



XGATE

# Bringing You the Power of World-Class IT

Smart companies looking for digital marketing services need look no further. XEN CHIA from XGATE Corporation Ltd unveils the possibilities.

**X**GATE started its early years as a technical platform vendor to service IT managers and expand its service to include the marketing department over the last five years. Today, the company serves Hong Kong's smarter companies keen on harnessing the awesome power of the Internet to propel them to greater heights.

"We often bridge the conversation between IT and Marketing departments because we understand marketing requirements can some times contribute to IT challenges," says Xen Chia, the firm's Strategic Marketing Director.

"Having a strong technical foundation of building our own proprietary Digital Marketing Services (DMS) platform, we are able to translate those marketing requirements into solutions that deliver business objectives. Moreover, we have also added data analytics and business intelligence to our digital marketing services to help our clients build insights using marketing campaigns results, CRM and transactional data," he explains.

## Success Factors

While XGATE has competition, Chia offers his customers a quality bespoke solution. According to Chia, this is a severely competitive industry and to build and retain a sustainable customer base you need three important factors;

- **PEOPLE.** A diverse and experienced team bringing best practices from Telecom, marketing, IT, and creative to our business, thus creating a unique synergy.



**Xen Chia: "Hong Kong's more proactive companies save time and money working with us as their digital marketing agency."**

- **PLATFORM.** Technology business evolution, and proprietary DMS platform.
- **PROCESS.** Industrialized methodology that is repeatable and generates predictable results.

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"At XGATE, we have a 4As Customer Lifecycle approach to help smart companies generate leads, convert leads to sales and build loyalty through CRM

strategy. In this age of digital world, we take the guess work out of marketing to ensure brands can account for every dollar they invest in their digital campaigns. This way, we can accurately calculate ROI and predict business performance and trends over time."

## Making a Difference

"We differentiate ourselves in the market like a "T." We have a diversified team with broad marketing experiences while our development and operations team has in-depth technical knowledge on scalable IT systems and platforms. Based on this set up, we have the unique capability to offer strategic, creative & technical solutions to help brands generate leads, convert leads to sales, build CRM campaign strategy and data analysis."

"Hong Kong's more proactive companies save time and money working with us as their digital marketing agency. Our challenge is to continue to exceed customer expectations, provide tomorrow's solutions today and maintain consistency in quality."

## Award Matters

"Being Awarded and recognized as one of Hong Kong's Most Valuable Companies is indeed a huge honour, but it comes alongside a great responsibility. While we remain grateful to our staff, partners and customers, we have to invest greater effort in continuous improvement. We have to continue to maintain that our success lies only in the success of our customers. This thinking alone will help us achieve growth and more market share," concludes Chia. ■

For additional information please visit [www.xgate.com](http://www.xgate.com)