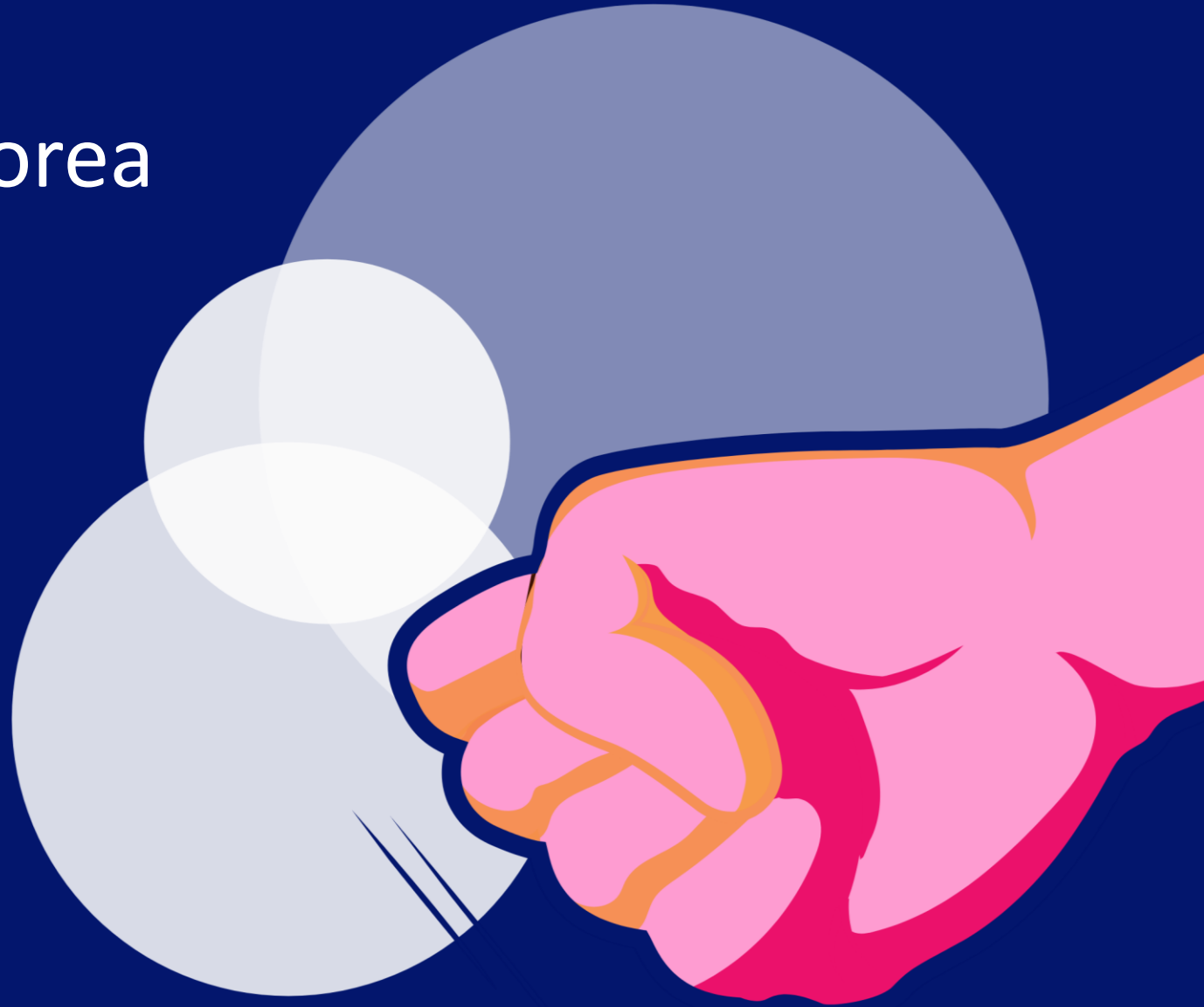
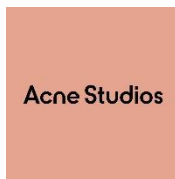


Digital marketing in Korea

Webinar

<https://punchkorea.com>





G R A F F



RentalCover.com



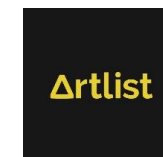
Book a Way



imagga



集成國際
TALENT BASKET

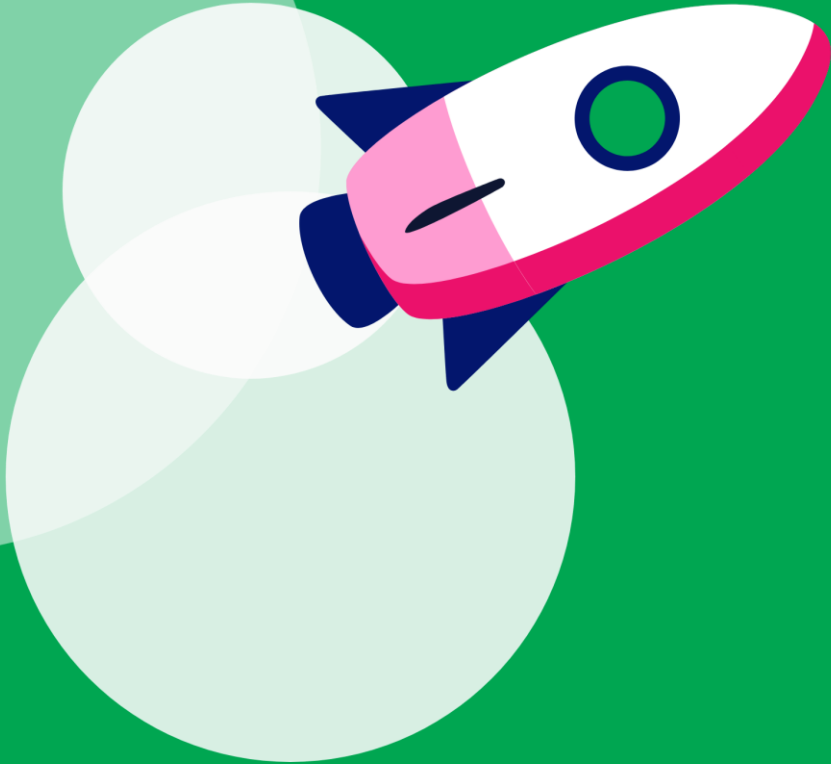


SUMMARY

- Why Digital Marketing
- Pay Per Click (PPC)
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Mobile
- Conversion optimization
- B2B
- Online Shopping



Why digital marketing?



Why?

1. Powerful, efficient
2. Cost effective, scalable
3. Measurable
4. Precise targeting
5. Buyers do online research
6. Customers are on social media
7. Reach more people, anywhere
8. Connect with mobile users
9. Quick and easy to adapt (platforms)
10. Markets have become more competitive

Why?

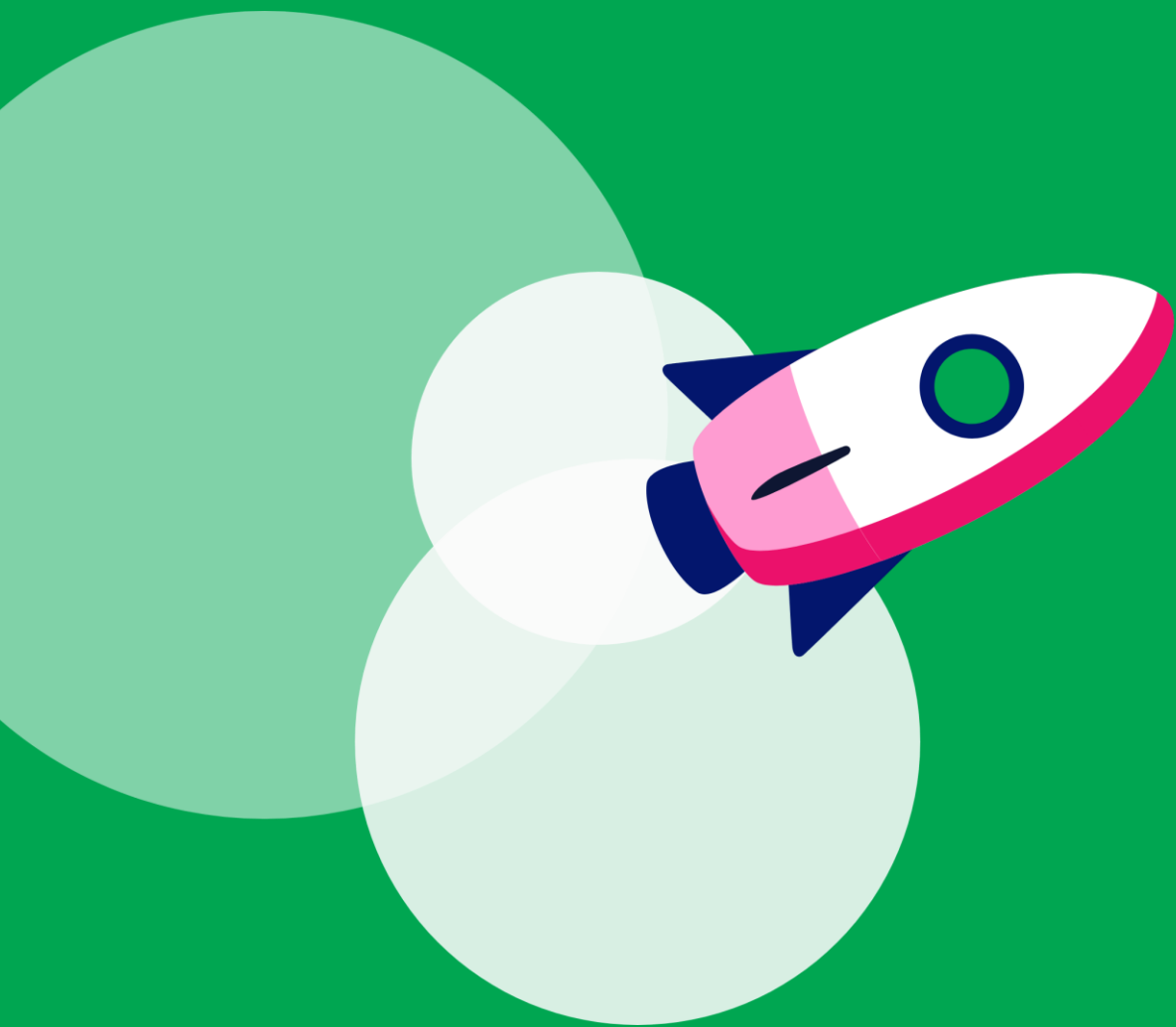


Source: Ascend 2 and its Research Partners | December 2017

Why?

Highly **digitally** engaged SME's, [...] that [...] use of online tools like **websites, online marketing, and social media** are **2.8 times** more likely to enjoy **revenue growth**

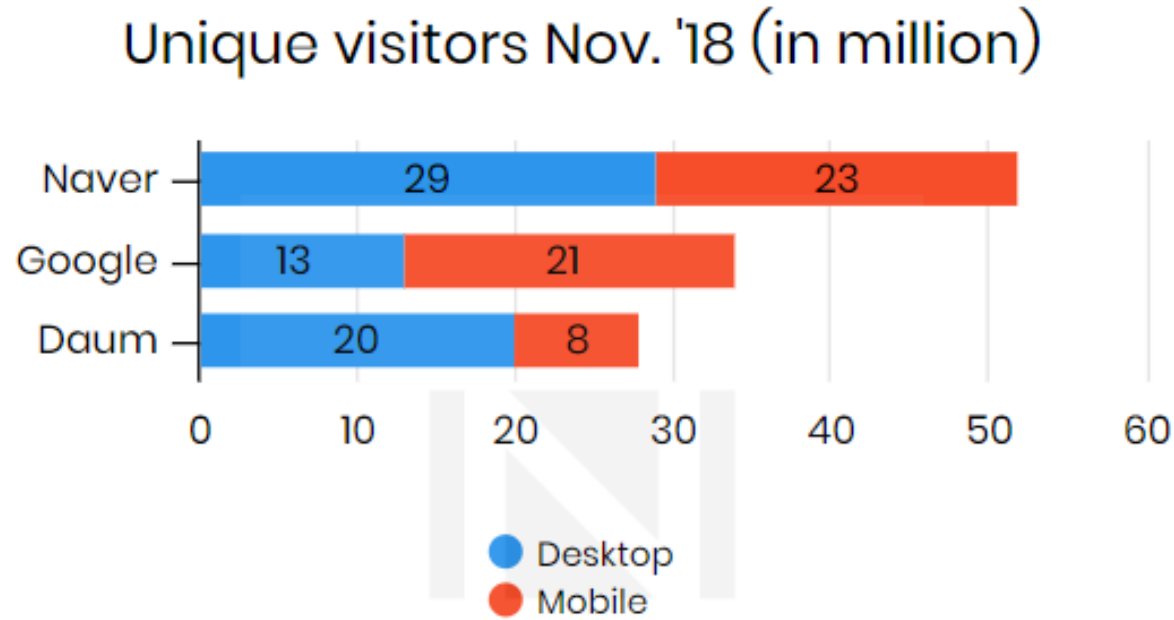
Source: IPSOS & Google



Pay Per Click (PPC)

Search engine advertising

Korean search engine market



Data: Nielsen Koreaclick. Compiled by nitaro.net

Naver SERP

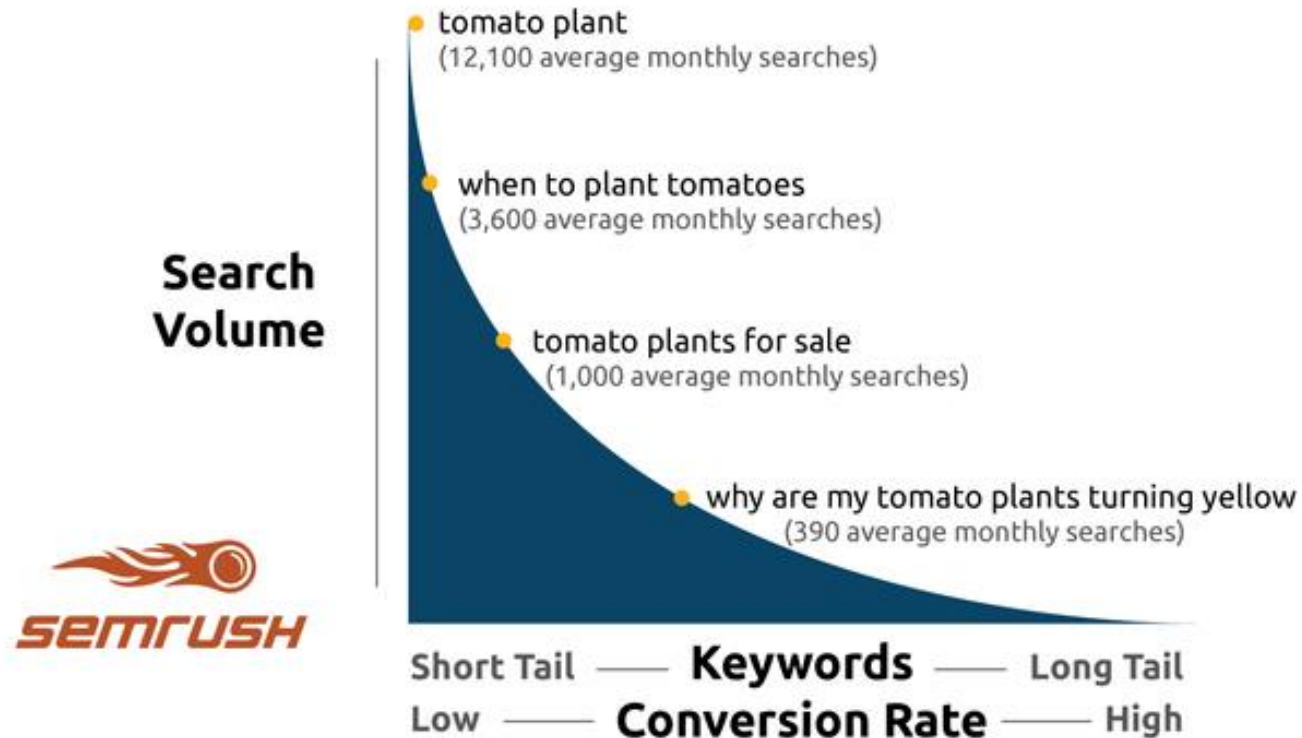
Search
Engine
Results
Page



Keywords

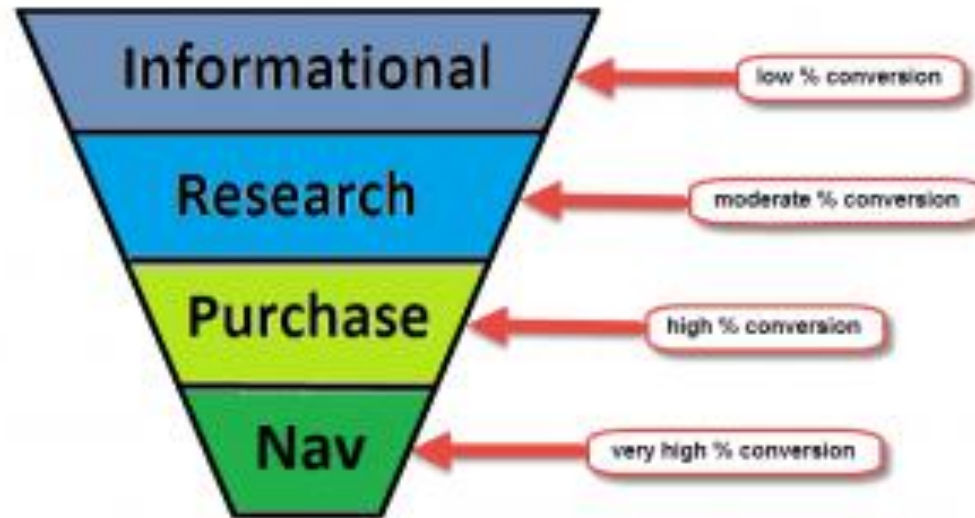
- The Long Tail
- Amazon

Short vs. Long Tail Keywords

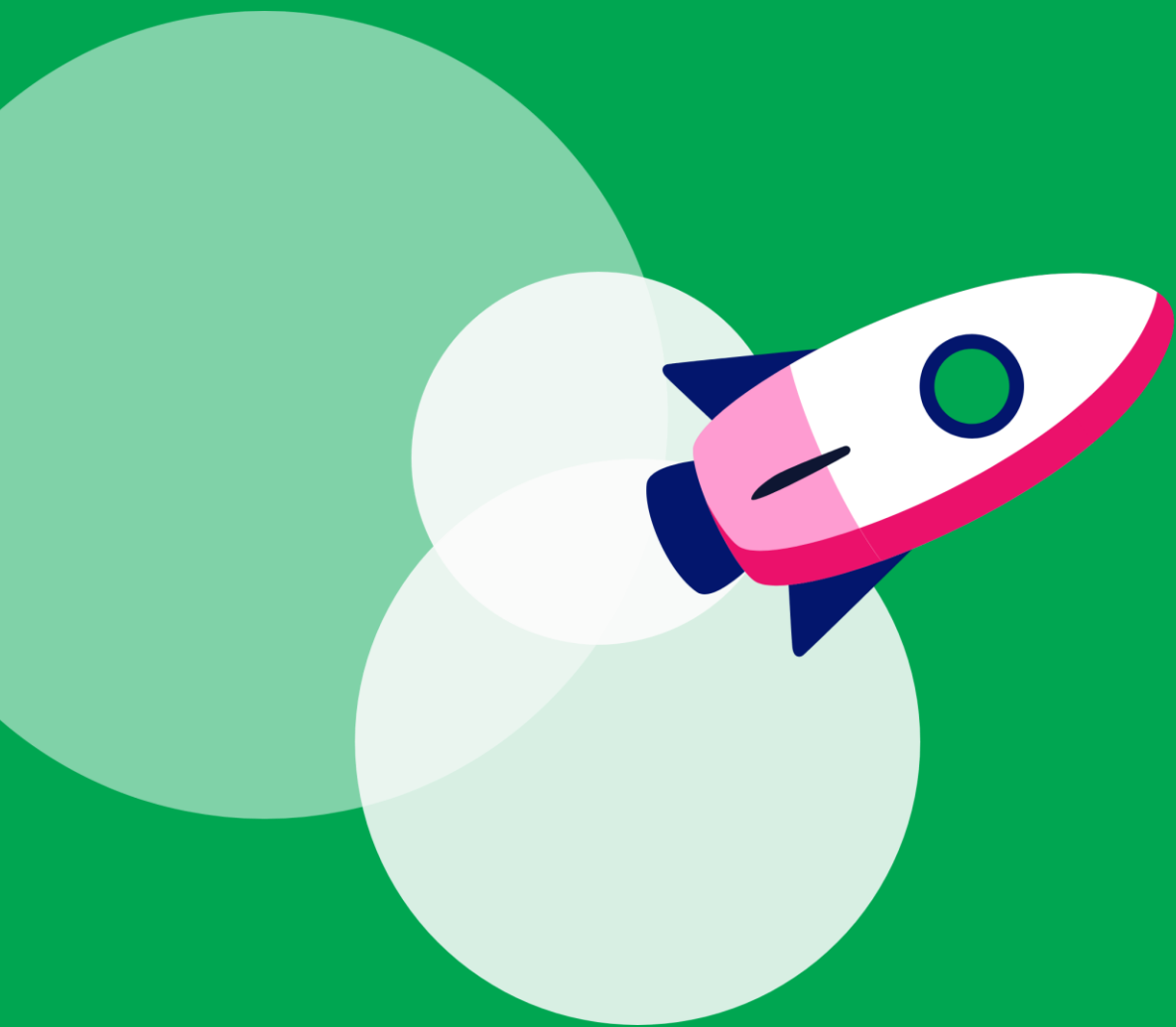


Conversion rates

Search Term Conversion Rates



Source: <https://www.capturecommerce.com/blog/organic-seo/how-to-get-google-love-with-searcher-intent/>



SEO

Search Engine Optimization

SEO

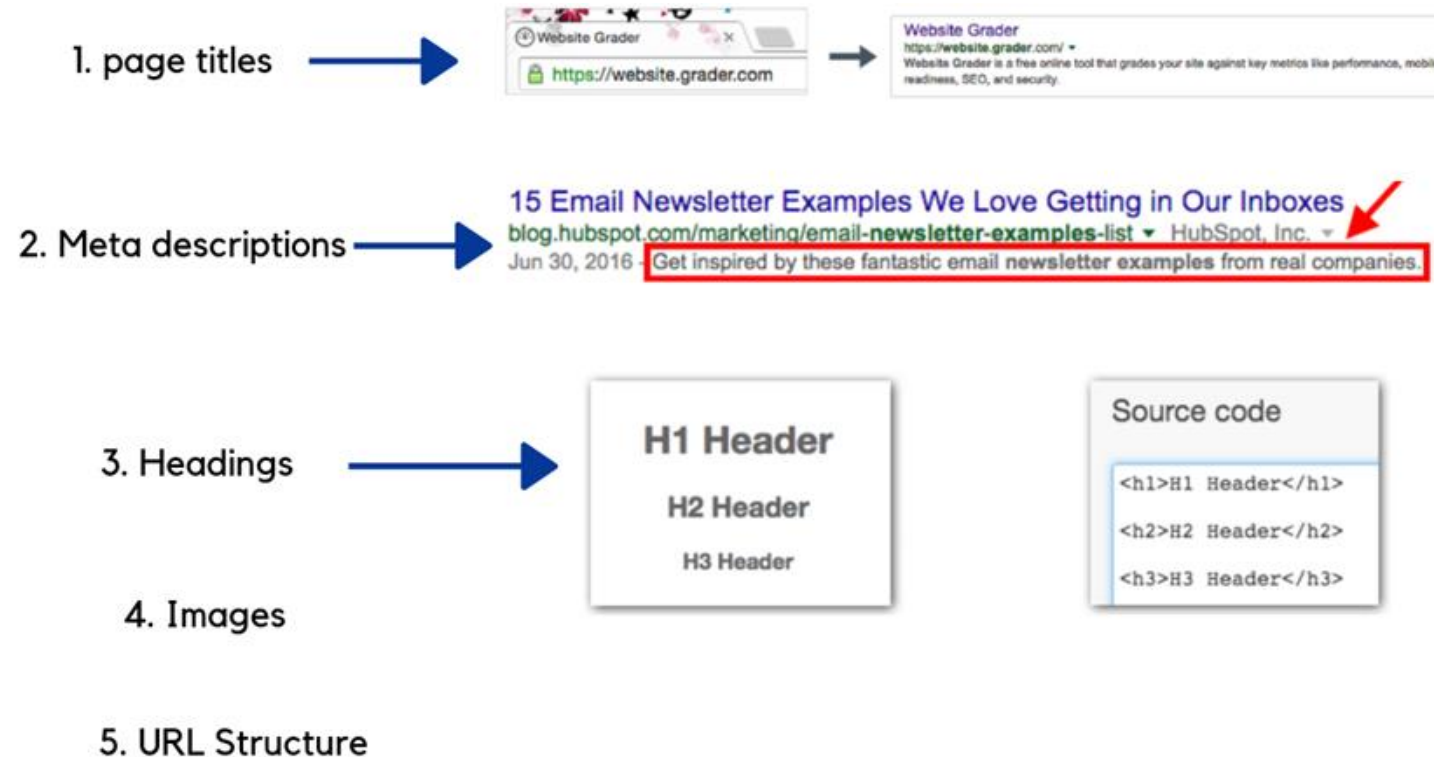
- Search intent
- EAT
 - **E**xpertise
 - **A**uthority
 - **T**rustworthiness
- Backlinks
- Testing



Source: <https://www.reliablesoft.net/5-on-page-seo-techniques-thatll-boost-your-rankings-checklist-included/>

Meta tags

How search engines “read” your website



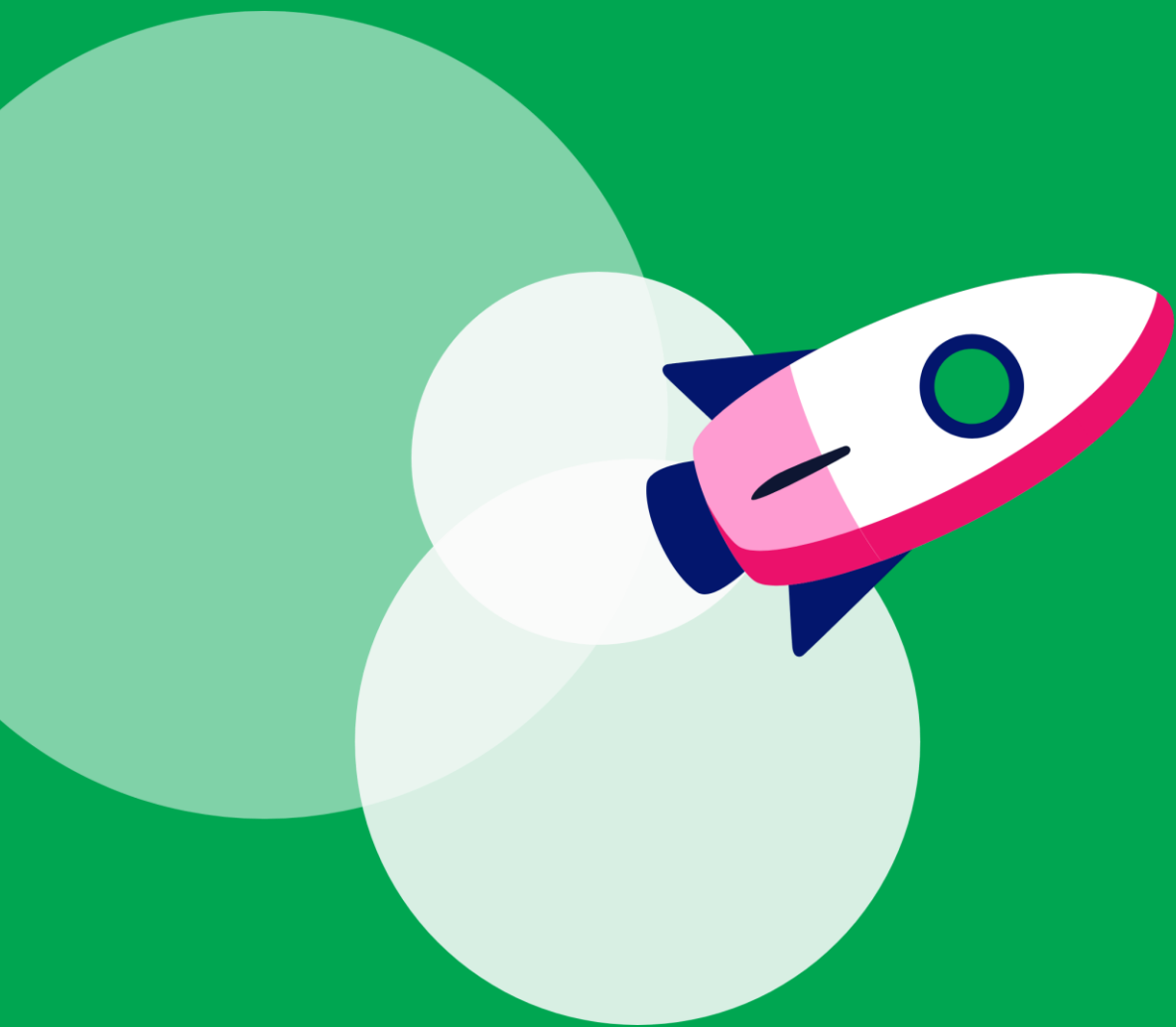
Google Search Console



Google Analytics

- Sessions
- Source
- Medium
- Pages
- Referrer
- Events
- Country
- Duration
- Bounce rate
- Goals
- Browser
- Platform

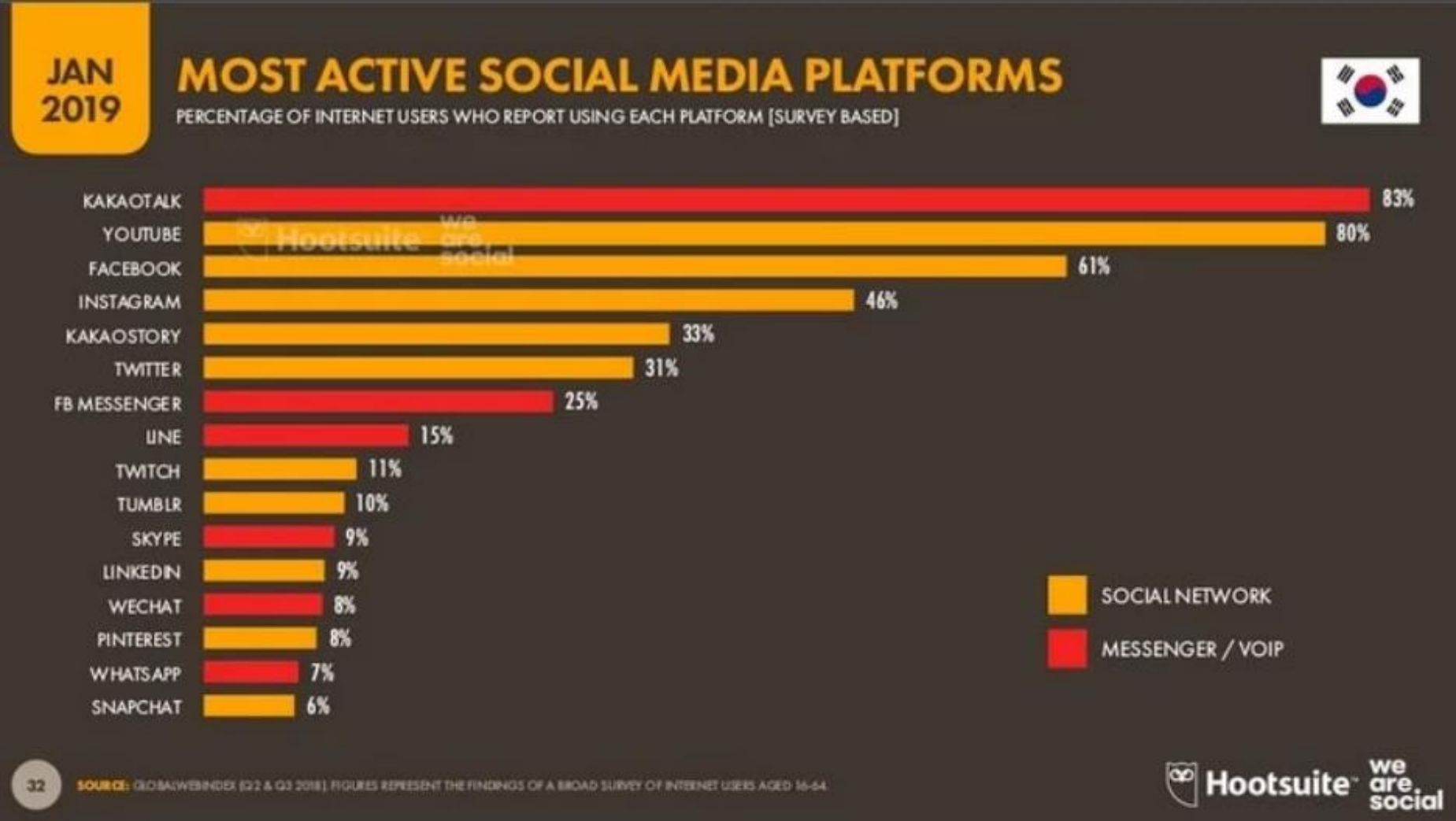




Social Media Marketing

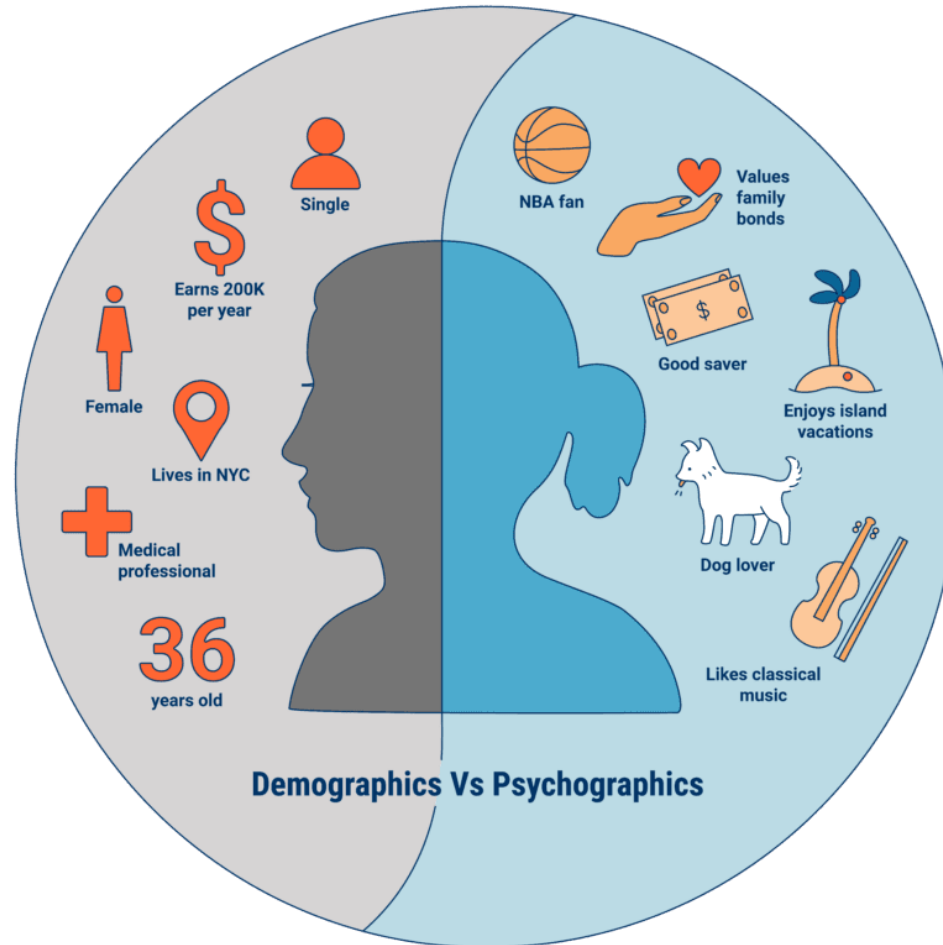
SNS

Social media usage in Korea



Psychographics

- The Great Hack (Netflix)
- Audiences



Source: <https://www.cbinsights.com/research/what-is-psychographics/>

Naver

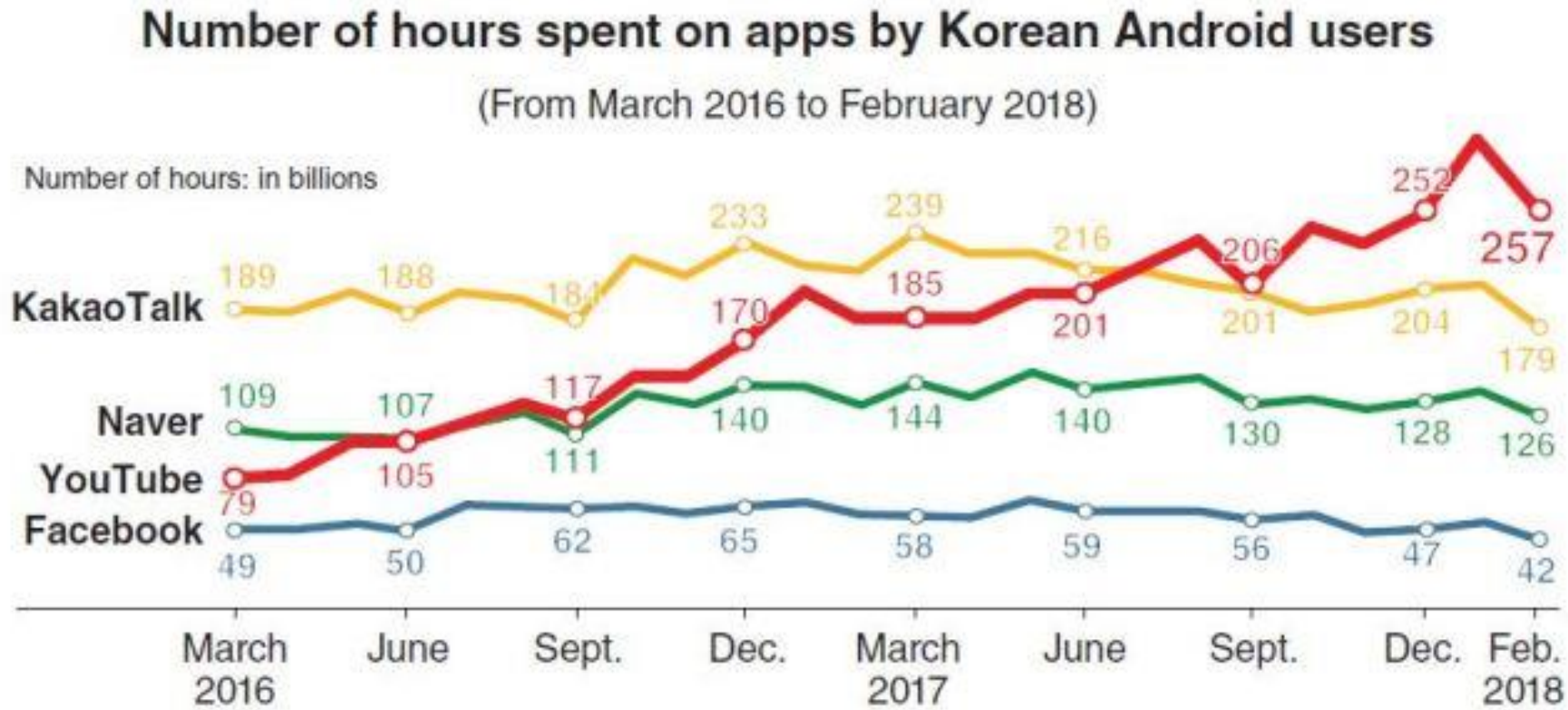
- Blog
- Cafe
- Q&A

Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,174 % of Total: 8.57% (13,700)	1,136 % of Total: 8.44% (13,464)	1,329 % of Total: 8.16% (16,277)	65.16% Avg for View: 46.13% (41.25%)	2.47 Avg for View: 3.77 (-34.46%)	00:04:08 Avg for View: 00:07:00 (-40.91%)
1. [REDACTED]	683 (58.03%)	680 (59.86%)	758 (57.04%)	73.75%	1.93	00:02:32
2. m.kin.naver.com	71 (6.03%)	70 (6.16%)	75 (5.64%)	38.67%	4.60	00:11:20
3. m.blog.naver.com	55 (4.67%)	52 (4.58%)	68 (5.12%)	54.41%	3.15	00:06:10
4. [REDACTED]	54 (4.59%)	53 (4.67%)	54 (4.06%)	100.00%	1.00	00:00:00
5. [REDACTED]	48 (4.08%)	48 (4.23%)	48 (3.61%)	100.00%	1.00	00:00:00
6. blog.naver.com	37 (3.14%)	32 (2.82%)	43 (3.24%)	27.91%	3.79	00:08:05
7. kin.naver.com	20 (1.70%)	17 (1.50%)	25 (1.88%)	36.00%	4.12	00:03:55
8. m.cafe.naver.com	20 (1.70%)	20 (1.76%)	24 (1.81%)	41.67%	3.83	00:09:13
9. [REDACTED]	19 (1.61%)	19 (1.67%)	20 (1.50%)	20.00%	4.45	00:10:15
10. [REDACTED]	13 (1.10%)	13 (1.14%)	13 (0.98%)	15.38%	4.69	00:10:03

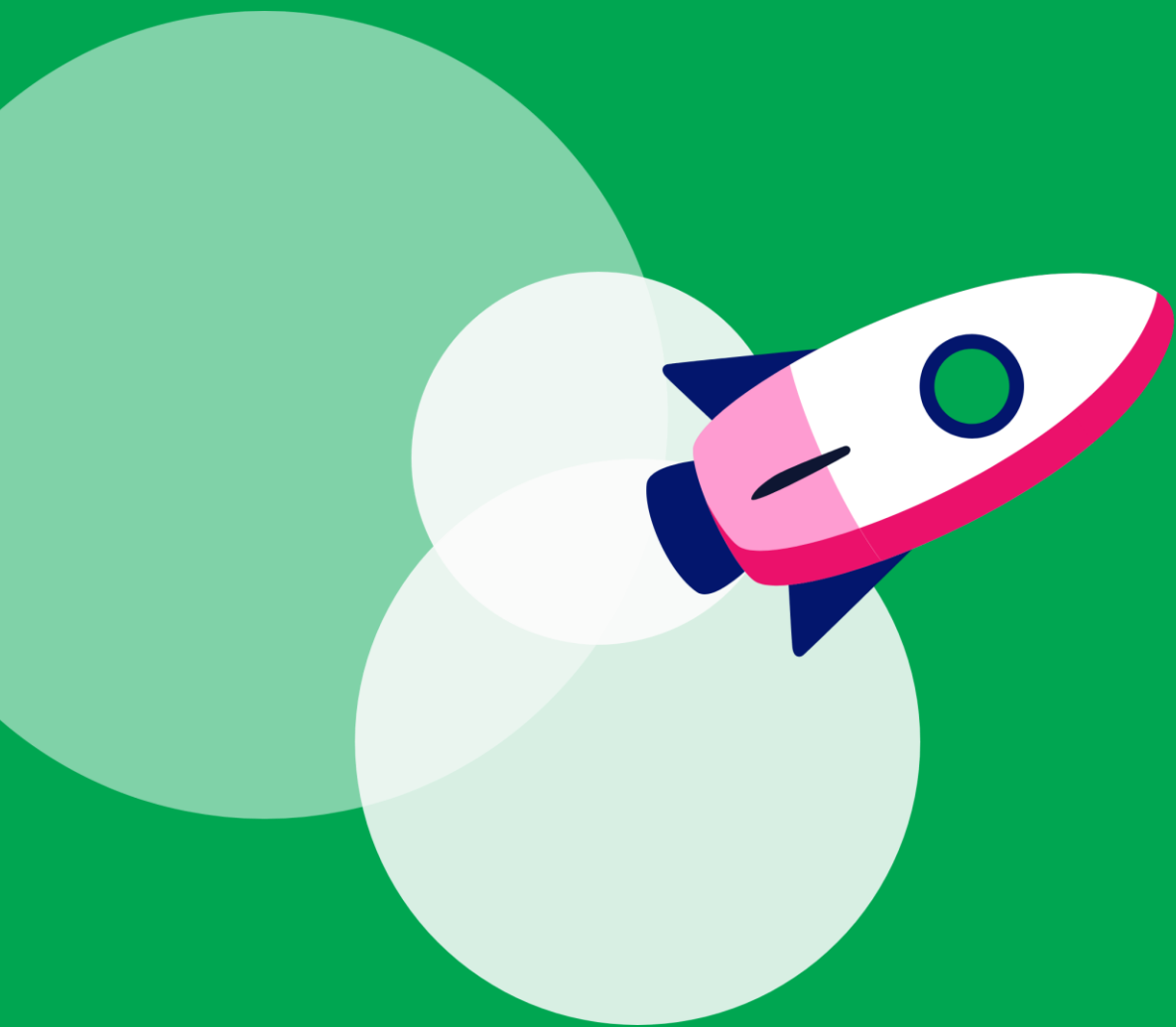
Higher quality traffic
than other sources

Mobile apps by usage

All ages



Source: WiseApp

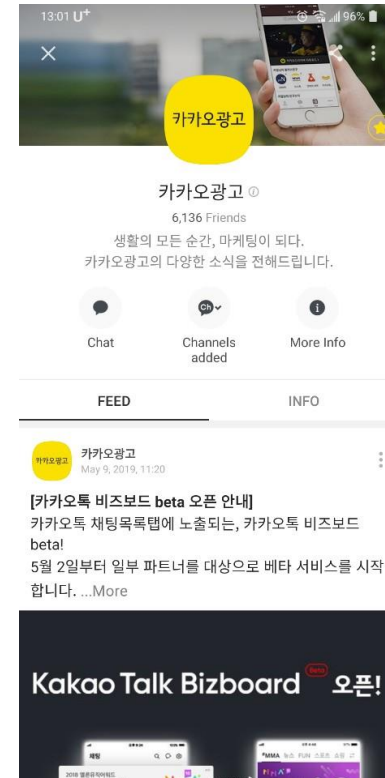


Mobile

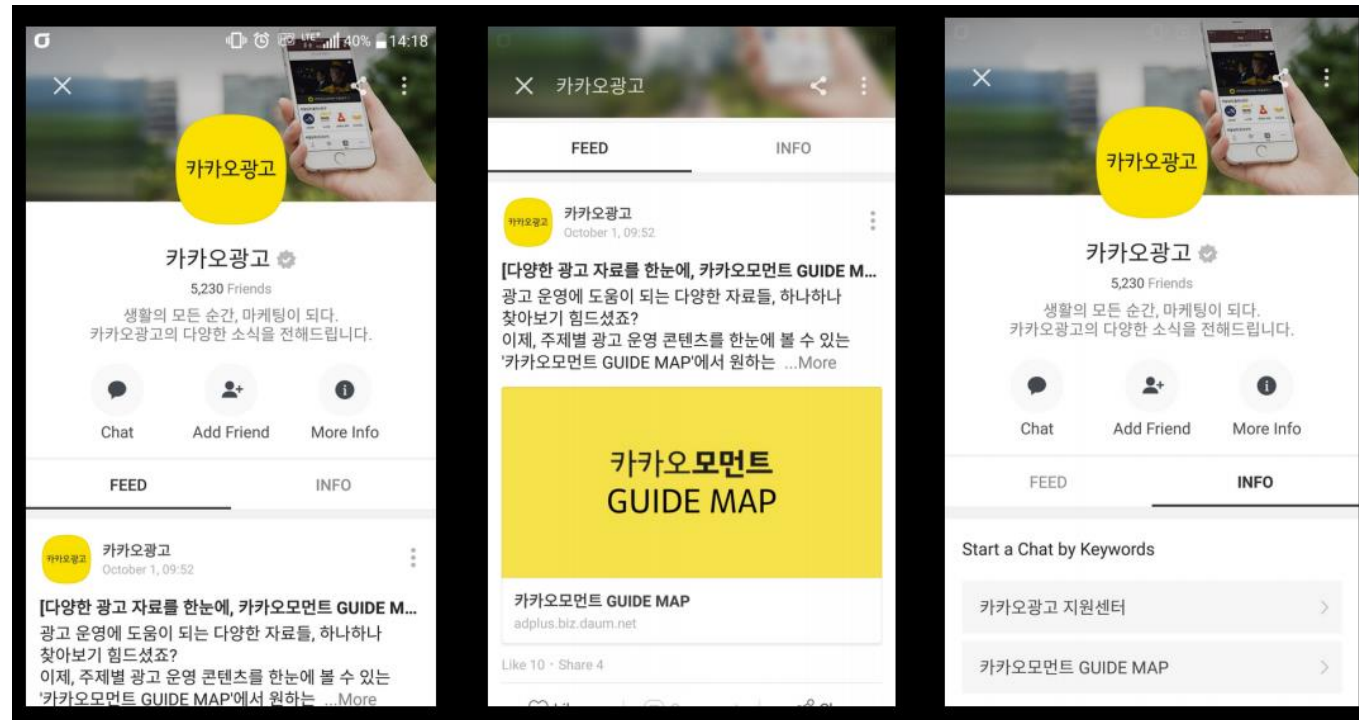
KakaoTalk

KakaoTalk

- Post updates (with text, images and links)
- Attract followers
- Send messages to followers
- Chat with followers (live or chatbot)
- Post frequently asked questions (FAQs)
- Start a shopping channel
- Give away coupons
- Advertise your channel / website / app



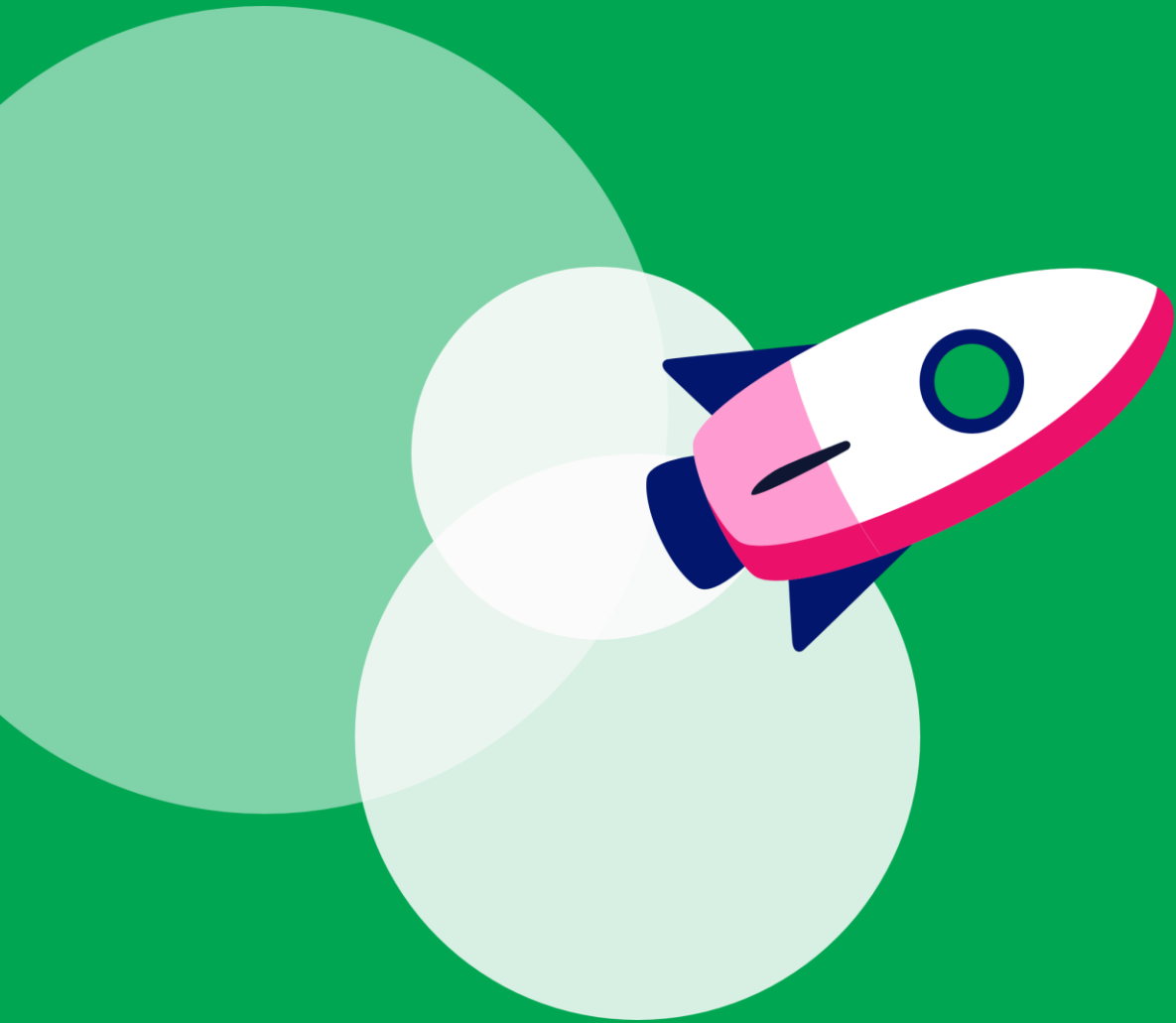
KakaoTalk Channel



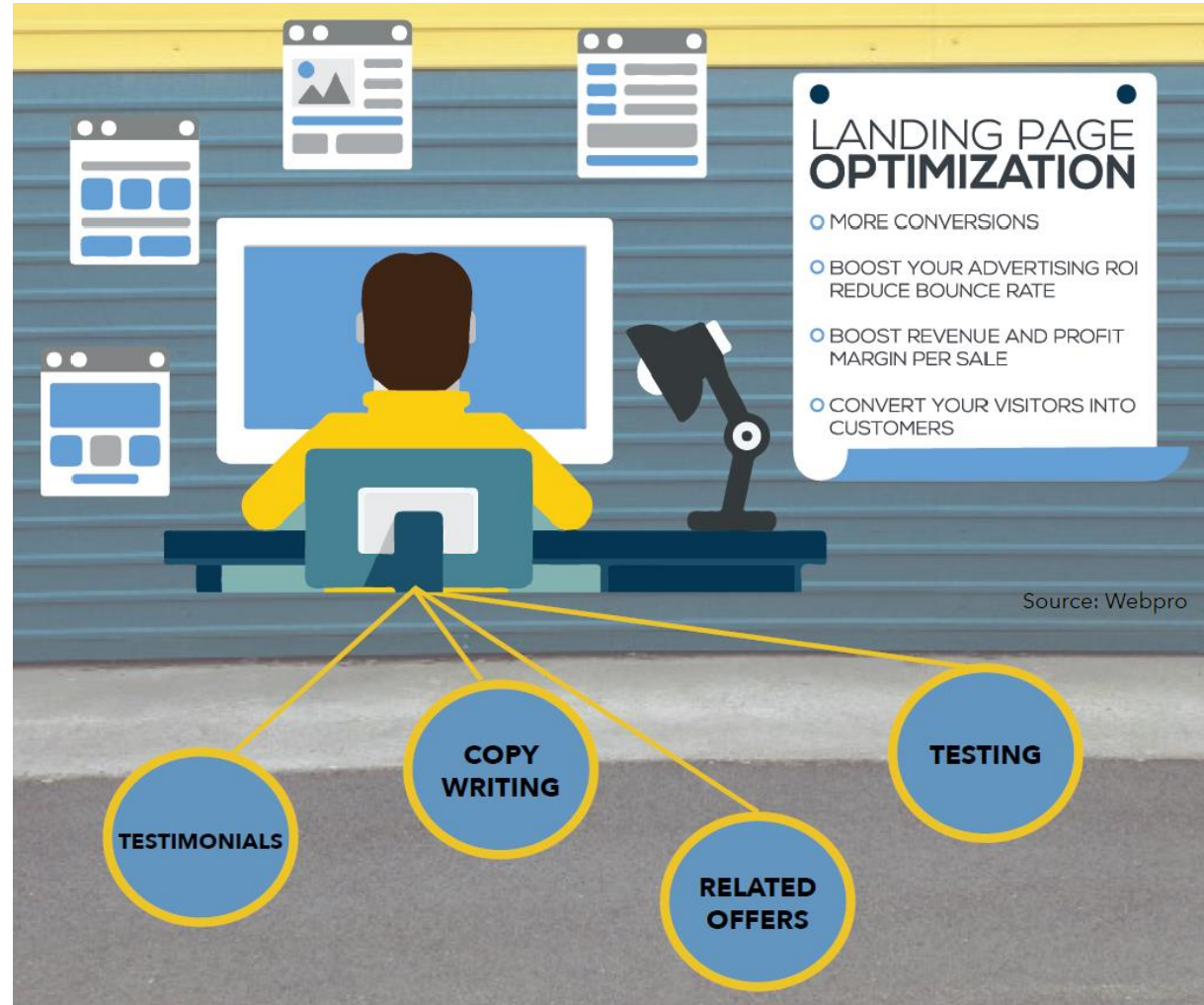
KakaoTalk ads

- Customer file
- Friends
- Lookalike audience
- Demographic
- Persona
 - ✓ Activities, interests, services, categories, keywords

Conversion optimization



Landing page



Which landing page?

LANDING PAGES

VERSION A
INCREASED LEADS
BY 368.5%

source:

<https://unbounce.com/a-b-testing/shocking-results/>

VERSION A

Get Data Center Pricing

With eight data centers, Expedient provides superior colocation, network and managed services to enterprises, commercial, education and government entities. We are committed to providing our clients with reliable, secure and redundant managed data center services. As a managed data services provider, we can offer your company high quality, cost effective solutions to meet your needs.

Fill out the form below and get data center pricing today.

Company Name:
Name:
Phone: - - Ext.
Contact Email:

Services: ☐ Colocation ☐ Cloud Computing ☐ Virtual Colocation ☐ Virtual On Demand ☐ Virtual Instance ☐ Managed Backup ☐ Managed SAN ☐ Managed Server ☐ Managed Exchange ☐ Internet Connectivity ☐ Other

Desired Data Center:

Comments:

Security Question: How many months are there in a year?

Answer:

Get a Quote

Expedient respects your right to privacy and we will never sell or share your data.

If you have immediate questions, please call 877-475-7877. Monday through Friday 9am - 5pm EST.

VERSION B

Cloud Computing Quote Request

Request service pricing on cloud computing through any of Expedient's 8 nationwide data centers.

Company Name:

Name:

Contact Type:

Title:

Comments:

Contact Phone:

Contact Email:

Data Center Location:

Total Required RAM in GB:

Total Required Processor in GHz:

Total Required Storage in GB:

Internet Connectivity:

Additional Managed Services

Firewall: ☐

Remote Backups: ☐

SAN Storage: ☐

Load Balancing: ☐

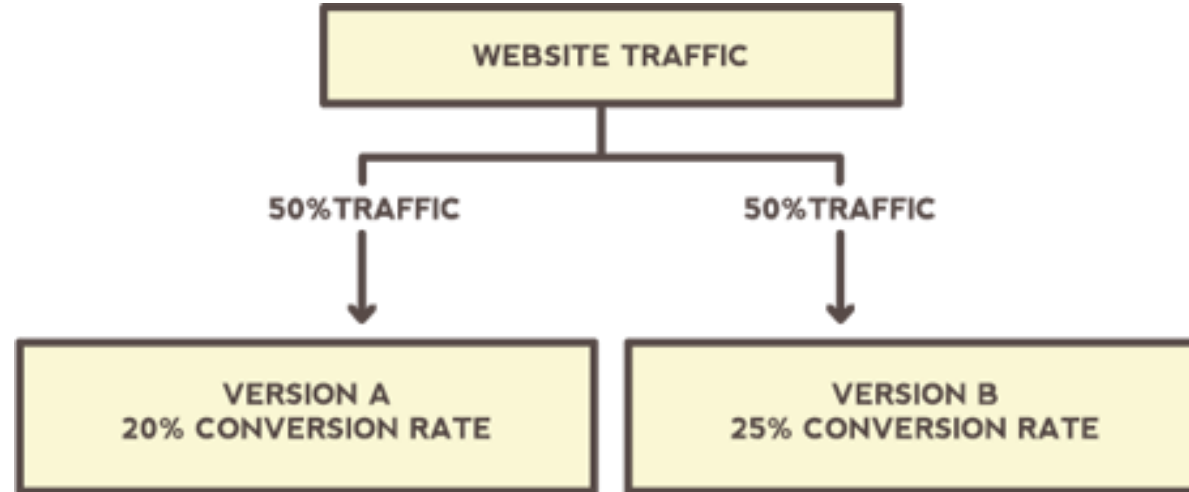
Priority:

Security Question: How many months are there in a year?

Answer:

SUBMIT

A/B testing

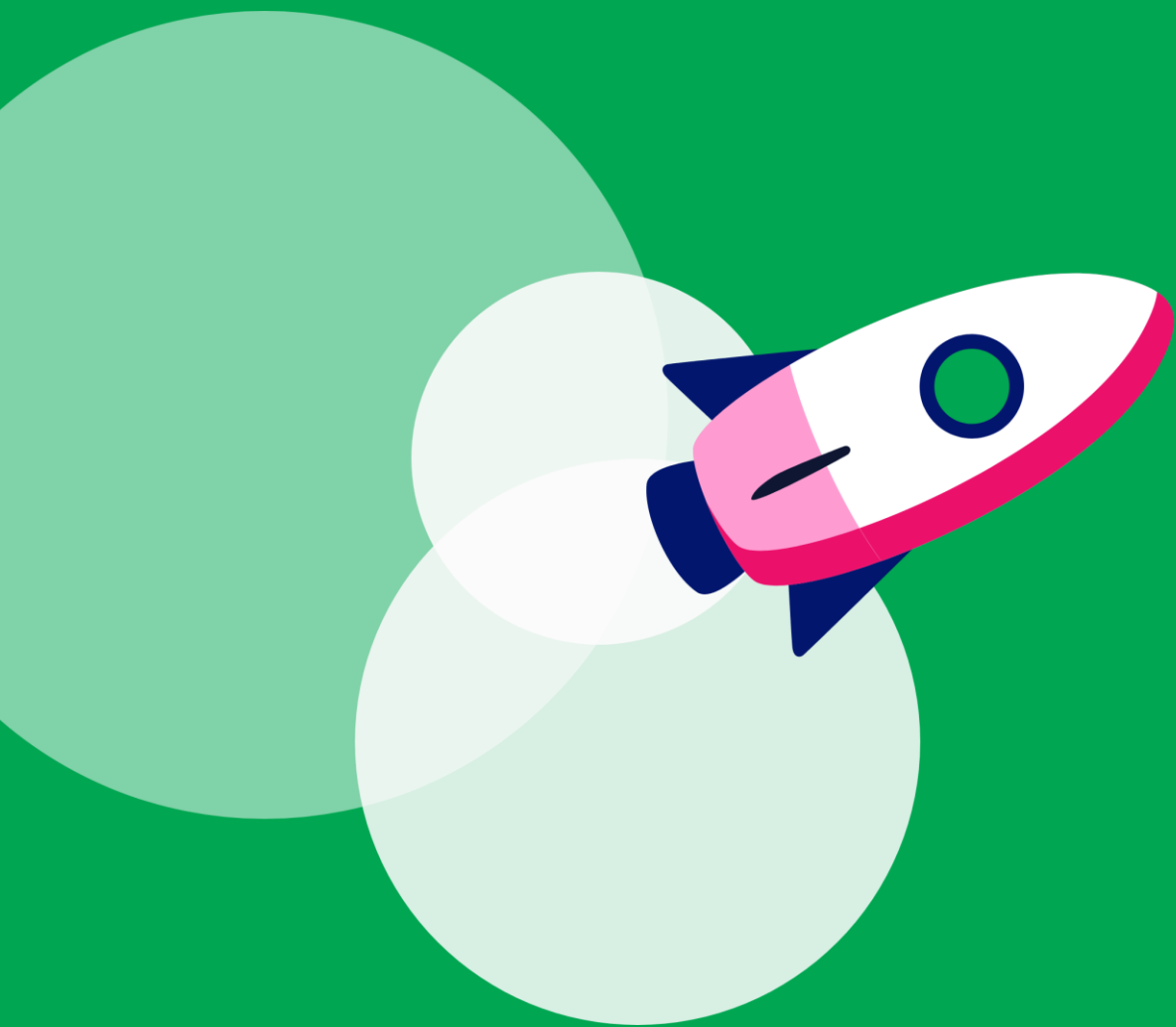


Source: <https://www.quicksprout.com/beginners-guide-conversion-optimization/>

Heatmap

Hotjar





B2B marketing

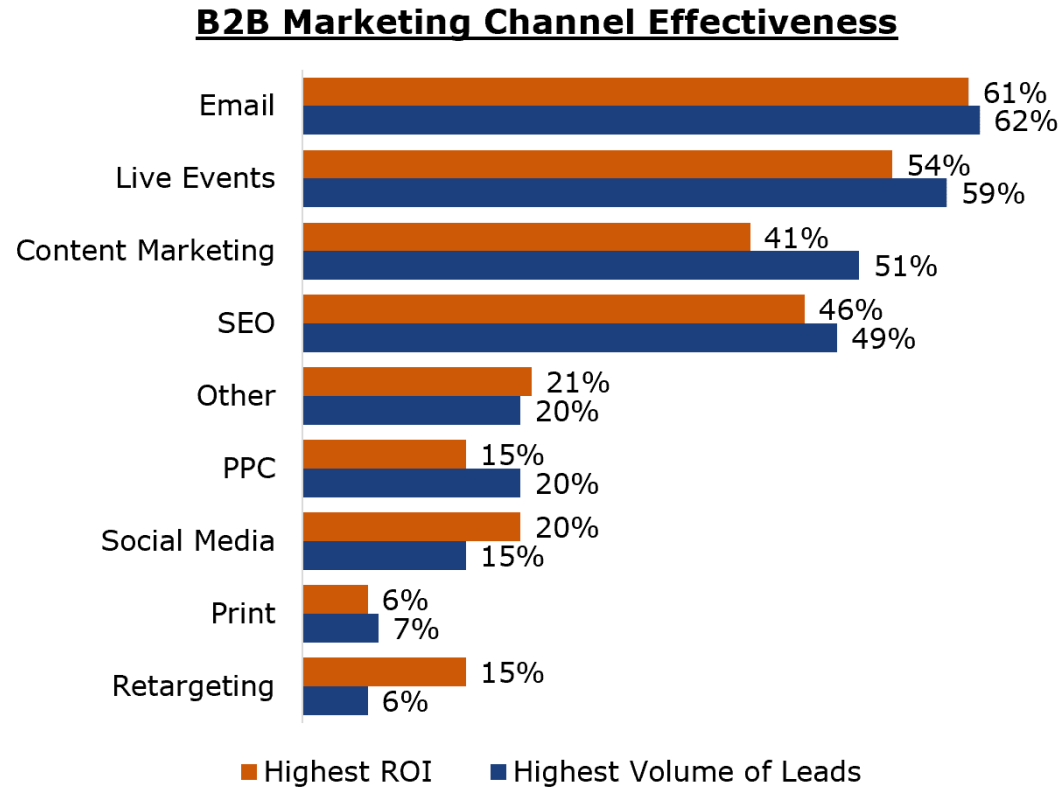
Business to Business

Account Based Marketing (ABM)

Effective lead generation

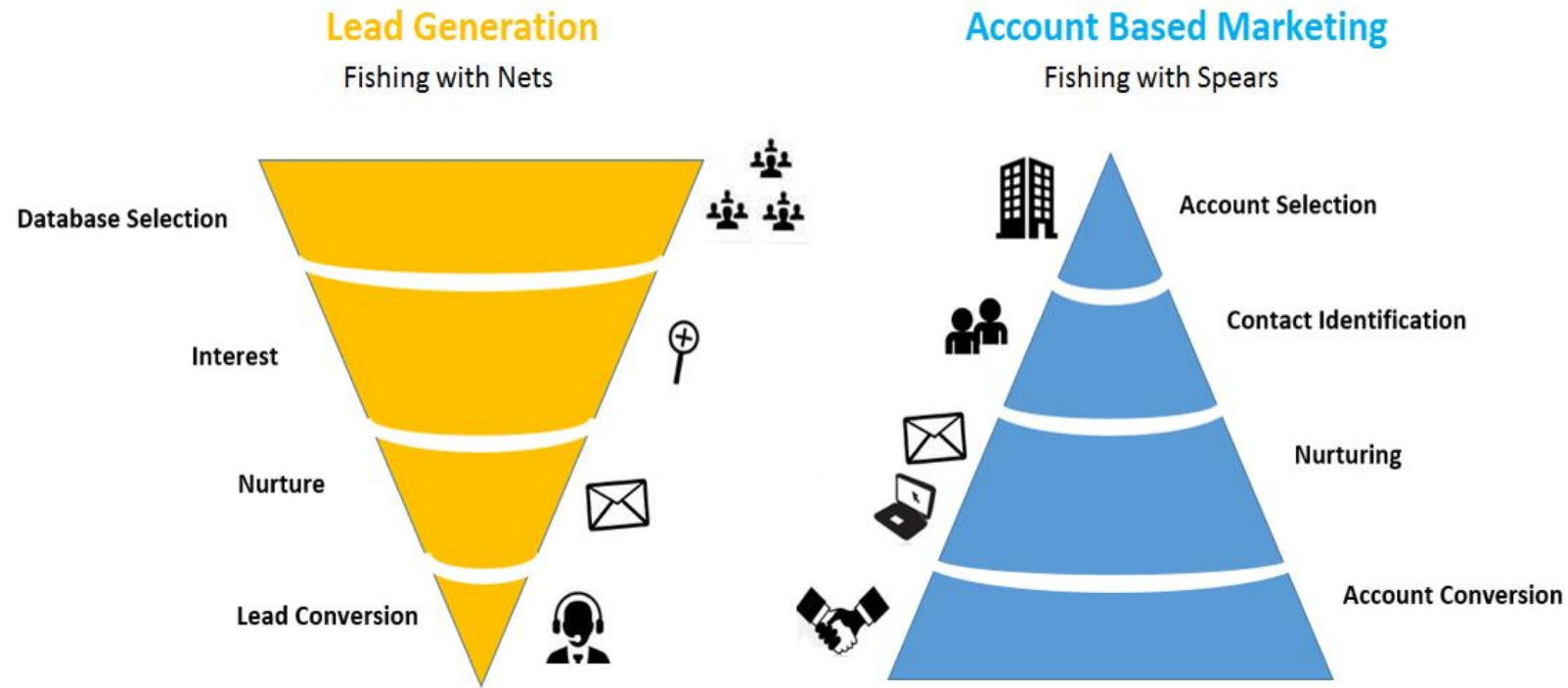
❑ Content marketing

- Blog
- Infographics
- Gated content
- Videos
- Podcasts



Source: <https://www.ventureharbour.com/b2b-lead-generation-strategies/>

Account Based Marketing (ABM)



Source: <https://kiwigray.com/what-is-account-based-marketing-abm/>

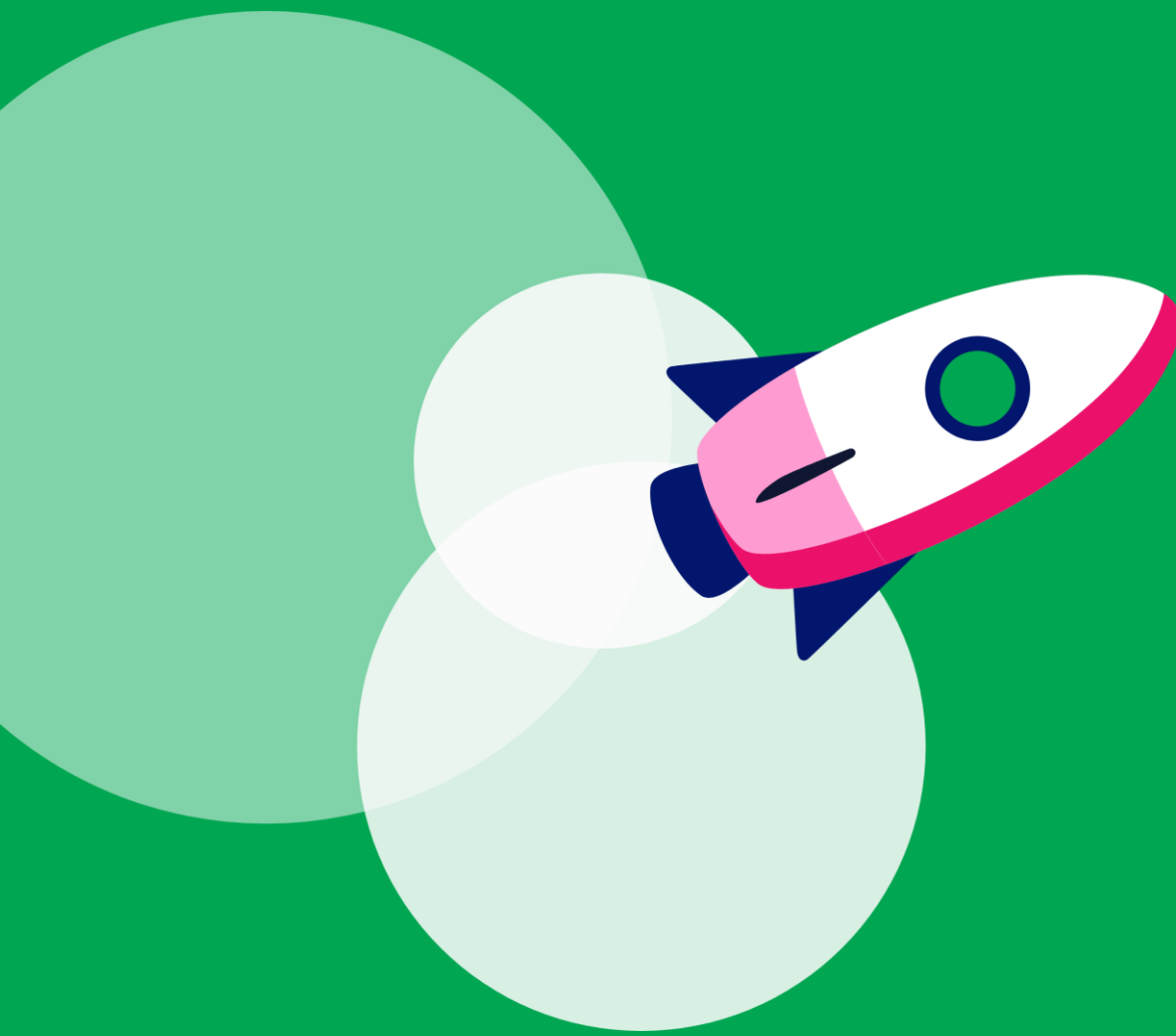
Lead magnets

- Product demo
- Educational videos
- Webinar
- Downloadable guides
- Free consultation



Source:

<https://www.squaredot.eu/blog/5-high-value-lead-magnet-examples-for-b2b-marketers>

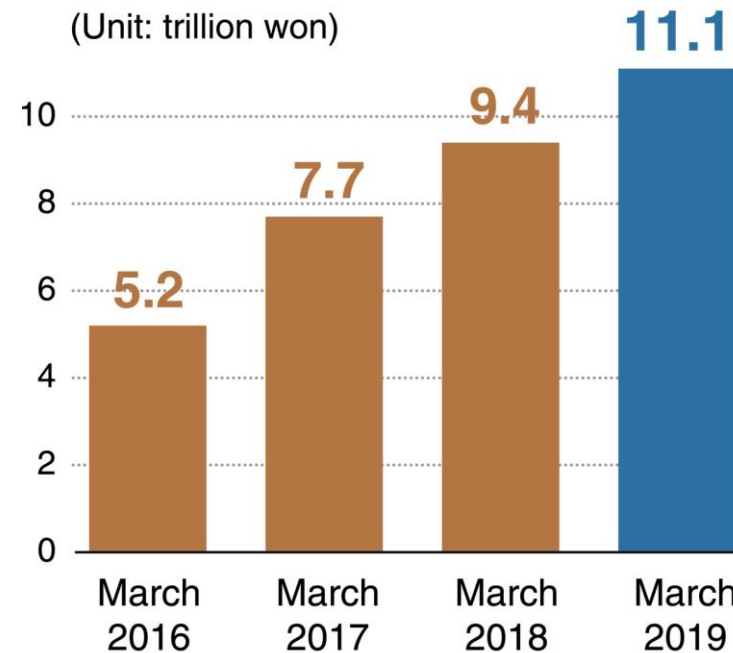


Online shopping

Online shopping in Korea

- Online shopping now accounts for 30.4 percent of retail purchases
- Mobile transactions account for 66% of all online purchases

Monthly turnover of online shopping



Source: Statistics Korea

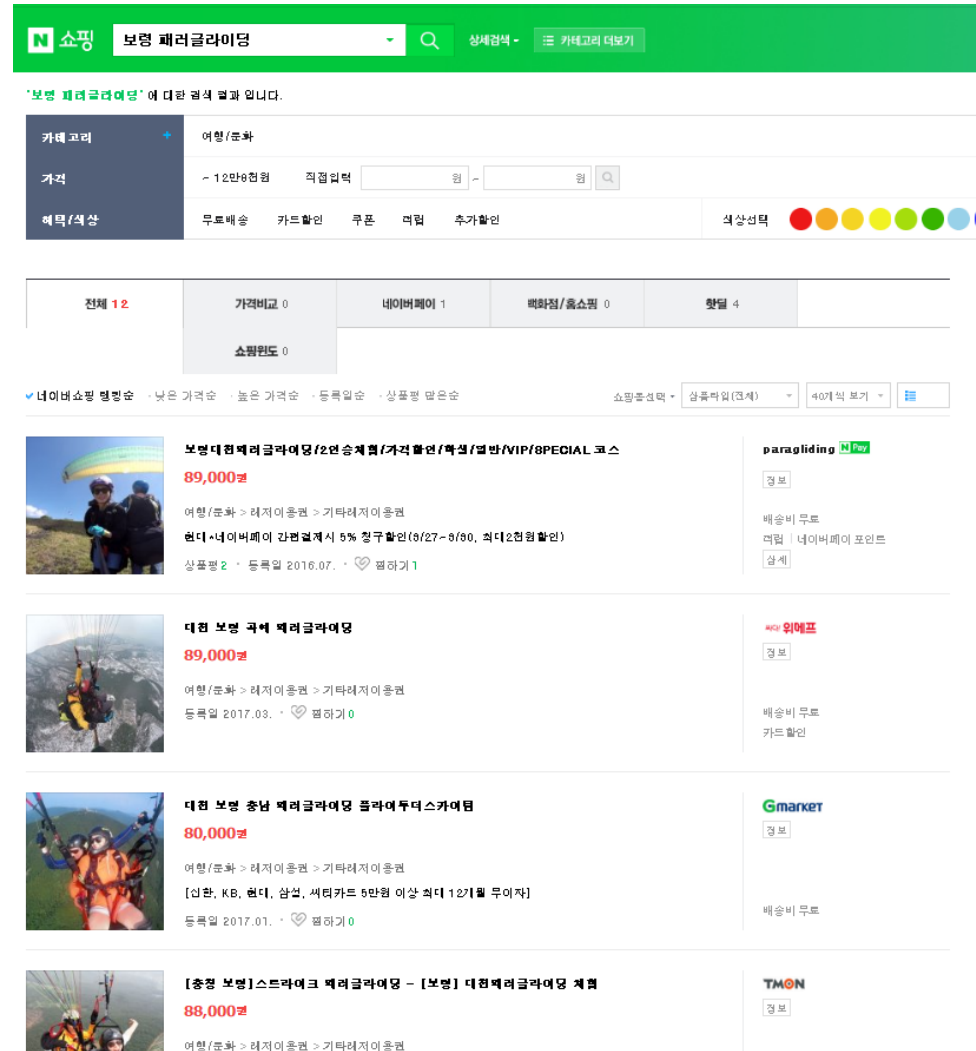
Sources: <https://retailinasia.com/in-markets/online-transaction-in-korea-hits-new-records-in-2019/> and <http://www.koreaherald.com/view.php?ud=20200102000581>

What people buy



Naver Shopping

- Korean business registration
- E-commerce registration



The screenshot displays the Naver Shopping interface. At the top, a green header bar contains the 'N 쇼핑' logo, a search bar with the text '보령 패러글라이딩', and navigation links for '상세검색' and '카테고리 더보기'. Below the header, a message states: "'보령 패러글라이딩'에 대한 검색 결과입니다." (These are the search results for 'Boryeong Paragliding').

The main content area features a sidebar on the left with filters for '카테고리' (Category: 여행/문화), '가격' (Price: ~ 12만8천원), and '혜택/특성' (Benefits/Features: 무료배송, 카드할인, 쿠폰, 적립, 추가할인). The right side shows a color selection bar and a summary table:

전체 12	가격비교 0	네이버페이 1	백화점/홈쇼핑 0	할당 4
쇼핑원도 0				

Below the table, there are filters for '나이비쇼핑 열렬추천' (Recommended by Naver Shopping), '낮은 가격순' (Lowest Price), '높은 가격순' (Highest Price), '등록일순' (By Registration Date), and '상품평 많은순' (By Number of Reviews). There are also buttons for '쇼핑동영상' (Shopping Video), '상품리뷰(전체)' (All Product Reviews), and '40개씩 보기' (View 40 at a time).

The search results list four items, each with a thumbnail image, title, price, and details:

- 보령대천패러글라이딩/2년승계점/가격할인/특설/일반/VIP/8SPECIAL 코스**
Price: 89,000원
Category: 여행/문화 > 레저이동 > 기타레저이동
Details: 현대·네이버페이 간편결제시 5% 청구할인(8/27~8/30, 최대2천원할인)
상품평 2 · 등록일 2016.07. · ♥ 찜하기 1
- 대천 보령 국제 패러글라이딩**
Price: 89,000원
Category: 여행/문화 > 레저이동 > 기타레저이동
Details: 등록일 2017.03. · ♥ 찜하기 0
- 대천 보령 충남 패러글라이딩 플라이두터스카이트**
Price: 80,000원
Category: 여행/문화 > 레저이동 > 기타레저이동
Details: [인한, KB, 현대, 삼성, 세티카드 5만원 이상 최대 12개월 무이자]
등록일 2017.01. · ♥ 찜하기 0
- [충정 보령]스트라크 패러글라이딩 - [보령] 대천패러글라이딩 체험**
Price: 88,000원
Category: 여행/문화 > 레저이동 > 기타레저이동

THANK YOU



PUNCH
DIGITAL MARKETING



OUTBOUND (Interruption)

Cold Calling
Cold Emails (SPAM)
Interruptive ads
Marketer - Centric

OUTBOUND - INTERRUPTION



INBOUND (Permission)

SEO
Blogging
Attraction
Customer - Centric

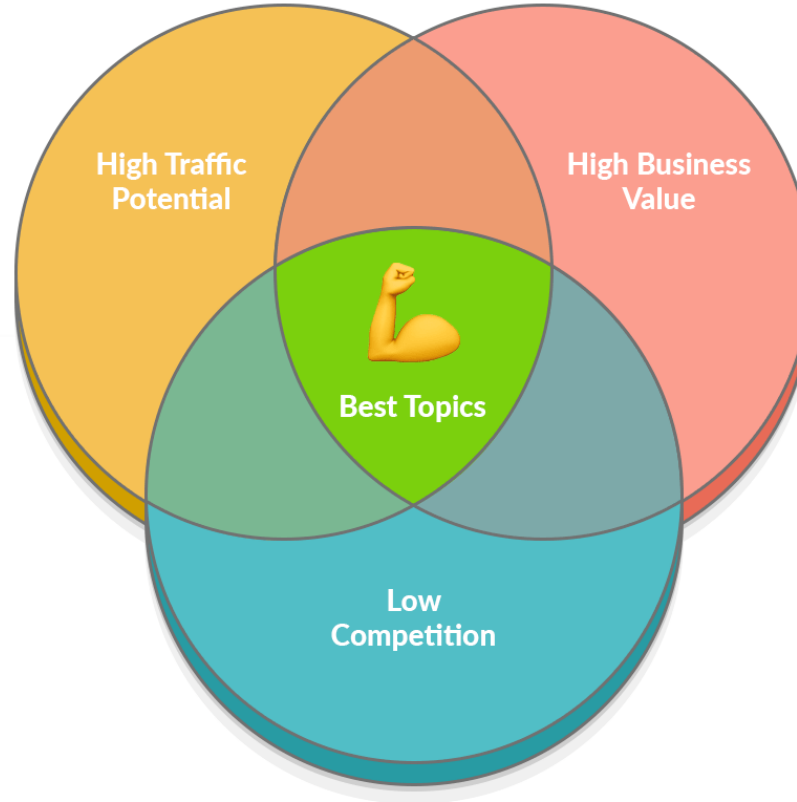
INBOUND - PERMISSION

Content marketing



Blog topics

How to Find the Best Topics



Source: <https://ahrefs.com/blog/content-marketing-strategy/>

ahrefs

Naver keywords

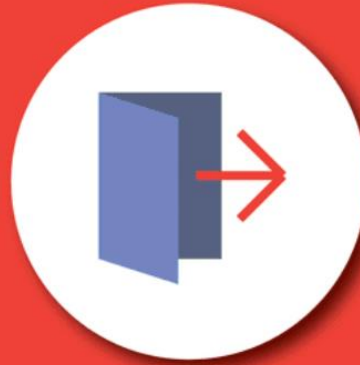
마케팅			키워드 조회		결과 내 검색 ▾	
☒ 등록된 키워드 제외 ? ☐ 입력 키워드 포함 ☒ 검색의도 유사키워드 포함 ?						
x 삭제 광고 등록 · '마케팅' 키워드에 대한 연관 키워드 조회 결과입니다. 검색의도 유사키워드 결과는 없습니다.						
☐	키워드 ▾	연관도 ▾	월간조회수(PC) ▾	월간조회수(모바일) ▾	월 노출현황 ▾	월평균 클릭수 ▾
☐	마케팅	■■■■■	15,813	12,093	10	52.0
☐	광고대행사	■■■■■	3,189	1,385	10	120.1
☐	온라인마케팅	■■■■■	3,458	2,823	10	98.5
☐	마케팅전략	■■■■■	4,430	1,389	10	15.5
☐	배너광고	■■■■■	1,741	414	10	57.8
☐	CPLEX	■■■■■	71	30회 미만	3	3.6
☐	광고 S	■■■■■	18,195	12,825	10	71.6
☐	온라인광고	■■■■■	1,744	440	10	61.4

Remarketing

Why You Need To Use Remarketing:



The average person has to visit a site **9.5 times** before they'll make a purchase.



96% of site visitors leave before converting.



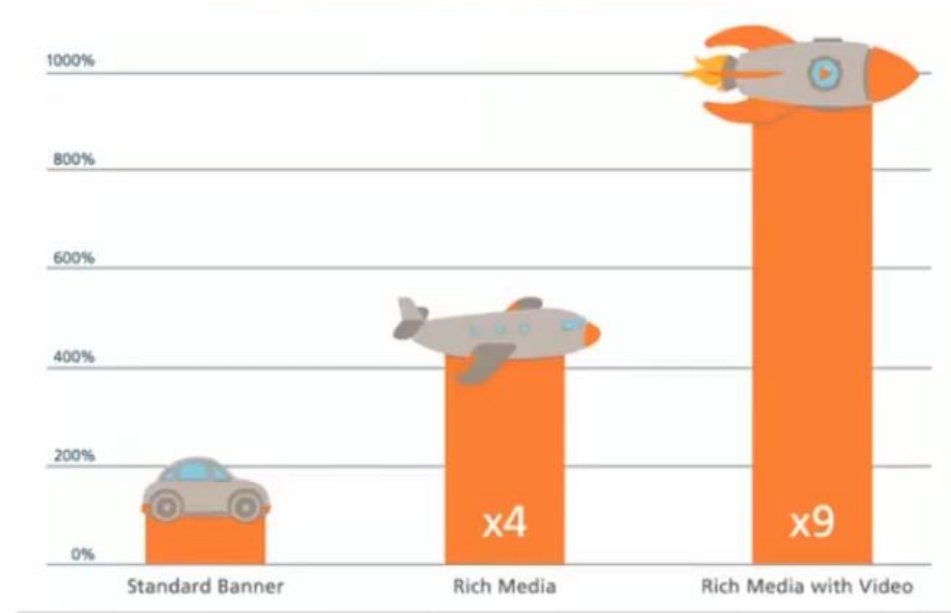
Remarketing brings those people back, performing **3x better** than non-personalized ads.

Source: Blue Mint Marketing

Rich media

Additionally, rich media ads with videos performs better.

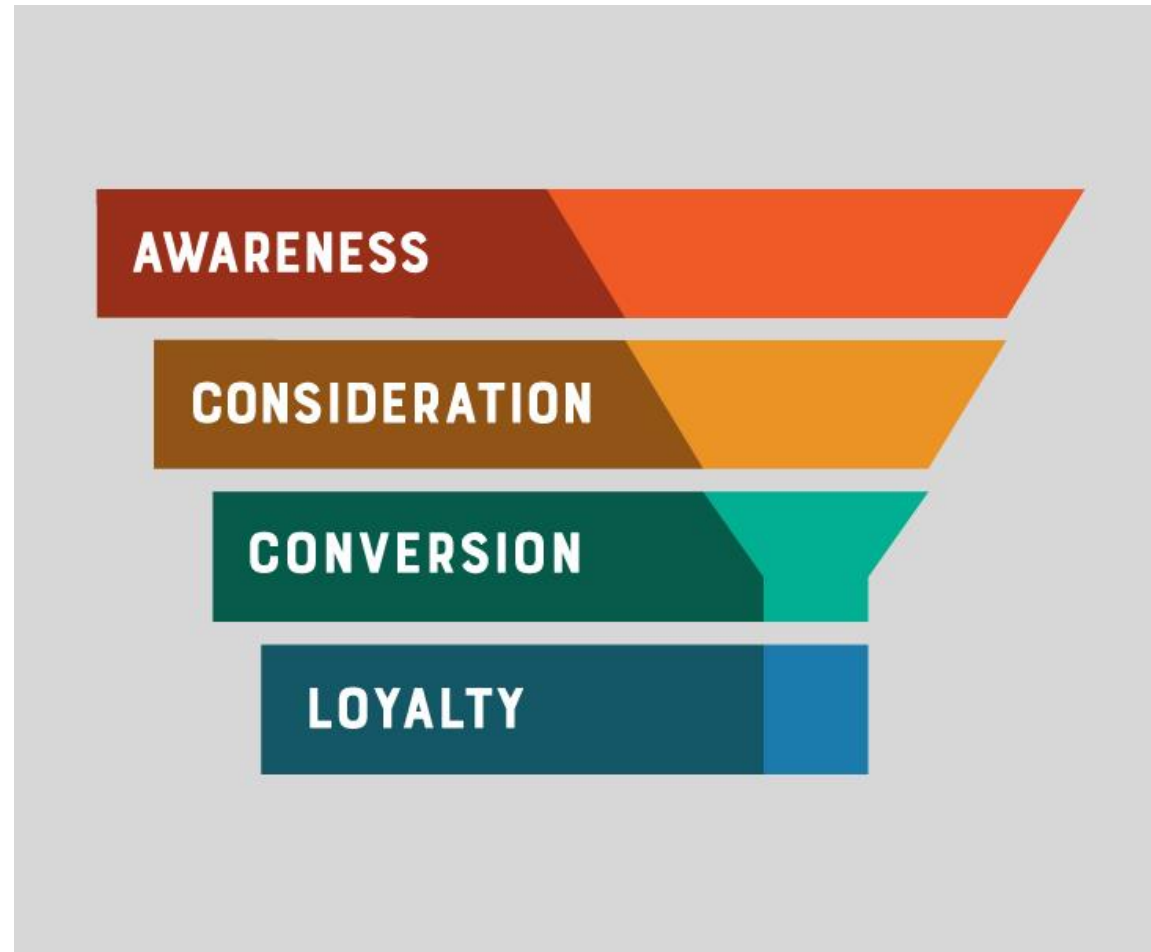
Chart 2: Post-Click Site Visits – Lift vs. Standard Banners



Source: MediaMind Research. Rebased, Standard Banners = 100%.

MobileAds

Funnel



Source: <https://fscinteractive.com/blog/the-marketing-funnel/>

Tools

- Google Analytics
- Google Search Console
- GT Metrix (site speed)
- Moz (backlinks)
- Ahrefs (backlinks)
- SEMRush
- Spyfu
- Google Keyword Planner (keywords)
- Keywords Everywhere (keywords)
- Facebook Audience Insights
- Ubersuggest
- Keywordtool.io

Branding

- Story
 - Building a StoryBrand (Donald Miller)
- Why
 - Start with why, how great leaders inspire action (Simon Sinek, TEDx)
https://www.youtube.com/watch?v=u4ZoJKF_VuA
- Create value
- What are your core values?

Influencers

Name	Area	Level
Neil Patel	SEO	Beginner
Brian Dean	SEO	Beginner
Jon Loomer	Facebook	Beginner / medium
Cat Howell	Facebook	Beginner
Alex Tooby	Instagram	Beginner

Certificates

- Google Ads
- Google Analytics
- Hubspot Inbound
- Facebook Blueprint

Startups

Thales Teixeira, associate professor at Harvard Business School, believes **many startups fail precisely because they try to emulate successful disruptive businesses.**

He says by focusing too early on technology and scale, entrepreneurs lose out on the **learning** that comes from serving initial customers with an **imperfect** product.

He shares how Airbnb, Uber, Etsy, and Netflix approached their first 1,000 customers very differently, [...]



Online shopping

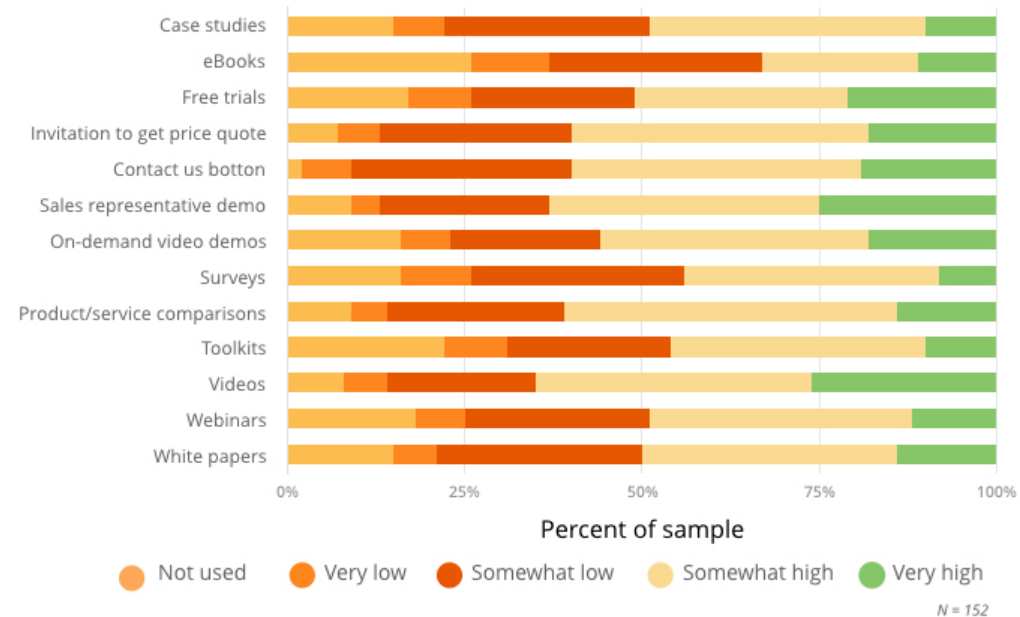


81% of Koreans [...] have
used online shopping

Almost half of purchases are done
via mobile

Effective lead generation

1. B2B videos (65 %)
2. Live demo with a sales representative (64 %)
3. Side-by-side product/service comparisons (62 %)
4. “Contact us” button (61 %)
5. Invitation to get price quotes (60 %)



Source: <https://www.softwareadvice.com/resources/b2b-demand-generation-benchmark-report-2017/>