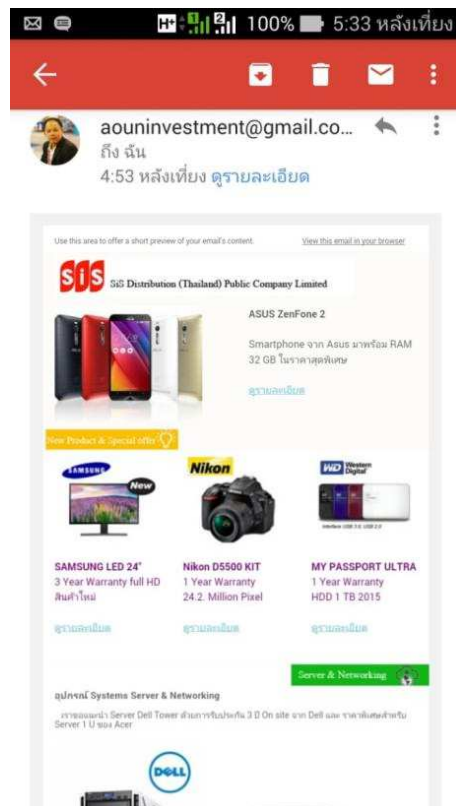


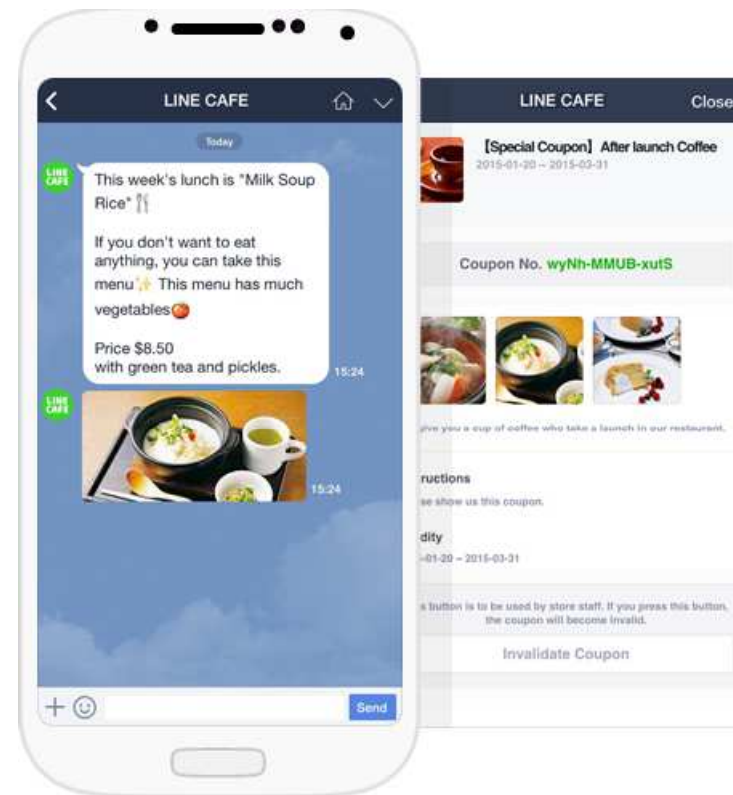
Digital Marketing Services



SiS offers 2 digital marketing services via LINE and email direct marketing



Email Direct Marketing



LINE messages

This provides many benefits for sales, PMs and vendors

Benefits for sale

- Saves time:
 - Information can be provided to all customers
 - Customers can buy directly from B2B e-commerce site
- Revenues will be counted as part of sales target

Benefits for PM/ Vendor

- Ensure reach to all customers including broadbase
- Ensure instantaneous information transfer
- PM can control the amount and quality of information



LINE messages are short and brief whilst emails can provide more information



Template examples



Best for

- Technical or new products that require transfer of a large amount of information e.g., Vcom
- Consumer/ fast-moving products where price and promotions are key e.g., Consumer and Phone



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Many types of landing pages can be provided for both services

Best for

Vendor's website

- New products, to give further information
- Vendor must have good website in Thai

Micro-site

- Providing additional information in case vendor doesn't have good website in Thai

Google form

- Collect information from dealers such as issues/problems and solutions dealers/customers are interested in
- Demo/ event registration

PDF file

- Provide additional information such as full specifications, user manual
- File can be saved directly on dealers' devices

B2B e-commerce

- Sales, clearance & promotions where we want to encourage immediate purchase
- Customers must be registered to use E-commerce and has credit

Many target groups can be created based on purchase history, size and type of customers



Send based on purchase history (cross and up-selling – EDM only)



Send based previous interaction e.g., email clicks (re-targeting – EDM only)



Send based on BU (LINE, EDM)



Send based on size of dealers (large, small, Bangkok, upcountry – EDM only)



Send to everyone! (LINE, EDM)



Campaign results will be provided

What the information shows:

Opens/ Read

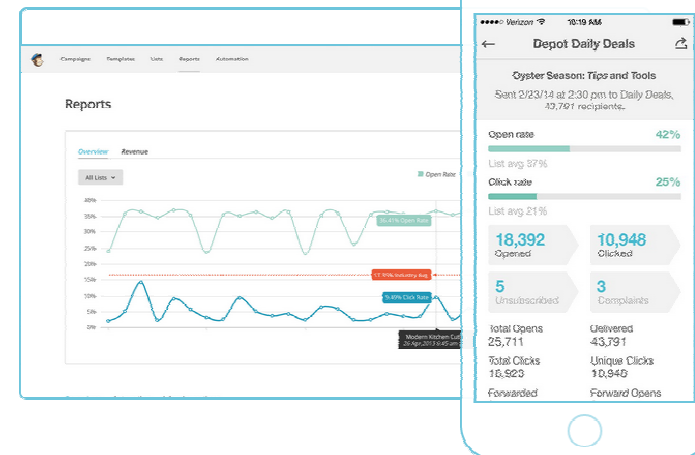
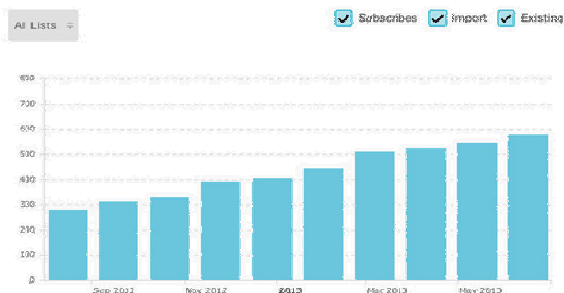
- How many people have seen the messages (LINE) or opened the email (EDM)

Clicks

- How many people have clicked on the link (EDM only)
- Good for re-targeting as it shows interest in the product
- Click information can be provided per email address

Google form results

- Completed form results will be provided



For this project to succeed, we need your help!

Sales

- LINE DB: Fill in excel template on dealer's LINE ID
- Email DB: Fill in excel template on dealer's name, email address, phone number, department, position, skype and LINE ID

PMs

- Ask vendors for money!
- Estimated cost
 - LINE: THB 1,000 per message
 - EDM: THB 3,000 per email
 - Landing page: THB 500 – 5,000 per page

