

Covid-19 Marketing

April 2020

Presented by

James Thurlby

Campaign Manager



We are a Digital Marketing Company

Working From Home?

A large percentage of the working population have been asked/forced to work from home – businesses have closed – companies have hit the pause button.

How do YOU react to this?

What approach do YOU take with your business / job?

There are three types of reactions in this crisis:

PANIC MODE

- Shut up shop
- Lock yourself away
- Wait it out
- **DO NOTHING**

SIT ON THE FENCE

- Pause activity
- Go through the motions of working
- Wait to see what happens
- **INDECISIVE**

RAMP IT UP

- Support customer base
- Increase marketing
- Talk to everyone
- Find solutions
- **BE PROACTIVE**

BE PROACTIVE – MAKE DECISIONS – TAKE ACTION



Internet Marketing



If you EVER doubted the impact of digital marketing THINK AGAIN. Now it is EVERYTHING.

Website Housekeeping



TOOLS THAT HAVE FREE TRIALS

- Screaming Frog – crawl your site and identify errors
- SEM Rush – compare your site to competitors' sites
- Rank Tracker – see where you are in Google Search

OR

GET FREE REPORTS FROM:



People also ask

What is an SEO company?

What is the best SEO company?

What is SEO and how it works?

Is SEO free?

How much does SEO cost?

Is SEO business profitable?

GOOGLE KNOWLEDGE TREE:

- Identify questions you can answer
- Write & Publish blogs that address the question
- Share the blogs on your Social Media

Free Audits

SEO VIDEO AUDIT

- A video that looks at the key SEO fundamentals of your website
- Recommendations that you can implement immediately
- Option for a discussion with one of our SEO Experts

ADWORDS AUDIT

Google Premier Partner offering

- Insights to missed opportunities
- Detailed analysis of current results
- Recommendations on how to improve ROI

UX/UI AUDIT

Using Google's mobile UX/UI template we:

- Identify the factors that affect your mobile site performance
- Recommendations to improve how your site looks and interacts on mobile
- Give mobile users the best experience when visiting your site

WEBSITE AUDIT

- Identify site elements that are affecting your digital marketing
- Identify maintenance elements that need implementing
- Identify security elements that are causing risk

Knowledge Tree

google

best hotel in bangkok

People also ask

What is the best area to stay in Bangkok?

What is the best month to go to Bangkok Thailand?

What is famous for shopping in Bangkok?

How much does it cost to stay in Bangkok?

Is Bangkok cheap for shopping?

What should I bring home from Bangkok?

What are the cheapest things to buy in Bangkok?

What must buy in Thailand?

What should I buy in Chatuchak Bangkok?

google

best hotel in bangkok

People also ask

What is the best area to stay in Bangkok?

What is the best month to go to Bangkok Thailand?

What is famous for shopping in Bangkok?

How much does it cost to stay in Bangkok?

Where should I not stay in Bangkok?

How do I get from Bangkok airport to hotel?

What should I avoid in Thailand?

What should I avoid in Bangkok?

When should I avoid Thailand?

Knowledge Tree

google

company formation in bangkok

People also ask

How much does it cost to set up a company in Thailand?

How do I set up a company in Thailand?

Can a foreigner own a company in Thailand?

How can I start a business in Bangkok?

What business is good in Thailand?

Is Thailand a good place to start a business?

Can I live in Thailand if I marry a Thai?

What jobs can foreigners get in Thailand?

How do I get a Thai business visa?

google

what is family law in thailand like

People also ask

What is a code family in Thailand?

Is Thailand common law or civil law?

How do I register my marriage in Thailand?

How do I get a divorce in Thailand?

What is the difference between common law and civil law?

Is Thailand strict?

How much does divorce cost in Thailand?

Can you have more than one wife in Thailand?

What is the divorce rate in Thailand?

Knowledge Tree

Google

international schools in bangkok

People also ask

How many international schools are there in Thailand?

How much does international school cost in Thailand?

What is the best school in Thailand?

How many schools are in Bangkok?

Is English taught in Thailand?

Is Thailand poor?

Does Thailand have a good education system?

Is education good in Thailand?

How many schools are there in Thailand?

Can international student work in Thailand?

How much does an English teacher make in Thailand?

Is university free in Thailand?

Content to get into Google Knowledge Tree needs to be:	RECOMMENDED STRUCTURE
<ul style="list-style-type: none"><input type="checkbox"/> Do market research to identify similar search phrases.<input type="checkbox"/> Select your query type and target accordingly: Question, Preposition or Comparison Query.<input type="checkbox"/> Provide the best answer to user's questions.<input type="checkbox"/> Make your content better understood with structured data markup.<input type="checkbox"/> Incorporate your targeted query in page headings and subheadings.<input type="checkbox"/> Format your content in a SERP Feature friendly manner.	<ul style="list-style-type: none">- Well Written- High Quality Content- To the point & Condensed- Clear Structure (encourage using H2,H3,- Add superlatives like "best" "strongest"- Easy to understand structure (Both google and user)- FREE from sales pitches & plagiarism

Potential **Winners**



Businesses That Are On The Up During Covid-19 – Do YOU Work With or Can YOU Work With Them

Resources

	Facebook Small Business Grants Programme: https://www.facebook.com/business/boost/grants https://www.facebook.com/business/boost/resource
	A message from our CEO COVID-19: \$800+ million to support small businesses and crisis response https://blog.google/inside-google/company-announcements/commitment-support-small-businesses-and-crisis-response-covid-19
	Think With Google – strategies & training https://www.thinkwithgoogle.com/marketing-resources/coronavirus-strategy/ https://www.thinkwithgoogle.com/intl/en-gb/free-digital-online-courses/
	<ul style="list-style-type: none">• Move Ahead & Other Digital Marketing Companies are resources• What are WE offering to Businesses

Development Resources

FACEBOOK for Business

Quick tips Guides Skills and training Groups Resources

Business resource hub

Managing through and building resilience
during the COVID-19 outbreak.

Think with Google

Trends + Insights

Ad Channels

Country

Tools & Research

Asia Pacific



Subscribe

Insights. Ideas. Inspiration.

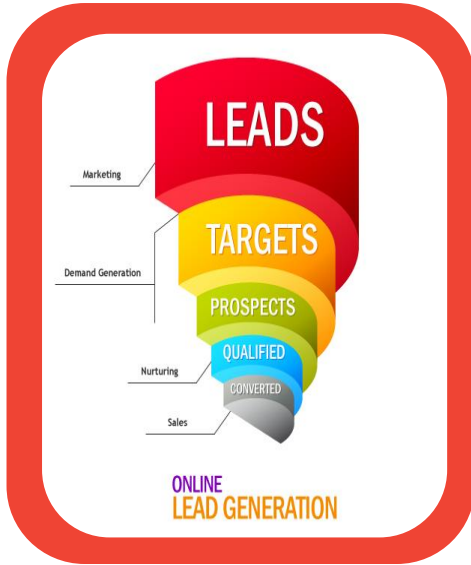
Take your marketing further with Google. Think with Google.

FEATURE OF THE MONTH

Navigating uncertainty in an evolving market

When unforeseen circumstances affect our communities, it's more important than ever for people to have access to helpful advice and accurate information. Explore our new collection to learn about protecting users, securing platforms, and more.





Putting It Into Action – What MAM is doing for ourselves & our clients

Upping Our Game

- Any Customer we acquire now will be a stronger customer & a more loyal customer
- Any client we support during this crisis will always remember and always stay with us



Mar 2, 2020

Running Email Marketing Campaigns?
Effective marketing emails can turn...



Mar 25, 2020

Stay Ahead Of The Curve - Here are 13
Ways How Businesses Can Combat...



Mar 19, 2020

Worried about the effects of the
Current Situation on your business...

FACEBOOK LEAD ADS



Mar 20, 2020

Looking to reduce budgets on your
marketing? Is that a Reactionary or...



Mar 28, 2020

How fast is your website? First
impressions do matter! In this time o...




Mar 31, 2020


To find out more on how we can help
your SEO & Digital Marketing...

Upping Our Game

ADS TARGETED TO A SPECIFIC AUDIENCE: Business Owners; FB Page Admins; Marketing Managers

“ Your Website feeling under the Weather? ”



Click Here 

Get Your **Free** Immediate Effects Assessment



Your Website feeling under the Weather?



GOOGLE DISPLAY NETWORK & GOOGLE SEARCH ADS

Ad • www.moveaheadmedia.co.th/ ▼

Adwords Marketing Agency | Stay Ahead Of Your Competitors

Worried about the effects of the Current Situation on your **business** and Online **Marketing**? Looking to reduce budgets on your **marketing**? Is that a Reactionary or Strategic decision? Brand Awareness. Lead Generation. eCommerce. Web traffics.

SEM Services · Contact Us · Social Media Marketing · SEO Services

Upping Our Game

GIVING USEFUL INFORMATION: Brand Awareness; Creating Audiences; Building for the future

INFORMATIVE BLOGS



13 Ways How Businesses Can
Combat the Coronavirus Impact
with SEO

By Danny Bean | Categories:



Supporting **Businesses**

DISCOUNTS & DEFERMENTS – FREE AUDITS – FREE ADVICE

A photograph of two business people shaking hands, with a blurred crowd of people in the background. The image is framed by a red border.

OUR CLIENTS

A 3D rendering of the word 'LEADS' in large, grey, block letters. The letter 'L' is red. The word is set against a white background with faint, repeating 'LEADS' text and location pin icons. The entire graphic is framed by a red border.

LEADS

SEO Campaigns

Accelerating	Cruising	Moving Ahead
THB 55,000 monthly	THB 75,000 monthly	THB 110,000 monthly
THB 25,000 monthly	THB 35,000 monthly	THB 55,000 monthly
40 Keywords	60 Keywords	120 Keywords
Page 1 Guarantees within 8 mths.	Page 1 Guarantees within 8 mths.	Page 1 Guarantees within 8 mths.
Onsite Optimisation	Onsite Optimisation	Onsite Optimisation
Outreach Contextual Link Building	Outreach contextual link building	Outreach contextual link building
Ranking & Analytics Review mthly.	Ranking & Analytics Review mthly.	Ranking & Analytics Review mthly.
Dedicated campaign manager	Dedicated campaign manager	Dedicated campaign manager
UX/UI Strategies for conversions	UX/UI Strategies for conversions	UX/UI Strategies for conversions
GMB Listing	GMB Listing	GMB Listing
	1 x Knowledge Tree Blog mthly.	Fortnightly GMB updates
		2 x Knowledge Tree Blog mthly.

**These special CV-19 Booster plans are discounted
for only 4 months and are VAT exclusive**

SEM Campaigns (Google & Facebook)



Gettting Started	Accelerating	Cruising – E-Commerce	Moving Ahead – E-Commerce
THB 13,000 monthly	THB 20,000 monthly	THB 27,000 monthly	THB 40,000 monthly
THB 8,000 monthly	THB 12,000 monthly	THB 17,000 monthly	THB 24,000 monthly
15k to 40k Spend Budget	30k to 70k+ Spend Budget	50k to 100k+ Spend Budget	50k to 100k+ Spend Budget
1 Platform	Up to 3 platforms	4 Platforms	All Platforms
Email Support	Phone & Email Support	Phone & Email Support	Phone & Email Support
Monthly Report	Monthly Report	Weekly & Monthly Report	Weekly & Monthly Report
0-10 Ad Groups	Live Dashboard	Live Dashboard	Live Dashboard
GDN Remarketing	Dedicated Account Manager	Dedicated Campaign Manager	Dedicated Campaign Manager
	10-20 Ad Groups	20-30 Ad Groups	Dedicated Tech Manager
	Dynamic Remarketing	Dynamic Remarketing	Unlimited Ad Groups
		Google Shopping Integration	Dynamic Remarketing
			Google Shopping Integration

PLATFORMS

Google Search	FB Lead Ads
Google Display	FB Ads
Google Shopping	FB Dynamic Ads
YouTube Ads	

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Facebook Competition



Move Ahead Media

Published by Martin Finn MAM (?) · 23 hrs ·



⚠️⚠️ Competition Time ⚠️⚠️

During these critical times, Move Ahead Media are looking to give back and help out other businesses.

We are giving away 3 top prizes worth B120,000. We also have 100 smaller prizes to help your business.

To Enter:

- ✓ Sign Up Below (complete form)
- ✓ Share this Post
- ✓ Like our Page

Winners will be announced on 21st April.

T&C's Apply*



Digital Agency B120,000 Giveaway!!

www.moveaheadmedia.com.au/FBCompetition-terms/

What & Why?

YOUR WEB PRESENCE	<ul style="list-style-type: none">• Housekeeping – improve your site• Develop blogs
Your Staff	<ul style="list-style-type: none">• Give them online training & reading• Improve their skills & knowledge
CLIENTS	<ul style="list-style-type: none">• Deferring Part Payments• Maintain the work or support
NEW CLIENTS	<ul style="list-style-type: none">• Discounted or deferred packages• FREE information or support e.g. audits
MARKETING	<ul style="list-style-type: none">• Facebook Lead Ads• Google Display Network & Google Search• Informative Blogs
Find New Customers NOW - Build A PIPELINE for the future	

#ThinkAheadMoveAhead



ANY QUESTIONS

www.moveaheadmedia.co.th



We are a Digital Marketing Company



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