



Press Release

For Immediate Release

**From Editorial to Content Marketing
Joyce Tsang Content Marketing
Shares How Freelancers And Slashers
Can Stand Out From The Crowd**



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2nd December 2021, Hong Kong - The COVID-19 pandemic has wreaked havoc on companies, compelling many to reconsider their business models. It also impacted the everyday employee to assess their potentials and future prospects. Concerned about income deductions or redundancy, individuals begin exploring freelancing opportunities, spawning a new wave of freelancers and slashers in the market. On the other hand, as brands shift their operations from offline to online, the market has become highly competitive, making it more challenging for small businesses to tackle the digital landscape.



According to a Hong Kong Trade Development Council survey in mid-2020, about 70% of brands and businesses wanted to “develop more online distribution channels”, while more than half of them opted for “using more online marketing”. In truth, many brands have squandered their resources when it comes to online marketing. However, after spending nearly every penny of their marketing budgets on advertising or simply throwing a slew of product and service information on social media platforms such as Facebook and Instagram, it has not garnered more than just reach and engagement. Without a content strategy in place, brands struggle to engage their target audience and justify their investments, risk jeopardizing their marketing efforts in the long run.

Reaching Prospective Clients with Valuable and Relevant Content

The general public is weary of continual advertising. With Apple's ongoing and rising sensitivity to privacy issues since iOS14, Content Marketing is regaining traction as the ultimate solution to battle the traditional hard-selling approaches seen in print and online. By emphasizing over the creation of valuable, relevant, and consistent content, Content Marketing builds customer confidence, increases brand recognition, establishes brand image, and strengthens brand loyalty without directly selling products or services.

Additionally, it acts as a form of soft publicity while also attracting potential consumers, building relationships, and resolving client problems through storytelling. Research by Demand Metric found out that 80% of responders preferred to “learn about a company through custom content”, and 70% of them would rather “learn about a company through articles than an advert”, showing that Content Marketing is a more effective and consumer-friendly tactic than advertising.



Not only brands and businesses, but the growing number of freelancers and slashers in the market, should better equip themselves by considering the potentials of Content Marketing. They would be expanding their opportunities to connect with prospective clients when leveraging an effective and comprehensive Content Marketing plan.

Aiming To Grow With Freelancers Through Content Marketing

Joyce Tsang, founder of [Joyce Tsang Content Marketing](#), began her career as a journalist and editor before transitioning to the role of Digital Marketer and Content Director. She is also a Part-Time Lecturer of the Advanced Diploma in Marketing and Brand Management at HKU SPACE. Joyce is one of the few Content Marketers in Hong Kong who is capable of formulating content strategy down to content execution.

Along with delivering Content Marketing services and developing content strategies for her clients, Joyce will educate them on the importance of identifying target audiences, creating valuable and consistent content, as well as monitoring and analyzing data to strengthen content strategies and enhance marketing effectiveness.

“Content Marketing is not a new concept, with roots reaching back to 1672. However, most brands today place too much emphasis on quick returns and exposure. They'd rather spend money on advertising than on Content Marketing. Some even ruin their marketing efforts by simply posting product or service information on social media without fully understanding their target audience. The public will and has grown tired of unending promotions and advertising,” Joyce explains.

According to Joyce, who sees herself more of an educator than a service provider, “Content Marketing is still in its infancy in Hong Kong. As the number of entrepreneurs,



freelancers, and slashers grows, I hope to convey useful knowledge and educate them on the value of Content Marketing instead of solely offering Content Marketing services. That is how they can promote their product or service with Content Marketing, as well as to discover their brand's individuality and essence through content creation.”

In essence, Content Marketing attracts leads and helps freelancers and slashers differentiate themselves. Consider the case of a freelance web designer. After mastering Content Marketing techniques, he can build his own brand by creating value-adding content and offering such knowledge as a service for his clients. Being a web designer who is also Content Marketing-savvy sets him apart from his competitors; allows him to inform and consult his clients in a more strategic manner.

Sharing Five Simple Yet Powerful Techniques To Entrepreneurs

Joyce knows the uncertainty inherent in the business journey as an entrepreneur. So she wrote an [e-book](#) early this year outlining five simple but effective methodologies to acquire clients with Content Marketing. She also shares insider secrets to help entrepreneurs and freelancers to understand the importance of effective content creation by revealing best practices on ad buying and content distribution. Furthermore, Joyce writes about her entrepreneurial journey and educates readers about Content Marketing on her blog.

Joyce says, “Content Marketing is a growing trend in Hong Kong. I truly hope everyone can understand Content Marketing is an effective long-term approach. While marketing returns may not be as obvious and direct as those from paid advertisements, when done right, it has the potential to generate exponential results. To begin, I’m planning to



host workshops next year to share my entrepreneurial journey with entrepreneurs, freelancers, and slashers, hoping to inspire them with the ideas of Content Marketing."

Joyce Tsang Content Marketing

Website : <https://www.joycetsangcontentmarketing.com/>

Facebook : [Joyce Tsang Content Marketing](#)

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About Joyce Tsang Content Marketing

Founded by Joyce Tsang, Joyce Tsang Content Marketing is a budding boutique content marketing consultancy with a growing client base in Hong Kong and internationally. "Quality", "speed", "transparency", and "understanding" are what define our services. Focusing on client-centric approaches to social media and digital marketing strategies, Joyce Tsang Content Marketing provides timely solutions for a wide range of content and marketing bottlenecks while opening new distribution channels to its clients and aiming to redefine "good content".

This press release is issued on behalf of Joyce Tsang Content Marketing.

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