



# FINTECH

## MANAGEMENT SERVICES

### Digital Marketing Workshop

#### What We Will Be Discussing With Attendees

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

##### **The Elements of a Digital Marketing Strategy.**

- What is Digital Marketing? Why do we need it?
- 360° / Omnichannel / “Octopus” Marketing

##### **Understand the Power of Social Media**

- Facebook – but not just Facebook!
- Facebook Ads
- Google
- Google Adwords
- Instagram Stories and Bing Advertising
- TripAdvisor
- WeChat For Ecommerce (Mini Programs)

Digital marketing has become the most important tool to reach customers in an effective way.

We will explain why, if you want to get qualified leads, you need to be visible on as many types of digital marketing platforms as possible. There is an abundance of channels, strategies and tactics to reach customers. The question is: which ones are the best to focus on in order to meet your marketing objectives, given your current team structure, growth stage and marketing budget?

##### **Takeaway: Getting Started.**

Social media is perhaps the most important digital marketing you need to focus on — especially if you want to promote a B2C business. And whilst a Facebook presence is essential, especially in Thailand, it may not be the most important platform for your business. **Takeaway: Tips To Improve Your Social Media Advertising**

## Other Social Media Channels and Tactics

- Twitter
- Instagram
- YouTube. Videos. YouTube Advertising. Vimeo. Periscope
- Podcasts. Vlogging.
- Social Proofing
- LinkedIn. LinkedIn Sales Funnel
- Reddit. Reddit Product Promotion
- Pinterest
- Snapchat
- LINE
- WeChat. Weibo.
- Redbook
- TikTok / Douyin
- SMS. Push notifications
- PPC / SEM Paid Search Marketing
- # Hashtags

## Which Social Media Channels Are Best For You?

- Social Media Diary and Tools
- Your Case Studies

## How Can We Access The Chinese Market Using Digital Marketing?

Sharing quality content on social media sites is an excellent way to engage viewers and position a brand. It's also a way for visitors to share it across their network. In addition, every social media platform offers different solutions for organic and paid advertising. Paid ads, hashtag campaigns, and influencer marketing are among the most popular.

### **Takeaway: Ways To Boost Your Organic Reach**

There are a plethora of social media platforms you can choose from. You need to find the ones that are relevant to the niche you target and promote your business there. **Takeaway: The Most Appropriate Channels For You.**

- The Market comprises:
  - o Chinese in China (360m. social buyers in China, 30.6% of the population)
  - o Chinese Traveling to Thailand (10m.?)
  - o Chinese Living in Thailand. (2m.?)
- The must have Official Accounts (the "Octopus" head):
  - o Wechat
  - o Weibo
  - o Redbook
  - o Douyin
- The Social Media Platforms (the "Octopus" tentacles/hands):
  1. Search Engines: Baidu, Zhihu
  2. Reputation and Review Management: Redbook, Dianping
  3. OTA's (Online Travel Agencies) : Ctrip, Fliggy

4. Videos : Douyin (TikTok)
5. E-commerce: Tmall (Taobao), JD
6. Mobile Payment Getaway
7. KOLs/KOCs
8. Local Chinese Community

**Takeaways: What Are The Best  
Chinese Channels For Your Brand?  
How To Get Started?**

### Website Development and Content Management / Marketing

- Do we still really need a Website?
- Domain Names. Hosting
- Content is King!
- Creative unique content. Copywriting
- WordPress. Blogging. Vlogging
- eCommerce. WooCommerce. Shopify. Alternatives.
- GDPR. CCPA
- 360° marketing. Your Case Studies

### Search Engine Optimization (SEO)

- We have a website now so everyone will find us, right?
- How to optimize your content for search engines
- Keyword research. Yoast. SEOPress
- Linking
- SEO checklist/audit
- YouTube SEO
- Social Media SEO / AI

### Customer Marketing and Analytics

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

Websites and landing pages with lots of traffic in popular niches are highly valuable. Your website is generally the first place your potential customers will look to find more information about your brand, products, or services.

When you publish content that the audience finds naturally while browsing it is a valuable indirect way of marketing. The main aim is to make viewers interact by reading, sharing, and commenting. You build shareable content around targeted keywords and publish it either in the form of blog posts, white papers, reports, or webinars or by guest blogging in popular publications in the same niche. This way you can also advertise a product and make it appear among paid search results. **Takeaways: Content Marketing and HTML Cheat Sheets.**

The goal of SEO is to optimize content in a way that achieves high ranking on search engine results pages. If you are doing SEO right you can attract significant organic traffic to a website. SEO is essential for your internet presence, as these days every business optimizes its content for search engines. Therefore without SEO, it's difficult to stay competitive. **Takeaway: Your Own SEO Checklist.**

For businesses, collection and analysis of customer data can become one of your greatest assets in learning more about the needs and wants of your customers. Collecting data is one thing, but customers only ever see the value in it if you use it to improve their experience within your business.

**Takeaways: Typical Customer Analytics Reports. Free trial offer.**

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

- Local SEO
- Online Communities, Groups and Directories
- Q and A Websites. Quora. Disqus. Zhihu. Advertorials.
- Influencers. KOLs / KOCs
- Push notifications
- Amazon Advertising (AWS)
- Affiliate marketing

Local SEO promotes your business' visibility on location-based searches. It is aimed at making sure your business gets found online by people searching for it at that locality.

Local SEO is extremely important, especially if you have a business with a brick-and-mortar store, or one that provides a service in a certain locality.

**Takeaway: How To Do Keyword Research**

## Morning Day 2 (or Saturday 3)

### Reputation and Review Management

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

The process of tracking, monitoring and ultimately eliminating negative social media material. Reputation and Review management builds your credibility to customers, which strengthens their trust in your brand.

### Google My Business

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

One of the most important marketing tools for all types of businesses is Google's My Business. If you're not maximizing your presence on Google, you're missing out on new customers and essentially giving them to your competitors who are.

### TripAdvisor

- TripAdvisor for Hotels and Restaurants.
- TripAdvisor Premium
- TripAdvisor for Tours (TripAdvisor Experiences)
- How to improve your TripAdvisor ranking

Another important marketing tool for hospitality venues is TripAdvisor. More than 18 million people a day search TripAdvisor for hotels and restaurants and other hospitality venues in Thailand.

### Trust Pilot / Dianping / WeChat

**Takeaway: Reputation Review for Your Business.**

### Email Marketing

- Isn't email dead?
- MailChimp

Email marketing is still an excellent way to increase brand loyalty and upsell to existing customers. There are many different ways you can reach out to customers through email marketing.

**Takeaway: How To Build An Email List Quickly**

**Proximity Marketing**

- AI

Proximity Marketing is the hottest new trend in digital marketing for business. It is localized distribution of advertising content using machine learning to automate targeting.

**Takeaway: Free Trial Offer.**

**360° / Omnichannel / “Octopus” Marketing**

Nowadays, you need to use a mix of different types of digital marketing in order to reach your audience through various channels that seamlessly connect.

**Takeaway: The Best Channels For Your Business**

**How can Digital Marketing help in the “New Normal”?**

The coronavirus pandemic is impacting everyone differently. If you are planning now for how to regenerate your business, we recommend you take some important steps before you open your doors.

**Takeaway: 6 Steps To Take Before You Reopen Your Business**

**Return on Investment**

The aim is improve your return by generating more sales and revenues without increasing your costs. Or by only increasing your costs enough to still provide a net gain in profits.

**Takeaway: How to Measure the ROI of Digital Marketing.**

**Summing Up, Open Discussion and Action Plans**

- Your Case Studies

**Takeaways: Your Personalized Action Plan. Follow Up Schedule.**