



Worldwide E-commerce Sales and Marketing: Mastering AI-Powered Market Analytics Tool

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

In today's global marketplace, e-commerce businesses face diverse opportunities and challenges, particularly with the rise of social commerce platforms like TikTok Shop. This course addresses the critical need for professionals to leverage AI in their global operations, enabling them to analyse vast data sets and derive actionable insights in increasingly competitive international markets. It also focuses on applying on cutting-edge AI technology to real-world e-commerce challenges.

Participants will learn to identify trending products in different markets, optimise influencer partnerships across cultural boundaries, and strategically drive growth in a complex, multi-market environment. This course equips both seasoned professionals and newcomers with the knowledge and skills to thrive in global e-commerce.

Programme code	10016366-05
Date and time	17 February 2025 (Monday) 1430-1730
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong. (Kowloon Tong MTR Station)
Medium	English
Course fee	HK\$2,500

Learning Objective

This course on "Worldwide E-commerce Sales and Marketing: Mastering AI-Powered Market Analytics Tool" equips participants with skills for global e-commerce success. Participants will learn to use advanced AI-powered analytics tools to make data-driven decisions, identify cross-border opportunities, optimize product selections, and tailor marketing strategies for diverse cultural contexts.

By mastering these tools, learners will interpret complex data sets, adapt to market changes, and drive growth in international markets. This knowledge is crucial for e-commerce professionals expanding their global footprint, especially on platforms like TikTok Shop. The course empowers participants to navigate cross-border e-commerce confidently, using AI-driven analytical techniques and understanding global market dynamics.

Course Outline

I. Introduction to AI-Powered Market Analytics Tool in E-commerce

- Overview of the capabilities of AI Market Analytics Tool for global e-commerce
- Role of advanced analytics in cross-border e-commerce
- The importance of data-driven decision making

II. Trending Product Analysis for Global Markets

- Identifying hot products across markets using AI Market Analytics Tool
- Analysing product performance metrics
- Seasonal trends and market-specific preferences in global e-commerce
- Hands-on exercise: Finding potential products for cross-border sales on TikTok Shop

III. Influencer and Partnership Strategies in International Markets

- Discovering relevant creators using AI Analytics Tool
- Analysing influencer performance and engagement
- Cross-border considerations in influencer collaborations
- Leveraging influencer insights for global marketing campaigns

IV. Content and Marketing Analytics for Worldwide Audiences

- Understanding video and livestream performance metrics on Social Commerce Platform (TikTok)
- Analysing successful marketing strategies
- Video inspiration and livestream design optimization for global audiences
- Adapting content strategies for different international markets

V. Competitor Insight and Global Market Research

- Identifying and analysing competitors in target markets
- Understanding global e-commerce trends and consumer behaviour
- Leveraging competitor insights for your worldwide e-commerce strategy
- Using AI-driven insights for competitive advantage in international markets
- Cross-Border E-commerce Strategies

Trainer's profile

Mr. Willy Lai, Fimmick's Co-founder and CEO, is a Martech, AI and data analytics expert with 17+ years experience. Leading 140+ professionals across Hong Kong, Taiwan, and Singapore, he's earned over 150 awards for innovative strategies. As an educator since 2015, Willy guest lectures at Hong Kong Polytechnic University and conducts workshops for diverse industries, government institutions, and NGOs, sharing expertise to cultivate the next generation of digital marketing professionals.



Enrolment method

1. Scan the QR code to complete the enrolment and payment online.
OR

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Jenny Fung). Please indicate the course name and course code on the back of the cheque and envelope. Or



Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee. Office hours: Monday to Friday 09: 00 - 18: 00

