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EcoMart推出慈善項目及新功能 鼓勵可持續消費模式 加強顧客聯繫

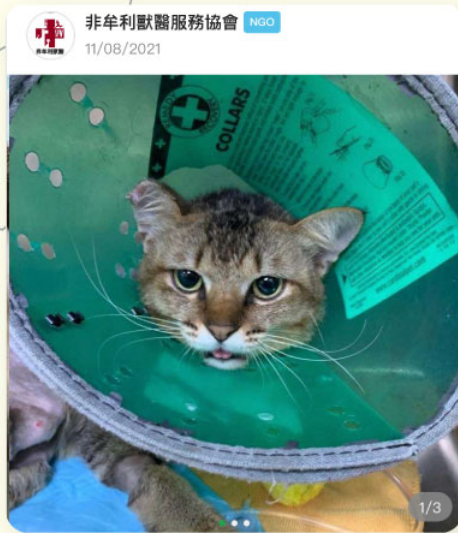
為了鼓勵可持續的購物模式及宣揚環保意識，HKTVmall早前推出EcoMart綠色市集，讓會員免費進行二手物品交易，同時推出\$20 Mall Dollar回贈計劃，鼓勵會員於EcoMart刊登閒置物品，受到會員熱烈支持，成功為不少閒置物品尋找新主人，減少浪費。HKTVmall將會於9月下旬至10月上旬為EcoMart增添數項新功能，更邀請了不同的慈善機構加入EcoMart，分享慈善相關的資訊，不但能豐富EcoMart的內容，亦能進一步提升顧客及商戶與HKTVmall之間的黏度和連繫。



情報 — 慈善

為了宣揚慈善精神，HKTVmall邀請了不同的慈善機構，包括長春社、非牟利獸醫服務協會、香港麥當勞叔叔之家慈善基金等加入EcoMart，慈善機構可開設專頁，刊登物品進行慈善義賣，亦可刊登貼文，分享最新消息及與HKTVmall會員互動，鼓勵大家關心社會，與HKTVmall一同支持各式充滿意義的慈善活動。

慈善捐贈 慈善帖文



非牟利獸醫服務協會



香港麥當勞叔叔之家慈善基金

EcoMart 二手市集

新增功能

為了令會員更容易尋找到心儀物品，EcoMart將新增「願望清單」功能，會員可列出心儀物品，集合眾人力量實現願望。另外，我們亦會增加「分享功能」，讓會員於EcoMart找到心儀物品時，可選擇適合的分享方式如Whatsapp、Facebook等與其他朋友分享。

我們會繼續提升網站及流動應用程式的功能，並充分利用創新科技，將消費者生活上的各方面數碼化，增加HKTVMall對市場的影響力和吸引力，保持領先的地位。



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HKTVMall
YouGov 2021年
香港品牌推薦度排行榜

第2名

資料來源：
YouGov BrandIndex

Charity Promotions & New Features Are Available in EcoMart Encourages Sustainable Shopping & Enhances Customer Bonding

In order to encourage sustainable shopping and promote environmental awareness, HKTVMall launched a new platform earlier this year – EcoMart, which all members can trade any products with other customers with no transaction fee. Besides, we have been launching the \$20 Mall Dollar Reward Program to attract customers upload items in EcoMart. It has received overwhelming response from our members and successfully endows values to the idle items to reduce wastage. HKTVMall will introduce several new features to EcoMart in late September to early October, as well as invited various charities to join and share charity-related news, which not only enriches the content of EcoMart, but also further enhances the stickiness and bonding between customers and merchants with HKTVMall.

A vibrant promotional banner for EcoMart's charity market. The top left features the EcoMart logo with a heart icon and the text 'EcoMart 二手市集'. Below it, a large red and yellow graphic says '激賞! \$20回贈!' (Exciting! \$20 rebate!). To the right, bold white and yellow text on a red background reads '反應熱烈! 加推至10月12日!' (Great response! Extended to October 12th!). Below this, a yellow banner says '賣·換·送!' (Sell, Exchange, Give!) next to a green plus sign icon with a hand cursor. The background is red with yellow diagonal stripes and the word 'ATTENTION' repeated. There are also several circular icons with the letter 'M' in a green circle.

EcoMart 二手市集

激賞!
\$20回贈!

反應熱烈!
加推至10月12日!

賣·換·送!

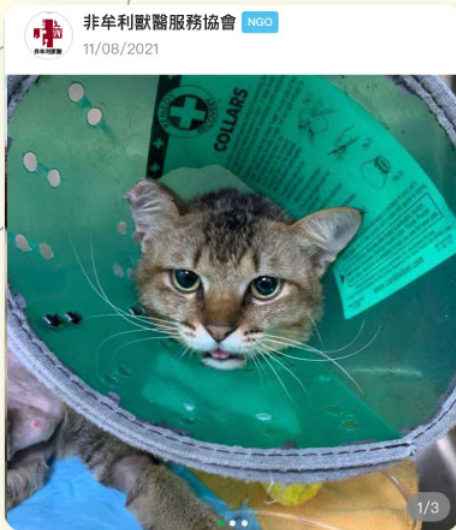
*受有關條款所約束
*每位參加者只能獲取回贈一次

News - Charity

In order to preach philanthropy, HKTVMall invited various charitable organizations, including The Conservancy Association, Non-Profit making Veterinary Services Society, Ronald McDonald House Charities® Hong Kong, etc. to join EcoMart. The charitable organizations can set up a page to upload items for charity sales, as well as publishing post to share the latest news and interact with HKTVMall members, encouraging everyone to care about the society and supporting different meaningful charity campaigns with HKTVMall.

慈善捐贈

慈善帖文



非牟利獸醫服務協會



香港麥當勞叔叔之家慈善基金

EcoMart  二手市集

New Functions

Users can create wishes on the “Wish List”, so that they can find the favorite items and make the wish come true with join-effort from all members. In addition, we will also add a “Sharing Function” to allow members to share any items in EcoMart via different tools such as Whatsapp, Facebook, etc. with friends.

We will continue to upgrade the functions on HKTVMall website and mobile app, and to digitize consumers’ every aspect in life with innovative technologies, so as to enhance HKTVMall's market influence and appeal, and maintain our leading position.



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電郵 Email: app.cs@hktv.com.hk

電話 Tel: 3145 6888

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香港電視購物網絡有限公司
Hong Kong TV Shopping Network Company Limited
將軍澳工業村駿昌街1號 香港電視多媒體及電子商貿中心
HKTV Multimedia and Ecommerce Centre
No.1, Chun Cheong Street, Tseung Kwan O Industrial Estate
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