

主辦機構：



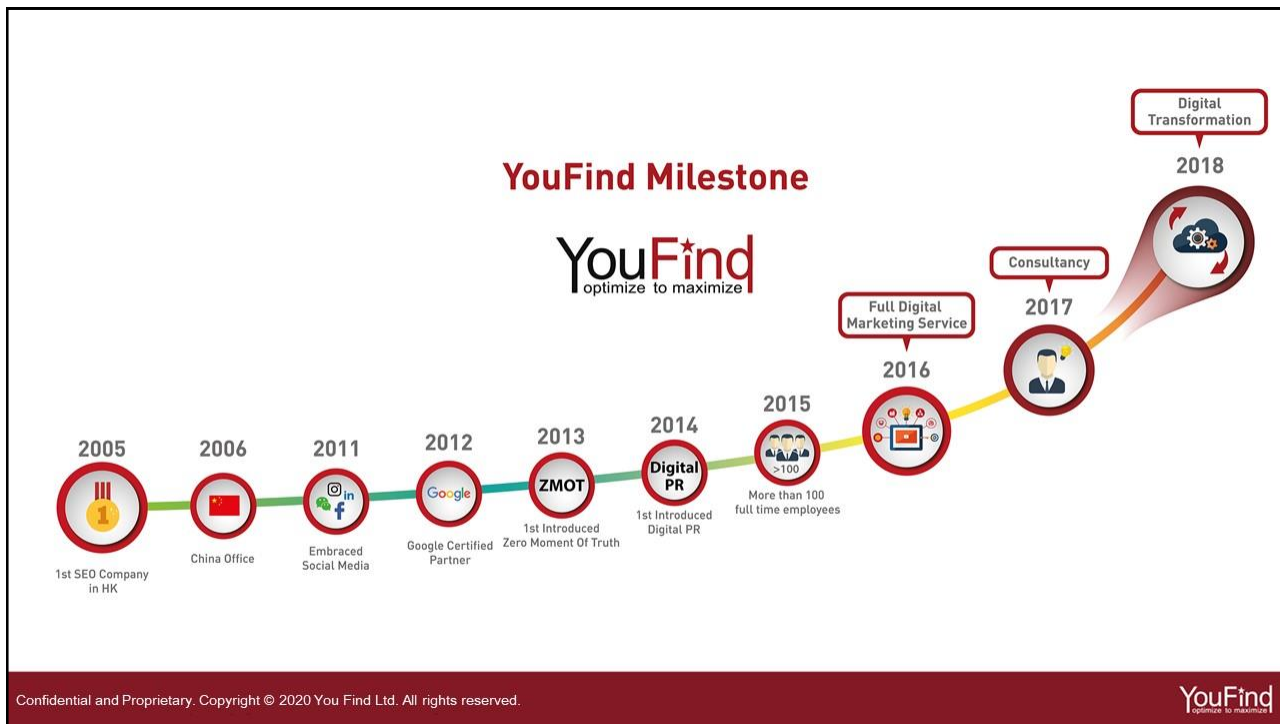
特別鳴謝：

「『疫』境下的數碼轉型策略」網絡研討會
(抗疫「贏」商講座系列之三)

2020年4月1日

朱俊昌先生 Mr. Jeffrey CHU

- 現為YouFind董事及創辦人
- 數碼化聯盟副主席
- Google行銷專才導師
- 香港首間提供專業搜索引擎優化(SEO)服務公司
- YouFind 昇華在線 - 提供一站式數碼營銷解決方案的顧問公司，擁有15年的數字營銷經驗，擁有超過150名員工



而疫情暫時是未能預視狀況

袁國勇：疫症不會完

袁國勇：疫症不會完
衛生署：難像沙士般消失



袁國勇：新型肺炎疫情不會完結 現時疫情壓力來自外國



衛生署：疫情暫不似會停 冀本港可拖慢疫情發展



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新冠肺炎會從此改變我們消費、旅遊、工作模式

Bloomberg



Commuters wearing protective masks walk through Hong Kong Station, Jan. 29. Photographer: Paul Yeung/Bloomberg

<https://www.bloomberg.com/news/articles/2020-03-13/coronavirus-will-change-how-we-shop-travel-and-work-for-years>

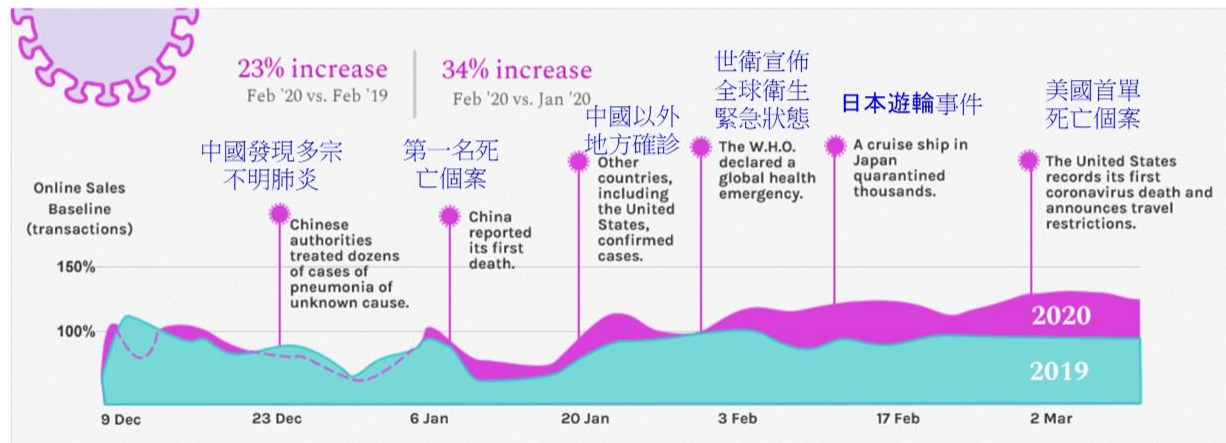
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電子商務受到明顯的影響 (美國數據)

電子商務第一季度的轉換有所增長



<https://trendemon.com/blog/how-is-coronavirus-impacting-consumer-behavior-a-data-driven-perspective/>

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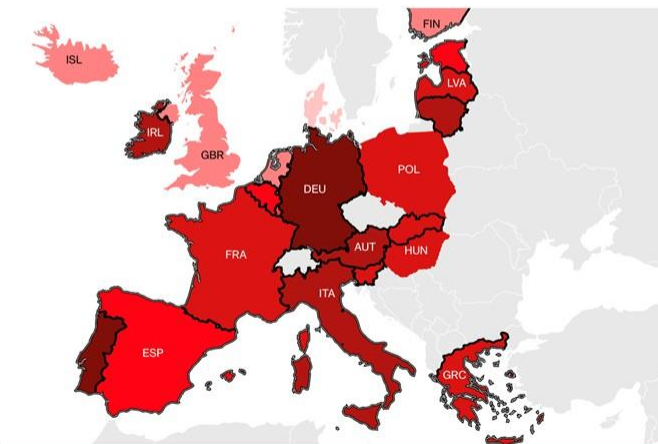
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新冠肺炎會改變我們多年後的工作模式

Europeans Aren't Working From Home

Proportion of individuals who never worked from home in last year

None 44 49 54 59 64 69% Euro-zone member



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YouFind- 國內辦公室



优易化
YOUFIND.CN

海外数字
营销顾问

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工作環境改變



傳統辦公室



虛擬辦公室



開放式辦公室



在家工作

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企業互聯網應用



DingTalk



slack



zoom



Cloud Computing



新冠肺炎會改變我們多年後的旅遊模式



Unused tourist buses parked on a lot near Suvarnabhumi Airport in Bangkok on March 8. Photographer: Mladen Antonov/AFP via Getty Images

商務旅行費用



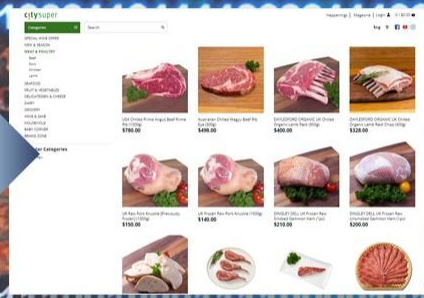
亞馬遜會增聘了100,000名員工

"This isn't business as usual, and it's a time of great stress and uncertainty. It's also a moment in time when the work we're doing is its most critical."

疫情時間長遠，足以改變消費者行為，形成新趨勢



轉型



我們的行為和心態正在改變！

數字化轉型心態

線上產生了多少收入？



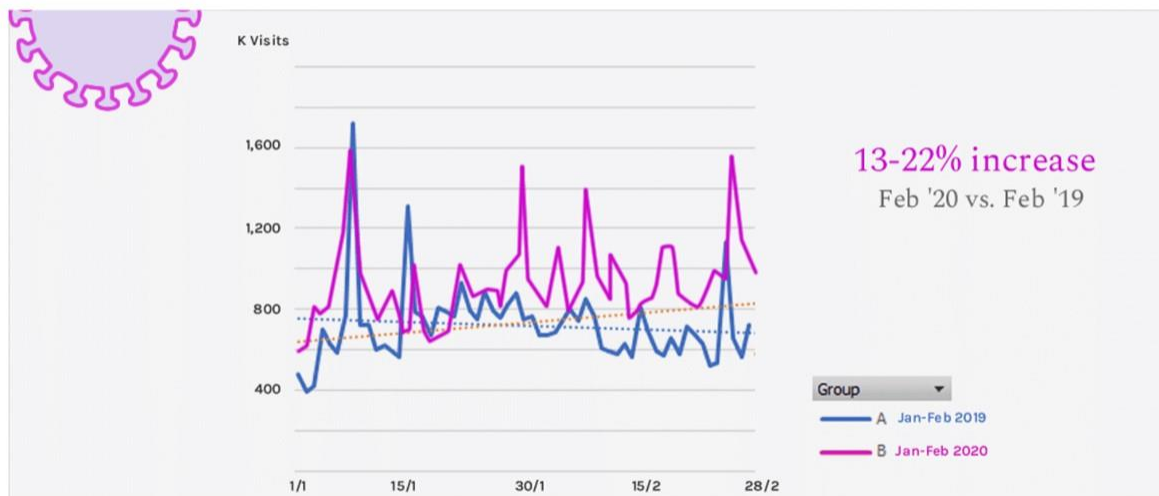
線上支持您的線下業務嗎？



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第一季度的線上流量上升



<https://trendemon.com/blog/how-is-coronavirus-impacting-consumer-behavior-a-data-driven-perspective/>

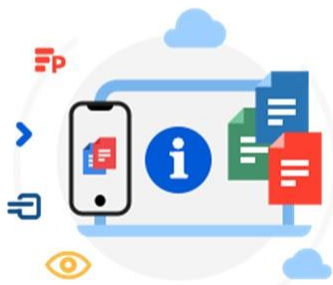
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必需擁有的三個數碼營銷的能力

擁抱消費者的變化

深度線上化



社群化



碎片化



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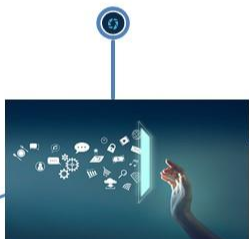
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深度線上化

深度線上化

運用互聯網、數字營銷、科技及大數據

互聯網



數字營銷



科技



大數據



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深度線上化

您所需要的只是一個制勝法寶！

例子：獲取流量及轉化預測

營銷預算（年度）



衡量因子	
轉化率	2.00%
客單價	HKD 3,000
輔助客戶價值轉化率	40%

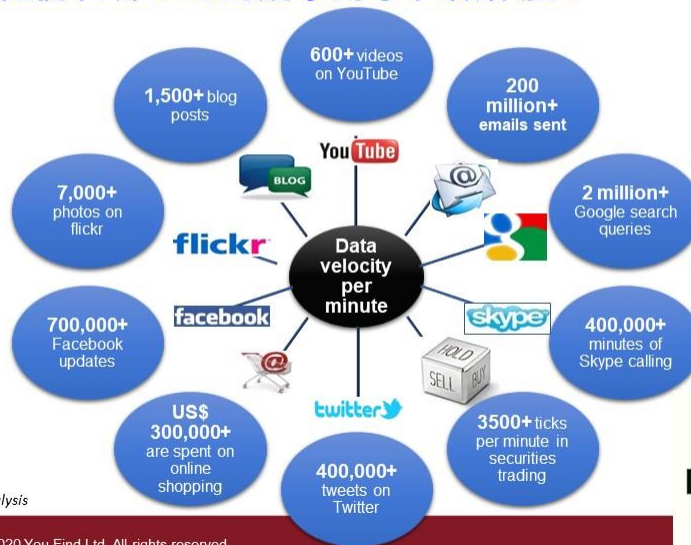
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深度線上化

大數據是可以隨時開始及可以實時分析

有什麼需求？他們在哪？您的競爭對手在做什麼？



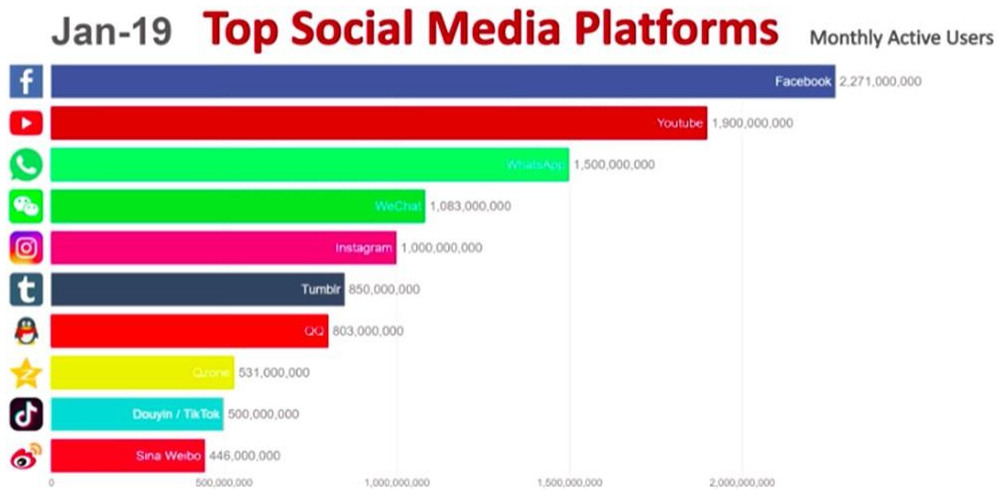
Source: Industry reporting; CRISIL GR&A analysis

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社群化

2019熱門社交媒體平台



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社群化

社交媒體3個核心目標



建立
品牌



加強
關係



激活
銷售

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社群化

意見領袖行銷可帶來豐厚回報, 但模式正在變化中

- 67% 的營銷人員認為，有影響力的營銷活動有助於他們吸引更多目標受眾
- 增長估計，2021年行業會有5倍的增長
- 82% 的購買者是從他們喜歡的微型關鍵領袖獲取意見



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Sources: Activate by Blogovm | Entrepreneur | Science

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社群化

許多用戶談論您的品牌 (或你的競爭對手)

識別KOL、分析資料、聯絡、創建內容、追蹤投資回報率



如何在網紅營銷中做得好？假粉絲？太商業化？

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視頻仍然是主要的內容渠道

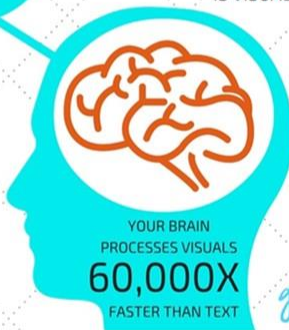
VIDEO POSTS
ATTRACT
3X
MORE
INBOUND
LINKS THAN
TEXT POSTS



40%
OF PEOPLE RESPOND
BETTER TO VISUAL
INFO THAN TEXT

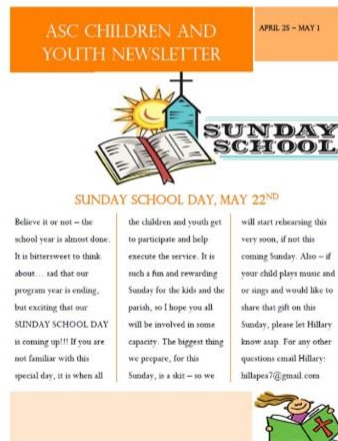


90%
OF INFO TRANSMITTED
IS VISUAL



YOUR BRAIN
PROCESSES VISUALS
60,000X
FASTER THAN TEXT

glance
marketing



<http://glancemarketing.ca/wp-content/uploads/2015/11/infographic.png>

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社群化

客戶及社群運營



經營店鋪



經營客戶及社群轉型

碎片化

消費者的變化 3 : 碎片化

手上的第一接觸和最後接觸, 帶來 >50% 的網頁流量



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碎片化

移動活動創建許多觸發點

重要的微時刻 (Micro-Moment)



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碎片化



碎片化

影響客戶感知，擴大市場份額

決策點

碎片化

1. 產品選擇

2. 網上評論



客戶在購買前進行快速調查



3. 在線討論



冇生意? → Amazon, Food Panda

冇方法? 冇出路?
門市關閉? → 電子商務

冇人出街?
購買意欲低? → 網站流量上升

打工仔唔穩定?
隨時冇工番? → 企業互聯網應用
Zoom

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MBA-ish - Workplace Satire @MBA_ish

Who led the digital transformation of your company?

A) CEO
B) CTO
C) COVID-19

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從數據到見解

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看不到的 生意危機



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消費者注意力轉移至線上

社交媒體即時發表意見

數碼競爭對手

品牌名譽
受損

損失
市場佔有率

浪費
廣告預算





二維碼加入What's App群組獲取免費報告

您可獲得：

1. 獲取免費報告
2. 您競爭對手的品牌分析報告

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If 1:

明白！我哋會喺稍為時間透過電郵send返報告俾您，請您留意以下嘅聯絡資料：

姓名：

公司名稱：

聯絡電郵：

If 2

明白！只要您立即回覆，話俾我哋知3個您競爭對手嘅品牌名稱，我哋就會好快為您送上一份競爭對手分析報告㗎嘞！

品牌名稱1：

品牌名稱2：

品牌名稱3：



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主辦機構：



特別鳴謝：



「『疫』境下的數碼轉型策略」網絡研討會
(抗疫「贏」商講座系列之三)

答問時間

主辦機構：



特別鳴謝：



演講嘉賓的講義將於研討會後
上載於香港品牌發展局網頁

<https://www.hkbrand.org/tc/menu/171/event-record/21>

Thank You

Jeffrey Chu
Director, You Find Ltd.
Vice-Chairman, Digital Transformation Alliance (DTA) 數碼化聯盟
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