Cooperative Education Report

Managing Digital Marketing at TOECHOK Company

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Title: Managing Digital Marketing at TOECHOK Company

Written by: Phyo Sithu

Department: Bachelor's in business administration

Academic Advisor: Ms. Hpoo Pwint Dahlia Maung

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 3/2022.
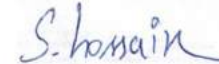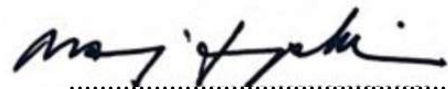
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Project Title : Managing Digital Marketing at TOECHOK Company

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Degree : Bachelor of Business Administration (International)

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ABSTRACT

This cooperative internship at TOECHOK Thailand focused on professional networking and digital marketing capacity in the tourism sector. The objectives of the study included assessing and measuring the effectiveness of TOECHOK's digital marketing initiatives, enhancing user engagement metrics, and formulating actionable recommendations for improvement. The student was assigned to work as a digital marketing intern in the Content and Digital Marketing department assigned by the company. The main duties were as follows. Firstly, taking care of extensive digital marketing tasks including data analysis, content production, and social media administration. Secondly, observing active participants using surveys and conversations with colleagues and superiors. Finally, participating in daily activities of the digital marketing division.

A qualitative mini-research study was also carried out to investigate the requirements and preferences of travelers using the TOECHOK platform. The study used a survey to determine people's awareness and preferences for different travel companies in Thailand. The survey results showed a low level of brand awareness among the respondents, indicating a need for increased recognition of the brand.

The internship brought valuable learning opportunities that helped greatly in the intern's professional development. Achievements included putting digital marketing plans into action with success, but difficulties included adjusting to new technology and working with various staff. Enhancing diversity and inclusion activities, offering more training, and mentorship possibilities were among the recommendations made for TOECHOK.

Keywords: Digital Marketing, User Engagement, Content Creation.

Acknowledgement

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Chapter 1

1.1 Company Introduction

Figure 1:TOECHOK Logo

Company Overview

TOECHOK, a prominent player in the online travel and tour industry, was founded on November 30, 2018, in the vibrant city of Bangkok, Thailand. Established as a privately held company, TOECHOK was conceived by Dr. Soontorn Piromsartkoon, with a dynamic leadership team comprising Namchok Petasen; Chief Technology Officer, and Narong Mungtom; Chief Operating Officer. The company's core mission revolves around the integration of tourist information, the development of a robust network of tourism businesses, and the creation of an online travel community through web platforms and mobile applications.

Business Model

TOECHOK operates as a pivotal transaction facilitator, connecting travel agencies and enthusiastic travelers seeking tour packages. Simultaneously, it manages a sophisticated system for travel content advertising and offers an enticing affiliate travel partner program. The company's revenue streams are diversified, comprising commissions. TOECHOK earns commissions ranging from 7% to 20% on every successful transaction involving tour package bookings.

Advertisement: TOECHOK's advertising model encompasses content promotion, travel communities, services, products, keywords, email marketing, and banner advertisements strategically placed within the TOECHOK platform.

Affiliate Travel Partner Program: TOECHOK receives commissions from its affiliate partners for every successful booking involving hotels, flights, airport transfers, car rentals, and various services.

1.1.1 Mission of the company

The mission of TOECHOK revolves around providing a "one-stop travel service." The company strives to simplify the complexities of travel, offering a comprehensive range of services to cater to the diverse needs of travelers.

1.1.2 Vision of the company

TOECHOK's vision is to establish itself as the "Inclusive Platform for Tourism." The company envisions breaking down barriers in the travel industry and fostering an environment where travel enthusiasts can explore the world without limitations.

1.1.3 Strategies of the company

TOECHOK distinguishes itself in the online travel and tour industry through a diverse array of attractive packages and a robust presence across its own social media platforms. The company offers a spectrum of enticing travel packages, ranging from curated tours to bespoke experiences, appealing to a wide audience with diverse travel preferences.

These packages include everything from all-inclusive vacations to specialized adventure tours, ensuring there's something for every type of traveler. TOECHOK's commitment to providing comprehensive travel solutions extends to various offerings such as flights, airport transfers, car rentals, and accommodations, all seamlessly integrated into its diverse travel packages.

To enhance the user experience and engagement, TOECHOK has strategically developed and nurtured its own social media platforms. These platforms serve as dynamic hubs for travel enthusiasts, providing a space to share experiences, exchange tips, and discover new destinations. Through its active presence on platforms like Facebook, Instagram, and others, TOECHOK not only promotes its travel packages but also fosters a vibrant travel community.

This strategic use of social media allows TOECHOK to connect directly with its audience, showcasing the allure of its travel packages through visually compelling content. By leveraging its own social media platforms, TOECHOK cultivates a sense of community among its users, reinforcing brand loyalty and establishing itself as a go-to platform for travel enthusiasts.

In summary, TOECHOK's strength lies not only in its diverse and attractive travel packages but also in its ability to harness the power of its own social media platforms to create a dynamic and engaging community of travel enthusiasts. This unique

combination positions Toechok as a leader in the online travel space, offering not just vacations but a holistic travel experience.

Unique Offering

What sets TOECHOK apart is its innovative approach to creating a new dimension of online travel communities. Through a social media platform, TOECHOK encourages users to share and explore the world's most remarkable destinations. The services offered by the company encompass tour packages, flights, airport transfers, car rentals, souvenirs, hotels, travel blogs, and an interactive travel community (one-stop travel service).

Travel Community

TOECHOK has revolutionized the way travelers connect through its interactive travel community. Here, individuals can create and share their travel experiences, promoting the values and essence of the company. By enhancing customer experiences and fostering loyalty through engaging events and captivating social media campaigns, TOECHOK has succeeded in increasing user interactions and visibility within the travel industry.

Location

TOECHOK is strategically situated at 14 Nawamin 98 Alley, Ram Inthra, Khan Na Yao, Bangkok 10230, just above the HUGTIST coffee shop. This convenient location serves as the epicenter of the company's innovative operations.

1.1.4 Organizational structure
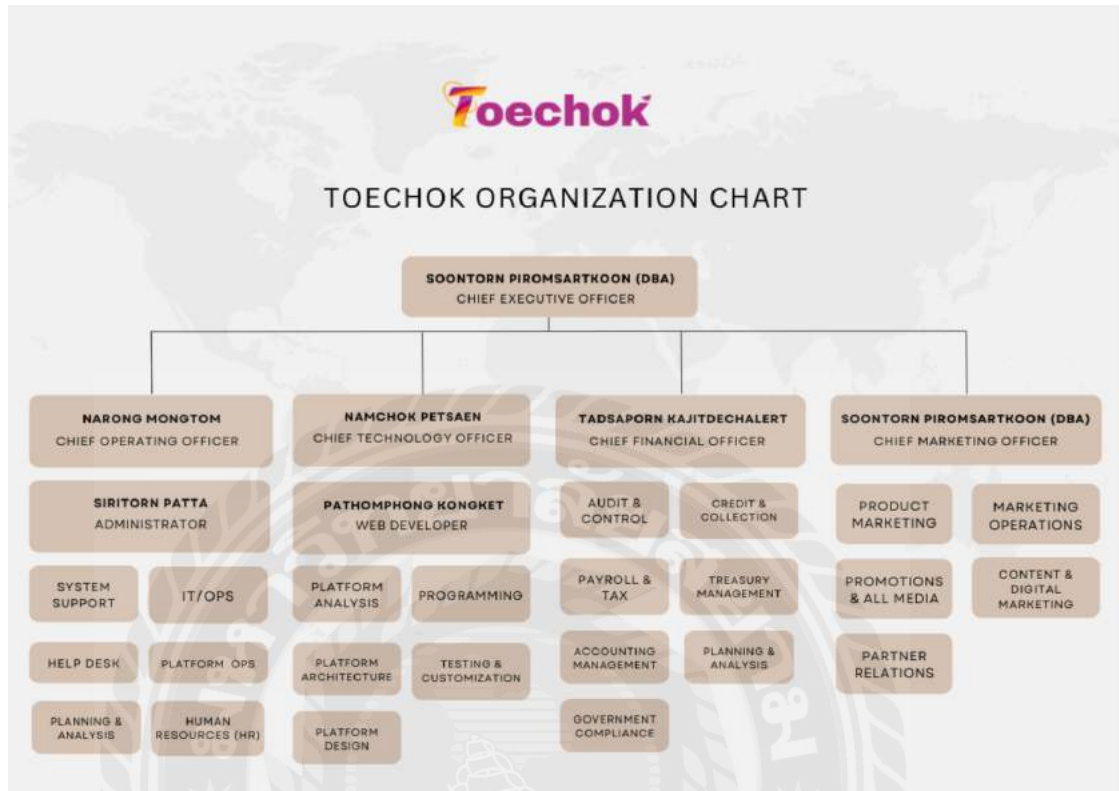
Figure 1.1: TOECHOK Organization Chart

1.2 Job Position of the internship

1.2.1 The job position in the organization chart

As a team member in content and digital marketing at TOECHOK, my experience in the marketing department has been broad and exciting. The CEO, Dr. Soontorn Piromsartkoon, gave me this important position, emphasizing the business's dedication to developing talent and expansion. I studied the technical details of website optimization and learned about the technological features that improve the user experience with the help of Chief Technology Officer Phi Namchok.

The guidance I received from Dr. Soontorn was helpful in improving my knowledge of successful digital marketing techniques. Having intelligent conversations with him gave me an in-depth understanding of the company's mission and the role digital marketing plays in realizing it.

To make the website and application more accessible for a wider audience, my first duties were translating text from English to Burmese. This initiative, which made sure users could interact and navigate the site in their chosen language, was in accordance with TOECHOK's dedication to diversity.

An important accomplishment was the smooth integration of Burmese, Thai, and English language packages into the website and application. This increased TOECHOK's reach and demonstrated the company's commitment to building an inclusive and user-friendly platform.

All things considered, the journey has been characterized by ongoing education, skill advancement, and significant contributions to the company's online presence. Not only has the leadership team's collaborative atmosphere empowered me in my work, but it has also added to TOECHOK's general success and accessibility around the globe.

1.2.2 Student's Profile

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1.2.3 Self-Introduction

I am a highly motivated and dedicated fourth-year student seeking an internship opportunity as a Business Analyst or Collector. With a solid academic foundation and practical skills, I aim to contribute effectively to data-driven projects and add value to your organization. Throughout my academic journey, I have acquired a strong proficiency in utilizing Microsoft Office tools and RapidMiner. These skills have enabled me to analyze data and derive valuable insights, making data-driven decision-making an inherent part of my skill set. What truly fuels my passion is the dynamic and ever-evolving nature of the IT industry. My genuine enthusiasm for IT jobs and my desire to explore the field of business analysis have driven me to continuously expand my skill set and stay up-to-date with emerging trends. I firmly believe that adaptability and a hunger for knowledge are essential in the fast-paced world of technology. I bring to the table a diverse skill set, including proficiency in advanced Microsoft Office applications, exceptional written and verbal communication skills, strong negotiation abilities, critical thinking, and problem-solving skills. My collaborative nature ensures I work effectively in teams, promoting a positive and productive work environment. As a native of Myanmar, I offer a unique cultural perspective and a global mindset, enhancing diversity within the team and fostering a global perspective in the projects I undertake. I am genuinely excited about the prospect of joining your organization and contributing to its success. This introduction provides a glimpse into my qualifications and aspirations as I seek to embark on an internship journey within your esteemed company. Thank you for considering my application, and I look forward to the opportunity to discuss how I can make a meaningful impact as an intern.

1.3 Intention and Motivation to choose the company

The decision to join TOECHOK during the burgeoning digital era stems from a profound understanding of the pivotal role that digital marketing plays in the global landscape. In an age where businesses transcend borders through digital platforms, acquiring expertise in digital marketing is not just an opportunity but a strategic imperative. Choosing TOECHOK for my foray into the digital marketing realm is a testament to the company's prominence in the online travel and tour industry and its commitment to innovation.

The prospect of learning digital marketing in an environment as dynamic as TOECHOK is a source of immense pleasure. The company's leadership, particularly the CEO, exudes a positive and encouraging attitude. This has not only fostered a conducive learning environment but has also provided me with a valuable opportunity to delve deeper into the intricacies of digital marketing. The CEO's willingness to share knowledge and offer a platform for learning reflects a commitment to the professional growth of team members.

Moreover, the experience gained at TOECHOK aligns harmoniously with my aspirations, particularly in the realm of data analytics. The CEO's vision of integrating technology and data-driven strategies within the company's operations aligns perfectly with my dream job as a data analyst. This alignment of personal and professional goals makes the journey with TOECHOK not just a career choice but a stepping stone towards realizing broader ambitions in the digital landscape.

1.3.2 Personal SWOT Analysis [Table 1.1]

STRENGTHS	WEAKNESS
Work Hard Love to gain knowledges Negotiation Work Precisely Critical Thinking	Introvert Being honest Over thinking about ideas
OPPORTUNITY	THREATS
Planning jobs Marketing Information Analysis	Less experience in organizations Crisis and Wars

Strengths

Work Hard: I don't feel free and relaxed if I haven't done my tasks. So, I work whatever it is, and I take responsibility for what I start. Also, I love to work with people who could support my academic knowledge or whatever will help me gain skills. Learning new things is my passion.

Love to Gain Knowledge: I like to read books and feed my brain with knowledge.

Negotiation: I like to become better at every situation by approaching with negotiation to the individuals.

Work precisely: I like to organize and take a step-by-step approach to everything. Mostly, I'm patient in solving errors and factors.

Critical thinking: I like to find the related connections in every kind of information that Iead to solve the block in my path.

Weakness

Introvert: When I was young, I spent most of my time at home watching TV and reading books. So, I might be a little further away from the crowds. I usually busy with building myself to be better. But I always tried my best to communicate with people.

Being Honest: Sometimes being honest is not good enough to solve everything. So, I must reconsider twice before I say something to someone, depending on the attitude the individuals put upon me.

Overthinking: I spent most of my time thinking or getting ideas. I also like to modify my old ideas and then practice them in real life. Sometimes this is a bad habit to make. But nowadays I try to not overthink by taking a deep breath before I start to decide.

Opportunity

Planning jobs: I like to spend my time on planning and solving problems, like logistic jobs, IT-related jobs (data analysts), and marketing planning.

Marketing: I have entry-level work experience in the marketing field. And I have some knowledge that can support marketing career jobs in the future. I do like to plan the marketing and care for my loyal customers.

Information Analysis: Planning is the process of thinking, and information plays a vital role in planning before anything starts to work on the final plan. So, I love to analyze the cluster of information and feedback, which can help the plans hit the right target with less time consumption.

Less experience in organization: I only have experience in marketing, noting then planning section. So, it can be a tetratomic interest in my job and my career.

Crisis and Civil War: If the country is in a crisis or civil war, it will be very hard and challenging to plan jobs.

1.3 Company Analysis

Comprehensive, detailed SWOT analysis [Table 1.2]

Strengths:	Weaknesses:
Innovative Business Model	Reliance on Online Platform
Leadership Team	Market Competition
Diversified Revenue Streams	Dependence on Tourism Industry
Comprehensive Services	
Opportunities:	Threats:
Global Tourism Growth	Pandemic and Travel Restrictions
Technological Advancements	Cybersecurity Concerns
Strategic Partnerships	Changing Consumer Preferences
	Regulatory Challenges

Strengths:

Innovative Business Model: TOECHOK's role as a transaction facilitator, content advertiser, and affiliate travel partner program diversify revenue streams.

Leadership Team: The dynamic leadership, led by founder Dr. Soontorn Piromsartkoon and key executives, brings a wealth of experience to the online travel industry.

Diversified Revenue Streams: Multiple sources of revenue, including commissions,

advertising, and affiliate programs, contribute to financial stability.

Comprehensive Services: TOECHOK's one-stop travel service provides a wide array of offerings, from tour packages to an interactive travel community.

Weaknesses:

Reliance on Online Platform: The company's success is closely tied to its online platforms, making it vulnerable to disruptions in the digital landscape.

Market Competition: Intense competition in the online travel industry may pose challenges to maintaining market share and profitability.

Dependence on the Tourism Industry: Economic downturns or crises in the tourism sector can significantly impact TOECHOK's performance.

Opportunities:

Global Tourism Growth: The expanding global tourism industry presents opportunities for TOECHOK to capture a larger market share.

Technological Advancements: Embracing emerging technologies, such as virtual reality or AI-driven travel recommendations, can enhance user experiences.

Strategic Partnerships: Collaborations with travel-related businesses or strategic partnerships can expand TOECHOK's service offerings.

Threats:

Pandemic and Travel Restrictions: Global health crises and travel restrictions can severely impact the travel industry and TOECHOK's operations.

Cybersecurity Concerns: As an online platform dealing with sensitive user information, cybersecurity threats pose a significant risk.

Changing Consumer Preferences: Shifts in consumer preferences or the emergence of new competitors could affect TOECHOK's market position.

Regulatory Challenges: Evolving regulations in the online travel sector may require adaptations to comply with legal standards.

1.4 Objectives of the Report

The objectives of this internship program are stated below:

1. Performance Evaluation:
   Question: How can we assess and measure the effectiveness of TOECHOK's current digital marketing initiatives, including website optimization, social media presence, and online advertising?

2. Audience Engagement:
   Objective: Enhance user engagement metrics across TOECHOK's digital platforms, including website traffic, social media interactions, and overall user engagement.

3. Conversion Analysis:
   Question: What are the key areas in the conversion funnel that need improvement to increase the rate of converting leads into actual bookings or transactions?

4. Competitor Benchmarking:
   Objective: Conduct a comparative analysis of TOECHOK's digital marketing strategies against key competitors in the online travel and tour industry to identify areas for improvement.

5. SEO and Website Optimization:
   Question: How can TOECHOK further optimize its website and improve search engine optimization (SEO) to enhance online visibility?

6. Content Effectiveness:
   Objective: Evaluate the impact of content marketing efforts, including blog posts, travel guides, and other digital content, on attracting and retaining users.

7. Social media effectiveness:
   Objective: Analyze and improve the performance of TOECHOK's social media channels in terms of reach, engagement, and conversion.

8. Digital advertising ROI:
   Question: What adjustments can be made to optimize the return on investment (ROI) of TOECHOK's digital advertising campaigns?

9. Recommendations and Action Plan:
   Objective: Formulate actionable recommendations and a strategic action plan based on the analysis to enhance TOECHOK's digital marketing effectiveness and achieve business objectives.

1. Performance Evaluation:

A comprehensive evaluation methodology is necessary to thoroughly examine and measure the effectiveness of TOECHOK's present digital marketing campaigns. Key performance indicators (KPIs) for website optimization, such as website traffic, user engagement metrics, and A/B testing outcomes, should be regularly tracked. Sites like Google Analytics may offer insightful data on bounce rates, visitor activity, and general customer satisfaction. Metrics like follows, likes, shares, and comments are tracked, and sentiment analysis is used to determine how the audience perceives the content. The reach and click-through rates of social media postings may also be analyzed to get insight into the impact and visibility of content. Utilizing analytics tools from Google Ads and other platforms is essential for tracking campaign effectiveness in online advertising, including click-through rates, conversion rates, and cost per acquisition. Advertising effectiveness is further increased by A/B testing of ad creatives and ongoing improvement based on data-driven insights. Establishing a complete picture through the implementation of a single marketing dashboard that combines data from many efforts helps create goals, benchmarks, and make data-driven choices for continuous optimization. A dynamic and flexible digital marketing approach, along with regular performance assessments and user feedback methods, ensures TOECHOK's sustained success in the competitive online travel industry.

2. Engagement of the Audience:

A comprehensive strategy is necessary to improve user engagement metrics on all TOECHOK's digital channels. Firstly, concentrating on website traffic entails putting strong SEO techniques into practice to increase organic visibility, creating content that is easily shared, and streamlining site performance for a flawless user experience. An engaged community is fostered on social media by promoting user-generated content and keeping a regular presence with a varied content calendar. Being quick to reply to messages and comments helps create a responsive online community.
Enrichment features like badges and awards may be used to encourage user engagement, while polls and surveys can be used to get direct input. Utilizing customized emails and push alerts keeps consumers informed about important developments. Tracking user activity and preferences is made possible by using analytics tools, and A/B testing aids in determining the most interesting features. Facilitating a feeling of community via virtual events and online forums encourages more engaged user engagement. To ensure continuous and enhanced user engagement across its platforms, TOECHOK can build a dynamic and engaging digital landscape by continually assessing these techniques and adjusting based on user input and statistics.

In addition, one of the main factors in encouraging user involvement on TOECHOK's platforms is the development of a vibrant online travel community. TOECHOK can promote a sense of community and belonging by allowing users to share their journeys, observations, and advice. A layer of interaction is added by holding webinars, Q&A sessions, or virtual events that enable users to actively engage and contribute to the platform. Engaging in partnerships with influencers or travelers that share TOECHOK's beliefs can increase the platform's attractiveness and reach. Influencers can increase overall engagement by drawing in new people with their distinct viewpoints and following. To further encourage involvement, partnerships with travel-related companies or brands may provide TOECHOK users exclusive discounts or promotions. To optimize methods, user engagement data must be regularly monitored and analyzed. This involves tracking the effectiveness of different content kinds, figuring out when user engagement peaks, and comprehending the characteristics of the most involved users. Through the utilization of these insights, TOECHOK can consistently improve its methodology, guaranteeing that user engagement continues to be a continually changing feature of the platform.

3. Conversion Analysis:

TOECHOK is strategically focusing on enhancing its conversion funnel by prioritizing key areas that contribute to an improved user experience and increased customer engagement. A primary objective is to ensure the website's user-friendliness, with an emphasis on quick loading times and mobile responsiveness. Additionally, the implementation of clear and compelling calls-to-action will guide visitors toward desired actions seamlessly. The company recognizes the significance of providing high- quality, informative content that directly addresses the needs and concerns of its audience. Efforts are also underway to minimize friction in the booking and transaction process by streamlining steps and collecting only essential user information. Furthermore, a commitment to continuous improvement is evident through the utilization of A/B testing, allowing TOECHOK to identify and implement the most effective elements for optimal performance in its conversion funnel.

4. Competitor Benchmarking:

To identify areas for development and keep a competitive advantage, TOECHOK's digital marketing techniques must be compared to those of its primary rivals in the online travel and tour industry. First off, evaluating the success of SEO tactics can reveal information about how TOECHOK's website measures through against rivals in search engine rankings. TOECHOK can improve its online exposure and user experience by examining indicators such as website traffic, bounce rates, and user engagement. It's also critical to assess TOECHOK's and its rivals' social media presence. Metrics like follower growth, engagement rates, and content popularity may be utilized to assess

how well social media marketing campaigns are working. TOECHOK's social media strategy may be influenced by determining the channels on which rivals operate and by figuring out the kinds of articles that appeal to their audience. Analyzing the use of internet advertising is an additional crucial component. Ad performance metrics, such as click-through rates, conversion rates, and return on ad spend (ROAS), may be compared to provide insight into how successful TOECHOK's paid marketing campaigns performed. Understanding the channels and ad formats that rival companies use efficiently can help TOECHOK optimize its digital advertising approach.

Analyzing participation and visibility in online travel websites can also provide valuable insights. TOECHOK leverages social media groups, review sites, and blogs to keep an eye on travel-related events, groups, and pain issues. Strategies to improve TOECHOK's own online community can be sparked by analyzing rival capabilities in community participation.

Finally, methods for innovation may be identified by looking at how the sector is using advanced technology and trends like augmented reality (AR), virtual reality (VR), and interactive content. To maintain its lead in offering a smooth and engaging user experience, TOECHOK can investigate comparable paths if rivals are effectively integrating state-of-the-art technology.

Competitors
1. Filco Travel & Tours Ltd. (Luxury Deals, Cruises)
2. Backyard Travels (Informative and educational blogs, Smooth Customers review)
3. Thailand Treks (Family trips, activities trips)

5. SEO and Website Optimization:

TOECHOK is prioritizing comprehensive website optimization and the enhancement of its Search Engine Optimization (SEO) strategies to bolster online visibility and user engagement. The initiative encompasses meticulous keyword research to identify pertinent terms and phrases within the industry, seamlessly integrating them into the website's content for improved search engine rankings. On-Page SEO elements such as meta titles, descriptions, headers, and alt tags for images are being meticulously optimized to ensure maximum effectiveness. The company places a strong emphasis on consistently delivering high-quality and relevant content, aimed at providing substantial value to its target audience. Additionally, TOECHOK recognizes the importance of mobile optimization for better search engine rankings, ensuring that the website is not only user-friendly but also performs well across various devices. The strategy includes the establishment of high-quality backlinks from reputable websites within the niche and a focus on Local SEO optimization by creating a Google My Business listing and actively seeking customer reviews. These concerted efforts are aligned with TOECHOK's commitment to establishing a robust online presence and fostering a positive user experience.

6. Content Effectiveness:

The content marketing initiatives of TOECHOK, which include trip guides, blog articles, and other digital material, are having an outstanding impact in drawing in and keeping consumers. Increased traffic to the website reflects consumers' interest in the wide variety of information available. Certain pieces of content have been shown to positively increase conversion rates for activities like tour reservations and newsletter sign-ups. Social media interactions and user reviews show that TOECHOK's content resonates strongly with the audience, which helps promote positive feelings. The company's SEO performance has improved, as seen by its high position for relevant search terms that increase exposure. TOECHOK keeps improving its content strategy through user journey analysis and A/B testing, which guarantees continued success in drawing and keeping consumers in the competitive online travel market.

7. Social Media Effectiveness:

It will take an extensive strategy focused on strategic analysis and improvement to take TOECHOK's social media platforms to new heights. Precisely optimizing reach, engagement, and conversion across several channels is the goal. The first and most important step is to do a comprehensive audience study that explores the characteristics, hobbies, and online habits of TOECHOK's target audience across all social media channels.

That follows the example of a strong content strategy carefully conforms to the target audience's tastes. This includes a wide range of eye-catching photos, educational articles, and interactive components to tell an engaging story. Maintaining a unified visual identity, tone of voice, and messaging across all social media platforms requires consistent branding.
When it comes to posting, strategic scheduling is used to determine the best periods depending on audience engagement. Social media analytics technologies play a crucial role in identifying moments of high activity, allowing TOECHOK to optimize its outreach. User-generated material, polls, and quizzes are examples of engagement strategies that are used to encourage community building and active involvement.

To increase TOECHOK's credibility and reach, partnerships with influencers and travelers are investigated. On social media platforms, paid advertising is carefully used to target audience groups and create campaigns that effectively increase engagement and conversion rates. Conversion monitoring systems must be put in place to evaluate the effectiveness of these initiatives. Reach, engagement, click-through, and conversion rates are just a few of the performance measures that may be learned about through regular social media analytics data analysis. Future strategy is then improved and optimized with the use of these insights. Maximizing effect requires customizing techniques for each social media platform according to its unique features and user base.

The establishment of groups or communities on social media platforms, where users may exchange travel advice, suggestions, and experiences, is a major step toward community development. This makes people feel like they belong and makes the community stronger. TOECHOK may adjust tactics and take advantage of new trends by keeping an eye on algorithm updates and social media trends. This helps the company stay visible in consumers' feeds.

8. Digital Advertising ROI:

In pursuit of optimizing the return on investment (ROI) from its digital advertising initiatives, TOECHOK is implementing a strategic approach with a focus on various key aspects. The process begins with a thorough analysis of campaign data, allowing the identification of successful elements and areas that require improvement. To enhance targeting precision, the company is refining its audience segmentation to concentrate on the most pertinent demographics. The creation of compelling ad creatives, enriched with clear value propositions, is a pivotal component of the strategy. Ensuring alignment between ad content and landing pages is another critical consideration, promoting a seamless user experience and encouraging conversions. Budget allocation is approached judiciously, directing resources toward the highest-performing campaigns and channels. To bolster accuracy in measuring ROI, TOECHOK is meticulous in implementing proper conversion tracking mechanisms. This holistic strategy reflects the company's commitment to maximizing the effectiveness and efficiency of its digital advertising endeavors.

9. Recommendations and Action Plan:

A diverse strategy is advised to maximize TOECHOK's digital marketing efficacy and match it with overarching corporate goals. First and foremost, the website and social media channels should be strengthened with interactive elements like polls, quizzes, and user-generated material to support the user engagement plan. The goal of this strategy is to provide users a more engaging and interactive experience. The optimization of contents for several languages should continue at the same time to provide smooth user experiences in Thai, English, and Burmese.

To increase exposure and encourage conversions, strategic social media advertising campaigns should be created and put into action, utilizing sites like Facebook and Instagram. To reach a larger audience, the influencer cooperation strategy should be strengthened and collaborations with travel-related influencers should be encouraged.
Website optimization is still important, and to find and fix technical problems, it must be audited frequently. User involvement and conversion rates may be further improved by A/B testing different website components. In addition, the marketing staff should receive training on data analytics technologies and data-driven decision-making should be institutionalized. Marketing strategy will be updated considering regular key performance indicator (KPI) evaluation and analysis.

Customer feedback forms must be included on the website and in the mobile application to create a strong customer feedback system. This input will help identify areas that need work and enable quick resolution of client problems. The goal of community-building activities, such as online gatherings, competitions, and challenges for the travel industry, is to promote brand loyalty. To keep up with market developments, benchmarking and competitor analysis should be done on a regular basis. It will be possible to identify best practices and innovations to incorporate into TOECHOK's plans by assigning a staff to watch important rivals. Finally, to guarantee a flawless user experience and take advantage of the expanding online travel community, a thorough website optimization plan needs to be implemented.

By methodically putting these suggestions into practice, TOECHOK hopes to strengthen its digital marketing initiatives, accomplish its goals, and improve its reputation in the competitive online travel industry.
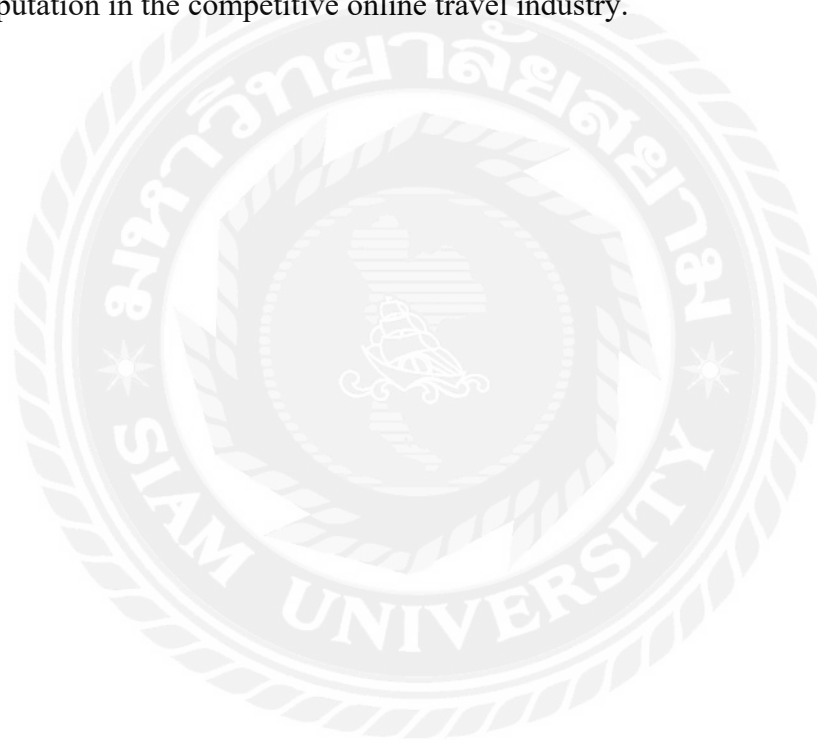
Chapter 2: Internship Activities

2.1 Job description of the student

Position: Digital Marketing Internship

Job Description:

Overview:
We are excited to welcome a creative and motivated Digital Marketing Intern to join our team at TOECHOK, a prominent player in the online travel and tour industry. As a Digital Marketing Intern, you will have the opportunity to contribute to the growth and visibility of TOECHOK through various digital marketing initiatives. This internship offers valuable hands-on experience and a chance to learn and apply digital marketing skills in a dynamic environment.

2.2 Job responsibilities

Key Responsibilities: Market research, Blog Content creation, Social media management and travel agency networking.

Market Research:

Conduct comprehensive research on Tour and Travel companies in Myanmar.
Identify industry trends and potential opportunities for strategic marketing.

Blog Content Creation:

Write engaging and informative blog articles showcasing travel destinations in Myanmar.
Capture the essence of Myanmar's attractions to inspire and inform potential travelers.

Digital Marketing Skill Development:

Actively participate in continuous learning to enhance digital marketing knowledge and skills.
Stay updated on industry trends and best practices.

Social Media Management:

Curate and manage content for a dedicated Myanmar travel sightseeing account on various social media platforms.
Promote Myanmar's attractions through visually appealing content.

Travel Agency Networking:

Compile a comprehensive list of travel agencies in Myanmar and ASEAN countries.
Initiate invitations for travel agencies to join and utilize TOECHOK's platform, expanding our network.

Translation Support:

Assist in translating content into the Myanmar language for platform accessibility.

Qualifications:

Currently enrolled in or recent graduate with a degree in Marketing, Digital Media, or a related field.
Passion for digital marketing, social media, and content creation.
Strong communication and creative skills.
Familiarity with digital marketing tools and platforms.
Enthusiastic about travel and tourism.

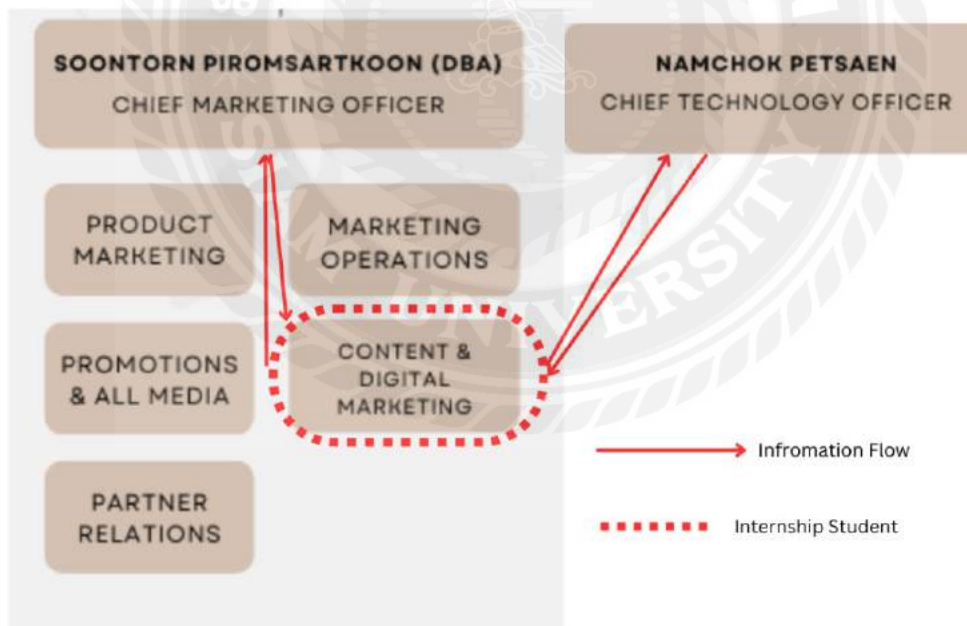## 2.3 Process flow diagrams

Figure 1.2: Process flow diagrams

As a Digital Marketing Intern at TOECHOK, I embraced the insightful discussions provided by Dr. Soontorn Piromsartkoon, the CEO, and gained a structured understanding of TOECHOK's vision. With a clear direction, I was tasked with creating compelling content for TOECHOK's media platforms and blogging about captivating destinations in Myanmar

and Bangkok. The guidance from Phi Namchok, Chief Technology Officer, was instrumental, as he explained the tasks in detail and provided files for English to Burmese translations.

My responsibilities expanded as I not only contributed to the creation of engaging blogs with photos and videos but also maintained a consistent uploading frequency on TOECHOK's media platforms, including Facebook and later Twitter. This multifaceted role allowed me to fully immerse myself in the digital marketing landscape and develop a comprehensive understanding of how content contributes to TOECHOK's online presence.

I fulfilled the requirements diligently, ensuring that the translated content resonated effectively with the Burmese audience. The addition of Twitter to our social media strategy broadened our reach, fostering engagement with a wider audience. Overall, my contribution as an intern aimed to enhance TOECHOK's visibility, promote travel destinations, and create an immersive online experience for users. This experience not only sharpened my digital marketing skills but also provided me with a profound understanding of the travel industry's dynamics in the digital era.

During my internship at TOECHOK, I honed a diverse set of special skills that significantly contributed to my professional development. Adaptability was a key skill I cultivated as I navigated various tasks and adapted to the dynamic nature of the digital marketing landscape. For example, I seamlessly transitioned between creating engaging content, translating materials, and managing social media platforms, showcasing my ability to adapt to different responsibilities.

Research skills played a crucial role in crafting informative and captivating blog articles about travel destinations. For instance, I conducted in-depth research on Myanmar's tourist attractions, ensuring that my content was accurate, relevant, and appealing to potential travelers.

Originality became evident in my content creation, where I strived to offer unique perspectives on tourist spots. An example includes incorporating lesser-known facts and personal insights into blog posts, providing a distinctive touch to TOECHOK's content.

Search Engine Optimization (SEO) proficiency was demonstrated through optimizing blog articles to enhance their visibility on search engines. By strategically incorporating relevant keywords and meta tags, I aimed to improve TOECHOK's online discoverability, ultimately driving more traffic to the platform.

Effective time management was crucial in meeting deadlines for content creation, translation tasks, and social media management. For instance, I successfully maintained a consistent posting schedule across multiple platforms, ensuring timely and engaging content delivery.

Communication skills were essential in collaborating with the team, understanding project requirements, and conveying ideas effectively. Clear and concise communication facilitated seamless cooperation and ensured alignment with TOECHOK's goals.

Editing skills were use in refining written content, ensuring grammatical accuracy, and enhancing overall quality. An example includes meticulously proofreading and editing blog posts to maintain a professional and polished online image for TOECHOK.

My knowledge of social media platforms was instrumental in devising effective strategies for content promotion. For example, I leveraged insights from social media analytics to optimize posting times, tailor content to audience preferences, and maximize engagement.

Technical proficiency was evident in tasks like uploading content on various platforms and navigating TOECHOK's media platforms with ease. This technical aptitude allowed me to seamlessly contribute to the digital marketing efforts of the company.

Chapter 3: Learning process

3.1 Mini-research about Traveler Needs and Preferences on Toechok Application/Platform

Understanding and meeting the unique needs and preferences of travelers in the digital age is at the center of the idea behind the mini-research on Traveler Needs and Preferences for Toechok's application/platform. Gaining understanding of the crucial data, features, and services that travelers look for while organizing and arranging their travels via the Toechok platform is the main goal.

The theoretical framework is based on the idea that improving user pleasure and experience with the Toechok application requires a deep understanding of traveler needs. Through the implementation of an extensive survey, the study seeks to reveal the many inclinations of tourists, including the kinds of data they value most, the amenities they anticipate, and the characteristics that foster a smooth and pleasurable journey planning experience.

3.2 Methodology for Traveler Needs and Preferences Survey:

The Traveler Needs and Preferences Survey technique is a methodical and comprehensive way to obtaining insightful information on passengers' needs and preferences, with an emphasis on planning and coordination. First, a well-crafted survey questionnaire with a combination of closed- and open-ended questions will be made. These will include a wide range of topics, such as the features that you would like to see in a travel platform, your preferred vacation locations, and the kinds of information you look for when planning a trip. The following stage is to determine who the target audience is, considering their travel habits, tastes, and demographics to guarantee a representative and varied sample.

Following the identification of the demographic to be studied, a strategic sampling plan will be put into place, distributing the survey through both online and offline channels. The objective of this multi-channel approach is to increase total involvement and reach a wide

range of responses. To ensure willingness and confidentiality, participants will be told about the objective of the survey in advance and their informed consent will be requested before any data is collected. We will carefully evaluate seasonality and other impacts on travel choices while selecting the data collecting period.

When the data gathering is finished, a thorough analysis using both quantitative and qualitative techniques will be carried out. Open-ended replies will be subjectively examined for a more in-depth understanding, while closed-ended responses will be measured for statistical insights. A feedback loop will be set up to answer questions from participants during the survey session, ensuring a great participation experience. The survey results will be further validated by cross-validation with current industry trends, consumer inputs, and market research. In the end, the survey data will be combined into an extensive report that includes important discoveries, fresh developments, and practical advice. Toechok's decision-makers will find this study to be a useful tool that will help them improve user experiences, hone strategy, and better match the platform to the needs of their broader user base.

I made two surveys with the suggestion from Phi Namchok to get to know the audience feedbacks on Toechok provided services and what channels could have potential to growth more in future. The first survey is show under below

Survey Questions are

What type of traveler are you?
- Leisure traveler
- Business traveler
- Adventure traveler
- Cultural traveler
- Other (please specify)

Where are you from?

What is your age group?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or over

How frequently do you travel in a year?
- Once a year
- 2-3 times a year
- 4-6 times a year
- More than 6 times a year
- Other (please specify)

When planning a trip, what destinations do you typically consider? (Select all that apply)
- Domestic
- International
- Specific city or region

What types of information do you need when planning a trip? (Select all that apply)
- Travel guides and recommendations
- Local attractions and activities
- Accommodation options
- Flight options and prices
- Transportation options within the destination
- Budget planning tools
- Visa and travel documentation information

How do you usually search for and book travel services?

- Online travel agencies (e.g., Expedia, Booking.com)
- Travel review websites (e.g., TripAdvisor)
- Social media recommendations
- Directly through airline/hotel websites
- Other (please specify)

What features or services would you like to see in a travel platform or mobile application that are currently missing or not well-addressed by existing services?

How important is it for you to access your travel plans and information through a mobile application?

- Very important
- Somewhat important
- Not important

Types of the traveler

Leisure traveler: are individuals who travel for enjoyment and recreation, engaging in activities such as vacations, cultural exploration, and relaxation. They travel for personal pleasure rather than work-related purposes.

Business traveler: are individuals who travel for work-related purposes, such as attending meetings, conferences, or training sessions on behalf of their companies or organizations.

Adventure travelers: are thrill-seekers who pursue exciting and unique experiences through outdoor activities and exploration.

Cultural travelers: are individuals who seek immersive experiences to explore and understand the diverse cultures, traditions, and history of different destinations.

The survey questionnaire has been meticulously crafted to delve into the multifaceted aspects of Toechok's audience, aiming to extract nuanced insights that can significantly inform strategic decisions and service enhancements. The diverse set of questions strategically addresses various dimensions of travel preferences and behaviors.

Firstly, the categorization of traveler types—Leisure, Business, Adventure, Cultural, and Other—serves as a foundational element. By allowing respondents to self-identify within these segments, Toechok gains a comprehensive understanding of its user base, enabling tailored services and content for different traveler preferences.

Demographic details, including the user's origin and age group, offer indispensable insights into the composition of Toechok's audience. This information is crucial for crafting targeted marketing campaigns and personalized content, ensuring that the platform resonates with users across different age segments and geographical locations.

The survey also seeks to unravel the frequency of travel, a metric that goes beyond mere quantitative data. By discerning how often users engage with travel services, Toechok can adapt its marketing strategies, promotions, and content calendars to align with the preferred travel frequency of its audience.

Destinations play a pivotal role in travel planning, and the survey's exploration of preferred destinations sheds light on the locales that resonate most with Toechok's users. This information guides content creation efforts, allowing the platform to curate materials and forge partnerships that align with user preferences and popular travel choices.

Understanding the types of information users seek during trip planning—ranging from travel guides to local attractions and budget planning tools—is essential. By capturing these preferences, Toechok gains valuable insights into the specific needs and expectations of its audience, enabling the platform to enhance content and features that cater to these requirements.

The inquiry into booking channels further refines the platform's strategic approach. Knowing where users typically search for and book travel services provides actionable insights, allowing Toechok to optimize its presence on key channels, improve user experience, and potentially explore collaborations with popular travel service providers.

User suggestions and desired features constitute an integral part of the survey, presenting an opportunity for respondents to voice their opinions on what might be missing or under-addressed. This open-ended approach allows Toechok to identify potential areas for improvement and innovation, empowering the platform to evolve in response to user expectations.

Lastly, the survey gauges the significance of mobile applications in accessing travel plans. Understanding the importance users place on mobile accessibility informs Toechok about the expectations of convenience and seamless interaction. This insight serves as a guiding factor in prioritizing mobile-friendly features and ensuring a user-centric digital experience.

In summary, this comprehensive survey endeavors to unravel the intricate layers of Toechok's audience preferences, behaviors, and expectations. The amalgamation of traveler categorization, demographic exploration, travel frequency analysis, destination preferences, and insights into information needs and booking habits collectively positions Toechok to refine its services, comprehend its user base, and align its offerings with the dynamic landscape of the travel industry.

User Testing Feedback for Toechok's Tourism Platform and Mobile Application survey

After testing each service, repeat the questions below for each of the services in the survey form: **Travel Community/Social, Tour Package, Hotel Booking, Flight Search, and Travel Blog**.

> **Travel Community/Social**
> After testing the **Travel Community/Social** on [Toechok's web platform / Toechok's mobile application], please share your thoughts and experiences.

Did you find the **Travel Community/Social** user-friendly and easy to navigate?

- Very user-friendly
- Somewhat user-friendly
- Neutral
- Somewhat challenging
- Very challenging

Were there any specific features or functionalities within **Travel Community/Social** that stood out to you as particularly helpful or impressive?

Did you encounter any issues or difficulties while using **Travel Community/Social**? If yes, please describe them.

How would you rate your overall satisfaction with the **Travel Community/Social** on [Toechok's web platform / Toechok's mobile application]? (1 = Very Dissatisfied, 5 = Very Satisfied)

Would you be likely to use the **Travel Community/Social** again when planning your travels in the future?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

What improvements or enhancements would you suggest for the **Travel Community/Social** to make it even better?

Tour Package

After testing the **Tour Package** on [Toechok's web platform / Toechok's mobile application], please share your thoughts and experiences.

Did you find the **Tour Package** user-friendly and easy to navigate?

- Very user-friendly
- Somewhat user-friendly
- Neutral
- Somewhat challenging
- Very challenging

Were there any specific features or functionalities within the **Tour Package** that stood out to you as particularly helpful or impressive?

Did you encounter any issues or difficulties while using the **Tour Package**? If yes, please describe them.

How would you rate your overall satisfaction with the **Tour Package** on [Toechok's web platform / Toechok's mobile application]? (1 = Very Dissatisfied, 5 = Very Satisfied)

Would you be likely to use the **Tour Package** again when planning your travels in the future?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

What improvements or enhancements would you suggest for the **Tour Package** to make it even better?

Hotel Booking

After testing the **Hotel Booking** on [Toechok's web platform / Toechok's mobile application], please share your thoughts and experiences.

Did you find the **Hotel Booking** user-friendly and easy to navigate?

- Very user-friendly
- Somewhat user-friendly
- Neutral
- Somewhat challenging
- Very challenging

Were there any specific features or functionalities within **Hotel Booking** that stood out to you as particularly helpful or impressive?

Did you encounter any issues or difficulties while using **Hotel Booking**? If yes, please describe them.

How would you rate your overall satisfaction with the **Hotel Booking** on [Toechok's web platform / Toechok's mobile application]? (1 = Very Dissatisfied, 5 = Very Satisfied)

Would you be likely to use the **Hotel Booking** again when planning your travels in the future?
- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

What improvements or enhancements would you suggest for the **Hotel Booking** to make it even better?

Flight Search

After testing the **Flight Search** on [Toechok's web platform / Toechok's mobile application], please share your thoughts and experiences.

Did you find the **Flight Search** user-friendly and easy to navigate?
- Very user-friendly

- Somewhat user-friendly
- Neutral
- Somewhat challenging
- Very challenging

Were there any specific features or functionalities within **Flight Search** that stood out to you as particularly helpful or impressive?

Did you encounter any issues or difficulties while using **Flight Search**? If yes, please describe them.

How would you rate your overall satisfaction with the **Flight Search** on [Toechok's web platform / Toechok's mobile application]? (1 = Very Dissatisfied, 5 = Very Satisfied)

Would you be likely to use the **Flight Search** again when planning your travels in the future?
- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

What improvements or enhancements would you suggest for the **Flight Search** to make it even better?

Travel Blog

After testing the **Travel Blog** on [Toechok's web platform / Toechok's mobile application], please share your thoughts and experiences.

Did you find the **Travel Blog** user-friendly and easy to navigate?
- Very user-friendly

- Somewhat user-friendly
- Neutral
- Somewhat challenging
- Very challenging

Were there any specific features or functionalities within **Travel Blog** that stood out to you as particularly helpful or impressive?

Did you encounter any issues or difficulties while using **Travel Blog**? If yes, please describe them.

How would you rate your overall satisfaction with the **Travel Blog** on [Toechok's web platform / Toechok's mobile application]? (1 = Very Dissatisfied, 5 = Very Satisfied)

Would you be likely to use the **Travel Blog** again when planning your travels in the future?
- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

What improvements or enhancements would you suggest for the **Travel Blog** to make it even better?

The user testing feedback survey for Toechok's tourism platform and mobile application serves as a comprehensive and insightful tool to assess the user experience across various services. The meticulous design of the questionnaire aims to delve deeply into users' perceptions and interactions with different features, including Travel Community/Social, Tour Package, Hotel Booking, Flight Search, and Travel Blog.

Starting with the Travel Community/Social section, users are prompted to share their thoughts on user-friendliness, identify standout features, pinpoint any encountered issues, and provide an overall satisfaction rating. Additionally, their likelihood to reuse the Travel Community/Social for future travel plans is assessed, offering valuable insights into user retention and preferences.

The Tour Package section follows a similar structure, seeking feedback on user-friendliness, noteworthy features, challenges faced, overall satisfaction, and the likelihood of reuse. This systematic approach enables a nuanced understanding of users' experiences with Toechok's Tour Package services, facilitating targeted improvements.

Onward to the Hotel Booking part, where consumers are asked to rate their level of pleasure, detail any problems they have had, and evaluate how user-friendly the site is. An evaluation of the possibility of repurposing the hotel booking service provides insightful information about the preferences and expectations of the user.

The Flight Search section employs a comparable methodology, assessing user-friendliness, identifying standout features, exploring challenges faced, gauging overall satisfaction, and evaluating the likelihood of reuse. This structured approach ensures a comprehensive understanding of user experiences with Toechok's Flight Search services.

Finally, the Travel Blog section follows a similar format, focusing on user-friendliness, standout features, challenges encountered, overall satisfaction, and the likelihood of reuse. This holistic survey design aims to collect nuanced insights into users' interactions with different services, empowering Toechok's team to make data-driven decisions for ongoing enhancements and optimizations. The overarching purpose of this user testing feedback survey is to continuously refine and tailor Toechok's tourism platform and mobile application to meet the dynamic needs and expectations of its diverse user base.

3.1 The Initial Results of the surveys

What type of traveler are you?

9 responses
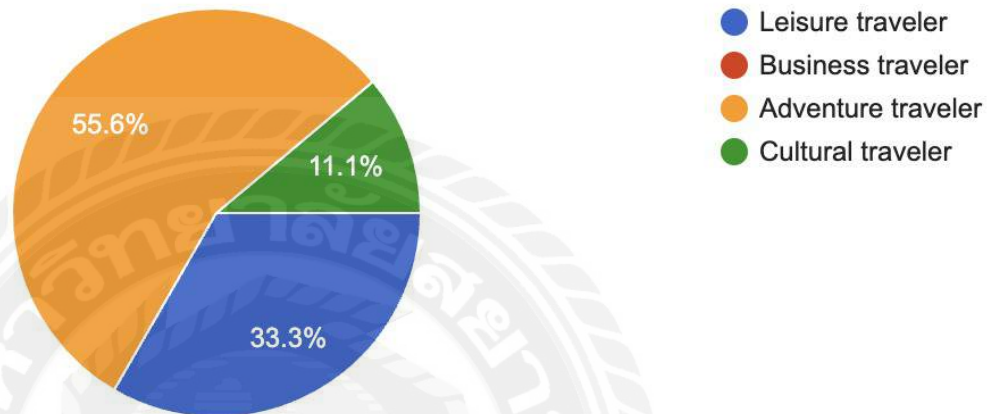
Figure 1.3: Types of Travelers

Leisure traveler: are individuals who travel for enjoyment and recreation, engaging in activities such as vacations, cultural exploration, and relaxation. They travel for personal pleasure rather than work-related purposes.

Business traveler: are individuals who travel for work-related purposes, such as attending meetings, conferences, or training sessions on behalf of their companies or organizations.

Adventure travelers: are thrill-seekers who pursue exciting and unique experiences through outdoor activities and exploration.

Cultural travelers: are individuals who seek immersive experiences to explore and understand the diverse cultures, traditions, and history of different destinations.

What is your age group?

9 responses

Legend:
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or over

11.1% 11.1% 11.1%

66.7%
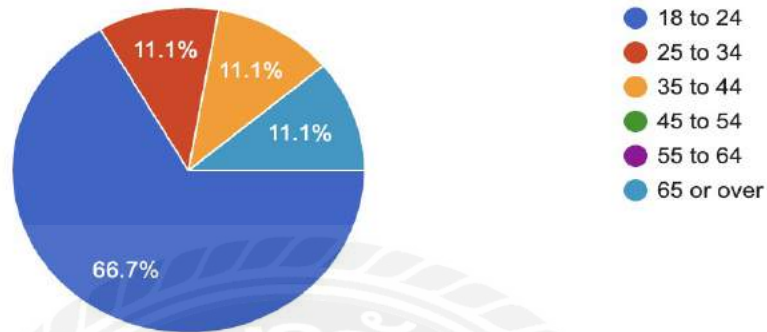
Figure 1.4: Age different group who use the toechok platform

How frequently do you travel in a year?

9 responses

Legend:
- Once a year
- 2-3 times a year
- 4-6 times a year
- More than 6 times a year
- Never
- one a month

11.1% 11.1%

77.8%

Figure 1.5: Frequency of travel

People believe that travelling can make mind relaxation and freshening up of pressured mind. But that not the only benefit of travelling we can also gain experience in cultural knowledge, variety of foods and cuisine, interesting history backgrounds and so on. In this figure (1.6) how much people travel frequency in holiday season.

When planning a trip, what destinations do you typically consider? (Select all that apply)

9 responses

Destination	Responses
Domestic	6 (66.7%)
International	6 (66.7%)
Specific city or region	1 (11.1%)
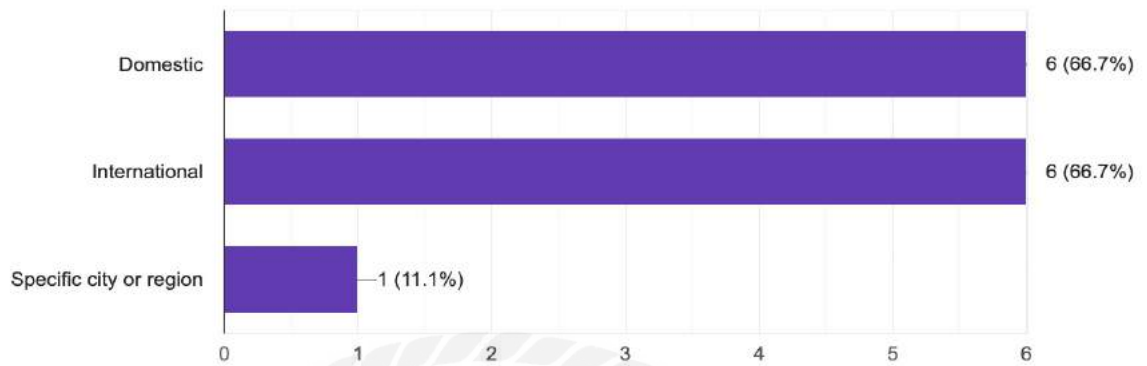
Figure 1.6: The proportion of people travel for common focuses: domestic, international and Specific city
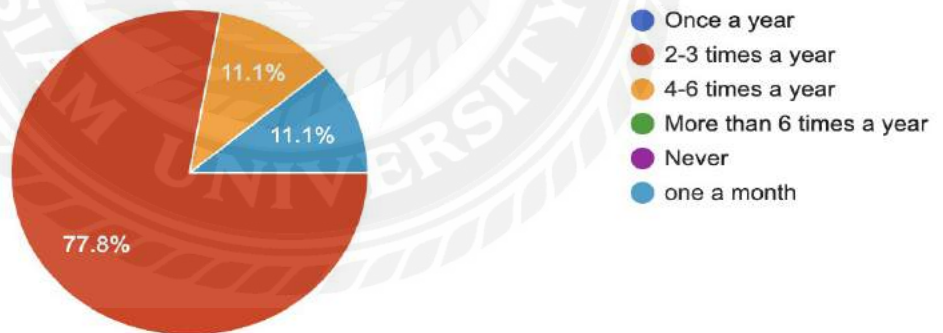
What types of information do you need when planning a trip? (Select all that apply)

9 responses

Information type	Responses
Travel guides and recommend…	4 (44.4%)
Local attractions and activities	7 (77.8%)
Accommodation options	2 (22.2%)
Flight options and prices	3 (33.3%)
Transportation options within th…	1 (11.1%)
Budget planning tools	3 (33.3%)
Visa and travel documentation i…	1 (11.1%)

Figure 1.7: Outsourcing and planning a trip

42

How do you usually search for and book travel services?

9 responses

Figure 1.8: Demonstration of usually search for and book travel services

How important is it for you to access your travel plans and information through a mobile application?

9 responses

Figure 1.9: How much people are relied on their mobile phone for planning the trips
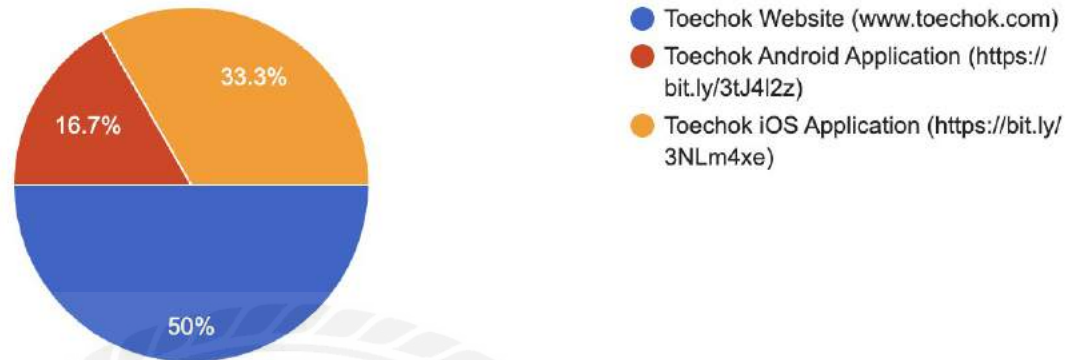
Figure (1.10) Organic search for the Toechok
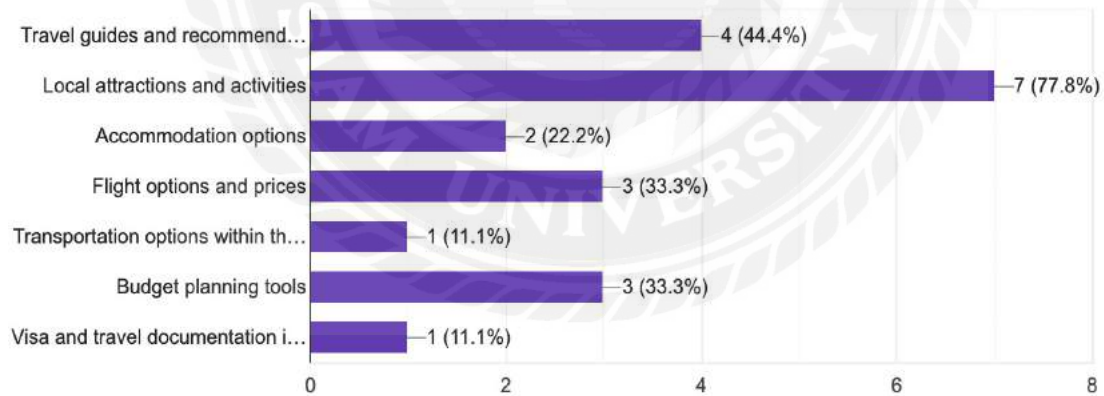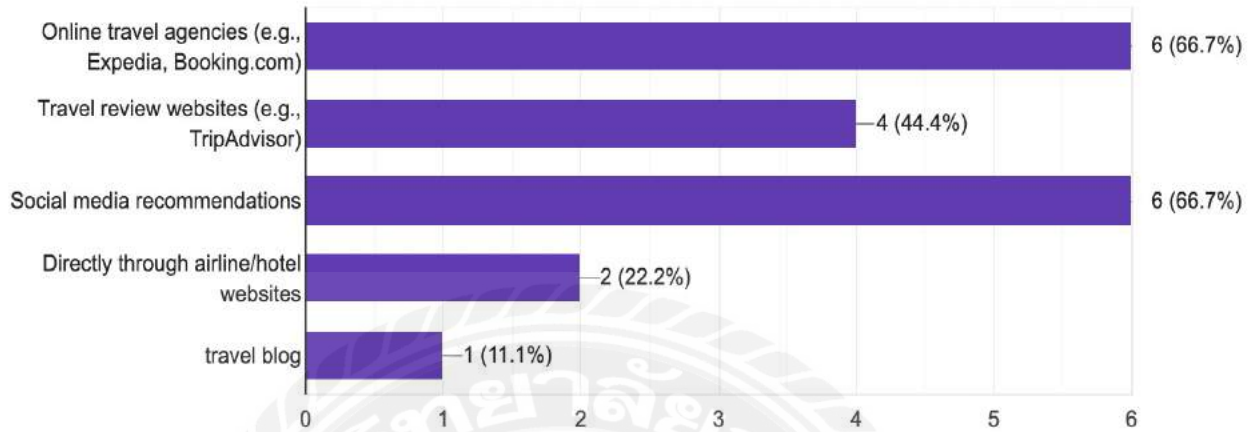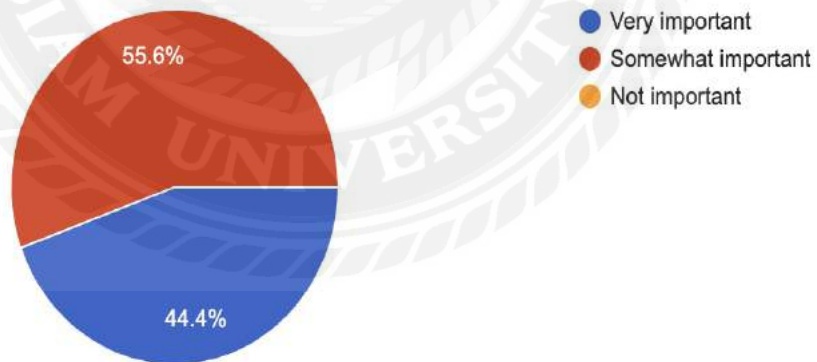
3.1.1 Suggestion

Toechok's existing position, with its fantastic offers and services, provides a strong foundation for future growth. To maximize its potential, increasing brand awareness is the missing opportunity. Toechok may put into action a thorough brand awareness strategy to really accomplish this. This project can entail forming partnerships with bloggers and influencers who share Toechok's ideals, producing interesting material for social media, and improving the website's search engine ranking.

Initiating focused web-based marketing initiatives may also significantly help in increasing awareness within the intended demographic. Toechok may reach a wider audience and increase traffic to its website and mobile application by utilizing platforms like Google Ads and social media advertising. The brand's exposure in the sector may also be improved by sponsorships, collaborations with travel agents, and involvement in travel-related events.

Toechok can get several advantages via elevating its brand recognition. In the first place, it will draw in more prospective users who might not have known about the platform's

existence. Second, more recognition can encourage customers to use Toechok for their trip planning requirements by fostering a sense of legitimacy and confidence. Furthermore, increased brand recognition starts a positive feedback loop since happy customers are more inclined to tell others about Toechok.

Public relations campaigns are yet another way to promote a company. Press releases highlighting noteworthy accomplishments, collaborations, or distinctive qualities of Toechok may draw interest from the media and result in articles in appropriate journals. Toechok's standing in the travel sector is strengthened by this sort of media attention, which also helps maintain a good public perception.

Additionally, spending money on user engagement projects like interactive competitions, giveaways, and ads including user-generated content may generate attention for the company. By encouraging consumers to use certain hashtags linked to Toechok while sharing their travel experiences on social media, the brand's visibility may be increased on a variety of channels.

To summarize, Toechok's brand recognition may be greatly increased by implementing a multifaceted strategy that includes influencer relationships, smart advertising, content marketing, public relations, and user interaction initiatives. The business will gain more market share, more user confidence, and a more competitive edge in the fast-paced online travel sector as awareness rises.

3.2 Problem Statement and Significance of the study

Examining the viewpoint from the study explains the problem description and importance in the context. First thing is to create a buyer persona depending on the demographic.
Buyer Persona for Toechok:

Name: Sarah Traveler

Demographics:

Age: 28
Gender: Female
Occupation: Marketing Executive
Location: Singapore
Income: $60,000 per annum
Background:
Sarah is an adventurous professional who loves exploring new destinations during her vacations. Being a marketing executive, she values authenticity and seeks unique experiences that she can share on her social media platforms. She enjoys outdoor activities, cultural immersion, and discovering hidden gems in every place she visits.

Goals and Pain Points:

Goal: Sarah aims to find personalized and authentic travel experiences that align with her interests.
Pain Point: She finds it challenging to discover offbeat destinations and often faces information overload while planning her trips.

Meet Sarah Traveler, a dynamic 28-year-old marketing executive hailing from Singapore, with a passion for adventurous exploration. Sarah is not just a traveler; she is a seeker of authenticity, craving unique experiences that can be shared across her vibrant social media

platforms. With an annual income of $60,000, Sarah has both the means and the desire to discover hidden gems in every destination she visits.

In terms of goals, Sarah's primary objective is to uncover personalized and authentic travel experiences that resonate with her interests. She seeks to go beyond the conventional tourist path and immerse herself in the local culture and outdoor activities. However, Sarah faces a common challenge – the overwhelming nature of trip planning. Information overload often leaves her struggling to discover those offbeat destinations she craves.

This is where Toechok steps in as a solution to Sarah's travel aspirations. By understanding her specific interests and preferences, Toechok can curate tailored travel content that aligns seamlessly with Sarah's goals. From personalized recommendations for unique destinations to providing a user-friendly interface, Toechok simplifies the travel planning process for Sarah. This not only addresses her pain point of information overload but also ensures that her travel experiences are both authentic and memorable.

For Sarah, Toechok becomes more than just a travel platform; it transforms into a personalized travel companion, guiding her through a world of unique adventures and helping her discover the hidden gems she craves. Through this personalized approach, Toechok establishes itself as the ideal travel partner for individuals like Sarah, who value authenticity, seek unique experiences, and yearn for seamless travel planning.

3.2.1 SOSTAC Model for Toechok:

In its current business landscape, Toechok faces the dual challenge of growth and increased market competition. The Situation Analysis unveils the need for innovative strategies to elevate Toechok's position in the online travel platform sector. To address this, the outlined Objectives aim to increase user engagement by 20%, expand the affiliate travel partner program, and improve overall user experience through website optimization.

To execute these Objectives, the Strategy involves a multifaceted approach. Targeted marketing campaigns, collaboration with influencers to amplify Toechok's presence, and the optimization of the website for mobile responsiveness stand out as crucial elements. These Strategies pave the way for the Tactics, including the launch of compelling social media campaigns highlighting unique travel experiences, the introduction of loyalty programs to drive user engagement, and partnerships with travel bloggers for content creation.

Actions are detailed steps that bring the Strategies and Tactics to life. User surveys are employed to gather valuable feedback, optimizing website and application performance becomes a priority for faster loading times, and the implementation of SEO strategies aims to enhance online visibility.

The final stage of the SOSTAC model is Control, where the focus shifts to monitoring key performance indicators (KPIs) and instigating regular updates and refinements to marketing strategies based on performance insights. The incorporation of feedback loops ensures a continuous improvement cycle, aligning Toechok with dynamic market demands and reinforcing its position as a leading player in the online travel industry.

SEO Strategy for Toechok:

Toechok's SEO strategy revolves around enhancing online visibility, improving organic search rankings, and driving targeted traffic to its platform.

Keyword Optimization:

Toechok conducts thorough keyword research to identify relevant terms and phrases used by its target audience. Integration of these keywords into website content, meta tags, and other elements ensures alignment with user search queries.

On-Page SEO:

To optimize on-page elements, Toechok focuses on improving meta titles, meta descriptions, headers, and alt tags for images. Ensuring that each page is well-structured and contains valuable information enhances both user experience and search engine rankings.

Quality Content Creation:

Regular publication of high-quality, informative content is a cornerstone of Toechok's SEO strategy. Engaging travel guides, destination reviews, and blog posts not only cater to user interests but also contribute to better search engine rankings.

Mobile Optimization:

Recognizing the increasing prevalence of mobile users, Toechok prioritizes mobile optimization. A responsive and mobile-friendly website ensures a positive experience for users accessing the platform via smartphones and tablets.

Backlink Building:

Toechok actively builds high-quality backlinks from reputable sources within the travel industry. Backlinks contribute to the platform's authority and credibility in the eyes of search engines.

Local SEO:

For targeted reach, Toechok optimizes its platform for local searches. This includes creating a Google My Business listing, obtaining customer reviews, and ensuring accurate business information across online directories.

By incorporating these elements into its SEO strategy, Toechok aims not only to rank higher in search engine results but also to provide a seamless and valuable experience for users actively searching for travel-related information and services.

Search Engine Marketing (SEM) for Toechok:

Toechok recognizes the pivotal role of Search Engine Marketing (SEM) in driving visibility and attracting potential users. The SEM strategy is designed to optimize Toechok's online presence, increase brand awareness, and drive relevant traffic.

Keyword Optimization:

Conducting thorough keyword research to identify relevant terms in the travel industry is fundamental. Toechok will optimize its website and content with these keywords to ensure visibility in search engine results when users are actively looking for travel-related information.

Paid Advertising Campaigns:

To complement organic search efforts, Toechok plans to run targeted paid advertising campaigns. This includes Pay-Per-Click (PPC) ads on search engines like Google and Bing. Advertisements will be strategically crafted to appeal to the target audience, promoting specific services and deals.

Ad Extensions and Formats:

To enhance the effectiveness of ads, Toechok will leverage ad extensions and various formats. Site link extensions, callout extensions, and structured snippets provide additional information to users, increasing the chances of engagement and conversions.

Geo-Targeting and Demographic Targeting:

SEM efforts will be refined through geo-targeting and demographic targeting. This ensures that ads are shown to users in specific locations or belonging to certain demographics, maximizing the relevance of the content presented.

Landing Page Optimization:

Toechok understands the importance of aligning ad content with landing pages. Each ad campaign will be supported by dedicated and optimized landing pages, ensuring a seamless transition for users and enhancing the likelihood of conversions.

Monitoring and Analytics:

Regular monitoring and analysis of SEM campaigns are crucial for refining strategies. Toechok will utilize analytics tools to track key performance indicators (KPIs), measure the success of campaigns, and make data-driven decisions for continuous improvement.

Social Media Integration:

SEM efforts will extend to social media platforms, aligning with Toechok's broader digital marketing strategy. Integrating SEM with social media advertising ensures a cohesive online presence and maximizes reach across various channels.

By implementing these SEM strategies, Toechok aims to elevate its visibility in the highly competitive travel industry, driving quality traffic, and ultimately, fostering increased user engagement and conversions.

Customer Relationship Management (CRM) Improvement for Toechok:

Recognizing the significance of fostering strong and lasting relationships with its user base, Toechok is committed to enhancing its Customer Relationship Management (CRM) system. The improvements aim to provide a more personalized, seamless, and satisfying experience for users throughout their journey with Toechok.

Data Centralization and Integration:

Toechok plans to centralize and integrate customer data from various touchpoints, ensuring a comprehensive understanding of user behavior, preferences, and interactions. This centralized data hub will serve as the foundation for personalized user experiences.

Segmentation and Targeting:

The CRM system will incorporate advanced segmentation strategies, categorizing users based on their preferences, travel history, and engagement patterns. This enables Toechok to tailor its communication and offerings to specific segments, providing more relevant and appealing content.

Automation for Personalization:

Toechok aims to leverage automation to deliver personalized content and recommendations to users at key touchpoints. Automated email campaigns, targeted promotions, and personalized suggestions will enhance the overall user experience and drive engagement.
Predictive Analytics:

Implementing predictive analytics within the CRM system will empower Toechok to anticipate user needs and preferences. By analyzing historical data, the platform can proactively offer tailored travel options, promotions, and services, enhancing user satisfaction.

Feedback Loops and Surveys:

Toechok values user feedback and plans to establish effective feedback loops and surveys within the CRM system. This continuous feedback mechanism allows the platform to understand user sentiments, address concerns promptly, and make iterative improvements.

Multi-Channel Integration:

Enhancing CRM involves integrating multiple communication channels seamlessly. Whether users engage through the website, mobile app, or social media, Toechok aims to provide a unified and consistent experience, ensuring a holistic view of user interactions.

Training and User Support:

Recognizing the role of the human touch in customer relations, Toechok plans to invest in training for its customer support team. Well-trained personnel equipped with in-depth product knowledge can provide effective assistance and contribute to positive user experiences.

Data Security and Compliance:

As Toechok enhances its CRM capabilities, ensuring the security and privacy of user data remains a top priority. The platform will adhere to industry standards and compliance regulations to build trust and confidence among its user base.

Through these CRM enhancements, Toechok aims not only to retain its existing user base but also to attract new users by delivering personalized, value-driven, and seamless travel experiences. The platform's commitment to continuous improvement aligns with its broader mission of becoming the preferred choice in the online travel and tour industry.

The Significance of Content Marketing for Toechok:

In the bustling realm of online travel platforms, the role of content marketing is paramount for a company like Toechok. Content marketing serves as the linchpin that connects Toechok with its audience, fostering engagement, building brand authority, and driving user loyalty. Here's an exploration of why content marketing is crucial for Toechok's success:

Educating and Informing Users:

Content marketing allows Toechok to serve as a valuable resource for travel enthusiasts. Through insightful blog posts, travel guides, and informative articles, Toechok can educate users about diverse destinations, cultural nuances, and travel tips. This positions Toechok not just as a booking platform but as a trusted advisor in the travel space.

Showcasing Unique Travel Experiences:

Toechok's content marketing strategy can spotlight unique and offbeat travel experiences. Engaging visuals, captivating narratives, and firsthand accounts shared through blog posts or multimedia content can inspire users to explore new destinations and activities, aligning with the platform's mission of providing personalized and authentic travel experiences.

Building a Community of Travel Enthusiasts:

Through a well-crafted content strategy, Toechok can cultivate a vibrant community of travel enthusiasts. Social media campaigns, interactive travel forums, and user-generated content can create a sense of belonging among users, encouraging them to share their own experiences and recommendations. This community-building aspect not only enhances user engagement but also amplifies Toechok's brand presence.

Search Engine Visibility and SEO:

A robust content marketing approach contributes significantly to Toechok's search engine visibility. By consistently producing high-quality, relevant content optimized for relevant keywords, Toechok can improve its rankings on search engine results pages. This, in turn, increases the platform's discoverability among potential users actively searching for travel-related information.

Enhancing Brand Authority:

Content marketing positions Toechok as an authority in the travel domain. In-depth travel guides, expert insights, and thought leadership pieces can establish Toechok as a go-to source for reliable and comprehensive travel information. This brand authority not only attracts users seeking trustworthy guidance but also instills confidence in Toechok's offerings.

Driving User Engagement and Loyalty:

Engaging and shareable content fosters a deeper connection with Toechok's audience. Regularly updated blogs, visually appealing multimedia content, and interactive campaigns create a dynamic and immersive user experience. This, in turn, contributes to increased user loyalty as individuals find value beyond transactional interactions.

Adapting to Evolving Consumer Preferences:

Content marketing allows Toechok to adapt to changing consumer preferences. Whether it's the format of content (videos, podcasts, written articles) or the topics covered, staying attuned to what resonates with the audience ensures that Toechok remains relevant and appealing in the ever-evolving digital landscape.

Promoting Special Offers and Packages:

Content marketing serves as a strategic avenue for promoting Toechok's special offers, travel packages, and exclusive deals. Integrating promotional content seamlessly within informative pieces ensures that users are not only inspired but also enticed to explore Toechok's offerings.

Delivering Tailored Content Through Toechok's Email Marketing and App Notifications: Toechok employs a sophisticated email marketing strategy and timely application notifications to seamlessly deliver personalized content to its users, enriching their travel experiences.

Tailored Travel Updates:

Toechok's email marketing campaigns are designed to deliver tailored travel updates to users' inboxes. These updates include information on new destinations, travel trends, and exclusive offers on tour packages, flights, and accommodations. By understanding user preferences and travel history, Toechok ensures that the content resonates with individual interests.

Souvenirs and Travel Accessories Notifications:

To enhance the travel experience, Toechok's application notifications strategically include updates on souvenirs and travel accessories. Whether it's a flash sale on travel essentials or curated collections inspired by specific destinations, users receive timely alerts, transforming Toechok's platform into a one-stop-shop for both travel information and related product.

Interactive Travel Guides:

Through email newsletters and app notifications, Toechok delivers interactive travel guides. These guides go beyond static information, incorporating multimedia elements such as videos, interactive maps, and user-generated content. This immersive approach not only educates users about destinations but also inspires them to actively engage with the content.

Specialized Travel Recommendations:

Toechok's data-driven approach enables the platform to send targeted recommendations through emails and app notifications. Whether it's suggesting unique local experiences, must-visit attractions, or hidden gems, users receive content that aligns with their travel preferences. This level of personalization enhances user satisfaction and encourages continued exploration through Toechok.

Exclusive Loyalty Programs and Offers:

Email marketing serves as a key channel for communicating exclusive loyalty programs and special offers. Users are notified about loyalty points, discounts, and member-only deals, fostering a sense of exclusivity. The application complements this by providing instant notifications, ensuring that users are aware of time-sensitive offers and can capitalize on them promptly.

Event and Festival Highlights:

Toechok's content strategy extends to showcasing highlights of events and festivals in various destinations. Users receive curated content around upcoming events, allowing them to plan their travels around unique cultural experiences. This proactive approach aligns with Toechok's mission of providing not just practical travel information but also facilitating memorable and culturally rich journeys.

User-Generated Content Showcases:

To encourage community engagement, Toechok's email newsletters and app notifications feature user-generated content showcases. Travelers who share their experiences on the platform may find their stories, photos, or recommendations highlighted. This not only recognizes and celebrates the community but also inspires others to contribute, creating a dynamic and interconnected travel ecosystem.

Localized and Language-Specific Communications:

Recognizing the diverse user base, Toechok ensures that its email marketing and app notifications are localized and language-specific. Users receive content in languages they prefer, enhancing accessibility and ensuring that the information is easily digestible and relatable.

By seamlessly integrating content delivery into users' email inboxes and app interfaces, Toechok transforms these channels into dynamic sources of inspiration, information, and engagement. The platform's commitment to delivering relevant and valuable content contributes to a holistic travel experience for its users, fostering loyalty and sustained interaction with the Toechok ecosystem.
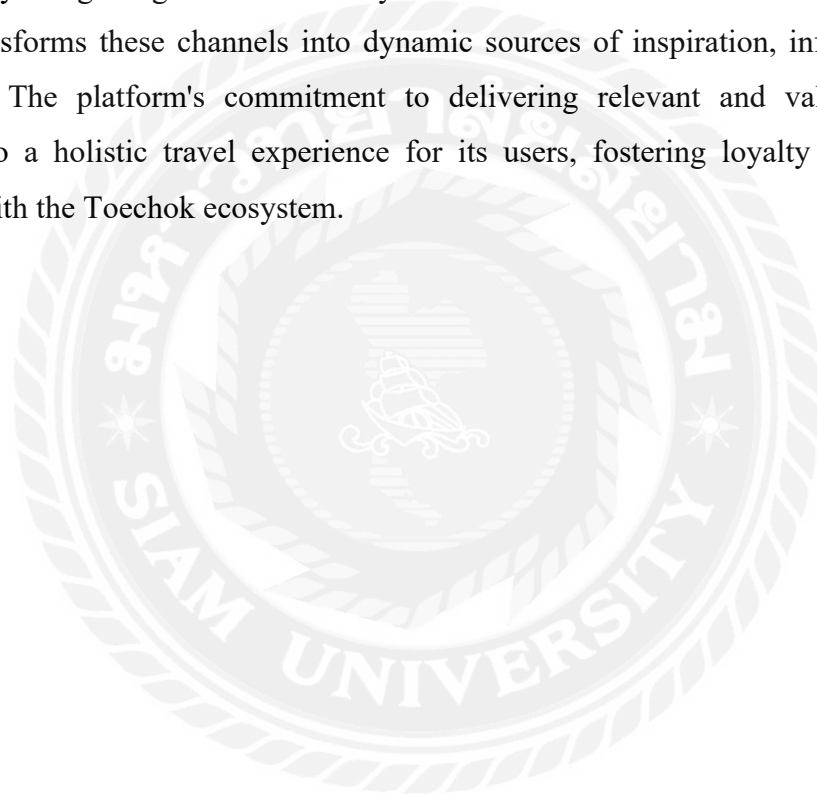
Chapter 4: Conclusions and Recommendations

4.1 Conclusions

To sum up, increasing TOECHOK's brand recognition is a path toward building a strong position in the fiercely competitive travel business, not merely a marketing tactic. Travel enthusiasts can easily post the user-generated contents and create an area of interest for TOECHOK by developing a complete strategy that involves influencer partnerships, smart advertising, content marketing, public relations, and user engagement activities.

Developing long-lasting impressions and connections with quality, dependability, and distinctiveness is more important for increasing brand awareness than just persuading people to recognize the company's name. By funding these projects, TOECHOK opens the door to greater consumer confidence, a wider consumer base, and improved reputation throughout the online travel industry. Redefining its presence and influence in the digital travel scene, TOECHOK is well-positioned to negotiate the dynamic process of heightened brand recognition.

Nurturing Travel Experiences Beyond Boundaries

In conclusion, this comprehensive report sheds light on the multifaceted digital marketing landscape of Toechok, an innovative player in the online travel and tour industry. Through an in-depth analysis of the company's strategies, initiatives, and user-centric approaches, several key insights have emerged.

Toechok's commitment to enhancing user engagement, personalization, and community building stands out as a driving force behind its digital marketing success. The adoption of cutting-edge technologies, such as artificial intelligence for personalized recommendations and blockchain for secure transactions, showcases Toechok's forward-thinking approach.

The SWOT analysis provides a nuanced understanding of Toechok's internal strengths, weaknesses, external opportunities, and potential threats. Leveraging its robust business

model, strategic partnerships, and diversified revenue streams, Toechok has positioned itself as a formidable player in the competitive travel industry.

The detailed examination of user adoption, accessibility, regulatory considerations, and other pivotal aspects emphasizes Toechok's commitment to creating an inclusive and compliant travel environment. The company's user-centric approach is evident in its efforts to simplify travel complexities and provide a one-stop travel service.

The analysis of Toechok's digital marketing strategies, including content marketing, social media engagement, and competitor benchmarking, reveals a proactive approach to staying ahead in the dynamic online travel landscape. The digital marketing objectives, performance metrics, and actionable recommendations underscore Toechok's dedication to continuous improvement and staying attuned to user needs.

Furthermore, insights into the internal dynamics and operations of Toechok, including the content and digital marketing responsibilities of the intern, highlight the company's commitment to nurturing talent and fostering a collaborative learning environment.

As Toechok's journey unfolds, the report underscores the critical importance of user feedback, adaptability, and data-driven decision-making in shaping the company's trajectory.

By addressing the specific needs of diverse traveler personas, Toechok not only enhances its market position but also contributes to the broader goal of fostering meaningful and memorable travel experiences for users.

This report encapsulates the vibrancy, innovation, and strategic foresight embedded in Toechok's digital marketing endeavors. As the company continues to evolve and adapt to the ever-changing landscape of the travel industry, the insights and recommendations presented herein aim to guide Toechok toward sustained success and the realization of its vision as the premier "Inclusive Platform for Tourism."

4.2 Future Directions and Recommendations: Paving the Path Forward

Looking ahead, Toechok stands at the precipice of further innovation and growth in the online travel domain. As the industry continues to evolve, certain strategic directions and recommendations emerge to solidify Toechok's position as a trailblazer in the digital travel landscape.

Enhancing Personalization through AI: Toechok can capitalize on artificial intelligence (AI) to further refine its personalization algorithms. By leveraging machine learning, the platform can analyze user preferences, behaviors, and historical data to offer even more tailored travel recommendations. This heightened personalization can significantly enhance user satisfaction and loyalty.

Expanding Geographical Reach: While Toechok has established a strong presence in Southeast Asia, there is an opportunity to expand its geographical reach. Exploring partnerships with local travel businesses in other regions and tailoring content for diverse markets can unlock new avenues for growth.

Innovative Marketing Campaigns: Toechok can continue to differentiate itself through innovative marketing campaigns. Collaborating with influencers, launching interactive social media initiatives, and employing immersive storytelling techniques can captivate the audience and solidify Toechok's brand identity.

Blockchain Integration for Trust and Transparency: Building on the use of blockchain for secure transactions, Toechok can further integrate blockchain technology to enhance trust and transparency in its ecosystem. Implementing blockchain for user reviews, feedback, and authentication can contribute to a more reliable and trustworthy travel community.

Strengthening Cybersecurity Measures: Given the increasing reliance on digital platforms, prioritizing cybersecurity is paramount. Toechok should consistently invest in robust

cybersecurity measures to safeguard user data, financial transactions, and ensure a secure and trustworthy online environment.

Strategic Partnerships for Content Expansion: Collaborating with renowned travel content creators, bloggers, and photographers can inject fresh perspectives into Toechok's content offerings. By fostering partnerships, Toechok can enrich its travel community with diverse and captivating content, attracting a broader audience.

Continuous User Feedback Loop: Establishing a continuous feedback loop with users is essential for staying attuned to evolving preferences and addressing any emerging challenges promptly. Implementing regular surveys, user forums, and feedback mechanisms can serve as valuable tools for ongoing improvement.

Investment in Sustainable Tourism: With an increasing focus on sustainable travel, Toechok can position itself as a leader in promoting eco-friendly and responsible tourism. Introducing features that highlight sustainable travel options and partnering with eco-conscious businesses aligns with evolving traveler preferences.

As Toechok embarks on this dynamic journey, embracing these strategic directions and recommendations can propel the company towards sustained success. By remaining agile, innovative, and user-centric, Toechok is well-positioned to shape the future of online travel, providing memorable experiences for adventurers, culture enthusiasts, and leisure travelers around the globe.

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Appendix

In addition to the primary report, further data and evidence of support can be found in the appendix section. The survey questions used to get important information about the requirements and preferences of travelers are included in the first appendix (Appendix A). It contains statistics on traveler preferences, demographics, and brand awareness for TOECHOK.

Appendix B provides an overview of the user testing input and insights into the various services offered by TOECHOK. The SOSTAC model's implementation, digital marketing KPIs, social media campaign examples, competition benchmarking findings, SEO optimization techniques, content marketing schedules, email marketing templates, and TOECHOK's CRM improvement strategy are all covered in detail.

The purpose of these appendices is to offer a thorough overview of the data, techniques, and strategies used during the research and analysis phases. They provide as additional resources for readers who want to learn more about TOECHOK's digital marketing strategies in-depth and comprehensively.

Figure 2: Meeting with the supervisor

Phyo Si Thu

Work Experience

March 2020 – May 2021
Marketing • Marketing staff • Great Modern Aluminum

October 2019 – December 2019
Sales • Sales staff • Cp Five-Star Orange branch

I was in charge of product quality and customer service while working in sales at a Cp five-star company. I have to schedule client meetings and create marketing strategy. Additionally, I need to go at constructions for potential client offers.

Education

Siam University, **2020 - present**
• International Bechalor of Business Adminstration
KMD Institute, **2018 – 2020**
• Microsoft Office Advanced Certified(word, power point, excel)
B.E.H.S (2) Yankin, 2017- 2018
• Passed Matriculate Examination

Profile

4th yrs student highly motivated and dedicated individual seeking an internship opportunity as a data analyst or collector. With a strong background in utilizing Microsoft Office tools and RapidMiner, I possess the necessary skills and knowledge to contribute effectively to data-driven projects. My passion for IT jobs and eagerness to explore the field of data analysis drive me to continuously expand my skill set and stay up-to-date with emerging trends. Through my internship experience, I aim to further develop my analytical abilities, gain practical insights into data management, and contribute to meaningful projects within the organization. I am confident that my enthusiasm, adaptability, and attention to detail make me an ideal candidate for an internship in the field of data analysis or collection.

Skills

• Patient
• Hard working
• Negotiation skills
• Organized person
• Individual and Teamwork

Contact

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Language

• Burmese (native)
• English (Fluent)
• Thai (Basic)

Interested Field

• Data Analyst
• Data Collector
• Logistic and Supply Chain
• Marketing

Figure 3: Curriculum Vitae