



DIGITAL MARKETING

Patsara Sirikamonsin



DIGITAL MARKETING

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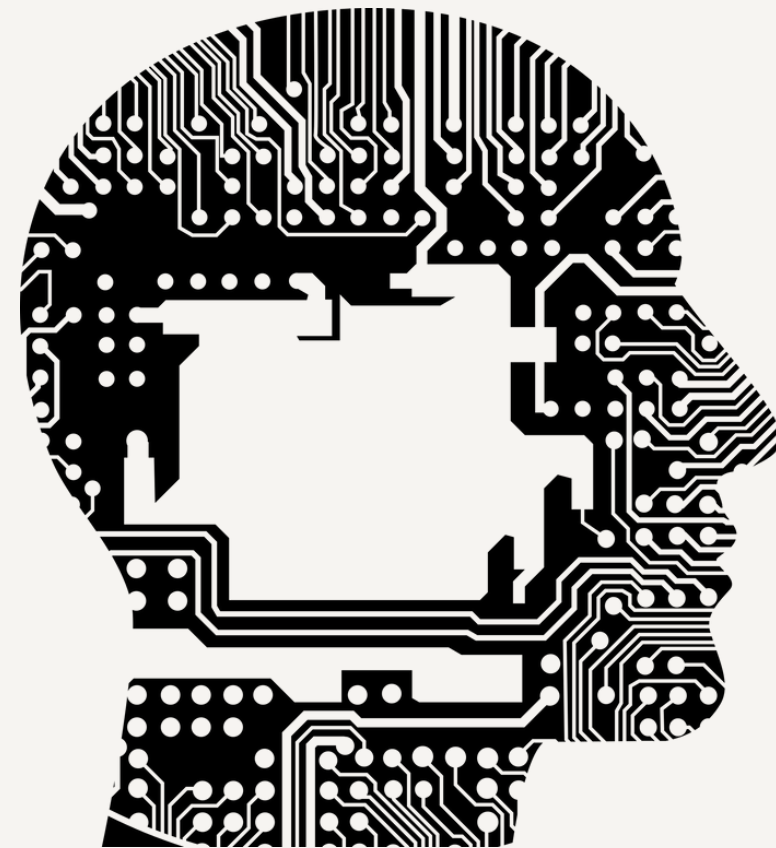
Patsara Sirikamonsin

LEARNING OBJECTIVES

- Understand the concept and definition of the Digital Revolution and its evolution from analog to digital technologies.
- Explain the impact of the Digital Revolution on media industries such as music, film, television, publishing, and digital content creation.
- Describe the fundamentals of Digital Marketing Strategy and identify the key strategic components involved in digital planning and execution.
- Understand the importance of Digital Listening and Digital Learning in analyzing consumer behavior and improving digital marketing effectiveness.

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DIGITAL REVOLUTION



DIGITAL REVOLUTION

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INTRODUCTION

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**DIGITAL REVOLUTION
MEDIA INDUSTRIES**

03

**INTRODUCTION TO
DIGITAL MARKETING
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**DIGITAL LISTENING
AND LEARNING**

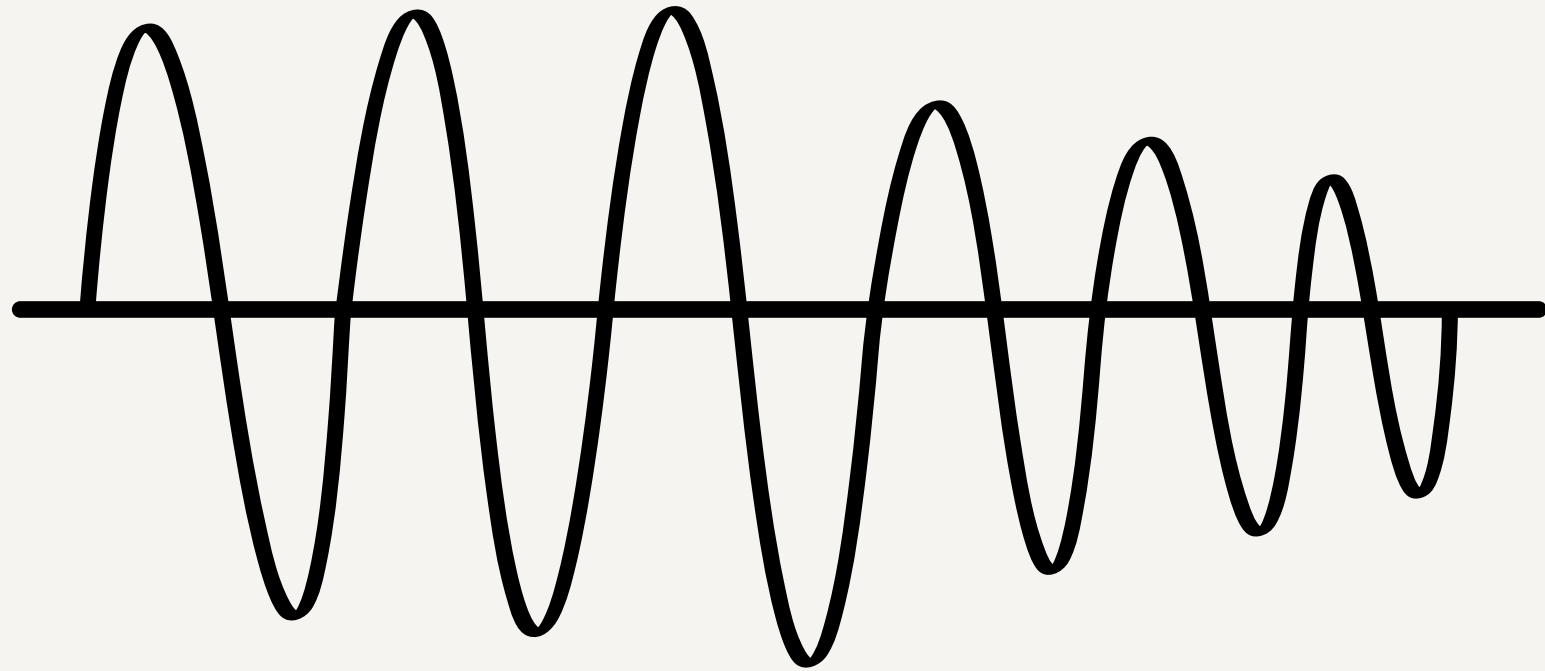
01



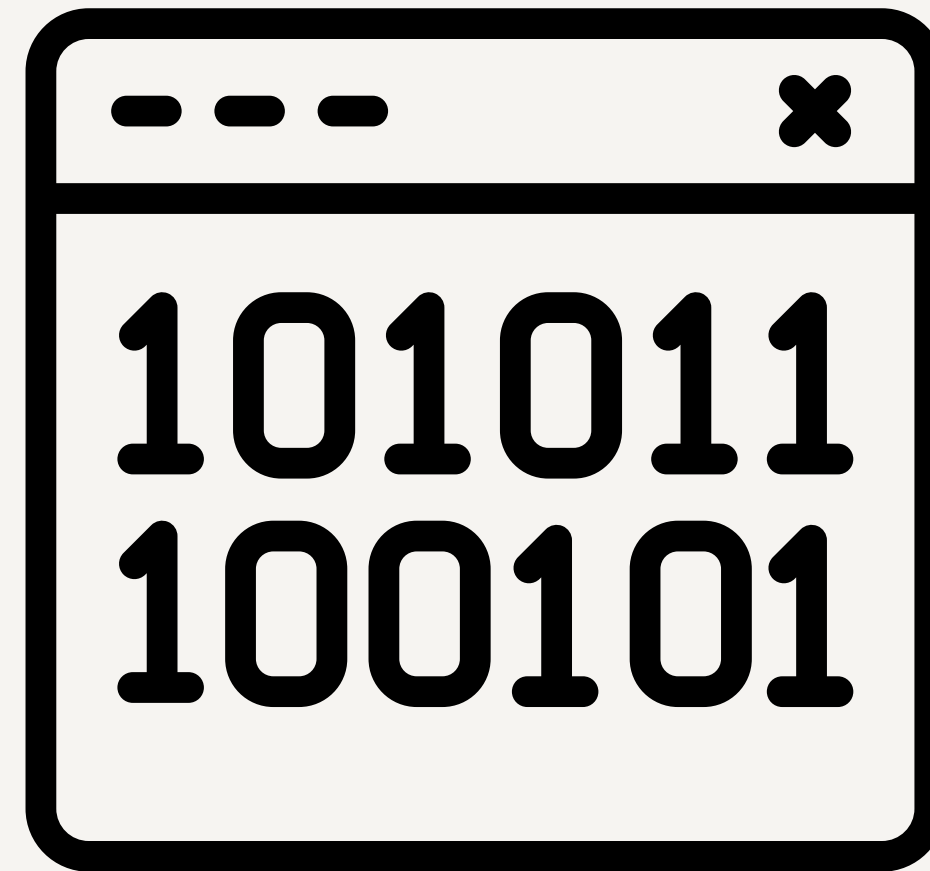
INTRODUCTION

The Digital Revolution refers to the major transformation in technology that shifted the world from analog electronic and mechanical systems to modern digital technologies. This transition reshaped the way people communicate, work, learn, create content, and interact with information.

THE MEANING OF DIGITAL REVOLUTION



ANALOG SIGNAL

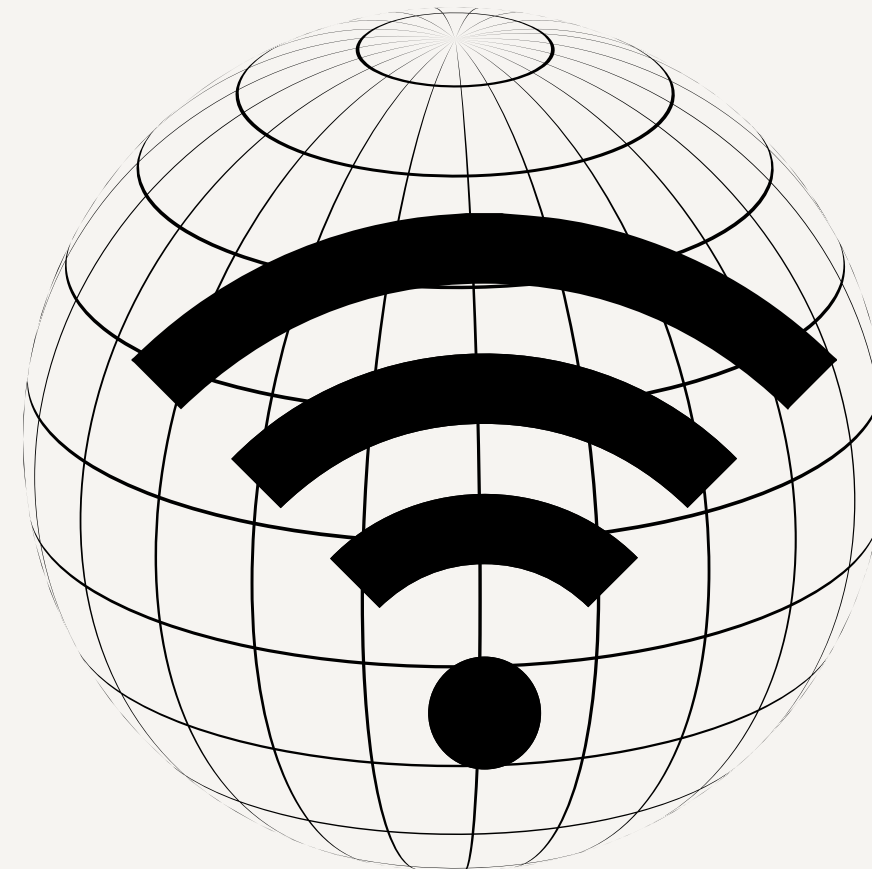
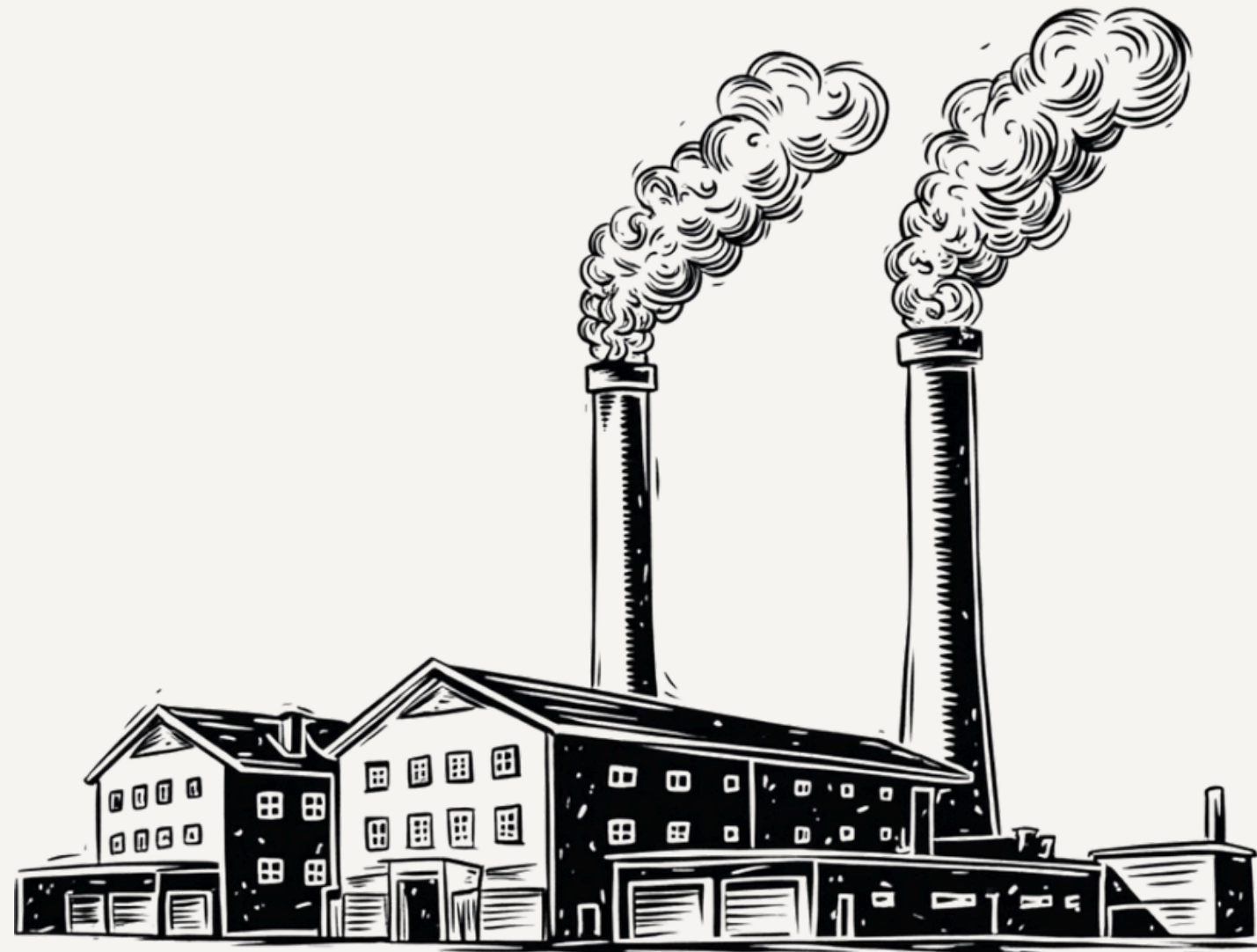


DIGITAL SYSTEM

"THE THIRD INDUSTRIAL REVOLUTION"

This is the third industrial revolution after:

1. The First Industrial Revolution – Steam Engine
2. The Second Industrial Revolution – Electricity and Mass Production
3. The Digital Revolution – Computers, the Internet, and Digital Systems



THE RESULTS OF THE DIGITAL REVOLUTION

- Accelerate communication and production.
- Reduce content creation costs.
- Open up opportunities for individuals to create user-generated content.
- Make digital technology an integral part of everyday life.
- Change the way people work, shop, and consume information around the world.



02

**DIGITAL
REVOLUTION
MEDIA INDUSTRIES**

MEDIA PRODUCTION COSTS TO CHECK

IN THE PAST



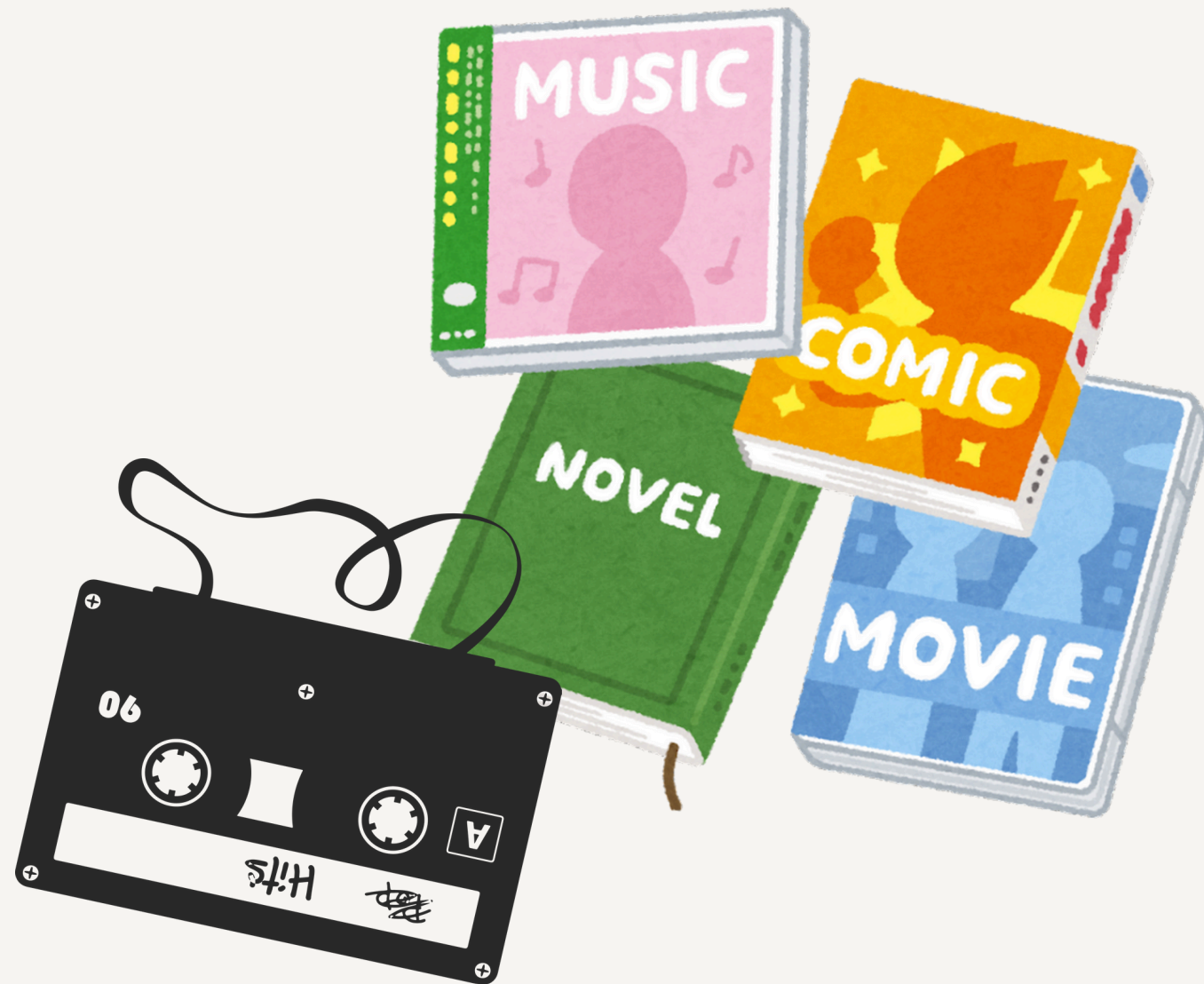
NOW



EASY-TO-ACCESS POST-PRODUCTION SOFTWARE

DISTRIBUTION SHIFTS FROM PHYSICAL → DIGITAL

BEFORE THE DIGITAL AGE:

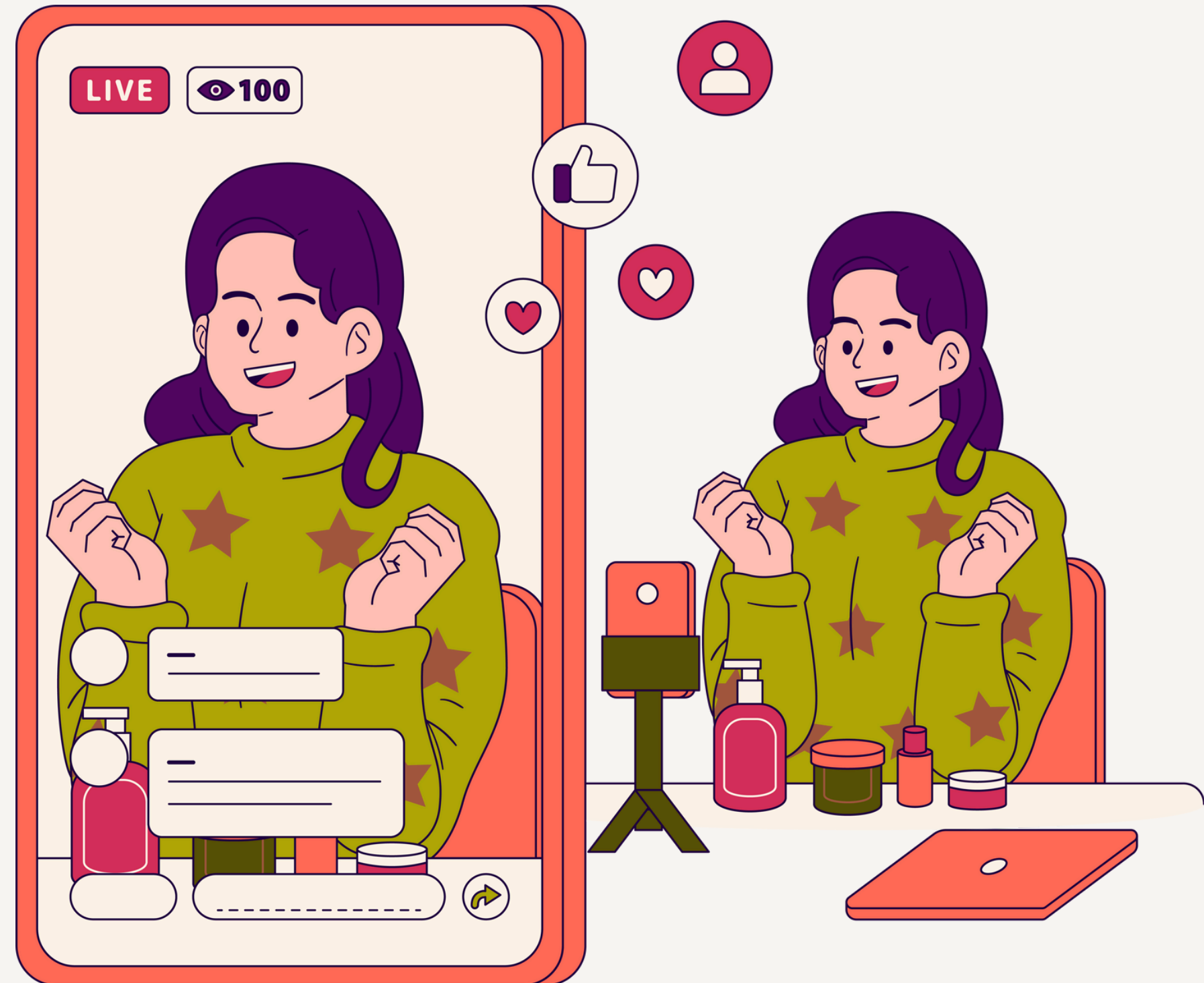


AFTER THE DIGITAL REVOLUTION:



THE RESULT IS.....

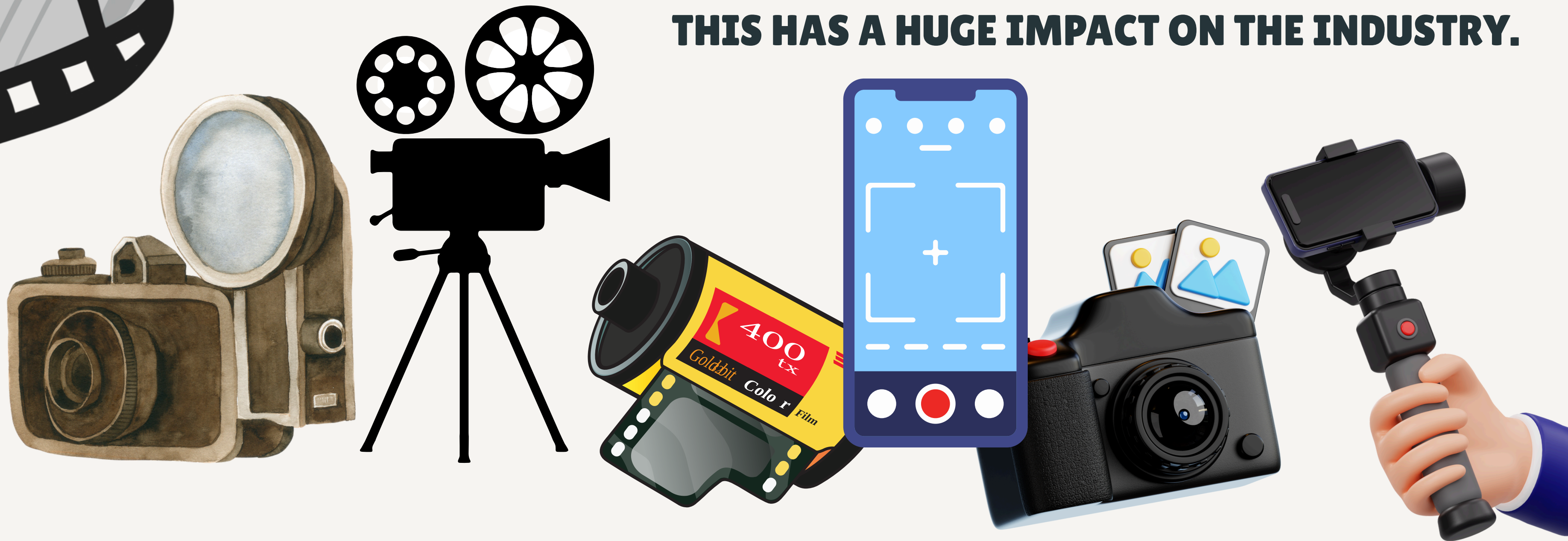
- ✔ Zero shipping costs
- ✔ Instant worldwide distribution
- ✔ Easy cost control
- ✔ Reach a massive audience





**DIGITAL MEDIA IS VERY EASY TO COPY,
SHARE AND EDIT.**

THIS HAS A HUGE IMPACT ON THE INDUSTRY.



THE EMERGENCE OF USER-GENERATED CONTENT (UGC)

The Digital Revolution allows “everyone” to create their own content.

ONLINE ARTICLES

PHOTOS

VIDEOS

PRODUCT REVIEWS

LIVE STREAMING

SOCIAL MEDIA POSTS



“CITIZEN JOURNALISM”

MOBILE DEVICES ARE DRIVING EXPONENTIAL GROWTH IN MEDIA CONSUMPTION.



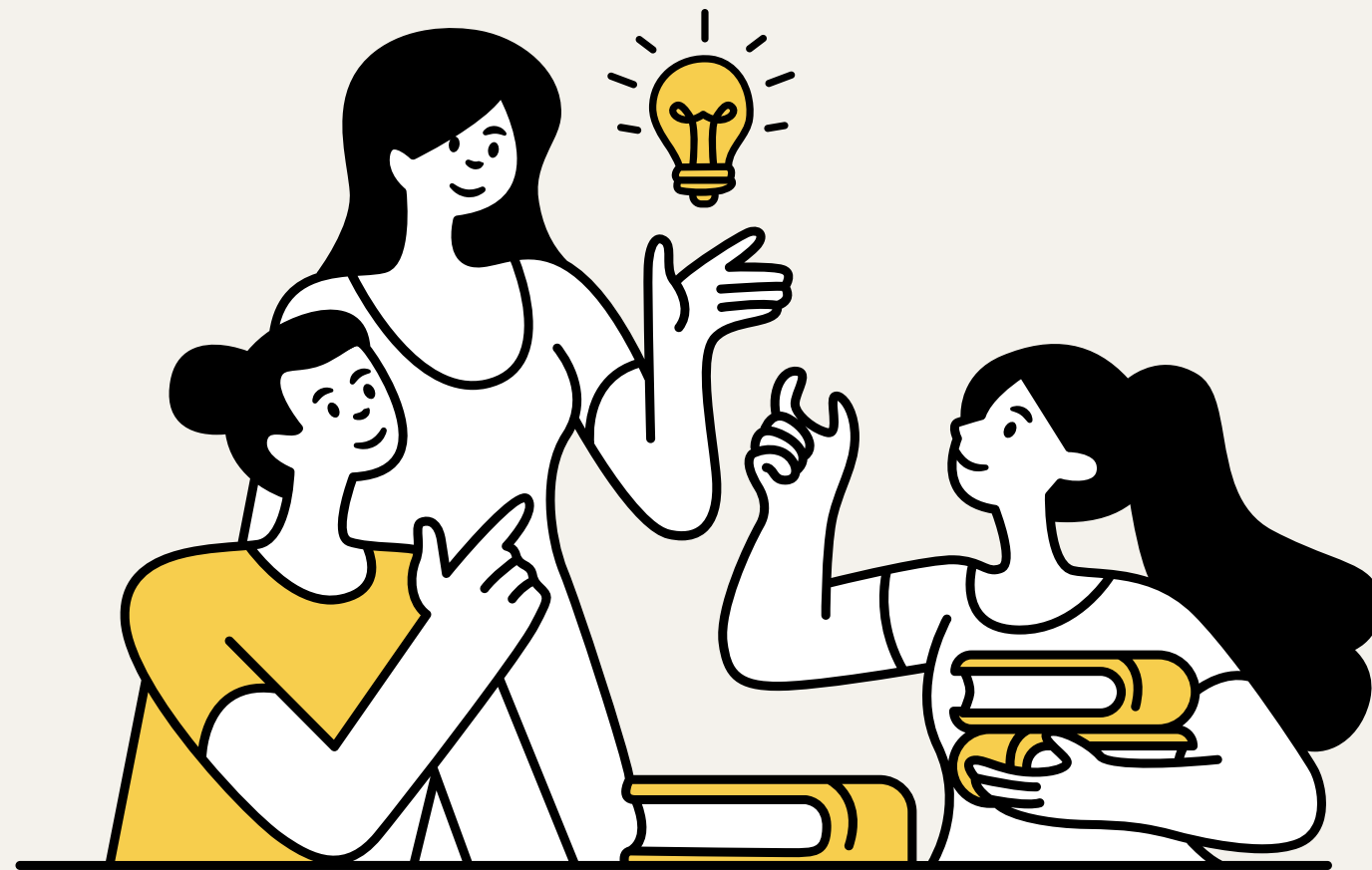
DIGITAL REVOLUTION CHANGES SOCIAL AND POLITICAL BEHAVIOR

- Social media is a platform for political expression.
- Information spreads rapidly, influencing social movements.
- It's becoming increasingly difficult for authorities to control the media
- People have access to information from multiple sources, not just mainstream media.



ICE-BREAKING ACTIVITY

HAVE STUDENTS GIVE EXAMPLES OF
“OLD MEDIA VS. DIGITAL MEDIA.”



03

**INTRODUCTION TO
DIGITAL MARKETING
STRATEGY**

A digital marketing strategy is the framework and planning process used to effectively market a business through digital channels. The goal is to attract, engage, and retain customers using the right online tools and channels.



This strategy is more than just "social media posting" or "online advertising." It involves managing every touchpoint between the brand and its customers, using data, technology, content, and integrated communications.



THE GOAL OF DIGITAL MARKETING STRATEGY

**BUILD AN ONLINE
PRESENCE.**



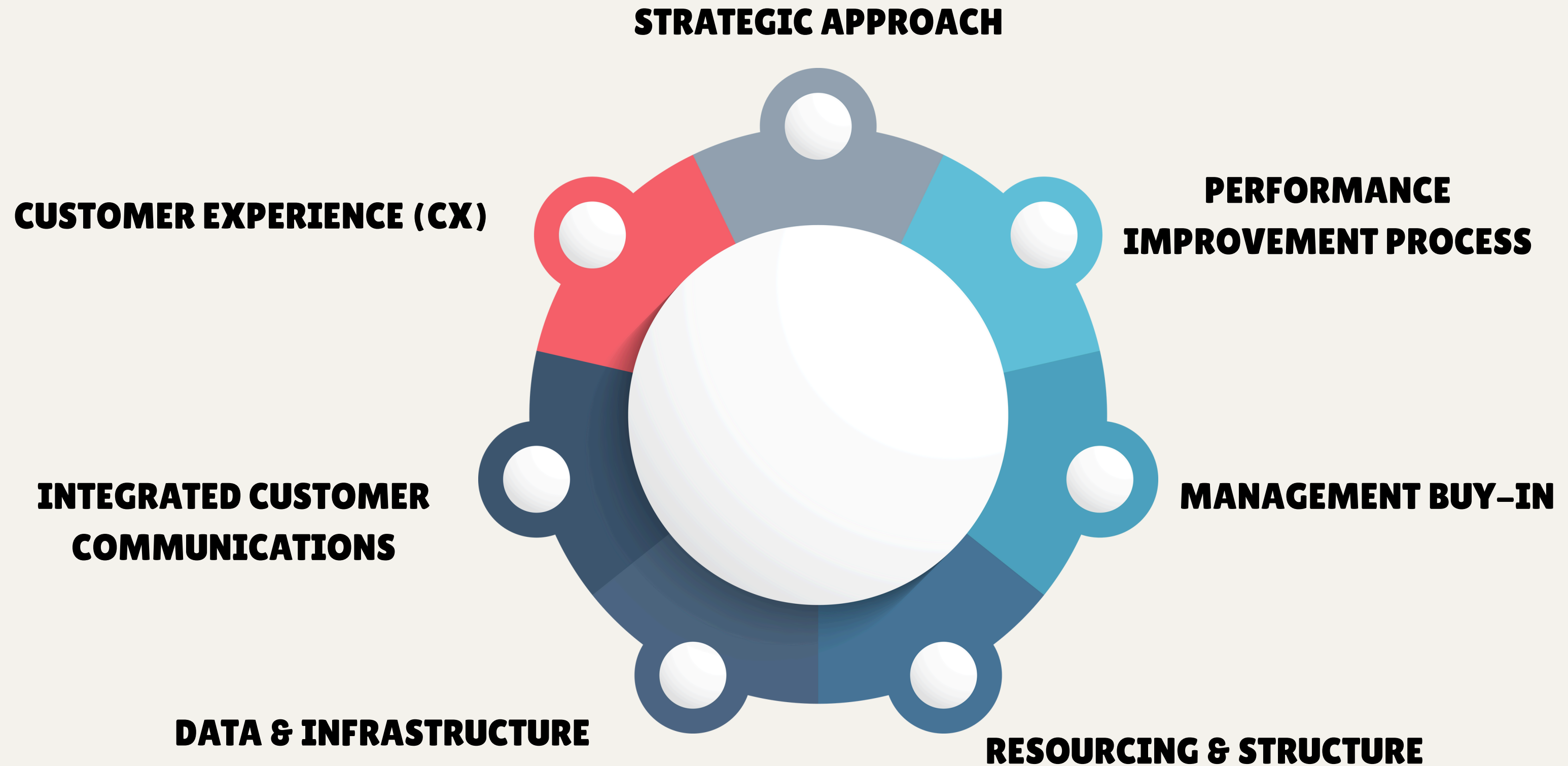
**INCREASE SALES AND
GAIN COMPETITIVE
ADVANTAGE.**

**MEASURE AND
IMPROVE RESULTS IN
REAL TIME**

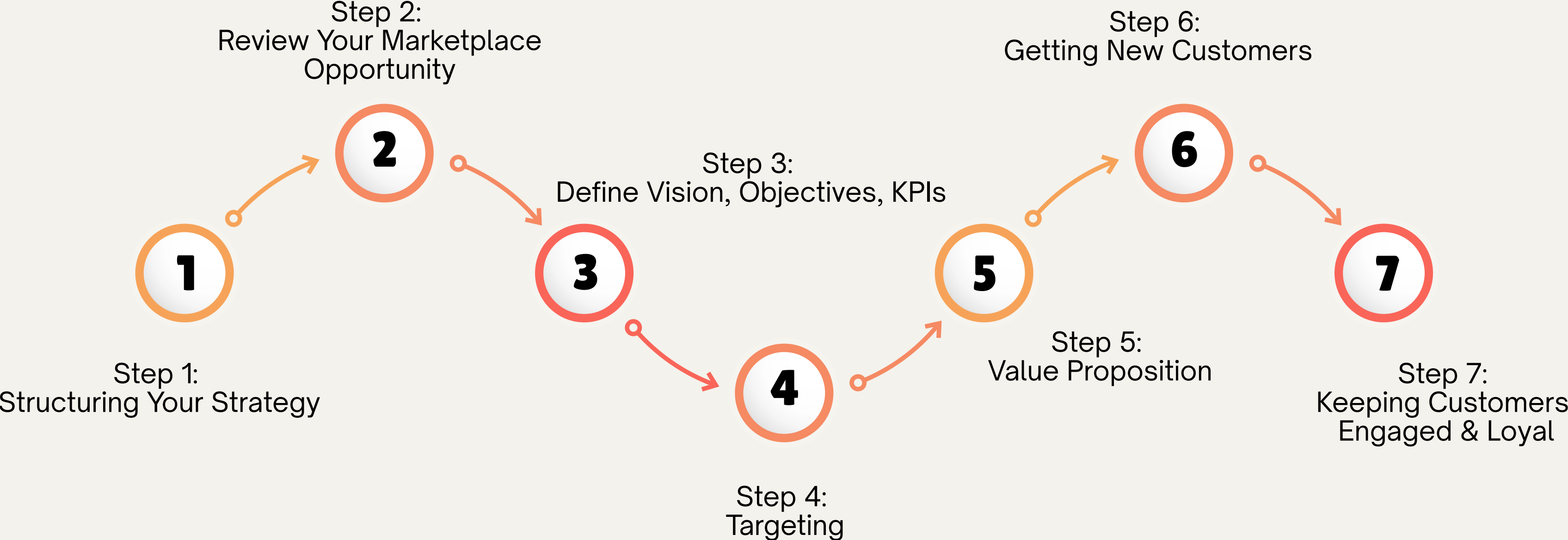
**EFFECTIVELY REACH
MULTIPLE CUSTOMER
SEGMENTS.**

**OMNICHANNEL
INTEGRATION**

KEY COMPONENTS OF DIGITAL MARKETING STRATEGY (7 CORE CAPABILITIES)



DIGITAL MARKETING STRATEGY CREATION PROCESS (7 STEPS)



THE IMPORTANCE OF DIGITAL STRATEGY

Digital Marketing Strategy helps businesses:

- Plan systematically
- Use resources efficiently
- Understand consumer behavior in the digital age
- Build a strong online brand
- Measurable, clear results for improvement
- Enables business growth with direction and sustainability





STARBUCKS

Omni-channel

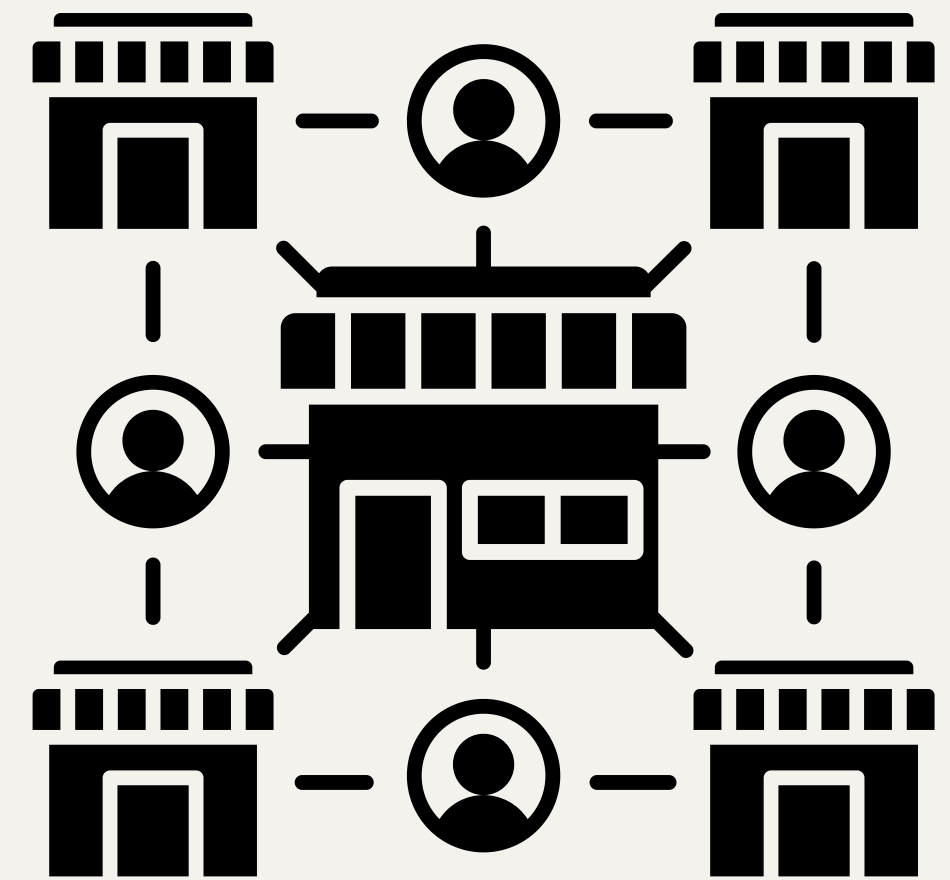
APP

LOYALTY

PERSONALIZATION

WHAT IS OMNI-CHANNEL?

Omni-channel is a seamless marketing and customer service strategy that integrates all online and offline channels to provide customers with a seamless experience as if they were a single channel.



04

**DIGITAL LISTENING
AND LEARNING**

Analyzing + Applying it to develop strategies

Observing customer data



Digital Listening and **Digital Learning** are crucial processes in the digital age that help businesses understand their customers in "real-time" through data from their online behaviors, including what they say, search, interest in, or interact with brands.

WHAT IS DIGITAL LISTENING?

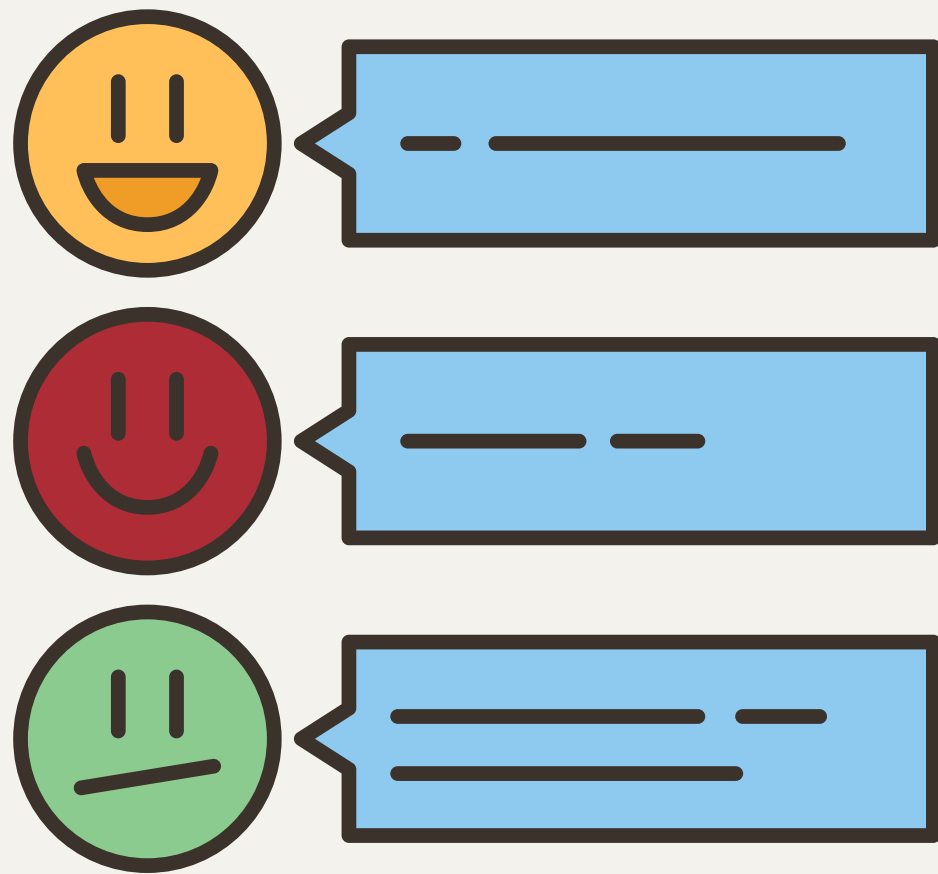
Digital Listening refers to monitoring and analyzing data from all digital channels relevant to customers, such as:

- Social Media (Facebook, Instagram, TikTok, X/Twitter)
- Website Analytics
- Search Data (Keyword Trends)
- Online Comments & Reviews
- Forums & Communities
- Chat Messages / Call Center Logs
- Influencer Posts
- Competitor Mentions

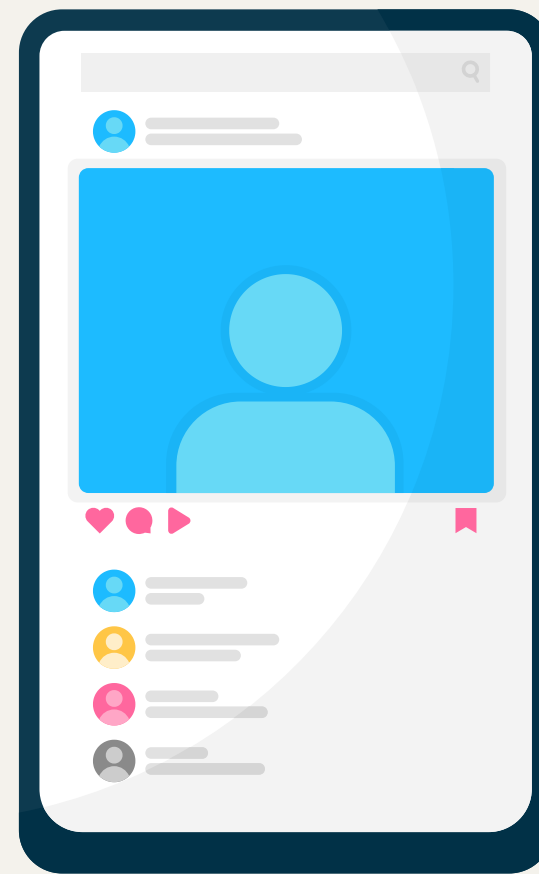


understand customer feelings, needs, problems and expectations.

TYPES OF DATA USED IN DIGITAL LISTENING



Explicit Data



Implicit Data



Behavioural Data

KEY BENEFITS OF DIGITAL LISTENING

DEEP CUSTOMER INSIGHTS

MARKET TRENDS



UNDERSTAND YOUR
COMPETITORS BETTER

ADJUST STRATEGIES IN REAL TIME

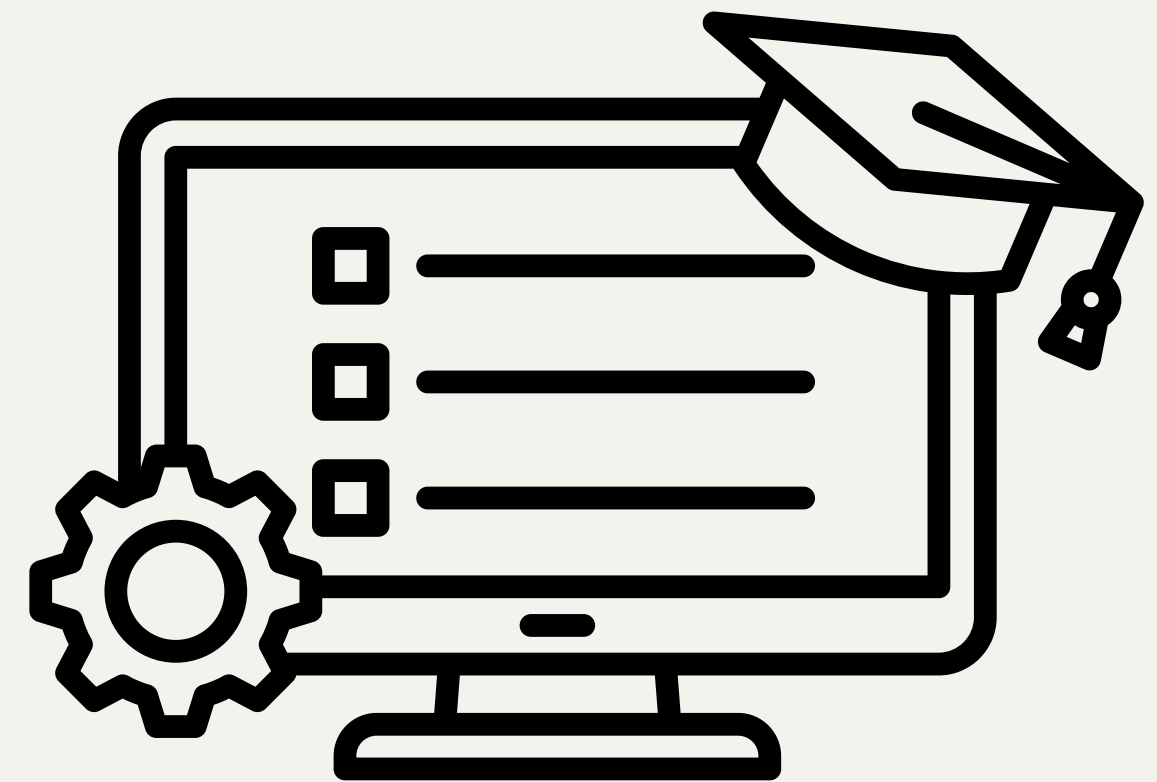
CRISIS DETECTION

WHAT IS DIGITAL LEARNING?

Digital Learning is the process of learning from data gained through digital listening.

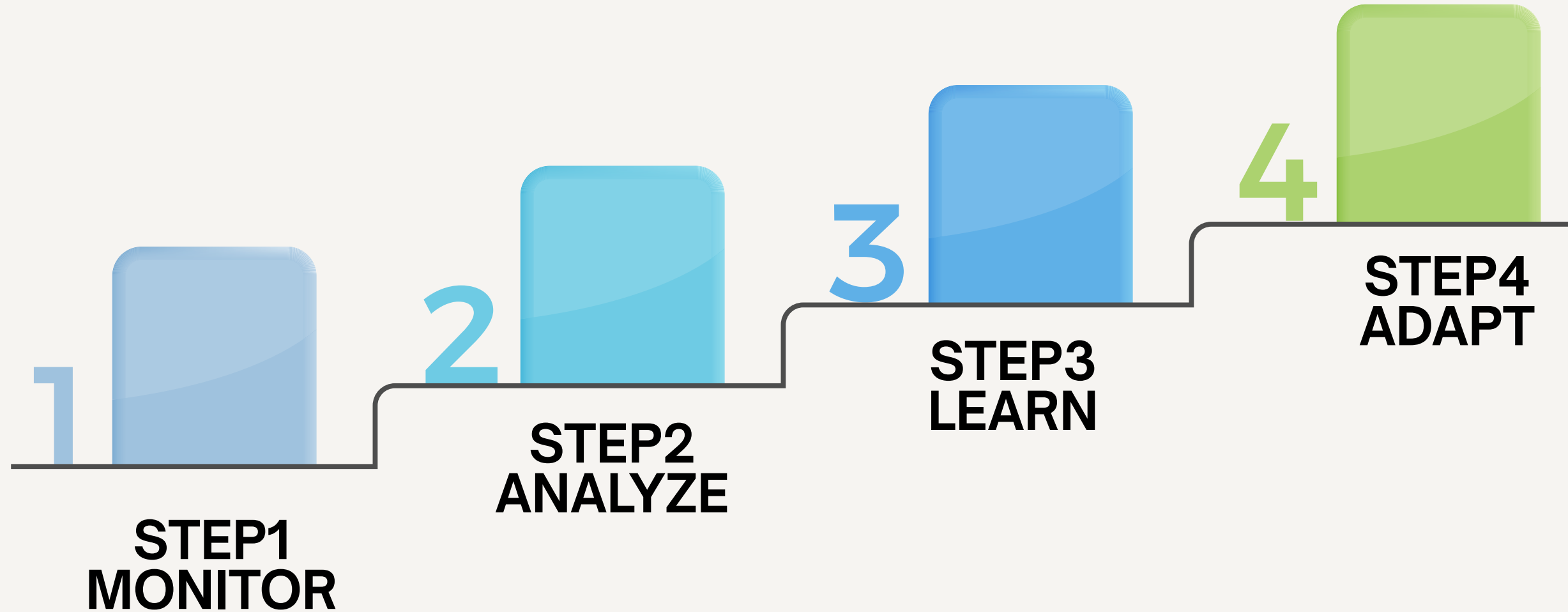
This data is then analyzed and used to improve:

- Marketing strategy
- Content
- Product quality
- Customer service
- Customer experience (CX) design
- New product development



Digital Learning is "the process of turning data into better decisions."

DIGITAL LISTENING AND LEARNING PROCESS



TOOLS USED FOR DIGITAL LISTENING

SOCIAL LISTENING TOOLS

- Hootsuite
- Brandwatch
- Sprout Social
- Meltwater
- Talkwalker

SEARCH & KEYWORD TOOLS

- Google Trends
- Google Search Console
- AnswerThePublic

WEB ANALYTICS TOOLS

- Google Analytics
- Hotjar
- Matomo

CUSTOMER FEEDBACK TOOLS

- SurveyMonkey
- Typeform
- LINE OA data
- Review platforms (Shopee, Lazada)



THE IMPORTANCE OF DIGITAL LISTENING AND LEARNING IN THIS ERA

Digital Listening is "listening to information."
Digital Learning is "understanding information and applying it."

ASSIGNMENT

ANALYZE THE IMPACT OF THE DIGITAL REVOLUTION ON THE MEDIA INDUSTRY
STUDENTS SHOULD CHOOSE ONE OF THE FOLLOWING MEDIA INDUSTRIES:
**MUSIC, FILM & VIDEO, NEWS & JOURNALISM, TELEVISION
,BROADCASTING,PHOTOGRAPHY,ADVERTISING**

THEN, ANALYZE THE FOLLOWING:

1. HOW HAS THE CHOSEN INDUSTRY CHANGED?
2. HOW HAS IT AFFECTED CONSUMERS?
3. WHAT IS THE IMPACT ON BUSINESSES?



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