

BIG DATA AND DIGITAL MARKETING



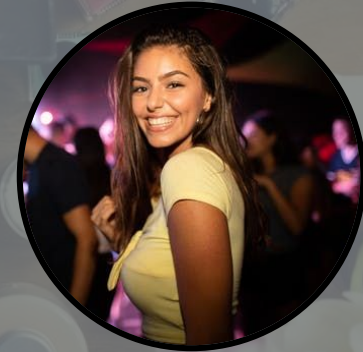
เรื่องเล่าจากแม่ค้า ...

BARTER: Minimal Marketing



THE COUNTRY EDITOR—PAYING THE YEARLY SUBSCRIPTION.—[Drawn by F. S. Church.]

Target Marketing: Customer Segmentation






Personalized Marketing:
Big Data + Connectivity

Personalized Marketing #1: Global Players

Make Cortana your personal assistant?

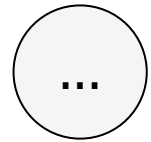
Hey look, that's me, Cortana!
Can I have permission to use the info I need to do my best work?



To let Cortana provide personalized experiences and relevant suggestions in Microsoft products that offer Cortana experiences, including this device when your device is locked, Microsoft collects and uses information including your location and location history, voice input, speech patterns, contacts, searching history, relationships, calendar details, email, content and communication history from text messages, instant messages and apps, and other information on your device. In Microsoft Edge, Cortana uses your browsing history.

You can always tinker with what Cortana remembers in the Notebook and disable Cortana in Microsoft Edge.

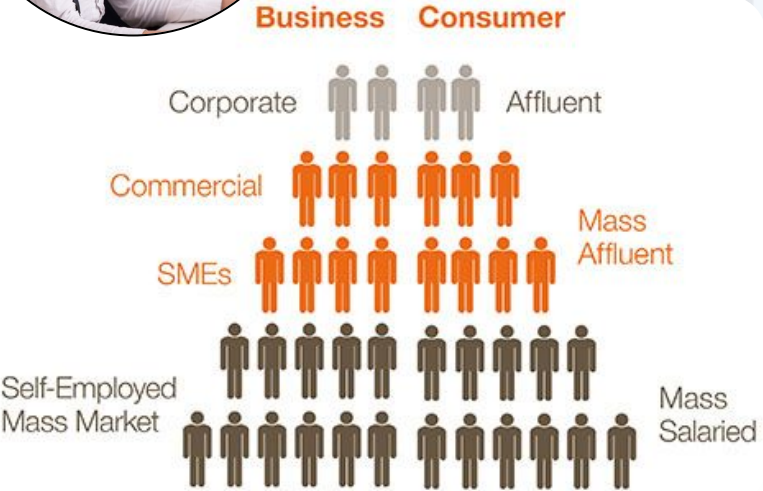
[Learn more](#)



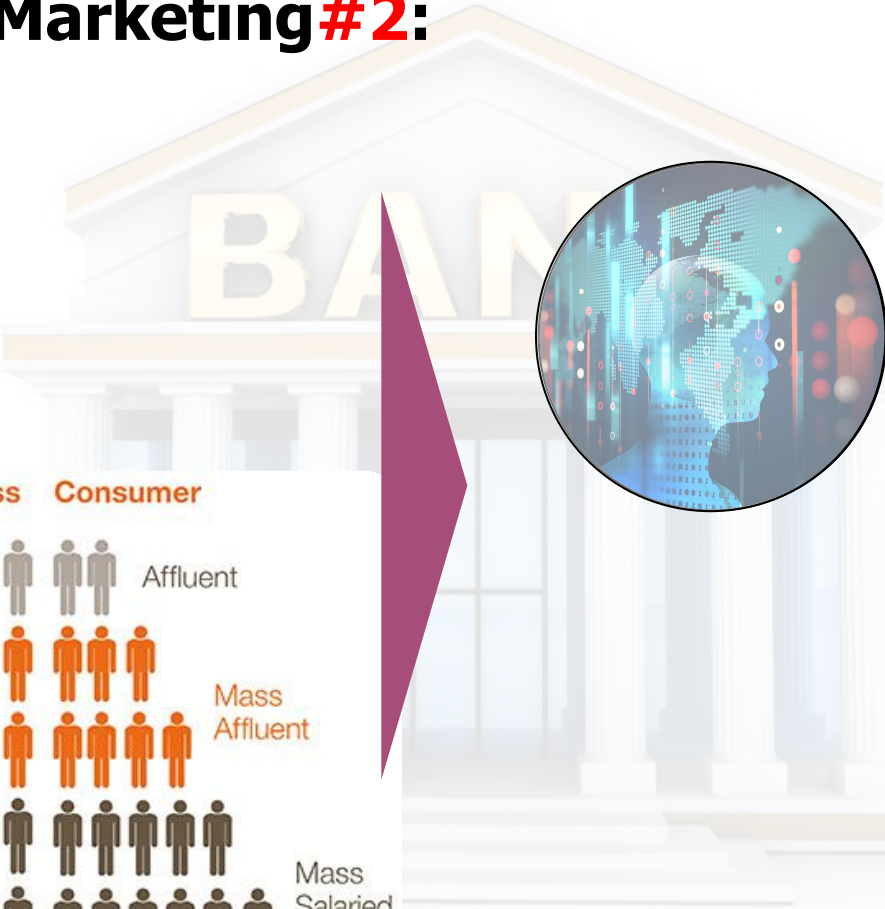
Personalized Marketing #2:
Local Players



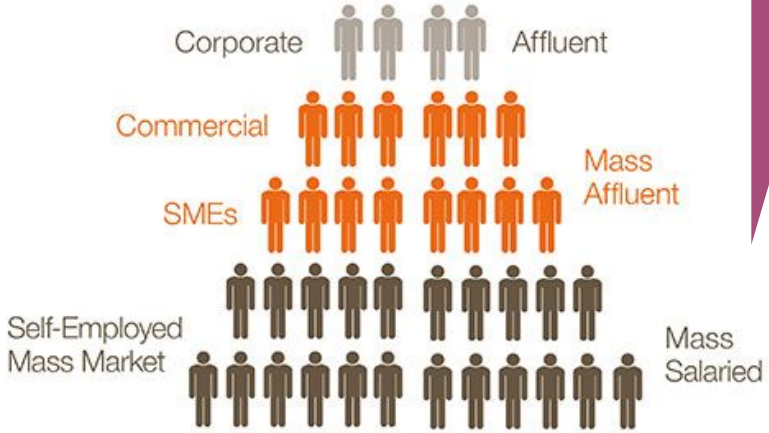
Personalized Marketing #2: Local Players



Personalized Marketing #2: Local Players



Business **Consumer**



Personalized Marketing #3: **You are the player!**

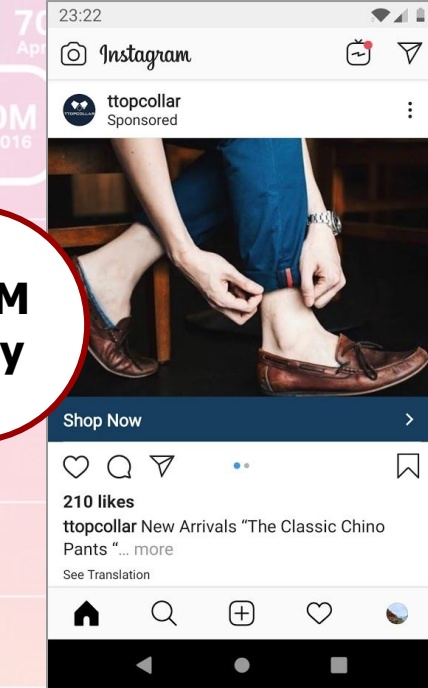
Instagram



1 Billion Monthly Active Users

1B
June 2018

800M
Sep 2017



**500M
Daily**

400M
Sep 2015

500M
June 2016

600M
Dec 2016

700M
Apr 2017

300M
Dec 2014

200M
March 2014

150M
Sep 2013

100M
Feb 2013

50M
May 2012

30M iPhone users /
Android Launch
April 3, 2012

1M Android signups
in 24 hours
April 4, 2012

5M Android users /
Acquired by Facebook
April 9, 2012

10M
Sep 2011

5M
June 2011

1M
Dec 2010

Launch on
iPhone
Oct 2010

2010

2011

2012

2013

2014

2015

2016

2017

2018

เรื่องเล่าจากแม่ค้า ...



Online Marketing Diary: A Baker's Journey



	A	B	
1	Weight/loaf (g.)	No. of loaf	Total weight
2		420	
3			
4	Formula		
5	WW	100	100.000000
6	Water	110	110.000000
7	Salt	1	1.000000
8	Yeast	0.5	0.500000
9	Rolled oat	10	10.000000
10	Pumpkin seeds	10	10.000000
11	Sunflower seeds	10	10.000000
12	Watermelon seeds	5	5.000000
13	Sesame	5	5.000000
14	Perilla seeds	5	5.000000
15		258.1	258.100000
16			
17	Biga: 40% flour		
18	WW	100	100.000000
19	Water	80	80.000000
20	Yeast	1.4	1.400000
21		181.4	181.400000
22			
23	Soacker: 60% flour		
24	WW	100	100.000000
25	Rolled oat	10	10.000000
26	Pumpkin seeds	10	10.000000
27	Sunflower seeds	10	10.000000
28	Watermelon seeds	5	5.000000
29	Sesame	5	5.000000
30	Perilla seeds	5	5.000000
31	Salt	1	1.000000



เรื่องเล่าจากแม่ค้า ...

Niche Products for Specific Groups of Consumers



**100%
Natural**

**100%
Whole
Wheat**

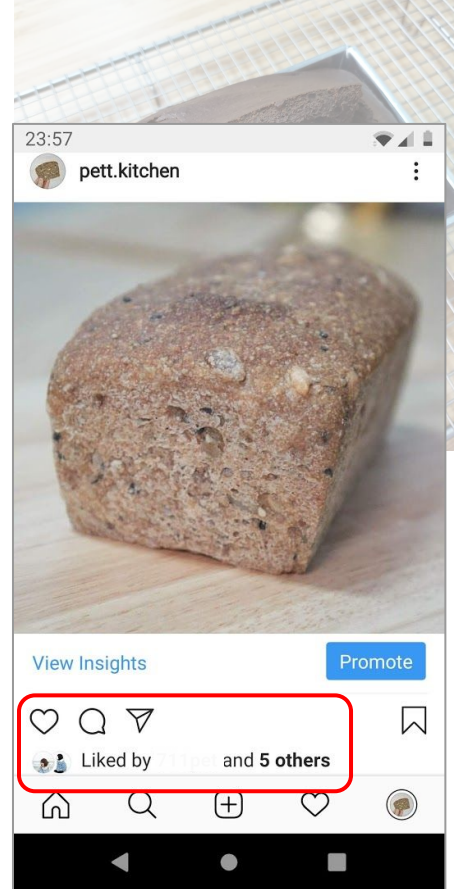
Vegan

**No
Sugar**

No Oil

**No
Butter**

Well, we have a **problem**



100%
Natural

100%
Whole
Wheat

Vegan

No
Sugar

No Oil

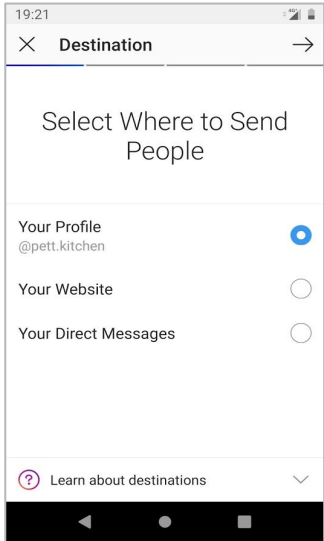
No
Butter

**No One
Knows!**

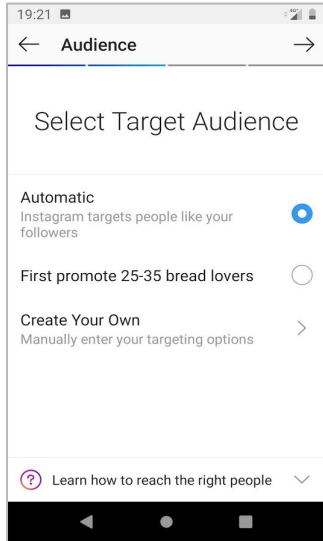
2 months ago*

Big Data Tool Makes Online Marketing Very Easy

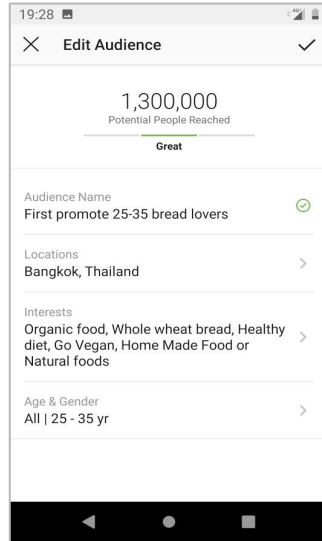
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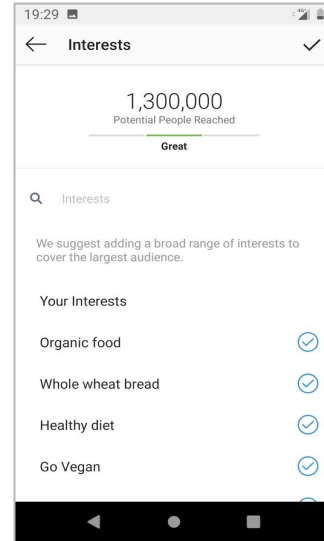
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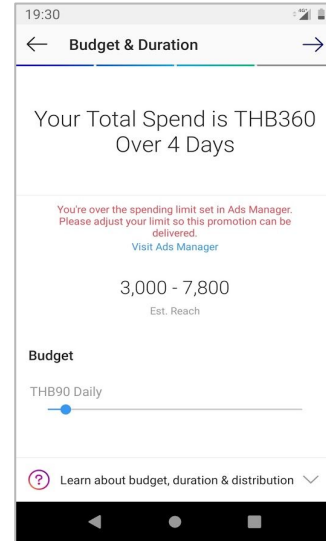
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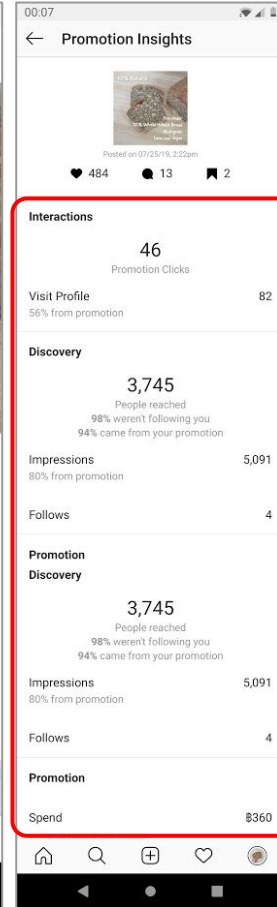
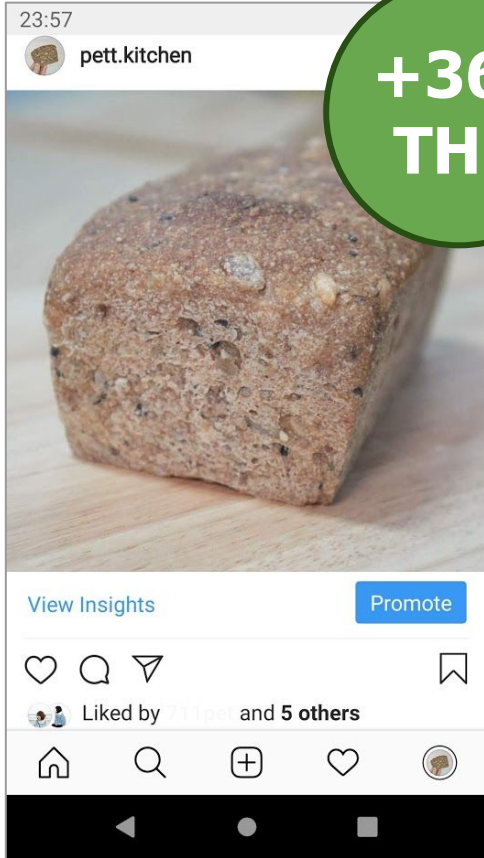


5



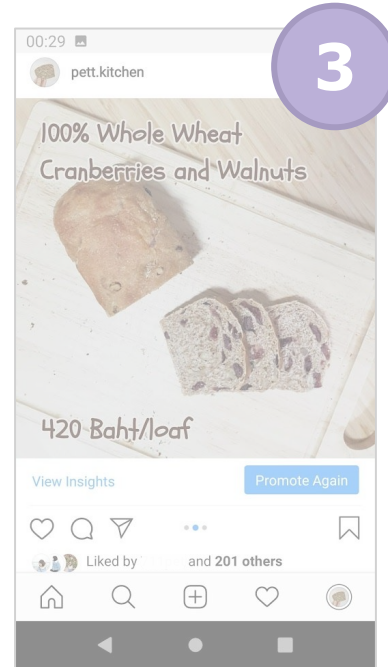
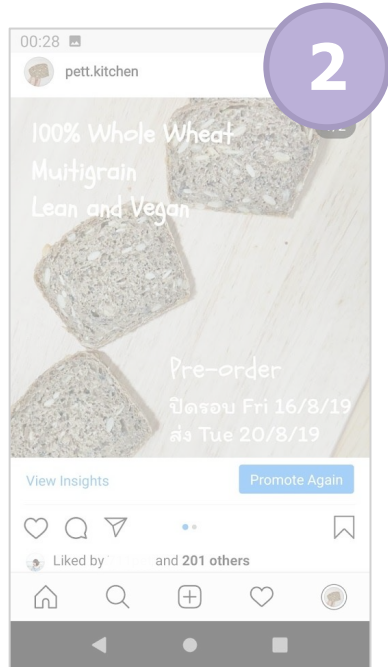
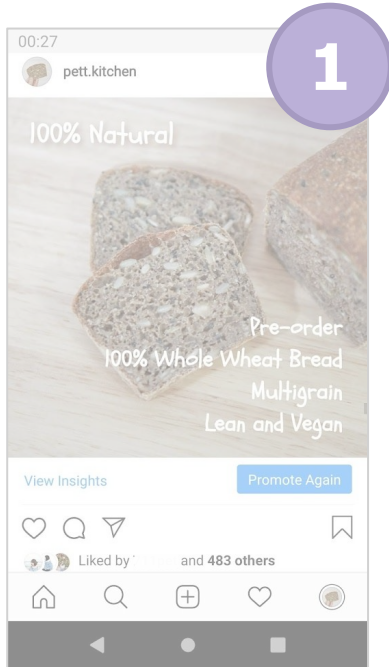
Low Budget + Fast Turnaround = Rapid **Testing**

+360 THB



Performance tracking
for future
improvement

Personalized Marketing#3: **Everyone** can be a Superstar Marketer



มีลูกค้านอกจากเพื่อนแล้วนะ :)

TAKE AWAY

- **Big data** turns traditional marketing into personalized marketing (**segment-of-one**)
- Domestic corporates are on the move to capture new opportunities
⇒ **good skill to have**
- Big data platforms provide a never-before opportunity for anyone to connect to the world
⇒ **never been a better time to be a marketer**