

## Igniting the i-Marketing Revolution – 5 KEY Digital and Social Media Trends in 2019+

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### 【零售寒冬】Forever21撤出銅鑼灣旗 艦店 Victoria's Secret平一半租頂上

252,509

f 讚 1.5 萬

最後更新: 1101 18:40 / 建立時間 (HKT): 1101 16:51



AA



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J. V. Fitness正式清盤 👁 12,587

 讚 1,396


建立時間 (HKT): 11:23:10-11



AA (資料圖片)   

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It is not clear what will happen to the local stores of Toys 'R' Us if the mother company files for bankruptcy protection. Photo: HKEJ

Home > Hong Kong > Local

Sep 8, 2017 2:31 pm

## Toys 'R' Us weighs bankruptcy filing

 Like 65 people like this. Be the first of your friends.

Toy retailer Toys "R" Us could file for bankruptcy as it seeks to restructure its huge debt, the Hong Kong Economic Journal reports.

Its 12 stores in the city are operated by Li & Fung (Trading) Ltd.'s mother company The Fung Group in cooperation with its US partners.

Fung Group, which owns around 15 percent of the Asian market shares, has yet to comment on the retailer's reported crisis, Apple Daily said.

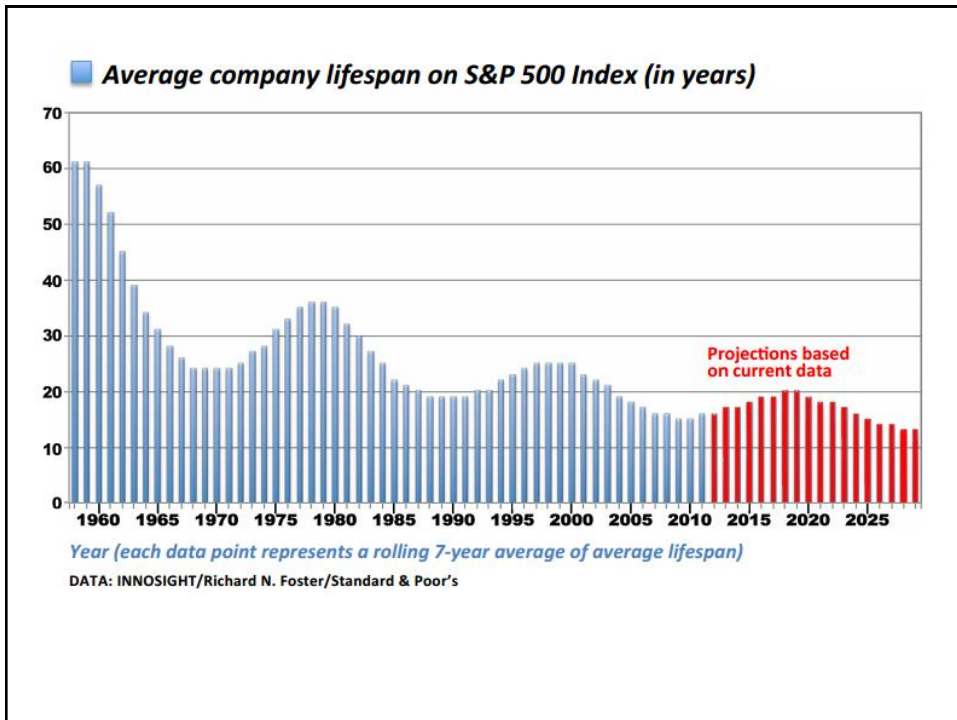
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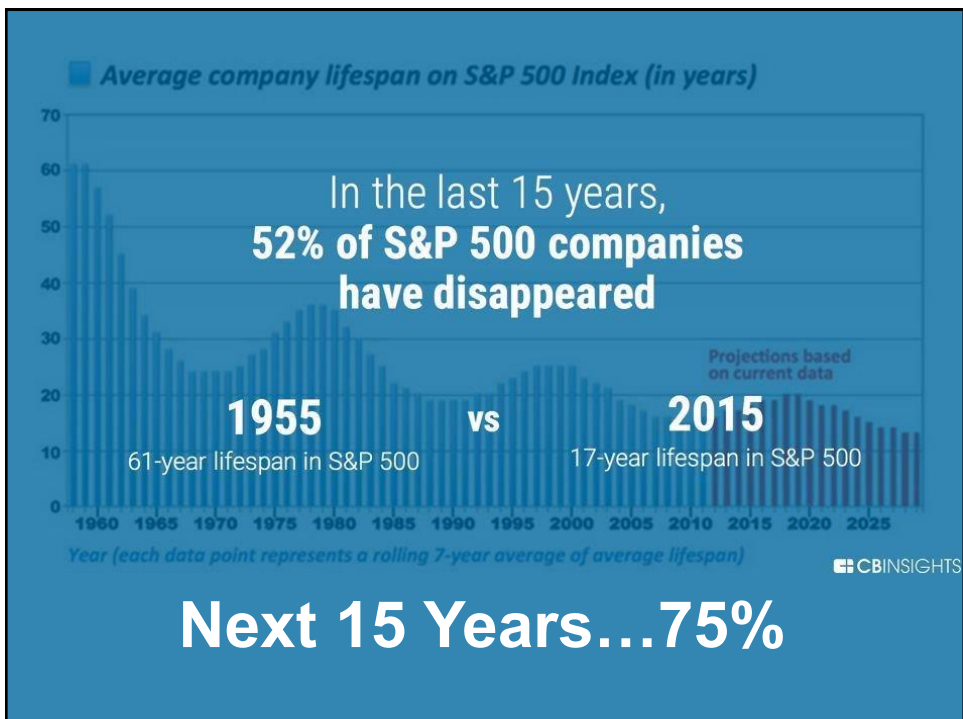
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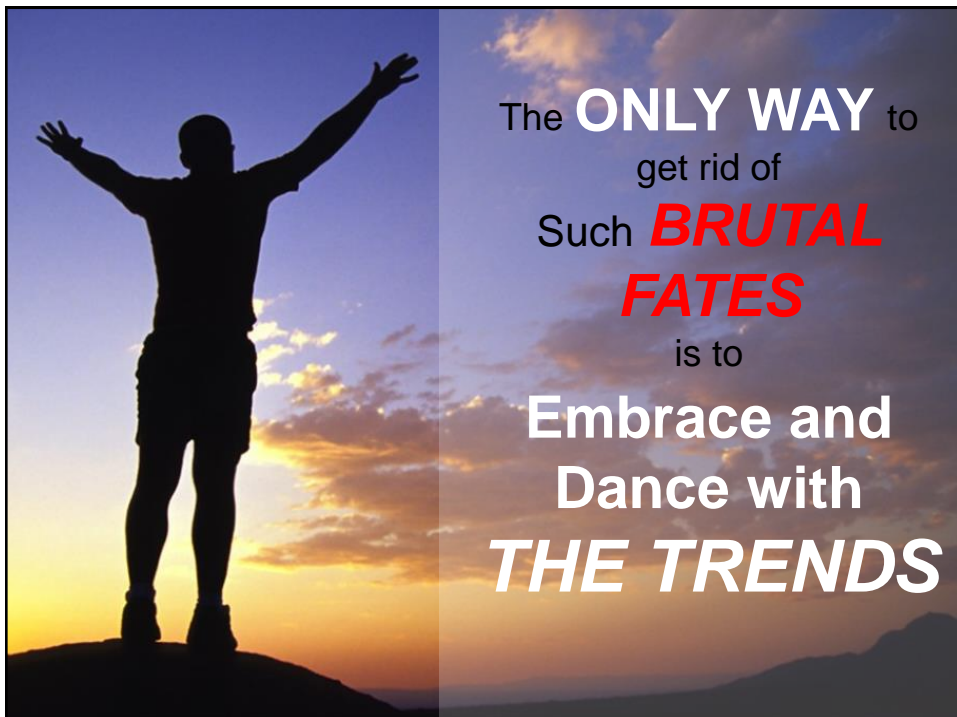


## Why LEAN-START UP is important?

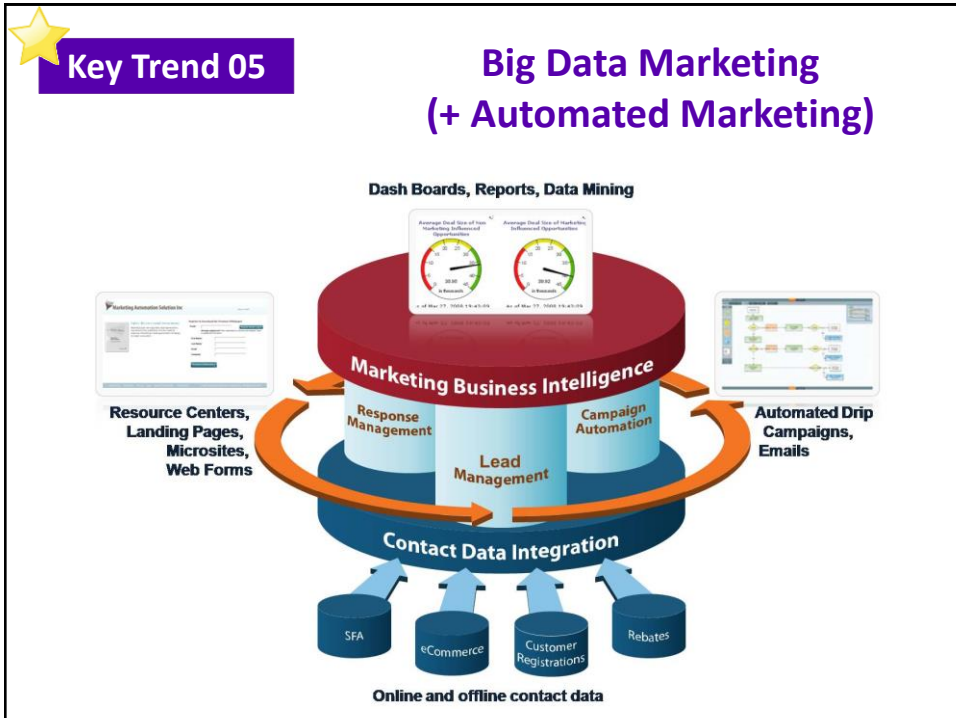


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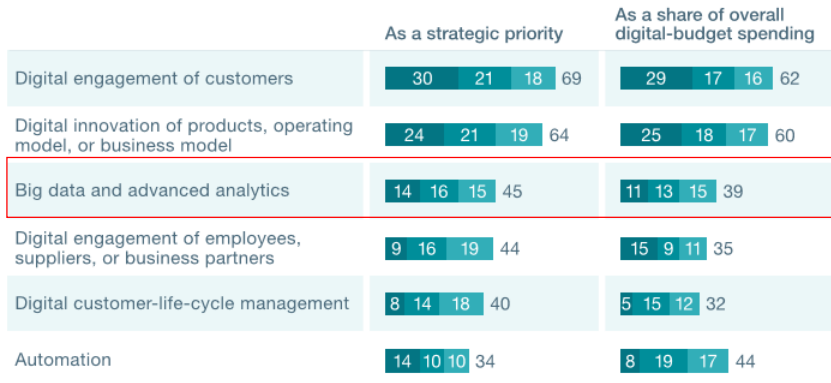
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## Digital customer engagement is paramount in both strategy and spending.

% of respondents,<sup>1</sup> n = 850

Ranked among top 3 digital trends at respondents' companies

■ Ranked 1st ■ Ranked 2nd ■ Ranked 3rd



<sup>1</sup>Respondents who did not rank each of the 6 trends in the top 3 are not shown.

Source: McKinsey & Co

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## The need for data and analytics talent is acute, especially for CIOs and CTOs

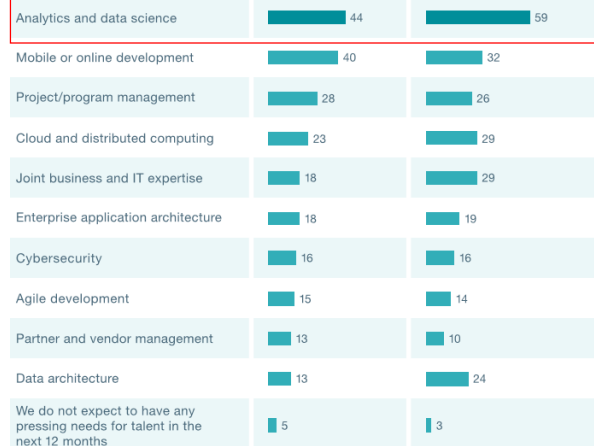
% of respondents<sup>1</sup>

By role

Areas where organizations' needs for digital talent will be most pressing, next 12 months

Total, n = 850

Chief information officers (CIOs) and chief technology officers (CTOs), n = 79



<sup>1</sup>Respondents who answered "don't know" are not shown.

Source: McKinsey & Co

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## The Pioneers of “BIG DATA”

First Organizations to embrace **BIG DATA** are the IT and startup Firms.



The image shows the logos of four major tech companies: Google, LinkedIn, eBay, and Facebook. They are arranged in a cluster, with Google at the top, LinkedIn to its right, eBay below Google, and Facebook at the bottom right. The background is a blue network diagram with nodes and connecting lines.

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## What's BIG DATA?

“Big data” is similar to “Small data”, but **BIGGER** in size.

It refers to datasets whose size is beyond the ability of typical database software tools to capture, store, manage, and analyze.

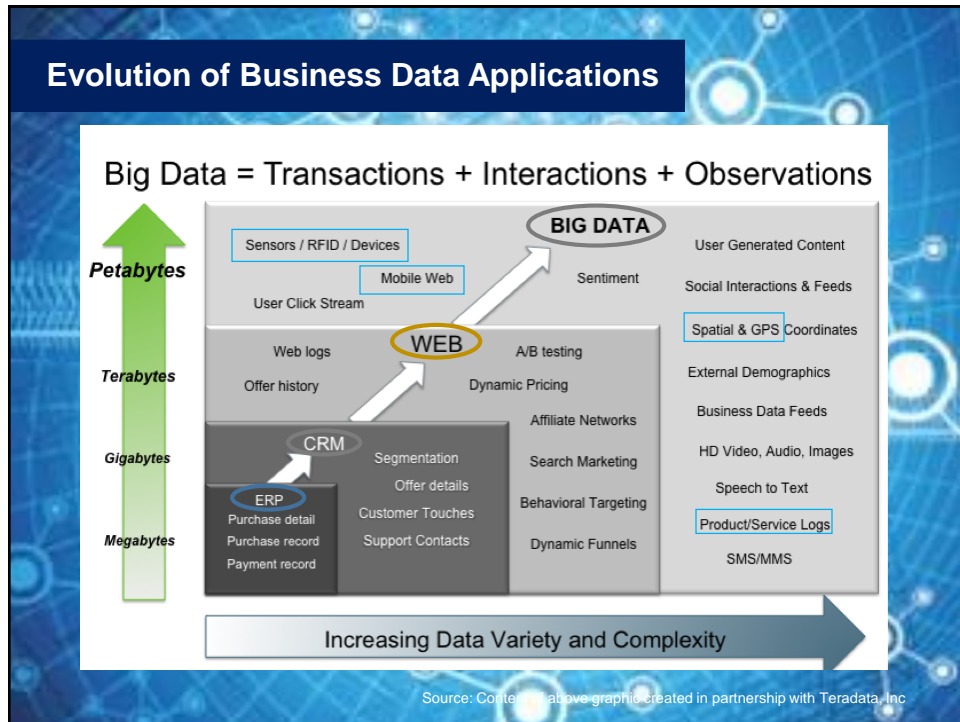
This definition is intentionally subjective and incorporates a moving definition of how big a dataset needs to be in order to be considered big data.



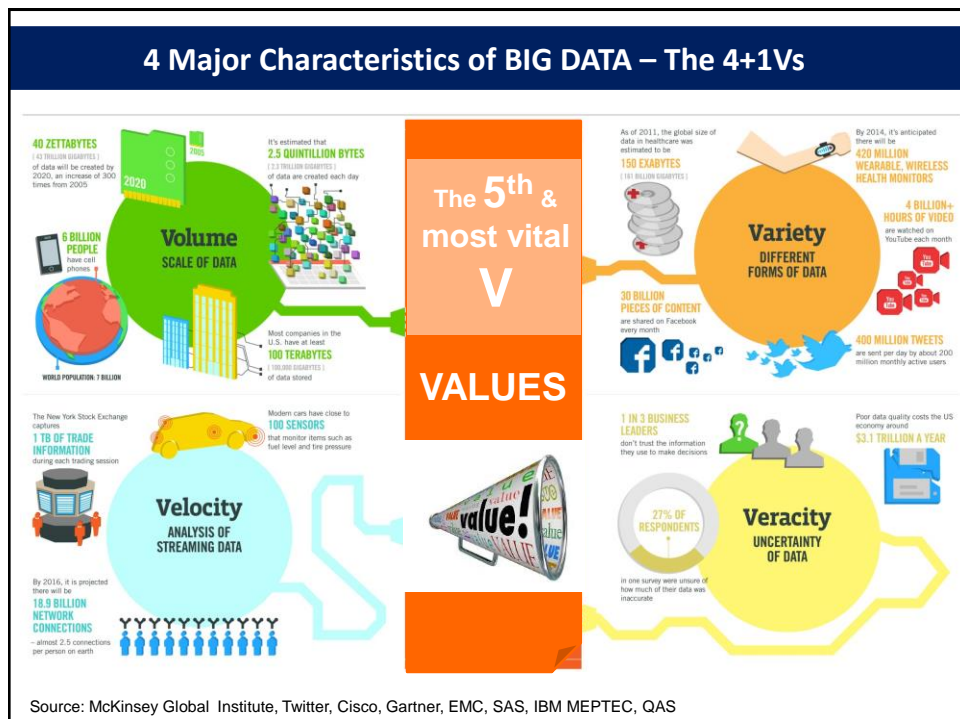
The image features a dark background with a pattern of binary code (0s and 1s) and hexadecimal characters. The words 'big data' are written in a large, stylized, light blue font. The 'big' is smaller and positioned above the 'data'.

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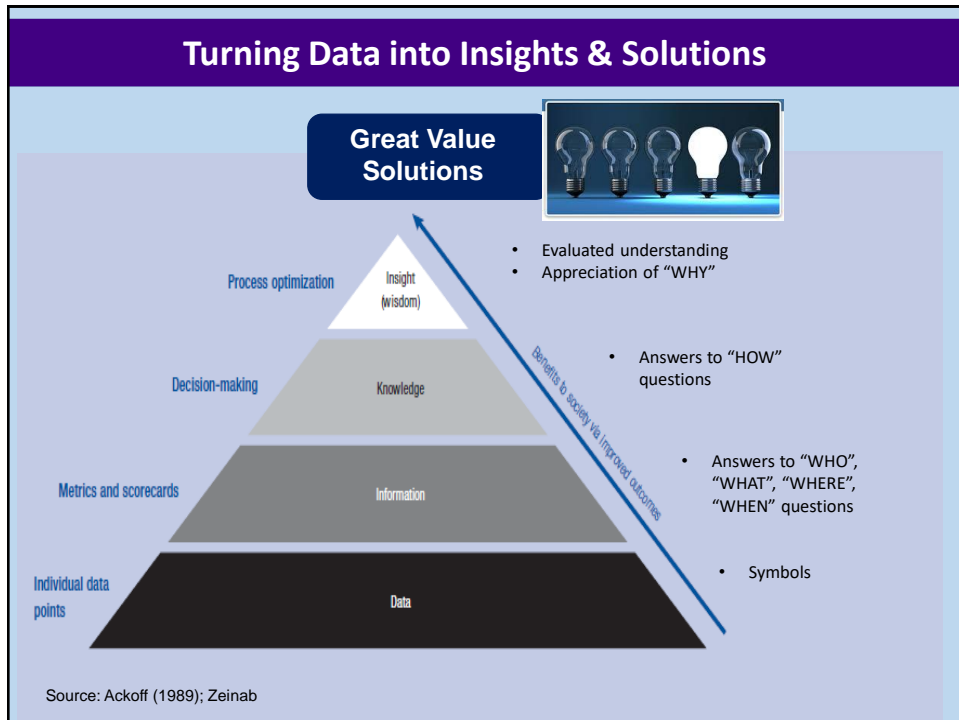




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*“It will take a while for society to change practices and attitudes to find a reasonable way to bring the technology into our lives and institutions and our values”.*






Value Creation

**Kenneth Cukier**

Data Editor @ The Economist  
Co-author, “*Big Data: A Revolution That Transforms How We Live, Work, and Think*” (2013), a New York Times Bestseller

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## Key Trend 04

## Strategic Community Building & iCRM



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## Case Study: Target



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## Key Trend 03

## Strategic KOL Marketing

**WHO are  
KOLs?**

**Key  
Opinion  
Leaders**



Source: Elihu Katz, 1957

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## The average fees for KOL (the news)

## Follow the money

Average earnings for influencer posts on selected social-media platforms

Followers	YouTube	facebook	Instagram
100k - 500k	\$12,500	\$6,250	\$5,000
500k - 1m	\$25,000	\$12,500	\$10,000
1m - 3m	\$125,000	\$62,500	\$50,000
3m - 7m	\$187,500	\$93,750	\$75,000
over 7m	\$300,000	\$187,500	\$150,000

	snapchat	Vine	twitter
100k - 500k	\$5,000	\$3,750	\$2,000
500k - 1m	\$10,000	\$7,500	\$4,000
1m - 3m	\$50,000	\$37,500	\$20,000
3m - 7m	\$75,000	\$56,250	\$30,000
over 7m	\$150,000	\$112,500	\$60,000

Source: Captiv8 Oct 2016

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## KOL Marketing as a New Trend

### Instagram is testing a new way for celebrities and influencers to identify their sponsored posts

Posted Jun 14, 2017 by Anthony Ho (@anthonyho)



Instagram is creating a standardized format that should make it clearer to everyone when a post has been paid for by an advertiser.

#### Crunchbase

##### Facebook

FOUNDED

2004

##### OVERVIEW

Facebook is an online social network that allows its users to connect with family as well as make new connections. It provides its users with the ability to create a profile, update information, add images, friend requests, and accept requests.

##### LOCATION

Menlo Park, CA

##### CATEGORIES

Social Media, Social Network, Social

##### WEBSITE

### 4. Influencer Marketing Becomes More Regulated

Lawmakers have made a close scrutiny of influencer marketing over recent times. The FTC in the USA introduced guidelines giving their expectations of brand transparency in 2016. Although firms were slow to take heed of these guidelines they have become more widely publicized in Quarter 1 2017, and influencers are making advertising material much clearer with their audiences. The key point of the FTC guidelines is that an influencer gets the message across to his audience when a brand is compensating him for a post.

Regulatory authorities in other parts of the world are now also showing an interest in influencer marketing. In the UK the Committee of Advertising practice (CAP) has recently produced new guidelines for brands working with influencers. Again, the emphasis here is on ensuring that end users know they are reading or watching sponsored material. The guidelines emphasize the need to make this clear to the browser before he or she reads an article, looks at an image or clicks on a video. The CAP recognizes that different social media channels operate in different ways, and they have tried to write their guidelines loosely enough to be suitable for every current (and indeed future) situation. Basically, brands and influencers are required to ensure that consumers know that they are encountering sponsored content in situations, so they can make an informed choice.

The Australian Association of National Advertisers (AANA) has also brought in Influencer Marketing rules from March 1st requiring transparency. These cover all social media platforms, and any kind of

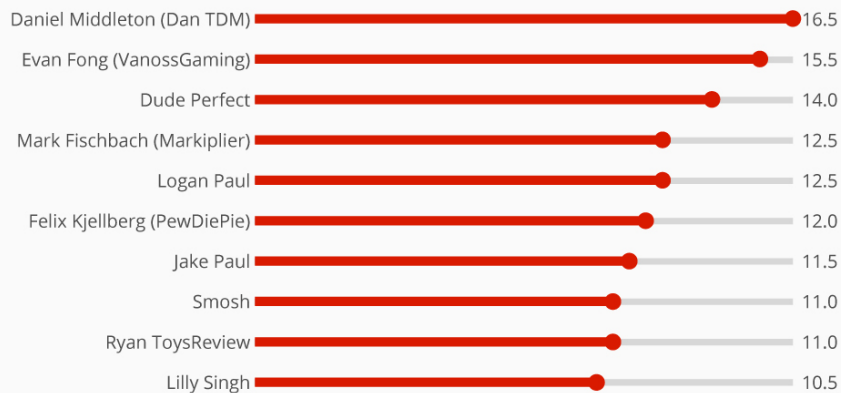
\*Source: TechCrunch, Influencer Marketing Hub

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## TOP Earning Youtubers 2017

### YouTube's Highest Paid Stars of 2017

Earnings for the twelve months ending June 1, 2017 (in million USD)



@StatistaCharts

Source: Forbes

statista

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別輕易相信自己眼睛：這位迅速竄紅日本模特 Imma 再度讓你虛實不分！

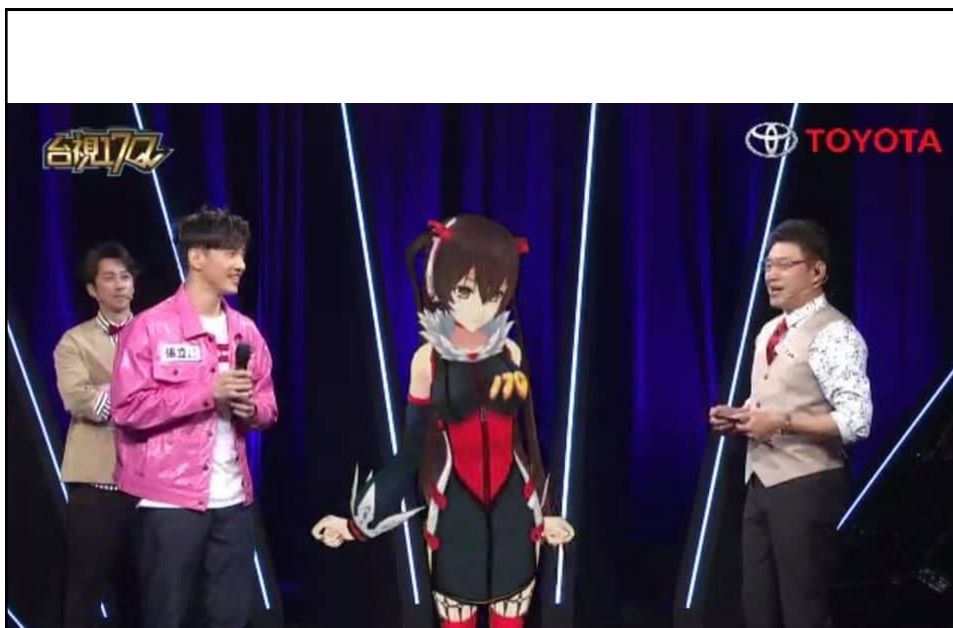


#### Popular

- 1  「亞太區百大最帥臉孔」名單出爐！彭于晏也只排30？冠軍得主令人意...
- 2  「勝利、鄭俊英醜聞」懶人包！一文看盡有關事件詳細發展及更新！...
- 3  Brad Pitt 與 Leonardo DiCaprio 首次同台攝...
- 4  最新：韓國警方疑申請拘捕鄭俊英！「勝利、鄭俊英醜聞」牽連車太猛！...
- 5  驚傳戀情：Beckham 家的二兒子竟然也談戀愛了，被爆正和這位女星...

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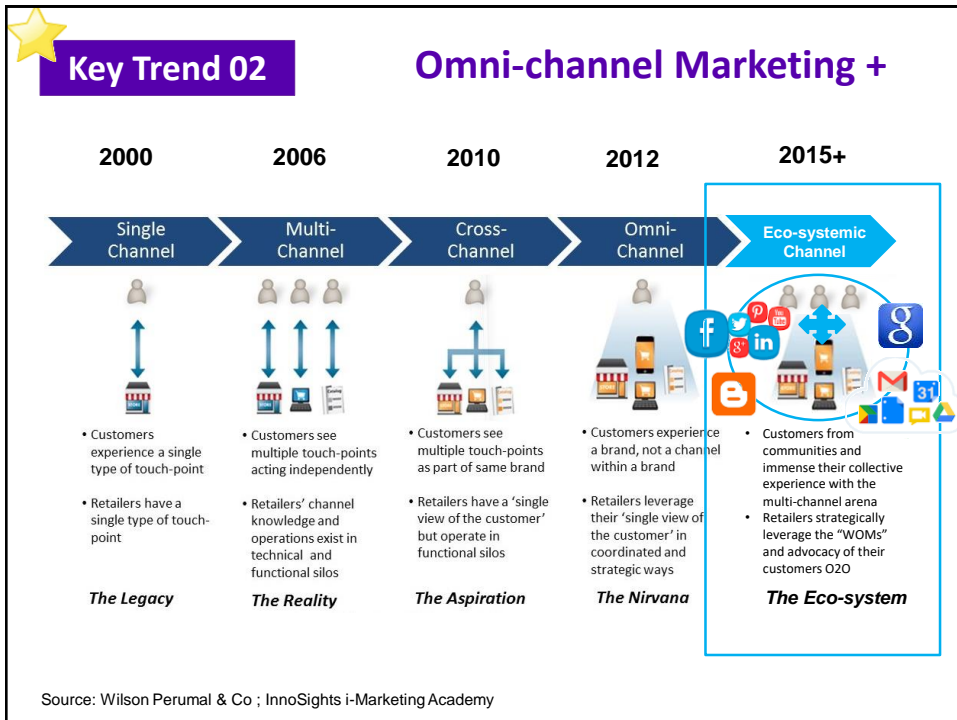
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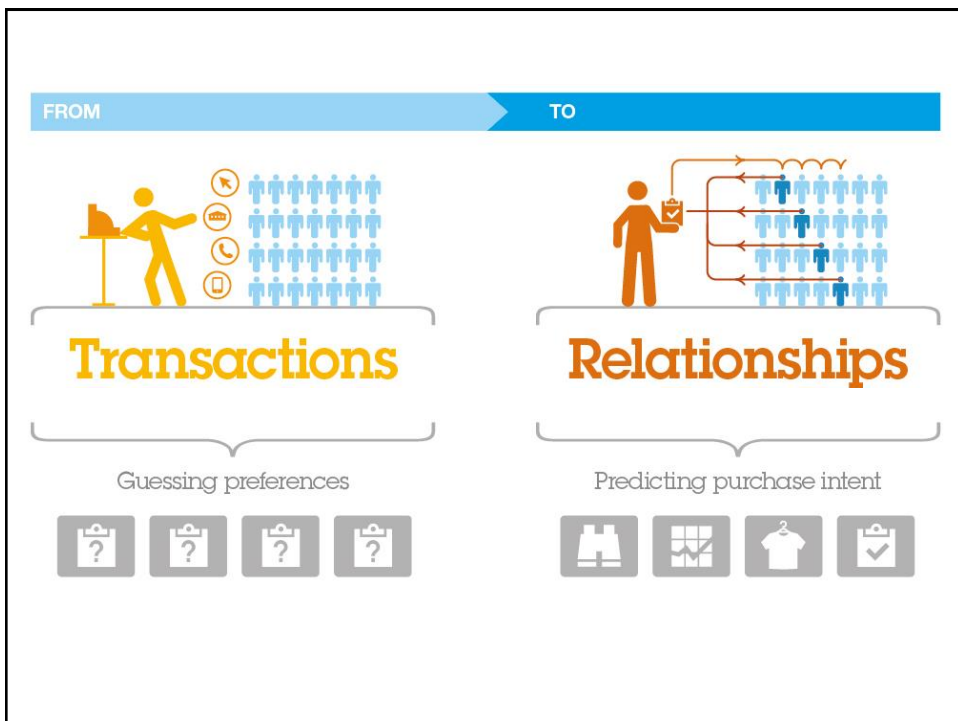
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## Key Trend 01

## Whole-brain Marketing

### LEFT AND RIGHT BRAIN FUNCTIONS

Both sides of the brain produce personality traits associated with them. These are commonly cited as:

#### LEFT BRAIN

- Logical •••••
- Focused on facts •••••
- Realism predominates •••
- Planned and orderly •••
- Math-and science-minded •••••
- Prefers nonfiction •••••



#### RIGHT BRAIN

- Emotional •••••
- Focused on art and creativity •••••
- Dreams and imagination predominate •••
- Occasionally absentminded •••
- Prefers fiction •••••
- Enjoys creative storytelling •••••