

【Press Release】

SEMPO sponsored the TFM&A China 2011 conference and participated on search marketing and mobile marketing workshops as official partner

Beijing - September 26, 2011 - SEMPO, the world's largest and most reputable search marketing non-profit organization, announced today it is participating on TFM&A China 2011 as official partner of search marketing and one of the sponsors. Michael XU, Greater China President of SEMPO, together with other SEMPO members in the region, will join the conference, as first-of-its-kind specific on marketing, advertising and media professionals, and host workshops of search marketing and mobile marketing.



According to SEMPO Greater China research, especially through its partnership with Baidu and other top-tier events among the industry, the entire China's digital ecosystem, including advertisers, agencies and media, are trying to balance between online branding and result-driven digital efforts. Compared with its counterparts, search marketing still becomes the top choice, because of its excellent performance on brand awareness, measurable process and high ROI. Search engine friendly and user friendly content is gradually becoming the key leading to the search marketing success.

Although more and more agencies and media are developing kinds of interactive mobile marketing ad formats, mobile marketing is still on its way here in Greater China. Furthermore, mobile will become another natural extension of digital marketing ecosystem. Based on SEMPO's interview at TFM&A conference, any companies, who actually is able to solve the cross browsers, cross devices and cross channels problems, will be the next winner, with the integration of search marketing and mobile.