



2024 DIGITAL MARKETING TRENDS

**Strategies of CDP
Integration in WordPress**

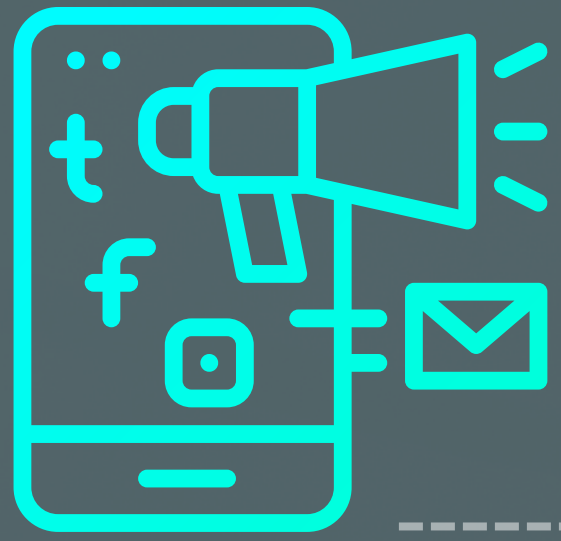


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WordPress CRM & CDP Integration

RICKY CHAN

Founder of Reform Marketing Solutions

愛爾蘭大學 · 數碼推廣碩士學位畢業



香港工業總會
FHKI Federation of
Hong Kong Industries

香港工業總會設計分組副主席

Generation



香 HONG KONG 港

CLAP@JC EA 導師



中華廠商會網絡營銷顧問



**DESIGN
COUNCIL
HONG KONG**
香港設計委員會

香港工業總會轄下 A FHKI Council

香港設計師委員會副主席



僱員再培訓局
Employees Retraining Board

僱員再培訓局義務導師

WHO WE ARE 我們是

reform
Your Marketing Solutions



網絡營銷顧問

- 香港科技園公司
- 香港中華廠商聯合會



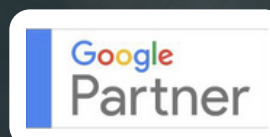
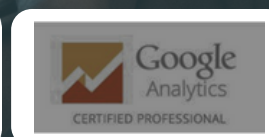
香港政府資助 合資格供應商



政府資訊科技總監辦公室
Office of the Government
Chief Information Officer

香港政府部門營銷策略講座

Marketing-Interactive DIGIZ AWARDS 2022 最有效搜尋引擎推廣活動

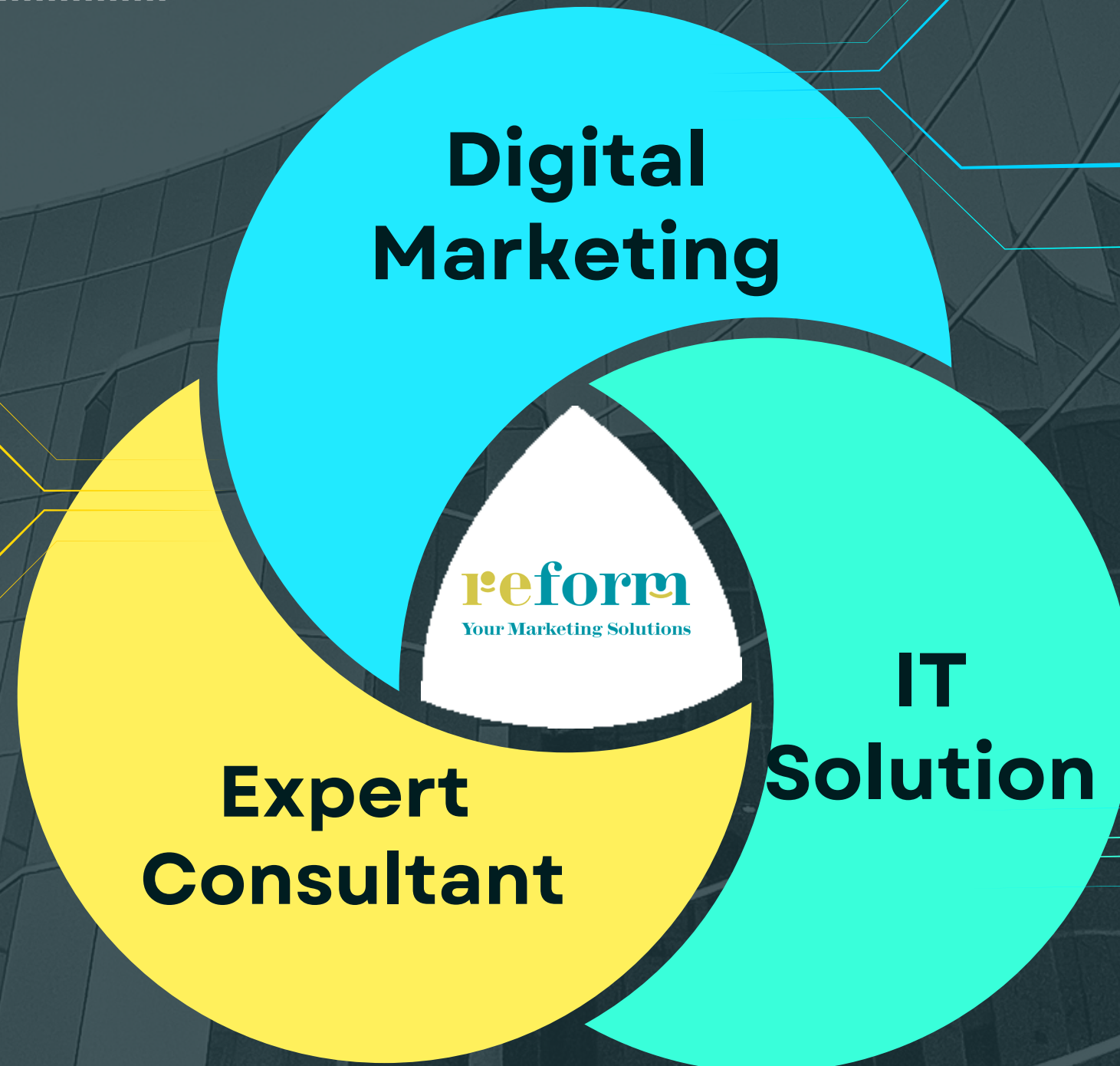


WHY CHOOSE US


YOUR MARKETING SOLUTION


Reliable


Experienced




Efficiency


Accurate


Productive


Innovative



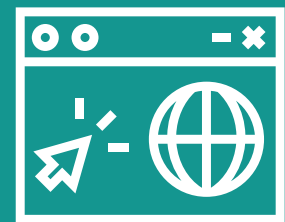
Our Expertise



**Digital
Marketing**



**E-commerce
Marketing**



**WordPress
Website
Development**



**Customer Data
Platform
(CDP)**

1

Digital Marketing Trend



Personalized Content

Tailored and Targeted Service

Multichannel Marketing

Seamless Customer Experience

AI Marketing Tools

2024 Marketing Trends

What customers value...

Enhanced Customer Engagement

Data Privacy and Transparency

Data Privacy Rights



2024, Digital Marketing is in Crisis?



**GENERAL
DATA
PROTECTION
REGULATION**

2016年5月24日通過一般資料保護規則
(取代歐盟1995年個人資料保護指令)



2024, Digital Marketing is in Crisis?

In August 2019, Google Chrome launched the Privacy Sandbox Project.

In January 2020, Google announced the phasing out of third-party cookies in Chrome within two years.



2024

In June 2017, Safari introduced Intelligent Anti-Tracking Feature.

In September 2019, Firefox released Enhanced Tracking Protection.

In June 2020, Apple introduced a new privacy policy that defaults to turning off IDFA usage and requires manual user approval.



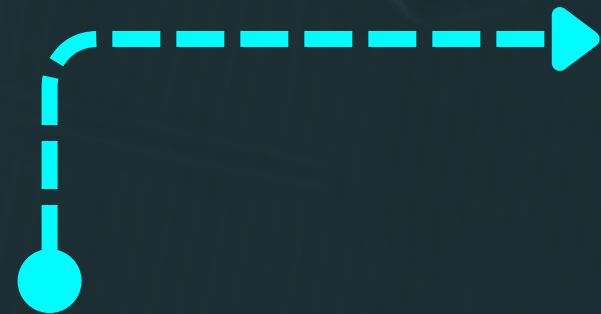
**3rd-Party Cookies
will be**

Disable

in 2024!



WHAT IS COOKIE?



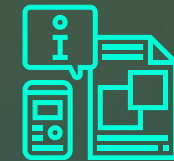
A website cookie can track various information, including:



• User preferences



• Browsing behavior



• Device information



• IP address



• Purchase history



• Shopping cart details



• Ad interactions

WHAT IS CDP?



Website

Browsing history
Browsing time
Types of content viewed



Ads

Impressions and click
Personalization data
Audience data



Social Media

Activity
Engagement
Follower profile

CDP can collect and synthesize data of...



In Cookieless Era, How can WordPress Website Owners Maintain **Online** **Marketing Effectiveness?**

2

I.T SOLUTION: CDP



**UNIFIED CUSTOMER
DATABASE**



CUSTOMER DATA PLATFORM



**SEAMLESS
INTEGRATION**



**CUSTOMIZED
MARKETING
STRATEGIES**



HOW DOES CDP WORK?



Connect

Smooth out

Synthesize

Take Action

Behavioral & transactional data

First-party data

Mobile & device data

Personal & demographic

Validate

Enforce

Extract

Transform

EVENT

Profile building

Identity Resolution

Segmentation

Clustering

CRM
Coupon

Email
Unique
Content

Advertising
Look A Like

Mobile
Whatspp
SMS
MMS

Plugins > CustomerLabs CDP



CustomerLabs CDP

By [CustomerLabs Digital Solutions Pvt. Ltd.](#)

event tracking

no code alternative

Without writing code, track anything on your website and unify customer data across marketing stack.

Last updated	Version	Active installations
February 8, 2023		60

! This plugin hasn't been tested with the latest 3 major releases of WordPress. It may no longer be maintained or supported and may have compatibility issues when used with more recent versions of WordPress. Try [searching](#) for a similar plugin.

[Description](#) [Installation](#) [Changelog](#) [FAQs](#)

Free on Business plan

Get started

By installing, you agree to [WordPress.com's Terms of Service](#) and the [Third-Party plugin Terms](#).

Active installations
60

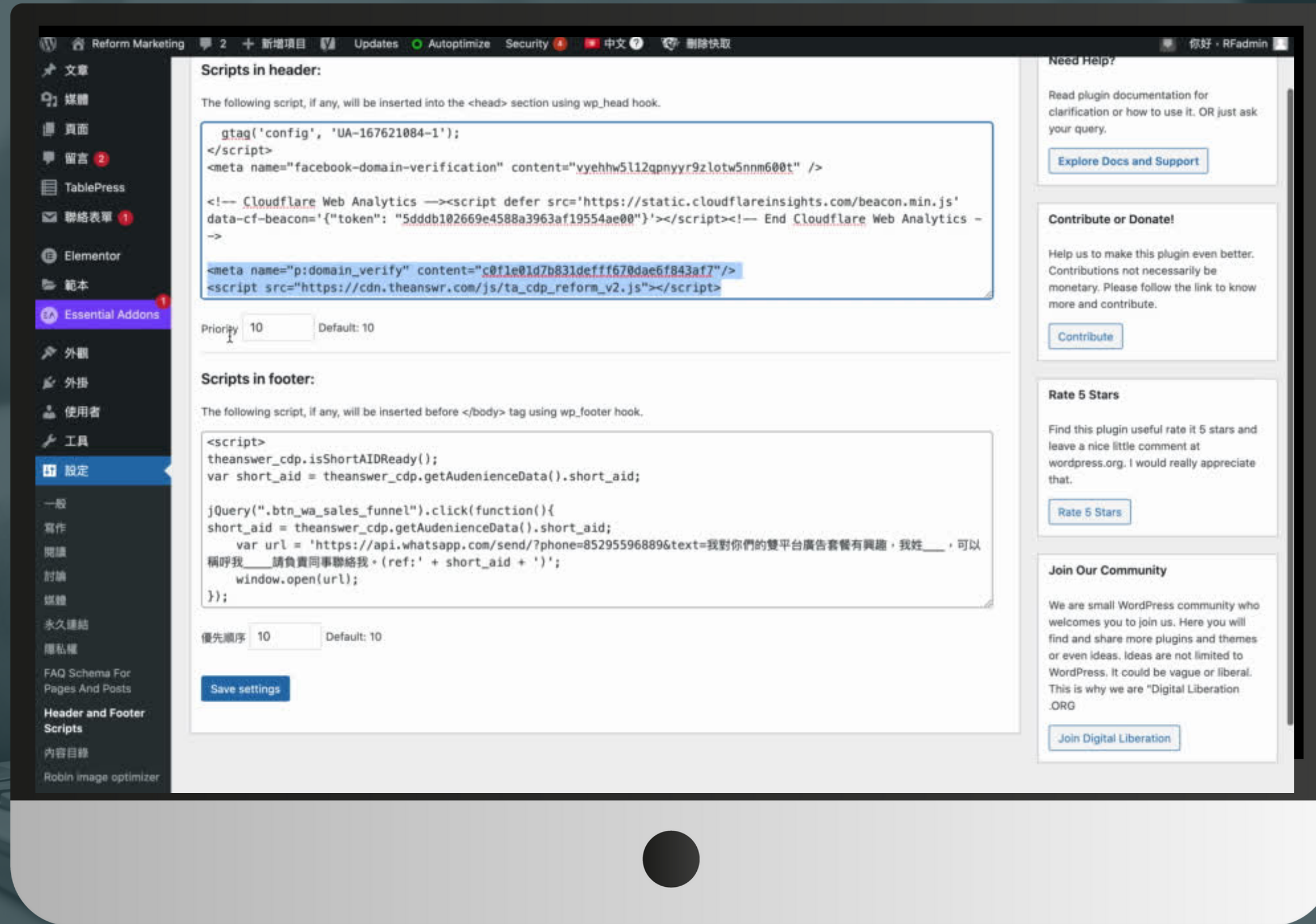
Tested up to
6.1.4

This plugin is [available for download](#) to be used on your [WordPress self-hosted](#) installation.

Download

3

SEAMLESS INTEGRATION OF CDPS WITH WORDPRESS



Customization

Convenience

Seamless Integration

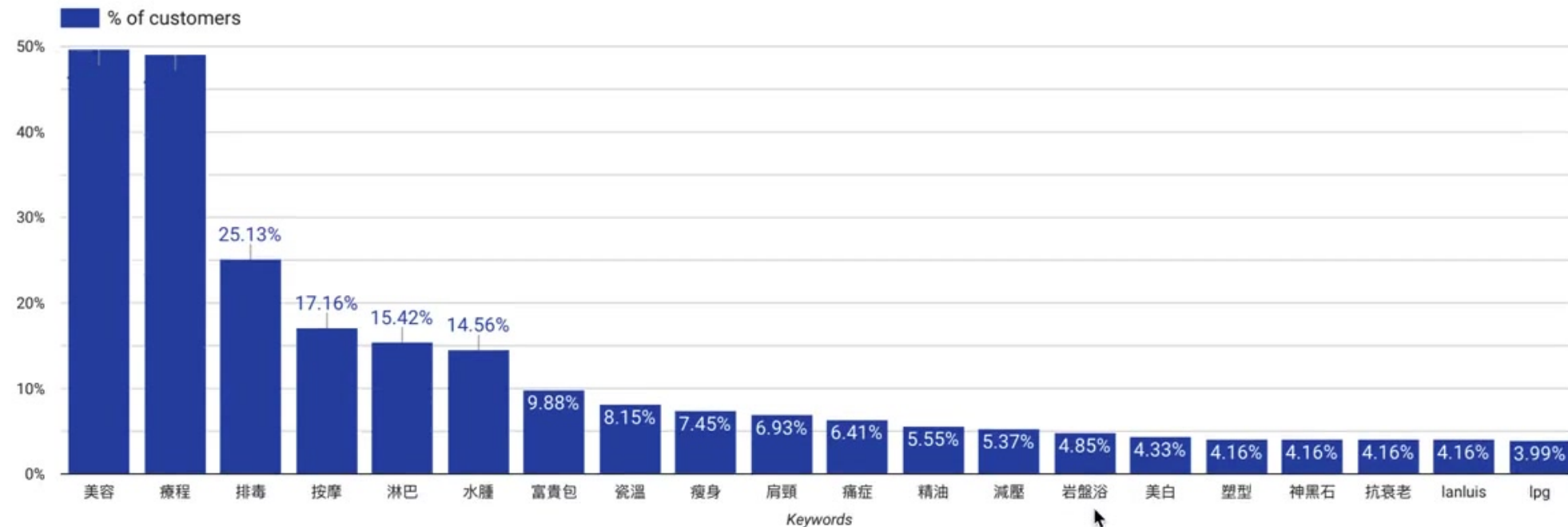
Real-time Data



REPORT



Product View Customer View



	Page Title	Number of Customers ▾	Number of Visits
1.	Yasashii 日迦美容 30年美容經驗, 香港美容院的首選	102	463
2.	人手通淋巴療程介紹 通淋巴有助排毒去水腫7大健康好處	48	53
3.	富貴包症狀及成因與枕頭有關? Yasashii 脈輪頭療	37	45
4.	聯絡我們 - 日迦美容 Yasashii Beauty	25	28
5.	日迦岩盤浴香港店 價錢至抵推介北海道神黑石遠紅外線療程	23	33
6.	富貴包按摩治療方案優惠價\$198 光能瓷溫排毒養生護理	22	29
7.	關於我們 - 日迦美容 Yasashii Beauty	19	27
8.	頭部穴位按摩香港療程推薦 Yasashii 精油按摩改善頭痛防止脫髮	19	23

KEYWORD

PAGE VIEW

USER ID



CDP V.S GOOGLE ANALYTICS 4



CDP



GA4

Sources

First Party Data

Third Party Data

Channels

Cross-channel:
website, social media, email

Website-focused

Marketing Effectiveness

Personalized marketing through integrated customer data

Optimizing marketing campaigns by evaluating website traffic

User profile

Comprehensive data of customer profolio

None

4

WordPress CRM Integration



What Can it do?

Collect, organize and store customer data

Track customer interactions

Provide personalized Customer Support

Manage leads and sales pipelines



Customer Relationship Management System (CRM)

How can it help business to grow?

Build strong and long-lasting relationships with customers

Anticipate customer needs

Tailor customer offerings

Increase conversion



How to Choose the Right WordPress CRM Plugin?



Compatibility



Reporting Module



Messaging Tools



Visual Pipeline Management



Tagging & Filtering





CRM Plugin in WordPress: SkyCRM

SKY CRM SYSTEM

WhatsApp



WORDPRESS



CDP



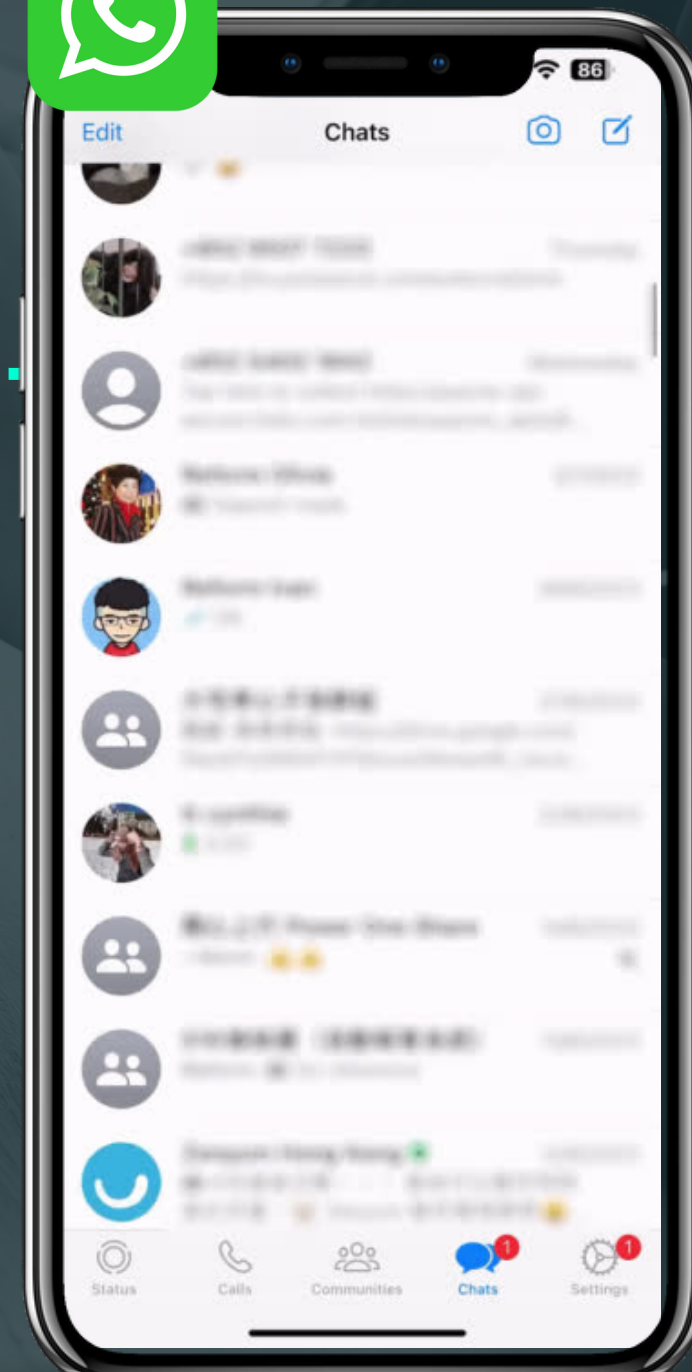
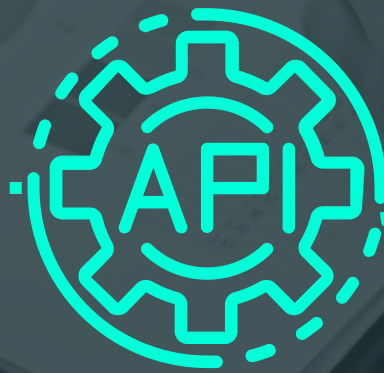
Reform LMS 新客管理系統
更優質的客戶管理系統

Email

Password

登入

還沒有帳戶? [註冊](#)
忘記密碼? [點擊這裡](#)





Synergy of CDPs with CRM System



Smart
Customer
Tags

The screenshot displays a CRM dashboard for a customer named 'Able Law'. The interface is divided into three main sections: '基本信息' (Basic Information), '消費模式' (Consumption Mode), and '購買組合' (Purchase Combination).

- 基本信息 (Basic Information):** Includes a profile card for 'Able Law' with a photo and a pencil icon for editing. Below the card are fields for: Name (Able Law, 會員 / 非會員), Gender (女), Phone Number (9800 3460), Email Address (ablelaw@gmail.com), Birthday (5月18日), Address (沙田新城市廣場一期 2B), Receiving Channel (Whatspp_Ads 1), and First Conversation Date (May 16 2023 03:15pm).
- 消費模式 (Consumption Mode):** Titled '客戶行為數據' (Customer Behavior Data), it features three progress bars: '網站瀏覽次數' (Website Visits) at 5, 'Meta 瀏覽次數' (Meta Visits) at 4, and 'EDM 閱覽次數' (EDM Views) at 1. Below these are '第一次瀏覽頁面' (First Visit Page) labeled '脫毛' and '轉化頁面' (Conversion Page) labeled '無針埋線'. A '感興趣項目' (Interested Items) section shows '激光祛痘' (Laser Acne Treatment) and '眼部去皺' (Eye Wrinkle Treatment). At the bottom, '瀏覽時間' (Browse Time) is 2分鐘, '瀏覽相隔時間' (Browse Interval) is 2日, and '客戶熱度' (Customer Heat) is 68% with a corresponding progress bar.
- 購買組合 (Purchase Combination):** Includes '自定義標籤' (Custom Tags) with '來自Google廣告' (From Google Ads) and '面部護理' (Facial Care), '客戶進度' (Customer Progress) with a '查詢' (Query) dropdown, a '筆記' (Notes) section with a '+ 添加筆記' (Add Note) button, and '預約記錄' (Appointment Record) with fields for '下次預約日期' (Next Appointment Date), '最後一次到店日期' (Last Visit Date) on 2023年4月30日, and '到店距離時間' (Time to Store) of 4個月.

Customer
Behavior &
Preferences



CRM Plugin in WordPress: SkyCRM

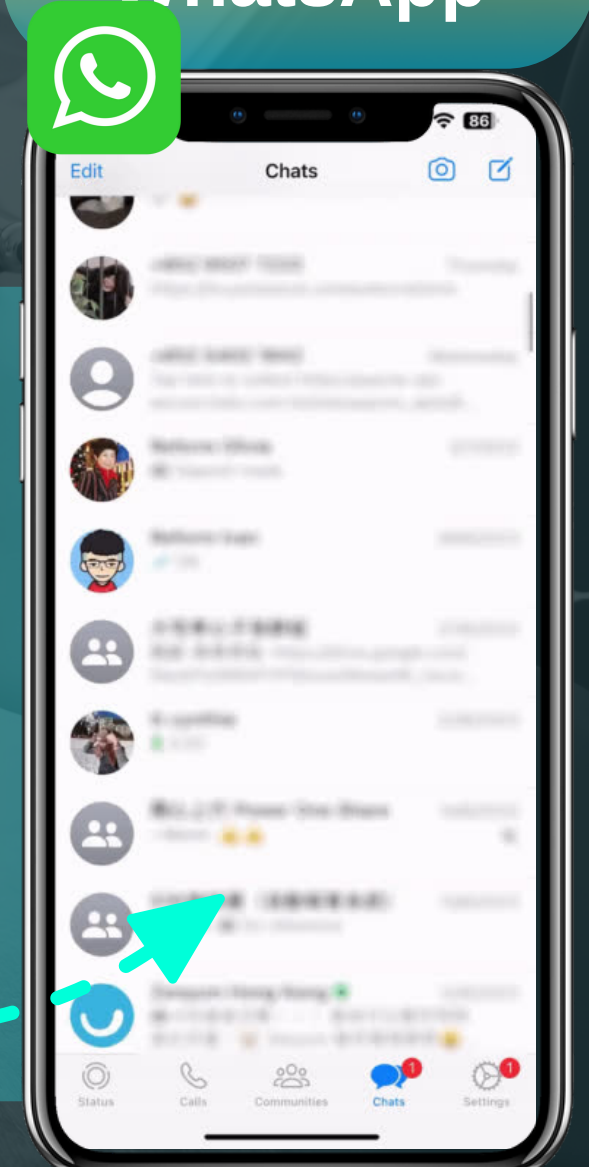
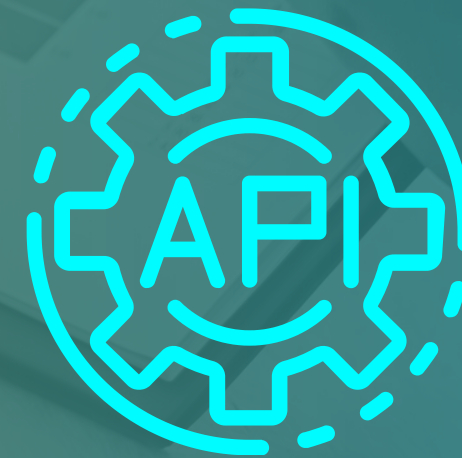
SKY CRM SYSTEM

WhatsApp



CDP

WordPress





Personalized Marketing

Sending broadcast marketing messages automatically based on customer preferences.

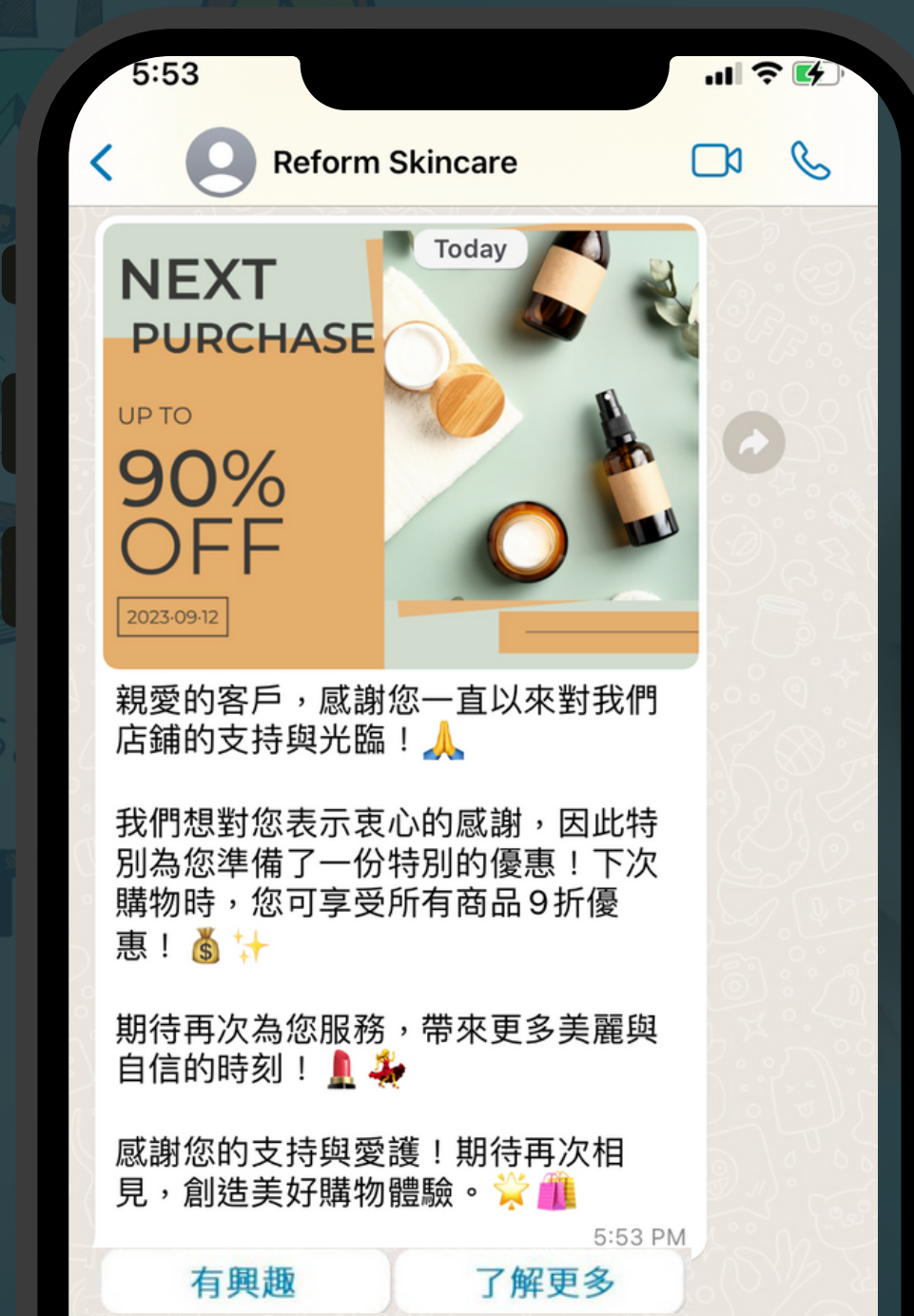
標籤 選擇標籤 >

面部 熟客 自定義標籤 +

客戶進度 選擇進度 >

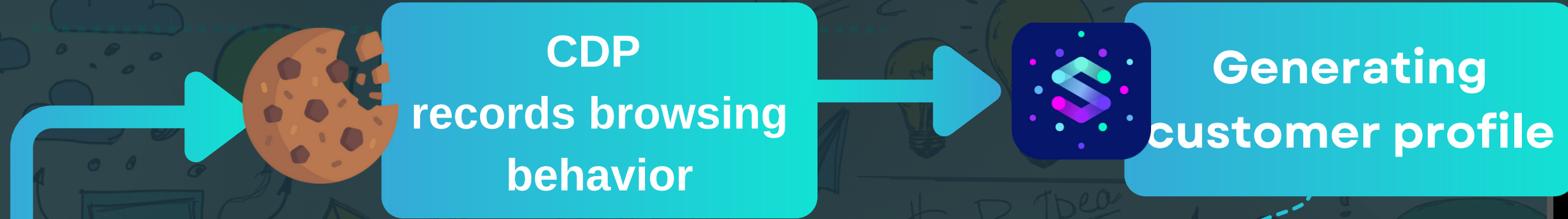
個性化條件 選擇條件 ▾

生日 ▾	購買項目/組合 ▾	套票到期 ▾	消費總金額 ▾
8月	面部組合	1個月	1000
到店次數 ▾	未到店間隔 ▾	未消費間隔 ▾	
2個月	2個月, 3個月	3個月	





CUSTOMER JOURNEY MARKETING WITH CDP



Webpages browsing

客戶行為數據

- 網站瀏覽次數: 5
- Meta 瀏覽次數: 4
- EDM 閱覽次數: 1
- 第一次瀏覽頁面: 脫毛
- 轉化頁面: 無針埋線
- 感興趣項目: 激光祛痘, 眼部去皺
- 瀏覽時間: 2分鐘
- 瀏覽相隔時間: 2日
- 客戶熱度: 68%

Characteristics

Preference

Ad tracking

WhatsApp Personalized marketing

Today

ACNE TREATMENT

Before After

9折優惠!

親愛的客戶，

新客最新優惠！現在做【激光祛痘】療程，我們為您提供超值的9折優惠！

這是一個難得的機會，讓您以更優惠的價格體驗激光祛痘服務，輕鬆擺脫煩惱的痘痘困擾，展現光滑無瑕的肌膚！

立即預約，讓我們的專業團隊為您提供卓越的照顧，讓您重拾自信，迎接更美好的自己！

謝謝您的關注與支持！

現在預約 了解更多





APPLICATION SCENARIOS



E-SHOP



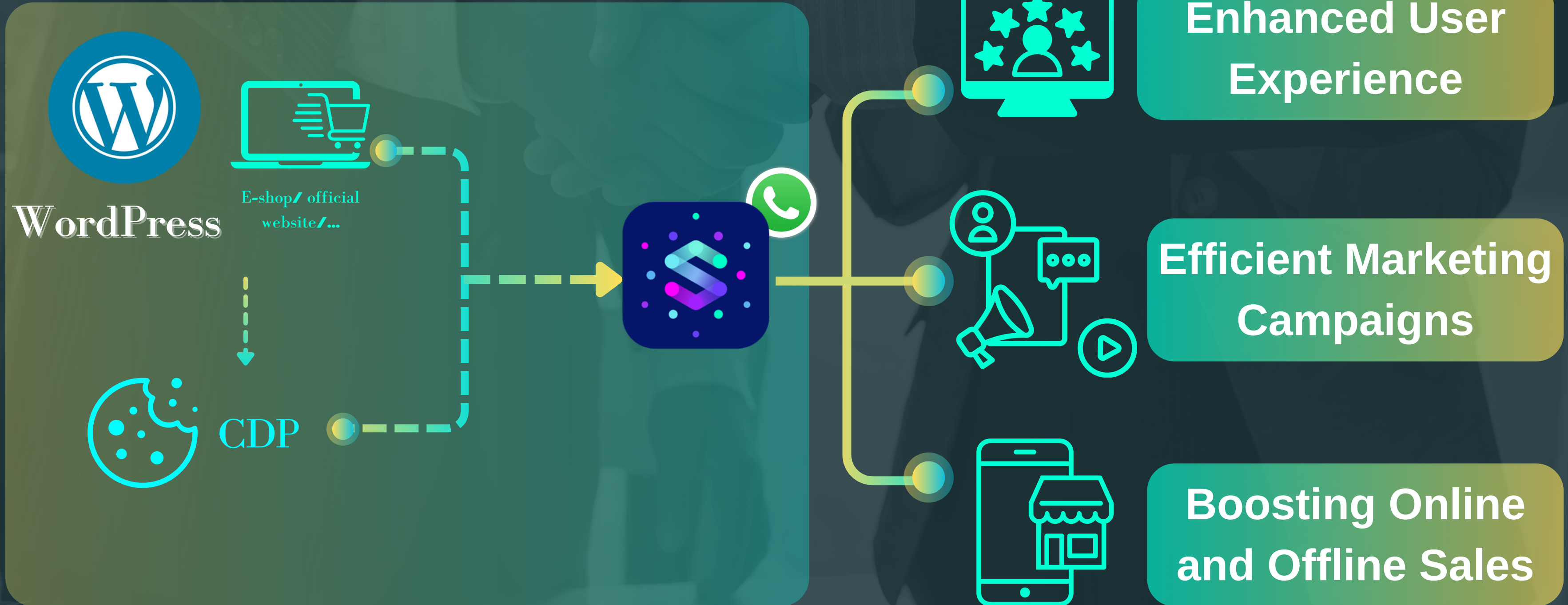
Service-based Businesses
(Beauty Salon, Financial
services, Education,
Traveling...)



RETAIL
STORE



Competitive Marketing Advantages



PLEASE TAKE OUT
YOUR PHONES

Start your automated
marketing journey
now!!



(((**NFC**)))

TAP



I ♥

WordPress

THANK YOU!



Hong Kong Office: Unit 1210, 12/F Houston Centre, 63 Mody Road, Tsim Sha Tsui
Shenzhen Office: Qianhai Shenzhen-Hong Kong Youth Innovation & Entrepreneur Hub