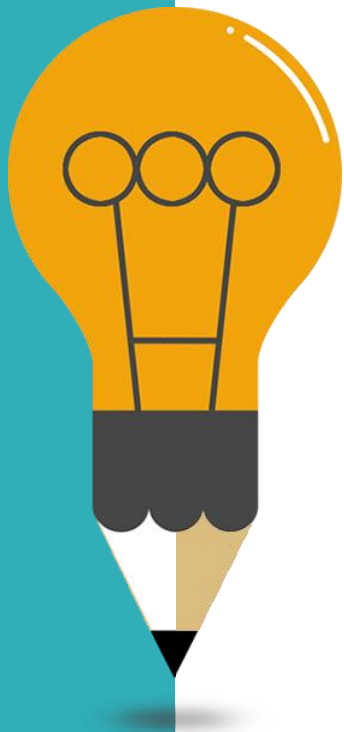


เทคนิคการสื่อสาร ในยุคดิจิทัล

โดย นิมิตา จันทรเสนา

Content Outline



1. ภาพรวมการสื่อสารประชาสัมพันธ์ ปี 2020
2. แนวทางการกำหนดกลยุทธ์การสื่อสารบนโลกดิจิทัล
และตัวอย่างการกำหนดกลยุทธ์
3. SOCIAL MEDIA HACK
4. Q&A

Welcome!!



Passion is one great force that unleashes creativity, because if you're passionate about something, then you're more willing to take risks.



PASSION >> CREATIVITY



Let's Enjoy



ภาพรวมการสื่อสาร
ประชาสัมพันธ์ ปี 2020



2020 FUTURE MARKETING TRENDS THAT WILL RULE



INSTAGRAM STORIES

Instagram stories play a big role in marketing and promotion of businesses and brands

VIDEO MARKETING IN PROMINENCE

There will be a high demand of video content as compared to image on social channels



TIME OF ARTIFICIAL INTELLIGENCE

customer services processes is automated by the companies with the help of artificial intelligence



CONNECT WITH CUSTOMERS

The main focus of brand and businesses is to engaging with the user and customers



INFLUENCE MARKETING

Business are going to use influence marketing as a marketing technique



ENGAGING CONTENT

Businesses and brand going to focus on making there content unique and engaging



ERA OF CHAT BOTS

Businesses and brand going to focus on making there content unique and engaging

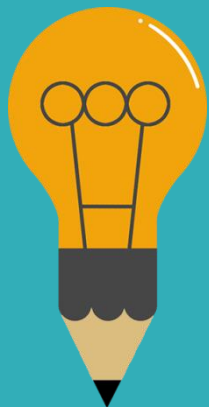


LINKEDIN

LinkedIn is a powerful tool for online B2B marketers



<https://www.geoflypages.com>



1. TARGETED CONTENT WILL MAKE COMPANIES USEFUL TO CUSTOMERS

There is ALOT of content out there content that is vying to grab your customers' attention



HOW CAN YOUR CONTENT STAND OUT?

Research your customers and find out what matters to them and then create targeted content around those matters

2. TEAMS WILL BE ASSEMBLED TO FOCUS SPECIFICALLY ON CONTENT

In most companies, creating content is assigned to the entire marketing team, many of whom are not exactly skilled in content creation.



This is set to change as more companies realize the value that good content brings them

3. CONTENT MARKETING WILL BECOME CONTENT SELLING



Creating content is useless if it doesn't end up driving sales

TOP 10



CONTENT MARKETING TRENDS THAT WILL DOMINATE 2020



5. BREVIETY WILL BECOME A BIG THING



Blogging is nowhere near as popular as it was just a few years ago, with some reputable voices even declaring that it's "dead". With that being the case, if companies want their blogs to be read, they will need to be brief or consider integrating video into their text posts

6. CONTENT WILL NEED TO BE OPTIMIZED FOR VOICE SEARCH



A recent report from Campaign U.K. says as many as half of all online searches will be voice searches by 2020

4. ARTIFICIAL INTELLIGENCE WILL REPLACE SOME CONTENT MARKETING AGENCIES



As artificial intelligence becomes more advanced, content marketing agencies will need to rethink how they operate and be extra creative to stay ahead of the competition.

7. THE USE OF INTERACTIVE CONTENT WILL RISE



Interactive content is "content that requires the participants' active engagement - more than simply reading or watching. In return for that engagement, participants receive real-time, hyper-relevant results they care about"

8. LIVE VIDEO WILL DOMINATE CONTENT



Live video is already one of the internet's most popular forms of content but has been stopped from becoming dominant by lack of participation

9. CONTENT WILL BE MADE AN EXPERIENCE FOR CONSUMERS



As content marketing continues to evolve, turning content into something that is experienced and not just consumed will be one of the biggest trends to follow

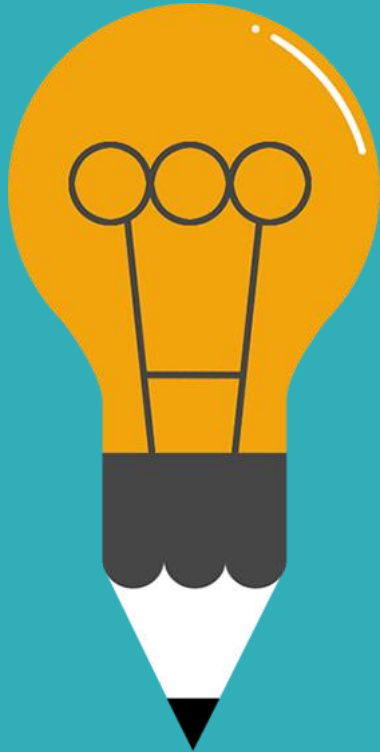
10. WRITING SKILLS WILL BE PUSHED TO THE SIDE



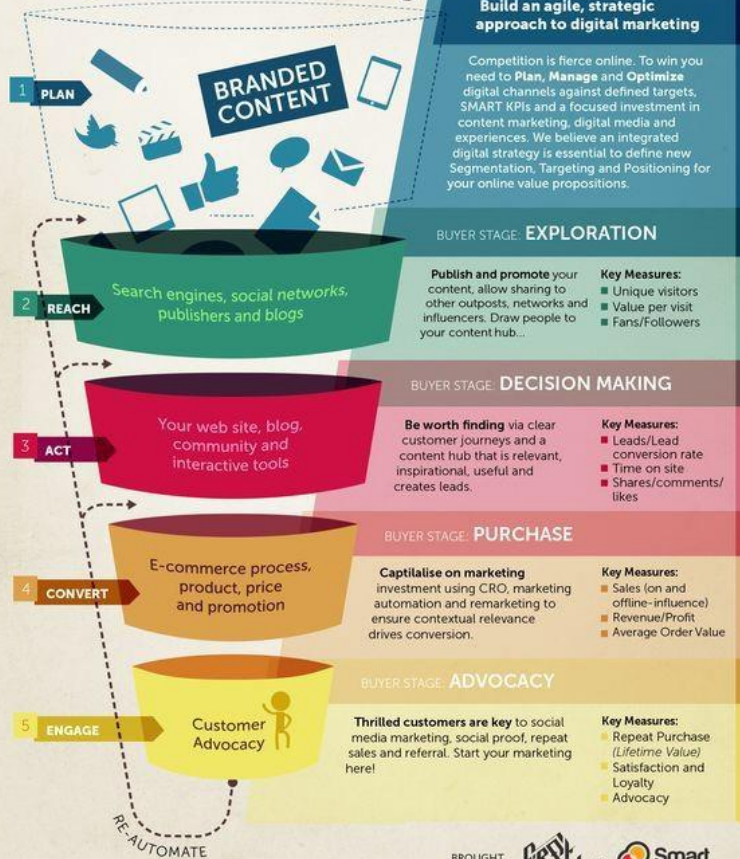
There was a time when excellent writing skills was the only thing needed to produce successful content marketing. That time is no longer



แนวทางการกำหนดกลยุทธ์
การสื่อสารบนโลกดิจิทัล
และตัวอย่างการกำหนดกลยุทธ์



The Smart Insights RACE Planning System for Digital Marketing



8 STEPS

SOCIAL MEDIA MARKETING STRATEGY

List down what you plan to do on social media to achieve greater results



1 SET 3 S.M.A.R.T. GOALS

S.M.A.R.T. Goals are Specific, Measurable, Attainable, Relevant and Time-bound goals. For example: Gain 100 new customers via Social Media in 30 days. It is important to track meaningful metrics, and not vanity metrics.



2 LEARN YOUR AUDIENCE

Know who your audience is by gathering real-world data (not assumptions), then creating audience personas. You need to find out what kind of content they'll like, share, want, and need.



3 RESEARCH THE COMPETITION

Conduct a competitive analysis to understand who the competition is and spot opportunities. Replicate their strengths, and dominate their weakness.



4

CONDUCT A SOCIAL MEDIA AUDIT

If you're already on social media, evaluate your current efforts and ask yourself "What's working, and what's not?", "Who is engaging with me?", "Which social media sites does my target market use?", "How does my social media presence compare to that of my competitors?".



5

SET UP ACCOUNTS AND IMPROVE EXISTING PROFILES

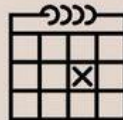
Determine which platforms you're going to use and how you'll be using them (e.g. Twitter for customer relationship). Set up (and optimise) your accounts. Fill out all profile fields using your keywords and use images that are correctly sized for each network.



6

FIND INSPIRATION

Draw inspiration from other businesses that are great on social media. Take note on the type of content they publish and how they engage with their followers. You can even ask your followers what they will like to see!



7

CREATE A SOCIAL MEDIA CONTENT CALENDAR

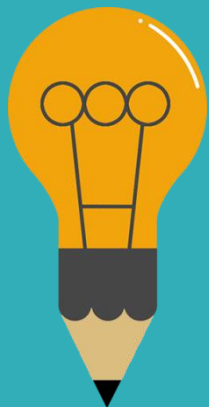
Create a posting schedule that lists down the date and time at which you will publish those types of content on each channel.



8

TEST, EVALUATE, ADJUST

Track your data using tools like Hootsuite. With the data, re-evaluate your strategy and test it again. Repeat this process until you reach your goal.



DATA
COURTESY
OF

 Hootsuite

CREATED BY
PLEXXIE





GOALS & OBJECTIVES

Define your goals and objectives. What do you want to achieve from Digital Marketing?



MEASURE

See what all works well for your campaigns. Plan for improvement. Revise your strategy if needed!



E-MAIL MARKETING

- Grow your contact list
- Compose great emails
- Create a schedule

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



MOBILE MARKETING

- Define the goals
- Choose right platforms

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



CONTENT MARKETING

Blogging, Infographics, Press Releases, Forums, Articles, Videos, Podcasting, Webinars, Documents, LinkedIn & Guest Blogging

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



SOCIAL MEDIA

- Select appropriate channel
- Plan and optimize your social content

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



IDENTIFY YOUR CUSTOMERS

Do proper research to find out your customers and audience



IDENTIFY YOUR COMPETITORS

Perform research to find out your competitors. Figure out what's their strategy towards digital presence?



DECIDE THE ROLE

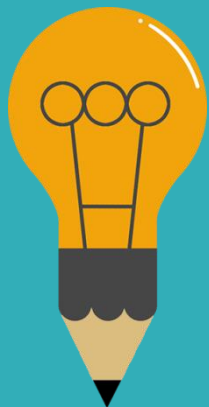
Assign the role and decide who will be responsible for which tasks. Skill set is the key factor.

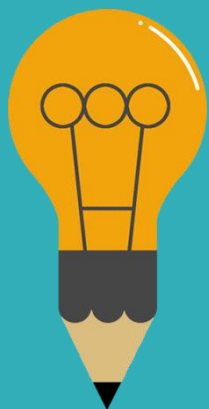


SEO & SEM

- Perform Keyword Research
- SEO - On Page and Off Page
- Paid Search Ads
- Paid Search Advertisement
- Pay Per Click (PPC)

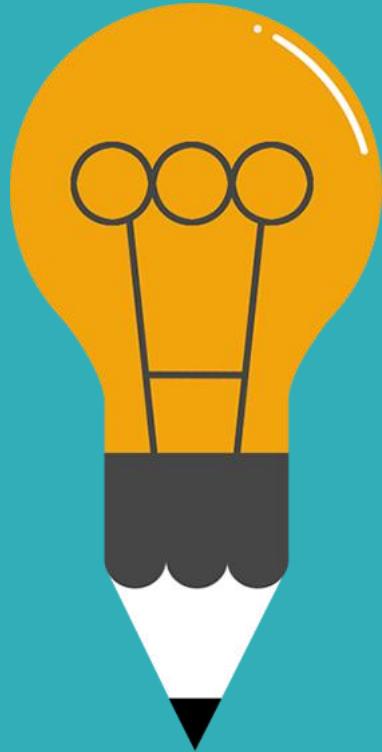
Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.





PLATFORMs	KPIs
SOCIAL	
Facebook	Reach/Impressions, Link Clicks, Social Shares, Video Views
Twitter	Reach/Impressions, Link Clicks, Social Shares, Unique Visitors
YouTube/Vimeo	Video Views, Comments, Organic Clicks
Google +	Organic Clicks
Pinterest	Reach/Impressions, Link Clicks, Conversions (especially e-commerce)
Instagram	Reach/Impressions, Social Shares
LinkedIn	Reach/Impressions, Bounce Rate, Downloads, Link Clicks, Social Shares
PAID/ADS	
Google	Reach/Impressions, Downloads, Conversions, Unique Visitors, Page Views, Link Clicks
Facebook	Reach/Impressions, Downloads, Page Views, Conversions, Social Shares, Unique Visitors, Link Clicks, Video Views
Display	Reach/Impressions
Remarketing	Downloads, Conversions, Link Clicks, Bounce Rate
Content Distributors	Reach/Impressions, Unique Visitors, Page Views, Link Clicks, Downloads

PLATFORMs	KPIs
EMAIL	
Newsletter	Link Clicks, Video Views, Downloads, Conversions
Marketing Automation	Page Views, Link Clicks, Video Views, Downloads, Conversions
PR	
Press Release	Reach/Impressions, Link Clicks, Video Views, Organic Clicks
Media Placement/ Bloggers	Reach/Impressions, Unique Visitors, Page Visits, Video Views, Comments, Social Shares, Organic Clicks



USING PSYCHOLOGY IN MARKETING

INTRODUCE
DOUBT OR FEAR

HIGHLIGHT THE CONSEQUENCES OF INACTION. MOTIVATE PEOPLE TO PURCHASE BASED ON THE FEAR OF A NEGATIVE OUTCOME.

EMPHASIZE
EMOTIONAL OUTCOMES

EMPHASIZE THE OUTCOME THE CONSUMER WILL HAVE WITH YOUR PRODUCT OR SERVICE

HIGHLIGHT
SUBTLE FLAWS

ADDRESS SOME OF YOUR PRODUCTS SHORTCOMINGS TO CREATE TRUST IN A POSITIVE LIGHT.

PROMOTE
EXCLUSIVITY

CATER TO YOUR CUSTOMERS EGO IF THEY PURCHASE YOUR PRODUCT

REPOSITION
COMPETITION

DON'T BASH COMPETITION, HIGHLIGHT WHY YOUR CUSTOMERS ARE BETTER WITH YOUR SERVICES

ตัวอย่าง : กลยุทธ์และแผนดำเนินงานการบูรณาการการสื่อสาร

การเตรียมการ

BIG IDEA

ประชาชนสุขภาพดี

กระทรวงสาธารณสุข

- โจทย์
- ประเด็น
- เนื้อหา

กลุ่มเป้าหมาย

วิธีการสื่อสาร/
ช่องทาง

กระแสลังคม (เสียงจากประชาชน) vs สิ่งที่หน่วยงานทำ

รวบรวมข้อมูล

- Yearly - นโยบาย/แผน , Weekly - สถานการณ์ , Daily - สรุป รายงาน SM Listening / NewsCenter / รายงานต่างๆ
- รวบรวมเครื่องมือ / ช่องทางสื่อสาร / ทีม (ใน+นอก) / บูรณาการความร่วมมือ

การปฏิบัติ

Production

- ✓ มีรูปแบบเหมาะสมกับกลุ่มเป้าหมายและช่องทาง
 - ✓ มีเนื้อหาครอบคลุม Content
1. สอดคล้องกับนโยบายรัฐบาล (เร่งด่วน/หลัก)
 2. ประเด็นทันสมัยสถานการณ์

Channel

On Ground

Online

On Air

Underground

Target Audience

ประชาชนทั่วไป

Multiplier

กลุ่มเฉพาะ

Monitoring

การประเมิน

Evaluation

- รับรู้
- เข้าใจ
- ร่วมมือ

กระบวนการ

สำรวจผล
ก่อน / ระหว่าง / หลัง
การปฏิบัติ

วงรอบ

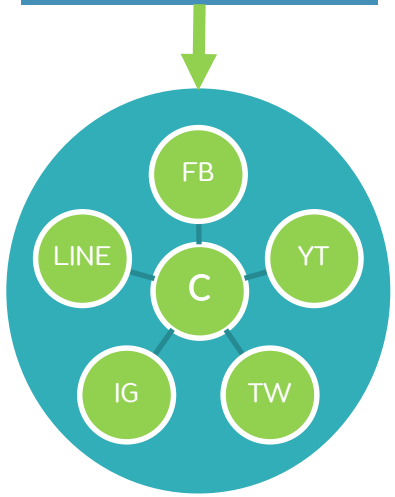
รายประเด็น
รายวัน/รายสัปดาห์/รายเดือน
ไตรมาส/ครึ่งปี/รายปี

Feedback

Evolution of Content

Content Management
IO+PR

Report < Monitoring



ประเภท Content

<ul style="list-style-type: none"> ข่าวสารทางการ ประเด็นทันต่อสถานการณ์ (iDAR) การประชาสัมพันธ์ <p>Target : สื่อมวลชน / ประชาชนทั่วไป</p>	<ul style="list-style-type: none"> การให้ความรู้ การให้ข้อมูลสนับสนุน <p>Target : ตามกลุ่มเฉพาะ</p>	<ul style="list-style-type: none"> การปรับปรุงสาระเป็นอย่างไรง่าย ย่อแนวคิดเป็นเกร็ดสาระ <p>Target : ตามกลุ่มเฉพาะ</p>	<ul style="list-style-type: none"> การตอบโต้ รายประเด็น <p>Target : ตามกลุ่มเฉพาะ</p>
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Evolution of Content

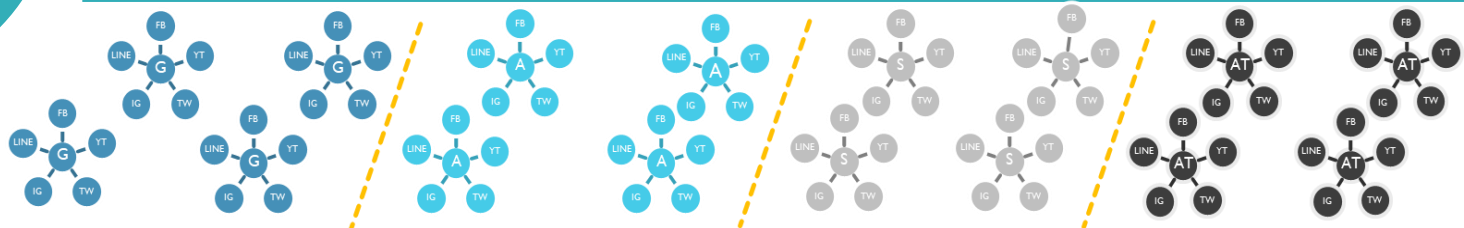
1) ประกาศ/รายงาน

2) เผยแพร่/ปชส.

3) สนับสนุน/ขยาย

4) ตอบโต้

Rhythm + Consistency = Frequency



PMOC / สนม.

หน่วยงานรัฐ

พันธมิตร : สื่อรัฐ/ภาคประชาสังคม

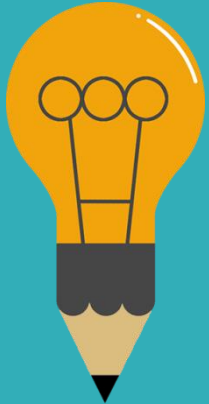
Influencer

กลุ่มตอบโต้



SOCIAL MEDIA HACK

Youtube



ข้อมูลจาก <https://positioningmag.com/1246226>

THE IMPORTANCE OF VISUAL COMMUNICATION



"The more you see, the more you know."

(Aldous Huxley)



An image speaks a thousand words



VISUALS HAVE A FASTER PROCESSING SPEED

The brain transmits **90%** of visual information and visuals have **60,000x** faster processing speed than text form.



VISUALS SUPPORT HIGH CONVERSIONS

Visuals in the form of videos increase the website conversions by **86%**.



VISUAL CONTENT IS SOCIAL

Images are more **share-worthy** on social media than text or any other form of content.



POSTS WITH VISUALS INVITE MORE VISITS

Visual-based posts invite **94%** more visits than those lacking images and same is true for the engagement rate.



MORE CLICKS FOR BUSINESSES HAVING APPEALING IMAGES

While searching online, people prefer clicking on businesses carrying images and an appealing photo gallery, and the rate is as high as **60%**.



CLEAR IMAGES ADD VALUE FOR A BUSINESS

67% of the consumers prefer businesses with detailed and clear images than considering the customers' views or the product information provided.



VISUALS DON'T FORCE THE PROSPECTS

Visuals reveal more about the business products without forcing people to know. Hence, buyers make **their own, independent decisions** without being pressurized.



VISUALS HAVE A QUICK EXPRESSION

Users prefer to see valuable information in **less possible time**.



INFOGRAPHICS INCREASE WEBSITE TRAFFIC

Online businesses using infographics for promotion purposes have seen **12%** increase in site traffic. Infographics help in grabbing attention of the target audience quickly and effectively.

Infographics

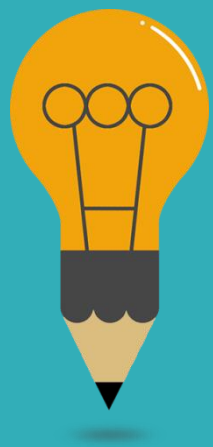
Content like infographics will become great alternatives to data-rich text.

- you can blast out stats and facts
- is fun and creative
- will keep your audience engaged in a way that text cannot.

Storytelling as the most effective branding strategy is gaining momentum. Visual content is growing bigger, and that's where the future of content marketing is headed.

YouTube ****

The rise of video as a brand marketing channel will become bigger and better



kinds of  

social media content your fans will love!

Entertainment  

Fun Holidays Memes
Viral videos Comics
Jokes Puzzles
Throwback / Nostalgia Contests & Giveaways

Inspiration  

Quotes
Trivia / Amazing Facts
Gorgeous images
Personal stories of your or your clients' triumphs

Education  

Yours and others' blog posts
Tips & Tricks Case Studies
Industry Research Free Resources
Answers to FAQs Live Video Training

Conversation  

Questions Fill in blanks
Polls Ask for advice
"Caption this" photos
(do try to add conversation to ALL posts!)

Connection 

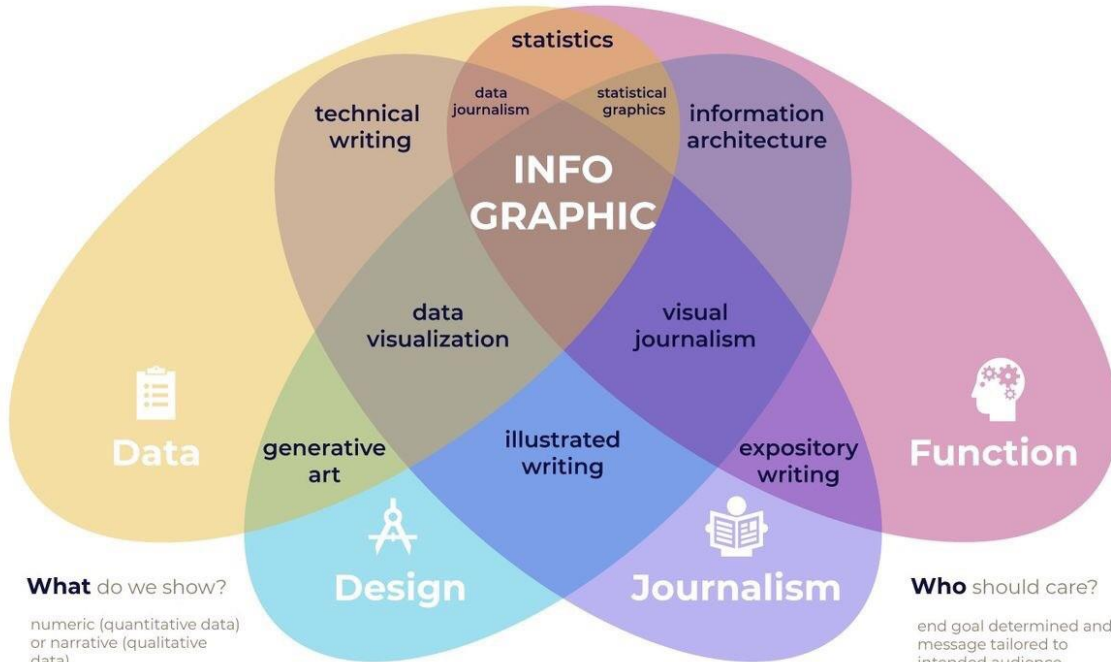
Behind the Scenes
Product Previews
Photos of Your Life & Events
Features of Employees, Colleagues, Vendors

Promotion  

Webinars Discounts
Products Services
Client testimonials
Lead Magnets (email optin)

WHAT IS AN INFOGRAPHIC?

The Key Components and Differentiation



What do we show?

numeric (quantitative data)
or narrative (qualitative data)

How do we show it?

minimalist design that follows visual perception rules

Why do we show it?

expository writing, integrated with images

Who should care?

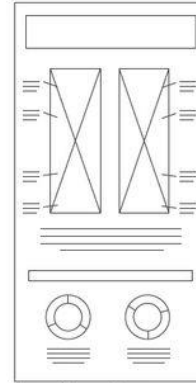
end goal determined and message tailored to intended audience

Infographic Layout Cheat Sheet

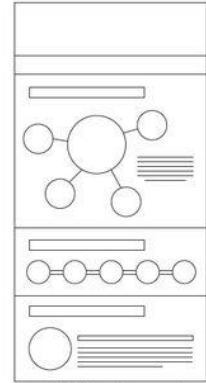
by SeeMei Chow



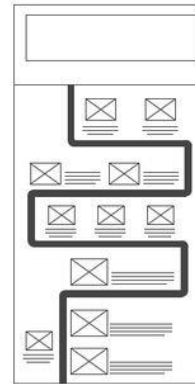
Useful Bait
Works well with most of the data
Easy to read and good usability



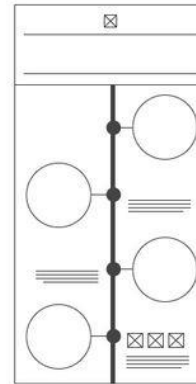
Versus/ Comparison
Works well with a lot of informations
Design(visual) is very important
Informations have to be very interesting



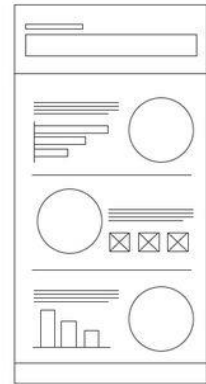
Heavy Data (numbers porn)
Works well with marketing strategy
Timeline for project
Can extend to a flowchart



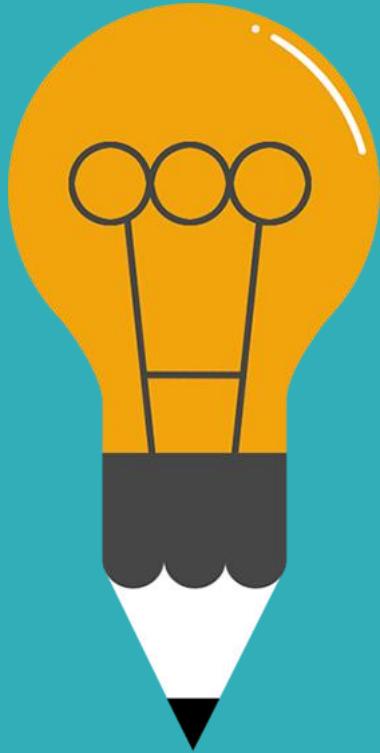
Road Map
Good for storyline/journey
Can be used as a timeline too



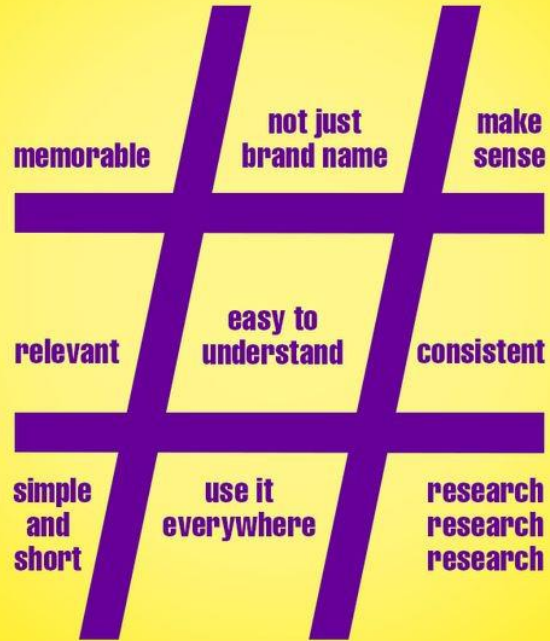
Timeline
Can be a comparison
Good for timeline or journey too
From simple to complex (depends on your data)



Visualized Article
Needs strong title
Works well with heavy content
Easy to read and understand



RULES OF THE HASHTAG



Louise Myers 
Visual Social Media



Q & A



ขอบคุณค่ะ :)