

AI在社交媒體營銷中的應用

「香港品牌大灣區攻略2025」分享研討會

Experience Sharing Seminar on "Strategies for Hong Kong Brands Going GBA 2025"

「香港·進·品牌大灣區」系列活動 (第二期)

About Me

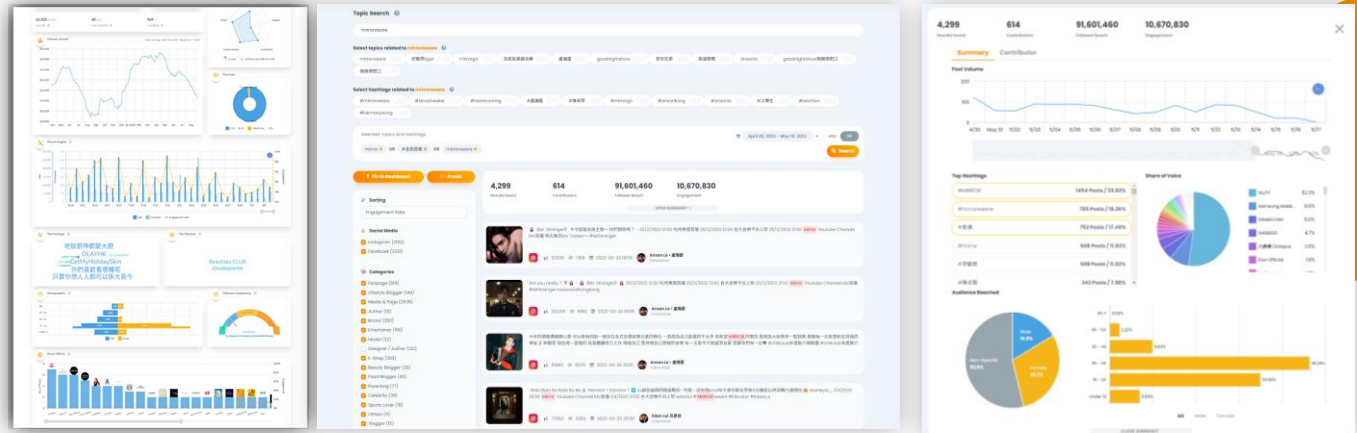
- Graduated from University of Toronto, Bachelor of Commerce & Certified Public Accountants (HKICPA)
- Founded Cloudbreakr in 2015, the leading social media analytics company focusing on Influencer Marketing. Company now have offices in Hong Kong, Malaysia and Thailand
- Awardee of Hong Kong ICT Award and Forbes 30 Under 30 (Cloudbreakr)
- Specialize in social media data and influencer marketing, oversees operation in Hong Kong and Southeast Asia Market
- Served over 1000 corporates/brands and supported 10k+ influencers across Southeast Asia in the past 7 years
- Founder of the first Hong Kong Influencer Award 香港社交媒體風雲榜





CLouDBREAKR Offers Intelligent Influencer Marketing & Social Monitoring Solutions

Powered by Our In-house AI Software and Technology



Flexible Solutions

For Every Influencer Marketing Demand

Influencer Platform



Influencer Intelligence

- Influencer Ranking & Discovery
- Influencer Performance Metrics
- Followers Demographics Analysis
- Social Media Monitoring

Data Services



Data Intelligence

- Competitor Analysis
- Industry Report
- Influencer Due Diligence
- Influencer Data API

Campaign Management

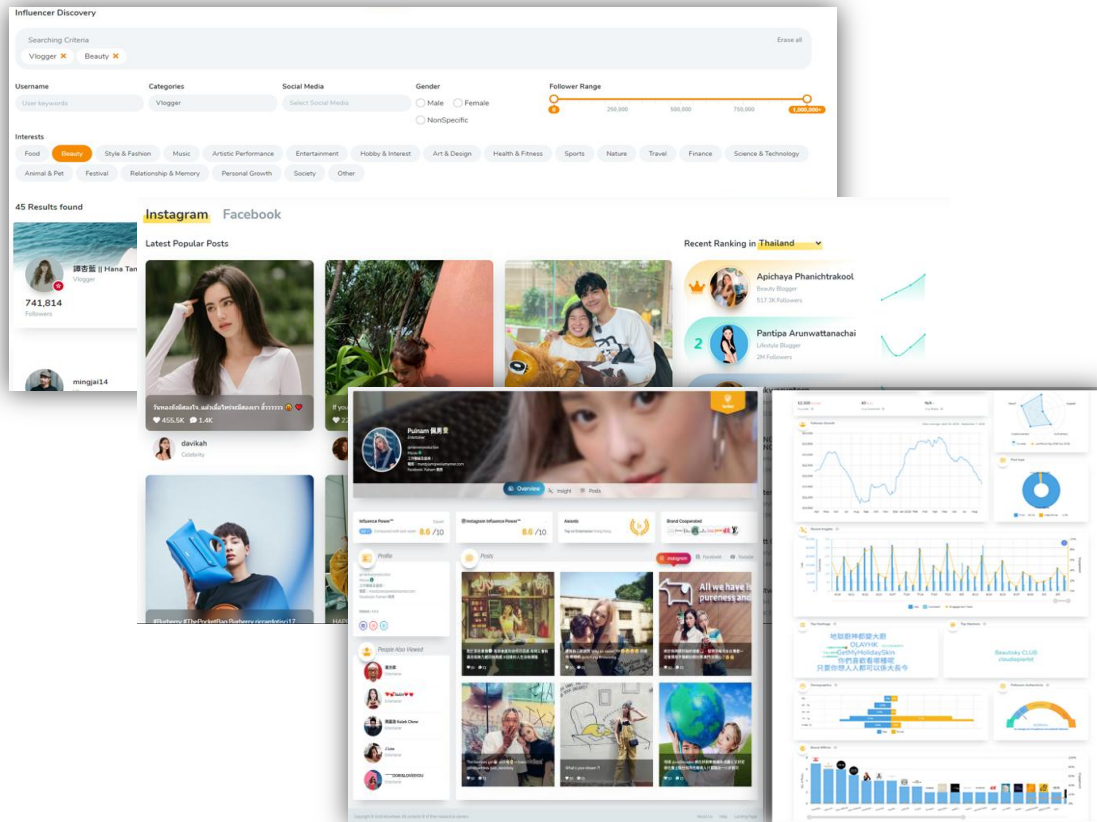


Digital Campaign Management

- Influencer Suggestion
- Campaign Management
- Communication & Negotiations
- Content Creation
- Ad Boosting

Cloudbreakr Influencer Platform

Search & evaluate influencers for your always-on campaigns



Influencer Discovery

- Covers 1,000,000+ influencers
- Advanced Search by Identity, Interest, Performance, Followers Demographics
- Covers **YouTube, Facebook, Instagram, Tiktok* & Rednote***
- Covers 6 markets in Asia (Hong Kong, Taiwan, Singapore, Malaysia, Thailand, Indonesia)

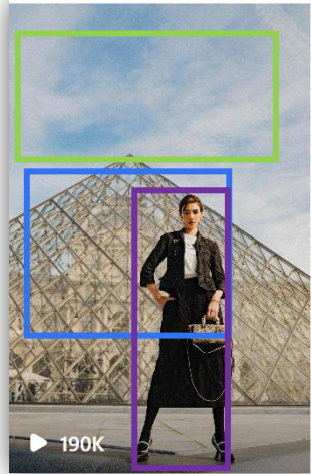
*In Q2 2025

A.I.-Powered Influencer Profiling

Breaking Boundaries of Regional Languages & Cultures

Multimedia (Shorts & Long Form Video)

{ "羅浮宮",
"confidence":
0.9991 },
{ "戶外",
"confidence":
0.9921 },
{ "模特",
"confidence":
0.9676 },
{



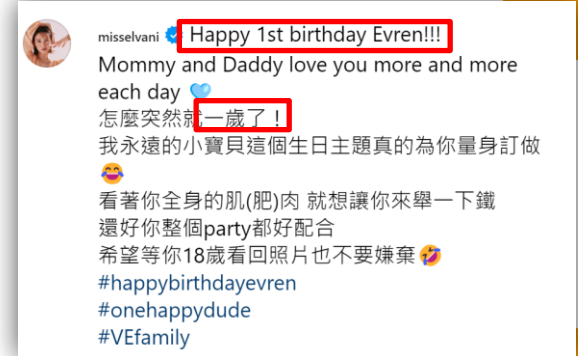
2023 年九月
出席品牌 DIOR
fashion show

素食者



兒子剛一歲

Text



Visuals (Photos)



misselvani 我和大家一樣
熬夜是常態
雖然這樣很容易導致肌膚出現細紋
失去彈性膚色黯淡無光
但早前到專櫃使用Magic Ring肌膚檢測到我的肌齡是23歲
當然就是因為最近下了苦功的關係
除了用了好多年的 SK-II #神仙水 之外
最近我還一併使用全新 #SKINPOWER致臻能量精華霜 ~
升級版配方蘊含 SK-II 傳奇成分 PITERA™
及嶄新成分早金蓮和芍藥萃取物
讓肌膚迅速回復彈潤透亮緊緻肌
質地也更細膩·清爽絲滑無負擔
上妝前使用亦不黏笠·十分快速地吸收
#一夜緊緻

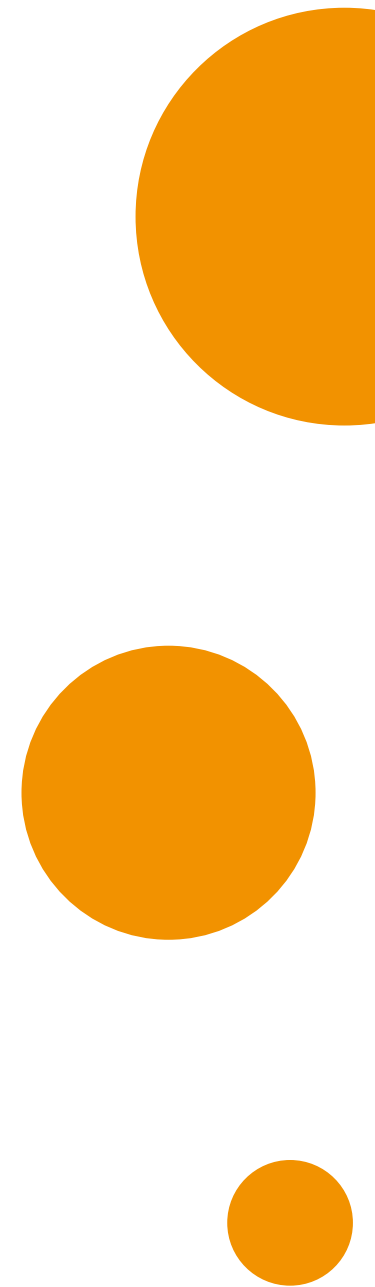
SKII 合作

2022 年八月
在東京

喜歡瑜伽

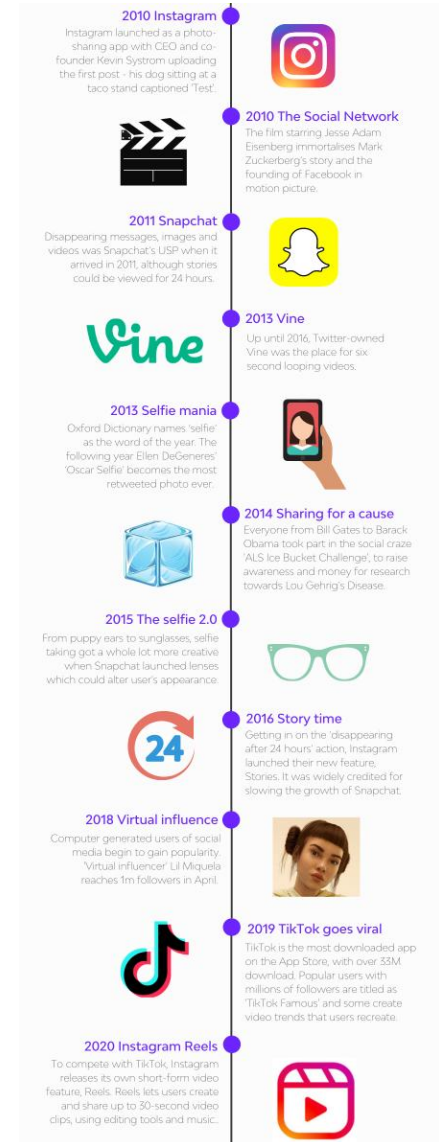
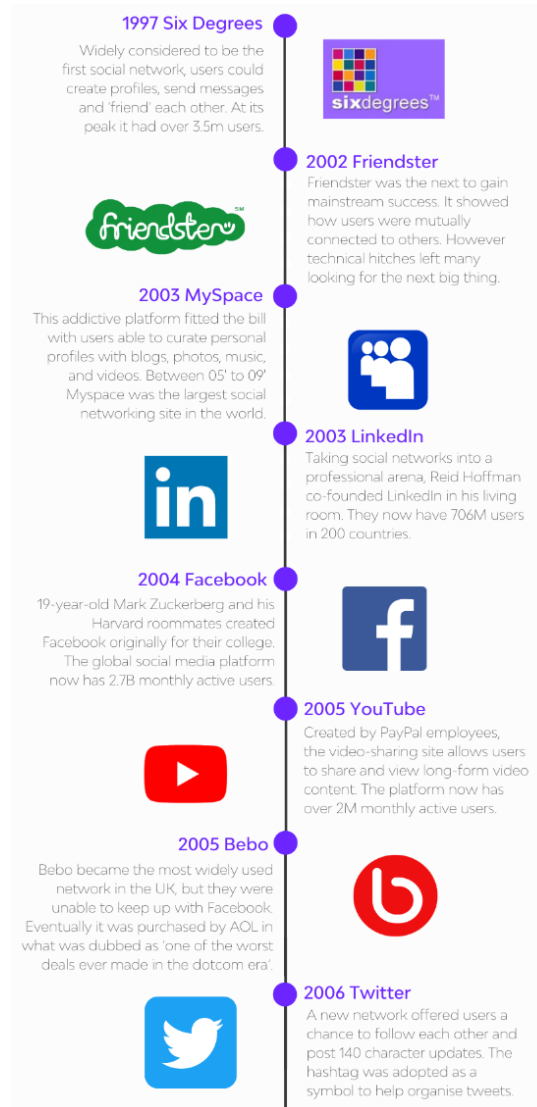


Content Creators



The Evolution of Social Media & Content Creators

- The era of content sharing and online community
- **Traffic (流量)** is the **KEY**
- There are called Bloggers, Vlogger, KOL, Influencers, Web Celebrities
- Everyone can be a **Content Creator!** (内容创作者)



Why needs to be a content creator?

The advantage of creating content

- Leverage (槓桿) - No Marginal cost of replication (i.e One to Many)
- Permissionless - Let the content works for you while you are asleep
- Accumulate your own audience & followers (1st party data & 私域流量)

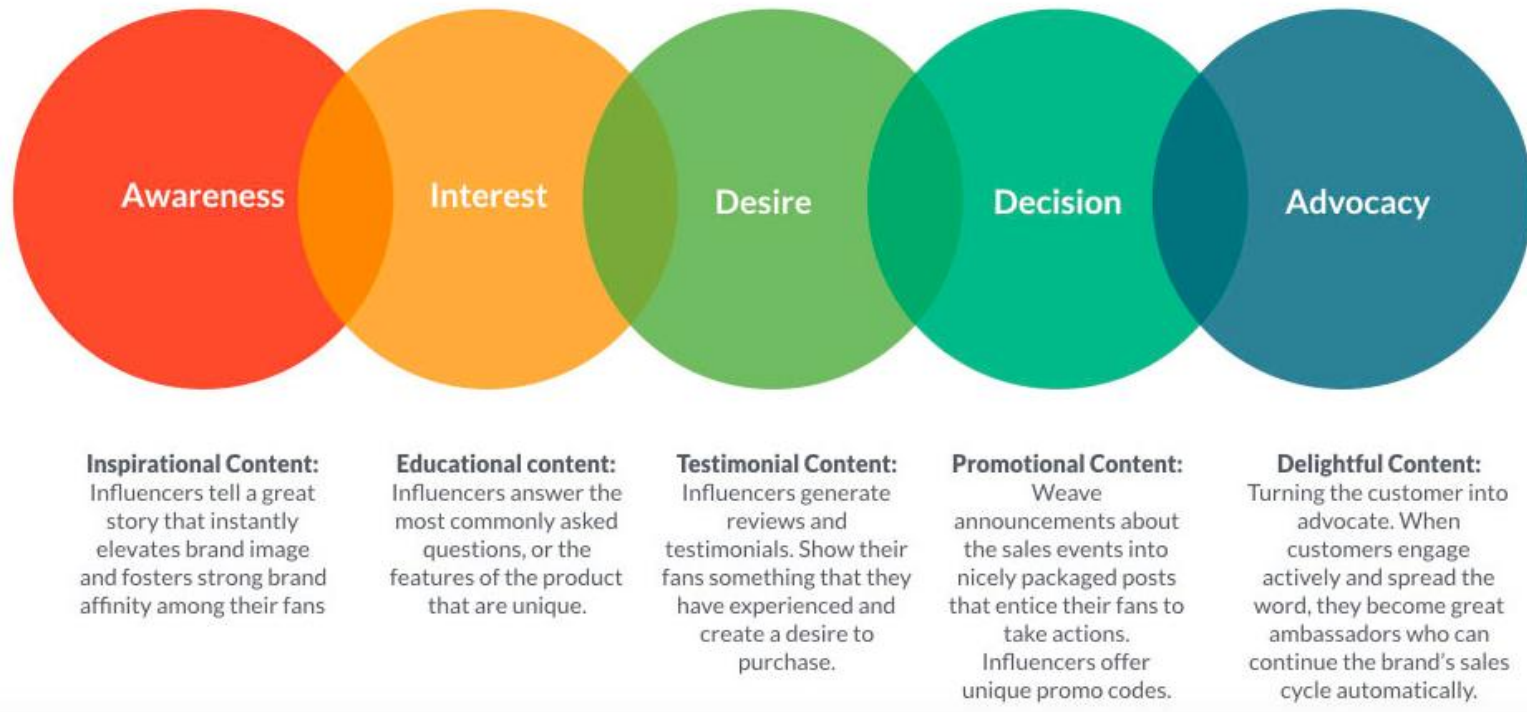
What are the characteristics of influencers?

- *Specific Niche of Topics (e.g. Investment, Person finance, Fitness, Web3, Travel, Skincare etc)*
- *The power to persuade and affect purchasing decisions because of their **knowledge**, **authority**, and **relationship** with their audience (Similar to an expert that you trusted advising you to do things)*

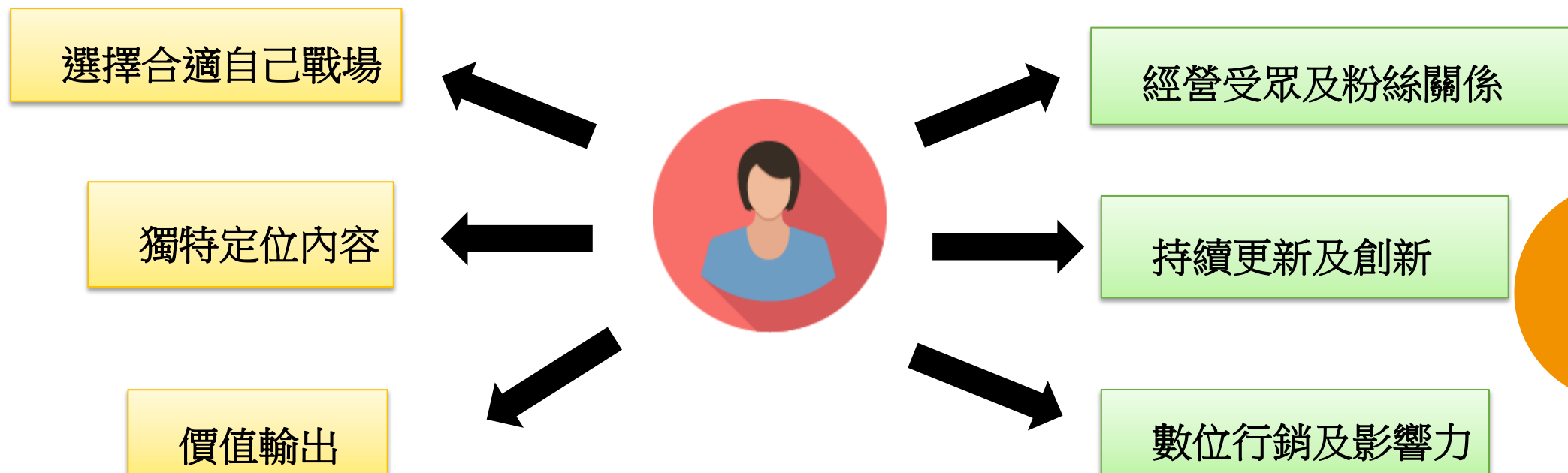
They are NOT merely marketing tools, but social relationship assets.

How influencers affect our decision?

Incorporating Influencer Marketing Throughout The Consumer Journey



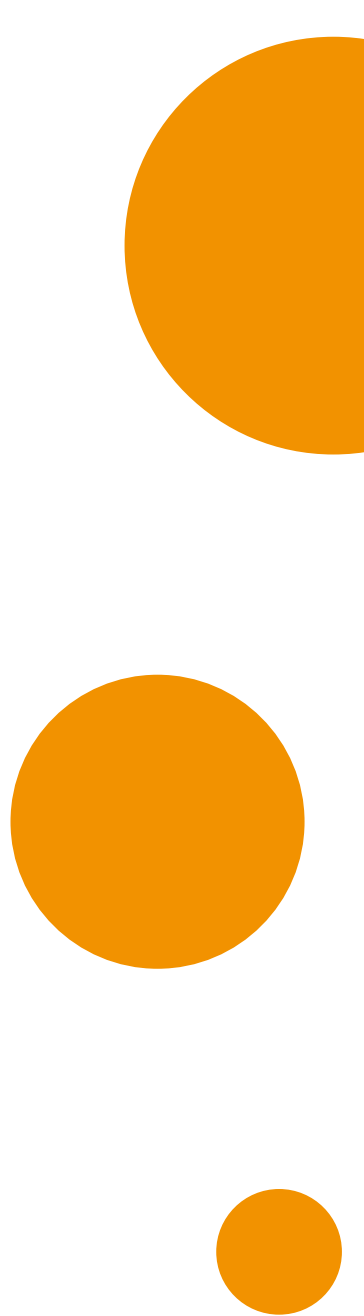
自媒體成功的特質



選擇合適自己戰場

- **Facebook** 使用的年齡層較廣，提供廣泛的功能，包括分享文字、圖片、影片、連結等，並且強調社交互動，以及與朋友、家人之間的聯繫
- **Instagram** 以視覺內容為主的平台，特色是分享精心製作的圖片和短視頻。吸引了年輕一代的用戶，並對視覺風格、時尚、美食等感興趣的群體具有吸引力
- **YouTube**吸引了各種年齡層和不同興趣的使用者。提供廣泛的影片內容，包括娛樂、教育、音樂、遊戲...等，並強調創作者的獨立性和多元性
- **TikTok(抖音)**：因輕鬆、有趣的短視頻而受到年輕用戶的喜愛，讓用戶能夠快速創作、分享和吸引他人

Top 5 A.I Tool Suggestion



Top 5 A.I Tool Suggestion

Image & Video Creation

海螺AI 

<https://hailuoai.video/>

海螺 AI (Hailuo AI) 是 MiniMax 旗下的影片生成工具，Hailuo AI 操作簡單，只需輸入簡單的文字提示詞或上傳圖片，即可生成一段時長 6 秒高清影片。

Hailuo AI 提供免費版及付費版，免費版每天登入網站會提供 100 Credits 免費生成影片，約可生成 3 條影片。

Text to Image
Text to Video

Prompt

 Copy

Can you create a poster for the event on 21 Mar 2025 at 中華廠商會 on the topic How to leverage A.I on the social media

Image-01

Enable Optimization

16:9



Top 5 A.I Tool Suggestion

Image & Video Creation

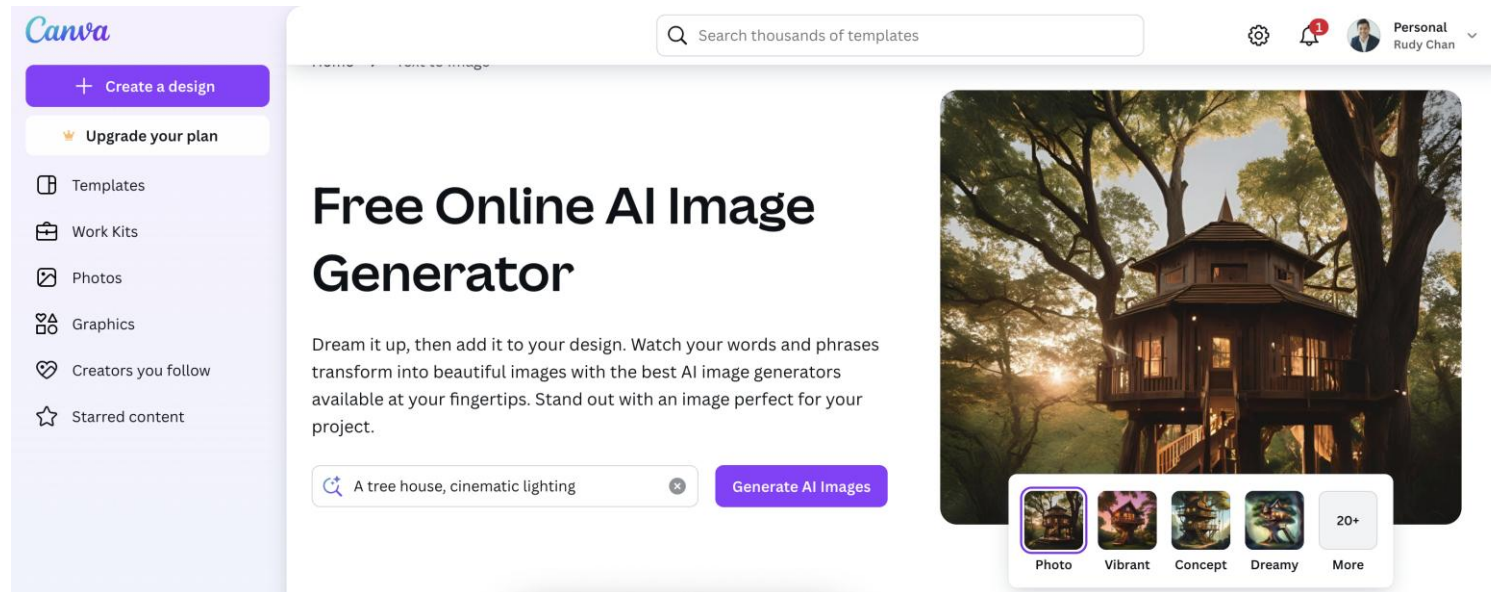
Canva



<https://www.canva.com/>

Canva，是可用於建立社群媒體圖形、簡報、海報、文件和其他視覺內容的平面設計平台，提供設計模板予使用者使用，該平台為免費使用，但同時提供Canva for Enterprise和Canva Pro等付費訂閱方案以開通額外功能，使用者亦可付費列印和運輸實物產品

Text to Image
Text to Video



Top 5 A.I Tool Suggestion

Cantonese Subtitle





<https://cantosubai.com/>

CantoSub AI 的使命是通過先進的人工智能技術，為內容創作者提供全方位的 AI 製片解決方案，從字幕生成到視頻剪輯，幫助他們節省時間，專注於創意內容。

從字幕生成到視頻剪輯，我們致力於打造一站式 AI 自動化製片平台，讓內容創作者能夠專注於創意，而將繁瑣的製作工作交給 AI。

CantoSub AI

主頁 關於我們 即將推出 文章  

AI 廣東話上字幕 超高精準度

只需幾分鐘，即可全自動化上專業字幕。
支援廣東話、普通話、英文等多種語言，並可一鍵翻譯成其他語言。



立即生成字幕

拖放文件到此處或點擊選擇文件

支援 MP4、MOV、MP3、WAV 等格式

 安全加密

 即時處理

 高準確度

 Short Video Generator

 YouTube Long to Shorts

 Music to Video

 Audio to Video

 Article to Video

 AI Talking Avatar

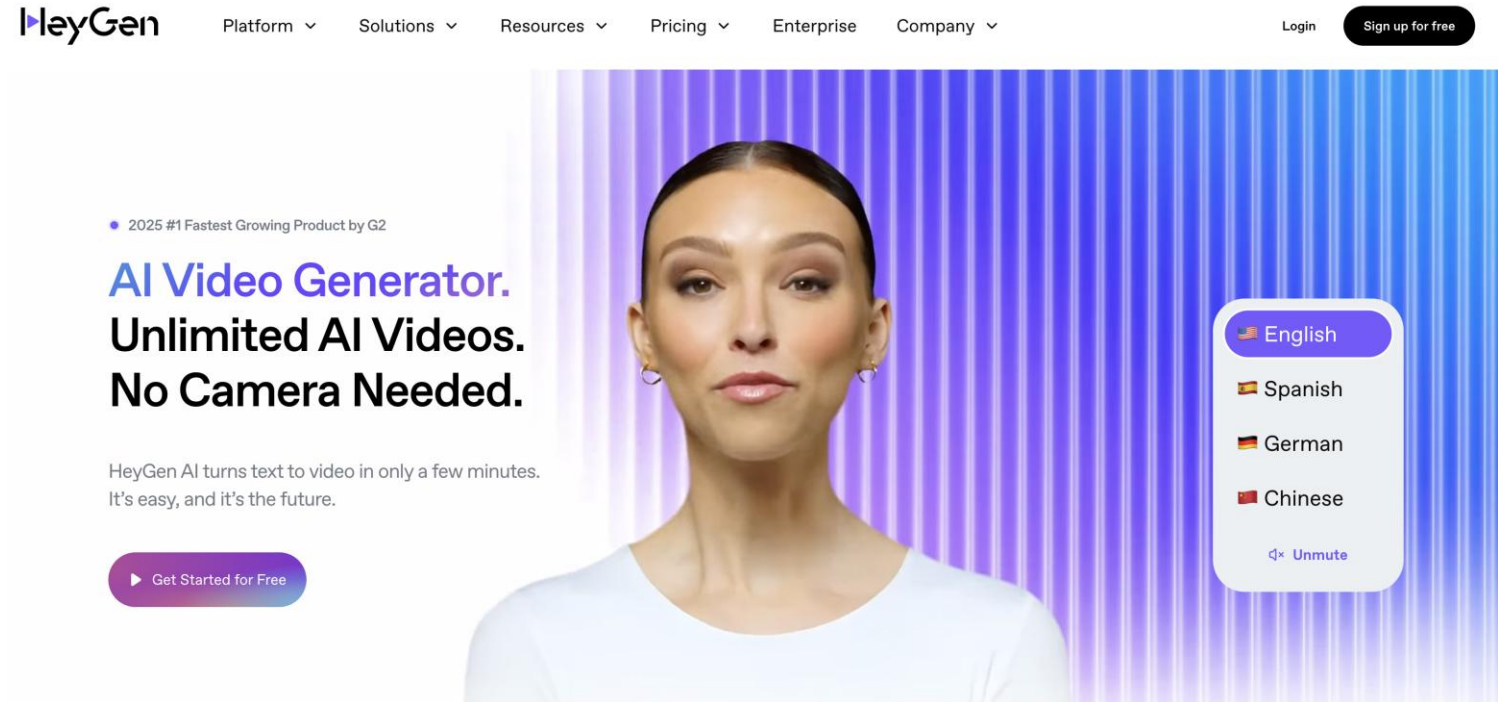
Top 5 A.I Tool Suggestion

Avatar



<https://www.heygen.com/>

HeyGen is an AI video generation platform that streamlines video creation by leveraging AI avatars and text-to-video technology. It empowers users to produce professional-looking videos without traditional filming, offering features like customizable AI avatars that can speak provided text, seamless video localization and translation with lip-syncing, and tools tailored for various business applications such as marketing, sales, and training.



Top 5 A.I Tool Suggestion

Video Editing

剪映

<https://www.capcut.cn/>

剪映是由字節跳動開發的移動影片編輯應用，以其簡潔易用的介面和全面的功能而聞名。它提供豐富的編輯工具，包括基本的剪切、合併，以及高級的轉場、特效、濾鏡和豐富的音樂庫，方便使用者輕鬆製作專業影片。此外，它還與抖音（Douyin）整合，便於使用者將編輯好的內容無縫分享。





Asia's 1st AI Powered

Influencer Marketing & Social Discovery Software

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