



Co-hosted by AustCham Small Business  
Network and Marketing & Media Network

# Social Media Marketing for Small Businesses

**Lunch Seminar | 27 Mar 2018**

Traditional marketing can be expensive for start-up or small business owners as there's plenty to accomplish with limited resources. Social media marketing, on the other hand, is more cost-effective and gives you a direct line to current and prospective customers.

You've launched your website, created a LinkedIn profile, finished the Facebook page and set up an Instagram account for your business, but what's next? How to use social media as a marketing tool effectively to build your brands and significantly increase the impact of your campaigns? Our social media expert Pratik Vyas will provide relevant tools, tips and tricks to leverage different social media platforms to increase lead generation and sales. This interactive session will provide you with the necessary skills to help your existing marketing campaigns.

**This is not a lecture so bring your questions!**

*About the speaker:*

**Pratik Vyas**  
Founder, T&R Digital  
Enterprise Sales, Thomson Reuters

Pratik Vyas is a highly successful Enterprise Sales professional, Entrepreneur, Startup Advisor and Digital Marketing Teacher, dedicated to helping companies design and execute high ROI sales and marketing funnels that guarantee a consistent flow of new clients and exponential revenue growth. Pratik is also an early investor in one of the fastest growing enterprise software companies transforming the manufacturing industry with its IoT, Machine Learning and Automation solutions for the worlds' largest factory floors.

He has spent over 15 years in Marketing and Sales Leadership roles at Reuters, Bloomberg, Citibank and as the Founder of T&R Digital. He continues to partner with some of the top Sales Trainers, Digital Marketers and Social Media Strategists in the world to bring innovative solutions to his clients and the Hong Kong market.

In the past 3 years working for a multibillion dollar data organization, Pratik has generated millions of dollars in new revenue as a Sales Executive and Sales Manager. He has had tremendous success in incorporating new digital channels like email marketing, LinkedIn outreach, Facebook advertising and SEO into his sales execution plans for large, medium and small organizations.

As founder and then advisor of a boutique digital consultancy, Pratik has advised over 100 SME's on their digital strategy. His current clients come from a variety of different industries: Financial Services, Property Development, Diamond Manufacturing, Retailers, Art, and more.



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The New York Times

Date: Tuesday 27 Mar 2018

Time: 12:30pm – 2:00pm

Venue: Boardroom, Commonwealth Bank of Australia  
13/F, One Exchange Square, 8 Connaught Place, Central

Cost: HK\$200 Members; HK\$300 Non-members  
(Includes sandwich lunch)

Book online now!

Booking Form: Social Media Marketing for SMEs

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|---|----------------|-----------------------|-------|
| Name:   |                | Telephone:            |       |
| Email:  |                |                       |       |
| Attendee Name   | Membership No. | Attendee Company Name | Price |
|   |                |                       |       |
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| Total   |                |                       | HK\$  |
| Payment of HK\$ _____ enclosed (payable to The Australian Chamber of Commerce in Hong Kong) or please debit my Mastercard or Visa or Amex (please circle) |                |                       |       |
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| EMAIL REPLY TO <a href="mailto:bookings@austcham.com.hk">bookings@austcham.com.hk</a>   |                |                       |       |
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- AustCham reserves the right to refuse unpaid attendee to the event.
- Your booking will be successful upon receiving a confirmation email from AustCham.
- **Cancellations must be in writing prior to 22 Mar 2018.**
- No shows will be charged and payments are non-refundable unless the event is cancelled by the organiser.
- If you don't receive any feedback from AustCham three days after you send the completed booking form, please call +852 2115 3038 to check your booking.

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