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









## Seminar "Xiaohongshu and WeChat Channels: Strategies on Branding and Marketing"



Xiaohongshu and WeChat Channels are very popular social media in the Mainland. Hong Kong enterprises may reach numerous potential customers from the Mainland and Southeast Asia through these platforms. In this seminar, an expert is invited to compare the pros and cons of Xiaohongshu and WeChat Channels and to explore the general mindsets behind when operating businesses through these two platforms. Strategies to generate profits directly through self-media and related cases will also be shared, with a view in assisting SMEs in getting the techniques to promote their brands and expand markets through self-media.

Details



Date:	25 February 2025 (Tue)
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 Chois Choi, Strategy Consultant, Source Network Media
	Group