A seminar on “Marketing in a Digital Era” was organized by Marketing Association of Thailand (MAT) on November 13, 2012. More than 200 persons from various professions such as marketers, businessmen, private employees, and faculties participate therein. This seminar was divided into 8 sessions. The following is a summary of each session.

Session 1: The Importance of Digital  
By Mr. Suthichai Yoon, the Chairman of Nation Multimedia Group Public Company Limited.

Mr. Suthichai Yoon delivered his talk on the importance of digital. He started his talk by showing the perfect storm video clip and said “no one knows exactly which direction the storm will go. There is always the possibility that something unpredictable will happen and it will change our lives”.

We have truly entered the digital era and marketing is reinventing itself. Digital media is becoming the central hub for how people gather information,
share experiences, make choices, and spend money. People are consuming more and more digital content on a daily basis – on TV, PC, smartphone, and tablet (also known as four screens). And they are also using more than one device at the same time. They are using mobile devices while watching television, using their PC or tablet for web surfing. That means it is not enough to reach people on smartphones or tablets alone. Marketers must understand how people use those four screens for various tasks throughout the day, so they can target ads that are most likely to appeal to them on each device given the different things they are doing on each device.

Mr. Yoon also gave an interesting example of how Nation Multimedia Group (NMG) has responded to this change. NMG provides consumers an interactive experience with the use of Social TV (the integration of social media and television). By downloading the free application THE NATION (Thailand), people can stay up to date with what happens in Thailand, read the news from The Nation, Krungthep turakij, Komchadluek and OK Nation as well as download to read 7-day back issues offline archives. It is also equipped with interactive capabilities such as email, facebook, and twitter. People can make comments related to the program content, chat with news reporters, or even report and share news.

At the end of his session, Mr. Yoon asked a question “what happens when you combine blogs, google, and millions of dissatisfied customers?” He kept silent for a while and answered “an e-mob”. When people love you they click like and share your story. And when they don't, they also talk badly about you and share. That's a negative side of digital that marketers should be aware of.

Mr. Yoon ended his session by quoting famous quotes of Charles Darwin “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change”.

**Session 2: How Digital Dictate a New lifestyle?**
By Dr. Ian Fenwick, advisor at Sasin Graduate Institute of Business Administration of Chulalongkorn University

Dr. Ian Fenwick gave a speech about how digital dictate a new lifestyle. He talked about three things about digital: changes, habits, and participation.

**Changes:** Digital is not new but it is now emerging and going to change our lives. Over 65 percent of the population using the internet. They are being
stereotyped; they all use Instagram, Tumblr, Facebook, Twitter, Youtube, and Skype. However, women are more active in their use of these sites, with more than half of female internet users using social networking sites on a typical day (54%), compared with 42% of male internet users.

Smart devices, including smartphones and tablet PCs, have already become an essential part of our daily lives. They provide us with a constant and instant connection to the world, and we are becoming increasingly dependent upon them to assist with everyday tasks. By 2014, more smart devices could be used to access the internet than traditional computers. The move to an increasingly mobile world will create new players and new opportunities for a variety of industries.

**Habits:** Customers’ media habits are changing. They will not change back. The new marketing world will be built around digital media. More and more people are using multiple screens to receive information, share information, and create information. They check and view updates from social networks and microblogs before getting up and third of them sleep with their mobile phones under the pillow. They comment and share photos on facebook as well as retweet messages on Twitter. They want to get involve with and participate in the things they want. Customer expectations are changing. If you don’t meet those expectations, your competitors will. Therefore, marketers have to think how to use screens to reach and communicate with them.

**Participation:** Today’s customer is not a sit back, passive target. Today’s customer is a lean-forward, active participant. And that participation is extremely important to marketers. The participation means the consumers voluntarily spend time with your brand. They voluntarily get expose to your message. Whenever they participate, we have a chance to learn about them. Simple say that participation is absolutely crucial that consumer learns about the brand and the brand learns about consumers.

In digital era, consumers have more power than ever. In the past, dissatisfied consumers just simply made a complaint and told close friends and family members. The company might lose some sales but nothing usually too significant. However, with the digital media, an unhappy customer can really hurt the brand with a mouse click. Bad reviews can spread through blogs, social networks, and message boards going global very quickly at the push of the enter button. So, when you receive a complaint, follow up and try to resolve it as quickly as possible.

Dr. Ian Fenwick ended his talk with exactly the same quote as Mr.Yoon, “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change”.
Mr. Tom Srivorakul opened up his talk with some statistics about Thailand internet usage statistics. He said currently the population of Thailand is at 66.7 million; 20.6 million are internet users. Among internet users, 33% are males and 30% are females and users under the age of 25 consist of more than half of the total internet population. To access the internet, 38% use desktops, 35% use laptops, 7% use mobile phones, and 20% use other devices. Then, he talked about social commerce.

Social commerce refers to an e-commerce that involves using social media (online media) that supports social interaction and user contributions, to assist in the online buying and selling of products and services. Examples of social commerce include customer ratings and reviews, user recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media optimization (promoting and publicizing events and content through social media), social applications, and social advertising.

A big part of his talk was about the Daily Deal Website. He explained that the daily deal site is a social commerce and media platform that allows brands to advertise and sell product and services and gave a few examples of successful daily deal campaigns. Then, he shared some insights on the challenges he faced when founding Ensogo Thailand.

Mr. Srivorakul mentioned the differences between traditional marketing and daily deal marketing. For traditional marketing, everyday brands create promotions that offer discounts to get attention of customers and pay upfront for media to advertise the promotions to reach customers, which is difficult to measure and no guaranteed sales or foot traffic. For daily deal marketing, after brands create promotions, they use media to advertise and reach, but pay only if successful. We can measure real customers who buy and visit store and learn for next promotion. Deals can be advertised online and offline but deals are available online only. After
purchasing deals, customers will redeem them and always share experience with friends. Deals are not only generating store traffic but also allow us to track conversions, measure sales and ROI, and build loyalty among customers.

Mr. Srivorakul also said that even though we do social commerce and use online media to promote our business, offline media is still important. Last year, he spent almost 120 million baht to promote his business on both online and offline media. He also has partnership with several credit card companies, used brand ambassadors, and launched charity projects.

At the end of his session, he gave summary for daily deal success as describe in the followings:

- Know your customer behavior and demographic
- Find what motivates your customer and create a marketing plan to motivate them.
- Use marketing solutions that deliver your business objectives (branding, buzz, sales).
- Provide best customer service to get positive reviews and WOM.
- Measure, measure, measure….Real ROI is only realized if you measure results from your marketing investment.

Session 4: Google: The Must have “Digital Tools”
By Ms. Pornthip Kongchun, Head of Marketing-Google Thailand Co., Ltd.

Ms. Pornthip Kongchun opened up her speech with the brief introduction of Google Company and mentioned about the new norm of consumers nowadays is to use multi-screens for receiving and retrieving information that they would like to know or learn about. In this regard, consumers are in a four screen world. While they are watching the advertisement and news on TV, they also use mobile phone, laptop, and tablet to find more information. This is a new way for the constant connectivity between firm and consumers.

Ms. Kongchun also highlighted the current practice that Google use to get on its way to connect with customers; “The Zero Moment of Truth (ZMOT)”, which is the new consumer decision-making moment along the path to purchase. She highly recommended corporate customers to be more aware about this issue as the use of web surfing is one of the most widely used and influential sources when customers are just about to purchase something. By way of ZMOT introduction, she presented the steps in The Zero Moment of Truth and proposed how the corporate
customers and Google response to a new way of customer journey as shown in the information below.

The Zero Moment of Truth

Stimulus
(Be there when customers are loading at related contents)

Zero Moment of Truth
(Show up when users search for your product category)

First Moment of Truth
(Create instant action with site links and click-to-call on mobile)

Second Moment of Truth
(Get closer relationship with the company)

More specially, she did mention some of Google analytical tools which enhance the ability for surfing such as Google Trend, a public web facility of Google Search, that show how often a particular search-term is entered relative to the search-volume of across various countries.

Following the summing up of the discussion Ms.Kongchun reconfirmed corporate customers and audiences to this initiative ZMOT by mentioning the following points:

- Engage and win your customers at the Zero Moment of Truth
  - Win the moment when they are searching the information – Google has been providing contextual ad space for corporate sites to rent, in order to help them display their information and advertisement when customers use Google search engine.
  - Win the moment when they are reading – Google has been providing Google AdWords option for customers, in order to make their ads become more outstanding (Highlight with orange color whereas the ordinary search results are in blue color).
  - Win the moment when they want to buy by providing mobile web access
- Orchestrate your advertising across all screens and media channels
- Make your business social, across the web

At the end of her session, Ms. Kongchun said “Extraordinary is expected because the technology is changing fast as well as consumers’ expectations toward the purchasing
method. Firms should not rely on the traditional way for introducing products or services but also need to provide more sufficiency and efficiency technology to facilitate them."

**Session 5: Facebook: The Power of Like**

By Ms. Punnada Leung-Aram, Sales Manager, Social (Facebook Authorized Reseller)

Ms. Punnada Leung-Aram started her session with the general discussion about Facebook usage statistics in Thailand. At the present, there are about 17.5 active users in Thailand. Among Facebook users in Thailand, 51% are males and 49% are females and average number of friends per user is around 343 friends. Moreover, Bangkok is the city that has the highest number of Facebook users, approximately 9 million users and recently the company has revealed that it has a plan to delete fraudulent accounts who have been hired to click like on Facebook Fan Page.

She did mention how this social media trend could help many entrepreneurs to build a closer relationship with audiences and customers. It seems like many companies including top companies use Facebook Fan Pages to interact with their customers and prospects, on this reason, they need to be more focus on how to make effective Facebook Fan Pages. She highly recommended the Facebook Fan Pages workshop methodology that can help them deepen relationship with their customers and acquire more prospects as mentioned below:

- Everything is on Facebook
- Connect with new fans with Facebook Ads
- Engage your fans with quality contents
- Influence the friends of your fans – encourage them to make comments, feel engaging with fan page, and influence other friends to click like.
- Lastly, finding new ways to engage with your brands on fan pages like Starbucks and Vitaminwater
  - Vitaminwater is a brand of an energy drink that contains various antioxidant vitamins. Vitaminwater was among the first companies to use social networking to give fans such level of control over product innovation — a variety of vitaminwater was actually made by its fans, for its fans. Crowdsourcing was a great way to tap directly into our consumers.

Vitaminwater has always had many loyalty fans and once the brand joined Facebook, it heard more regularly from customers. Vitaminwater was able to get them information faster and interact with them directly and
last year it launched the crowdsourcing campaign via its Facebook fan page. The process of crowdsourcing was started when the brand gave its fan the vote with a “Flavor Creator Lab” on its Facebook fan page and then the winning flavor will be created and sold in the market. The winning flavor was the black cherry lime. Moreover, these steps program helped the company (Coca-Colas) to boost up its brand sales, Vitaminwater. The sale of the first month for this new flavor launch was about 100,000 bottles.

The next presentation, Ms. Leung-Aram brought up the reasons why firms need many fans of Facebook Fan Page.

- A Facebook Fan Page is an inexpensive channel of communication between firms or brands and customers. In fact, it can make influencing people more powerfully and authentically via word of mouth at scale. According to the research, 92% of fans trusted word of mouth via Facebook Fan Page than other sources.
- Facebook ads with voices of friends are even better than the use of traditional banner advertisement because the message awareness will increase twice times and 1.6 times increase in brand recall.

In order to use Facebook Fan Page App, Ms. Leung-Aram suggested that entrepreneurs should consider several questions below:

- Do you have an audience?
- Do you have budget to promote your products/services/brands?
- Do people already engage with your business on an ongoing basis?

And if they are ready to do so, the next step that they need to do is prepare the answers for the following questions in order to create a very effective social engagement on Facebook Fan Page.
Session 6: “Digital Marketing” Case Study by Samsung
By Mr. Sitthichoke Nopchinnabut, Head of Category Marketing, Mobile Marketing, Telecommunication Business of Thai Samsung Electronics Co., Ltd.

Mr. Sitthichoke Nopchinnabut began the general talk about the new model of marketing that everyday social media expands and we should have come to realize the use of social media in digital era. Consumers make decision before entering to the store then marketers should consider providing many sources for customers to reach to the information, especially the use of social media together with mobile applications. Furthermore, he also emphasized the important of ZMOT practice in business as same as what Ms. Pornthip Kongchun, Head of Marketing-Google Thailand Co., Ltd was mentioned earlier. After that he pointed out some trends and issues regarding to the consumer decision based on the use of mobile devices and internet access. The following is the summary of the first part of his discussion.

- The shifting trend of consumer from “Always On” to be “On and Off”.
  - Fewer in developed markets want to be reachable.
  - It is not that customers want to be isolated from the company, but they want to be in control of the choice of being connected, or not.
- The screens we use are expanding and evolving at an accelerated rate
  - In 1930, the first television was introduced to the public.
  - In 1950, Apple introduced the first affordable computer.
  - In 1985, Toshiba introduced “The world first mass-marketed laptop”.
  - In 2004, Sony launched e-reader.
  - In January 2007, Apple introduced iPhone.
  - In April 2010, Apple introduced iPad.
  - In 2011, 34% of American adults own at least four out of the six types of the above screens listed, more than three times the number in 2008.
- Control is increasing key to market as self-directed mindsets grows
  - Self-directeds refer to those who particularly value control of own path to make own decision.
  - Self-directeds represent the fastest growing values type globally.
- The internet is increasingly the destination for the content and some key facts from last year are mentioned as well.
- Netflix video streaming accounted for 29.7% of peak downstream traffic in March up from 21% last fall.
- E-book sales in February 2011 topped all other formats, including paperbacks and hardcovers, according to an industry report released this week – CNN, April 2011
- The explosion of smartphones and mobile internet
  - Thailand’s query growth is approximated 120%
  - The average usages for the explosion of smartphones and mobile internet in Thailand is about 27 million times per week

To response to the changing trends, Samsung Thailand started out with banner advertisements and Facebook Fan Page. The company claimed that this is a digital strategy from firm to focus on word of mouth communication through digital media and also put more efforts on optimize the company’s website to fit with all mobile application platforms.

Regarding to the mentioned trends above, Samsung Thailand launched many PR activities and IMC campaign to gain more attention from customers and prospects such as:

- Engineer trip with 18 top tech influencers – when Samsung Thailand launched new product to the market, the company will invite many famous bloggers to join the special trip and asked them to use the new product while they are travelling. The recent trip that company organized was the trip to London and the new item is Samsung Galaxy III.
- Created Samsung Teaser on Facebook Fan Page called “Samsung Mobile Thailand Fanpage”
- Created brand content marketing – is to create relevant and compelling between brand and product users.
  - Introduced “Love at First Flight” mini-series via many social media.

In conclusion at the end of his session, he proposed the “Do and Don’t” concept for engaging company with social media as shown below.

- **Do**
  - Be where your consumers are talking/ searching about your category/ product.
  - Create a “Compelling Story”
  - Online and Offline integration
  - Serve them the best way you can
- **Don’t**
  - Wait for perfection or completeness (act first)
Session 7: The new Digital Power... Influential Marketing
By Mr. Tana Limpayaraya, singer and founder of ChorChain.com and Mr. Anit Osthankrao, Founder of NerKoo.com

It was a round table discussion between Mr. Tana Limpayaraya singer and founder of ChorChain.com and Mr. Anit Osthankrao, Founder of NerKoo.com in which they came to share their experiences regarding their own business experiences.

Apart from his job of being a singer and a brand ambassador of Wuthisak Clinic, Mr. Limpayaraya has been operating his business for selling gift shop items since 5 years ago. At first, he opened the store at Siam Square and his business went well during that period. According to his talk, he mentioned about the difficult time in operating the business during unstable political situation period. Later on he decided to close down the shop at Siam Square and sell his products online instead. His website is called ChorChain.com. He said his online business went well and even better than the past as he has utilized the use of many social media website along with his own website. He owned Facebook Fan Page and Twitter to have the opportunity to provide more information to prospect about the products that he offers and can response back to them quickly via the use of many mobile devices.

For Mr. Anit Osthankrao discussion, he started with his introduction about the previous business that he did in the past such as being one of a producer in some TV program and an author of many books. Recently, he just introduced the new business call Nerkoo.com which is a social network website for those who are looking for the soul mates and partners. He intended to perform this business because he believed in the use of online social network that would increase customer exposure to a lot of people and can give him a chance to introduce his business to prospects, vendors, or even gain more attention from media. Moreover, he revealed that relationship, sex, and love are the things that company should put them in the marketing content.
Session 8: Magnum: Fin…nomenon
By Ms. Supattra Paopeamsub, Vice President, Food & Icecream, Unilever Thai Trading Limited

Ms. Supattra Paopeamsub came to share the secret of Magnum’s success in Thailand. She said “the secret of Magnum’s success in Thailand doesn’t lie solely on the creamy ice cream coated with a thick layer of cracking real Belgian chocolate but also a firm’s ability to integrate offline and online activities with social media”.

The team had carefully selected Magnum ambassadors who have more than 2 million Twitter, facebook, and Instagram followers and friends to circulate Magnum’s unique strengths: Ananda Everingham, Araya "Chompoo" Hargate, Panisa "Opal" Primpru, Chantavit "Ter" Dhanasevi, and Chawaporn "Ploy" Laohapongchana. Right after they began a Twitter hashtag (#Magnum) and posted pictures on Instagram, followers were rushing to convenience stores to buy one or all three flavors—Classic, Almond, and Chocolate Truffle. They photographed their loot, tweeted it, and posted pictures of themselves on Facebook and Instagram with the ice cream bar. And Magnum became the talk of the town overnight. Traditional media such as TV Commercial and print advertisement were also used to support the product launch.

A few weeks after the launch of new Magnum, the event called “Magnum Fin-nomenon” has been organized. Fin is a currently being use as a new word meaning satisfying or enjoyable ending. The exclusive invitation cards were delivered to various Thai celebrities and superstars, inviting them to join ‘The Ultimate Chocolate Party’. The whole party was hold in Chocolate theme. Serving all-you-can-eat Magnum and free flow chocolate based cocktails. Snack such as chocolate fondue to light meal were prepared as well.

At the end of her session, Ms. Paopeamsub said “the sales of Magnum this month is higher than the total sales of last year. We had a great success…and Magnum is back!”.