

Webinar "Guide to We-Media Marketing in the Mainland"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) .

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Using "We-Media" to do online promotion is becoming more popular in the Mainland in recent years. Mastering the skill of developing and managing We-Media would help enterprises tap into the Mainland market and promote their products effectively. In this seminar, an online marketing expert will introduce the latest development and marketing trend of We-Media in the Mainland, and positioning and target customers of different We-Media platforms. The expert will also share tips on promoting business with live streaming marketing, successful cases of e-commerce and impact of the COVID-19 on the e-commerce market, helping you grasp the business opportunities.

Details



Date: 10 December 2020 (Thursday)

Time: 3:30 – 4:30 p.m.

Language: Cantonese

Speaker: Ms AnnMarie Wong, We-Media Trainer, Greater China
Wemedia Influencer Association