

Chairperson Introduction & Day 2 Overview



THE MARTECH
SUMMIT

MATTHEW LIN

Head of Marketing
The MarTech Summit Team

THE MARTECH
SUMMIT

Bangkok | Oct 19 & 20 | #themartechsummit





Which day 1 topic did you enjoy the most?

ⓘ Start presenting to display the poll results on this slide.

10/25/2022

Chairperson Introduction



braze

Julia Lee

Vice President & GM, APAC
Braze



Keynote Presentation | [Content Marketing] Leveraging Multi-Types of Content



KK CHONG

Head of Marketing Communications and
Sustainable Development
Delta Electronics (Thailand) PCL.



Leveraging Multi-Types of Content

Content Marketing Journey for Delta Thailand Marcomms

10/13/2022

David Nakayama | Pornsuda | KK Chong



Biography

Chong Kai Kok (KK)

Education

- **University of Adelaide (Australia)**
Master of Business Administration
- **University Of Glasgow (UK)**
B.Eng (Hons) in Mechanical Engineering
- **Singapore Polytechnic (Singapore)**
Diploma in Marketing Management
- **Ngee Ann Polytechnic (Singapore)**
Diploma in Mechanical Engineering

Career

- 2017 to present ● **Delta Electronics (Thailand) PCL**
Head of Marketing Communications & Sustainable Development
- **Delta Electronics (Australia)**
Managing Director (Interim)
- **Delta Electronics (Thailand) PCL**
Head of Sales & Marketing for IPS
- **Delta Electronics (Thailand) PCL**
Senior QA Manager
- **Hewlett Packard Far East Pte Ltd**
Commodity Manager (Asia IPO)
- 1995 ● **Philips; Apple Computer**

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Introduction

Why Content Marketing for Delta Thailand?

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Growing & Integrating

Creating and Implementing Content

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Learnings and Goals

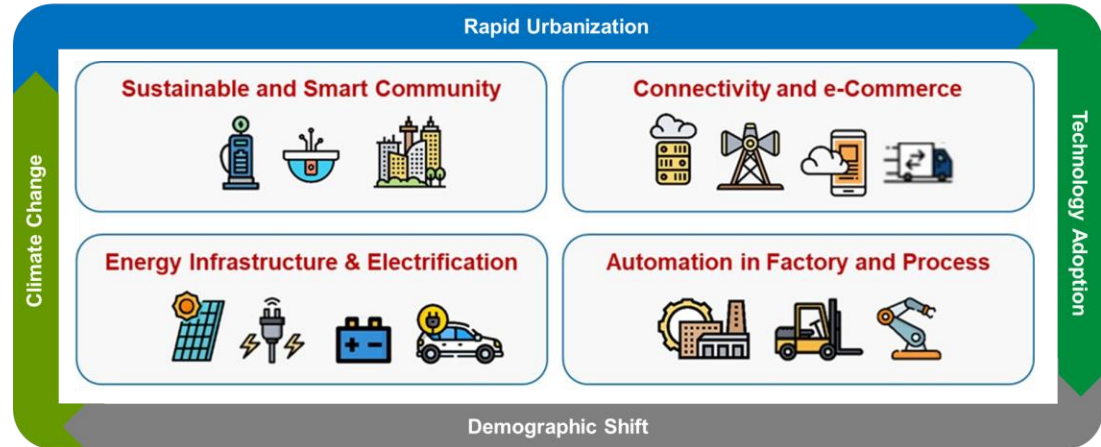
Introduction

Why Content Marketing for Delta Thailand?

- Aren't all marketing activities content marketing?
- How did content marketing strategy help Delta Thailand improve our PR performance thus brand recognition?
- Just sharing our experience

- **Content marketing** put focus on how relevant information, authenticity and speaking your customers' language come together to persuade prospects to buy while building your brand.
 - **Content marketing strategy** should create a framework for distributing the right contents through the right channel for various objectives and different target audiences.
- 

- Largest SET-listed electronics company
- Regional manufacturing, R&D and business hub
- Diversified products/ solutions addressing global megatrends issues:
 - Manufacturing of ODM/ OEM products
 - Sales and manufacturing of Delta branded products/ solutions
- Marcomms drives B2B Marketing and Corp Comms for Delta brand and branded products and solutions



Introduction

Delta Business

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Business Categories

Power Electronics

- Components
- Power & System
- Automotive Electronics
- Fans & Thermal Mgmt.
- Consumer electronics- Innergie



Automation

- Industrial Automation
- Building Automation



Infrastructure

- ICT Infrastructure
- Energy Infrastructure and Industrial Solutions
- Visual Display- Vivitek



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Green Solutions



Industrial Automation



Datacenter



Telecom Energy



EV Charging



Display and Monitoring



Building Automation

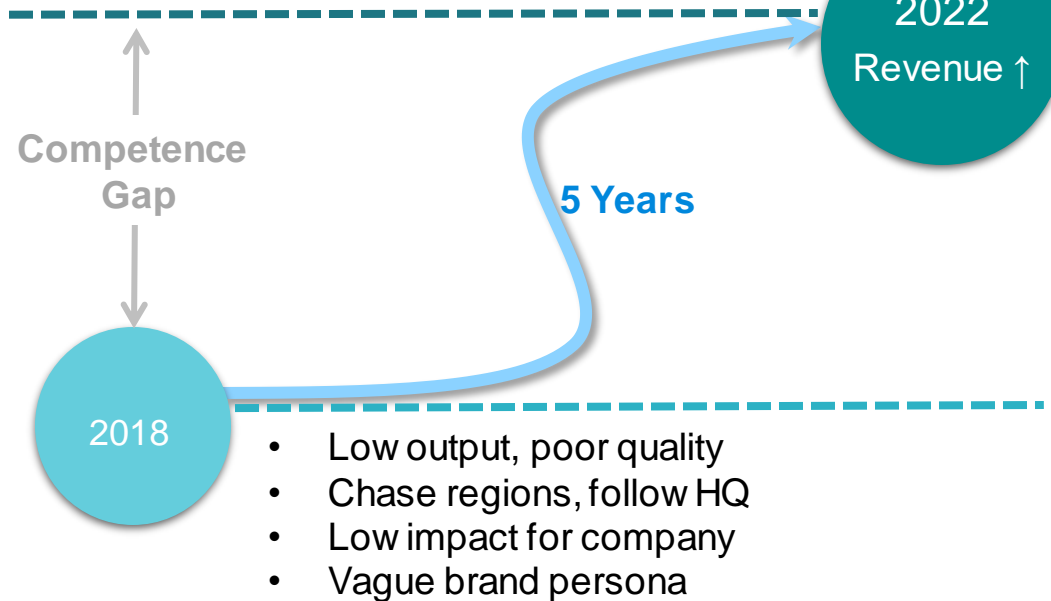


Smart Energy

Introduction

5-Year Strategy

- High output, innovative
- Support region, influence HQ
- High impact to brand awareness/ recognition
- Influence >17k employees as brand advocates



Content Marketing Impact

Where We Are Now

Challenge (2017): Do “Faster, Affordable, Better” Marcomms

As an ODM manufacturer shifting to B2B brand sales marketing, Delta Marcomms faced the constraints of:

- Weak brand position
- Lack of marketing manpower/ resources
- Low budget, low priority

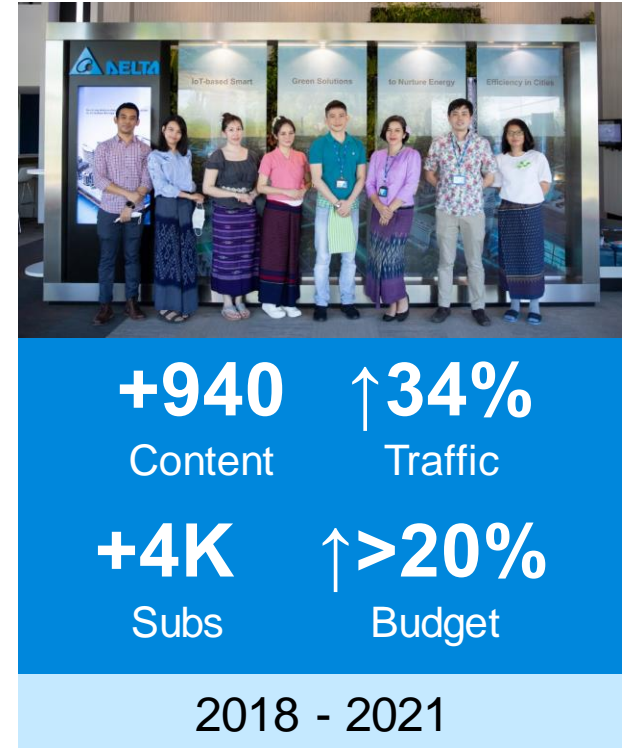
Solutions (2018)

We set up a lean in-house 3-man content publishing house for fast, targeted and cost-effective production. Our members are:

1. **Content lead: Strategy, writing, editing**
2. **Digital marketing: Publishing, tracking**
3. **Designer: Offline/ online visuals**

Results (2021)

Delta Marcomms successfully reframed our constraints as a catalyst for innovation and with Content Marketing became the top region in PR performance (#2 only after global HQ) in the Delta Group.



Growing & Integrating

Creating and Implementing Content

Framing Our Business Strategy and Values

Environmental, Social, Governance

Mission Statement

“To provide innovative, clean and energy-efficient solutions for a better tomorrow.”



Innovation

Eco-efficient operation

Partnership

Delivering Value Add for Stakeholders

Shareholders

Good Returns

Trans-
parency

Account-
ability

Customer

**High Value Added
Products/ Solutions**

Ethically
Produced

High
Efficiency

Employee

Well-being

Respect Human
Rights

Welfare

Supplier

Partnership

Win-Win

Socially
Responsible

Community

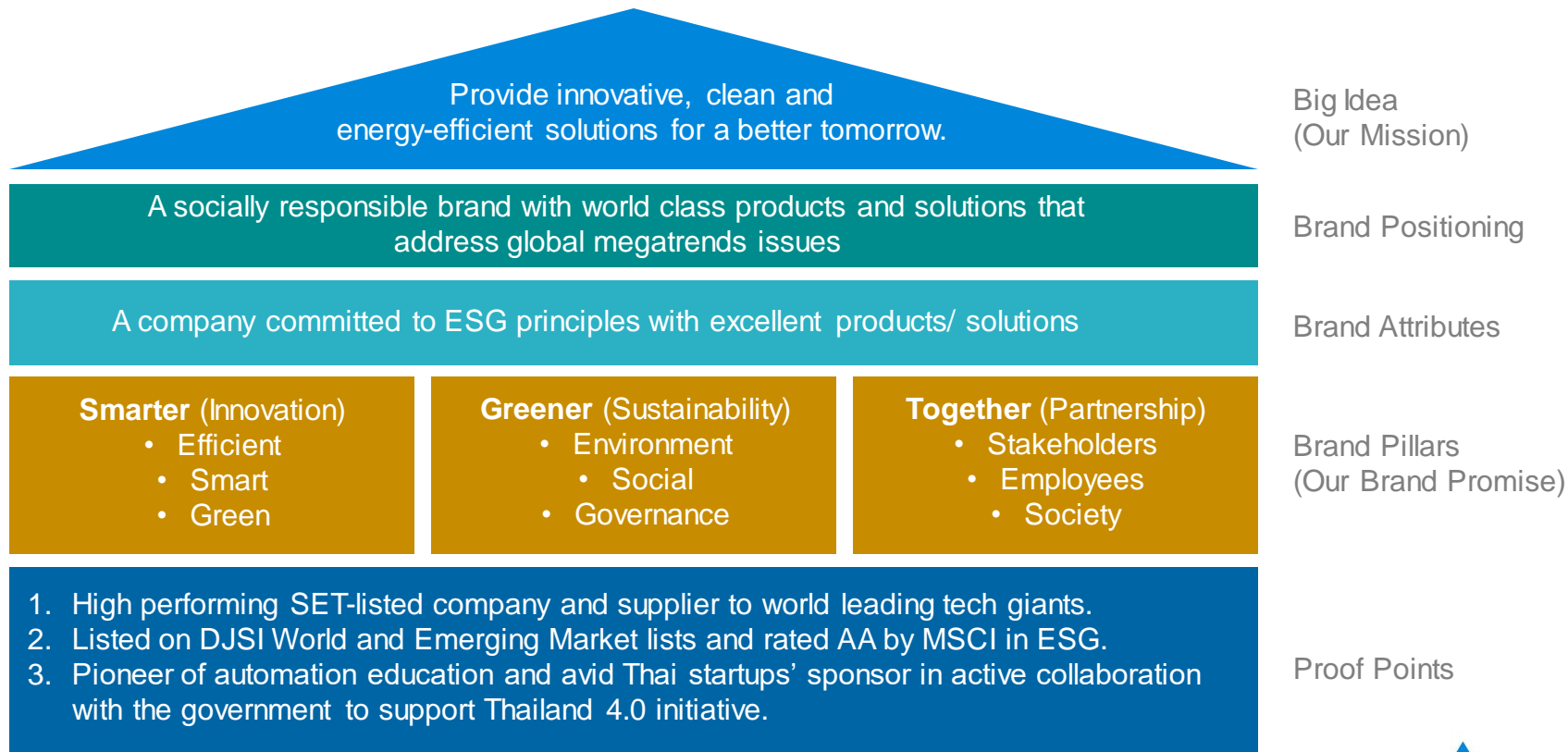
Give Back

Assistance

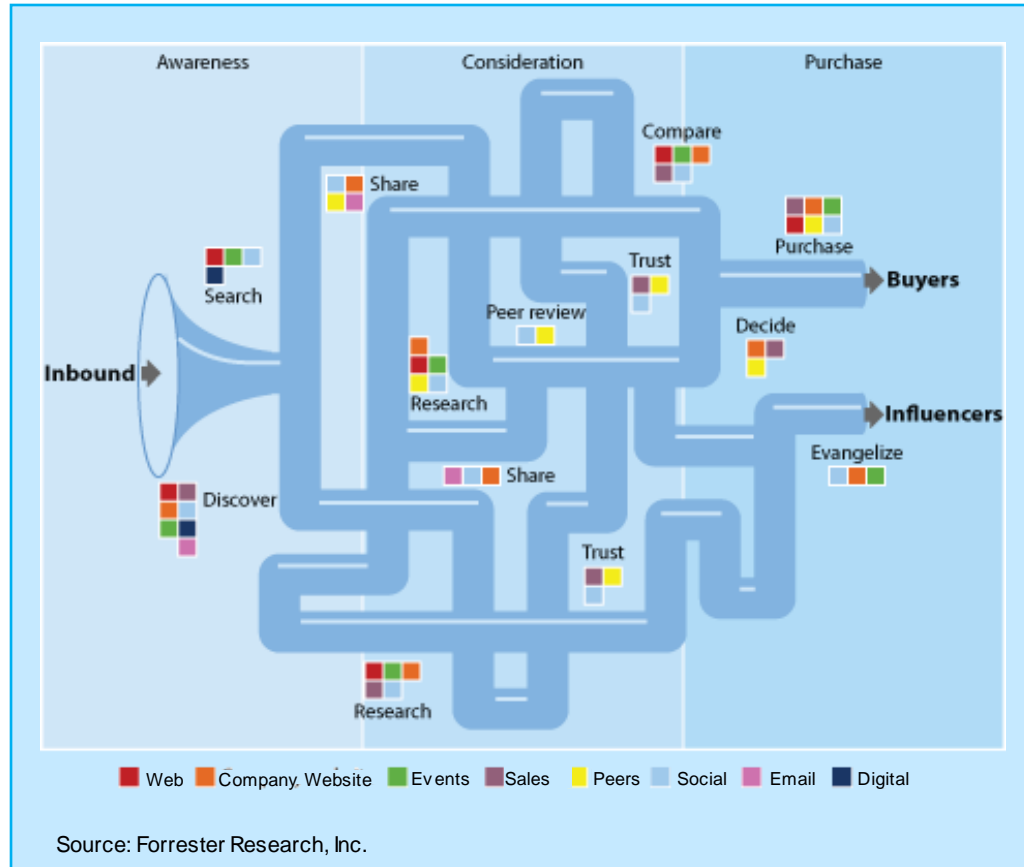
Education



Delta Thailand Tactical Brand House



Content Marketing in A Non-Linear World



Growing Customer Personas and Empathy Mapping



Boss Somchai

Persona Bio

Industry veteran with strict KPI for sales/productivity/cost down. Seeks to drive growth and remain competitive in Thai and regional market.

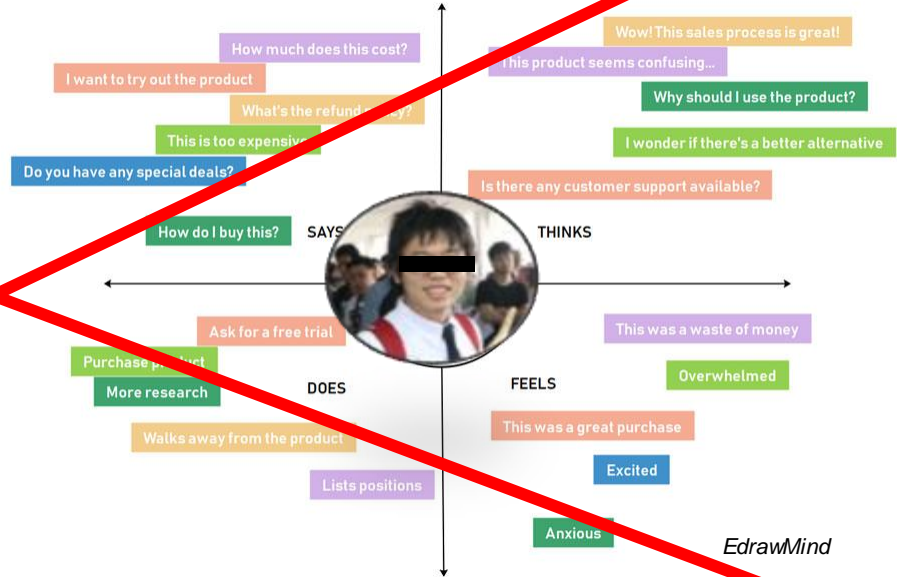
Age: 40-60
Director/Manager
Company: MNC/Listed
Thai company in BKK, EEC

Goals/Objectives

- Good value
- Short lead-time
- Local service

Biggest Challenges

- Project complexity and time
- Difficult process to get new vendor



EdrawMind



Challenges

- Buying decision made by a team
- Multiple industries
- Personal selling



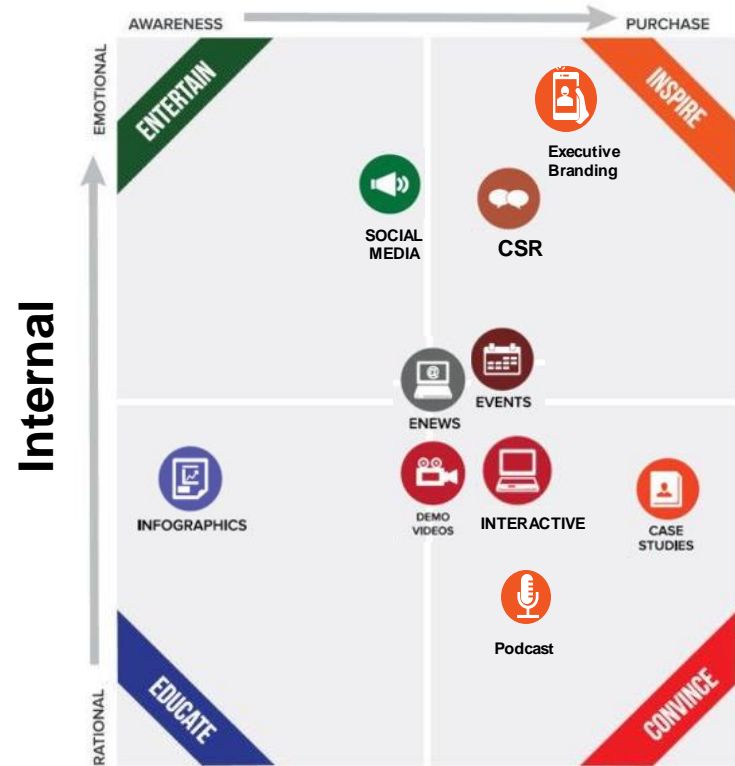
Solutions

- Quality contents- relevance and authenticity
- Know the business and talk to salespeople
- Multiple but appropriate channels

Integrating Content Delivery Plan

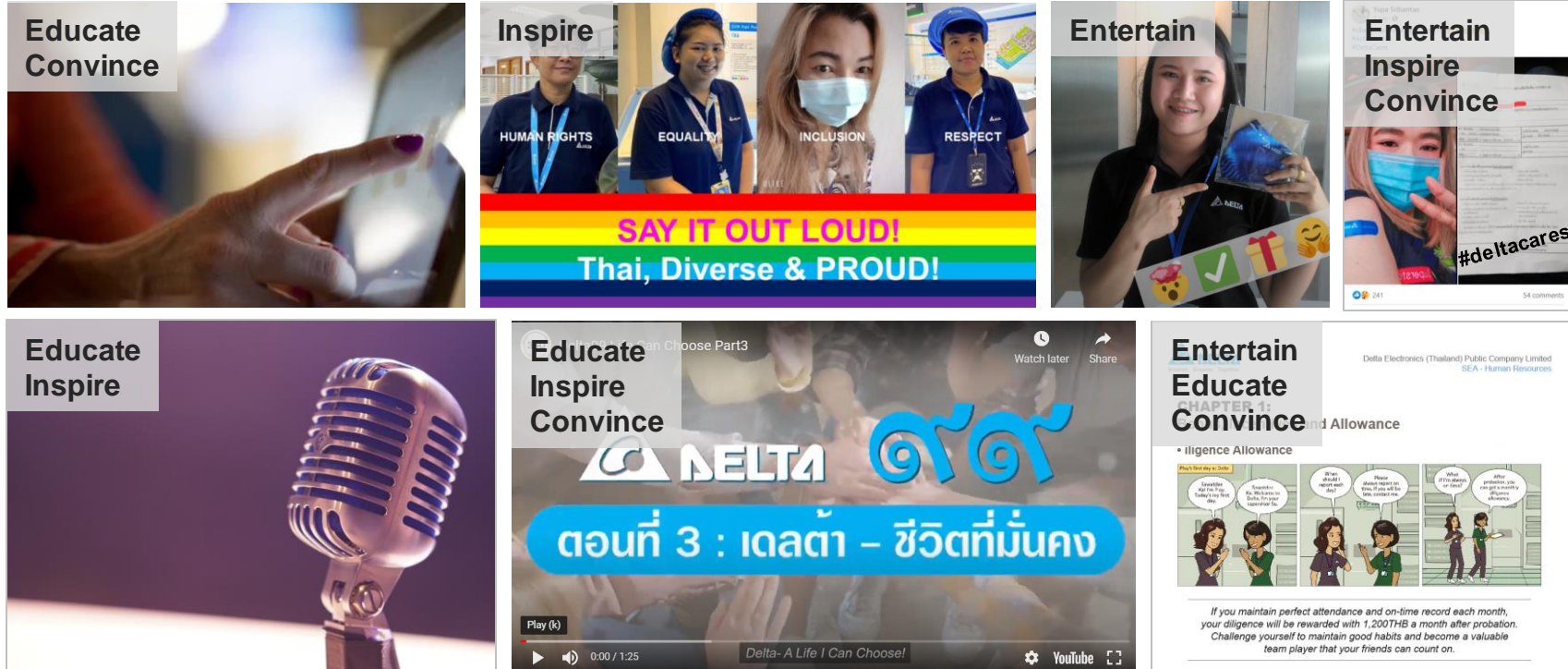
Target Audience	Content Focus	Deliverables	Co-branders
<ul style="list-style-type: none"> Potential customers General public 	<ul style="list-style-type: none"> Awareness Engagement 		<ul style="list-style-type: none"> C-suite Country Managers BU/BG HR, GR
<ul style="list-style-type: none"> Partners Investors 	<ul style="list-style-type: none"> Performance Growth 		<ul style="list-style-type: none"> C-suite Operations Sales Investor Relation, Govt. & Public Affairs, Sustainable Development
<ul style="list-style-type: none"> Customers 	<ul style="list-style-type: none"> Industry leadership 		<ul style="list-style-type: none"> C-suite Country Managers BU/BG
<ul style="list-style-type: none"> Employees Recruits 	<ul style="list-style-type: none"> Talent Performance 		<ul style="list-style-type: none"> C-suite Country Managers HR, ER Operations

Integrating Content Marketing Strategy and Content Mix



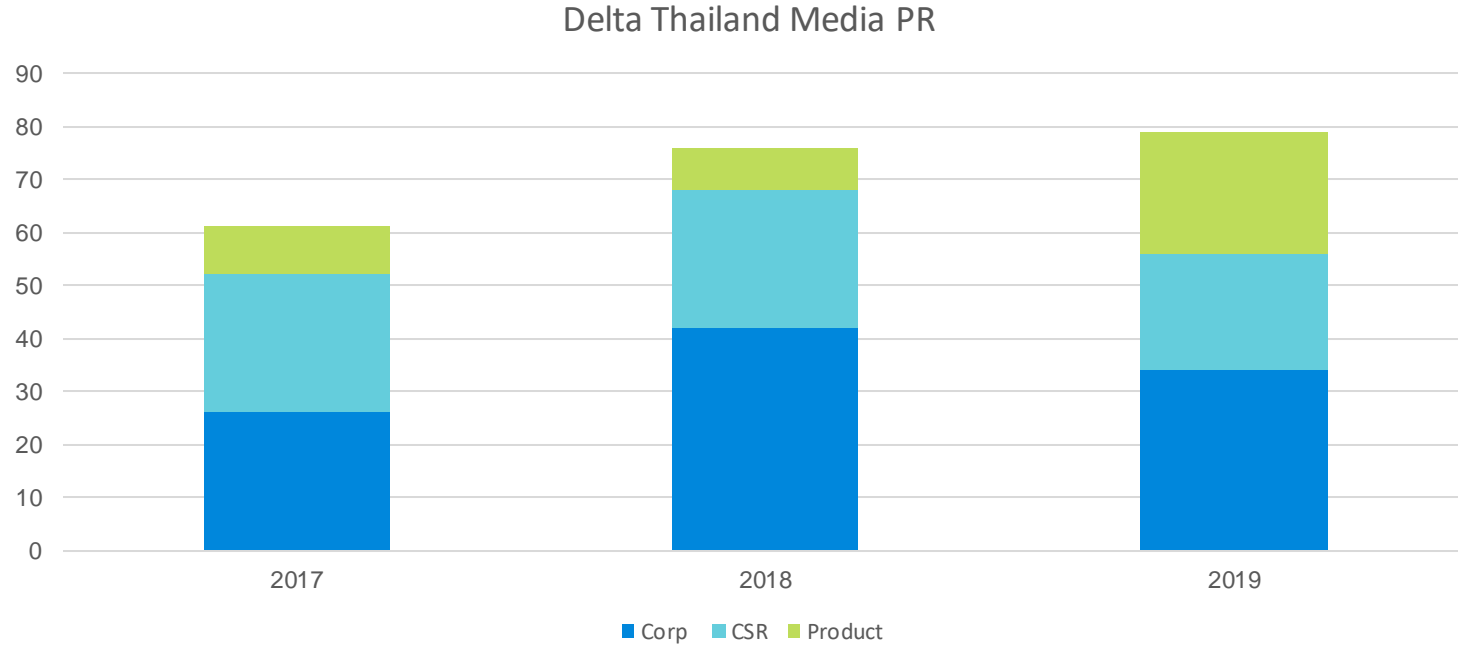
Source: Hubspot

Example: Employee Engagement Content



Growing

Audit, Grow and Diversify News



Growing Content Directly Impact SEO

Find a Topic



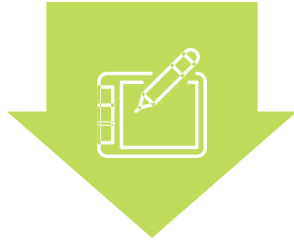
- Topic Research in Google Search
- SEMRUSH Automate Content Idea by Keyword Idea/ Competitors/ Related Keywords
- The most popular questions that people ask in online communities.

Create a Plan



- Plan marketing activities and set deadlines with unlimited collaborators.

Write an Article



- Text tips on readability scores to stick to, text length, and possible sites to get backlinks from.
- Semantically related keywords recommendations based on content analysis of your Google Top-10 rivals.
- HTML tags tips for title and meta-description lengths, as well as target keywords to use in them

Optimize it



- Check SEO Friendliness
- Make Sure your Content is Unique
- Readability
- Match your Brand Voice

Measure & Improve

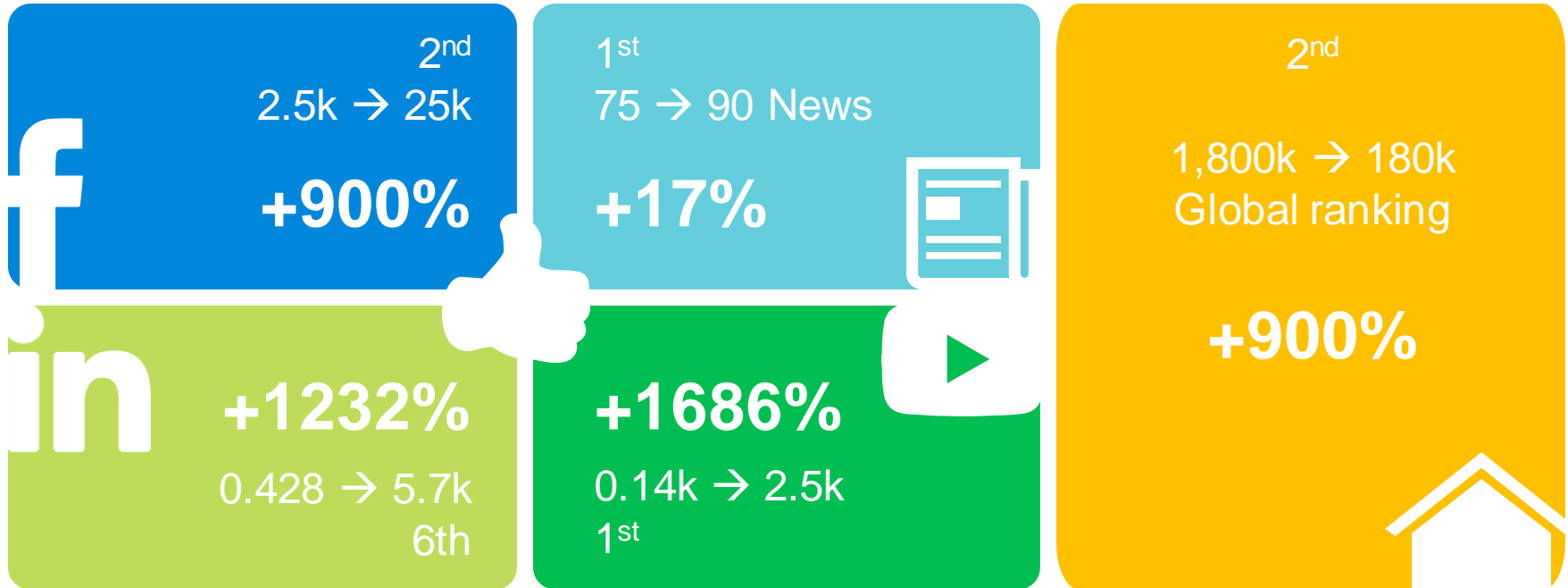


- See the number of Shares across social media platforms
- Add target keywords and track how your articles rank in Google's SERP.
- See how all of your articles perform based on data from Google Analytics in top 10 page views

Results

Measurables and Successes

Growing Measurables 2018-2021



**Numbered ranking refer to ranking among 6 global Delta locations*

Challenge: Produce Unique Delta Event

3rd party event organizers struggle to produce an original brand experience to accurately showcase how Delta's smart, green solutions help Thailand. Partners need original branding and alignment to understand Delta's value proposition.

Solution

In 2019, Marcomms made the 2nd Delta Industry Summit to support all business units (BU) with same organizer but:

- **Crafted more relevant contents and panel topics in collaboration with sales teams**
- **Invited more prominent and relevant industry speakers**
- **More focus on in-trend solutions, ie. EV charging**

Results

Delta's BU partners got better understanding leading to more cross-sell and project scale up. Marcomms is ready to once again add value to events by directing production of original Delta theme and content (copy, visual and activities).



↓ 21%	↑ 2X	89%
Cost	Scale	Satisfaction

Challenge: Maximize Social Impact

Since 2016, Delta worked with the MOI to train and sponsor Thai startups as a CSR campaign with limited visibility and impact. More local startups and industry sponsors had to see the benefits to join and maximize impact.

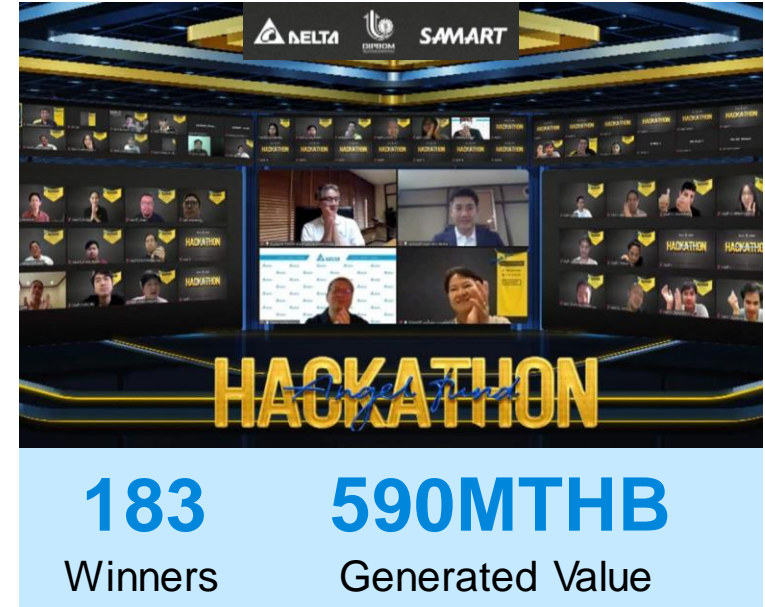
Solution

Delta Government Affairs and the MOI asked Marcomms for support in:

1. Success case blogs and videos
2. Press conference at launch and awards
3. Support for President participation

Results

In 2021, the Delta Angel Fund got our 1st corporate partner and now has top Thai and global partners. COVID-19 accelerated digitalization with new Hackathon events leveraging technology to reach more of Thai society.



Challenge: **Protect, Assure Workforce**

Protecting the health of 17,000 people at Delta Thailand factories is our top priority during COVID-19. Stakeholders need to know how to protect themselves and what Delta is offering to help.

Solution

The Delta Thailand COVID-19 Taskforce sets preventative actions and requested Marcomms to support with:

1. **COVID-19 announcements, education**
2. **Branded messaging to encourage voluntary vaccination**
3. **COVID-19 stakeholder communication**

Results

Number of employees volunteering for COVID-19 vaccinations rose from only 50% to 90%. Delta Thailand has uninterrupted operations and recruitment is stable. Marcomms continues to support the COVID-19 Taskforce with announcements and booster campaign.



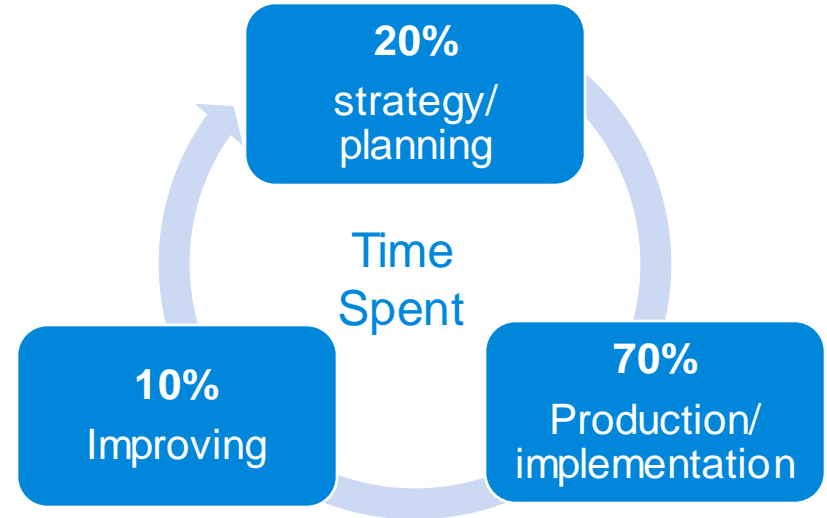
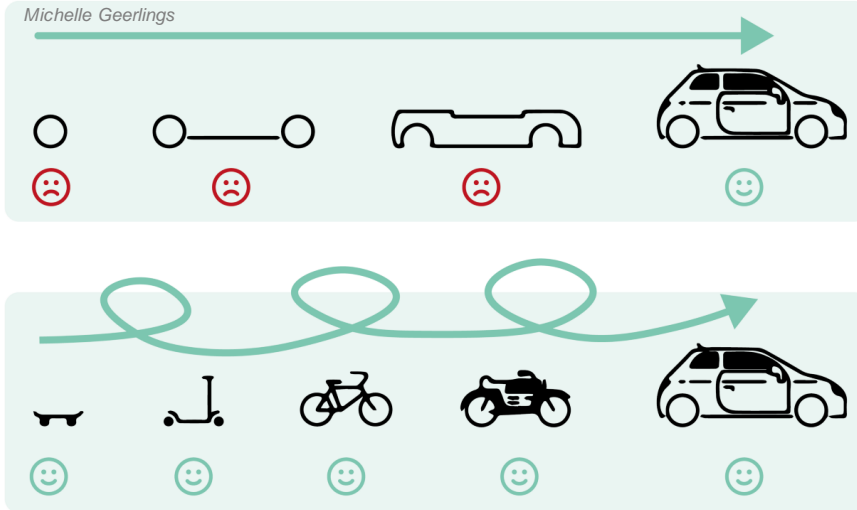
Summary

Learnings and Goals

Content Marketing is an Agile Journey

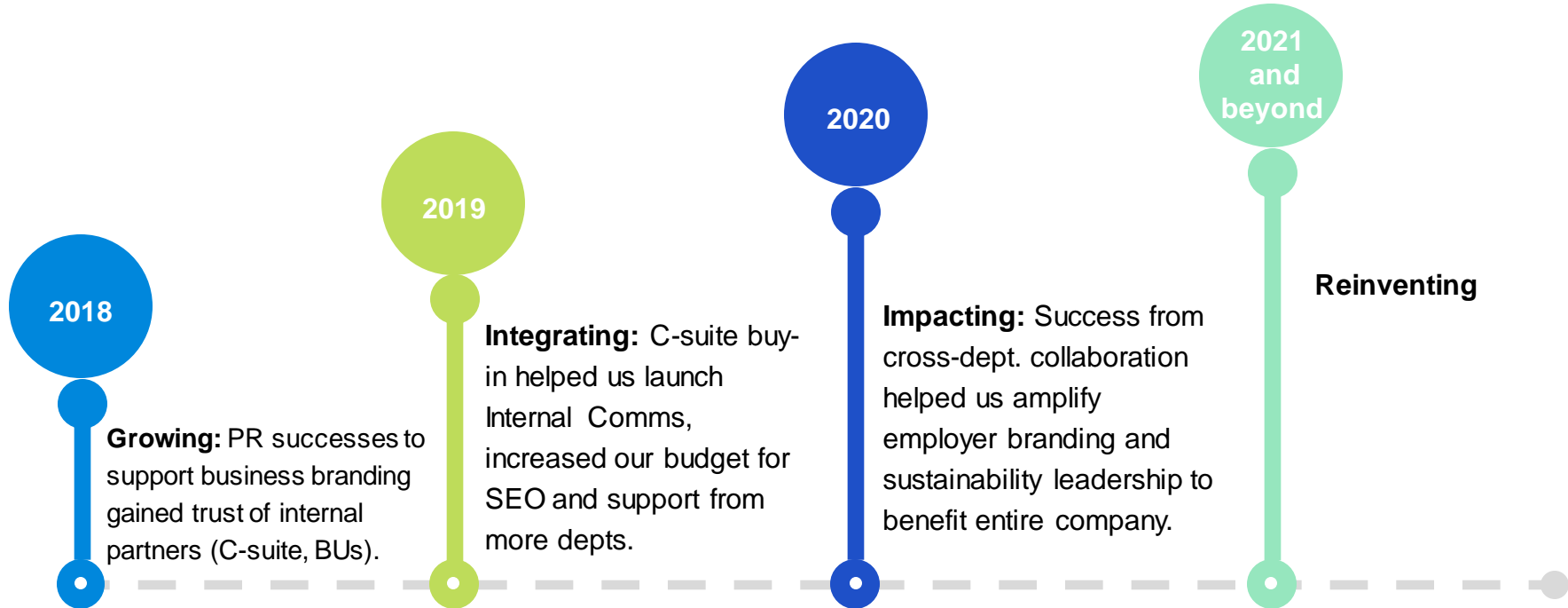
Goal: Getting from A to B

Michelle Geerlings



Since 2018, our lean team adopted the **Minimum Viable Product (MVP)** agile approach to ensure continuous usable output and improvement.

Our Content Marketing Evolution



Which tactics helped you the most to make your 2021 content strategy successful?



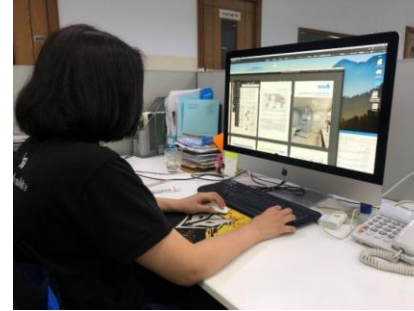
semrush.com / State of Content Marketing 2022 Global Report



What are your top content marketing challenges?



- Our **2020-2023** transformation proposal included
 - higher SEO spending and more regional support
 - increasing business success stories,
 - more creative content (3D projection, short-form videos, etc.), and
 - talent grooming.
- Ultimately, our goals are to always:
 - Create original work or add unique value to the work of our partners (PR, design, digital)
 - Innovate to overcome constraints and maximize value and impact
 - Lead the regional growth (SEA) of the Delta brand through measurable results and collaborations



Where You Can Find Us

www.deltathailand.com



TH/ ENG



TH



ENG



TH



ENG

Smarter. Greener. Together.



To learn more about Delta,
please visit www.DeltaThailand.com
or scan the QR code

