

Centre for Business and Management Talk: WeChat Marketing

Speaker:	Mr. Frank Ho (Marketing Director, Urban Cloudnet Sdn. Bhd.)
Title of Talk:	WeChat – More Than Just a Chat App.
Date:	18 July 2019 (Thursday)
Time:	3pm - 4pm
Venue:	IDK 4



**USSDC points awarded for students attendance*

MR. FRANK HO



Frank has been in the online marketing business for the past 5 years. He is currently the Marketing Director of Urban Cloudnet Sdn. Bhd. Urban Cloudnet is an online marketing company specialised in WeChat Marketing.

Frank helps brands to keep their customers informed about new tailor-made offers and targeted message through WeChat channel. He customizes WeChat marketing plan for every company to make sure their targets can be achieved. Specifically, he helps brands to set-up a WeChat Official Account, get a clear grasp of how to implement WeChat payment and promote their brand on WeChat.

In this talk, he will share on the use of WeChat to enhance business and marketing.