

**SME Development Fund
Final Report of Approved Project**

(covering from 01/10/2011 to 31/03/2013)

Project Title : New Media Marketing for PRC Domestic Sales
(Reference No.) D11 001 009
Period covered : From 01/10/11 to 31/03/13
(dd/mm/yy) (dd/mm/yy)

1. Project Details

Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.

Project Reference and Title

New Media Marketing for PRC Domestic Sales (以新媒體拓展內銷市場)

Project Summary (in not more than 150 words)

The burgeoning domestic market in Mainland China presents a good opportunity for Hong Kong but SMEs find it difficult to carry out marketing in Mainland. Because of the change in consumer behaviour, Hong Kong SMEs can make use of New Media for marketing in Mainland. Currently, only a few larger Hong Kong companies are carrying marketing in Mainland site but SMEs cannot benefit from it. Hong Kong SMEs do not have the necessary information and knowledge on where and how to carry out cost effective marketing in Mainland social media sites.

Through a guidebook, an outstanding ambassador scheme, awareness seminars as well as training workshops, this project will equip SMEs with essential and practical knowledge on how to identify the appropriate channels, know what to do / not to do, and develop cost-effective social media marketing plan for domestic sales.

Project Objective(s) (in not more than 80 words)

1. To raise the awareness on the use of social media on domestic marketing for the three target sectors (Apparel & Fashion, Household Electrical Appliances, and Jewellery & Watches) and target region (Guangdong province)
2. To provide SMEs with practical knowledge in how to identify the appropriate social media channel, how to develop and execute a social media marketing plan

Recipient/Collaborating/Implementation Organisation

Recipient Organisation : Hong Kong Small and Medium Enterprises Association Limited

Collaborating Organisation(s) : Nil

Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

Implementation Agent(s) : Hong Kong Wireless Technology Industry Association (WTIA)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	<u>Dr. Stephen Kwok</u>	<u>Hong Kong Small And Medium Enterprises Association Limited</u>	<u>2320 3620</u>
Deputy Project Co-ordinator :	<u>Dr Lawrence Cheung</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5774</u>

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>1 October 2011</u>	<u>31 March 2013</u>	<u>18 months</u>
Revised (if applicable)	_____	_____	_____

Methodology Employed

The New Media Marketing for PRC Domestic Sales was carried out in five parts:

(1) Practical guidebook on New Media Marketing for Domestic Sales in PRD

1.1 Practical Guidebook on New Media Marketing in PRD

- Interviews
 - Desktop research
- #### **1.2 Technical and Mainland New Media Industry Consultancy**
- Consolidate expert advice on New media applications in mainland China
- #### **1.3 Guidebook Design and Production**
- Design and production of the Guidebook

(2) Awareness Seminars on New Media Marketing for Domestic Sales in PRD

2.1 HKPC External Consultant – Seminar Organisation

- Seminar Program Development
- Speaker Invitation and Liaison
- Pre-seminar Logistics Organization
- On-site logistics and Organization

2.2 Seminar Venue, AV and Decoration

- Rental, stage decoration and personnel support

2.3 Seminar Promotion – Pamphlet Printing / Mailing / Recruitment

- Promotion and Recruitment
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(3) Hands-on Training on New Media Marketing for Domestic Sales in PRD

3.1 External Trainer for Domestic Sales New Media Marketing

- Workshop Program Development
- Pre-workshop Logistics Organization
- On-site logistics and Organization

3.2 Training Materials

- Preparation and printing of the training materials for workshops

3.3 Venue

- Rental, stage decoration and personnel support

3.4 Training Promotion – Pamphlet Printing / Mailing / Recruitment

- Promotion and Recruitment

(4) "New Media Marketing Outstanding Ambassador" Scheme

- Form expert panel
- Promote the scheme
- Invite entry
- Eligible entries with complete information will be passed to the Expert Panel for assessment
- Award recognition

(5) *Web Portal for SME New Media Marketing for Domestic Sales with Virtual Mentor*

5.1 HKPC External Consultant - Portal Development

- Web portal setup

5.2 Web Hosting

(6) *Press Release, Media Invitation*

- Prepare and draft the press release
 - Liaise with media interviews
 - Onsite press reception and handling
 - Write up of speeches
 - Press invitation
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2. Summary of Project Results

Project Deliverables

Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.

The project has achieved the following:

(1) Practical guidebook on New Media Marketing for Domestic Sales in PRD

Practical guidebook on New Media Marketing for Domestic Sales in PRD was published in July 2012 with 1,500 paper copies and PDF downloadable format at web portal (<http://www.chinadomesticsales.net/directory.html>). Guidebook was distributed through trade associations, seminars as well as the project website (<http://www.chinadomesticsales.net>). In the success case stories section, 6 success cases namely Chow Tai Fook Jewellery Co. Ltd., Bossini Enterprises Ltd., German Pool (HK) Ltd., Jeanwest International (HK) Ltd., Na-Chuan and S135 Denim Garments Co. Ltd. were interviewed. These companies which covered 3 target industries (Electronics and electrical, Jewellery and Textiles and clothing) to share their experiences in new media marketing for domestic sales. Also, 3 popular and key service providers of social media in China namely Baidu, Sina Weibo and TMall "TaoBao" were interviewed with insights on successful applications. Further, a study on PRD social media consumer preference was conducted with data analysis of the results. A set of practical guidelines were included covering processes from initiation preparation to setup e-shop, delivery of services/goods and marketing plan. In view of the very positive feedback from the supporting organizations and seminars' attendants, in Aug 2012, additional 1,500 paper copies were printed.

(2) Awareness Seminar on New Media Marketing for Domestic Sales in PRD

3 Awareness Seminars were conducted at HKPC on 07 Dec 2011, 19 July 2012 and 24 Jan 2013 with speakers to help disseminate findings of the project and promote effectiveness in domestic sales marketing through new media applications. According to our registration record, there was total number of 765 registrants for 3 seminars. The attendance rate each seminar were 208 (1st seminar), 303 (2nd seminar) and 201 (3rd seminar). The admission was free.

(3) Hands-on Training on New Media Marketing for Domestic Sales in PRD

4 Hands-on 2-day training workshops (March 10 & 27, May 12 & 19, July 7 & 14 and Sept 22 & 29) have been conducted successfully for SMEs equipping them with essential knowledge on setup marketing campaign using online channels in China. Each workshop has attracted at least 32 participants.

(4) "New Media Marketing Outstanding Ambassador" Scheme

The ambassador scheme was launched at the website on 22 Sept to inaugurate the call of entry and the deadline of submission was on 6 Oct. A total no. of 103 SMEs were recruited and 17 SMEs were short-listed for expert panel assessment. There were 5 panel expert members invited for the expert panel assessment held on 15 Dec 2012 at HKPC. Each entry was scored based on the following criteria:

Judging Criteria
Weighting

- | | |
|---|-----|
| 1 Market performance and competitiveness | 25% |
| 2 Consumer experience | 20% |
| 3 Innovation and creativity of campaign | 20% |
| 4 Application of skills in guidebook/seminar | 15% |
| 5 Effective use of new media marketing channels | 15% |
| 6 Social responsibility | 5% |

Finally, there were 7 outstanding SMEs being awarded amongst the entrants. An award presentation ceremony cum 3rd awareness seminar was organized on 24 Jan 2013.

(5) Web Portal for SME New Media Marketing for Domestic Sales with Virtual Mentor

The web portal (<http://www.chinadomesticsales.net>) was launched in 15 Nov 2011 and maintained throughout the project period. There were over 9,730 total views of the platform were logged. The practical guidebook can be downloaded at <http://www.chinadomesticsales.net/directory.html> with 662 total views of the online guidebook. The virtual mentor function was ready on 15 Jan 2013 at the portal. 7 awardees from the "New Media Marketing Outstanding Ambassador" Scheme were invited and acted as the virtual mentors. They were responsible for monitoring the discussion forum at (<http://www.chinadomesticsales.net:8080/forum.php>).

Actual Benefits to SMEs

Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs in general or SMEs in specific sectors, in not more than 400 words.

The benefits for the project as follow:

- 1) Provide the targeted SME sectors, with domestic sales capability, an affordable means by which they can effectively market their products in domestic sales.
- 2) Provide the targeted SME sectors practical steps and target platforms for carrying out branding and marketing using social media.

To contribute to the above mentioned benefits, 3 awareness seminars were organized with a total number of 712. The attendance rate for each seminar were 208 (1st seminar), 303 (2nd seminar and 201 (3rd seminar). An outstanding ambassador scheme programme was organized in 24 Jan with the 3rd awareness seminar and attracted 201 attendants in the event. The seminar evaluation reports for the 3 seminars shown that an average of 99.53% found that the seminars' topics were useful. An average of 86.6% had expressed that they would like to adopt the proposed methodologies as shared by the guest speakers in the seminar. Four training workshops were also organized to provide essential knowledge to SMEs on how to identify the appropriate channels, know what to do / not to do, and develop cost-effective social media marketing plan for domestic sales. The attendance rate of each training workshop was at least 32. The three awareness seminars as well as training workshops were aimed to help promote awareness and appreciation.

Milestones (in chronological order)

Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.

	<u>Milestone</u> (as set out in the project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	Awareness Seminar 1	31 Dec 2011	07 Dec 2011	C
(b)	Web Portal in operation (initial version)	31 Dec 2011	15 Nov 2011	C
(c)	Delivery of Practical Guidebook	30 Jun 2012	31 July 2012	C
(d)	Training Workshop 1	31 Mar 2012	10 & 17 Mar 2012	C
(e)	Awareness Seminar 2	31 Jul 2012	19 July 2012	C
(f)	Training Workshop 2	31 Jul 2012	12 & 19 May 2012	C
(g)	"New Media Marketing Outstanding Ambassador" Scheme	31 Dec 2012	15 Dec 2012	C
(h)	Training Workshop 3	30 Nov 2012	7 & 14 July 2012	C
(i)	Awareness Seminar 3	31 Jan 2013	24 Jan 2013	C
(j)	Training Workshop 4	31 Mar 2013	22 & 29 Sep 2012	C

Marketing/Dissemination Activities (in chronological order)

Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries</u> (Please specify whether they are SMEs or not)
15 Nov– 07 Dec 2011	Promotion of Awareness Seminars <ul style="list-style-type: none"> • eDM promotion via HKPC marketing database and member list of supporting organizations • HKPC e-Newsletter (NewsFlash) 	Promoted to over 60,000 SMEs via database provided by HKPC and supporting organizations
07 Dec 2011	Awareness Seminar 1	208 Attendants
11 Dec 2011	Training promotion through email and fax	931 companies
10 & 17 Mar 2012	Training Workshop 1	32 SMEs
20 Feb 2012	Training promotion through email and fax	1,340 companies
12 & 19 May 2012	Training Workshop 2	32 SMEs
06 Jun, 2012	Training promotion through email and fax	1,340 companies
7 & 14 July 2012	Training Workshop 3	38 SMEs
04 Jul – 13 Jul 2012	Promotion of Awareness Seminars <ul style="list-style-type: none"> • eDM promotion via HKPC marketing database and member list of supporting organizations • HKPC e-Newsletter (NewsFlash) 	Promoted to over 60,000 SMEs via database provided by HKPC and supporting organizations
19 July 2012	Awareness Seminar 2	303 Attendants
21 Aug, 2012	Training promotion through email and fax	1,340 companies
22 & 29 Sep 2012	Training Workshop 4	32 SMEs
03 Jan – 14 Jan 2013	Promotion of award presentation ceremony cum 3rd awareness seminar <ul style="list-style-type: none"> • eDM promotion via HKPC marketing database and member list of supporting organizations • HKPC e-Newsletter (NewsFlash) 	Promoted to over 60,000 SMEs via database provided by HKPC and supporting organizations
24 Jan 2013	Award presentation ceremony cum 3rd awareness seminar	201 Attendants
Total no. of beneficiaries - no. of SMEs		: 61,340
no. of companies which are <u>not</u> SMEs		: N.A.

Future Plan for Promoting the Project Deliverables

Since this project has won the ICT Award (Best ICT SME (Facilitation) Silver Award), it creates an effective marketing strategy allowing public to learn more about this project. We will continue to promote the project through association's events. Also, the web portal (www.chinadoemestic.net) will be maintained till the expiry of the domain registration on 20 Oct 2013. The web-based downloadable version of guidebook is available for public to access.
