



KASETSART UNIVERSITY

INTRODUCTION TO DIGITAL MARKETING

February 2018

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- ▶ What is Digital Marketing
- ▶ Customer Journey & Micro Moments
- ▶ How Big Is The Internet?
- ▶ Digital Channels In a Nutshell
- ▶ Why Digital Marketing Thailand

WHAT IS DIGITAL MARKETING?

Digital Marketing is an umbrella term for all of your online marketing efforts.

Businesses leverage **digital channels** such as Google search, social media, email, and their websites to connect with their current and prospective customers.

THE SHIFT IN CUSTOMER JOURNEY

Traditional Customer Journey



Digital Customer Journey



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CUSTOMER JOURNEY & MICRO MOMENTS

LIFE IS LIVED IN MOMENTS <https://www.youtube.com/watch?v=cplXL-E1ioA>

I-want-to-know
moments

I-want-to-go
moments

I-want-to-do
moments

I-want-to-buy
moments



CUSTOMER JOURNEY & MICRO MOMENTS

Every 'Touchpoint'. Every 'Moment'.....

Is a digital channel that digital marketers optimize for.

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HOW BIG IS THE INTERNET?

2017 *This Is What Happens In An Internet Minute*



Devices Used by Internet Users in Thailand Access the Internet, March 2016

% of respondents



Note: ages 6+

Source: National Statistical Office of Thailand, "The 2016 Household Survey on the Use of Information and Communication Technology," Jan 17, 2017

222884

www.eMarketer.com

ZOOM IN - THAILAND

Smartphone vs. Total Mobile Phone User Penetration in Thailand, by Region, March 2016

% of population

Bangkok



Central Thailand



Southern Thailand



Northern Thailand



Northeastern Thailand



Total Thailand



■ Smartphone users

■ Total mobile phone users

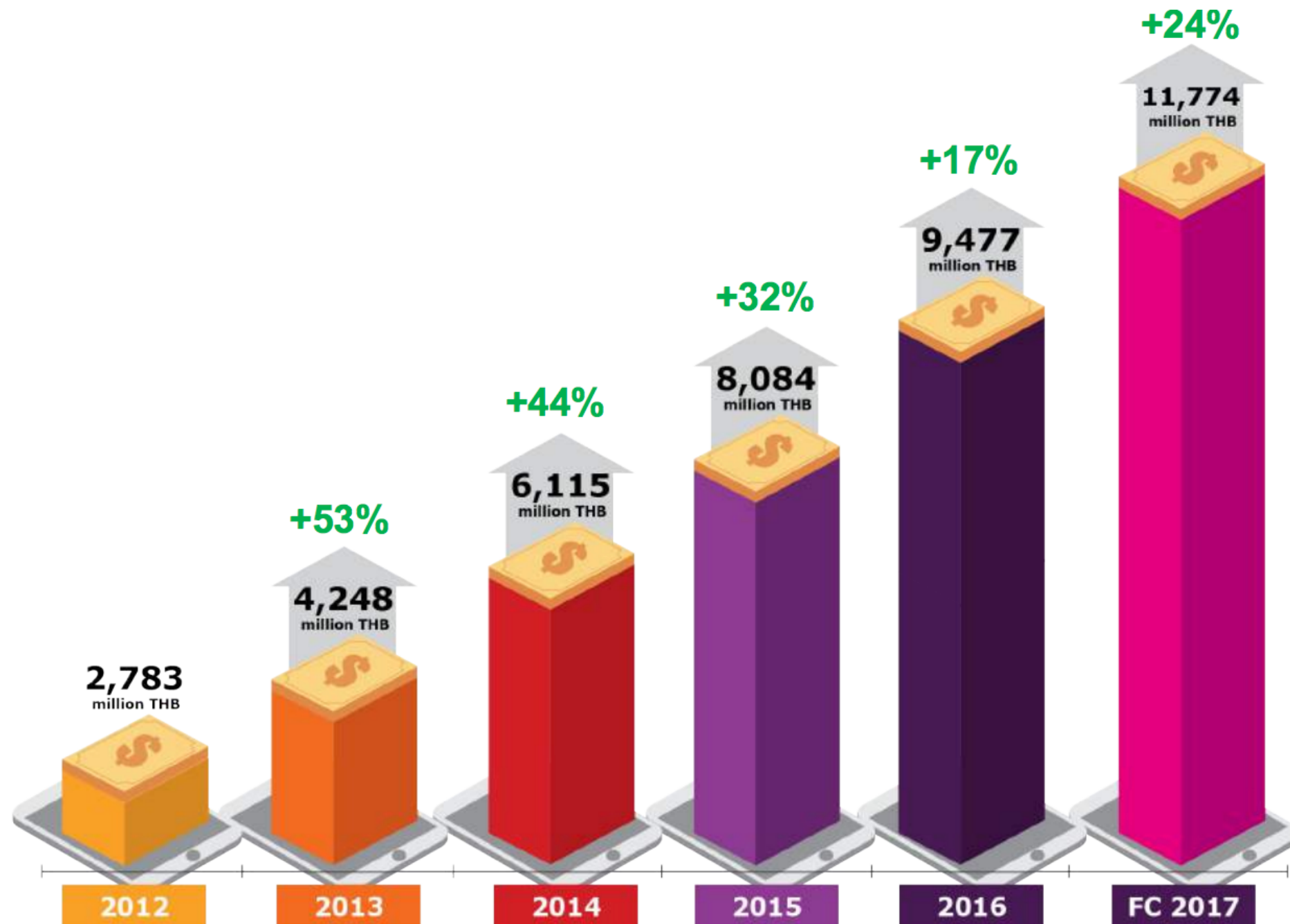
Note: ages 6+

Source: National Statistical Office of Thailand, "The 2016 Household Survey on the Use of Information and Communication Technology," Jan 17, 2017

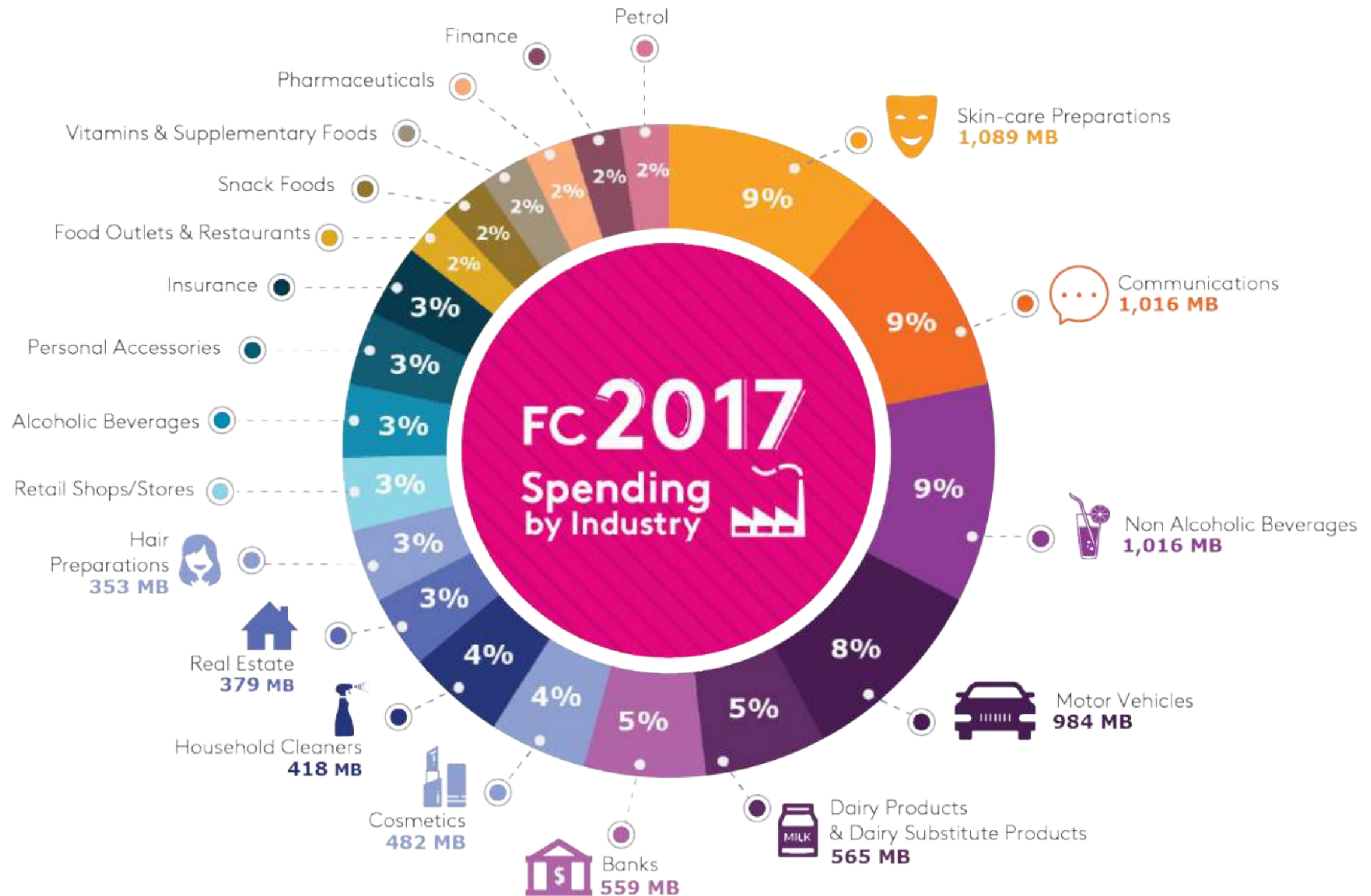
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www.eMarketer.com

ZOOM IN - THAILAND



ZOOM IN - THAILAND



ZOOM IN - THAILAND

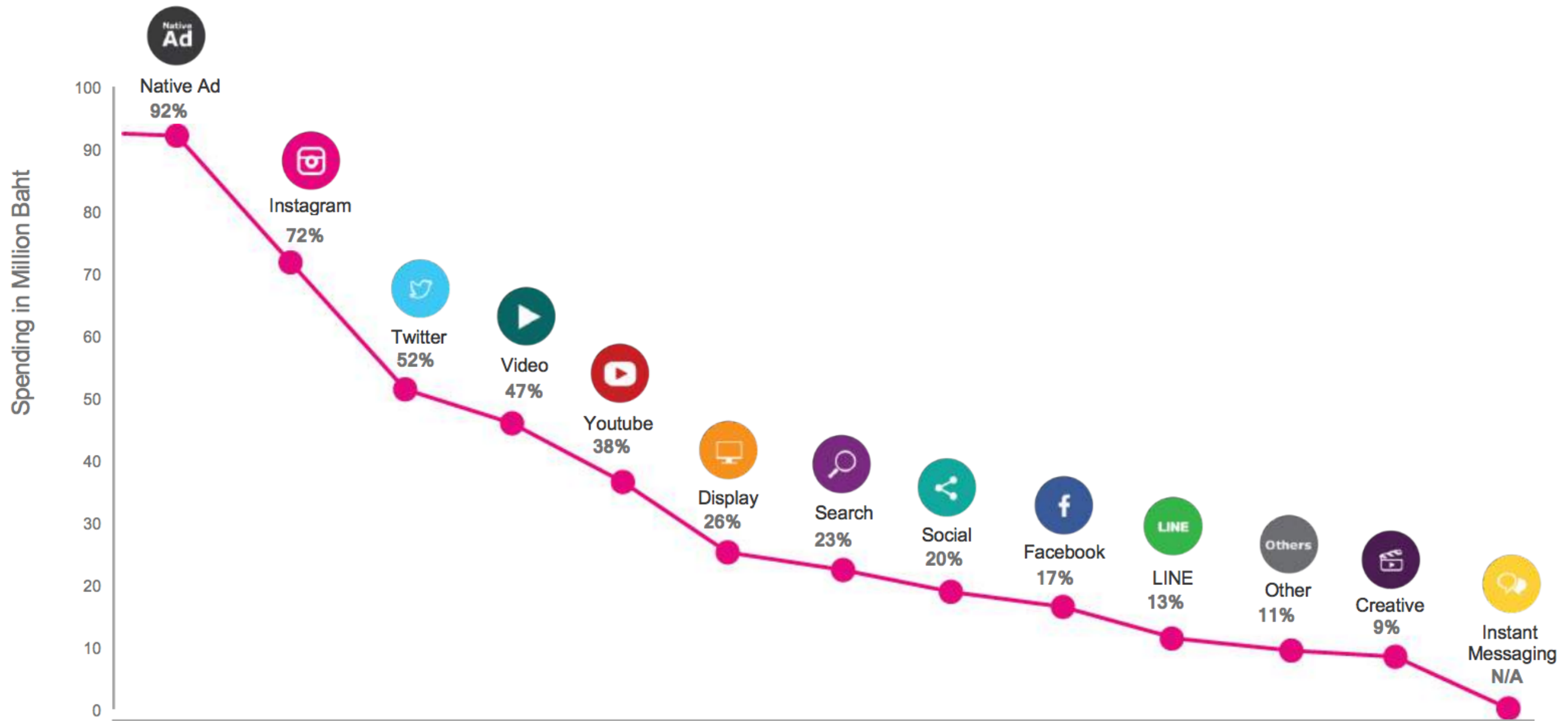


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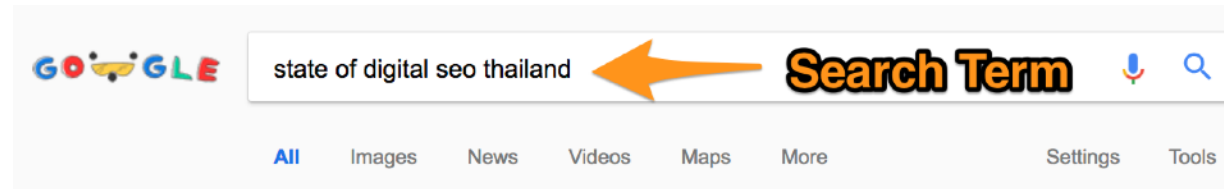
DIGITAL CHANNELS IN A NUTSHELL

-1-

SEO (SEARCH ENGINE OPTIMIZATION)

A method/process of optimizing your website both technically and on visibility, in order to rank higher in search engine results pages.

The traffic that comes from search engine organic rankings are called organic traffic (or free traffic, non-advertising traffic)



SEO Thailand | Full-Service Digital Agency | primal.co.th

(Ad) www.primal.co.th/SEO/Thailand

Enhance your leads and sales with our revenue-focused SEO in Thailand.

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A Government Approved Digital Marketing Agency Based in Bangkok, Thailand.

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(Ad) www.getlinks.co/th

งาน Digital Marketing + SEO จาก 1000+ บริษัท | GetLinks

Paid Ads

The State of Digital in Thailand 2017 - Enabler Space

<https://www.enablerspace.com/digitalmarketingtips/the-state-of-digital-in-thailand-2017/>

Aug 15, 2017 - We're pass halfway through 2017 at the time this post was written. Are you starting to see the results of the digital marketing plan you rolled out earlier this year? If not, are you wondering if there were any flaws in your plan? Perhaps not, and maybe there's been fluctuations in how the digital marketing ...

Digital Marketing Thailand Archives - Enabler Space

<https://www.enablerspace.com/category/digital-marketing-thailand/>

SEO will change, mutate, evolve as part of the digital transformation that has started to take place worldwide, but SEO is never going to be dead. Why the definitive ... Stay up to date on the latest digital marketing trends, from content marketing to machine learning, and data analytics. ... State of digital marketing thailand 2017 ...

SEO (Organic Search Results)

DIGITAL CHANNELS IN A NUTSHELL

-2-

CONTENT MARKETING

The process of creating and promoting content materials and assets.

With the objective to create grand awareness, incoming website traffic, generate leads and assist with customer conversions.

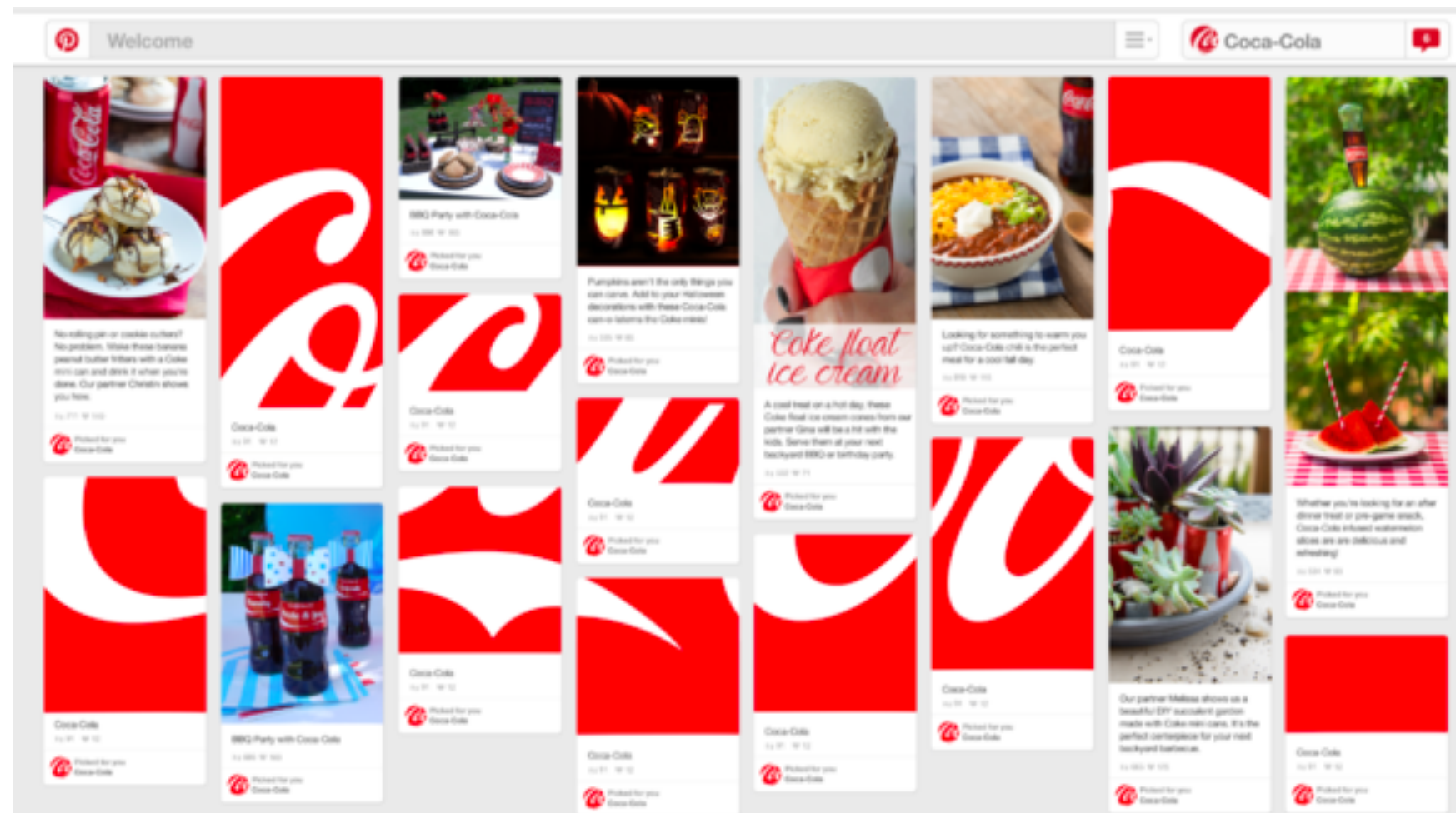
The screenshot displays the Colgate Oral and Dental Health Resource Center website. At the top, the Colgate logo is followed by the text "Oral and Dental Health Resource Center". Navigation links include "Oral Care Information", "Oral Care Products", "SmileTalk® E-newsletter", "Colgate Smile", and "Special Offers". Social media icons for Facebook, Google+, and YouTube are also present. A large banner features a smiling woman in a dental office setting with the text "Welcome to the Colgate Oral and Dental Health Resource Center". Below the banner is a search bar with the placeholder text "What can we help you find?" and a "Search Resource Center" button. The main content area is divided into several sections: "Popular Oral Health Topics" with links to "Bad Breath", "Common Dental Procedures", "Diabetes and Oral Care", "Gum Disease", "Oral Care for Children", "Oral Health Basics", "Orthodontics", "Sensitive Teeth", and "Tooth Whitening"; "ADA News Update" featuring the ADA logo, the date "02/12/2014", and a link to a study on secondhand smoke; "Oral Care Videos and Interactive Guides" with four featured videos: "Understanding Tooth Sensitivity", "Introduction to Tooth Whitening", "No More Nasties: Brushing for Kids!", and "Orthodontic Basics: Tips, Care and More"; and "Oral Care Articles" at the bottom. A "Skip video" button is visible in the top left corner of the video section.

DIGITAL CHANNELS IN A NUTSHELL

—3—

SOCIAL MEDIA MARKETING

Involves efforts in creating content and promoting the content on social media channels such as Facebook, Instagram and LINE in order to increase brand awareness and drive leads and customers for a business.



DIGITAL CHANNELS IN A NUTSHELL

-4-

PAY PER CLICK

A form of online advertising that involves a bidding system that allows advertisers to bid against each other. The higher paying bidder will pay a certain amount everytime their ad is clicked by an audience.

The most common type of PPC (Pay Per Click) is Google Adwords.

GOOGLE

universities in bangkok

All Maps Images Videos News More Settings Tools

Bangkok > Colleges and Universities

Chulalongkorn University

Bangkok University

Thammasat University

Ramkhamha... University

Kasetsart University

Sripatum University

Phranakhon Rajabhat Un...

King Mongkut's U...

University of the Thai Cha...

PPC Ad Results

Webster Universities In Bangkok | Global Academic Excellence.
Ad info.webster.ac.th/University/Bangkok
Earn an American Degree and Study Abroad in USA and Europe. Apply Now!
Webster University Bangkok Academic Center Empire Tower, 4th Floor, South Sathorn Rd. Yannaw...

Shrewsbury Int'l School | City Campus, near Rama 9 | shrewsbury.ac.th
Ad www.shrewsbury.ac.th/International/School_Bangkok
Top British International School for students aged 3-11 years, Bangkok, Thailand
Fees & Tuition · School Boat Service · School Bus Service · Apply For A Place · Admissions Process

List of universities in Bangkok - Wikipedia
https://en.wikipedia.org/wiki/List_of_universities_in_Bangkok
Public. University of Bangkok Metropolis. Chulalongkorn University. Kasetsart University (Bangkhen Campus) King Mongkut's Institute of Technology Ladkrabang. King Mongkut's Institute of Technology North Bangkok. King Mongkut's University of Technology Thonburi. Mahachulalongkornrajavidyalaya University.

Top Universities in Bangkok | 2018 Thailand University Ranking
https://www.4icu.org > uniRank > Asia > Thailand > Bangkok > 2018 Top Universities
Discover the 2018 top Colleges and Universities in Bangkok (Thailand) ranked by the uniRank University Ranking.

Bangkok
Capital of Thailand

Bangkok, Thailand's capital, is a large city known for ornate shrines and vibrant street life. The boat-filled Chao Phraya River feeds its network of canals, flowing past the Rattanakosin royal district, home to opulent Grand Palace and its sacred Wat Phra Kaew Temple. Nearby is Wat Pho Temple with an enormous reclining Buddha and, on the opposite shore, Wat Arun Temple with its steep steps and Khmer-style spire.

Weather: 27°C, Wind S at 0 km/h, 80% Humidity
Local time: Sunday 8:59 AM
Population: 8.281 million (2010)

ENABLER SPACE
DIGITAL MARKETING SIMPLIFIED

DIGITAL CHANNELS IN A NUTSHELL

-5-

AFFILIATE MARKETING

A type of online marketing that involves promoting and advertising someone else's product or services on one's own digital channels.

For every sales conversion, the affiliate received a performance-based commission.

The screenshot shows the Market Folly website. The header includes the logo "market folly" and the tagline "Updates on what top hedge funds are investing in". Navigation links for "About/Contact" and "See What Hedge Funds Are Buying" are present. The main content area features a date "Thursday, May 22, 2014" and an article titled "See What Top Hedge Funds Have Been Buying: New Q1 Issue Released Today". The article text mentions the release of the Q1 2014 issue of Hedge Fund Wisdom and provides a link to download it. A sidebar on the right contains a "9978 readers" badge, email and RSS subscription links, and a section titled "Discounts For Our Readers" which is circled in red. This section lists "50% off Wall Street Journal" and "65% off Barron's". Below this, there is a link for a "Free Sample Of Our Hedge Fund Wisdom Publication".

market folly Updates on what top hedge funds are investing in

About/Contact See What Hedge Funds Are Buying

Thursday, May 22, 2014

See What Top Hedge Funds Have Been Buying: New Q1 Issue Released Today

The brand new Q1 2014 issue of our premium publication, Hedge Fund Wisdom, was just released today. Subscribers please login at www.hedgefundwisdom.com to download it.

Inside The New Issue

- The latest portfolios of 25 top hedge funds: See the latest positions from David Tepper, Steve Mandel, Seth Klarman, John Paulson, and many more.
- In-depth equity analysis of 2 stocks: Hedge funds bet big on these 2 stocks recently. Play catch-up quickly with detailed bull and bear case analysis.

9978 readers
BY REEBURNER

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Discounts For Our Readers

[50% off Wall Street Journal](#)

[65% off Barron's](#)

Free Sample Of Our Hedge Fund Wisdom Publication

[Click here to download \(.pdf\)](#)

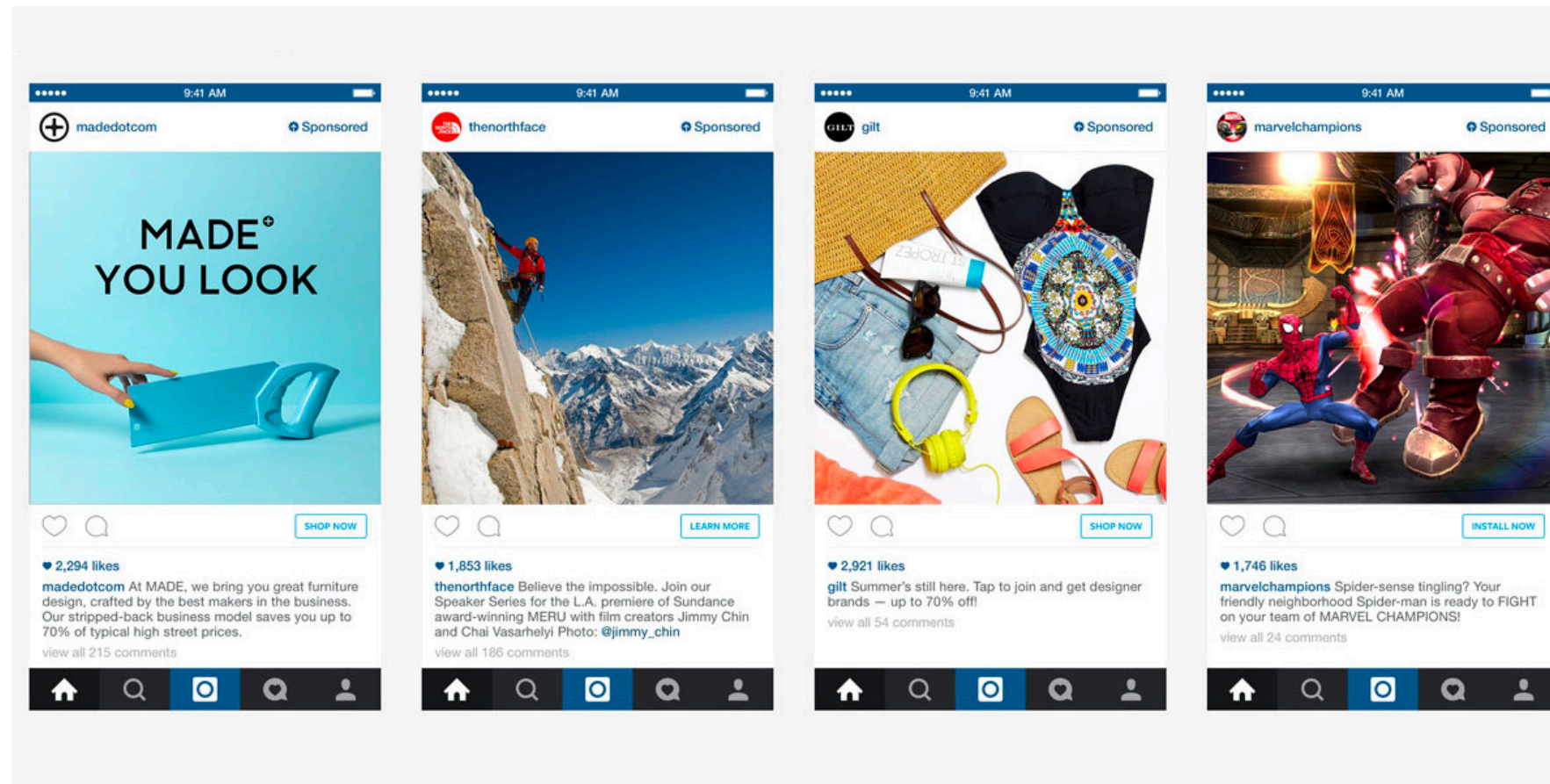
DIGITAL CHANNELS IN A NUTSHELL

-6-

NATIVE ADVERTISING

Online ads that are primarily content focused and featured alongside non-paid content.

Many advertisers consider in-content article ads in the form of recommended articles as well as certain social media advertising such as Instagram to be a form of Native Advertising.



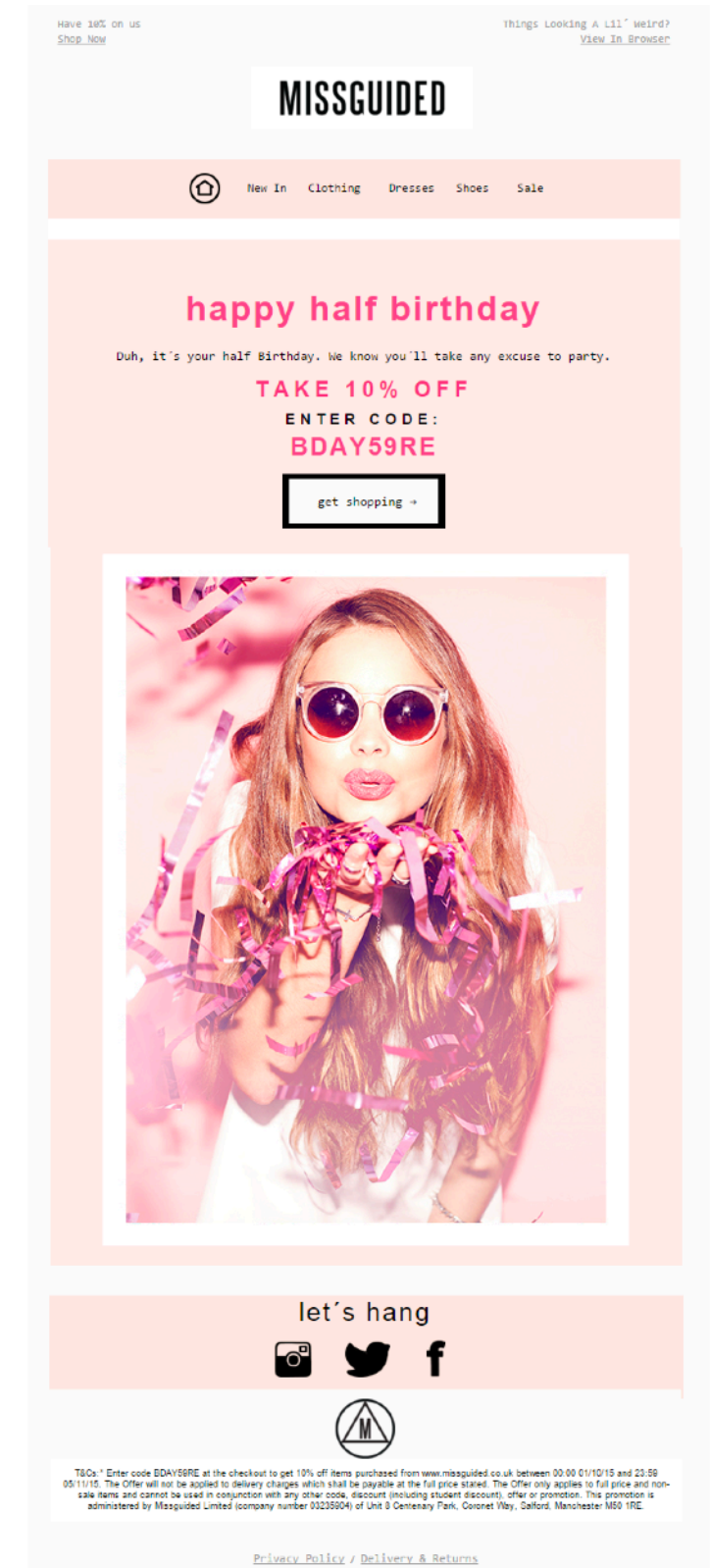
DIGITAL CHANNELS IN A NUTSHELL

-8-

EMAIL MARKETING

Email Marketing is one of the earliest forms of digital marketing.

It involves distributing useful content, discounts, events and other product/service update to audience who has shown interest to receiving updates and newsletters in electronic form.




DIGITAL CHANNELS IN A NUTSHELL

-9-

ONLINE PR (PRESS RELEASE)

Online PR is very similar in concept to traditional PR with the online difference is that it happens on the online space.

Instead of publishing news on printed newspaper, online PR has to do with publishing news in electronic form of articles on content-based news and related websites.

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[All Press Releases for September 30, 2009](#) 

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Retail Investment Real Estate Website Unveiled By Marcus & Millichap

The Nathanson Retail Group of Marcus & Millichap Real Estate Investment Services recently launched their new website, www.nathansonretail.com. Providing up-to-date information, listings of some of the region's best retail real estate investment properties, and a diversity of other tools, this new website serves as a thorough initial guide to retail real estate investment and the services of the Nathanson Retail Group, which serves the Philadelphia metropolitan area and throughout the Northeast, including Pittsburgh, New Jersey, Delaware, Baltimore, and Washington, D.C.

Philadelphia, PA (PRWEB) September 30, 2009 -- The Nathanson Retail Group of Marcus & Millichap Real Estate Investment Services recently launched their new website, www.nathansonretail.com. The site is a comprehensive online resource for owners and investors in retail investment real estate in the Philadelphia metropolitan area and throughout the Northeast, including Pittsburgh, New Jersey, Delaware, Baltimore, and Washington, D.C.

Providing up-to-date information, listings of some of the region's best retail real estate investment properties, and a diversity of other tools, this new website serves as a thorough initial guide to retail real estate investment and the services of the Nathanson Retail Group.


The group is the Philadelphia office of [Marcus & Millichap](#), the country's premier investment real estate brokerage, and is one of the company's leading consultancies today. Specializing in the valuation and sale of shopping centers, as well as single-tenant net-lease properties and ground leases, the Nathanson Retail Group's primary aim is to maximize their clients' return on investment - staying true to the Marcus & Millichap mission of helping clients "create and preserve wealth by providing the best real estate investment sales, financing, research and advisory services available."

The Nathanson Retail Group is comprised of [Brad Nathanson](#), Vice President of Investments at Marcus & Millichap and Associate Brent Waterman, and includes Transaction and Marketing Coordinator Carey Brezler. They provide real-time market information to their clients, in-depth market research, seasoned advisory services, an expertise in capital markets, unparalleled national exposure of their listings, and more.

For more information on the services of Marcus & Millichap and the Nathanson Retail Group, and to preview currently available listings, please visit www.nathansonretail.com.






###

Post Comment:
Trackback URL: <http://www.prweb.com/pingpr.php/RW1wdC1Qcm9mLUhnbGYtU3F1YS1GYWx1LUNvdXAtWmVybW==>



Brad Nathanson Portrait

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CONTACT INFORMATION

Brad Nathanson
Nathanson Retail Group
(215) 531-7000
[Email us Here](#)

ATTACHED FILES

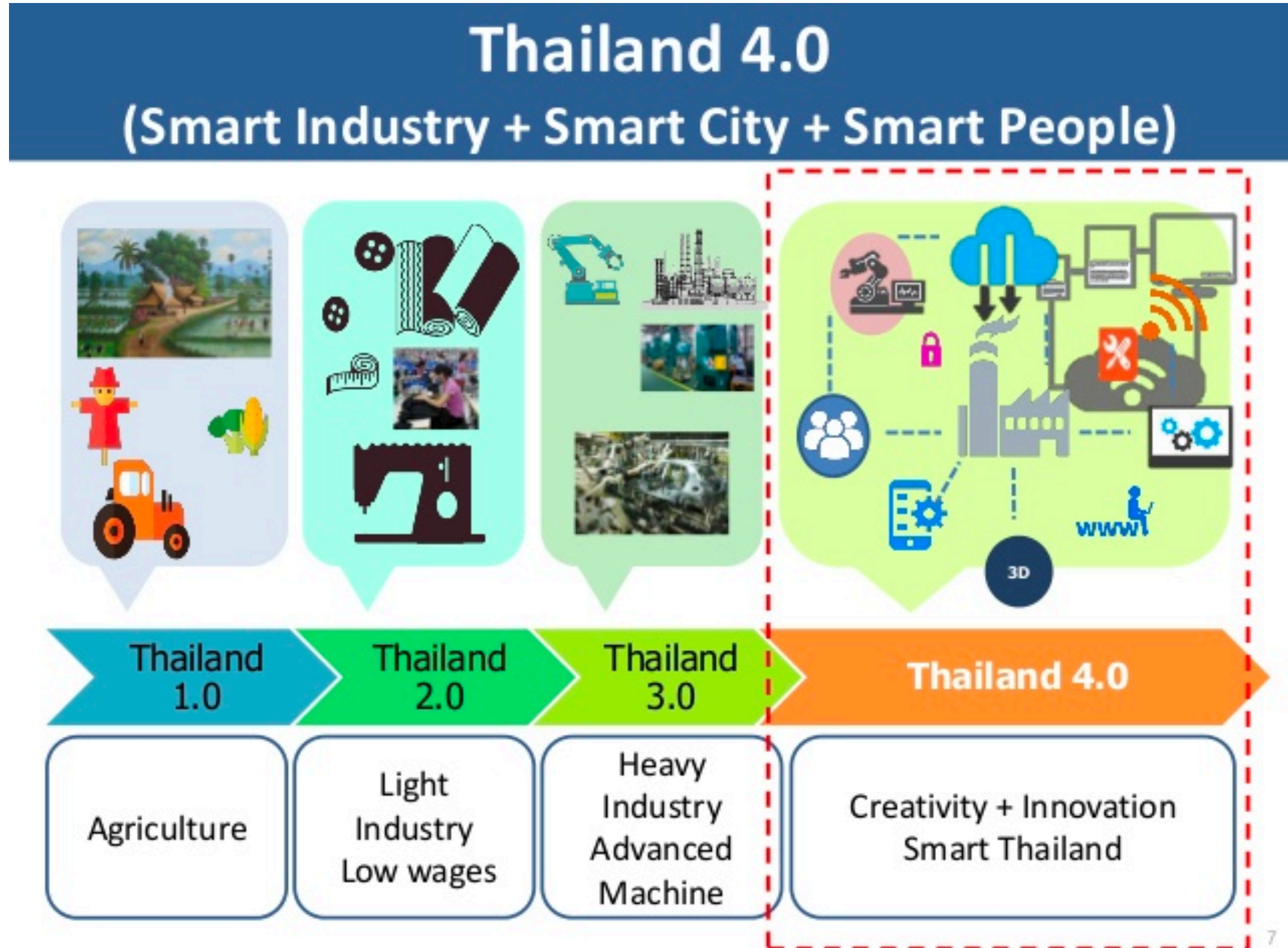
There are no multimedia files attached to this release. If this is your release, you may add images or other multimedia files through your PRWeb News Management Console.

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WHAT IS THAILAND 4.0

Thailand 4.0 is an economic model that aims to **unlock the country from several economic challenges** resulting from past economic development models which place emphasis on agriculture (Thailand 1.0), light industry (Thailand 2.0), and advanced industry (Thailand 3.0). These challenges include “a middle income trap”, “an inequality trap”, and “an imbalanced trap”.

WHAT IS THAILAND 4.0

In a Nutshell: https://www.youtube.com/watch?v=Hx_C3aKMQ7M



- END SECTION 1 -

WHAT IS DIGITAL MARKETING