



SOCIAL MEDIA MARKETING

A PLATFORM TO THRIVE YOUR BUSINESS

SANDI SEIN THEIN
DIGITAL KAWAY LTD

JUST A BRIEF ABOUT DIGITAL KAWAY

Founded in 2015

One of the earliest local digital marketing agencies in Myanmar

Worked for over 100 brands

DIGITAL MARKETING



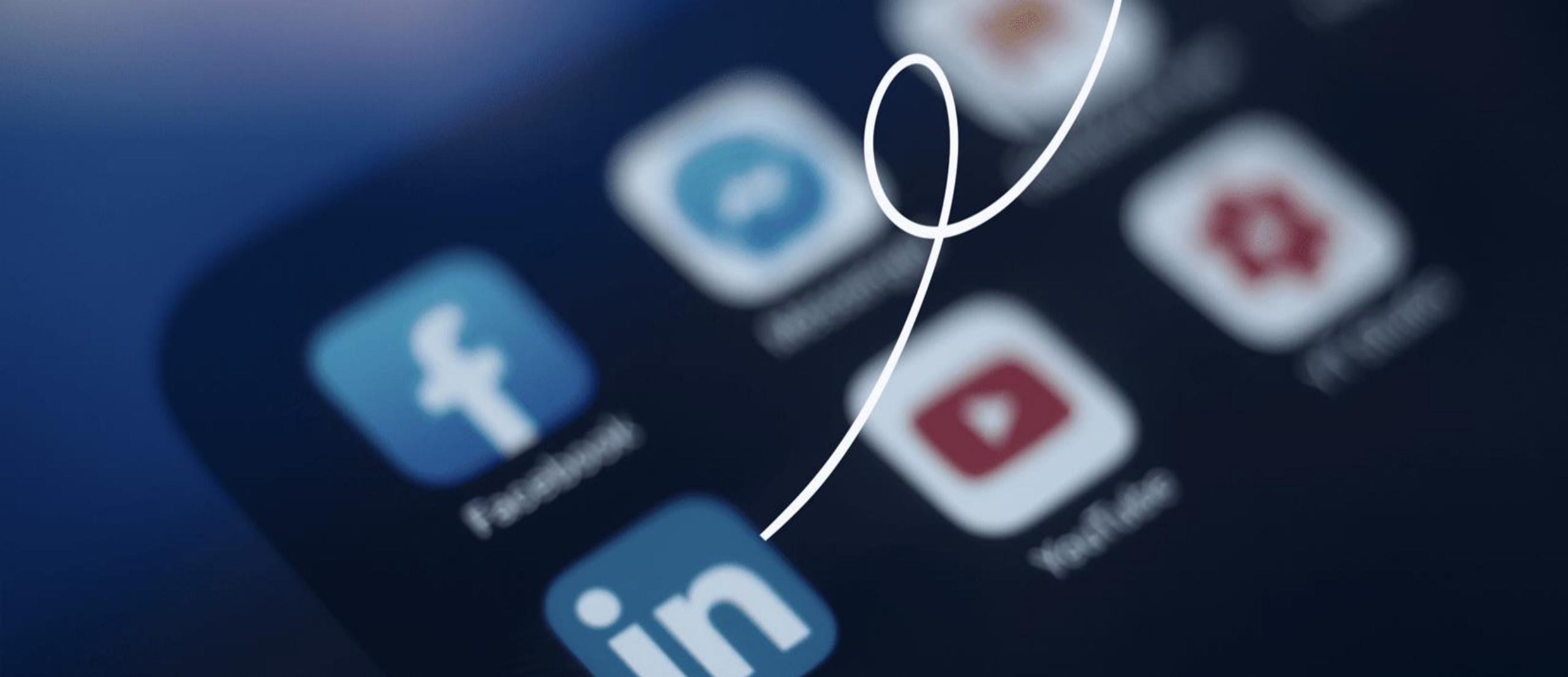
WEB BASED MARKETING
(SEO/ SEM)



EMAIL MARKETING



SOCIAL MEDIA
MARKETING



IF YOU WANT TO CONNECT AND ENGAGE WITH YOUR FUTURE CUSTOMERS, YOU HAVE TO BE WHERE THEY ARE. AND THAT'S LARGELY ON SOCIAL MEDIA.

REASONS WHY WE DO

SOCIAL MEDIA
(FACEBOOK)
MARKETING?



Smart Brand presence



Strong Brand awareness



Sales

FACEBOOK USER **20 790 000** IN MYANMAR

The most effective platform to tell what you're selling

5 FRAMEWORKS



Glance at market



Target setting



Conceptualising content



Engage – Endorse



Check & Balance



1. GLANCE AT MARKET – KNOW WHERE YOU STAND

. Competitive Market? . Monopolistically competitive market? . New Market?

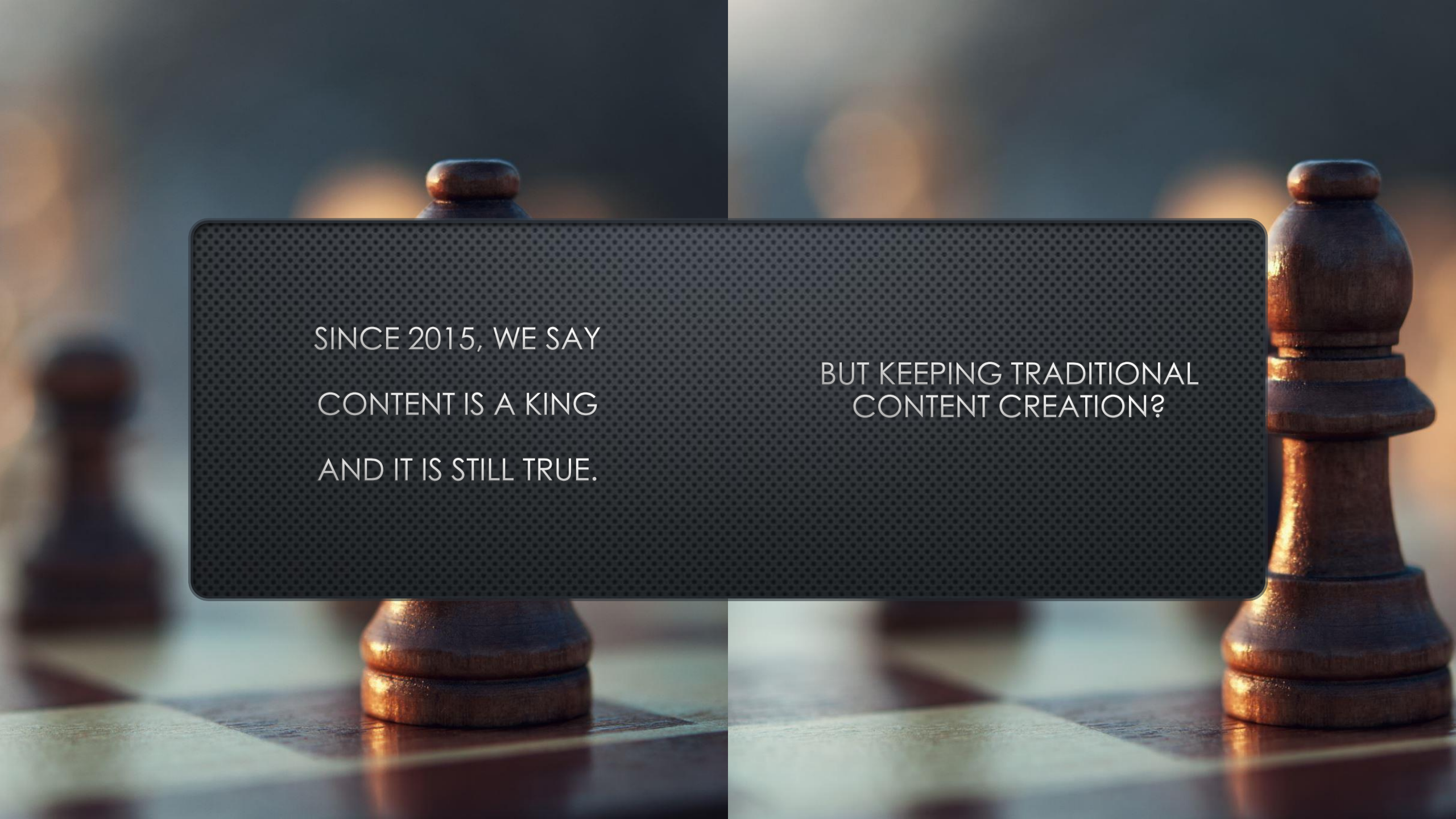
TARGET SETTING

YOU CAN'T SHOOT THE ONES WHO AREN'T YOUR POTENTIAL CUSTOMERS

KNOWING WHICH CATEGORY YOUR PRODUCT OR SERVICE BELONG TO, IS A KEY POINT IN DEFINING YOUR PEOPLE.



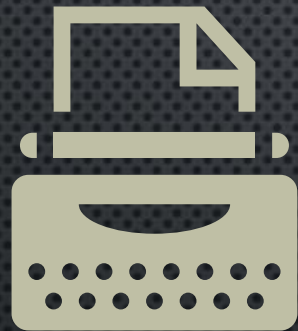
Maslow's hierarchy of needs



SINCE 2015, WE SAY
CONTENT IS A KING
AND IT IS STILL TRUE.

BUT KEEPING TRADITIONAL
CONTENT CREATION?

2 MAIN CONTENT STRUCTURES



Words (copywriting)



Media (pictures, videos)



CONCEPTUALIZATION –
PROMOTE THE
IDEOLOGY OF YOUR
PRODUCT SERVICE

SPORTWEAR

- ACTIVE LIFESTYLE
- FITNESS

SOLAR PANEL

- GREEN ECONOMY
- ENVIRONMENTAL ISSUE
- SUSTAINABLE ENERGY



ENGAGE – ENDORSE



DON'T STAY ISOLATED

INTERACT WITH YOUR PEOPLE THROUGH



regular content (weekly posts)



Campaigns
(promotional, seasonal occasions, festivals)



Social influencers



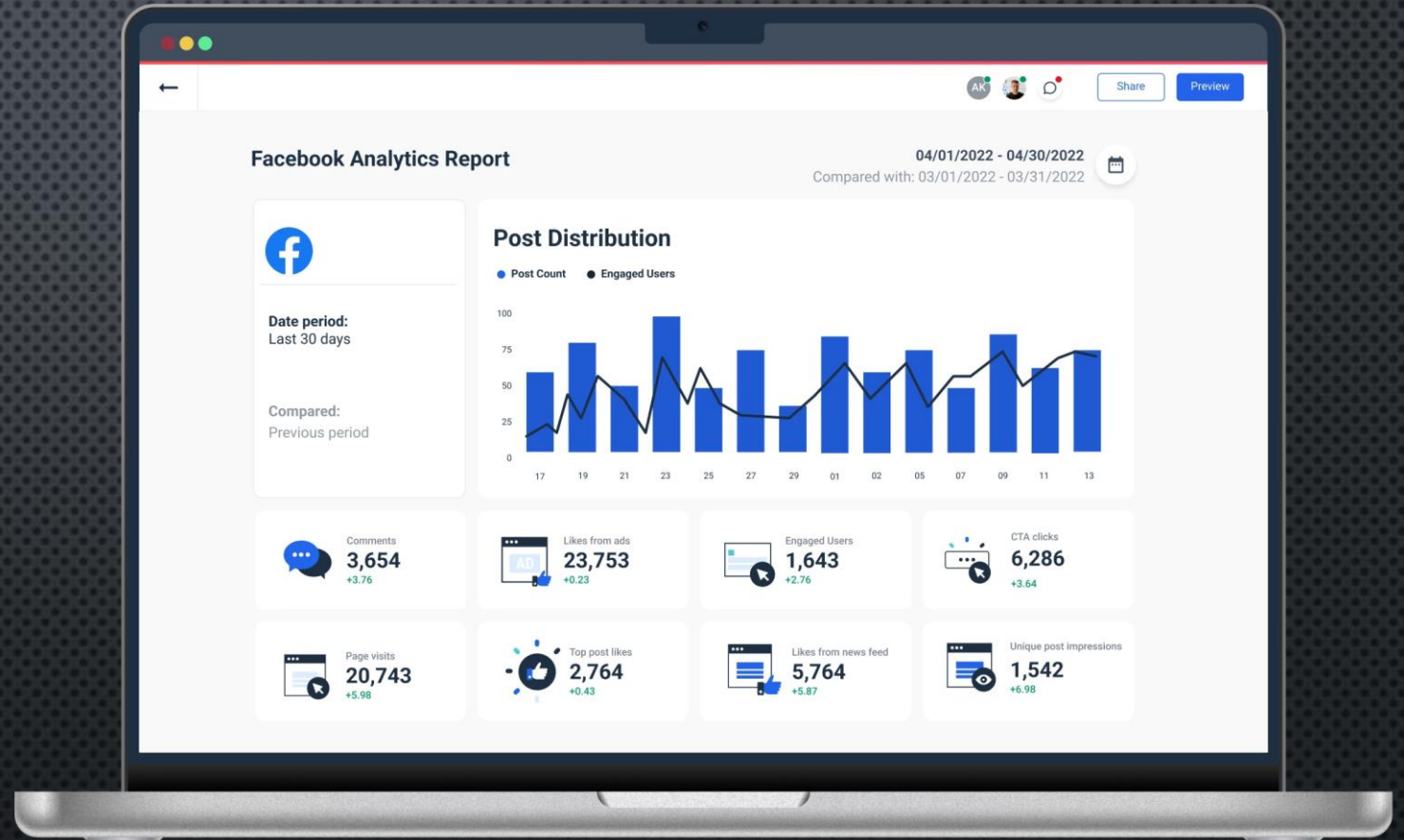
Trendy moves (Live Sales)



5. CHECK & BALANCE

CHECKING REGULAR INSIGHTS, REPORTS FOR IMPROVEMENT AND BETTER
CONTENT PLAN

PLEASE NOTE THAT IN THE REPORT, YOU WILL SEE THE VARIATION BETWEEN THE TARGET YOU'VE SET AND THE ACTUAL PARTICIPANTS OR THE RESPONDERS.



• META BUSINESS SUITE

RECOMMENDATIONS

- ALWAYS CALCULATE BUDGET ALLOCATION FOR BOOSTING
- GET FAMILIAR WITH META BUSINESS SUITE AND CONTENT STUDIO

- **INSTAGRAM** MARKETING IS GOOD TO ADD APART FROM FACEBOOK
- FOR B2B MARKETING, **LINKEDIN** IS A RECOMMENDABLE.

THANK YOU.