



MYANMAR **DIGITAL** LANDSCAPE AND DIGITAL **STRATEGIES**



Time

0730 PM - 0845 PM



Date

19 Aug 2021 (Thursday)

Limited Seat. Only 50 Seat Available

FREE



TIME FOR

CLARITY

Marketing

Current Situations

Digital Tools

Landscape

Some Of Digital Status In Myanmar 2021



၃၆၀,၀၀၀ ကျော်တိုး



လူဦးရေ ၅၄.၆၁ သန်း

၂.၅ သန်း ကျော်တိုး



အင်တာနက် အသုံးပြုသူ
၂၃.၆၅ သန်း

၇ သန်း ကျော်တိုး

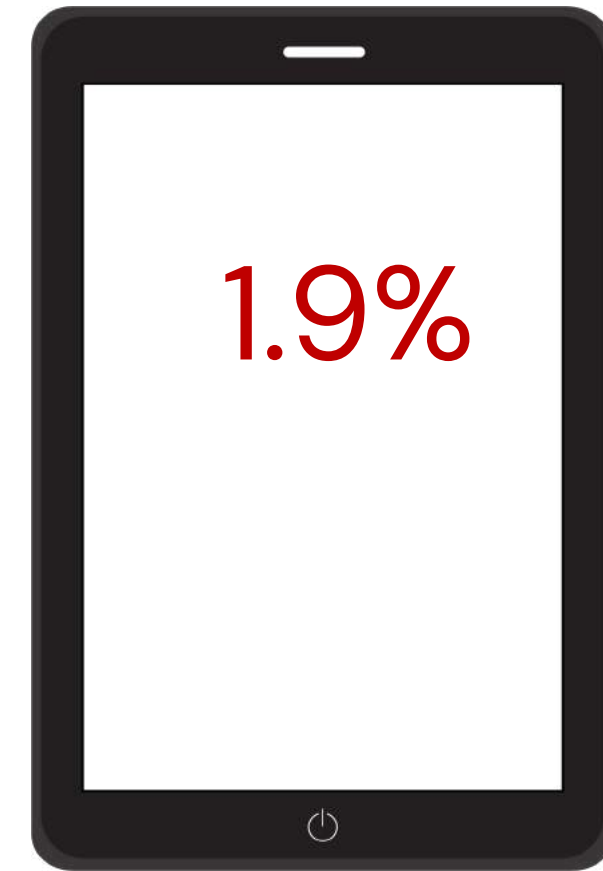
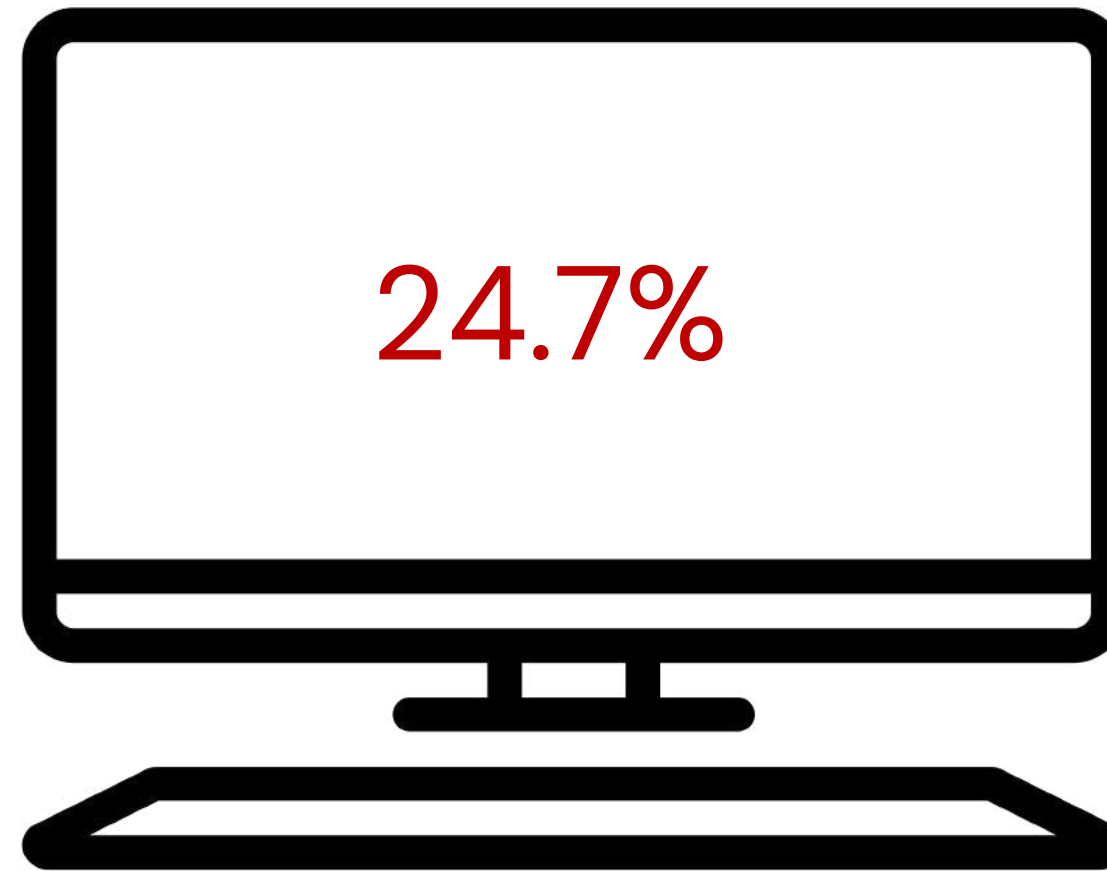
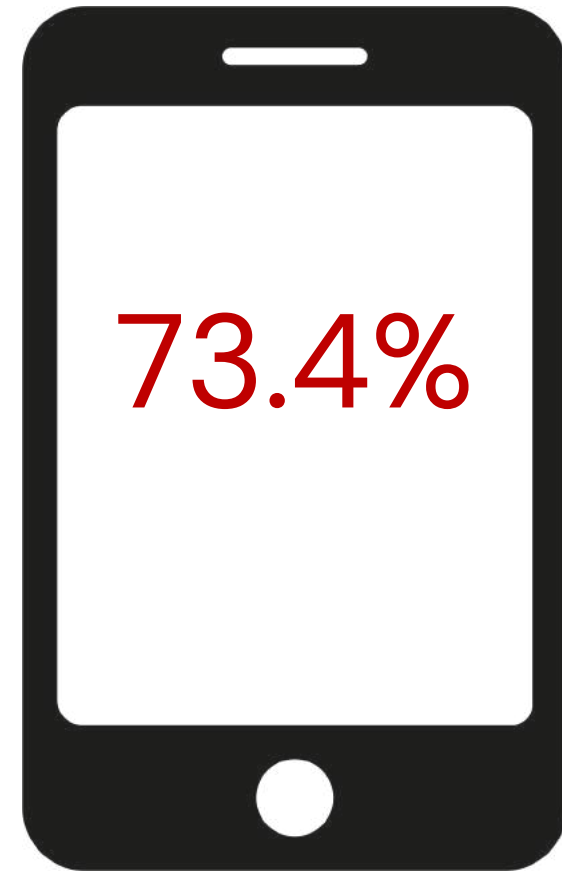


Social Media အသုံးပြုသူ
၂၉ သန်း



မိုဘိုင်း အင်တာနက်
- ၆၁၆,၀၀၀ ကျော်လျှော့

Some Of Digital Status In Myanmar 2021



Web Traffic By Devices

Top Website by Traffic (ဘယ်ဆိုဒ်တွေ အကြည့်များလဲ။)



| # | WEBSITE | TIME / DAY | PAGES / DAY | # | WEBSITE | TIME / DAY | PAGES / DAY |
|----|----------------------|------------|-------------|----|---------------------|------------|-------------|
| 01 | GOOGLE.COM | 15M 41S | 17.02 | 11 | NETFLIX.COM | 4M 26S | 3.23 |
| 02 | YOUTUBE.COM | 17M 23S | 9.86 | 12 | MEGAUP.NET | 1M 53S | 2.36 |
| 03 | MMLOAD.COM | 3M 35S | 1.50 | 13 | YAHOO.COM | 5M 08S | 4.74 |
| 04 | FACEBOOK.COM | 18M 47S | 8.82 | 14 | OFFICE.COM | 10M 04S | 9.69 |
| 05 | CHANNELMYANMAR.ORG | 5M 32S | 6.52 | 15 | MICROSOFT.COM | 4M 29S | 3.32 |
| 06 | ZOOM.US | 8M 14S | 3.93 | 16 | MICROSOFTONLINE.COM | 1M 10S | 1.87 |
| 07 | THECMPAGE.COM | 2M 09S | 3.20 | 17 | BONGACAMS.COM | 2M 46S | 1.59 |
| 08 | GOOGLE.COM.MM | 5M 51S | 5.90 | 18 | SHOP.COM.MM | 10M 54S | 10.00 |
| 09 | WIKIPEDIA.ORG | 3M 48S | 3.10 | 19 | YOTESHINPORTAL.CC | 1M 55S | 3.00 |
| 10 | RABBIT-CONVERTER.ORG | 3M 16S | 1.00 | 20 | MEDIAFIRE.COM | 2M 37S | 2.48 |

source: datareportal.com

Win Than Htet

Search မှာ အတွေ့ရ ကြံတာများလဲ။



| # | SEARCH QUERY | INDEX | # | SEARCH QUERY | INDEX |
|----|------------------|-------|----|--------------------|-------|
| 01 | MYANMAR | 100 | 11 | SEXY | 10 |
| 02 | GOOGLE | 32 | 12 | FUCK | 10 |
| 03 | TRANSLATE | 29 | 13 | KOREA | 9 |
| 04 | JAPAN | 26 | 14 | IBET789 | 9 |
| 05 | FACEBOOK | 25 | 15 | GMAIL | 7 |
| 06 | GOOGLE TRANSLATE | 17 | 16 | GAME | 7 |
| 07 | YOUTUBE | 14 | 17 | CODASHOP | 6 |
| 08 | CHANNEL MYANMAR | 14 | 18 | WWW | 6 |
| 09 | JAPANESE | 11 | 19 | PUBG | 6 |
| 10 | WEATHER | 11 | 20 | ENGLISH TO MYANMAR | 6 |

Youtube မှာ အာတွေ့ရာ ကြေတာများလဲ။



| # | SEARCH QUERY | INDEX | # | SEARCH QUERY | INDEX |
|----|---------------|-------|----|-------------------------|-------|
| 01 | MYANMAR | 100 | 11 | BABY | 15 |
| 02 | SONG | 86 | 12 | TIK TOK | 14 |
| 03 | SONGS | 65 | 13 | MUSIC | 14 |
| 04 | MOVIES | 37 | 14 | MAHAR | 12 |
| 05 | DJ | 30 | 15 | MYANMAR MOVIES | 12 |
| 06 | MYANMAR MOVIE | 24 | 16 | DJ REMIX | 12 |
| 07 | BTS | 18 | 17 | PUBG | 11 |
| 08 | MYANMAR SONG | 16 | 18 | MYANMAR MOVIE FULL 2019 | 10 |
| 09 | CARTOON | 16 | 19 | NEW SONGS | 10 |
| 10 | BLACKPINK | 15 | 20 | JAPAN | 9 |

source: datareportal.com

Minthan Htet

E-commerce



0.06 % မှာဘဲ Credit Card ရှိတယ်။



0.6 % မှာဘဲ Mobile Money Account ရှိတယ်။



3.6 % မှာဘဲ online payment သုံးသေးတယ်။



4.5 %



2.9%



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Social media users in Myanmar

July 2021



Facebook

21 800 000



Instagram

1 667 600



Messenger

19 870 000



LinkedIn

634 500



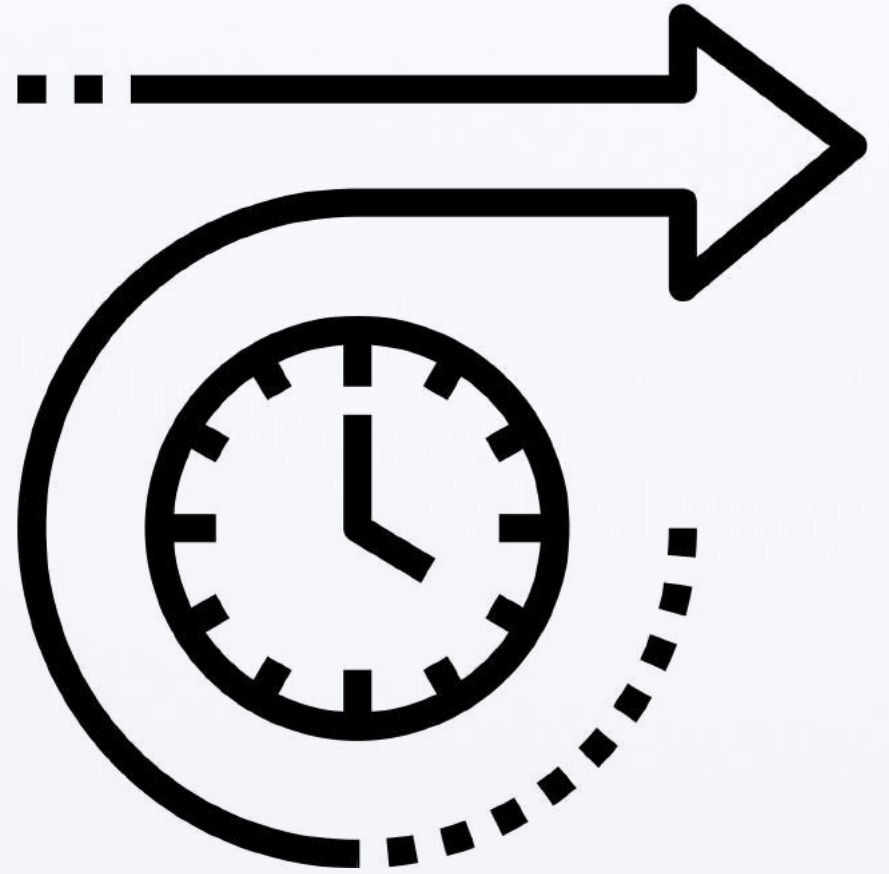
source: nepoleoncat.com



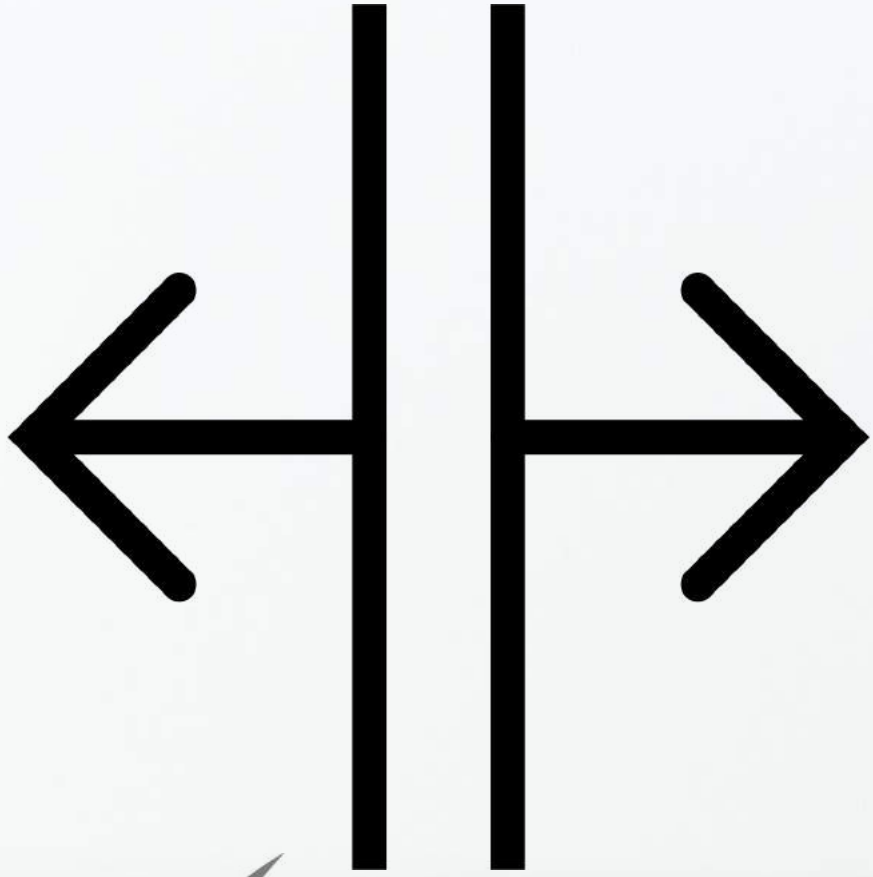
Min Than Htut



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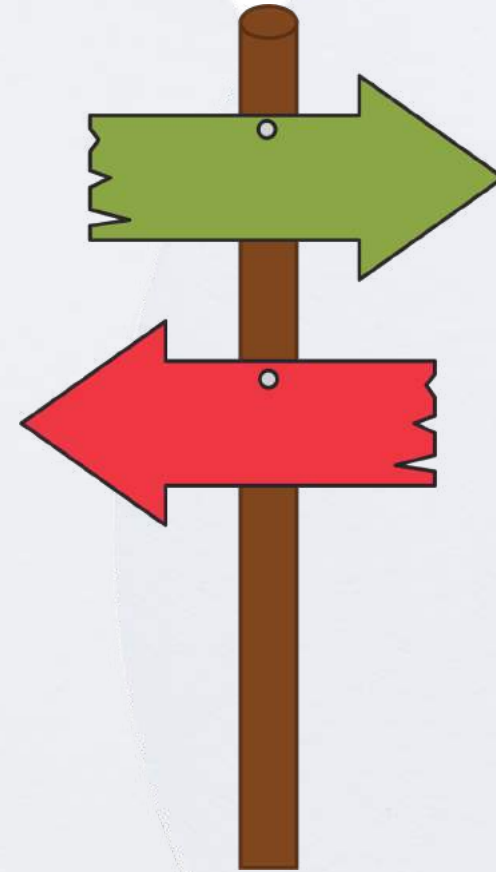
Min-Thant Htut



Your Marketing War

Approach

- Values
- Vision/Mission
- Analysis
- Strategy Selection
 - Targeted Market(s)
 - Positioning
 - Differentiation
 - Brand Structure



Programs

- Product
- Price
- Promotion (IMC)
- Place (Distributions)
- People
- Process
- Physical Evidences

Where Digital Tools Fit In Your Marketing Battles



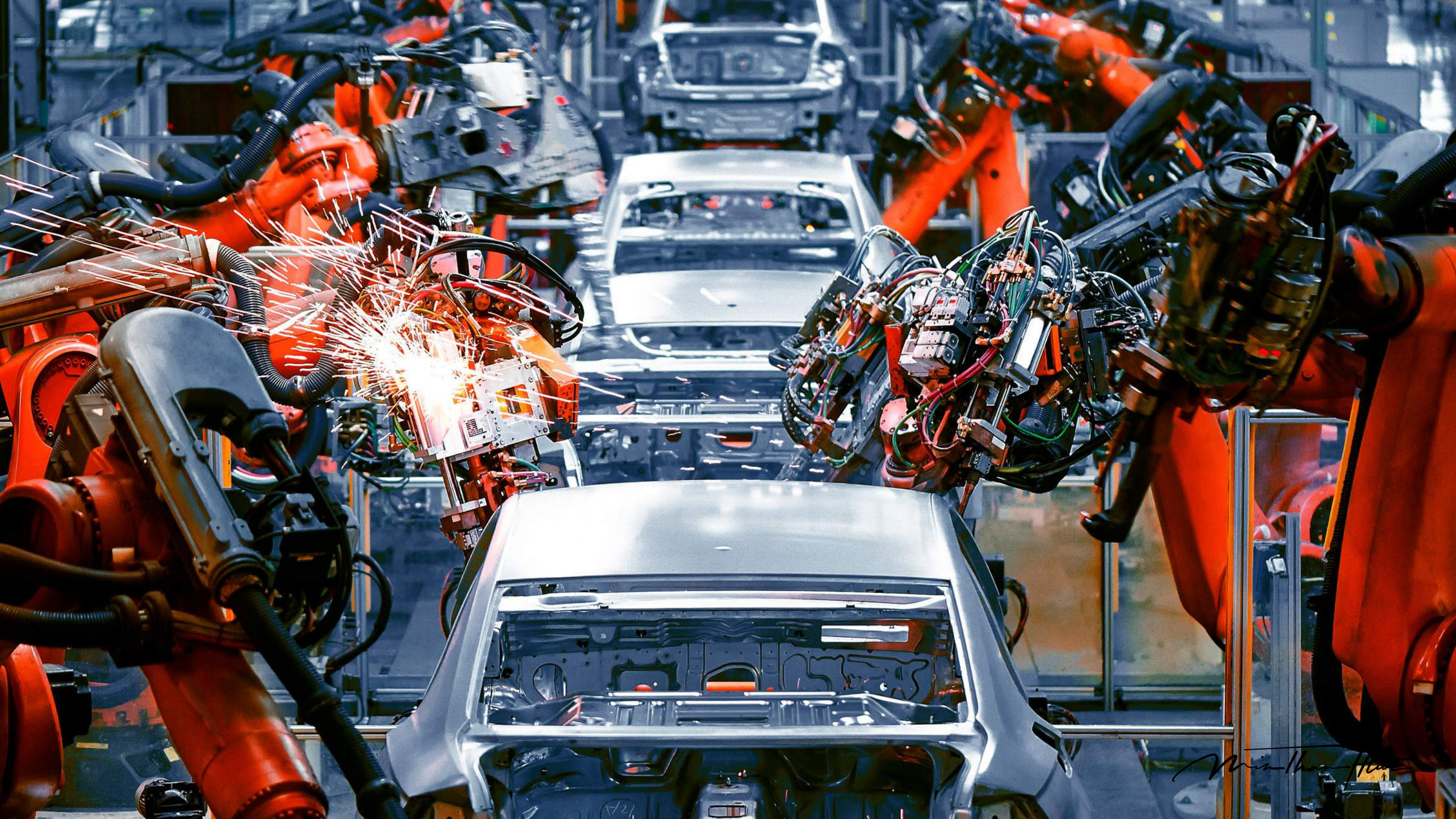
Mix For Products

- Product
- Price
- Promotions
- Place

Mix For Services

- People
- Process
- Physical Evidence

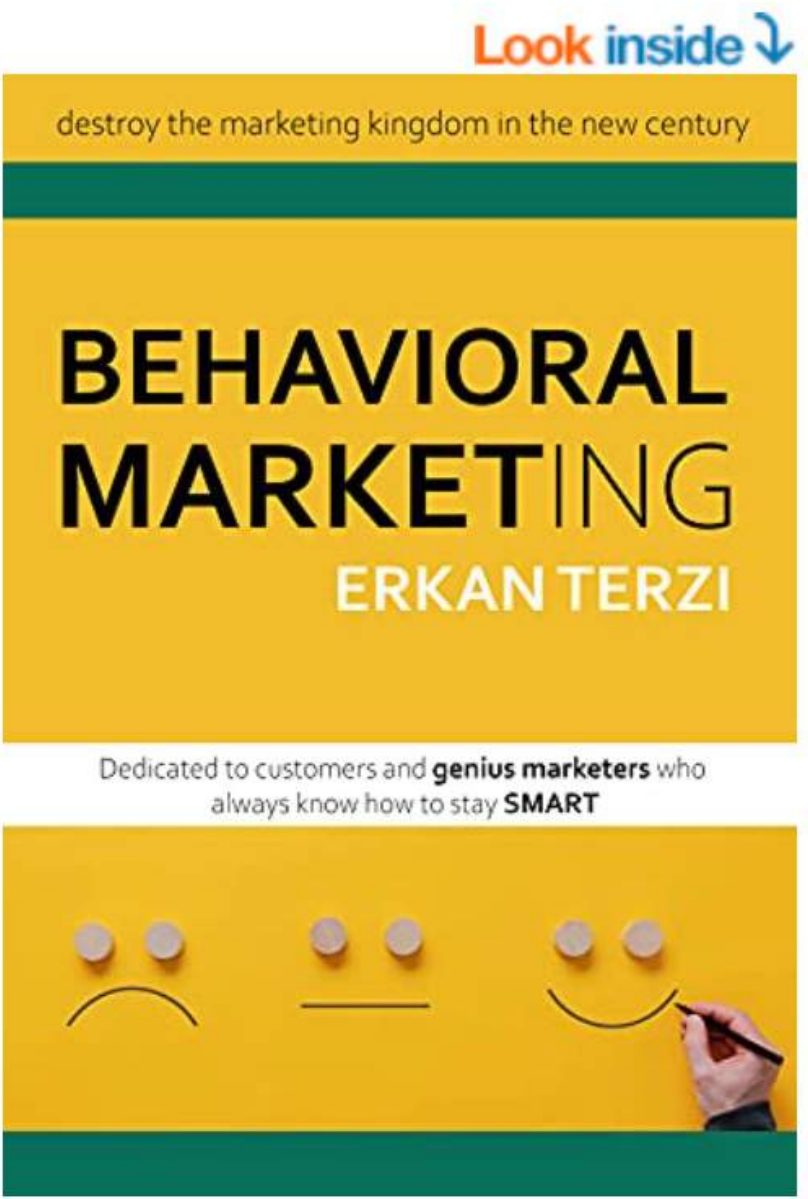
Win-Than-That



Winterthur

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The world of marketing is constantly changing. Now, the innovations of the scientific world and the analysis studies of marketing managers enable us to reach more accurate results. If you want to achieve success by breaking the traditional marketing rules in the digitalized marketing world, you should experience new expansions. This book will show you that many of the truths you think you know are wrong. It will give you the necessary information to run successful marketing campaigns and increase

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Print length



246 pages

Language



English

Publication date



July 19, 2021

File size



4577 KB

Page Flip



Enabled

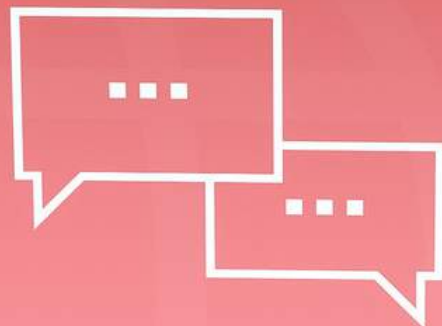
Word Wise



Enabled

Min-Thon-Hut





online chat |

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19

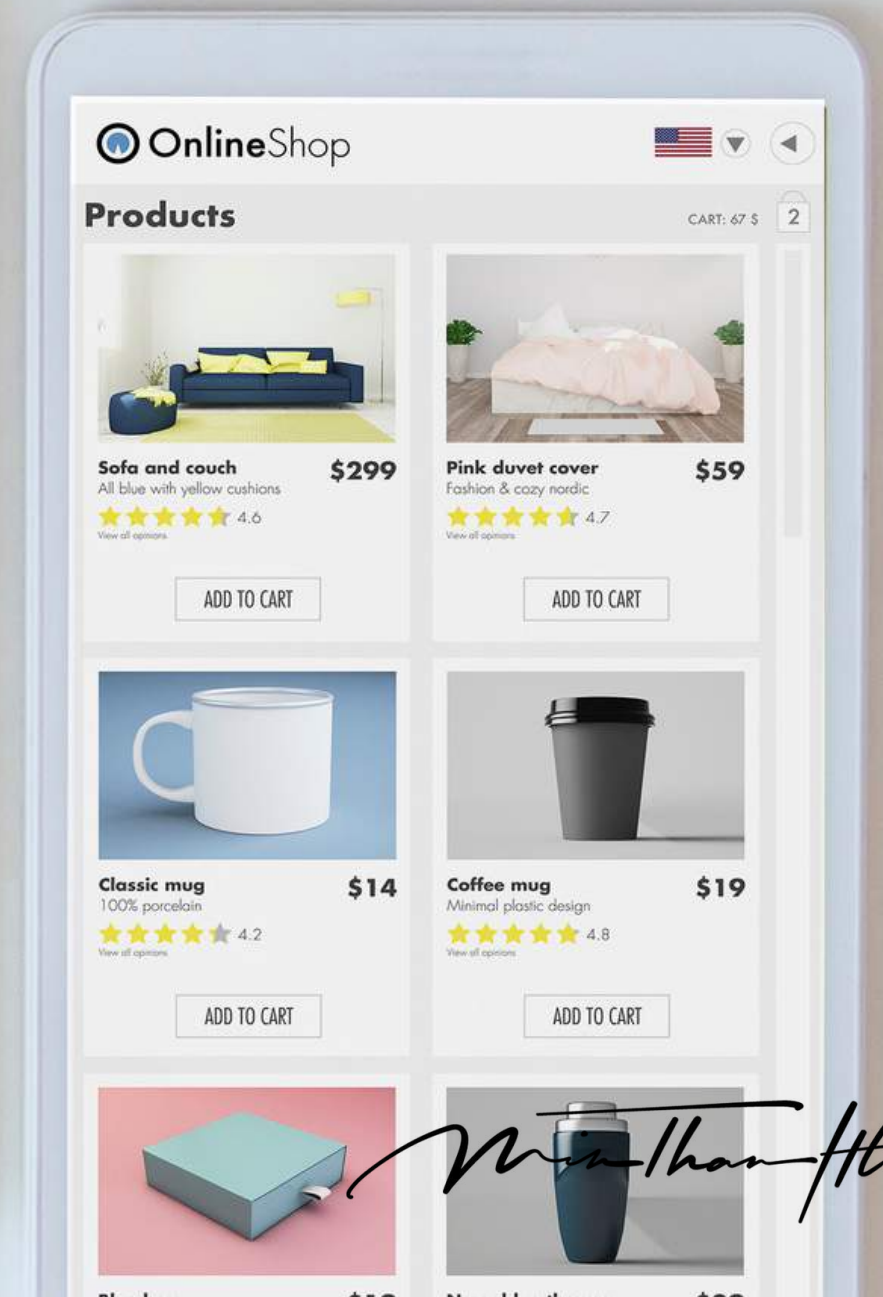
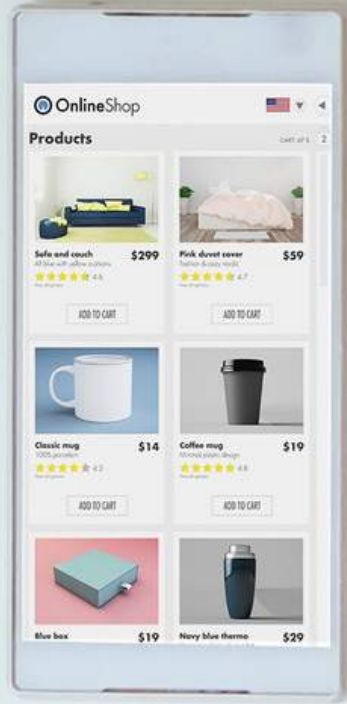
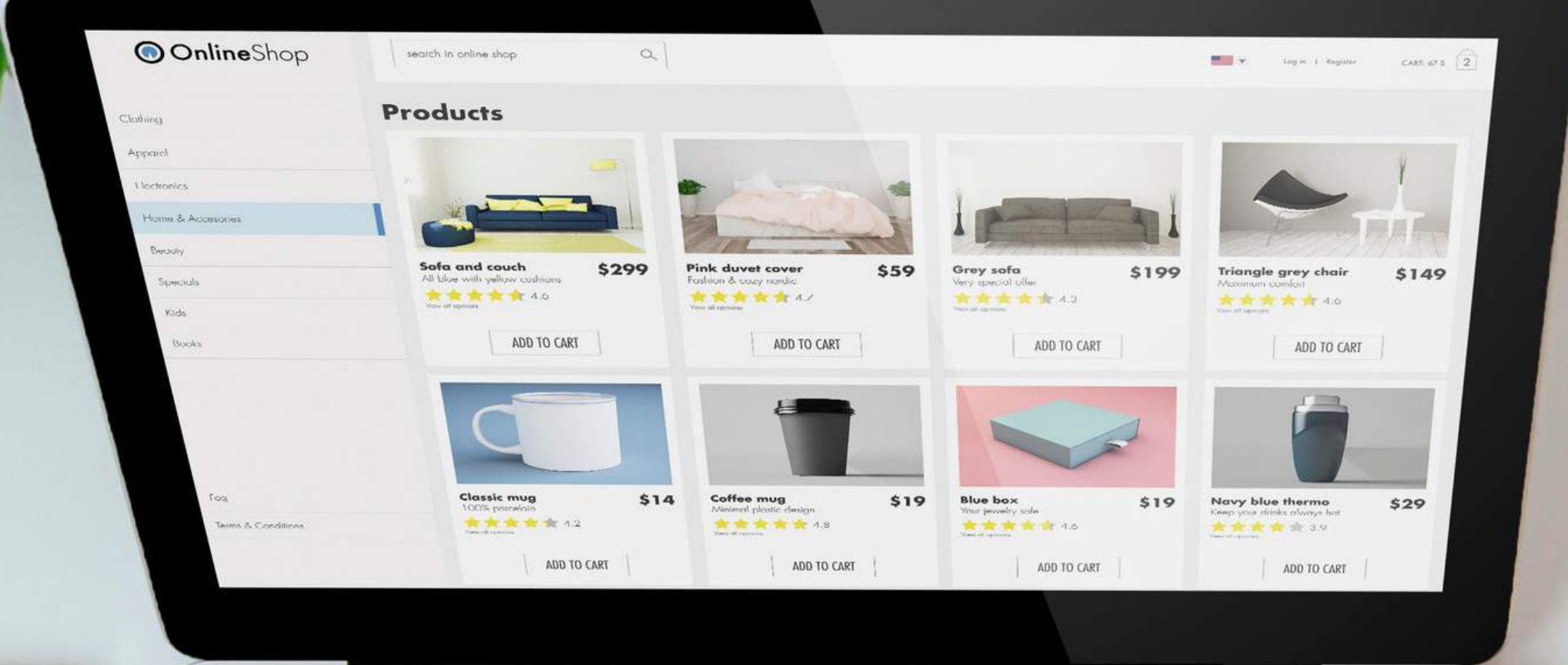


Win Than Hut





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IMC (Integrated Marketing Communications)

Public Relations

Sales Promotions

Advertising

Direct Marketing

Personal Selling

Possible On Digital Channels





Attract



Engage



Delight

Tool

S SEO

SEM

SMM

Online PR

Content Marketing

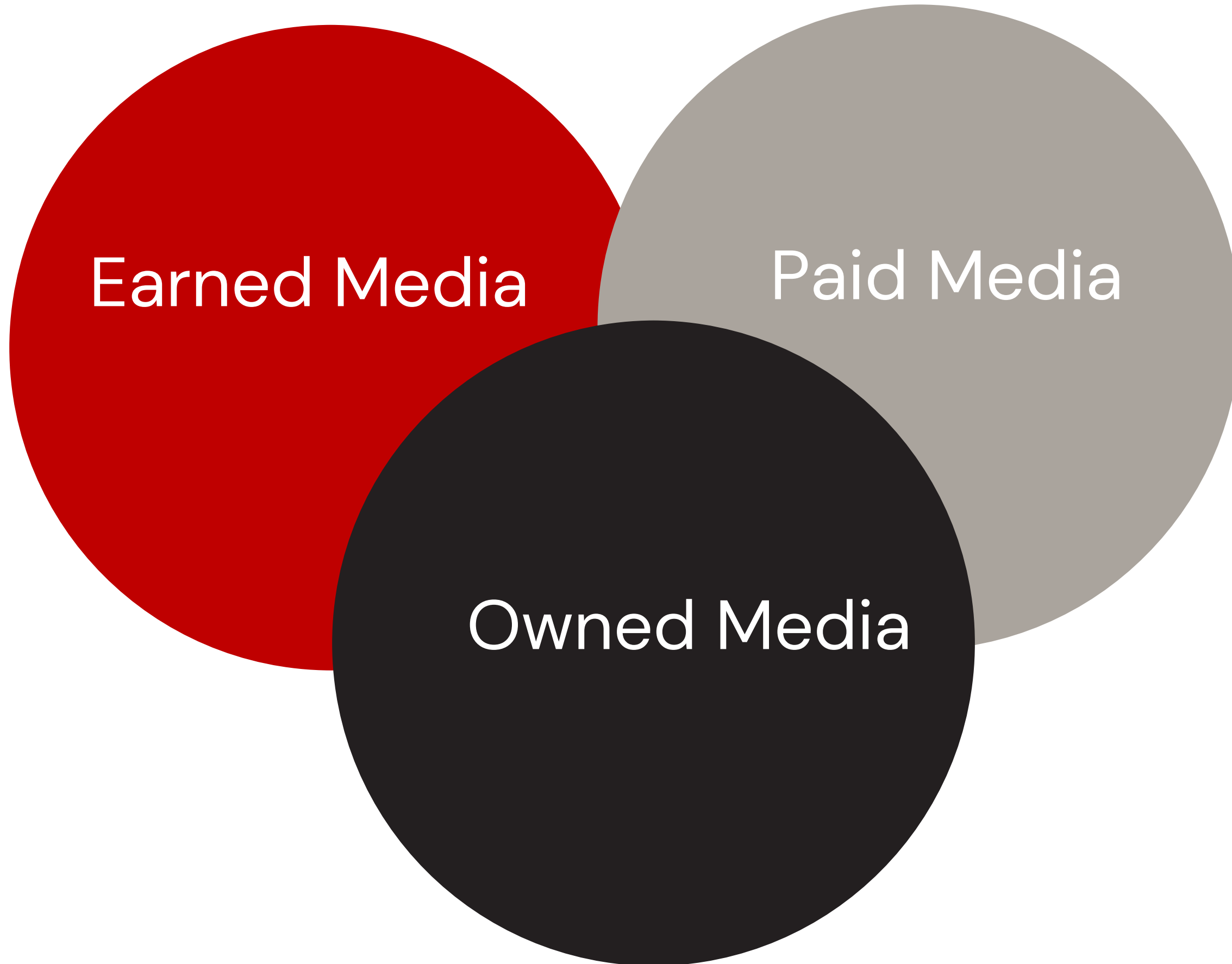
Mobile Marketing

Email Marketing

Video Marketing

Etc...

3 Media Integration



Win-Than-That

Your Digital Strategy Process



Minthan Htut



Awareness Strategy

Lead Capturing Strategy

Lead Nurturing Strategy

Conversion Strategy

Retention Strategy

Referral Strategy

Win Than Htet

photo credit: Econsultancy

လက်တွေ့ အသုံးပြုနိုင်မယ့် မားကတ်တင်း မဟာဗျူဟာ
ချမှတ်နိုင်ဖို့အတွက် (Practical Marketing Strategies)

ကြော်ငြာစရိတ် လျှော့ချနိုင်ဖို့၊ ရောင်းအားတိုးဖို့
လာဖို့အတွက် (Message Strategy)



BETTER ERSION

လောင်မနေတဲ့ မားကတ်တင်းသမား

ခဏခဏပြန်လာအောင် နှစ်ကုန် ကံစမ်းမဲပေးမယ်

လူမထွက်တော့ Digital က ဖြန့်မယ်

Cash မရှိတော့ Online Payment လက်ခံမယ်

Packaging ပြောင်းပြီး စိတ်ဝင်စားမှုကို ထိန်းထားမယ်

ယုံကြည်မှုရဖို့ Review တွေနဲ့ ဆွဲဆောင်မယ်

Practical Marketing Strategies သင်တန်း



BETTER ERSION

ဘာပြောလဲဆိုတာထက် ဘယ်လိုပြောလဲဆိုတာ အရေးကြီးတယ်

Message Strategy

Boost Your Sales & Marketing Effectiveness and Influences

Online Course

အရောင်းပိုင်းမှာ ပိုင်ပိုင်နိုင်နိုင် ရောင်းတတ်ဖို့၊
ဗျူဟာချမှတ်နိုင်ဖို့ နဲ့ အရောင်းသမားတွေကို ဦးဆောင်နိုင်ဖို့
Better Sales Mastery Series



ပျားလိုက်တိုင်း မိရမယ်

ဝယ်သူကို အကဲခတ်ပြီး ချက်ကောင်းထိထိဈေးရောင်းတတ်ဖို့
BETTER SALES MASTERY SERIES

ညှိနှိုင်းမှု ပြုလုပ်တိုင်း ရလဒ်ကောင်းတွေ ရနိုင်ဖို့အတွက်
(Better Negotiators)



သူ့ခေါက်နဲ့ သူ့ဗျူဟာ

ခေတ်သစ်မှာ ပညာသားဆန်ဆန်နဲ့ ရလဒ်ထွက်အောင် ညှိတတ်ဖို့ **Better Negotiator**

Don't Be Shy! :)

#AskMin

Minthanhtut

www.minthanhtut.com

www.betterversion.net

