

Amex Social Hong Kong:

0.09 – 0.14	The first thing that any company should consider when it looks at social media	任何公司尋求將社交媒體作為廣告或宣傳平台時，它們應當
0.15 – 0.20	as an advertising or publicity platform is to be very clear on the outcome they want.	考慮的第一件事就是應當對要求的結果非常明確。
0.21 – 0.26	It can be either to actually raise sales, profile themselves, brand themselves or whatever it is	平台應當既能夠實際提升產品銷量、對公司和品牌進行介紹，還能做其他事情
0.27 – 0.31	because only when you are clear can you actually determine the necessary steps to take.	因為只有清楚平台作用時，才能真正確定所需的步驟。
0.33 – 0.37	So, if you ask me, and I talk to all my clients, the first question I always ask them is be clear on the outcome.	因此，如果你問我會怎麼做：我同所有客戶交談時，向他們提出的第一個問題始終是應對結果有明確認識。
0.38 – 0.40	Do you want to drive sales? Do you want to brand yourselves?	你是想要推動銷量呢？還是希望宣傳品牌？
0.41 – 0.42	Or do you want to raise awareness for yourselves?	或者是想要強化公司形象？
0.43 – 0.48	They all have different approaches and, of course, they are all linked, but they all have a different kind of slant to it.	達到上述目的需要採用不同方法，當然，這些方法彼此關聯，但都是用的不同手段。
0.54 – 0.56	If you are in Hong Kong and you're looking at social media,	如果你在香港，並打算借助社交媒體，
0.57 – 1.04	one of the challenges you face is that there are actually two major platforms that operate in Hong Kong.	那麼你面臨的挑戰之一就是香港實際上有兩大主要平台運作。
1.05 – 1.06	One is Weibo and the other one is Facebook.	其一是微博，另一個是臉書。
1.07 – 1.16	Based on statistics, Facebook currently has a penetration rate of about fifty-six per cent which is about 3.7 million users, vis a vis seven million population,	根據統計資料，臉書目前滲透率為56%，即七百萬人群中有三百七十萬臉書用戶，
1.17 – 1.23	whereas Weibo has a user base of about two million or about twenty-nine per cent of Hong Kongers.	而微博的用戶群約為兩百萬，占香港人口大約29%。
1.24 – 1.28	So, if you actually want to use a social media campaign in Hong Kong,	因此，如果你真的想在香港用社交媒體進行推廣活動，
1.29 – 1.32	you need to actually capitalise and work on two different platforms,	你就需要利用並經營這兩大不同的平台，
1.33 – 1.35	so that would be one of the major challenges you face.	這將是你面臨的重大挑戰之一。
1.39 – 1.42	Weibo is a cross between Twitter and Facebook	微博相當於Twitter和臉書之間的混合體，
1.43 – 1.50	in the sense that you can post something and then basically you need not have a very good fan base; anybody can actually see it.	就這方面而言，你可以在微博上張貼文字，並且基本上不需要很強大的粉絲群；任何人都可以看到你的微博。
1.51 – 1.55	What would actually work well on Weibo is similar to what would work well on Facebook -	微博上行得通的方法，與臉書上的方法大致相同—
1.56 – 1.59	contents that that give you social currency.	即提供能為你帶來社交財富的內容。
2.00 – 2.06	Things that people feel that- if I post this - my friends or people who don't know me will see me in a better light.	人們感同身受的事情 — 如果我張貼這條內容 — 我的朋友和不認識我的那些人就能夠更好地瞭解我。
2.07 – 2.10	Things that are timely, I guess currently what's trending at the moment.	當下發生的一些事情，我猜測就是目前流行的一些東西。

2.11 – 2.15	Things that have emotive responses. And things that are practical.	讓人產生情緒化反應的一些事情。以及具有實用意義的一些東西。
2.16 – 2.25	These are the four or five different kinds of contents or categories of contents that normally will go viral on social media.	有四種或五種不同種類或類別的內容，通常能在社交媒體上進行病毒性傳播。
2.30 – 2.32	Once you've determined the startwith your platform,	一旦你確定以何種方式開始自己的平台運作，
2.33 – 2.36	the first step is actually to determine what is your unique selling proposition.	第一步就是確定自己獨特的銷售訴求。
2.37 – 2.44	Many customers or many clients out there start out by saying look, you know, I have the best service, I have the tastiest chilli crab,	網絡上很多客戶或顧客一開始總是會說，你看看，我這裡能提供最好的服務，我能出品最美味的香辣蟹，
2.45 – 2.52	but when you start... if you don't start up with a unique selling proposition, you get lost out there when you start branding and positioning yourselves.	但是你開始運作時……如果你起初沒有獨特的銷售訴求，那麼你進行品牌經營和自身定位時，你就會完全迷失。
2.53 – 3.00	Ultimately people come and purchase your product or they use your services because you can offer them something different from somebody else.	最終人們來購買產品或使用服務時，總是因為你能夠提供與眾不同的一些東西。
3.01 – 3.03	So, I would say that after determining your platform,	因此，我敢說你確定如何運作平台後，
3.04 – 3.09	the next step actually is to determine what is your unique selling proposition and then build your social media message around this proposition.	下一步實際上就是確定自己的銷售訴求，然後圍繞這個訴求來打造自己的社交媒體資訊。
3.16 – 3.22	When talking about social media, one of the most common matrices that businesses use is the number of Likes,	談及社交媒體時，企業使用的最常見的模型就是點「讚好」的數量，
3.23 – 3.28	the number of visitor hits to your website, but to me this is not the most important.	訪客點擊進入企業網站的數量，但是在我看來，這些都並非最重要的因素。
3.29 – 3.33	What is more important is the actual engagement of the respective customers you have.	真正重要的是積極吸引各自的客戶。
3.34 – 3.40	There have been some studies done in the US that say that seven per cent of all your Facebook fans eventually buy from you.	美國進行的一些研究結果表明，在你所有臉書追隨者中，有7%的追隨者最終會購買你的產品服務。
3.41 – 3.45	Yes, this is important because if you don't actually engage them, they don't share with their friends,	這一資料非常重要，因為如果你不與他們積極互動，他們就不會與朋友共享，
3.46 – 3.50	they don't communicate with you and there's no opportunity for you to actually sell your product to them.	如果他們不與你交流，那麼你就完全沒有機會將產品賣給他們。
3.56 – 4.02	Another common mistake among small and medium enterprises whenever they go on social media is to constantly sell their product.	中小企的另一個常見錯誤就是，只要他們登上社交媒體，就總是在不停地推銷自己的產品。
4.03 – 4.07	Like, for example, I had a client recently who actually engaged us to do a social media campaign for them.	舉例來說，我自己就有一名客戶，最近就聘請我們為他的公司開展社交媒體營銷。
4.08 – 4.16	They are actually a Korean skincare company – and they were very concerned and they wanted to constantly sell their product,	他們是一家韓國護膚品公司——非常關注自己的產品，總是想要不斷銷售產品，
4.17 – 4.19	meaning that every post was to sell and talk about their product.	也就是說，他們的每個帖子都在銷售和討論自己的產品。
4.20 – 4.25	What we did was we told them: look nobody likes a social media page to be constantly sold to;	於是我們告訴他們：不斷推銷產品的社交媒體網頁，沒人會喜歡；