

Digital Marketing ***& Employability***

Go Digital **ASEAN**

digital skills to unlock new economic opportunities



The Asia Foundation

Improving Lives, Expanding Opportunities



supported by

Google

today

communicating value

MARKETING + *DIGITAL TOOLS*

complicated

significant

powerful

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***Marketing is no longer about the stuff
that you make, but about the stories you tell.***

SETH GODIN

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Digital Marketing: **Online?**

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Answer:
Both!





Guglielmo Marconi

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advertising digital channels

MARKETING + *ELECTRONIC DEVICES*

online and offline

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DIGITAL OFFLINE MARKETING

**Enhanced
Offline Marketing**

**Radio
Marketing**

**TV
Marketing**

**Phone
Marketing**



DIGITAL **ONLINE** MARKETING

**Search Engine
Optimisation**

**Search Engine
Marketing**

**Pay-per-click
Advertising**

**Content
Marketing**

**Social Media
Marketing**

**Affiliate
Marketing**



**ANALYTICS
TOOLS**

ENGAGEMENT

Offline

Difficult to measure

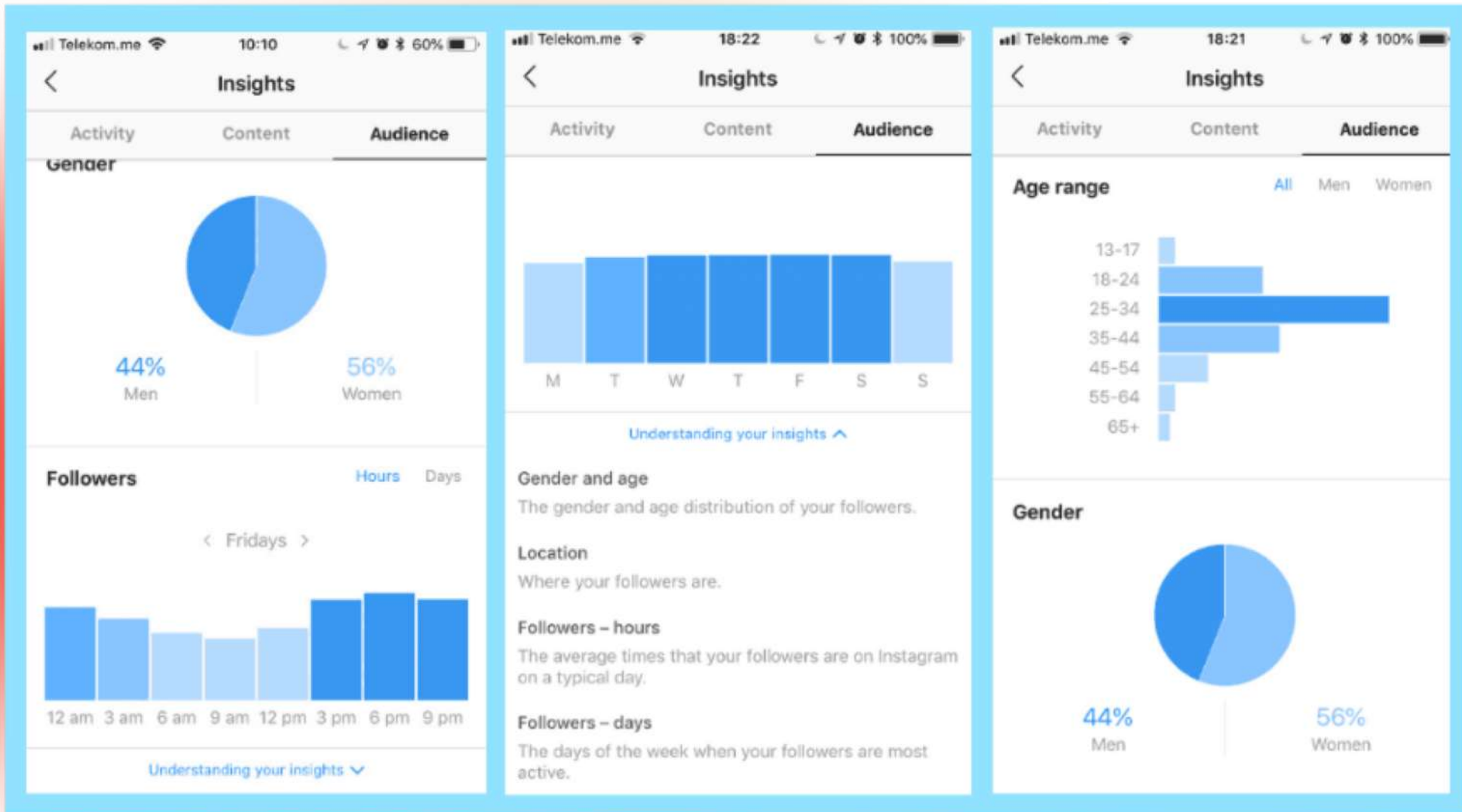
One-way
Relationship

Online

Easier to measure

Multiple-way
Relationship

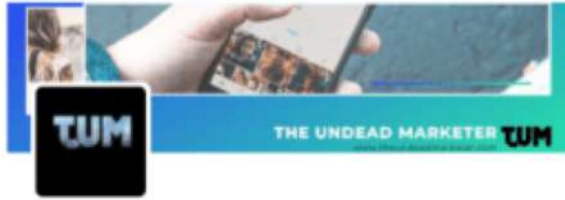






TWEET HIGHLIGHTS

Top Follower followed by 386 people



The Undead Marketer

@UndeadMarketer FOLLOWS YOU

#ContentMarketing #DigitalMarketing

#GrowthHacking https://t.co/QpydEczkKN Making people click stuff

View profile

Top mention earned 14 engagements



jim fang

@JimFang_RRU · Jun 2

Efficiently using Hashtag will bring many advantage for a brand and organization. @KarinOlafson sharing very interesting and detailed information about how to use hashtags will help boost your brand's social media engagement. Check this out. blog.hootsuite.com/how-to-use-has... pic.twitter.com/CmBPzlcXyx



6

View Tweet

JUN 2020 SUMMARY

Tweet impressions

439

Profile visits

7

Mentions

7

New followers

7



THE DIGITAL MARKETING STRATEGY *CUSTOMER VALUE JOURNEY*

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UNDERSTANDING THE STRATEGY



PLAN



LINGO



NUMBERS



TEAM



Employability with Digital Marketing

***SELF-
EMPLOYABILITY***

***PROFESSIONAL
BRANDING***



One's social accounts and histories make up as virtually digital résumés for their personal brands.



IN CONCLUSION

Diversifying your generation of lead provides more opportunities

*The journey of telling your brand's story is a **story-telling process** in itself*

*Digital marketing clearly benefits both the **entrepreneurs** and **career-seekers***



Thank you

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