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FINAL REPORT IMPROVED COMPETITIVENESS ENTERPRISES THROUGH STRENGTHENED DIGITAL MARKETING COMPETENCE

/ A SERVICE OF SIQ NATURE EVENT CO LTD.



Project Overview:

Introduction:

The GIZ Improved Competitiveness of National Enterprises (ICONE) program helps companies in northwest Cambodia to become more competitive by improving their efficiency, innovation, and digitalization. The program provides consulting services and marketing training to these companies. The goal of the assignment is to provide consulting services and practical knowledge to companies in northwest Cambodia, including marketing training.

Project Goal:

The goals of the ICONE program are to:

- Boost competitiveness of northwest Cambodia enterprise
- Create more efficiency in operation
- Innovation capacity
- Marketing knowledge
- Solution for digitization process

Project Scopes:

- Developing a deep understanding of the content and goals of the training program
- Gaining expertise in effective training methodologies and techniques
- Building facilitation and presentation skills to engage and motivate participants
- Developing skills in assessing participant learning and providing feedback
- Building skills in managing group dynamics and addressing challenging situations
- Developing skills in creating and adapting training materials to different contexts and audiences
- Understanding the ethical considerations involved in training and the importance of cultural sensitivity

Location: The program will be conducted in Siem Reap, Battambang, and Banteaymeanchey, Cambodia.

Duration: From 20th July 2023 to 12th July 2024

Training Curriculum:

Instructor

Mr. Phichith Kunthakcheat
Managing director at SIQ NATURE EVENT CO LTD
Tel: +85517798230
Email: kunthekcheat@gmail.com

Training overview

Topic: Foundations of Marketing: Building a Strong Base with Traditional and Digital Strategies
Location: Siem Reap, Battambang
Date: 06th - 07th November 2023 & 11th - 12th January 2024
Session: Morning: 8:30 am - 12 pm & Afternoon: 1:30 pm - 5 pm
Trainees: 40 participants

Training objective

The objective of this two-day workshop is to provide participants with a comprehensive understanding of marketing principles, techniques and strategies. By the end of the workshop, participants will be able to differentiate between traditional and digital marketing, develop a marketing campaign that leverages both approaches, understand how to measure marketing success, and be equipped with the practical skills and knowledge necessary for successful implementation of marketing campaigns. Upon completion of the workshop, participants will have the resources and confidence to implement creative and successful marketing strategies in their own organizations.

Day 1:

- Topic 1: Introduction to Marketing: This session will cover the difference between traditional and digital marketing, target customer identification, and creating the 7 Ps of the business.
- Topic 2: Creating a marketing campaign: Participants will learn how to create a marketing campaign that integrates both traditional and digital marketing strategies.
- Topic 3: Introduction to Traditional Marketing: This session will cover the basics of traditional marketing, including forms and elements, and how to plan and execute traditional marketing for a business.
- Group Discussion 1: Participants will break up into groups and develop a hypothetical traditional marketing campaign with creative briefs and timelines.

Day 2:

- Topic 4: Introduction to Digital Marketing: This session will cover digital marketing basics such as social media, building websites, search engine optimization (SEO), email marketing, and Google Ads.
- Topic 5: Creating a successful social media marketing strategy for businesses: Participants will learn the key components of a successful social media strategy and how to maximize engagement and conversions with their social media content.
- Group Discussion 2: Participants will create a hypothetical digital marketing campaign for the demo business focused on social media marketing, build brand awareness, and drive website traffic and sales with cost-effective strategies.
- Topic 6: Consolidating Traditional and Digital Marketing into Your Marketing Success for Business: This session will provide an overview of Traditional and Digital Marketing, their benefits, and how to successfully integrate them into a business's marketing plan.

Individual Coaching:

Instructor

Mr. Phichith Kunthakcheat
Managing director at SIQ NATURE EVENT CO LTD
Tel: +85517798230
Email: kunthekcheat@gmail.com

Coaching overview

Topic: Individual digital marketing coaching
Location: Siem Reap, Battambang, Banteaymeanchey, and Online
Number of coaching: 3 Rounds, Starting from 01st December 2023 - 12th July 2024.
Participant: 30 Companies

| Service | Tasks | Tools |
|---|---|--|
| Website Maintenance and WordPress Training SEO Training, Coaching, and Execution | Class 1: Word Press Introduction and Basics Introduction to dashboard of Wordpress, Check out all the function of Wordpress admin dashboard, Plugin to help build wordpress website: Elementor, Yoast SEO, Envato Element-Content Management: Blog & Case Studies Class 2: Wordpress: Plugin that Help business, Elementor: Basic on how to edit website, Google Site Kit, Google Analytic, Site Speed, Page insight, Plugin Management: How to check for Site Health, Plugins that help make work easy: HFCM, HealthCheck & Trouble shooting, WP Rollback, XML Site map | <ul style="list-style-type: none">• Wordpress• Google Suite for Wordpress• Google Analytic |
| | Class 3: SEO Importance of SEO, SEO type: On & Off page SEO, Choosing the right theme, Website Responsiveness: Tablet, Mobile & Web, Site Adress, Permalink, Alt text, Implementation of SEO in different pages, Choosing the right keywords (Google Keywords), Testing outcome & result: Google page speed, Google Insight | <ul style="list-style-type: none">• YoastSEO• SEMRush• Google Search Console |

Individual Coaching:

| Service | Tasks | Tools |
|---|--|--|
| Google Ads Training, Coaching, and Execution | Class 4: Google ads <ul style="list-style-type: none">• Introduction to Google Business: How to use Google business for your business• Introduction to Google ads• Step-by-step on How to set up ads• How to track result on Google ads• How to use Google Keywords | <ul style="list-style-type: none">• Google Ads display• Google Analytic• Google Business |
| Social Media Marketing Training, Coaching, and Execution | Class 5: Social Media Marketing <ul style="list-style-type: none">• Set Goal and Objective• Identify Your Target Audience• Choose The Right Social Media Platforms• Create a Content Calendar• Create High Quality Content• Analytics and Reporting Class 6: Understanding 7 basic elements of graphic design <ul style="list-style-type: none">• Line, Colors, Shape, Space, Texture, Size, Value Class 7: SMM - How to? <ul style="list-style-type: none">• Meta Schedule post, LinkedIn Schedule post, Different type of Post on LinkedIn, AD Manager | Meta Business Manager Tiktok Business Manager Canva |

Individual Coaching:

| Topic | Detail | Tools |
|---|---|--|
| Creating Marketing Plans for SMEs (with 7Ps Focus) | <ol style="list-style-type: none">1. Introduction to Marketing Plans<ul style="list-style-type: none">◦ Purpose and components of a marketing plan◦ Differences between marketing plans for SMEs and large enterprises◦2. Developing Marketing Strategies Using the 7Ps<ul style="list-style-type: none">◦ Integrating the 7Ps into a cohesive marketing strategy◦ Setting realistic and achievable marketing objectives◦ Aligning marketing strategies with business goals◦3. Budgeting and Resource Allocation<ul style="list-style-type: none">◦ Estimating marketing costs◦ Allocating resources effectively◦4. Implementation and Execution<ul style="list-style-type: none">◦ Creating a marketing calendar◦ Coordinating marketing activities | <ul style="list-style-type: none">• Canva• Google Excel |
| Designing Marketing Communication Materials with Canva | <ul style="list-style-type: none">• Introduction to Canva• Creating Online Marketing Materials• Designing Offline Marketing Materials• Advanced Features and Tips• Collaborative Design and Team Workflows• Case Studies and Best Practices | <ul style="list-style-type: none">• Canva |

Project Workflow:

| Deliverable | Delivery period |
|--|--|
| 1. Kick-off meeting for project assessment with the project teams | 20 July 2023 |
| 2. Project information consolidating: Developing draft work plan, Direction, and key action steps toward the whole implementation | 27 July 2023 |
| 3. Assessment and survey with the pre-selected number of companies Online survey and individual assessment to understand about their knowledge and competencies | 14 August 2023 |
| 4. Develop and curriculum and training plan Creating a curriculum, training plan, and method, training materials | 30 August 2023 |
| 5. Conduct the first series of training for the group of companies Conducting the physical training with the group of companies | 06th - 07th November 2023 & 11th - 12th January 2024 |
| 6. Conduct 1 to 1 training and coaching to the selected companies Individual training and coaching to continue for a deep-dive understanding of the sessions | 01st December 2023 - 12th July 2024. |
| 6. Project closing, Report & recommendation | 12 July 2024 |

Learning Points from the Project

- **Technical Support Needs:**

- Many businesses require substantial technical support to navigate digital marketing effectively.
- There is a significant learning curve and challenges associated with digital transformation.

- **Human Resource Limitations:**

- Businesses often lack adequate human resources, making it difficult to implement digital marketing strategies.
- Owners, primarily from Generation X, face difficulties in adapting to new technologies.

- **Starting from Basics:**

- Many participants needed to start from basic digital marketing skills, indicating a substantial gap in digital literacy.
- Both hard skills (technical abilities) and soft skills (communication, creativity) in digital marketing are areas needing improvement.

- **Generational Challenges:**

- Most business owners belong to Generation X, which poses challenges in adopting new technology and digital methods.
- Younger generations might adapt more quickly, but the current demographic necessitates tailored approaches.

- **Regional Disparities:**

- Regions like Siem Reap, Battambang, and Banteaymeanchey show significant gaps in digital marketing practices.
- While striving and challenging, these regions demonstrate a strong push forward and resilience in embracing new methods.

- **Positive Outcomes:**

- Despite challenges, there is a noticeable drive and willingness to learn among participants.
- Businesses show resilience and determination to overcome obstacles and improve their digital capabilities.

- **Striving and Pushing Forward:**

- Participants consistently showed a positive attitude towards learning and adapting.
- The challenging environment fostered a culture of perseverance and continuous improvement.

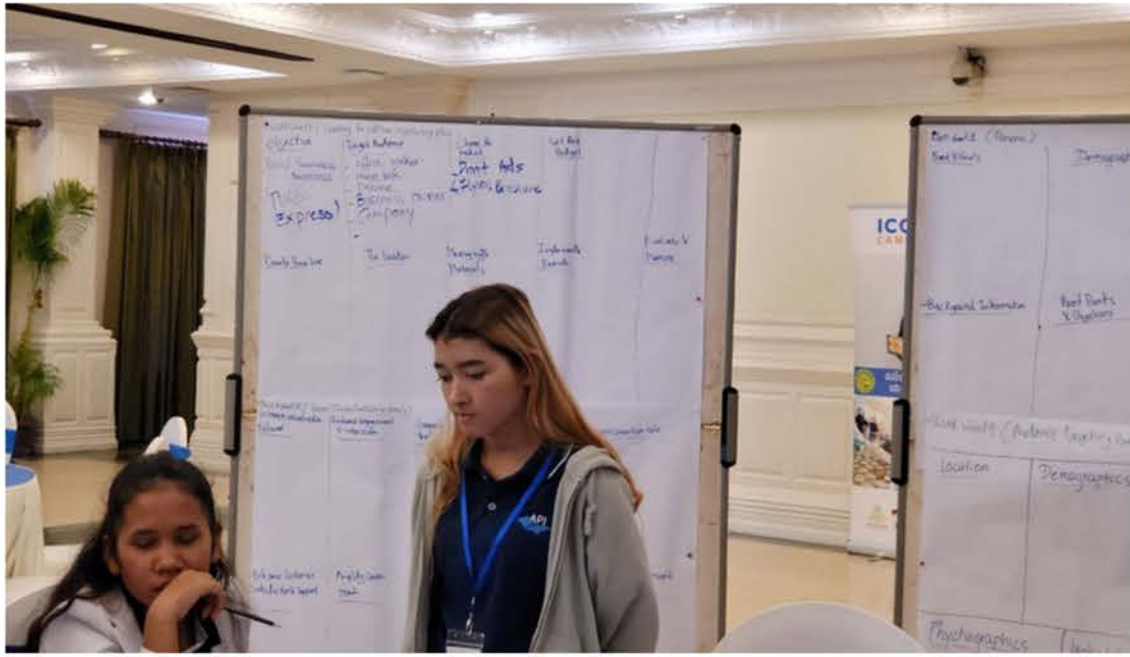
Recommendations

- **Hands-on Training and Technical Support:**
 - Provide more hands-on training sessions and technical support tailored to the specific needs of businesses.
 - Focus on practical applications and real-world examples to facilitate better understanding and implementation.
- **Team and Human Resource Development:**
 - Encourage businesses to form dedicated digital marketing teams or seek external technical support.
 - Provide training to both owners and employees to ensure a comprehensive understanding of digital marketing strategies.
- **Short Courses and Webinars:**
 - Offer quick webinars and short courses to introduce key concepts and techniques in digital marketing.
 - These sessions can act as eye-openers and encourage further exploration and learning.
- **Ongoing Support and Coaching:**
 - Implement ongoing support and coaching sessions to ensure continuous learning and adaptation.
 - Individual coaching sessions can address specific challenges and provide tailored solutions.
- **Encouraging Innovation and Creativity:**
 - Foster a culture of innovation and creativity within businesses to drive forward their digital marketing efforts.
 - Provide examples of successful case studies and innovative practices to inspire participants.

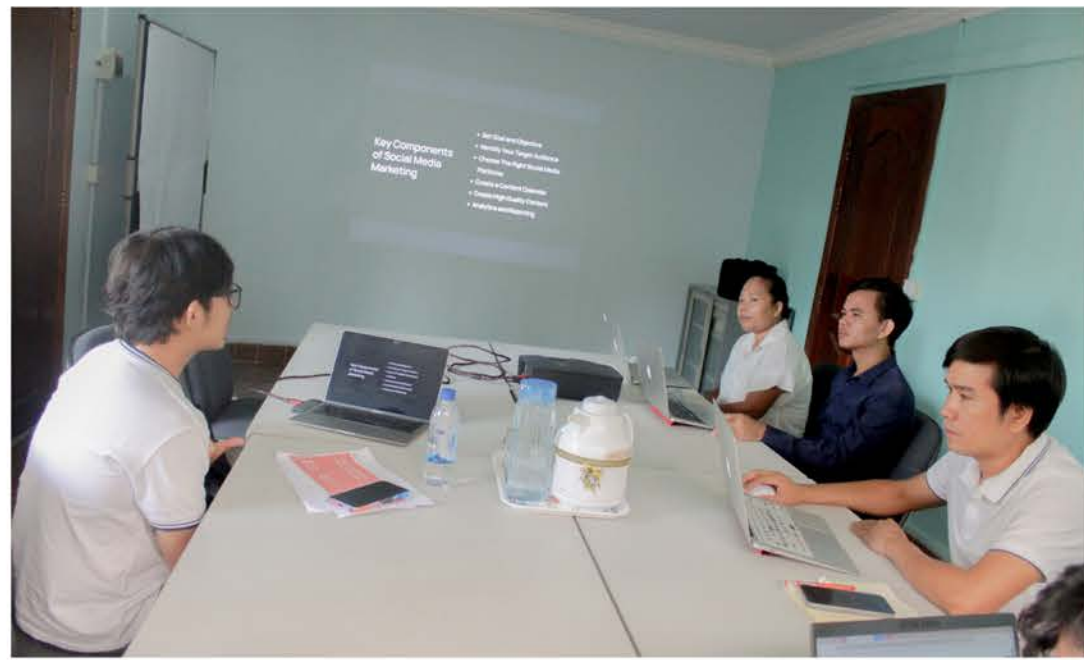
Conclusion

The GIZ ICONE program has successfully provided valuable insights and training to businesses in northwest Cambodia. Despite the challenges faced, there is a strong commitment to learning and adapting new technologies among the participants. By addressing the identified gaps and providing continuous support, these businesses can significantly enhance their competitiveness and digital marketing capabilities.









/ Contact Us

READY TO MEET YOUR MARKETING PARTNER?

FIND OUT MORE



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