



DIGITAL MARKETING: A WORLD OF OPPORTUNITIES



WHY DIGITAL MARKETING?

Ms. Phonesavanh Inthavong (Namfon)
Key account Manager
J&C Marketing



▼ 37.8249

▼ 61.5485

▼ 52.7468

▼ 70.262

35.2352

▼ 40.2649

▼ 34.0504

0485

▼ 57.0154

14.1361

▼ 54.6722

4149

▼ 47.3479

▼ 53.8268

▼ 47.7382

▼ 51.3673

▼ 25.1245

94.361

▼ 89.8462

46.8452

▼ 50.4725

▼ 26.4732

▼ 98.4681

▼ 11.0002

▼ 96.4224

SOCIAL MEDIA USER IN LAOS



Facebook

**3,800,000 -
4,500,000**



Whatsapp

**2,900,000-
3,400,000**



Youtube

2.300.000



Instagram

**567,000 -
667,100**



Messenger

**3,000,000-
3,500,000**

Population of Laos in 2024
7.69 million in January 2024 (+1.4%)

ຂໍ້ມູນຈາກ: DATAREPORTAL



UNDERSTANDING MARKET









The image features a vibrant purple background with several overlapping, semi-transparent circles of varying shades. In the center, there is a white rectangular box with a thin purple border. Inside this box, the word "ALGORITHM" is written in a bold, black, hand-drawn, uppercase font.

ALGORITHM



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graph LR; A[Planning] --> B[Budget]; B --> C[Result];
```

Planning

Budget

Result



MARKETING

THANK you!