**Go Digital ASEAN**

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**Go Digital Training Video Materials: Summary**

**Episode 1 – Inspiration from the North and Northeast to Become Digital Entrepreneurs**

[https://www.godigitalasean-thailand.org/learning/view-vdo/1&vdolist=1](https://www.godigitalasean-thailand.org/learning/view-vdo/1%26vdolist%3D1)

To inspire the audience through stories of 2 local online entrepreneurs from Phu Wiang district of Khon Kaen province and Wing Hae district of Chiangmai province.

Chawalit Noonlakkham, Owner and Founder of IsanCult, producing Thai costume for children. The product is mainly made from loincloth in Khon Kaen.

Sarawut Pamornsujaritkul, Owner and Founder of Akipu Garden, growing and selling organic fruits and vegetable from Chiangmai. His popular products include coffee, strawberry, plum, and persimmon.

**Episode 2 – Basic Marketing Strategy for Local Entrepreneurs**

[https://www.godigitalasean-thailand.org/learning/view-vdo/2&vdolist=2](https://www.godigitalasean-thailand.org/learning/view-vdo/2%26vdolist%3D2)

Coach Seetala Chanwiset, Chief Marketing Communications, Kerry Express, presents in this episode on marketing concept, with easy-to-understand examples. The episode also describes the principles of 4Ps : product solving marketing games by adjusting or adding products, price – solving marketing games by adjusting price according to market purchasing power, place – solving game by selecting sales locations and promotion – to make the product attractive.

**Episode 3 – Wanting to Make a Good Sale: Who Do You Want to Sell a Product To?**

[https://www.godigitalasean-thailand.org/learning/view-vdo/3&vdolist=3](https://www.godigitalasean-thailand.org/learning/view-vdo/3%26vdolist%3D3)

Coach Seetala Chanwiset, Chief Marketing Communications, Kerry Express, gives an idea to find customers that match with the product. The episode explains the qualifications of a good marketer that is required, such as understanding customer’s problem or need in order to develop product to be able to answer customer’s problem. The product should not be developed based on the personal preferences of a seller, or just because they want to sell products that are currently in the flow.

**Episode 4 – Basic Online Marketing Strategy and Tools**

[https://www.godigitalasean-thailand.org/learning/view-vdo/4&vdolist=4](https://www.godigitalasean-thailand.org/learning/view-vdo/4%26vdolist%3D4)

Basic online marketing strategy and tools explained by Coach Anukool Saibejra, Founder of Folkrice and rice expert on agricultural policy and technology for small scale agriculture. This episode is an introduction of online platforms that can be used to sell products including Facebook, Instagram, YouTube and Line Official Account. The episode tells the outstanding features of each platform so that the audience can choose the right platform. There is graphic showing how to register to each platform at the end. This episode also focuses on storytelling and tips to use a smart phone to take a photo like a professional.

**Episode 5 – Case studies to detect e-commerce frauds**

[https://www.godigitalasean-thailand.org/learning/view-vdo/5&vdolist=5](https://www.godigitalasean-thailand.org/learning/view-vdo/5%26vdolist%3D5)

Case studies to detect e-commerce frauds. This episode introduces frequent cases of online trading fraud to keep the audience aware of the case of fraud including fake money transfer slips, fake money transfer SMS notifications, pretending not to receive goods, and fake customers, with advice on how to prevent online scams. There are suggestions on free online bill platforms including page365, SMEMOVE, Thai Back Office, LOYVERSE Point of Sale, and Shipnity.