



LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	Lui Man Hung	Student ID number:	2019945
Programme:	MBA		
Module:	Marketing Management		
Module code:	HKBM 7012	Contribution to Overall Module Assessment (%):	25%
Lecturer:	Dr Arion WONG	Internal Verifier:	Dr. Katherine Mo
Assignment Title:	Assignment 1	Word count (or equivalent):	Group presentation (duration 8 – 10 mins per person)
Submission deadline:	Submit PPT : 26 Jun 2021 Presentation : 27 Jun 2021	Return date of provisional marks & written feedback:	Within 20 days after submission
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		





GROUP 3

Team member :

- Lui, Tony Man Hung (Student ID 2019945)
- Ang, Arthur Wing Kai (Student ID 2019402)
- To, Felix Wun Fong (Student ID 2030802)
- Ho, Henry Kin Fai (Student ID 2019946)





京都念慈菴

3

Nin Jiom Limited Company
since 1946





Objectives

- Attract more potential customer segment
- Enhance brand recognition
- Increase product sales

4





Agenda

1. Introduction
2. An Analysis of the Competition
3. Traditional Promotional Methods
4. Adapting New Media to Increase Brand recognition





6

Chapter 1 Introduction

Presenter: Lui, Tony Man Hung Student ID: 2019945





Introduction :

- Industry overview
- About the Nin Jiom Pei Pa Koa
- Overview of social media marketing application

7





Market environment

As the people of Hong Kong live longer and the population is aging, the citizens are more concern their health, related supplement increased.

8

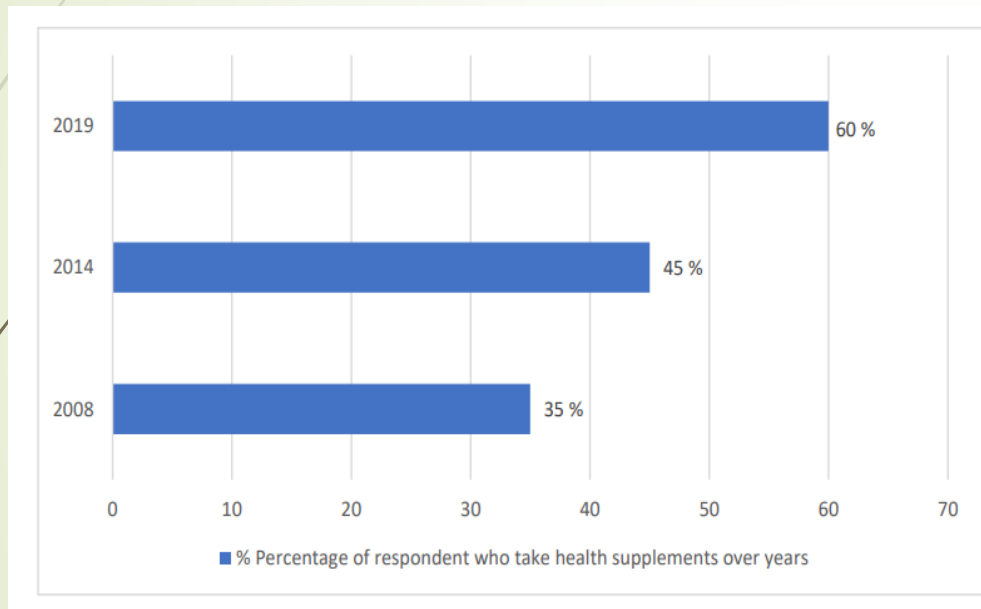


Figure 1.1 : Percentage of respondent take health supplement
Source : (HKHFA, 2014, 2019)

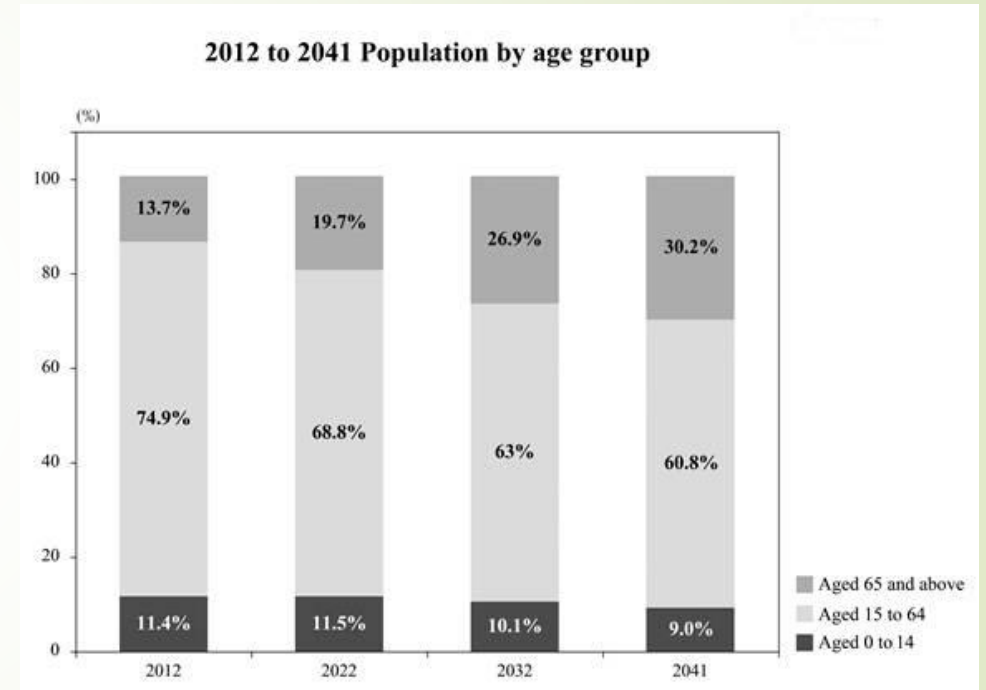


Figure 1.2 : Population by age group 2012 to 2041
Source : (The2013-14Budget, 2013)





Consumer factor

- Willingness to purchase proprietary Chinese medicine is high.
- Consumers are health conscious driven nowadays.

9

	Vitamins or minerals	Omega series	Western herbs and other	Proprietary Chinese medicine
Mean	\$390.2	\$396.8	\$406.7	\$667.2
Market size per year	about \$7 billion	about \$3 billion	about \$3 billion	about \$6 billion

Table 1.1 : Health supplements purchasing
Source : (HKHFA, 2014)

Presenter : TonyLUI (Student ID 2019945)

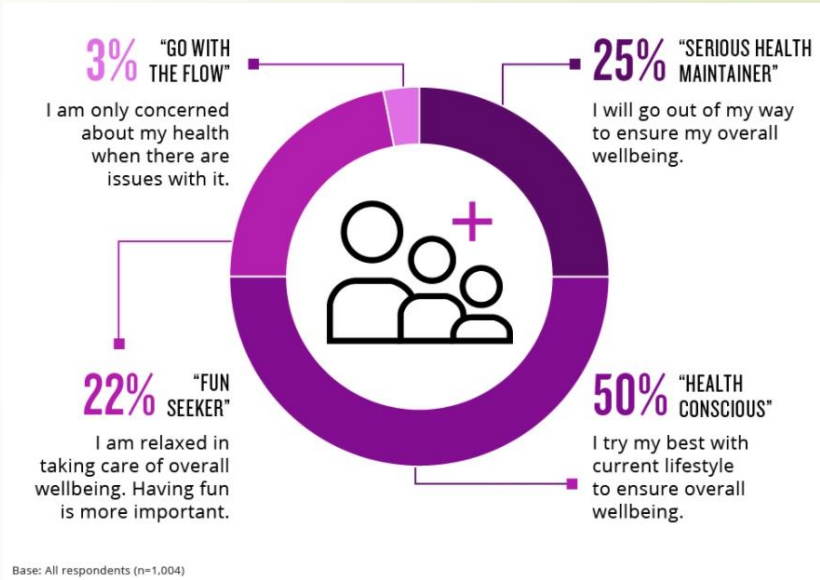


Figure 1.3 : Willingness to take care personal health
Source : (Nielsen, 2018)





Similar products substitute

10

Product				
Brand Name	Nin Jiom Pei Pa Koa	Yee On Tong Peipago	Pak Yuen Tong - Lor Han Kuo Chuanbei Pei Pa Koa 2	Chi Chun Tang The Bird Nest Chuanbei Pei Pa Koa 1
Product Key Selling points	Nourish the lungs, healing cough and soothe the throat.	Prevent sore throat, reducing sputum.	Healing sore throat and loss voice	Soothe dry skin, healing flu and chronic cough
Target Customer	General Public/Teacher/Sales, Performer / Teenager	Public / Children	Public / Businessman	Public / Female

Table 1.2 : Competitor's product analysis (a)

Source : (Nin Jiom, 2018), (Yee On Tong, 2021), (Pak Yuen Tong, 2020), (Chi Chun Tang, 2021)





Similar products substitute - Pricing

Product				
Brand Name	Nin Jiom Pei Pa Koa	Yee On Tong Peipago	Pak Yuen Tong - Lor Han Kuo Chuanbei Pei Pa Koa	Chi Chun Tang The Bird Nest Chuanbei Pei Pa Koa
Product Variety				
Product line	4	1	2	1
Product Price	HKD 43 / 300 ml	HKD 62 / 300 ml	HKD 50 / 300 ml	HKD 55 / 300 ml

Table 1.3 : Competitor's product analysis (b)

Source : (Nin Jiom, 2018), (Yee On Tong, 2021), (Pak Yuen Tong, 2020), (Chi Chun Tang, 2021)





Brand story

12

- The product story began over a hundred years ago
- Based on a story of filial piety
- A one magistrate named Yang Xiaolian want to heal his mother
- A doctor named Dr. Ye gave a remedy to Yang and healed his mother



Source : (Nin Jiom, 2018)

Presenter : TonyLUI (Student ID 2019945)





About the Nin Jiom Pei Pa Koa

- Yang named this remedy “Nin Jiom” (念慈菴) meaning filial piety
- Yang next generation then decided to open a shop in Beijing
- Added “King To”(京都), which mean capital
- Since then, the brand name called “*King To Nin Jiom Pei Pa Koa*”
- Yan entrusted Pei Pa Koa to Mr Xie
- Mr. Xie then established Nin Jiom Pei Pa Koa as a company in 1946

Source : (Nin Jiom, 2018)





Company products line

14



Loquat Syrup



Herbal Candy-original



Chuan Pei Anti-Cough Concentrated Powder

Source : (Nin Jiom, 2018)

Presenter : TonyLUI (Student ID 2019945)





Current pricing position

- Price VS Quality
- Nin Jiom Pei Pa Koa provide the same quantity, but selling in low price

15

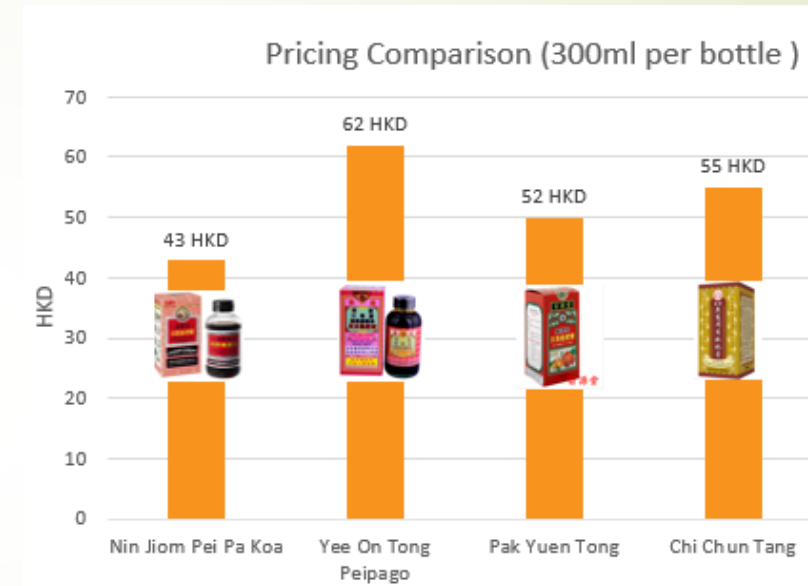


Figure 1.4 : Pricing comparison
Source : (HKTVmall, 2021)



Product differentiation



- Product design meet the current market needs
- Given traditional herbal supplement new image to consume

16



Figure 1.5 : : Product differentiation

Source : (Nin Jiom, 2018)



Branding Recognition



- Established in 1946 (74 years in Hong Kong)
- Received Hong Kong Top Brand in 1999
- Received “Top Mark” Registered Categories
- Earlier advertisement on TV in 1983

17

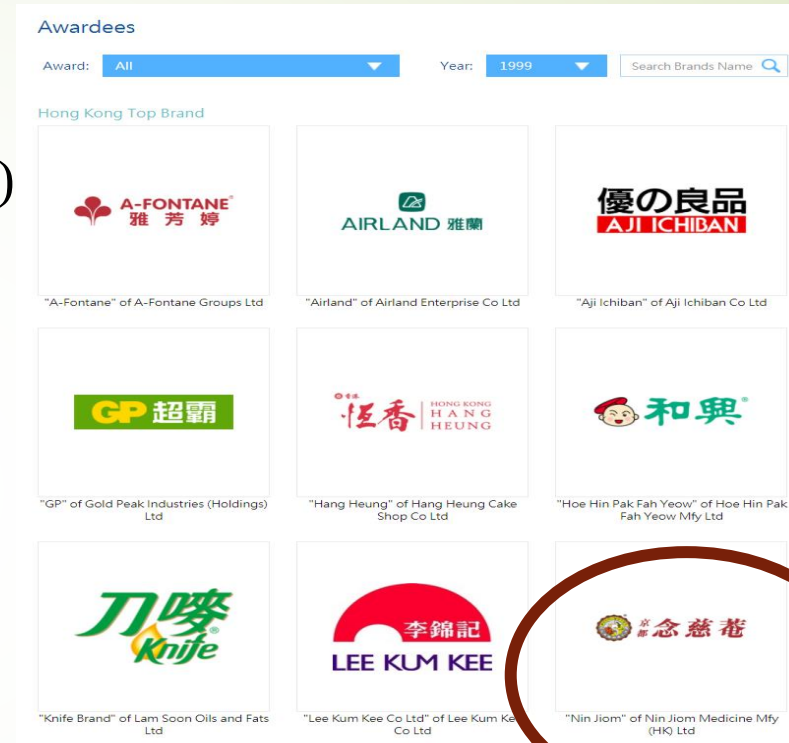


Figure 1.6 : : Awarded HK top brand in 1999

Source : : (HKbrand, 1999)



Social media marketing application



- Using traditional promotional methods
- Focus on TV advertisement as main channel to sell the brand history and products since 1985
- The advertisement for brand story need to be update with more attractive and meaningful

18

https://www.youtube.com/watch?v=LIGHtm7grfc&ab_channel=%E5%BE%8C%E6%87%B7%E8%88%8A%E5%90%8C%E9%84%89%E6%9C%83

[\(56\) \[經典廣告\] 1985年 - 京都念慈菴川貝枇杷膏 - YouTube](#)

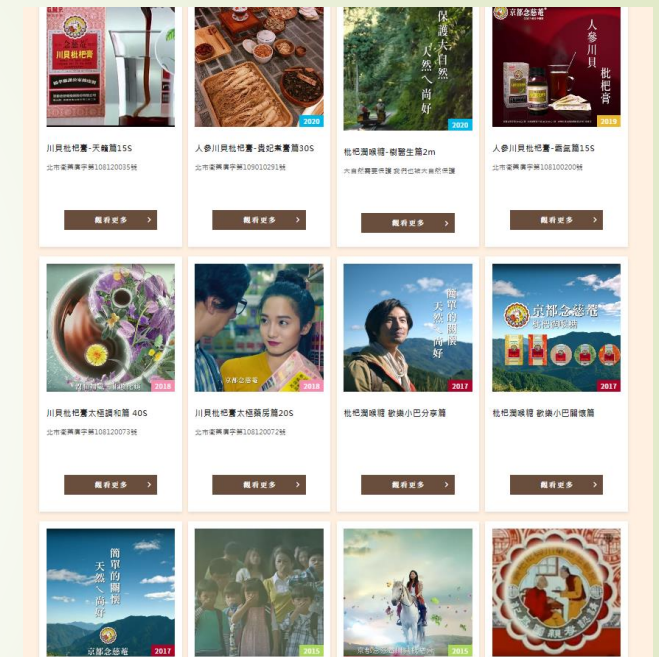


Figure 1.7 : : TV advertisement
Source : : (HKTVmall, 2021)



Current promotion via social media platform



Promotion campaign target to young generation consumer



- Facebook and Instagram platform attract new generation customer.
- Update information and keep the customer retention.



Released new product via Facebook and Instagram social media platform



19



End of Introduction

- Objectives have decided
- Provided general company background, current position and product information
- Briefly introduce company past and current promotional methods
- Analysis of the competition and traditional promotional method will further interpret in coming contents

20





21

Chapter 2

Analysis of the competition

Presenter: ANG, Arthur Wing Kai. Student ID: 2019402



怡安堂

濟生堂

謝太公

健安堂

德昌

萬靈丹

余仁生

濟眾

**More than
10 different
Brands
Product**

**In Hong Kong
Local Market**

Figure 2.1 – Pei Pa Koa overview
(Source: BigGo, 2021)

Other known brands, etc.

Yee On Tong (怡安堂川貝枇杷膏)

Pak Yuen Tong (百源堂燕窩川貝枇杷膏)

Tsai Chung Tong (濟眾堂蜜煉燕窩川貝枇杷膏)

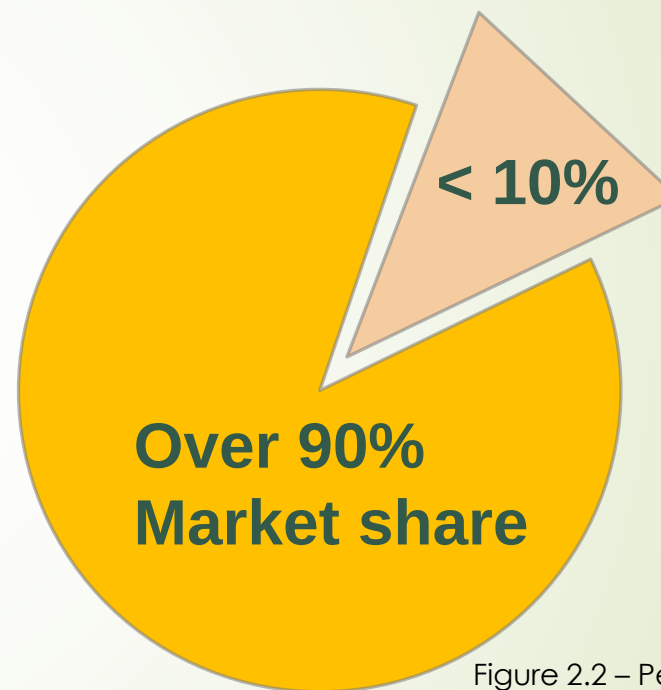
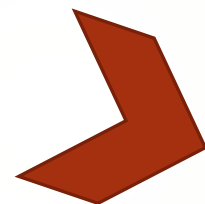


Figure 2.2 – Pei Pa Koa market share (%)
(Sources: BigGo, 2021 & HKTVmall, 2021)





Competitor's Media Overview

				
Brand Name:	Pak Yuen Tong 百源堂	Yee On Tong 怡安堂	Chi Chun Tang 濟眾堂	King-to Nin Jiom 京都念慈庵
Product Name:	Bird's Nest Chuan Bei Peo Pa Koa	Perpago San She Dan Birds Nest	The Bird Nest Chuanbei Pei Pa Koa	Nin Jiom Pei Pa Koa
Type of Media:				
Business Website	Yes	Yes	Yes	Yes
SEM Ads	Yes	Yes	Yes	Yes
Display Ads	-	-	-	Yes
YouTube	Yes	Yes	Yes	Yes
Facebook	Yes	Yes	Yes	Yes
Instagram	-	-	-	Yes
Twitter	Yes	-	-	-

Table 2.1 – Competitor's media overview





Competitor's Media Promotional Platform

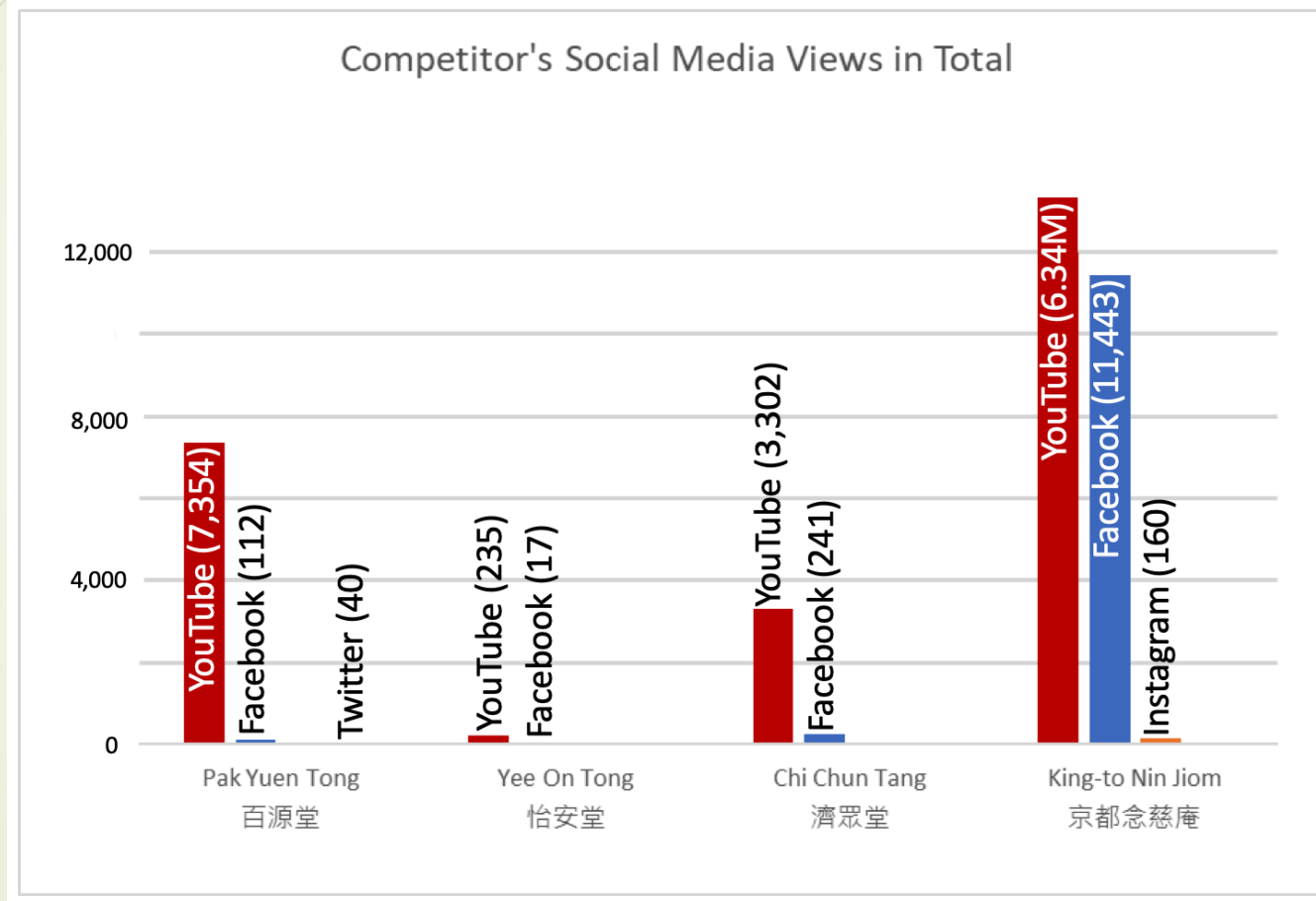
- Social Media Ads
e.g: Facebook, YouTube, Instagram & Twitter
- Business Website
- Search Engine Marketing (SEM)





Social Media Ads

eg.: Facebook, YouTube, Twitter & Instagram



- YouTube
- Facebook
- Instagram
- Twitter

Figure 2.3 – Competitor's social media views overview
(Sources: YouTube, 2021a - d, Facebook, 2021a - d, Instagram, 2021 & Twitter, 2021)





Social Media Ads

eg.: Facebook, YouTube, Twitter & Instagram

- Cost efficient vs Highly / wider targeted with fast results
- Interact and helps to connect with audience, eg.: storyteller etc.
- Potential replace display Ads with less cost
- In-market audience, may have bad influences from public

(Source: Webfx, 2021)

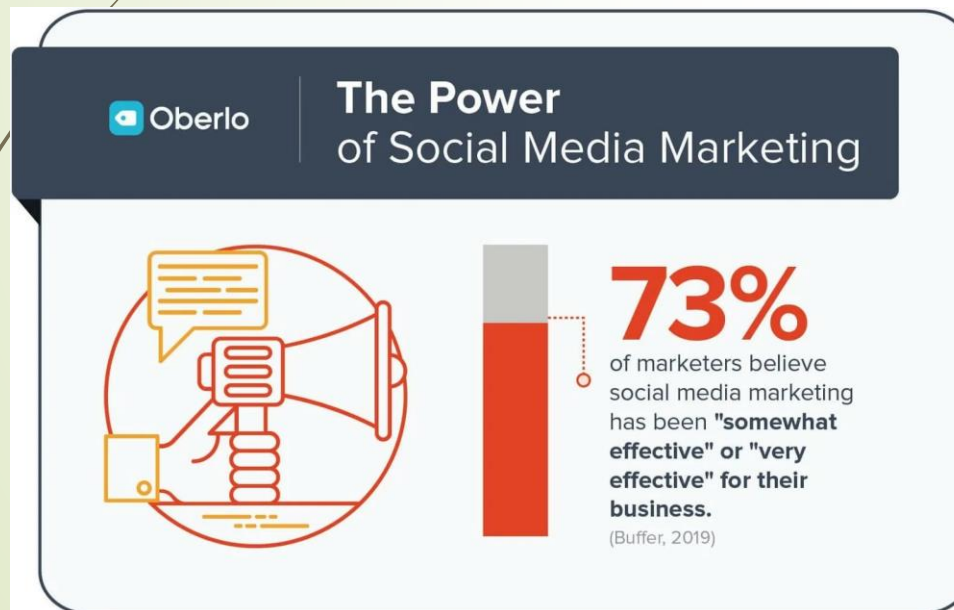
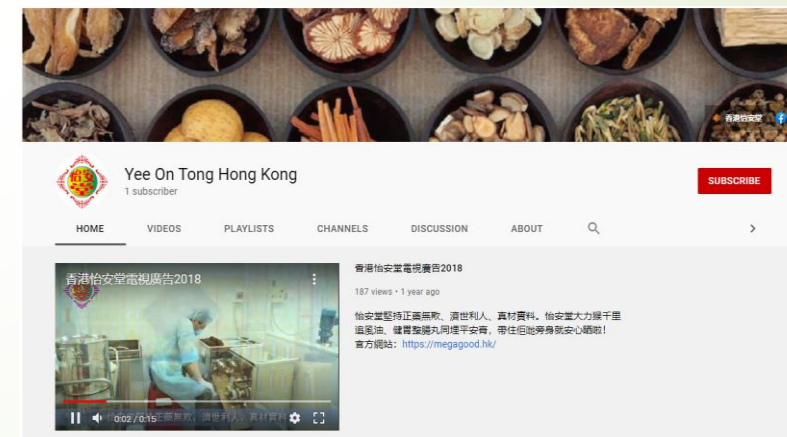


Figure 2.4 – The power of social media marketing
(Source: Mahoney, 2021a)



YouTube





Social Media Ads

eg.: Facebook, YouTube, Twitter & Instagram



Facebook



Twitter





Business Website (with e-shop)

- Keeping fresh with regular update
- Easy to improve credibility, eg.: quick & easily to give feedbacks
- Engage with customers
- Sell and push targeted product directly





Search Engine Marketing (SEM)

(based on product name search only)

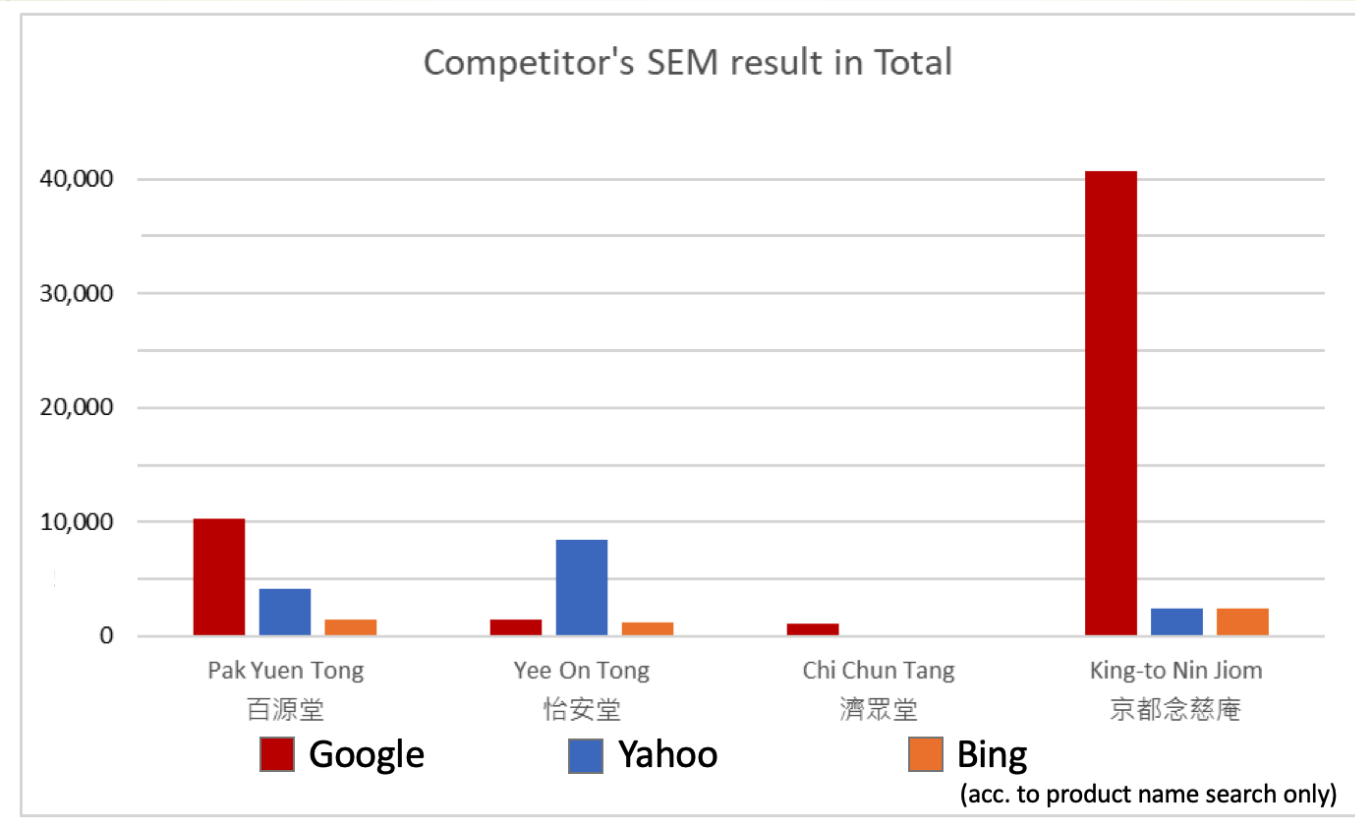


Figure 2.5 – Competitor's social media views overview
(Sources: Google, 2021, Yahoo, 2021 & Bing, 2021)





Search Engine Marketing (SEM)

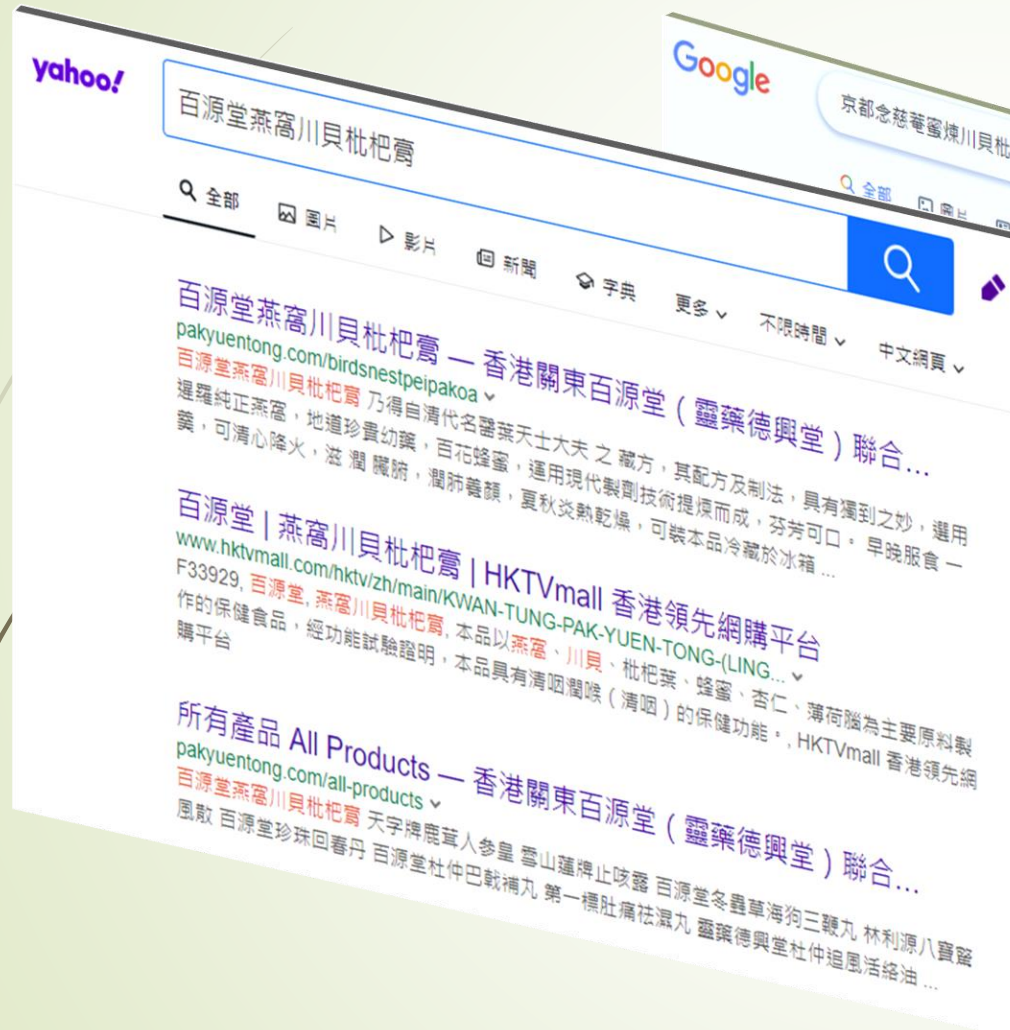
- Higher long-term cost
- Search at the right time, fast and large-scale results
- Highly competitive, eg.: search for keywords
- Testing opportunities and may not work tomorrow



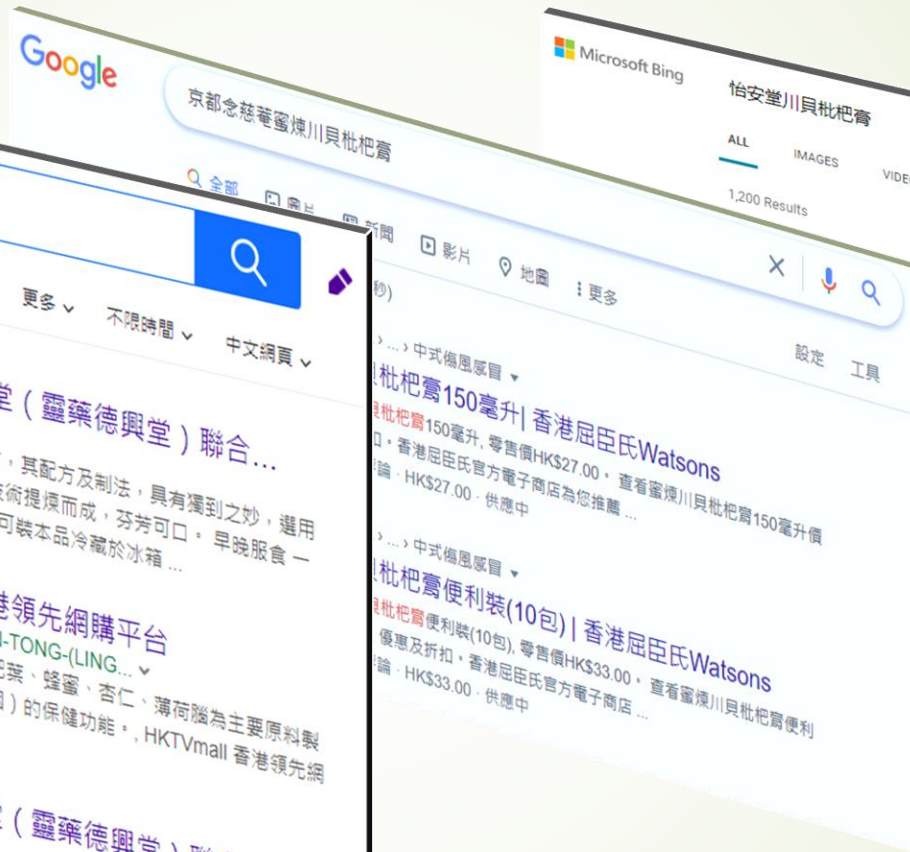
Figure 2.6 – The power of social media marketing
(Source: Mahoney, 2021b)



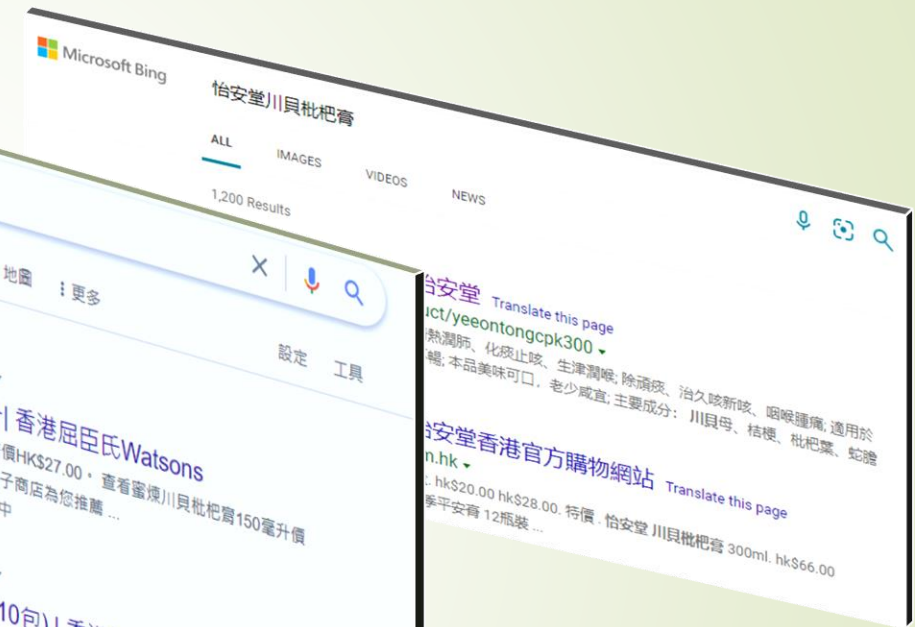
Search Engine Marketing (SEM)



Yahoo



Google



Bing



How Competitors Applied Ads



Business Website

To pay for short term and using information exchange & interacted with customers by getting creditilities, e.g: Q&A incl. online purchasing (One-stop service).

SEM Ads

To pay for long-term & receive opportunities to put Ads in front of movable customers by using keywords to find what they are looking for and ready for them to make a purchase.

Social Media Ads

Like Facebook, Youtube

- By Image Ads
- By Star cast storytelling Ads
- By Video Ads

To interact audience, Comment, Like & Share

Table 2.2 – How competitors applied Ads





Brief of competitor using New Media

- Engage & Interact with consumers
- Reach wider range audience
- Easy to collection data and getting growth
- Automated and able to do multitask
- 24/7 Marketing, convenience and quick services
- Affordable cost operations
- Easy to be bad publicity

	Traditional	New Media
Interaction with Consumers	Low	High
Word of Mouth	In-direct	Easily Spread
Tracking	Low	High
Audience Target	Low	High
Ads refreshing	Slow	Fast
Customer Service	In-direct	Direct
Cost Effective	Low	High

Table 2.3 – Traditional vs New Media

Presenter : Ang, Arthur Wing Kai (Student ID 2019402)





34

Chapter 3

Traditional Promotional methods

Presenter: To, Felix Wun Fong

ID: 2040802





35

Previous and existing promotions methods

- Radio and TV
- Newspaper and magazines
- Transportation, boards and banner
- YouTube channel
- Social media
- Corporate homepage

Presenter : To, Felix Wun Fong (Student ID 2040802)





36

Radio

- Radio advertisements started in 1950s.
- Advantages
 - Personal, theatre of mind
 - Low production cost
 - Portable
- Disadvantages
 - Sound only
 - Declining listening

(Warner, 2009)



[懷舊廣告] 70年代京都念慈川貝枇杷膏，以廣告歌的錄音質素有可能來自5-60年代或更早，原本是電台的播音廣告。

Figure 3.1 Radio Ad (Source, YouTube, 2021a)





37

TV (1)

- TV advertisement started in 1970s.
- Advantages
 - Information richness
 - High audience
 - Passive entertainment during leisure time

(Owen, 1999)

- Disadvantages
 - High cost – produce and run
 - Other cost – spokesman
 - Internet popularity

(Iorgulescu, 2017, p.49)

Presenter: To, Felix Wun Fong
ID: 2040802



[懷舊廣告] 1985年京都念慈菴川貝枇杷膏。

1,481 views • Jan 15, 2021

👍 15 💬 0 ➦ SHARE ➦ SAVE

Figure 3.2 TV Ad 1985 (Source, YouTube, 2021b)





38

TV (2)

- Here is one TV ad in 1991.

https://www.youtube.com/watch?v=SUEgTzl_wos

- 30s
- Celebrity
- Smile
- Target customers



[香港經典廣告](1991)京都念慈菴川貝枇杷膏 (鄭裕玲)

2,377 views • Nov 13, 2020 21 0 SHARE SAVE ...

Figure 3.3 TV Ad 1991 (Source, YouTube, 2020c)





- Here is one TV ad in 2017.

<https://www.youtube.com/watch?v=E4wQcr3a6Lw>

- 20s.
- Problem solving strategy.
- Quality and ingredients.
- Professional.
- Target customers.



Figure 3.4-3.7 TV Ad 2017 (Source, YouTube, 2017d)





40

TV (4)

➤ Comparison

	1985	2017
Time	30s	20s 
Celebrity	Yes	No
Tune	Joyful	Painful to joyful 
Professional	No	Yes 
Target customer	Unclear	People suffering same symptoms 

Table 3.1 1985 vs 2017 TV ads comparison

“2017 TV advertisement” perfect? If not, areas to improve?

Presenter : To, Felix Wun Fong (Student ID 2040802)





41

Newspaper and Magazines Advertising

- Print advertising started in 1450.
- Advantages
 - Effective
 - Clear-cut target
 - Graphic (Qu, 2021)
- Disadvantages
 - Reader numbers declining
 - Magazines long re-print cycle



Figure 3.8 Newspaper Ad (Source, Zhen Newspaper , 1995)

Figure 3.9 Magazine Ad (Source, UNITAS, 1991)



Transportation and board or banner advertising



- Bus, tram, MTR, tunnel boards, building board etc.
- Advantages
 - Expose to public
- Disadvantages
 - Limited exposure
 - Limited information
 - High cost to maintain



Figure 3.10-3.11 Bus Ad (Source, Buscess, 2020)





43

YouTube Channel

- Started in Apr, 2014
- 72 videos
- 6.4M views
- Most popular video 795K views
- Multiple spokesman

Posted	Number of videos	Celebrity spokesperson
Recent 1 year	4	伍家謙 (Vince Ng) 周恩恩 (Pheobe Chow)
1 year ago	14	張敬軒 (Hins Cheung) 劉俊謙 (Terrance Lau) 吳海昕 (Sofiee Ng)
2 years ago	14	余詩曼 (Charmaine Sheh) 蔡思韻 (Cecilia Choi)
3 years ago	12	劉青雲 (Sean Lau) 林明禎 (MinChen) 林漪娸 (Eyvonne Lam)
4 years ago	15	陳嘉寶 (Anjaylia Chan) 楊千嬅 (Miriam Yeung)
5 years ago	2	
6 years ago	2	
7 years ago	9	顏卓靈 (Cherry Ngan) 林宥嘉 (Yoga Lin)

Table 3.2 YouTube Ad (Source, Youtube, 2014e)

Presenter : To, Felix Wun Fong (Student ID 2040802)

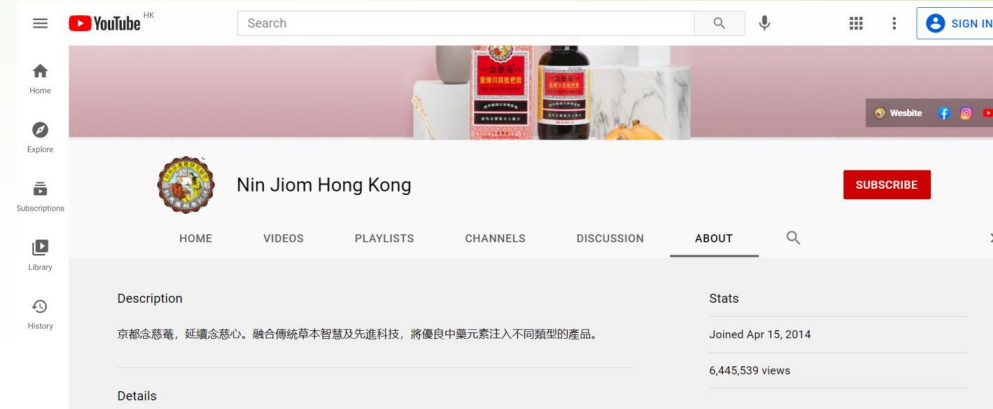


Figure 3.12 YouTube Channel (Source, Youtube, 2014e)



Figure 3.13 YouTube Ad (Source, Youtube, 2017f)



Social Media

- New Trend
- Attract young generations
- Facebook
- Instagram



Figure 3.14 Facebook (Source: Nin Jiom Hong Kong, 2016)

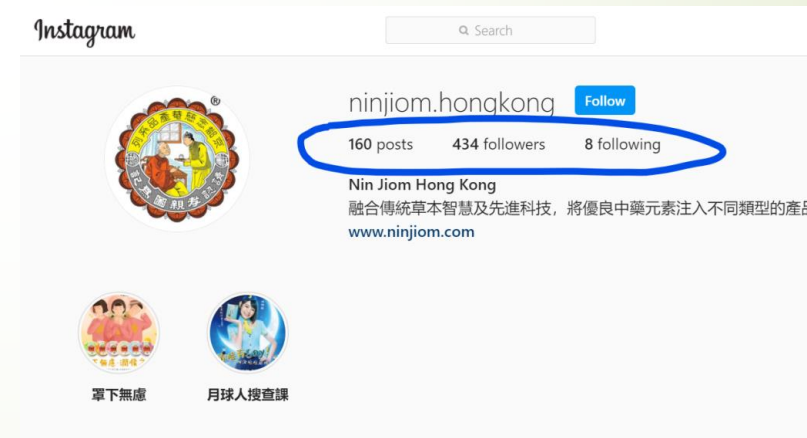


Figure 3.15 Instagram (Source, Instagram, 2021)





45

Corporate Homepage

- General information
- Links to YouTube, Facebook, Instagram
- Buy online – Partners
- Commercial - YouTube



Figure 3.16 Homepage (Source: Nin Jiom Homepage, 2021a)

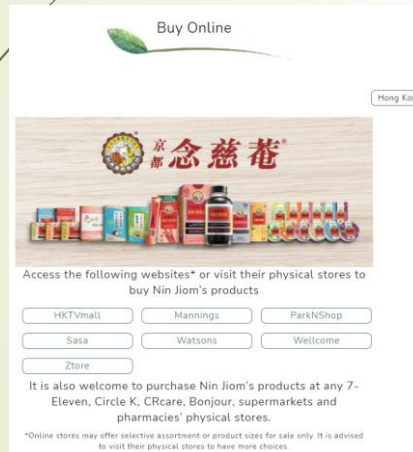


Figure 3.17 Buy Online (Source, Nin Jiom Homepage 2021b)



Figure 3.18 Buy Online (Source, Nin Jiom Homepage 2021c)



Conclusion of traditional marketing



- From 1950s to 2010s
 - Built brand image
 - Improvements
- In the future:
 - Expand target customers
 - Product adjustment
 - Catch young generation, ie digitalized
 - Traceable
 - Accessible
 - Communication and feedback





47

Chapter 4

Adapting New Media to Increase Brand Recognition

Presenter: Ho, Henry Kin Fai. Student ID: 2019946





48

4 area of adapting New Media

Conversion

Acquisition

Upselling

Retention

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





What kind of New Media

A few examples of new media include:

- Websites
- Blogs
- Email
- Social media networks
- Music and television streaming services
- Virtual and augmented reality

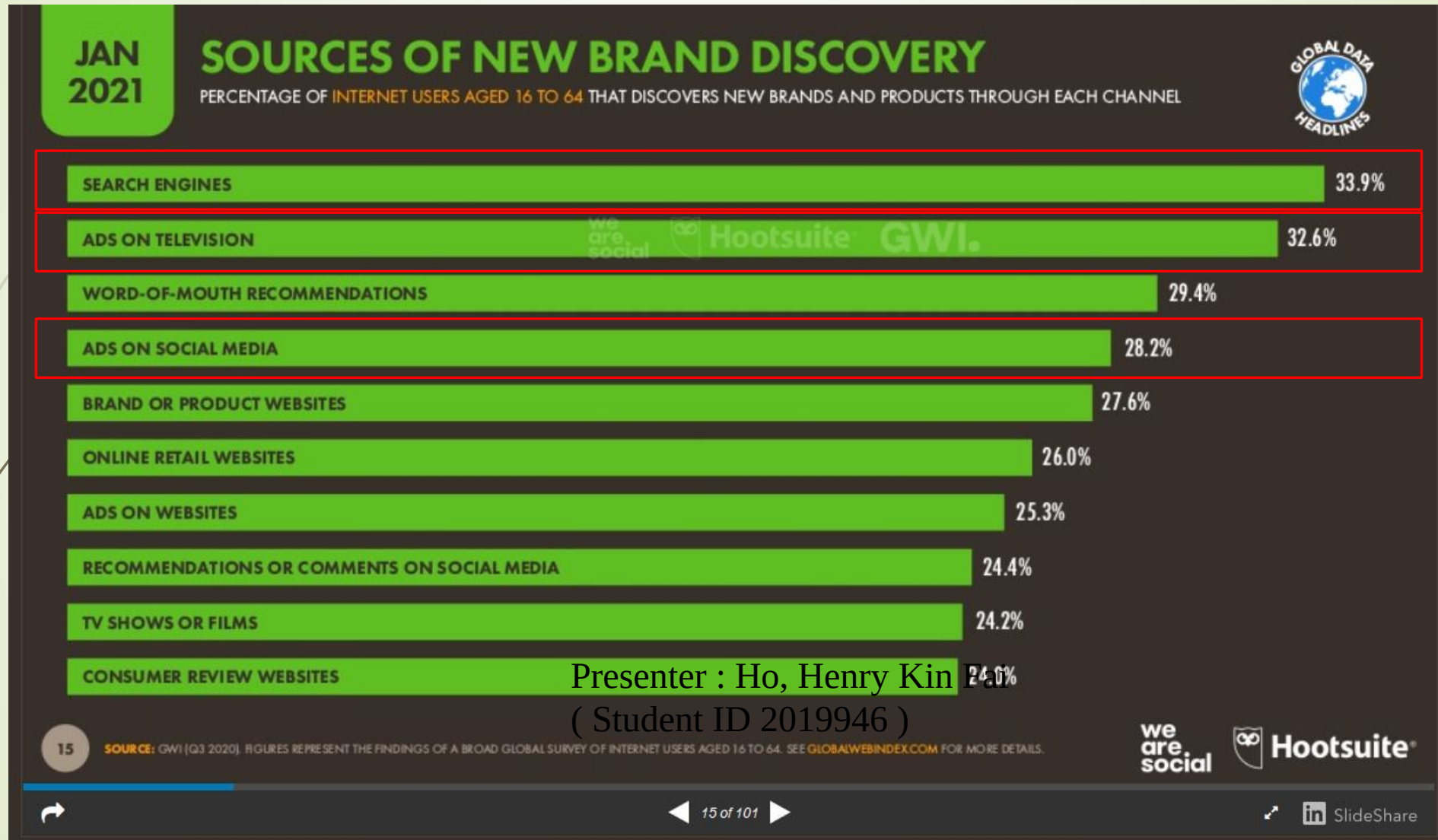
(Source: Joe. C, 2020)





Figure 4.1 Source of New Brand Discovery

50



(Source: Datereportal, 2021)

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





51

Conversion

Objective:

Convert the traditional marketing to digital marketing.

Apply new technology method on Advertisement or Campaign.





52

Conversion Benefit

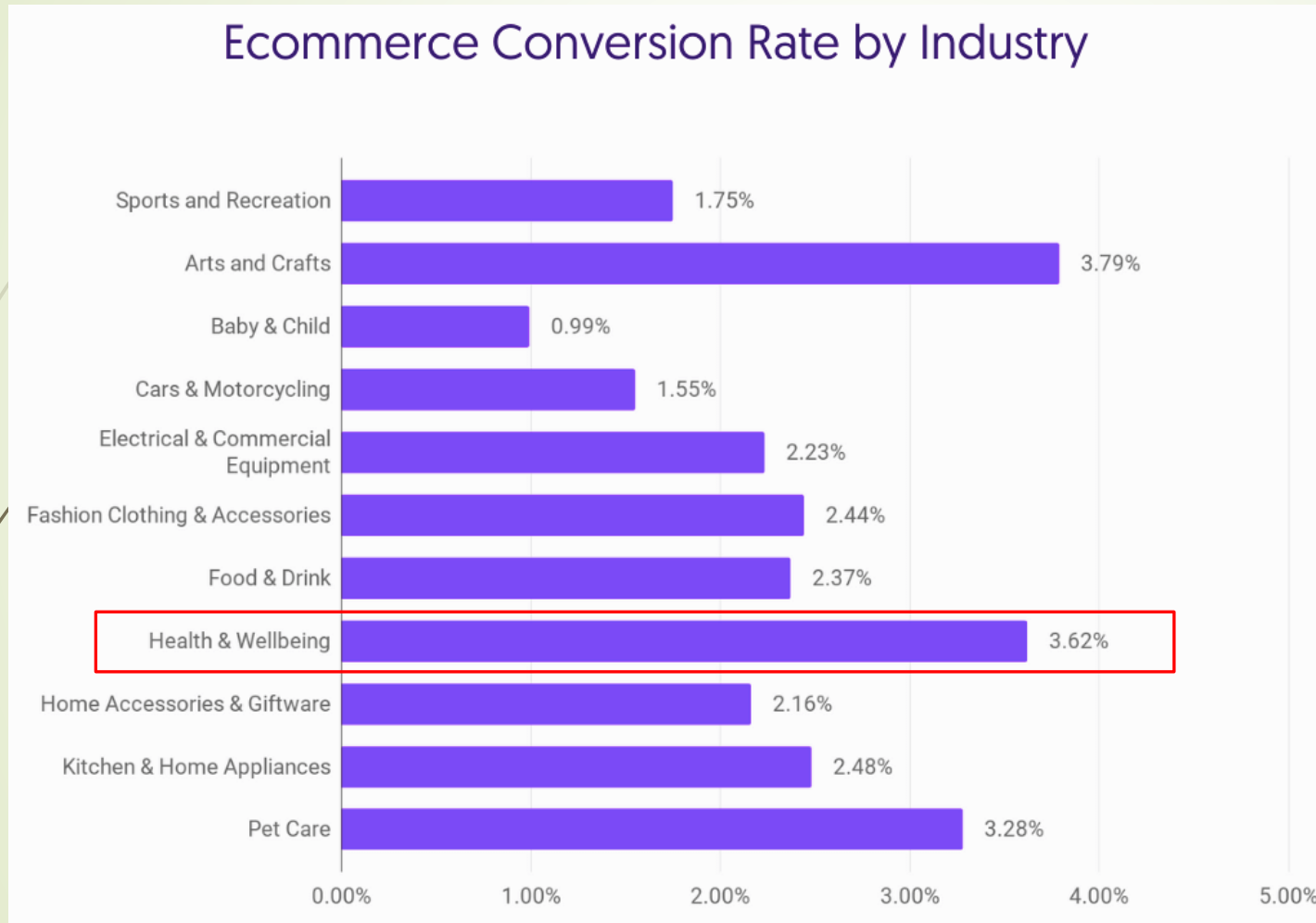


- Global Reach
- Run Multiple Campaigns at Once
- Customization & Personalization
- Real-Time Results
- Data-Driven
- Communication/ Interaction

(Source: Megha, 2020)



Figure 4.2 E-commerce Conversion Rate by Industry



(Source: Dave, 2021)

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





54

Figure 4.3 Conversion Rate Optimization



Source: BOOSTrust, 2019

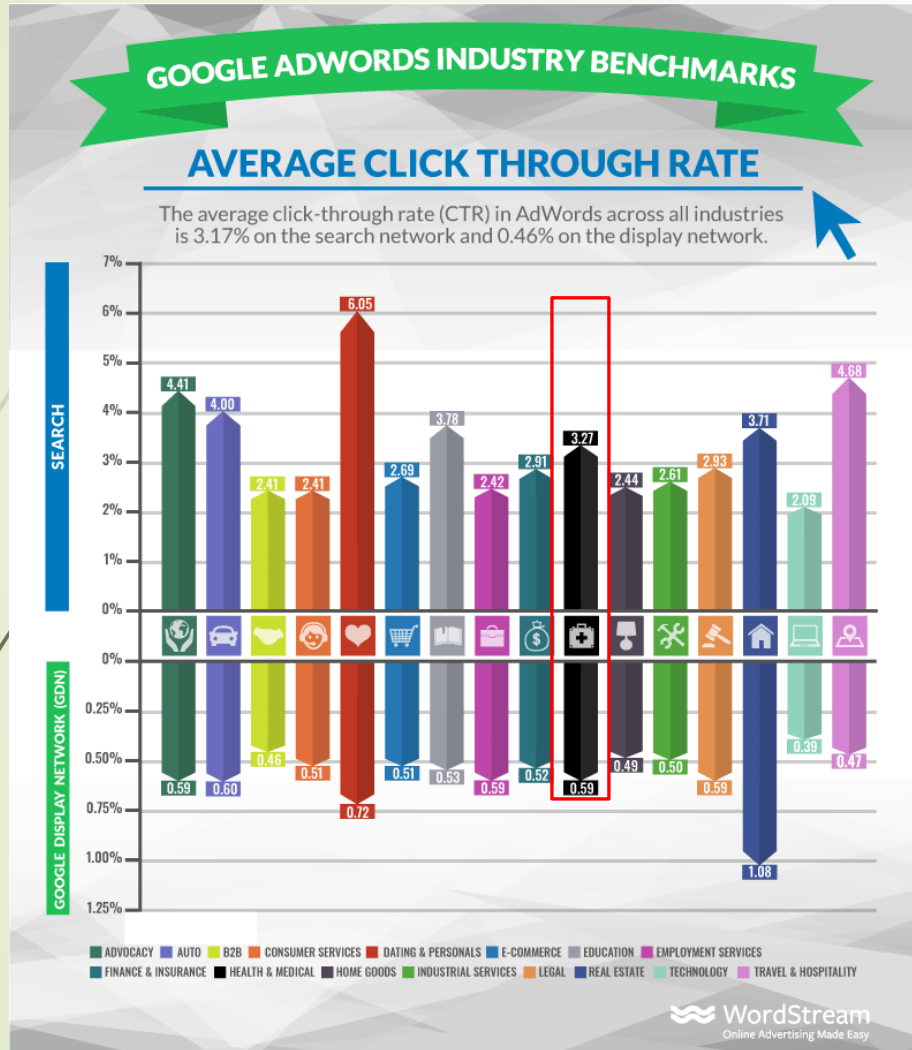
Presenter : Ho, Henry Kin Fai (Student ID 2019946)



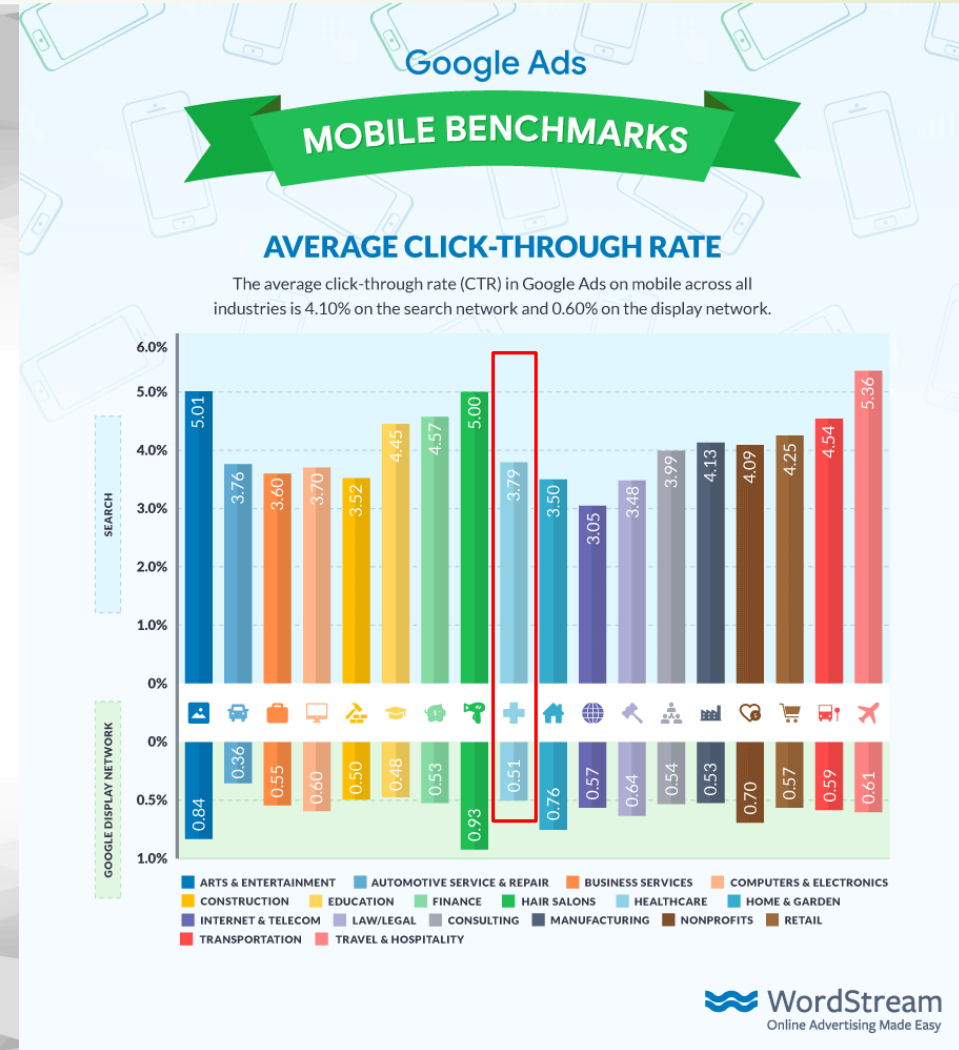
Conversion on SEO

Figure 4.4 Average Click-Through Rate

55



(Source: Michael, 2019)



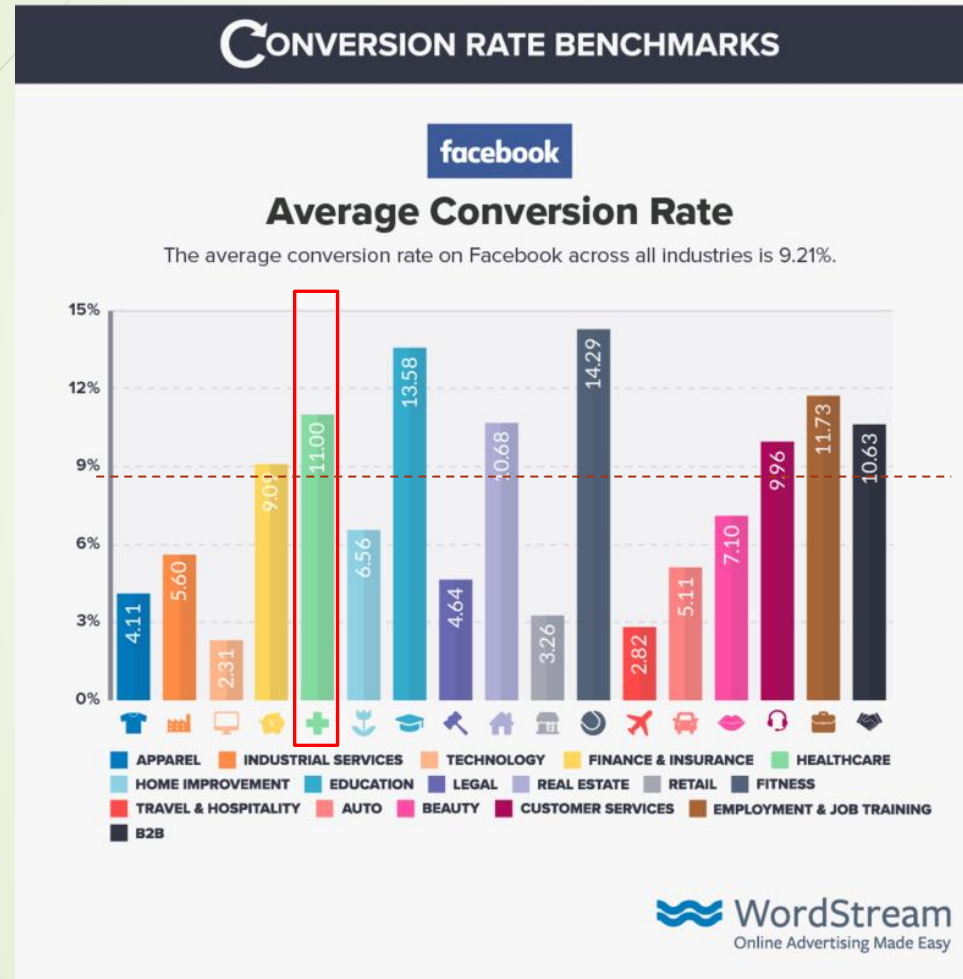
(Source: Dave, 2021)





Conversion on Social media

Figure 4.5 Conversion rate benchmarks for Facebook Ads



(Source: Conor, 2020)

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





Conversion on Video Promotion

Table 4.1 Type of Conversion Video

Type of Conversion Video	Goals
About Us Video	Tell the brand Story Increase brand awareness
Explainer Video	Explain the complex offerings by motion and visual effect
Product / Service Video	Show/explain the product differentiate.
Testimonial Video	Build trust and credit by User Sharing.

(Source: Andy, 2018)





58

Acquisition

Objective:

Implement Search Engine marketing

Increase usage on Social Network Campaign (Facebook, Instagram)

Make use of promotional videos to attract customers





Associate with our products

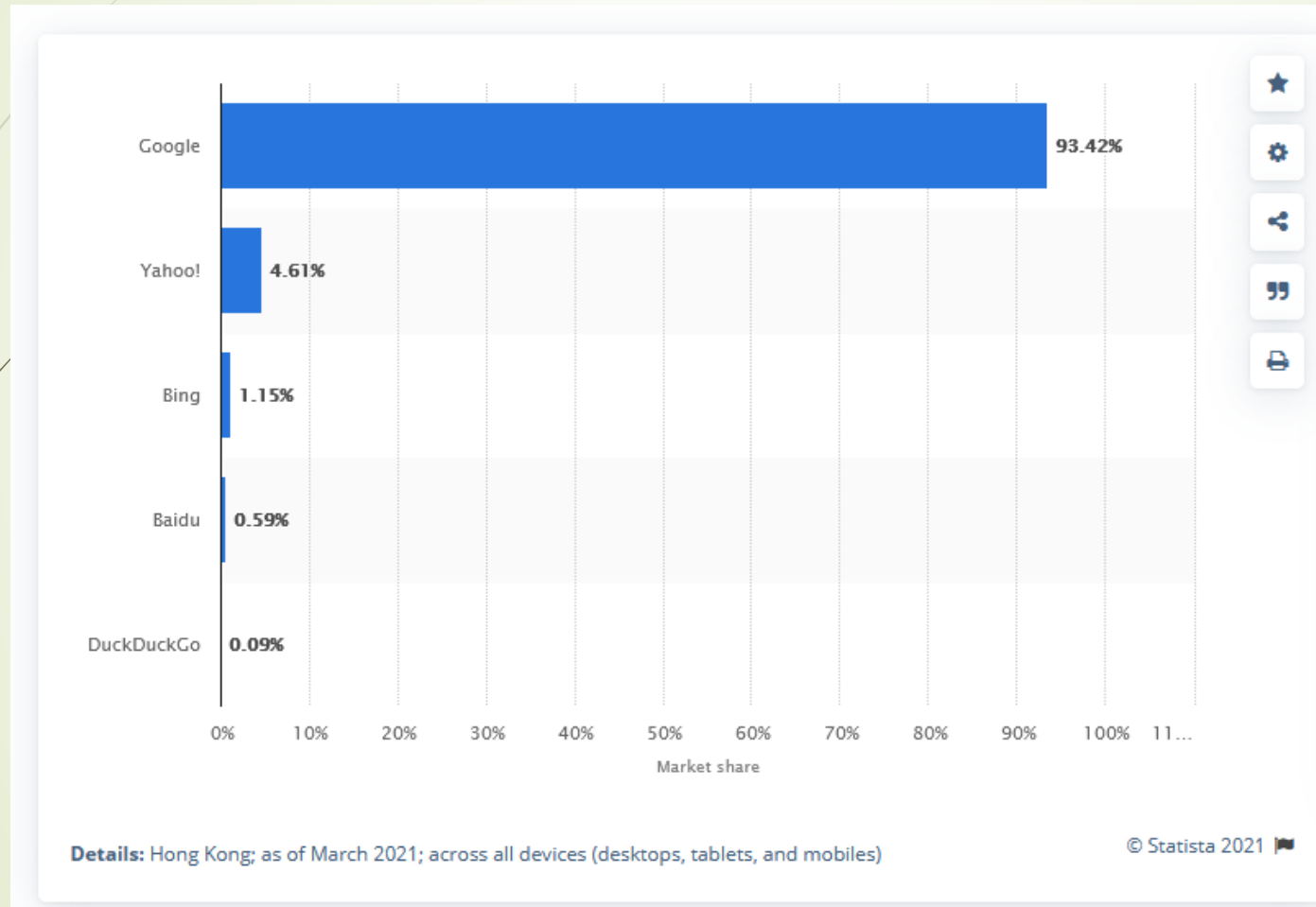
Table 4.2 Keyword for related on our products

Excessive phlegm	痰多	Resolving phlegm	化痰
Thick phlegm	痰稠	Moistening the throat and throat	潤喉利咽
Dry and itchy throat	咽喉乾癢	Clearing heat and nourishing yin	清熱養陰
Hoarse voice	聲音沙啞	Health preservation	保健養生
Cold and cough	傷風咳嗽	Epidemic prevention	防疫
Cough relieving	止咳		





Figure 4.7 Major search engines in Hong Kong as of March 2021



(Source: Statista, 2021)

Presenter : Ho, Henry Kin Fai (Student ID 2019946)



約 2,380,000 項搜尋結果 (0.40 秒)

<https://thebetteraging.businessstoday.com.tw> › detail ▼

咳嗽原因百百種！乾咳無痰、咽喉乾癢，中醫師推薦8食物滋陰 ...

2019年10月21日 — 咳嗽原因百百種！乾咳無痰、**咽喉乾癢**，中醫師推薦8食物滋陰潤肺 · 1.感冒 · 2.鼻涕倒流 · 3.胃食道逆流 · 4.咽喉炎 · 5.支氣管炎 · 6.肺結核 · 7.肺炎 · 8.

<https://heho.com.tw> › archives ▼

喉嚨乾不只是感冒！看懂5大原因對症下藥| Heho健康

2020年1月5日 — 症狀：喉嚨乾癢、鼻孔乾、口乾舌燥、皮膚**乾癢**。氣溫變化大的時候，白天的燥熱容易傷肺，也就是「呼吸系統」，而這在中醫來看，就是身體的 ...

<https://embracehealth.org.hk> › eclassroom_article_detail ▼

喉嚨癢、咳嗽，怎麼辦？- 賽馬會「擁抱健康」中醫計劃

2020年6月16日 — 內因多由於慢性**咽喉炎**久治不癒，引起液不養咽，津不濡喉，導致咽部乾燥，形成乾生燥、燥生風、風生癢的病變，從而導致本病的發生。 二、喉嚨 ...

<https://www.commonhealth.com.tw> › search › 喉嚨癢 ... ▼

喉嚨癢乾癢汗皰疹- 康健雜誌

咽喉炎最直接的症狀就是喉嚨癢、痛，也會伴隨喉嚨異物感、時常清喉嚨以及乾咳等症狀，急性**咽喉炎**通常不會太嚴重，症狀大多會在10天內好轉，但如果是慢性 ...

<https://kb.commonhealth.com.tw> › 健康百科 › 耳鼻喉 ▼

有喉嚨發炎、乾痛的症狀？原因可能是慢性咽喉炎找上你- 康健 ...

如果有鼻部或**咽喉**問題，以症狀治療藥物為主，一般會使用抗發炎藥、祛痰藥、舒緩藥，緩解病人喉嚨乾、癢、緊、痛的感覺。如果還伴隨感染相關的問題，會導致 ...

<https://www.nin-jiom.com.tw> › 健康小知識 ▼

喉嚨乾癢吃什麼？瞭解喉嚨乾癢的常見原因，從生活飲食改善

2021年4月9日 — 4.口腔過於乾燥：天氣變化、飲水量不足等原因都會導致**咽喉**乾燥，進而出現**乾癢**的症狀，多喝水，不僅能夠改善口乾 ...

<https://trouble-care.com> › 健康 ▼

喉嚨癢讓你咳嗽咳不停？吃什麼可以改善喉嚨乾癢？喉嚨乾癢的 ...

天氣變化、飲水量不足等原因都會導致**咽喉**乾燥，進而出現**乾癢**的症狀，建議各位多喝水，不僅能夠改善口乾舌燥，也能夠保護**咽喉**免於細菌、病毒等外在有害物質的 ...

相關搜尋: **聲音沙啞食療**, **聲音沙啞原因**, **聲音沙啞治療**, **聲音沙啞英文**, 更多...

聲音沙啞、講話很吃力，你應該要注意五大陷阱！- 照護線上

www.careonline.com.tw/2018/08/hoarseness.html ▼

聲音沙啞常見問答集 問：**聲音沙啞**一定要做內視鏡嗎？ 答：通常內視鏡是針對沙啞超過四週的人，但美國耳鼻喉頭頸外科的治療指引中提出任何時候懷疑有問題，都是可以做的。 問：聽說**聲音沙啞**一定要做進一步檢查，例如電腦斷層？ 答：不建議。

聲音沙啞怎麼辦？- vghtc

www3.vghtc.gov.tw:8080/html/images/upimages/16421DC4D00.pdf

發出聲音，而聲音大小與高低，可由氣體力量的大小 及聲帶的鬆緊來控制。 二、造成**聲音沙啞**的原因 (一) 良性或惡性喉部腫瘤，通常早期會出現**聲音沙啞**的症狀。(二) 過敏，或是上呼吸道的急性發炎，都可能引起 聲帶變厚、腫脹，分泌物增加。

聲音沙啞 - 影片搜尋結果



2020-6-29 喉嚨卡卡**聲音沙啞**怎麼回事?
youtube.com

聲音沙啞好難聽！醫師教你1招放鬆聲帶肌
youtube.com

【認識**聲音沙啞**】燒聲怎麼辦？4招小妙計
youtube.com

人體實驗室~**聲音沙啞**喉嚨卡 喉閉頻攝檢
youtube.com

更多 **聲音沙啞** 影片

聲音持續沙啞要留神！可能是喉癌症狀？- Hong Kong Cancer F...

www.cancer-fund.org/blog/symptoms-of-laryngeal-cancer ▼

你的聲音如果超過六個星期持續沙啞，就應該向耳鼻喉專科醫生求診。 喉癌也可能在其他部位病發，但這種情況比較罕見。在這種情況下，最初出現的症狀可能不是**聲音沙啞**，而是聲調轉變、喉部和頸部出現硬塊或吞嚥時感到痛苦。

聲音沙啞14種簡單飲食方法，帶出去享用超方便 - 小確幸健康

smallque.com/blog/post/soundtherapy ▼

15/5/2018 · 如何改善**聲音沙啞**？ **聲音沙啞**的嘶啞聲音源於長時間說話，大喊或唱歌的習慣，它指的是聲音的音高或音量發生變化的情況，基本上，**聲音沙啞**意味著您的聲音出現異常，使您無法產生平滑的正常聲音，你可能會低聲說話，聲音微弱或聲音刺耳。

聲音沙啞小心這兩種癌症！喉嚨沙啞該警覺15種病症

tw.news.yahoo.com/聲音沙啞小心這兩種癌症-喉嚨... ▼

28/5/2018 · 【早安健康／張承宇報導】**聲音沙啞**只是感冒、講話講太多？小心跟癌症、自體免疫疾病有關係！**聲音沙啞**，也就是台語所說的燒聲，常常在 ...



約 1,800,000 項搜尋結果 (0.63 秒)

廣告 · <https://www.panadol.com.hk/> ▾

必理痛特強傷風感冒丸 - 15分鐘見效

快速擊退鼻塞等**傷風感冒**症狀，不會使人昏昏欲睡，立即了解更多！一次過擊退6大**傷風感冒**症狀，包括鼻塞、發燒、咳嗽、頭痛、身體痛楚及喉嚨痛，不會使人昏昏欲睡，醫生信心之選。十五分鐘見效。不會使人昏昏欲睡。

初起感冒

一有感冒早啲飲
好有效

感冒中期

15分鐘見效
仲自然排出體外

<https://www.chp.gov.hk> ▾

衛生防護中心- 男性常見疾病- 傷風及流行性感冒

2020年1月21日 — **傷風**是指上呼吸道被病毒感染所引致的疾病，而它的徵狀有流鼻水及輕微咳嗽。流行性**感冒**（或流感）亦是上呼吸道感染所引致的疾病，但其徵狀就 ...

<https://www.panadol.com.hk> ▾ symptoms ▾ cold-and-flu ▾

區分感冒與流感的差別 必理痛香港

透過不同的症狀分別感冒與流感。雖然**傷風感冒**和流感有許多相同的症狀，但你需要了解當中的主要差異，才能分別：我感冒了**傷風感冒**症狀傾向於持續較短的時間， ...

<https://www.qhms.com> ▾ health-article ▾ cold-and-flu ▾

傷風和流行性感冒的病徵 - 卓健醫療

傷風— 病毒會在鼻腔、喉嚨、鼻竇、氣管和支氣管的柔軟而溫暖的表面上繁殖。**感冒**主要的病徵是鼻塞、流鼻水、打噴嚏、喉嚨痛和咳嗽。病者也可能會發燒、肌肉 ...

<http://www.uhs.hku.hk> ▾ CommonCold_chi ▾ PDF

傷風 - University Health Service | HKU

當用手接觸到帶有病毒的物品，再接觸口或鼻。**傷風與感冒**有何分別？**傷風**的情況較為常見，常被誤會為**感冒**。**感冒**是一種較為嚴重的疾病，病徵除了咳嗽、咽喉腫痛 ...

<https://health.mingpao.com> ▾ 編輯推介 ▾

肺炎、流感、傷風症狀有何分別？冠狀病毒是什麼？注射流感 ...

2020年1月10日 — 一般**傷風感冒**最為常見，徵狀包括：流鼻水、打噴嚏、鼻塞、咳嗽、喉嚨痛。病情通常短暫而且輕微，但有少數病人出現嚴重或雙重感染，例如 ...

🖼️ 「傷風感冒」的圖片搜尋結果



查看全部

約 218,000,000 項搜尋結果 (0.51 秒)

廣告 · <http://www.centrum.com.hk/> ▾

善存系列產品 - 全面的多種維他命及礦物質配方

善存成人配方含有全面的多種維他命及礦物質配方，有助補足均衡營養。每日一粒，均衡補足，失衡生活！立即了解更多。全面補充營養，為身體免疫力把關。強化免疫系統配方，類型：善存成人配方，善存男士配方，善存女士配方，善存男士50+配方，善存女士50+配方。

廣告 · <https://hk.swellness-online.com/> ▾ 三得利保健食品/超人氣保健食品 ▾

Suntory保健食品 守護您的健康 - 日本原裝入口 台日熱銷保健食品

三得利日本原裝入口嚴選優質**保健食品**，廣受專家名人愛用推薦，24小時線上免運訂購，最高享85折！專家名人好評愛用推薦。輕鬆擁有紅潤好氣色。嚴選原料專業研發。

廣告 · <https://www.gogoherbs.com/> ▾

原裝進口保健品 - 全場正價貨品任選2樽包郵

種類包括葡萄糖胺、軟骨素、omega-3魚油、多元維他命、鈣片、益生菌、銀杏等。嚴選澳、加品牌**保健品**如Webber Naturals, Jamieson, Kirkland Signature, Blackmores等；

廣告 · <https://www.meiriki-jp.com.hk/> ▾

日本命力 健康食品 - 9大國際級認證 針對都市健康

日本命力從客人的健康出發，顧客的需要、身體狀況及飲食習慣，提供健康建議及跟進服務。

<https://www.watsons.com.hk> ▾ Products-2-0 ▾ Health-fo... ▾

保健食品及維生素產品| 香港屈臣氏Watsons

精選熱賣**保健食品**及維生素及健康產品產品盡在屈臣氏，多款人氣推薦**保健食品**及維生素品牌供你選購。200 個取貨點任揀，屈臣氏店取貨免運費，今日訂，聽日送貨！



營業時間 ▾

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5.0 ★★★★★ (1) · 健康食品專賣店
雅蘭中心
旺角 · 3529 1210
即將打烊 · 18:00



廣告 · 購買「保健食品」



30日分60粒
入|postbiotics
HK\$369.00
Freshlite Sh...



Nature's Plus
生命之源動物
HK\$153.42
iHerb
★★★★★ (915)



Nature's Plus
生命之源動物
HK\$153.42
iHerb
★★★★★ (9k+)



【白蘭氏鐵+
維他命B群 雞
HK\$228.00
白蘭氏購物...



Now Foods 每
日維生素,複合
HK\$117.61
iHerb
★★★★★ (2k+)



QIVARO-深海
魚油寶 (60
HK\$480.00
HKTVmall



Now Foods 優
效維生素 D3
HK\$83.20
iHerb
★★★★★ (9k+)



10日分20粒
入|postbiotics
HK\$169.00
Freshlite Sh...



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Google 枇杷膏

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「枇杷膏」的圖片搜尋結果

兒童 咳嗽 止咳 人參 潤喉 葉天士

搜尋圖片

全部

https://www.commonhealth.com.tw/ 醫療, 藥物知識 ▾

吃錯枇杷膏比不吃還糟- 康健雜誌

2012年3月1日 — 市售枇杷膏的成分不盡相同, 主要含桔梗、沙參、枇杷葉、遠志、川貝、款冬花、半夏、茯苓、薄荷、蜂蜜等成分, 有生津、止咳、潤燥功效。不過 ...

https://www.watsons.com.hk/ ... 中式傷風感冒 ▾

京都念慈庵蜜煉川貝枇杷膏150毫升| 香港屈臣氏Watsons

網上購買京都念慈庵蜜煉川貝枇杷膏150毫升, 零售價HK\$27.00。 蜜膏蜜煉川貝枇杷膏150毫升價格, 詳細貨品資料, 優惠及折扣。香港屈臣氏官方電子商店為您推薦 ...

★★★★★ 評分: 5 - 15 則評論 - HK\$27.00 - 供應中

https://www.rehabexpress.com.hk/ url-n-27100006 ▾

京都念慈庵蜜煉川貝枇杷膏300毫升- 復康達Rehab Express

對痰多咳嗽、喉痛聲沙及因為睡眠不足、煙酒過量所引致的喉嚨乾澀或虛火上升, 均有顯著的功效。~平日以溫水或凍水送服, 不但可以保護喉嚨, 而且能夠潤肺 ...

HK\$46.50

https://www.edh.tw/ article ▾

咳嗽有痰別吃枇杷膏! 私藏4止咳穴位, 頭痛鼻塞也能解-第2頁 ...

2020年7月19日 — 穴道★玄鏡★【平安健康／溫觀中醫診所劉慈薇醫師】八仙果、枇杷膏可以止咳? 枇杷膏較適合用在感冒後段咳嗽未癒使用, 中醫也推薦四指有效 ...

Microsoft Bing 枇杷膏

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川貝枇杷膏 (中药) 百度百科 Translate this page
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性狀 功能 主要成份 主要功效 適用病症 用法用量

本品为棕红色至棕色的半流体; 气香, 味甜、凉。

See more on baike.baidu.com

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枇杷膏的功效及作用-百度经验 - Baidu
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Images of 枇杷膏
bing.com/images

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枇杷膏 - A+醫學百科 Translate this page
cht a-hospital.com/w/枇杷膏 ▾

取枇杷葉, 加水煎煮三次, 合併煎液, 濾過, 濾液濃縮成相對密度為1.21~1.25 (80℃) 的清膏。每100g清膏加煉蜜200g或蔗糖200g, 加熱溶化, 混勻, 濃縮至規定的相對密度, 即得。 其他【作用類別】本...

yahoo! 枇杷膏

更多 枇杷膏 圖片

枇杷膏美國爆紅 吳明珠: 這6類人注意, 吃錯大NG | 華人健康網
www.top1health.com/Article/57080 ▾

近期美國掀起一股枇杷膏搶購旋風, 且即使一罐價格飆升到70美金仍供不應求! 而爆紅萬里, 就在於美國人發現, 形似蜜質糖漿的枇杷膏不僅沒有印象中的中藥苦味, 止咳功效更超乎預期。但枇杷膏真有這麼神奇? 人人都適合食用食用嗎? 吳明珠中醫師表示,

枇杷膏, 枇杷膏的家常做法 - 美食杰枇杷膏做法大全
m.meishij.net/html5/zuofo/pipagao_3.html ▾

枇杷膏的做法菜譜為您推荐大图正真的枇杷膏的家常做法。枇杷膏的做法步驟圖解, 更多家常枇杷膏怎么做好吃的窍门分享就來美食杰美食大全。枇杷膏的做法大图制作步驟, 1、今年的枇杷是同事家自己种的, 个头饱满, 汁多味甜, 隨便拿一个都比鸡蛋大啊 2、把枇杷的皮和核 ...

川貝枇杷膏 (中药) 百度百科
baike.baidu.com/item/川貝枇杷膏/22523911 ▾

性狀 功能 主要成份 主要功效 適用病症 用法用量

本品为棕红色至棕色的半流体; 气香, 味甜、凉。

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枇杷膏 - 影片搜尋結果

更多 枇杷膏 影片

念慈庵枇杷膏 百度百科
baike.baidu.com/item/念慈庵枇杷膏/7064650 ▾

基本信息	药品说明	药品使用	注意事项
[拼音名]: jīng diǎn cǐ mí lián chuān bēi pǐ pā gāo[英文名]: loquat leaf extract 药品学号: ZC20050013...			





64

Keywords

```
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<html lang="zh-TW">
  <head>
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    <meta name="csrf-token" content="9LBQixKFD2jy8ImwtIdhLfdjKfo2WNSy0iZrfX6M">
    <meta name="description" content="融合傳統草本智慧及先進科技，將優良中藥元素注入不同類型的產品。">
    <title>京都念慈菴 | 天然中草藥配方</title>
    <link rel="alternate" hreflang="x-default" href="https://www.ninjiom.com">
    <link rel="alternate" hreflang="zh" href="https://www.ninjiom.com">
    <link rel="alternate" hreflang="en" href="https://www.ninjiom.com/en">
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    <meta property="og:type" content="website">
    <meta property="og:title" content="京都念慈菴 | 天然中草藥配方">
    <meta property="og:description" content="融合傳統草本智慧及先進科技，將優良中藥元素注入不同類型的產品。">
    <meta property="og:url" content="https://www.ninjiom.com">
    <meta property="og:site_name" content="京都念慈菴 | 天然中草藥配方">
    <meta name="twitter:card" content="summary">
    <meta name="twitter:title" content="京都念慈菴 | 天然中草藥配方">
    <meta name="Keywords" content="念慈菴, 枇杷膏, 痰多, 痰稠, 咽喉乾癢, 聲音沙啞, 傷風咳嗽, 止咳, 化痰, 潤喉利咽, 清熱養陰, 保健, 養生, 防疫">
    <script type="application/ld+json">
```





品 ▾ 網上選購 ▾ 宣傳廣告 醫事EASY ▾ 常見問題

網上選購

香港 ▾

乾癢 口氣 局促

罩下無慮·潤喉之最

可進入以下網站*或親臨其門市
選購京都念慈庵產品

HKTvmall 萬寧 百佳

莎莎 屈臣氏 惠康

Ztone

HKTVMall

全部商品 > "大馬路 京都念慈庵"

分類選擇

顯示: 1-19 (共 19 件)

排序 相關

商品名稱	價格	數量	加入購物車
京都念慈庵 - 蜜煉川貝枇杷膏 - 便利庄	\$45.50	10	加入購物車
京都念慈庵 - 念新方藥糖 - 四物膏	\$68.00	123	加入購物車
京都念慈庵 - 華本症瘡膏	\$78.00	39	加入購物車
京都念慈庵 - 喉熱清	\$21.90	70	加入購物車
京都念慈庵 - 川貝枇杷膏 - 糖熱清	\$44.50	40	加入購物車
京都念慈庵 - 枇杷潤喉糖	\$20.90	13	加入購物車
京都念慈庵 - 兒童枇杷膏	\$48.00	13	加入購物車
京都念慈庵 - 喉熱清	\$29.90	31	加入購物車
京都念慈庵 - 川貝止咳散	\$29.90	46	加入購物車
京都念慈庵 - 糖熱清 2盒	\$43.80	20	加入購物車



Metasearch



BigGo 枇杷膏

全部 自選

共有40筆資料(0.031s)

綜合排序 價格低到高 價格高到低

價格範圍: 最低價格 - 最高價格 Go
建議價格區間: 90 - 100

自選設定 共9間商店
全部 清空

☐ Pinkoi(1)
☐ iHerb(1)
☐ HKTVmall(14)
☐ 士多(9)
☐ PARKnSHOP(5)
☐ Watsons(5)
☐ 康康 wellcome(3)
☐ big big shop(1)

送出

智慧過濾功能
已過濾 0 毫不相關的商品

爆買大賞
10/6-6/6
贏走最新紫色IPHONE 12!
立即購物

歷史點擊商品
余仁生·特強清涼薄荷川貝枇杷膏 \$68

農本方中藥三瓶正價66折藥用雲芝·海天中藥大優惠【盈養店】 - health-happy.com
www.health-happy.com
鐵路交收 貨到付款 安心快捷 順豐寄貨 貨真價實 免運費 歡迎親臨本店選購 沙田源順園2號冠華大廈·地下(商場內)A16舖 多線巴士·小巴可到達門口 MTR第一城站D出口3分鐘路程到達·送貨快捷·住宅免運費·客戶服務全年無休·順豐送貨·至全港·類型·參...
沙田 源順園2號 冠華大廈地下(商場) 9662 6777

前往購買

TERRA 川貝枇杷膏風味巧克力 - 萬壽丹 \$103
價格持平
Pinkoi

TERRA 川貝枇杷膏風味巧克力 - 萬壽丹 \$103
價格持平
Pinkoi

川貝枇杷膏無糖配方150毫升 \$39.9
價格持平
PARKnSHOP

余仁生·特強清涼薄荷川貝枇杷膏 \$68
價格持平
tse bis shop

京都念慈庵·川貝枇杷膏·無糖 - 150ML \$39.9
漲價 \$9.9
HKTVmall

京都念慈庵·川貝枇杷膏·無糖 - 150ML \$39.9
漲價 \$9.9
HKTVmall

京都念慈庵·蜜煉川貝枇杷膏 \$40
降價 \$5.9
HKTVmall

京都念慈庵·蜜煉川貝枇杷膏·便利庄 \$32.9
降價 \$6
HKTVmall

濟生堂·川貝枇杷膏 150毫升 (3盒裝) \$110
價格持平
HKTVmall

京都念慈庵·川貝枇杷膏75ml \$27
價格持平
HKTVmall

京都念慈庵·蜜煉川貝枇杷膏300ml \$40
價格持平
HKTVmall

京都念慈庵·蜜煉川貝枇杷膏150ml \$29
價格持平
HKTVmall

濟生堂·萬應全裝枇杷膏 150毫升 (3盒裝) \$110
價格持平
HKTVmall

Nin Jiom·川貝枇杷膏·草本膳食補充劑, 含蜂蜜和枇杷, 1... \$110
漲價 \$0.01
iHerb

濟生堂·川貝枇杷膏 300毫升 (3盒裝) \$148
價格持平
HKTVmall

濟生堂·萬應全裝枇杷膏 300毫升 (3盒裝) \$148
價格持平
HKTVmall

爾康堂·爾康堂蜂窩海虎椰燕窩三蛇膽川貝枇杷膏 \$45
漲價 \$5
HKTVmall

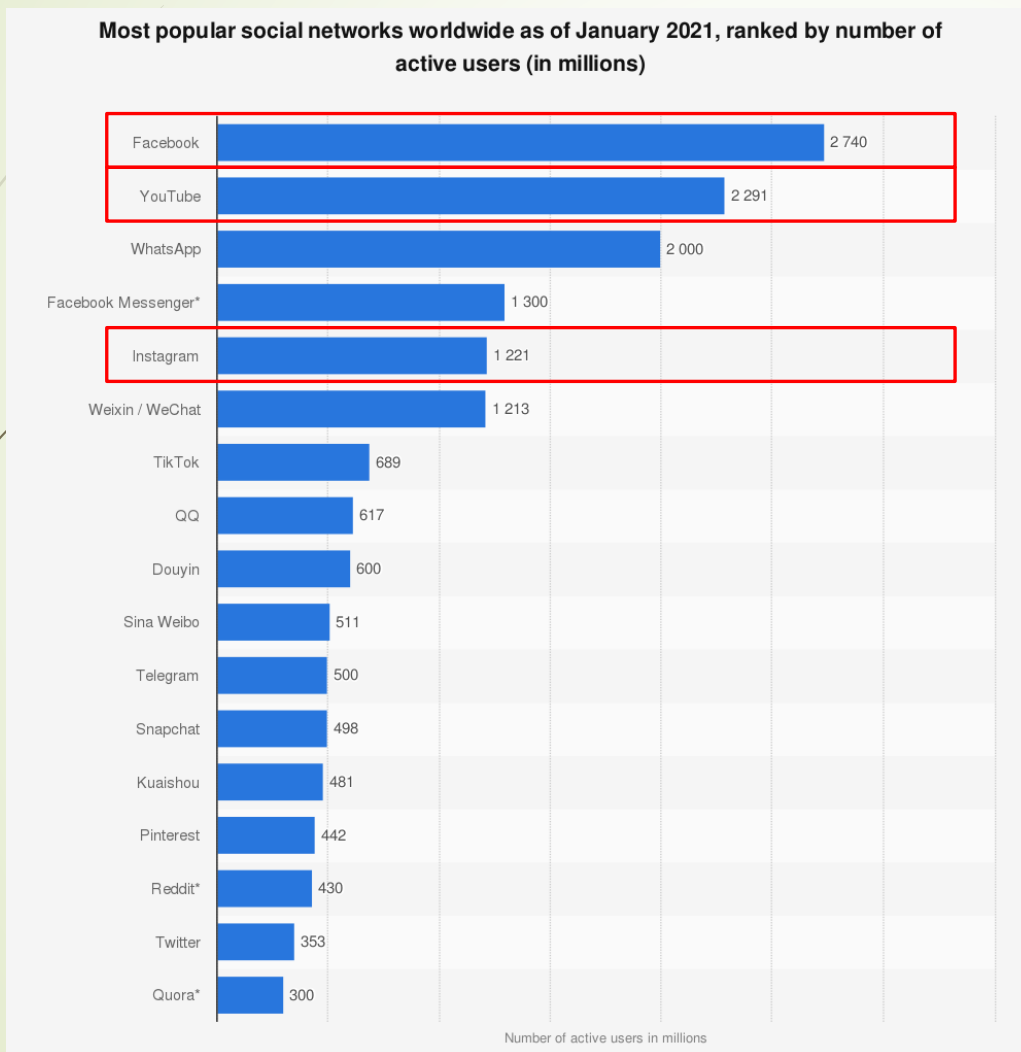
清眾堂·蜜煉燕窩川貝枇杷膏 (300 毫升裝 x 2 盒) \$111
價格持平
HKTVmall

京都念慈庵·蜜煉川貝枇杷膏 15g*10包 (便利裝) \$49
漲價 \$2
HKTVmall

爾康堂·(無添加糖)爾康堂海虎椰燕窩三蛇膽川貝枇杷膏 \$54
漲價 \$4
HKTVmall



Social Networks



(Source: Statista, 2021b)

➤ SNS - Social Networking Services

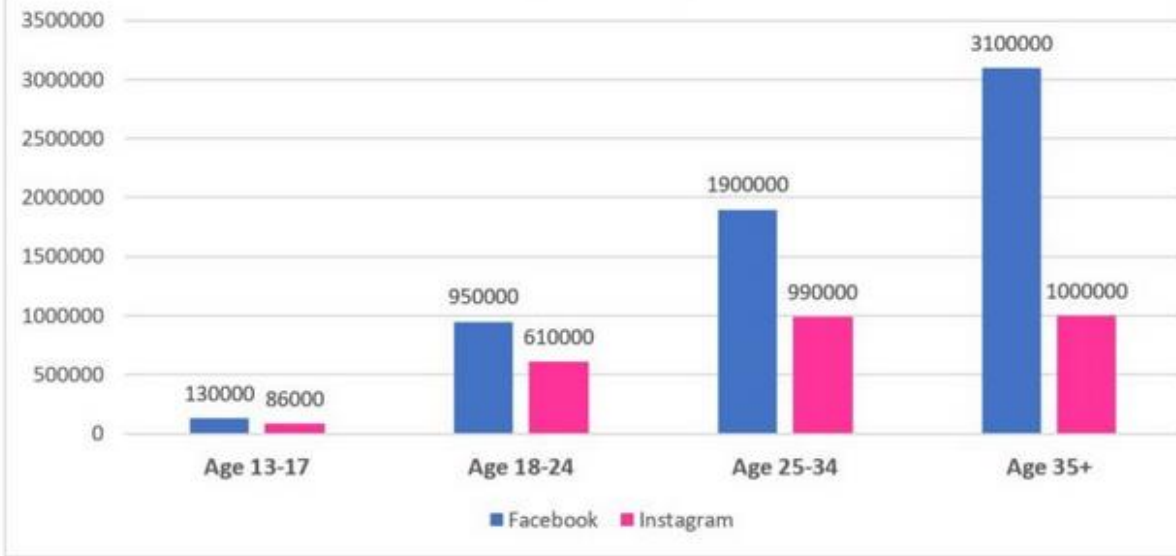
- Facebook
- Instagram

➤ Video Broadcast

- YouTube



HK Facebook & Instagram Users Breakdown by Age Group (2019 Feb)

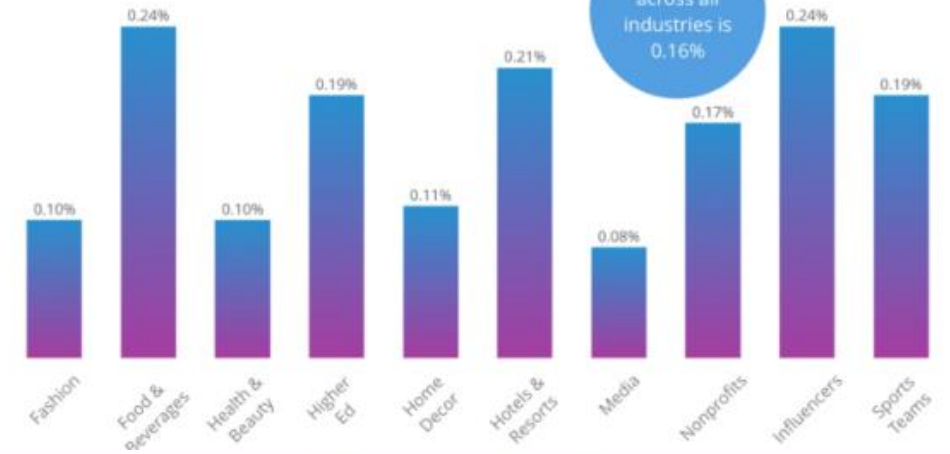


Source: Facebook Ads Manager

FACEBOOK ENGAGEMENT



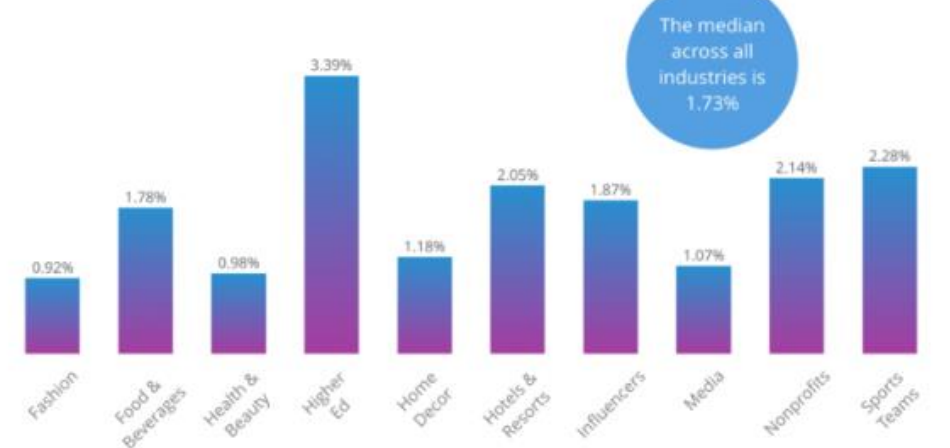
Calculated by average engagement rate per post on Facebook



INSTAGRAM ENGAGEMENT



Calculated by average engagement rate per post on Instagram



Source: Rival IQ (2018 Social Media Industry Benchmark Report)



Short Film Advertising

short film told entirely through ads

- Entertainment
- Learning
- Engagement



(Source: Film Shortage, 2021)

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





70

Upselling

Objective:

Increase average order value and customer lifetime value

Grow revenue

Improve customer retention







NIN JIOM
Pei Pa Koa 300ml

HK\$40.00

RRP HK\$53.30

★★★★★ 41 Customer Reviews

11 has viewed the products just now

1

ADD TO BAG

Add to wish list

Promotion

Free Gift Promotion Offer

Free Gift Promotion Offer

71

Add recommend products

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





NIN JIOM

Pei Pa Koa 300ml + Pei Pa Koa Convenient Pack (10 pouches)

(10 pouches)

HK\$65.00

RRP HK\$70.00

★★★★★ 41 Customer Reviews

12 has viewed the products just now



ADD TO BAG

Add to wish list

1



ADD TO BAG



Add to wish list

Recommend products



Free Gift Promotion Offer

NIN JIOM Pei Pa Koa 75ml

HK\$19.90

RRP HK\$22.80

★★★★★ (2)



Free Gift Promotion Offer

NIN JIOM Pei Pa Koa (No Sugar Added Formula)

HK\$35.00

RRP HK\$44.30

★★★★★ (1)



Free Gift Promotion Offer

NIN JIOM Pei Pa Koa Convenient Pack (10 pouches)

HK\$33.00

RRP HK\$45.60

★★★★★ (22)



72

Product bundles

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





NIN JIOM
Pei Pa Koa 300ml

HK\$40.00 (Earn 40 points)

RRP HK\$53.30

★★★★★ 41 Customer Reviews

👁️ 12 has viewed the products just now

1 ADD TO BAG Add to wish list

Recommend products

Product	Discount	RRP	Current Price	Reviews
NIN JIOM Pei Pa Koa 75ml	-13%	HK\$22.80	HK\$19.90	(2)
NIN JIOM Pei Pa Koa (No Sugar Added Formula)	-21%	HK\$44.30	HK\$35.00	(1)
NIN JIOM Pei Pa Koa Convenient Pack (10 pouches)	-20%	HK\$45.60	HK\$33.00	(22)

73

Membership Rewards

Presenter : Ho, Henry Kin Fai (Student ID 2019946)





74

Retention

Objective:

Encourage Online to Offline business model

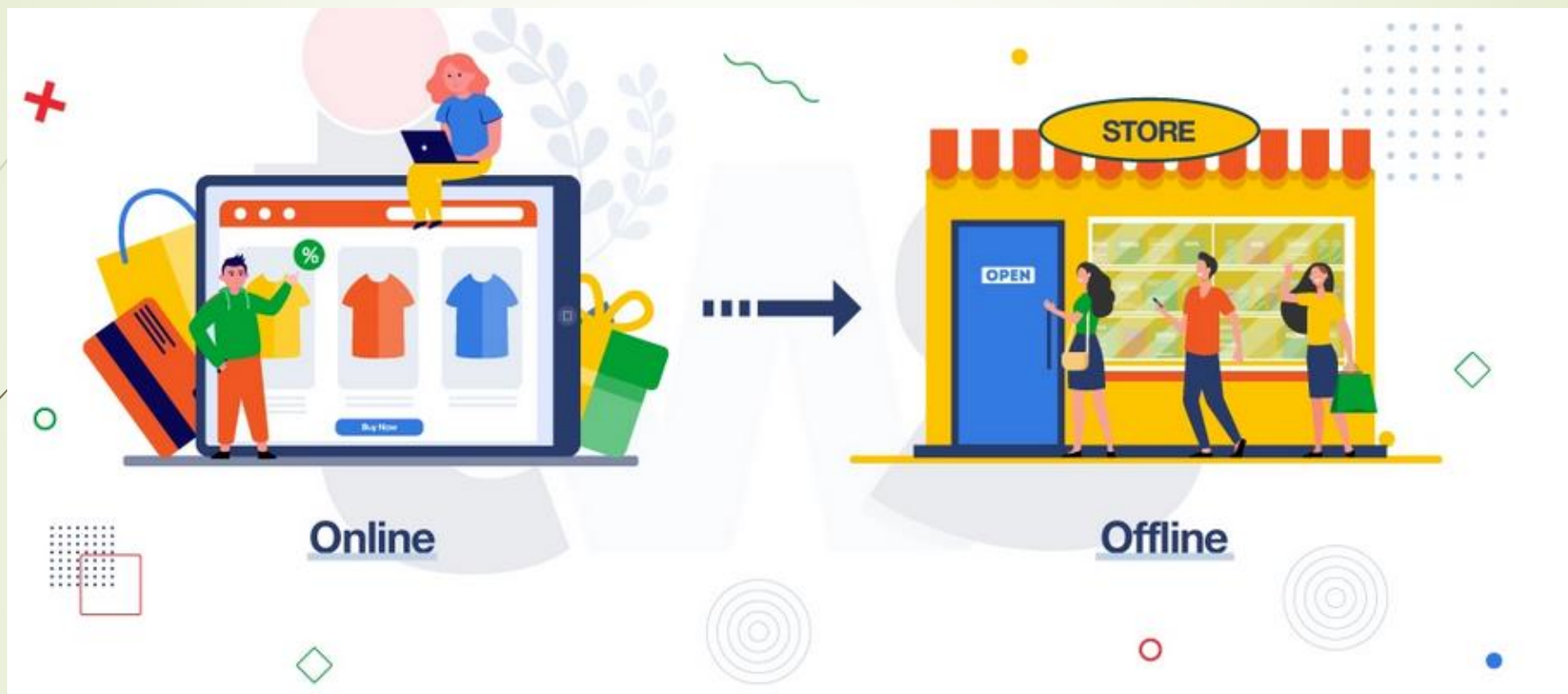
Provide e-coupon for online shopping to retain the sales

Provide promotion newsletter for consumer





Online to Offline Commerce



Reward Online. Pay Offline



Promotion newsletter with E-Coupon



京都念慈菴

多謝你

優惠碼:
NINJIOMWatsonSALE2021

代言人 楊千嬅

念慈菴科學中藥 延續念慈心

42% of purchasers repeat buying a certain brand because they received a timely, relevant offer.

Marketing copy, photos and discounts can be personalized. (Harris Poll, 2021)

BUY MORE, SAVE MORE!

\$5 OFF
WHEN YOU SPEND \$25 OR MORE

\$10 OFF
WHEN YOU SPEND \$50 OR MORE

\$15 OFF
WHEN YOU SPEND \$75 OR MORE

ONLINE PROMO CODE: CANDYCANE

GET THIS COUPON >





77

Monitoring and Measuring

Objective:

Use tools to monitor the situation

Set up a rule for measuring result



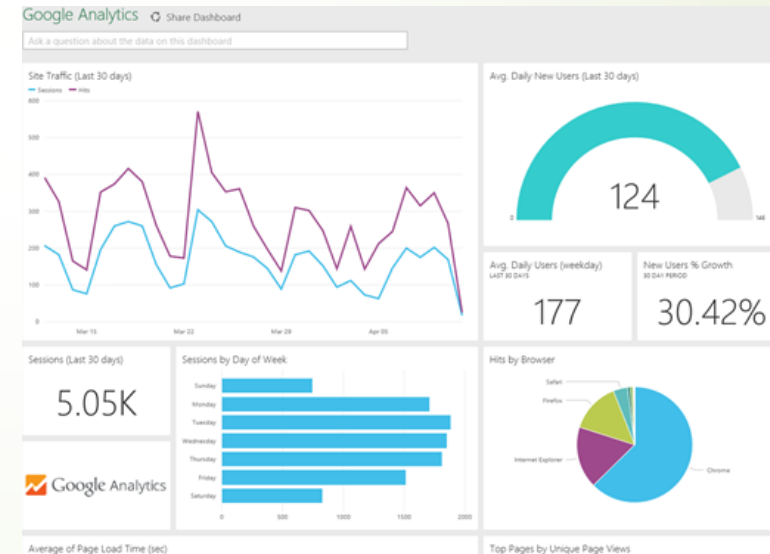


78

Monitoring

Table 4.3 Type of monitoring tools

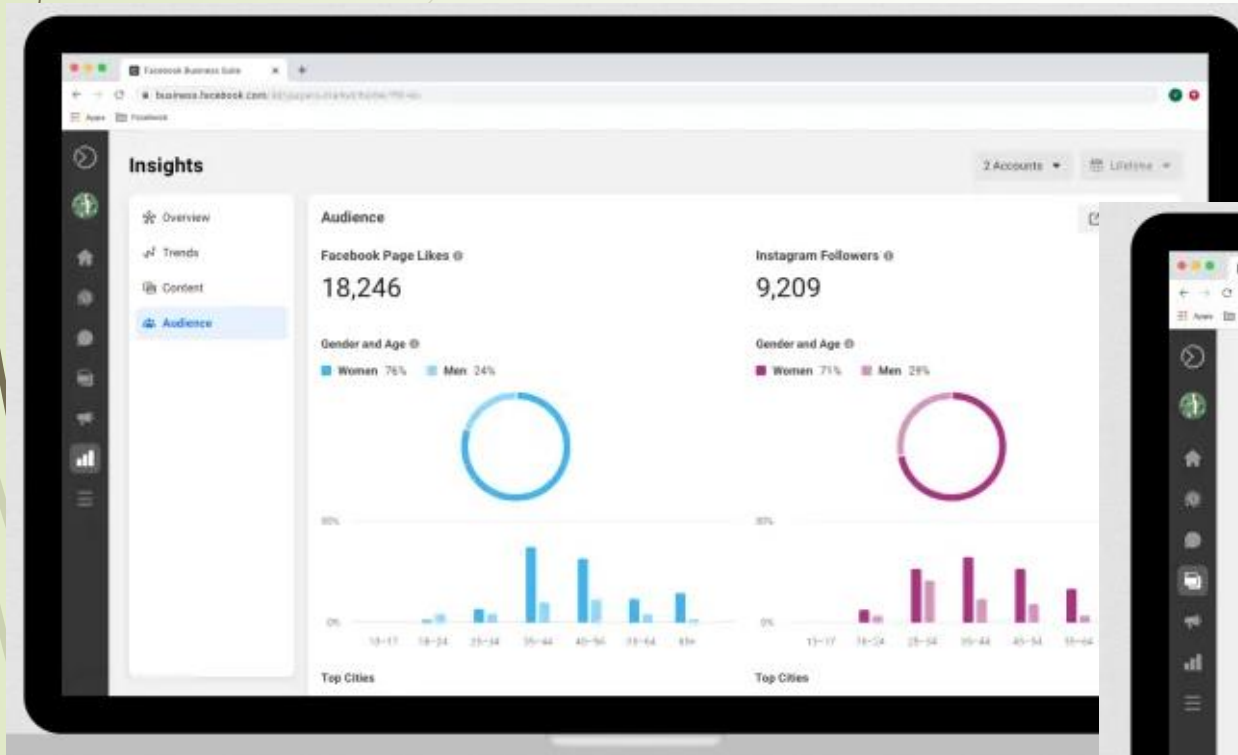
SEO	Social Media (Facebook & Instagram)	Digital Media Platform (YouTube)
SEO monitoring Tools Google Analytics	Facebook Business Suit	Studio



Presenter : Ho, Henry Kin Fai (Student ID 2019946)



Social Media (Facebook & Instagram)



Posts

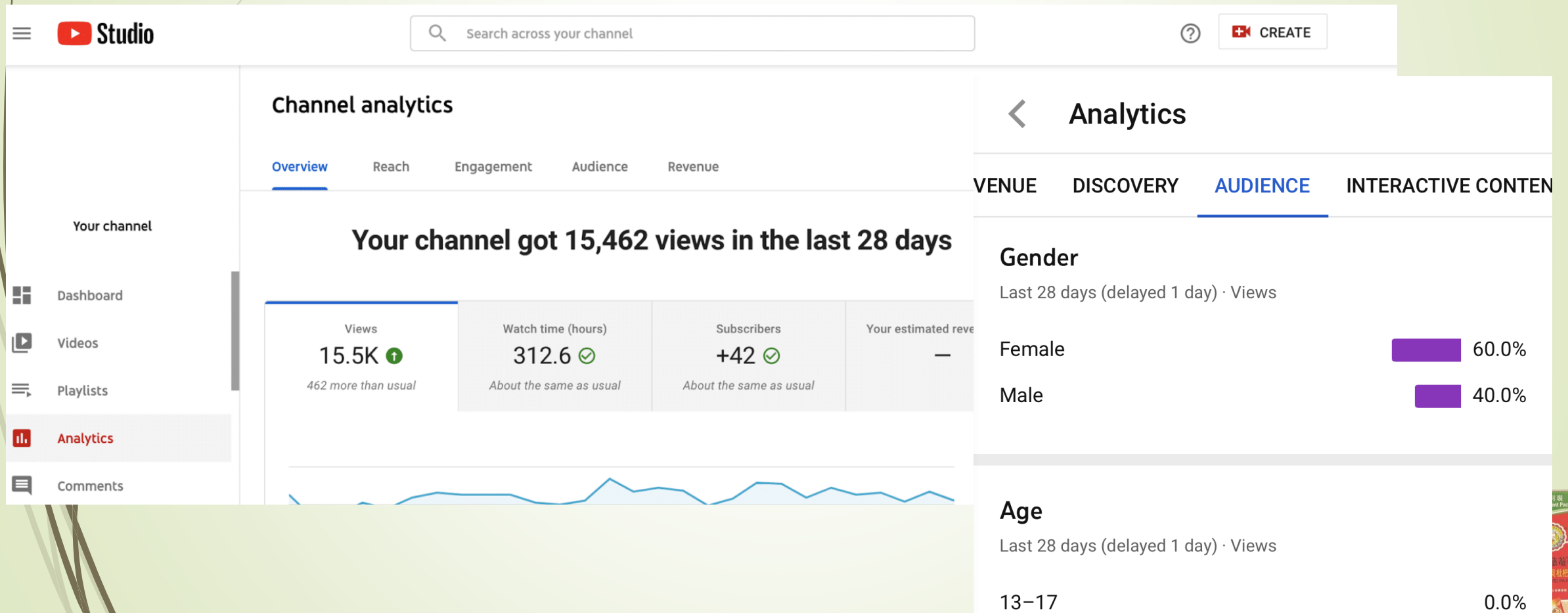
Published Scheduled

Shared to: All Lifetime: Jul 24, 2019 - Sep 10, 2020

Posts	Date Published	Reach	Engagement	Reactions/Likes	Comments
☐ Our staff pick of the week is...	Boost Post Just Now	0 Accounts Reached	—	0 Likes	0 Comments
☐ Our staff pick of the week is...	Boost Post Just Now	0 People Reached	0 Post Engagements	0 Reactions	0 Comments
☐ Our fresh produce is ready fo...	Boost Post Yesterday at 4:14 PM	1,209 Accounts Reached	—	29 Likes	0 Comments
☐ Our fresh produce is ready fo...	Boost Post Yesterday at 4:14 PM	201 People Reached	16 Post Engagements	12 Reactions	3 Comments
☐ * COMPLETE: Brighten up your shelter in pla...	Boost Again Sunday at 1:23 PM	3,478 Accounts Reached	—	189 Likes	12 Comments



Digital Media Platform (YouTube)



Measuring



Table 4.4 Marketing Calendar

Item	Channel	Target Consumer	Month						Measurement
			1-2	3-4	5-6	7-8	9-10	11-12	
Social Media									
	Facebook	Mass customers	✓	✓	✓	✓	✓	✓	Success: Page like count increase and Post positive count increase Failure: Page like count decrease or Post negative count increase
	Instagram	Y -Gen customers	✓	✓	✓	✓	✓	✓	Success: Follower increase Failure: unfollow rate increase
Email Marketing									
	E-newsletter	Mass customers	✓		✓	✓		✓	Success: Subscription rate increase, click rate from email increase Failure: Un-subscription rate increase
	E-leaflet	Personalized customers	✓	✓	✓	✓	✓	✓	Success: E-coupon usage increase Failure: Less E-coupon used
Digital Advertising									
	YouTube	Mass customers	✓		✓	✓		✓	Success: YouTube subscription rate increase and like count increase Failure: subscription rate decreases and video dislike count increase



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