

**THE BEST PRACTICE OF DIGITAL ADVERTISING
PLATFORM FOR THAI ADVERTISER**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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PLATFORM FOR THAI ADVERTISER**

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THE BEST PRACTICE OF DIGITAL ADVERTISING PLATFORM FOR THAI ADVERTISER

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ABSTRACT

This research will explore the best practice of digital advertising platform used by advertisers in Thailand in order to increase awareness, strengthen relationship with existing customers as well as acquire more new customers, boost up sales revenue, and be able to create the effective digital marketing strategy. Qualitative research methodology was selected in this research by collecting through personal interview with participants in different fields of work, including digital advertising planners, digital marketers, and online store owners. Definitely, the interviewees are those who use internet and experienced with digital platforms and online channels.

The result shew that Facebook was the best practice advertising platform for Thai advertisers. There are various reasons given why Facebook was chosen. YouTube and search ad were also mentioned being used. Interestingly, display ad network were mentioned frequently by the interviewees stating that this platform might be popular among advertisers in the near future. However, other platforms were also mentioned, but only by some interviewees.

KEY WORDS: Digital Advertising Platform / Advertising Platform / Online Channel / Digital Platform / Online Platform

36 pages



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LIST OF ABBREVIATIONS

AD	Advertisement
DAAT	Digital Advertising Association of Thailand
EDM	Electronic Direct Mail
KPI	Key Performance Indicator
ROI	Return of Investment
SEM	Search Engine Marketing
SEO	Search Engine Optimization



CHAPTER I

INTRODUCTION

1.1 Background and Problem Statement

Nowadays, spending on media continues to shift from traditional to digital products and services at a rapid pace. (McKinsey & Company, 2015). Most of advertisers attempt to reach their customers by using a variety of online channels and utilize the use of internet and digital technology to communicate with those target customers. Its purpose is mainly to boost up sales revenue as well as to strengthen and maintain relationship with the customer (Chong and Shafaghi, 2009).

It can be stated that digital advertising has a lot to offer to the advertiser. **First, digital advertising drives sales and ROI.** A report from Nielsen stated that brands can earn a return of almost three dollars in incremental sales for every dollar spent in online advertising that has been precisely delivered using purchase-based information (NCS, 2012). **Second, digital advertising is targeted.** The advertiser can optimize and select the qualified prospects and target audiences. Search tools can prioritize your brand name and your content marketing to manifest to customers at every stage of the buying cycle. Social media channels also offer flexible ad options that allow you to segment by geographic location, demographics, interests, and more. **Third, digital advertising work well on mobile devices.** Digital and mobile marketing go hand-in-hand. Digital advertising allows you to reach your target audience on the go, wherever they are, whenever they are online. Fourth, digital advertising is faster to market. A digital campaign can be completed much more quickly and can be modified every time if needed. **Fifth, digital advertising is easily measurable.** A digital campaign is reported in the metrics. You will know exactly who clicked on your content, opened it, referred it, shared it, etc. You also can trace the source of your traffic from entry to the shopping cart and eventual purchase. This will help you determine which platforms and strategies yield the best results, and which deserve more investment. **Sixth, digital advertising provides flexibility across multi-channel.** With digital advertising, one

content can be shared through a variety of platforms, which means that your content is no longer confined to one page, 30 seconds, or whatever format your traditional ad was designed for. **Seventh, digital advertising maintains top-of-mind awareness.** Through remarketing and retargeting, your ads can repeatedly stay in front of the customer to remind them to purchase the product. It can also keep that sale from slipping away. **Finally, digital advertising can go viral.** One ad campaign can be the talk of the town, just because people choose to share it on social media platforms. (Tomita, 2016). Digital advertising has provided its advantages to the advertisers every day by increasing engagement and loyalty, creating new desire and demand, and ringing the cash register. This might be the reason why digital advertising has emerged and gradually used throughout the market.

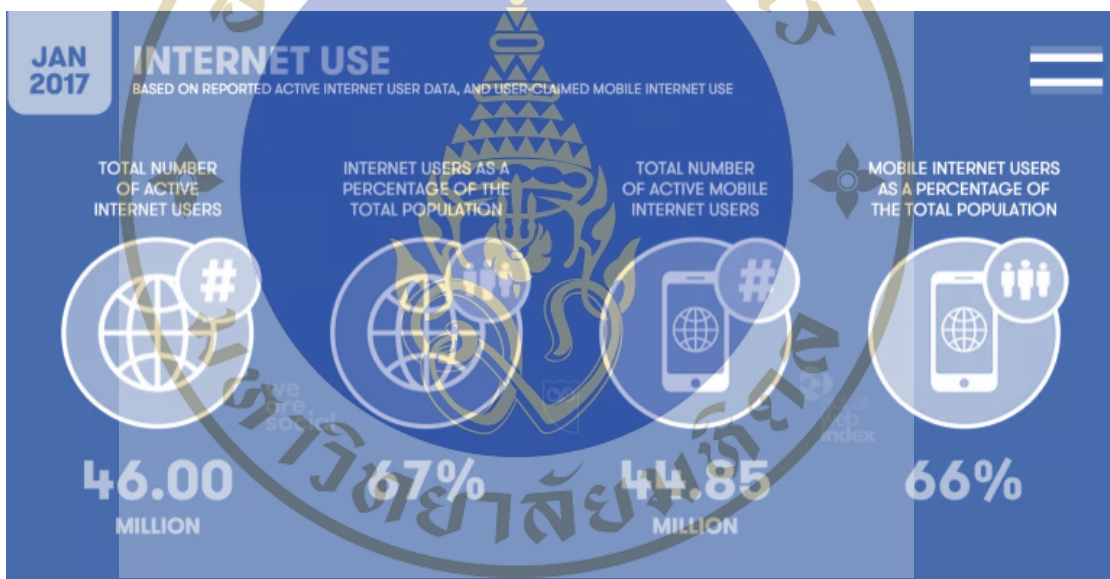


Figure 1.1 Number of Active Internet Users in Thailand 2017

In Thailand, there are 46,000,000 of the 67,000,000 people use the internet every day which is equal to 67% of the total population (We Are Social and Hootsuite, 2017). This number is somehow considered significant to the advertiser in order to catch their attention and encourage them to be the customer. Furthermore, the spending on digital advertising continues to rise over time. The spending escalates 17% in 2016 to reach 9,477 million baht, and forecast in 2017 will increase by 24% (DAAT, 2016).

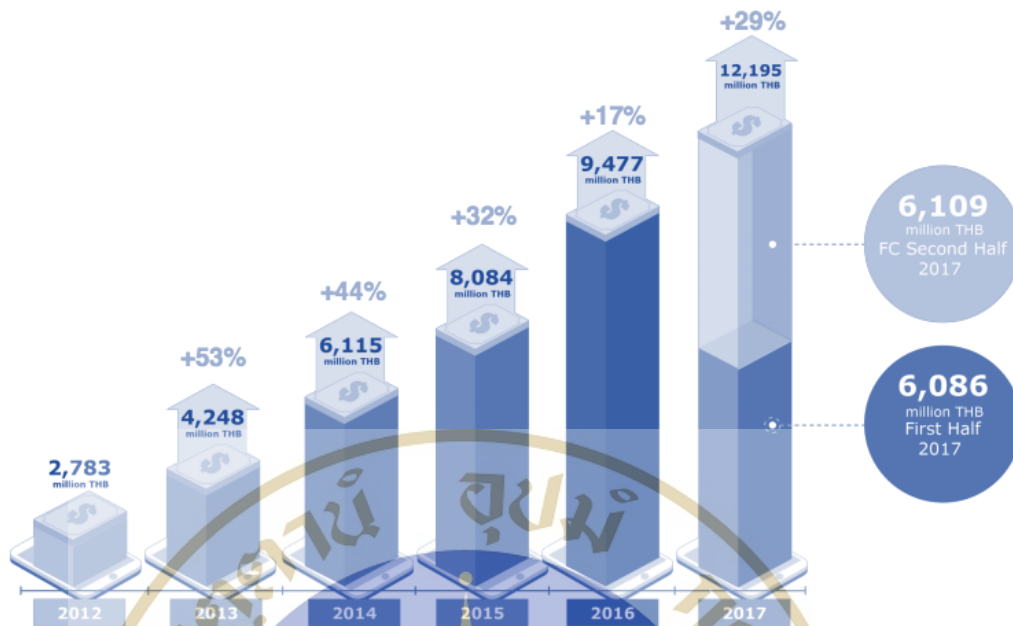


Figure 1.2 Thailand Digital Advertising Spending Growth 2017

Indeed, the spending on digital advertising has yet increasing continuously. However, within several digital advertising platforms, which platform is considered the most effective tool to achieve the business goal for advertiser?

1.2 Rationale for Choosing This Topic

My interest towards this research relies on my experience for various years in advertising field. Therefore, my work experience would definitely useful when conducting the research based on the existing research in an attempt to find out the best solution to digital advertising. Proper selection of digital advertising platforms can help the organization achieve the business goal that has been set efficiently. It can also allow the organization to build up and maintain relationship with their new customers and existing customers respectively.

In addition, I realize that the spending on digital advertising has been rising continuously since 2012. Therefore, some suitable platforms can lead to a greater revenue for the organization. At the same time, it can help the advertisers make their campaigns more cost effective.

I believe that the deeper understanding on each platform and keeping up with the rapid change of digital trends would increase the competitive advantages to the organization and the chance to be a market leader.

1.3 Research Question

What is/are the best practice of digital advertising platforms for advertisers in Thailand?

1.4 Objective

This research aims to find the recommendation of digital advertising platforms that help the advertisers to achieve their business goal or KPI.

1.5 Scope of Study

The scope of study is focused on the digital advertising platforms, the advantages and the disadvantages of each platforms, and the reason why the particular platforms are chosen to deliver the ad campaign. In this case, it will specifically apply to several case studies related to digital advertising agency.

CHAPTER II

LITERATURE REVIEW

The use of digital advertising has been increasing continuously throughout the world. It means that the consumers now spend more time on digital medias rather than other medias like newspaper, radio, or television, etc. Consequently, the millennial advertisers see that this is a good opportunity to apply to the marketing communication strategy by catching their attention, making them interest, impulsing their desire, and convincing them to make a purchase. Moreover, an after-sale service and repurchasing have to be delivered consistently. Of course, we are talking about digital advertising. Through various platforms of digital advertising, the advertisers can manage their budget for each platform in order to have them delivered the goal or KPIs that has been set. Therefore, this chapter will provide the definition of digital advertising, platforms of digital advertising, a marketing communication strategy application, and trend of digital advertising in Thailand.

2.1 Digital Advertising

Digital advertising refers to any advertising that takes place online. Several channels are available for advertisers to place ads and includes tools to manage ad campaigns for each channel. Each channel supports different ad formats and placement options for catching the eyes of potential customers. Different channels also have varying metrics by which advertisers are charged (G2crowd, 2017) . Like its predecessor, traditional advertising, a digital advertising can help telling the brand story. Unlike traditional advertising, digital advertising is more universal and flexible, enabling you to promote the brand on the channels that your buyers frequent through text, images, video, and more (Ingenioussem, 2017) . Digital advertising also allows marketers and advertisers to reach and appeal to their core audiences in new ways and more precision (Marketo, 2016).

2.2 Digital Advertising Platforms

According to DAAT (2017), there are 12 digital advertising platforms using in Thai market which are Facebook, YouTube, Display Ad, Social, Search Ad, Online Video, LINE, Native Ad, Instagram, Twitter, Instant Messaging, and Others.

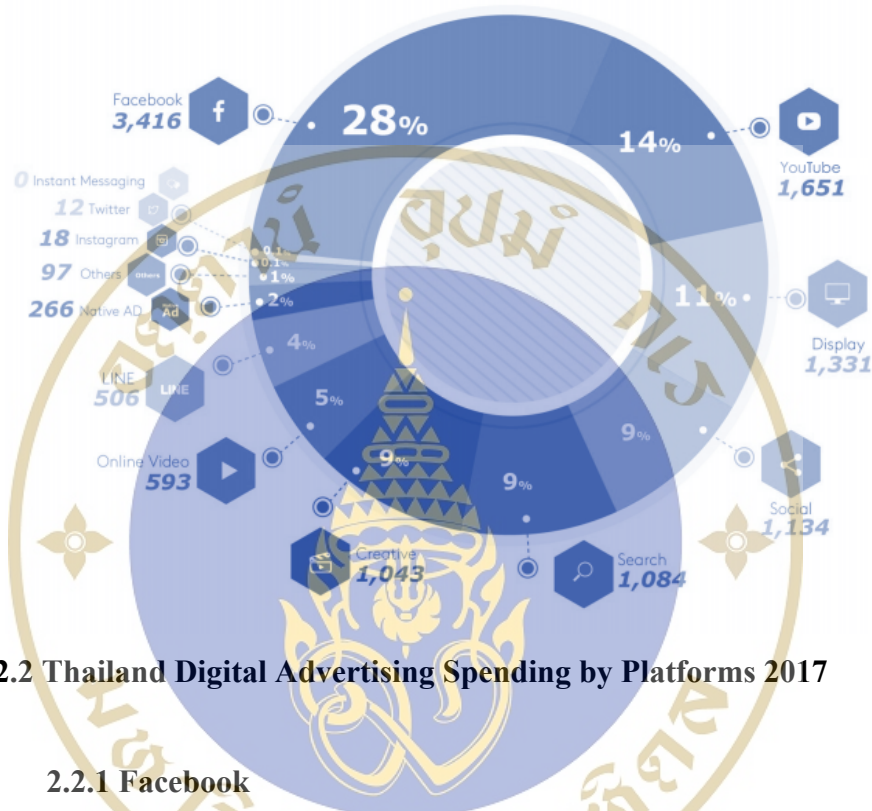


Figure 2.2 Thailand Digital Advertising Spending by Platforms 2017

2.2.1 Facebook

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as marketplace, groups, events, pages, and presence technology (Dean, 2014). Facebook is considered one of the well-known platforms using for online advertising. In Thailand, Facebook ads, including display and video format, reigns over digital advertising platforms at 28% (DAAT, 2017). With Facebook, the advertisers can measure advertising matters, not just because it shows where they're prioritizing money to shape the future of their business. It also gives you an insight into what the web you interact with will be soon, as advertising is perhaps the single most formative force online (Alba, 2017).

2.2.2 YouTube

YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video is uploaded to YouTube. (O’neill, 2015). Thailand is still number 1 in Southeast Asia and is ranked in the top 10 in the world for YouTube users, in terms of watch time, content upload and the number of gold and silver channel subscribers (Pornwasin, 2016). However, for online advertising, YouTube ads, including display, overlay, skippable video, non-skippable video, and sponsored card, has become the second platform used by the advertisers.

2.2.3 Display Ad

Display ads are the boxes on websites that are obviously advertising. They can be along the top of web pages such as the traditional banner ad, or the larger text billboard, they can also be videos. These types of ads appear on distinct sections of the site that are specifically reserved for paid advertising and are aimed at generating a quick conversion. (O’Brien, 2015). Display ads also refers to all types of website banner displayed at the specific website position. In Thailand, this platform is also used widely. Therefore, it has 11% of the total number of digital advertising spending platforms (DAAT, 2017).

2.2.4 Social

Social advertising is the use of advertising to inform the public about a social issue or to influence their behavior. While social advertising campaigns are often successful in raising awareness. However, it may form a part of a social marketing intervention (Aiden, 2010). This platform includes the use of bloggers, influencers, seeding, tie-in product in the content e.g. VRZO and page influencers on Facebook or Instagram. For example, a fashion business could fine influencers in their target market and have them make selfies wearing clothing from them in addition to telling their followers what they are wearing. You could also simply have a pre-made design posted to the influencer’s account. Businesses are making a strong return from influencer marketing, generating \$6.50 in revenue for each \$1 spent, according to the latest

poll from influencer marketplace Tomoson. The poll also found that influencer marketing is the fastest-growing online marketing channel (Foster, 2015).

2.2.5 Search Ad

Search ad is a method of placing online advertisements on web pages that show results from search engine queries, including SEO, SEM, and mobile search. Through the same search-engine advertising services, ads can also be placed on web pages with other published content (Jansen, B. J. and Mullen, T., 2008). Advertisers have the ability to bid on keywords so that their ads show up when people are looking for exactly the kinds of things they sell. Consequently, the ad result will show up as priority when an internet user types in specific key words or phrases in search of a product or service. In 2016, digital search advertising spending in the United States was valued at 29.24 billion U.S. dollars; by 2019, it was forecasted to increase to 40.6 billion U.S. dollars. In the same period, mobile search ad spend in the country was said to grow from 20 to 37 billion U.S. dollars (Statista, 2017).

2.2.6 Online Video

Online video ad covers online display advertisements that have video within them, but it is generally accepted that it refers to advertising that occurs before, during and/or after a video stream on the internet. This also refers to all video contents promoted on specific position in the websites. In 2016, online video advertising has been increasing gradually. Both big brands and small brands release their video content constantly. This is because the consumer behavior has changed. There is more and more online user because the way they receive contents are different compared to the past. The traditional media consumers have declined accordingly. There is less people who watching television, listening to radio, and reading newspaper and magazine (Nathida, 2016). It might be that video-based content is easier to grasp, and provides entertainment apart from product education. No wonder more and more businesses are leveraging video-based advertisements on channels (Shukairy, 2017). Furthermore, the spending on video advertising has been forecasted to be increased within the next 5 years (2016-2021) with growth 31% per year, compared to the growth of the entire online market at 21% per year at the same period (Denwittayanan, 2016).

2.2.7 LINE

LINE is a freeware application for instant communications on electronic devices such as smartphones, tablet, computers, and personal computers. Line users exchange texts, images, video and audio, and conduct free voice conversations and video conferences. LINE ad includes official account, home, and sticker. Incredibly, LINE sticker is one of the new interesting model for advertisers because the brand can create their “unique symbol” to be part of the communication of the users. Through LINE sticker, the image of the brand can widely send over from one to another easily creating the repetition and recognition later (Wongreanthong, 2012). With 41 million LINE users, this is considered a good opportunity to gain brand awareness (Leesanguansuk, 2017).

2.2.8 Native Ad

Naive ad is a type of advertising, mostly online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as either an article or video, produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word "native" refers to this coherence of the content with the other media that appears on the platform (John, 2014). Sometimes refers to as advertorials on online publishers. Native ad is interesting since publishers and advertisers have different needs and wants when it comes to advertising. Publishers crave high revenue shares and favorable payment terms, while advertisers demand laser targeting and high-quality traffic. Native advertising, unlike other formats, benefits each side (Long, 2016).

2.2.9 Instagram

Instagram is a social networking application made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed. When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users whom you choose to follow (Moreau, 2017). In the last few years, the use of Instagram by companies has

raised steeply. With millions of users, Instagram has become the perfect opportunity for brands to get quick messages and photos to their target audiences. When Instagram started out, it was simply a way to post pictures with your fans and did not have a lot of marketing value. However, in the last few years Instagram has proven to be an effective platform for marketers to reach a new audience in a way the audience wants to be marketed to: with visuals and short messages (Sprung, 2013).

2.2.10 Twitter

Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone text message, desktop client or by posting at the Twitter.com website (McMahon, 2014). A study from independent technology analyst and market research company Forrester entitled 'Twitter Marketers Are Still Looking for Answers' reveals that – notwithstanding the title – Twitter has been massively adopted as a marketing tool by brands. Over 60% of the companies surveyed having a Twitter account and 18% plan to open one (Mateo, 2013). In a world where communication between brands and their clients has become horizontal, brands really need to be on the social networks and Twitter enables immediate interaction (Moss, 2013). However, marketers' satisfaction with Twitter is rather low, only 55% of brands expressing satisfaction with the business value they are getting out of marketing on Twitter (Mateo, 2013).

2.2.11 Instant Messaging

Instant messaging is the exchange of text messages through a software application in real-time. Generally included in the IM software is the ability to easily see whether a chosen friend, co-worker or "buddy" is online and connected through the selected service. Instant messaging differs from ordinary e-mail in the immediacy of the message exchange and also makes a continued exchange simpler than sending e-mail back and forth (Rouse, 2008). Instant messaging is a great new opportunity to communicate with your customers. Many apps let you create small target groups for very specific topics, providing a one-to-one channel with a high level of engagement,

personalization, and effectiveness. These are features that work very well on mobile communication, thus making WhatsApp, Telegram, WeChat or Messenger fundamental for your next marketing strategy (Porcellana, 2016).

2.2.12 Others

This platform refers to other online spending or sponsorship support for website events such as electronic direct mail (EDM) and rich media ad. The main benefit of strategic email campaigns is that it's one of the only forms of mass communication that provides usable data. No matter whether or not your campaign was a success, the best thing about email campaigns is that the analytics you gather afterwards can assist with future planning (Cooper, 2016). You can view how many people opened your email, how many took action as a result, what device they viewed it on, what time they viewed it, where in the world they viewed it, and almost anything you could think of, helping you calculate an exact return on investment (Chris, 2016). Rich media mobile video ads are a need of the time and marketers must strategies their ad planning around it for better response and enhanced ROI. Marketers can try mobile video customer engagement platform to reach their present and prospective customers without using any app or internet. They can send personalized greeting, offers and wishes directly to their user's phone inbox in minutes (Sha, 2017).

2.3 Marketing Communication Strategy

Users are likely to be influenced by a technique called AIDA model, which stands for attention, interest, desire, and action (Joseph, 2016). The study is stated that the marketers use AIDA model to develop an advertising with a marketing communication strategy and all those 4 stages can finally create a purchasing. The advertisement can motivate target audience to take an action by convey the effective message (Priyanka, 2013).

2.3.1 Attention

The attention is the first thing that the advertising needs to do in order to catch the target audience's attention. The brand can be promoted by appeal the advertising with the attractive way for achievement. The advertising should start with offering a clear benefit to catch the target audience's attention immediately rather than start with your logos and name which are no one care. Marketer should start to develop an advertising by identifying the target audience and main reason of their purchase the product and service (Porncharoenvivat, 2016).

2.3.2 Interest

Once attention is grabbed, it's necessary to create interest in the consumers mind so that they will read more about the brand being advertised. By the use of an attractive sub head, interest can be invoked. Advertiser should also keep the message light, easy to read and break up the information with unusual subheads and illustrations (Suggett, 2017). Emotional can also be added up to the message to stimulate the sense of belonging.

2.3.3 Desire

In the desire stage, the objective is to show the target audience how the product or service can solve their problem by explaining the features of the product or service and the related benefits and demonstrate how the benefits fulfill the need. A common advertising process is the "before and after" technique (Joseph, 2017).

2.3.4 Action

The final step is to persuade the target audience to take immediate action. It is, of course, the most important job, and is often referred to as "closing the sale." In a one-on-one sales process, this is the time to ask for the sale. In the advertising world, techniques involve creating sense of urgency by extending an offer for a limited time or including a bonus of special gift to those who act within a specific time frame. Without a specific call to action, the prospect may simply forget about your offer and move on (Suggett, 2017).

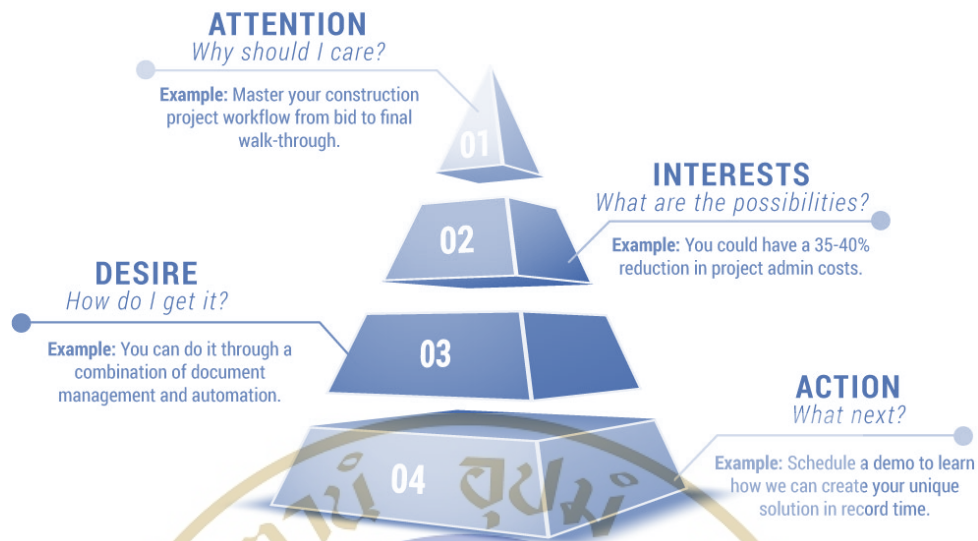


Figure 2.3 AIDA Model

2.4 Trend of Digital Advertising

According to a Business Insider, native ads will drive 74% of all ad revenue by 2021. Its data further suggests that spending on native advertising in the United States will reach \$21 billion by 2018. While the largest segment of native ad spending is in social media, the fastest growing segment is native-style display which is expected to grow by more than 200% over the next two years (Muna, 2017). Similar to Thailand Digital Advertising Spending Forecast by DAAT 2016 data, Native ad seems to grow with utmost ratio of 92%, followed by Instagram with ratio of 72%. This indicates that in the future, Native ad is going to gain attention from users rather than other platforms. This might be because when the ad is executed well, it may be more share-worthy for the target audience because it provides standalone value outside of talking about the brand or product (Hou, 2017). In other words, its aim is to engage with the audience on their turf.

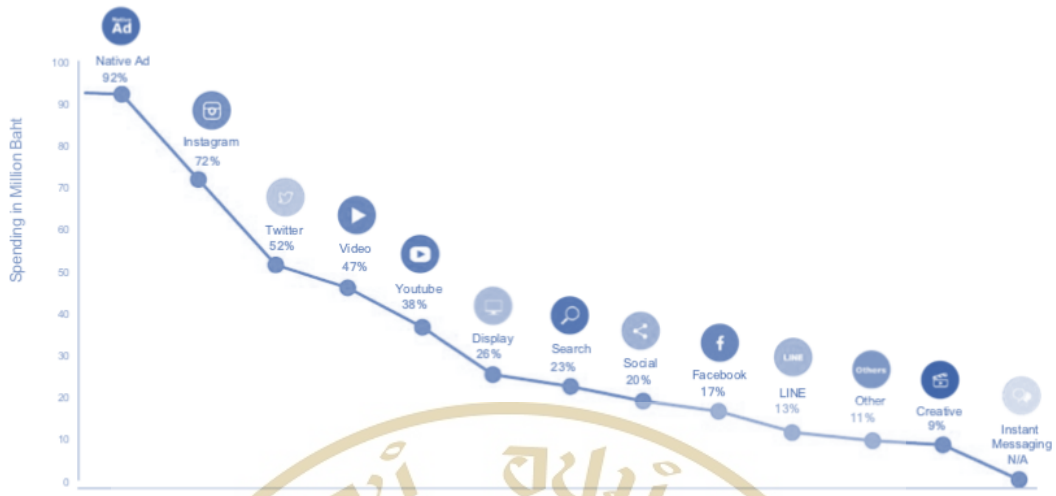


Figure 2.4 Thailand Digital Advertising Spending by Platforms Growth 2017



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

To obtain the answer to the research question about the best practice of the digital advertising platforms, the qualitative research will be selected since it can provide in-depth information. It will allow us to know which platform is/are used most to deliver the business goal. Furthermore, the advertiser's opinion toward the effectiveness of using each platform will also be viewed. We can learn from their experience for the dos and don'ts on each platform.

3.2 Research Design

The in-depth one-on-one interview is selected to be a research methodology. The research is designed to interview 15 interviewees, 5 of them are the marketing managers who works with a leading company and use digital advertising platforms to achieve their business goal, 5 of them are digital advertising planners who works with a well-known digital agency and is familiar with all digital platforms. The rest of them are the owners of online shopping store who usually choose digital advertising platforms to promote their store through different channels. The selected samples will be the person who has potential to provide useful information to this topic. The questions will be asked by using open-ended questions with semi-structure interview. Therefore, there might be some additional questions related to the scope of study.

3.3 Rationale for Selecting the Chosen Methodology

Through the qualitative methodology, we can obtain the insightful information that will be useful and relevant to the research question which mostly concerned about the opinion of the interviewees rather than the numerical data when

compared to the quantitative methodology Therefore, the qualitative methodology is preferable for this research.

3.4 Data Collection Methodology

The data collection will last approximately 15 to 20 minutes to collect data from each interviewee. The interviewer will ask the questions to 10 interviewees with structured 10 questions plus unstructured related questions that may occur by one-on-one basis. The data will be recorded by notes with voice records during the interview process. As mentioned earlier, the data will be collected from different perspectives, including marketing managers, digital advertising planners, and online shopping store owners.

3.5 Lists of Interview Questions

The interview questions consist of 10 questions that aim to find out which digital advertising platforms is/are most used and the effectiveness of using each platform.

1. Which digital advertising platforms you use most?
2. Why do you choose this platform over the others?
3. How many platforms that you have applied to the company?
4. What would be the most effective digital advertising platforms?
5. What would be the less effective digital advertising platforms?
6. Why choosing digital advertising platform rather than the traditional advertising platform?
7. What would it be your suggestion or recommendation on digital advertising?

3.6 Lists of Interviewees

Table 3.1 List of interviewees

No.	Name	Job Position	Company	Industry
1	Khun Natdanai Chaipinchana	Senior Digital Strategist	Initiative Media Co., Ltd.	Digital Advertising Agency
2	Khun Tanutaporn Trakarnvichitr	Marketing Manager	Image Solution X Co.,Ltd	Digital Advertising Agency
3	Khun Tuangporn Chersumran	Account Director	Pris Priority Co., Ltd	Digital Advertising Agency
4	Khun Natnicha Sahaphong	Social Media Specialist	Columbus Agency	Digital Advertising Agency
5	Khun Pharnitnart Timdit	Senior Digital Planning Manager	Cheil (Thailand) Ltd.	Digital Advertising Agency
6	Khun Pornpun Somcuna	Marketing Manger	K&B Cosmetics Co.,Ltd.	Cosmetic
7	Khun Teerapong Kaewmanee	Marketing Manger	PT.Garuda Indonesia	Airline
8	Khun Karit Aroonratanakul	Marketing Manger	Kiwo-thai Co., Ltd.	Personal Care
9	Khun Piyachat Monsakae	Marketing Supervisor	Outletmall Co.,Ltd	Shopping Mall

Table 3.1 List of interviewees (cont.)

10	Khun Piyanut Petmongconchai	Senior Marketing Project Specialist	OMG International Co.,Ltd.	Supplementary Product
11	Khun Naruepat Payachai	Online Store Owner	Lomo Clip Lens	Gadget
12	Khun Kanicnan Takham	Online Store Owner	Studioflamingo	Handmade Souvenir
13	Khun Irada Grittayapongpun	Online Store Owner	Viranda	Leather Bag
14	Khun Wathanya Chailangka	Online Store Owner	Herb Garden	Herb Product
15	Khun Laksana Lertkanchanasak	Online Store Owner	NL Jewel Box	Accessories

CHAPTER IV

RESEARCH FINDING

The data was collected through personal interviews which is scheduled using questions related to the topic of the research. The questions are used in conducting the interview in order to get the insights, perceptions and the influencing factor of using digital advertising platform among interviewees, together with the discussion based in the research finding

4.1 Research Finding

4.1.1 The Best Practice Platforms

4.1.1.1 Facebook According to the research, it shows that Facebook is the platform that the interviewees, including agency and direct advertisers use most. They have mentioned various reasons why choosing Facebook over other platforms. First, the target audience in on Facebook. There are 47 million Facebook users in Thailand. This group of people love to be connected through Social Media. They love to share their interests on the walls. Then, all kinds of these data are collected in Facebook system. It can also be said that Facebook has a tremendous traffic. Therefore, the advertiser can select which target group they want to serve the advertising campaign to.

“Facebook is like a supermarket. There are thousands of products lying on the shelves. You can pick whatever you want. Just pick the right one.”

Second, Facebook has useful features that are friendly to users. The advertiser does not have to have a high level of know-how to become an advertiser. Facebook has provided the instructions and tips as well as the help center. Thus, the advertiser can get help at any time when they have a trouble with their campaign. Facebook also have several ads placements, including instant article ads and video ads.

There are plenty of opportunities for creating good-looking ad formats. So, the advertisers can use whatever suitable for their campaign to maximize the potential reach to the target audience. Furthermore, Facebook updates and adds up new features every month. Thus, the advertisers have an increasing number of tools and tactics to reach their target customers.

“I use Facebook as a channel to promote my store. It is simple, not much complicated.”

“Most of my clients tend to manage their own Facebook pages, saying that there are more challenging tasks for us to do, but Facebook.”

Third, Facebook has fast result and manageable report. The advertisers are no longer wait for the result to be seen. Through Facebook advertising, the result will show up within a couple of hours. The advertisers can perceive the data and see what should be the next steps to move on to. Moreover, the report generated from the Facebook system is also manageable and useful. The advertisers can select information or data that they want to show on the report. The advertisers can see the campaign performance through the report and forecast the budget spent on the campaign. Additionally, the report has useful information. The advertiser can conduct a data analysis to see whether the campaign sent off to target audience is successful or not or it is sent to the right target, right age, or right place.

“Within a couple of days, I normally generate the report from Facebook Ad Manager to see that I have selected the correct target audience.”

“My clients usually ask me to send over the report within 7 days after launching the campaign. They want to know the performance and monitor closely, so that they can forecast another spending budget.”

“Once we have a new campaign launched through Facebook, I always keep tracking the performance because my boss asks me twice a day.”

Fourth, Facebook has no minimum budget. There is no policy for minimum spent on Facebook ad. Therefore, if you work on your own online shop and have a limited budget to advertise, Facebook allows you to spend at every budget you like with no minimum budget required. Therefore, it is good for the advertisers to do AB test on the campaign and allocate the budget on the best performance one.

“My online store has established 2 years ago. At that moment, the sale revenue was not that good because no one know the store. So, I decided to allocate some budget on Facebook Ad, a small budget actually. Excitedly, I had received a hundred inbox messages within a week asking about the products sold in the store. I then started spending budget on Facebook Ad constantly.”

Lastly, Facebook is a good tool for maintaining relationship with customers. The interviewees stated that they use Facebook as a channel to stay connected with their customers. Whenever they have promotion or any news to update, they can post on Facebook at any time. They can also chat with customers through Facebook instant messenger. Moreover, by reading comments, the advertisers can also know the feedback of the campaign right away. So that they can have a second thought on what should be the best serve to the customers.

“Even though there is no new campaign or product launched, I always keep updating the Facebook page. This is because I want to stay connected with my customers. I will share contents from other websites to keep my page alive.”

“Facebook can also be used as a part of customer service. We have assigned one administrator to response to those kinds of comments and inbox messages. This is because we want to maintain such a good relationship with our customers.”

4.1.1.2 YouTube Apart from Facebook, YouTube is also mentioned being used regularly by the agency interviewees, but only the big company that has a big budget to spend on advertising. Even though it is a free platform, the advertising campaign usually be done using influencers or YouTubers as a middle man. One agency interviewee mentioned that one advertising campaign by using YouTuber that has up to 1 million followers can cost around 500,000 THB. Therefore, there are some campaigns that match using YouTube as an advertising channel, but only a specific number.

“I used to ask one YouTuber to do a product review sold in my store. I was shocked by the price she gave. Then, I think YouTube is not my choice”

“One of my client wanted to go viral on YouTube. So, he asked me to send over the YouTuber lists, together with the price lists. Finally, he did not do any campaign with them, saying that the price was over the budget even the cheapest one on the lists.”

4.1.1.3 Search Ad Search ad is also used frequently by the agency advertisers. Since, google in one of the search engine, many advertisers will try to make their brand to be found through this channel. However, to generate a better performance, this platform has to be done by the high knowledge level. That means the platform require the know-how person to perform this task. That is why it is not popular among the direct advertisers. It is like YouTube, there is only a certain number of users.

“I have tried to use this platform for my page, but it was too difficult to understand and use.”

“I have planned the search ad for my client whenever there is a long holiday. This is because they are wanted to be found when the users or the customers search for a holiday destination.”

4.1.1.4 Display Ad Network Interestingly, one advertising platform used mostly by the agency interviewees is display ad network. They said that not just only Facebook, but also websites that users pay attentions to. Many publishers use Facebook as a tool to drive traffic back to their websites. Consequently, when there are many visitors the website, there is a potential to catch their attention through display ad network. Through display ad network, the advertisers can select period and budget of advertising. There is no minimum budget for this platform, too. One interviewee said that it is cheap when compared with the result he got. It is one reason he allocates the advertising budget for. Moreover, there are estimated clicks for the campaign visitors depending on the budget set. Therefore, the advertisers can forecast the budget spent on the particular campaign. Besides, the advertisers can get various types of target audience depending on the network provider and their cooperated website lists. Only Facebook may not get enough target audience because it will attract only Facebook users. Therefore, display ad network is used to gather new target audiences from various website visitors. Native ad network is also used frequently by the agency advertisers All the working processes and concept are similar to display ad network, except the way it will be displayed. Native ad is used whenever the advertisers want the advertising campaign to look alike the original platform of each website. The users will not notice that they are seeing the advertisement thinking that the ad is one of the website’s content. By doing this, the advertiser will get more engagement from the website visitors.

“Our ads are seen everywhere in the website partners. I think it helps reminding and reinforcing the users about the products that we have. I hope that one day they will turn to be our client.”

“Nowadays, my clients gradually spend budget on display ad network. I think advertising on this channel is like an out-of-home media, only it is happened online. Since, users consume contents online more and more, there is an opportunity for the brand to be seen, found, and recognized.”

4.1.1.5 Line and Instagram However, the finding shows that for direct advertisers tend to use LINE and Instagram more often rather than Display as network and Native ad network. This is because the platforms are accessible. There is a simple step of how to get to the target audience or even how to generate one advertising campaign. Moreover, they do not need data analysis, just only to gain traffic as much as possible. As a result, they can send the key message directly to their potential customers.

“As I sell accessories, buyers want to see actual photos of each product I have. Therefore, I use Instagram as a catalogue to show those photos. I also give my contact information through Line. So, it would be easier to chat real time and close the deal.”

4.1.2 Number of Platform Selections

The finding also show that the companies will try to include all digital advertising platforms on their campaigns as much as they can to gain traffic and build up customer data base. All of them will not use only a single platform whenever they want to launch an advertising campaign. They will use at least two platforms to deliver the campaign. However, it also depends on the campaign objective and the given budget at that moment. To be answered what is the most and less effective digital advertising platforms is also difficult. This is because each advertising campaign has different objective and require diverse KPIs. Some campaigns may need impression meanwhile some campaigns may need engagement. Yet, the suitable platforms may be applied differently. Facebook may generate the engagement better than Display ad network. When it comes to an impression, display ad network may do better. Therefore, to sum up which one is the most or less effective is hard to define.

“My clients always ask me to propose several platforms to launch a new campaign at the same time. They want to give it a big hit. So, many platforms are selected.”

“One platform will never be enough to create awareness. I usually use at least two or three platforms to enhance the campaign performance as well as to see the comparison between each platform. So, that next time, we will know our direction.”

4.1.3 Reasons for choosing Digital Advertising Platforms

There are several reasons why digital advertising platforms are chosen over the traditional advertising platforms. First, Digital advertising platforms can boost up sell. It will be the tool to help enhancing the brand awareness and brand retention which can lead to the sell at the end. Moreover, it helps expanding the target audience. The advertisers can attract more potential customers from everywhere they want. If Thailand market has already mature, they can expand into other countries where technological advancement and infrastructure are improved.

“My customer database grows bigger every time I spend money on advertising. There are more and more customers visit my store.”

Second, there is an actual statistic report. Each platform can generate the report which is considered useful to the advertisers or the marketers. It shows the exact number of each category whether it is an impression per day or budget spent per week, not just the estimation number got from the traditional advertising platforms. Moreover, the advertisers can obtain who their potential customers are by analyzing the data carefully.

“The report generated from the system is useful. I can use it to forecast the market situation as well as to forecast sale revenue. So that next time we can allocate the budget spent on advertising.”

Third, there is no fixed budget for digital advertising platforms. Most of the platforms require no minimum budget. This allows the advertisers to test run their campaign or doing AB test at the same time. However, the results may vary depending on the budget spent. The more the budget is, the more the audience the advertisers are going to get.

“If you want a phenomenon for your campaign, the budget you spent has to be big enough. You cannot grow big with a small budget.”

“My assistant used to set wrong spending budget on Facebook. It should be 10,000 lifetime budget, but she set 10,000 daily budget. Surprisingly, we had received thousands of inbox messages, comments, and importantly sales. After that, my boss change his mind and spend more on advertising budget.”

Fourth, through digital platforms, the advertisers can always stay connected with their customers. The advertisers can create the bond between brand and the existing customers and make them become loyal to the brand by offering special promotion as well as immediate help when they need it.

“Even it was your holiday, you can still get in touch with your customers by setting the scheduled post. You do not have to do it yourself.”

Finally, saving cost of production is another reason. The interviewees agreed that using digital platforms help them saving the cost of production e.g. paper cost, printing cost, and material cost, etc. Whenever they want to send off the promotion, they choose to send via e-newsletter rather than paper newsletter.

“Since we were introduced to digital proof, we have saved cost around 10,000 THB per month. You do not have to print out the ad proof over and over until it was fine to use for advertising. Digital proof allows you to reedit until you are satisfied.”

4.1.4 Recommendation from Advertisers

For the recommendation, the agency advertisers said that digital advertising platforms are considered a must have tool at this moment. It helps the company in many aspects. If the advertisers do not get used to the platform, they can learn from the internet or attend the digital course that open specifically for each platform. So that they can do it on themselves. However, if they do not have much time to do so, digital agency will be a clever choice to turn to. At digital agency, there are lots of digital experts who would make your brand achieve what you aim for. At the same time the direct advertisers also said that there is no right or wrong on doing campaign on digital platforms. It is about conveying the right message to the right person at the right time and the right place. You should also practice and learn from your fault. Moreover, you should not overlook the data obtained from each platform because it is useful. It will tell

who your customers are as well as the performance of the delivered campaign whether it is successful or not. Therefore, the advertisers should analyze it carefully.

“Digital advertising platforms are good tools, but you may need to know truly and deeply how each one of them works. One platform might not fit with your campaign, meanwhile another one does.”

“Learning from your mistakes is always work. I have spent a lot to know my right path. There is no right or wrong. It is just living and learning.”

4.2 Discussion

After collecting the data, I have found out that the result was not too far from what I have expected. The popular platform used for advertising matters is Facebook. There is no surprise why it was picked up by the interviewees. Since Facebook is a free media and it welcomes everyone to sign up for a new account. It can also be said that Facebook has produced new users to the market every day. Hence, I agree with what the interviewees response to Facebook. It is reasonable and believable. Surprisingly, I was thinking that YouTube will also be one of the regular used as an advertising platform, but it turns out that there is only small number of advertisers who practice their advertising campaign on YouTube and are willing to spend the big budget on YouTuber. However, I have realized that there is only the big company using YouTube as an advertising channel like CP and Unilever. Furthermore, I understand that using Search ad may be difficult to understand for the direct advertisers. Since, it has some technical vocabularies that the advertisers do not get used to. So, it may be used by the professionals or the digital experts instead. However, I think if the direct advertisers can use it properly, it will bring back some benefits as Google is the most powerful search engine now. Interestingly, the usage of Display ad network and Native ad network is widely used. Though it is used frequently used by the agency advertisers, it will one day be used widely by the direct advertisers. They are just need time to learn and be familiar with the platform and understand how it works. Again, no surprise for the use of LINE and Instagram by the direct advertisers, I agree that the platform is made for connecting people together and it can be useful in terms of advertising. Since, the platforms are designed to be friendly to users. It becomes popular very fast.

However, the popularity of the platform does not imply the success the campaign is going to be. It depends on each objective and expected KPIs of the campaign.



CHAPTER V

RECOMMENDATION & CONCLUSION

5.1 Recommendation

Even though Facebook is the platform that most of the advertisers use, it does not mean that Facebook is going to generate the satisfied outcome and suit for every campaign. Therefore, there are some recommendations on how to bring out the best practice of digital advertising platforms. First, the advertisers should study the pros and cons of each platform. Since each platform can generate different outcome. Therefore, it is a good idea to study the capability of the platforms. Once, they have studied deeply, it is time to select the platform that matches the target audiences, objectives, and KPIs of the campaign. After the selecting platforms, the advertisers should consider the ad formats. Each format can convey different perception in audiences' mind. Therefore, it is also a must to use select ad format carefully. Then after the campaign has launched, manual monitoring should also be performed steadily. In doing so, the advertisers will see the performance of the launching campaign. They can adjust the budget, if the performance of the campaign does not go well as expected or even stop delivering the campaign and find another platform to advertise. After finishing the campaign, the advertisers should also review the performance report in order to forecast for the next campaign as well as to see the mistakes and correct it for another campaign.

Second, the advertisers may use free platforms like Facebook and Instagram to test run the paid platform. The advertisers can post contents on Facebook every day. Some of the posts will resonate the followers; others will not. Then, they should track which one are being clicked, liked, shared, and commented on. These high-performance contents represent the future content to be post for the upcoming campaign.

Third, the advertisers should consider having responsive design of campaign for mobile users. Since we are living in the “Mobile First” era, users

nowadays tend to access social media through mobile. Therefore, having campaign that responsive to these devices may support a better performance of the campaign.

Lastly, the advertisers should not use just only one platform to deliver the campaign. They should at least select two platforms to serve the campaign. It would be better if the campaign will be sent through different types of platform to different types of target audience. For example, having the contents posted on Facebook and using Display ad network to draw traffic from website visitors. The user who clicks on the ad will be brought to the Facebook Page and become the follower at the end.

5.2 Conclusion

According to the research findings, digital advertising platforms plays more important role in business world nowadays. Since the platforms can be used as the powerful tools to help encouraging the business competitive advantage. The advertisers should make use of each platform to achieve the business goals in order to compete in the market. However, a good study on each platform is basically a must for every advertiser who wants to go online and uses digital platforms as an advertising tool. Nonetheless, if the advertisers do not any background knowledge, they can have a digital course to practice using the tools. They can also hire an agency to do it for them, if they do not have time to monetize themselves.

I truly believe that each platform has its own benefits. Therefore, it depends on the advertisers to pick up the right one and bring out the best of it for the campaign. Apart from having a good performance campaign, the advertisers can also save cost on running the advertisement, if they select the right person at the right time and the right place.

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