



零售內容營銷 - 未來零售商都要辦傳媒?

2017 零售研討會 9 May

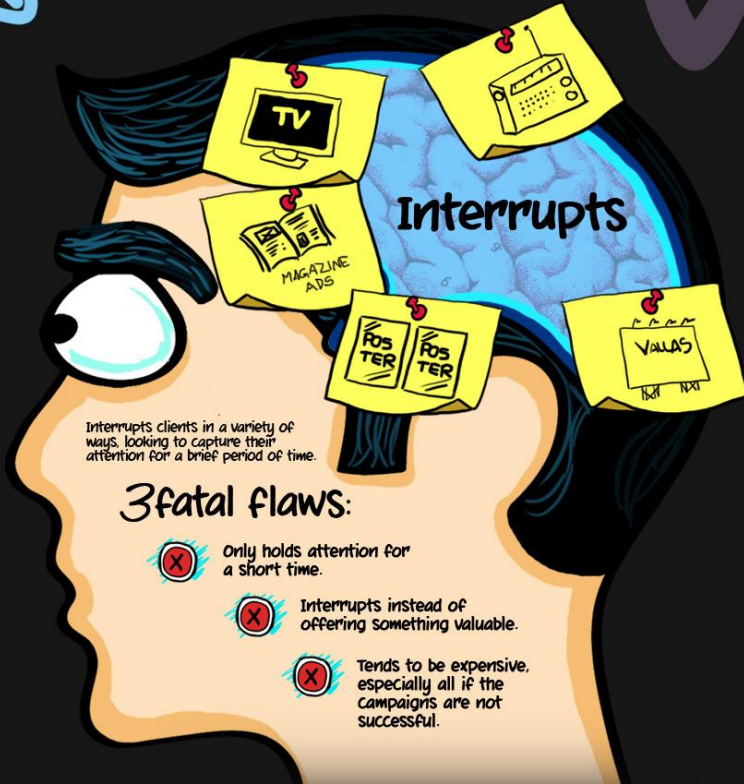
徐緣

《型銷》、《購想》、《品》、《甜銷》、《關公災難》作者
壹傳媒 Chief Marketing Officer

Traditional Publicity

Content Marketing

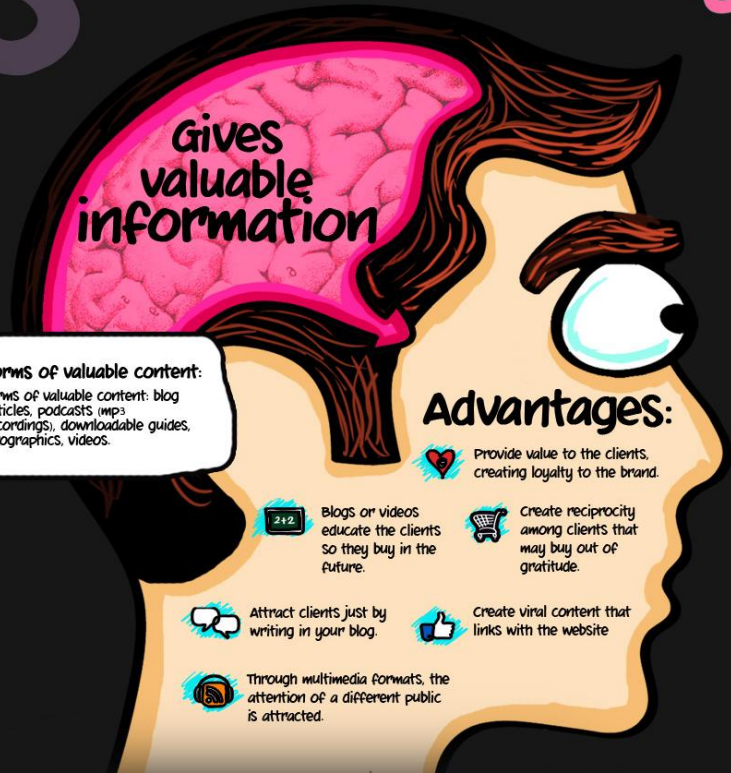
VS



Interrupts clients in a variety of ways, looking to capture their attention for a brief period of time.

3 fatal flaws:

-  Only holds attention for a short time.
-  Interrupts instead of offering something valuable.
-  Tends to be expensive, especially all if the campaigns are not successful.



Gives valuable information

Forms of valuable content:
Forms of valuable content: blog articles, podcasts (mp3 recordings), downloadable guides, infographics, videos.

Advantages:

-  Provide value to the clients, creating loyalty to the brand.
-  Blogs or videos educate the clients so they buy in the future.
-  Create reciprocity among clients that may buy out of gratitude.
-  Attract clients just by writing in your blog.
-  Create viral content that links with the website.
-  Through multimedia formats, the attention of a different public is attracted.



Slightly carbonated.
Some chilled.

Red Bull




ENERGY DRINK

With Taurine
Vitalizes body and mind.
8.3 FL OZ (250 ml)

RED BULL HK RED BULL TV RED BULL 運動裝備 RED BULL 活動及比賽詳情

賽車運動 單車運動 滑板運動 文化 足球、籃球及其他運動

人氣新聞 Red Bull Dragon Roar F1一級方程式



F1一級方程式

F1英國站：Red Bull啟示錄？
by Daniel Chan on 2016 7 11

F1奧地利站：誰的錯？威美頓？羅斯保？

F1歐洲站：不似預期的出奇

SURFING

西貢
六、八月 05 - 06
2016 2016


RED BULL DRAGON ROAR 2016

FLYTAG

參加「Red Bull Flugtag 飛行日 2016」10大要事！

「Red Bull Flugtag 飛行日 2016」即日起接受網上報名

RED BULL TV DISCOVER CHANNELS TV CALENDAR GET THE APPS



Lean Back and Experience the Best of Red Bull TV

Streaming now: Meet the Air Force

WATCH NOW

DISCOVER ON-DEMAND & LIVE



把GoPro用到極致的43種方法

by Tackler Jackson on 2016 6 17

GoPro GoPro可以用在多少地方？答案是永無極限。

世界紀錄！他們走了一公里的繩索！

by Josh Sampiero on 2016 5 05

SLACKLINING 高空走繩邁入新的里程碑——整整一公里



Always With A Smile - Kelia Moniz

by 王貞凱 on 2016 5 28

SURFING 健康的膚色及甜美笑容，是Kelia Moniz給人的目光焦點，很難你會不會去注意這樣的一位女孩。

WHAT'S NEW ON Red Bull Sports TV

上線 8小時內，週三 早上5點00

Red Bull Sound Space at KROQ

星期日，早上12點50 上線

Red Bull Cliff Diving 2016

Also available on



來自北極的電話

by Josh Sampiero on 2016 5 17



F1摩納哥站：四萬被出沖

by Daniel Chan on 2016 5 30

F1一級方程式

橡皮艇選手撞上岩石仍然無恙！

by James Gastor on 2016 5 26

最新 最受歡迎

F1英國站：Red Bull啟示錄？


八十隊入選名單公佈

F1奧地利站：誰的錯？威美頓？羅斯保？

2016 全新賽制 26日公開接受報名


F1歐洲站：不似預期的出奇

Browse Channels



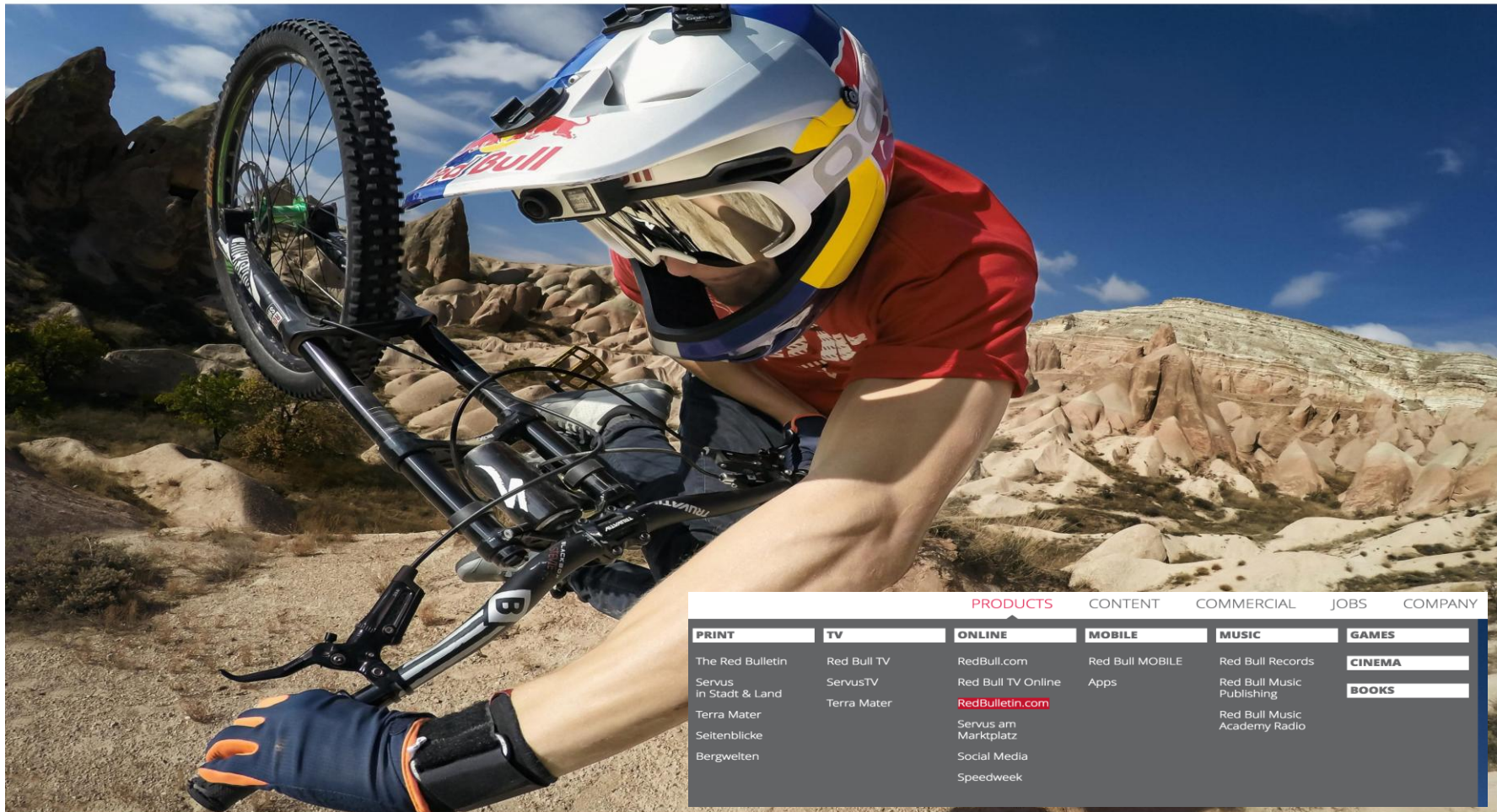
THE RED BULL TV MAGAZINE RED BULL TV RED BULL TV SUBSCRIBE UNITED STATES

BULLYMAN SPORTS CULTURE LIFESTYLE BULLVEYARD



BREAKING THE ICE

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The Red Bulletin	Red Bull TV	RedBull.com	Red Bull MOBILE	Red Bull Records	CINEMA
Servus in Stadt & Land	ServusTV	Red Bull TV Online	Apps	Red Bull Music Publishing	BOOKS
Terra Mater	Terra Mater	RedBulletin.com		Red Bull Music Academy Radio	
Seitenblicke		Servus am Marktplatz			
Bergwelten		Social Media			
		Speedweek			



Find out about partnership opportunities with Red Bull Media House.



Find our latest news content and premium content on Red Bull Content Pool.

CONTENT MARKETING

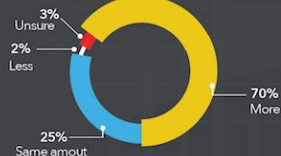
% Stats %

2017

THE STATE OF CONTENT MARKETING IN 2017

B2B

EXPECTED CHANGE IN B2B CONTENT CREATION (2016 VS. 2017)



B2C

EXPECTED CHANGE IN B2C CONTENT CREATION (2016 VS. 2017)



63% of B2B marketers are extremely or very committed to content marketing

22% of B2B marketers are extremely or very successful with their overall approach to content marketing

of B2B marketers re much more or somewhat more successful with content marketing than they were one year ago **62%**

of B2C marketers are extremely or very committed to content marketing **60%**

of B2C marketers are extremely or very successful with their overall approach to content marketing **25%**

of B2C marketers re much more or somewhat more successful with content marketing than they were one year ago **63%**

GENERAL STATS B2B & B2C

Many companies are taking dollars away from their traditional advertising and moving them to digital marketing.

75% of marketers are increasing investment in content marketing.

Long-form blog posts generate **9x** more leads than short-form blog posts

45% of marketers say blogging is their #1 most important content strategy

The average reader only spends **37 seconds** reading an article or blog post

29% of leading marketers systematically reuse and repurpose content

70% of people would rather learn about a company through articles rather than an advert

The **top 2** most outsourced content marketing activities:

- 44%** Writing
- 41%** Design

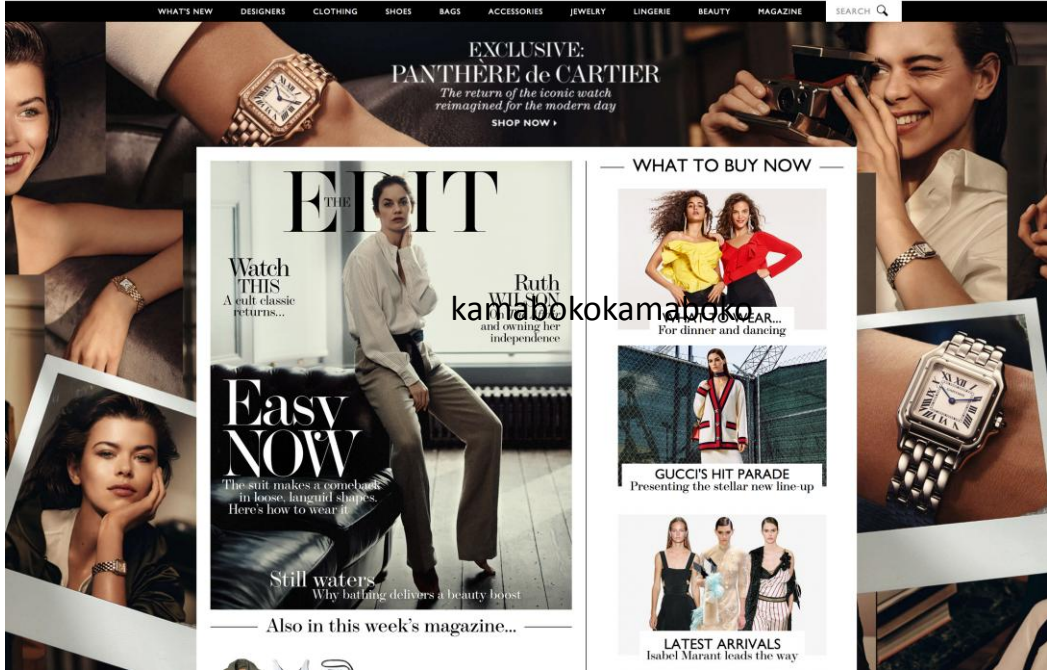
68% of consumers feel more positive about a brand after consuming content from it

over 90% of marketers said they used visual content in more than 50% of the articles they published

4x as many consumers would prefer to watch a video about a product than to read about it.

Source:

- http://contentmarketinginstitute.com/wp-content/uploads/2016/09/2017_B2B_Research_FINAL.pdf
- http://contentmarketinginstitute.com/wp-content/uploads/2016/10/2017_B2C_Research_Final-rev-10-26-16.pdf
- <https://marketinginsidergroup.com/content-marketing/25-content-marketing-state-guide-2017-strategy/>
- <https://blog.hubspot.com/marketing/visual-content-marketing-strategy#m.000000tc4v1fjd8yr7us8ndom7if>
- <http://www.curata.com/blog/content-marketing-statistics-the-ultimate-list/>



EXCLUSIVE: PANTHERE de CARTIER

The return of the iconic watch reimagined for the modern day

SHOP NOW ▶

THE EDIT

Watch THIS
A cult classic returns...

Ruth WILSON
and owning her independence

Easy NOW

The suit makes a comeback in loose, languid shapes. Here's how to wear it.

Still waters
Why bathing delivers a beauty boost

Also in this week's magazine...

WHAT TO BUY NOW

What to WEAR...
For dinner and dancing

GUCCI'S HIT PARADE

Presenting the stellar new line-up

LATEST ARRIVALS

Isabel Marant leads the way

2

THE STYLING TRICK: *Just add stripes*

If the grace of multiple languid layers in classic shades isn't enough to get your sartorial juices flowing, try throwing some pinstripes into the mix, specifically in navy and white. Use these style-setters as your touchstone; whether it's a loose-fitting pantsuit or a long wraparound robe coat, a subtle stripe will elevate your elongated silhouette from simply elegant to truly interesting.

SHOP THE STYLING TRICK ▶

CREDITS >



STRIPES AHEAD. Team with denim or wear head to toe for Gallic-style chic

THE EDIT

GET IN LINES



Maggie Marilyn



Totême



Loewe

SHIPPING TO
HONG KONG

MR PORTER

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WHAT'S NEW DESIGNERS CLOTHING SHOES ACCESSORIES FINE WATCHES SPORT GROOMING STYLE COUNCIL EDITORIAL

Home > The Journal

THE JOURNAL

YOUR WEEKLY MAGAZINE
ISSUE 318

FILTER



MAY '17
04

THE MEN WHO LIKE TO GROW THINGS

MR PORTER meets six farmers and gardeners who work the land for a living

ON THE TOWN | 4 May '17



The Best Dressed Men Of The Month

Messrs Ryan Reynolds, Presley Gerber and the other notables who paved the way to May

THE REPORT | 4 May '17



Which Style Of Yoga Is Right For You?

Ashtanga, Bikram, Doga? Here's how to find the perfect class for your flexibility

THE TRIBUTE | 4 May '17



The Heroes Of The World's Most Beautiful Bike Race

THE EDIT | 4 May '17



How To Go Sockless In Summer

Our guide to having your ankles with style

THE DAILY

8-BIT-SIZED
STYLE



YOU ASKED: HOW OFTEN CAN YOU WEAR THE SAME OUTFIT? 20 HOURS AGO



WHY YOU SHOULD EAT TAHINI FOR BREAKFAST 1 DAY AGO



HOW PUBLIC SCHOOL TOOK ON POLO'S PAST 1 DAY AGO



WHERE DO WRITERS' IDEAS COME FROM? 1 DAY AGO



THE FENG SHUI OF MR RICK OWENS 2 DAYS AGO



FIVE FILMS EVERY STAR WARS FAN SHOULD SEE 2 DAYS AGO



HOW TO SURVIVE A HOT COMMUTE 2 DAYS AGO



FIVE BOTTLES OF BORDEAUX TO BUY (AND DRINK) RIGHT NOW 3 DAYS AGO



WHY FAMOUS WRITERS CREATE ALTER EGOS 3 DAYS AGO



FIVE SIGNS YOU'RE A TRAVEL BORE 3 DAYS AGO

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HONG KONG

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WHAT'S NEW DESIGNERS CLOTHING SHOES ACCESSORIES FINE WATCHES SPORT GROOMING STYLE COUNCIL EDITORIAL

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JOURNAL

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THE PORTFOLIO

THE MEN WHO LIKE TO GROW THINGS

MR PORTER meets six farmers and gardeners who work the land for a living



RRL
Tradition Checked Cotton-Flannel Shirt



RRL
Slim-Fit Selvedge Denim Jeans



Folk
Ox Denim Jacket



Alban
Machine Slub Cotton and Linen-Blend Overshirt

Words by Ms Phoebe Luckhurst

Photography by Mr Luca Campri

Styling by Ms Ellidh Greig, Fashion Editor, MR PORTER

The garden is a shorthand for wildness and mystery. Some spaces are literally wild, crawling with creepers, vines tangling around tentative branches. Others



Lowe's

66,662,234 Loops

#LoweFixinSix: Clever improvements that make life at home a little easier. Corporate HQ, Mooresville, NC

37K Followers

115 Posts



Lowe's Jul 28, 2016

Attach 3M rug anchor strips to the bottom of Fido's bowl to keep it in place during mealtime. #LoweFixinSix

764 Likes 48 Revines 1.1M Loops



Lowe's Jul 14, 2016

Get crafty when caulking by using a popsicle stick for a smooth, professional finish. #LoweFixinSix

1,035 Likes 55 Revines 1.3M Loops



Lowe's Jun 23, 2016

Add lemongrass to your outdoor planters to help keep mosquitoes away naturally. #lowesfixinsix

1,012 Likes 90 Revines 2.8M Loops



Lowe's Apr 14, 2016

Spread mulch in a donut formation to direct water towards the tree's roots. #lowesfixinsix



Lowe's Apr 6, 2016

Use coffee filters to keep soil where it belongs — in your flowerpots. #lowesfixinsix



Lowe's Mar 31, 2016

Wrangle loose extension cords in an overhand knot so they don't detach when working outside #LoweFixinSix

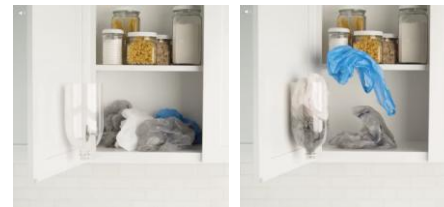
Help Terms Privacy Did it for the Vine. © 2017 Vine Labs, Inc.



Lowe's Sep 9, 2015

Cut the bottom off of a 2-liter soda bottle and mount it to create a plastic bag dispenser #LoweFixinSix

4,731 Likes 884 Revines 456.6K Loops

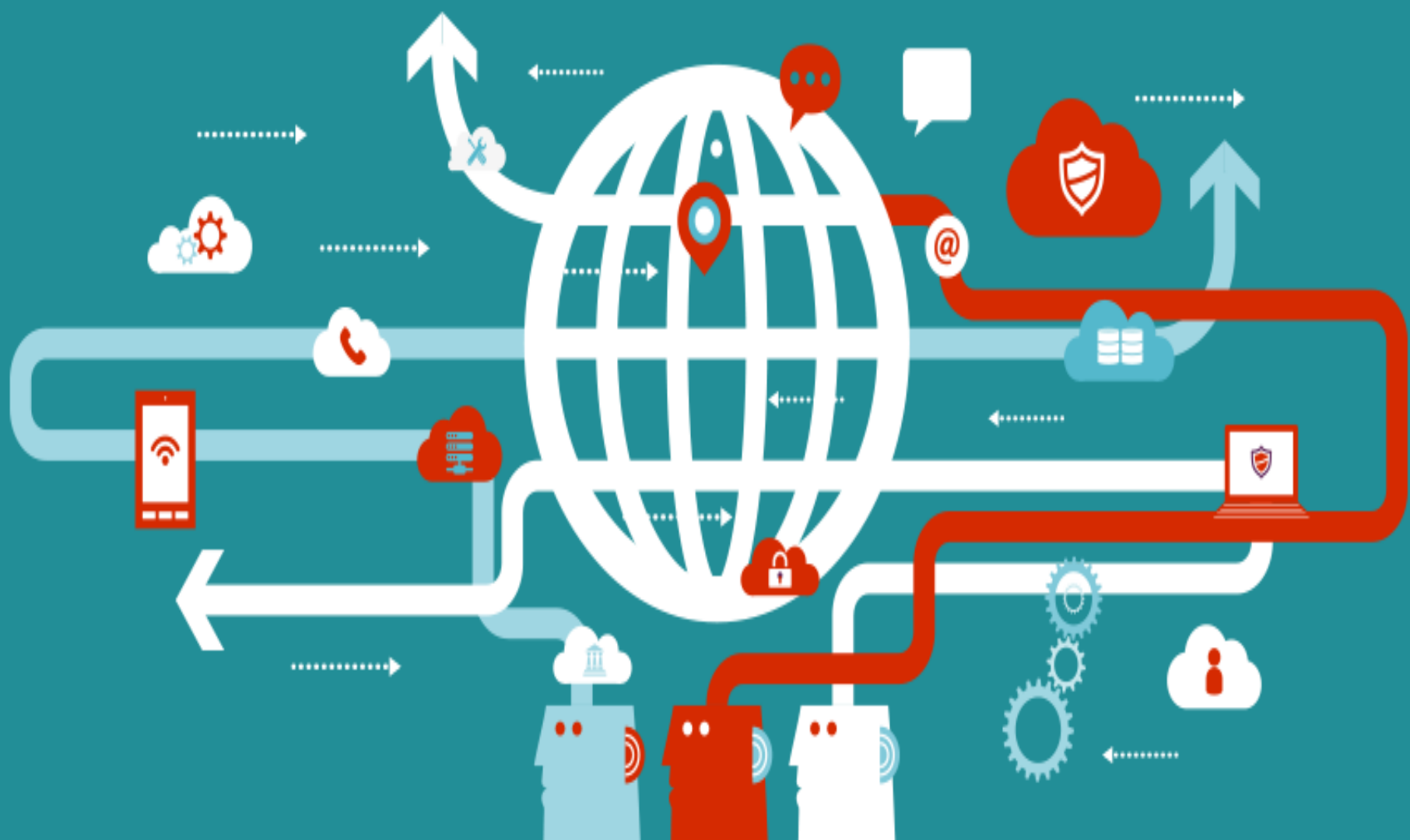




Will it BLEND?



blendtec



ASDA

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SAVING
YOU MONEY EVERY DAY
.....

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SAVING
YOU MONEY EVERY DAY
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clearance

1/2
price



#ad | HOW TO: Baking Cupcakes with Zoella!

Mums Eye View Subscribe 178,094

1,368,872 views

32,166 likes 294 comments

Published on Apr 4, 2014
 Zoella joins us in the kitchen to bake some lemon zest cupcakes - perfect for Easter!
 *Contains paid for advertorial
 You can see the full cupcake recipe and ingredients here - <http://bit.ly/1f8dyP6>
 Go and check out Zoe's channel at <http://www.youtube.com/zoella>

- Extras:
- Bunny Rabbit Lamp - <http://bit.ly/1mPr1Dk>
 - Flour Sifter - <http://bit.ly/1k7mCqk>
 - Slogan Milk Carton - <http://bit.ly/1q5KKB8>
 - Stainless Steel Mixer Bowl - <http://bit.ly/1QL3J10>
 - Bunting - <http://bit.ly/1kWyhlp>
 - Bake Bookends - <http://bit.ly/1k7mmfT>
- Stay tuned - we have new videos every Friday!
- Category: Home & Style
 License: Standard YouTube License

mum's eye view

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#ad | An Announcement from Mum's Eye View

0:11 / 2:07

#ad | An Announcement from Mum's Eye View
 5,085 views · 3 months ago
 Thanks so much for watching Mum's Eye View over the past two and a half years!
 Subscribe to the Asda YouTube channel <https://www.youtube.com/asda>... for more food, fashion and lifestyle inspiration and look out for some exciting new updates soon.
 Here's a selection of our favourite videos from over the years. Browse the videos section for more!
 Zoella gives us a master class in baking cupcakes. From 2014 - is this what inspire...
 Read more

FOOD

#ad HOW TO: Make Homemade Chutney with Sarah Barnes! Mums Eye View 1,528 views · 5 months ago	#ad HAUL: Baby Wiping Tips from Liza Prideaux Mums Eye View 2,157 views · 5 months ago	#ad HOW TO: Mexican Brunch with Emily Norrild Mums Eye View 2,630 views · 6 months ago	#ad HOW TO: Blackberry and Cheese Toasts with Ian Haastel Mums Eye View 2,450 views · 7 months ago	#ad How to: Make Oreo Cookie Balls with Hannah and Stef Mums Eye View 23,077 views · 9 months ago

BEAUTY

#ad BEAUTY: Summer Skincare with Caroline Hiron! Mums Eye View 52,713 views · 2 years ago	#ad HOW TO: At Home Pedicure with Pixiwoo Mums Eye View 52,292 views · 2 years ago	#ad HOW TO: Contour with Wayne from GossMakeupArtist Mums Eye View 45,833 views · 3 years ago	#ad HOW TO: Beach Makeup Tutorial with Pippa O'Connor! Mums Eye View 14,865 views · 2 years ago	#ad HOW TO: Create a Flawless Base with Liza Prideaux! Mums Eye View 15,493 views · 2 years ago

FASHION

#ad HAUL: Summer Fashion Haul with Tanya Burr! Mums Eye View 148,544 views · 3 years ago	#ad HAUL: Baby Clothes, Toys & Feeding Haul with Dolly Bow Mums Eye View 141,508 views · 2 years ago	#ad FITNESS: Post-Pregnancy Workout with Hannah Maggs! Mums Eye View 48,208 views · 2 years ago	FASHION: Graduate Fashion Week 2014 with Sammi Beauty Mums Eye View 16,953 views · 2 years ago	#ad FASHION: Summer Lookbook with Carly Musleh! Mums Eye View 48,113 views · 3 years ago

Featured Channels

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 - The Michalaka Subscribe
 - Sprinkleofglitter Subscribe
 - Model Recommendations Subscribe
 - Zoella Subscribe
 - Tanya Burr Subscribe
 - pixiwoo Subscribe
 - TheLeanMachines Subscribe
 - Kate Murnane Subscribe
 - Carly Musleh Subscribe
- See all

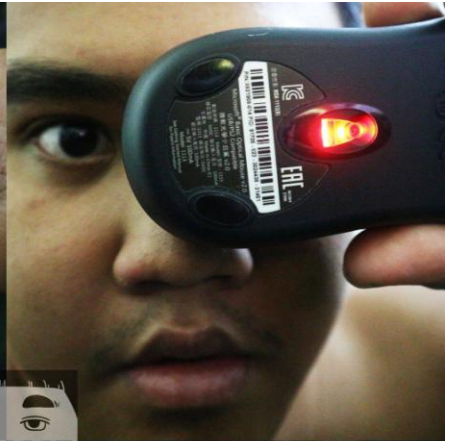
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- WhatsUpMoms Subscribe









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GOSPLAY

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**ADD TO
CART**





掘出本地好薑

土炮



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Vincent

Home 16



Page

Inbox 1

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Settings

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土炮

@topaau.hk

Home

Shop

Posts

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Likes

Grow Business

Liked

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Send Message

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Share



【選擇困難之選】竹絲雞蛋魚...
\$206.00

Share



【有法「補」的麵】竹絲雞蛋...
\$196.00

Share



【最霸氣的麵】竹絲雞蛋龍蝦...
\$216.00

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【尋...
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《香港好走》套裝一書三冊
\$418.00

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【Gift for Her】獨角獸圖案一...
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【7包優惠組合】黑松露、薯...
\$306.00

Share



【有法「補」的麵】竹絲雞蛋...
\$196.00

Share

【止...
\$199.

Sha



土炮

Published by Pinky Huang [?] · May 5 at 11:58am ·

【發酵姊妹情】

當人人都種花、種草嘅時候，呢對姊妹偏偏選擇「種菌」！土炮專員親身到過工場，嗰陣酸酸澀澀嘅氣味未必人人都接受到，到底咩原因令佢地想種茶菌？

「我試過 3-4 日先到去一次廁所，朋友介紹我試發酵茶，飲完就無再試過便秘。」創辦人Lisa 因為自己的健康問題開始接觸發酵茶，發現好多香港人同自己一樣，工作壓力大、長期久坐、快餐飲食習慣，從而出現便秘問題。眼見發酵茶在外國十分盛行，而香港人則漠視便秘問題，決定專心研專屬於香港人口味的發酵茶。... See More



Products shown:



輕度清腸胃療程 (中式口味)
土炮
\$200.00



【腸道清道夫】
土炮
\$280.00

51,711 people reached

Boost Post



土炮 added a new photo to the album: 【土炮通勝】.

Published by Effy Gnuel [?] · April 14 at 10:00pm ·

【#土炮通勝 09】

採用新鮮豬肉切粒製造之 Village 手工香腸，不含內臟，保證肉質鮮美。此乃郊遊耍樂之必備美食，烤香食用，風味更佳。

#掘出本地好薑

2017 四月 APRIL 土炮通勝

Click for details

丁酉雞年 【第三週】 農曆三月小

宜 享受鄉郊 野餐燒烤	本週法寶 黑松露手工香腸	忌 自私獨食 罪大惡極
-------------------	-----------------	-------------------

Products shown:



黑松露手工香腸2包
土炮
\$160.00



【重口味之選】辣味
土炮
\$190.00

才俊掛麵圖

身手矯健 磨刀霍霍 絕非造作

特選 竹絲麵 薑蔥

土炮通勝

四月廿六日

塵埃落定

宜 毋忘初衷

忌 懷憂喪志

土炮通勝

三月廿六日，與集樂

2017 三月 MARCH 土炮通勝

丁酉雞年 【第五週】 農曆二月大

宜 焚香驅蚊 約周公	本週法寶 艾草味手工香	忌 捐血 蜈蚣 蚊咬 蚊咬
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香港蛋撻 BIG DATA

「壹遊」作為專門推廣深度遊的資訊平台，一直就文化、生態、親子、尋味等旅遊題材作介紹，今次為開發尋味之旅，特別構建香港有史以來最完整的蛋撻數據庫。我們走勻全港，找尋超過 200 隻蛋撻，用非一般維度記錄每家餅店的作品，發掘最具代表性的名撻經銷。你可以根據我們的百撻地圖和數據，來一趟香港蛋撻旅行，找出最合你口味的心水靚撻。眾裡尋撻千百度 暮然回首 那撻卻在「壹遊」尋味處。今個周末，找個伴與你一起，尋找撻香的故事。

壹遊大搜查·蛋撻專題：
<http://feature.nextjourney.hk/EggTart>



香港蛋撻全紀錄



極地限定感官體驗 南極有陣蝦醬味

（文章來源：果籽）南極，世界的盡頭。地球上的第五大洲，面積大過歐洲和澳洲，但大家對南極的認識，應該比南極還要少。直至親身踏足極地，一陣陣類似大澳蝦醬味在白茫茫的雪地上撲鼻而來，你才會發現原來世界的盡頭是這麼遠，那麼近。

體驗，由此出發

- 去南極探訪皇帝企鵝 Provided by Country Holidays
- 終極豪華南極洲風景團 Provided by Country Holidays
- 15天海空兩路飛往極地團 Provided by Country Holidays



蛋撻地圖



蛋撻數據庫

香港	九龍	新界
 PANTONE 148 C Cheese 11:00 HK\$18	 曲奇皮	
	 PANTONE 113 C 壹餅房 8:30 HK\$5	 曲奇皮

銅鑼灣

- 軒尼詩道500號奇慎廣場6樓625號舖
- 邊寧頓街18號旅聚集團大廈地下3號舖

抬頭看 一片櫻

日本之櫻 東京之櫻 台灣之櫻 世界之櫻

- 彼岸四月 櫻花樹下
- 今晚賞櫻夜唔夜?
- 三重梯田櫻花層層疊
- 日本櫻花三月尾開催 京都百...

花月櫻期

出發賞櫻去！首爾、仁川絕美櫻花雪+道地美食

《4月限定·東京出發》迫力十足！立山黑部「雪壁大谷」& 高越

鎮海軍港節，櫻花季慶典一日遊

八重櫻花+七甲山+馬耳山二日遊

放縱人至愛翻轉字

櫻花	賞花	日本	東京
台灣	阿里山		

A motivational quote is centered on a black rectangular background. The background of the entire image is teal-painted wooden planks. A single white daisy flower with a yellow center is positioned to the right of the text. The quote is written in a bold, white, sans-serif font.

**DO SOMETHING
TODAY THAT
YOUR FUTURE
SELF WILL
THANK YOU FOR.**