

BIG DATA AND DIGITAL MARKETING



เรื่องเล่าจากแม่ค้า ...



BARTER: Minimal Marketing



Traditional = Mass Marketing



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](#)

No

Yes

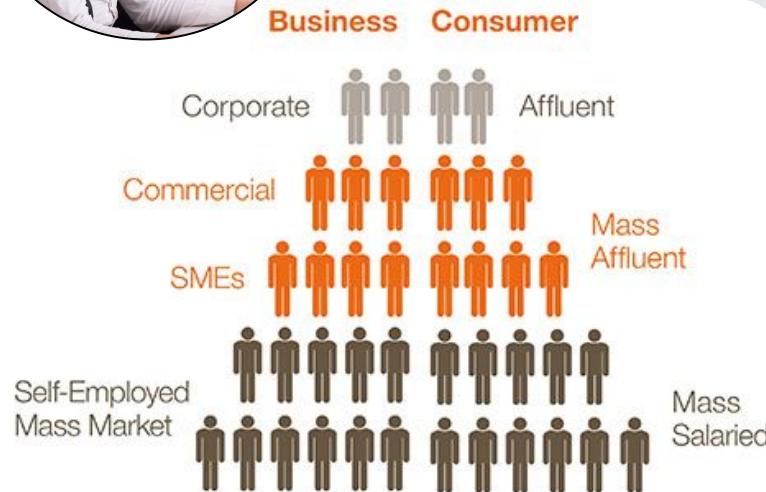
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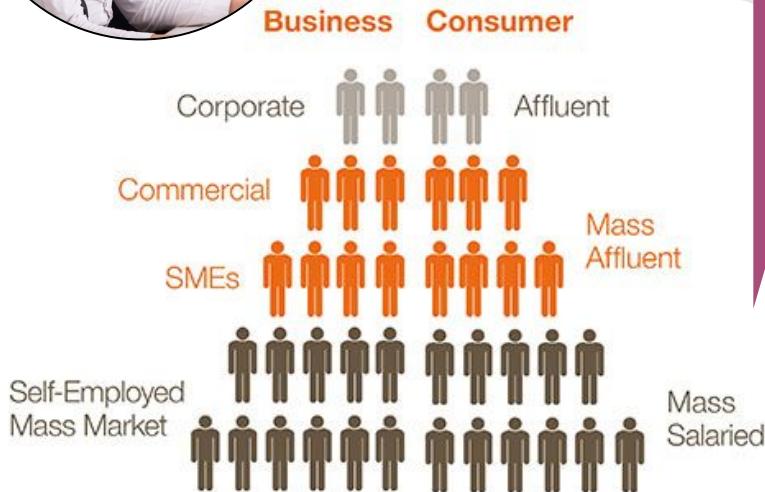
Personalized Marketing#2: Local Players



Personalized Marketing#2: Local Players



Personalized Marketing#2: Local Players



Personalized Marketing#3:

You are the player!

1B
June 2018

Instagram



1 Billion Monthly Active Users



2013

2014

2015

2016

2017

2018

**500M
Daily**





เรื่องเล่าจากแม่ค้า ...

Online Marketing Diary: A Baker's Journey

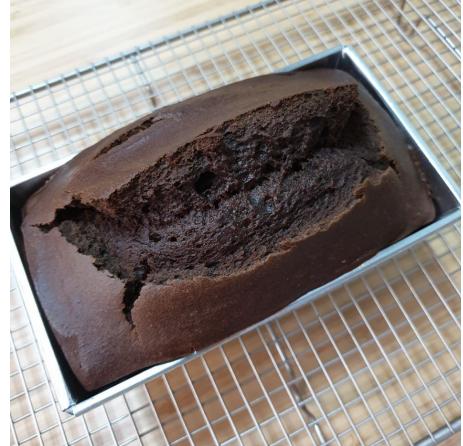


A	B
1	Weight/loaf (g.)
2	420
3	
4	Formula
5	VWV
6	Water
7	Salt
8	Yeast
9	Rolled oat
10	Pumpkin seeds
11	Sunflower seeds
12	Watermelon seed
13	Sesame
14	Perilla seeds
15	
16	
17	Biga: 40% flour
18	VWV
19	Water
20	Yeast
21	
22	
23	Soacker: 60% flour
24	VWV
25	Rolled oat
26	Pumpkin seeds
27	Sunflower seeds
28	Watermelon seeds
29	Sesame
30	Perilla seeds
31	Salt



เรื่องเล่าจากแม่ค้า ...

Niche Products for Specific Groups of Consumers



**100%
Natural**

**100%
Whole
Wheat**

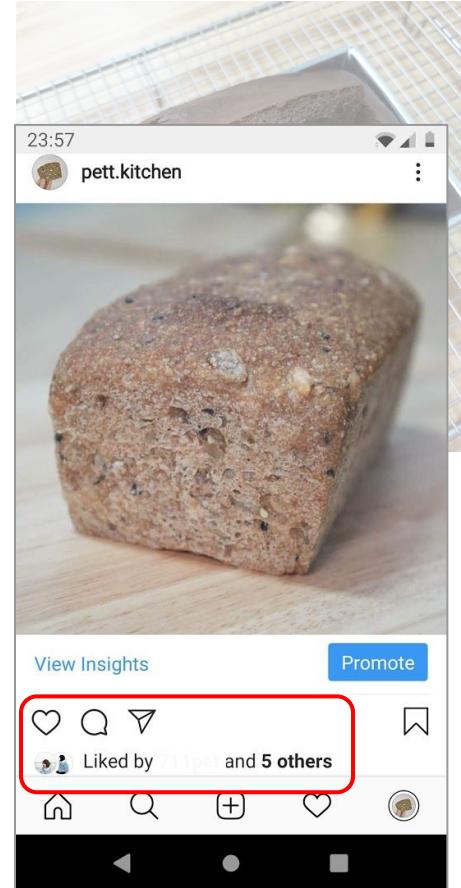
Vegan

**No
Sugar**

No Oil

**No
Butter**

Well, we have a problem



100%
Natural

100%
Whole
Wheat

Vegan

No
Sugar

No Oil

No
Butter

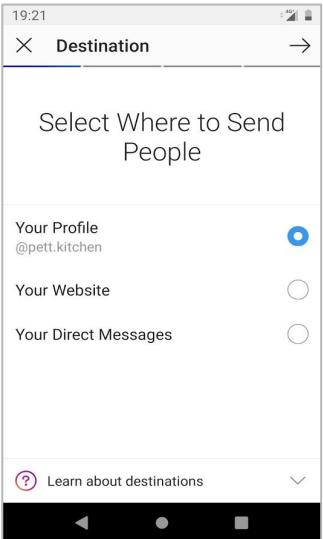


No One
Knows!

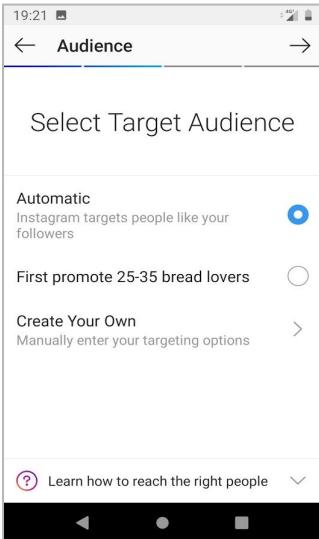
2 months ago*

Big Data Tool Makes Online Marketing Very Easy

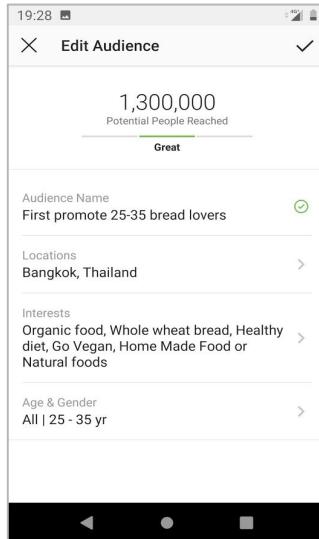
1



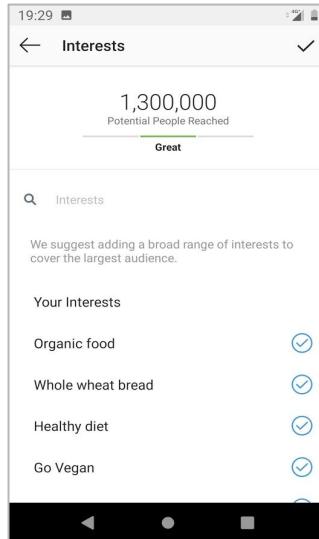
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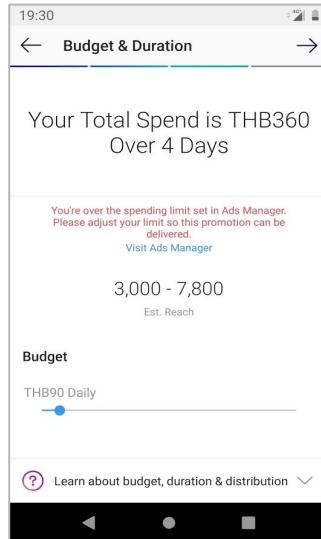
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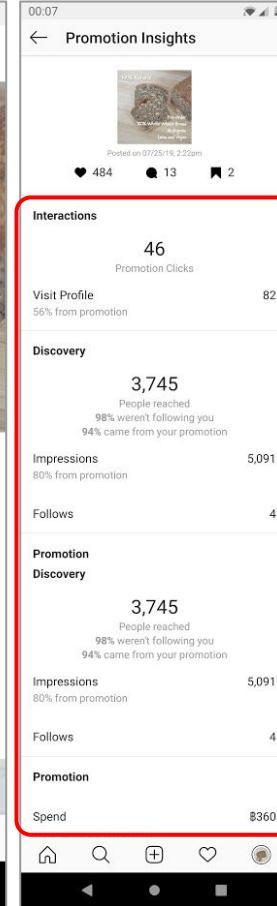
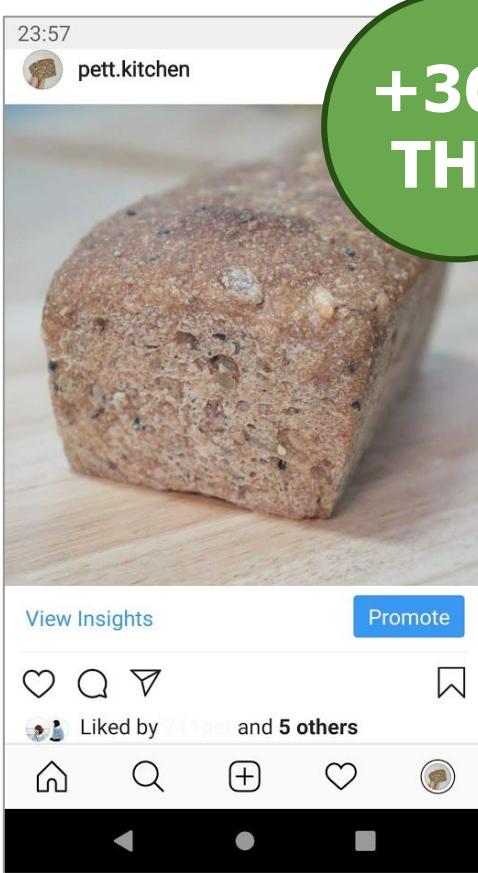
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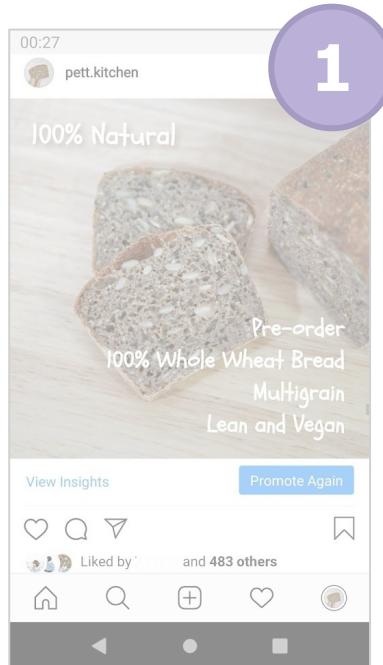


Low Budget + Fast Turnaround = Rapid Testing

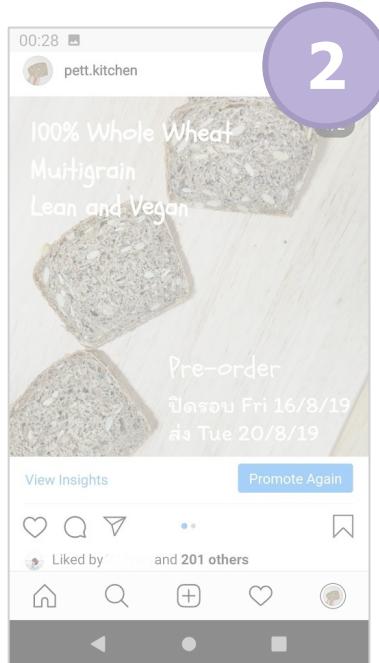


Performance tracking
for future
improvement

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



1



2



3



มีลูกค้าออกจากเพื่อนแล้วนะ :)

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**