

Captivating **New Customers** Online

First Page helps businesses drive sales and brand recognition through digital marketing and search engine optimisation.



Photo credit: Aquamon

Reaching the right audience in today's digital savvy economy is every business' marketing goal. First Page Limited was first set up in Hong Kong in 2013 to cater to enterprises that want to promote products and services digitally in order to capture new markets while keeping ahead of the technology curve. From Hong Kong, First Page has gradually grown into a global digital marketing agency with offices in Australia, Dubai, South America and Southeast Asia.

Establish a Steady Customer Base

"While digital marketing is crucial for all different sizes of business, for small to medium enterprises (especially those just starting out), establishing a steady customer base is imperative," explained Lars Maehler, First Page's General Manager. "The online marketing world is rich in prospects for smaller businesses, offering a platform for exposure not easily attainable through more traditional methods."

First Page helps its clients achieve their marketing goals through customised solutions including search engine optimisation (SEO). "SEO is a long term strategy that can greatly increase organic traffic, build trust and generate more conversions," Maehler clarifies. "Through

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Lars Maehler
General Manager
First Page

the utilisation of market leading tools such as Ahrefs, SEMrush, WooRank and Majestic, we empower our clients to evaluate their online performance while

we drive superior strategies to boost their business in a way they can really see."

The changes that COVID-19 brought to business also have transformed digital marketing into a burgeoning field. "With social lockdowns, internet usage has gone up 70 percent," reveals Maehler.

"The influence and effectiveness of online advertising and SEO services have skyrocketed. China is definitely a potential market that both big and small businesses can benefit from tapping into. Take WeChat as an example: with an average of 570 million users logging onto the application daily, it is a powerful platform that offers a golden opportunity for connecting brands with Chinese consumers."

Ideal business hub with global talent and business transparency

First Page chose Hong Kong as its first business location because it is a multinational city with a high degree of business transparency and wide usage of English and Chinese. "In Hong Kong, we can easily recruit skilled global talents from all parts of the world as well as locals – they are all top performers," Maehler said. "We

have 64 staff members ranging from tech specialists, performance media specialists, designers, content writers to sales and account managers. Our clientele mainly covers local and international brands in Hong Kong."

Maehler feels that Hong Kong is the right place for First Page to thrive as well as for entrepreneurs to work and live: "A stable and freely convertible currency; low tax rates; independent legal system – all these things make Hong Kong an ideal city to do business."

First Page

- Established in 2013 by Australian entrepreneur Nick Bell, First Page is a digital marketing agency currently operating in Hong Kong, Australia, Dubai, South America and Southeast Asia
- Its Hong Kong office provides one-stop digital marketing services including search engine optimisation, copywriting, Google advertising, and customised online reputation management

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