

## **Different Generation**























## **Before**







**Awareness** 

Consideration

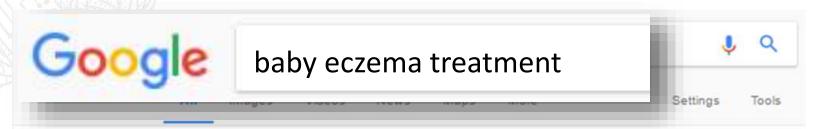
**Purchase** 

Loyalty





#### Now Start with Search



About 578,000 results (0.61 seconds)

#### California Baby HK - stp-mineral.com

www.stp-mineral.com/ \*

代理美國加州寶寶,有機成份河鐵寶寶 皮膚,特有濕修護理配方,滿四百免運費

温疹徵配系列 聯絡我們

舒經賦冒抗菌系列 有機身體鐵理

#### The skinny on eczema cases in Hong Kong and Asia-Pacific | South ...

www.scmp.com > Lifestyle > Health \*

Jul 22, 2013 - Hong Kong was among the 12 Asia-Pacific countries involved in the study ... Up to 3 per cent of adults and up to 20 per cent of children are afflicted ... "The proper use of steroids can actually help treat eczema well," Hon says.

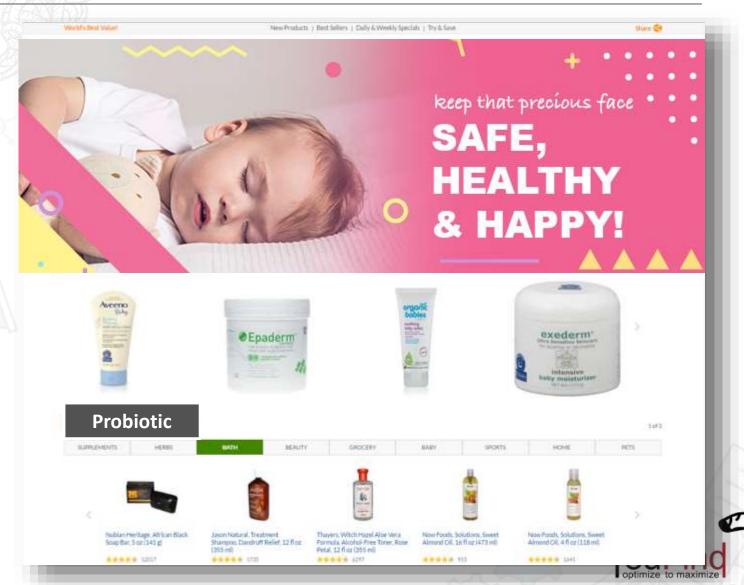
#### Aveeno Baby - GreenGourmet

greengourmet.com.hk→ Home→ Brand ▼ Translate this page
Aveeno Baby Eczema Therapy Moisturizing Cream Fragrance-Free 嬰兒濕疹保濕焉5oz ... Aveeno
Baby Soothing Relief Diaper Rash Cream 嬰兒醫部皮疹害.





# Buying Signal: You Need to be There



## Search Marketing: SEO and SEM



probiotics





All

Images

News

Videos

Books More

Settings

About 26,000,000 results (0.61 seconds)

#### Probiotics, Acidophilus - iherb.com

hk iherb.com/ \*

From U.S. to your Home, Fast, Safe 35,000 Healthy Products in Stock

100K+ Product Reviews - 24/7 Customer Service

Clearance Sale

iHerb® Referral Rewards

Daily and Weekly Specials

World's Best Value

#### 澳特寧-兒童益生菌咀爵片

All www.auslin.com.hk/ \*

針對兒童配方嘅益生菌,讓小朋友便便報通增強吸收,配合草菌味容易入口。

建怡坊-健康食品|保健食品|有機店|有機食品|保健品|健康產品 - Health Plus

healthplus.com.hk/shop/?\_\_\_store=zh\_hk... • Translate this page

健怡坊HealthPlus銷售的產品種類多達2500種,包括無糖食品、有機食品、西式營養補充劑、中式保健品、健康測試儀器、高級嬰兒菠理產品及食品、健康瘦身食品、

保健食品及維生素| 健康產品| 全部產品| Watsons Hong Kong - 屈臣氏

www.watsons.com.hk > 健康產品 ▼ Translate this page

保健食品及維生素、縮小搜索範围 清除全部> .... 卡恰可斯 兒童保健 兒童羊奶粉400克裝 RRP HK\$330.00. HK\$280.00. ga('ec:addImpression', { 'id': "BP 268420", ....

#### 香港保健食品協會Hong Kong Health Food Assocation

www.hkhfa.org/ - Translate this page

Copyright © 香港保健食品協會All rights reserved. 電話: (852) 2837-7920 ... 香港保健食品協會

多會網站所載的資料只供一般參考用途。協會沒有任何責任保證或

#### **Keywords (by reference)**

probiotic foods

probiotics yogurt

probiotics drinks

probiotics side effects

types of probiotics

probiotics definition

益生菌香港

益生菌比較

益生菌食物

腸胃益生菌推薦

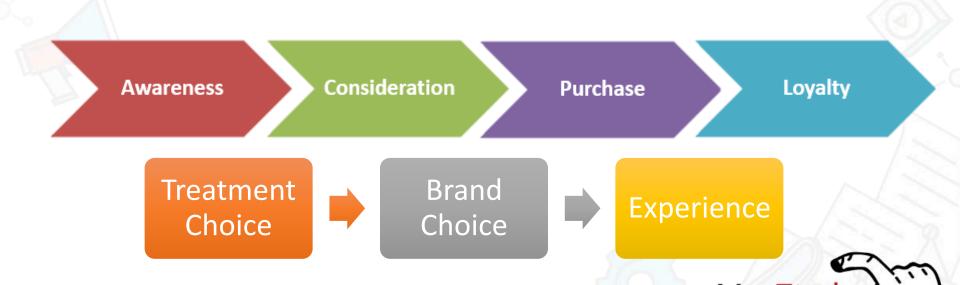
益生菌好處

益生菌種類



### Different Keywords from Research to Decision

"probiotic brand review" "益生菌比較" "type of probiotic" "baby lotion" "ABC 益生菌評論" "XXX brand probiotic" "益生菌益處" "probiotic" "XXX 好嗎" "益生菌種類" "XXX品牌益生菌" "multi-vitamin" "XXX VS ABC" "益生菌嬰兒推薦" "probiotics for kids" "中醫治療"



# Mobile Becoming Important





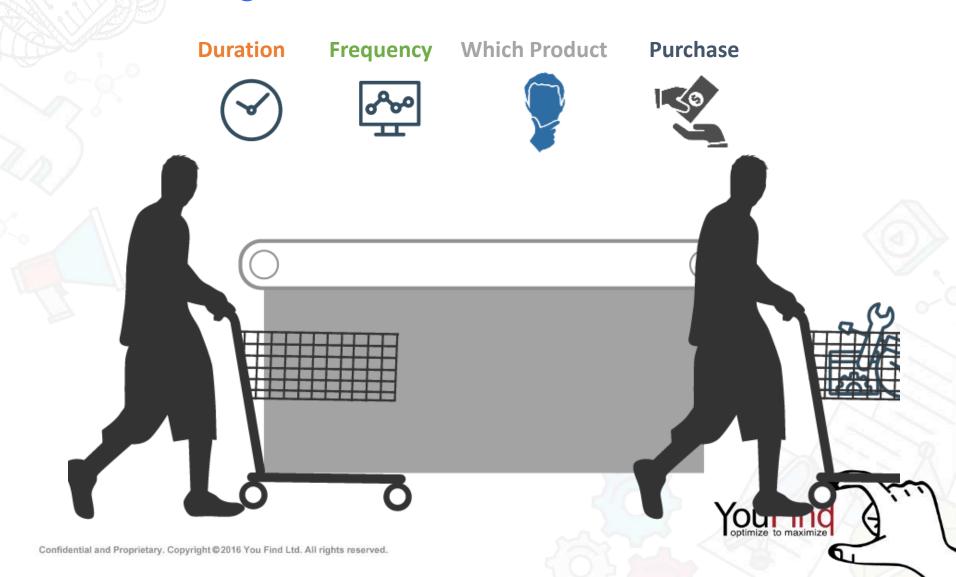


# **Audience Tracking and Remarketing**



# **Build your Targeted Audience Lists**

According to Their Website Behavior to Remarket



# Different Messages at Different Stages







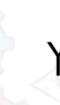


**Awareness** 

Consideration

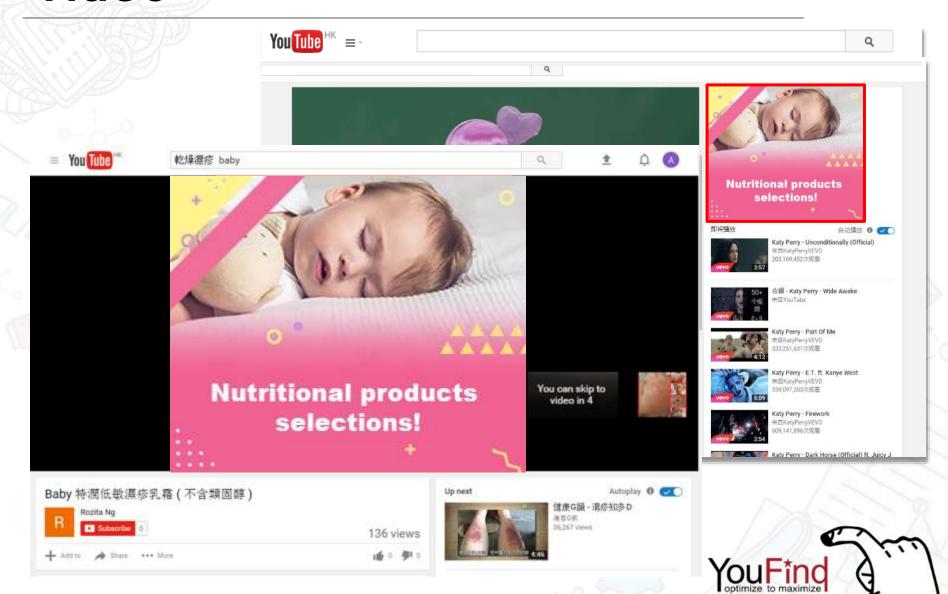
Purchase

Loyalty

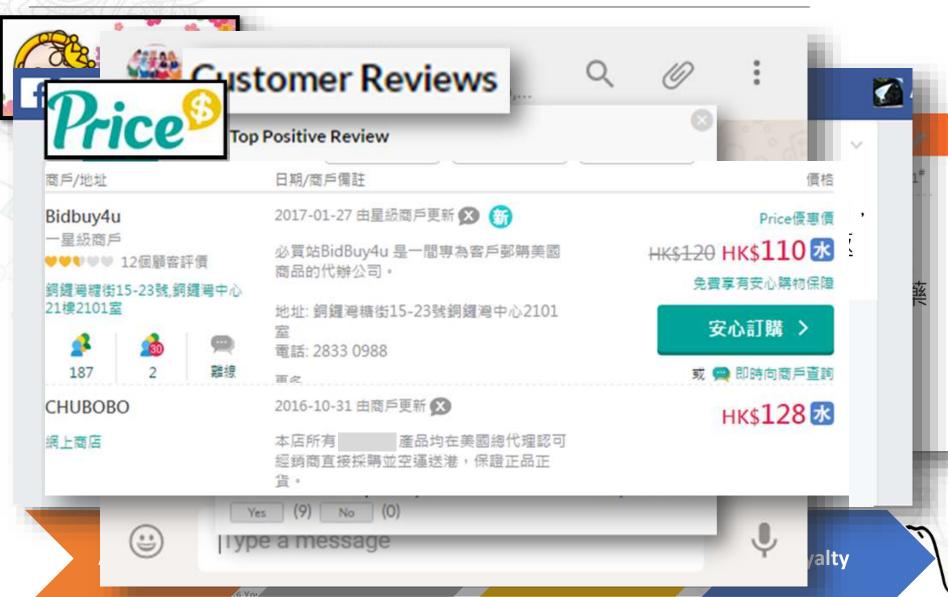




### Video



# Monitor Social Sentiment is Important



# After Purchase - Email Marketing

#### **Customers Also Browsed**







Madre Labs, Madre-C, Whole-Food Vitamin C Complex, 7.62 oz (216 g)



HK\$94.02 HK\$172.53

California Gold Nutrition, Vitamin C, European Quali-C, 1,000 mg, 240 Veggie

\*\*\*\* 101

HK\$148.79 18.99

California Gold Nutrition, Vitamin C, Quali-C, 500 mg, 240 Veggie Caps

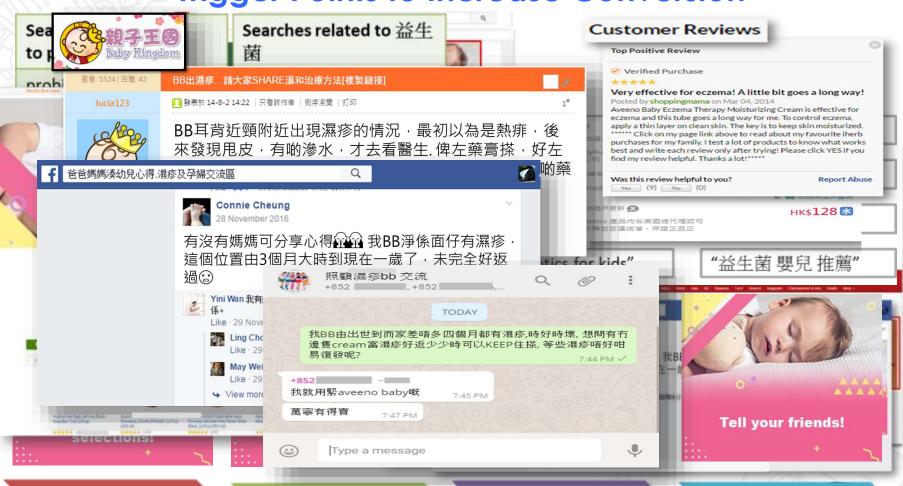
**\*\*\*** 16

HK\$109.61 13.99



## Unlike Traditional, Target Customer Journey

Trigger Points to Increase Conversion



Awareness

Consideration

**Purchase** 

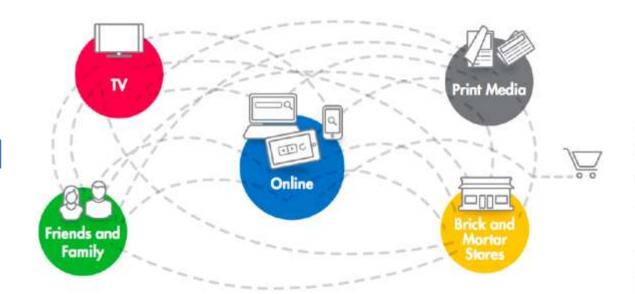


Loyalty

# The Internet is Shaping our Behavior

#### The Customer Journey is Everywhere

Multi touch
Multi device
Multi channel

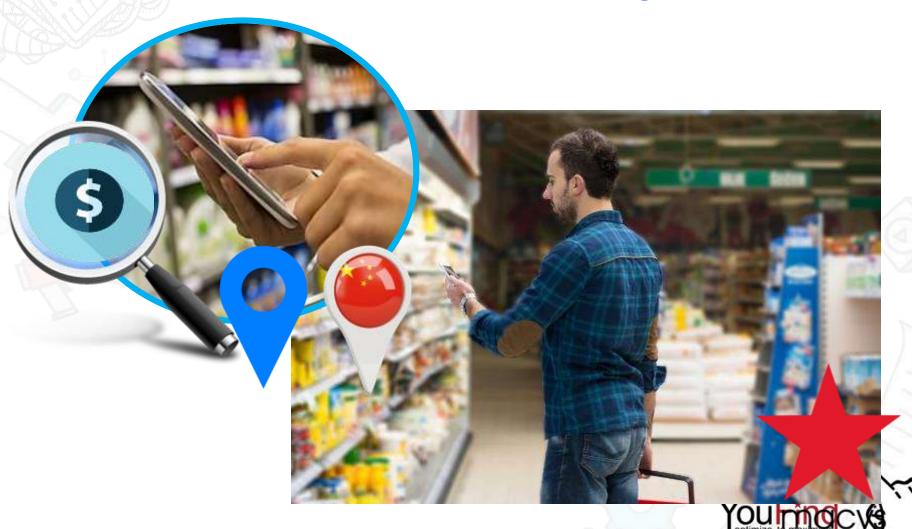






# Mobile Changes our Behavior

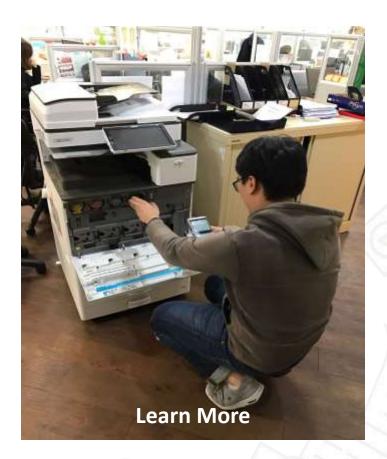
50% Traffic, First and Last Thing on Hand



## Mobile Activities Create Many Trigger Points

#### The Micro-Moments that Matters









## Many Opportunities and Many Competitions

#### **Closer Together and Globalization**



#### **Personal**

I have very <u>specific need</u> of health supplement



#### **Foreign Brand**

The brand I wanted can only be brought from foreign countries







### Price

Online shop provide a much competitive price



## Example of Disruption: Page One

Voted "The best Book Shop" but Closed Down 2016



※日本の本本をはずるは、1回を会は、

# New Competitors from Everywhere















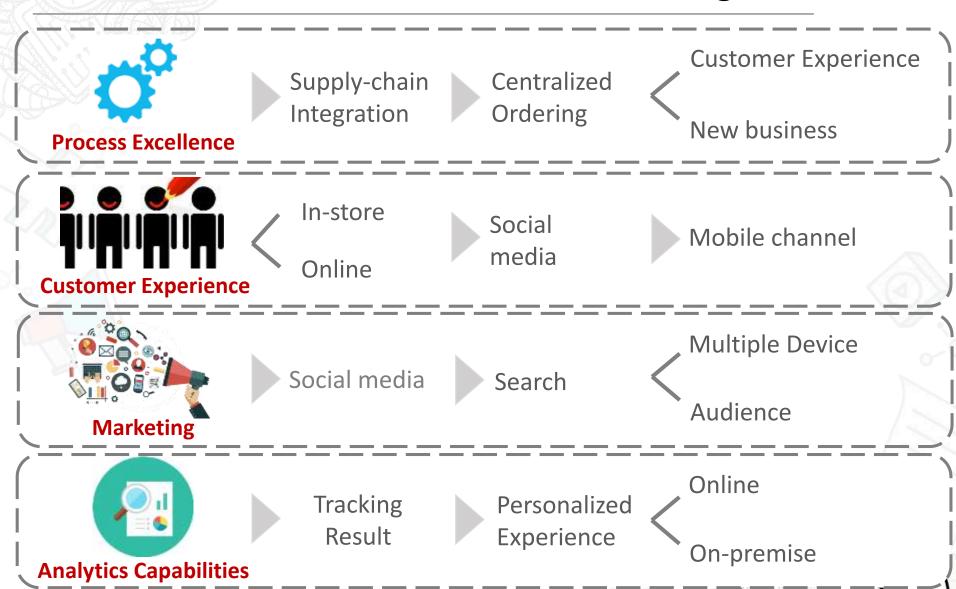








#### No Choice but Embrace the Use of Digitalization



# **Department Goals**



No. of likes



Bounce rate



**Share & Comments** 



Cost per click (CPC)



Top landing page



Average time on Website





## Online to Offline: New Customer Journey

### Many trigger points happen elsewhere









**82%**Purchase in-store

45%
Purchased online (desktop/ tablet)

17%
Purchase directly on their mobile phone





# **Conversion Tracking**

About us

Key Product feature

Contact us/ Registration

Booking

Location







#### 聯絡方式

First	Last	
電子郵件 *		
備註		



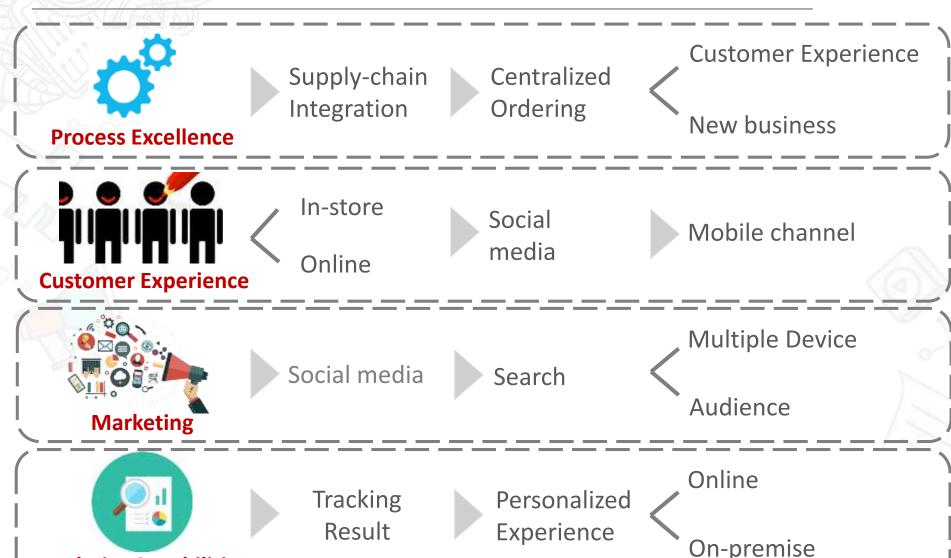




all of these actions are "conversions"



## Digitalization is Not Just for Big Corporations



**Analytics Capabilities** 



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