

# FINTECH

## MANAGEMENT SERVICES

### Digital Marketing Workshop

#### Outline

With around 50 million users in Thailand alone, every business, large or small, should have a strong Internet presence.

**Don't be left behind!**

This Workshop will tell you all you need to know about Digital Marketing, presented in refreshingly enjoyable interactive sessions.

It will help you find new customers and drive more sales online.

#### Audience

- **Business Professionals, Company Owners and Managers** wanting to learn more about what is involved in marketing their company or brand via the Internet, and then being able to set realistic goals for their Marketing and IT staff.
- **Marketers and IT Managers** looking to extend their knowledge of Digital Marketing.
- **General Interest.** Those with a general interest in the subject and who would like to know about the latest Digital Marketing trends and techniques.

**The aim for all: To find more customers, keep them, and increase sales!**

#### Presenters



**Neville Nicholson.** Managing Consultant FinTech Management Services.

Wide ranging experience in IT and Marketing. Held senior positions in HSBC (Hong Kong, UK and Europe), Roan Consolidated Mines (Zambia), Rank Organisation (UK), Quotient PLC (London, New York, Tokyo, Sydney), Cosa Lieberman (Switzerland and Hong Kong), PricewaterhouseCoopers (Thailand) before starting and running his own businesses.

Built his first website in 1994! Enthusiastic golfer.



**Bob James.** Consulting Partner at FinTech Management Services, Sub-Editor at Pattaya Mail Online. Former Marketing Manager, Panthera Group. Specialist in Social Media Strategy, Review/Reputation Management, and Content Marketing. Journalist, photographer, traveler, baseball and movie nut.



**Tim Russell.** Originally from the UK, Tim has been in Southeast Asia since 2000, largely in travel & technology. In recent years he has become a committed advocate of digital transformation in the tourism industry and in 2015 he founded his own mobile app solution for tour operators, Tineri. He is now responsible for digital marketing for Australian travel tech startup eRoam.



**Yuanjin Yang (Jackie).** COO MMG Thailand  
Graduated from Wuhan Institute of University in digital marketing. Jackie has successfully built a start-up company in the E-commerce industry, reaching a sales volume of THB40 million within 2 years. After selling the company, he worked in Dianping for 4 years as 2B business manager. Then co-founded MMG in September 2019.



Plus invited **Guest Speakers**, leaders in their particular field of expertise.

## Workshop Details

The Workshop will be held as **an intensive 2-day course**, in a central Bangkok location: Sukhumvit or Sathorn / Silom. Alternatively, over 4 consecutive Saturday mornings.

In English

Total hours: 18.

Maximum 15 attendees.

2-Day Cost: **25,000 baht per person**

4-Saturdays Cost: **28,000 baht per person**

Plus VAT. Includes Workshop materials and refreshments.

- Discounts available for 4 or more attendees from the same company.

## Takeaways

All slides shown, photos of all whiteboard presentations, speaker notes.

Your own personalized Case Studies and Action Plans.

For 6 or more attendees from the same company video of the Workshop.

Certificate of Attendance.

Most importantly, enough knowledge about Digital Marketing to be able to hold your own in discussions and direct your staff accordingly!.

## Agenda – Morning Day 1 (or Saturday Morning 1)

8:30 am to 9:00am	Registration Coffee, Tea, Soft Drinks, Snacks
9:00 am to 09:15 am	Introductions. Ice breaker. This Session's Agenda.
9:15 am to 9:45 am	<b>The Elements of a Digital Marketing Strategy.</b> <ul style="list-style-type: none"><li>- What is Digital Marketing? Why do we need it?</li><li>- 360° / Omnichannel / "Octopus" Marketing</li></ul>
09:45 am to 10:30 am	<b>Understand the Power of Social Media</b> <ul style="list-style-type: none"><li>- Facebook – but not just Facebook!</li><li>- Facebook Ads</li><li>- Google</li><li>- Google Adwords</li><li>- TripAdvisor</li><li>- Instagram Stories and Bing Advertising</li><li>- WeChat For Ecommerce (Mini Programs)</li></ul>
10:30 am to 11:00 am	Coffee/Tea Break <b>Other Social Media Channels and Tactics</b> <ul style="list-style-type: none"><li>- Twitter</li><li>- Instagram</li><li>- YouTube. Videos. YouTube Advertising. Vimeo. Periscope</li><li>- Podcasts. Vlogging.</li><li>- Social Proofing</li><li>- LinkedIn. LinkedIn Sales Funnel</li><li>- Reddit. Reddit Product Promotion</li><li>- Pinterest</li><li>- Snapchat</li><li>- LINE</li><li>- WeChat. Weibo.</li><li>- Redbook</li></ul>
11:00 am to 11:30 pm	

	<ul style="list-style-type: none"> <li>- TikTok / Douyin</li> <li>- SMS. Push notifications</li> <li>- PPC / SEM Paid Search Marketing</li> <li>- # Hashtags</li> </ul>
11:30 pm to 12:00 pm	<p><b>Which Social Media Channels Are Best For You?</b></p> <ul style="list-style-type: none"> <li>- Social Media Diary and Tools</li> <li>- Your Case Studies</li> </ul> <p><b>How Can We Access The Chinese Market Using Digital Marketing?</b></p> <ul style="list-style-type: none"> <li>- The Market comprises: <ul style="list-style-type: none"> <li>o Chinese in China (360m. social buyers in China, over 30% of the population)</li> <li>o Chinese Traveling to Thailand (10m.?)</li> <li>o Chinese Living in Thailand. (2m.?)</li> </ul> </li> <li>- The must have Official Accounts (the "Octopus" head)</li> <li>- The Social Media Platforms (the "Octopus" tentacles/hands).</li> </ul>
12:00 pm to 12:45 pm	
12:45 pm to 2:00 pm	Next Session's Highlights, Light Lunch, and Networking



## Afternoon Day 1 (or Saturday Morning 2)

(8:30 am to 9:00 am)	Coffee, Tea, Soft Drinks, Snacks
2:00 pm to 2:15 pm (9:00 am to 9:15 am)	Previous Session Recap. This Session's Agenda
2:15 pm to 3:00 pm (9:15 am to 10:00 am)	<p><b>Website Development and Content Management / Marketing</b></p> <ul style="list-style-type: none"> <li>- Do we still really need a Website?</li> <li>- Domain Names. Hosting</li> <li>- Content is King! Creative unique content. Copywriting</li> <li>- WordPress. Blogging. Vlogging</li> <li>- eCommerce. WooCommerce. Shopify. Alternatives</li> <li>- GDPR. CCPA</li> <li>- 360° marketing. Your Case Studies.</li> </ul>
3:00 pm to 3.30 pm (10:00 am to 10:30 am)	Coffee/Tea Break
3.30 pm to 4:30 pm (10:30 am to 11:30 am)	<p><b>Search Engine Optimization (SEO)</b></p> <ul style="list-style-type: none"> <li>- We have a website now so everyone will find us, right?</li> <li>- How to optimize your content for search engines</li> <li>- Keyword research. Yoast. SEOPress</li> </ul>

4:30 pm to 5:00 pm  
(11:30 am to 12:00 pm)

- Linking
- Web Vitals
- SEO checklist/audit
- Social Media / YouTube SEO / AI

### **Customer Marketing and Analytics**

- Customer acquisition and retention
- Collection and analysis of customer data. Conversion tracking
- Guest WiFi software
- Surveys
- Point of Sale (POS) and Contactless Payments
- Tracking marketing metrics. Real-time audience, acquisition, and behavior reports
- Google Analytics, NetInsight, Omniture, WebTrends

5:00 pm to 5:30 pm  
(12:00 pm to 12:30 pm)

### **New and Affordable Other Forms of Digital Advertising**

- Local SEO
- Online Communities, Groups and Directories
- Q and A Websites. Quora. Disqus. Zhihu. Advertorials.
- Influencers. KOL's. KOC's
- Amazon Advertising (AWS). Affiliate marketing

5:30 pm to 6:00 pm  
(12:30 pm to 1:00 pm)

Next Session's Highlights, Light Lunch/Refreshments, and Networking

## **Morning Day 2 (or Saturday 3)**

8:30 am to 9:00 am

Coffee, Tea, Soft Drinks, Snacks

9:00 am to 9:15 am

Previous Session Recap. This Session's Agenda

09:15 am to 10:00 am

### **Reputation and Review Management**

- Your online reputation can make or break you or your business.
- Your Case Studies.

10:00 am to 10:30 am

Coffee/Tea Break

10:30 am to 11:30 am

### **Google My Business**

- The importance of Google My Business for all companies
- Google Maps
- Google Lens
- 360° Marketing
- Local SEO

11:30 am to 12:00 pm

### **TripAdvisor**

- TripAdvisor for Hotels and Restaurants.

	<ul style="list-style-type: none"> <li>- TripAdvisor Premium</li> <li>- TripAdvisor for Tours (TripAdvisor Experiences)</li> <li>- How to improve your TripAdvisor ranking</li> </ul>
12:00 pm to 12:15 pm	<b>Trust Pilot / Dianping / WeChat</b>
	<b>Email Marketing</b>
12:15 pm to 12:30 pm	<ul style="list-style-type: none"> <li>- Isn't email dead?</li> <li>- MailChimp</li> </ul>
12:30 pm to 2:00 pm	Next Session's Highlights, Light Lunch, and Networking



### Afternoon Day 2 (or Saturday 4)

8:30 am to 9:00 am	Coffee, Tea, Soft Drinks, Snacks
2:00 pm to 2:15 pm	Previous Session Recap.
(9:00 am to 9:15 am)	This Session's Agenda
2:15 pm to 3:00 pm	<b>Proximity Marketing</b>
(09:15 am to 10:00 am)	<ul style="list-style-type: none"> <li>- AI</li> </ul>
3:00 pm to 3:30 pm	Coffee/Tea Break
(10:00 am to 10:30 am)	
3:30 pm to 4:00 pm	<b>360° / Omnichannel / "Octopus" Marketing</b>
(10:30 am to 11:00 am)	
4:00 pm to 4:15 pm	<b>How can Digital Marketing help in the "New Normal"?</b>
(11:00 am to 11:15 am)	
4:15 pm to 4:30 pm	<b>Return on Investment</b>
(11:15 am to 11:30 am)	
4:30 pm to 5:30 pm	<b>Summing Up, Open Discussion and Action Plans</b>
(11:30 am to 12:30 pm)	<ul style="list-style-type: none"> <li>- Your Case Studies</li> </ul>
5:30 pm to 6:30 pm	Farewell Lunch/Refreshments, and Networking
(12:30 pm to 1:30 pm)	

