



Client: Hewlett-Packard, Hong Kong, SAR
Solution: eMarketing program

The PSG division of Hewlett-Packard (HP) in Hong Kong, SAR provides simple, reliable and affordable personal-computing solutions and devices for home and business use, including desktop and notebook PCs, workstations, thin clients, smart handhelds and personal devices.

THE PROBLEM

The 300,000 strong SMB market in Hong Kong, with 60% of the total work force, had hitherto, been untapped. HP saw a great potential to develop this market towards increasing sales and meeting customer requirements. HP, therefore, wanted to:

- Develop a comprehensive SMB platform & community to lock-in revenue in this sector.
- Capture mindshare and increase penetration in the SMB market from its currently low figures.
- Implement a comprehensive eMarketing solution to bring SMBs together in an online community. This would directly lead to increasing loyalty and improved sales.

THE BUSINESS CHALLENGE

HP approached SurfGold taking into consideration SurfGold's strong presence in the Asia-Pacific region and ability to provide a complete solution.

THE CHALLENGE FOR SURFGOLD WAS TO:

- Bring the strong SMB community in Hong Kong under a common platform.
- Increase the member base of loyal SMBs and thereby increase RoI.
- Devise strategies to increase sales on the direct (through online store) and indirect (through channel) fronts.
- Design and implement an incentive program to retain existing members, and increase sales revenue and frequency.
- Craft effective milestones to monitor program implementation and success.

THE SOLUTION

SURFGOLD PROPOSED:

- An active market scan to understand operations and develop methods to reach to SMBs.
- Collaborative strategies with other associations and chambers for drawing synergies, and designing programs suited for SMBs' needs.
- Benchmarks to evaluate performance against competitors' SMB communities.
- Modernisation plan for SMBs to draw on HP's technologies and competencies.



The HP-SMB Club activities got a jump-start with the incentive program. The program site gave members an opportunity to share success stories, participate in mega-contests and redeem their coupons against the latest products from SurfGold's redemption catalog.

CASE STUDY

SOLUTION IMPLEMENTATION

SurfGold implemented three core activities for HP:

A. SMB CLUB RECRUITMENT ACTIVITIES

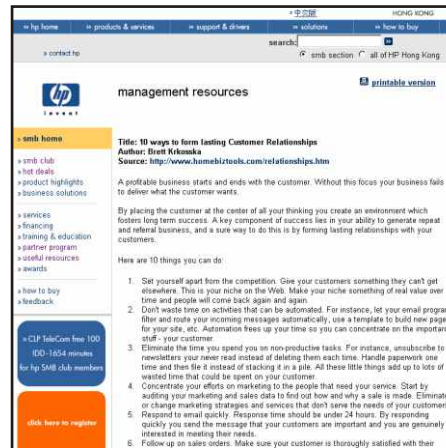
- Devising initiatives to acquire qualified databases of SME communities.
- Mailers for specific segments followed up by telemarketing activities.
- Mass fax recruitment campaign to draw in specific SMBs.
- A “Refer’n’earn” program was initiated wherein members of HP’s ‘ePoints’ program (a program targeted at sales people) could refer qualified SMBs, generate new leads through HP SMB platform and earn extra points.
- A free IDD welcome gift from a leading telecommunication company was given as part of HP’s door-to-door SMB recruitment campaign.

B. MAINTAINING SMB CLUB INTEREST

- To ensure interest levels each member received a membership card and a monthly eNewsletter subscription.
- New offers and benefits were regularly developed and communicated to members to increase sales and loyalty.

C. MARKETING ACTIVITIES

- An HP SMB Club mega-draw was designed to bring more members.
- SMB member success stories were developed.
- Communication was increased through monthly product catalog.
- Website gave details of latest promotional schemes and incentives.



THE RESULTS

The entire SMB club exercise resulted in:

- An increase in SMB members through the door-to-door and online campaign.
- Increased communication with members through regular eNewsletters.
- SMB Club activities kept interest levels high and increased loyalty.
- A number of benefits and co-marketing efforts were simultaneously initiated.

HIGHLIGHTS OF THE PROGRAM

- The SMB membership increased eight times in six months through the online campaign. The registration doubled with the door-to-door campaign.
- Click-thru on exclusive offers were extremely high.
- SMB eNewsletter open rate on average was over 50%.



SMB portal usage and eNewsletter click-thrus in HK make it one of our most active portals
Christina, e-Marketing, AP



SurfGold is Asia's premier partner relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.