

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

Co-Organiser



Seminar

"Trends of Digital Marketing and Brand Building of KOL: From Strategy to Practice"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 29 May 2025 (Thu) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

With the prevalence of social media, more key opinion leaders (KOL) appear and bring diverse possibilities for digital marketing and brand building. In this seminar, a professional trainer of Employees Retraining Board (ERB) will provide the latest overview of Hong Kong's market and explore the core strategies for relevant digital marketing practices. A practical guide to KOL brand building and cases studies on markets in Hong Kong and in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) will also be shared, with a view to assisting SMEs in understanding the working mechanism of digital marketing through KOL and building their own brands by effective integration of different resources.

Details



Date: 29 May 2025 (Thu)

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: **Dr Paul Yee**, Trainer of Employees Retraining Board