
PayPaltm X  @ **Z**即時軟件
izsoft

about me (ivan so)

Studied Computer Science graduated at 2003 in Southampton University, UK.

Act as business development role with programming background. Ambitious, result-oriented business development with over 10 years experience in sales and marketing management. Excellent reputation as a creative, innovative and technology capable of successfully revitalizing old product lines and introducing new. Full range of sales and marketing experience to include: market research, online marketing, business development, market planning & analysis, advertising & promotion, sales and sales management.



about zizsoft

Zizsoft Limited is a digital production company. We create HTML 5 web site, social engagement and mobile app for people to experience.

Zizsoft was founded in 2003 that delivers services for the creative and technical development of internet based products. These services range from the more generalist such as HTML 5 web design, CMS, e-mail marketing and microsites etc. to the more specialist such as viral campaigns, banner advertising, search engine optimization, podcasting, widget development and mobile or social applications.



awards

2012 (Love elderly donation web system)

- The Best Lifestyle (Social, Communication & Media) Silver Award, Hong Kong ICT Awards 2012
- Special Mention (Silver Power)

2010 (SEO engine)

- The Outstanding Business Application Award in Shanghai World Expo 2010

2009

- The Best Lifestyle (Creative & Free Living) Bronze Award, Hong Kong ICT Awards 2009



seminar & sharing

2013

Guest speaker about mobile loyalty solution @ HKCEC

2012

The Best Lifestyle (Social, Communication & Media) Silver Award, Hong Kong ICT Awards

Special Mention (Silver Power)

Guest speaker about digital marketing strategy @ IVE Kwun Tong

Guest speaker about digital marketing and case study @ HKDI

Guest speaker about HTML 5 responsive website for SME 2.3 Conference by HKITF @ HKPC

Guest speaker about Digital Marketing @ HKDI

Moderator of Digital Marketplace Seminar 2012 by HKIRC @ Cyberport

Guest speaker about HTML 5 for Government 2.2 Conference by HKITF @ HKPC

Guest speaker about website, social and mobile could increase SME online awareness for SME 2.2 Conference by HKITF @ HKPC



media coverage



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our vision

To make a difference and contribution in the digital world.

Our Mission

To empower customers with digital arm to outreach targeted audiences with positive influence for brand building as well as driving sales for customers.

Our Core Values

1. Integrity: Consistently open, honest, ethical and genuine
 2. Courage: Entrepreneurial, able to reach beyond boundaries and willing to experiment
 3. Passion: Drive and commitment that inspires, energises and engages others
 4. Innovation: Pursuing new creative ideas that have the potential to change the world
-

our clients



our services

1. social media
 2. digital media
 3. digital services
 4. software
-

social media

(1) facebook marketing:

fan page setup, posting per month, inbox and comment handling, seek influencer, excel report

(2) sina weibo marketing:

corporate page setup, posting per month, inbox and comment handling, seek influencer, excel report

(3) instagram marketing:

account page setup, posting per month, inbox and comment handling, seek influencer, excel report

(4) wechat marketing:

account setup, posting per month, inbox handling, QR code generation, excel report

(5) youtube marketing:

account setup, storyboard planning, video production



digital media

(1) facebook ads:

likes ads, content ads, sponsored stories, excel report (CPC)

(2) sina weibo ads:

promote post, excel report (CPM / CPE)

(3) search engine marketing:

google & yahoo keywords ads, content ads (CPC), excel report

(4) re-targeting ads:

facebook & google (CPM / CPC), narrow down the users behaviors and show the ads to the users who visited your website before



digital services

(1) html 5 responsive website design:

creative design, CMS backend, desktop & mobile site, cloud hosting, SEO, report

(2) e-commerce & m-commerce:

eshop setup with desktop and mobile site design, payment gateway, CRM, inventory, report

(3) mobile apps:

iOS, android apps design & development

(4) facebook tab apps:

support desktop & mobile, like gate, voting, contest, coupon, Q&A, share to friend, excel database, report

(5) email marketing:

account setup, email strategy, design, sending, web sign up box, report

(6) search engine optimization

(7) content marketing:

plan, write-up, post to content website, appear top ranking in search engine

(8) sms marketing



software

(1) easyfbshop:

create online shop for facebook fan page,
free trial

(2) shopublish:

create online shop, free trial

(3) easymakeapp:

create standard mobile app, free preview

(4) zopim:

live chat software for your website, free
trial

(5) balloon card:

mobile loyalty system for B2C business,
free trial

(6) shortcuts:

salon & spa management software

(7) jobfinder:

online recruitment platform



easyfbshop

it is eshop for facebook fan page

benefit:

- engage with fans
- start selling in 10 mins
- increase sales
- low cost (as low as hk \$99 / month)





easyfbshop






fbshop = fcommerce = social commerce

Social commerce is a subset of electronic commerce that involves using social media, online media that supports social interaction, and user contributions to assist in the online buying and selling of products and services.




facebook hong kong users

 Search for people, places and things 

   Home Ivan  


AUDIENCE Help: Choose Your Audience

Locations 


Hong Kong

All Hong Kong


Add a country, state/province, city or ZIP

Age 

13 - No max


Gender 

All Men Women

Languages 


Enter a language...

More Demographics

Interests 


Search interests

Suggestions Browse

Connections 

☒ All

☐ Advanced connection targeting

More Categories 

Search categories

Custom Categories

Events

Family Status

Audience Definition



Your audience selection is broad. This requires a large budget.

Potential Reach: 4,600,000 people

Audience Details:

Location: Hong Kong

social commerce infographic

While Facebook began as a personal platform,
IT'S A TOP RESOURCE TO FIND AND ENGAGE CUSTOMERS:

FACEBOOK FANS ARE A BRAND'S MOST VALUABLE CUSTOMERS WITH



**79% MORE LIKELY TO
PURCHASE**



**VERSUS ONLY 41% OF
NON-FANS**



**74% OF FACEBOOK FANS ARE MORE LIKELY
TO RECOMMEND A PRODUCT OR BRAND**



**WHILE ONLY 38% OF NON-FANS ARE LIKELY
TO DO THE SAME**



**FOR A COMPANY LIKE APPLE, A FACEBOOK FAN IS WORTH 90% MORE
THAN A REGULAR, NON-FAN CUSTOMER**

social commerce infographic

The Business of Facebook **IS BECOMING ABOUT BUSINESS:**

SOCIAL COMMERCE SALES WILL REACH **\$30 BILLION**/YEAR BY 2015 WITH **50%** OF WEB SALES OCCURRING THROUGH SOCIAL MEDIA



“ If I had to guess,
SOCIAL COMMERCE
is next to blow up. ”

— MARK ZUCKERBERG

BY THE NUMBERS



90%
of all purchases are
subject to social influence.
WIRED MAGAZINE (UK)



150 million
people engage with Facebook
on external websites each month.
FACEBOOK 2011



1 million+
sites have implemented
Facebook's Social Layer.
TECHCRUNCH



90%
of consumers trust recommend-
ations from people they know.
THE NIELSEN COMPANY



\$30 billion
predicted revenues for social
commerce market in 2015.
BBOT & COMPANY



4x
Facebook friends are four
times more valuable than
Twitter followers.
CHOMPON.COM



3.2
average unique visitors
per share
SPINEACK.COM



67%
spend more online after
recommendations.
BAZAARVOICE.COM

Online Retailer



**Incremental Sales,
Traffic & Conversions
Driven to Retailer's Site**



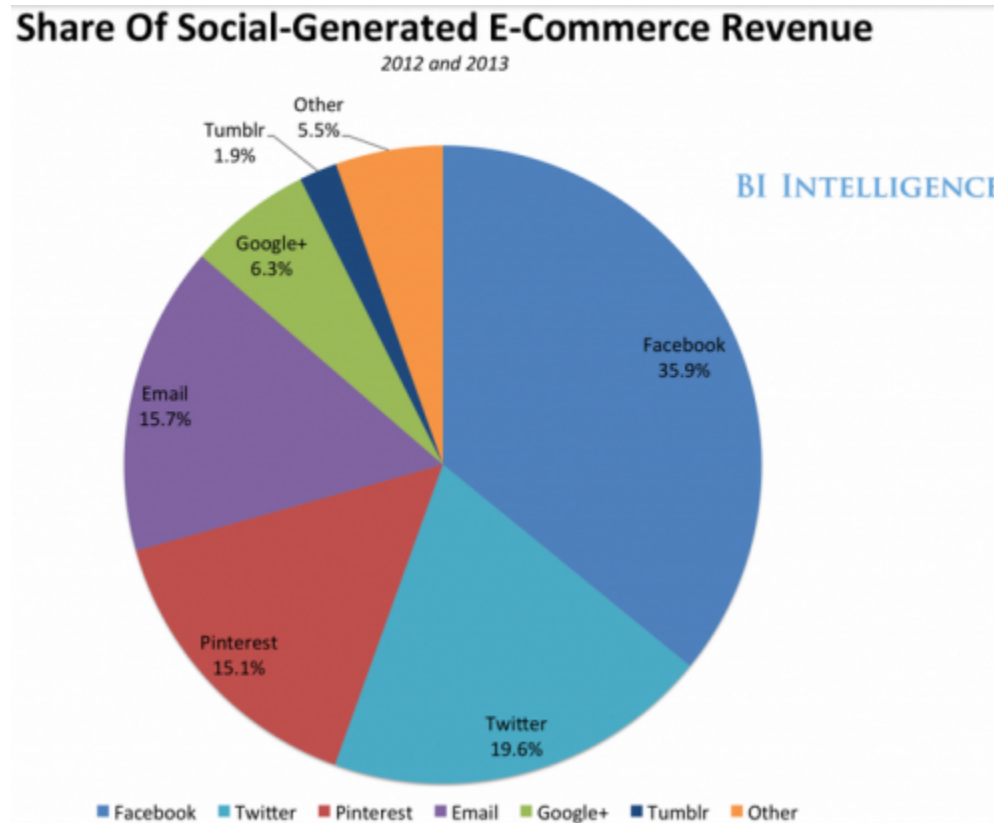
Shared Product
or Purchase



Friends See Recommendation and Click Through to Retailer



social commerce share



cases

<https://www.facebook.com/cafededeaf>

<https://www.facebook.com/zizsoft>



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