

Alpomi for export factories — short guide

Who this is for: SME factories already posting factory videos on TikTok, Facebook, or Instagram, closing deals on **WhatsApp or email**. Your board may have approved a **paid ads trial** (for example ¥100,000) while you compare **¥8,000–10,000/month** social media agencies that promise “foreign buyer leads.”

In one line: Alpomi is **growth software**—connect your numbers, rank what to do next, track follow-through, and record outcomes. We do **not** shoot videos, reply to buyers, or guarantee inquiry counts.

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Your sales path stays the same

Film → DM → **WhatsApp** (styles, MOQ, price) → email for samples/PI → deposit. That is normal for wholesale export. Alpomi **does not plug into WhatsApp** and **does not chat for you**. In v1 you **log serious inquiries and pipeline stages manually** in the app.

How this differs from a ¥8k–10k/month agency

	Typical content agency	Alpomi
Monthly deliverable	Video count, posts	What to do first (Playbook) + whether you did it (Action Board) + connected data
“Where did this lead come from?”	Often unclear	With ads, site tracking, and CRM habit: cost per serious inquiry
Switch vendors	History in their PDFs	History in your tenant
Who films and negotiates?	Agency films, you sell	Still you (or an agency you hire)

Common combo: agency for filming and posting, Alpomi for **measurement and decisions**. Many factories film in-house—Alpomi still fits.

Five things you need before the software pays off

1. **A channel buyers can see** — at least one active account or an ad account ready for a controlled test.
2. **A clear inquiry path** — contact page or form that works on mobile; MOQ and category obvious.
3. **Permissions for ads + site analytics** — Meta/TikTok ads and web analytics (e.g. GA4).
Without real data, recommendations stay generic.

4. **Company profile filled honestly** — what you sell, target markets, buyer type (distributor vs retail), goals—so advice is **wholesale**, not generic DTC.
 5. **Operating rhythm** — someone checks spend weekly, reviews Playbook monthly, **approves** paid changes before they go live, logs key buyers in CRM, and **records task outcomes on the Action Board** so the system can calibrate over time.
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Who does what, and how much time?

Party	Responsibility	Time (once habits stick)
Factory	Content (or agency), WhatsApp/email sales, trial ad budget, approve paid changes, log real inquiries, monthly review with decision-makers	Export lead ~ 1–2 hours/week on data + tasks
Alpomi (SaaS)	Dashboards, Playbook, Action Board, optional supervised campaign changes, CRM when you use it	Subscription; media spend is separate
Optional agency	Shoot, edit, post	Per your contract—not replaced by Alpomi
Setup coaching (optional)	Connect accounts, inquiry workflow, first test structure, review cadence	See export–onboarding–package.md— not unlimited media buying or posting

Typical first 90 days: weeks 1–2 connect data and profile; weeks 3–4 define inquiry logging + small test structure; months 2–3 monthly Playbook reviews and **outcome notes on the Action Board** (did this task move inquiries or deposits?).

Wholesale and DTC on one system

Many factories use the **same videos** for overseas distributors (MOQ, deposit) and for **Shopify or DTC** orders. Alpomi is **one workspace, two lenses**:

- **Wholesale:** inquiry economics, region/buyer type, pipeline stages.
- **DTC:** orders, SKU performance, ROAS once the store and ads are connected.

The same ad spend can touch both lanes. The product **does not read your WhatsApp threads**—you keep **lane discipline** when you log and review. For retail-heavy positioning, see the DTC page (cross-linked from export marketing).

Four surfaces to remember

Plain language	Role
Dashboards	Spend and site behaviour in one place
Playbook	Prioritized actions for this month
Action Board	Tasks and accountability— record outcomes when you finish (feeds calibration)
Supervised paid changes (if used)	Approve campaign edits before they go live

Module detail: china-export-factory-alpomi-guide-en.md.

What we do not claim

- No video posting service, no guaranteed inquiries, no silent full autopilot on ad accounts.
 - **No WhatsApp or WeChat sales integration** in v1.
 - We do not pay your Meta/TikTok **media bills**.
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Poor fit

You only want “X videos per month” and nobody will look at data or log inquiries.

Next step

Book a **20–30 minute demo** on your real path (TikTok → WhatsApp → deposit). Use the contact form or download this PDF for your board.

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