

Webinar "New Marketing Trend - Social Media in the Mainland"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website

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Catching up with the latest marketing trend in the Mainland's social media would grant enterprises access to the e-commerce market in the Mainland. In recent years, the online social and shopping platform Xiaohongshu ("Little Red Book") and short-form video apps TikTok are amongst the most popular. How could these social media platforms be leveraged for promoting your business? In this seminar, an online marketing expert will share some tips on how to promote your business on social media platform like Xiaohongshu and TikTok, and introduce different types of short-form videos, helping you stay updated on the latest social media marketing strategies. The expert will also share the experience on how enterprises could deliver the products or services to the customers during the pandemic.

Details



Date: 17 April 2020 (Friday)

Time: 3:30 – 4:45 p.m.

Language: Cantonese

Speaker: Ms Tiffany Tung, Senior Business Development Manager,
Source Network Media Group Ltd.

Topic: New Marketing Trend - Social Media in the Mainland