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新增「即時留言」功能 配合自家直播主持 助加強產品推廣及帶動銷量

直播購物已成為香港人消費的新常態，HKTVMall緊貼市場需要，不斷加強HKTVMall直播購物頻道「HKTVLive」功能，最新推出「即時留言」功能，加強直播主持與觀眾的互動，刺激顧客的購物意欲。HKTVMall亦新增下午直播時段，由深得商戶及觀眾歡迎的HKTVMall自家直播主持Tim，為大家介紹不同的優惠產品。



新增設的「即時留言」功能已於7月下旬正式推出，適用於HKTVmall手機應用程式。顧客可於直播期間留言，向主持發問關於直播產品的問題。新功能不但能加強直播主持與觀眾之間的互動，透過即時問答，以及跟其他觀眾一起留言評論產品，有效補充網購在社交方面的元素，讓顧客能更投入消費的氣氛，進一步刺激銷量。



為了增加商戶的曝光機會，HKTVmall新增下午直播時段，於逢星期一至五下午1時至3時，由HKTVmall自家直播主持Tim於「HKTVLive」進行直播節目，分享各式產品資訊及直播限時優惠。Tim擁有豐富的司儀經驗，曾於今年2月於HKTVmall網上花市擔任直播主持，口才了得，深受商戶及觀眾歡迎。具有影響力及經驗豐富的主持，能更容易吸引觀眾收看節目，成功吸引顧客眼球，帶動銷量。

HKTVmall會繼續打破傳統零售模式的界限，透過嶄新的推廣模式，令商戶的宣傳活動有效地擴展至不同領域，為顧客帶來最優質的網購體驗，同時為商戶創造無限商機。

HKTVMall 成為 Facebook
香港區首個「協作廣告」電子商貿平台



HKTVMall 榮獲
Google 2019 菁英合作夥伴
購物廣告卓越獎
香港和台灣賽區

New "Chat Box" Function & HKTVmall Hosts
Enhances Product Promotions & Drive Sales

Live commerce has gradually become the new normal of Hong Kong people's consumption habit. HKTVmall stays ahead of market trends and continuously strengthens the function of HKTVmall live shopping channel "HKTVLive". The latest function "Chat Box" has been launched to enhance interaction with customers and stimulate customers' buying intention. At the same time, HKTVmall newly added the PM session of LIVE Shows which is conducted by HKTVmall Hosts, Tim who is popular with merchants and customers to share various product promotions and offers.

1:23
Search

Tim
13:00 - 13:55
1.8k

HKTV Live

自家主持：阿Tim為你推介

鳳香園 無添加特級方包

今日有咩好嘢介紹 😊

畢加索
辛苦你喇！
推介中

Ngan chung him
好底呀

hi ho
下次可唔可以介紹打邊爐？

達文西
部機紫色好靚！

\$25

Live 即睇到今日直播產品

The new function of "Chat Box" was officially launched in late July and is available on HKTVmall mobile app. Customers can leave a message for any product inquiry during the LIVE Shows. The new function can not only strengthen the interaction between the host and the viewers, as well as effectively supplementing the social element of online shopping through real-time Q&A and comment on the products, so that customers can be more engaged in the shopping boom and thus further stimulate sales.



In order to enhance exposure opportunities of merchants, HKTVMall offers a new PM LIVE Show session. From Monday to Friday at 1pm to 3pm, HKTVMall Hosts, Tim will conduct LIVE Shows at HKTVMall and share various product information and limited offers. Tim is very eloquent and has fruitful experiences as an emcee who hosted the LIVE Shows in our previous Online Flower Market in February this year. An influential and experienced host can attract viewers more easily and create the buying signal to drive sales.

HKTVMall will continue to bring breakthrough to traditional retailing boundary, offering new promotional channels for merchants, and successfully promote products to target consumer groups. We hope to bring the best online shopping experience to customers, as well as unleashing unlimited business opportunities for our merchant partners.





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