



XGATE CORPORATION LTD.

Coping with the New Reality

PATRICK TAM speaks on the importance of change needed to cater to an increasingly discerning and sophisticated market.

Most proactive service providers understand that the landscape of their market changes much faster than ever before, according to Patrick Tam of XGATE.

“The Hong Kong digital marketing industry has been changing with the rapid adoption of mobile technology and multichannel communications (SMS, Email, Web and Social) by consumers. Consequently, this change leads to brands spending more budget on digital marketing because campaigns can be launched fast, results are accurately measured and the ROI is also better compared to traditional marketing,” says Tam.

Talent Crunch

An increase in digital marketing spend has also attracted more competition into the market, each offering a different flavor of digital solutions. Many PR companies are entering the social media and content development space, while traditional ad agencies are offering banner display and web design services as an extension of their creative portfolio. Mobile and email marketing companies move into multichannel marketing automation solutions, data and social analytics.

“As the industry experiences growth, shortage of talent becomes an issue. Additionally, there’s also the challenge of retaining reliable people since brands are also hiring from the same pool of talent for their organizations.”

Key Challenges

“Marketing automation and CRM



Patrick Tam,
Director for Strategy at XGATE.

(Customer Relationship Management) analytics are probably most talked about in 2015. Over 30% of our clients have already adopted marketing automation with CRM analytics. The market can expect more adoption as many brands have indicated strong interests for the following reasons: it generates better, qualified leads for sales conversion, provides better insights of customers through progressing profiling, and improves marketing performances with messages delivered to the right person, at the right time and using the right channel,” says Tam.

“We believe advanced CRM marketing automation will offer great opportunity in 2016. However, the challenge lies in the integration of CRM, POS systems and marketing automation platforms to

allow transferring of data seamlessly between marketing and sales. The aim is to ensure the right messages are delivered at the right time based on data insights.

“Another challenge comes from organizational maturity with digital marketing. This has to do with whether or not those at top management are committed to improving digital marketing strategically with dedicated resources to support implementation and achieve results.”

One-Stop-Shop

XGATE recently launched a new DMS 3.0 platform with advanced CRM marketing solution. Consisting of four key components, namely integrated channels (SMS, Email, Social, Web), marketing automation, real-time campaign dashboards, and CRM analytics, the innovative platform adds to the company’s distinction in the industry.

“Our inbound marketing approach using 5As customer life cycle provides a great framework for helping our clients with their digital marketing strategy,” says Tam. “Whether their objectives are to generate new leads, convert leads to customers or build customer loyalty with CRM marketing, we offer professional consulting, creative, and technical integration services in support of their business goals.” ■

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