

Webinar “New Trend in KOL Marketing in the Mainland”



Registration Method

Interested persons are welcome to attend. Admission is Free.
Please register at SUCCESS website
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KOL marketing is becoming more popular in the Mainland in recent years. Mastering the new trend and skill of managing We-Media would help enterprises explore the Mainland market and promote their business effectively. In this seminar, an online marketing expert will introduce the development and trend of online marketing in the Mainland, including latest regulatory requirements. The expert will also share the positioning of different We-Media platforms and successful cases of KOL marketing on Xiaohongshu, TikTok, WeChat and Taobao, etc., with a view to helping enterprises choose suitable We-Media platforms.

Details



Date: 18 February 2022 (Fri)
Time: 3:30 - 4:30 p.m.
Language: Cantonese
Speaker: **Mr. Chois Choi**, Strategy Consultant, Source Network Media Group