The Kimlean Project
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by
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We studied the use of social media marketing, web technology, and search engine optimization to drive referrals to third world country businesses that normally do not have access to technology. Our study was done on a taxi driver named Kimlean who offers transportation services in Siem Reap, Cambodia. In the past, Kimlean has had difficulty connecting with tourists and was not able to make enough money to purchase food and supplies for the school he runs. He did not have access to social media or websites that would allow him to market his services and gain more business from tourists. We experimented with several web-based marketing techniques and found that using a high profile Instagram account (@feedcambodia) coupled with a search engine optimized website (https://feedcambodia.com/kimlean) offered the greatest increase in Kimlean's business. Once potential customers have navigated to his webpage, either through an Instagram profile link or via web search engine results, they are presented with Kimlean's contact information along with photos of Kimlean and the children at his school. For our three-month data sample period (Sep - Nov 2018) indications show that our web-based marketing strategy offers a 30% increase in the number of interactions Kimlean has with interested customers. On average, for every ten interactions, he is able to secure five customers, resulting in a sales conversion rate of 50%. Previously his conversion rate was 20% where only two out of ten customers signed up for his services. On a monthly basis Kimlean previously would secure 20 customers out of 100 interactions. He now secures 65 customers out of 130 interactions, resulting in an overall sales increase of 225% per month.