

THAILAND

SOCIAL MEDIA MARKETING



Thai Trade Center
NORTH AMERICA

DEPARTMENT OF EXPORT PROMOTION, MINISTRY OF COMMERCE, ROYAL THAI GOVERNMENT

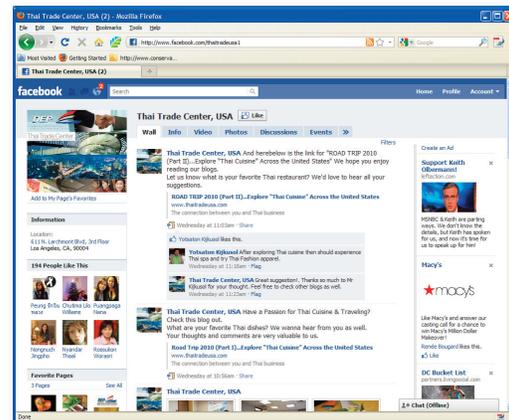
Challenge

The Thai Trade Center, North America (TTC) wanted to use social media to engage organizations and individuals in the United States, Canada, and Mexico with an interest or potential interest in anything related to Thailand, and especially its products and services. TTC had never used social media before. Most of TTC's work consists of organizing or participating in trade fairs, events, and meetings. They wanted to expose themselves to the social media world as well.

Solution

We developed and implemented the first phase of a comprehensive social media marketing campaign that consisted of two parts, establishing a social media presence and providing valuable content for TTC's Web site.

We created a social media presence through Twitter, Facebook, and LinkedIn accounts and a Blog. We reached out to organizations and individuals in North America with a strong interest in Thailand, especially its products and services. By reaching out to those specific people our goal was to identify evangelists, people who are passionate about Thailand and its products, and are most inclined to spread positive word-of-



mouth information. Through our outreach efforts, we connected with many evangelists who strongly supported TTC's mission. With their support, TTC was able to better reach out to businesses in the North American market and demonstrate strong consumer support and brand awareness.

The second part of our campaign was to enhance the Web site with enough "key word" content to increase its Search Engine Optimization (SEO) ranking, making it easier to find www.thaitradeusa.com through search engines such as Google.

Continued >

Results

In four months we achieved the following:

- TTC amassed a total of 160 Facebook fans. Our goal was to increase the fan base by 500% to reach 130 fans and we far exceeded that goal.
- Facebook fans participated by posting pictures, news, videos, and comments.
- Facebook ranked highest in referring others to TTC's Web site.
- The blog, "Made in Thailand" earned a technorati ranking of 32,925 out of more than 133 million blogs worldwide, which is quite impressive given the subject and the very targeted audience.
- The blog page is the second most visited part of the TTC web site.
- Our tracking showed a steady increase in visitors to the Web site, with 2,254 unique visitors by mid-September 2010 and 3,504 visits at the end of the contract. Of the total traffic to the site, 44% resulted from search engines, higher than the norm of 30%. This shows the success of the SEO improvements.

We were able to start a positive conversation online giving TTC the support it needs to better connect with businesses in the North American market. We also made TTC's Web site more accessible to potential importers. Now, TTC can fully leverage its online presence to facilitate access of Thai products and services to the North American market.