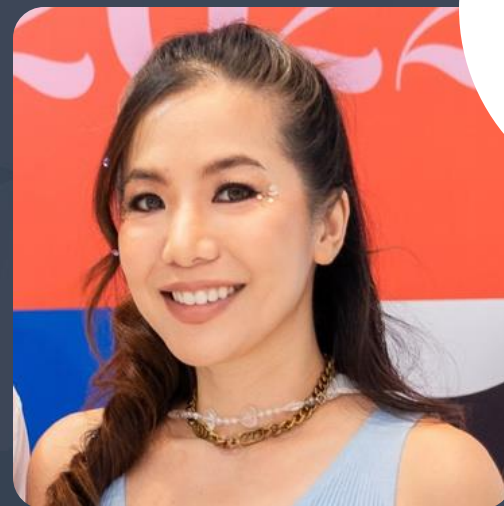


Panel Discussion | [Influencer Marketing] How to Create a Successful Campaign by Using KOLs Strategy



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Who of the following are KOLs?

- Question 1: What are the differences between KOLs and Influences? Who should we focus on?
- Question 2: How do we pick the channels for influencers? And what is the role of influences?
- Question 3: Which channels are effective in your industry/organization?



- **Jidanant's Takeaway:** Keep asking “Who is my customer” and constantly update your understanding of “how they make decisions”. Whether you are in B2B, B2C, B2B2C – clarity on “who” will inform your marketing strategy including how/when to leverage KOL and Influencers.
- **Ploy's Takeaway:** One of my best practices for influencer marketing is getting influencers to believe in products. not just do as a script If we can find or create an influencer who truly believes in the product. Therefore, influencer marketing will reach the customer as natural, reliable and impactful.
- **Tanrak's Takeaway:** A well performed influencer campaign in my experience usually is comprised of 3 elements: understanding what customers are looking for; knowing who is influencing their decision making and; what vessel in which the message is best told through.



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