

# Digital Marketing Concepts

# Digital marketing concepts

Meaning and importance of digital marketing

The role and importance of digital marketing in business

E-commerce

# The meaning and importance of digital marketing.

Huang (2009)

defined digital marketing as a new form of marketing that uses digital technology and tools to conduct marketing activities.

Morrow & Chiron  
(2012)

defined digital marketing as a special method of marketing activities primarily using IT technology.

Allen (2015)

defined digital marketing as the use of the internet, other digital media, and technology to support modern marketing.

In summary, digital marketing is a new form of marketing that has evolved from traditional marketing. It involves conducting marketing activities and communicating with consumers through digital channels.

# Concepts And Theories Of Digital Marketing.

Ryan & Calvin (2009) explain that the digital world is constantly changing. Technological advancements have led to changes in how people choose to buy goods or services. Most consumers spend their leisure time in the digital world and want more interaction. Therefore, digital marketing is a tool for reaching those consumer groups.

Suthatorn Sutthison (2009) explains that digital marketing is a combination of media to reach specific consumer groups more effectively, and the emergence of new media means that choosing the right tools to align with the objectives will lead to successful digital marketing.

Nattapol Yaipairoj (2015) mentions the influence of technological advancements, including high-speed internet and devices that can access the internet anytime, anywhere, making digital marketing crucial for the survival of businesses. Digital marketing offers a variety of tools for marketers to choose from in developing marketing strategies. Choosing a variety of tools appropriately will lead to greater success.

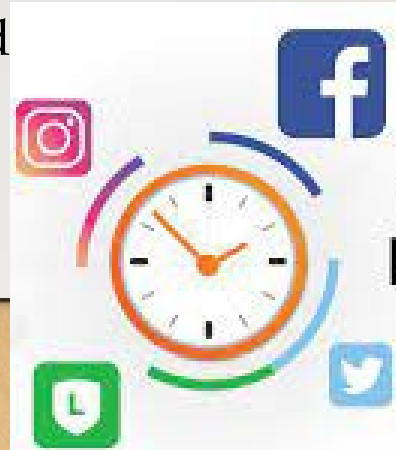
Aaker (2016) states that digital marketing has four distinct objectives: offering sales by adding value to products or services; supporting sales and implementation; expanding branding platforms to include more dimensions and engagement; and finally, being customer-centric based on customer interests and engagement activities. Failure to recognize the differences between these objectives will lead to ineffective marketing. This will render digital marketing ineffective.

# The Role And Importance Of Digital Marketing In Business.

The role of digital marketing is crucial for business growth in the modern era. Organizations are adapting their marketing strategies, shifting from traditional methods like advertising, discounts, giveaways, and celebrity endorsements through traditional channels like TV, radio, billboards, and sales staff.

Adaptation involves developing websites, LineOA, Facebook, Instagram, and even YouTube for communication and reaching consumers, both current and future. This is because consumer behavior is changing rapidly alongside the advancement of technology. Modern tools are now available to support digital marketing for organizations and businesses more effectively than ever before, saving time and advertising costs while acquiring new customers.

Saroj Lauhasiri (2017) divided the digital landscape into five eras.



# The role and importance of digital marketing in business.

Saroj Lauhasiri (2017), Director of Strategy and Creative at Rabbit's Digital Group (Rabbit's Tale & Moonshot), divided the digital era into 5 eras.

1. The Desktop & Internet Era (since 1984)

2. The Mobile & Social Era (since 2000)

3. The Content & Data Era (since 2004)

4. The Digital Experience Era (since 2013)

5. The Artificial Intelligence Era (since 2016)



## E-commerce

e-Commerce (Electronic Commerce) refers to the buying and selling or exchange of goods and services over the internet, using websites or applications as a medium to present products and services and facilitate communication between buyers and sellers. This allows users from anywhere in the world to easily access stores 24/7. e-Commerce is a part of the broader scope of Electronic Transactions, which refers to any activity conducted between businesses, individuals, governments, and private or public organizations for business, trade, and official purposes, using electronic methods in whole or in part. Examples include buying and selling goods over the internet, online registration, entering into sales contracts or other agreements online, automated money transfers, electronic data communication, and online information inquiries.

# E-commerce

E-commerce can be divided into four main parts:



**1. Marketing Tools**



**2. E-commerce Channel**



**3. Payment System**



**4. Logistics**

# E-commerce Channel

## 1. Marketplace

B2B: Provides services for buying and selling between business entities.

Examples include OfficeMate / pantavanij / thaitrade.

Cross-border:

Across border trade platforms such as Alibaba (a major Chinese e-commerce platform) and other platforms like ebay / jd.com / amazon / Taobao.

# E-commerce Channel

## 2. Social Commerce

95% of Thai online businesses sell their products through social commerce, the highest average in the world (Source: Paypal Asia Social commerce report 2018). Naturally, popular platforms include Facebook, Twitter, and Instagram.

There's also the new Facebook Marketplace, which allows members to search for and post products and services they want to buy or sell with people in the same area. They use Messenger to contact each other and arrange meetings at various locations for the transaction.

In addition, there are many platforms offering chatbot services to handle message responses and facilitate transactions for merchants, such as Chatpify, Chatfuel, and the Thai company botio. There are also order management services to manage inventory, such as xCommerce, Zort, and Page365.

# E-commerce Channel

## 3. e-Tailer

**Selling goods and services directly to consumers, without going through a central platform. This is divided into three types:**

1. Webstore Platform/Software: Platforms that provide online store services for merchants, such as LnwShop / BentoWeb / Tarad

2. B2C Multi-Category: Websites that aggregate various categories for shopping, such as Central / Shopat24 / Robinson / TVdirect  
Webstore Platform/Software แพลตฟอร์มบริการเปิดร้านค้าออนไลน์ให้แก่พ่อค้าแม่ค้า อาทิ LnwShop / BentoWeb / Tarad

# E-commerce Channel

## 3. e-Tailer

### 3. B2C Vertical: Websites specializing in specific categories, such as:

- Electronics (electrical appliances) like Powerbuy / Jib (offering free delivery within 3 hours) / Advice, etc.
- Home & Living (furniture and home decor) like Homepro / Koncept furniture / SB Design Square, etc.
- Fashion & Apparel (fashion clothing) like Pomelo / Zara / Uniqlo / H&M, etc.
- Beauty (beauty products) like Watson / Konvy / Beauticool, etc.
- Book & Entertainment (books) like Kinokuniya / B2S / Se-ed, etc.
- Grocery (consumer goods) like Makroclick / Tops / Tescolotus / BigC / CP Freshmart and Grocerlock.
- Insurance (online insurance) like Priceza Money / Tip insure / Frank, etc.