

This seminar is one of the seminars under the SME Service Centers' "4-in-1" Seminar Series.



Seminar "2024 Xiaohongshu Marketing Strategies"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 2 February 2024 (Fri) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

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Xiaohongshu is one of the leading social and online shopping platforms in the Mainland. In this seminar, an online marketing expert is invited to share the marketing advantages of Xiaohongshu and strategies for targeting the core user groups. The expert will also explain the top-selling tips of Xiaohongshu, as well as various notes and short video advertisements, with a view to assisting SMEs in enhancing promotional effectiveness of Xiaohongshu and exploring Mainland e-commerce market.

Details



Date: 2 February 2024 (Fri)

Time: 3:30 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Mr Choi Choi**, Strategy Consultant, Source Network Media Group