

**Memorandum**

To: Social Enterprise Units and Related Organizations  
From: Jessica Tam, Head of Social Enterprise Business Centre  
Subject: Social Enterprise Seminar Series – How can digital marketing help your business?  
Date: 15 June 2017

Nowadays, it is essential to use online platforms to promote your products or services to customers, but what are the effective ways to implement your digital marketing strategies? How to place advertisement on various digital marketing platforms, i.e. Facebook and Instagram? How much do you spend for the post? How to analyze the results in order to decide if you have to spend more or amend it? Please join the seminar if you want to know more. Details are as follows:

- Understanding on digital marketing platforms
- How Facebook and Instagram works
- How to create the content of your post
- How to place advertisement on Facebook and Instagram? How to evaluate the results?
- What are search engine optimization and search engine marketing? How could it help your business?

Date : 14 July 2017 (Friday)  
Time : 3:00 – 5:30p.m.  
Venue : Rm 202, 2/F., Duke of Windsor Social Service Bldg.,  
15 Hennessy Rd., Wanchai, H.K  
Speaker : Mr Daniel Wu, Founder and general manager of MEology  
Daniel established MEology in 2016 with an aim to help clients connect with their end users through digital channels with a consumer-centric approach. He is currently serving MTR, Marks and Spencer, SGS, Blue Girl, POPA channel and etc.  
Target : Social Enterprise Practitioners, entrepreneurs and related organizations  
Priority given to granted projects under Social Innovation and Entrepreneurship Development Fund or DBS Social Innovators  
Seat : 60  
Fee : Free Admission  
Enquiry/RSVP : Y.W. Wong (2876 2491; yw.wong@hkcss.org.hk)