



CODE: SEM42-11-2016-SMTA

TITLE: Workshop on Internet Marketing Tactics for SMEs(Part I): Developing a Cost-effective, High- impact Digital Marketing Strategy

OBJECTIVE: This workshop aims to enhance the understanding of SMEs in regard to contemporary digital marketing trends and how to define an appropriate digital marketing strategy for their business.

CONTENT:

- Marketing in the digital world and digital media
- Integrating online and offline sales
- Organic search vs paid search
- Search engine optimization (SEO)
 - Best practices in SEO
- Content-based website
 - Responsive web design
 - Producing content that matches the search results
 - Outstanding web copywriting techniques
- Search engine marketing (SEM)
- Facebook/social media marketing
- Reviewing and improving marketing effectiveness using analytics
- Developing a digital marketing strategy that fit your needs and budget

DESIGNED FOR: Owner-managers of local SMEs

SPEAKER(S): Mr. Yau Chung Wah, Joshua

- Senior Marketing Manager, Welkin System Ltd.
- Webmaster & Online Marketing Leader
- Google adwords Certified Expert
- Digital Marketing Course Director

ORGANIZED BY: Wynn Resorts (Macau), S.A (Principal Organizer)
Macau Productivity & Technology Transfer Center (Co-organizer)

NO. OF SEATS: 50

DATE & TIME: November 26, 2016 (Saturday), 3 p.m. - 6 p.m.
<Deadline for Registration: November 22, 2016>

LANGUAGE: Cantonese (handouts in Chinese)

FEES: Free of charge

VENUE: CPTTM Head Office Auditorium (Rua de Xangai 175, Edf. ACM 7 Andar, Macau)

ONLINE <http://www.cpttm.org.mo/seminars>
REGISTRATION

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~ The organizer reserves the right to cancel the seminar or modify its topic, content and/or speaker without prior notice. ~