

Agency Challenges for Higher Customer Engagement Thailand



P R I M A L

Thailand is leading in time spent on the internet and mobile per day



Top 10

in

Mobile social media
penetration



Top 4

for

Time spent on
social media



No.8

Globally for number of
Facebook Users



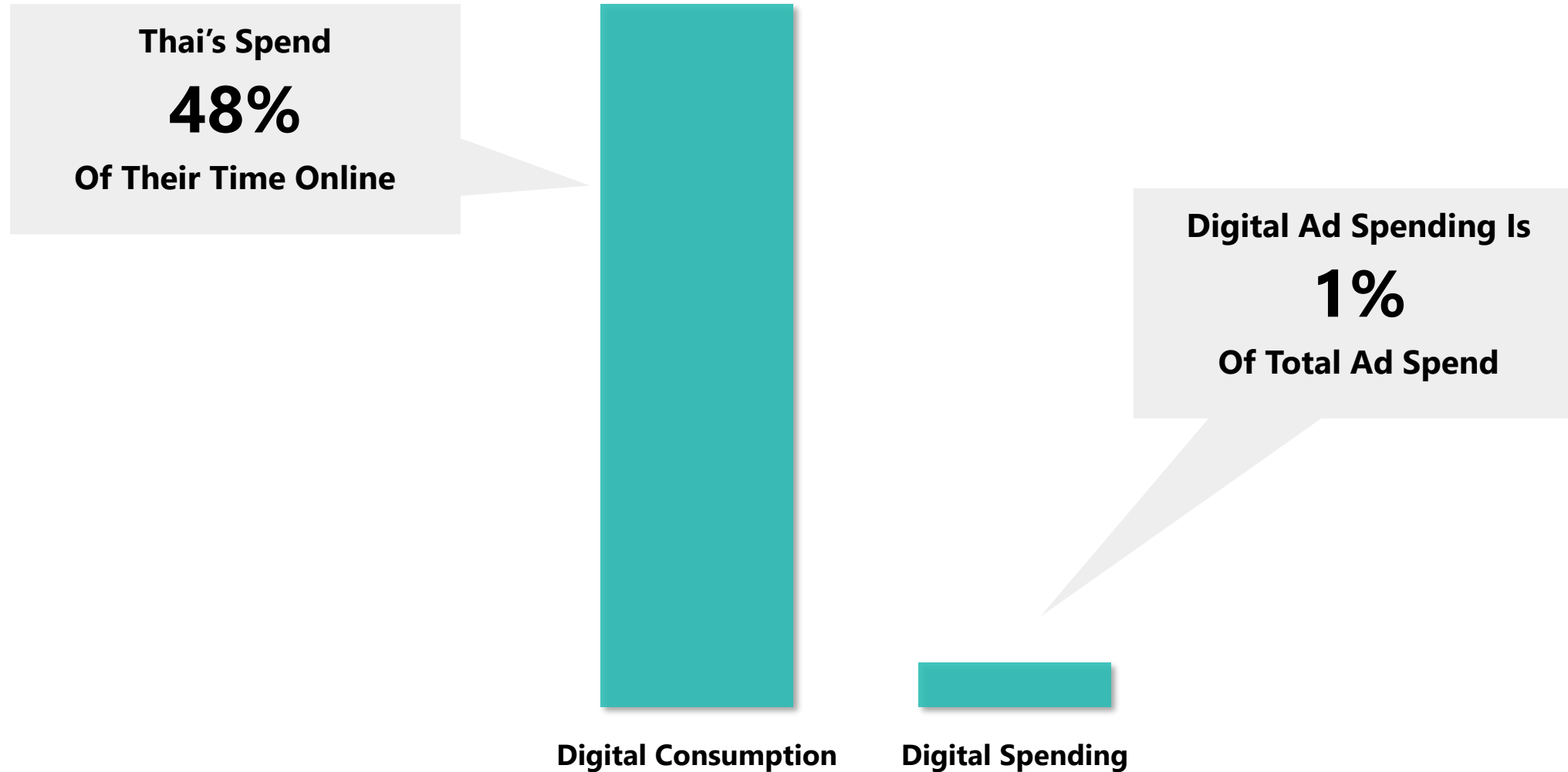
Bangkok is the

No.1

city
with the most active Facebook
accounts

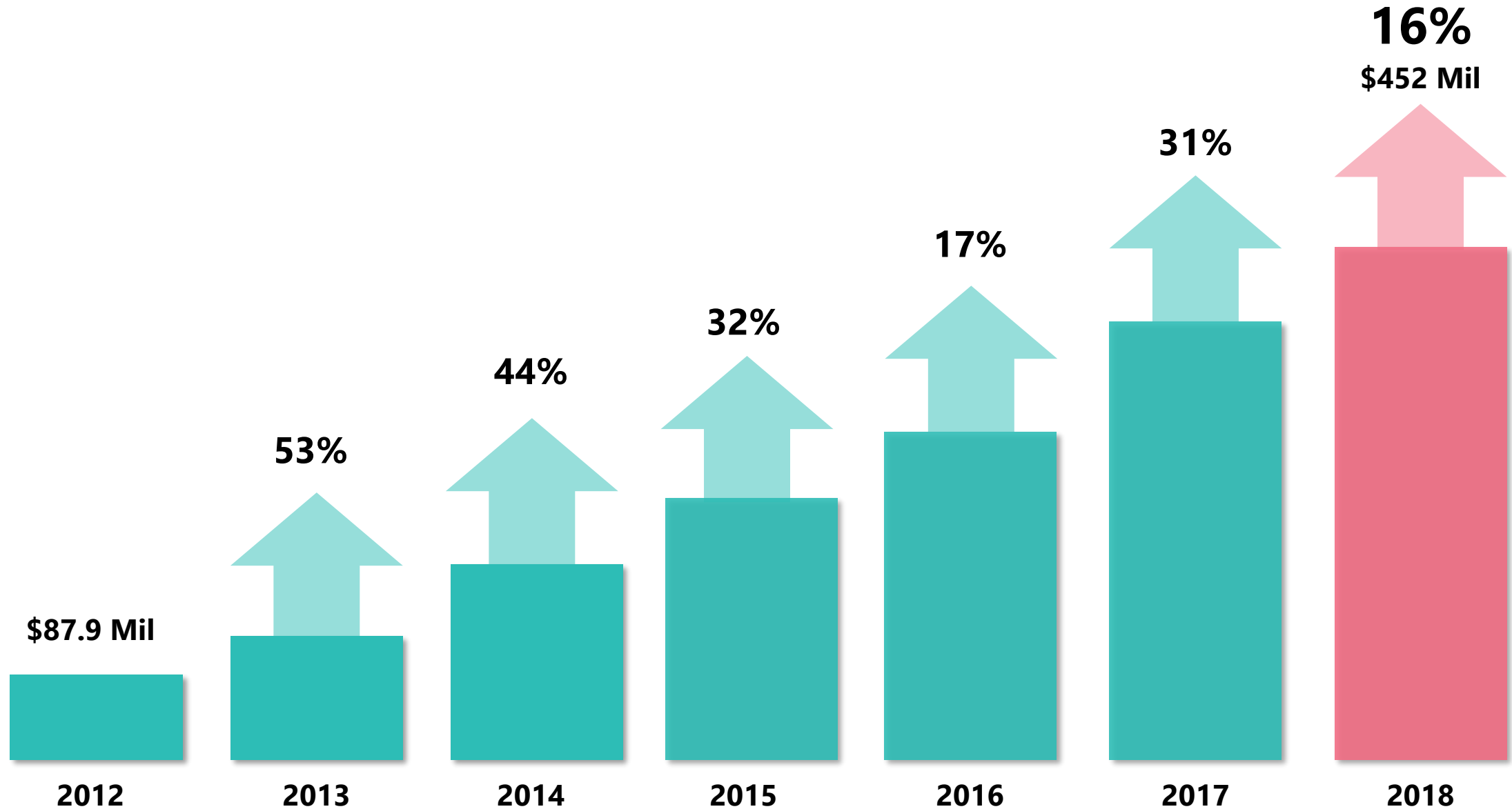
INSIGHTS – DIGITAL AD SPEND VS. CONSUMPTION

Digital consumption currently heavily outweighs digital spending



INSIGHTS – DIGITAL AD SPEND

Digital ad spending is catching up and growing at a compound annual growth rate of 22.5%



CUSTOMER ENGAGEMENT

With Fast Growth, what are some key focus areas for Customer Engagement?



AGENCY CHALLENGES

As agencies in TH we face challenges in understanding and building a common view of the customer

DIGITAL CAPABILITIES

KEY CHALLENGES

1

OBJECTIVES OF DIGITAL

2

UNDERSTANDING OF DIGITAL

3

DATA ANALYSIS

4

DATA ACCESS

5

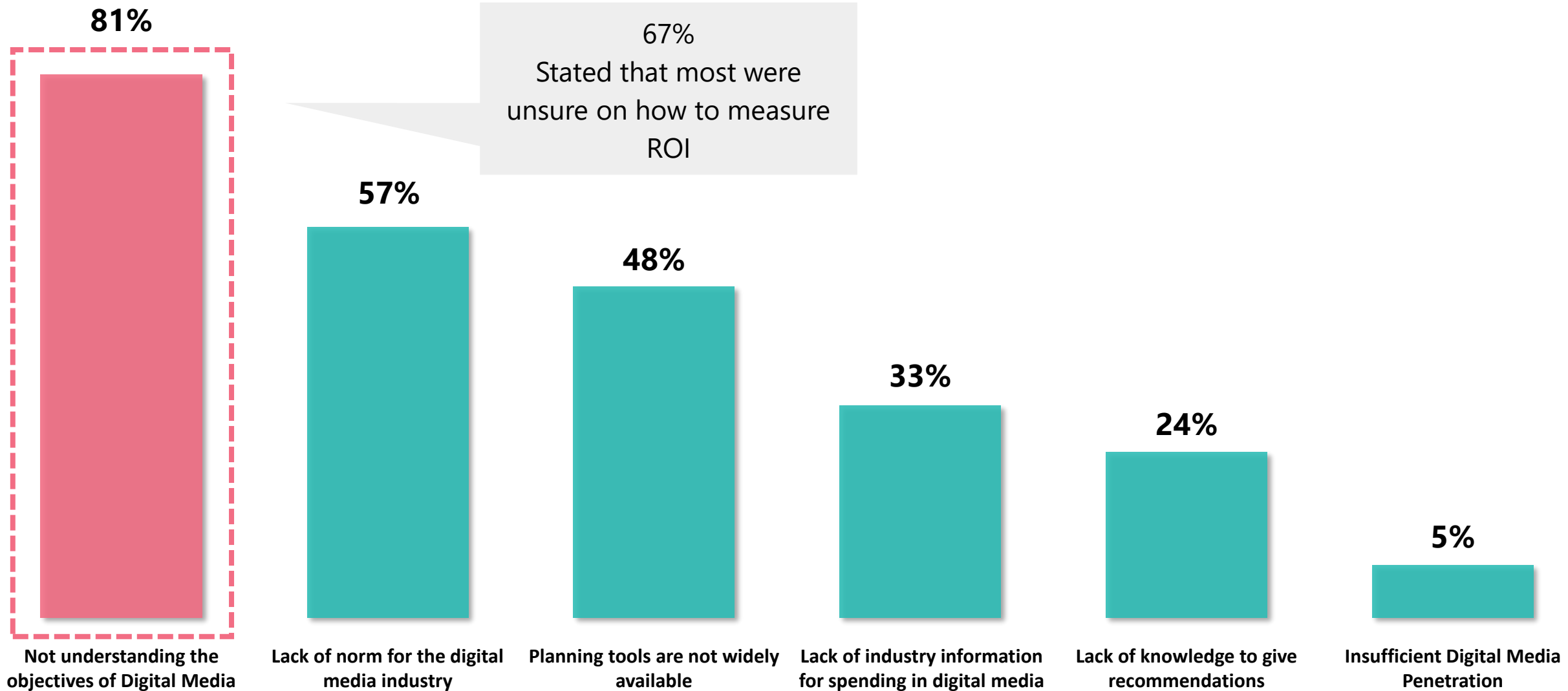
MEASUREMENT

6

AGENCY SELECTION

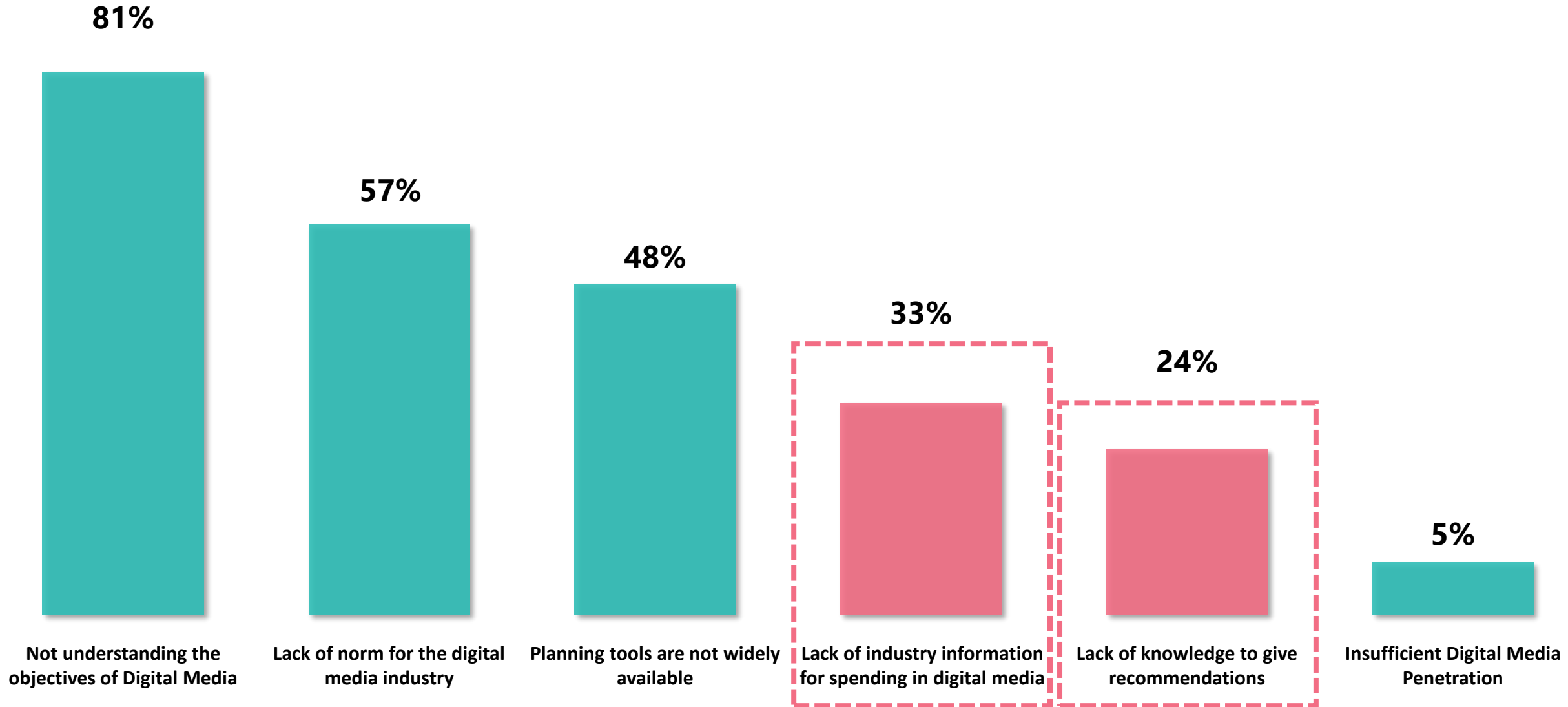
OBJECTIVES OF DIGITAL

A large number of brands do not understand the objectives of digital media or how to measure ROI



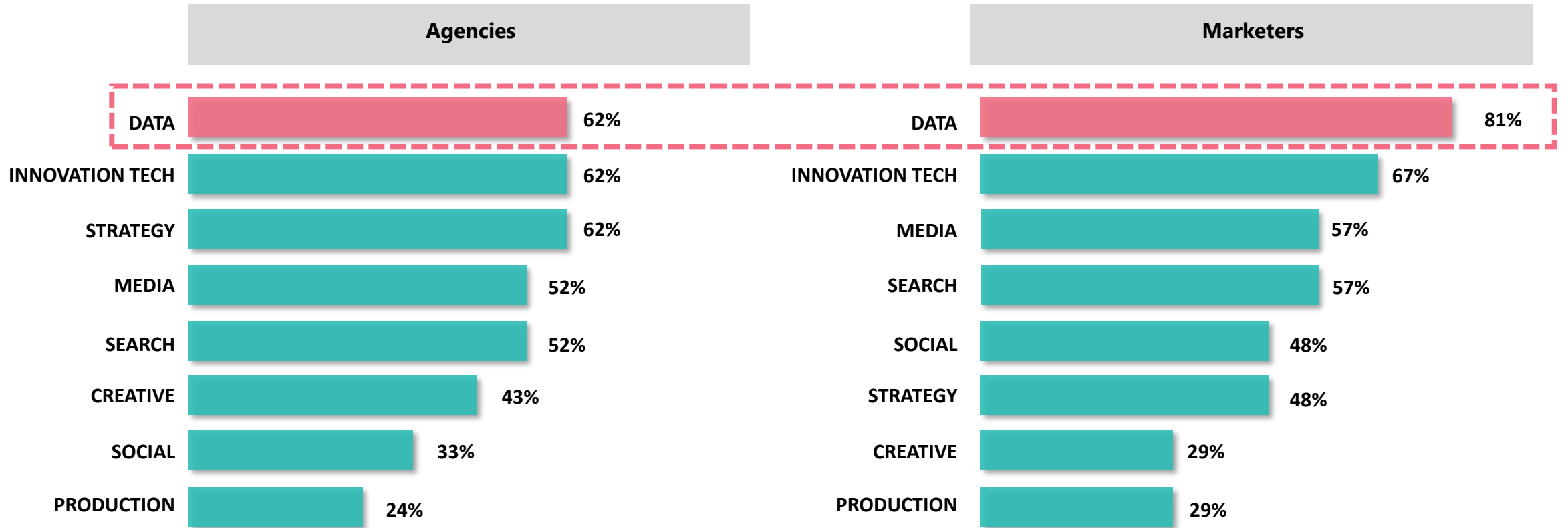
UNDERSTANDING OF DIGITAL

Presently a lack of knowledge and information surrounding digital media within brands



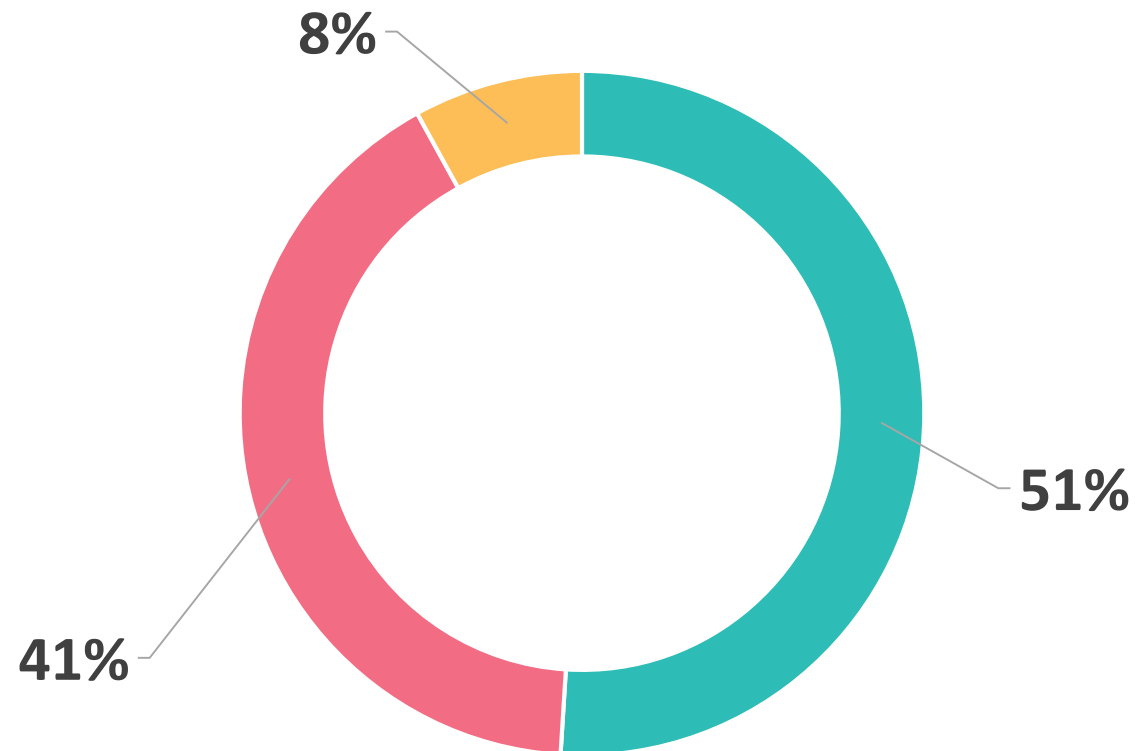
DATA ANALYSIS

Data is a heavily sought after skill across agencies and marketers alike



DATA ACCESS

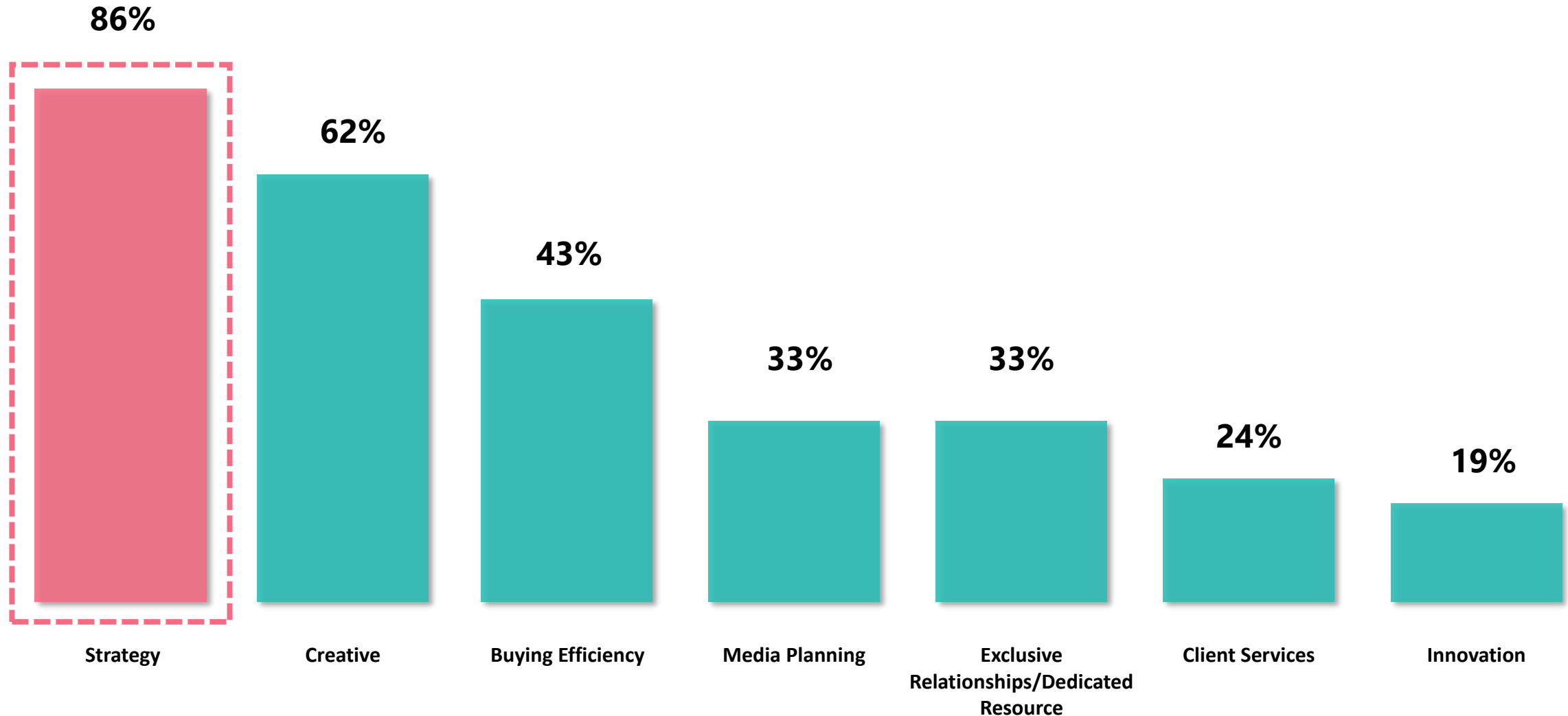
More than 50% of brands do not allow access to data for agency partners



■ Don't Allow Access to Data ■ Allow Access to Data ■ Allow to Own Data

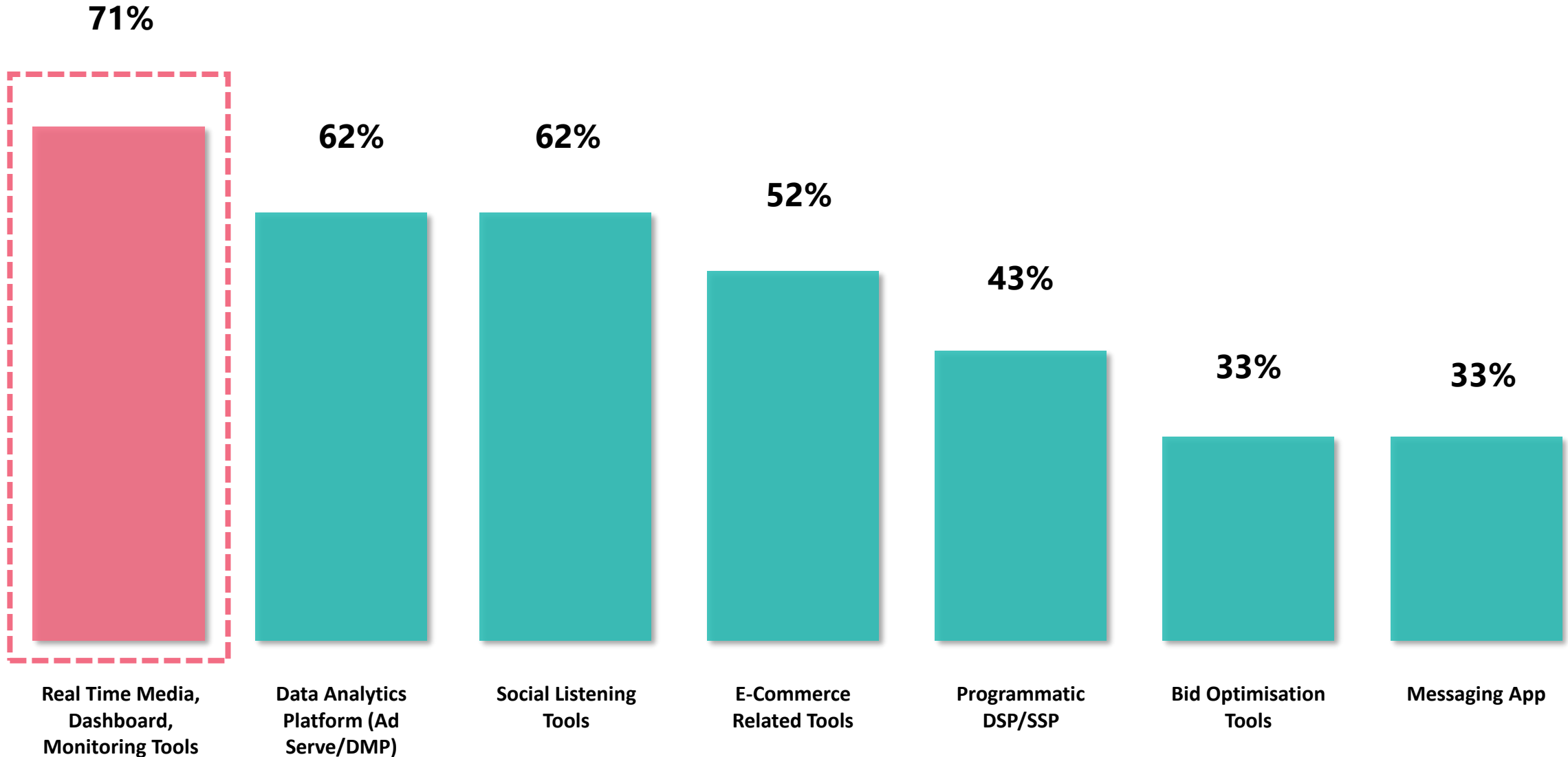
AGENCY SELECTION

Strategy and creative are the key criteria for agency selection amongst brands



MEASUREMENT

Monitoring and reporting tools remains in high demand with social listening



How do we approach these challenges and work better together to better engage customers?

OBJECTIVES OF DIGITAL	Digital Objectives	<ul style="list-style-type: none">• Understand context and digital vision of the brand• Find long term internal business objectives and sales targets• Collect Data and provide strategy in support of these objectives• Learn about the marketing team's internal objectives
	Measuring ROI	<ul style="list-style-type: none">• Put a greater focus on how this can be measured for the brand and show them how• Communicate the potential top-line outputs based on data from the digital program as well to build interest
	C-Level Knowledge Gaps	<ul style="list-style-type: none">• Understand the brand's change management process internally• Find what results, sales, margins, brand growth they are seeking and provide support material that we need to provide along with the idea/strategy• Make it easy for executive level to sign off with flexible agreements• Potentially pitch lighthouse projects to show it can be effective
	Test Projects	<ul style="list-style-type: none">• Help brands find clarity and address sticking points in unclear aspects.• Help them to feel comfortable in the engagement so you can be impactful.• Provide successful relevant case studies of existing brands

How do we approach these challenges and work better together to better engage customers?

UNDERSTANDING OF DIGITAL	Lacking Skills	<ul style="list-style-type: none">• Consider having workshops where agencies can train relevant stakeholders to help them build necessary digital skills and understanding, builds trust.• Share and build out educational content and learning platforms for brands to educate themselves
	Mismatch in agency expectations	<ul style="list-style-type: none">• Find out the expectations during the briefing stage and what metrics the brand cares about or team/individual cares about• Ensure these are in alignment with their long-term brand objectives to ensure lasting partnerships and educate on other potential metrics• Potentially offer variable fees based on your performance against these goals
	Utilizing multiple agencies	<ul style="list-style-type: none">• Take it upon your agency to take up an orchestrator type capacity where you integrate the specialized agencies together or collaborate together through strategic partnerships under a single point of contact

How do we approach these challenges and work better together to better engage customers?

DATA ANALYSIS	<ul style="list-style-type: none">• Understand the brands internal policies about data access and manage expectations• Offer to have restricted access to analytics platforms so we can define customer data and digital touchpoints to optimise for the customer experience
DATA ACCESS	<ul style="list-style-type: none">• Offer to sign an NDA / confidentiality agreements to get the access you need.• If no access to data, use external data providers to give you an idea of potential approach
MEASUREMENT	<ul style="list-style-type: none">• Learn more about the brands objectives, ensure that you are able to collect and analyse data for the metrics that support these objectives.• Build a dashboard around these metrics for the brand at the beginning• Measure against these metrics during partnership.• Develop a plan with brands that gives us context on their technology or plans to buy technology so we can advise on future investments.

How do we approach these challenges and work better together to better engage customers?

OBJECTIVES OF DIGITAL	Digital Objectives	<ul style="list-style-type: none">• It is essential for marketers to go back and have a clear understanding on the brand objectives first.• Share your marketing plan, budgets, sales targets, brand objectives as much as possible with the agency.• Let the agency learn and know your personal objectives / KPIs – what will it take to get you a promotion or pay rise? So they can support you and align expectations.
	Measuring ROI	<ul style="list-style-type: none">• Ensure that you have the systems in place to measure top-line impact and ROI.• Consider enabling the sales teams to align with marketing and provide a closed feedback loop on reporting and return on ad spend
	C-Level Knowledge Gaps	<ul style="list-style-type: none">• Let the agency know what you can approve and where you need to influence others.• Tell your agency about the approval process and what you need to go through to get a new idea implemented so they know how to support you.
	Test Projects	<ul style="list-style-type: none">• Avoid test projects where possible and find clarity in unclear aspects of a pitch and ask the agency for any supporting material to help you understand.• This also relies on allowing the agency to access and view data to provide recommendations.• Assigning test budgets will only delay results and will only allow for minimal impact, consumer engagement needs long-term value.

How do we approach these challenges and work better together to better engage customers?

UNDERSTANDING OF DIGITAL	Lacking Skills	<ul style="list-style-type: none">• Consider hiring a T-Shaped digital marketer with deep experience in one channel and strong broad channel knowledge across the rest.• Work with a fully-integrated agency that has services across all channels.• Combine in-house skills and agencies to bolster all programs.
	Mismatch in agency expectations	<ul style="list-style-type: none">• Make sure the agency is aware of your expectations of the engagement and how they can make a positive impact on both your KPIs and objectives that support consumer engagement and the long-term digital goals of the brand.
	Utilising multiple agencies	<ul style="list-style-type: none">• Try to avoid this as this creates data siloes and leads to an un-intergrated approach to the consumer journey and touchpoints potentially to leading sub-par results.

How do we approach these challenges and work better together to better engage customers?

DATA ANALYSIS	<ul style="list-style-type: none">• Develop a framework where you can track the customer journey and measure multi-touchpoint attribution.
DATA ACCESS	<ul style="list-style-type: none">• Allow agencies access to the data so they can audit and provide a data-driven strategy for your business challenges.
MEASUREMENT	<ul style="list-style-type: none">• It is essential for marketers to go back and have a clear understanding on the objectives first.• Then find the right measurement & analytics tools to measure performance against these objectives.• Your attribution model should recognize the ROI contribution across each channel and touchpoints.



PRIMAL