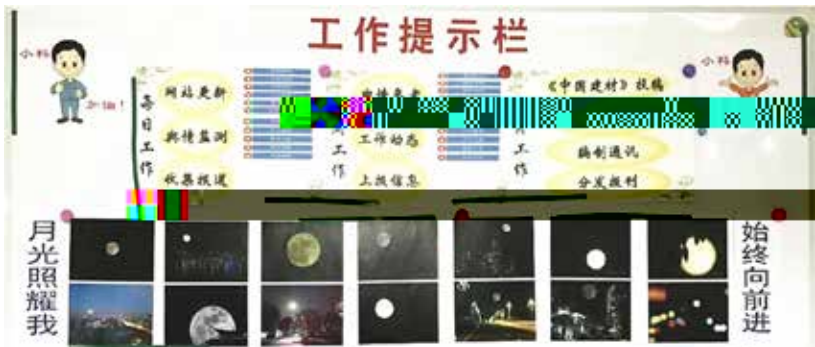


10 +

CALL



2



2016 11 14

" "

68

14%

30%

"

"

"

"

"

"

- ①卡通形象的好处：够安全、能活用、不费事、低预算
- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



我是全能小料，是你们的小料，为美好生活加点料
小料“微”发布，绝对“一手”料
每个人都离不开材料，我就在你的身边

我是建材小云，蓝天白云的云
展现集团绿色低碳、和谐包容的企业形象



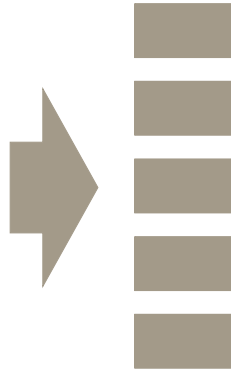
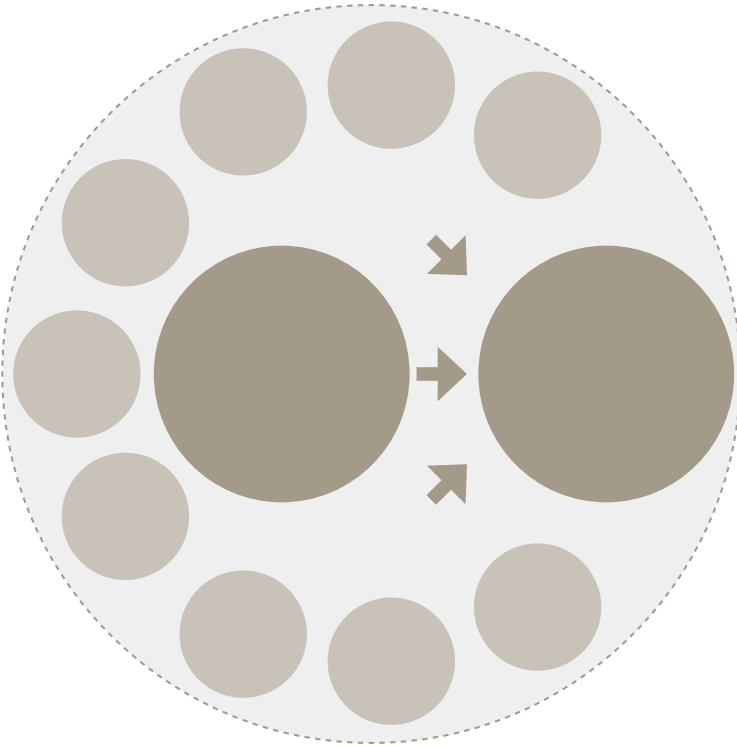
M

我是建材大M，materials的M
展现集团智能创新和转型升级形象

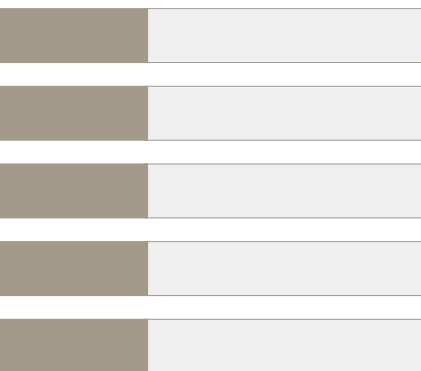
我是建材蜂宝，蜜蜂的蜂，宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神

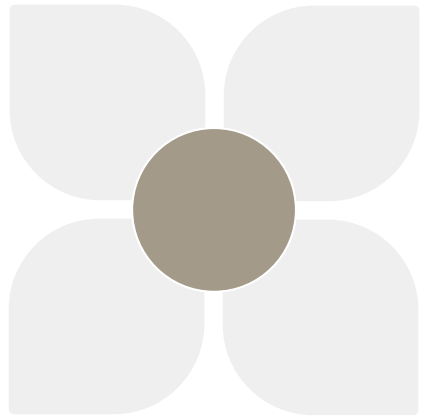
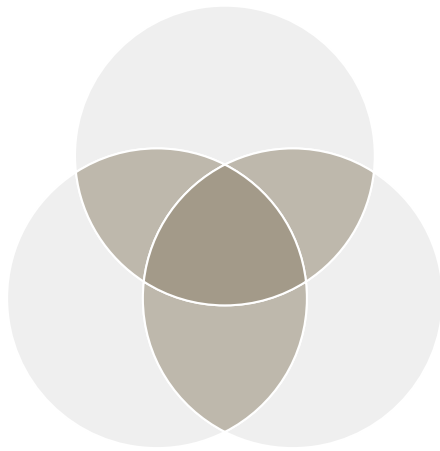






B2B2C







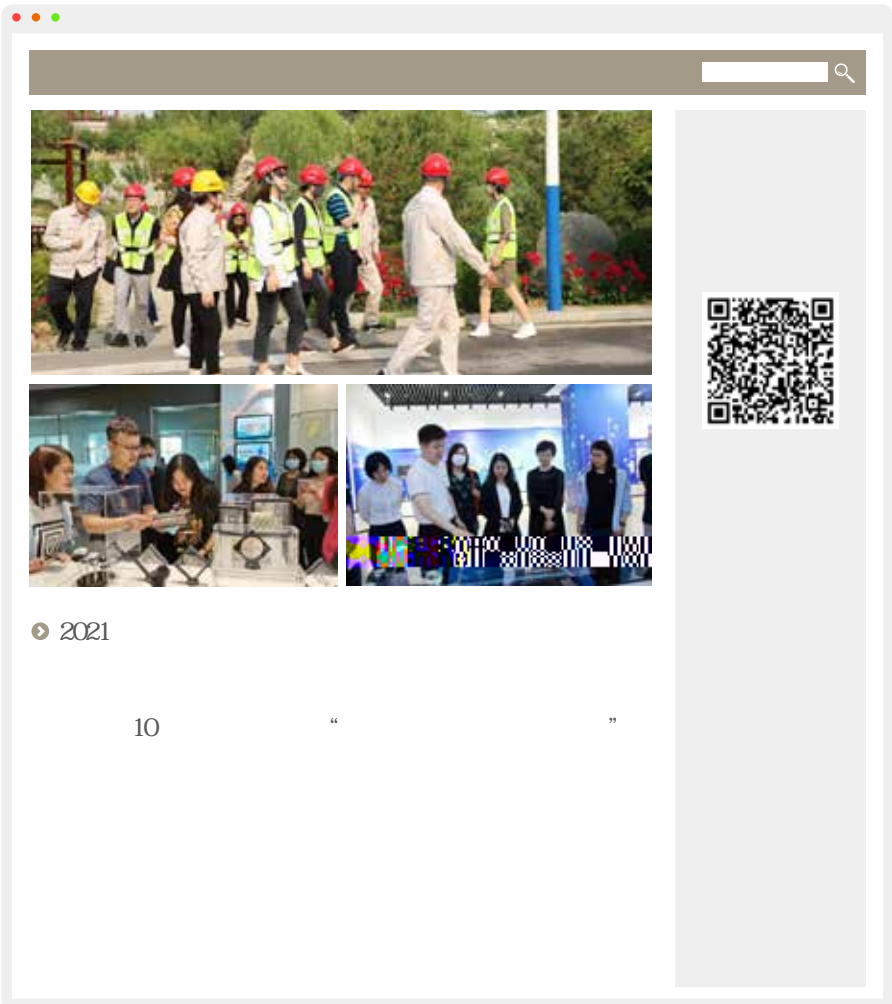


2017 4 21

“ ” “ ”

1+1 2







2021 10 16

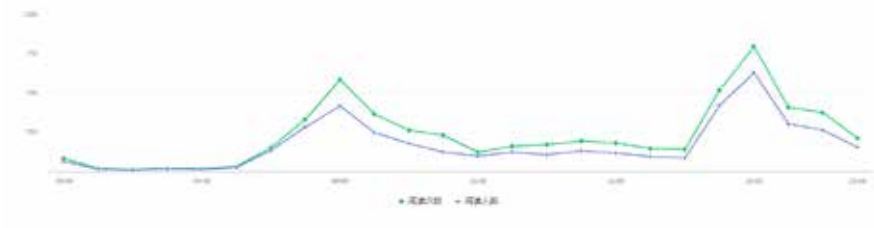


www

en



“ ”



2023 2 22





🔍

▶



2023
新春
祝福

▶ 2023

“ ”

1 26 19:30 2023

“ ”



▶ 2021

“ ”



材料创造美好世界
CNIM makes the world better



“ ”

2022 30

200

12 2 30

“ ”







" "

"

" " " "

" "






2021



Search bar



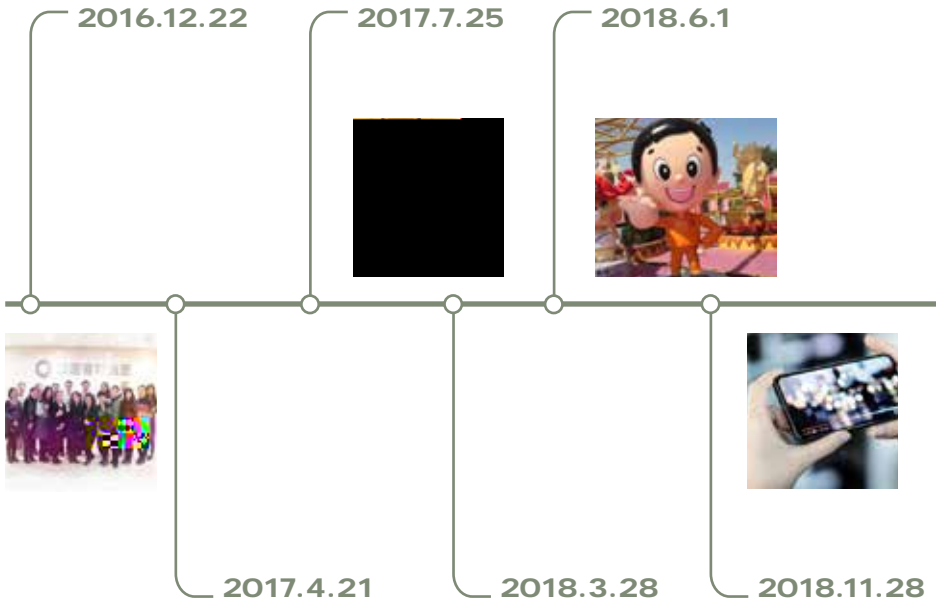
- ▶ 2021 9 8
- ▶ 2021 9 8 20:37



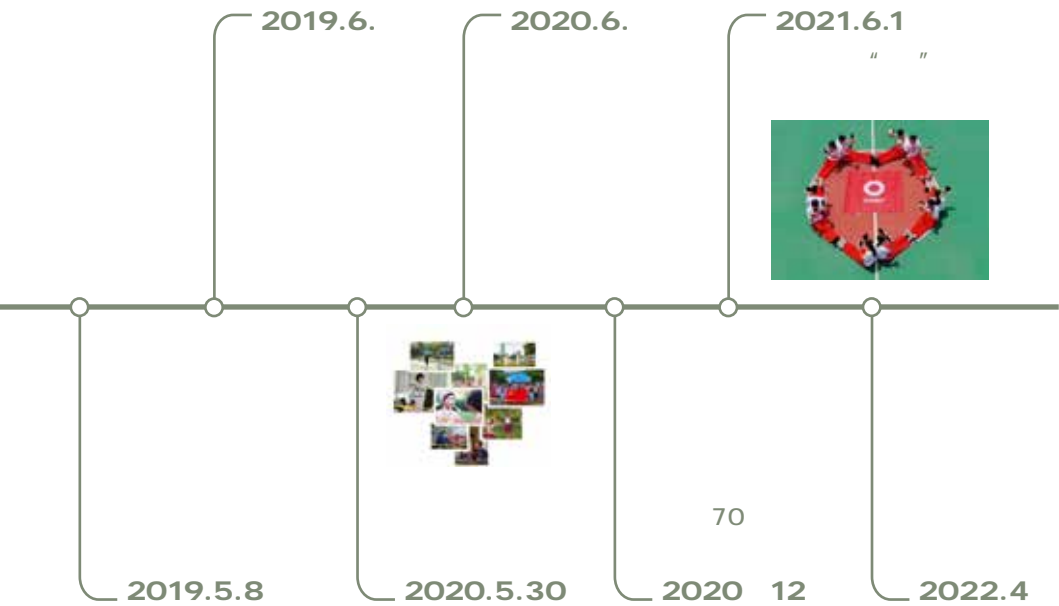
Whe

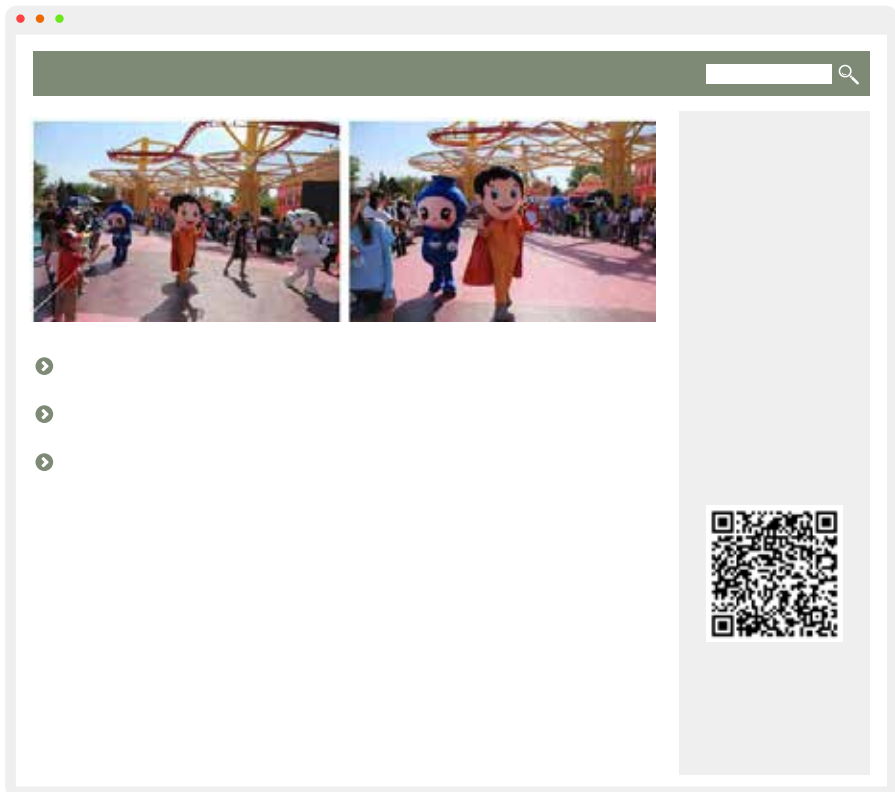
re

1



" "







2021 9 2



2022 7

“ ”



2022 8

2022 9



2022 10

2022 11



2022 12

2023 1

2023 2





"

"

"

"



HO

W

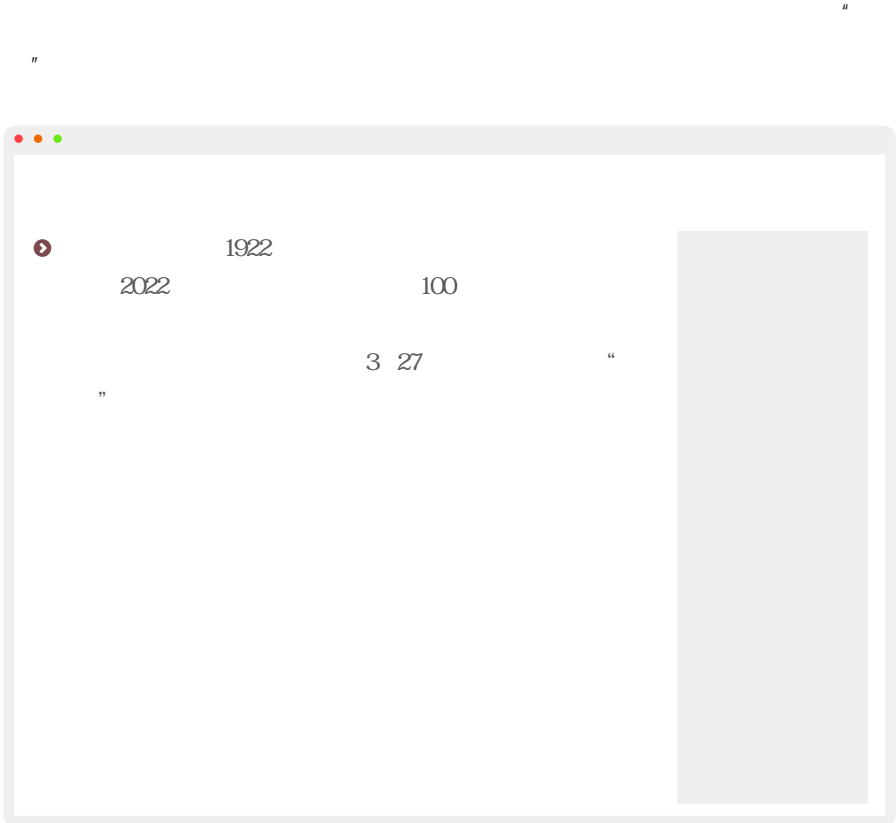


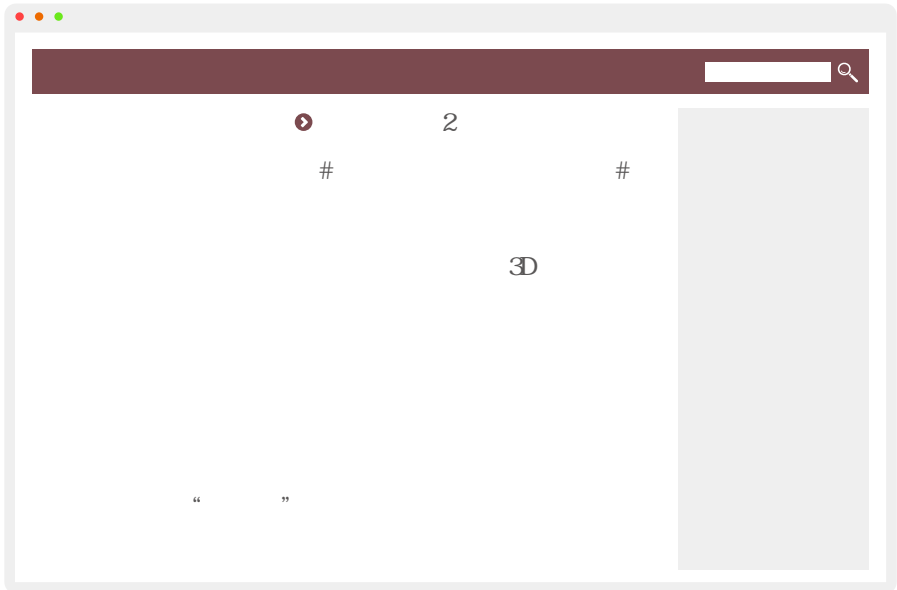


即将微信标题设计成引起受众感兴趣的形式，卖个官司然后揭晓答案，吊足受众胃口，使人看到标题就想点进去一探究竟。

520 “ ”

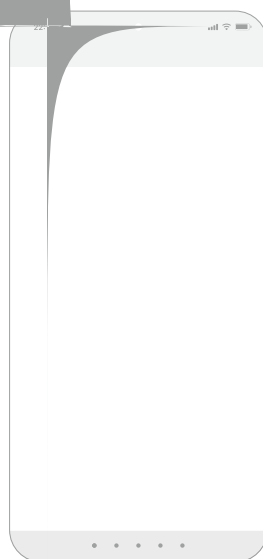
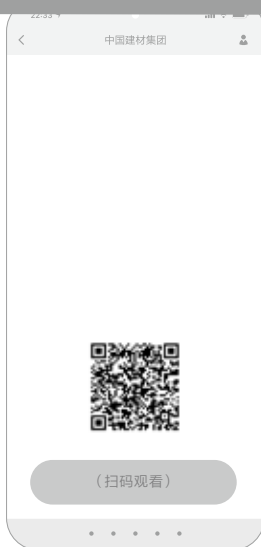
“ ”







H5





EPILOGUE

