



SME Seminar

“Digital Marketing in a New Era Series (2) – Precise Advertisement and Responsive Website”

Data reveals that over 80% of consumers conduct online search in looking for products and services. Such searches are commonly the first gateway for brands to reach consumers and are an important source of business. Businesses should consider the habits of target customers, flexibly use AdWords and pick exact keywords, so that advertisement could be shown to potential customers at their first search. This should also help catch the fast-paced urban population which is used to conducting online search and consuming by mobile phones amidst their fragmented time. This seminar will illustrate the use of precise advertisement and responsive website (clear display of webpage on different electronic devices through website design techniques) for marketing so as to broaden product exposure among the fast-paced urban population for more business.

Details

Date: 7 February 2018 (Wednesday)
Time: 3:00 – 5:00 p.m.
Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Units 15-18, 23/F, Standard Chartered Tower, Millennium City 1,
388 Kwun Tong Road, Kowloon
(MTR Ngau Tau Kok Station Exit A / MTR Kwun Tong Station Exit A2)
Language: Cantonese
Topic: **Precise Advertisement and Responsive Website**

- Market trend and strategic planning for online promotions
- Use of AdWords and exact pick of keywords
- Use of responsive websites to deliver the best user experience to consumers
- Successful cases

Speaker : *Mr Eddie CHU, Assistant Manager, Digital ROI, Madcradle Online Limited*

Registration

Interested persons are welcome to participate in this seminar. Admission is free.

Please visit **SUCCESS Website (www.success.tid.gov.hk)** for online registration, or fill in the registration form below and fax it to **2391 7375**. The deadline for registration is **6 February 2018 (Tuesday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 180207V)

Registration Form

***compulsory**

Name*:	(Mr / Mrs / Miss) _____	Age*:	<input type="checkbox"/> <20	<input type="checkbox"/> 20-30	<input type="checkbox"/> 31-40
Email*:	_____	Tel*:	_____	Fax:	_____
Address:	_____				
Company:	_____				
Status*:	<input type="checkbox"/> Business Owner (Year Established: _____; No. of Employees: _____)		<input type="checkbox"/> Managerial Staff		<input type="checkbox"/> Consultant
	<input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: _____)		<input type="checkbox"/> Academic		<input type="checkbox"/> Others
Industry*:	<input type="checkbox"/> Import/Export Trade		<input type="checkbox"/> Wholesale and Retail		<input type="checkbox"/> Restaurants and Hotels
	<input type="checkbox"/> Financing, Insurance and Real Estate		<input type="checkbox"/> Business Services		<input type="checkbox"/> Community, Social and Personal Services
	<input type="checkbox"/> Manufacturing		<input type="checkbox"/> Transport, Storage and Communications		<input type="checkbox"/> Construction <input type="checkbox"/> Media <input type="checkbox"/> Others
SUCCESS Membership and Disclosure*	I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department (“SUCCESS”). <input type="checkbox"/> Yes <input type="checkbox"/> No				
	I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. <input type="checkbox"/> Yes <input type="checkbox"/> No				
	I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity <input type="checkbox"/> Yes <input type="checkbox"/> No				