



CHICLE COMMUNICATIONS LTD.

# Making the Switch

Creativity and strategy have never been more intertwined than in today's digital marketing world says RACHEL WONG.

**R**achel Wong, Ben Wong and Kenny Mak founded Chicle Communications in 2010. Online marketing was fast gaining popularity at the time, and the trio quickly set up to capitalize solely on the then underserved market. Initially unable to land a client, the company was instead approached for web design, which fortunately, was among Ben's skills, despite not being on their stated services.

Capitalizing on its inadvertent service expansion, the company included free-of-charge online marketing proposals with each project, promoting its core offering and winning clients' trust and approval. Five years later, it is now a fully-staffed agency of 20 young digital marketers, serving dozens of noted companies branding, web design, and online marketing services.

## End to end

"As a brand advocate, Chicle Communications works passionately to position and strengthen clients in this increasingly connected world," says Rachel. "We offer an extensive list of marketing services spanning development and revamp of corporate websites, integrated online marketing communications, and brand design.

"In the past few years, more similar companies have sprung up to provide services at very low prices (especially for web design) which are very hard to match. We understand that to compete, we must enrich our portfolio, continually upgrade our services, and make sure client satisfaction is top priority," she says.

For Chicle, two major criteria must be met to guarantee satisfaction: well-crafted content and design, and responsive product and delivery. The latter is significant, in that the company must always be



on clients' wavelengths, and ready to act when needed.

"In this digital world, marketing, technology and design are all related. We are one of the few companies that provide website design and development along with online marketing and brand design services. A one-stop marketing solution for our clients means they need not worry about other matters."

## Getting with the times

Being in a rapidly evolving tech industry presents the twin challenges of hiring qualified staff, and bringing clients up to speed with the latest tools and methodologies. These and other concerns are part and parcel of Rachel Wong's work, particularly with expansion and new client acquisition on the horizon. The company is now poised and in place to serve the Mainland China market, as it already furnishes its services to Hong Kong companies with active business in the country.

"We position our company as

half-agency, half-production house providing digital marketing solutions to grow businesses," says Rachel. "We always listen to our clients to address their concerns, and never act without proper research. Most importantly, we emphasize the importance of user experience."

Targeting, measurement, and nimbleness are some of the many advantages digital marketing affords enterprises. Chicle Communications must continue to prove, as it so far has, to be the better option for harnessing these to optimal effect. ■

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