



มหาวิทยาลัยราชภัฏนครปฐม



# **Chapter 4**

# **Online Marketing Principles**

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Information Technology

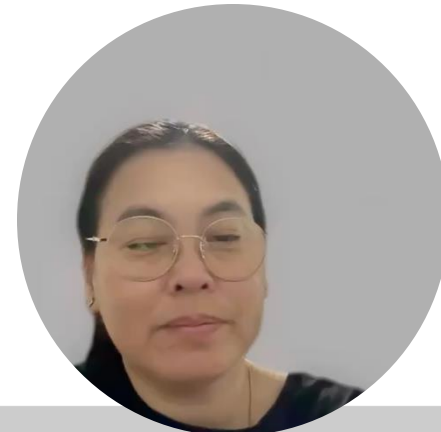
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# Introduction to Online Marketing

- Definition and Importance of Online Marketing
- Differences Between Traditional and Online Marketing
- Growth and Future Trends in Digital Marketing





# Customer-Centric Approach

- Understanding Consumer Behavior and Preferences
- Personalization and Targeted Marketing
- Enhancing Customer Experience (CX)





# Multi-Channel Marketing

- Using multiple platforms: Website, Social Media, Email, Ads
- Benefits of an Omnichannel Strategy
- Integration for a seamless user experience



# Content Marketing Strategy



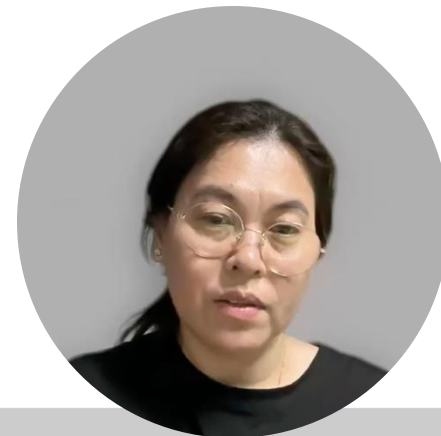
- Importance of 'Content is King'
- Types of content: Blogs, Videos, Infographics, Podcasts
- Storytelling and Brand Awareness





# SEO & SEM Fundamentals

- Search Engine Optimization (SEO) for organic ranking
- Keyword Research and On-page/Off-page SEO
- Search Engine Marketing (SEM) and Paid Ads (PPC)





# Social Media Marketing



<https://www.stockvault.net/photo/258766/social-media-engagement>

- Leveraging platforms like Facebook, Instagram, LinkedIn, TikTok

- Organic vs. Paid Marketing Strategies

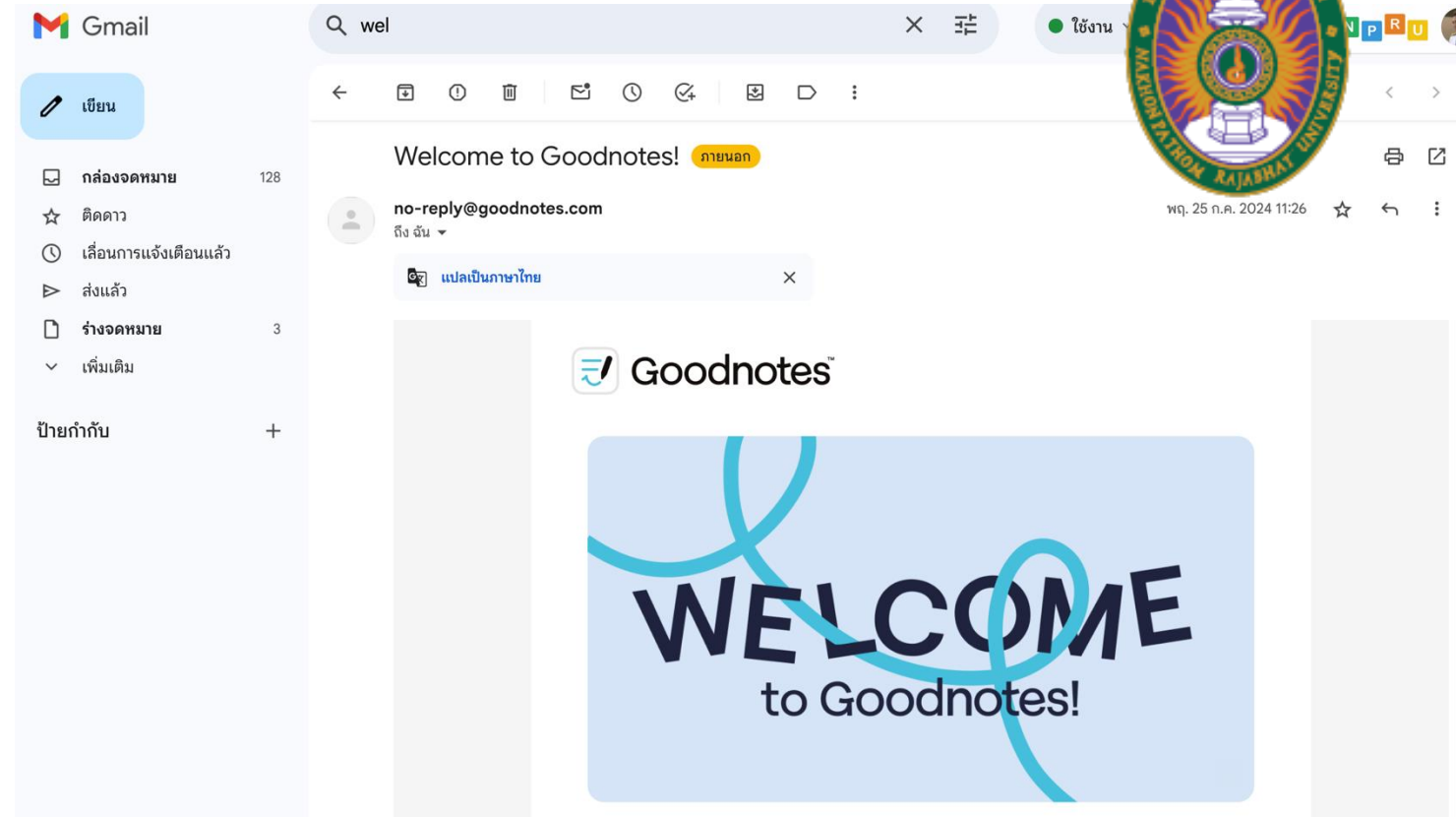
- Community Engagement and Brand Building





# Email Marketing Strategies

- Customer Retention through Email Campaigns
- Automation and Personalization Techniques
- Measuring Email Campaign Success





# Online Advertising Strategies

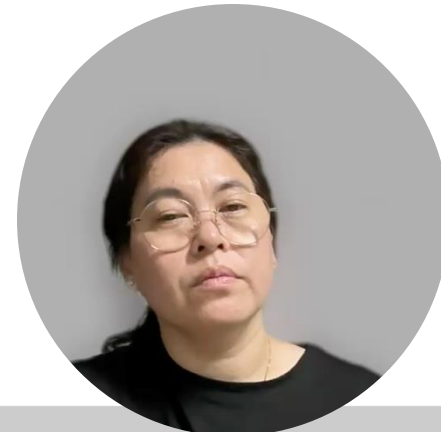
- PPC Advertising (Google Ads, Facebook Ads, etc.)
- Retargeting and Remarketing Strategies
- Influencer and Affiliate Marketing





# Data-Driven Marketing Decisions

- Using Analytics to Optimize Strategies
- Tools like Google Analytics, Facebook Insights, CRM Systems
- A/B Testing and Conversion Rate Optimization (CRO)





# CRM & Customer Engagement

- Managing customer data and interactions
- Building long-term relationships
- CRM tools and automation



<https://www.the-digitalnexus.com/services/crm-automation-implementation-miami>





# Measuring Marketing Success

- Key Performance Indicators (KPIs): CTR, ROI, Conversion Rate
- Tracking Online Marketing Performance
- Continuous Improvement Strategies





# Ethical & Legal Considerations



- Digital Marketing Ethics



- GDPR, CCPA, and Data Privacy Laws



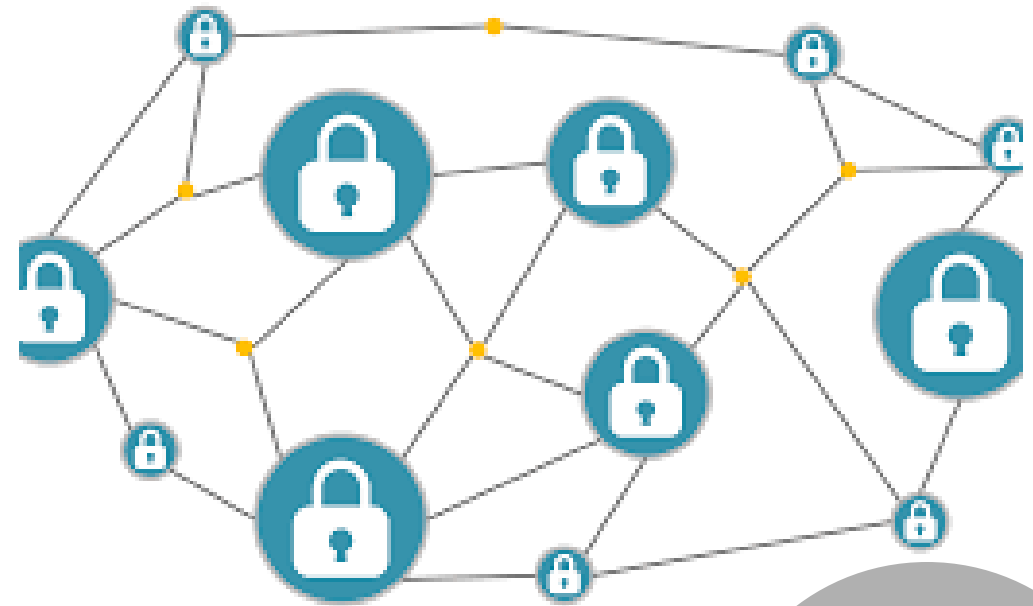
- Protecting Customer Information





# Future Trends in Online Marketing

- AI & Automation in Digital Marketing
- Marketing in the Metaverse and Web3
- Blockchain and Enhanced Consumer Privacy





# Summary & Next Steps



- Recap of Key Online Marketing Principles



- Developing an Effective Marketing Strategy



- Continuous Learning and Adapting to New Trends





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