Digital Marketing

3 main areas; big data, e-commerce and online media, to enhance digital marketing more efficiency.



· Enhancing backup system in SAP to enable keep data of fright cost allocation for analysis and improving market penetration strategy



 Integrating database from customer to SAP / CW data warehouse



INSEE Club Card

Enhancing the procedure of ISCC about Conwood to align with the product selling behavior and enable to encourage distributor have a loyalty program via this campaign



Developing dashboard with POWER BI to integrate with SAP data to upload via program

2019 Digital

marketing

Big data

Online media

Dash board



Market place

E-commerce

· Learning how to encourage customer in online channel and mechanism of ecommerce for construction segment

Other min. 2 Market places / E-tailer

• Expanding 2 more market places to understand variety of e-commerce



Shifting Conwood website enter to the global market, standardization, up-to-date and eligible



Continuing a main communicating tool among Conwood and customer with inspiration of building concept



· Acting as a communicating tool for technical term, product knowledge and divert to more traffic in Conwood website



· Keeping to focus on prospective customers and be convenience to chat via Line rather than other channels





platform Verticals

Developing own e-commerce platform

