

HONG KONG'S THRIVING MEGA EVENTS ECONOMY FUELS THE GROWTH OF DIGITAL MARKETING BUSINESS

Digital Business Lab leverages Hong Kong's unique business ecosystem to deliver unified social media strategies, connecting global brands with Asian audiences.



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ALBIN LIX

Founder & CEO
Digital Business Lab

Founded by a French entrepreneur, Digital Business Lab is a pioneering social media and digital marketing agency that has established its global headquarters in Hong Kong in 2013. The agency specialises in an “all-in-one social” offering that integrates organic content, influencer marketing, and paid advertising to drive revenue growth for brands across both Western (such as Instagram and YouTube) and Chinese (such as WeChat and Xiaohongshu) platforms.

With the rise of the mega events economy in Hong Kong, the agency enjoys a new phase of growth through supporting brands and event organisers with social media strategy, digital and influencer marketing and video production, targeting audiences from the Chinese Mainland and across the APAC region.

Hong Kong as a Cross-Cultural Marketing Hub

Over the years, Digital Business Lab has expanded its services across Asia, building social media strategies that connect the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) with Southeast Asia and vice versa.

For Albin Lix, Founder & CEO of Digital Business Lab, Hong Kong offers a unique advantage as a hub for cross-cultural translation in marketing. “Hong Kong is the ideal location where you can seamlessly synchronise marketing efforts

across Western and Chinese Mainland channels while having direct access to industry leaders,” he said. The city’s multicultural environment allows the agency’s multilingual team—proficient in Mandarin, Cantonese, Korean, and Japanese—to thrive, tailoring campaigns that resonate with diverse audiences across the region.

Strengthening GBA Presence with a Cohesive Model

Recognising that marketers may face challenges with siloed strategies, Digital Business Lab introduced a new, integrated model. Lix explained, “We adapted proven European marketing principles to the social media landscape here. For instance, we translated the concept of long-tail SEO into a micro-influencer strategy to foster more authentic engagement and refined CRM segmentation to align KOLs with specific funnel goals, from awareness to conversion.”

With Gen Z leading this trend, there is a growing expectation for more authentic interactions with influencers, KOLs, and brands. This audience is driving marketers to create more meaningful experiences at every stage of the marketing funnel, highlighting the need for a cohesive approach.

Looking ahead, the agency plans to integrate AI, expand its expertise on

super-apps, and grow its team in both Hong Kong and the newly opened Shenzhen office to capture opportunities across the APAC region, particularly in the GBA.

As an entrepreneur and long-time resident in Hong Kong, Lix values the city’s vibrant entrepreneurial spirit and the government’s support for startups. He shared, “InvestHK provided invaluable guidance for my project and clients, along with excellent networking opportunities and exposure that helped my business grow.”

Digital Business Lab

- Hong Kong-based social media and digital marketing agency with offices in Singapore and Shenzhen
- Supported a range of global brands across various sectors, including luxury, hospitality, insurance, technology, banking, entertainment and automotive

<https://digital-business-lab.com>