



編號: SEM42-11-2016-SMTA  
 名稱: 中小企網絡營銷心法工作坊 (I):  
 利用數碼營銷創造低成本、高效能的宣傳推廣策略

目的: 透過工作坊, 中小企業經營者將能加深認識現今數碼營銷的發展趨勢, 從而為自身業務訂立更合適的數碼營銷策略。

內容:

- 新媒介及推廣模式轉變
- 線上和線下銷售結合
- 付費和免費的網絡推廣 (Organic & Paid Search)
- 搜尋結果優化(SEO)
  - SEO 最佳方式
- 內容為本的網頁
  - 行動適應的網頁 (Responsive Web)
  - 內容符合搜尋結果
  - 撰寫出色的推廣內容
- 搜尋引擎推廣 (SEM)
- 社交媒體推廣 (Facebook Marketing)
- 檢討及改進營銷成效 (Analytics)
- 如何製定合適的, 符合預算的數位營銷策略

適合人士: 本澳中小企業經營人士

主講者: 邱頌華 先生  
 香港天行凝方高級市場推廣經理、數位營銷課程總監及網站及網絡營銷主管, 為 Google AdWords 認可專家。

合辦機構: 永利渡假村(澳門)股份有限公司 (主辦)、澳門生產力暨科技轉移中心(承辦)

名額: 50

語言: 廣東話

日期: 2016年11月26日(星期六) <截止報名日期: 2016年11月22日>

時間: 下午3時至6時

費用: 免費

地點: 澳門生產力暨科技轉移中心總辦事處 - 演講廳  
 (新口岸上海街175號中華總商會大廈7樓)

網上登記: <http://www.cpttm.org.mo/seminars>

登記及查詢:	總辦事處	澳門上海街175號中華總商會大廈七樓 Tel: (853) 2878 1313 Fax: (853) 8898 0853
電子郵遞:	成衣技術匯點	澳門漁翁街海洋工業中心第二期十樓 Tel: (853) 8898 0701 Fax: (853) 2831 2079
<a href="mailto:training@cpttm.org.mo">training@cpttm.org.mo</a>	數碼匯點	澳門馬統領街廠商會大廈三樓 Tel: (853) 8898 0601 Fax: (853) 2837 3085

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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](http://www.cpttm.org.mo/seminars)

#### REGISTRATION

REGISTRATION & ENQUIRY:  E-mail: cpttm@cpttm.org.mo	<b>Head Office</b>	Rua de Xangai 175, Edf. ACM, 7 andar Tel: (853) 2878 1313 Fax: (853) 8898 0853
	<b>House of Apparel</b>	Rua dos Pescadores, Ed. Ind. Ocean, Fase II, 10 andar Tel: (853) 8898 0701 Fax: (853) 2831 2079
	<b>Technology</b>	Rua Comandante Mata Oliveira, Ed. Associacao Ind. 3 andar Tel: (853) 8898 0601 Fax: (853) 2837 3085
	<b>Cyber-Lab</b>	

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





- 編號: SEM43-12-2016-SMTA  
 名稱: 中小企網絡營銷心法工作坊(II): 利用內容營銷吸引你的目標客戶群
- 目的: 透過工作坊, 中小企業經營者將能加深認識何謂「內容營銷」(content marketing)及如何使用它去進行高效營銷。
- 內容:
  - 甚麼是內容營銷?
  - 內容營銷與其他營銷方式的分別
  - 內容營銷的應用及趨勢
  - 如何設定目標對象及創建成功的內容
  - 內容營銷策略及實例介紹
  - 社交媒體及內容營銷的協同效益
  - 分析及內容優化
- 適合人士: 本澳中小企業經營人士
- 主講者: 邱頌華先生  
 香港天行凝方高級市場推廣經理、數位營銷課程總監及網站及網絡營銷主管, 為 Google AdWords 認可專家。
- 合辦機構: 永利渡假村(澳門)股份有限公司(主辦)、澳門生產力暨科技轉移中心(承辦)
- 名額: 50
- 語言: 廣東話
- 日期: 2016年12月3日(星期六) <截止報名日期: 2016年11月30日>
- 時間: 下午3時至6時
- 費用: 免費
- 地點: 澳門生產力暨科技轉移中心總辦事處 - 演講廳  
 (新口岸上海街175號中華總商會大廈7樓)
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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)

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	<b>Technology</b>	Tel: (853) 8898 0701 Fax: (853) 2831 2079
	<b>Cyber-Lab</b>	Rua Comandante Mata Oliveira, Ed. Associacao Ind. 3 andar Tel: (853) 8898 0601 Fax: (853) 2837 3085

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## 研討會登記表格 SEMINAR REGISTRATION FORM

編號 Code: SEM42-11-2016-SMTA

名稱 Title: 中小企網絡營銷心法 (I): 利用數碼營銷創造低成本、高效能的宣傳推廣策略

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

請傳真或交回  總辦事處 Head OfficePlease fax or return to:  成衣技術匯點 House of Apparel Technology 數碼匯點 Cyber-Lab

Tel 電話: 8898 0850

Fax 傳真: 2878 8233

登記截止日期 Registration deadline: 2016年11月22日

學員編號 Student No:

姓名 Name:			(中文 in Chinese)						
			(葡文/英文 in Portuguese/English)						
性別 Sex:	男 M <input type="checkbox"/>	女 F <input type="checkbox"/>	電子郵件 Email:						
公司 Company:			行業分類 CAE:						
電話 Tel:		傳真 Fax:							
年齡組別 AGE GROUP (請 <input checked="" type="checkbox"/> 在適當的格上 Please tick the appropriate box):									
< 15	15 - 19	20 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45-49	50-54	>=55

**個人資料的收集**

出席者在登記表格所提供的個人資料，CPTTM 會用作處理報名、印製證書(如適用)、統計分析及傳遞 CPTTM 服務資訊的有關事宜。學員有權查詢及更改其個人資料；如欲更改其個人資料，須填妥資料更改通知表格交回 CPTTM。

**Collection of Personal Data**

Personal data provided by participants on the registration form are used by CPTTM for purposes related to the processing of registration, printing of certificates (if applicable), compilation of statistical reports and communication of information about CPTTM services. Participants have the rights to request access to and make correction of their personal data. Participants wishing to amend their personal data should submit written requests to CPTTM by using the Personal Data Amendment Form.

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**登記確認 Confirmation of Registration**

茲通知閣下報名參加以上研討會之登記已被確認:

Please be informed that your registration for the above seminar has been confirmed:

Seminar Date 研討會日期:	/	/	Time 時間:	
Seminar Venue 研討會地點:				
Registration No. 登記號碼:		Receipt No. 收條號碼:	FOC	

請帶同此通知書到本中心參加研討會，多謝合作。

Please bring this advice with you on the day of the seminar. Thank You.



**研討會登記表格**  
**SEMINAR REGISTRATION FORM**

編號 Code: SEM43-12-2016-SMTA

名稱 Title: 中小企網絡營銷心法 (II): 利用內容營銷吸引你的目標客戶群

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

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Tel 電話: 8898 0850

Fax 傳真: 2878 8233

登記截止日期 Registration deadline: 2016年11月30日

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			(葡文/英文 in Portuguese/English)						
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公司 Company:			行業分類 CAE:						
電話 Tel:		傳真 Fax:							
年齡組別 AGE GROUP (請 <input checked="" type="checkbox"/> 在適當的格上 Please tick the appropriate box):									
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Seminar Venue 研討會地點:				
Registration No. 登記號碼:		Receipt No. 收條號碼:	FOC	

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