

DIGITAL MARKETING 2

Mr.Peeranthon Saensook

WHAT DO WE TALK?

- General ASPECTS
- Challenges Facing Digital Marketers?
- 3 Mistakes You Should avoid
- Keys to Digital Marketing Success ?!
- 7 Steps to developing your own digital marketing strategy.

GENERAL ASPECTS

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

WHAT IS DIGITAL MARKETING?!

- Digital marketing is any form of marketing products or services that involves electronic devices.
- It can be done both online and offline and both kinds matter for a well-rounded digital marketing strategy.

WHY DIGITAL MARKETING IS IMPORTANT?

- A source of entertainment, news, shopping and social interactions.
- Consumers have access to information any time and any place they want it.
- People are now exposed to what media, friends, relatives, etc. are saying about your brand, and they are more likely to believe them than you.
- People want brands they can trust, companies that know them, communications that are personalized, and offers tailored to their needs and

MANAGE CUSTOMER RELATIONSHIPS ACROSS ALL CHANNELS !!

know your customers better than anybody else so you can communicate with them effectively.

Consolidate a view of customer preferences and expectations across all channels : Web, social media, mobile, point of sale, etc.

The information is used to create and anticipate

consistent, coordinated customer experiences

CATEGORIES OF DIGITAL MARKETING

- Search engine optimization (SEO)
- Contentmarketing
- E-mail marketing
- Pay-per-click
- Social media marketing

CATEGORIES OF DIGITAL MARKETING

- Enhanced offline marketing
- Phone marketing
- Radio marketing
- TV marketing

CHALLENGES FACING DIGITAL MARKETERS?

- Proliferation of digital channels: Consumers use multiple digital channels
- interact with them differently.
- Intensifying competition so it's becoming a lot harder to capture consumers' attention.
- Exploding data volumes :Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, and find the right ones that can help you make the right decisions.

A photograph of a building facade with a grid of windows. A central yellow banner is overlaid on the image, containing the text "THANK YOU" in bold, dark blue, uppercase letters. The building's facade is composed of various shades of brown and tan panels, with some windows visible. The lighting is soft, and the overall tone is professional and appreciative.

THANK YOU