

13-16 / 4 / 2017

BeFast.TV: Video Content as a Part of Digital Marketing Strategy

BeFast.TV : 數碼營銷策略——視頻內容的重要性

Date 日期 : 14 / 4 / 2017 (Friday 星期五)
Time 時間 : 5pm – 5:45pm
Venue 地點 : Innovation Hub, Hall3FG Concourse, 3/F, HKCEC
香港會議展覽中心 3/F 展覽廳 3FG 大堂創新匯點
Language 語言 : English 英語
Organisers 主辦機構 : Hong Kong Trade Development Council 香港貿易發展局
Co-organiser 協辦機構 : BeFast.TV
Remarks 備註 : Free of charge 免費入場

PROGRAMME 程序表

Time 時間	Programme 程序
4:45pm-5pm	Registration 登記
5pm-5:30pm	Speaker 演講嘉賓: 1. Ms Marina Bay, Producer at FashionTech Asia, Co-Founder of BeFast.TV 2. Mr Lug Giroud, Co-founder of WILD
5:30pm-5:45pm	Q&A Session 問答環節

Remarks 備註:

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。

Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

ABOUT THE SPEAKERS 演講嘉賓簡介



Mr Lug Giroud, Co-founder of WILD

Lug Giroud is the co-founder of WILD, digital business making solution providers based in Hong Kong.

Lug first got into digital marketing in France, and started off launching his own internet based projects back in 2006. His early projects have reached tens of millions of monthly visits in over 15 languages. Those projects cover many industries: Financial Services, Real Estate, Sport Coaching, Dating, Luxury Goods, Multidisciplinary postgraduate research, F&B, International events, etc.

The successes of those personal projects depended partly on Lug and his partners' approach to digital marketing: each project is different, ROI comes from fine-tuning a digital marketing mix, analysing results and iterating.

All of these websites from a diversity of industries were taken over by Lug and his partners where they created, promoted and monetize to success using digital techniques of Search Engine Optimization and Conversion Rate Optimization.

In 2014 WILD started offering digital business making solutions to third parties in Hong Kong. They've already set the bar high and achieved growth, visibility and ROI improvements for their clients. WILD boasts extensive digital knowledge with an international team. They articulate eCRM, Analytics & KPI setting, Search Engine Optimization, Conversion Rate Optimization, Social Media Editorial line and Campaigns, Pay per Click, Market place setting and Optimization, Growth hacking, etc. into an efficient business strategy.

WILD are passionate about helping their clients grow their business, currently working with both corporate and startups in Hong Kong and also in France.

Lug is also an active member within the French Tech HUB Hong Kong, the community of the french founders in Hong Kong in the tech industries, gathering entrepreneurs, top executives, investors, engineers and public leaders, and also the entry point for HK investors, entrepreneurs and engineers willing to explore opportunities in France.

Lug Giroud 是 [Wild at Heart](#) 的聯合創始人之一，專門提供香港的數碼營銷策略服務。

Lug 最初在法國進入數碼營銷行業，並於 2006 年開始推出自己在互聯網上的項目。他早期的項目達到了多達 15 種語言、數以千萬計的訪問量。項目覆蓋多個行業，包括金融服務、房地產、運動教練、約會交友、奢侈品、多學科研究生研究、餐飲、國際事件等。

這些個人項目的成功部分取決於 Lug 本人和他的合作夥伴們的數碼營銷策略，每一個項目有所不同，投資回報率分別來自於對數碼營銷組合的微調、結果分析和迭代效應。

Lug 和他的合作夥伴們通過優化搜索引擎和轉化率的數字營銷技術，建立這些不同行業的網站，並對其進行推廣和使用。

Wild at Heart 自 2014 年起開始經營數字營銷業務，專門為香港的第三方提供解決方案。到今天為止，Wild at Heart 已經為客戶訂立了高標準，在實際增長、知名度和投資回報率方面都有長足進步。WAH 的國際化團隊擁有廣泛的數字營銷知識，能夠為客戶提供多個方向的有效商業策略，包括 eCRM、分析與關鍵績效指標設定、搜索引擎優化、轉換率優化、社交網站內容編輯和活動推廣、點擊付費、市場環境建立和優化、流量成長等。

Wild at Heart 有志於幫助客戶發展其業務，如今正和香港與法國企業型和創業型公司都有合作。

Lug 同時也是法國在香港的科技創業者社區——French Tech HUB Hong Kong 的活躍會員，該組織集合了來自法國企業家、高管、投資者、工程師和公眾領袖等會員。這個社區同時也為有意探索法國商業機會的香港投資者、企業家和工程師們提供了一個良好的切入點。

**Ms Marina Bay, Producer at FashionTech Asia, Co-Founder of BeFast.TV**

The creator of an Online Media and Video Content Platform BeFast.TV that focuses on Startup Ecosystems across the globe. Marina finds startups community a fascinating place to be that inspires one to take the challenge and achieve the goals. The firm believer in the importance of the entrepreneurial spirit in each society that drives not only the country's economy but also builds a healthy nation. Currently working on the analysis of Startup Ecosystems in South-East Asia and Silicon Valley.

Featured at the Jay Kim Show (podcast), at RTHK by Noreen Mir, public speaker at conferences Startup Launchpad, FashionTech Asia.

Content Producer at FashionTech Asia Conference - the first ever in Asia conference, a hybrid of fashion and technology while bringing all the brilliant minds together.

Co-Founder & CEO at BeFast.TV - an online video channel focused on entrepreneurship and innovation that broadcasts relevant and exclusive content about startup environment in across the globe.