

**Professional Training Workshop:
Leveraging Digital Marketing to Empower NPOs
Co-organised by PolyU SPEED & X Social Group**

As the Internet and social media platforms have become increasingly important for all kinds of marketing communication nowadays, effective digital marketing strategies can be applied to create a significant impact for both the commercial and non-profit sectors. A 3-hour workshop “Empowering NPOs with Digital Marketing Solutions” was co-organised by PolyU SPEED and X Social Group on 9 August 2018 to provide valuable digital marketing insights for non-profit organisations (NPOs). It was an exciting short journey for NPOs to explore a wide array of digital opportunities and practical online marketing approaches, particularly Search Engine Marketing (SEM) and Social Media Marketing and Advertising, along with real cases shared by digital marketing professionals. NPOs including Hong Kong Cancer Fund, Hong Kong Red Cross and World Vision Hong Kong attended the workshop and exchanged favourable ideas and opinions.



(left to right) Mr. Jackson Kwok, CEO of X Social Group, Ms. Pamela Wong, Associate Digital Director of X Social Group,
Ms. Mandy Ng, Account Manager of Google Hong Kong and
Dr. Regan Lam, Programme Director and Senior Lecturer of SPEED



Dr. Regan Lam, Programme Director and Senior Lecturer of SPEED, hoped this workshop would help NPOs to gain some insights of digital marketing and develop effective communication and interaction strategies to promote their services which would benefit society in the long run. As was one of the guest speakers in the workshop. Dr. Lam also provided an overview of the latest development of digital marketing and made a comparison of traditional marketing with digital marketing. He also pointed out that NPOs may also embrace the digital world and make good use of it.



Ms. Mandy Ng, Account Manager of Google Hong Kong, shared tips for using Google AdWords. In order to maximise the reach to audience, NPOs may optimise search by improving quality score and ad ranking through technical optimisation, keyword research and content improvement.



More and more NPOs have begun leveraging Facebook pages and other social media to promote their services in recent years. However, not many of them can fully utilise the potential power of social media platforms. Ms. Pamela Wong, Associate Digital Director of X

Social Group, shared some successful case studies and suggested various practical approaches, including hashtag campaigns and video marketing to maximise the effectiveness of marketing efforts.

About PolyU SPEED

Established by The Hong Kong Polytechnic University (PolyU) in 1999, PolyU SPEED is committed to providing lifelong education opportunities for people with different educational needs to acquire higher qualifications. PolyU SPEED offers, in full-time and part-time study modes, a diversity of quality top-up Bachelor's honours degree programmes leading to PolyU-SPEED awards. It also collaborates with renowned institutions in the U.K., namely University of London International Programmes for offering the preparatory courses leading to its law degree; and Northumbria University (UNN) for offering top-up honours degree programmes leading to the university's awards in Hong Kong. PolyU SPEED also provides a wide array of short courses on specialised, professionally oriented subjects offering learning opportunities to individuals for enhancing competitiveness and career development.

For more information about PolyU SPEED, please visit: <http://www.speed-polyu.edu.hk>

About X Social Group

Ever since its establishment in 2013, X Social Group has committed itself to providing marketers, international and local ones, a gateway to the China market through the provision of a full range of specialised digital marketing solutions and services. Guided by its corporate mission i.e. "Change the Way We Connect", X Social Group is endeavouring to revolutionise the interaction between brands and consumers through leveraging boundless ideas and innovations, cutting-edge technologies and strategies, as well as fresh insights, which affirm its widely recognised position as the leading cross-border digital marketing agency in Hong Kong. To know more, please visit <http://www.xsocialgroup.com/>