

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



Seminar

"Douyin: Strategies and Skills for Mainland E-commerce Platforms"



Registration Method

Interested persons are welcome to attend. Admission is Free.

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

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Douyin is one of the major platforms for entering the Mainland e-commerce market. In this seminar, an online marketing expert is invited to provide an in-depth introduction to the characteristics, user groups and operational techniques of the Mainland e-commerce platform Douyin. The expert will also share the tips for marketing on Douyin, such as effective brand promotion, fan interaction and sales growth, with a view to assisting SMEs in improving promotion efforts in developing businesses in the Mainland.

Details



Date: 12 April 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 Wyman Au Yeung**, Marketing Director (China Market), Madcradle Online