



**PROBAAN.COM**

LEAD GENERATION SOLUTION



## FACEBOOK LEAD GENERATION

การตลาดออนไลน์สำหรับ  
โครงการหมู่บ้านจัดสรร



## INCREASING SALES SPEED

เน้นเข้าถึงลูกค้าตรงกลุ่ม  
เพิ่มลูกค้าเข้าชมโครงการ





# MARKETING & CRM AUTOMATION

เชื่อมต่อระบบการตลาด  
**Social Media,**  
**Website & Email**



## IMPROVING ALL PERFORMANCE

วัดผลงานการทำงานได้ชัดเจน  
ปรับปรุงแคมเปญจาก  
**BIG DATA ANALYSIS**



# HOW TO RUN A SUCCESSFUL MARKETING CAMPAIGN



1. Know how your marketing campaign fits into your marketing plan.
2. Set your marketing campaign's objective and parameters.
3. Determine how you will measure success.
4. Set your marketing campaign budget.
5. Choose your marketing strategies to communicate with the customers.
6. Create a timeline and action plan.



# MARKETING CAMPAIGN PREPARATION

## MEDIA & CONTEXT REQUIREMENT

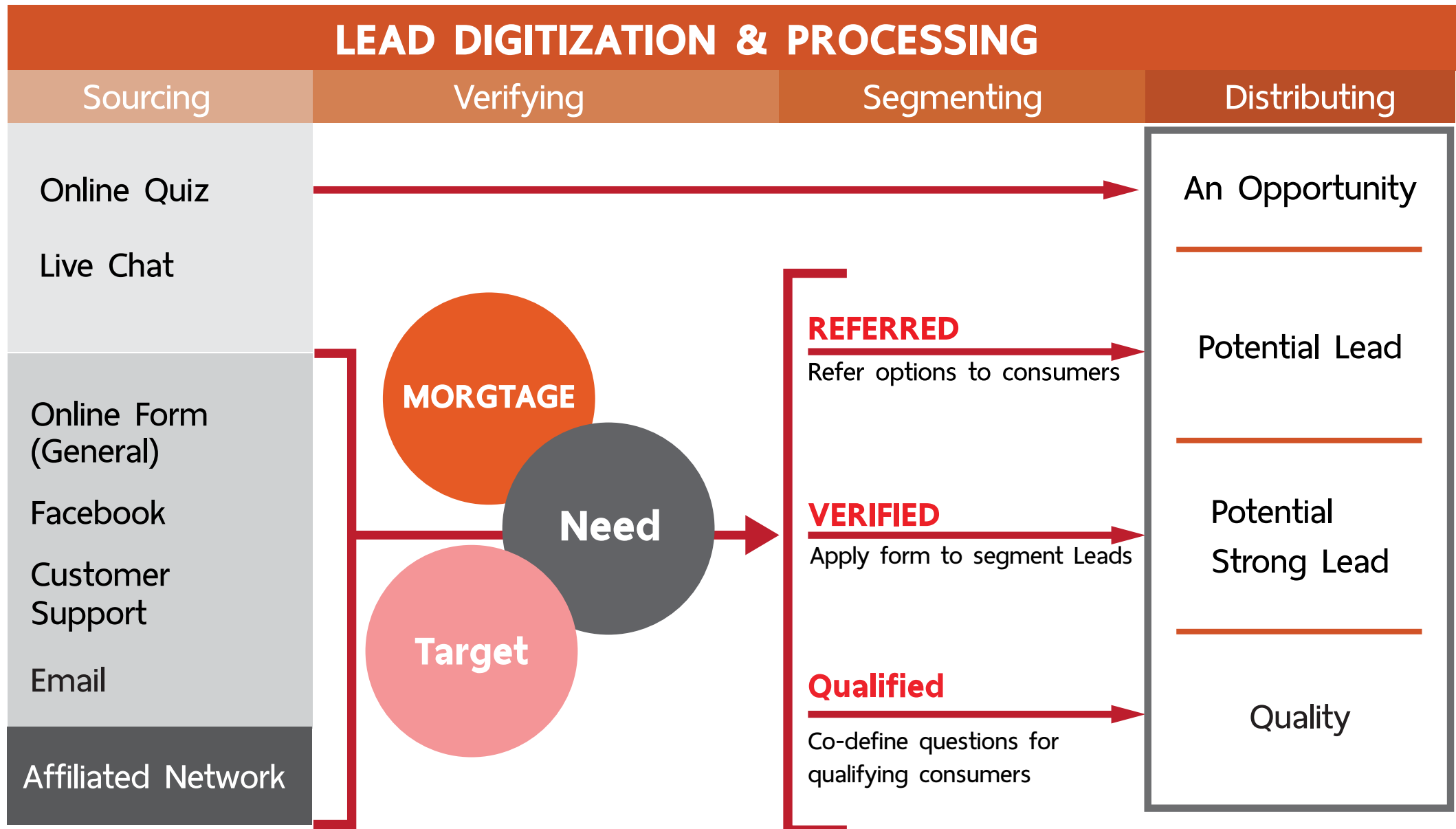
1. Picture, video, 360 video, walk into or animation.
2. Campaign that winning the competition.
3. Product or company information.
4. Guideline of benefit or unique selling point.
5. Pain point of customer.

Extra require for design process : Logo, CI ,  
Photo or video Stock.

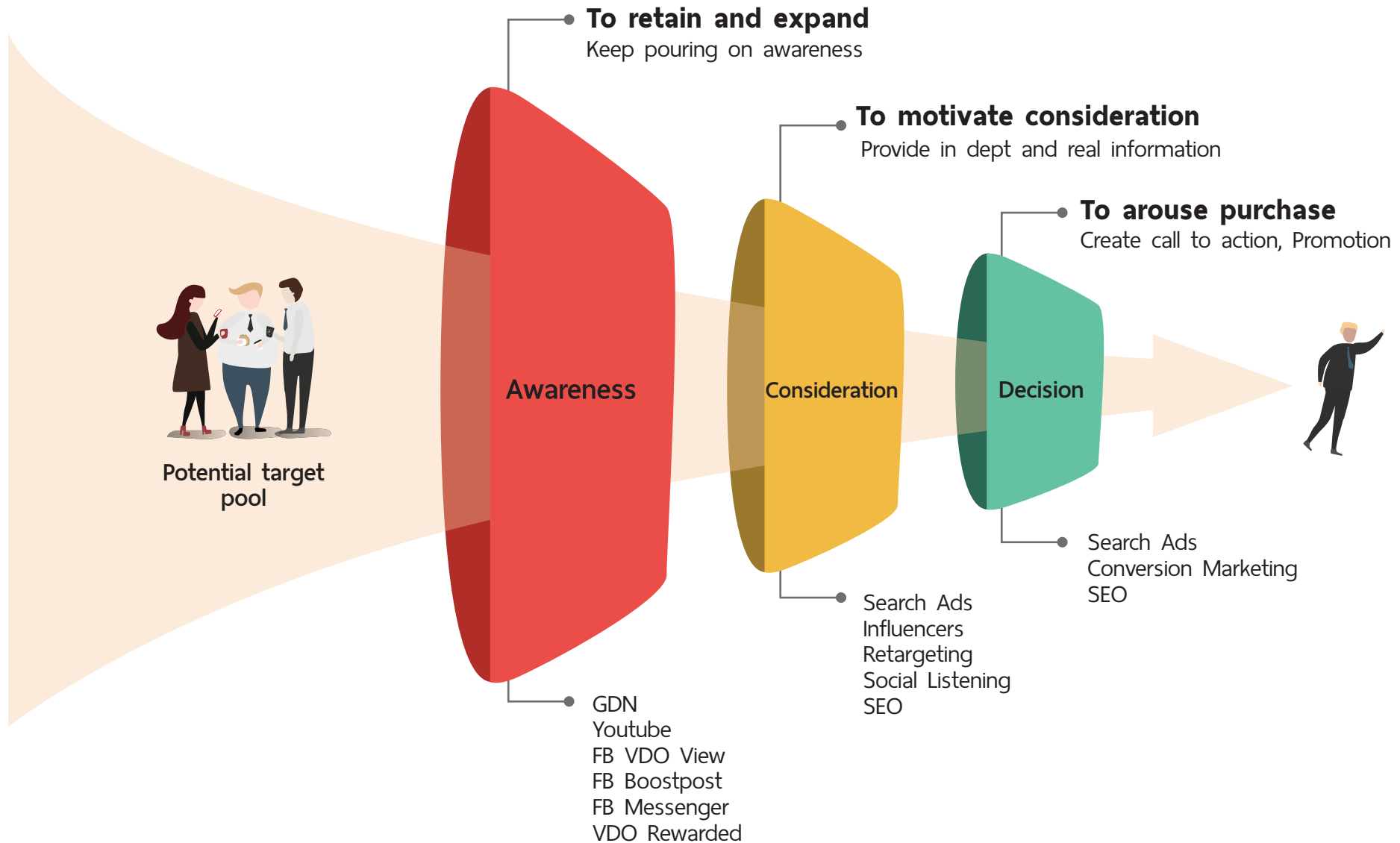


# MARKET PLACE PHILOSOPHY : CONSUMER INSIGHTS

Probaan invented the Buyer Lead Scoring (BLS) system to provide Thai consumers' insight.



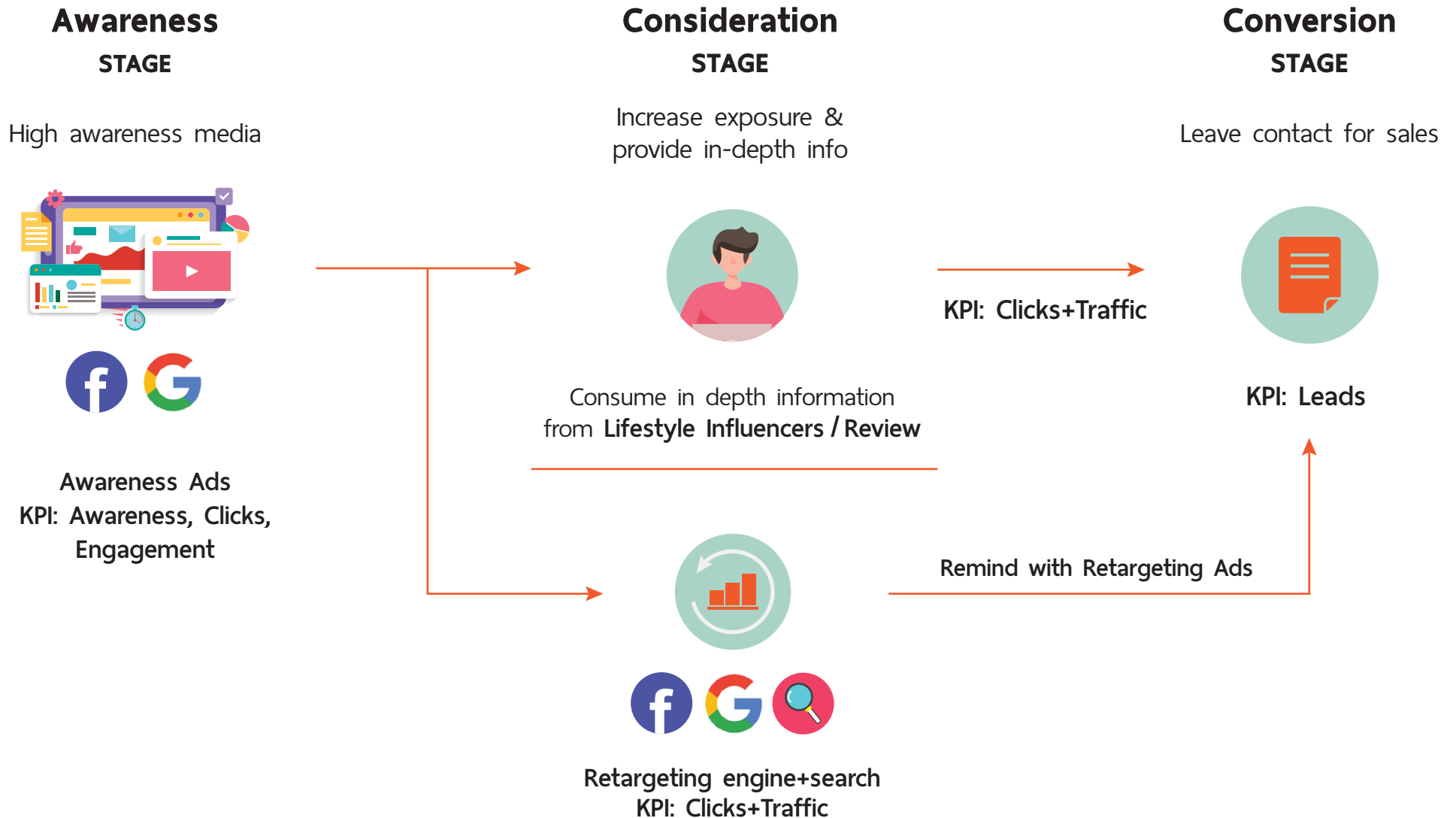
# THE MARKETING FUNNEL



Media Platform

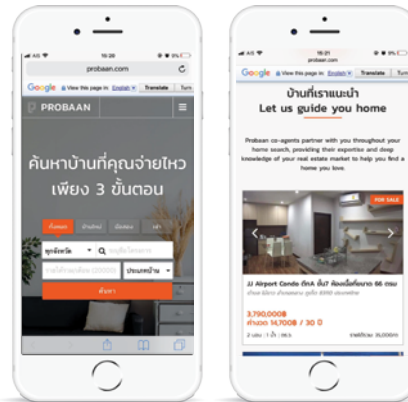
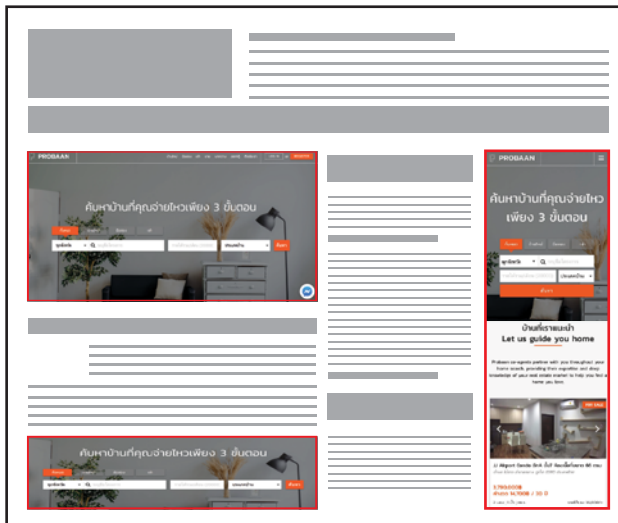


# CUSTOMER JOURNEY AND MEDIA CONSUMPTION



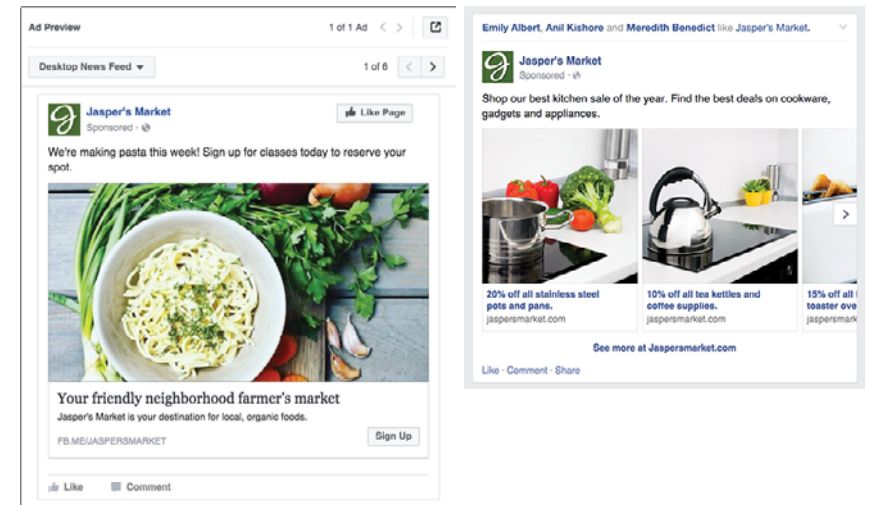
# Media Usage

## Google Display Network (GDN)



Google display network (GDN)-Display your Banners on various websites in Google inventory, earning enormous impressions from your target group for both HTML5 and VDO file

## Facebook Ads



Reach your target audience on facebook with single or carousel banner ads, allowing them to land on any page of Your sites. Facebook VDO view-create VDO campaign on Facebook to connect moment shared by targeted audiences.

# Media Usage : Remarketing Ads

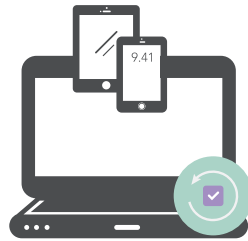
## STAGE 1



Search and click on ads to landing page

Google search Ads (SEM)

## STAGE 2



On our site we remember who already visited

Retargeted Landing Page

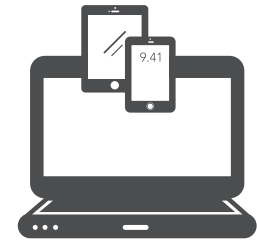
## STAGE 3



Show VDO/banner ads for those who visited site

Retarget Ads FB&GDN&YouTube

## STAGE 4



Then they can visit again with higher potential

Click on Ads to Landing page

### Remarketing

Remind and reach potential customers who have already visited your sites, yet haven't had immediate actions or on making decision process

# CONNECT TO THE RIGHT LEADS AT THE RIGHT TIME

Whether they're searching for shoes or a house, consumers want what they want-now.

Our technology empowers you to meet home shoppers' on-demand expectations by connecting them to you live in less than 90 seconds.



## A Shopper Reaches Out

A home shopper makes an inquiry through probaan while viewing a listing.



## We Verify The Lead

We contact the home shopper to confirm they are ready to speak with an agent.



## You Connect Live

We call you and introduce you to your new connection-answer when it works for you.

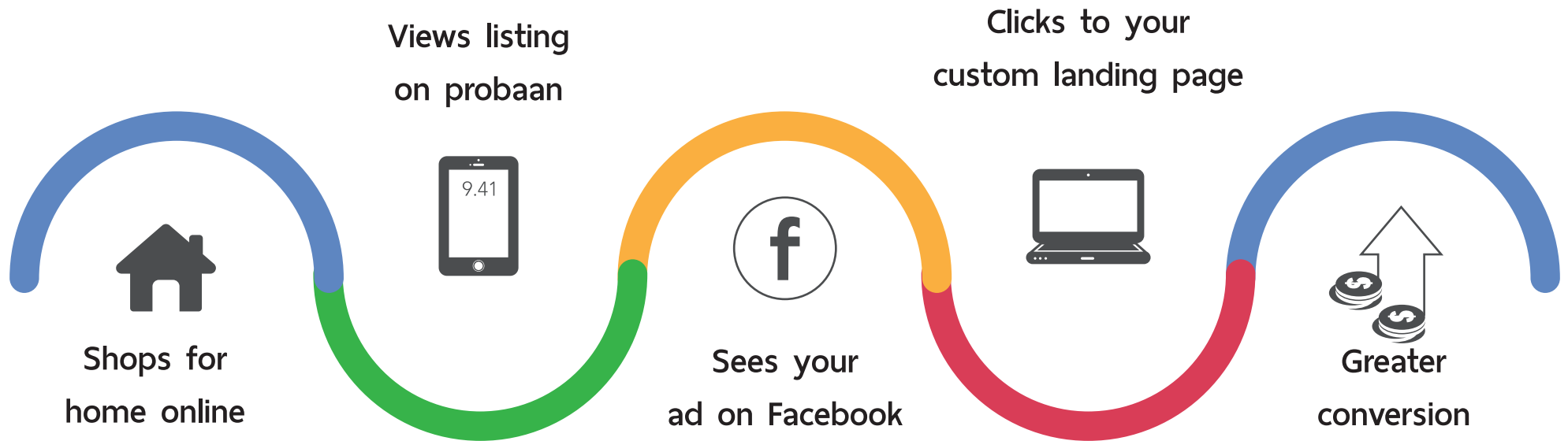


## Convert & Close More Deals

Strengthen your new client relationship, and track the homes they view and more with our tools.

# Extend your reach with precision targeting

Our proprietary technology allows you to stay top of mind with Probaan's audience of active home shoppers by targeting them with your ads on Facebook.



# LEADERSHIP TEAM

We're a passionate team of engineers, real-estate professionals and business people making it easier to find a great place to live with happiness.



Naris Sittipuprasert (TONY)  
CEO



Pithat Bunrasatakul (Elb)  
CDO & CMO



Natthapol Phoonthong (Champ)  
CFO chief financial officer



Ananyot Chaywiriyaikul (Max)  
CTO Chief technology Officer



Thee Aungsungnen (Thee)  
Technology Specialist



Thansaya Kuntanatanachot (Miki)  
Digital Content & Art Director



Thunyaphat Worachotrattana Wong (Am)  
Sales Co-ordinator



Kusumarn Sittipuprasert (Kib)  
CO-Agent



## CONTACT



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