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HKTVMall eCommerce Academy 涵蓋6大範疇 助你輕鬆掌握營運網店成功技巧

為了加強支援零售夥伴數碼轉型及拓展業務，在電商行業競爭中佔盡優勢，HKTVMall即將推出全新綜合教育平台「HKTVMall eCommerce Academy」，邀請不同的電子商貿及數碼營銷專家，提供全面及多元化的網上行銷培訓課程，讓有意發展網上業務的零售商，輕鬆掌握營運網店的成功技巧。首輪課程將於7月下旬率先開放予商戶報名參加，只限100個名額，每個商戶最多可派2名代表參加，費用全免。參加者完成整個課程並通過最終評核，可獲頒發電子證書。




綜合教育平台「HKTVMall eCommerce Academy」齊集所有關於電子商貿的必要知識和技巧，課程內容涵蓋6大範疇，包括數碼廣告、營銷、業務營運、融資等，透過不同的專家講座、網上研討會和教學影片，讓參加者了解網店營運和規劃的基礎知識，學習制定有效的推廣計劃，利用優質的文案、產品圖片及影片充分展現品牌及產品優勢，吸引顧客眼球。參加者亦能學習利用社交媒體營銷、大數據分析等，精準地制定行銷及廣告策略，及更有效地經營自己的HKTVMall網店。

課程除了由HKTVMall的經驗團隊分享不同的網上營銷技巧外，更邀請了大學教授及多間國際知名的機構代表參與，包括HSBC、Facebook、Salesforce、Google、數碼營銷專家Madcradle、國際數碼媒體傳播公司GroupM等，分享不同領域的專業知識。我們亦邀請了HKTVMall加盟商戶分享經營網店的成功經驗，讓參加者對電子商貿有全方位的了解。

HKTV mall

Content Highlights

<p>Seminar</p>  <p>Success in Digital Ecosystem 電子商貿生態圈致勝之道</p> <p>By Group CEO of HKTV, Mr. Ricky Wong</p>	<p>Live Webinar</p>  <p>Social Media Establishment and Engagement 社交媒體創建和互動</p> <p>By Facebook</p>
<p>Seminar</p>  <p>Basics in Budgeting & Financing 預算與融資入門</p> <p>By HSBC</p>	<p>Video</p>  <p>Interpretation of Big Data 宏觀大數據</p> <p>By Dr. Ken Fong, Poly U</p>

商戶可於7月下旬在MMS內的訊息欄了解更多「HKTV eCommerce Academy」的報名詳情，稍後我們亦會將課程開放予其他有意發展網上業務的零售商及從事電子商貿的人士參加。HKTVmall期望繼續與各商戶攜手，全力發展電子商貿，為香港的零售業開創新方向。

HKTV mall

Our Target Learners

 <p>HKTVmall Merchants</p>	 <p>Merchants who are interested to run an online shop on HKTVmall</p>	 <p>Merchants who are interested to start online business in Hong Kong</p>	 <p>Company's management level & eCommerce related staff</p>
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Digital certificates will be issued upon completion of the course & passing of the final assessment

HKTV mall 成為 Facebook
香港區首個「協作廣告」電子商貿平台



HKTV mall 榮獲
Google 2019 菁英合作夥伴
購物廣告卓越獎
 香港和台灣賽區

HKTV eCommerce Academy

Covering 6 Major Areas

to Learn Successful Skills in Running Online Stores

In order to strengthen the support for all merchant partners in digital transformation and business expansion, and to gain competitive advantage in the eCommerce industry, HKTVmall will launch a new integrated education platform “HKTV eCommerce Academy” soon, to provide comprehensive and diversified training courses with the participation from different eCommerce and digital marketing experts, aiming to enrich the knowledge on running online shopping for retailers. On a free basis, the first round of courses will be opened for registration in late July, limited to 100 seats only with each merchant can send up to 2 representatives to join our program. Participants who complete the entire course and pass all final assessments will be awarded a digital certificate.



The integrated education platform “HKTV eCommerce Academy” gathers all necessary knowledge and skills about eCommerce with topics covering 6 major areas included digital advertising, marketing, business operation, financing, etc., through various seminars, live webinars and videos from guest experts, participants can understand the basics of planning and running an online shop, learn to formulate an effective promotion plan, make use of high-quality copywriting, product pictures and videos to uphold your brand image and product advantages to arouse customers' awareness. Participants will also be able to formulate marketing and advertising strategies accurately and operate their own HKTVmall stores effectively with the knowledge and techniques on social media marketing, big data analytics, etc.

In addition to sharing various online sales and marketing skills by HKTVmall's experienced teams in the program, we also invited the university professors and representatives of many internationally renowned organizations, including HSBC, Facebook, Salesforce, Google, digital marketing expert Madcradle, international digital agency GroupM, etc., to share their expertise in different fields. We also invited our merchant partners to share their successful experience in operating an online store, so that participants have a comprehensive understanding of

eCommerce.

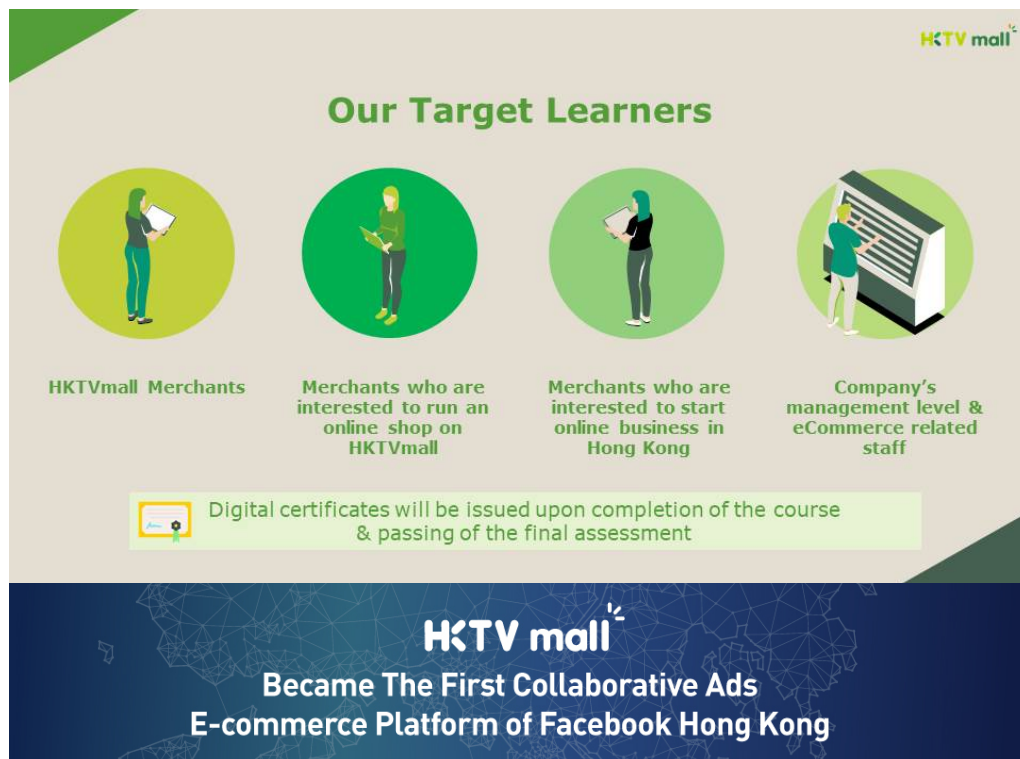


HKTVMall

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For more details on the registration of “HKTVM eCommerce Academy”, please review the notice board in MMS in late July. We will also open the registration to other retailers who are interested in developing online business and those engaged in eCommerce. We will continue to work with all merchant partners to strengthen the development of eCommerce business and create new directions for Hong Kong’s retail industry.



HKTVMall

Our Target Learners

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E-commerce Platform of Facebook Hong Kong



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電郵 Email: app.cs@hktv.com.hk

電話 Tel: 3145 6888

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香港電視購物網絡有限公司
Hong Kong TV Shopping Network Company Limited

將軍澳工業村駿昌街1號 香港電視多媒體及電子商貿中心
HKTV Multimedia and Ecommerce Centre
No.1, Chun Cheong Street, Tseung Kwan O Industrial Estate
Tseung Kwan O

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