

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	Chan Lok Lam Frebie Lai On Yi Tow Choon Liang Tsoi Mel Kwan Yan Po Ying	Student ID number:	2322643 2337393 2322637 2322638 2324333
Programme:	MBA		
Module:	Marketing Management		
Module code:	HKBM 7012	Contribution to Overall Module Assessment (%):	25%
Lecturer:	Dr Arion Wong	Internal Verifier:	Dr Katherine Mo
Assignment Title:	Assignment 2 – Group presentation	Word count (or equivalent):	Group Presentation (8-10 minutes per student)
Submission deadline:	Submit PPT: 29 Jun 2024 Presentation: 30 Jun 2024	Return date of provisional marks & written feedback:	Within 20 days after submission

PRICERITE

HKBM7012 Marketing Management

CHERRIE TSOI, DEBBIE YAN, DORY LAI,
FREBIE CHAN, STEVEN TOW



CONTENT

1. Background and overview
2. Traditional Advertisement and comparison
3. Social media and comparison
4. The plan





Revamping Social Media Strategies for **Pricerite:** Innovating Promotion in Hong Kong's Furniture Retail Landscape



OVERVIEW OF HONG KONG FURNITURE AND FIXTURES RETAIL INDUSTRY



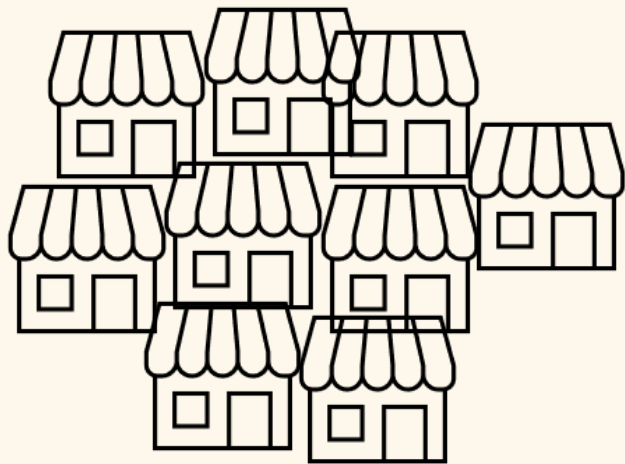
Furniture and Fixtures - Retail outlets selling furniture and fixtures, mattress and kitchen cupboards, etc.



OVERVIEW OF HONG KONG FURNITURE AND FIXTURES RETAIL INDUSTRY



2017
1,120 retailers



2016
Top five retailers' market share=39.7%



16.2%

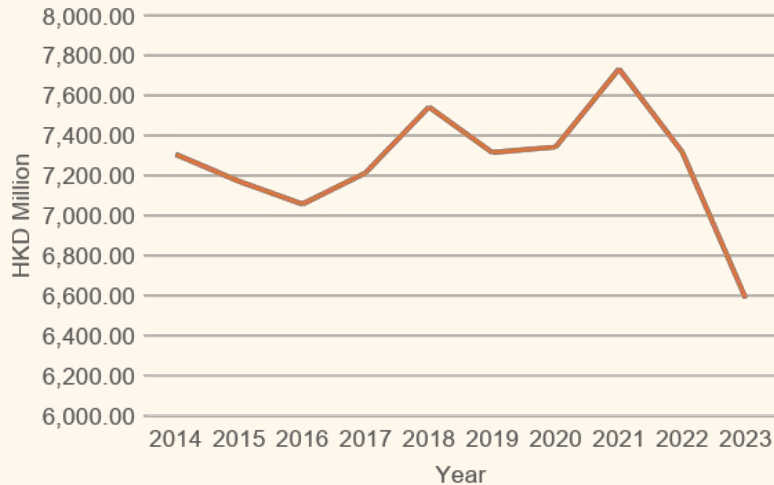


13.2%

OVERVIEW OF HONG KONG FURNITURE AND FIXTURES RETAIL INDUSTRY

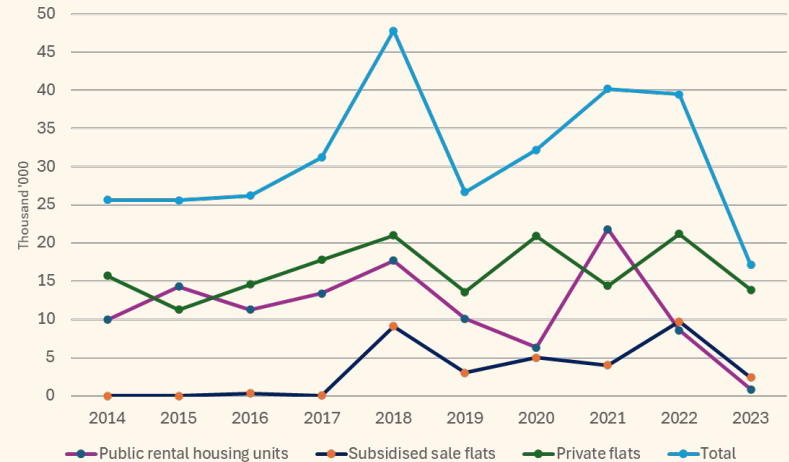


**Hong Kong
Furniture and Fixtures - Value of Retail Sales**



(Census and Statistic Department, 2024a)

**Hong Kong
Newly completed residential flats by type
(2014-2023)**



(Hong Kong Housing Authority, 2024)

(News.gov.hk, 2024)

(Rating and Valuation Department, 2023)

OVERVIEW OF HONG KONG FURNITURE AND FIXTURES RETAIL INDUSTRY



Market Category is divided according to price range.

Category	Description	Targeted customers
(1) Luxury/High-End goods	-High-quality brand-name products -Imported from Europe and U.S.A.	-Pay attention to design style, quality of life, brand image -Higher requirements on design
(2) Light luxury goods	-High-end that is not considered a luxury brand -Excellent quality and exquisite materials	-Care about design style -Concern price, but more emphasize quality life and beauty
(3) Affordable products for mass of people	-Manufactured at lowest cost -Highly competitive in the market	-Price sensitive -Pay more attention to practicality and price, not quality and design

PRICERITE BACKGROUND

SEPTEMBER 1985 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	OCTOBER 1986						NOVEMBER 1985 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		



PRICERITE BACKGROUND

CORE VALUES



WE CARE

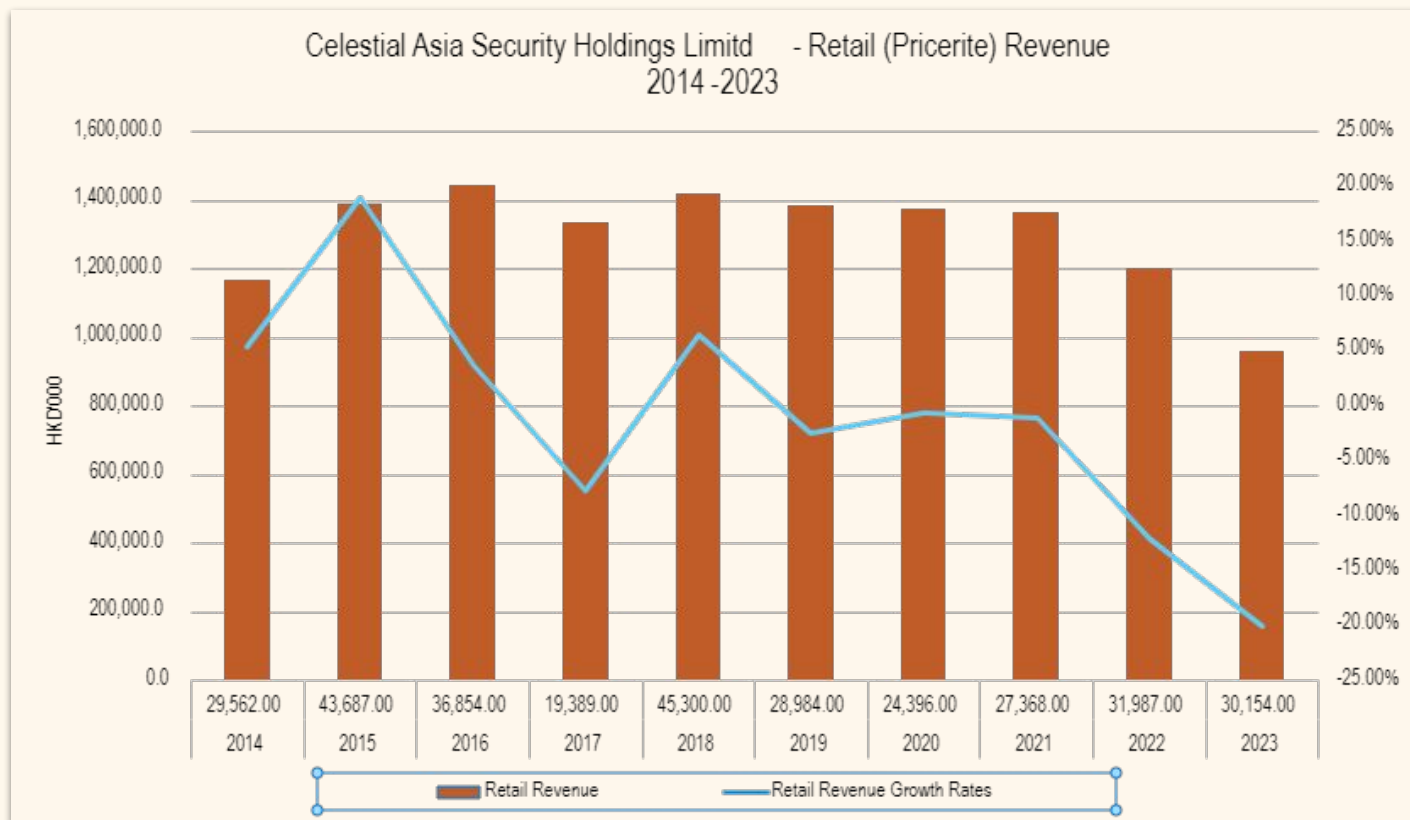
Create customer satisfaction

Activate and integrate design, health, safety and environment

Redefine and rationalize space management

Enable employees greatness

PRICERITE BACKGROUND



PRICERITE SEGMENTATION



2021 Domestic households by income groups (excluding foreign domestic helpers)

Decile Group	Range of monthly income (HK\$)	Median monthly income (HK\$)	No. of persons involved
1st – 2nd	≤ 10,000	4,690	882,041
3rd – 8th*	10,000 – ≤ 60,200	27,320	4,377,295
9th – 10th	≥ 60,200	90,710	1,697,038

*71% of the people in this group are aged from 15 to 64."

PRICERITE SEGMENTATION

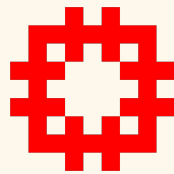
2021 Domestic households by income groups (excluding foreign domestic helpers)

Decile Group	Range of monthly income (HK\$)	Median monthly income (HK\$)	No. of domestic households
3rd – 8th	10,000 – ≤ 60,200	27,320	1,603,006



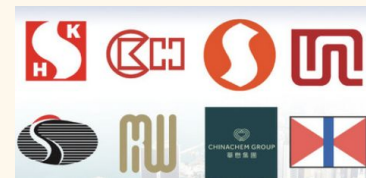
2.8

Average household size



34%

Public Rental Housing



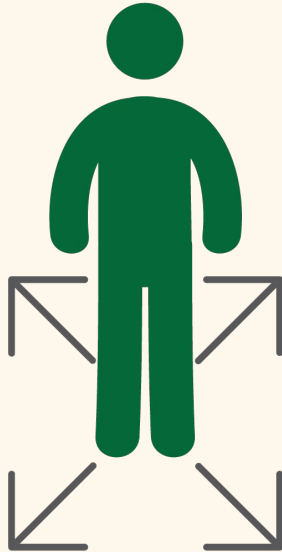
47%

Private Permanent Housing

(Census and Statistic Department, 2023a)

PRICERITE SEGMENTATION

Average living space
per person



172 SQ.FT.

Living space



2.8 PERSON

482 sq.ft.

(Census and Statistic Department, 2023a)

PRICERITE TARGETING

Small Space: Big Universe - behind the scenes (1'25"-2'22")



"Hong Kong people earn enough to only afford small living spaces, despite their hard work."

"small saleable areas"

"large window sills"

"wise product design"

"furniture suitable for Hong Kong housing"

"furniture with hidden features"

(Pricerite, 2015)

Remark: The company's current targeting remains unchanged compared to 2015.

PRICERITE TARGETING

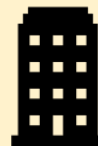
Median monthly
income: HK\$27,320



Budget-conscious families



Flat size:
172 to 482 sq.ft.

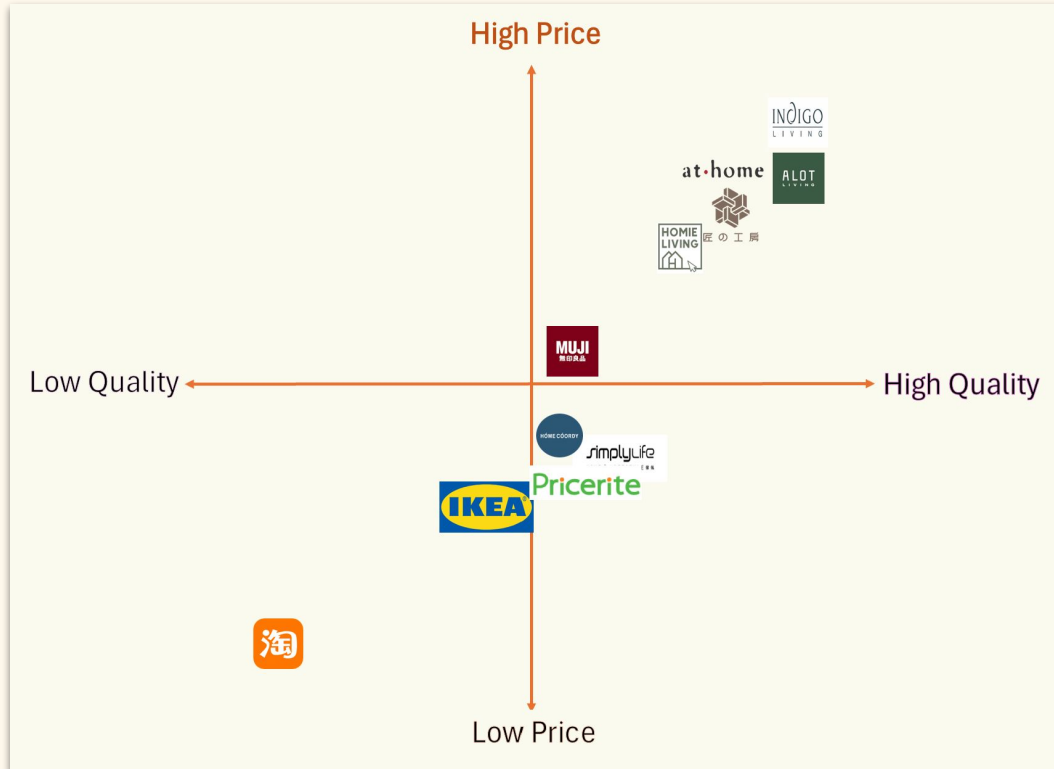


Space-conscious rather than
quality-focused families



PRICERITE POSITIONING

Perceptual Map of Furniture and Fixtures Retail

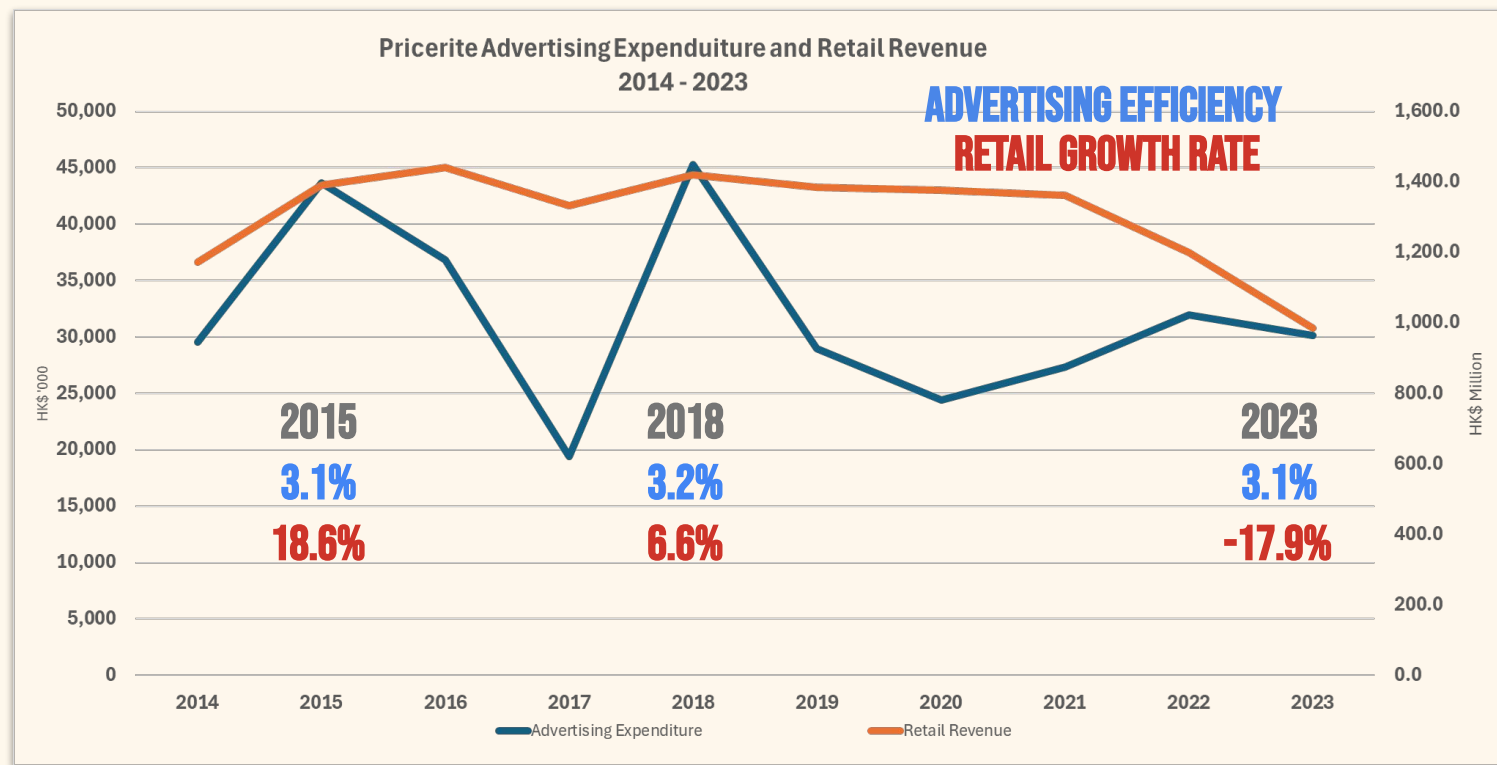


(Mullins and Walker, 2013)

PRICERITE CURRENT PROMOTION METHODS

Traditional Advertising			Digital Advertising	
Television	✓		Own Website	✓
Newspaper	✓		Mobile Apps	✓
Posters and Banners	✓		Google	✓
In-Store Promotions	✓		Facebook	✓
Transit Advertisement	✓		Instagram	✓
Billboards	✓		Search Ads	✓
Event Marketing	✓			
Loyalty Programs	✓			

PRICERITE ADVERTISING EXPENDITURE



(CASH Limited, 2014-2023)

MARKET COMPETITORS

DIRECT

COMPETITORS

BENCHMARK



Aeon group



INDIRECT

COMPETITORS

at•home



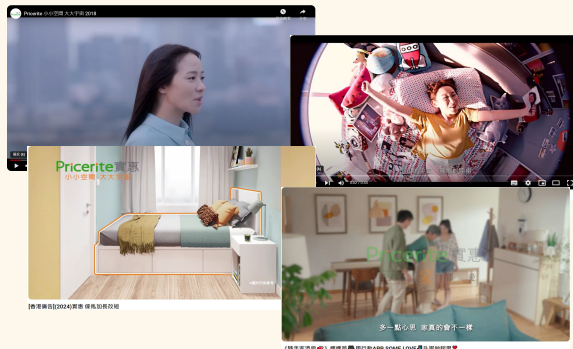
CURRENT ADVERTISING METHODS: PRICERITE VS IKEA

Traditional Advertising	實惠 Pricerite	IKEA		Digital Advertising	實惠 Pricerite	IKEA
Television	✓	✓		Own Website	✓	✓
Newspaper	✓	✓		Mobile Apps	✓	✓
Posters and Banners	✓	✓		Google	✓	✓
In-Store Promotions	✓	✓		Facebook	✓	✓
Transit Advertisement	✓	✓		Instagram	✓	✓
Billboards	✓	✓		Search Ads	✓	✓
Event Marketing	✓	✓				
Loyalty Programs	✓	** Yuu				

PRICERITE @ TRADITIONAL ADVERTISEMENT



BILLBOARDS



TV ADVERTISING

“Traditional advertising is the foundation to which modern marketing is built.”



TRANSIT ADVERTISING



POSTERS AND BANNERS



NEWSPAPERS

PRICERITE @ TELEVISION ADVERTISEMENT

2015 Small Space: Big Universe - Ivana x Kandy x Pricerite



“The use of commercial messages transmitted through the television medium to promote products, services and ideas.” (Kotler and Keller, 2016)

Content & Purpose

- Visual Video
- Brand Building
- Emotional Storytelling
- Reach Mass Audience
- Capture viewer attention
- Create Brand Experiences

2018 Small Space: Big Universe - Karena Lam



[Pricerite 小小空間大大宇宙2018 \(youtube.com\)](https://www.youtube.com/watch?v=...)

(CASH Limited, 2015)
(GeeksforGeeks, 2024)

PRICERITE @ TELEVISION ADVERTISEMENT

2021



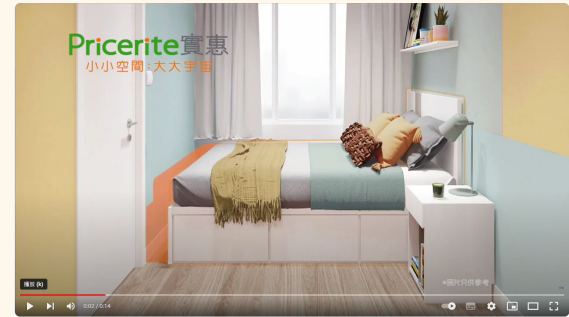
APP SOME LOVE

2022



APP SOME LOVE

2024



WHERE YOU ARE PLANNING?

[\[香港廣告\]\(2024\)實惠 傢俬加長改短 \(youtube.com\)](https://www.youtube.com/watch?v=...)

IKEA @ TELEVISION ADVERTISEMENT



2021

[IKEA 夏日酷熱警告【煩躁低氣壓篇】 \(youtube.com\)](https://www.youtube.com/watch?v=...)

(1.16M VIEWERS @YOUTUBE)

TELEVISION ADVERTISEMENT



ADVANTAGES

- Mass reach
- High impact
- Brand building
- Target specific audiences
- High production values
- Emotional Connections



DISADVANTAGE & CHALLENGES

- Costly
- Limited target options
- Lack of interaction
- Linear TV views declining
- Result measurement challenges
- Short attention spans
- TV views declining

TRANSIT ADVERTISEMENT



Advertisement in public transportations such as **buses, railway, airports and etc.**

Content & Purpose

- Multimedia engagement
- Visual impact
- Effective communication
- Compelling copy
- Build brand awareness
- Educate consumers
- Create lasting impact
- Target demographics

TRANSIT ADVERTISEMENT

PRICERITE



Ikea



TRANSIT ADVERTISEMENT



ADVANTAGES

- Captive Audience
- High Visibility
- Targeting Geographic Reach
- Cost Effective
- Long Lasting Impressions



DISADVANTAGE & CHALLENGES

- Readability issues
- Update difficulties
- Potential of damage
- Demographic target issues
- Result measurement difficulties
- Independence limitation

PRICERITE @ PRINT ADVERTISEMENT

The image displays a collage of Pricerite advertisements. The top ad is a 'Pricerite Anniversary' flyer with a 50% off headline and various product listings. Below it is a 'Pricerite x dtone' ad featuring a '85折' (85% off) promotion. To the right is a 'Pricerite' ad with a '88折' (88% off) promotion. At the bottom is a 'Pricerite' ad with a '75折' (75% off) promotion. The ads include various product images, prices, and promotional text in Chinese.

“Advertising that appears in newspapers, magazines, direct mail pieces and other printed materials.” (Belch and Belch, 2018)

Content & Purpose

- Eye-catching visuals & headlines
- Detailed product information
- Prominent branding
- Compelling copy
- Build brand awareness
- Educate consumers
- Create lasting impact
- Target demographics

PRINT ADVERTISEMENT



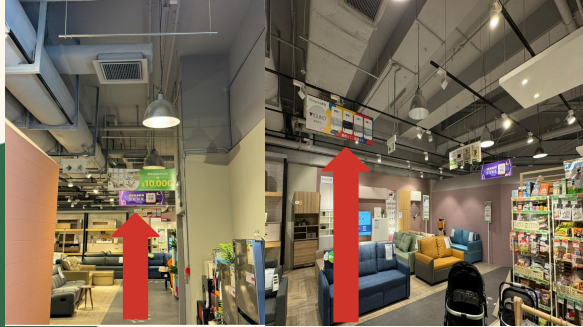
**PRICERITE @MEGA
BOX**



IKEA @MEGA BOX

PRINT ADVERTISEMENT

PRICERITE



Visual and headlines

IKEA



Product Information



Promotion



PRINT ADVERTISEMENT



ADVANTAGES

- Tangible presence
- Fewer distractions
- Longevity
- Brand recognition



DISADVANTAGE & CHALLENGES

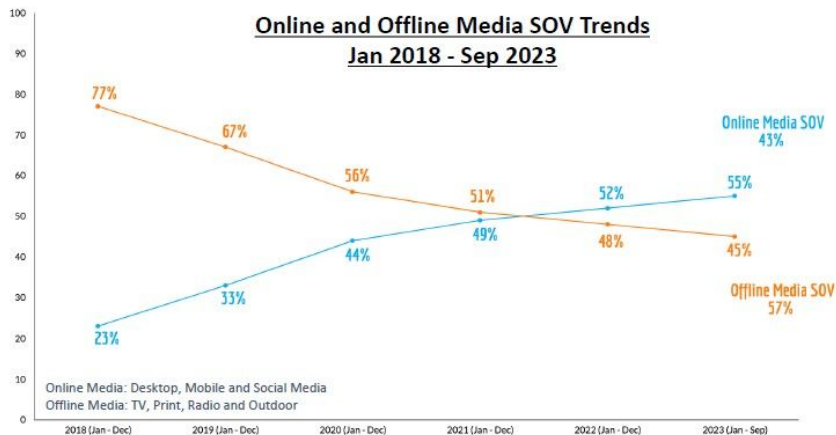
- Costly
- Limited audience reach
- Not interactive
- Difficult to change
- Difficult to measure & optimise
- Short attention spans
- Limited distributing
- Environment impact

PRICERITE TRADITIONAL ADVERTISING CHALLENGES

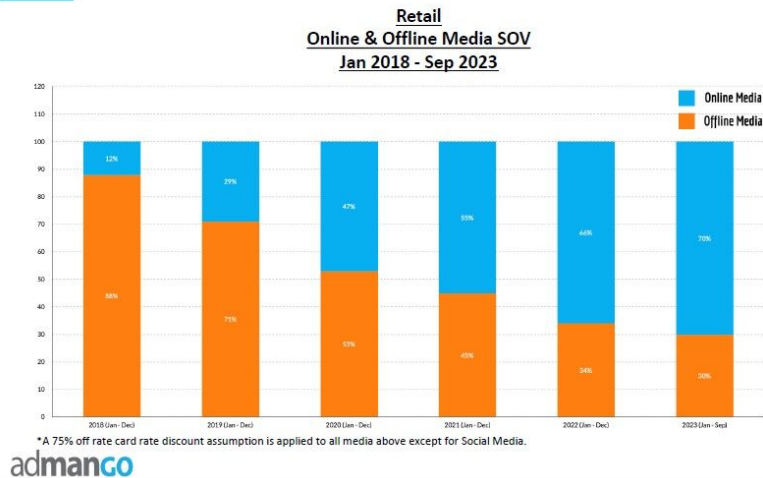
- Consumer behavior shifted
- Declining effectiveness
- Higher advertising cost
- Difficulty measuring ROI
- Lack of targeting capabilities

OFFLINE VS ONLINE MEDIA TREND

HK ONLINE AND OFFLINE MEDIA SOV TRENDS 香港線上及實體媒體市場份額趨勢



TOP CATEGORY RANKED BY 2023 ONLINE MEDIA SOV 2023年線上媒體市場份額排名最高行業



(Lighthouse Independent Media, 2024)

HK Total annual spend on digital AD in 2023

USD \$2.12B

(Yeung, 2024)

TIME SPENT USING SOCIAL MEDIA APPS IN (average time per month)

HK

1



23H 55M

2



16H 49M

3



11H 57M

4



11H 16M

(Yeung, 2024)

BENCHMARK: IKEA



Mission & Vision

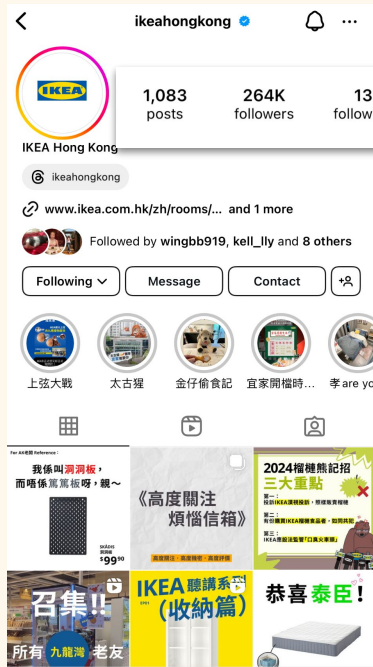
Inspired by our vision and driven by our values, we're **passionate about life at home.**

"The wonderful IKEA everyday"

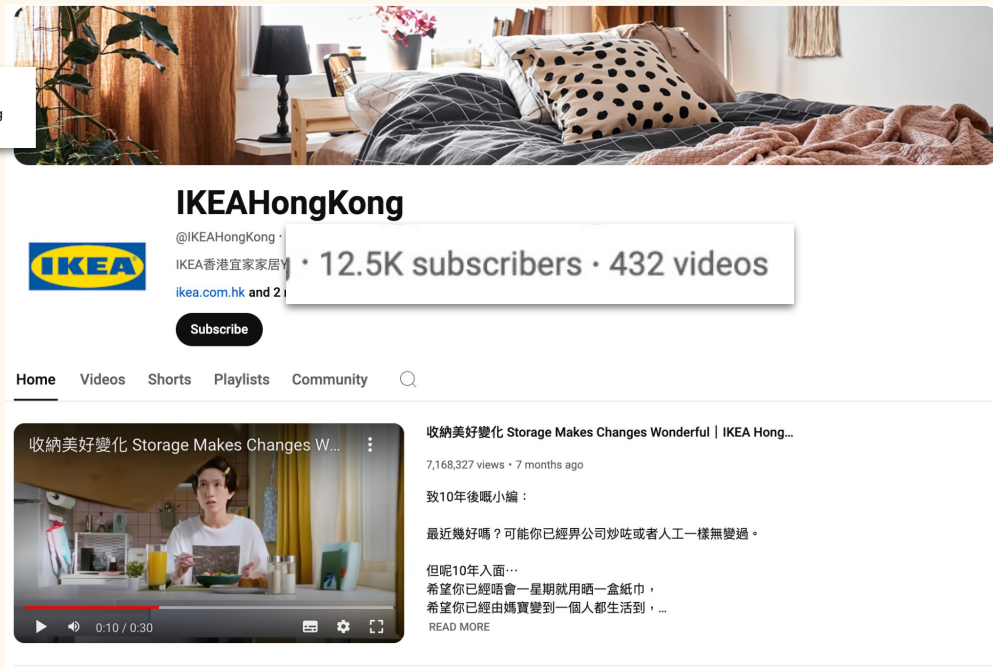
IKEA HK @ SOCIAL MEDIA



Facebook



Instagram



YouTube

Sources: IKEA HK Facebook, Instagram, Youtube

IKEA HK AD STYLE

Tone: First person

Humor, funny and using **local/ Chinese slang and black humor** that created engagement & interaction with consumers.

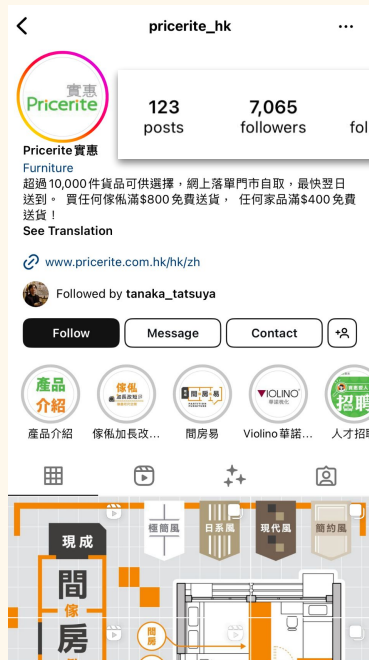


Sources: IKEA HK Instagram

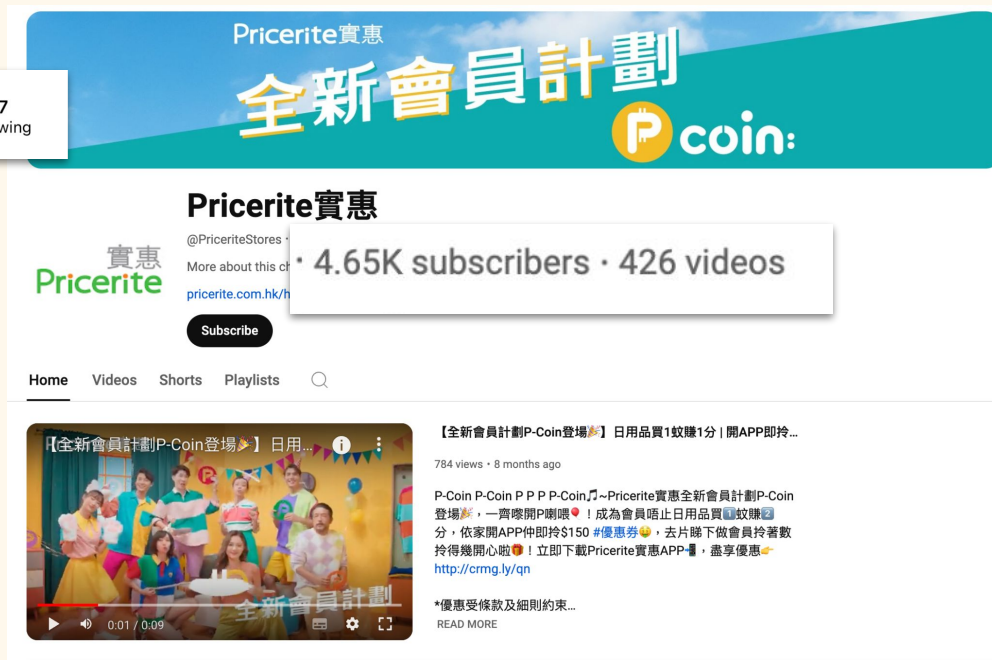
PRICERITE @ SOCIAL MEDIA



Facebook



Instagram



YouTube

Sources: Pricerite Facebook, Instagram, Youtube

PRICERITE AD STYLE

Tone: Announcement

Functional, informative and practical message delivery.



Sources: Pricerite Instagram

FOLLOWERS COMPARISON IN TOP 4 SOCIAL MEDIA



	YouTube	Facebook	Instagram	WhatsApp service	Update frequency
	4.65K	177K	7k		1-30 days
	12.5K	3200K	264K		1-5 days

Sources: IKEA HK & Pricerite Facebook, Instagram, Youtube
Contribute by writer

EFFECTIVE OF USE IN SOCIAL MEDIA

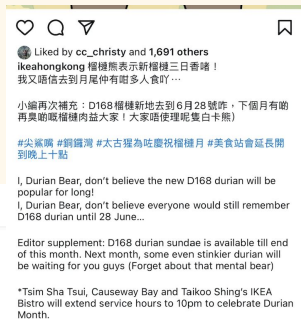
- Understand the target audience
- Choose the right platform
- Draw them in with content
- Keep them engaging
- Analyse and adapt new strategies



CUSTOMER FEEDBACK



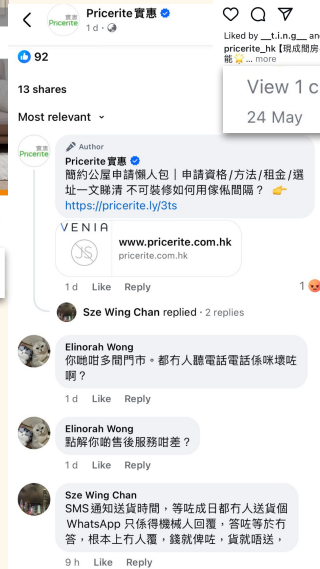
Facebook



Instagram



Facebook



Instagram

WHY ENGAGEMENT IS IMPORTANT IN SOCIAL MEDIA

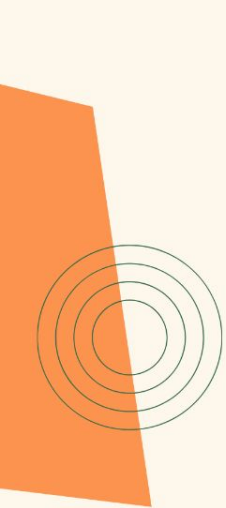


GOOD ENGAGEMENT

- Customer retention
- Customer loyalty
- Customer acquisition
- Customer satisfaction

(Lim and Rasul, 2022)

(Wellington, 2023)



ESTABLISH GOALS AND OUTLINE

OBJECTIVE(S) OF SOCIAL MEDIA CAMPAIGN



**ENHANCE
CUSTOMER ENGAGEMENT**



5 STEPS TO SET-UP SOCIAL MEDIA MARKETING CAMPAIGN

1

Beware of customer needs

2

Identity habits of the target audience

3

Competitor research

4

Ways to influence the audience

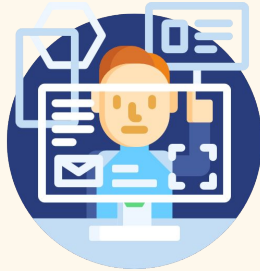
5

Review results

5 STEPS TO SET-UP SOCIAL MEDIA MARKETING CAMPAIGN

5

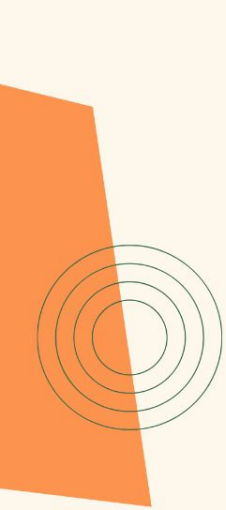
REVIEW RESULTS



**Technology
Analyse**



Sales Data



DEFINE THE TARGET AUDIENCE FOR SOCIAL MEDIA CAMPAIGN



PRICERITE SEGMENTATION IN SOCIAL MEDIA

2021 Domestic households by income groups (excluding foreign domestic helpers)

Age Group	Range of monthly income (HK\$)
No Changes 	No Changes 



Transactional



Demographic



TRANSACTION SEGMENTATION

MARKET SHARE OF CASH, CREDIT CARDS, AND OTHER PAYMENT METHODS AT POINT OF SALE (POS) IN HONG KONG

Characteristic	2017	2019	2020	2021	2022	2023	2027
Credit card (incl. "charge card" since 2021)*	47%	45%	56%	55%	55%	52%	43%
E-wallet, Digital/mobile wallet	4%	13%	22%	24%	27%	27%	42%
Cash	14%	11%	9%	11%	10%	9%	6%
Debit card	26%	23%	3%	4%	4%	5%	4%
Prepaid card	6%	6%	3%	2%	2%	4%	3%
POS financing*	-	-	2%	-	2%	2%	1%
Charge card*	3%	3%	4%	-	-	-	-
Buy Now, Pay Later (split off from "POS financing" in 2021)*	-	-	-	2%	-	-	-
Retailer/bank financing (split off from "POS financing" in 2021)*	-	-	-	3%	-	-	-

(Statista, 2024)

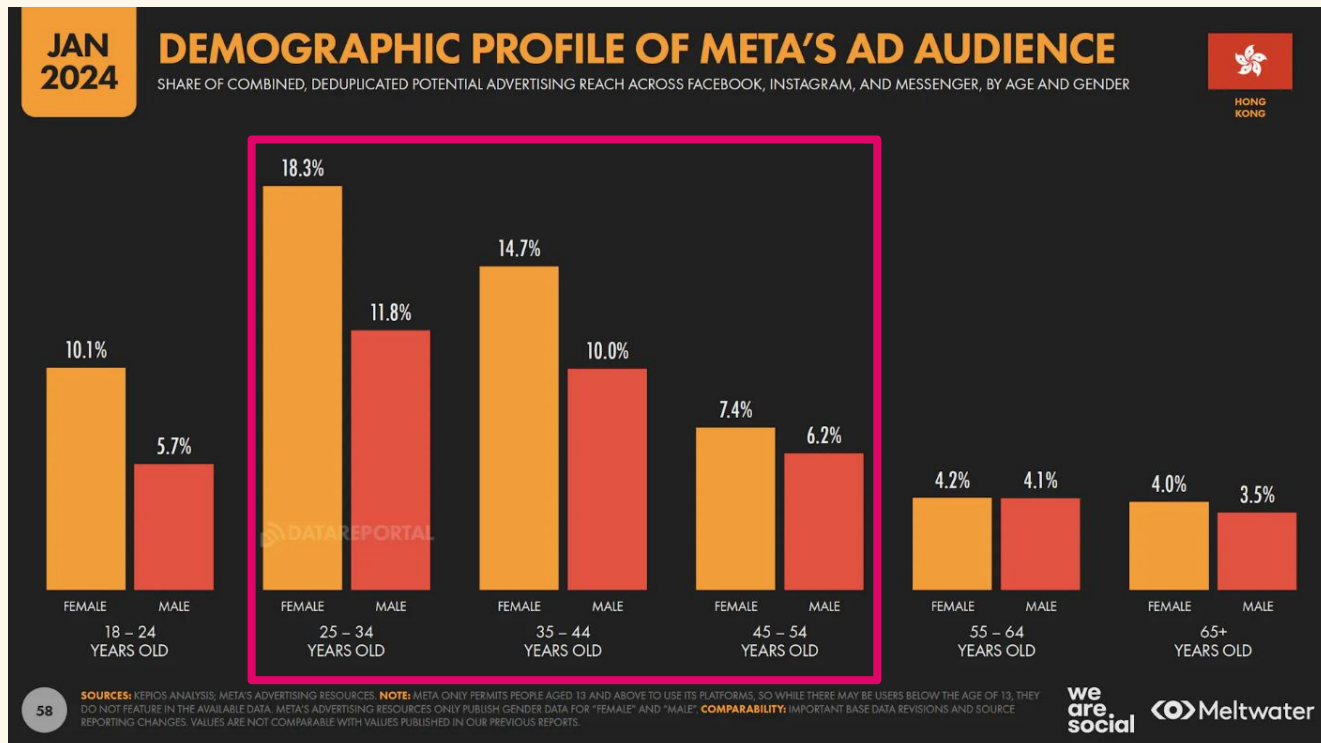
TREND OF HONG KONG ONLINE RETAIL SALES

By forecast in **2025**, **> 80%** Hong Kong Population will experience e-commerce

Users by Age	Percentage (%)
18 - 24 years old	11.6
25 - 34 years old	25.8
35 - 44 years old	27.6
45 - 54 years old	26.2
55 - 64 years old	8.8

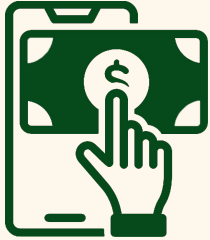
~80% of the total market
(Age 25 to 54)

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE



TARGET AUDIENCE OF PRICERITE

SHOPPING
BEHAVIOR:



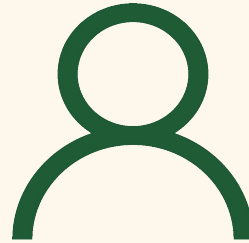
ONLINE
SHOPPING

PAYMENT
PREFERENCE:



CREDIT CARD

AGE



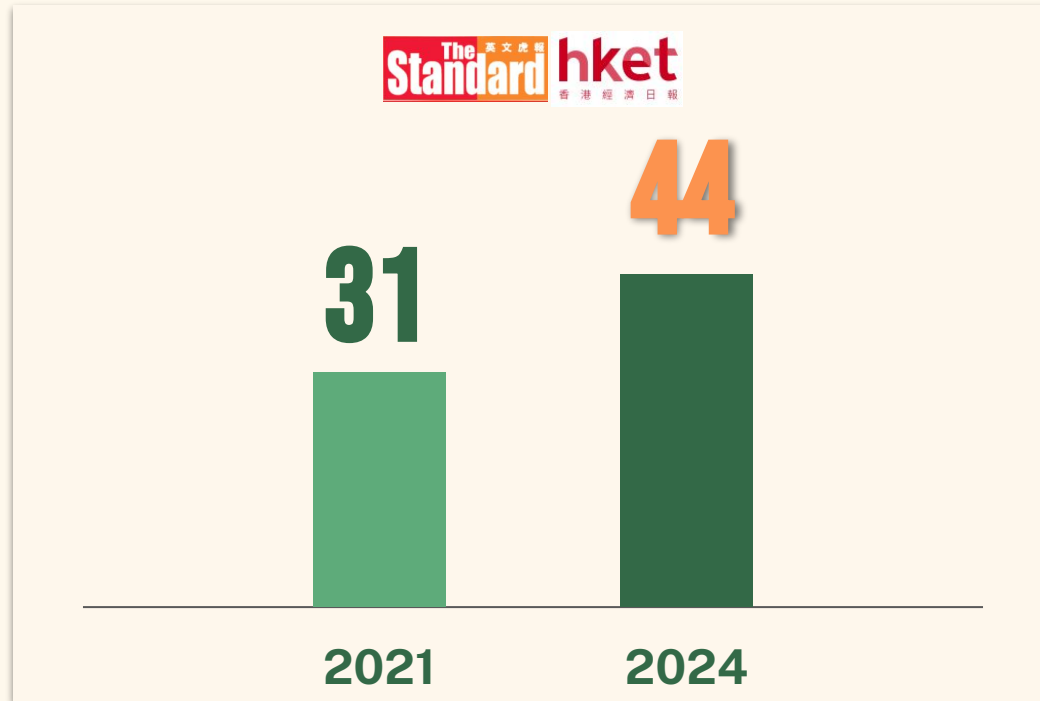
?

INCOME



?

AVERAGE AGE OF FIRST TIME BUYER



(HKET, 2024), (Chow, 2021)

MEDIAN MONTHLY EMPLOYMENT EARNING PERSONS (2024)

		Median monthly employment earnings of employed persons (1) (2)		
		HK\$		
Sex		Male	Female	Both sexes
Year / Moving 3-month period	Age group			
2023	15 - 24	15,100	14,400	15,000
	25 - 34	23,000	20,000	
	35 - 44	27,700	17,200	
	45 - 54	25,500	16,000	20,000
	55 - 59	22,000	15,500	19,400
	60 and over	17,000	12,600	15,000

From:
HKD 16,000 to
27,700

MEDIAN MONTHLY INCOME FOR 2023



Wages and Labour Earnings

Overview

Press Releases

Tables

Reports

Feature Articles

Statistics in Other Sites

Concepts and Methods

Overview

Dec 2023

Nominal Wage Index for employees up to supervisory level⁽¹⁾ (Year-on-year % change)

+3.8

Real Wage Index for employees up to supervisory level⁽¹⁾ (Year-on-year % change)

+1.1

Q4 2023

Nominal Index of Payroll per Person Engaged⁽²⁾ (Year-on-year % change)

+3.6

Real Index of Payroll per Person Engaged⁽²⁾ (Year-on-year % change)

+1.0

May – Jun 2023

Median monthly wage⁽³⁾ (HK\$)

19,100

19,800

Median monthly wage⁽³⁾ (Year-on-year % change)

+1.9

+3.5

Median hourly wage⁽³⁾ (HK\$)

77.4

80.1

Median hourly wage⁽³⁾ (Year-on-year % change)

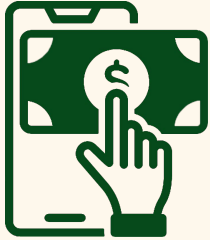
+2.2

+3.5

-16% to +40%,
(Compared to Age
between 25 to 54)

TARGET AUDIENCE OF PRICERITE

**SHOPPING
BEHAVIOR:**



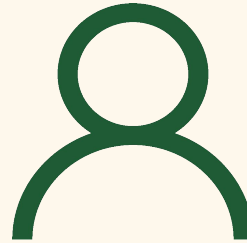
**ONLINE
SHOPPING**

**PAYMENT
PREFERENCE:**



CREDIT CARD

AGE



25-54

INCOME



**LOW, MIDDLE
CLASS OR ABOVE**



OUTLINE APPROACH IN SOCIAL MEDIA

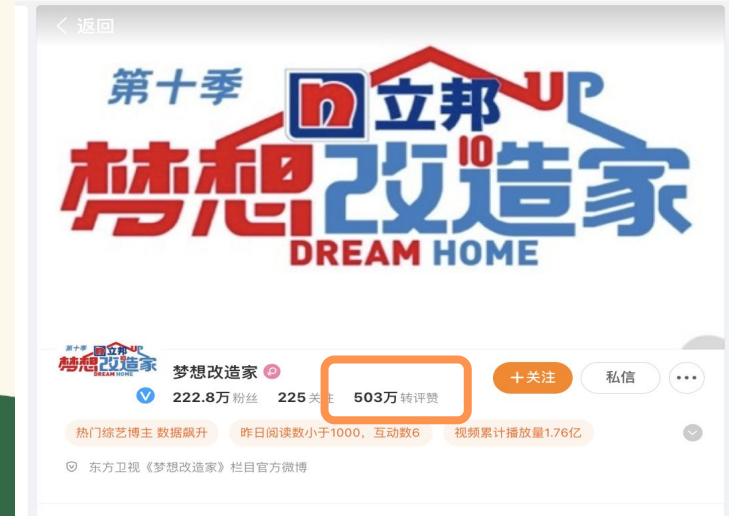
TACTICS FOR CUSTOMER ENGAGEMENT

1. Personalization

- Personalized marketing messages for individual customer habits.
- Exclusive promotions for social media followers and membership.

2. Interaction

- Interactive live sessions for direct customer interaction.
- Frequent updates and news to keep customers informed.
- Reality show on house renovation:
Dream Home Makeover season 10



CHOICE OF SOCIAL MEDIA CHANNELS

- Focus on Facebook and Instagram.
- Leverage YouTube for product demos.



DIY IKEA SCHOTTIS Blinds Installation - IKEA Home Tour

344K views • 6 years ago



In this IKEA Home Tour episode 402 short, we head over to the Squad's studio apartment project and see how Ginelle personally ...



3 moments Measure your window. | Attach with the included peel and stick adhesive. | Open blinds to desired...

CREATING COMPELLING CONTENT

- 
- 
- Provide valuable tips and tutorials.
 - Incorporate customer testimonials and reviews.

SELECTED TOOLS



Google analytics to monitor the each digital campaign and event traffic (including website and mobile app)



sproutsocial

Sprout social to monitor all social media channels



SurveyMonkey®

Survey monkey to collect customer feedback

IMPLEMENTATION

Tasks	Start Date	End Date	Day(s)	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025
Preparation of the social media account (Facebook, Instagram, Whatsapp, Youtube)								
Select the main social channels	September 1, 2024	3-Sep-2024	2					
Assign the access right	September 3, 2024	September 5, 2024	2					
Monitoring	September 5, 2024	30-Sep-2027	1105					
Set-up the analysis tools (Google Analytics, Sprout Social, SurveyMonkey)								
Register the accounts	September 5, 2024	September 8, 2024	3					
Assign the access right	September 9, 2024	September 11, 2024	2					
Monitoring	September 12, 2024	September 30, 2027	1098					
Export data and review result	September 12, 2024	September 30, 2027	1098					
Marketing Campaign of National Day of the People's Republic of China				Sep			Dec-2024	Jan-2025
Set the marketing outline and objective	September 3, 2024	September 8, 2024	5					
Approval from management	September 8, 2024	September 13, 2024	5					
Content preparation	September 13, 2024	September 18, 2024	5					
Final approval from management	September 19, 2024	September 22, 2024	3					
Launch event to social media	September 23, 2024	September 23, 2024	0					
Monitoring	September 23, 2024	October 10, 2024	17					
Reviewing result and analysis data for next social media marketing campaign	October 11, 2024	October 16, 2024	5					
Marketing Campaign for Double 11 Sales				Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025
Set the marketing outline and objective	October 17, 2024	October 19, 2024	2					
Approval from management	October 19, 2024	October 21, 2024	2					
Content preparation	October 19, 2024	October 24, 2024	5					
Final approval from management	October 25, 2024	October 27, 2024	2					
Launch event to social media	October 28, 2024	October 28, 2024	0					
Monitoring	October 28, 2024	November 20, 2024	22					
Reviewing result and analysis data for next social media marketing campaign	November 21, 2024	November 26, 2024	5					

Gather customer feedback

IMPLEMENTATION

Tasks	Start Date	End Date	Day(s)	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025
Preparation of the social media account (Facebook, Instagram, Whatsapp, Youtube)								
Select the main social channels	September 1, 2024	3-Sep-2024	2					
Assign the access right	September 3, 2024	September 5, 2024	2					
Monitoring	September 5, 2024	30-Sep-2027	1105					
Set-up the analysis tools (Google Analytics, Sprout Social, SurveyMonkey)								
Register the accounts	September 5, 2024	September 8, 2024	3					
Assign the access right	September 9, 2024	September 11, 2024	2					
Monitoring	September 12, 2024	September 30, 2027	1098					
Export data and review result	September 12, 2024	September 30, 2027	1098					
Marketing Campaign of National Day of the People's Republic of China				Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025
Set the marketing outline and objective	September 3, 2024	September 8, 2024	5					
Approval from management	September 8, 2024	September 13, 2024	5					
Content preparation	September 13, 2024	September 18, 2024	5					
Final approval from management	September 19, 2024	September 22, 2024	3					
Launch event to social media	September 23, 2024	September 23, 2024	0					
Monitoring	September 23, 2024	October 10, 2024	17					
Reviewing result and analysis data for next social media marketing campaign	October 11, 2024	October 16, 2024	5					
Marketing Campaign for Double 11 Sales				Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025
Set the marketing outline and objective	October 17, 2024	October 19, 2024	2					
Approval from management	October 19, 2024	October 21, 2024	2					
Content preparation	October 19, 2024	October 24, 2024	5					
Final approval from management	October 25, 2024	October 27, 2024	2					
Launch event to social media	October 28, 2024	October 28, 2024	0					
Monitoring	October 28, 2024	November 20, 2024	22					
Reviewing result and analysis data for next social media marketing campaign	November 21, 2024	November 26, 2024	5					

Align content with audience interests

IMPLEMENTATION

Marketing Campaign of National Day of the People's Republic of China				Sep-2024	Oct-2024	Nov-2024	Dec-2024
Set the marketing outline and objective	September 3, 2024	September 8, 2024	5				
Approval from management	September 8, 2024	September 13, 2024	5				
Content preparation	September 13, 2024	September 18, 2024	5				
Final approval from management	September 19, 2024	September 22, 2024	3				
Launch event to social media	September 23, 2024	September 23, 2024	0				
Monitoring	September 23, 2024	October 10, 2024	17				
Reviewing result and analysis data for next social media marketing campaign	October 11, 2024	October 16, 2024	5				
Marketing Campaign for Double 11 Sales				Sep-2024	Oct-2024	Nov-2024	Dec-2024
Set the marketing outline and objective	October 17, 2024	October 19, 2024	2				
Approval from management	October 19, 2024	October 21, 2024	2				
Content preparation	October 19, 2024	October 24, 2024	5				
Final approval from management	October 25, 2024	October 27, 2024	2				
Launch event to social media	October 28, 2024	October 28, 2024	0				
Monitoring	October 28, 2024	November 20, 2024	22				
Reviewing result and analysis data for next social media marketing campaign	November 21, 2024	November 26, 2024	5				

Track and analyze content performance

Use data-driven insights for content planning

IMPLEMENTATION

Reality Show on House Renovation				Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	July-2025
Set the marketing outline and objective	February 20, 2025	February 25, 2025	5							
Approval from management	February 25, 2025	February 27, 2025	2							
Content preparation	February 25, 2025	March 2, 2025	7							
Final approval from management	March 3, 2025	March 5, 2025	2							
Launch event to social media	March 6, 2025	March 6, 2025	0							
Enrollment for the public (4 months)	March 6, 2025	March 14, 2025	5							
Analysis 1st round enrollment data	March 12, 2025	March 15, 2025	3							
Boost enrollment post	March 16, 2025	March 21, 2025	5							
Analysis 2nd round enrollment data	March 22, 2025	March 24, 2025	2							
Boost enrollment post	March 25, 2025	March 30, 2025	5							
Close for the enrollment	April 5, 2025	April 5, 2025	0							
Select for the list form internal -basic background check	April 6, 2025	April 11, 2025	5							
Shorten list for participants (increase user engagement) -number of likes, number of sharing by the participant	April 11, 2025	April 16, 2025	5							
Select 2 winners -fact check	April 17, 2025	April 20, 2025	3							
Post to update the campaign status	April 11, 2025	April 20, 2025	9							
Video preparation for the 1st winner	April 21, 2025	May 11, 2025	20							
Post to update the campaign status	April 23, 2025	May 13, 2025	20							
Launch videos in different social media	May 15, 2025	May 22, 2025	7							
Video preparation for the 2nd winner	April 21, 2025	May 11, 2025	20							
Post to update the campaign status	May 13, 2025	May 18, 2025	5							
Launch videos in different social media	May 22, 2025	May 29, 2025	7							
Monitoring	April 11, 2025	June 3, 2025	52							
Developing content and schedule for next social media marketing campaign	June 4, 2025	June 14, 2025	10							

3 MONTHS CAMPAIGN

START TIME

Main activities to expand out the audience

END TIME

RELEVANT CONTENT STRATEGY



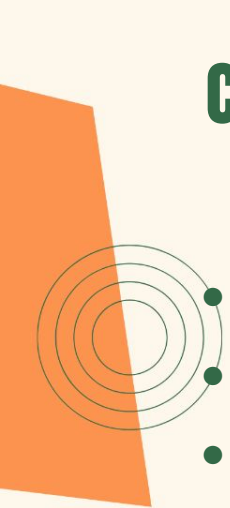
- Align content with audience interests (gantt chart)
- Use data-driven insights for content planning (gantt chart)
- Mix educational and promotional content.
- Track and analyze content performance. (gantt chart)



METHODS FOR MEASURING CAMPAIGN SUCCESS

- 
- 
- Evaluate return on investment (ROI).
 - Gather customer feedback (Gantt Chart)

CONCLUSION

- 
- 
- 
- Leverage data analytics to optimize marketing performance.
 - Adapt to social media trends for relevance.
 - Address feedback to enhance customer satisfaction.
 - Maintain consistent interest with regular updates.
 - Invest in advanced tools and technologies.
 - Enhance video content for higher engagement.
 - Prioritize sustainability in marketing messages.



ROLE

TSOI MEI KWAN CHERRIE (2322638): OVERVIEW

YAN PO YING (2324333) : COMPETITION ANALYSIS (TRADITIONAL)

CHAN LOK LAM FREBIE (2322643): COMPETITION ANALYSIS (SOCIAL MEDIA) & PPT COORDINATION

LAI ON YI (2337393) : THE PLAN

TOW CHOON LIANG (2322637): THE PLAN



REFERENCES

Academic References:

Belch, G.E. and Belch, M.A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 11th ed. New York: McGraw-Hill Education.

Dolega, L., Rowe, F. and Branagan, E. (2021) 'Going digital? The impact of social media marketing on retail website traffic, orders and sales'. *Journal of Retailing and Consumer Services*, 60, p. 102501. doi:10.1016/j.jretconser.2021.102501.

Guerrero, K. J. (2023). *An analysis of TikTok's digital marketing capabilities and its effectiveness for brands and businesses across different industries*. Master of Science in Digital Marketing. Lindenwood University. Available at: <https://digitalcommons.lindenwood.edu/cgi/viewcontent.cgi?article=1532&context=theses> (Accessed: 6 June 2024).

Kim, C. M. (2021) *Social Media Campaigns: Strategies for Public Relations and Marketing*. 2nd edn. New York, NY: Routledge, Taylor & Francis Group.
https://www.academia.edu/download/60766001/Social_Media_Campaigns20191001-8906-1y3fviz.pdf

Kotler, P. and Keller, K.L. (2016). *Marketing Management*. 15th ed. Harlow: Pearson Education Limited.

Lim, W.M. and Rasul, T. (2022) *Customer engagement and social media: Revisiting the past to inform the future*. Available at: <https://www.sciencedirect.com/science/article/pii/S0148296322004192/pdf?md5=4fd7893860490422d06b559edf52a49a&pid=1-s2.0-S0148296322004192-main.pdf> (Accessed: 22 June 2024).

Mullins, J.W. and Walker, O.C. (2013) *Marketing Management - A Strategic Decision-Making Approach 8th Ed*. New York: McGraw Hill/

Taherdoost, H. (2023) *E-business essentials: Building a successful online enterprise*. Edited by I. Chlamtac. Cham: Springer.

Wibowo, A. et al. (2021) *Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience*. *Sustainability*. 2021; 13(1):189.

REFERENCES

General References:

Adintime.hk. (2023) *Bus Advertising vs MTR Advertising: A Comparison of Two Popular OOH Advertisings*. [online] Available at: <https://adintime.hk/en/blog/bus-advertising-vs-mtr-advertising-a-comparison-of-two-popular-oo-advertisings-n102#> (Accessed 20 Jun, 2024).

Bridge Insights (2023) *Five Strategies For Effective Social Media Marketing*. Available at: <https://www.linkedin.com/pulse/five-strategies-effective-social-media-marketing/> (Accessed: 22 June 2024)

Celestial Asia Security Holdings Limited (2014) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/2014_CASH_AR_E.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2015) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202015.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2016) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/2016_CASH_AR_E.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2017) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202017.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2018) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202018.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2019) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202019.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2020) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202020.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2021) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202021.pdf (Accessed: 22 June 2024).

REFERENCES

Celestial Asia Security Holdings Limited (2022) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202022.pdf (Accessed: 22 June 2024).

Celestial Asia Security Holdings Limited (2023) *Annual Report*. Available at: https://www.cash.com.hk/en/investors/e_1049%20Annual%20Report%202023.pdf (Accessed: 22 June 2024).

Census and Statistic Department (2009) *Hong Kong Standard Industrial Classification (HSIC) Version 2.0 — Index of Industry Codes*. Available at: <https://www.statistics.gov.hk/pub/B2XX0017012008XXXXB0100.pdf> (Accessed: 12 June 2024).

Census and Statistic Department (2023a) *2021 Hong Kong Population Census Thematic Report: Household Income Distribution in Hong Kong*. Available at: <https://www.census2021.gov.hk/doc/pub/21c-Household-Income.pdf> (Accessed: 22 June 2024).

Census and Statistics Department (2023b). *Table 620-67031 : Value of Online Retail Sales by Selected Type of Retail Outlet*. Available at : https://www.censtatd.gov.hk/en/web_table.html?id=620-67031¶m=N4lgxgbiBcoMJwJqJqAjDEAxEAaEA+gC4GYAMehADqdGQL74CyTqIG0hp+xtIFPGjAb4A8gFUAKgBkAoplKTEABVIsATJgDMIXpgyDaaeoxABnKLGqOt+AGoBBaQVEA5aQElXsggCUAyjAA2iC+AIYA7gRMBAAWANYAJgSJlMoATgD2NGiJNACKBAB2IliZiAS5BQRmlAC6pgA2METpAK4ApvRAA# (Accessed: 18 June 2024).

Census and Statistics Department (2024a). *Median monthly employment earnings of employed persons*. Available at: https://www.censtatd.gov.hk/en/web_table.html?id=210-06314 (Accessed: 18 June 2024).

Census and Statistic Department (2024b) *Value and Value Index of Retail Sales by Type of Retail Outlet*. Available at: https://www.censtatd.gov.hk/en/web_table.html?id=620-67002# (Accessed: 12 June 2024).

Census and Statistics Department (2024c). *Wages and Labour Earnings*. Available at: <https://www.censtatd.gov.hk/en/scode210.html> (Accessed: 18 June 2024).

Chow, C. (2021). *'Family home loans on rise'*, The Standard, 12th November. Available at: <https://www.thestandard.com.hk/section-news/section/4/235995/Family-home-loans-on-rise> (Accessed 18th June 2024).

REFERENCES

HKET (2024). '逾半Z世代與父母同住 節省租金卻抑鬱失意 | 研究：25至34歲仍住舊居者 10年後難以置業自立', *HKET*, 28th Feb. Available at: <https://shorturl.at/Dqd5f> (Accessed: 18 June 2024).

Hong Kong Exchanges and Clearing Limited (HKEX) (2018) *Industry Overview*. Available at: <https://www.hkexnews.hk/listedco/listconews/gem/2018/0718/a15925/cpflggl-20180626-15.pdf> (Accessed: 12 June 2024).

Hong Kong Housing Authority (2024) *Actual Public Housing Production*. Available at: <https://www.housingauthority.gov.hk/en/about-us/publications-and-statistics/actual-public-rental-housing-production/index.html> (Accessed: 27 June 2024)

IKEA HK (2024) *Work at IKEA*. Available at: <https://www.ikea.com.hk/en/about/working-at-the-ikea-group> (Accessed: 10 June 2024)

IKEA USA (2018) *DIY IKEA SCHOTTIS Blinds Installation - IKEA Home Tour [Video]*. Available at: <https://www.youtube.com/watch?v=PESbxAUwflQ> (Accessed: 26 June 2024).

Lighthouse Independent Media, (2024) *Survey: Ad spend of online media in HK sees steady growth*. Available at: <https://www.marketing-interactive.com/survey-ad-spend-of-online-media-in-hk-sees-steady-growth> (Accessed: 07 June 2024)

News.gov.hk (2024) '109k private flats projected', *Infrastructure & Logistics*. Available at: https://www.news.gov.hk/eng/2024/02/20240202/20240202_140542_540.html (Accessed: 27 June 2024).

Pricerite (2015) *Small Space: Big Universe - Ivana and Tong Mui - Behind the Scenes*. Available at: <https://www.youtube.com/watch?v=Y14EM8NX3uQ> (Accessed: 25 June 2024).
Pricerite.com.hk Ltd (2024) *About Us*. Available at: <https://www.pricerite.com.hk/hk/en/about-us> (Accessed: 13 June 2024).

Pricerite. (2015). 實惠家居2015 [小小空間:大大宇宙] 電視廣告 - 《小時候》王菀之 X 糖妹 X Pricerite. [video]. Available at: <https://www.youtube.com/watch?v=347TTPB8MMA&list=PLc-UJeJvshsi6slmN31hmR5j6BplcpaMq&index=53> (Accessed 10 Jun, 2024).

Pricerite. (2018). *Pricerite 小小空間 大大宇宙 2018 [Video]*. YouTube. <https://www.youtube.com/watch?v=-XXPFCY8N7o> (Accessed 10 June, 2024).

Rating and Valuation Department (2023) *Hong Kong Property Review*. Available at: https://www.rvd.gov.hk/doc/en/PR_fullbook/PR2023.pdf (Accessed: 27 June 2024).

REFERENCES

Statista (2024) *Market share of cash, credit cards, and other payment methods at point of sale (POS) in Hong Kong from 2017 to 2023, with a forecast for 2027*. Available at: <https://www.statista.com/statistics/1296693/preferred-payment-methods-hong-kong/> (Accessed: 18th June 2024).

Wellington, E. (2023) *Guide to Customer Relations: Definition, Benefits, and Tips*. Available at: <https://www.helpscout.com/blog/customer-relations/> (Accessed: 22 June 2024)

Yeung, H. (2024) *Social Media Statistics for Hong Kong [Updated 2024]*. Available at: <https://www.meltwater.com/en/blog/social-media-statistics-hong-kong> (Accessed: 27 June 2024).

梦想改造家 (2024) [Weibo]. Available at: https://weibo.com/dfwsmxgzj?refer_flag=1005050010_ (Accessed: 26 June 2024).