

FREE

WEBINAR



ASEAN-JAPAN CENTRE

Digital Marketing for Green Tourism Enterprises

Agenda 27 March 2024 – Online Zoom Webinar GMT+7

Introduction

I. Recap Digital Marketing Strategy

II. Google Eco-System & Google Sites

III. Using Meta, Facebook, Tips & Tricks

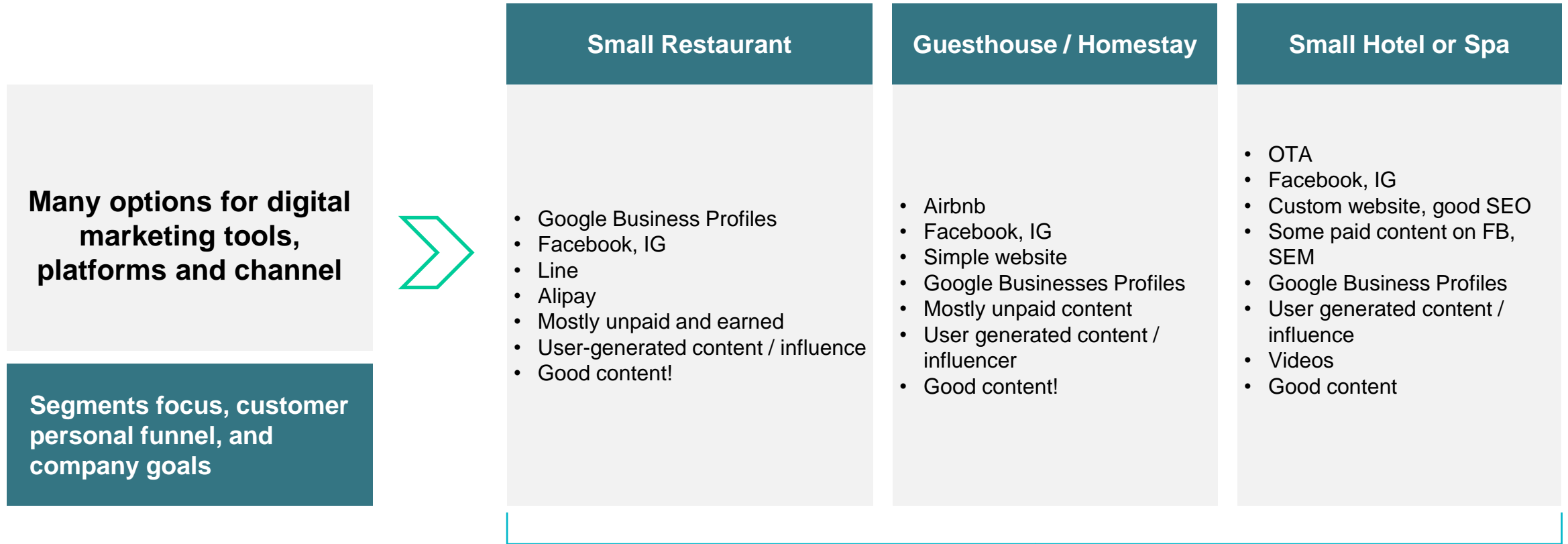
IV. Google My Business, Tips & Tricks

Wrap Up

Digital Marketing for MSMEs - It is important to be practical and use resources efficiently. Less might be more.

The key challenge for MSMEs, is to use its resource efficiently

Illustrative



Entrepreneur have many things to do. What digital marketing workload/effort is sustainable?



How many people post something when they have something interesting to say?

Context to Digital Marketing

- Digital Marketing should be a **part of the overall business strategy and marketing activities**
- Many MSMEs **do not have clear and systematic business objectives and marketing plans**
- The good news is that **digital marketing approaches can be adjusted** to reflect the size of the business and resources.
- The key is **not to forget the brand**, what the brand and business are and present, the products and services, and the value and experience to the customers offered.

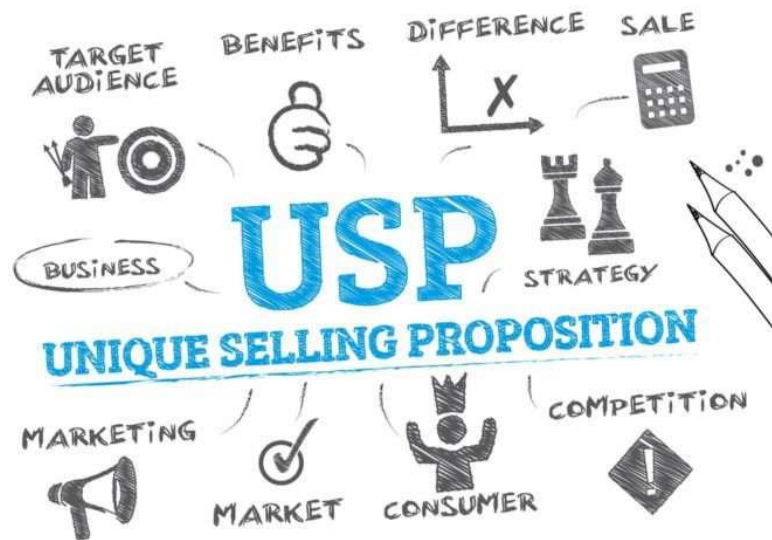
Be personable might be the word.

Strategy vs. Tactic Systematic vs ad-hoc



Why should customers buy from you and not your competition?

What is measurably or objectively unique about your product or service?



Bad USPs

- Phuket's best cocktail bar
- Patong's dive specialists
- Excellent in quality and service

Good USPs

- Our award-winning mixologists craft cocktails using distinctive Phuket flavors and ingredients
- A PADI dive center, we have Patong's best safety record for diving tours
- Stay at Phuket's most Instagrammed resort

<https://digitalschoolofmarketing.co.za/digital-marketing-blog/how-to-leverage-your-companys-unique-selling-proposition/>
<https://profiletree.com/what-is-unique-selling-point/>

Why should customers buy from you or use your services - and not your competition?

Problems	Target customer segment / insight from customer persona	Unique Selling Point
Solutions	Unique (“unfair”) advantage	Channels / Platforms
Resources and SMART Goals	Key message for content marketing, Creative ideas (influencer, video marketing, etc.).	

Overview

Step 0: Business Strategy, goals, USP, segment focus, and more ->

Step 1

Define Segments
Develop customer personas

Define your
Unique Selling
Proposition
for each persona



Step 2

Map each persona's customer journey from *discovering* your product to *buying* your product



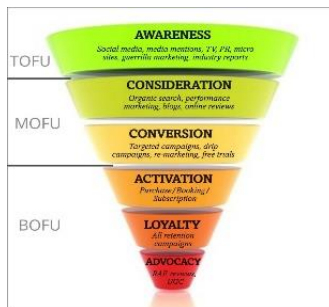
Step 3

Understand the digital touchpoints that can speed up the journey



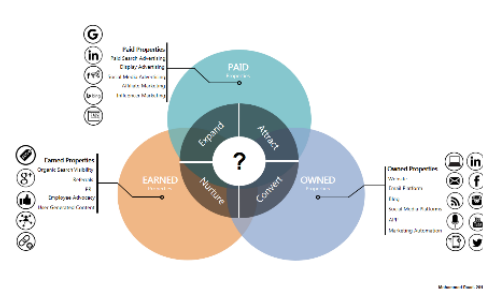
Step 4

Set targets for how many potential customers complete each leg of the customer journey.
Envision conversions as a 'funnel' process



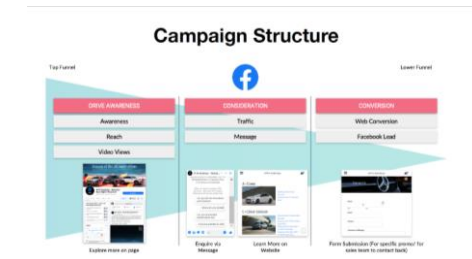
Step 5

Select digital media channels



Step 6

Integrate digital content and channels into a campaign that converts a persona through the customer journey



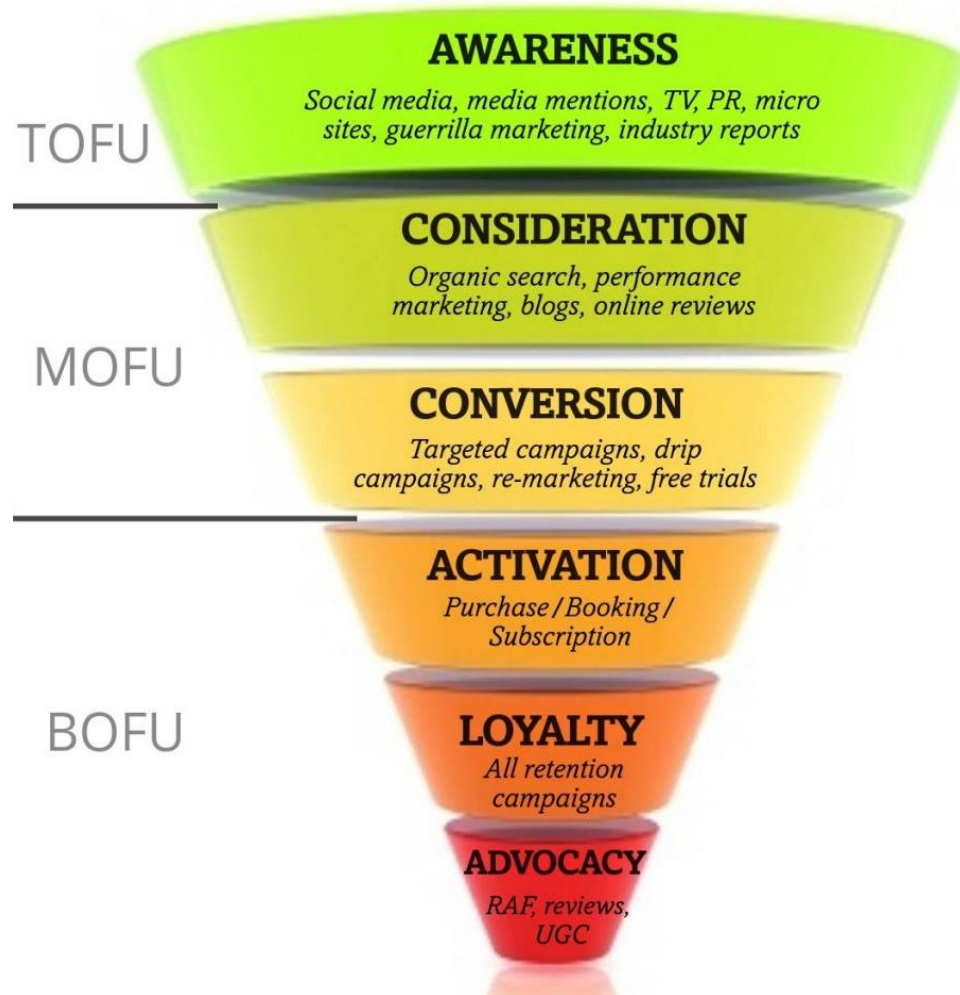
We have more details on this, but the key to highlight is the sales funnel

Sales or conversion funnel keeps the focus on the ultimate goal

The conversion funnel considers how many customers convert from one stage of the customer journey to the next stage of the customer journey.

For example:

- What % of YouTube viewers click through to your website
- What % of website visitors sign up for your email list
- What % of email recipients buy your promotion
- What % of promotional customers buy something more
- What % of all customers leave positive reviews



Acknowledge the need for each step, but avoid the vanity metrics

Customer Segmentation

What is the difference?

Customer
Segmentation

Customer
Persona

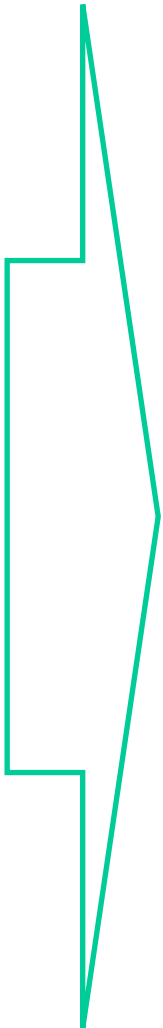
Current customers / New Customers?

Domestic / International?

What are they like? (Persona)

Key Channel/Platform Considerations

- ✓ **The vast majority of people look for new information (a hotel) on google (google search)**
- ✓ **International customers** have very different much different use of social media and messenger services
- ✓ **Social media can work for conversions**, but is better at awareness, consideration (e-commerce is different)
- ✓ Integrated digital marketing works best



What does this mean for your digital marketing strategy?

How to best create transaction/conversation

Integration / omni-channel

Use appropriate platforms

campaign for acquiring new customers

Integrating online and offline marketing



Optimize Google Business Profiles & Google Sites For Tourism MSMEs



Agenda

—
I. Overview of the Google Ecosystem for Small Businesses

—
II. Google Sites: A Simple Website Solution

—
III. Optimizing Google Business Profiles Listing

The Google Ecosystem

Google for Small Business



Free

Google Business Profile

Show up on Google Search and Maps with a free Business Profile for your storefront or service area.

[Claim my profile](#)



Free trial

Google Workspace

Get a professional email address like joe@your-business.com and productivity tools to streamline tasks.

[Get started](#)



Free

Google Sites

If you don't need ecommerce, create a free custom site on Google using our templates and easy-to-use tools.

[Learn more](#)



Free

YouTube

Bring your brand to life with video. Businesses of all sizes can create a channel and share what they offer.

[Learn more](#)



Free

Google Analytics

Explore how customers use your website so that you can make your site even more effective.

[Learn how](#)



Google Ads

Advertise your business online and get in front of customers when they're looking for businesses like yours.

[Get started](#)



Gmail



Drive



Calendar



Meet



Chat



Docs



Sheets



Slides

Grow with Google: Impact on ASEAN MSMEs (2015 – 2022)



Indonesia

80%

of MSMEs have seen an increase in customer engagement.¹



Singapore

Nearly

4 in 5

respondents felt they left the training with new knowledge to grow their businesses.⁴



Malaysia

Learners felt that they had a better understanding of the online tools Google had provided and could start implementing them into their businesses.²



Thailand

83%

of MSMEs have effectively created or updated their online presence.⁵



Philippines

SMEs from all

3

major island groups benefited from these classes. Participants cited improvements in knowledge and customer engagement.³



Vietnam

94%

of MSMEs were able to keep their businesses operating during the pandemic.⁶



We have trained

3 million

MSME workers.



Of that number,

47%

were women.



We have partnered with

100+

ministries and NGOs across the region.

Google x The Asia Foundation: Go Digital ASEAN Initiative



Brunei Darussalam

54%

of MSMEs saw an increase in their customer engagement.⁷



Cambodia

81%

of MSMEs were able to work remotely from home during the pandemic.⁸



Laos

70%

of MSMEs said Go Digital ASEAN tools helped them move their business online during the pandemic.⁹



Myanmar

64%

of MSMEs increased their ability to use digital technology to support their livelihoods.¹⁰

A Simple Website Solution



Google Sites

Who Should Use Google Sites



Google Sites for A Simple Landing Page

The screenshot shows the Google Sites editor interface for a website titled "Restaurant". At the top, there is a navigation bar with the site name "Restaurant", a status indicator "All changes saved in Drive", and various utility icons including undo, redo, mobile view, link, user, settings, and a "Publish" button. The main content area features a header with the site name "Restaurant" on the left and a navigation menu with "Home", "Contact Us", "Chef", and "Menu" on the right. The central focus is a large green serif font placeholder "[Restaurant Name]" with a subtext prompt "Write a short tagline about your restaurant". Below this is a dark green horizontal bar containing a white "Reservations" button. At the bottom of the page, there is a placeholder image of a bowl of soup with a spoon and fresh ingredients. On the right side, the "Insert" sidebar is open, showing options for "Text box", "Images", "Embed", and "Drive". Below these are "CONTENT BLOCKS" with various layout templates for text and images, and a "Collapsible group" option.

Create Google Sites: Customize Domain

The screenshot shows the Google Sites editor interface for a site titled "Restaurant". A modal dialog box titled "Publish to the web" is open in the center. The dialog contains the following elements:

- Web address:** A text input field containing "little-peace". Below it, the default URL is shown as "https://sites.google.com/view/little-peace".
- Custom domain:** A section with the heading "Custom domain" and the text "Make it easier for people to visit your site with custom domain like www.yourdomain.com" followed by a "MANAGE" link.
- Who can view my site:** A section with the heading "Who can view my site" and the text "Anyone" followed by a "MANAGE" link.
- Search settings:** A section with the heading "Search settings" and a checkbox labeled "Request public search engines to not display my site" with a "Learn more" link.
- Buttons:** "Cancel" and "Publish" buttons are located at the bottom right of the dialog.

The background shows the site editor with a "Little Peace" header, a "Publish" button in the top right, and a right-hand sidebar with "Insert", "Pages", and "Themes" tabs. The "Insert" tab is active, showing options for Text box, Images, Embed, and Drive. Below that is a "CONTENT BLOCKS" section with various layout templates.

Create Google Sites




Let's find a domain name for your business

Search for a domain that reflects your business's name or brand — this professional touch helps you build an online presence.

Search domain names 

Try searching for your business name

Choose a domain

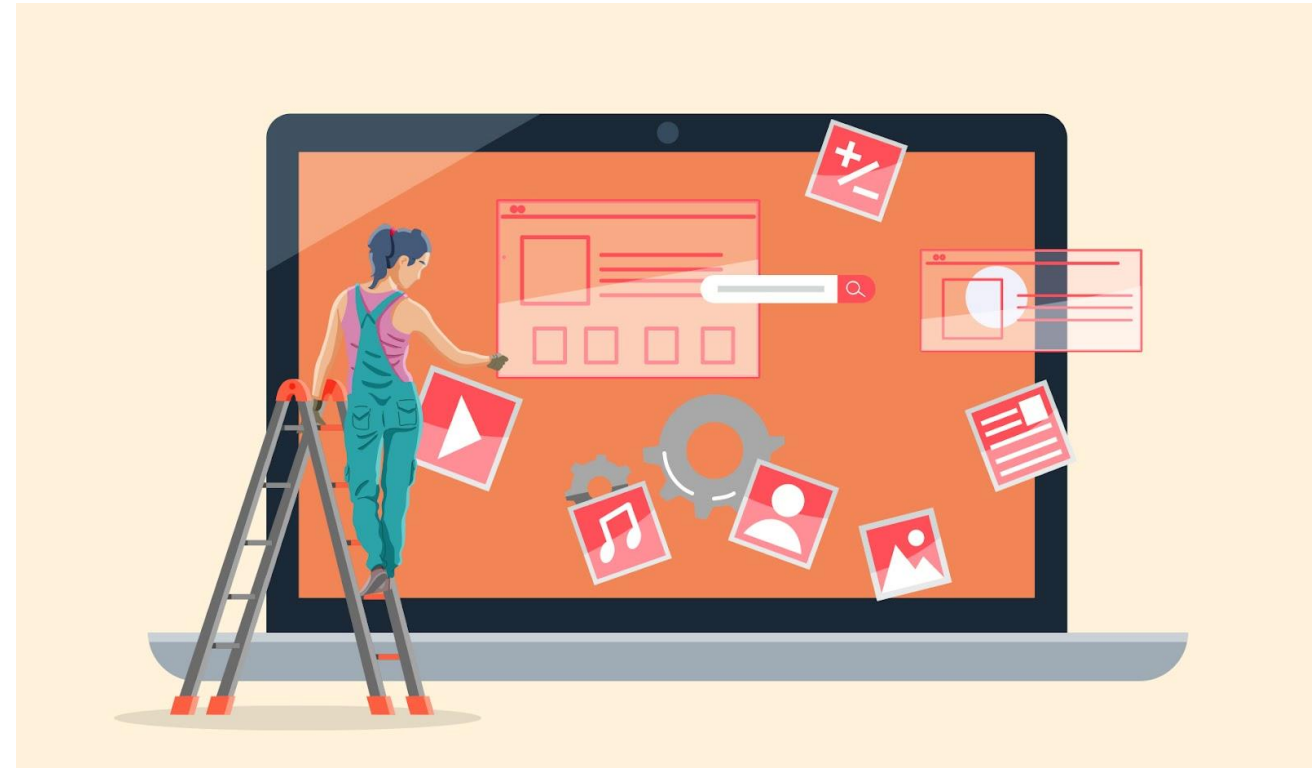
Domains 	Price 
littlepeace.com	Unavailable 
littlepeace.net	Unavailable
littlepeace.org	\$12.00/year >
littlepeace.info	\$22.00/year >

Google Sites: Pros & Cons

Pros	Cons
Easy to use, fast & convenient	Limited design features & customization
Integration with Google Workspace (Google Drive, Google Docs, Google Sheets)	Limited functionality
Mobile-friendly	Limited storage
Cost-effective (free to start)	Limited SEO options
Easy to share and collaborate	Limited support

Tips to Optimize Google Sites

- Create memorable custom domain names
- Create quality content
- Build CTA buttons
- Streamline navigation
- Focus on keywords: in headings, titles, content
- Use categories and tags appropriately in blog posts and pages



 Meta

Not
covered in
detail but
important

FACEBOOK     WhatsApp

Connections mean more on Meta.

Nearly half of the world's population taps into Meta's apps and services daily - that's 3B active users.¹

On Facebook alone, we reach 2.04B daily active users and nearly 3B monthly active users.¹

64%

Of 18-24-year-olds use Instagram and

57%

Of 18-24-year-olds use Facebook every month.²

People don't come to Meta to consume.
They come here to build community.

Facebook's focus on community has implication for your strategy

Source:

¹ Meta Q123 earnings, April 2023.

² Global Web Index (online survey of 100k+ internet users ages 18-24 across 40 markets: AR, AT, AU, BE, BR, CA, CH, CO, DE, DK, EG, ES, FR, GB, HK, ID, IE, IL, IN, IT, JP, KR, MX, MY, NL, NZ, PH, PL, PT, RO, SA, SE, SG, SW, TH, TR, TW, US, VN, ZA), Q1-Q2 2022.

People don't come to **Meta** to consume. They come here to build community.



70%

Of people have shared or posted on one of our platforms in the last month.



Facebook's objectives vs your objectives



fb.me/creatorstudioapp

Creator Studio App

The Creator Studio app allows you to manage your Facebook Pages on the go. With the Creator Studio app, you can edit and delete posts, publish drafts, get actionable insights, respond to messages and comments, and see important notifications.

Scan the QR code above to download

Try to find this

28



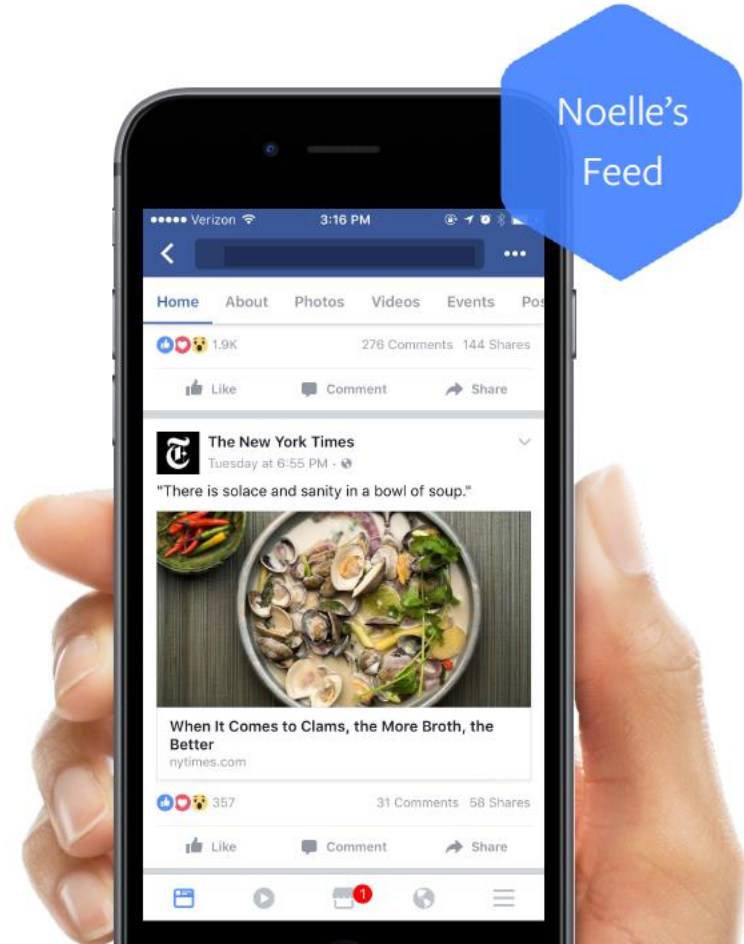
Facebook
changes all
the time to
make
"improvement"

Be mindful and careful with any articles, online courses, etc. that are older than 1 year. They can be out of date.

Every person's Feed is personalized to them

So no two Feeds are the same

Over 90% of users use their mobile c



How does Feed prioritize which stories to show people?

The Facebook algorithm, and it is constantly changing



What content works?



Engage



Authentic

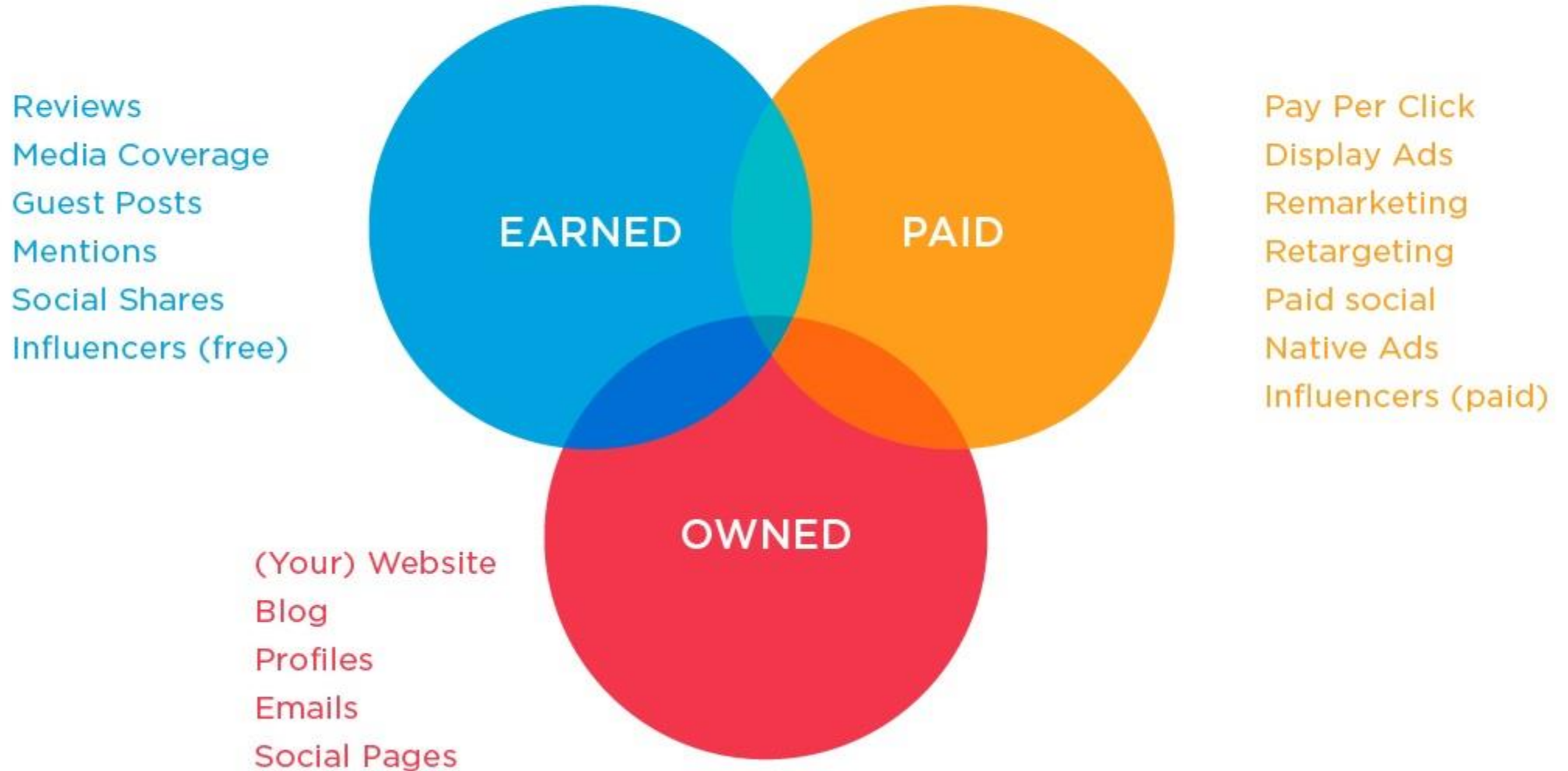


Timely



Consistent

THE DIGITAL MARKETING MIX



Your green / sustainability activities, certifications, **HERE!**

CONTENT THAT WORKS IS... AUTHENTIC

- Share what you're working on with your community
- Go behind the scenes
- Keep it simple—post right from your phone

The image shows a social media post from UNICEF. At the top left is the UNICEF logo with the tagline 'for every child'. To its right is the text 'UNICEF' with a verified checkmark, and '4d · 🌐'. In the top right corner are three dots. The main text of the post reads: "Let's beat this together!" followed by "Zoe, 16, lives in New York, one of the world's COVID-19 epicentres. This is how she's keeping happy and healthy at home." Below the text is a video player showing a blurred background with white handwritten text that says "STAY HOME DIARIES" and "ZOË, 16 NEW YORK, USA". Above the video player is a small icon of a person and the number "43". At the bottom left of the post are icons for likes and comments, with the number "253K". At the bottom right are the numbers "11K Comments" and "17K Shares".

unicef for every child UNICEF 4d · 🌐

"Let's beat this together!"
Zoe, 16, lives in New York, one of the world's COVID-19 epicentres.
This is how she's keeping happy and healthy at home.

43

STAY HOME
DIARIES

ZOË, 16
NEW YORK, USA

253K 11K Comments 17K Shares

CONTENT THAT WORKS IS... INTERACTIVE

- Go Live
- Like and reply to comments



The image shows a Facebook Live broadcast interface. At the top, the WHO profile picture and name are visible, along with the text 'World Health Organization (WHO) was live.' and '3d'. Below this is the video title 'Q&A on physical activity at home during COVID-19' and the hashtag '#HealthyAtHome'. The video content is split into two panels: on the left, a man in a blue t-shirt with 'WALK' written on it is speaking; on the right, a woman is listening. At the bottom of the video frame, a white banner repeats the title 'Q&A on physical activity at home during COVID-19'. Below the video, the engagement statistics are shown: 'Arkar Oo and 46K others' (with like and love icons), '7K Comments', '4.6K Shares', and '866K Views'.

World Health Organization (WHO) was live.
3d · 🌐

Q&A on physical activity at home during COVID-19.
#HealthyAtHome

Q&A on physical activity at home during COVID-19

Arkar Oo and 46K others 7K Comments 4.6K Shares 866K Views

Meaningful Interactions

CONVERSATION GENERATED ON A PAGE POST



Art as therapy

The Guardian January 4 at 8:00am · 🌐 Like Page ...

87-year-old Japanese artist Yayoi Kusama is celebrated as an avant-garde visionary, known for her iconic polka dot spectacles and immersive environments. She has a history of mental illness and has used art as a form of therapy. Simultaneous exhibitions opened this week in Washington and Tokyo, celebrating her career and the different way she sees the world.

1.2M Views

Katie Sarah I was lucky enough to catch her exhibition in Washington last year and it was incredible. You can't believe the profound effect of her infinity rooms until you're alone inside one of them. She's such a visionary ❤️
Like · Reply · 3w 107

Roberta Fonseca Winter Me too! 🙌
Like · Reply · 3w 1

Teri Williams Me too, exhibition in London , had to que twice, so popular, so worth it
Like · Reply · 3w 1


COMMENT ON A RESHARED PAGE POST

Rich Evans shared The Economist's post. 2 hrs · 👤 ...

I'm gonna give this a go for my next trip. Beats sitting up until 4am watching Harry Potter (don't judge me)

The Economist 12 hrs · 🌐

How to beat jet lag: trick the body with brief flashes of light



Scientists may have found a way to beat jet lag
From the archive
ECONOMIST.COM

Amanda Muñoz Let me know how it goes! Haven't found anything that works
Like · Reply · 16m 1

Video, the future of how people create and consume



FACEBOOK

CONTENT THAT WORKS IS...

TIMELY

- Discuss hot topics
- Break news
- Write quality long-form content



Build strong posting habits

- Participate in other groups related to your organization
- Keep up to date on news related to your topic – commentary, share opinion
- Use Pin Post feature
- Post regularly - aim for daily
 - – schedule a post
- Short and snappy (especially if boosting)



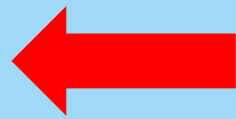
To start, you need to create a personal profile and account. Then you can set up a page, Facebook Ads Account and or Meta Business

Page vs. Profile

Extend your reach with a Facebook Page

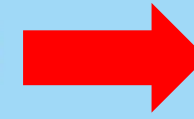
Both are needed!

Ads



PROFILE

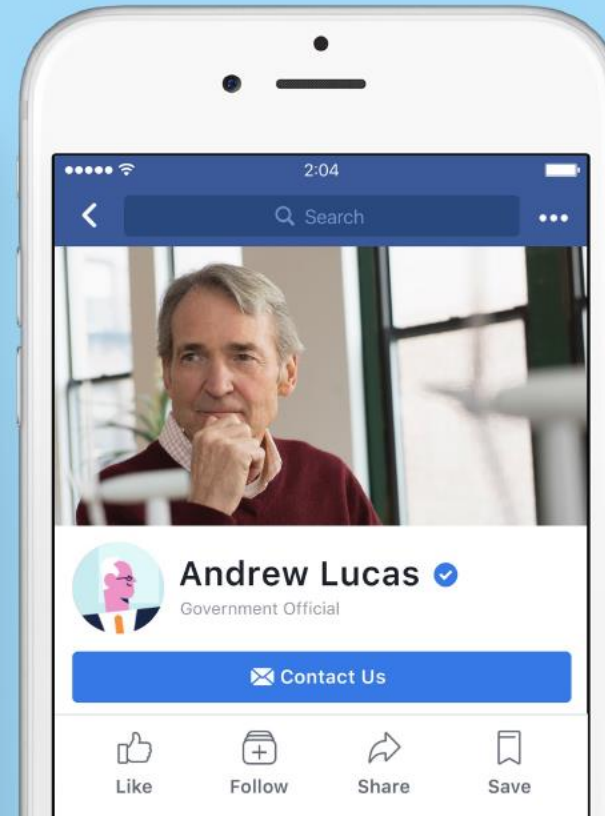
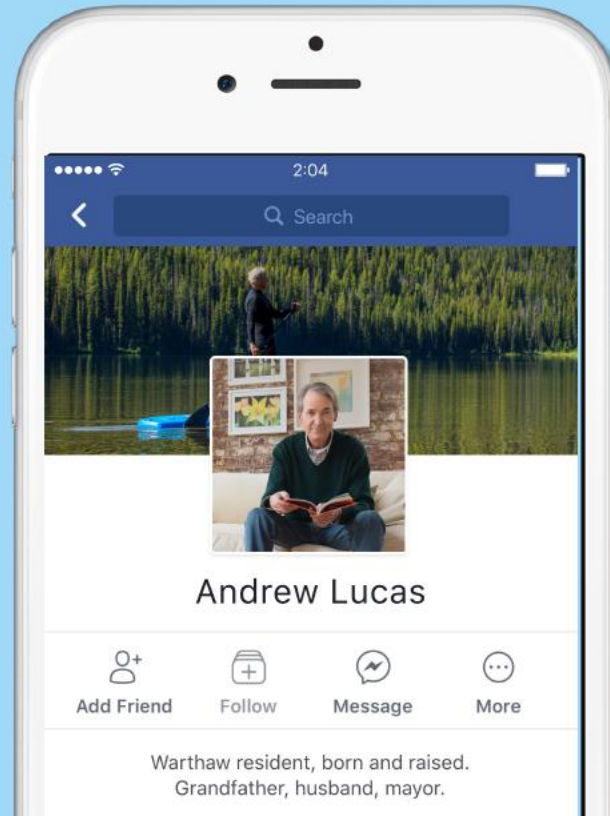
PAGE



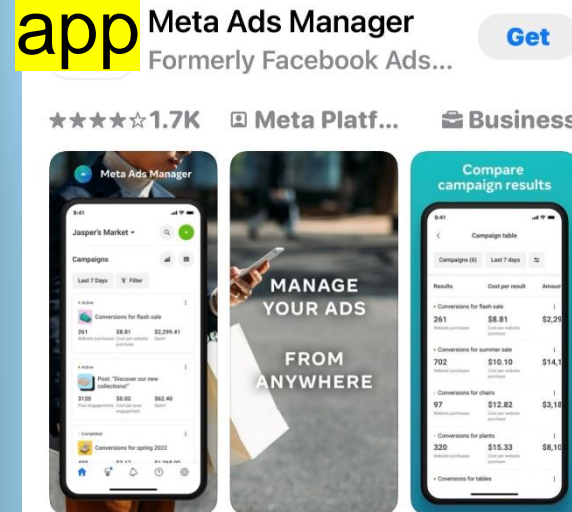
Content

One hack:

PC/laptop: Use two browsers at the same time

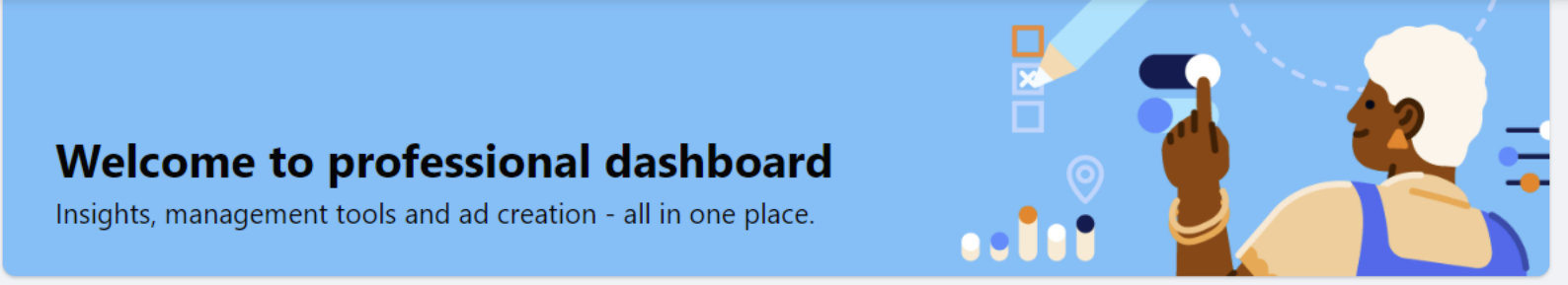


Using a mobile phone? Get the app



You page also has a DASHBOARD with a good overview....

- TEDx Chiang Mai
- Professional dashboard**
- Overview
- Insights
- Home
- Your Page
- Content
- Audience
- Grow your audience
- Ad Center
- Invite people to connect
- Your tools
- Earn achievements for creating reels
- Inspiration hub
- Events



Page Overview [See more insights](#)

Followers: 36,099
Last 28 days

Post reach ⓘ 47,113	Post Engagement ⓘ 6,571	New Page likes ⓘ 23
-------------------------------	-----------------------------------	-------------------------------

Recent content
Last 28 days

	<p>On behalf of our great TEDxChiangMai team, Khun Martin was interviewed to share why we are still doing this (over 10 years) and...</p> <p>Sat, Mar 23</p>	<p>Post reach: 2,082</p> <p>Engagement: 266</p>
	<p>Why Deforestation is the Real Problem and how to get Reforestation right. Jutatip (Pai) from The Next Forrest shares with us why...</p> <p>Sun, Mar 17</p>	<p>Post reach: 10,187</p> <p>Engagement: 1,584</p>

To grow your audience, finish setting up your Page

Adding more details can help more people connect with you.

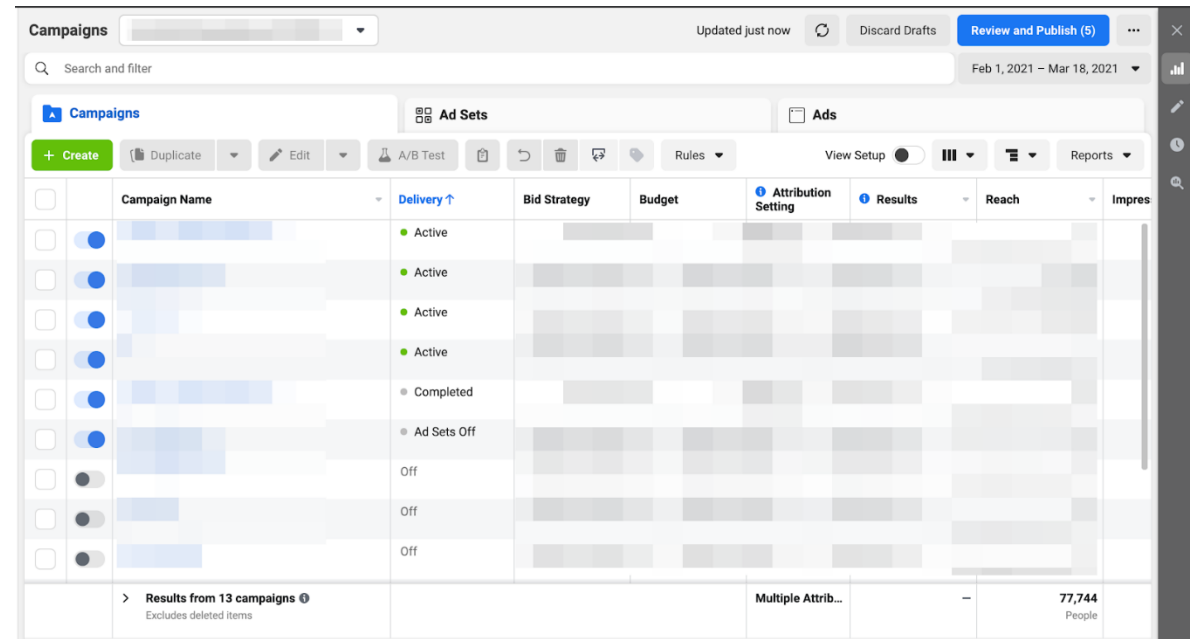
13 of 14 steps completed

Establish your Page's identity

1 step left

Facebook Ads Manager

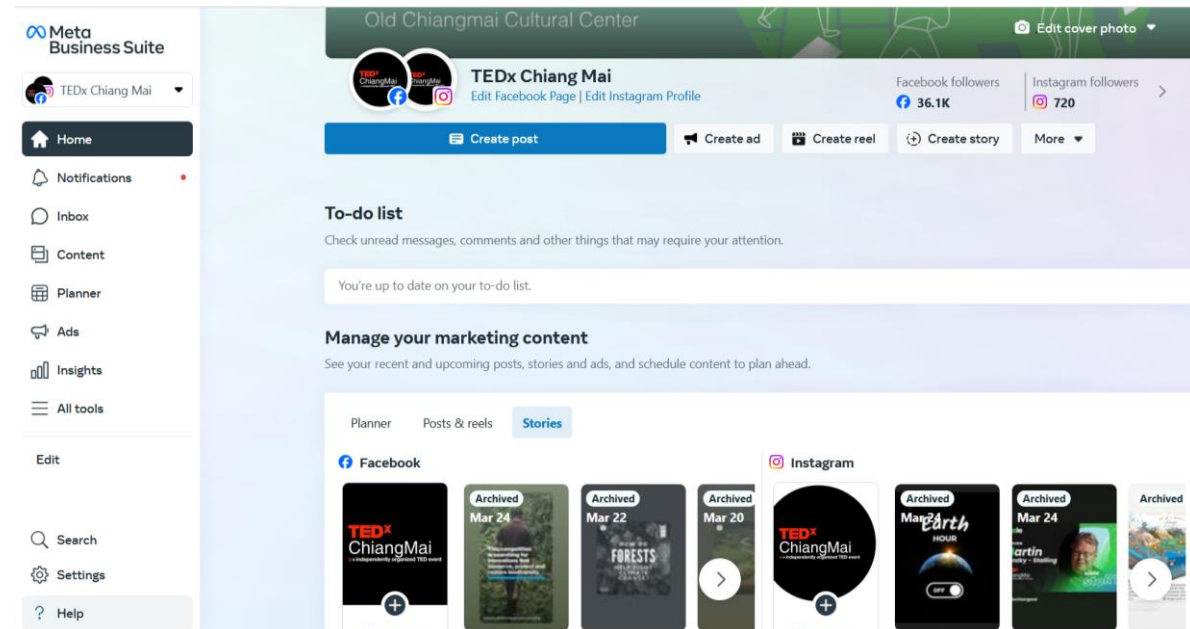
(for your page)
- Ads insights, etc.



Similar but different

Meta Business Suite

(particularly for managing all your assets, Instagram, Facebook, WhatsApp)
- ads, insights, etc.

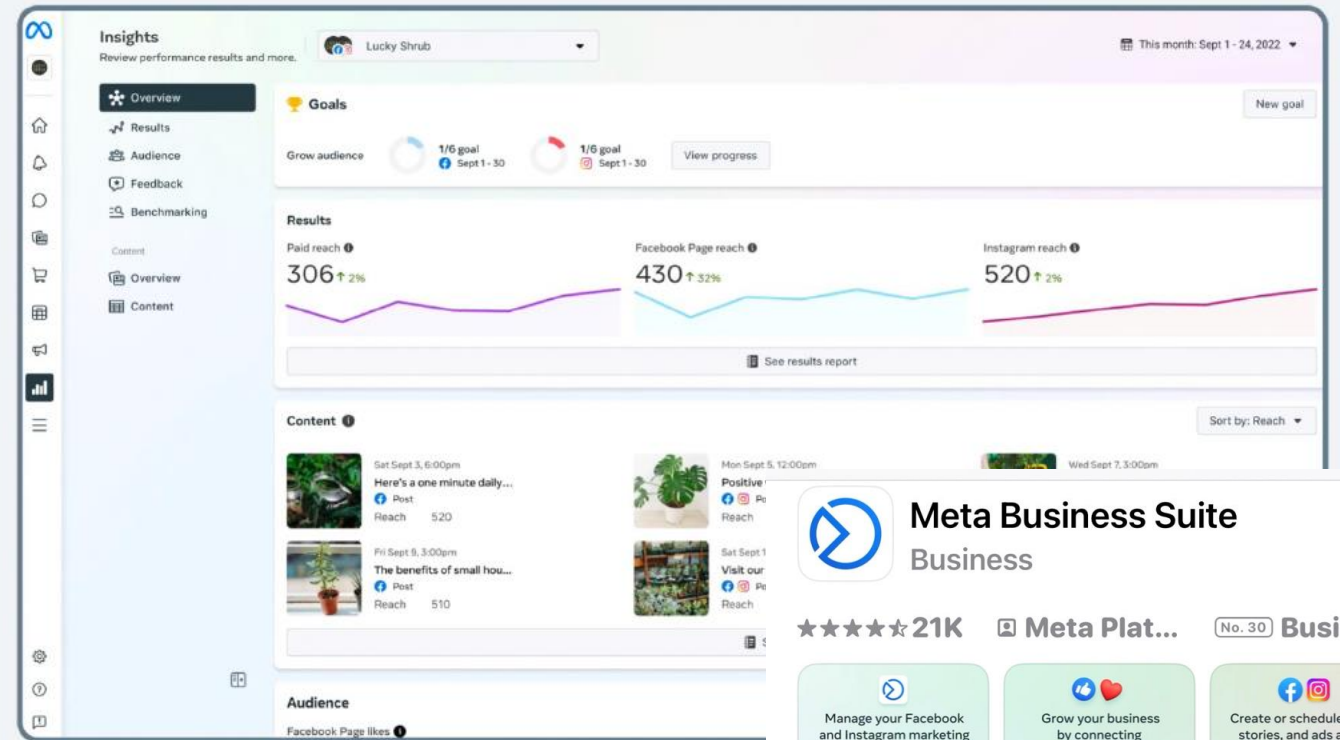


Originally main to enable management of both Facebook and Instagram, many features are now in the Meta Business Suite

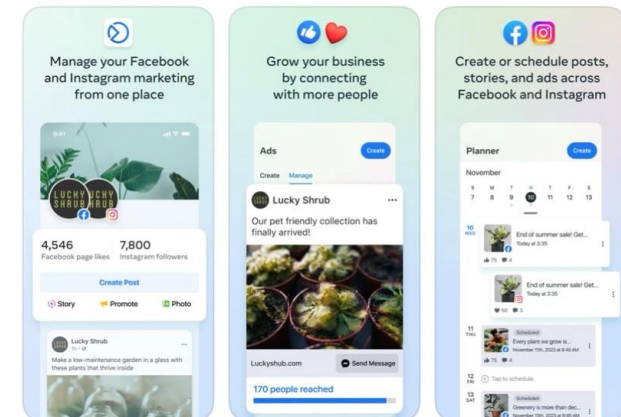
Insights in Meta Business Suite

Gain insights about your account, platform and post level, such as:

- The performance of your Facebook Page and Instagram business profile, like trends in reach
- Organic content engagement, including likes and comments
- Demographic and geographic summaries of people who like your Page and follow your Instagram business profile.



Using a mobile phone? Get the app



Boosting posts

Quick and easy

Directly from your page

Fewer options

<https://www.facebook.com/business/tools/ads-manager/get-started>

<https://www.youtube.com/watch?v=ZZJdSrL4hQQ>

Running ads

Ads manager

Full suite of advertising tools

Advanced options for reaching audience

Ads Manager

Create and manage ads on desktop and mobile.

[Go to Ads Manager](#)



The benefits of Ads Manager

Only or via Meta Business Suite

- ✓ Stepwise ad creation
- ✓ Manage and control multiple ads
- ✓ Evaluate ad performance

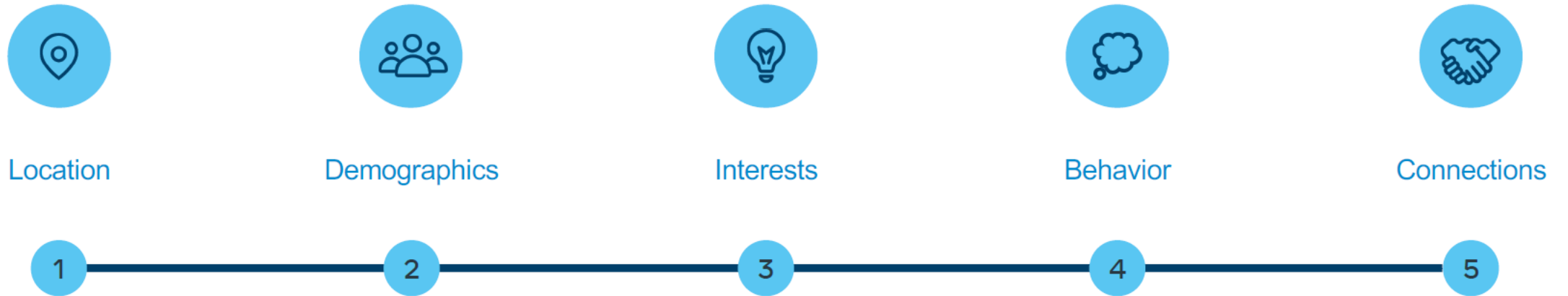
Off / On	Campaign name	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	[Image] - Message Repli...	Active	Highest vol...	฿150.00 Daily	7-day cli...	34 Messaging Conver...	12,473	23,554	฿104.89 Per Messaging Co...	฿3,566.32	Ongoing
<input checked="" type="checkbox"/>	[Image] Message Replies	Active	Highest vol...	฿150.00 Daily	7-day cli...	10 Messaging Conver...	9,620	17,235	฿355.59 Per Messaging Co...	฿3,555.93	Ongoing
<input checked="" type="checkbox"/>	[Image] - Message Repli...	Active	Highest vol...	฿150.00 Daily	7-day cli...	39 Messaging Conver...	19,393	33,434	฿91.38 Per Messaging Co...	฿3,563.69	Ongoing
<input type="checkbox"/>	[Image] [Jo Malone Perfume - Wild Bluebell E...	Off	Highest vol...	฿50.00 Daily	7-day cli...	.1 Messaging Conver...	5,954	7,299	฿124.58 Per Messaging Co...	฿124.58	Mar 5, 2022
<input type="checkbox"/>	[Image] โพลด์: 🍷🍷 Happy Valentine's Day 🍷...	Off	Highest vol...	฿3,500.00 Lifetime	7-day cli...	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Feb 23, 2022
<input type="checkbox"/>	[Image] โพลด์: 🍷🍷	Off	Highest vol...	฿10,000.00 Lifetime	7-day cli...	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Apr 12, 2022
<input type="checkbox"/>	[Image] - Message Repli...	Off	Highest vol...	฿100.00 Daily	7-day click	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Ongoing
<input type="checkbox"/>	[Image] Message Replies	Off	Highest vol...	฿150.00 Daily	7-day click	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Ongoing
<input type="checkbox"/>	[Image] Message Replies	Off	Highest vol...	฿100.00 Daily	7-day click	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Ongoing
<input type="checkbox"/>	[Image] Post: "Golden box set 🍷🍷🍷"	Off	Highest vol...	฿2,500.00 Lifetime	7-day cli...	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Apr 30, 2021
<input type="checkbox"/>	[Image] Message Replies	Off	Highest vol...	฿200.00 Daily	7-day cli...	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Ongoing
<input type="checkbox"/>	[Image] Post: [Image] ทวตพริ้เมียบ...	Off	Highest vol...	฿15,000.00 Lifetime	7-day cli...	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	May 31, 2021
<input type="checkbox"/>	[Image] Message Replies	Off	Highest vol...	฿150.00 Daily	7-day cli...	- Messaging Conver...	-	-	- Per Messaging Co...	฿0.00	Ongoing
Results from 88 campaigns						Multiple a...	45,245 People	81,522 Total	-	฿10,810.52 Total Spent	

Checklist before running ads

- ✓ **What are your objectives? (including Sales Funnel)**
- ✓ **Integration into overall marketing, online and offline marketing campaign**
- ✓ **Target audience, key words, demographics,**
- ✓ **Ad goals, budget, targets**
- ✓ **Content including photos/video ready? Hook?**
- ✓ **In case of Click-Through? Destination for click ready? CTA? Landing Page?**
- ✓ **Metapixel**

<https://www.facebook.com/business/small-business/advertise>

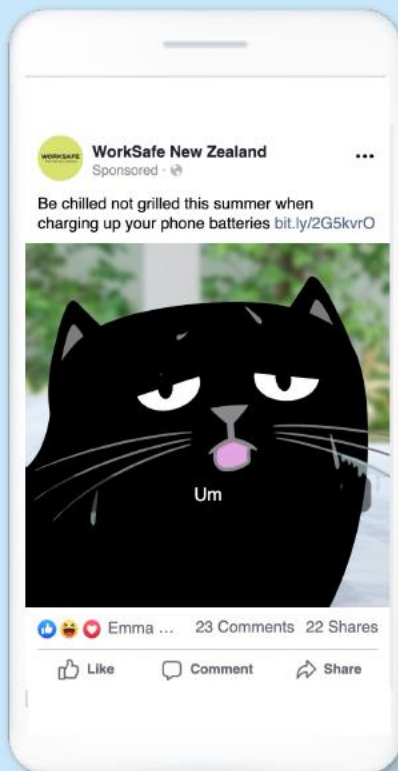
Who is your audience?



Current customers / New Customers?

Domestic / International?

Placements -where will my ad run?



Facebook feed



Facebook in-stream



Instagram feed



Instagram stories

How much should I budget?

To pay or not to pay (advertise) on Facebook – not always clear, a lot of people now focus on organic growth

Historical ad account data

Potential reach and estimated daily results tool

Estimate number of results

Estimate budget needed

So how much should we spend?



Think of your marketing budget as an investment, and continuously strive for better ROI

- Start with gaining experience.
Set benchmarks and ask around.
- Adding Owned and Earned media will help you save on advertising budget.
- Run experiments and optimize for better conversion rates.



Campaign Planner Tool

Consider planning and setting up a campaign rather than individual ads

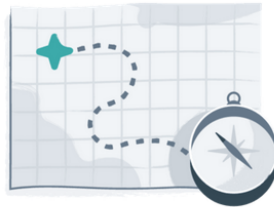
Create new campaign New ad set or ad

Buying type

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Plans > TAT Campaign

TAT Campaign

Purchase Share

Plan Type Facebook Page Instagram Account

Facebook (10)

Versions Add a Version Predicted Results Choose versions to compare

Version ...	\$50,00...	27,209,...	60,270,757	Jun 1 - Jun	\$0.83	2.22		
-------------	------------	------------	------------	-------------	--------	------	--	--

Objective Reach

Optimization for Ad Delivery Impressions

When You Get Charged Impression

1 time every 7 days

Frequency Cap

As part of our efforts to regularly update our systems and processes, we've made changes that may result in some people temporarily seeing your ad more times than the maximum frequency you set.

Ad Account 860943134493062 (TAT Campaign)

Audience Thailand, 18 - 65+

Schedule Jun 1, 2021, 12:00 AM to Jun 30, 2021, 11:59 PM • Ads run all day (Local time)

New Version Name 27,209,731

51.34% of 53,000,000

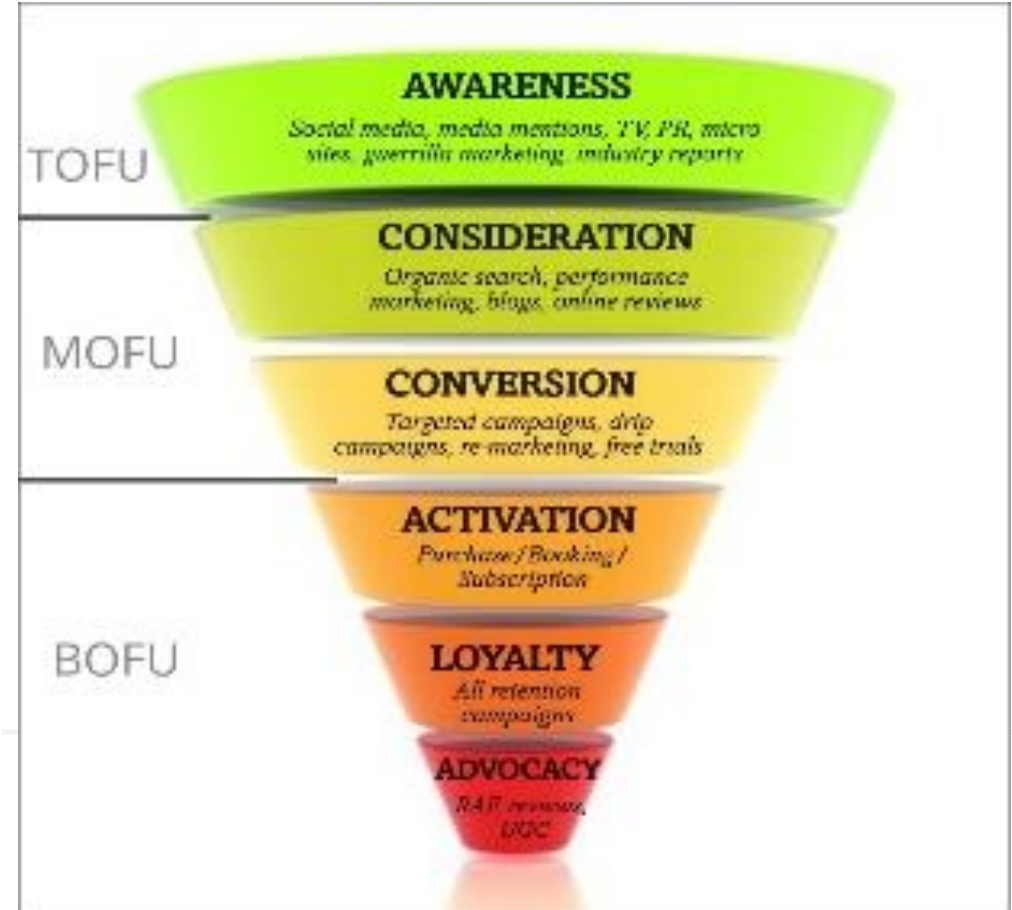
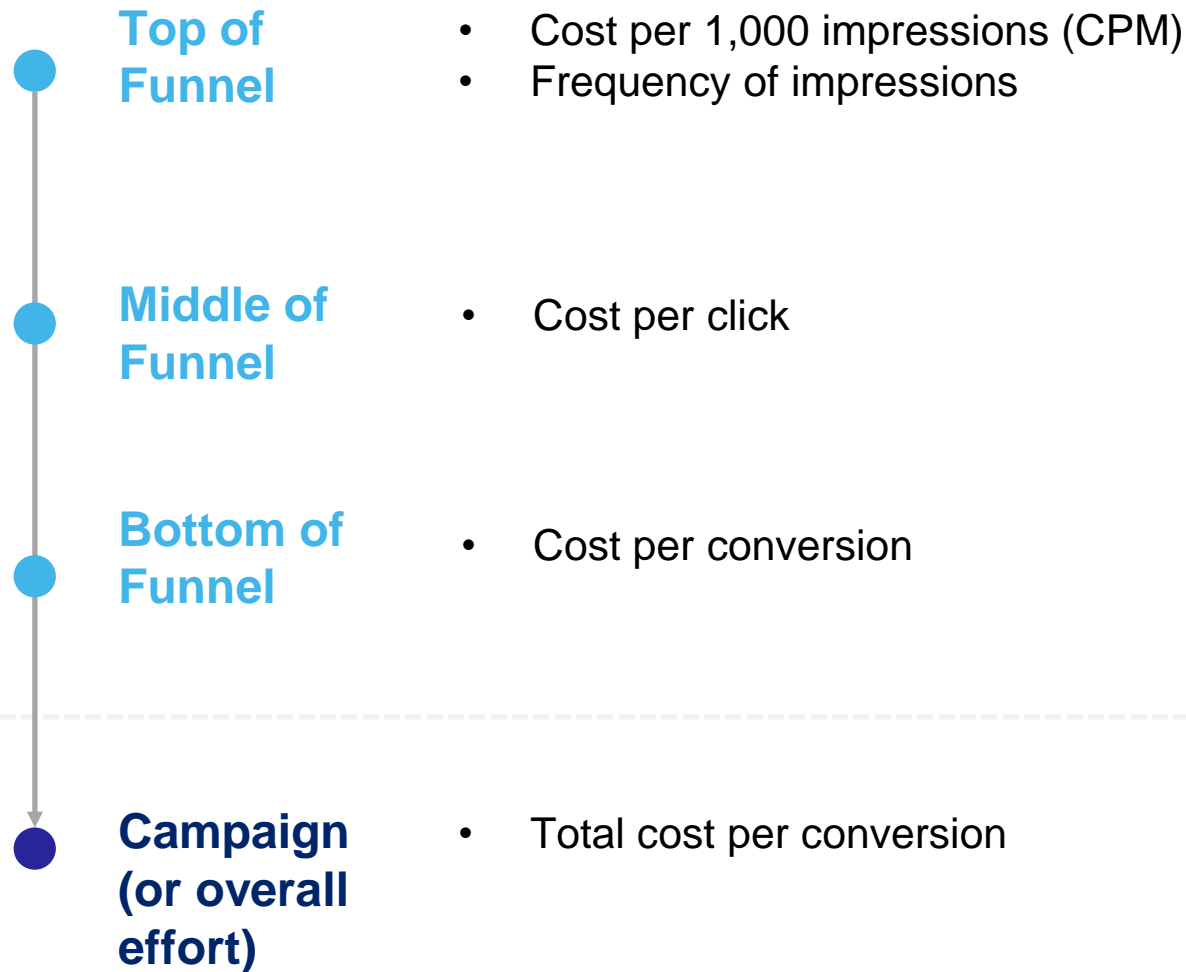
Frequency Per Person

1	2	3	4+
41%	16%	22%	21%

Spend Per Day

\$4.0K

Start Small, Measure, and Optimize at Each Funnel Stage



Running the ads (automated, boost post via ad manager)

Automated Ads



Let's create your personalized plan

Answer a few questions about TEDx Chiang Mai

We'll test up to 6 different versions of your ad to find the best-performing one

Review and start your plan

Get started

Minimum 4-7 days

Boost post

Goal

What results would you like from this ad?



Get more engagement

Show your ad to people who are likely to react, comment and share.

Change

Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.



Button

Button label

Learn more

Special Ad Category

Ads about credit, employment, housing, or social issues, elections or politics



Ad preview

Pick a goal

Goal

What results would you like from this ad?



Automatic

Let Facebook select the most relevant goal based on your settings.



Get more messages

Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.

Good for: Sales



Get more engagement

Show your ad to people who are likely to react, comment and share.

Good for: Engagement



Get more leads

Use a form to collect contact information from potential customers.

Good for: Sales



Get more website visitors

Show your ad to people who are likely to click on a URL in it.

Good for: Traffic



Get more calls

Show your ad to people who are likely to call your business.

Good for: Sales

Cancel

Save

Evaluate results

53

Ad Center

Summary ⓘ Last 60 days ▾

Martin Venzky-Stalling spent \$60.24 on 7 ads in the last 60 days.

Reach ⓘ 40,642 View details	Post engagements ⓘ 2,330 View details
Link clicks ⓘ 1,362 View details	Follows or likes ⓘ -- View details

Recent Ads

In review ⋮ [View details](#)

Post engagements Why Deforestation is the Real Problem and how to get Re...	
--	--
Reach	Post engagements
--	\$0.00
--	Spent of \$14.00 ⓘ

View results

Meta Business Suite [↗](#) [Boost another post](#) [Boost again](#) ⋮

Performance ⓘ

\$14.00 spent over 7 days.

Post engagements ⓘ 864	Reach ⓘ 8,574
Cost per Post Engagement ⓘ \$0.02	

Activity

Post engagements	864
Post reactions	842
Link clicks	21
Post shares	1

Get more results like this
Find consistent results and increased Page activity when you let us boost your highest performing post automatically.

[Get started](#)

Audience

Ad rating

Are you satisfied with this ad?

[No](#) [Yes](#)

Details

- Status**
Completed
- Goal**
Get more engagement
- Total budget**
\$14.00 [✎](#)
- Duration**
7 days

[See all ▾](#)

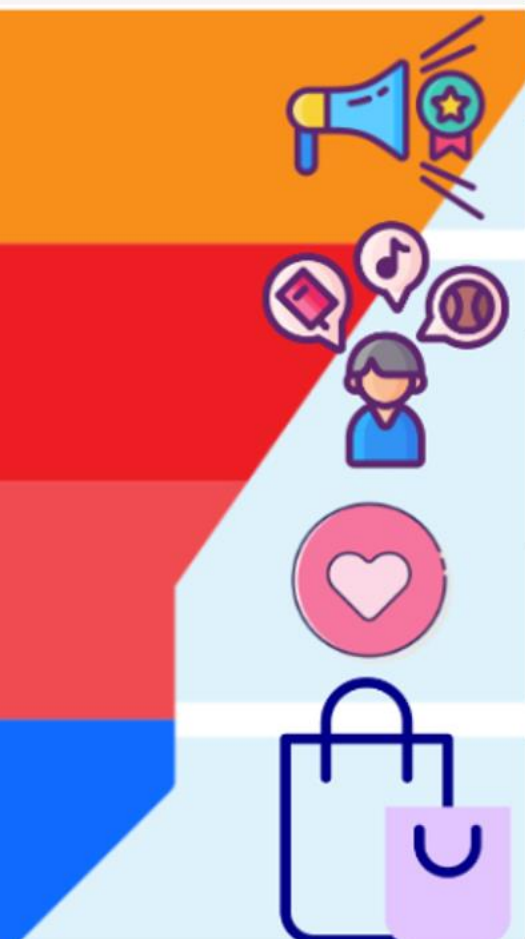
Preview

การใช้ศิลปะและเทคโนโลยีเชื่อมต่อกันวัฒนธรรมและผู้คน | Weeratouch (Wave) Pongruengkiat | TEDxChiangMai
Using art and technology to connect culture and people - Weeratouch or Wave shares how new media can bridge generations, customs, and culture. [https://...](#)

<https://www.facebook.com/business/ads/measurement>

Marketing funnel-based advertising methods

New customers



FB Campaign	Ad Set	Exclude	Content Optimisation	Call to action	Timeline
1. Awareness	1.1 A mother has a child aged 0 - 12 months. 1.2 Pregnant mothers	- 15 days engaged page - 15 days views video	Focus on building awareness, product awareness, brand image	Send message	week 1
2.Engagement	1.1 A mother has a child aged 0 - 12 months. 1.2 Pregnant mothers		Build more engagement with our brand, show value of the product	Send message	week 2-3
3.1 Traffic	1.1 A mother has a child aged 0 - 12 months. 1.2 Pregnant mothers		Differentiate from competitors. Focus on promotion to buy products	Drive to Lazada /Website/ Wechat	week 4
3.2 Engagement	1.1 A mother has a child aged 0 - 12 months. 1.2 Pregnant mothers		Differentiate from competitors. Focus on promotion to buy products	Send message	week 4

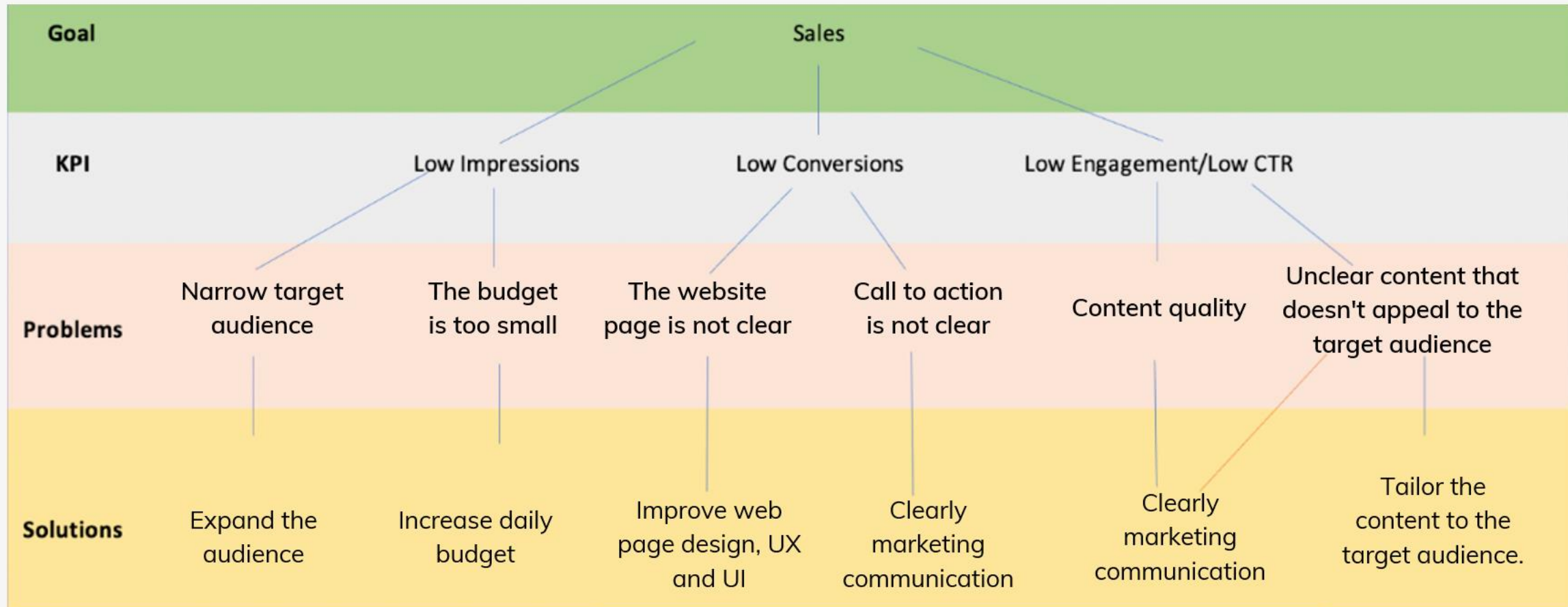
EXAMPLE

The flow of advertising on the marketing funnel total 1 month (4 weeks)





When Facebook ad/ Google ad ads go wrong



So lets says

1 New business, location specific
Awareness and sales

Facebook, google my business, Messenger App
Local influencers
Personal email

2 Existing business, services
Consideration, Transaction

Facebook, Landing Page or Website, Post with Action
Messenger App, Bots
Influencers
Email marketing

Should you spend money on advertisement in Facebook??

Finally Tips and hacks

1. Optimize your Facebook profile
2. Cross-promote your Facebook Profile – Social Media Bio
3. Invite people who liked your posts to like your page
4. Edit written content of a promoted post
5. Use your friends, customers and employees to repost content
6. Connect online and offline
7. Pin your most relevant content
8. Cross-Post from IG to FB, then edit FB.
9. Use Google to search Facebook (Site: facebook.com [words])
10. Customize your Page Action Button (CTA Button)
11. Claim your Page's vanity URL
12. Create a community for like-minded customers (Group)
13. Go Live
14. Schedule your posts (and check out when you should post)
15. Earn the very responsive badge

<https://blog.hootsuite.com/facebook-tricks/>

More support resources

Stay up to date and reach out if you have questions!

HELP CENTER

General support center for questions about using Facebook

[facebook.com/help](https://www.facebook.com/help)

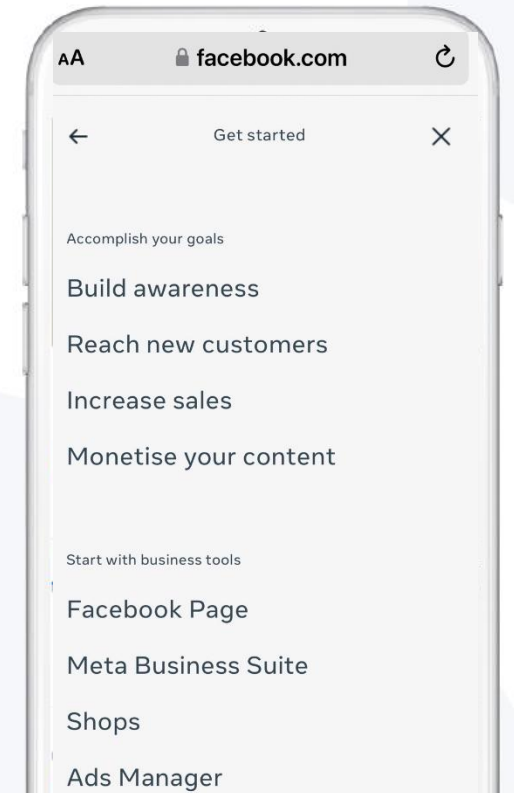
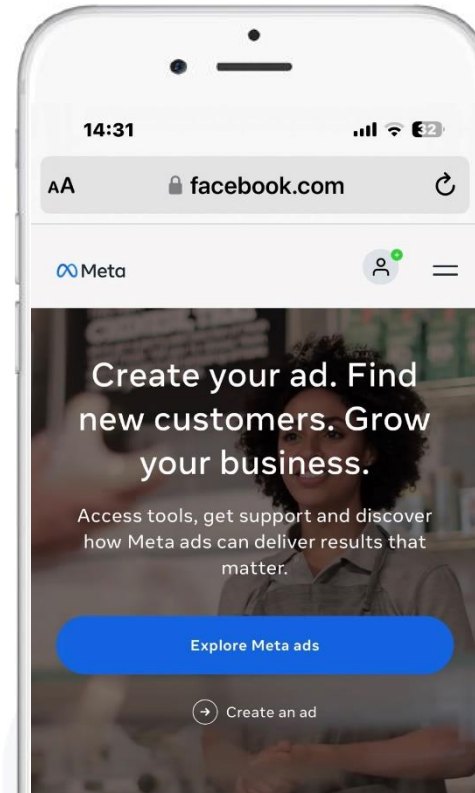
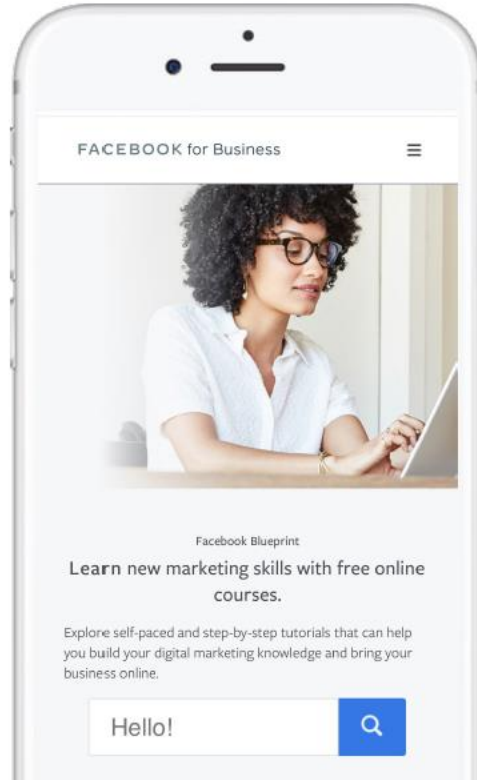
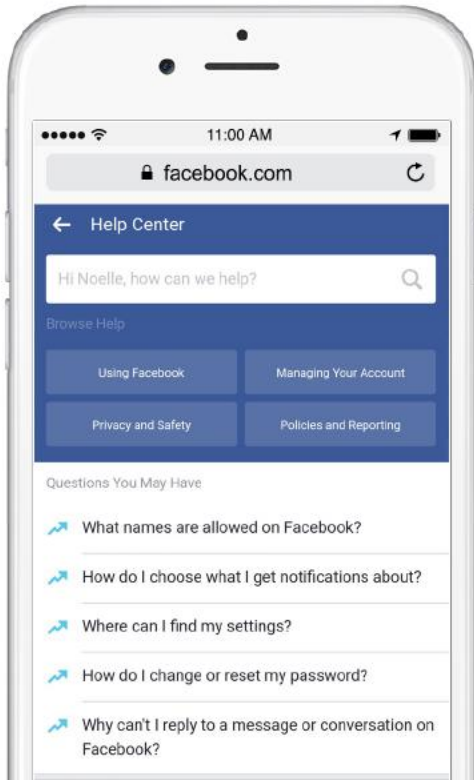
BLUEPRINT

Global training & certification program for Facebook

[facebook.com/blueprint](https://www.facebook.com/blueprint)

<https://www.facebook.com/business/small-business>

<https://www.facebook.com/business>

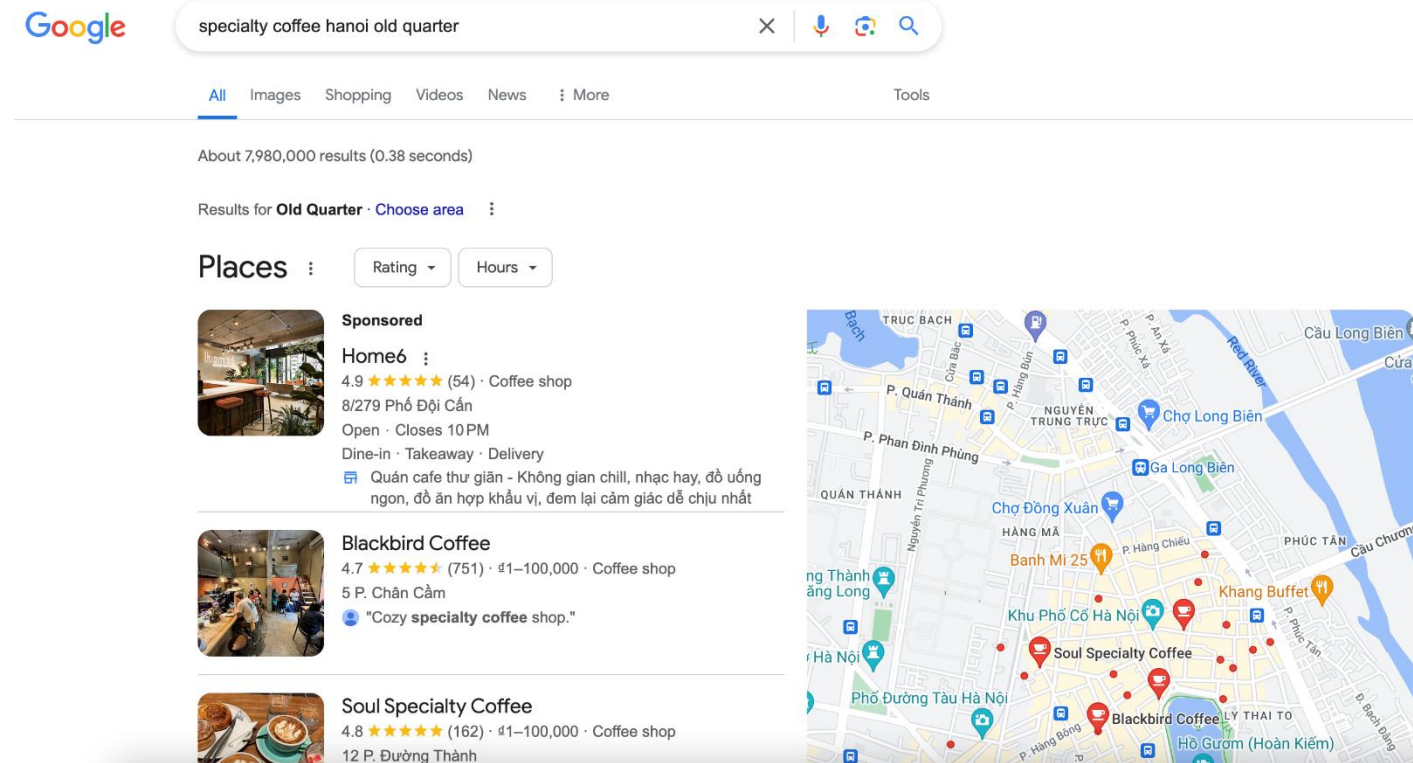


Optimize Google Business Profiles



The Power of Local Search Engine Optimization

- Local SEO involves optimizing a business's online presence to attract customers from relevant local searches.
- Local SEO ensures that businesses are visible to those who matter the most: **local consumers**.
- Leveraging local SEO technique helps businesses increase visibility to attract relevant local traffic and converting into customers.



Key components of local SEO:

- *Local Keyword Research*
- *Optimizing Google Business Profile Listing*
- *The Power of Online Reviews*
- *Local Citations and Backlinks*
- *Optimizing for Mobile*

Local Pack, Local Finder and Local Organic Search



specialty coffee hanoi old quarter



Home6 :
 4.9 ★★★★★ (54) · Coffee shop
 8/279 Phố Đội Cấn
 Open · Closes 10PM
 Dine-in · Takeaway · Delivery
 Khám phá quán mới Hà Nội - Không gian chill, nhạc hay, đồ uống ngon, đồ ăn hợp khẩu vị, đem lại cảm giác dễ chịu...



Blackbird Coffee
 4.7 ★★★★★ (751) · ₫1–100,000 · Coffee shop
 5 P. Chân Cầm
 "Cozy specialty coffee shop."

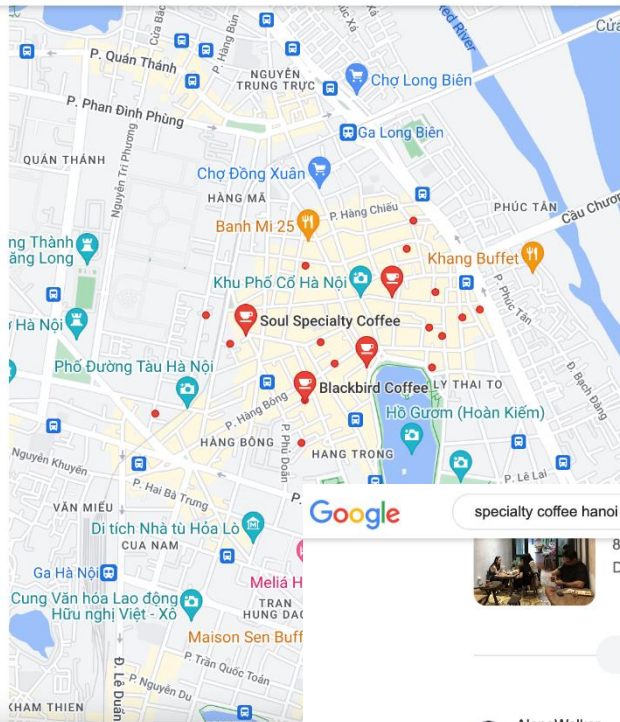


Soul Specialty Coffee
 4.8 ★★★★★ (162) · ₫1–100,000 · Coffee shop
 12 P. Đường Thành
 Dine-in · Kerbside pickup · No-contact delivery



C.O.C Legacy Specialty Coffee
 4.9 ★★★★★ (740) · ₫1–100,000 · Cafe
 84 P. Hàng Bạc
 Dine-in · Takeaway · No-contact delivery

More places →

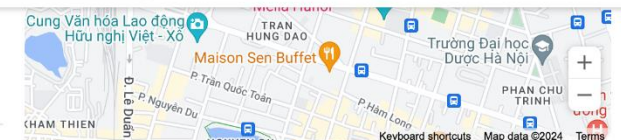


specialty coffee hanoi old quarter



84 P. Hàng Bạc
 Dine-in · Takeaway · No-contact delivery

More places →



AlongWalker
<https://vi.alongwalker.co> · must-tr... · Translate this page

Must-Try List: Top 10 Best Coffee Hanoi Old Quarter

Jan 7, 2023 — 1. Giang Cafe – The birth of Vietnamese egg coffee 2. NeoCafe – Best coffee Hanoi Old Quarter made from Fresh Roasted Arabica 3.

VietnamOnline.com
<https://www.vietnamonline.com> · food-drinks · best-caf...

10 Best Cafes in Hanoi Old Quarter

10 Best Cafes in Hanoi Old Quarter · Giang Cafe · Cong Caphe · Vintage 1976 Cafe · Hanoi House Cafe · Hoa 10 Gio · Floral & Book Cafe · Han Coffee · Eden Coffee.



Vietcetera
<https://vietcetera.com> · Food & Drink · Restaurants

Our Pick of The Top 12 Cafes in Hanoi's Old Quarter

Feb 28, 2020 — CAFE YEN · All Day Coffee · Reng Reng Café · Oriberry Coffee · Kafeville Cafe · Blackbird Coffee · Tranquil Books & Coffee · Cafe Nhi.



Local Search Ranking Factor Groups



Google Business Profile signals

Proximity, categories, keywords in business name, etc.



On-page signals

Presence of NAP, keywords in title tag, domain authority, etc.



Review signals

First & third party reviews, review quantity, review velocity, etc.



Link signals

Inbound anchor text, linking domain authority, linking domain quantity, etc.



Behavioural signals

Click-through rate, mobile clicks to call, dwell time, etc.



Citation signals

Location data, NAP consistency, citation volume, etc.

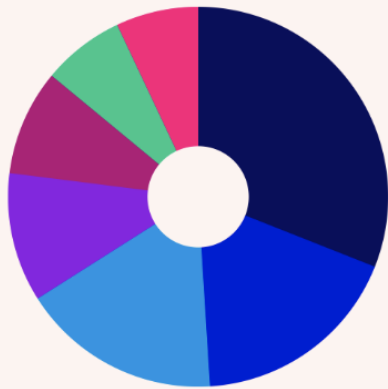


Personalization

Search history, search location, device, etc.

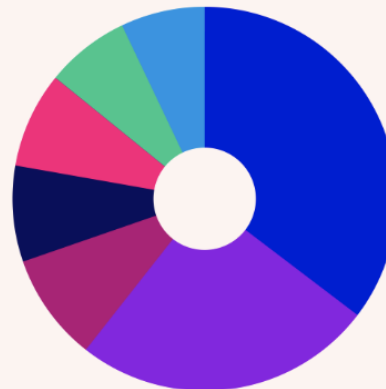
2023 LOCAL SEARCH RANKING FACTOR GROUPS

LOCAL PACK/FINDER RANKING FACTORS



- 32% GBP signals
- 19% On-page signals
- 16% Review signals
- 11% Link signals
- 8% Behavioural signals
- 7% Citation signals
- 6% Personalization

LOCAL ORGANIC RANKING FACTORS



- 36% On-page signals
- 26% Link signals
- 9% Behavioural signals
- 9% GBP signals
- 7% Personalization
- 7% Citation signals
- 6% Review signals

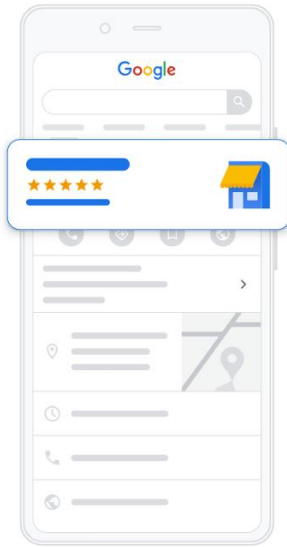
Local Search: Powered by Google Business Profiles

With a verified Google Business Profile, you can:

- Connect with customers through phone calls and messaging
- Receive and respond to reviews
- Feature products, photos, or menu items



Create a Google Business Profile



Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

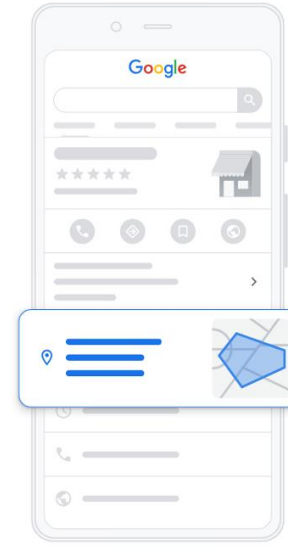
Business name*

Business category*

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Next



Create profile

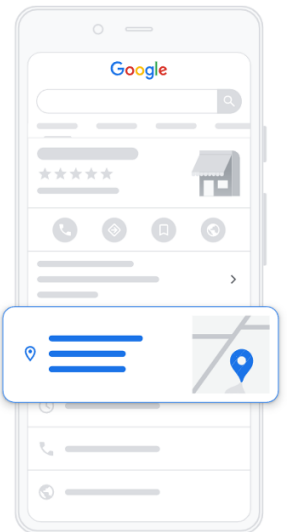
Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

You can change and add more later

Next



Create profile

What's the address?

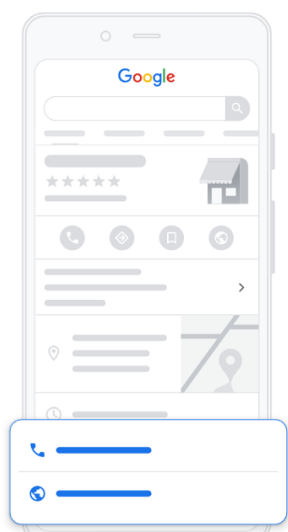
United States

Street address

City

State ZIP code

Next



Create profile

Add contact info

Add a phone number, website or both on your Google Business Profile

Contact phone number

Current website URL

I don't have a website

Skip Next

Managing Your Google Business Profile (GBP)



Your business on Google

 [See performance](#)

Profile strength



[Complete info](#)



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Pickup & deli...



Q & A



Add update



Ask for revie...

Google Business Profile Ranking Factors

How Google determines local ranking

Local results are based primarily on relevance, distance, and prominence. A combination of these factors helps us find the best match for your search. For example, our algorithms might decide that a business that's farther away from your location is more likely to have what you're looking for than a business that's closer, and therefore rank it higher in local results.

Relevance



Distance

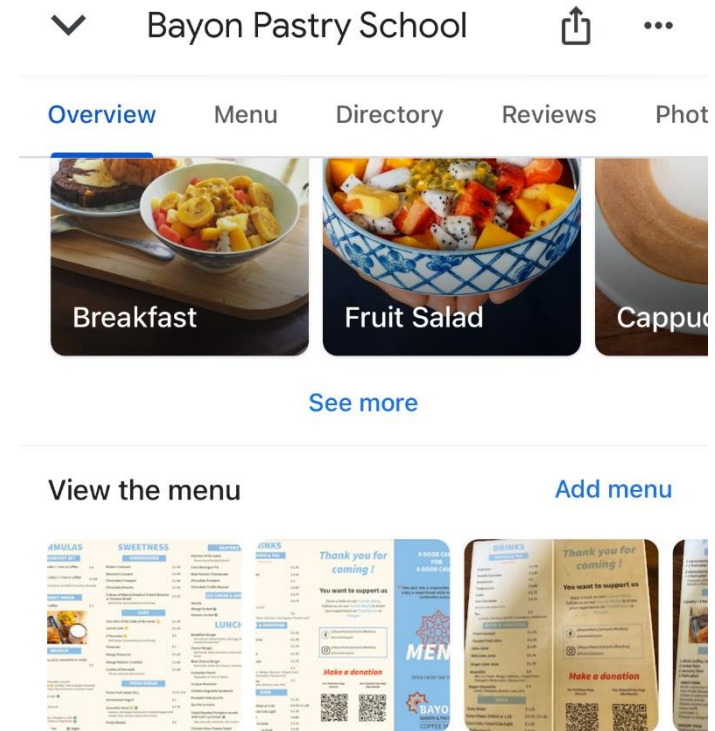
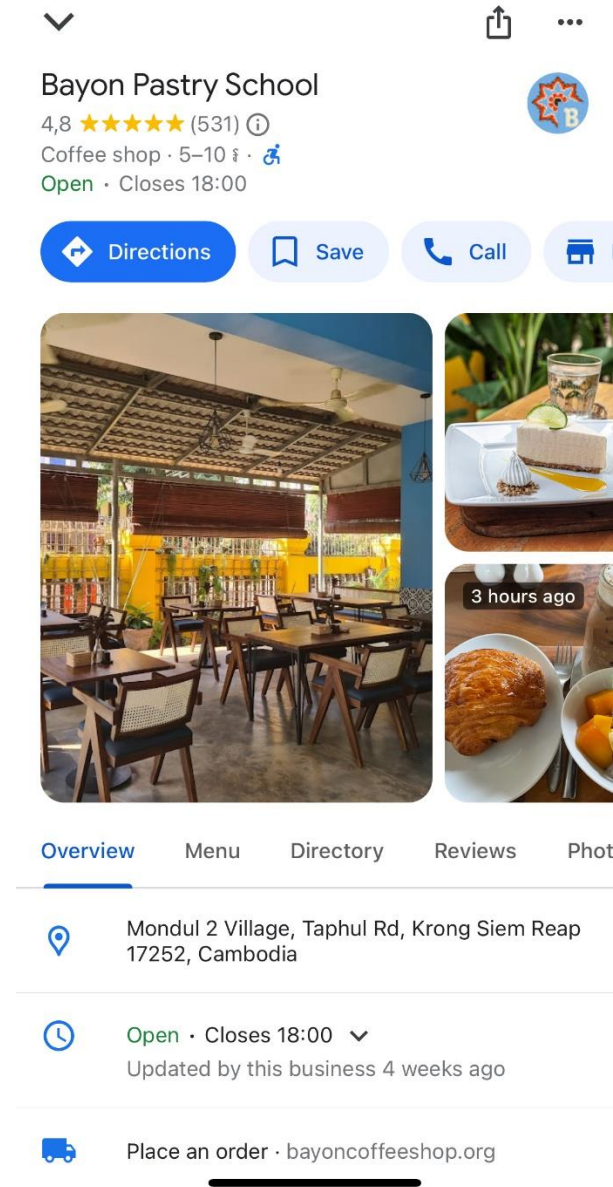


Prominence



Elements to Optimize GBP Listing

- Ensure information is accurate and up to date
- Select the relevant category
- Fill in the description
- Add photos
- Add website URL
- Add business hours
- Collect reviews
- Add posts to share business updates



From Bayon Pastry School

Craving for a breakfast or a brunch in Siem Reap? Located in a peaceful garden in the heart of Siem Reap, our coffee shop offers tasty pastries freshly baked by our students, as well as brunches, delicious hot and cold coffees, teas and fresh drinks. By enjoying our cakes, you support the Bayon Pastry School, a free vocational training for underprivileged women of Cambodia. Our Coffee Shop is an opportunity to take a sweet break before or after visiting the temples, with a generous breakfast or brunch to get your strength back.

Why We Need Reviews

- Social proof drives purchases
- Enhance visibility
- Enhance reliability
- Expand conversation
- Critical for decision-making



88% of consumers trust online reviews as much as personal recommendations

How To Generate Reviews

- Simply asking customers: fast & easy
- Include a review link in email signature
- Include a review link/ QR code on website
- Include a review QR on invoices



***Make it easy for guests
to leave reviews***

Handle Fake Reviews



Respond or Not Respond?

Handle Multiple Locations

- Multiple locations under 1 Google Business Profile
- business.google.com/locations

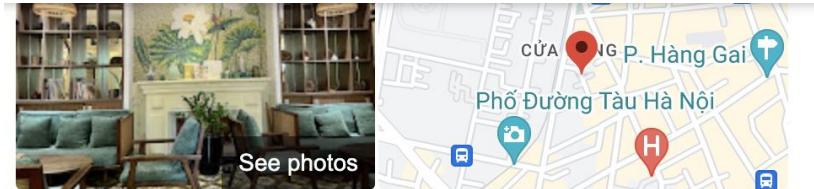
The screenshot displays the Google Business Profile Manager interface. The browser address bar shows business.google.com/locations. The page title is "Google Business Profile Manager". On the left, a navigation sidebar includes "Businesses" (selected), "Reviews", "Linked accounts", "Settings", and "Support". The main content area shows a "Create group" button, a progress bar for "1 business" (100% verified), and a table of businesses. The table has columns for "Store code", "Business", and "Status". One business is listed: "Gzzz Sneakers" with store code "04333757103621293139" and status "Verified". A "See your profile" button is visible next to the business entry. At the bottom right, there are pagination controls: "Rows per page: 10" and "1-1 of 1".

Store code	Business	Status
<input type="checkbox"/> 04333757103621293139	Gzzz Sneakers HH Linh Đàm, Hà Nội	<input checked="" type="checkbox"/> Verified

Tips to Optimize GBP

- **Keep information updated:** ensure your business details, including name, address, business hours and phone number, are accurate.
- **Make posting to GBP part of your social media strategy:** an active profile ranks higher in local search results
- **Set up messaging:** allowing customers to send messages directly to inbox/ phones
- **Optimize for local SEO:** use relevant keywords and location-specific terms in profile's description, posts, and product or service listings
- **Examine competitors' GBPs:** analyze what they are doing well and identify areas for improvement.
- **Review management:** respond to negative, neutral, and positive reviews professionally and promptly.

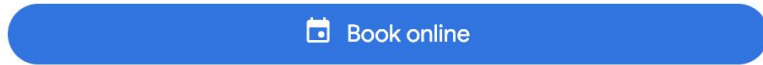
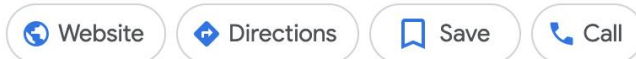
Examples



Sente: The Flavour of Lotus

4.7 ★★★★★ 1,023 Google reviews

Địa điểm · Vietnamese restaurant



Service options: Has outdoor seating · Serves vegan dishes · Has Wi-Fi

Address: 20 P. Nguyễn Quang Bích, Cửa Đông, Hoàn Kiếm, Hà Nội

Hours: Closed · Opens 5:30 PM

Confirmed by others 8 weeks ago

Phone: 0911 048 920

Menu: facebook.com

Reservations: m.me

Providers ⓘ

[Suggest an edit](#) · [Own this business?](#)

Price per person: ₫200,000–300,000

Reported by 316 users

▼ Sente: The flavor of Lo... 📍 ⋮

Overview Menu Reviews Photos Updates

View the menu [Add menu](#)



From Sente: The Flavour of Lotus ⋮

Sente is located in a small alley of old quarter, with the cozy, gentle atmosphere, covered by green color of nature. The healthy food and drinks in Sente are based on the main ingredient is SEN of Vietnam. With the slogan EAT CLEAN and say NO to PLASTIC, Sente uses only environmentally friendly materials. Welcome!

Sente nằm trong một con ngõ nhỏ của phố cổ Hà Nội, với không gian nhẹ nhàng, gần gũi ấm cúng được bao quanh bởi màu xanh của tự nhiên. Những món ăn, thức uống tại Sente được dựa trên nguyên liệu chính là Sen của Việt Nam. Với khẩu hiệu nói KHÔNG với ĐỒ NHỰA, Sente chỉ sử dụng các nguyên - vật liệu thân thiện với môi trường. Rất mong được đón tiếp bạn ghé chơi!

^ Less

Sente: The Flavour of Lotus on Google



THÔNG BÁO LỊCH NGHỈ TẾT NHÂM DẦN 2022 Nhà hàng Sente xin thông báo lịch nghỉ...
Mar 8, 2024
[Learn more](#)

BẠN ĐÃ KỊP ĐẶT PHÚ QUÝ- ĐỦ ĐẦY CHƯA? Chúc nhau chân cứng đá mềm, phú quý ...
Feb 28, 2024
[Learn more](#)

Overview **Menu** Reviews Photos Updates

Menu highlights



Examples

Sente: The Flavour of Lotus

20 P. Nguyễn Quang Bích, Cửa Đông, Hoàn Kiếm, Hà Nội

[Write a review](#)

4.7 ★★★★★ 1,023 reviews ⓘ

Food: 5/5 | Service: 5/5 | Atmosphere: 5/5

Recommended dishes

Vegan, Root Salad



 1

Response from the owner a month ago

Dear valued guest,
Thank you very much for the good reviews about us, We have worked so hard to create truly delicious and suitable food for every customer.
Thank you again, hope you will have a lot of good experiences in Vietnam and will return to Senté.

Sente: The Flavour of Lotus

20 P. Nguyễn Quang Bích, Cửa Đông, Hoàn Kiếm, Hà Nội

[Write a review](#)

4.7 ★★★★★ 1,023 reviews ⓘ



KEM

3 reviews

★★★★★ 7 months ago

Dine in | Dinner | ₫1,000,000+

Not recommended at all !

Brought seafood to someone that is highly allergic, service is very bad, food ... [More](#)

 Like

Response from the owner 7 months ago

Dear valued guest,
Senté would like to express gratitude for your visit to Senté Nguyen Quang Bich and for taking the time to provide feedback on our service quality and food.

Firstly, the Senté team is very sorry for an imperfect experience on that day. At Senté, our goal is to provide our customers with exceptional experiences, and it truly saddens us that we fell short of delivering a complete experience to you. As soon as we addressed the issue that one of our staffs brought you a wrong dish, we tried our best to reach you with the priority hope that your health was still ok. Luckily, it is ok. Once again, we deeply apologize to you.

Take Advantage of Google Ads

- **Pay-per-click (PPC) ads** to generate traffic, particularly traffic that converts into customers, by jumping to the top of search results
- **Google Ads Ecosystem** includes Google Search, Google Shopping, Google Display Network & Youtube/Video Advertising (and more)
- **Precise targeting**, allowing target searches based on specific age groups, interests, or geographic areas, which can help small businesses get in front of potential customers nearby
- **Easy tracking and measurement** of the return on ad spend (CPC, CTR, conversion rate, etc.)

Businesses average a \$2 revenue for every \$1 spent on Google Ads (Google Economic Report)

Create Local Ads



fine dining restaurants in siem reap



Sponsored



experienceparkhyattsiemreap.com

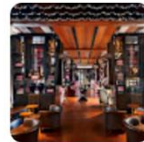
<https://www.experienceparkhyattsiemreap.com> › best_restaurant › siem_reap

Memorable Dining Experiences | Best Restaurant In Siem ...

Experience a 5-star **dining** service & explore great variety of local & international dishes

Restaurant · Krong Siem Reap · Open · Closes 12AM

[The Dining Room](#) · [Special Offers](#) · [The Living Room](#) · [The Glass House](#) · [Blog](#)



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Google Ads vs SEO

SEO		PPC	
The Pros	The Cons	The Pros	The Cons
Clicks are free.	It takes time to see results as your site increases in authority.	You can see almost instant results.	Every click on your ads will cost you money.
Organic results show 24/7.	You need a specialist team of technical SEOs, content creators, and link builders.	Your ads can appear above all organic listings.	You'll need a higher initial investment to get started.
You can cost-effectively target keywords across the sales funnel.	You don't control Google's algorithms and changes roll out regularly.	You can enhance your ads with extensions.	You're paying both for click costs and campaign management.
SEO is a more cost-effective strategy in the long run.	There is no guarantee your strategy will outrank your competitors.	You'll need a smaller team than for SEO.	When you turn off your ads, you lose your visibility.
Organic results attract 10x the clicks that ads do.		You can tightly target ads to your key audience.	
		You'll get a wealth of data insights.	

Considerations For Running Google Ads

- Set up ads from GBPs
- Local keywords: service and the location
- Main ad goals: more calls? more visits? more website sales/sign-ups?
- Locate customers: any specific areas?
- Start with small budget and target (estimated reach, number of clicks etc.)
- Traffic comes first, then the customers
- In the long run, consider multichannel strategy to run ads at points throughout the customer's journey, like Shopping, Display, etc.

THANK YOU!