




MHE5516

DEVELOPING HUMAN CAPITAL TO BE AN ENTREPRENEUR

By Dr.Mooktra Thongves



MHE5516 #Lesson1



WHAT IS DIGITAL MARKETING?



SOCIAL MEDIA MARKETING?



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Blogs



E-books/E-articles



Infographics



Online Brochures

Content Marketing



SEARCH ENGINE OPTIMIZATION



Websites



Blogs



Infographics



AFFILIATE MARKETING

PERSONAL : SOCIAL MEDIA

- FACEBOOK
- INSTAGRAM
- YOUTUBE



EMAIL MARKETING



ONLINE PUBLIC RELATIONS (PR)



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HOW TO START ?

START AN ONLINE BUSINESS

Step 1 Think

Basic market?

Target audience?

What products can solve?

Step 2 Analyze

Risk analysis

.Budget



PROGRESS HOW TO :

Start an online business

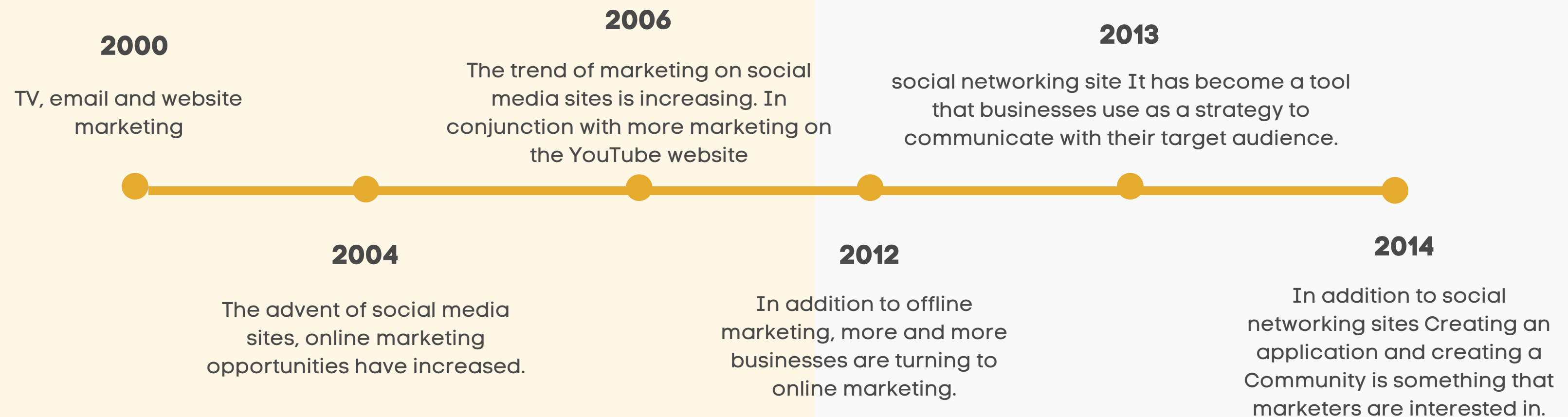
DO IT

SALE

Pay attention
consumers



THE EVOLUTION OF ONLINE MARKETING 1



THE EVOLUTION OF ONLINE MARKETING 2

2015

Marketers are becoming aware of the "message" they want to convey to their target audience. to attract the recipient to respond to the message sent and create a sense of empathy between the audience

2017

Years of creating professional content, choosing a large online-to-offline and offline-to-online headquarters for business survival.

2019 - 2020

In an era where brands have to adapt to the full E-Commerce business in order to encourage trading that customers feel is easy to do, not chaotic, with the full use of digital technology.



2016

The year of struggling with 'content' based on satisfaction and reach the real needs of consumers The era of brand communication is over. But it is a communication that meets the needs of consumers. but still retains the identity of the brand

2018

The year of....the use of a variety of online tools is truly a year of building a brand. Because in the future, the credibility of the brand will return to bring greatness to the business again.



STRENGTH

The advantages of knowing marketing

01

MORE FUN

03

LIFE CYCLE OF THE
PRODUCT

05

CREATE CONTENT

07

MARKETING
STRATEGIES
BACKUP PLAN

02

SET PRODUCT
STRATEGY
(PRICE)

04

AWARENESS

06

BEHAVIOR

08

INCREASE SALES





Awareness



Learning



Attitude



Sales

Main goal in marketing novation



DIGITAL MARKETING



SWOT

Strengths
Weaknesses
Opportunities
Threats



4Cs

Customer
Cost
Convenience
Communications



4Ps

Product
Price
Place
Promotion



Consumer behavior

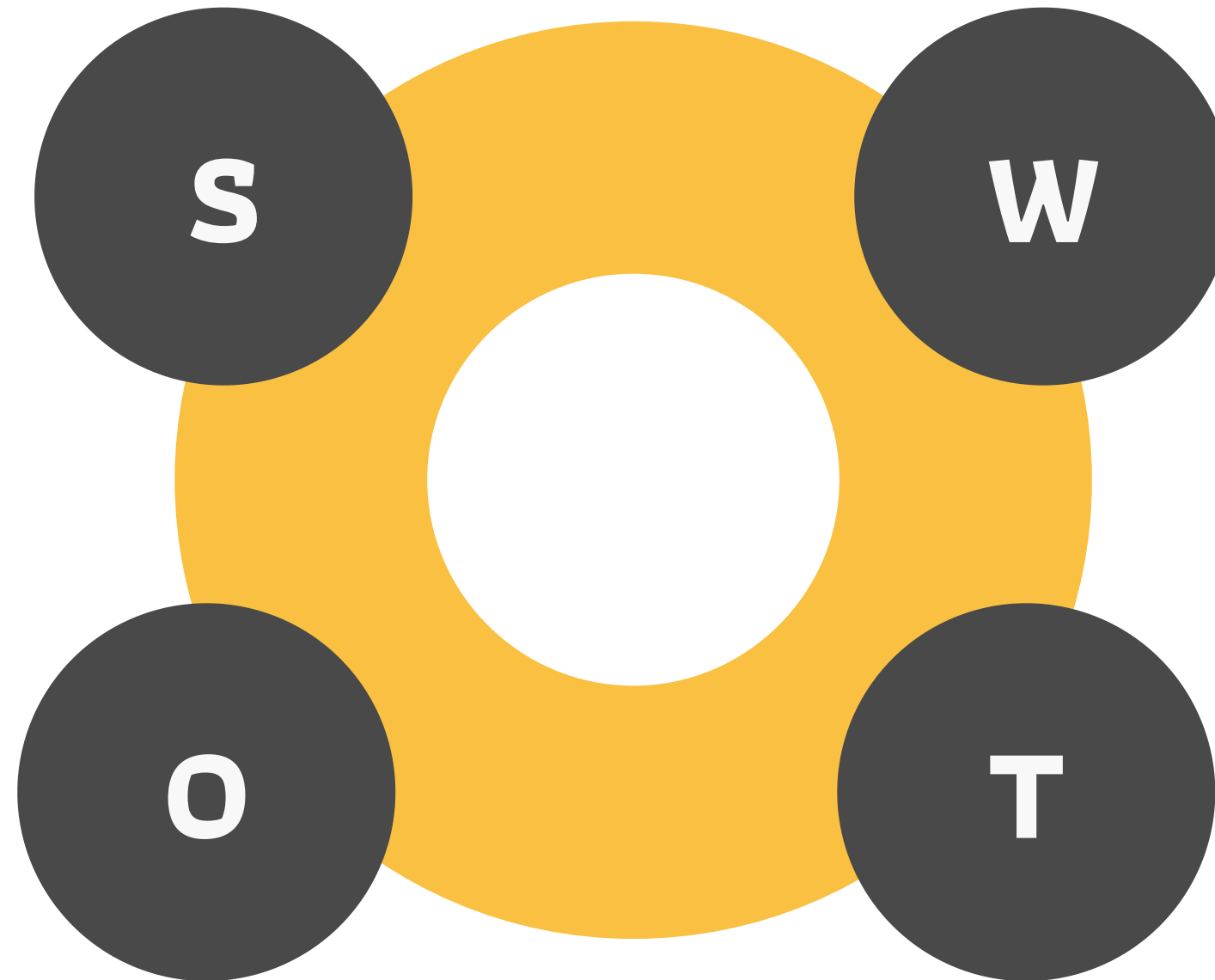


DIGITAL MARKETING



SWOT

Strengths
Weaknesses
Opportunities
Threats



DIGITAL MARKETING

STRENGTHS



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WEAKNESSES



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OPPORTUNITIES



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THREATS



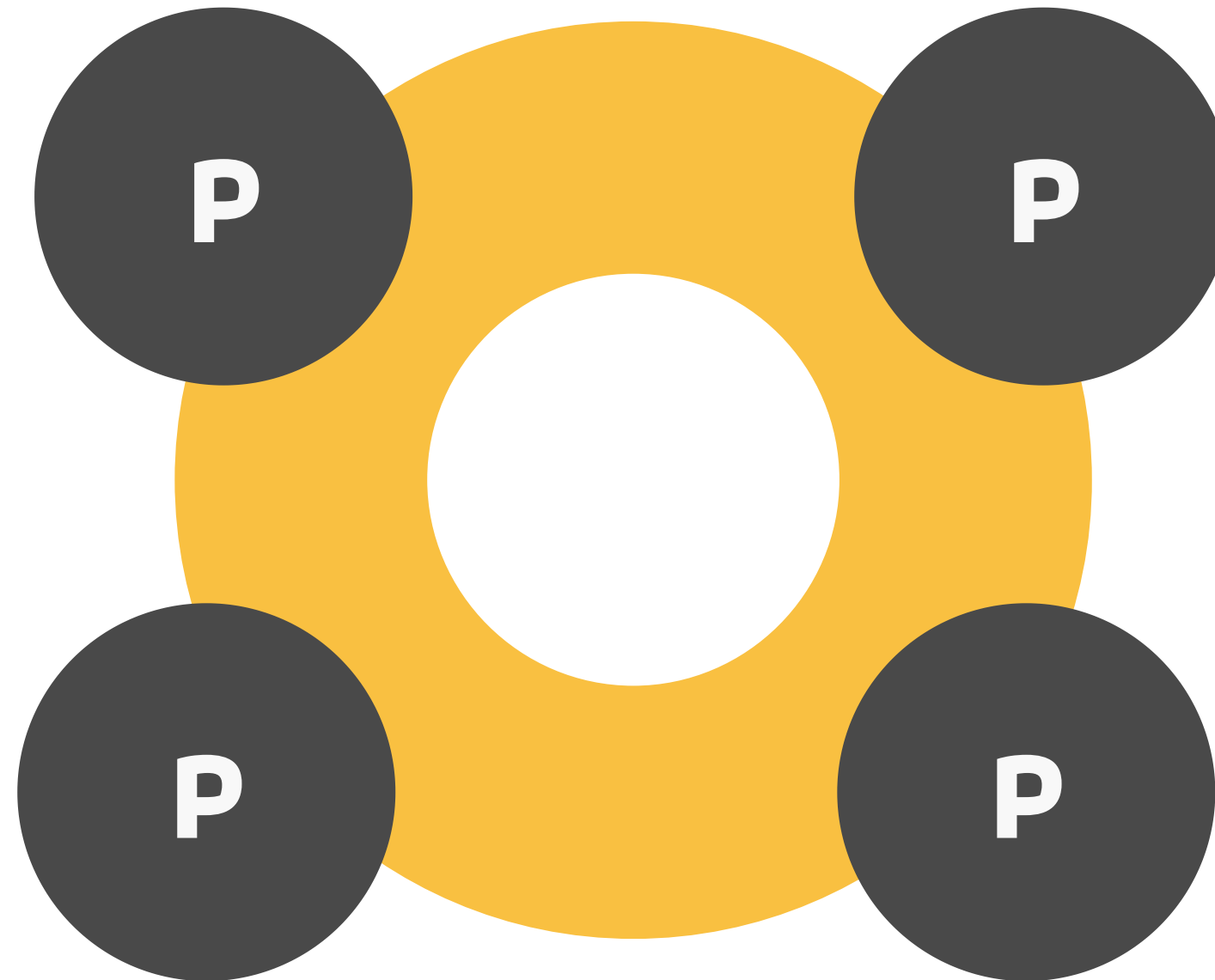
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DIGITAL MARKETING



4Ps

Product
Price
Place
Promotion



PRODUCT

- Product Attribute
- (Levels of Product / Product Component)
- Product Life Cycle

4PS





PRODUCT

PRODUCT ATTRIBUTE

- DESIGN
- MATERIAL
- QUALITY
- SAFETY
- VARIETY
- WARRANTY
- SERVICE



LEVELS OF PRODUCT/ PRODUCT COMPONENT



Core Product

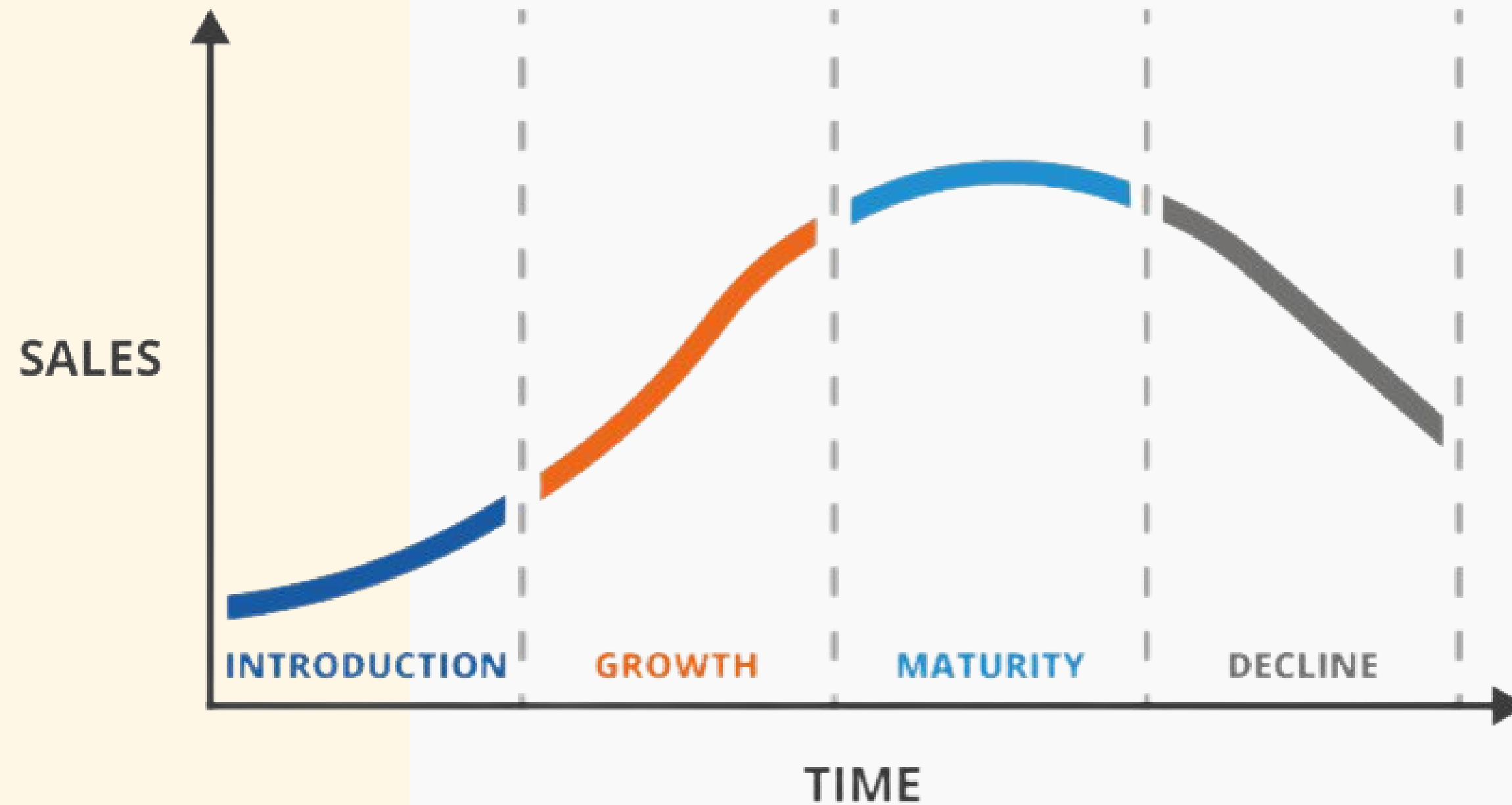
Tangible Product

Augmented Product

Expected Product



PRODUCT LIFE CYCLE





1

Introduction Stage

2

Growth Stage

3

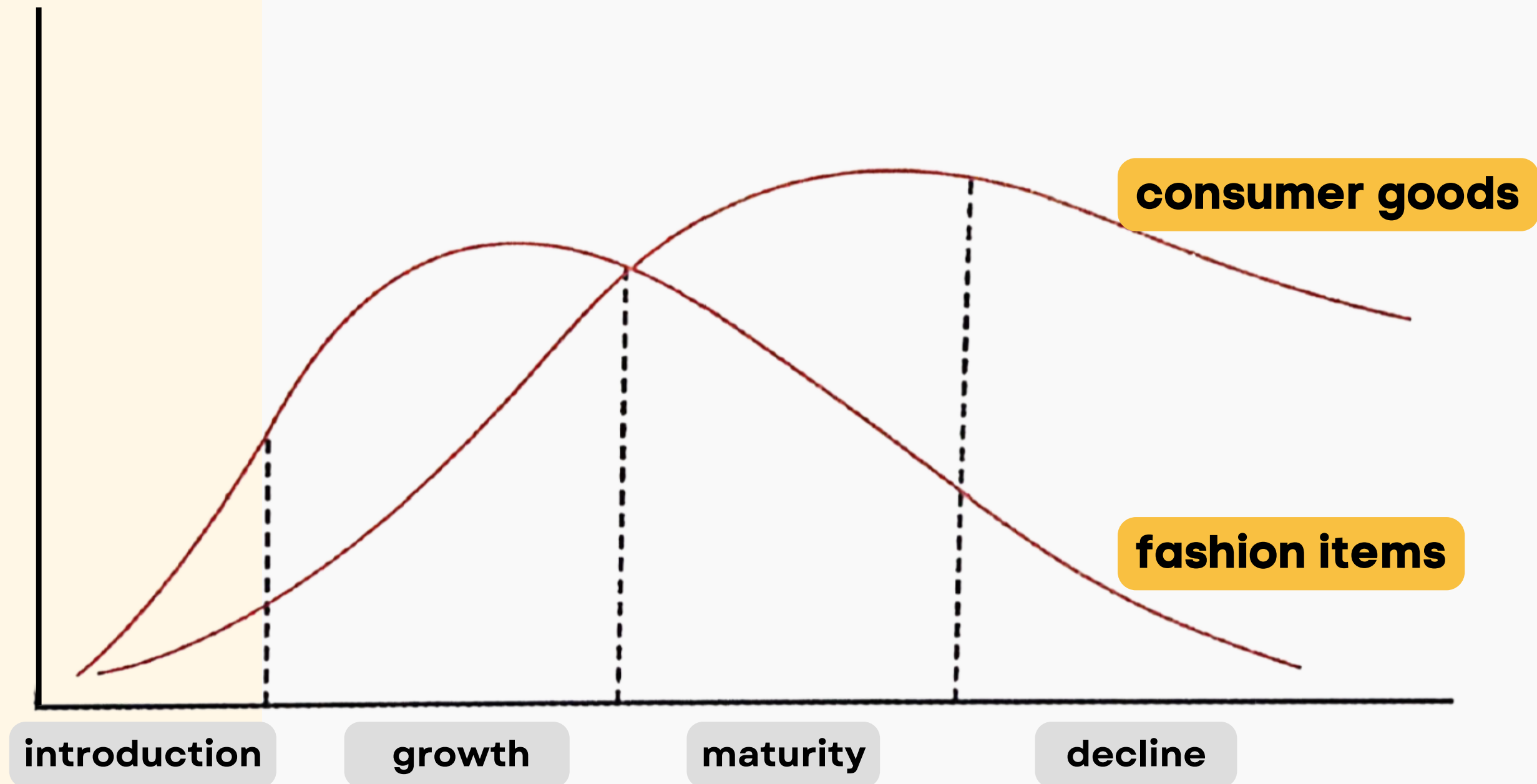
Maturity Stage

4

Decline Stage



PRODUCT LIFE CYCLE



PRICE

- Appropriate
- Value

4PS





PRICE IS TOO HIGH



PRICE IS TOO LOW



Price



BIG SALE
ลดหนัก จัดใหญ่
SALE UP TO 50%
สินค้า ลดราคาพิเศษ เดือนนี้

Lower



Higher



HOLIDAY INN & SUITES
SIRACHA LAEMCHABANG

"เที่ยวล่าแต้ม"
ของดีมีฟรี 1 แก้ว

ซื้อ 1 คืน ฟรี 1 คืน
Standard room include breakfast

THB 2,500 net

ห้องพัก 1 คืน ฟรี 1 คืน นับ 1 ไทท์
เริ่มต้น 2,500 บาท เข้าพักจนถึง 31 พฤษภาคม 2022

Double number



13 ชิ้น
199.-
ปกติ 275.-

Odd number



PLACE

- Location
- Transportation

4PS





PLACE



Direct Marketing

manufacturer → Consumer

Indirect Marketing

manufacturer → intermediary → Consumer



PROMOTION

- Demand and purchase decision
- Attitude and image

4PS



PROMOTION

- Organizing promotions to introduce products
- Organizing promotions to clear old products
- Organizing promotions to create awareness
- Organizing promotions to create new customers
- Organizing promotions to boost sales

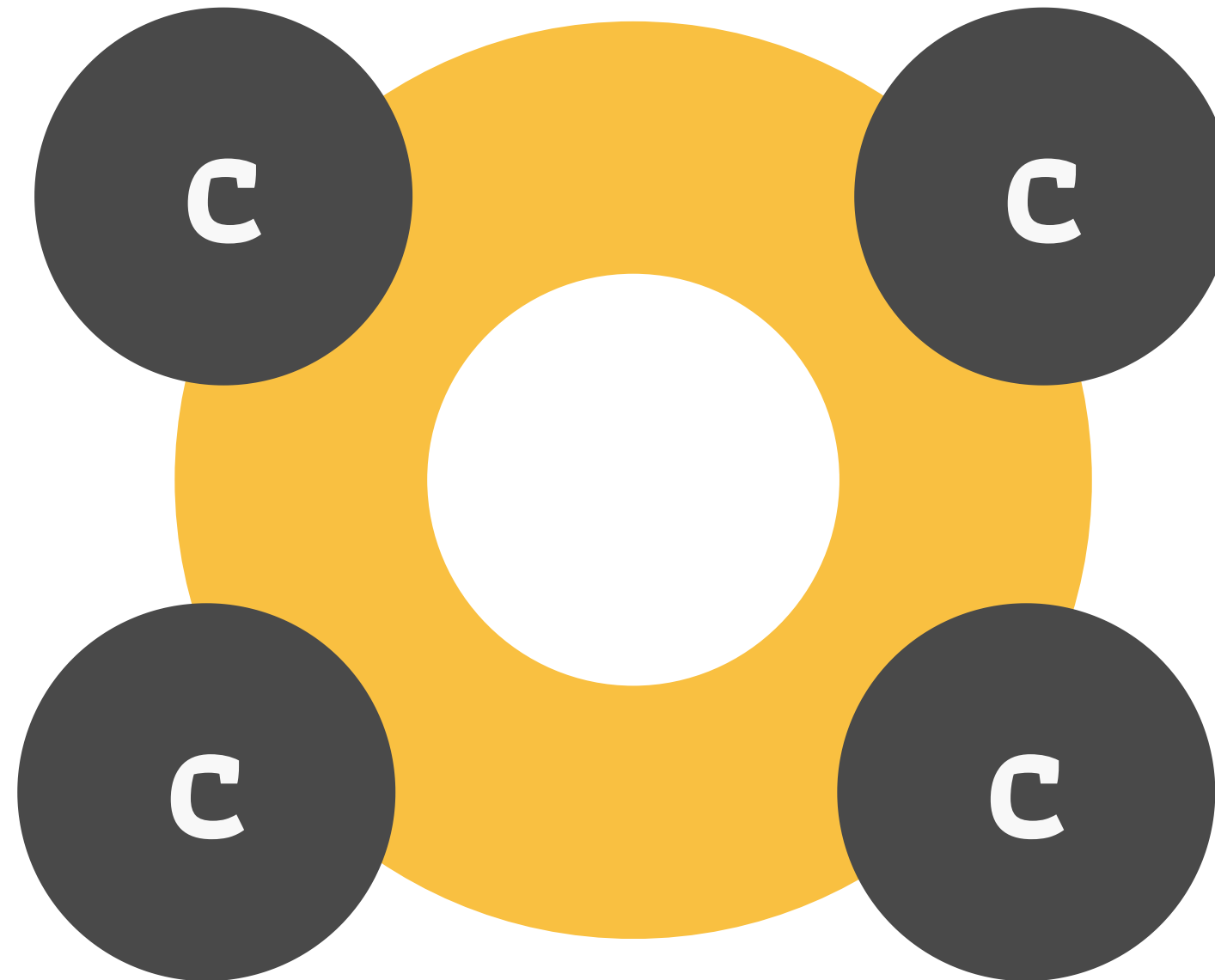


DIGITAL MARKETING



4Cs

Customer
Cost
Convenience
Communications

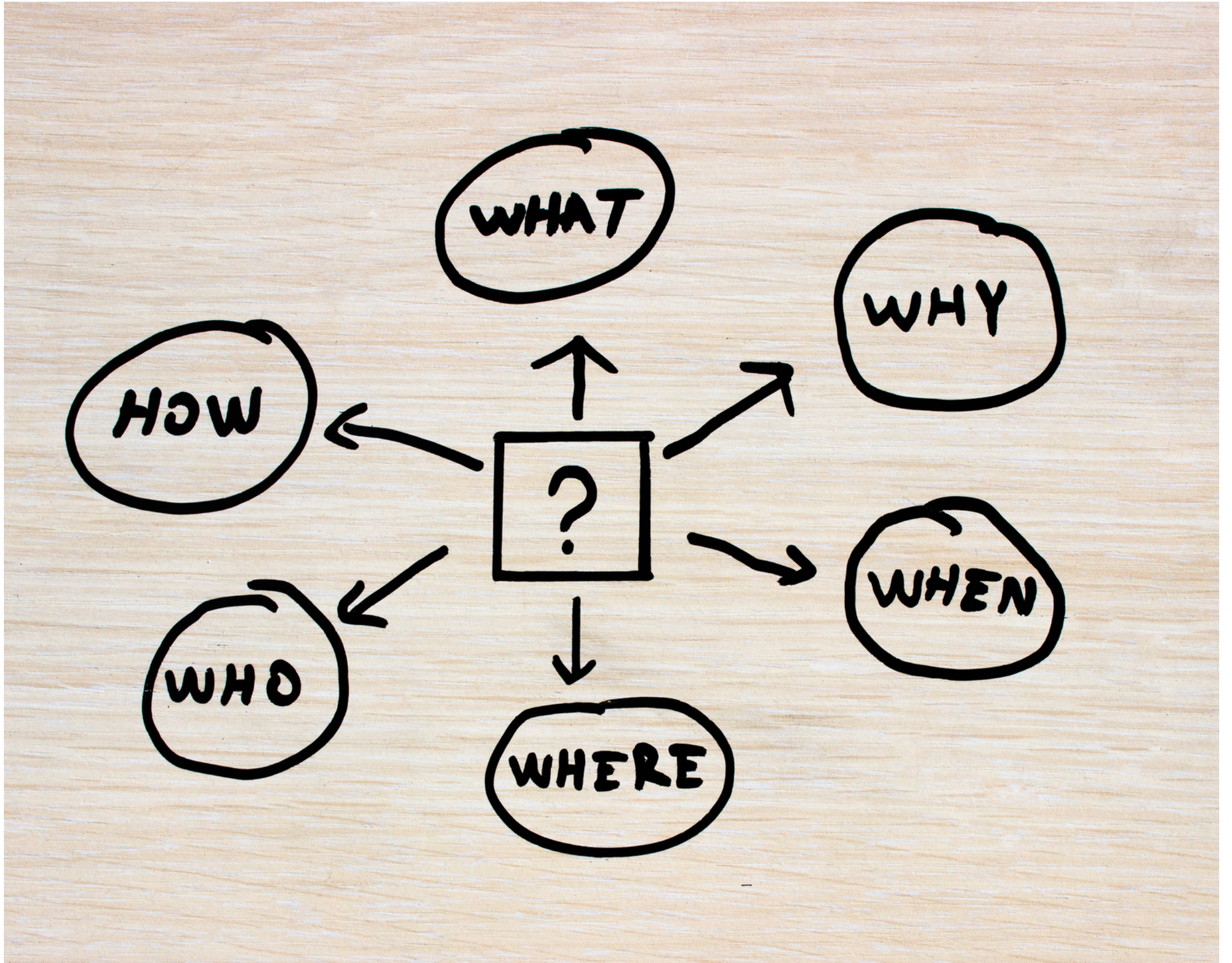


DIGITAL MARKETING



Consumer Behavior





6W

1H

WHO



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6W

1H

WHAT



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6W

1H

WHERE



6W
1H
WHY



6W
1H
WHEN



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6W

1H

WHOM



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6W
1H
HOW





Q&A

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LESSON 1

