

SYNERGY MARKETING

The Playbook · 2026 Edition · synergymar.tech

The 2026 Hong Kong SMB AI Marketing Playbook

A practical, no-jargon system for getting more customers — from the agency that runs its own brands on it.

■■■■■■■■ — you win by building the system, not by getting lucky.

Read this if your marketing feels like guesswork

Most Hong Kong SMEs don't have a marketing problem. They have a **system** problem — money leaking in gaps they can't see, leads going cold because no one replied fast enough, budget spread evenly across channels that don't all work. This playbook is the exact system we use to fix that, on our own brands and for our clients. No theory, no buzzwords — five parts you can act on this quarter.

What's inside

1. The mindset shift: it's a data problem, not a traffic problem
2. The AI lead engine — capture, qualify, route, learn
3. The lead → WhatsApp pipeline that actually converts
4. The weekly 4-number dashboard every owner should run
5. Your 30-day action plan

Part 1 — It's a data problem, not a traffic problem

When sales dip, the instinct is to buy more ads. But if leads leak between the click and the sale, more traffic just fills a leaking bucket faster. Growth comes from finding the leaks — and the leaks are always in the data.

“You don't have a traffic problem. You have a data problem.”

The 3-step gold-mine framework: **Track** the whole journey (ad → page → form → CRM → sale), **Find** the leak (the page that loses 84% in 14 seconds, the campaign with zero qualified leads), **Reallocate** budget to what already works. Same spend, more revenue — before you ever increase the budget.

Part 2 — The AI lead engine (4 layers)

AI in marketing isn't a magic content button. It's an engine that runs the repeatable work between an ad and a closed deal, around the clock:

- **Capture** — every enquiry (ad, form, WhatsApp, DM) lands in one place instantly.
- **Qualify** — AI scores each enquiry so your team's time goes to the ones likely to close.
- **Route & follow up** — instant first reply (in HK, whoever replies first usually wins) + patient day-3/7/30 sequence.
- **Learn** — every closed/lost deal feeds back which channel and message actually produced revenue.

We run this exact engine on our own property-tech brand, MooneyBird — generating agent enquiries at **HK\$0.33 per click / 19% click-through**, not by spending more, but by never dropping a lead.

Part 3 — The lead → WhatsApp pipeline

“The deal usually goes to whoever replies first, not whoever is best.”

Five steps you can copy: (1) lead ad pushes straight into one system; (2) instant, personal WhatsApp acknowledgement; (3) smart routing with full context; (4) structured follow-up so nothing dies on day 3; (5) track to cost-per-*customer*, not cost-per-click. WhatsApp is the unfair advantage in HK — it gets read, and because the thread lives in your system (not a staffer's phone) it stays your asset even if someone leaves.

Part 4 — The weekly 4-number dashboard

You don't need 40 metrics. You need 4, once a week — each answering a decision:

- **Enquiries this week** — is the funnel alive?
- **Cost per enquiry** — am I overpaying / is a channel fatiguing?
- **Best channel** — where is business actually coming from? Put more there.
- **Enquiry → customer rate** — is follow-up converting or leaking?

Read together: enquiries down + cost up = refresh creative; enquiries up + customer-rate down = fix follow-up, not marketing.

Part 5 — Your 30-day action plan

- **Week 1** — Set up tracking: every enquiry (form, WhatsApp, call) captured as a conversion, tied to its source.
- **Week 2** — One inbox: route all enquiries into a single system with an instant WhatsApp auto-reply.
- **Week 3** — Build the follow-up sequence (day 1, 3, 7, 14) so no lead goes cold.
- **Week 4** — Stand up the 4-number dashboard; hold a 15-min Monday review. Shift budget to your best channel.

Do these four and you've replaced guesswork with a system — one that compounds every month.
That's the whole game.

Want us to build this system for you?

Start with a free, no-obligation Marketing Audit — we'll show you exactly where your marketing is leaking and what to fix first.

synergymar.tech → Get your free Marketing Audit