

d●t MATTERS

DIGITAL GROWTH
PR 2022



**“WHAT IS
PERFORMANCE
MARKETING ?”**

**ONE-WAY
COMMUNICATION**

**INACCURATE
TARGETING**

**INCONVENIENCE
TO SHARE**

**RESULT BASED ON
SAMPLING DATA**





**ONE-WAY
COMMUNICATION**

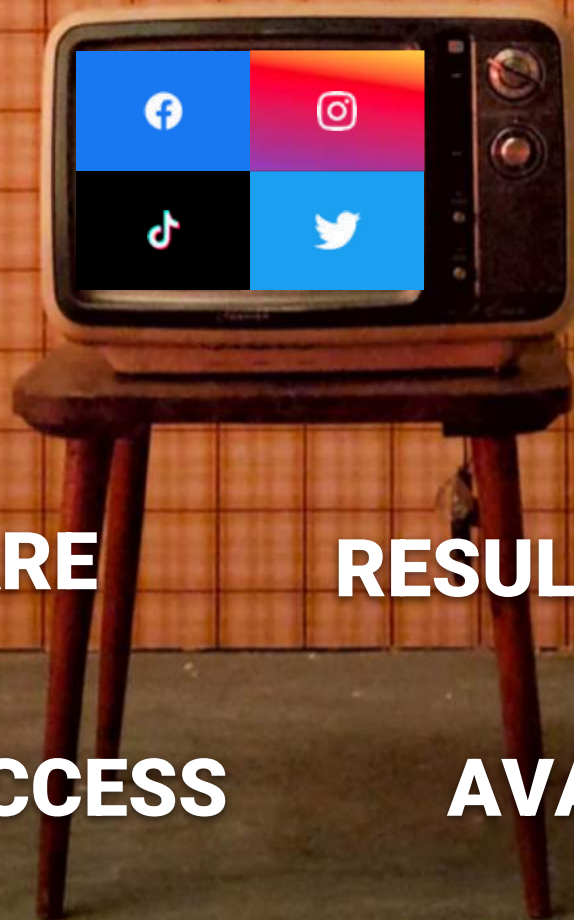
**INACCURATE
TARGETING**

**INCONVENIENCE
TO SHARE**

**RESULT BASED ON
SAMPLING DATA**



**TWO-WAY
COMMUNICATION**



**PRECISION
TARGETING**

EASY TO SHARE

RESULT IN RAW DATA

EASY TO ACCESS

AVAILABLE 24/7

**A CHANGE OF
CONSUMER BEHAVIOUR**

**A CHANGE OF
MEDIA TOUCH POINTS
& MEDIA PLATFORMS**

**A CHANGE OF
KOL & INFLUENCERS**



**MEDIA COST
IS CHEAPER**

**COMPETITION
IS VERY HIGH**

SPEED OF CHANGE



ARE WE CHANGE ?







**“WHAT IS
PERFORMANCE
MARKETING?”
= ?**



OBJECTIVE

PR vs. Advertising



earned



media controls content



not expensive



written



need to persuade media



credible; third-party validation



all about the brand



paid



complete control over content



guaranteed placement



visual



expensive



less trusted



all about a product or service



What Is Public Relations?

"Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

Public Relations Society of America

MARKETING VS PUBLIC RELATIONS

Marketing:

- targets the customer as their audience
- aims to create a strategy targeted to consumers
- uses promotions and paid branding to increase return on investment
- focuses on returning direct sales through promotion and/or advertising.

Public Relations:

- targets maintaining the relationship with customers
- aims to maintain and improve public image
- largely uses 'their' media and exposure
- focuses on gaining positive media coverage.

ADONI MEDIA

The management function which evaluates public attitudes. Identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance.

PUBLIC RELATIONS WORKS

Proably

PR PROFESSIONALS

offer information on

What
Figures, data,
facts

Who
Companies/
individuals

Why
Interests, aims/
targets

Truth
of presented facts

Trustworthiness
of communicators

Legitimacy
of interests

Recipients of information doubt
PUBLICS

PUBLIC RELATION TOOLS



PUBLIC RELATIONS



PUBLICITY RELATIONS



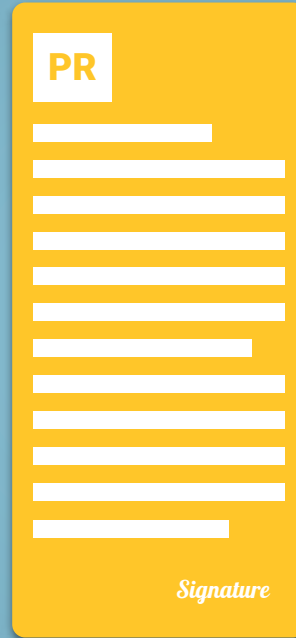
**BUILDING RELATIONSHIP
BETWEEN AN ORGANIZATION
AND PUBLIC**

**FORMAL
THIRD-PARTY
VALIDATION**



**MEDIA CONTROL
CONTENT
CRISIS
MANAGEMENT**

FACT PRESENT TRUTH



EYEBALLS

REACH

PRESS JOI

ARTICLE

PUBLIC FEEDBACK







=

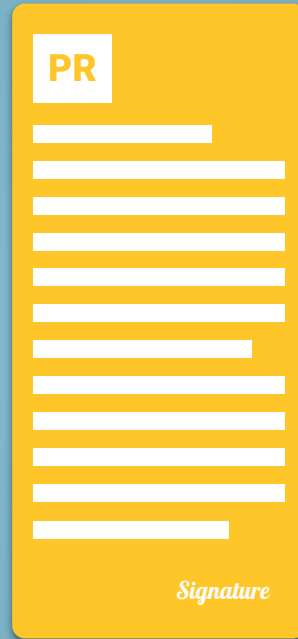
$$\frac{\text{COST}}{\text{OBJECTIVE}}$$

COST PER OBJECTIVE



11

MEDIA BUDGET



EYEBALLS

REACH **CONTENT**

PRESS JOH **+**

ARTICLE **MEDIA**

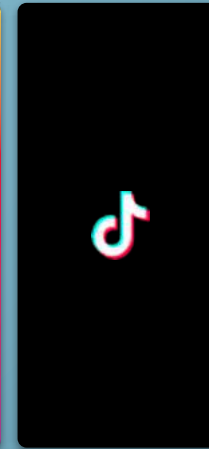
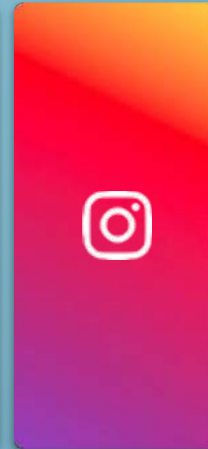
PUBLIC FEEDBACK



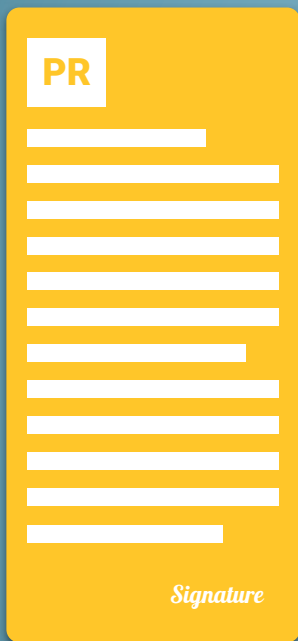
CONTENT



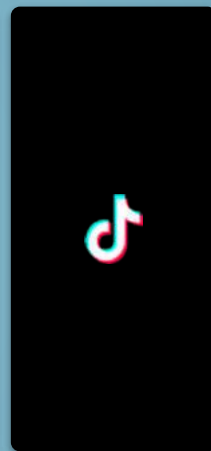
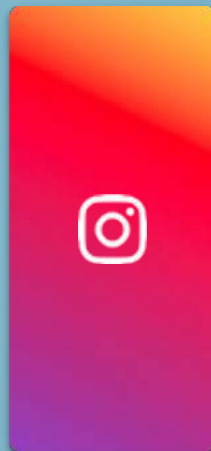
MEDIA



dm



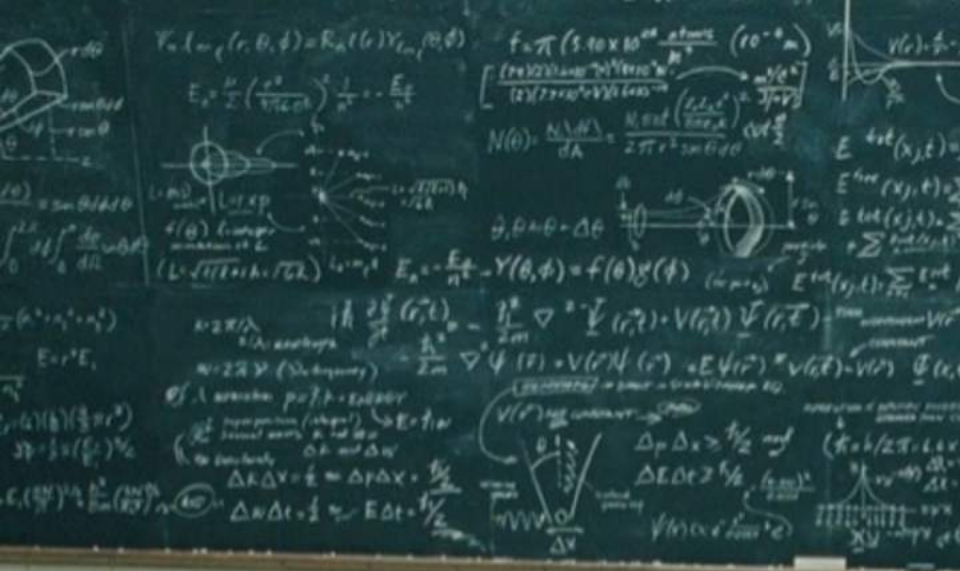
CONTENT



MEDIA









McDonald near กรุงเทพมหานคร

Did you mean:
McDonald's near กรุงเทพมหานคร Thanon Phaya Thai, Ratchathewi, Bangkok

McDonald's
4.1 ★★★★★ 465 reviews · \$

Classic, long-running fast food chain known for its burgers & fries.

✓ Dine-in ✓ Takeaway
✓ No-contact delivery

Ad - ร้าน McDonald's มุมใหม่
ร้านใหม่ บริการดี อาหารอร่อย

Address: 1001 Ratchawithi Rd, Thanon Phaya Thai, Ratchathewi, Bangkok 10400

Open now: 8AM-11PM

Hours or services may differ

Website: mcd.co.th

Phone: 085 488 0525

OS70-HF Bangkok

Add a label

Suggest an edit

McDonald near กรุงเทพมหานคร

Did you mean:
McDonald's near กรุงเทพมหานคร Thanon Phaya Thai, Ratchathewi, Bangkok

Suggest an edit

Popular times Tuesdays

Review summary

4.2 ★★★★★ 465 reviews

"Nice pork burger and the rice very nice to eat"

"Great service and good food"

"First time having pork porridge & egg cheese and bacon burger."

Write a review

Starbucks near กรุงเทพมหานคร

Starbucks
4.5 ★★★★★ 210 reviews · \$\$
Coffee shop

Suggest an edit

Popular times Tuesdays

Review summary

4.5 ★★★★★ 210 reviews



AUDIENCE SEGMENT

THAILAND FACEBOOK USERS **53.7m**

INTEREST
ONLINE SHOPPING

INTEREST
AUTOMOBILE

INTEREST
FASHION

INTEREST
HEALTH & BEAUTY

INTEREST
FINANCIAL & INVESTMENT

AUDIENCE SEGMENT

INTEREST
...

INTEREST ...

INTEREST ...

INTEREST
...

INTEREST
AUTOMOBILE

INTEREST
...

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...

INTEREST
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INTEREST
ONLINE SHOPPING

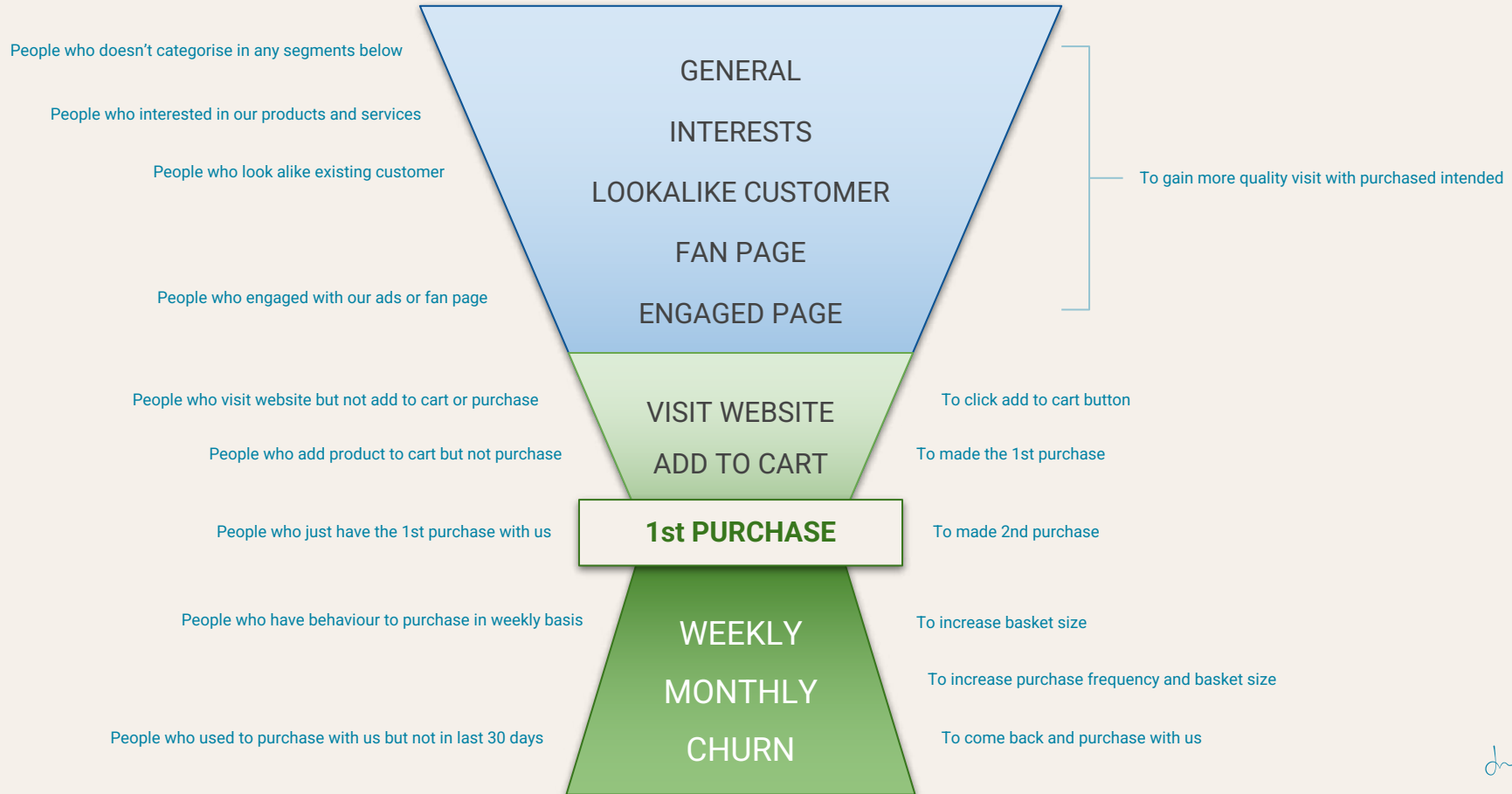
THAILAND FACEBOOK USER

AUDIENCE SEGMENTATION



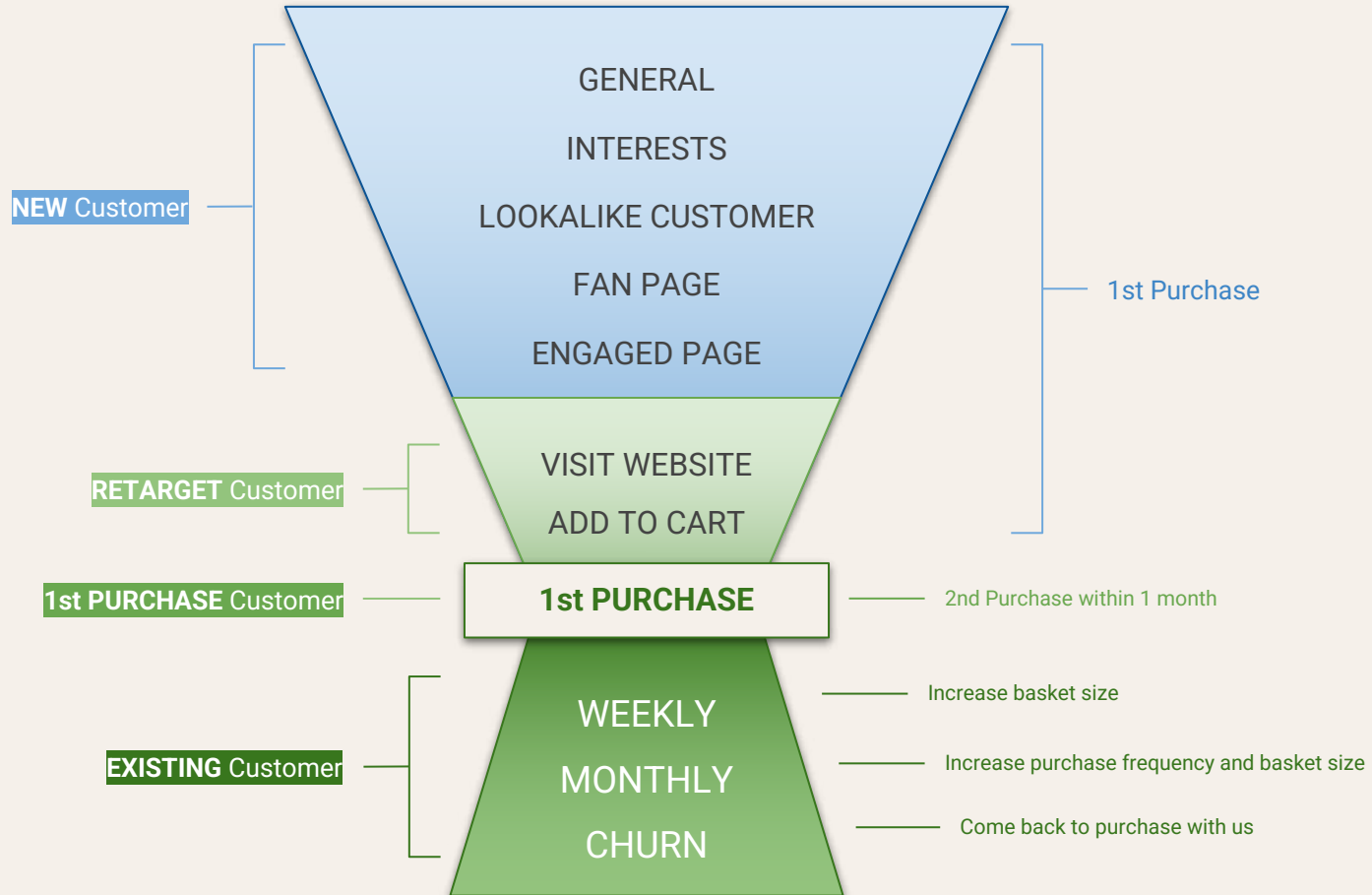
dm

AUDIENCE SEGMENTATION



dm

AUDIENCE SEGMENTATION



dm

OPTIMISATION

op·ti·mi·za·tion

/,äptəmə'zāSHən, äptə,mī'zāSHən/

An act, process, or methodology of making something (as a design, system, or decision) as fully perfect, functional, or effective as possible; specifically : the mathematical procedures (as finding the maximum of a function) involved in this.

In the other words, optimisation is a process to achieve a better result with the same or limited resources.



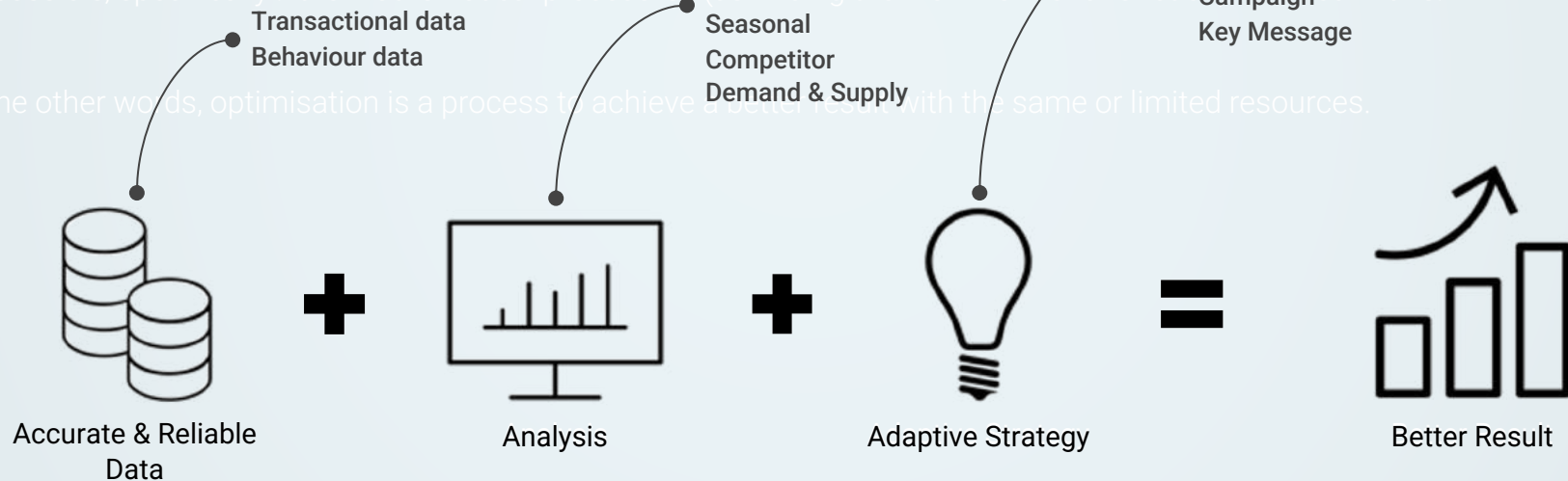
OPTIMISATION

op·ti·mi·za·tion

/,äptəmə zāSHən,,äptə,mī zāSHən/

An act, process, or methodology of making something (a system, or decision) as fit, perfect, functional, or effective as possible; specifically : the mathematical procedures for determining the maximum of a function or the minimum of a function subject to one or more constraints.

In the other words, optimisation is a process to achieve a better result with the same or limited resources.



AUDIENCE STRUCTURE

A given target audience are:

Age range : 18-44

Gender : Male & Female

Location : Thailand Nationwide



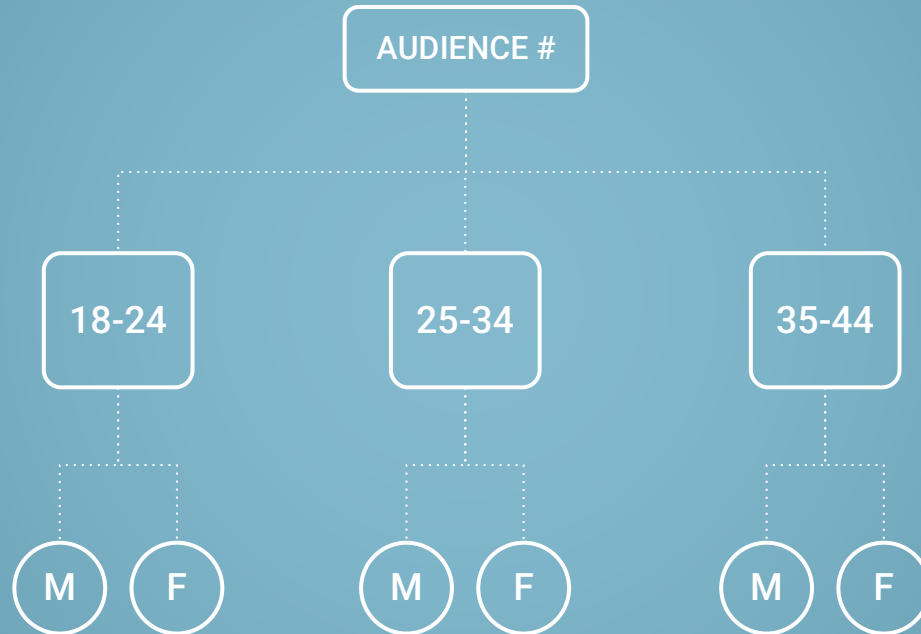
AUDIENCE STRUCTURE

A given target audience are:

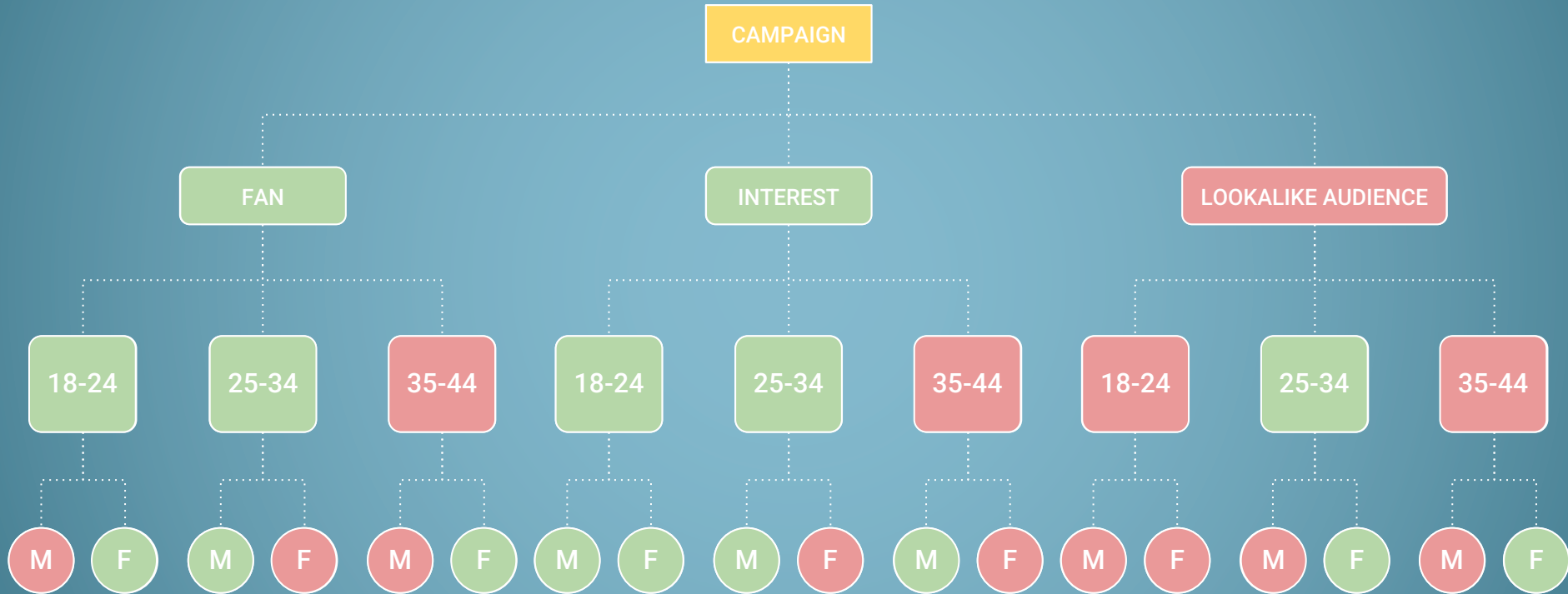
Age range : 18-44

Gender : Male & Female

Location : Thailand Nationwide



DYNAMIC TARGET AUDIENCE



OPTIMISATION METHODOLOGY



AUDIENCE OPTIMISATION

- Location
- Interest
- Gender
- Age
- Behaviour
- Device
- Placement
- Time



BUDGET OPTIMISATION

- Push & Pull
- Platform
- Campaign
- Ad Group
- Audience
- Location
- Device
- Placement



CREATIVE OPTIMISATION

- Key Message
- Artwork
- Ad Format

PUSH & PULL MEDIA

PUSH

PUSH MEDIA

Giving information to target audiences who might have needs in the future.



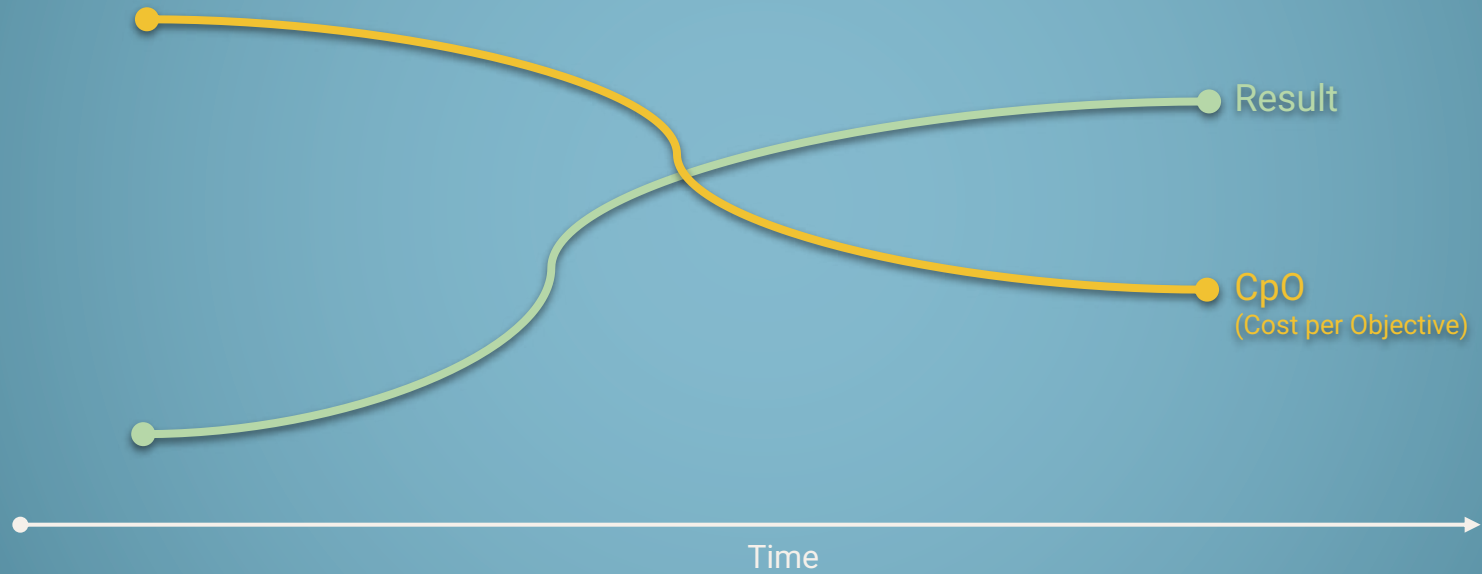
PULL MEDIA

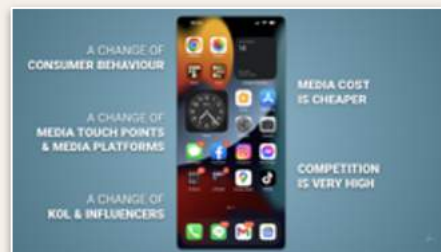
Providing information to specific audiences who shown their needs.



PULL

EXPECTED OUTCOME





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ONE-WAY COMMUNICATION

INACCURATE TARGETING

INCONVENIENCE TO SHARE

RESULT BASED SAMPLING



TWO-WAY COMMUNICATION

PRECISION TARGETING



A CHANGE OF CONSUMER BEHAVIOUR

MEDIA COST IS CHEAPER



OBJECTIVE



CPD




AUDIENCE SEGMENT

AGE	SEX	INTEREST	BEHAVIOUR
18-24	Female	Beauty & Health	Active
25-34	Male	Business	Passive
35-44	Female	Family & Kids	Active
45-54	Male	Technology	Passive
55-64	Female	Health & Wellness	Active
65+	Male	Finance	Passive

THAILAND FACEBOOK USER 5.7m


AUDIENCE SEGMENTATION




Research + Analysis + Creativity = Results



OPTIMISATION METHODOLOGY



Handwritten signature or mark.



EVERY SINGLE “.” MATTERS

