

印刷及出版業訓練委員會 技術研討會

題目：超媒體的內容策展

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An O2O Perspective

- Inherently cross channels, devices & platforms
- Underpinned by real time data
- Native mobile
- Shoppers preference
- Shoppers membership in communities
- Participation and experience
- Offline data needs to be freed
- Purchase Decision Journey

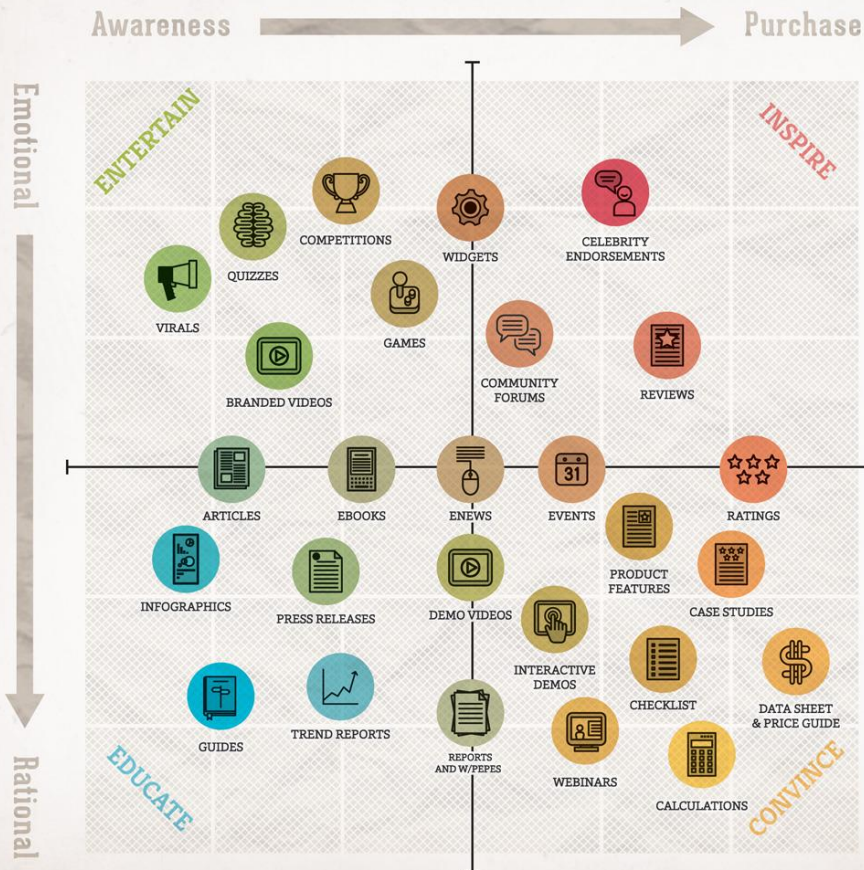
PMQ Grand Opening Event

- What? And Where?
- Creativity, A New Address
- Why Panda?
- Paper Marche, Upcycling Artpiece
- Why 1600?
- Existing number in the wild
- How to relate PMQ?
- Panda Merry Quarters

Transmedia Storytelling

(source: www.smartinsights.com)

The Content Marketing Matrix



What are your marketing goals for content?

To help review your content marketing options for your B2C, B2B or not-for-profit organisation, and map content formats against customer purchase intent and decision style.

Use the four quadrants Entertain, Inspire, Educate and Convince as a starting point to spark your own ideas.

Let us know what you think
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Transmedia Storytelling

(source: designerlibrarian.wordpress.com)

- 7 Literacies
- Multimodal literacy
- Critical literacy
- Digital literacy
- Media literacy
- Visual literacy
- Information literacy
- Game literacy

Curation Vs Creation

- Balance at a sweet spot
- Best Curation Plus Creation
- Content is King
- Context is Queen
- Content creation far reaching Holy Land
- Content curation down to Earth
- Content creation is about loneliness
- Content curation is about propinquity

