



# **The Digital Customer Journey: How to Generate Sales, Leads & Keep Your Customers**



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**1. Introduction**

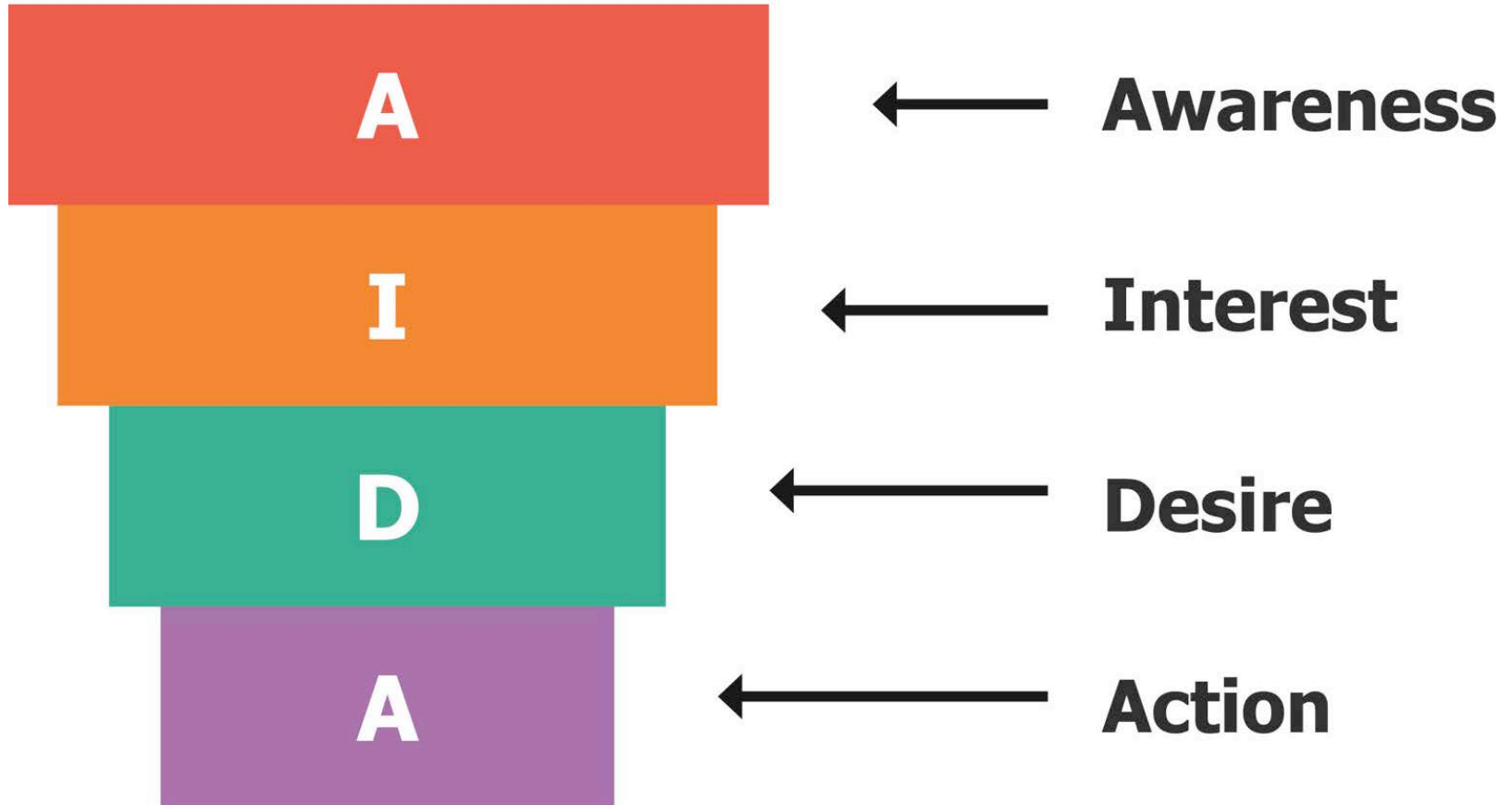
**2. Primal:  
Awareness, Consideration, Desire**

**3. Mad Appe:  
Action**

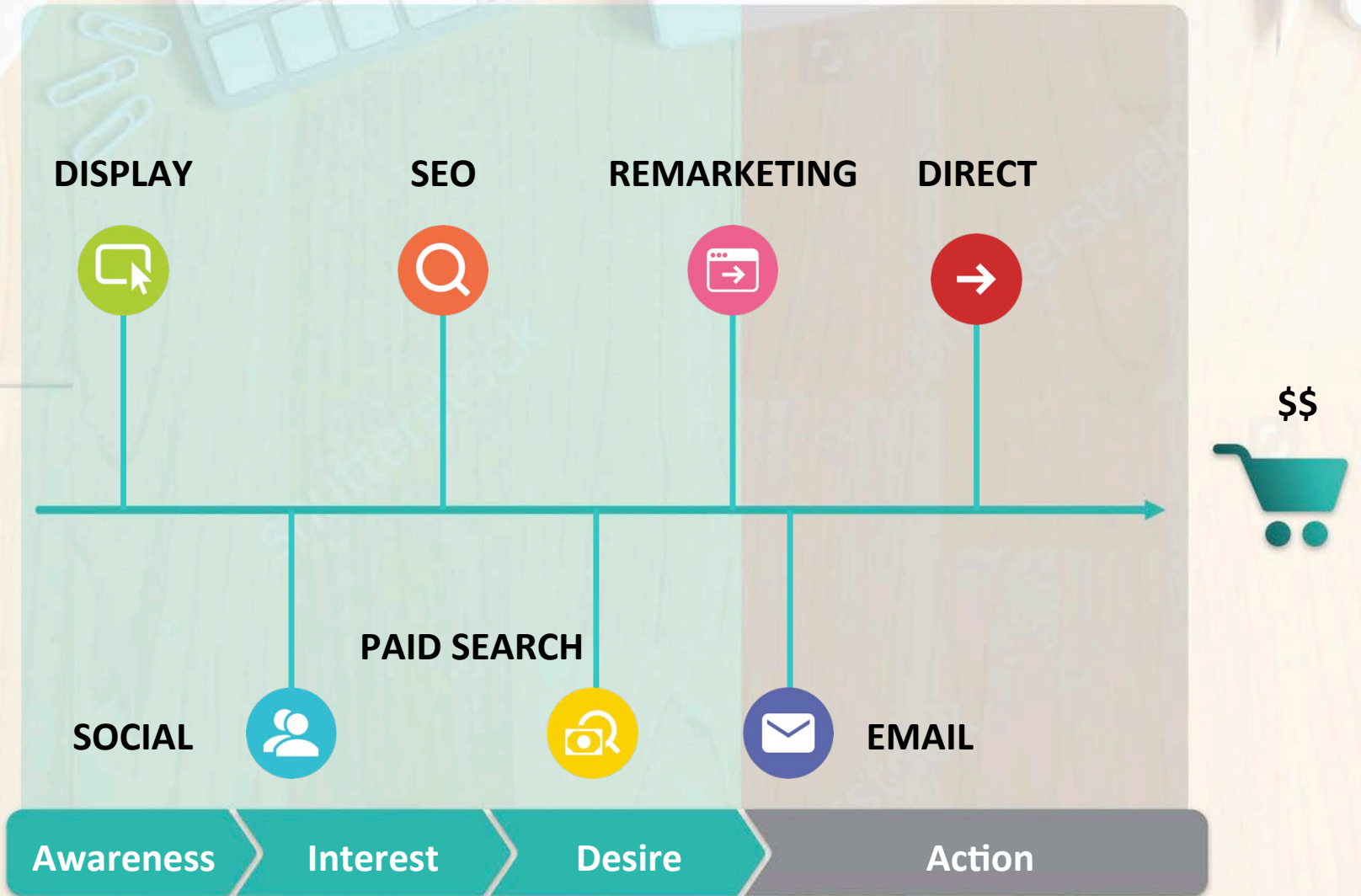
**4. Case Study**



# The Customer Journey






# The Customer Journey





# The Customer Journey - Cheatsheet

	Platform	Campaign Type	Sample Targeting
<b>A</b>		<b>Awareness</b> <ul style="list-style-type: none"><li>- LinkedIn Display</li><li>- Google AdWords Display</li><li>- DoubleClick Display</li><li>- Programmatic</li><li>- FB/Instagram Awareness Ads</li><li>- SEO Informational Keywords</li><li>- YouTube In-Stream Video</li><li>- Value Content</li></ul>	<b>LinkedIn Display</b> <ul style="list-style-type: none"><li>- Industry/Position</li></ul> <b>Google AdWords/DoubleClick/YT</b> <ul style="list-style-type: none"><li>- Interests/Demographics</li></ul> <b>Facebook/Instagram</b> <ul style="list-style-type: none"><li>- Interests/Demographics</li></ul> <b>SEO</b> <ul style="list-style-type: none"><li>- Longtail Blog Topics</li></ul>
<b>I</b>		<b>Interest</b> <ul style="list-style-type: none"><li>- LinkedIn Sponsored Content</li><li>- Google AdWords Search</li><li>- SEO Non-Branded Keywords</li><li>- Facebook Lead Gen</li></ul>	<b>LinkedIn</b> <ul style="list-style-type: none"><li>- Industry/Position</li></ul> <b>Google AdWords/DoubleClick</b> <ul style="list-style-type: none"><li>- Topics/Contextual</li></ul> <b>Facebook</b> <ul style="list-style-type: none"><li>- Past Website Visitors</li><li>- Interests/Audiences etc.</li></ul> <b>Paid Search &amp; SEO</b> <ul style="list-style-type: none"><li>- Non-Branded Search</li></ul>
<b>D</b>		<b>(Desire) Direct Response</b> <ul style="list-style-type: none"><li>- LinkedIn Sponsored In-Mail</li><li>- Google AdWords Search/Remarketing</li><li>- DoubleClick Remarketing</li><li>- FB/Instagram Remarketing</li><li>- SEO Branded Keywords</li></ul>	<b>LinkedIn - Sponsored In-Mail</b> <ul style="list-style-type: none"><li>- Industry/Position</li></ul> <b>Google AdWords/DoubleClick</b> <ul style="list-style-type: none"><li>- Remarketing Audiences</li></ul> <b>Paid Search &amp; SEO</b> <ul style="list-style-type: none"><li>- Branded Search</li></ul> <b>Facebook Conversion Campaigns</b> <ul style="list-style-type: none"><li>- Audiences/Interests</li></ul>



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## 4. Case Study








# A

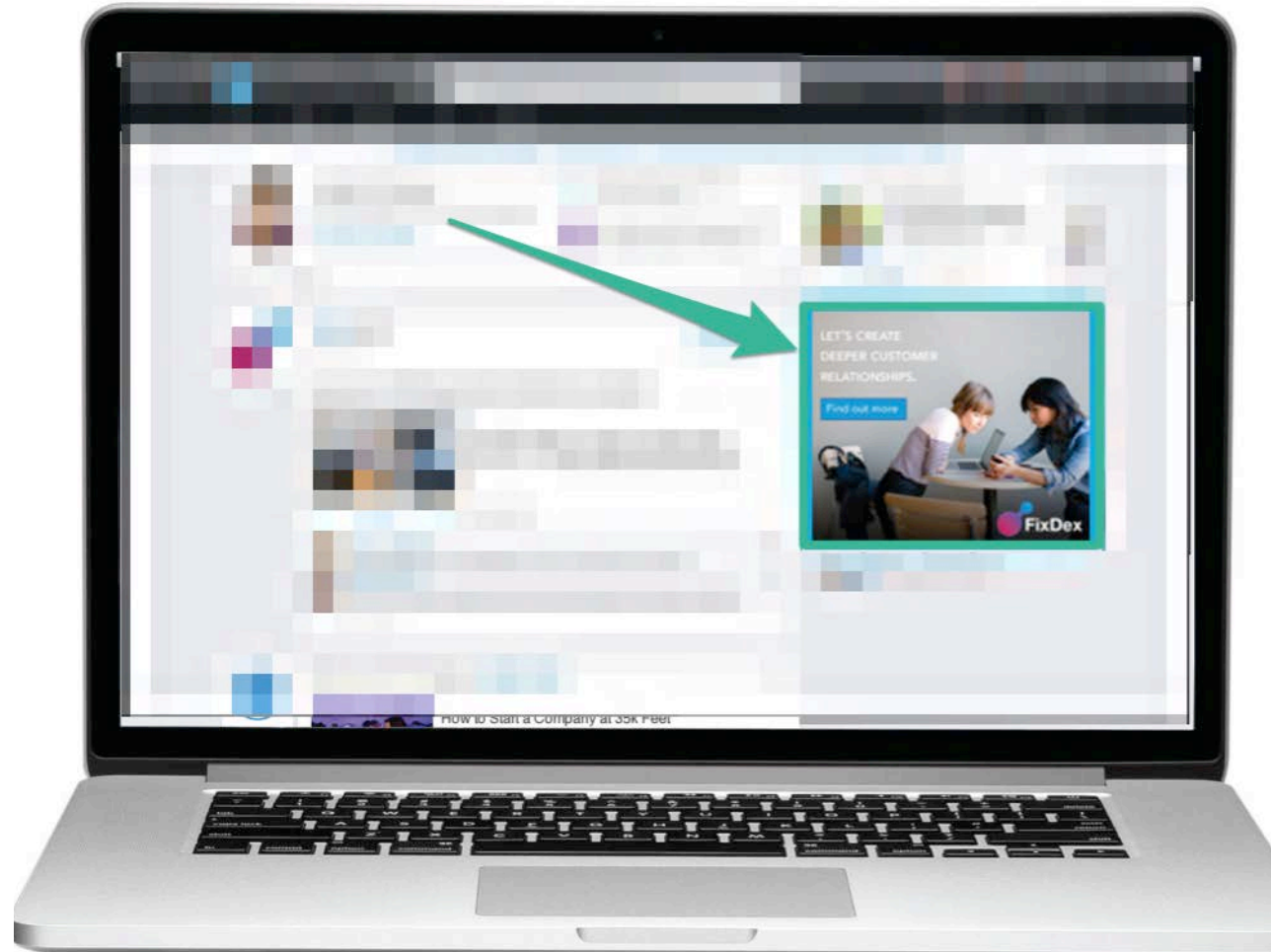
# ← Awareness



## LinkedIn Display

-  Company name
-  Job function
-  Degrees
-  Member age
-  Company size
-  Member schools
-  Member groups

-  Company industry
-  Job seniority
-  Member skills
-  Location
-  Job title
-  Fields of study
-  Member gender



# A



# Awareness



## AdWords Display or DoubleClick

Targeting:

- Demographics
- Location
- Website Topics
- User Interests

Screening Job Candidates?  
Try automated video interviews  
Try now for free

RecruitLoop  
Why RecruitLoop?  
Reason #10  
10 hour risk-free guarantee  
Learn more

Screening Job Candidates?  
Try automated video interviews  
Try now for free

Screening Job Candidates?  
Try automated video interviews  
Try now for free

RecruitLoop  
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# A



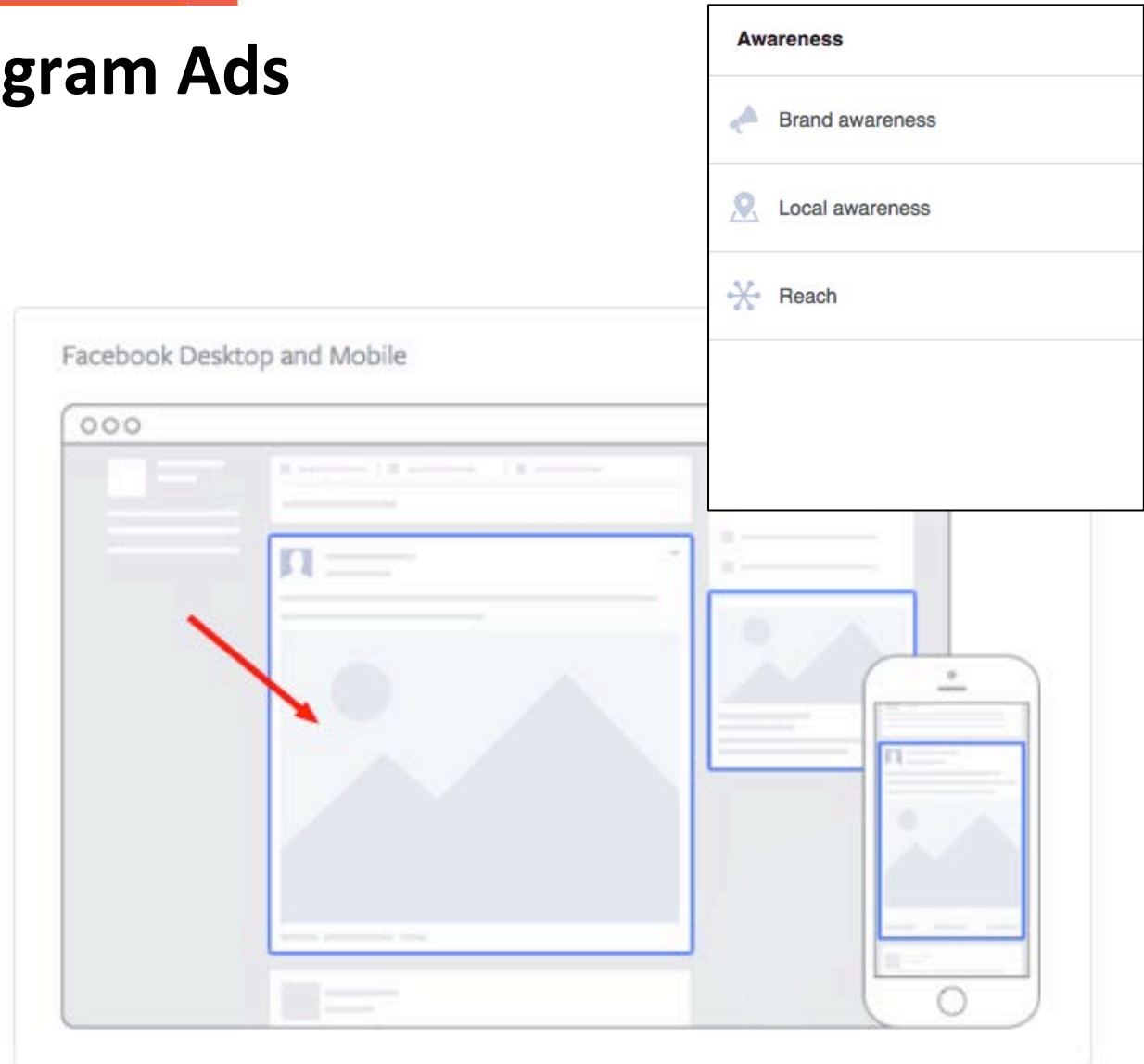
# Awareness



## Facebook/Instagram Ads

Targeting:

- Demographics
- Location
- Languages
- Interests
- Education
- Ethnicity
- Home Type
- Parents
- Behaviour
  - Travel
  - Expats
- Many more...



# A



# Awareness



## SEO Informational Keywords

- Long-Tail Blog Topics
- Answering FAQ
- Niche Topics

### Digital Marketing: What is it? | SAS

[https://www.sas.com/en\\_th/insights/marketing/digital-marketing.html](https://www.sas.com/en_th/insights/marketing/digital-marketing.html) ▼

In simplistic terms, **digital marketing** is the promotion of products or brands via one or more forms of electronic media.

### What Is Digital Marketing? - HubSpot Blog

<https://blog.hubspot.com/marketing/what-is-digital-marketing> ▼

Sep 1, 2016 - **Digital marketing** is an umbrella term for all of your online marketing efforts. Businesses leverage **digital** channels such as Google search, social media, email, and their websites to connect with their current and prospective customers.

### Digital marketing - Wikipedia

[https://en.wikipedia.org/wiki/Digital\\_marketing](https://en.wikipedia.org/wiki/Digital_marketing) ▼

**Digital marketing** is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile ...

Search engine optimization · Display advertising · Digital marketing engineer

### 10 reasons you need a digital marketing strategy in 2017

[www.smartinsights.com/digital-marketing.../digital.../10-reasons-for-digital-marketing...](http://www.smartinsights.com/digital-marketing.../digital.../10-reasons-for-digital-marketing...) ▼

Jan 9, 2017 - These are the essential ingredients of a **digital marketing** strategy, and they will help you plan manage and optimise your digital media ...

### What is Digital Marketing? Overview & Resources - Marketo

<https://www.marketo.com/digital-marketing/> ▼

At a high level, **digital marketing** refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

### What is digital marketing? definition and meaning ...

[www.businessdictionary.com/definition/digital-marketing.html](http://www.businessdictionary.com/definition/digital-marketing.html) ▼

Definition of **digital marketing**: The promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be ...

### Digital Marketing - What Does It Really Mean? Insights from 9 Brand ...

[www.toprankblog.com/2014/07/digital-marketing/](http://www.toprankblog.com/2014/07/digital-marketing/) ▼

Need help with **Digital Marketing**? Check out the services at TopRank Online Marketing. Have you noticed the phrase "**digital marketing**" being bounced around.

A

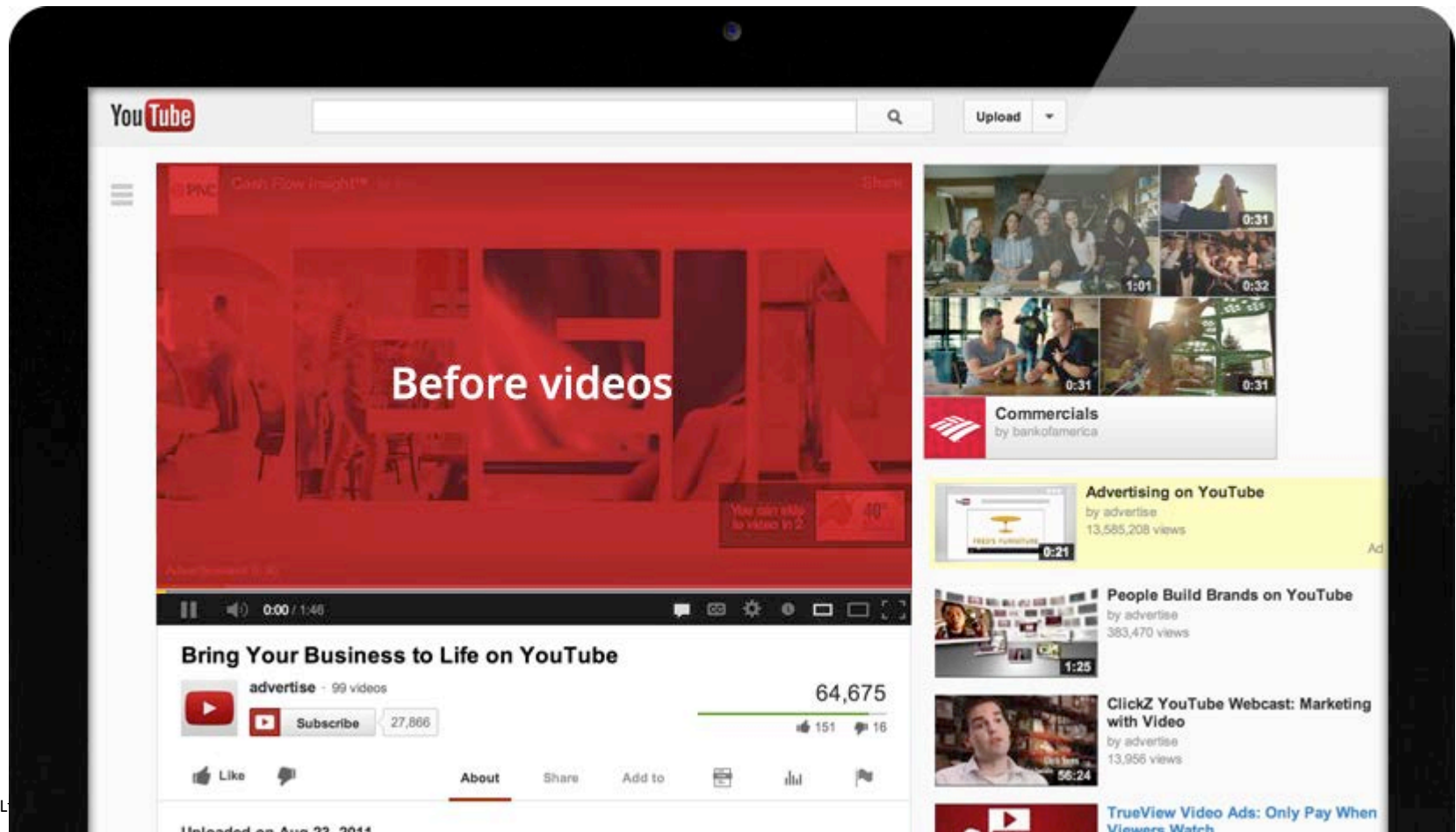


Awareness



# YouTube

Targeting: Demographics, Location, Parents, Keywords, Topics



# I



# Interest



## LinkedIn Sponsored Content



Company name



Job function



Degrees



Member age



Company size



Member schools



Member groups



Company industry



Job seniority



Member skills



Location



Job title



Fields of study



Member gender

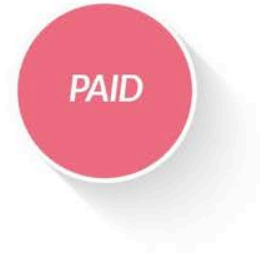
The screenshot shows a LinkedIn profile for Justin Chase, Project Manager at Voxly Communications. The page features a sponsored post from FixDex titled "Creating Deeper Customer Relationships" with a "Follow" button. Below the post are comments from Jerry L. Hamilton and Meredith Fallon. The right sidebar contains sponsored content including "1-Hour Mobile User Studies", "Propel Your Job Search - Fast!", and "Simple Prototyping". The bottom section shows "Stories you can't miss today on LinkedIn Pulse" with articles like "How to Start a Company at 35k Feet" and "The Difference Between a Job and a Calling".



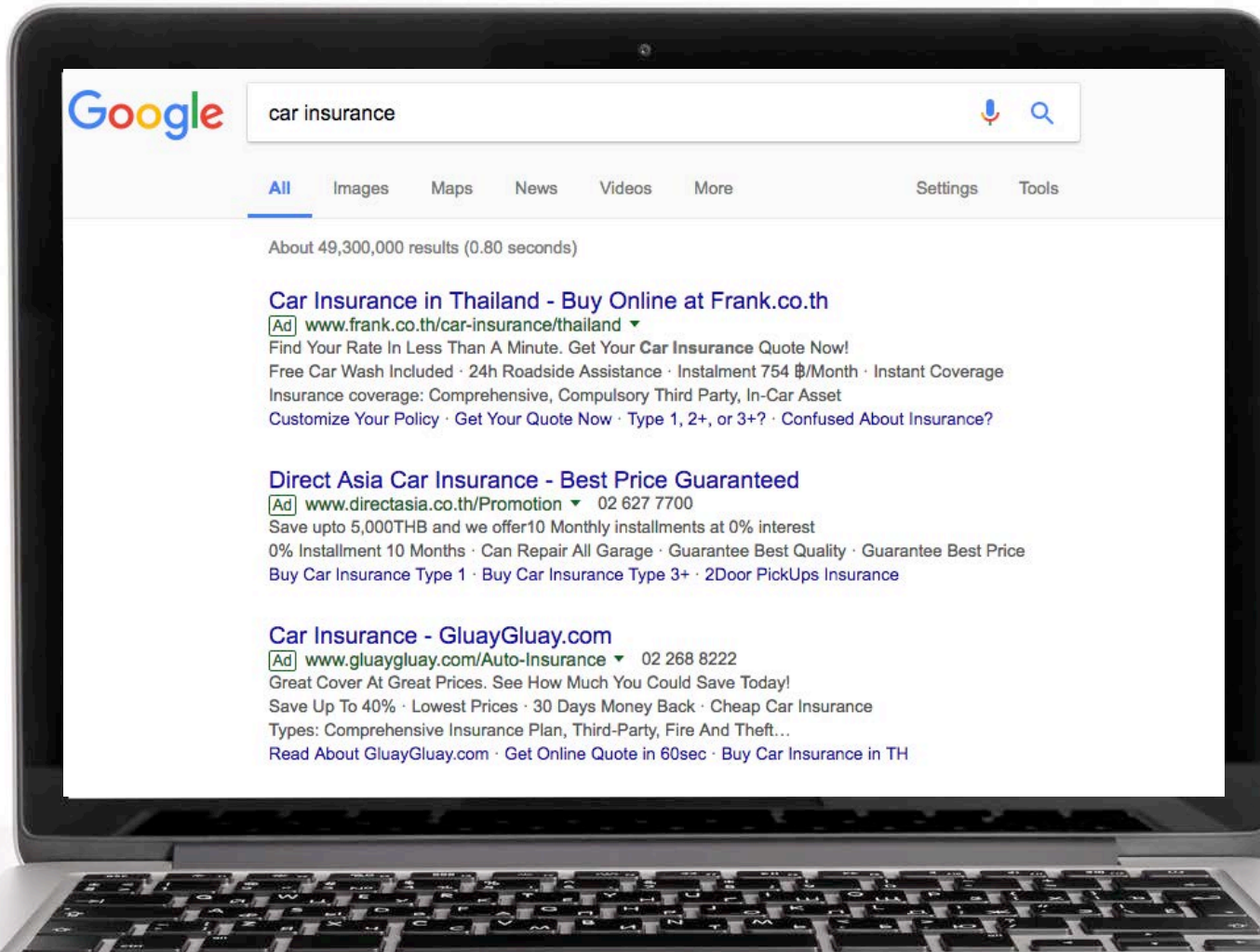
I



Interest



# Google AdWords Search - Non-Branded



# I

# ← Interest



## Facebook Consideration Campaigns

### Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation

Facebook interface showing a sponsored post for Infusionsoft and three organic posts. The sponsored post is highlighted with a red box and a '1.' callout. The two organic posts to its right are also highlighted with red boxes and '2.' and '3.' callouts respectively.

**1.** Suggested Post

**Infusionsoft**  
Sponsored ·

Over 23,000 small business owners use Infusionsoft to get organized, save time and grow sales.

See why.

Small business sales and marketing software  
GET ORGANIZED · GROW SALES · SAVE TIME

Watch Demo

Grow Sales. Save Time. Get Organized.

23,000 thriving small businesses use Infusionsoft. Discover how Infusionsoft, the only all-in-one automated sales & marketing software built exclusively for small businesses, has helped them grow sales, save time and stay on top of it all.

WWW.INFUSIONSOFT.COM [Learn More](#)

Like · Comment · Share · 90 5 24

**2.** Zest

"Like" & vote for your favorite video for a chance to WIN!

**\$5,000**  
IN CASH & PRIZES

Like Page · Stacy Baird likes this page

**Perfect Half-Cup Bras**  
trueandco.com

Will these bras change the way you feel comfort forever?

73,659 people like this

**Don't give up on God...**  
God Won't Give Up On You

I won't give up on God because he never gave up on me. LIKE if you agree!

Like Page · Autumn Alston likes this page

**\$96.99 at Amazon**  
amazon.com

**3.** SHERPA SPORT DUFFLE  
Dog Cat Animal Pet Carrier Bag & Tote.  
Airline/Subway/Rail... - \$96.99

# I



# Interest



## SEO Non-Branded Keywords

The screenshot shows a Google search for "seo thailand". The search bar contains the text "seo thailand" and has a microphone icon and a search icon to its right. Below the search bar, there are tabs for "All", "Videos", "Maps", "News", "Images", and "More", with "All" selected. To the right of these tabs are "Settings" and "Tools". The search results show "About 1,080,000 results (1.13 seconds)". The first result is from ThaiSEOBoard.com, with the title "ThaiSEOBoard.com - กลยุทธ์ SEO, Adsense, Adwords, Affiliate และ ..." and the URL "www.thaiseoboard.com/". The second result is from Move Ahead Media, with the title "SEO Company Bangkok Thailand|SEO Services Specialist" and the URL "www.moveaheadmedia.co.th/". The third result is from Primal, with the title "Proven SEO Strategies for Brands - Thai & English - Primal" and the URL "https://www.primal.co.th/seo/".

# D



# Desire



## LinkedIn Sponsored In-Mail



Company name



Job function



Degrees



Member age



Company size



Member schools



Member groups



Company industry



Job seniority



Member skills



Location



Job title




Fields of study



Member gender

Want to Code on Own Time? - Have the liberty to code whenever and wherever with contract dev work!

All Messages  John Smith

Search

**Sponsored**  
**John Smith** Today  
Idea for better project management strategy  
See how we increased our ROI by 800%

**Dear Vivian,**

With FixDex Custom Solutions, it's easy to see all the information you care about in one place. Your customized platform will empower you to make faster, better-informed decisions to optimize your ROI. This is by far the most powerful tool to bridge your platforms for cross-collaboration.

- **Build with the data you already have:** FixDex seamlessly integrates with your existing data sources!
- **Align your organization:** FixDex helps you align your business around the metrics that matter most to your business
- **Visualize your metrics:** FixDex lets you consume and easily manipulate business data seamlessly across your systems?

See what FixDex can do for you. Getting started is easy, [sign up for a free trial](#). We have a team of dedicated gurus to help you with on-boarding and set-up.

[Check out our results](#)

Why did I receive this message? This Sponsored InMail was sent to you based on non-personal information, such as your function, your primary industry or your region. Per our [privacy policy](#), your name and e-mail address have not been disclosed. You have choices about the email LinkedIn sends you. [Edit your Sponsored InMail contact settings](#).

If you opt-in to share your information with the advertiser, this information will be subject to the advertiser's privacy policy.

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D



Desire



# Google AdWords Branded Search

The image shows a Google search interface for the query "puma australia". The search bar contains the text "puma australia" and is highlighted with a green box. Below the search bar, the "All" tab is selected, and a green arrow points from the search bar down to the first search result. The search results show "About 4,500,000 results (0.60 seconds)". The first result is a branded advertisement for "Puma Online Store Australia - Sign Up & Save 15%". The ad includes the URL "au.puma.com/" and a description: "Join Our Newsletter For 15% Off Your First Order. Free Shipping Over \$100! Forever Faster · Free Shipping · Puma Australia Categories: Shoes, Clothing, Accessories...". Below the main ad text are four sub-promotions: "Puma® For Women" (Women's Apparel & Footwear, Shoes, Clothing & Accessories), "Puma® For Kids" (Kids Shoes, Clothing & Gear by Puma, Order Online and get Free Returns), "Puma® For Men" (Men's Clothing, Shoes, Hats & Bags, Football, Motorsport & Running Gear), and "Sale On Now" (Check Out Puma's Online Sales Offer Perfect For Gifts & More Shop Now!). Below the ad is a search result for "Shoes, Clothing, and Sportswear - PUMA Official Australia Online Store" with the URL "https://au.puma.com/". The description for this result is "The Official PUMA Online Store for Australia, shop our selection of PUMA shoes, clothing and collections of PUMA, running, fitness, football + FREE SHIPPING ...". Navigation links include "Womens · New Arrivals · Shoes · Puma x fenty".

Google

puma australia

All Maps Images News Videos More Settings Tools

About 4,500,000 results (0.60 seconds)

**Puma Online Store Australia - Sign Up & Save 15%**  
**Ad** au.puma.com/ ▼  
Join Our Newsletter For 15% Off Your First Order. Free Shipping Over \$100!  
Forever Faster · Free Shipping · Puma Australia  
Categories: Shoes, Clothing, Accessories...

**Puma® For Women**  
Women's Apparel & Footwear.  
Shoes, Clothing & Accessories

**Puma® For Kids**  
Kids Shoes, Clothing & Gear by Puma  
Order Online and get Free Returns

**Puma® For Men**  
Men's Clothing, Shoes, Hats & Bags.  
Football, Motorsport & Running Gear

**Sale On Now**  
Check Out Puma's Online Sales Offer  
Perfect For Gifts & More Shop Now!

**Shoes, Clothing, and Sportswear - PUMA Official Australia Online Store**  
https://au.puma.com/ ▼  
The Official PUMA Online Store for Australia, shop our selection of PUMA shoes, clothing and collections of PUMA, running, fitness, football + FREE SHIPPING ...  
Womens · New Arrivals · Shoes · Puma x fenty

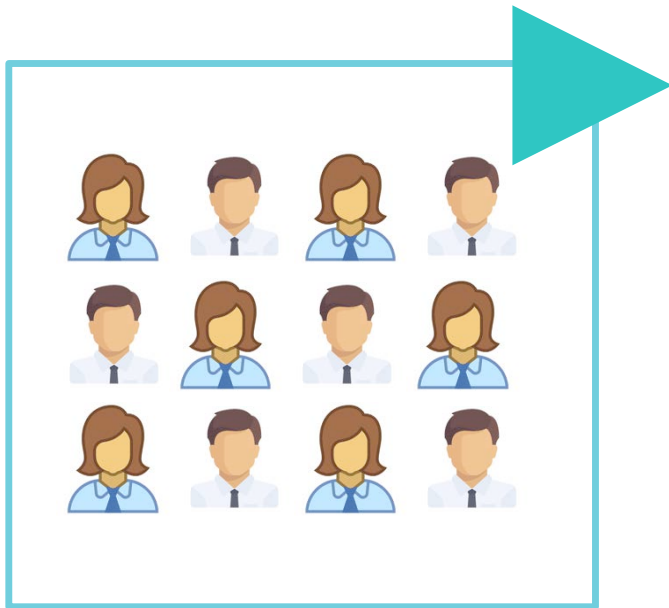
D



Desire



# Google AdWords/DoubleClick Remarketing



Past Website Visitors

CMO Network / #BigBusiness

MAR 23, 2017 @ 06:00 AM 1,495 VIEWS The Little Black Book of Billionaire Secrets

## Want To Build An Inspiring Brand? Here Are Tips From CMOs At Airbnb, CVS Health And Centene

**John Ellett**, CONTRIBUTOR  
*I write about the marketing change agents challenging the status quo* [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

**Build Your Own Marketing Cloud™**  
The possibilities are endless, when you're in control.  
[Download Now](#)

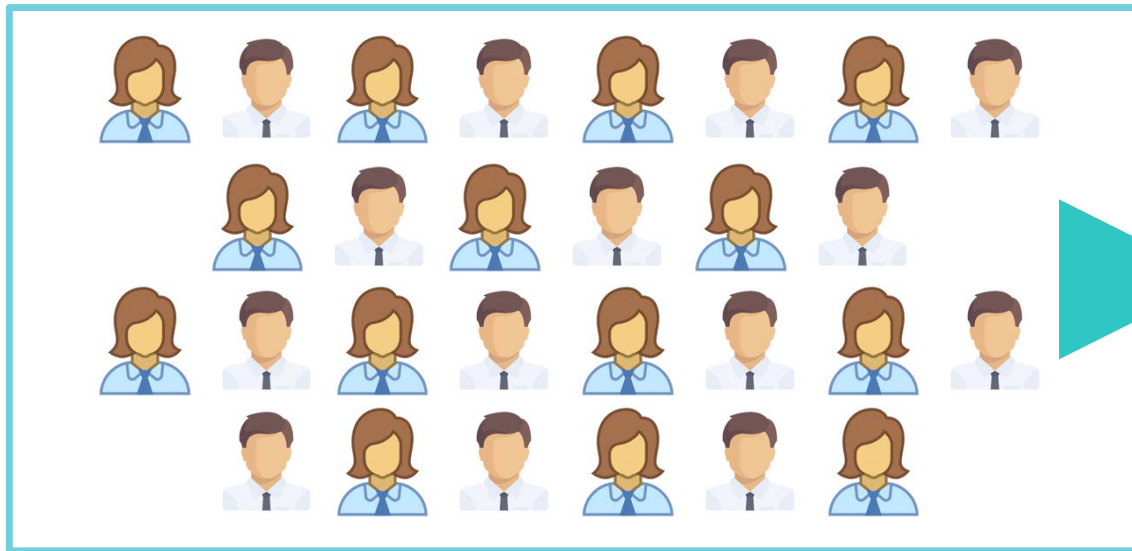
D



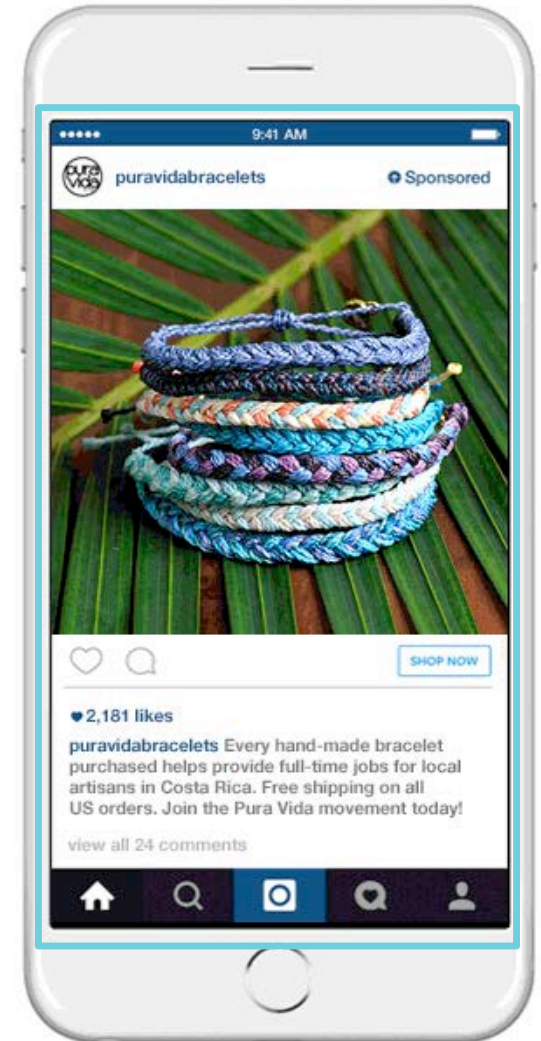
Desire



# Instagram/Facebook Remarketing



Past Website Visitors



# D



# Desire



## SEO Branded Keywords

The screenshot shows a Google search for the keyword "primal". The search results include:

- Primal: Digital Marketing Agency in Bangkok, Thailand** (https://www.primal.co.th/). Description: An international digital marketing agency based in Bangkok, Thailand, specializing in SEO, Google ads (PPC), Content, Facebook, Youtube marketing and ...
- Primal | Definition of Primal by Merriam-Webster** (https://www.merriam-webster.com/dictionary/primal). Description: Primal generally describes something powerful and almost instinctual. So when we speak of the primal innocence of youth or the primal intensity of someone's ...
- Primal (2010) - IMDb** (www.imdb.com/title/tt1438534/). Rating: 4.9/10 - 5,263 votes. Description: Horror · A group of friends travel into the Australian wilds to view ancient cave paintings but soon find a horrible sickness gripping one of their own, which leaves ...
- Primal | Define Primal at Dictionary.com** (www.dictionary.com/browse/primal). Description: Primal definition, first; original; primeval: primal eras before the appearance of life on earth. See more.
- Primal Flamesaber - Item - World of Warcraft - Wowhead** (www.wowhead.com > Database > Items > Miscellaneous > Mounts). Description: A mount collection item. In the Mount Items category. Added in World of Warcraft: Legion. Always up to date with the latest patch (7.1.5).
- Primal Restaurant | Facebook** (https://www.facebook.com > Places > Amman, Jordan > Gluten-Free Restaurant). Rating: 4.6 - 115 votes. Description: Primal Restaurant, Amman, Jordan. 23811 likes · 503 talking about this · 307 were here. The first & only paleo restaurant in Amman. Our vision is for...
- Primal (video game) - Wikipedia** (https://en.wikipedia.org/wiki/Primal\_(video\_game)).

On the right side of the search results, there is a Google My Business listing for "Primal":

- Primal on Google**
- Edit information**
- Adding photos**
- Do more with Google My Business**
- Map showing location in Bangkok, Thailand.
- Primal** (5.0 stars, 7 Google reviews)
- Marketing agency in Bangkok, Thailand
- Address:** 141 Major Tower, Floor 7, Office 2., Soi Sukhumvit 55, Thong Lo Soi 10., Khlong Tan Nuea, Watthana, Bangkok 10110
- Phone:** 02 038 5850
- Hours:** Open today · 9AM–6PM
- Suggest an edit**
- Reviews:** "They quickly grasped what was required and put an ongoing plan into place."



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1. Introduction

2. Primal:  
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3. Mad Appe:  
Action

4. Case Study



**MAD APPE**  
DEVELOPMENT

**BRANDS USE ALL DIGITAL CHANNELS TO TELL  
PEOPLE WHO THEY ARE  
BUT WHY DO THEY NEED THAT  
WHEN THEY HAVE A **WEBSITE****



# A



# Action



ทำงาน สมัครงาน งานราชการ งาน Part-Time งาน สมัครงาน รับสมัครงาน ตำแหน่งงาน  
ว่าง งานกรุงเทพ | งานเชียงใหม่ | งานชลบุรี | งานภูเก็ต | งานภาคกลาง | งานภาคเหนือ | งาน  
ภาคใต้ | งานภาคตะวันออก | งานภาคตะวันออกเฉียงเหนือ [JobTH.com](http://JobTH.com)

หน้าแรก    เกี่ยวกับเรา    บริการของเรา    จัดถ่ายไม้ประดับ    ติดต่อเรา    วิธีซื้อสินค้า    เว็บไซต์    รวมลิงค์

สมัครสมาชิก    สิทธิประโยชน์สมาชิก    ติดต่อโฆษณา    สินค้าโปรโมชัน    หนังสือไม้ประดับ    รับออกแบบและจัดสวน    ตัวอย่างลูกค้าของเรา

วันพุธที่ 29 มีนาคม 660

เมนูหลัก ไม้ประดับ

-  [หมวดพรรณไม้ประดับ](#)
-  [โพสรูปดอกไม้](#)
-  [บทความและสาระน่ารู้](#)
-  [สวนและการจัดสวน](#)
-  [แกลอรี่ภาพไม้ประดับ](#)
-  [เว็บไซต์ไม้ประดับ](#)
-  [ชื่อ-ชายไม้ประดับ](#)
-  [อี-การ์ด ไม้ประดับ](#)
-  [วอลเปเปอร์ไม้ประดับ](#)
-  [หมวดสินค้าไม้ประดับ](#)
-  [บริการไม้ประดับ](#)
-  [คลิปรีสไอ ไม้ประดับ](#)



ยินดีต้อนรับสู่ ไม้ประดับออนไลน์.คอม ดอกบัวดินสีเหลือง

ชมรูปภาพ ดอกบัวดินดอกสีเหลือง ทั้งหมด 18 ภาพ [ชม](#) ->>> [คลิกที่นี่ดูรับ](#)

ไม้ประดับออนไลน์ดอกคอม ศูนย์ไม้ดอกไม้ประดับออนไลน์นำเสนอบทความสาระความรู้เกี่ยวกับ  
ไม้ดอกไม้ประดับและการจัดสวน, ไม้ดอก,  
ไม้ใบ, ไม้ยืนต้น, ไม้มงคล, ไม้จัดสวน, อุปกรณ์ตกแต่งสวน แหล่งแลกเปลี่ยนความรู้เกี่ยวกับไม้  
ดอกไม้ประดับ แหล่งชื่อชาย ไม้ดอกไม้ประดับ

39

G+

[ตั้งไม้ประดับเป็นHome](#)



ติดตามไม้ประดับออนไลน์ได้ที่  
นี้

เกี่ยวกับไม้ประดับ



จุดมุ่งหมายของเว็บไซต์  
ด้านานแหล่งพันธุ์ไม้  
ชมภาพหน้าร้าน  
แผนที่ไปหน้าร้าน

วอลเปเปอร์ไม้ประดับ



A



Action

## HOUSE OF CONVERSION : **WEBSITE**

### WHAT'S DONE

Bombarded audience with information

The design is not up-to-date

Lost track of what you are selling

Photo based website

Non-responsive design

### WHAT SHOULD BE DONE

Well-structured navigation

The design & layout represent brand identity

Clear statement of the product or service

Photo = Photo | Text = Text

Built for MOBILE

Optimised for SEO



**A**

← **Action**



**MAD APPE**  
DEVELOPMENT

**NEED A NEW WEBSITE?**  
**NO, IT'S EXPENSIVE..**

A



**Action**



**MAD APPE**  
DEVELOPMENT

## WORDPRESS

**STRONG SEO SUPPORT**  
**TONS OF HELPFUL PLUG-INS**  
**REQUIRE A BIT OF CODING SKILLS IN ORDER TO GET SOME PART DONE**  
**THEMEFOREST.NET**

## WIX

**EASY TO GET THE WEBSITE DONE IN NO TIME**  
**MAY HAVE A BIT OF LIMITATION TO LAYOUT**  
**SUBSCRIPTION FEE BASED**

## CUSTOM CMS

**REQUIRE TIME TO DEVELOP**  
**NO LIMITATION ON BOTH FRONT AND BACK-END**  
**\$\$**

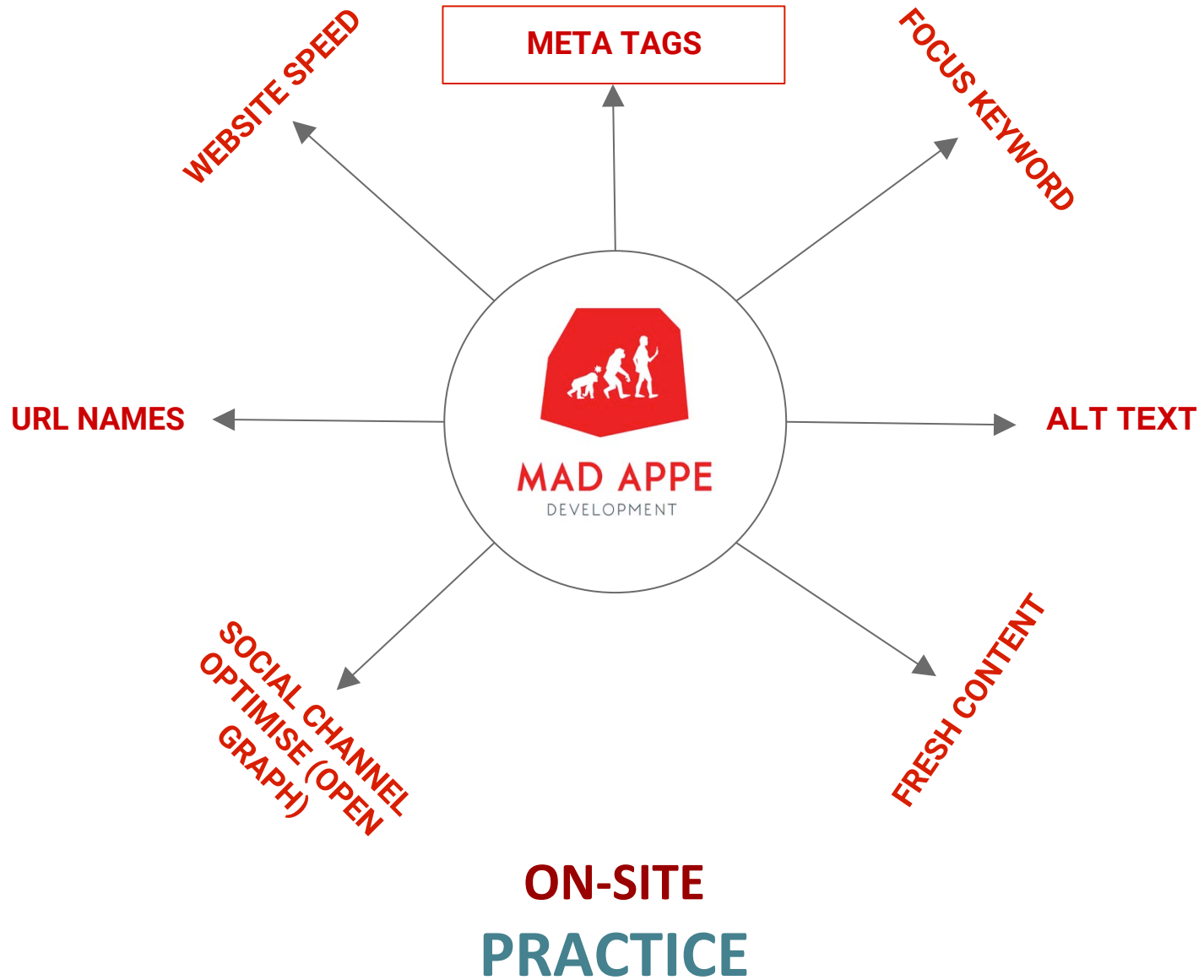
A

← Action



**A**

**Action** ←



A



Action

# META TAGS

META TITLES = 50-60 Characters

META DESCRIPTION = 140-160 Characters



MAD APPE  
DEVELOPMENT

## Fitness First Thailand: Gym Classes & Fitness Workout Program

<https://www.fitnessfirst.co.th/>

Look out for the most comprehensive gym classes & fitness workout programs, only at Fitness First TH  
Redeem your access to complimentary trial class now!

### Class Timetable

The class finder lets you see exactly the information you ...

### Timetable

The class finder lets you see exactly the information you ...

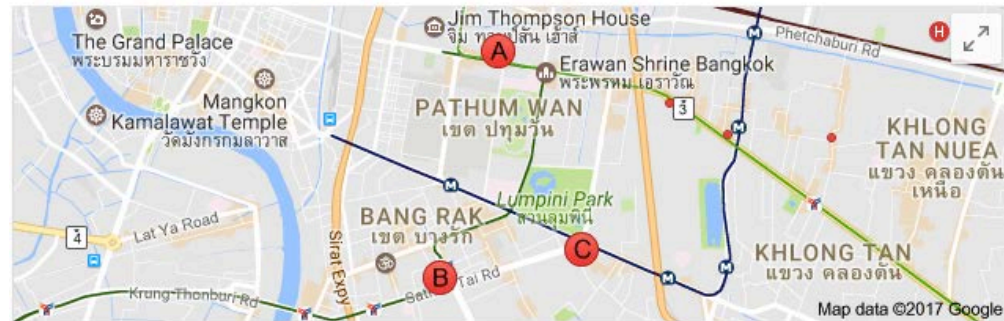
### Club finder

Find the class timetable for your local club or find out when and ...

### Membership

Fitness First offers a range of membership options, plans ...

[More results from fitnessfirst.co.th »](#)



Hours ▾

### A Fitness First - Platinum Siam Paragon

Unit No.4-40, Siam Paragon Shopping Center No.991, Rama 1 road, K...  
Closing soon: 10:00 PM

[WEBSITE](#)

[DIRECTIONS](#)

### B Fitness First - Platinum Sathorn Square

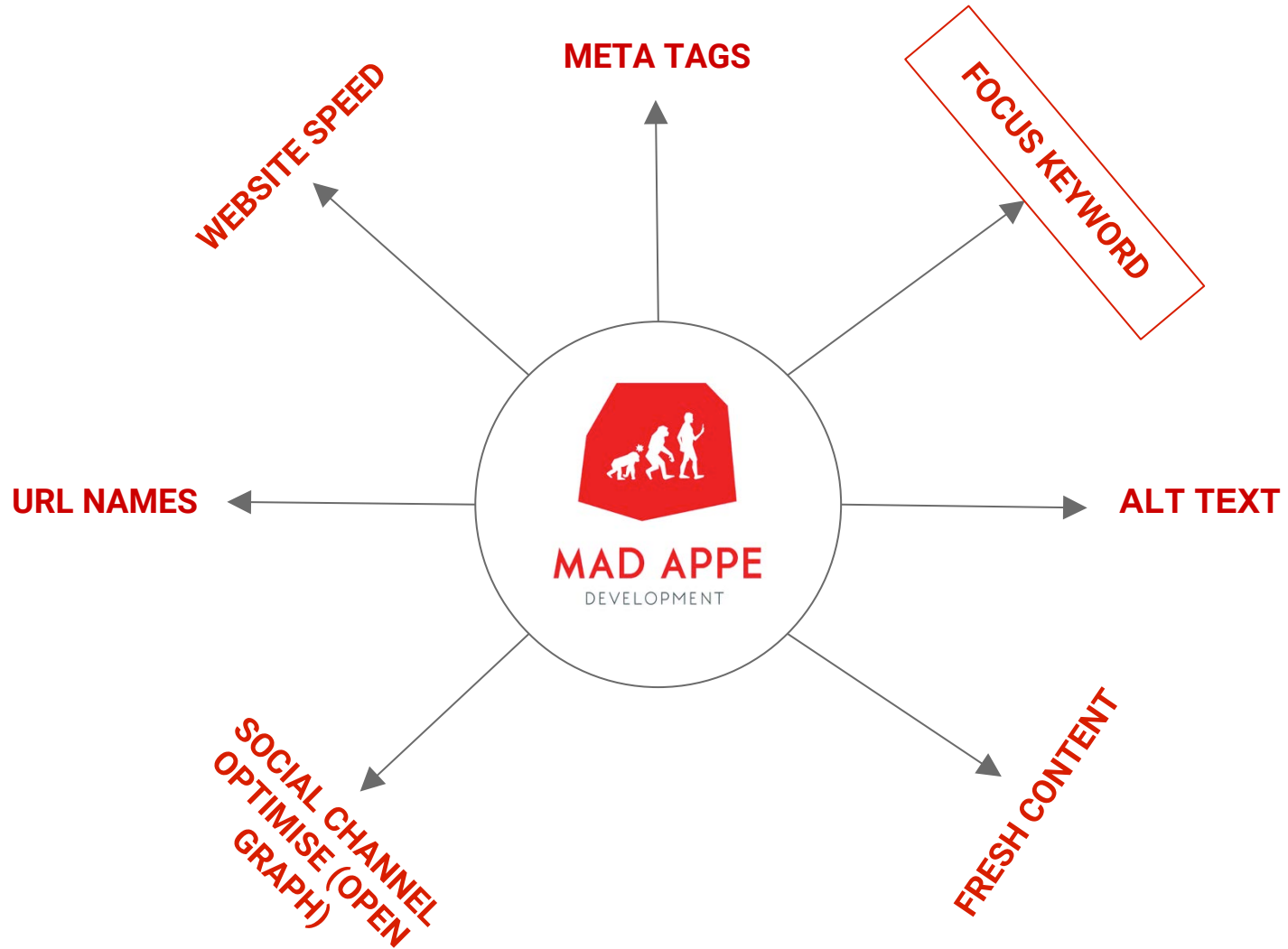
2nd & 3rd Floor Sathorn Square, 98, North Sathorn Road. Silom, Ban...  
Closing soon: 10:00 PM

[WEBSITE](#)

[DIRECTIONS](#)

**A**

**Action** ←



**ON-SITE PRACTICE**

**A**



**Action**



**MAD APPE**  
DEVELOPMENT

**CROSSFIT**

**CROSSFIT IN BANGKOK**

A



**Action**



**MAD APPE**  
DEVELOPMENT

## CROSSFIT

**PEOPLE GENERALLY DON'T INTEND TO BUY BUT TO LEARN.  
HIGH COMPETITIVE KEYWORD.**

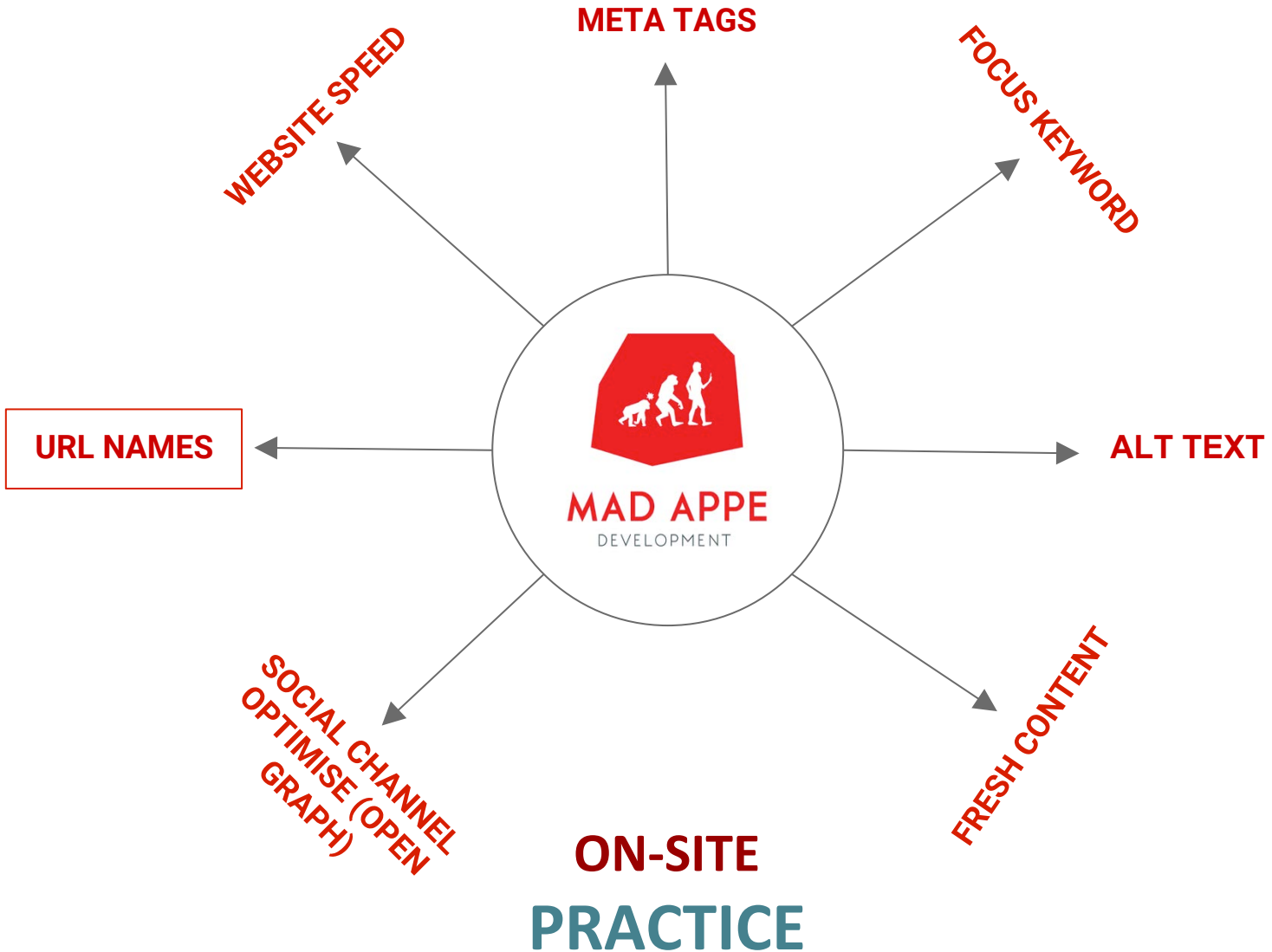
## CROSSFIT IN BANGKOK

**WHEN PEOPLE SEARCH FOR MORE SPECIFIC OR LONG TAIL, THEY INTEND TO  
BUY.  
LOW-MEDIUM COMPETITIVE KEYWORD, MULTIPLE WAYS TO WORK AROUND  
TO RANK HIGHER**



**A**

**Action** ←



A



**Action**

## **AVOID THESE URL!**

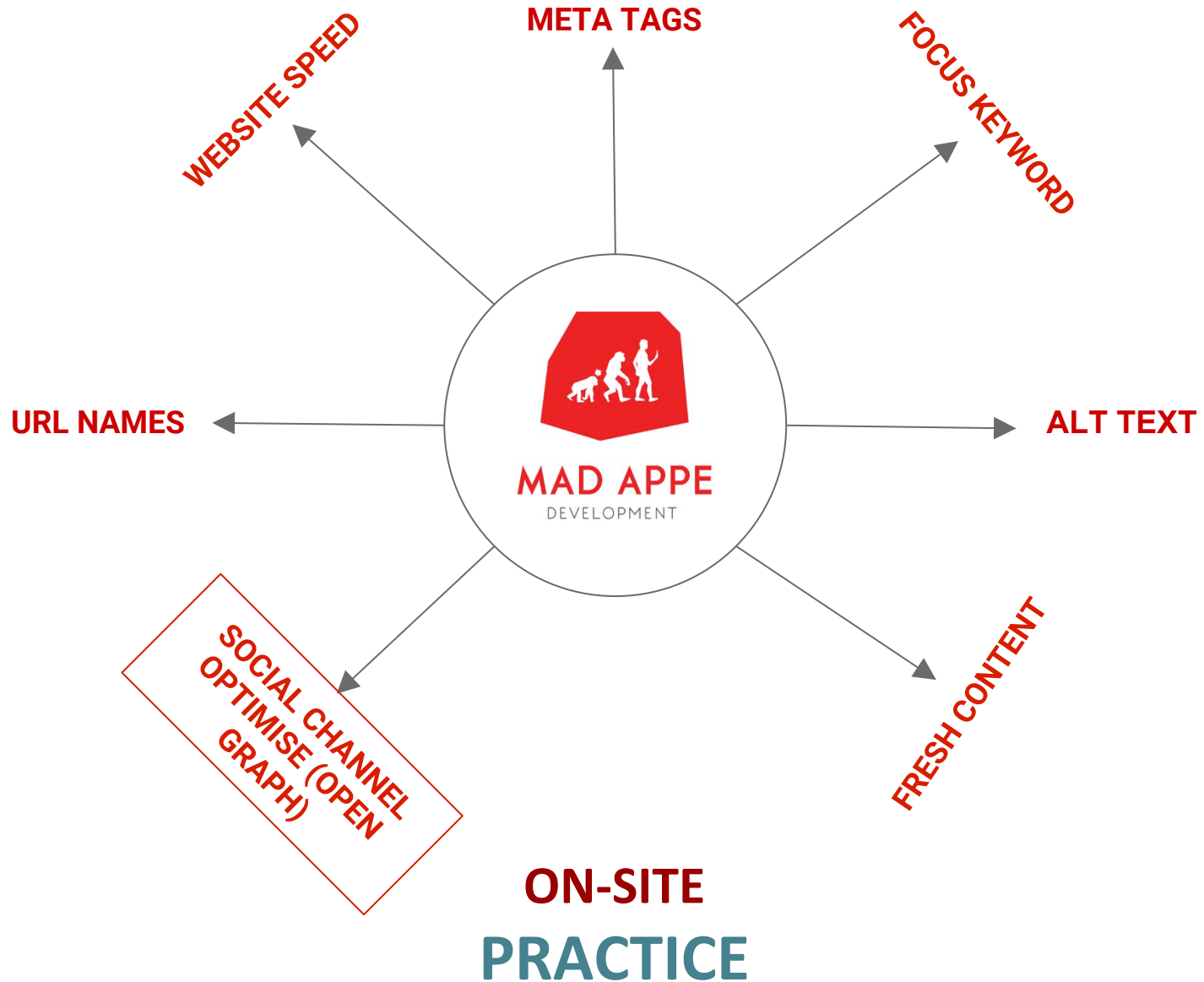
- [www.madappe.com/40/p=222.html](http://www.madappe.com/40/p=222.html) -
- [www.madappe.com/on\\_site\\_optimisation](http://www.madappe.com/on_site_optimisation) -
- [www.madappe.com/blog/this-seminar-is-so-awesome-i-could-cry-my-eyes-out](http://www.madappe.com/blog/this-seminar-is-so-awesome-i-could-cry-my-eyes-out) -



**MAD APPE**  
DEVELOPMENT

**A**

**Action** ←



A



Action

## SOCIAL MEDIA OPTIMISATION



<https://www.fitnessfirst.co.th>



Gym Classes & Fitness Workout Program | Fitness First Thailand

Look out for the most comprehensive gym classes & fitness workout programs, only at Fitness First TH Redeem your access to complimentary trial class now!

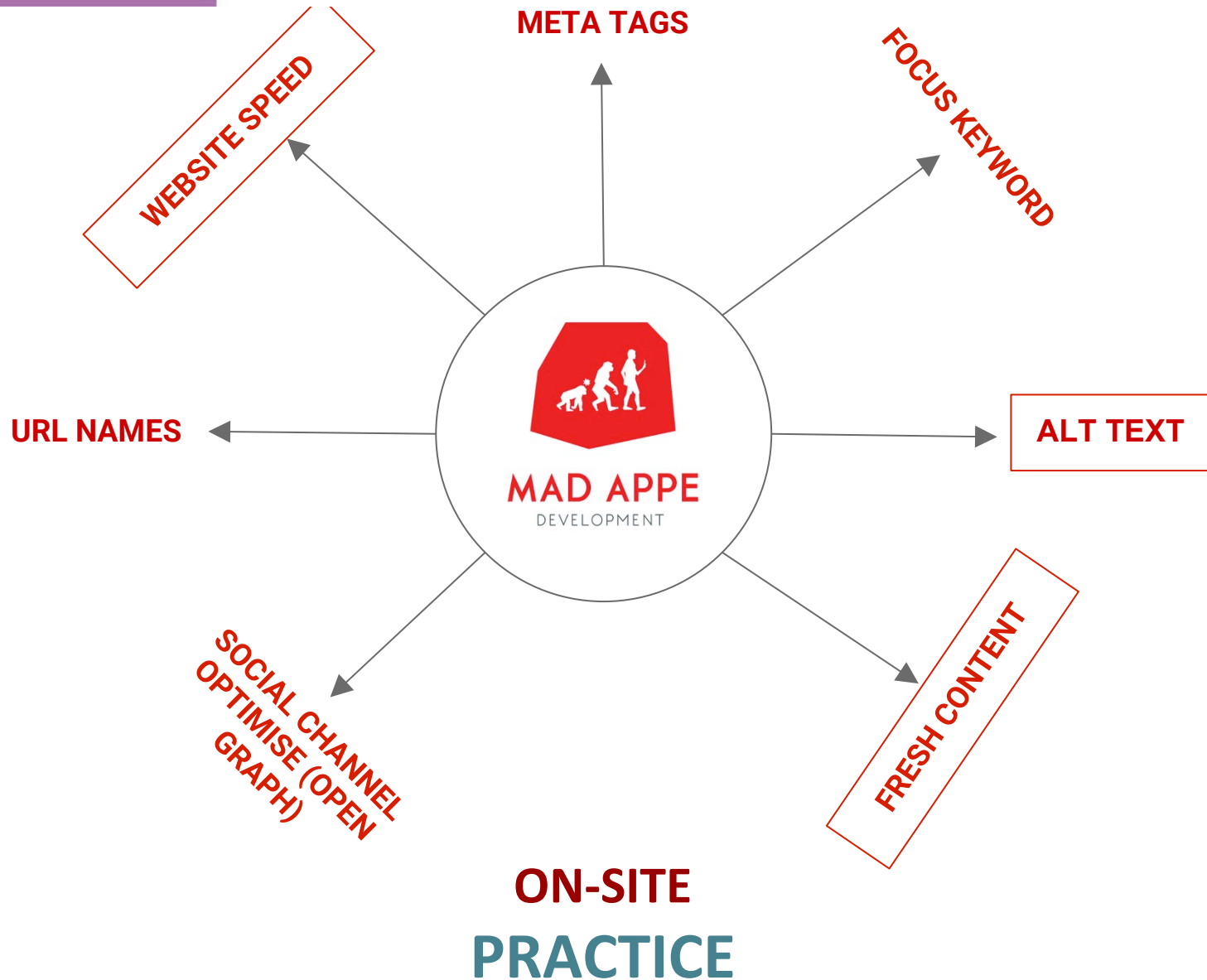
FITNESSFIRST.CO.TH



**MAD APPE**  
DEVELOPMENT

A

← **Action**



A

← **Action**



**MAD APPE**  
DEVELOPMENT

**THE MOST IMPORTANT FACTOR**  
**CONVERSION**

**A**

← **Action**



**MAD APPE**  
DEVELOPMENT

**USES OF THE CONVERSION TOOL**  
**ON THE HOME PAGE**  
**ON THE BLOG**  
**CONTACT US**  
**AS A CAMPAIGN**

A



Action



MAD APPE  
DEVELOPMENT

## USES OF THE CONVERSION TOOL

# HOME PAGE

The screenshot shows the home page of the MUNIQ Sukhumvit 23 website. The navigation bar includes links for HOME, CONCEPT, ROOM, MUNIQ SUKHUMVIT 23, FACILITIES, LIVE AS ART, and CONTACT US. The main visual is an aerial view of a modern skyscraper with green terraces. A registration form is overlaid on the left side of the page, titled "RSVP FOR THE COLLECTION BY MUNIQ". The form contains the following fields and options:

- First Name / Last Name\*
- Your Email\*
- Phone Number\*
- Unit Type\*
  - 1 Bedroom
  - 2 Bedrooms
  - Duplex
  - Triplex
- Budget\*
  - 7-10 MB
- Enquiry
- REGISTER NOW

An "EIA APPROVED" badge is visible in the top right corner of the main image area.



A



Action



MAD APPE  
DEVELOPMENT

## USES OF THE CONVERSION TOOL

# BLOG

The screenshot shows a blog post interface with a dark theme. At the top, there are navigation tabs: MARKETING (selected), SALES, ALL TOPICS, and NEW POSTS. On the right, there are buttons for SUBSCRIBE and a search icon. A central white modal window is overlaid on the content, titled "Join 215,000 Fellow Marketers". The modal text reads: "Get expert marketing tips straight to your inbox, and become a better marketer. Subscribe to the Marketing Blog below." Below the text is a prominent blue "Subscribe" button. At the bottom of the modal, it says "Not using HubSpot yet?". The background content is dimmed and includes a "SHARE" section with buttons for "Tweeet", "49", "Share", "51", "in Share", and an email icon. Below the share section, there is a donut chart and several statistics: "53% of marketers said that GIFs and memes performed best.", "78% said that stock photos had the biggest impact, despite being used most frequently.", "30.2% said that videos and presentations performed best.", "41.3% of marketers said that infographics and other original graphics were the most engaging.", and "25.7% stated that charts and data visualizations performed the best." At the bottom of the visible content, there is a section titled "4 WHEN ASKED HOW MUCH TIME WAS SPENT ON MAKING VISUALS EACH WEEK:".

A



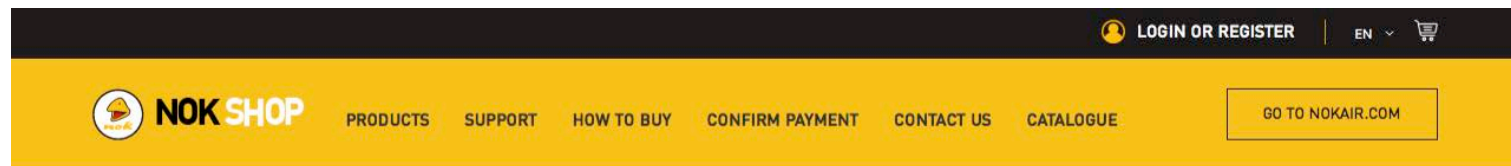
Action



MAD APPE  
DEVELOPMENT

## USES OF THE CONVERSION TOOL

# CONTACT US



### CONTACT US

Your name \*

Your email \*

Phone number

Country

Thailand

Type of issue

---

A



Action



MAD APPE  
DEVELOPMENT

## USES OF THE CONVERSION TOOL AS A CAMPAIGN

LAND & HOUSES

1198

กรุงเทพฯ ชั้นใน  
สุขุมวิท - ทองหล่อ - สาทร - พระราม 4

เลือกประเภทคอนโด และโครงการ แลนด์ แอนด์ เฮาส์ อพาร์ทเมนต์และโปรโมชันล่าสุด ในทำเลใจกลางเมืองชั้นใน  
สุขุมวิท สาทร สีลม วุฒากาศ และคอนโดติดรถไฟฟ้า BTS

ท่าเรือ : สุขุมวิท - ทองหล่อ | สีลม - สาทร - เจริญกรุง | วุฒากาศ - อนุสรณ์ | คอนโดริมน่านน้ำ

A



Action

# USES OF THE CONVERSION TOOL INTERACTION

The screenshot shows a web browser window with the address bar displaying 'www.example.com'. The main content area is titled 'EXAMPLE CAMPAIGN' and contains several sections:

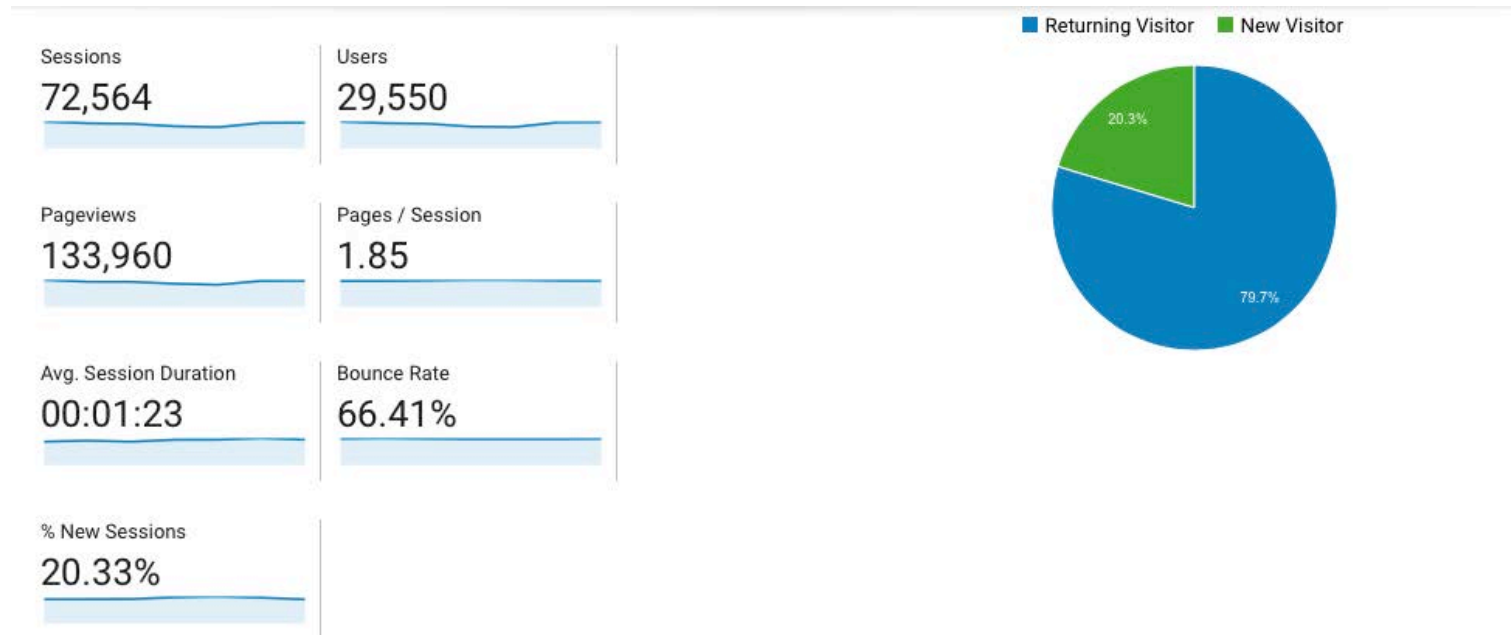
- Questionnaire:** A list of seven checkboxes asking about sleep duration (e.g., 'YOU SLEEP MORE THAN 8 HOURS PER DAY'). Below the list is a note: '\*\*Please x in the box that match yours'. To the right is a 'Recommendation' box with a vertical scrollbar.
- Product Description:** A section titled 'This is the product for you' with a 'Description' sub-header. It contains a paragraph of Lorem Ipsum text. Below the text is a video player with a play button and a progress bar.
- Technical terms:** A section with a 'Technical terms' sub-header and another paragraph of Lorem Ipsum text. Below the text is another video player with a play button and a progress bar.
- Map and Enquiry Form:** At the bottom left is a map showing a street grid with a location pin and a highlighted green area. To the right is a 'Your Enquiry' form with input fields for Name, Surname, Age (with a dropdown menu), Telephone, and a larger text area.



A

← Action

## MEASURE THE SUCCESS ANALYTICS



**A**

← **Action**



**MAD APPE**  
DEVELOPMENT

**WHAT CAN BE TRACKED**

**GENERAL WEBSITE TRAFFIC**

**CUSTOMER JOURNEY**

**MOST VISITED PAGE**

**FUTURE IMPROVEMENT**

**CONVERSION RATE**





# Contents

1. Introduction

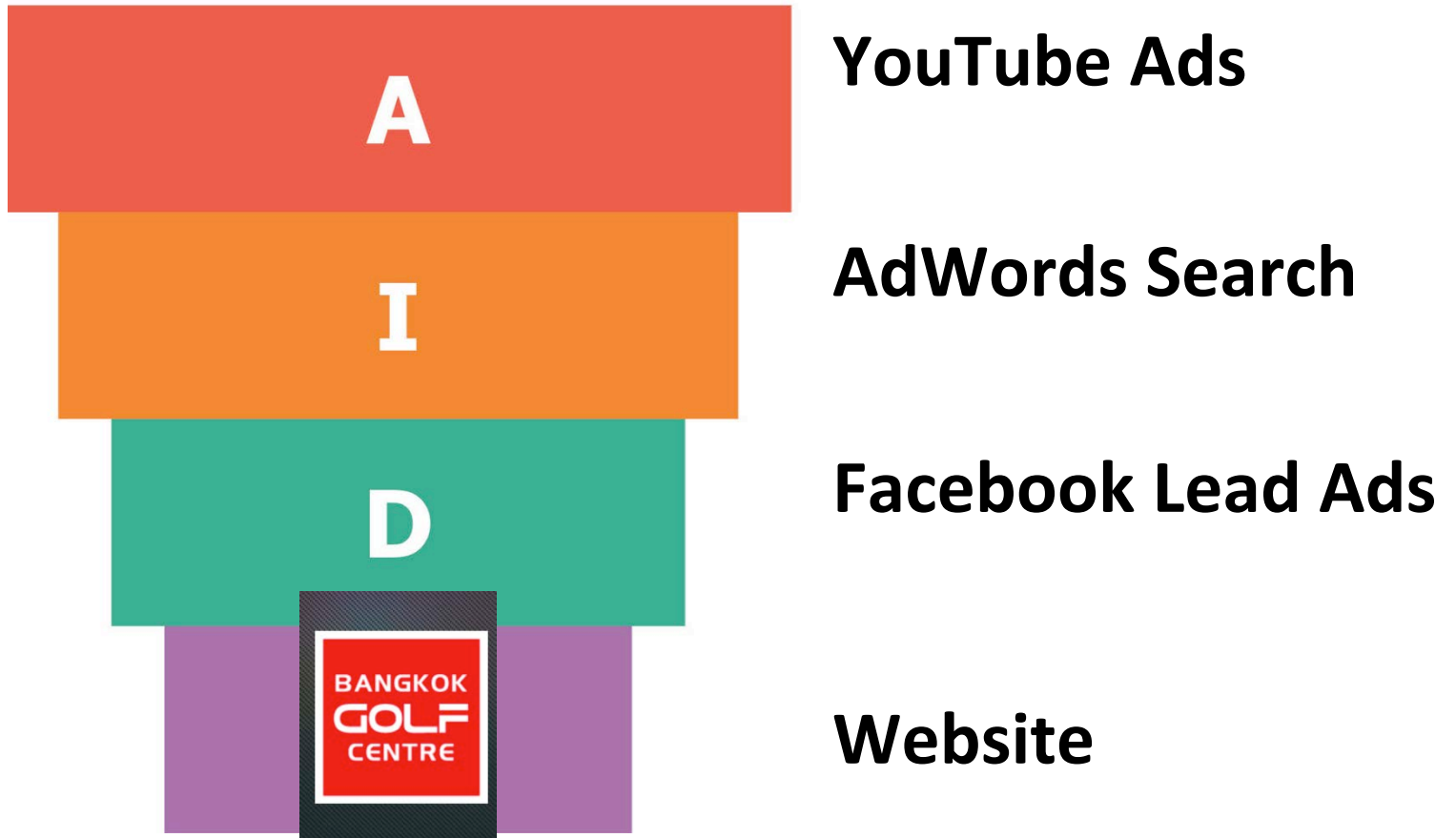
2. Primal:  
Awareness, Consideration, Desire

3. Mad Appe:  
Action

4. Case Study



# PXG Golf - Case Study





## LANDING PAGE

# WITH THE AIM TO CREATE RELEVANCY BETWEEN SEARCH CAMPAIGN AND CONTENT



ENG | JPN | TH

01. HOME 02. ACADEMY 03. OUR INSTRUCTORS 04. BLOG 05. 3D CLUB FITTING 06. CONTACT US

## SUPERIOR PERFORMANCE- ENHANCING TECHNOLOGY

Featuring a performance-enhancing Precision Weighting System, which creates each club's signature look, PXG clubs feel and perform unlike anything else.

IRONS

WEDGES

HYBRIDS

FAIRWAY WOODS

DRIVERS

PUTTERS

PXG ORBIT Irons





# PREMIUM FITTING - AN INVALUABLE EXPERIENCE

"When someone is professionally fitted for PXG clubs their enjoyment of the game goes up and their scores go down"

First Name

Dexterity

Right Handed  
 Left Handed

Comment

Last Name

How Did You Hear About PXG ?

Email

Handicap

Nationality

Phone

Submit

## Increase Club Fitting Trial

To get people to visit the centre for club fitting with the brand called PXG

CHALLENGE

## Video, AdWords Search & FB

Video, Search, Landing page, Facebook advertising

SOLUTION

## 40 Leads per Month

40 Leads per Month  
4 Sales/Deposits  
3 ROI on Ad Expenditure

RESULTS



## Full-Service Digital Agency

### Services:

- SEO
- Search Marketing (PPC,SEM,AdWords)
- Display Marketing/Media Buying
- Social Media Content & Management
- Content Marketing

**MARK MCDOWELL**

General Manager

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Soi Sukhumvit 55, Thonglor Soi 10,  
Wattana, Bangkok 10110

**P:** 02 038 5850

**W:** [primal.co.th](http://primal.co.th)



DIGITAL SUCCESS DRIVEN BY INSTINCT



**MAD APPE**  
DEVELOPMENT



## Design & Development Agency

### Services:

- Website Design & Development
- Microwebsites
- Online Branding
- Landing Pages

RJ Rojvirasingh  
Founder/ Managing Director



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