

# NAVIGATING TRANSFORMATION: DIGITAL STRATEGIES FOR FAMILY BUSINESSES

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In today's business landscape, family enterprises can navigate challenges and seize opportunities by embracing digital transformation. This improves their efficiency and competitiveness, which is essential for long-term success. We at VKT have driven significant growth for family businesses by elevating their online brand awareness, achieving a consistent 50% revenue YoY growth and gaining major B2B partnerships.

To ensure sustained survival, family businesses must proactively drive transformation, swiftly adapting to a changing world. Those who embrace change will stand resilient in the competitive market. In this newsletter, we will explore:

- the transformative role of digitalisation in family businesses
- unlocking a robust legacy digital roadmap
- empowering the next generation of tech talent
- overcoming digital transformation obstacles in your family business journey

Ready for transformation? Let's delve right in now!

## VIDEO



### Overcoming Digital Transformation Obstacles in Family Businesses

According to a recent survey by PwC, only 29% of Singaporean family businesses were confident of their digital capabilities compared to 38% global average. Having a smooth digital transformation is certainly not easy. Watch our video where we address the common concerns and practical steps for your organisation to have a smooth transition!

[Watch Now](#)

## SOCIAL MEDIA POSTS



### Embracing Change: The Crucial Role of Digitalisation for Family Businesses

Digital transformation is more than just technology. It's about streamlining operations, boosting competitiveness and staying relevant in a sea of competition. Read on to discover how we helped a traditional family business transition to tech-savvy without losing uniqueness.

[Read More](#)



### How Well Do You Know Your Digital Business Strategy?

Despite the enthusiasm for digital transformation, family businesses can encounter setbacks in the absence of a strategic blueprint and the right implementation talent. Read to learn more on how you can build a digital vision and roadmap to effectively navigate the digital landscape.

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## Empower Young Tech Talent To Future-Proof Your Family Business

In today's digitally empowered landscape, the next generation, recognised as true digital natives, is wielding significant influence in 46% of robustly digital businesses. Read on to discover how the next generation works alongside non-family professionals to ensure the long-term success of the family business.

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### READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a 100% EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!

### FOR MORE DETAILS, CONTACT US TODAY

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