創新中心英文內容行銷人員筆試題目

 TAITRA Innovation Center

 English Content Marketing Specialist Written Assessment Prompts

I. Translation

According to an August survey report, 45% of companies in the textile, electronic, plastic and hardware industries are unaware of CBAM's impact on exports, while 72% do not fully grasp CBAM's definition and implications. The survey also indicates that 70% of the companies have made clear that reducing carbon footprint will be prioritized in their future planning, but over half still require assistance. In a speech, James Huang, Chairman of TAITRA, stated that the international trade community now considers carbon footprint and emission reduction as critical factors in purchasing. The first step towards low-carbon transformation is to deal directly with supply chain emissions. It may become increasingly difficult for those unable to meet the "supply chain sustainability" standard to continue doing business with those who have complied.

II. Social copies

Facebook post

Header: To a low-carbon future! Are businesses keeping their promises by meeting their sustainability goals?

**Content:** Climate change is affecting all of us. Businesses in Taiwan are rolling up their sleeves to do their part, and many have already taken their first steps towards a more sustainable future.

But how exactly are they doing this? Are they doing enough, or perhaps they could still use some help?

Attend our Action Towards a Low Carbon Future—Corporate Sustainability Assessment forum hosted jointly by the Ministry of Economic Affairs and TAITRA to discover how these companies are keeping up with their ESG goals!

CTA: Sign up now to attend the forum! LinkedIn post

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Header: Businesses in Taiwan are ramping up their effort to ensure a more sustainable future for all. Are they meeting the goals they set for themselves?

**Content:** The international trade community has made clear that key players' reduction of carbon footprint and emission across different sectors and industries will be a top priority for regulatory bodies when the level of compliance to these new green standards is used to determine a company's future.

Many businesses in Taiwan are doing everything they can to commit and adhere to the global ESG standards, but are they doing enough?

Attend our Action Towards a Low Carbon Future—Corporate Sustainability Assessment forum hosted jointly by the Ministry of Economic Affairs and TAITRA to discover how these companies are keeping up with their ESG goals!

CTA: CTA: Sign up now to attend the forum! III. Challenges of B2B marketing

As indicated in the prompt, social marketing serves completely different purposes for B2C and B2B marketing. While B2C social marketing focuses primarily on engagement (likes, views, shares, etc.), I believe B2B social marketing should emphasize branding and generate a large volume of top-of-the-funnel leads, who may not necessarily be ready to buy or take action. Still, these leads are worth nurturing and funneling into other marketing channels that could eventually be converted to sales.

In terms of identifying ROI for B2B social marketing, LinkedIn is a highly impactful channel that can and should be fully leveraged. Regular posting, video campaigns, webinars, workshops and roundtable discussions are great ways to educate and engage business and industry leaders in learning more about the industries and businesses that TAITRA aims to promote.