Panel Discussion | [MarTech Adoption Hurdles]
How to Cope with the Evolving Marketing Landscape and Overcome MarTech Adoption Hurdles?

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Acquia

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OrangeTee

slido

Are you a MarTech Owner or a MarTech User?

ⓘ Start presenting to display the poll results on this slide.

Fireside Chat | [MarTech Adoption Hurdles] How to Cope with Evolving the Marketing Landscape and Overcome MarTech Adoption Hurdles?

Scan badge QR code to submit questions!

Question 1

What are the key considerations when choosing between building a custom solution or opting for an off-the-shelf product?

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Question 2

Can each of you provide an insight into the most underestimated aspect of MarTech adoption within your industry?

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Question 3

In your experience, what are the essential steps to ensure smooth stakeholder buy-in during the initial phases of a MarTech adoption project?

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Bonus Question

In the context of real estate, how can MarTech streamline the Customer Journey from property browsing to purchase?

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When we talk about marketing technologies in real estate, we often talk about Automation, CRM Integration, Personalisation, and Customer Engagement.

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What if there is already a tool that enables Automation, CRM Integration Personalisation, and Customer Engagement...

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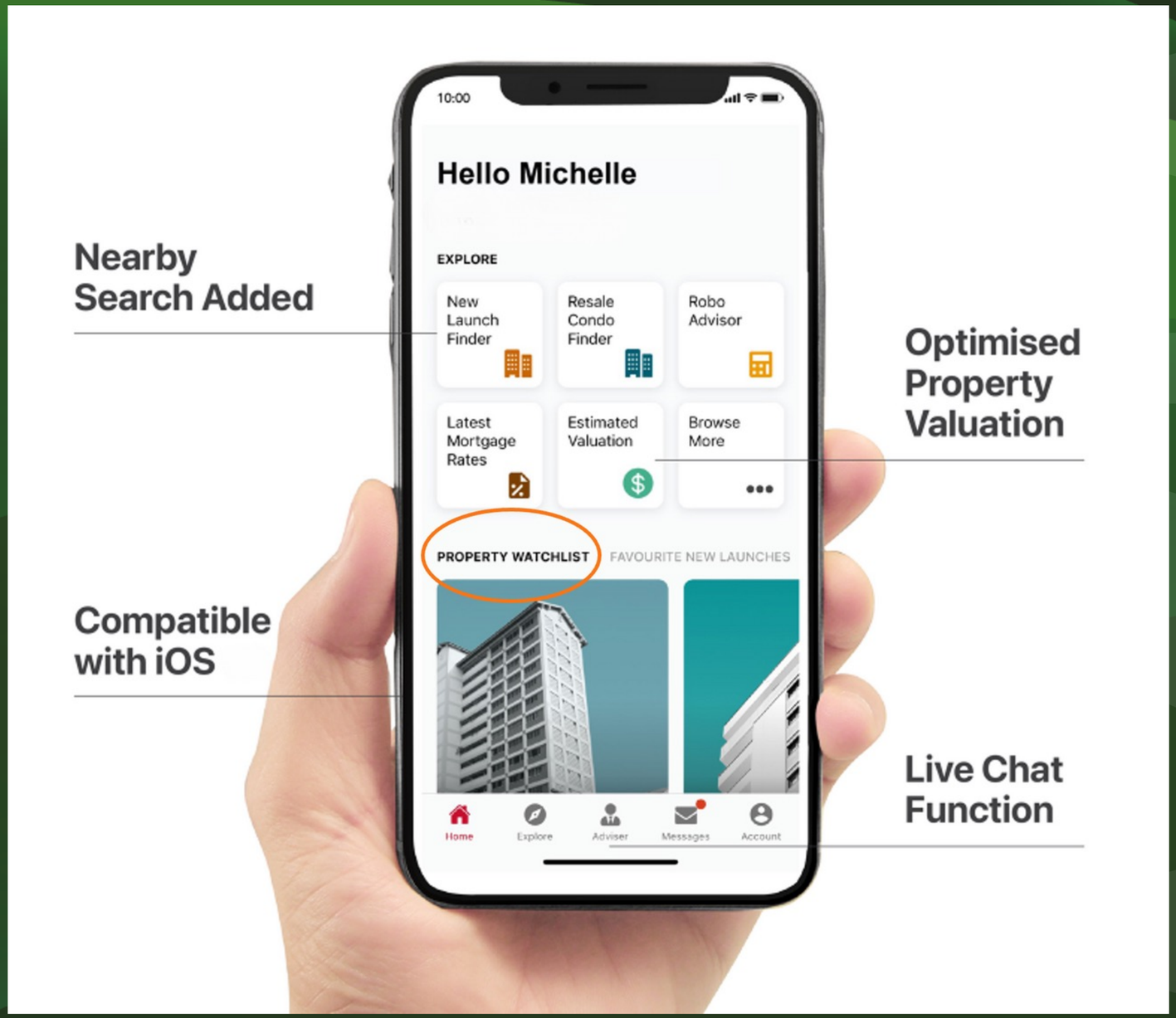
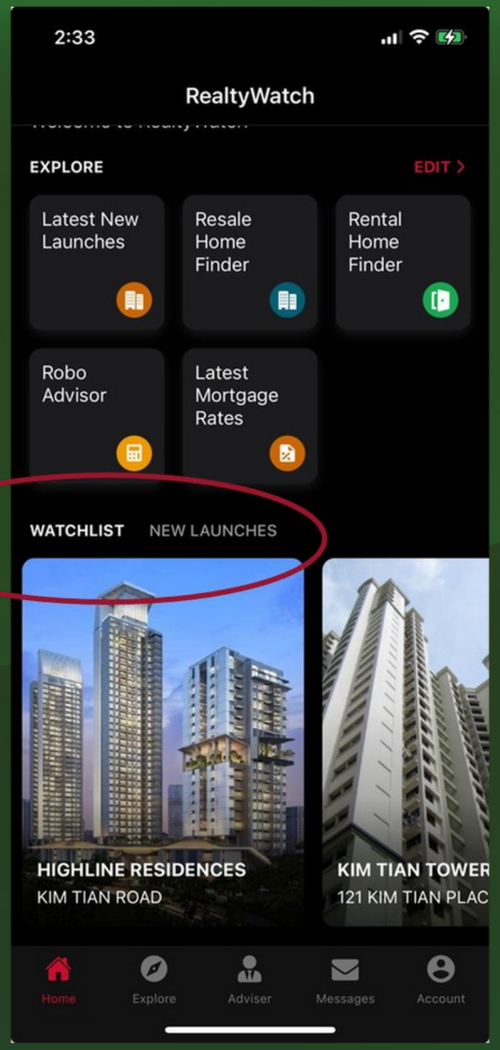
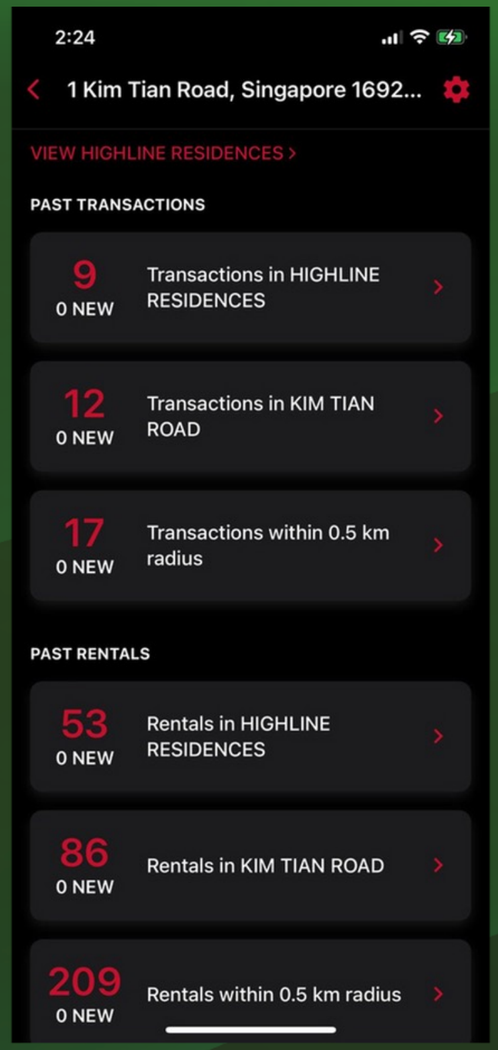
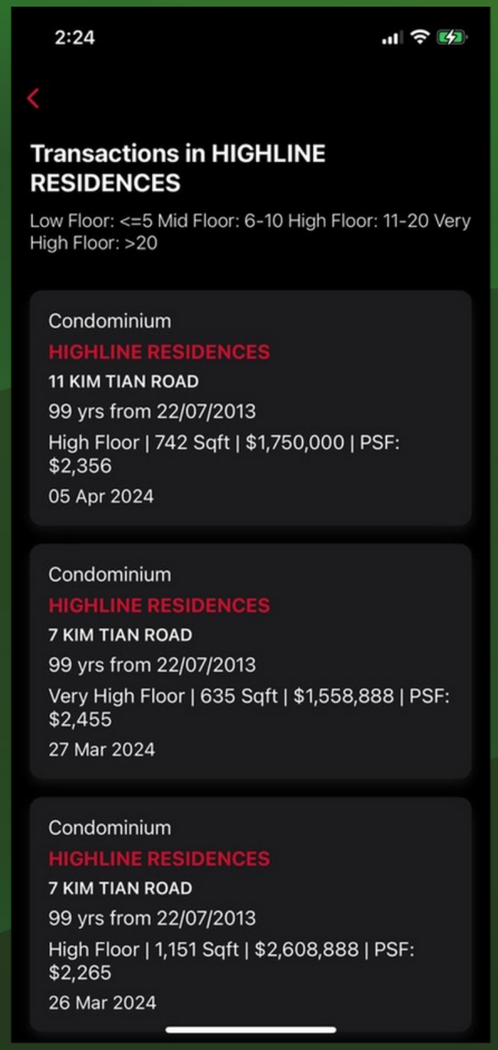
...at the same time help your clients see all the latest property transactions in their Neighbourhood?

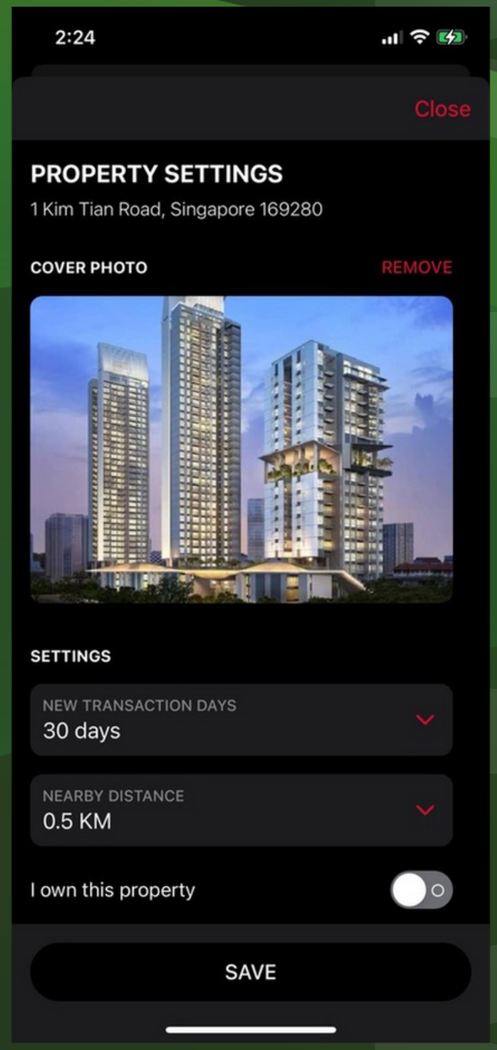
Scan badge QR code to submit questions!

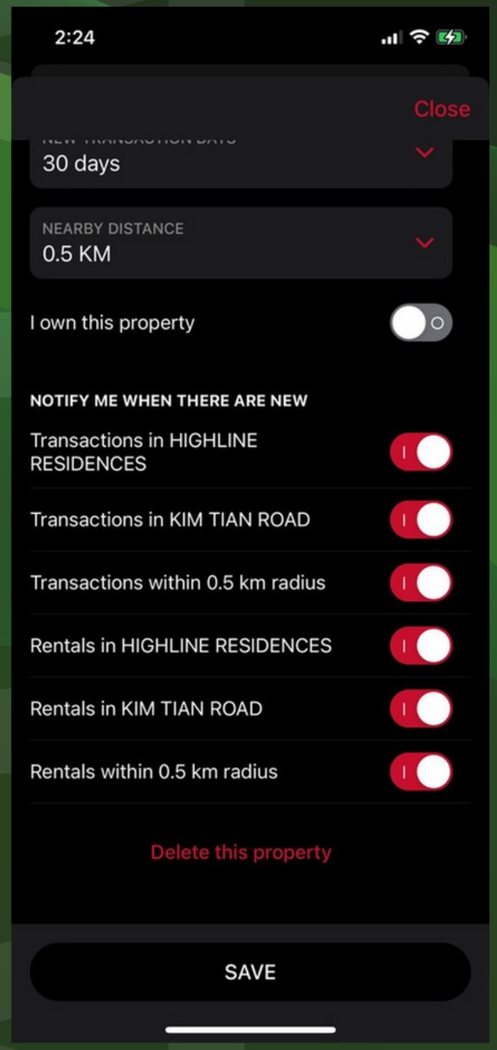



2:33
RealtyWatch
EXPLORE
EDIT >
Latest New Launches
Resale Home Finder
Rental Home Finder
Robo Advisor
Latest Mortgage Rates
WATCHLIST
NEW LAUNCHES
HIGHLINE RESIDENCES
KIM TIAN ROAD
KIM TIAN TOWER
121 KIM TIAN PLAC
Home
Explore
Adviser
Messages
Account


2:24
1 Kim Tian Road, Singapore 1692...
VIEW HIGHLINE RESIDENCES >
PAST TRANSACTIONS
9
0 NEW
Transactions in HIGHLINE RESIDENCES
12
0 NEW
Transactions in KIM TIAN ROAD
17
0 NEW
Transactions within 0.5 km radius
PAST RENTALS
53
0 NEW
Rentals in HIGHLINE RESIDENCES
86
0 NEW
Rentals in KIM TIAN ROAD
209
0 NEW
Rentals within 0.5 km radius


2:24
Transactions in HIGHLINE RESIDENCES
Low Floor: <=5 Mid Floor: 6-10 High Floor: 11-20 Very High Floor: >20
Condominium
HIGHLINE RESIDENCES
11 KIM TIAN ROAD
99 yrs from 22/07/2013
High Floor | 742 Sqft | $1,750,000 | PSF: $2,356
05 Apr 2024
Condominium
HIGHLINE RESIDENCES
7 KIM TIAN ROAD
99 yrs from 22/07/2013
Very High Floor | 635 Sqft | $1,558,888 | PSF: $2,455
27 Mar 2024
Condominium
HIGHLINE RESIDENCES
7 KIM TIAN ROAD
99 yrs from 22/07/2013
High Floor | 1,151 Sqft | $2,608,888 | PSF: $2,265
26 Mar 2024


2:24
Close
PROPERTY SETTINGS
1 Kim Tian Road, Singapore 169280
COVER PHOTO
REMOVE
SETTINGS
NEW TRANSACTION DAYS
30 days
NEARBY DISTANCE
0.5 KM
I own this property
SAVE


2:24
Close
30 days
NEARBY DISTANCE
0.5 KM
I own this property
NOTIFY ME WHEN THERE ARE NEW
Transactions in HIGHLINE RESIDENCES
Transactions in KIM TIAN ROAD
Transactions within 0.5 km radius
Rentals in HIGHLINE RESIDENCES
Rentals in KIM TIAN ROAD
Rentals within 0.5 km radius
Delete this property
SAVE

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Bonus Question

Effective MarTech Adoption that significantly boosts customer engagement for OrangeTee

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Business Continuity Planning (BCP)

- Business Efficiency
- Customer Centricity
- Productivity

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AMOS is born!

(AI-enabled Mobile Operating System)

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AMOS is your

- Concierge
- Personal Assistant (PA)
- Matchmaker

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360 Customer Engagement Journey

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Q & A

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