SDMC
STRATEGIC DIGITAL MARKETING COMPANY LTD.

Navigating the Digital Landscape: A Guide to Digital Transformation and Marketing

Chris Tam
Co-Founder of SDMC

Chris, co-founder of SDMC has extensive experience in digital marketing. Leading SDMC for over 7 years, the company has provided performance driven, advanced digital marketing solutions to corporates and SMEs including Luk Fook Jewellery, China Mobile, City's Super and Hong Kong tertiary education institutions, etc.

Chris is also a frequent speaker at digital marketing seminars organised by entities such as City University of Hong Kong, Baptist University, IVE and Po Leung Kuk, HKTDC, HKRMA and Corporate client e.g. Swire Resources.

Looking to organise digital marketing seminar or training session for your team? Contact us for more details.

**From
Goal
To
Growth**

Our Mission

We aim to offer **comprehensive and latest digital marketing services** to any business industry that **empowers brand equity and business growth**.

7 YEARS MILESTONES

FROM GOAL TO GROWTH

2014-2016

SDMC was found by three 90's youngsters

SDMC STRATEGIC DIGITAL MARKETING COMPANY LTD.

Cyberport CCMF Award Winner in 2014 & 2015

數碼港創意微型基金

Cyberport 數碼港

2017

Recognized as trustworthy partner

HKTDC 香港貿發局

Google Partner

dun & bradstreet CHECKED

TÜVRheinland®

2018

Served 100+ corporate

completed 100+ projects

HKTDC Entrepreneur Day 創業日

HKTDC SmartBiz Expo 創智營商博覽

MARKETINGPULSE

2019

Greater Bay Area 100 Enterprise Awards

粵港澳大灣區 100強企業品牌大獎 HEALTH · BEAUTY · LIFE · TECHNOLOGY 2019

2020

Weimob Asia-Pacific service provider

Weimob 微盟

2021

Company upscale to 80 employees

Office expand to 14,000 sq.ft and China

2022

AOTY Search Engine of the Year

Digiz Award Best Effective Search Campaign Best MarTech

DIGIZ AWARDS 2022

友商有良 Partner Employer Award

2023

Caring Company Award

商界展關懷 caring**company**®

4As Member

香港廣告商會 THE ASSOCIATION OF ACCREDITED ADVERTISING AGENCIES OF HONG KONG

AWARDS AND RECOGNITIONS

Google

Google Partner

HKTDC

Accredited service provider

Facebook

Meta Business Partner

SEMrush

Certified Agency Partner

Weimob

Weimob Partner

The Hong Kong 4As

Affiliate Member

Greater Bay Area

100 Enterprise Awards 2019

MARKies Awards 2022

Search Engine of the Year

Digiz Awards 2022

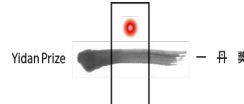Best MarTech Team

Digiz Awards 2022

Effective Search Campaign

OUR CLIENTS

WE SERVE OVER **300+** ENTERPRISES IN THEIR DIGITAL PERFORMANCE

NGO / GOV

Education

OUR CLIENTS

WE SERVE OVER **300+** ENTERPRISES IN THEIR DIGITAL PERFORMANCE

Health Care

ADRIEN GAGNON 加拿大 楓之寶 · GNC LIVE WELL. · CPAP100 · NEW NORDIC

Health Care - Centre Related

香港綜合腫瘤中心 HONG KONG INTEGRATED Oncology Centre · TRINITY Medical Centre 全仁醫務中心 · Medi Fast 快驗保 · ASIA HK MEDICAL DIAGNOSTIC CENTRE 香港專業醫療診斷中心

FMCG

miraplace 美麗華廣場 · LOG-ON · 3M · 大昌食品 · 大生 DS Groceries · Francfranc · Colgate · Serta Always Comfortable. · c!ty'super

Fashion

OMEGA · 六福珠寶 LUKFOOK JEWELLERY · SpicyChoc · WATCH VIVA WWW.WATCHVIVA.COM · rue Madame BOUTIQUE PARISIENNE · CHINESE 中藝 ARTS & CRAFTS SINCE 1959

Beauty

LUMAS Hair Lab · Korea · LUMAS MEDICAL COSMETIC · KOREA · perfect SHAPE · MODERN BEAUTY SALON HOLDINGS LIMITED 現代美容控股有限公司 · 樂美醫 JOY MED · TAKAMI

SDMC COMPREHENSIVE
Digital Marketing Services

▶ Tech Development

Website Development
(One-page / Cooperate / Ecommerce)

App Development

System Development
(CRM / HRM / ERP)

Kiosk Solution

▶ Branding Management

Graphic / Animation Design

Event Management

Influencer Marketing

Digital Press Release

▶ Digital Marketing

Search Engine Marketing

Search Engine Optimization

Social Media Management

Digital Media Buying

App Store Optimization

Digital Marketing Key Trends

What is Digital Marketing?

Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet.

Digital marketing channels include:
- Content marketing
- Search engine optimization
- Social media marketing
- Email marketing
- Influencer marketing
- ……

Why Digital Marketing is Critical for SMEs

Common Challenges Faced By SMEs:

Why Digital Marketing is Critical for SMEs

1. **Cost-Effective**
   - Like PPC advertising

2. **Targeted Reach**
   - Target their desired customer segments based on demographics, interests and behavior.

3. **Measurable Results**
   - Data-driven approach allows you to gain insights into customer behavior, conversion rates, website traffic, and more.

4. **Customer Engagement**
   - Direct interaction and engagement with customers.

Why Digital Marketing is Critical for SMEs

5. **Digital marketing level the playing field**
   - Provides SMEs with an equal opportunity to compete with larger businesses.
   - Leverages digital channels to showcase their unique value proposition, differentiate themselves in the market, and reach a global audience.

Digital Marketing Key Statistics

$602B

Global Digital Marketing spending forecast for 2023

72%

of the marketing budget goes towards Digital Marketing

>91%

of businesses use social media for marketing.

>90%

of people read reviews online before making a purchasing decision.

49%

of marketers say that organic search has the best ROI.

65%

of small to mid-sized businesses have a PPC campaign.

Digital Marketing in Hong Kong

According to admanGo,

- A total advertising spending of **28.1 billion in 2022**
- **For Q1 2023, a total value of HKD 6.85 billion** with a YOY increase of **22%**
- Spending on digital campaigns : **mobile advertising and social media** recorded year-on-year growth of 44% and 23% in Q1 2023
- In Q1 2023, Facebook and Instagram's ad spend increased by 10% and 60% respectively compared to the previous year.

香港總廣告支出 (2023年第一季)
Total Adspend in Hong Kong (Q1 2023)

按年變化率 Yearly Growth

↑22%

以港幣十億元計(HKD in billion)

2022 Q1　　2023 Q1
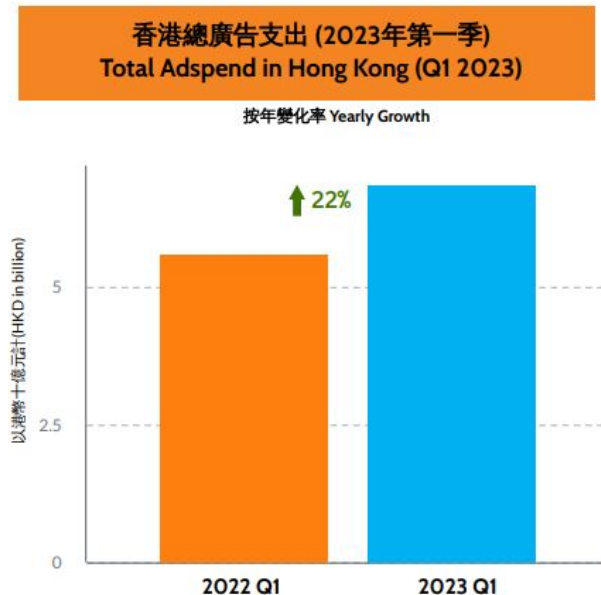
Which are the most effective channels?

Website Content

Website Design

Pay per Click Ads

Email Marketing

Podcasting

YouTube

Viral

Social Media

Online PR

SEO

Display Ads

Blogging

Digital Marketing Wheel

Content Marketing

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.

- 47% of buyers read 3-5 pieces of content before contacting a sales rep.
- Businesses with blogs get 67% more leads than other companies.
- Short articles/posts (83%) and videos (61%) are the top two content types

THE CONTENT MARKETING FUNNEL

Your goal

Their goal

Awareness

Attract

How-tos/tips
Ideas, strategies
Ebooks

Social updates
Contests
Infographics
Press releases

Quizzes
Cold emails
Podcasts

Learn

Evaluation

Engage

Benchmark reports
Comprehensive guides
Buying guides
Free tools
Webinars

Case studies
Testimonial/review pages
Newsletter/nurture emails
Explainer videos
Alternatives

Evaluate

Conversion

Convert

Spec sheets
Pitch decks
Case studies

Product page
Pricing page
Comparison tools

Decide

Retention

Retain

Help articles
User forums
Surveys/polls
Performance reports

Announcements
Updates
How-tos, tips
Other TOF content

Succeed

Use content marketing in each stage

Example

Blog

Video

Search Engine Optimization
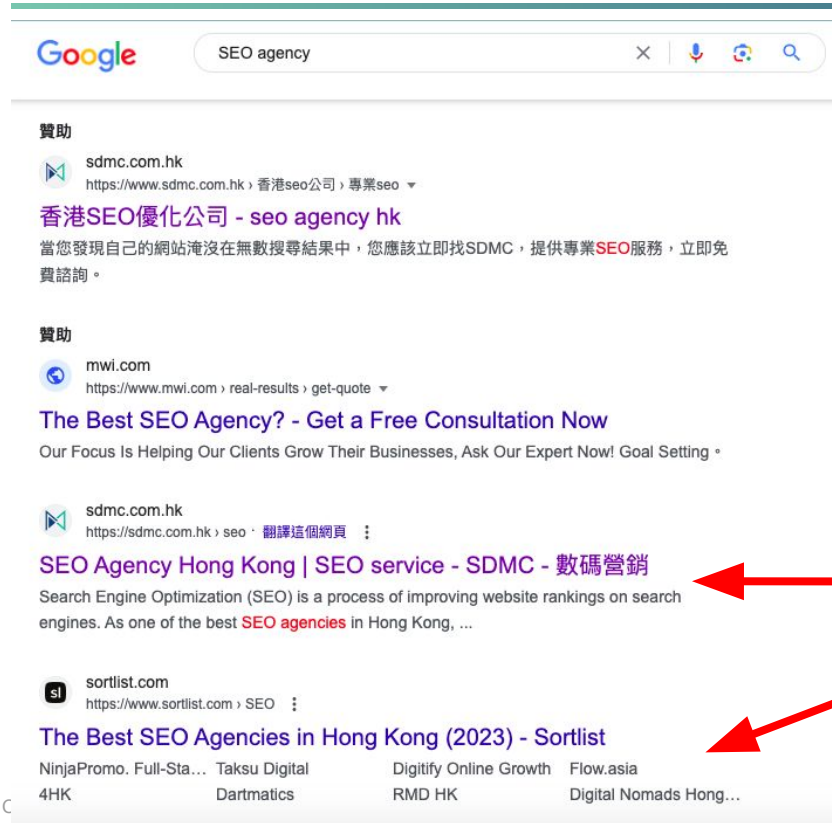
SEO is a set of optimization strategies for sites, blogs, and pages on the web, which aim to improve your position in organic search engine results.

Top SEO statistics:
- 68% of online experiences begin with a search engine.
- SEO leads have a 14.6% close rate.
- The #1 result in Google's organic search results has an average CTR of 27.6%.
- 60% of marketers say that inbound (SEO, blog content, etc.) is their highest quality source of leads.
- SEO leads have a 14.6% close rate.

Search Engine Optimization

Search for "SEO agency" on Google

Organic search results

How do Search Engines Work?

Crawling and Indexing

CRAWLING WEB PAGES

ANALYZE PAGE CONTENT

USER QUERIES

RANKING ALGORITHMS

FETCH DATA

STORE IN THE INDEX

RESULTS

SEND DATA

1 Cawling

2 Indexing

3 Ranking

Types of SEO

Technical SEO
Crawling and Indexing

On-Page SEO
Content Optimization

Off-Page SEO
Website Promotion
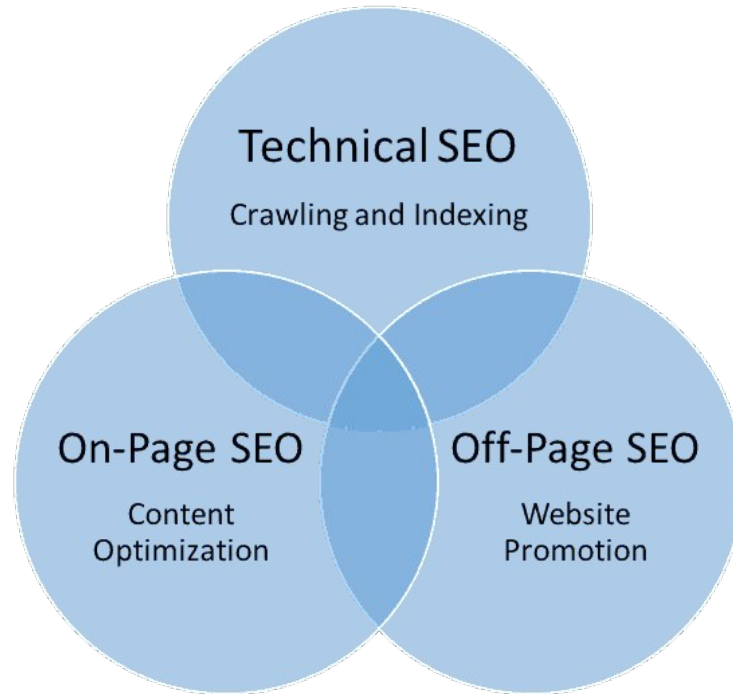
On-Page SEO

On-page SEO: Optimizing the quality and structure of the content on a page. Content quality, keywords, and HTML tags are the key players for on-page SEO.

On-page SEO checklist:

Site Content	Keywords	URLs
Images	Title Tags	User Engagement
Page Speed	Meta Descriptions	Headings

Off-Page SEO

Off-page SEO refers to efforts made on other pages of your site, or with other sites, to help your page to rank, such as with backlinking, listings, social promotion, guest posting, PR, and more.

Inbound Signals

Brand Mentions

Social Signals

Backlinks

Backlinks

Backlinks are links from one website to a page on another website through an anchor text.

- One of the important ranking factors
- Indicating **relevance, quality, and authority** to the web page.

Other Website

Contains a link to your website

Backlink

Your Website

Has a backlink from other website
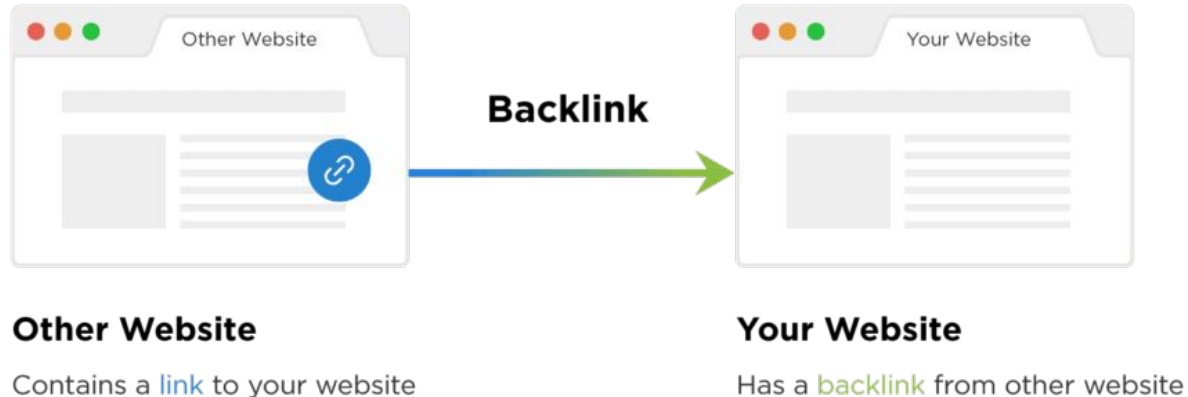
Technical SEO

Technical SEO refers to optimizing your website's technical elements to ensure that search engines can crawl, index, and render your web pages correctly.

Site Speed

Structured Data

Canonicalization

XML Sitemaps

Site Security

Web Design

Site Health

86%
no changes

● Your site — 86%

▼ Top-10% websites ⌄ — 92%

More about Site Health score

PPC

PPC, which stands for pay-per-click, is an online form of advertising where advertisers place an ad on a specific platform and pay a fee when someone clicks on the ad.

- Platforms such as Google Ads, Facebook, Bing
- Ad formats: text-based search ads, display ads, video ads, shopping ads……
- When done right, PPC can earn you quality leads!
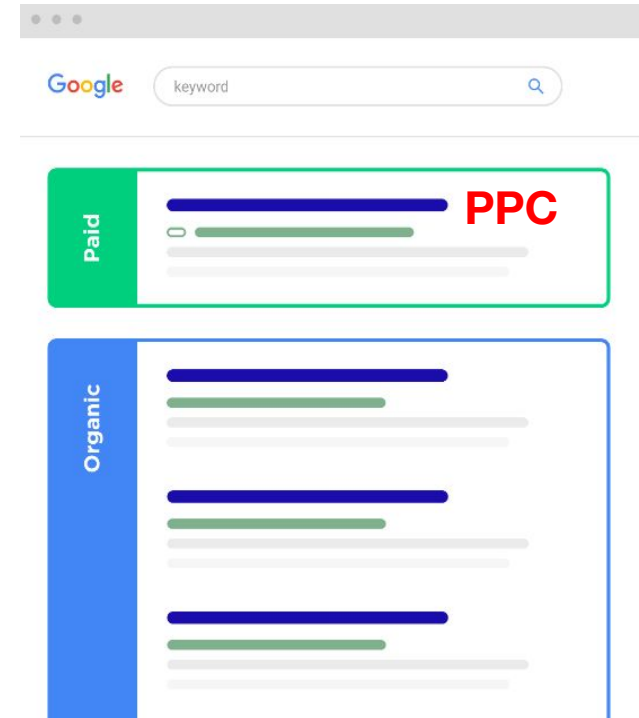
Examples

Google Search Ads

Display Ads

Social Media Marketing

Using social media platforms like Instagram, Twitter and Facebook to promote your brand and sell your product or service.

- In 2023, there are estimated to be 4.89 billion total social media users worldwide.
- It's now projected that $130.5 billion of total social media ad spending will be generated through mobile by 2027.
- 76% of internet users access social media for product research.
- 80% of consumers have purchased something after seeing it recommended by an influencer.

Examples
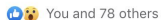
Email Marketing

Email marketing is a powerful digital marketing strategy that involves sending targeted and personalized emails to a specific audience to promote products and services or nurture relationships.

Email open, conversion, and clickthrough rates

30.7%

Open rate

3.71%

Conversion rate

2.9%

Click-through rate
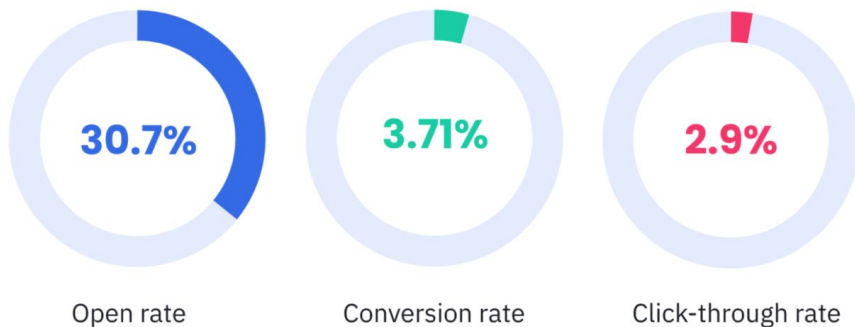
Examples

Newsletter

CLASSPASS

the warm up

Meet the Top Instructors of 2016
What makes a good class a great one is the teacher. We asked and you told us, these are the most moving instructors in your city.

31 Days of Beautiful, Healthy Food
Looking for some cooking inspiration? Check out this roundup of delicious, satisfying and healthy recipes.

Let Us Help You Crush Your Goals!
Whatever your goals, big or small, we're here to help you. For the month of January, ClassPass is going to be your goalmate. Sign up today.

Event Reminder

shopify (re)unite

Reunite is today!

Join us **today at 11:00 am EDT** for our livestream of Reunite, where Shopify's leadership team will reveal new and upcoming features to help business owners and provide insights about the future of commerce.
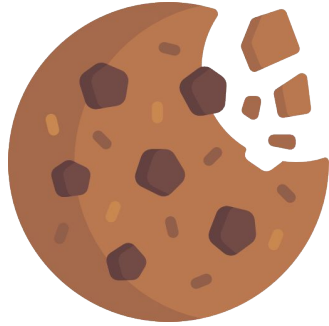
Watch the event here and stay tuned to the site for custom education, resources, and details about our key announcements that we'll share after our livestream. Share your thoughts about the event live on Twitter using **#ShopifyReunite**.
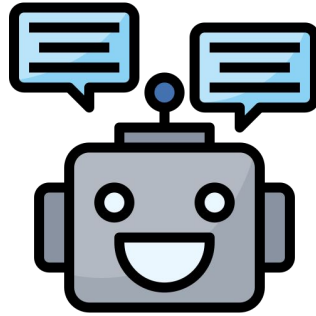
WATCH REUNITE

We also invite you to:

Current Global Trends in Digital Marketing

**The Sunset of
Third Party Cookies**

Conversational Marketing

**Video Content
Marketing**

1. The Sunset of Third Party Cookies

What are Cookies?

Cookies are small text files with pieces of data that websites send to your browser/device, like login information, which are used to monitor and identify you.

What Are Cookies Used For?

- **Session management:** includes things like keeping you logged in to accounts and remembering your preferences.
- **Personalization:** allow you to create personalized retargeting campaigns that encourage potential customers to revisit their cart.
- **Tracking:** track items users previously viewed, allowing the sites to suggest other goods they might like and keep items in shopping carts while they continue shopping.
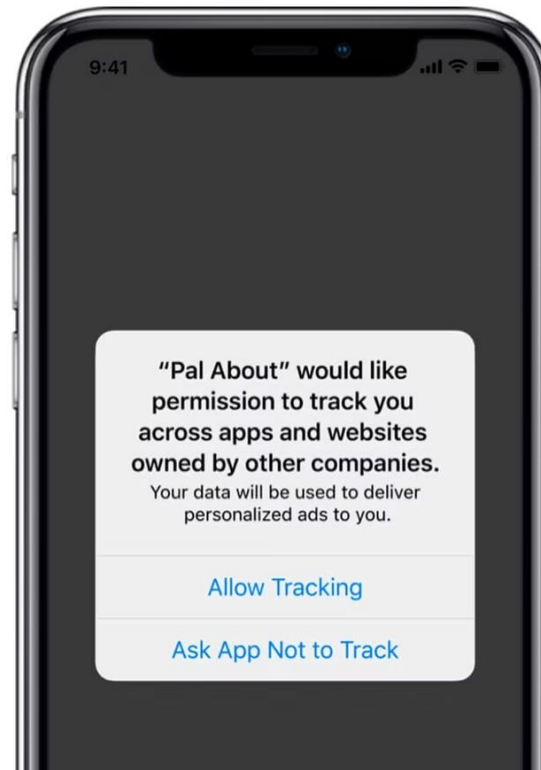
The Sunset of Third Party Cookies

Why Are Cookies Going Away?

- Increased reluctance to share third party cookies data
- Privacy regulations such as EU's GDPR and California's CCPA
- Big advertising platform improve data protection to increase online privacy and provide transparency to the consumer
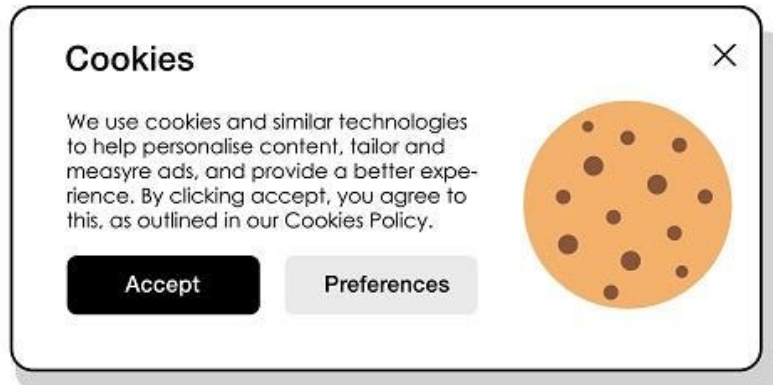
The Sunset of Third Party Cookies
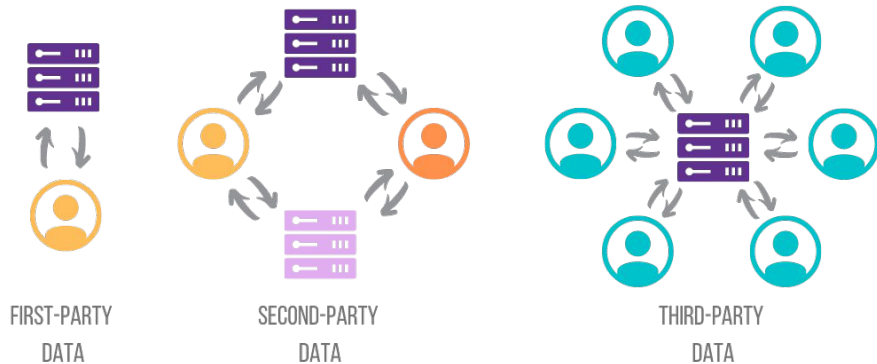
Moving to Cookieless Marketing

What is First Party Data?

First-party data is the information you collect directly from your audience or customers, and is owned by your company.

- Learn directly about your audience's preferences to deliver more data-driven marketing
- Create a more targeted and personalised customer experience

FIRST-PARTY
DATA

SECOND-PARTY
DATA

THIRD-PARTY
DATA

Moving to Cookieless Marketing

Sources of first-party data include:

- Website or app behavior
- CRM
- Email and newsletter subscribers
- Lead generation campaigns
- Surveys
- Social media
- Subscriptions
- Customer feedback
- Customer service/sales conversations
- Online chat
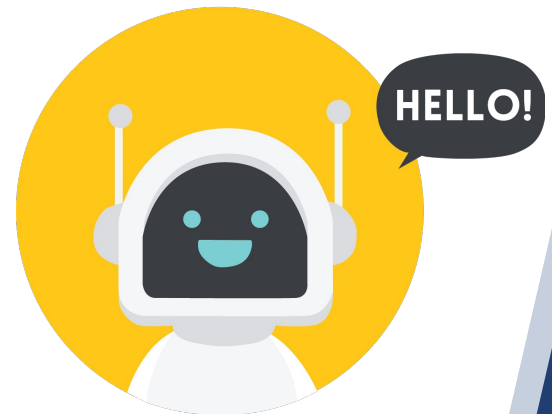
2. Conversational Marketing

Conversational Marketing is a dialogue-driven approach that uses real-time conversations to engage site visitors and quickly move them through the buying journey.
- foster customer relationships and improve your online customer experience

One-to-one interactions in real-time across multiple channels:
- Live chat
- Chatbots
- Messaging apps

HELLO!

2. Conversational Marketing

Acme bot

Hi, I'd like to change the location of my order delivery.

No problem! Could you give me your order number please?

EC00053696

Thanks, Sarah! Where would you like your order delivered?

Operator
Bot

Welcome! 👋 What can I help you with today?

Chat with sales 🙋🏽‍♀️   Chat with support 👨🏻‍💻

Just browsing 👀
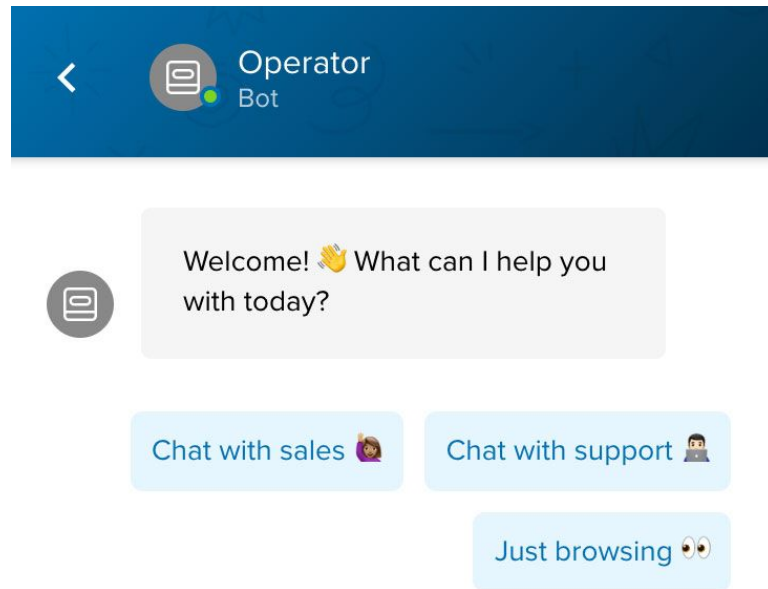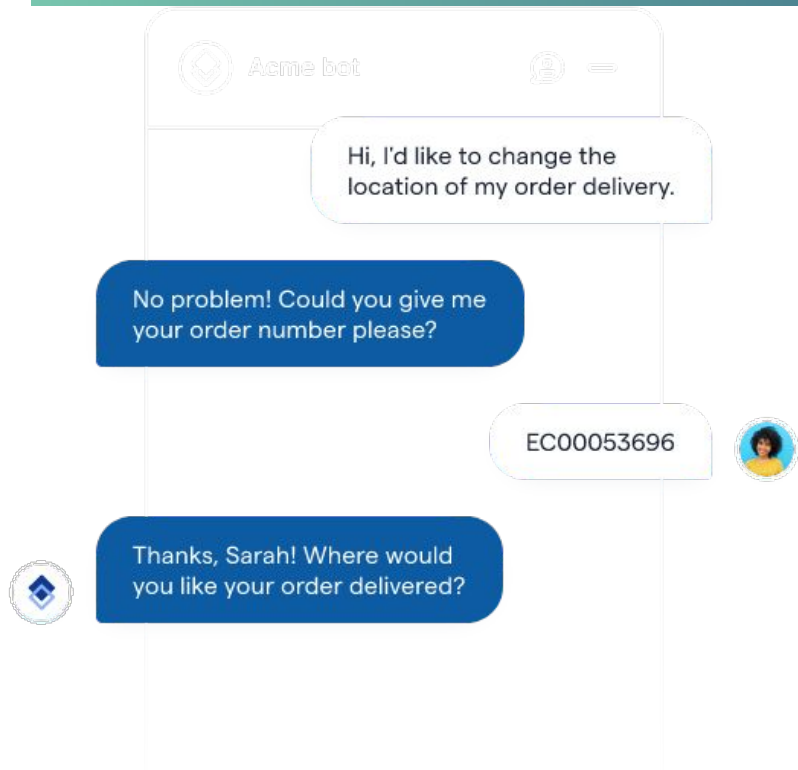
We run on Intercom

WhatsApp

- WhatsApp has 2 billion active users worldwide in 2021
- More than 100 billion messages are sent each day on WhatsApp.
- More than half of WhatsApp users check the app every day.
- Over 55% of people feel more connected to a brand if they use messaging apps.

WhatsApp Business
- A separate mobile app from the traditional WhatsApp. It's designed for small businesses to be able to connect with their customers in real-time.
- Create an in-app store, complete with products, pricing, and practical information like opening hours and physical location.
- Set up quick replies and broadcast messages

eDM vs WhatsApp

| One-way Communication	Omnichannel Communications
10% Open rates	**98%** Open rates
2% Conversion rates	**20%** Conversion rates

Chatbots in Conversational Marketing

- 67% of consumers report having had interaction with a chatbot over the last year.
- 40% prefer that interaction to interaction with a live agent.
- 63% of customers said that they were more likely to come back to a website that offers live chat.
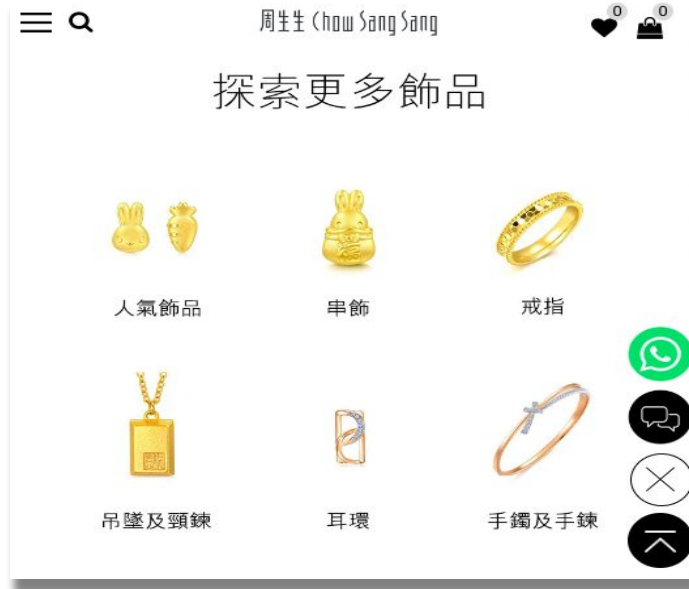
Chatbots is becoming an incredibly powerful marketing tool for businesses to improve customer engagement and qualify leads with dynamic conversational capabilities.
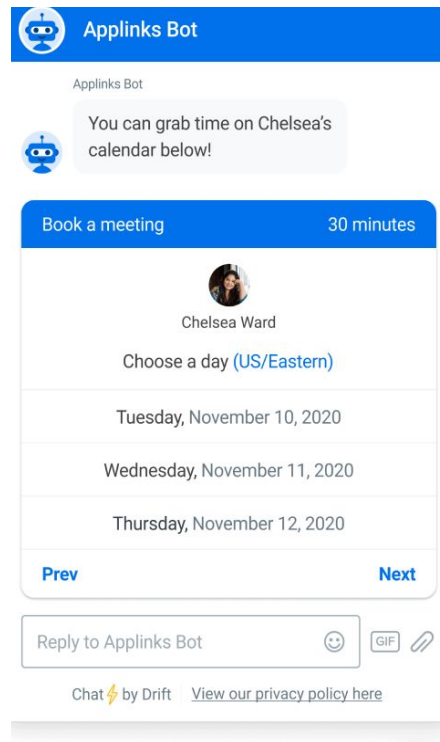
Chatbot Examples
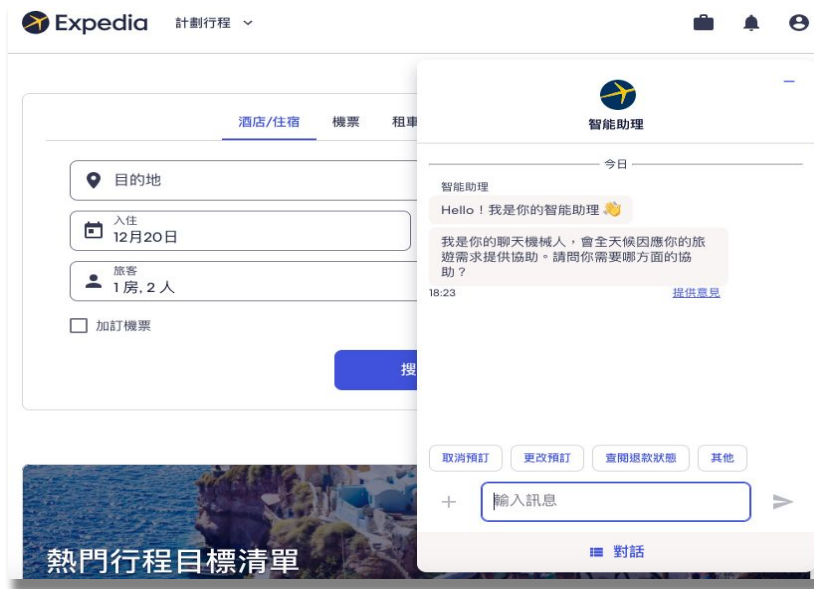
Expedia

Chow Sang Sang

3. Video Content Marketing

Video content marketing is a strategy that uses and share relevant and consistent video content with your targeted group to acquire interesting, fascinating, and qualified leads.

- Audiences are spending an average of 19 hours a week watching videos online.
- Tweets on Twitter get 10x more engagement.
- 68% of video marketers plan to use LinkedIn video this year.
- 83% of video marketers say that video helps them generate leads.
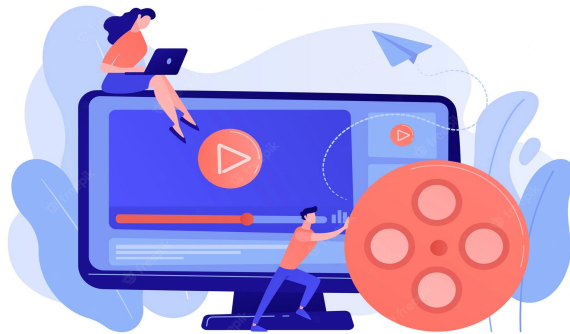
Short-form Video
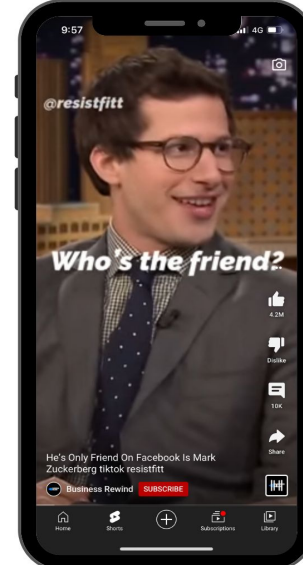
Benefits of Video Content Marketing

1. Increasing Conversions and Sales
- show users how your product/service works.
- 95% of people have watched an explainer video to learn more about a product or service.
- 93% of businesses gained new customers from a video they posted on social media.

2. Video is easier to share
- Social video gets 1200% more shares than text and image content combined.
- video is shared 20 times more often than other types of content formats in the LinkedIn feed,

3. Video can help improve SEO
- Videos enable you to increase the time visitors spend on your site.
- HubSpot's research found that 66% of respondents said they visited a marketer's site after watching a branded video.
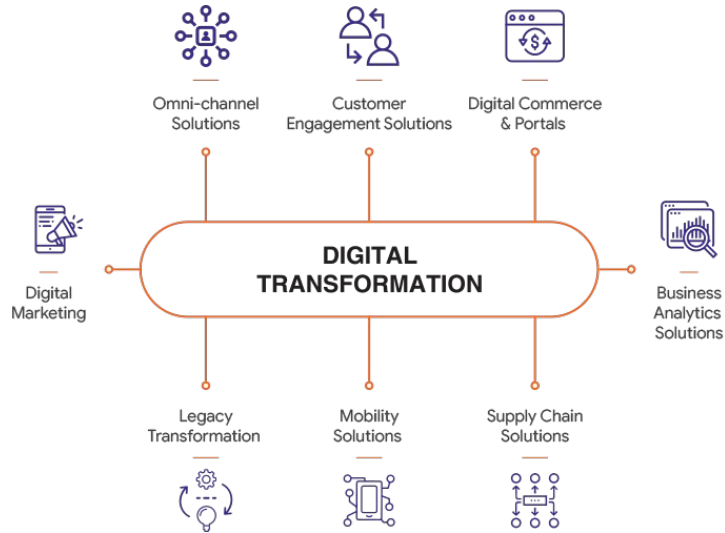
Types of Video Marketing

- **Company Culture Videos**
- **Explainer Videos**
- **Product Demos**
- **Event Videos**
- **Interview / Q&A videos**
- **Testimonials**
- **Educational Videos**
- **Short-form Social Media Videos**

Digital Transformation

What is Digital Transformation?

Omni-channel Solutions

Customer Engagement Solutions

Digital Commerce & Portals

Digital Marketing

DIGITAL TRANSFORMATION

Business Analytics Solutions

Legacy Transformation

Mobility Solutions

Supply Chain Solutions

Digital transformation is the incorporation of digital technologies into an organization's products, processes and strategies.

- Changing the way business gets done
- Change in how an organization delivers value to its customers
- From internal systems to customer interactions

Why is it important for SMEs

1. **Increases productivity while reducing labor costs**
    - Streamlining and automating your tasks
    - e.g. generating and sending invoices faster

2. **Improves customer experience**
    - Multiple touchpoints: mobile apps, social media, email, live chat
    - Use data to improve omnichannel service, deliver personalized products, and new channels of interaction.

3. **Better Insight**
    - Big Data is used to provide deeper analytics
    - Make more strategic business decisions

3 Key Areas of Digital Transformation

Customer Experience

Operational Processes

Business Models

Digital Adoption

- **Communication and Collaboration Platforms**
- **eCommerce**
- **e-Payment**
- **CRM**
- **Artificial Intelligence**
- **Big Data**
- **Cloud Computing**

Status of Digital Transformation among SMEs in Hong Kong

A regional survey by CPA Australia found that:

- 73% of respondents in Hong Kong said their company had a digital transformation strategy but 35% were **struggling to find staff with the necessary talents.**
- I**ncreasing investment or upgrading technology** is the most common action respondents expect their business to undertake
- The strategies to tackle the lack of skills including **upskilling or reskilling existing employees, outsourcing work to a third-party provider and hiring contractors.**

Status of Digital Transformation among SMEs in Hong Kong

DBS survey found that:

- 93% of Hong Kong SMEs acknowledge the importance of digitalisation but 57% see **funding as their biggest challenge** when trying to digitalise their businesses.
- Other challenges includes **limited resources** (46%) and **relevant technical expertise / skillset** (43%).
- 65% of the SME community responded that they are planning to increase their investments in digitalisation by more than 25% this year.
- Top business priorities in the next five years: **digital marketing, establishing online presence / e-Commerce / mobile applications** and **developing data analysis and management.**

Main Challenges faced by SMEs

- **Budget constraints**

- **Lack of expertise**

- **Internal resistance to change**

- **Risk-averse organizational culture**

Case Studies

CAMEL 駱駝牌

- eCommerce

Case Studies

Travelwell

- Autonomous shop
- IoT Technology

Case Studies

Cobalt Fashion 利洋針織

- AI, Cloud Technology
- Virtual Sampling
- 3D knitting

O2O Strategy

Understanding O2O Strategy

Stands for **online to offline,** a business model designed to bring potential customers from online channels to physical stores to make a purchase.

- 87% of shoppers conduct online research before making purchases
- 75% of consumers social media to research products
- 85% of shoppers say product information and pictures are important to them when deciding which brand or retailer to buy from.

R O P O

Research Online, Purchase Offline

Examples of O2O

- **SEO**
- **Social Media Marketing**
- **Buy Online, Pick-Up in Store (BORIS)**
- **Buy Online, Return in Store**
- **Discount Code**
- **Loyalty Program**
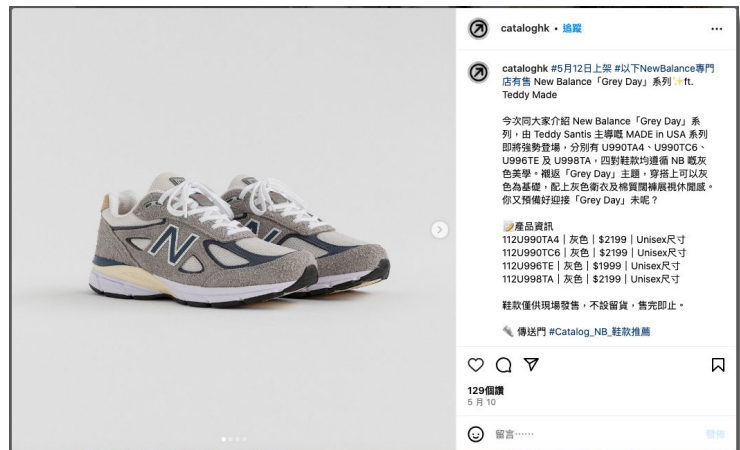- **Offer Appointment Booking**

Examples of O2O

HKTVmall

Catalog

Examples of O2O

Price.com.hk

Uniqlo HK

Order online
Pickup in-store

From O2O to OMO

OMO (Online-Merge-Offline) is an advanced retail strategy that blends the digital and physical worlds into a seamless customer experience.

- the evolution of the O2O business model
- allows businesses to collect and analyse data from both online and offline interactions
- provide valuable insights into customer behaviour and preferences

Online   Merge   Offline
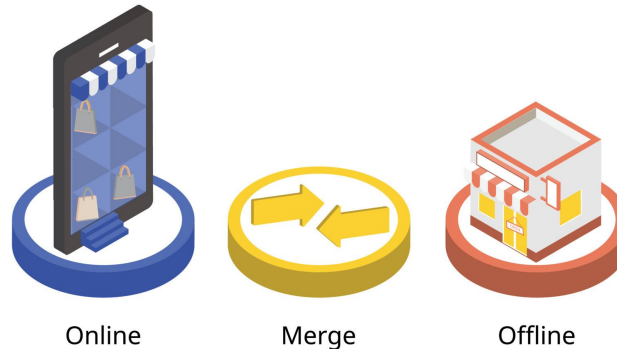
OMO Strategies

<u>For example</u>

A customer might begin their shopping journey online, perhaps by browsing products on a brand's website or social media.

They might then visit the physical store to try or touch the products

They finally make a purchase either online or offline, depending on. their convenience.

OMO Strategies

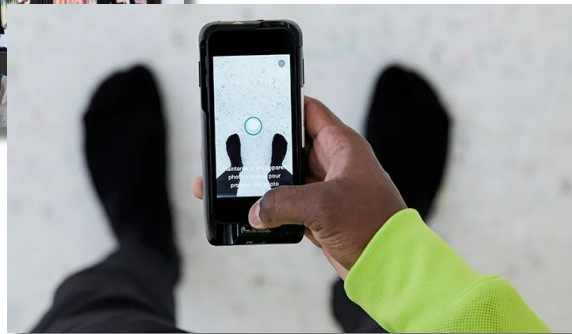**Customer Profiles Create a Holistic View**

- Use technologies such as AI, machine learning, augmented reality (AR), virtual reality (VR), IoT, and big data analytics.
- Personalize the customer experience, provide real-time assistance and feedback, and create a better shopping experience

OMO Example

NIKE House of Innovation stores
- Digitally-powered retail experience

- Bra fitting service based on machine learning and advanced algorithms
- Nike App Services including Buy Online, Reserve in Store
- Scan to Learn: scan and get information about items

OMO Example

Sephora

- Stores equipped with iPads where customers are able to **browse the retailer's website for product reviews, makeup tips or try on products.**

- Add to shopping cart and buy

Q&A

▶ CONTACT US ◀

10:00 - 19:00

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Strategic Digital Marketing Company Limited

A marketing technology-based marketing agency from Hong Kong. We aim to turn your business **from GOAL to GROWTH**.

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