

以較低成本接觸更多顧客


Reaching more customers with lower costs

香港資訊科技商會 Hong Kong Information Technology Federation

資訊科技發達，中小型公司所費不多就己能接觸到新顧客。比如說，用Facebook向二百二十五萬名香港成年用戶發放廣告，每天只要港幣四百元而已。為了幫助議會會員找出合用的資訊科技工具，並且發揮這些工具的效力，香港資訊科技商會在議會的支持和政府資訊科技總監辦公室的贊助下，於二零一零年三月再次舉辦了兩個數位行銷工作坊。

第一個工作坊(合共兩班)的講者是司徒廣釗先生，主題是善用互聯網作市場推廣。司徒先生是數位行銷的資深人員，也是幾所本地大學的客席講師。他介紹了現今流行的各種數位行銷媒體，包括手提電話、社交媒體(如Facebook、網上論壇)、手機短訊、搜尋引擎等，並以例子解釋各種媒體的長短、應用方法、成本估計等。

數位行銷媒體大都只能接觸到部份市場，但上網的人卻無不使用Google、雅虎！等搜尋引擎。第二個工作坊也有兩班，由從事數位行銷顧問工作十五年的何浩流先生負責。何先生除了說明搜尋引擎排列搜尋結果的方法外，還解釋自己怎樣動手稍為修改一下網站的用詞和標題，就己足以令公司提供的產品或服務在搜尋結果中名列前茅。此外，他也介紹了揀選搜尋引擎優化服務的方法、收費方式和常見陷阱。工作坊的錄像片段，經剪輯後即將上載項目網站：<http://ssp-ti.hkitf.org>。

由於業界反應熱烈，資訊科技商會與議會將更緊密合作，以推動業界應用資訊科技，並為業者提供培訓。其他精彩活動會陸續推出，請留意議會的公佈。 



Advancements in IT have enabled SME companies to reach new customers on an affordable budget. For instance, placing an advertisement on Facebook to target 2.25 million adult users in Hong Kong costs just HK\$400 a day. **To help TIC member agents find the right IT tools and use them effectively, the Hong Kong Information**

Technology Federation (HKITF), with support from the TIC and sponsorship from the Office of the Government Chief Information Officer, organised two more workshops on digital marketing in March 2010.

The focus of the first workshop (with two classes) was marketing through the Internet, during which Mr Ralph Szeto, a veteran in digital marketing and guest lecturer for some local universities, provided an overview of all the popular digital marketing media available today, including mobile phones, social media (such as Facebook and discussion forums), text messaging and search engines, and gave examples to illustrate each of their strengths, weaknesses, deployment methods and cost estimates.

While most digital marketing media can reach only some sectors in the market, search engines like Google and Yahoo! are used by all Internet users. At the second workshop (also with two classes), Mr River Ho, a seasoned consultant with 15 years of experience in the digital marketing business, explained how search results were ranked by search engines and how even small DIY changes in wording and titles could help a company get a leading position among the search results when someone was searching for products or services it provided, and offered advice on methods to choose Search Engine Optimisation services, the fees involved and common pitfalls. **Edited videos of the two workshops will soon be available on the project website at <http://ssp-ti.hkitf.org>.**

Given the enthusiastic responses from the travel industry, the HKITF and the TIC will work even more closer to promote IT adoption and training in the travel industry. Don't miss announcements from the TIC for more exciting events! 