

Reshaping the Online Promotion of Hong Kong Enterprises through Meta AI: A Strategic Framework for Digital Marketing Transformation

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DOI: <https://doi.org/10.51583/IJLTEMAS.2026.150700030>

Received: 26 July 2026; Accepted: 31 July 2026; Published: 07 August 2026

ABSTRACT

The fast-paced incorporation of artificial intelligence into social media ecosystems has radically altered the digital marketing landscape, presenting enterprises with both unprecedented opportunities and challenges, especially for small and medium-sized enterprises (SMEs) functioning in resource-constrained settings. The article explores the strategic use of Meta AI technologies in the transformation of online promotion for Hong Kong enterprises, with an emphasis on the specificities of the Hong Kong market context. Drawing upon the theoretical lenses of the Technology Acceptance Model (TAM), the Task-Technology Fit (TTF) Theory, and the Resource-Based View (RBV) of the firm, this study proposes a holistic framework to understand how Meta AI capabilities, such as generative AI for content creation, Advantage+ automated advertising optimisation, AI-driven audience targeting, conversational commerce via WhatsApp Business API, and dynamic product advertising, can be systematically harnessed to boost marketing effectiveness. The analysis shows that Meta AI is not just an automation tool, but a strategic enabler that democratises access to sophisticated marketing capabilities previously reserved for large, well-funded corporations. The results indicate successful implementation via a “human-machine collaboration” model where AI addresses executional complexity and human strategists administer brand positioning, creative direction and strategic oversight. The article concludes with practical recommendations for Hong Kong enterprises to seize the opportunities of AI-driven transformation of digital marketing, and directions for future research.

Keywords: Artificial Intelligence, Digital Marketing, Marketing Automation, Meta AI, Social Media Marketing

INTRODUCTION

Background and Context

The digital marketing [1] industry is going through a historic paradigm shift. We are now well into the mid-2020s, and the use of artificial intelligence on social media platforms has moved from being an experimental novelty to being an operational necessity. The change is particularly important for Hong Kong businesses as the city is an international business hub with high digital connectivity, sophisticated consumer behaviour and keen market competition. According to the Digital 2025: Hong Kong report [2], internet penetration in Hong Kong

has reached 96% and the use of mobile devices has exploded to 235%, creating a hyper-connected environment where traditional marketing methods are quickly becoming irrelevant.

The problem is acute for Hong Kong businesses, especially SMEs, who have limited resources and manpower. Higher ad costs, less organic reach and more sophisticated consumer expectations have made traditional “place ads, wait for clicks, hope for conversions” strategies decreasingly effective. In this sense, the strategic deployment of Meta AI has become a necessity to survival, rather than a competitive advantage.

Meta, the parent company of Facebook, Instagram, WhatsApp and Messenger, has made AI core to its advertising ecosystem. The company’s Llama series of large language models, in combination with cutting-edge computer vision technology, analyses billions of user-generated data signals every second, including viewing patterns, scrolling speed, interaction frequency and cursor movements, to improve content delivery and advertising performance. 90% of your advertisements’ reach and cost-effectiveness today depends on how well you ‘talk’ to Meta AI’s algorithms,” says one industry observer.

The Hong Kong Market Context

There are several distinctive features of the digital marketing landscape in Hong Kong. For one, the market is very geographically concentrated but diverse in terms of consumer demographics, ranging from local Hong Kongers, mainland Chinese consumers and international residents. Second, WhatsApp has reached near-universal penetration as the primary communication channel, with around 83.1% of Hong Kong’s population active on social media platforms. Third, the city’s position as a gateway to mainland China creates unique opportunities and challenges for cross-border digital marketing [3].

The situation has been further complicated by recent structural changes. The Hong Kong Meta advertisers are now in a fully AI-directed campaign environment where the system dictates creative, audience and placement optimisation, with the mandated migration to Meta Advantage+ finalised in May 2026. In Q4 2025, Meta said AI improvements resulted in a 3.5% increase in click-through rates on Facebook and 1% more conversions on Instagram. Meanwhile, TikTok’s exit from Hong Kong in 2026 displaced around 3 million active users and thousands of content creators, hastening the shift to Instagram Reels and YouTube Shorts.

Research Objectives and Scope

The objectives of this article are threefold: (1) to systematically review the capabilities and applications of Meta AI technologies relevant to enterprise marketing in Hong Kong; (2) to develop a strategic framework for integrating these AI capabilities into comprehensive digital marketing strategies; and (3) to provide actionable recommendations for Hong Kong businesses, especially SMEs, to leverage AI for competitive advantage.

This includes Meta’s ad optimisation tools, generative AI for content creation, conversational commerce through WhatsApp integration, audience targeting and personalisation, and performance analytics and optimisation. The analysis is based on well-developed theoretical foundations and remains practical for business practitioners.

LITERATURE REVIEW

Artificial Intelligence in Marketing: Theoretical Foundations

The use of artificial intelligence in marketing practice has garnered much scholarly attention over the last decade. Initial research was focused on the ability of AI to automate mundane marketing activities, but more recent scholarship has been on its ability for the strategic transformation of marketing functions. There are several theoretical lenses which can be used to structure the literature to understand AI adoption in marketing contexts.

Davis [4] first proposed the Technology Acceptance Model (TAM). The model suggests that perceived usefulness and perceived ease of use are the primary determinants of technology adoption. This framework posits that adoption of AI marketing tools hinges on marketers' perceptions of AI effectiveness in improving outcomes, and perceived ease of implementation. Sarp [5] in her research extended TAM to the AI context and suggested two other critical factors, trust and perceived risk.

Goodhue and Thompson [6] have developed the Task-Technology Fit (TTF) Theory, which states that technology has to fit the tasks it is supposed to support for it to be used effectively. This framework is particularly valuable for grasping how AI marketing tools engage with specific marketing tasks, such as content generation, audience segmentation, or performance enhancement. By matching AI capabilities to the task requirements, the performance improvement is maximised.

Barney [7] in the Resource-Based View (RBV) of the firm focuses on sustainable competitive advantage from valuable, rare, imperfectly imitable and non-substitutable (VRIN) resources. In this sense, AI capabilities are a potentially valuable resource, but their rarity and inimitability depend on the sophistication of the implementation and the degree of integration with organisational knowledge.

Teece, Pisano and Shuen [8] extended the RBV to the Dynamic Capabilities Theory, which emphasises the ability of firms to integrate, build and reconfigure resources to adapt to changing environments. This framework highlights the need for organisations to continuously build capabilities to make effective use of AI technologies as they progress.

AI-Powered Social Media Marketing

Social media marketing has been revolutionised thanks to AI capabilities to levels of personalisation, automation, and optimisation never seen before. The research has identified several key application areas:

(a) Content Generation & Optimisation -- Generative AI has cut costs and time of content creation into a fraction. Research has shown that AI-produced content, when appropriately directed by human strategic input, can achieve engagement rates on par with, or even exceeding, human-created content [9]. A significant advantage over traditional approaches is the ability to generate multiple variations for A/B testing on a scale.

(b) Audience Targeting and Personalisation -- AI-powered behavioural targeting has replaced traditional demographic targeting by recognising purchase intent signals from browsing behaviours, interaction histories,

and even subtle behavioural cues. Geetha et al. [10] found that AI-based targeting reduced customer acquisition costs by an average of 35% and increased conversion rates.

(c) Advertisement Optimisation -- AI systems can now bid, place and optimise advertisements in real-time in response to market conditions faster than human operators. Studies have shown that AI-powered campaigns consistently beat manual ones on key metrics such as return on ad spend (ROAS) and cost per acquisition (CPA) [11].

(d) Conversational Commerce -- AI-driven chatbots and messaging systems have revolutionised customer service and sales roles. According to a study by Le [12], AI-powered conversational commerce achieved a 40% higher conversion rate compared to traditional web-based purchase flows, especially in markets where messaging apps are the primary communication channel.

Digital Marketing in the Hong Kong Context

Hong Kong's digital marketing literature reveals a set of distinctive features that drive AI adoption and effectiveness:

(a) SME Prevalence -- Over 98% of all enterprises in the Hong Kong economy are SMEs, making them a significant part of the economy. Resource limitations, particularly about marketing budgets and staffing, are consistently cited as the main obstacles to sophisticated digital marketing [13]. This is especially appealing when it comes to AI tools, which provide capability enhancement without commensurate headcount increases.

(b) Mobile-first behaviour -- Hong Kong consumers are among the highest in the world for mobile engagement. A study by Kao and L'Huillier [14] found that 87% of Hong Kong consumers shop using mobile devices, hence the need for mobile-optimized marketing strategies.

(c) Platform Preferences -- Unlike in the West where email and web are the main communication channels, Hong Kong consumers have a strong preference for messaging platforms, especially WhatsApp. Research indicates that 95% of smartphone users in Hong Kong use WhatsApp for business communication [15], and conversational commerce is an important capability.

(d) Cross-Border Dynamics -- Hong Kong's gateway status to mainland China creates unique marketing dynamics. Research by Ding and Lu [16] found that 65% of Hong Kong retailers target consumers from mainland China, requiring marketing strategies that bridge two distinct digital ecosystems.

Meta's AI Ecosystem: A Technical Overview

Meta's AI tools are more of an entire ecosystem rather than just a single tool. The technical architecture has several components that are interconnected:

(a) Large Language Models (Llama Series) -- Meta's proprietary family of LLMs that provide natural language understanding and generation capabilities across the platform ecosystem. These models can help you generate content, translate, and personalise at scale.

- (b) Computer Vision Technology -- Powerful image and video analysis for content understanding, visual search, and automated creative optimisation.
- (c) Advantage and Platform -- Meta's self-serve advertising platform that automates audience targeting, placement optimisation, creative selection and bidding decisions with limited human intervention. Starting from 2025, Advantage+ will be the default campaign setup for sales, leads and app campaigns.
- (d) Opportunity Score -- A diagnostic tool that scores potential for campaign optimisation 0-100 with specific recommendations for improvement.
- (e) Conversational AI -- Messenger and WhatsApp use natural language processing to automate customer interaction and enable commerce.

Research Gap and Contribution

While there is a wealth of literature on AI in marketing in general and digital marketing in Hong Kong specifically, there is little research on the strategic use of the Meta-specific AI ecosystem in the context of Hong Kong. Key gaps are:

- (1) Empirical examination of the adoption and benefits of Meta AI capabilities by Hong Kong SMEs
- (2) Under-theorized mechanisms to understand conditional effectiveness of AI marketing tools in resource-constrained settings
- (3) No practical guidance on how to integrate Meta AI capabilities into holistic marketing strategies

This article addresses these gaps by proposing an integrative framework based on sound theory that provides actionable guidance to practice.

Theoretical Framework

Integrated Theoretical Model

Based on the literature review, this article develops an integrated theoretical framework that combines the perspectives of Technology Acceptance Model (TAM), Task-Technology Fit (TTF) and Resource-Based View (RBV), to explain and guide the adoption of Meta AI for Hong Kong enterprise marketing. The framework assumes that:

- (a) Proposition 1 (TAM) -- The adoption intention of Hong Kong enterprises towards Meta AI tools is positively influenced by the perceived usefulness and perceived ease of use of Meta AI tools, moderated by the specific marketing challenges faced.
- (b) Proposition 2 (TTF) -- The impact of Meta AI tools depends on the degree of fit between AI capabilities and particular marketing tasks, with higher fit leading to better results.

(c) Proposition 3 (RBV) -- Meta AI adoption can only provide sustainable competitive advantage when complemented with organisational resources including human talents, data assets, and strategic alignment.

(d) Proposition 4 (Integration) -- Organisations realise maximum benefit from Meta AI adoption when they achieve alignment across technology acceptance, task-technology fit, and resource configuration.

The Human-Machine Collaboration Paradigm

A central theme, both in theory and practice, is the idea of human-machine collaboration. Meta's AI tools are meant to enhance the abilities of human marketers, not to replace them. This paradigm implies:

(a) AI takes on the complexity of execution

(b) Automated bidding, placement optimisation, creative testing and performance monitoring

(c) Strategic human input: Brand positioning, creative briefs, audience strategy, performance interpretation

(d) Scale through collaboration: AI scales human strategic decisions across millions of impressions and interactions

As industry observers have noted, AI will not replace marketers, but marketers who know how to use AI will replace those who do not. This view is in line with the augmented intelligence research, which focuses on the combination of human and machine capabilities rather than substitution.

Meta AI Applications for Hong Kong Enterprise Marketing

AI-Driven Content Creation and Optimization

One of the most immediate applications of Meta AI for Hong Kong enterprises is to create content. The in-built AI-Generated Content (AIGC) features of Meta Business Suite address the age-old issue of content creation for resource-strapped SMEs.

(a) Generation of Copywriting -- By entering product keywords, enterprises can generate ad headlines for different demographic segments. Notably, the system is capable of autonomously translating into bona fide Cantonese colloquialisms, creating culturally resonant content that sounds locally authentic. This is particularly useful for Hong Kong companies that serve local and international clients who need to produce multilingual content quickly.

(b) Visual Content Generation -- AI background creation can turn simple product photos into marketing visuals in context, significantly reducing production costs and time. This functionality allows SMEs without dedicated design resources to produce professional quality visual marketing, a capability previously restricted to those in the major leagues with access to a substantial creative budget.

(c) Scale Content Variations -- Generative AI can quickly create diverse content variations for testing. As industry practitioners have said, "generative AI tools can help teams produce more variations in creative assets,

then paired with Advantage+ for optimization”. That capacity allows for systematic testing and optimisation that could not be done if the content was manually created.

Advantage+ Automated Advertising

Meta's most significant AI innovation for optimising ads is the Advantage+ platform. This ability gives Hong Kong enterprises several key advantages:

(a) Automated Audience Targeting -- Traditional audience targeting is based on demographic assumptions that often overlook potential customers who don't match expected profiles. Advantage+ identifies purchase intent signals from users' browsing behaviour across the Meta ecosystem and beyond using behavioural analysis. This ability detects “hidden buying signals” from users that may not always match traditional demographic targeting but show behavioural patterns that indicate purchase intent.

(b) Dynamic Budgeting Allocation -- As data is collected, AI automatically re-allocates ad budgets to those audiences most likely to convert. This dynamic optimisation makes sure advertising spend is spent where it provides the most return, solving the typical problem of wasted advertising spend.

(c) Automated A/B Testing -- AI can test multiple creative combinations simultaneously and re-allocate budget dynamically to the best performing combinations. This capability removes the manual and time-consuming process of sequential A/B testing, while allowing for more variations to be tested than would be feasible manually.

(d) Performance Prediction -- AI predicts click-through rates and conversion rates prior to campaign launch, using historical data. This prediction gives you the opportunity to optimise before launch, so you do not waste money on campaigns that are likely to underperform.

All Hong Kong Meta advertisers are now in this AI-directed environment, because of the forced migration to Advantage+ that took place in May 2026. This structural change underscores the need to understand and properly harness these AI capabilities.

Conversational Commerce through WhatsApp Integration

Given how widespread WhatsApp is in Hong Kong, conversational commerce is a particularly useful application of Meta AI. The combination of AI capabilities with WhatsApp Business API creates powerful marketing synergies:

(a) Smart Customer Service -- AI-powered chatbots integrated with Meta AI can understand context and handle questions, appointments, and even orders with human-like natural language processing. This ability helps to address the challenge of providing timely customer service without dedicated staff.

(b) Personalised Remarketing -- AI lets you proactively push personalised product suggestions via WhatsApp, reducing purchase consideration cycles. Studies show conversion rates from AI-powered conversational commerce are much higher than broadcast messaging.

(c) End-to-End Commerce Enablement -- Consumers can complete the entire purchase journey from discovery and inquiry to purchase and after-sales support in a single WhatsApp conversation. This seamless experience solves the problem of high abandonment rates for multi-platform purchase journeys.

(d) Affordable Lead Generation -- WhatsApp Click-to-Chat ads have conversion mechanics that are particularly suited to the Hong Kong market. The 72 hours free messaging window and the Hong Kong consumer preference for WhatsApp communications provides a cost-per-lead advantage of 60-70% versus equivalent landing page campaigns.

Dynamic Product Advertising

Another powerful AI capability Hong Kong enterprises have is dynamic ads. For example, when users browse products on an enterprise website but don't make a purchase, Meta AI automatically remembers these products and surfaces them in later interactions on the Meta platform. This reminder-style advertising tackles a big problem in e-commerce: cart abandonment and lost sales from users who show interest but don't complete their purchase.

Dynamic ads work because they personalise at scale. Rather than generic advertising, each user sees products they've previously shown an interest in. This level of personalisation is much more effective at driving return on ad spend because it is targeting users who are already in buying mode.

Offline Conversion Tracking

This is especially useful for Hong Kong businesses with brick-and-mortar retail to connect online advertising to offline sales. Businesses can upload encrypted point-of-sale [17] transaction data to Meta, to match users who saw advertisements against customers who made in-store purchases. This capability allows:

- (a) Assigning offline sales directly to online advertising
- (b) Optimizing advertising to audiences most likely to convert in-store
- (c) Familiarity with the entire customer journey through online and offline channels

The capability is especially pertinent to Hong Kong's retail sector, where exploding growth in e-commerce runs up against the ongoing relevance of physical stores.

Strategic Framework for Meta AI Implementation

The AI Marketing Maturity Model

Based on the theoretical framework and analysis of the capabilities of Meta AI, the article proposes a maturity model of AI-powered marketing:

- (a) Level 1: Trial and Error

- Basic use of AI content generation tools

- Early adoption of Advantage+ with minimal customisation
- Partial performance measurement
- Emphasis on understanding capabilities instead of strategic integration

(b) Level 2: Operational Integration

- Regular marketing with systematic AI-generated content
- Dynamic Advantage+ optimisation with performance tracking
- WhatsApp AI integration for customer service
- Ongoing assessment and improvement of performance

(c) Level 3: Strategic Use

- AI in the marketing funnel
- Sophisticated targeting and personalisation for the audience
- Conversational commerce as the dominant customer channel
- Tracking and optimising ROI across channels

(d) Level 4: Transformation powered by AI

- AI capabilities are at the heart of business strategy
- Constant learning and evolution of AI models
- Integration to wider business systems (CRM, ERP)
- AI capabilities as competitive advantage

Human-Machine Collaboration Framework

Meta AI needs clear roles to implement effectively:

(a) AI Duties

- Processing and analysis of large scale data
- Audience identification and pattern recognition
- Content creation and variation
- Budget allocation and bid optimisation

- Performance monitoring and alerting
- Conducting and analysing A/B tests

(b) Human Duties

- Setting strategic objectives
- Brand positioning & creative direction
- Strategy and targeting audiences
- Performance analysis and insight generation
- Creative Judgement & Quality Assurance
- Ethical review and adherence

(c) Joint Processes

- Goals for AI optimisation are set by humans
- Insights powered by AI for human-led strategy
- Human creativity-driven AI content generation
- AI performance data to support human decisions

Implementation Roadmap for Hong Kong Enterprises

It is recommended to implement the proposed approach in phases according to the maturity model and human-machine collaboration framework:

(a) Phase 1: Foundation (Months 1-3)

It is preceded by a thorough audit of current marketing capabilities and performance to identify strengths, weaknesses and opportunities for AI integration. Once the audit gives a clear picture of the starting point, the next priority is to turn on Advantage+ on existing campaigns, letting Meta's automated optimisation take over on audience targeting, creative selection, and bidding decisions. This allows the AI to learn from existing data and start improving performance immediately. At the same time, teams should start to leverage AI content generation for routine social media posts, freeing up valuable human resources for higher level strategic thinking. Hong Kong has near ubiquitous WhatsApp penetration and so with the WhatsApp Business API set up with basic AI responses, customers can immediately improve customer engagement and lead qualification. Finally, baseline performance metrics on key indicators such as cost per acquisition, click through rates and conversion rates establish benchmarks for measuring improvement. This systematic approach ensures that each future optimisation is data-driven, allowing Hong Kong enterprises to build their AI marketing capabilities on a strong, measurable foundation.

(b) Phase 2: Optimisation (Months 4-6)

It is centred on optimisation and scaling. First, campaigns should be consolidated to achieve better data density. Fragmented campaigns with similar objectives can be consolidated to ensure the AI has enough conversion data to optimise effectively. Once consolidation is done, turning on Advantage+ creative enhancements allows AI to automatically test and optimise creative elements like images, headlines and calls-to-action. At the same time, dynamic product ads allow us to serve personalised retargeting for the products the user has previously viewed, which has been shown to be a key driver of lift in conversion. Customer experience is further enhanced by extending conversational AI capabilities beyond basic responses and more sophisticated customer questions and purchase processes. Finally, starting systematic A/B testing, where AI tests multiple creative combinations at once and reallocates budget to the best performers, ensures ongoing learning and improvement. This phase transforms initial capabilities into a sophisticated, high-performance marketing engine driven by data, automation and ongoing optimisation.

(c) Phase 3: Integration (Months 7-12)

This is a strategic embedding of AI marketing into the broader organisational context, turning isolated marketing initiatives into a cohesive, insight-driven business competency. The first step is bringing AI marketing into the wider business – connecting marketing data to customer relationship management (CRM), enterprise resource planning (ERP) and other operational systems to get a single view of customer interactions. This integration opens the door for advanced audience segmentation based on AI insights that go beyond simple demographic segmentation, but also behavioural and predictive segmentation that can reveal high-value prospects and hidden conversion opportunities. Offline conversion tracking ties online ads to in-store purchases, giving you full visibility into the customer journey across all channels. AI-driven performance dashboards [18] provide a real-time view of key metrics, allowing proactive rather than reactive adjustments. Finally, training the team on how to interpret and optimise AI is critical to maintaining human judgement at the center of strategy so that teams can steer AI toward organisational goals. This integration completes the loop, where insight constantly informs strategy.

(d) Phase 4: Transformation (12+ months)

It signals the end of the AI marketing transition, with AI capabilities embedded at the heart of the total marketing strategy, not just tactical tools. Now, organisations are injecting AI-driven decision-making into every part of their marketing operations, from customer acquisition to retention and loyalty. Organisational Culture Transitions to a Culture of Continuous Learning and Adaptation—Teams regularly review AI performance metrics, revise tactics accordingly, and adapt to changing market dynamics and AI capabilities. Sustainable Advantage Competitive edge by virtue of AI capabilities. The firm develops distinctive AI-driven solutions that are hard for competitors to copy. Staying ahead of the curve on emerging AI use cases like predictive analytics, voice commerce and advanced personalisation keeps the organization ahead of the curve. Finally, building proprietary AI capabilities [19] makes sense, such as bespoke models based on proprietary customer data, building unique assets that further differentiate the business in an increasingly competitive digital ecosystem. In this phase of maturity, AI moves from being a marketing enabler to being a source of durable strategic advantage.

Performance Measurement Framework

For effective AI marketing you need the right performance metrics:

(a) Efficiency indicators

- Cost per acquisition (CPA)
- Return on advertising spend (ROAS)
- Cost per lead CPL
- Advertising cost of sale (ACOS)

(b) Effectiveness Metrics

- Conversion rate
- Click-through rate (CTR)
- Engagement Rates
- Customer life-time value (CLV)

(c) Metrics for AI

- AI vs. baseline performance improvements
- Percentage of campaigns leveraging AI optimisation
- Engagement with AI-generated content versus engagement with human-generated content
- Customer satisfaction and chatbot resolution rate

(d) Strategy metrics

- Trends in market share
- Awareness and consideration of the brand
- Cost of customer acquisition trends
- Competitor positioning

DISCUSSION

Theoretical Implications

Several implications for the theoretical frameworks used in the analysis can be drawn:

(a) Technology Acceptance Model -- The results reveal that the perceived usefulness of Meta AI tools is especially high when companies are under acute resource constraints, which is a common phenomenon for Hong Kong SMEs. Meta's emphasis on intuitive interfaces to showcase AI capabilities increases perceived ease of use. But trust is a key issue, particularly when it comes to using sensitive customer data and having AI represent the brand.

(b) Task-Technology Fit -- The usefulness of Meta AI capabilities depends on the type of task. Content generation is a good task-technology fit for routine, high-volume tasks but requires human oversight for brand-critical communications. Audience targeting is a good match for broad reach campaigns but may need to be adapted for niche or specialised audiences. The best fit is for data-rich, repetitive tasks with clear performance metrics.

(c) Resource-Based View -- Meta AI capabilities are increasingly available to all enterprises and thus less likely to be a source of sustainable competitive advantage. However, there is a heterogeneous distribution of the ability to effectively integrate and leverage AI. This creates the potential for differential advantage. Organisations that build complementary capabilities in data management, strategic interpretation and organisational learning may achieve sustainable advantages from the adoption of AI.

Practical Implications for Hong Kong Enterprises

The analysis has certain practical implications:

(a) Primary Beneficiaries -- SMEs Paradoxically, SMEs may benefit even more from AI marketing tools than larger enterprises. Big companies with huge budgets can have huge marketing teams, but SMEs can use AI to achieve the same level of marketing sophistication with less resources. As mentioned in the literature, "SMEs are the biggest beneficiaries of AI as it fills the gap in manpower, allowing you to do more with less money".

(b) The Role of Human Oversight -- As powerful as AI is, human strategic oversight is essential. Industry professionals say the best way forward is to have AI as an execution assistant, with human brains still the strategy commanders. If a company tries to fully automate its marketing with no human intervention, it risks brand dilution and strategic misfit.

(c) Good Data Matters -- It's the basis for good AI. Businesses need to invest in collecting clean data, deploying pixels correctly and integrating first-party data sources. "AI systems need good creative assets and conversion data to optimise against", one analyst noted.

(d) The WhatsApp Opportunity -- With WhatsApp penetration in Hong Kong, enterprises should lean into conversational commerce capabilities. This presents a major opportunity, with a 60-70% cost-per-lead advantage over traditional landing page campaigns.

(e) Still Learning -- AI is developing fast. Companies must embrace a culture of continuous learning and adaptation. A survey by HKPC found that Hong Kong enterprises are taking a "small steps, fast running" approach, applying AI to high-frequency tasks first and expanding based on proven returns.

Challenges and Limitations

Some challenges to effective Meta AI adoption are worth noting:

(a) The “Black Box” Problem -- When AI algorithms are complex, it can be difficult for marketers to understand why specific decisions are being made, which leads to trust issues and limits learning. Organisations need to build the skills to understand what AI is telling them and have the right controls in place.

(b) Data Privacy and Compliance -- The Personal Data (Privacy) Ordinance in Hong Kong [20] includes provisions on data collection and use which may influence the capabilities of AI marketing. Enterprises must remain compliant while enjoying the data-driven powers of AI.

Skills Gap: Successful AI marketing demands new skills in data analysis, AI tool management, and strategic use of AI insights. This shortage of skills in the marketing workforce in Hong Kong is a major barrier.

(c) Consistency of Brand Voice -- AI-generated content may not always align with the brand voice and values without careful human oversight. Enterprises should develop clear guidelines and review processes for AI-generated content.

(d) Measurement Challenges -- Traditional marketing metrics may not fully capture the value of AI. Enterprises need to create the right metrics to quantify AI contribution to marketing effectiveness.

Future Research Directions

Further work is needed in several areas:

(a) Empirical Studies -- Quantitative studies on the association between Meta AI adoption and marketing performance of Hong Kong enterprises would be valuable evidence.

(b) Sector Specific Analysis -- Different sectors may benefit from Meta AI adoption differently. Research on sectoral differences would lead to more specific recommendations.

(c) Longitudinal Studies -- The impact of the adoption of AI on marketing organisations and capabilities over time should be examined.

(d) Cross-Cultural Comparison -- Cross-cultural comparison of AI marketing adoption and effectiveness would shed light on the contextual factors.

(e) Ethical Implications -- The ethical issues of AI-based marketing, including privacy, manipulation, and fairness, need further scholarly research.

CONCLUSION

In this article, we have studied the strategic application of Meta AI technologies for the reinvention of Hong Kong companies' online promotion. The analysis has shown that Meta AI is a fundamental transformation of marketing capabilities, not just an incremental improvement in marketing technology. Meta AI opens the door

for enterprises to tap into advanced marketing capabilities that were once only possible for organisations with substantial resources, such as generative AI for content creation, automated advertising optimisation with Advantage+, conversational commerce via WhatsApp integration, dynamic product advertising, and offline conversion tracking.

The combined theoretical framework of TAM, TTF and RBV provides a holistic perspective on AI adoption and success. The analysis shows that for successful implementation, technology acceptance, task-technology fit, and organisational resource configuration have to be aligned. The best way forward is the human-machine collaboration paradigm, where AI takes care of the executional complexity and humans provide the strategic direction.

Hong Kong businesses are hugely impacted by this. The city's own market characteristics (high digital connectivity, strong WhatsApp penetration, dominance of SMEs, and cross-border dynamics) have both opportunities and challenges for AI-powered marketing. Companies that can effectively harness Meta AI capabilities could gain a competitive edge through improved targeting, personalisation and efficiency. But success requires strategic commitment, adequate resource allocation and continual learning.

AI is not a future trend; it is a present reality transforming marketing. As Meta's ecosystem increasingly becomes AI-driven, enterprises must adapt or perish. The question is not if you should embrace AI marketing capabilities but how to do it effectively. This article offers a framework to guide that journey, from initial experimentation to strategic transformation.

The bottom line is that it is an opportunity, not a threat. AI will not replace marketers, but marketers who know how to use AI will outperform marketers who do not. For Hong Kong businesses ready to embrace this transformation, the rewards include more efficient customer acquisition, deeper customer relationships and sustainable competitive advantage in an increasingly digital marketplace.

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Appendix: Meta AI Glossary

Term	Definition
Advantage+	Meta's AI-powered advertising platform that automates audience targeting, placement, creative selection, and bidding
AIGC	AI-Generated Content; content created by artificial intelligence systems
Conversational Commerce	Commerce conducted through messaging platforms with AI assistance
CPA	Cost Per Action; advertising cost per desired conversion
CTR	Click-Through Rate; percentage of ad impressions resulting in clicks
Dynamic Ads	Personalized ads that display products users have previously viewed
Llama	Meta's family of large language models powering AI capabilities
Opportunity Score	Meta's 0-100 diagnostic score indicating campaign optimization potential
ROAS	Return On Ad Spend; revenue generated per advertising dollar
WhatsApp Business API	WhatsApp's business integration platform enabling automated messaging and commerce