Digital Marketing:
From Platforms to Strategies in Chinese Mainland
(vLearn Programme)

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FUTURESKILLS CONNECTION TECHNOLOGY 裝備未來

vLearn
HKPC Virtual Learning

Unlock Chinese Mainland's digital market! Learn to leverage key platforms like Douyin, Rednote, and WeChat. Master tailored strategies for lead generation and short-video marketing to grow your business.

Programme Code	10017879-11
Programme Duration	44 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Gain an understanding of the digital marketing landscape in Chinese Mainland, including various e-commerce platforms and their unique features
- Learn how to formulate effective digital marketing strategies tailored to your business type across major platforms in Chinese Mainland

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Course Outline

1. Overview of the e-commerce Platforms in Chinese Mainland

- Introduction and comparison of different types of e-commerce platforms in Chinese Mainland
- Analysis of each platform's key features:
  - e-commerce platforms (Taobao)
  - Social e-commerce platforms (WeChat)
  - Content e-commerce platforms (Douyin and Rednote)
  - Video-social e-commerce category
- Choose the right platforms based on the product attributes and brand positioning

2. Effective Strategies on Major Platforms

- Tactics for using Rednote for Business Leads Generation
  - Overview of Rednote account types
  - Key characteristics, rights, benefits, and applications for each account type
  - Effective techniques for driving traffic
- Latest Trends and Strategies in Short-Video Marketing on WeChat Video Accounts and Douyin
  - Introduction to the unique features of WeChat Video Accounts, such as seamless integration with the WeChat ecosystem
  - Strategies for optimising video content to attract a larger audience, including proper use of hashtags, video titles, and descriptions
  - Short-Video Matrix Marketing Strategies

3. Content Marketing Strategies for Driving Traffic

- Introduction to the latest trends of domestic AI marketing
- Techniques for easily creating popular content marketing using AI

Enrolment Method

Scan the QR code to complete the enrolment and payment online.

http://u.hkpc.org/b4N

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9 Free vLearn Programmes

Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	• Differentiate between Waterfall and Agile Project Management, noting their pros and cons • Examine the rise and uses of Agile Project Management • Uncover Agile Project Management's significance, mindset, and team structure • Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	• Define good customer experience • Explore the importance of Customer Experience in the Experience Economy • Learn about 4P, 4C, and 4E in marketing and their relationships • Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) • Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	• Stay updated on cybersecurity news and trends • Learn about internet security measures to safeguard digital assets • Recognise and prevent phishing attacks • Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	• ESG definition and worldwide/local trends • Impact of global climate change on business sustainability • Implementation of sustainable practices in your company • Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	• Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	• Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	• Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	• Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	• Understand the basic concept of AI Gym • Learn about the AI principles for effectively prompting • Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes

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