



Ms. Ivy Wong
Founder & CEO
VS Media

KEY TRENDS THAT WILL SHAPE INFLUENCER MARKETING FOR RETAIL POST-COVID-19

Webinar

**23 September 2020, Wednesday,
19:00-21:00**

ISCM is proudly to invite Ms. Ivy Wong, Founder & CEO of VS Media, to present Key Trends That Will Shape Influencer Marketing for Retail Post-COVID-19. As lockdown eases and retailers start to reopen their stores, many ponder what the future holds for influencers and how they will help brands navigate the upcoming exogenous recession. There are three main trends that could influence how retailers alter their marketing strategy to meet the new challenges ahead.

Retailers are likely to validate influencers beyond the amount of “likes” they could attract. While getting more “likes” on social media is important, retailers have to keep track on the return of investment (ROI) as it is critical to the future of influencer marketing. It is also vital to evaluate the effectiveness and the practicability of social eCommerce and the use of live streaming. Alternatively, retailers can consider the possibility of “Humanising” a brand and to be more audience-centric, in order to establish a more down-to-earth connection with customers.

SPEAKER'S PROFILE

Ivy Wong is the founder of VS Media, a Next Generation Media Company built by millennials for millennials. VS has over 1,000 content creators with a 200M fanbase, with offices in China, Hong Kong, Taiwan and Singapore. Over a 20 year period, first in a role as Asia's Senior Director of Global Sales at Yahoo! And then as Chief Operating Officer of TVB.com, CEO of Next Mobile Limited, Ivy has led three media brands into the top digital position in Asia.

TOPIC OF DISCUSSION:

- Validating influencers beyond “likes”: ROI is critical to the future of influencer marketing
- Humanising a brand
- Becoming more Audience-Centric

Supporting Organisations:



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REGISTRATION FEES

Free*

Application deadline
22 September 2020

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https://zoom.us/webinar/register/WN_8mzVDu7VS8yjIN5ehKyQCA

ENQUIRY

ISCM Secretariat Office
Tel: (852) 6225 5708/
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