

Marketing in the DIGITAL ERA

Target : Top-up Degree, 3-Year Degree and Advanced Diploma students

Introduction

Online media has been creating significant impacts on our daily life. We need to have a good understanding of the latest development of rich media communication in marketing and know how to integrate both digital and non-digital tools to market your brand effectively and even promote yourself to potential employers!

Workshop Contents (15 hours in total)

1. Online Marketplace Analysis

a) The Role of Digital Marketing and the Customer Journey

- Building demand
- Conducting transactions
- Filling orders
- Providing customer service
- Serving as a versatile advertising medium

b) The Model of Digital Advertising

- Owned media
- Paid media
- Earned media



2. Online Media Marketing

a) The Nature of Online Media Marketing

- Advantages
- Disadvantages

b) Develop an Online Media Campaign

- Online media marketing objectives
- Online media platforms
- Online media marketing trends

c) Types of Online Media

- Facebook and the Facebook Business Manager
- Instagram; the importance of visual communication
- Twitter, LinkedIn, Pinterest, Snapchat and

3. Streaming Video and KOL

a) Online Video Marketing for Business

- Develop a YouTube marketing strategy
- Create and manage your YouTube channel
- Generate revenues or/and enhance your marketing communication

b) Influential Marketing and Key Opinion Leader

- KOL marketing tactics every brand needs to know
- Product seeding and brand awareness
- How to optimum engagement

Trainer

Mr. Joseph Yim



Mr. Yim has been working in the advertising, publishing and corporate communications fields since 1980s. He was the first person who introduced the digital pre-press technology to Hong Kong enterprises and published the first Chinese multimedia magazine "電腦傳藝" which captured the attention and attracted collaboration from international software and hardware companies such as Apple, Adobe, Corel, EPSON, Founder, Kodak, Pantone, etc.

Mr. Yim has extensive experience in education and training. He has developed a number of multimedia programmes and managed various multimedia research projects for different higher education institutions in Hong Kong. He is now a consultant and external reviewer for many multimedia programmes in higher education institutions. He is also the life member of the Hong Kong Designers Association and the consultant of the Asian Young Designers Association.

Details

Date & Time	: 22 May, 29 May, 12 June, 19 June and 26 June 2021 (5 days), 2:00pm – 5:00pm
Venue	: Online via Zoom
Fee	: Free of charge
Quota	: 20 (on a first come, first served basis)
Medium of Instruction	: Cantonese supplemented with English terminology
Online Registration	: www.scope.edu/seminar/203-CE-9
Application Deadline	: 12 May 2021

