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HKTVmall 推出全新網上社區ShareHub 推展社交電商業務

香港電商發展日趨成熟，HKTVmall 作為市場的領導者，銳意於穩健的電子商貿基礎上， 加入社交元素，讓 HKTVmall 從傳統網上購物商場，推展為社交電商。我們於8月在HKTVmall應用程式內推出全新網上社區「ShareHub」，商戶及客戶均可以在ShareHub上創建和分享生活內容的社交平台，我們期望這個社交平台可以增加客戶在HKTVmall內的互動，從而增加用戶對HKTVmall應用程式的粘性和人流，同時讓用戶探索熱門話題和新趨勢。

ShareHub的熱門話題分為16個類別，包括：識飲識食、服飾裝扮、健康養生、湊仔攻略、煮場靈感、主子專區家居電器等，用家可以設定個人喜好，讓ShareHub推送適合你的內容。商戶及內容創作者可以透過 ShareHub 將內容散播給不同用戶，建立自己的粉絲群，培養用戶忠誠度；用戶亦可以在 ShareHub 中尋找自己感興趣的內容、尋找做購物決策的資訊及認識其他用戶。

傳統電商以商品為主，用戶需要花大量時間比較同類型商品，較難幫助用戶作出決策。ShareHub 則把關注、分享、互動、討論等元素應用在購物過程中，讓購物有了新的面貌。透過社群相互分享而產生購物行為，人們會參考他們所信任、關注的用戶在使用的產品，用戶之間的感情交流令產品能更容易推廣出去。這個帶有情感的購物場景，相信會令用戶對HKTVmall 的粘度有所提升。

為鼓勵用戶之間的交流及互動，發揮ShareHub在社交電商方面的作用，ShareHub 將會推出分潤計劃鼓勵創作。若用家在平台上分享HKTVmall上出售的產品，並吸引到其他用家購買相關產品，貼文創作者便可按每件售出商品的售價獲得回贈，跟買用戶亦可以在瀏覽貼文並購入相關商品後，獲得回贈。

自2022年8月推出ShareHub起，我們亦推出了不同推廣活動，例如：分享「香港夏日好去處」、「中秋反擊攻略」、「扮工招式」等鼓勵分享的活動，希望藉此吸引更多新用家。現時，ShareHub的用家數量不斷持續上升，我們期望ShareHub可以為客戶帶來更不一樣的網上購物體驗，並為HKTV打開社交電子商貿業務的新道路，令

HKTVmall的業務更上層樓。

HKTVmall Launches Its First Online Community "ShareHub" Make Our First Step to Entering the Social eCommerce Business

The development of eCommerce in Hong Kong is getting more mature. As the market leader, HKTVmall has to put the first step to social eCommerce business from traditional online shopping. We launched a new online community "ShareHub" in August 2022 in HKTVmall app which our merchants and customers can create and share life content on ShareHub. We expect this social platform will bring enhanced customer interactivity within HKTVmall, thereby increasing stickiness and traffic to HKTVmall app, while allowing users to explore hot topics and new trends.

Hot topics are divided into 16 categories in ShareHub, including Food and Beverage, Outfit Trends, Health and Wellness, Parenting, Cooking ideas, Pets, Home Appliances, etc. Users can set up their personal preferences, allowing ShareHub to push the content that they may find interesting. Through ShareHub, merchants and content creators may reach a wide variety of audiences, grow their fan base and

encourage customer loyalty. Users can also find intriguing content, information that might influence others' purchasing decisions, and socialize with other users.

Products are the main focus of traditional online trade. Users have to take their time to evaluate similar products. It is challenging to support users in making decisions when there is limited information. ShareHub gives shopping a fresh look by incorporating components like attention, sharing, interaction, and discussion. Sharing among the community influences users' shopping habits. People whom they follow and trust will keep track of the things they use. Users' emotional interactions make it simpler to make purchasing decisions. It is thought that this shopping environment makes users more loyal to HKTVmall.

ShareHub will introduce an incentive scheme to promote creativity to promote user engagement and communication and play a part in social e-commerce. Content creators can receive rebate of the price of each product sold if they share items from HKTVmall on ShareHub and encourage other users to purchase associated items, while customers can also check out the products shared on ShareHub to receive rebate.

Since ShareHub's debut in August 2022, we have introduced a series of marketing campaigns to promote sharing and gain more new users, including "Places to Visit in Hong Kong in Summer", "Mid-Autumn Festival Counterattack Strategy," "How to Pretend You Are Working" and etc. The number of ShareHub users is growing steadily. We hope ShareHub can offer customers a unique online shopping experience and act as the pioneer of our social e-commerce business.

如何購買 How to purchase I 常見問題 FAQ I 送貨服務 Delivery I 退貨安排 Return I 取消訂閱 Unsubscribe

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