



CPSA

AGRI FOOD
SMEs

ដំណោះស្រាយទីផ្សារឌីជីថល

សម្រាប់សហគ្រាសខ្នាតតូច និងមធ្យមផ្នែកផលិតចំណីអាហារ



ថ្ងៃសុក្រ ទី០២ ខែមេសា ឆ្នាំ២០២១

ម៉ោង ២:០០-៤:០០ រសៀល | Zoom

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សូមចំណាំថា៖

1. កម្មវិធីនេះនឹងត្រូវថតទុក
2. សម្លេង និងវីដេអូរបស់អ្នកត្រូវបានបិទ តែអ្នកអាចបើកសម្លេងបានពេលសួរសំណួរ
3. បើសិនអ្នកមានសំណួរពេលវាគ្មានកំពុងនិយាយ សូមបញ្ជូនវាតាម Chat Box
4. សម្រាប់ជំនួយបច្ចេកទេស សូមប្រើ Chat Box



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លោក ចាន់ រដ្ឋា

នាយកប្រចាំប្រទេស

អង្គការភាពជាដៃគូដើម្បីចីរភាពវិស័យកសិកម្មកម្ពុជា





Cambodia Partnership for Sustainable Agriculture

Working Groups (WGs)

Secretariat Level Activities



Contract Farming



Sustainable & Responsible Investments



AgTech Solutions

Working Groups



Cashew



Pepper



Fruit & Vegetables



Agri-Food SMEs

Key Topics:

- 1- Agri-Food SMEs Working Group : Lead , Co-lead , Core Group + Relevance Stakeholder and Supporting Actors
- 2- Agri-Food SMEs Strategic Plan – 2021 | 2023
- 3- Agri-Food WG Activities: CPSA host several training – Tax , Standard, Digital Marketing , .. Etc.
- 4- Potential collaboration : Ex. KE project on Cambodian Product Fair
- 5- Next Step: members expansion and lead and co-lead selection



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អ្នកនាង ជី បូណ៌មី

អ្នកគ្រប់គ្របផ្នែកទំនាក់ទំនង និងការចូលរួម
អង្គការភាពជាដៃគូដើម្បីចីរភាពវិស័យកសិកម្មកម្ពុជា



SOCIAL MEDIA DIGITAL MARKETING





Digital Marketing



Social Media

Digital Marketing

Action of promoting products and services through digital outlets.

Goals:

- Growing sales and profit
- Build awareness and develop a relationship with your audience
- Promote your brand, product or service
- And more



Online Digital Marketing

- Website marketing
- SEO
- Mobile marketing (i.e. Google Play, Apple Store),
- Email marketing,
- Online banner advertising,
- Video marketing
- Social Media marketing.

Offline Digital Marketing

- Television
- Radio
- SMS
- Digital billboards

Social Media

Marketing/promoting products and services via social media channels such as Twitter, Facebook, Instagram, Snapchat, Google+, YouTube, and other social networking sites.

- Low cost
- Engagement
- You can post as much or a little as you like
- Fast



Social Media or Digital Marketing?

It depends on the type of brand, products, or services you want to promote.

It's important for brands and businesses to not focus just on social media when marketing their products and services, but to use it in collaboration with as many other components of digital marketing as possible.



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នាយកប្រតិបត្តិ និងស្ថាបនិក





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លោក ស្ងួង ដារី
ផ្នែកលក់ និងទីផ្សារ



សិក្ខាសាលាអំពី

ទីផ្សារអនឡាញ

eMarket Workshop

Presenter: Dary Souang



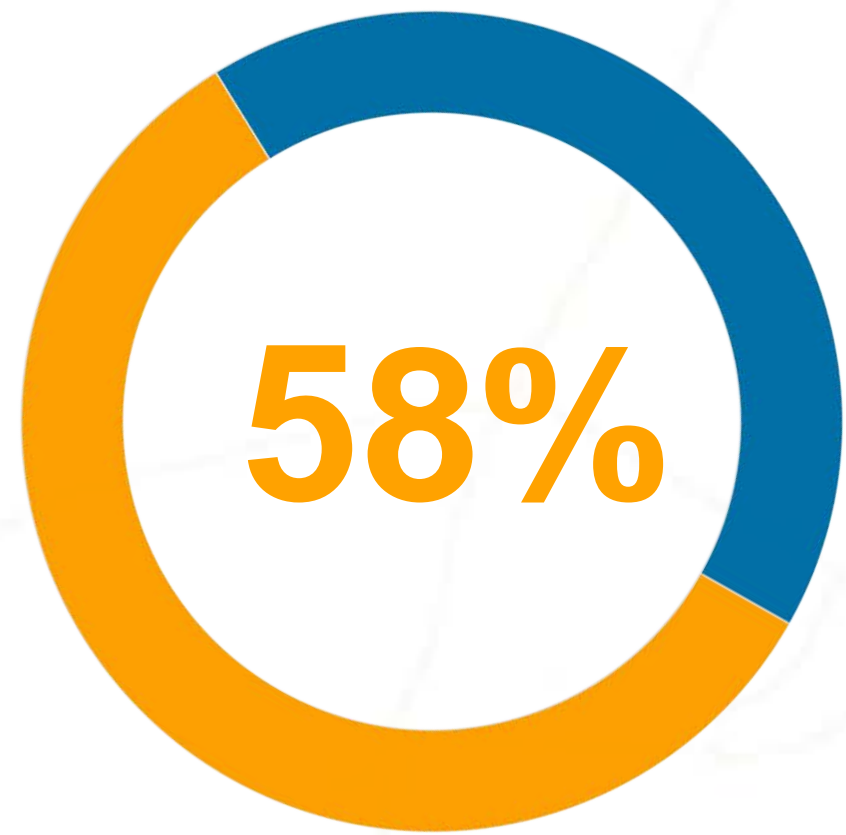
កម្មវិធីទិញទំនិញតាមអនឡាញឈានមុខគេ



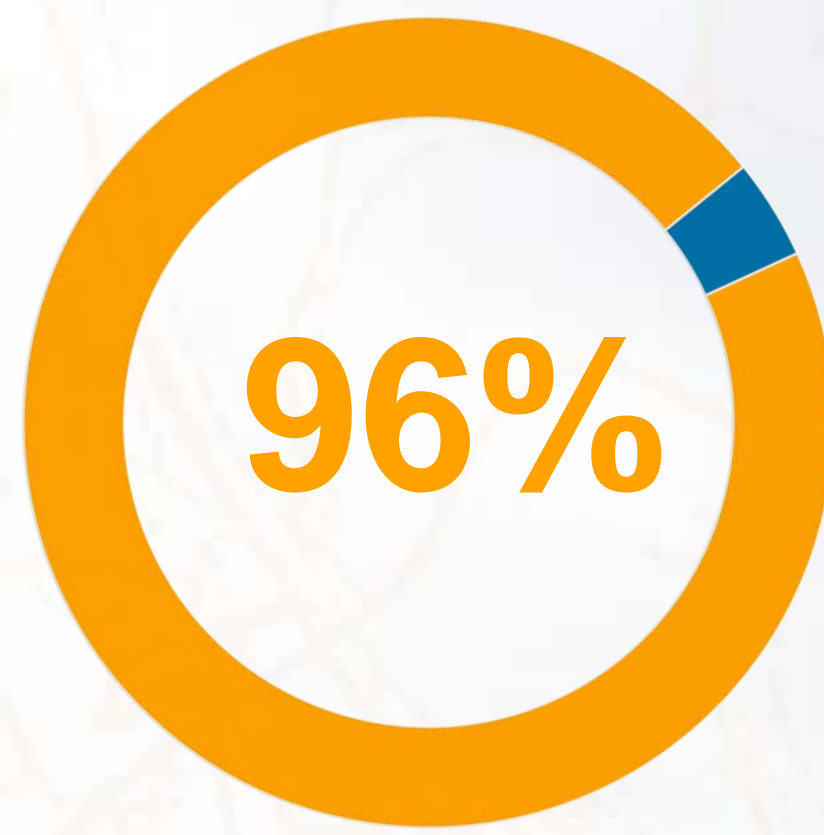
Agenda

1. Market Outlook
2. Online Marketing/How
3. Tools and Platforms
4. Khmum eShop App & Marketing

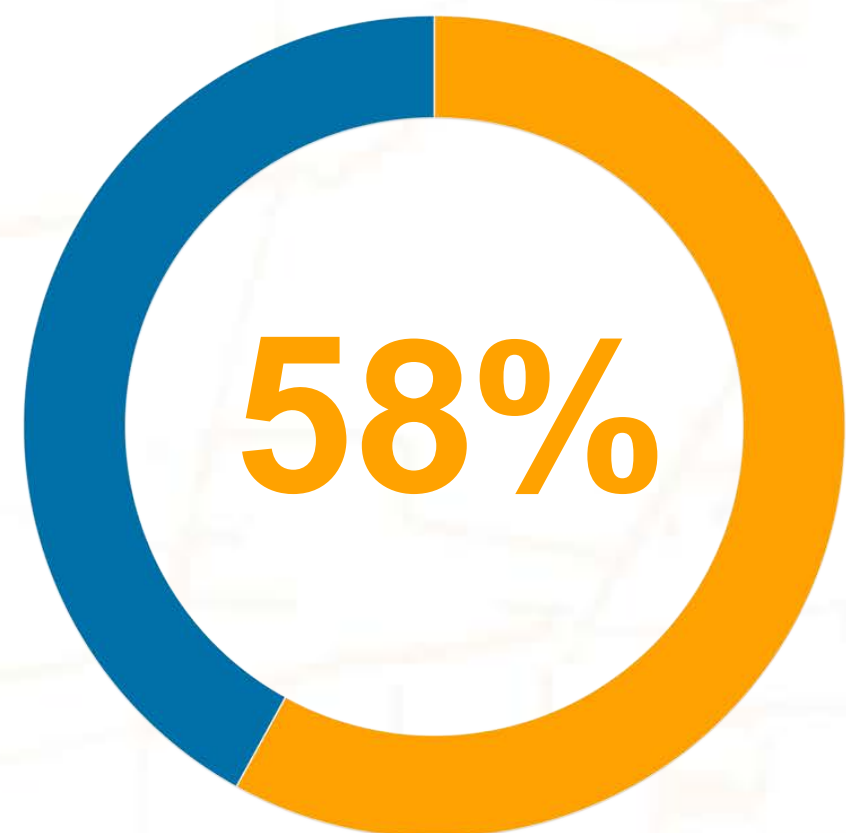




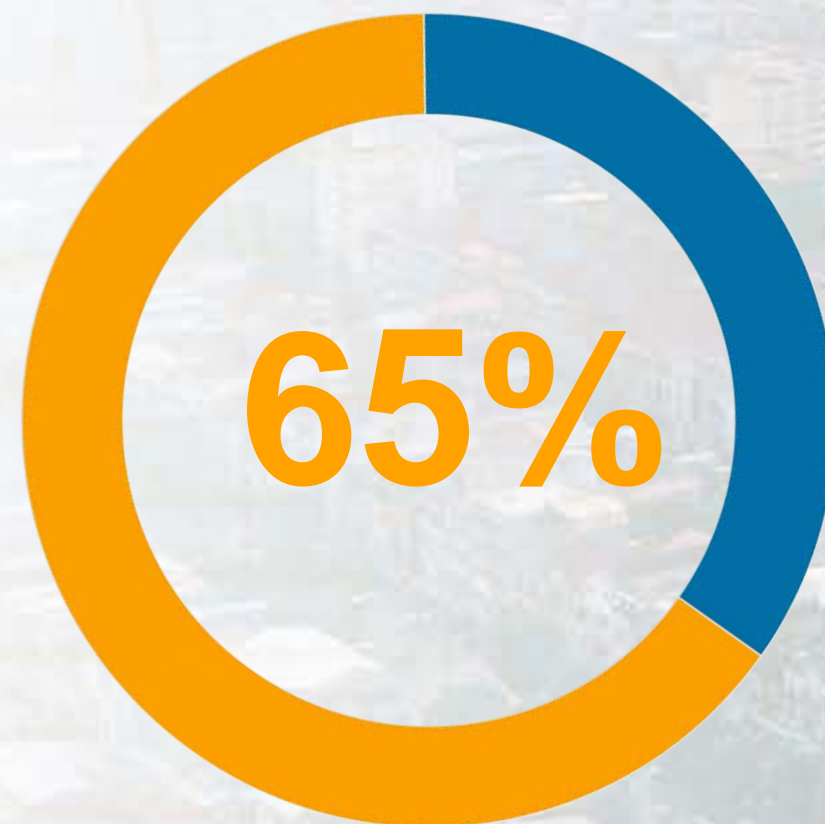
Internet Subscriber
(Data Reportal)



Women Run Businesses Are Micro-Sized And Informal
(Ministry Of Economy And Finance)



Active Social Media Users
(Statista Research Department)



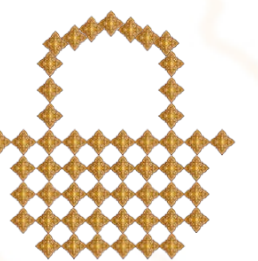
Businesses Run By Women
(Ministry Of Economy And Finance)

Market

Outlook

Online Business Challenges

1. Lack Of Digital Marketing Literacy
2. Lack Of Designing Literacy
3. Lack of Engaging Contents/Story
4. Management Problems



Digital Marketing 4.0 ?

It Is The Blending Of Both Traditional And Digital Marketing Strategies

Example of Traditional Marketing

1. Printing Flyers
2. T-shirts, Pens, Umbrella
3. Printing Coupon, Newspapers

Example of Digital Marketing

1. Facebook, Instagram, YouTube Posts
2. Search Engine Optimization (SEO)
3. Virtual Meeting



Why Digital Marketing ?

- 1.Increases Sales
- 2.Builds Brand Awareness & Trust
- 3.Secures Your Business Future Survival
- 4.Flexible And Easy To Scale
- 5.Co-Branding
- 6.Very Affordable



- 1.Understand Your Audience**
- 2.Set Your Goals**
- 3.Evaluate Your Past Works**
- 4.Identify Your Means**
- 5.Map Out Your Strategies**

**eMarket
Strategies**



Understand Your Audience

- Age
- Demograph
- Analytics Platform, Social
- Surveys And Feedback Forms
- Customer Support Data

eMarket

Strategies



Set Your Goals S.M.A.R.T

- Specific
- Measurable
- Achievable
- Relevant
- Time-Framed

eMarket

Strategies



Evaluate Your Past Works

- **Conduct an Audit**
- **Repurpose your past works**
- **Data Analytics of Your Ads**
- **Have/Haven't Done**
- **Time-Framed (too fast/too slow)**

eMarket
Strategies



Khnum
eShop

Identify Your Means

- Your Budget
- Your People
- Your Channels
- Your Competitions
- Your Limitations

eMarket
Strategies



Map Out Your Strategies

- Marketing Template
- Calendar
- Timeline
- Reminder

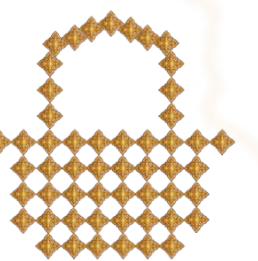
eMarket
Strategies



Getting Started

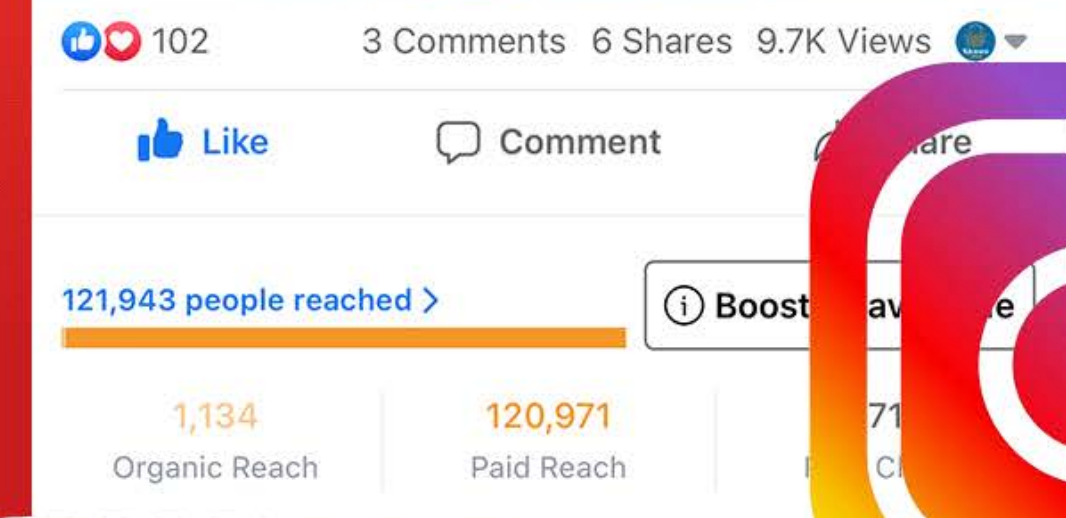


Most Popular Digital Marketing Sites



Okay Make it Pops CrashCourse?

Photoshoots
Edit & Captions
Post and Boost



Studio Shoot

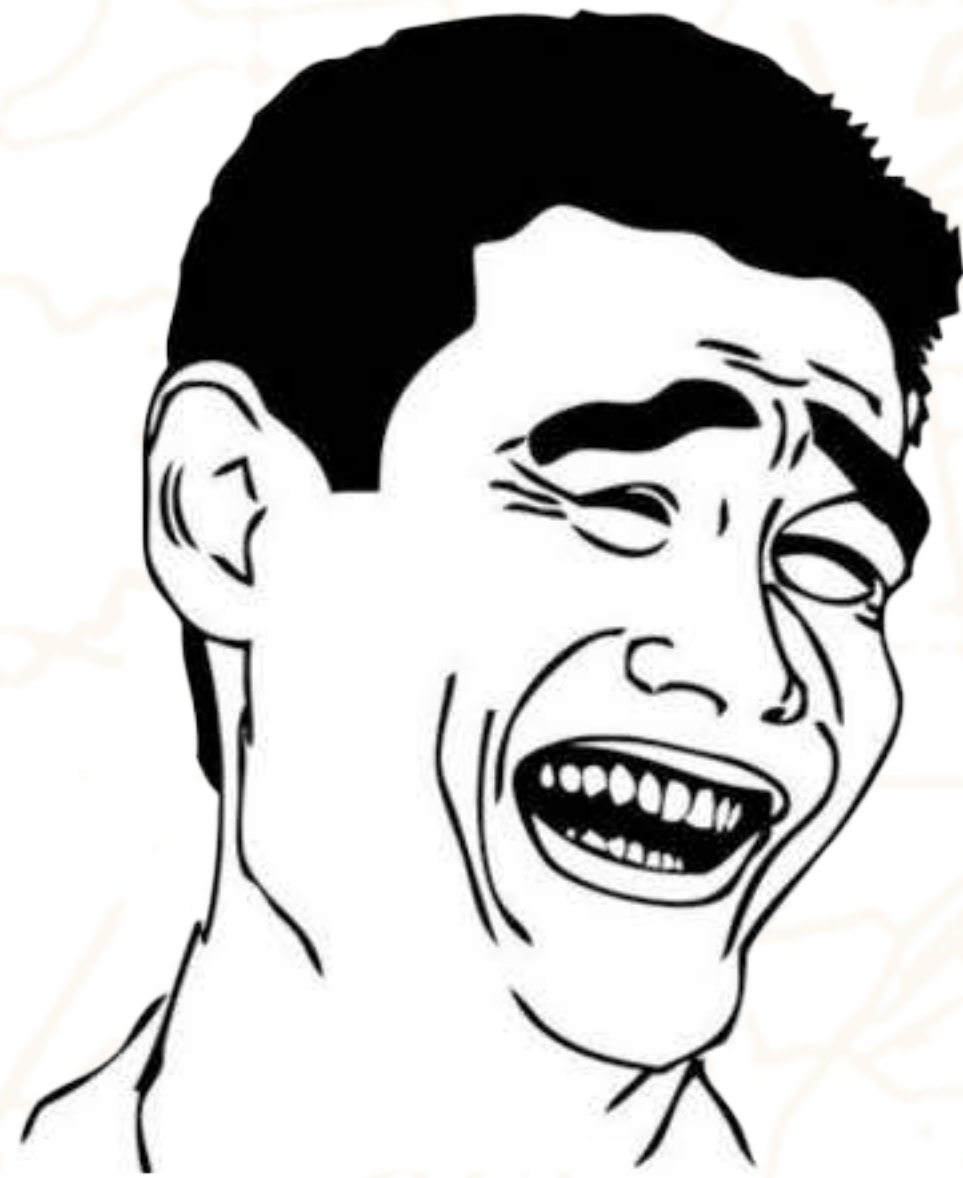
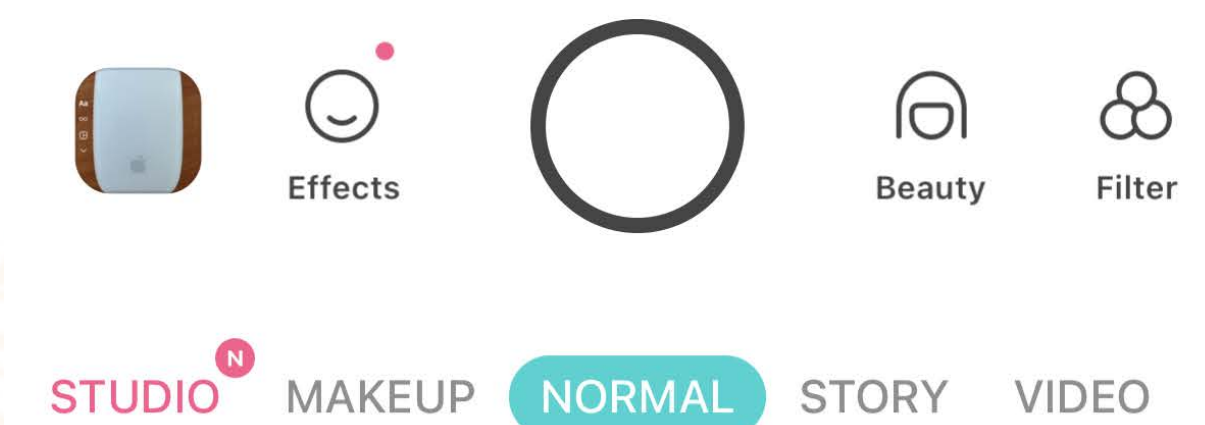
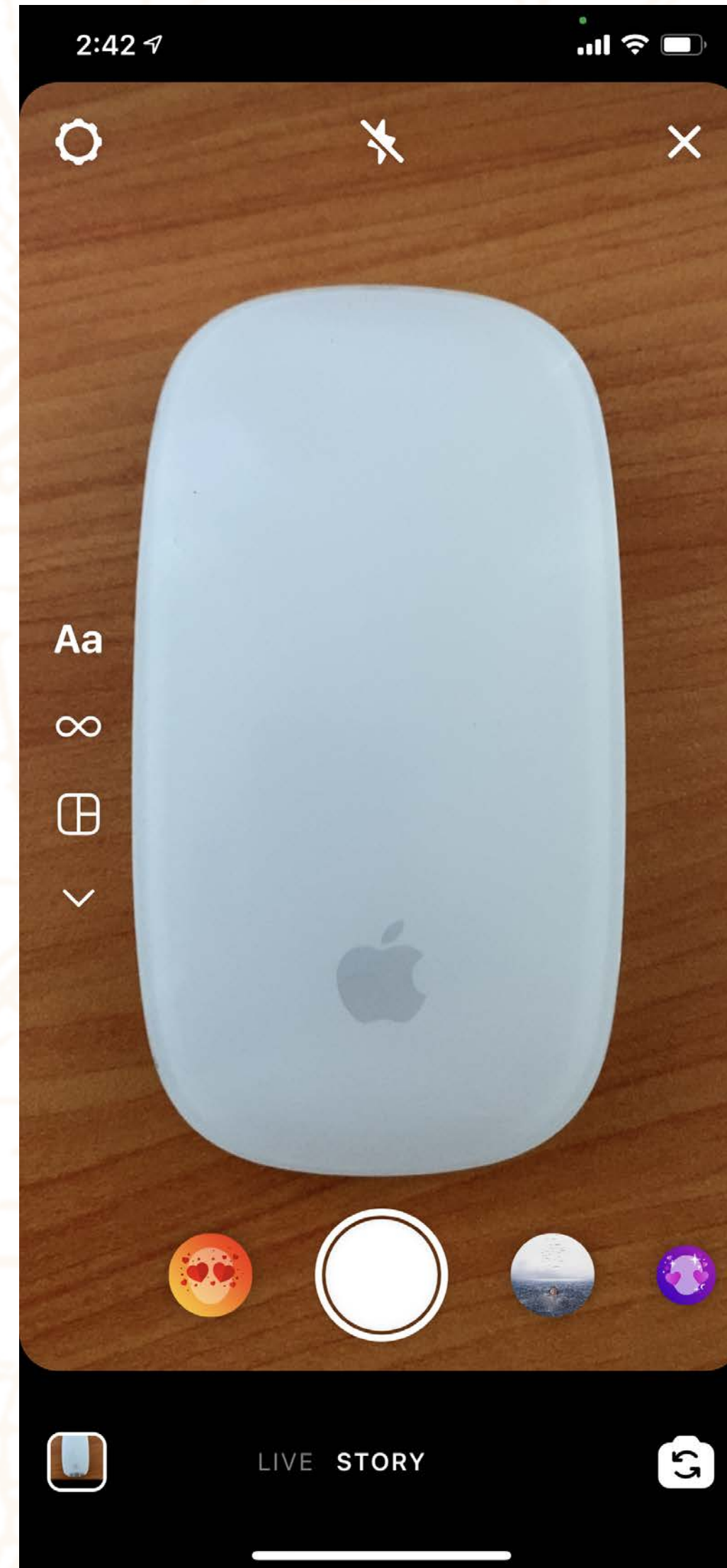
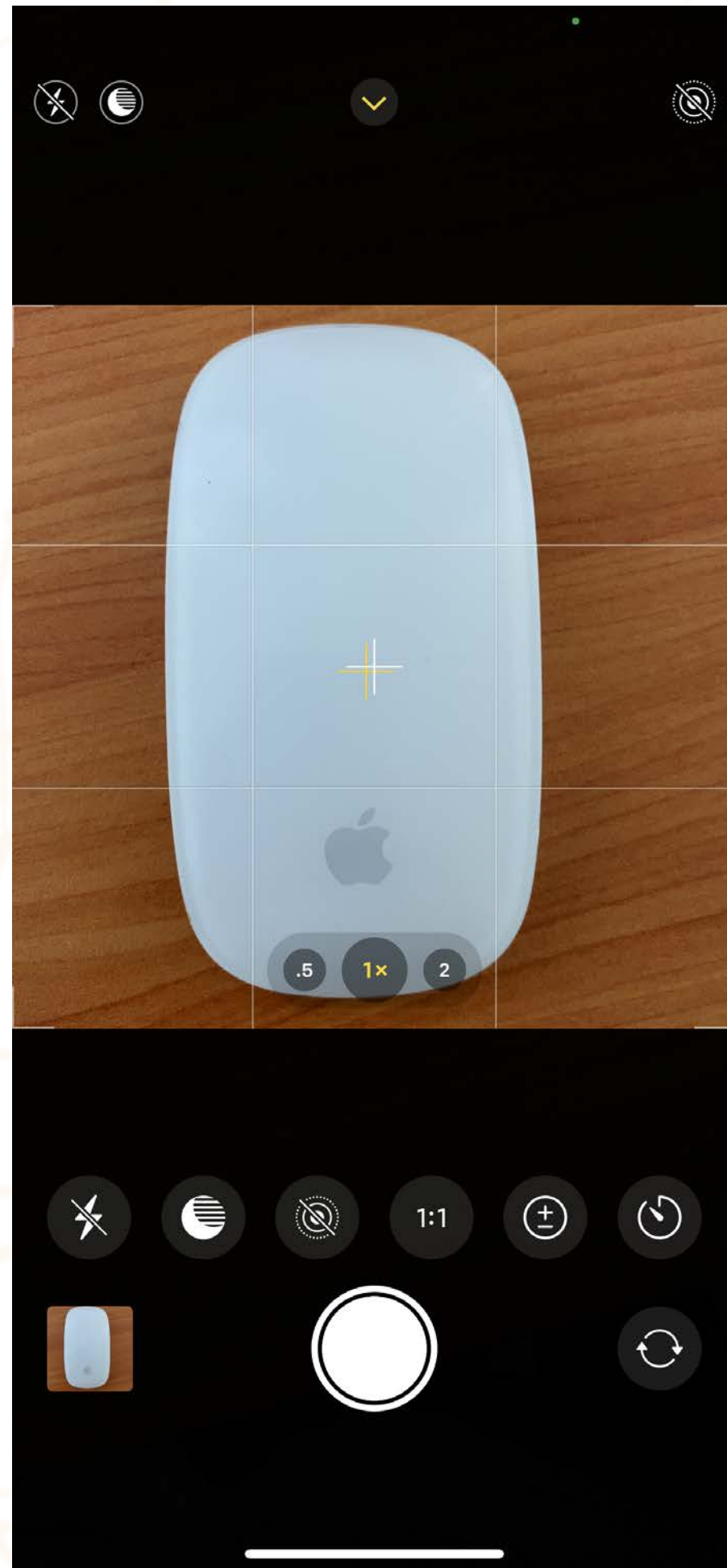
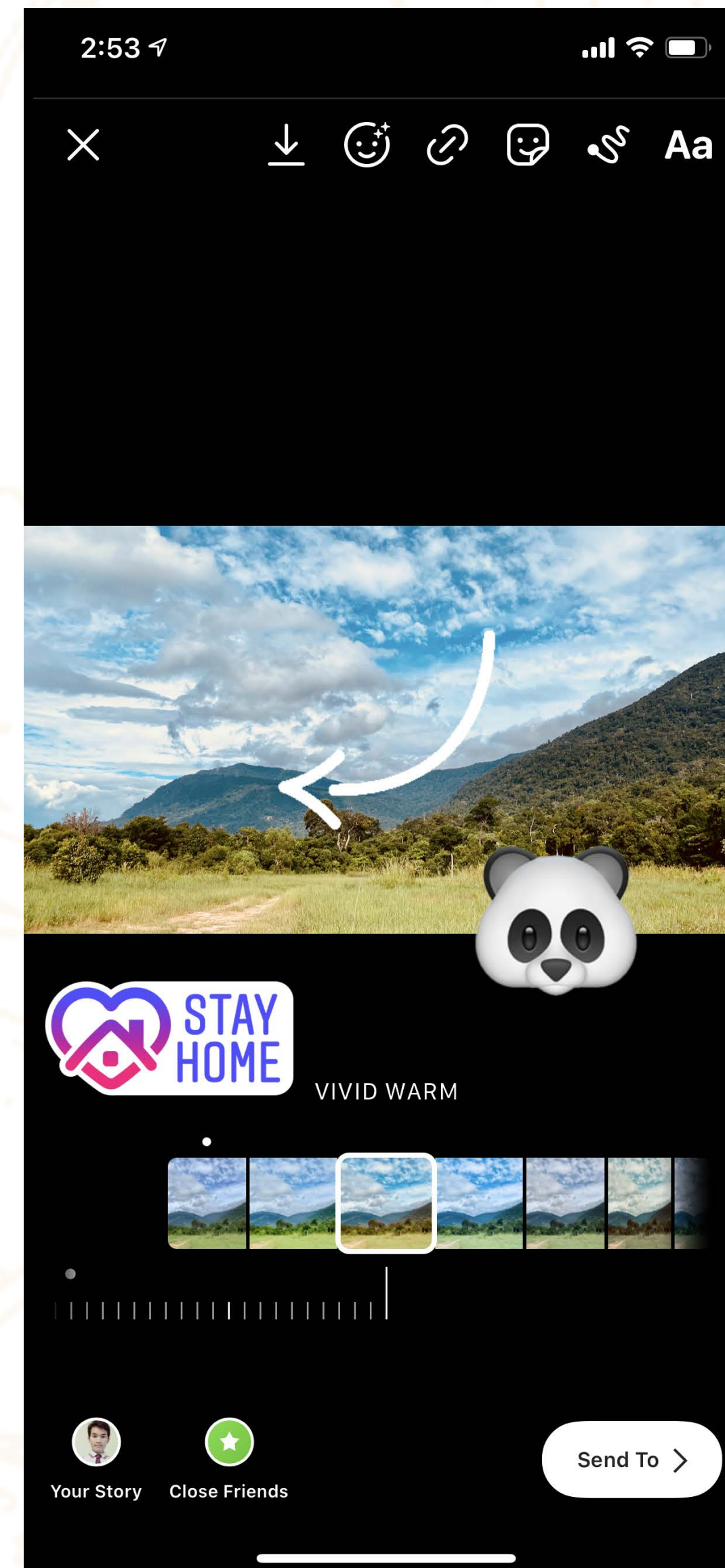
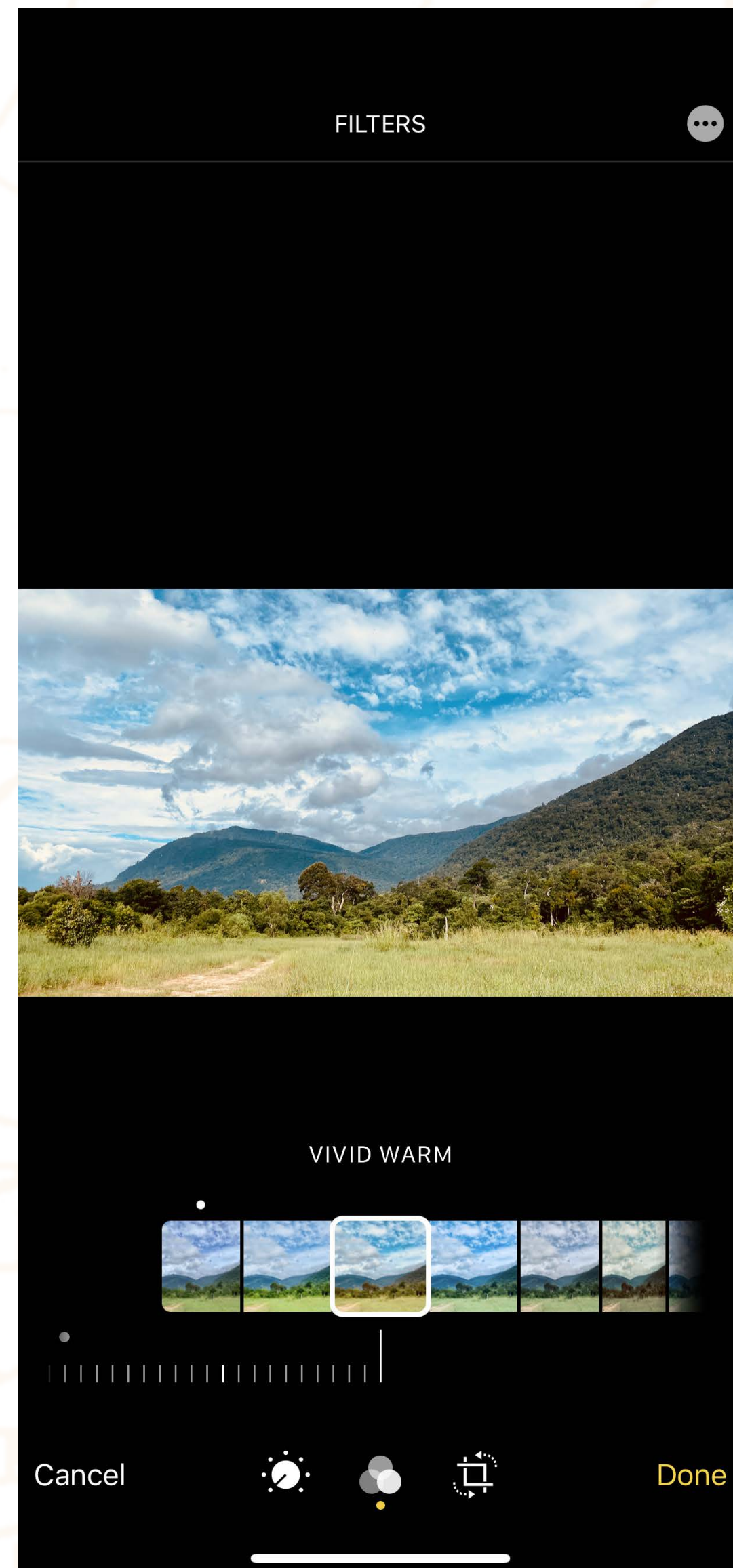


Photo Time



Quick Edit



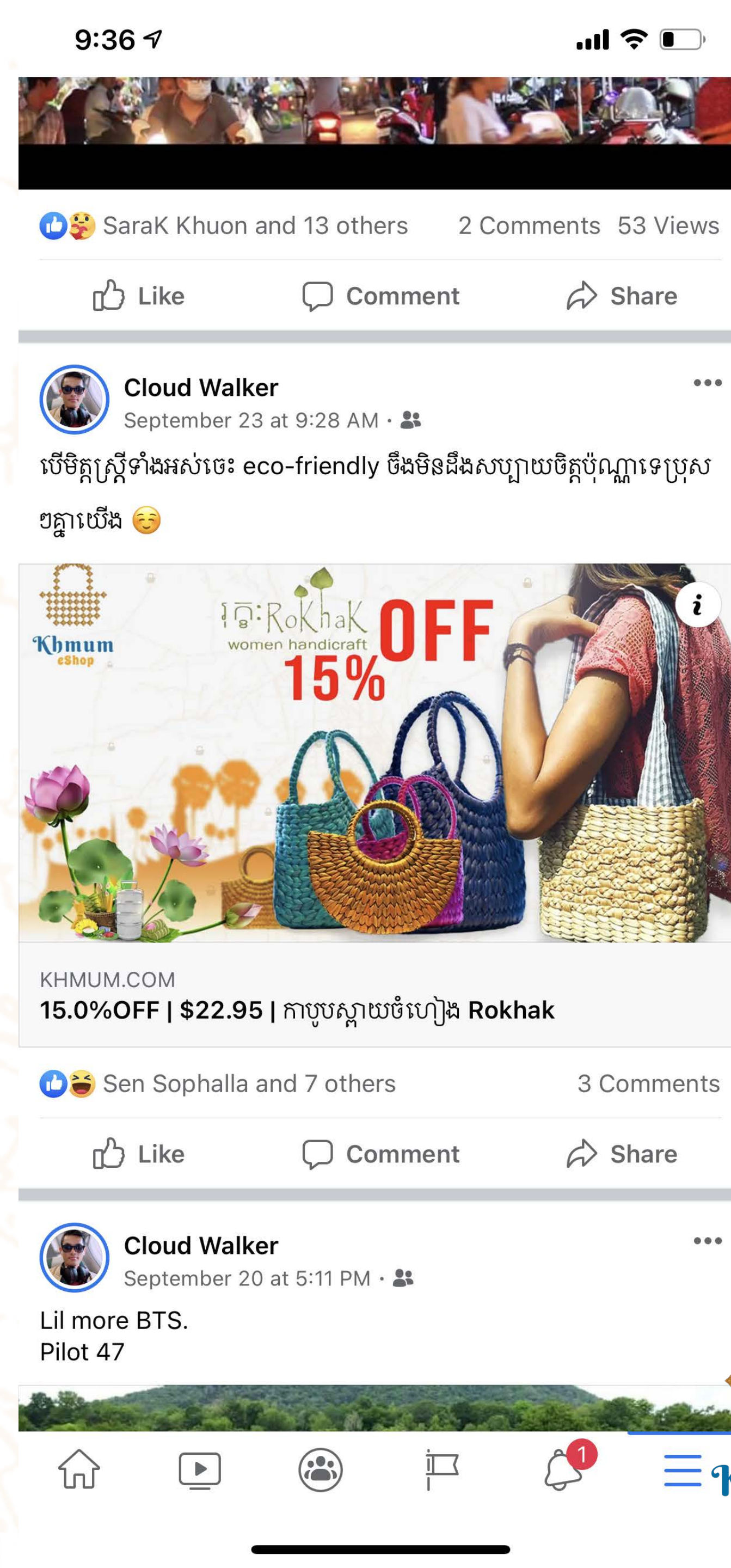
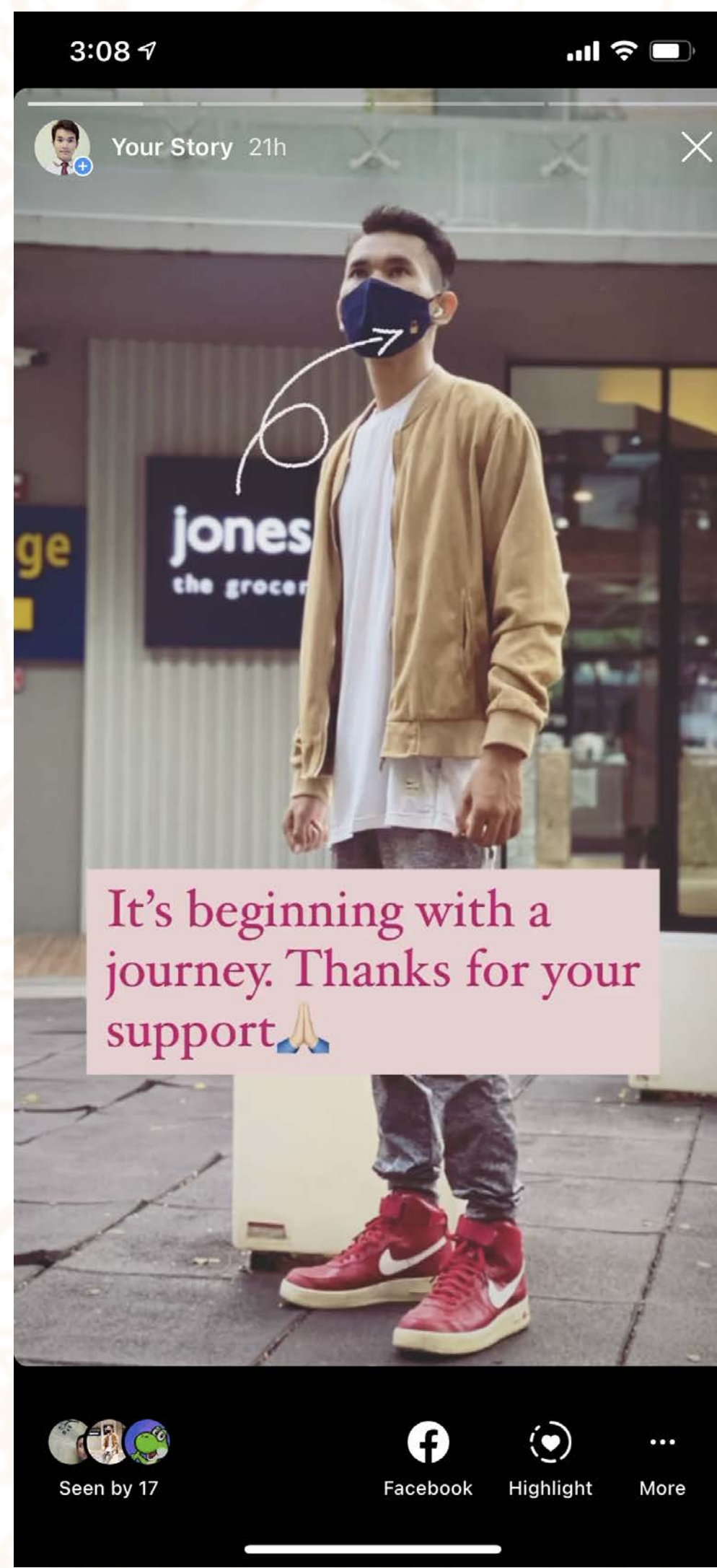
Post It

#caption

#hashtag

#tag

#check-in





I don't have time **for this**

I don't have tools **for this**

I don't have human resource **for this**

I don't know what to do **for this**

I just want to focus on my products **bro!**

Too Much

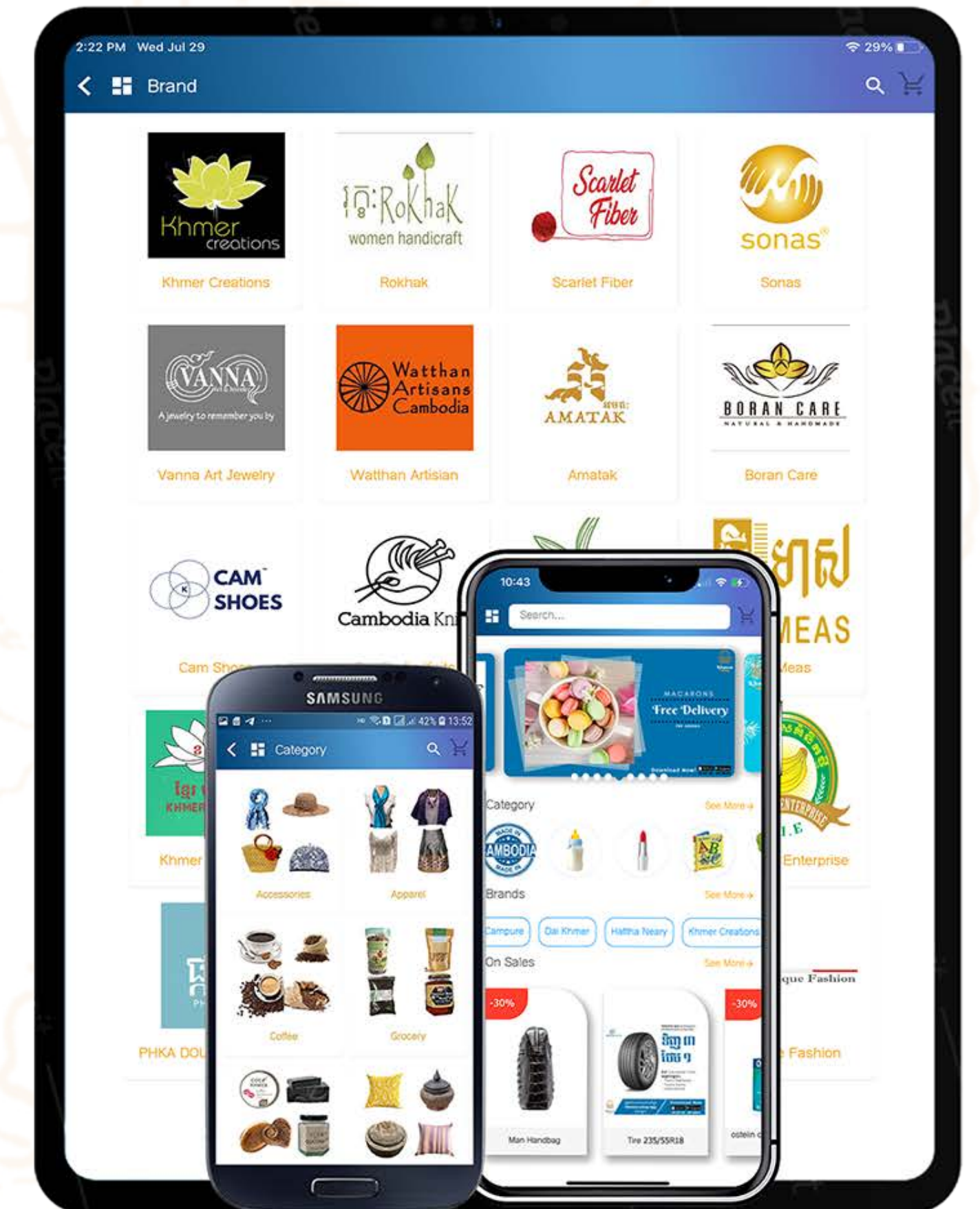
Work Bro!



**Khnum
eShop**

OUR SOLUTIONS

1. Khmum-eShop App Provides An Affordable Three-Platforms (iOS, Android, & Web) Online Marketplace
2. Digital Market 4.0 Training Sessions and Embedded Financial Reports
3. Optional Marketing Plans
4. Partnering With Banks & Women-Owned Business Organizations And Serving MSMEs Digital & Business Skills



iOS



Android



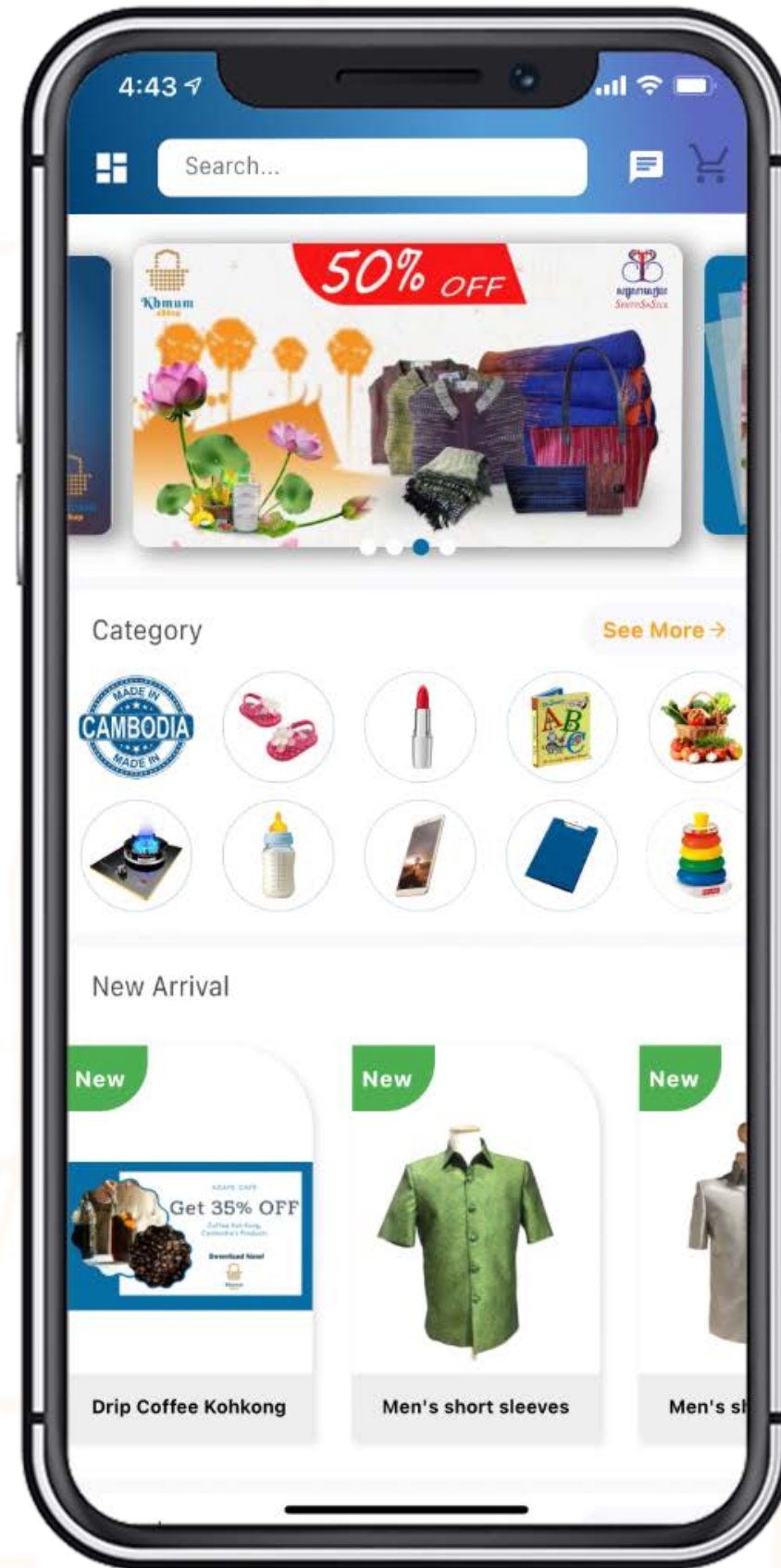
Web

- ✓ Manage Customer Orders
- ✓ Monitor Sales Performance
- ✓ Gross Profit Report/KPI/Best Selling
- ✓ Manage Inventory and Staff
- ✓ Buyer & Seller Protection

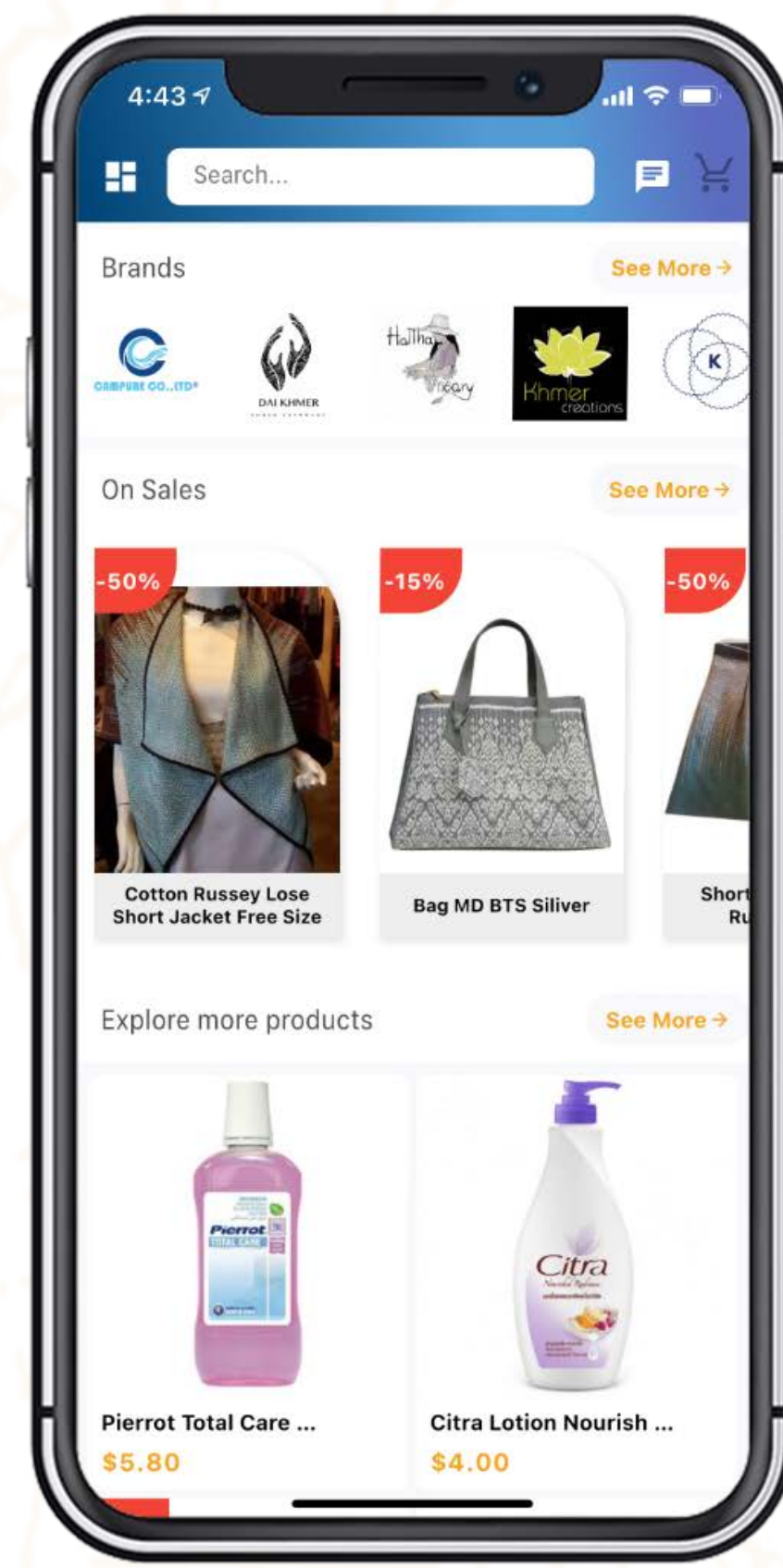


Quick

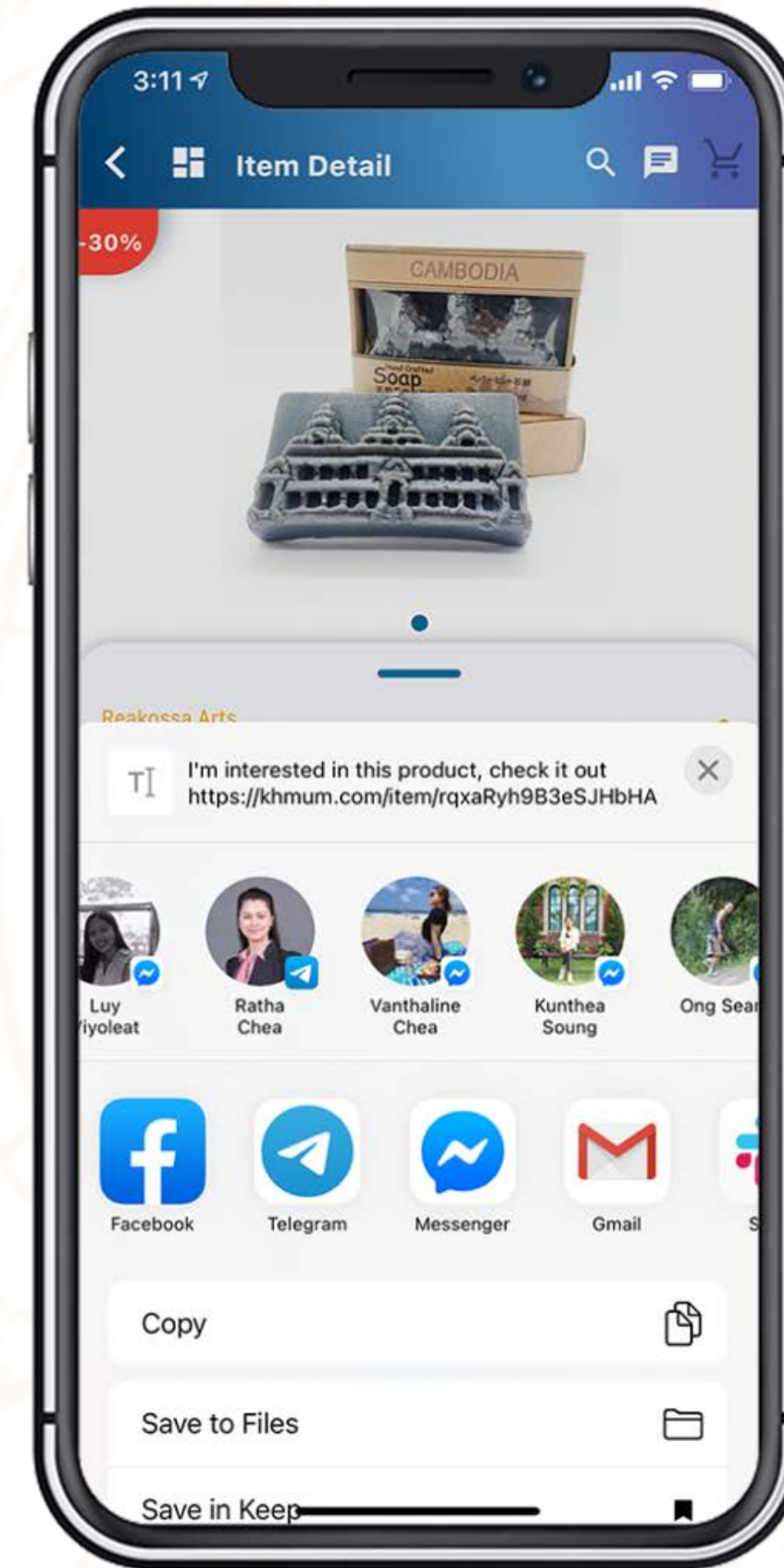
Highlight



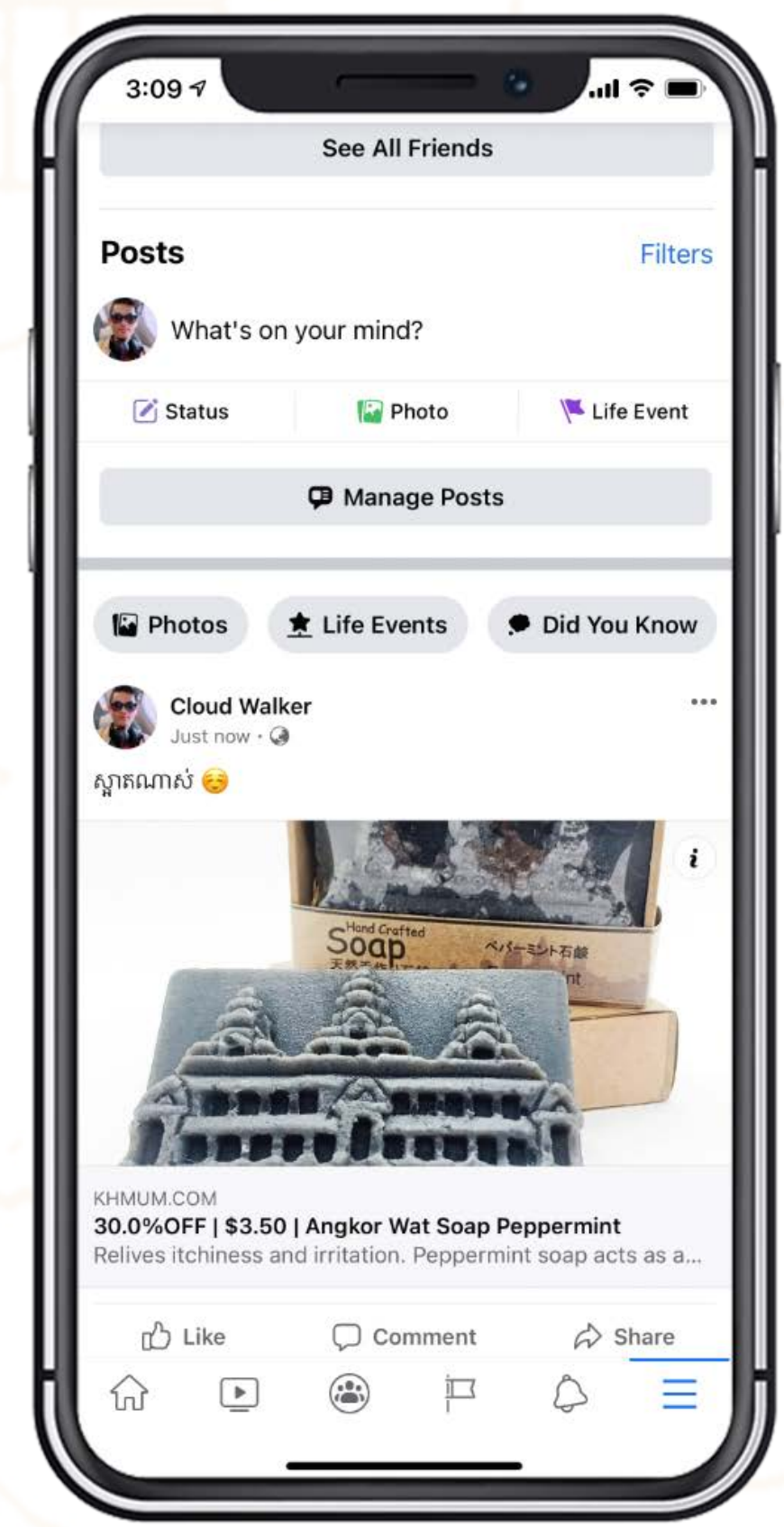
HOMESCREEN



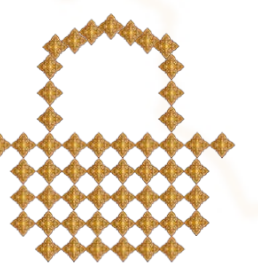
FEATURING PRODUCTS



QUICK-SHARE



ANY PLATFORM



Vendor

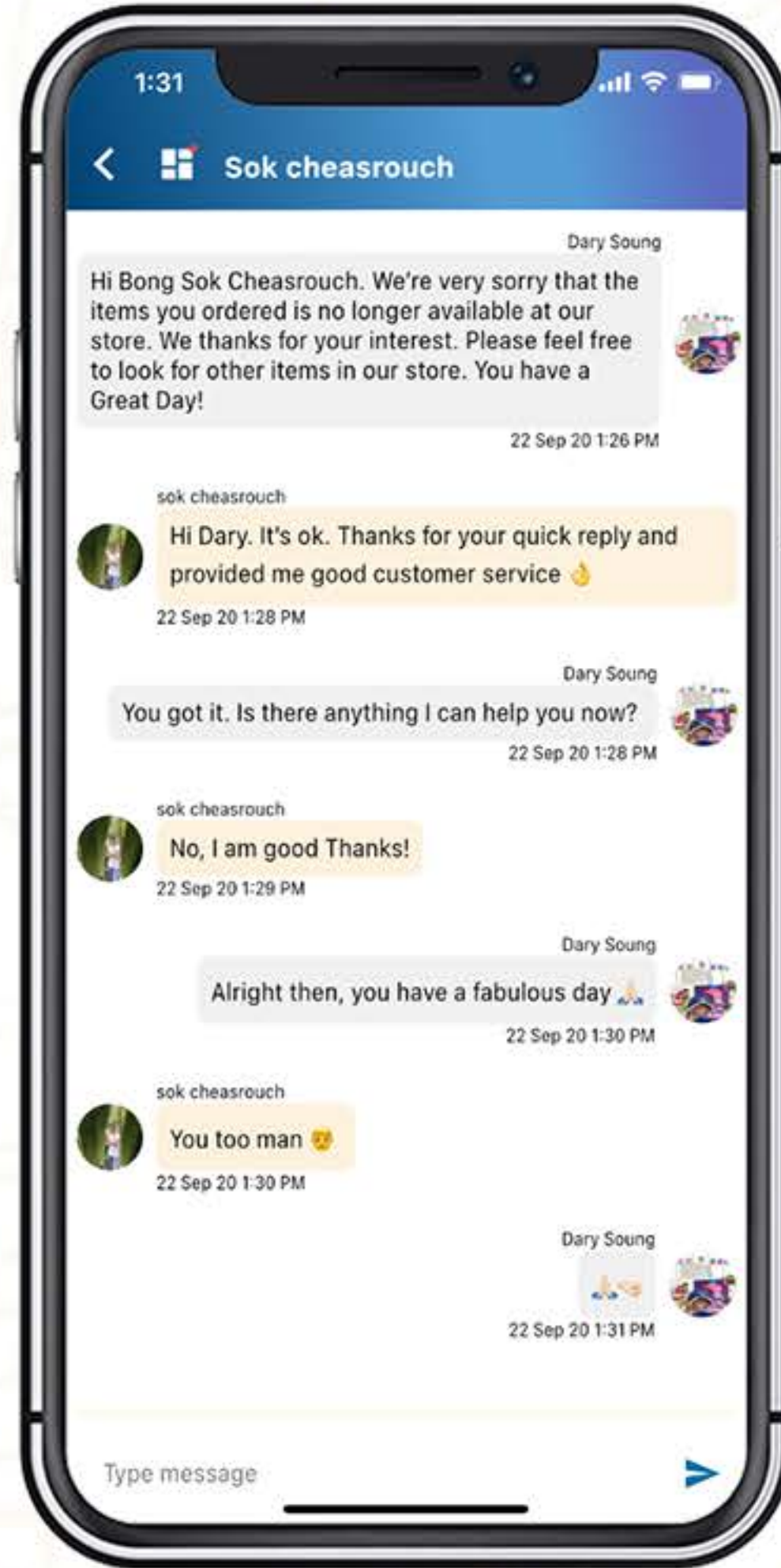
Features



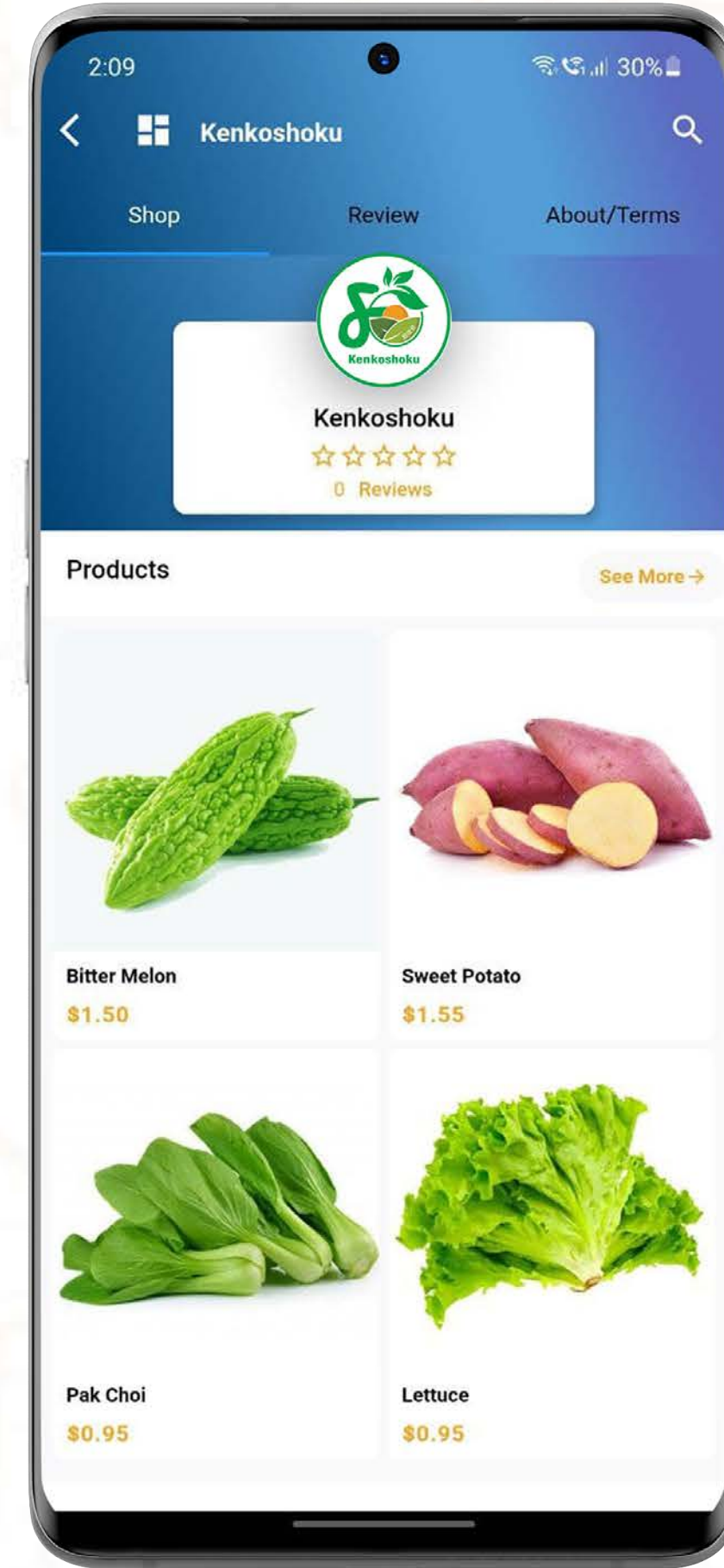
UPC SCANNER



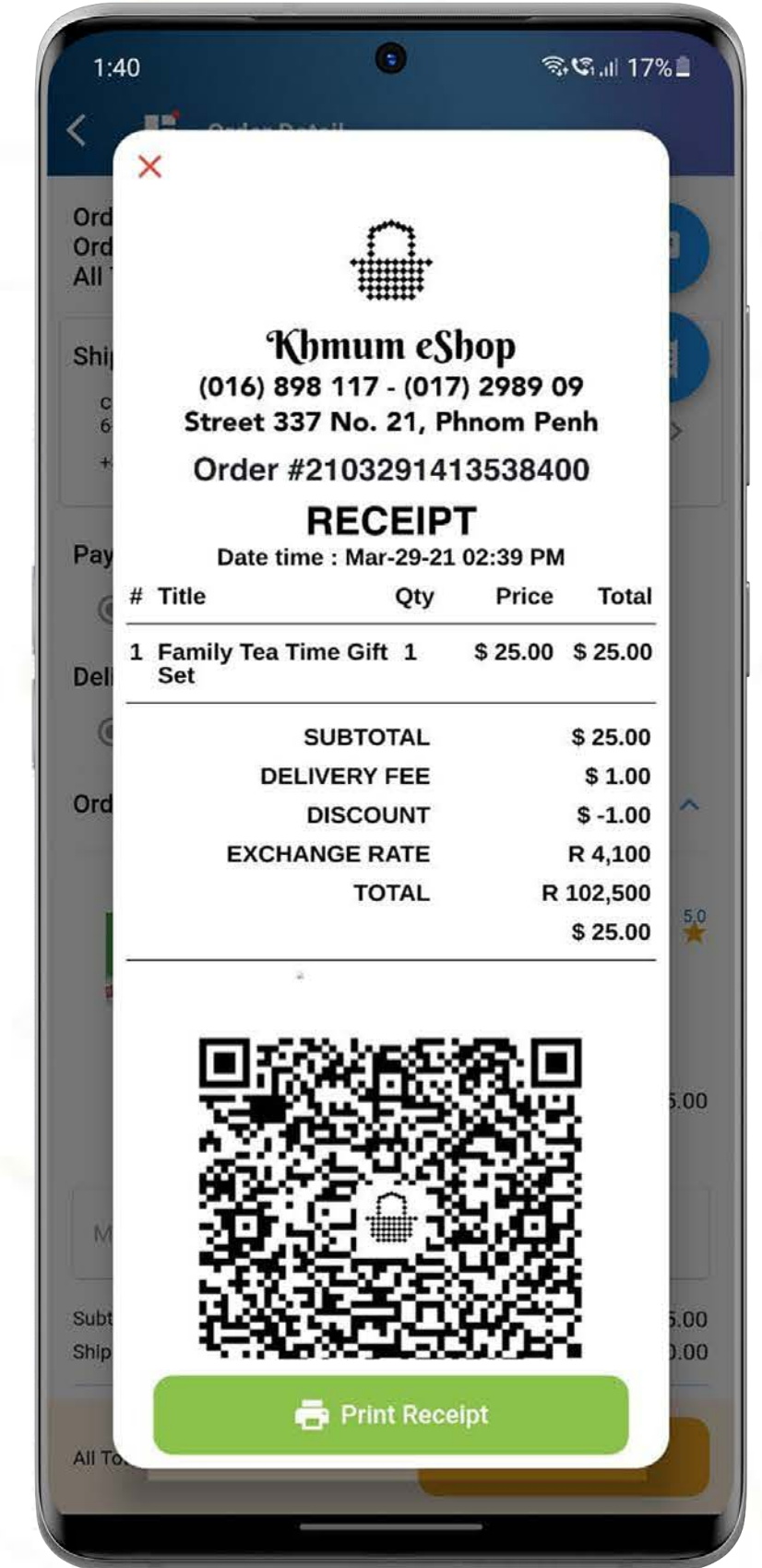
IMAGE SEARCH



INSTANT CHAT

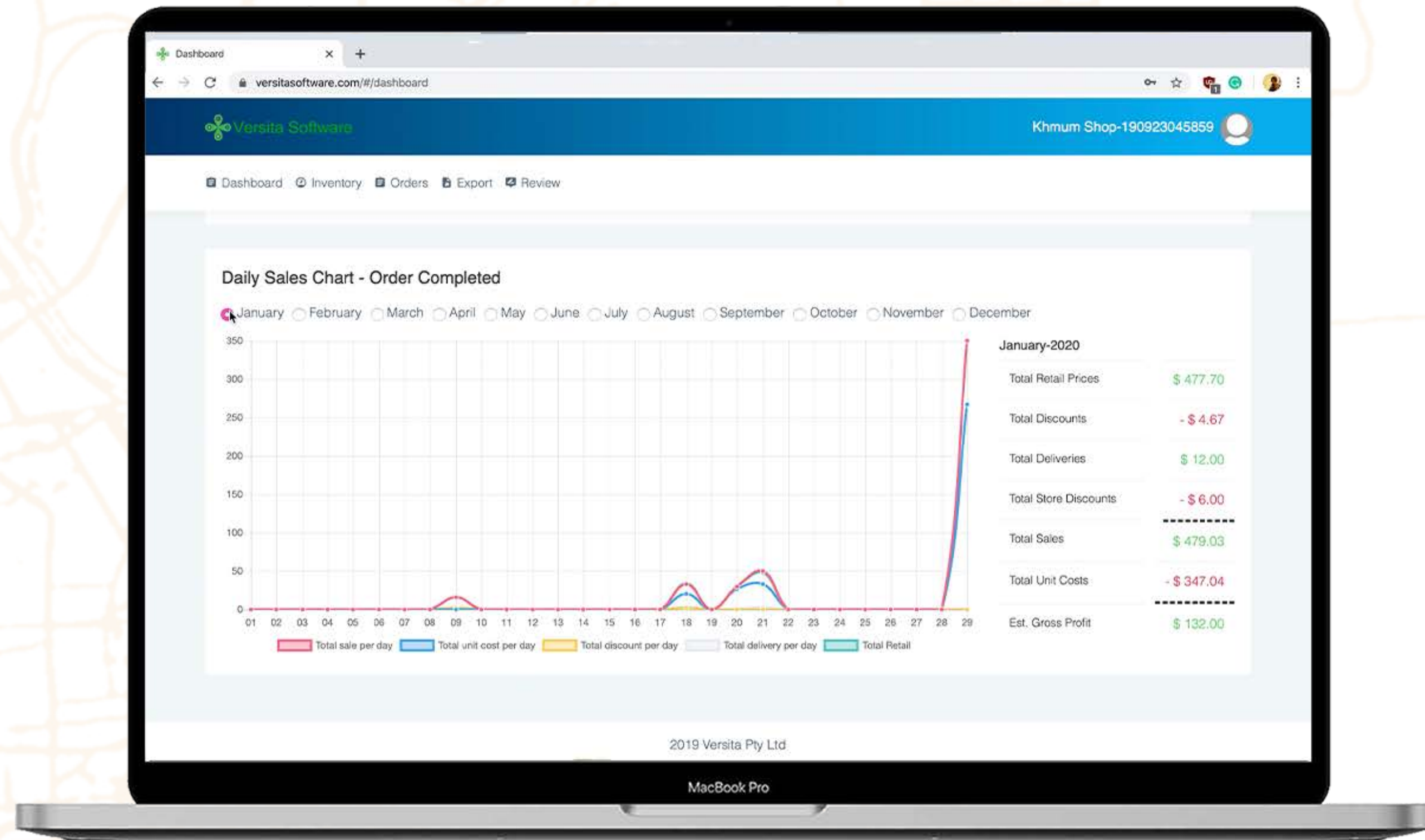


SALES DASHBOARD

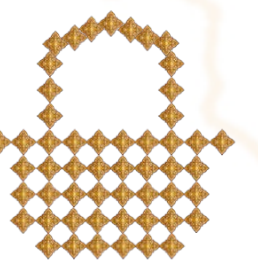


Print Receipt

Financial Literacy

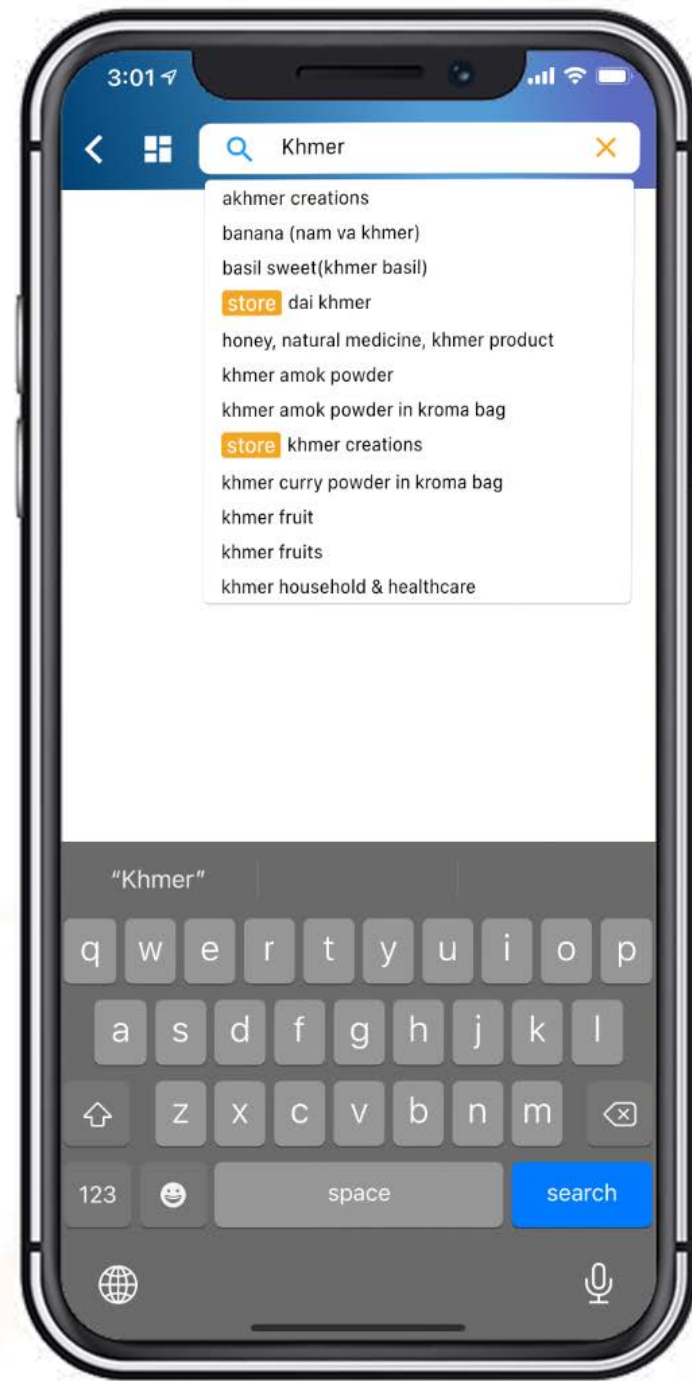


SALES ANALYSIS

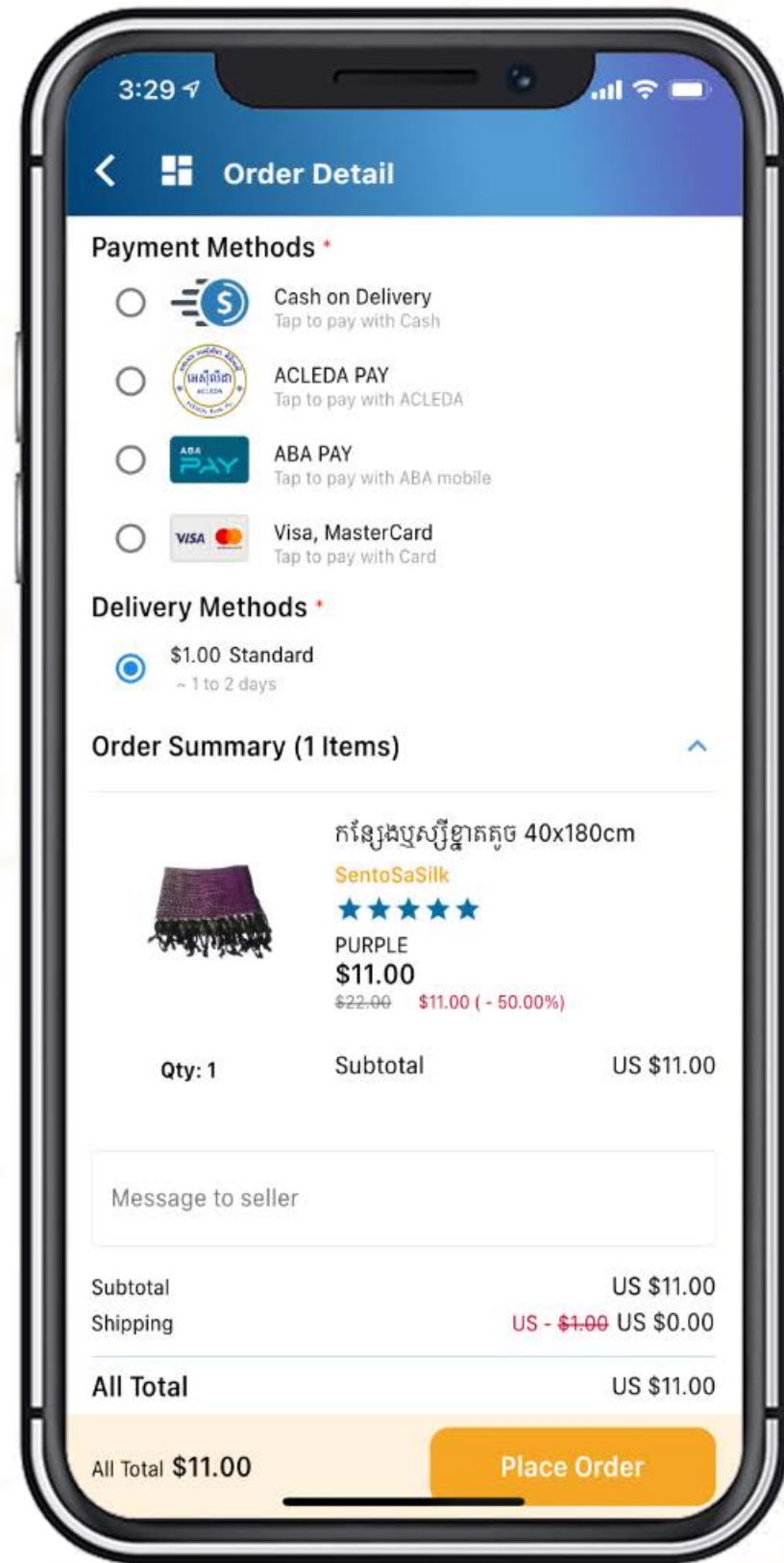


Customer

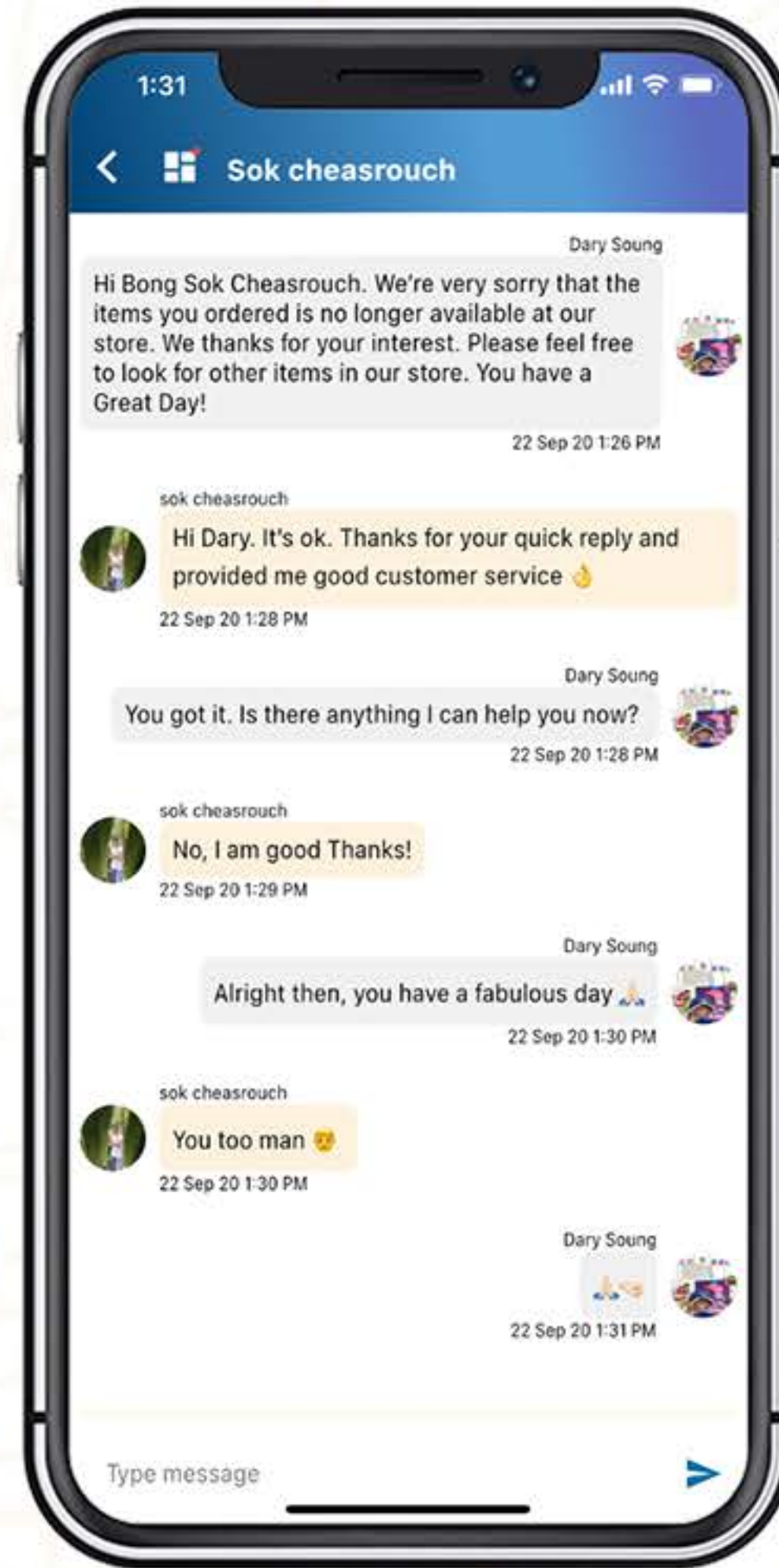
Features



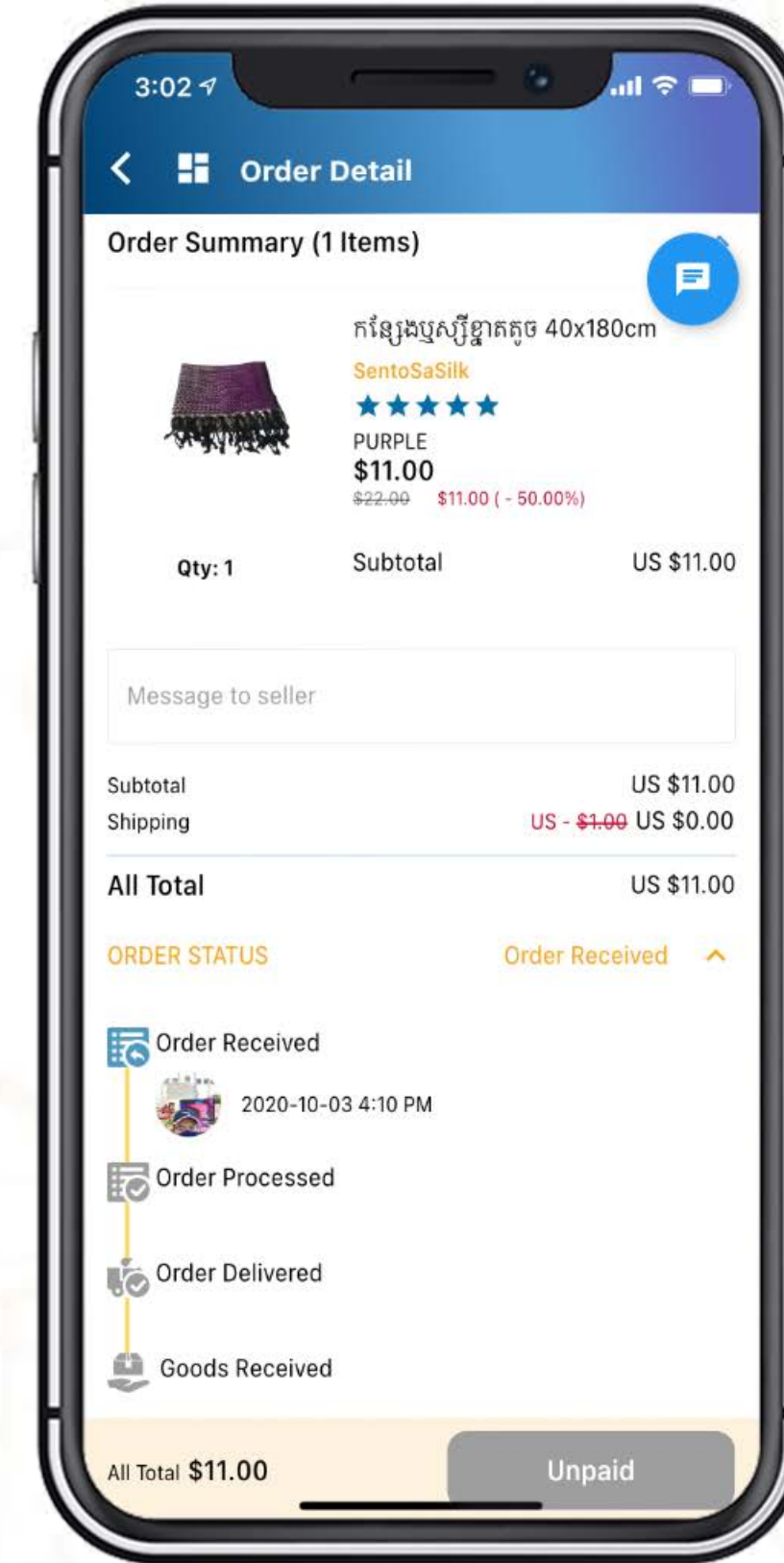
QUICK-SEARCH



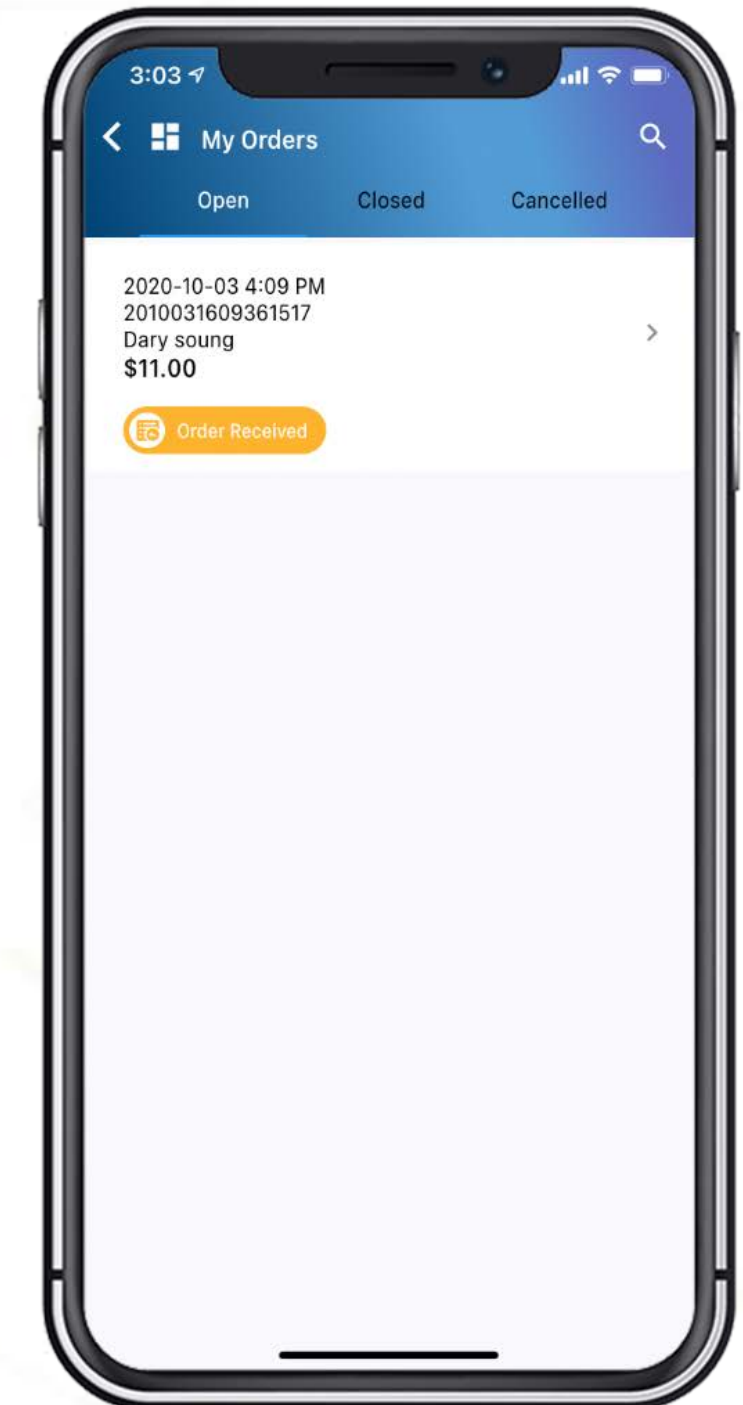
CASH OR CARD



INSTANT CHAT



ORDER TRACKING



ORDER HISTORY

Optional

Marketing Plan

Product Photography



Product Artwork Design

Product Video Review



Miracle Water Saves The Day
(Miracle Water ជួយសង្គ្រោះខ្ញុំក្នុងគ្រា...)

Send Message

54,222
People Reached

1,488
Engagements

Boost Unavailable

15%
OFF

សេវាផលិតផល
ត្រីប៊ូស្ទើ

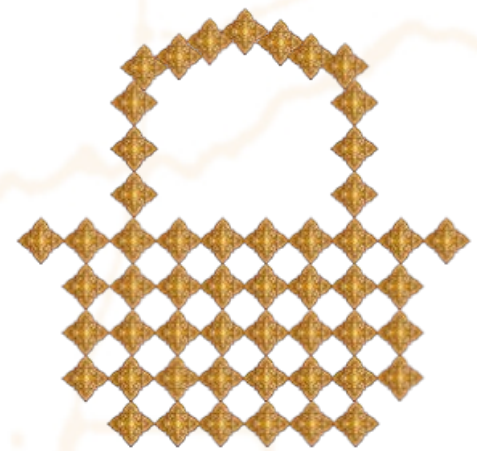
- កែវទឹក
- សបទឹក
- ចង្កៀង
- ទំពាំងប្លាស្ទិក
- ចាស
- តុបតែងនិងសម្លាប់





Thank You

Any Questions?



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<http://bit.ly/CPSAsurvey>





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ទាក់ទងមកពួកយើង៖

**CPSA- Cambodia Partnership for
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