

Sell in Mainland Smart: Master Social Commerce and E-Commerce

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

Sell More in Mainland - Without a Big Budget!

Mainland's massive consumer market offers huge opportunities, but how to stand out with limited resources?

This hands-on session will break down Mainland's top platforms helping you identify the right one to grow your business.

Programme Code	P0000138
Date and time	10 Feb 2026 (Tue) 14:30 – 17:30 [Total: 3 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Mode	Face to face workshop
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$1,000/ HK\$9,00* *Group discount for 2 or more

Course Objectives

- Understand Mainland's digital landscape and consumer behaviors.
- Explore how to effectively leverage platforms such as WeChat, Xiaohongshu (RED), Douyin, Tmall, and JD.com to enhance sales.
- Explore how AI enhances shopping, optimizes operations, and improves cross-border social media marketing.
- Learn to use affordable CBEC models to streamline logistics, reduce costs, and drive sales growth in Mainland.

Course Outline

1. Introduction to Mainland's Digital Ecosystem

- Overview of key statistics and trends in digital consumption
- Characteristics of Chinese consumers
- Insights and comparison of social media platforms: WeChat, Xiaohongshu (RED), and Douyin

2. Effective Strategies on Major Platforms

WeChat for Business

- Overview of WeChat's ecosystem and its significance for brands.
- Case studies showcasing successful marketing strategies.
- Best practices for customer engagement and service with minimal resources.

Leveraging Xiaohongshu (RED)

- Understanding user demographics and platform features.
- Examples of successful brand collaborations and influencer partnerships.
- Strategies for utilising user-generated content with minimal resources

E-Commerce on Douyin (TikTok)

- Overview of Douyin's e-commerce capabilities and trends.
- Analysis of successful cost-effective marketing campaigns.
- Tips for creating engaging video content and maximising reach

3. Content Marketing & AI Applications on Social Media Platforms

- Guide on tailoring content for different platforms to improve ROI
- Overview of marketplaces (Tmall and JD.com) and their significance in the e-commerce landscape
- Case studies of successful companies using AI to enhance shopping experience in ecommerce strategies
 - Strategies for SMEs with limited resources and budget
 - Successful local brands entering the Chinese market
- Integrating livestream commerce to marketing campaigns for better results
- Practical tips for effective implementation

4. Streamlining Mainland Cross-Border E-Commerce (CBEC) for Cost Efficiency and Speed

- The role of Mainland cross-border ecommerce and its competitive advantages
- Understanding warehouse management, logistics, customs clearance, and marketing operations
- Case studies of successful brands using CBEC
- Tips on avoiding hidden fees when selling to Mainland
- Tips on how to plan your business strategies for expansion into Mainland

Trainer's Profile

Xen leverages 15+ years of digital marketing expertise to propel business growth. Passionate about crafting innovative strategies, he empowers brands to enhance online presence, analyse customer data, and effectively convert target audiences to sales for businesses, ensuring sustainable competitive advantage and customer satisfaction.

Target Audience

This program is designed for business owners, retailers, entrepreneurs and decision makers looking to capitalize on the significant growth opportunities presented by the massive Chinese consumer market.

Award of Certificate

A Certificate of Accomplishment will be awarded to participants who have completed the course.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)**. Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours: Monday to Friday 09: 00 - 18: 00



<http://u.hkpc.org/b4E>