# HKTB QTS | Google My Business

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# The world searches on Google. Turn those searches into customers.

Every month, there are over...

**3 billion**
searches on Google for restaurants

**3 billion**
searches for hotels

**1 billion**
searches for clothing shops

**600 million**
searches for hair and beauty salons

**5 million**
searches for coffee shops

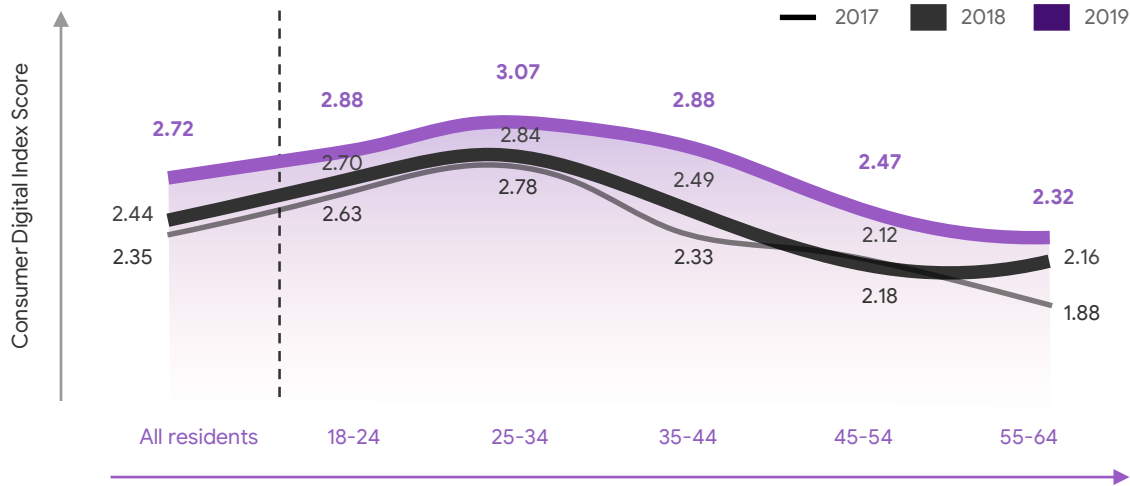# Google HK - Smarter Digital City 3.0 Research

Smarter HK Hub

www.| **apac.thinkwithgoogle.com/smarterhk**

*Online collection of thought-leader articles and shareable insights from 3 years of SDC research*

# Hong Kong is at the cusp of becoming Smarter:
# Residents are ready to embrace digital faster and faster



Consumer Digital Index Score

2017    2018    2019

**2.72**    **2.88**    **3.07**    **2.88**    **2.47**    **2.32**

2.44
2.35

2.70
2.63

2.84
2.78

2.49
2.33

2.12
2.18

2.16
1.88

All residents    18-24    25-34    35-44    45-54    55-64

Change in CDI,
2018 to 2019
+0.28

Change in CDI,
2017 to 2018
+0.09

CDI - a single score representing the overall level of digital savviness of Hong Kong smartphone users, accounting for an array of digital behaviors across financial services, retail, living, and travel.where 1 is not very digital savvy, and 5 is highest-level digital engagement.

Google

# While Hong Kongers are more digitally engaged, there are mixed views on city's progress.

**30%**

of residents consider Hong Kong to be a 'Smart City'

NO CHANGE from 2018, ranked the 3rd

**44%**

of corporates consider Hong Kong to be a 'Smart City'

+15% from 2018, ranked the 3rd

**39%**

of SMBs consider Hong Kong to be a 'Smart City'

+12% from 2018, ranked the 4th

# On the other hand, SMBs are catching up quickly and they have started to implement digital initiative, like app development

**82%** | +20% vs. 2018

of SMBs agree digital transformation is critical to business success

**30%** | +10% vs. 2018

of SMBs are considering to implement initiative on app development in the next 2 years

Google

# HKTB: Elevating Google Platforms

| Maps | | Posts | Events | Tech |
|---|---|---|---|---|
| **Easier navigation with 360 street views**<br><br>Update street views for promoted neighborhoods | **QTS merchants more accessible on Google maps**<br><br>Simplified qualification process, more visible presence with 360 photos | **Hong Kong stories on one click of search**<br><br>Consumers can now see featured HK stories of experiences & events when they search for HK | **Hong Kong events calendar on Google search**<br><br>Consumers can see what's happening in town in the coming week when search for HK events | **Integrate MyHKGuide app into new website**<br><br>Collaborate with Google to leverage PWA/AWP tools to incorporate apps functions on our new website |

# Benefits for visitors

## Better decision-making information

Address
**Opening hours**
Phone number
**Website**
Rating and opinions
Pictures

## Trust

Providing **trusted information**
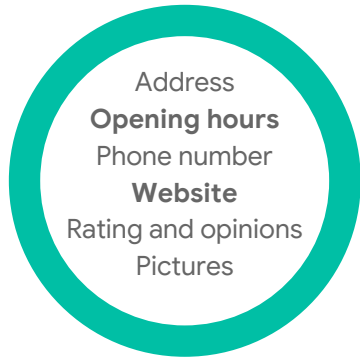
## Additional information

**Offerings**
Beer, Wine
Payments
**Credit cards**
**Accessibility**
Wheelchair accessible entrance

# Benefits for Local Businesses

**Reach a larger market** and increase market share

Potential for **increased site traffic** and differentiation

Stand out among the competition while also **lowering acquisition costs**

**1B**
Monthly active users Of Google Maps services*

**41%**
Of place searches with mapping products result in a site visit*

**$0**
Google will host imagery for free

# Engage with Customers for Free

Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Customers can connect with your business – *by calling, messaging or leaving reviews*.

*You can post photos and offers to your profile to show what makes your business unique*, and give customers reasons to choose you every time.
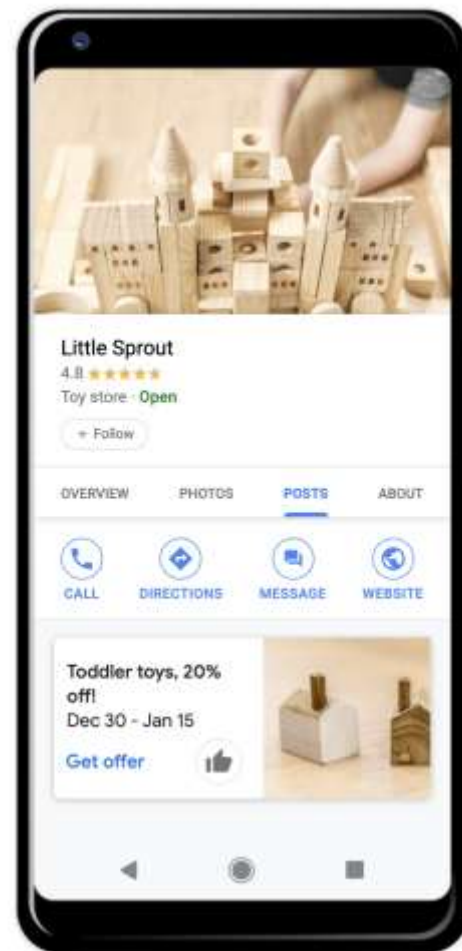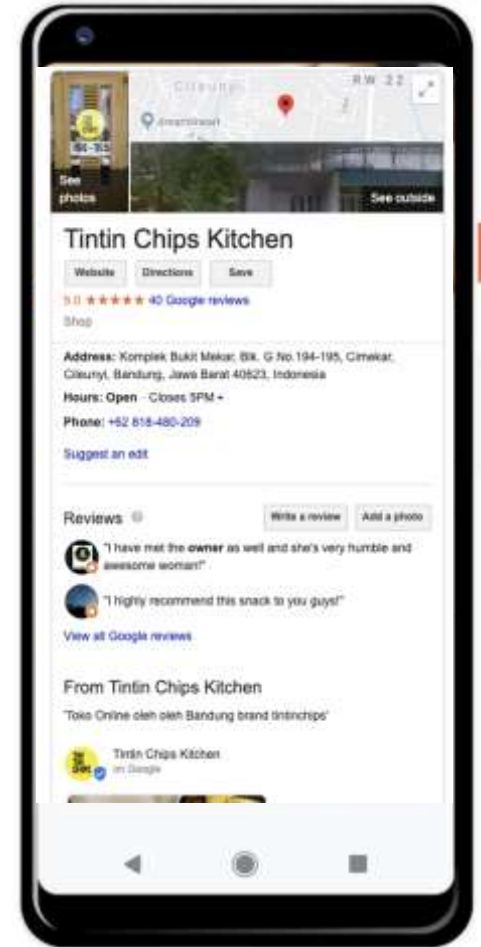
# Posts for Business

- Publish events, products, and services directly to Google Search and Maps. By creating posts, you can place your timely **text, video,** or **photo** content in front of customers when they find your business listing on Google
- Give people an incentive to drop by—share latest news, specials, or offers
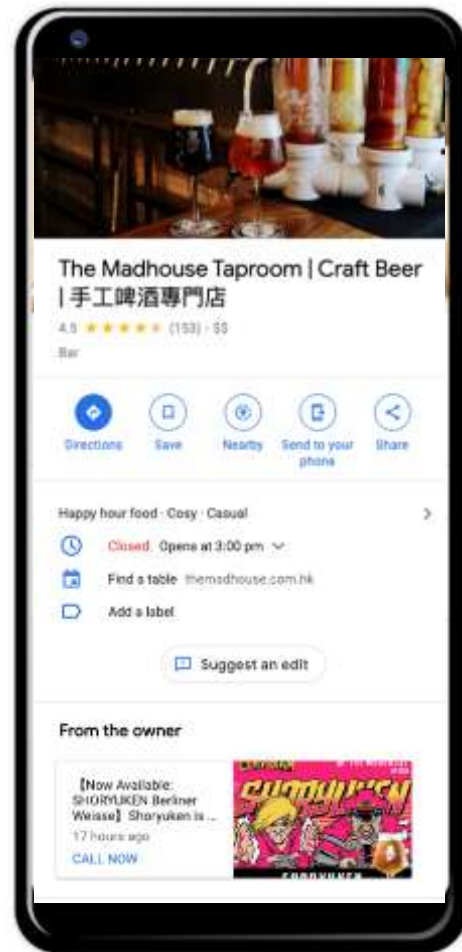
# Customer Reviews help build Credibility

- **Tintin Chips at Indonesia** is a social enterprise that empowers women who have children with disabilities in Bandung where profits are used to help therapy costs for children with disabilities
- They specialise healthy Indonesian cookies
- Founded in 2014 Tintin Chips they needed a solutions to build brand awareness in the community and also build credibility, hence started using Google My Business in 2015
- *the Review feature, Tintin Chips builds relationships with customers by replying to reviews written by customers, which can help build customer trust*

Thank you!