



CODE: SEM43-12-2016-SMTA

TITLE: Workshop on Internet Marketing Tactics for SMEs(Part II): Attracting Your Target Customers with Content Marketing

OBJECTIVE: This workshop aims to provide participants with an understanding of what content marketing is and how it can be used to enhance marketing effectiveness.

CONTENT:

- What is content marketing?
- The differences between content marketing and other marketing approaches
- The application and trends of content marketing
- How to define the target audience and develop relevant content
- Real life examples of content marketing strategy
- The synergistic effect of social media and content marketing
- Content review and enhancement

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: December 3, 2016 (Saturday), 3 p.m. - 6 p.m.
<Deadline for Registration: November 30, 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](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. ~