



# Ensure

COMMUNICATION CO.,LTD.

Marketing technology company

# Do you know how much content is **brand posted** per day?

How do you keep content in mind?

How do you know if your content is reaching your customers?

## “Internet population”

There is 500 million conversations captured every day

There is 3 billion profiles across all digital channels

There is 21 million brand messages published every month

There is 18 million customer cases captured every month

How do you know your Content is reaching your target audience?





# Company introduction

## Vision & Mission

To be one of the most effective communication agency in Thailand.

We're proud to be a strategic partner in communication. Our works aim to strengthen clients' brand and achieve their business ambitions.

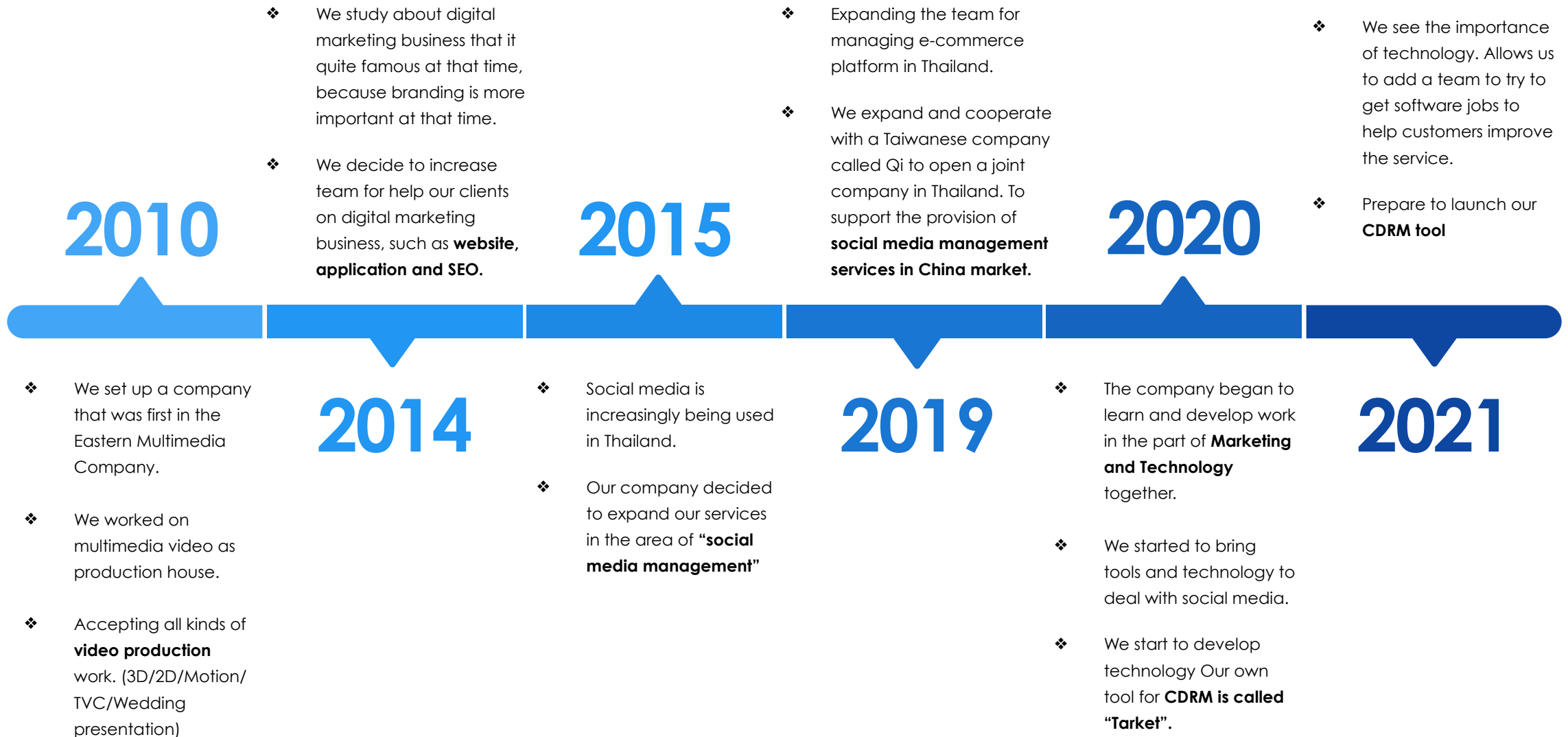
## Strategic Communication Planning

Consulting and development services for strategic communication planning. That was thought up to address the brand marketing and communications business. Including helping the brand to overcome challenges. We provide strategic planning services at all levels and all dimensions of the brand.



# Ensure communication Co.,Ltd.

## Company History (Timeline)





# Company Facts

Overview our portfolio

300

CONTENT PRODUCTION

5000

CONTENT DESIGN

100

WEBSITE & SOFTWARE DESIGN

200

PRESENTATION & STRATEGY PLANNING

### RESULT DRIVEN

Result driven is the way we think to meet the customer really. Whether it is sales awareness or whatsoever.

### FULL SERVICE

Full service is from start to finish strategic planning, creative, production ,graphic design and even copy writer on article.

### 10 YEARS OF EXPERIENCE

Over 10 year for experience, Our team are ready to help our consumer to fix any problem in any case.

### SOLID TEAM MANAGEMENT

We are all a good team management Each people have their own potential that can interact with client.





# Our Services

Digital Integrated Marketing

## 01

### Strategy Planning

We provide strategic planning services at all levels and all dimensions of the brand. From corporate communication strategy, brand communication strategy, Communication strategy. Content Strategy, Advertising and Public Relations, and Content Creation Strategies in both offline and online media.

## 02

### Social Media Management

We create brands designed for customers using social media tools (Social Media) as well as activities. The video content Activity will be released in order to have the same direction. According to customer requirements To contribute to the brand's unique style in the same direction.

## 03

### Social Media Solution

Our team create and provide database management. We understanding of big data that we acquired to maximize the performance.

## 04

### Website and Software development

Our team develop websites on WordPress, Magenta, Shopify or developing by code which depend on customer needs. We creating data-driven user experiences which memorable and engaging.

## 05

### Content production

We create text ,caption ,graphic design and all element for support media in online and offline.

## 06

### Influencer Marketing & Management

We optimize creatives ads and influencer for the best campaign performance

## 07

### E-commerce Strategy and solutions

Our team provide e-commerce solutions which operates an end-to-end business model including commercial strategy, inventory procurement, fulfillment, importation, merchandising, customer service

## 08

### Personal branding Marketing

Personal branding It means presenting your image to others. through marketing methods such as storytelling Your identity or brand comes from your skills, experience, and personality, or from the way you speak, practices, and ideas that set you apart from others.

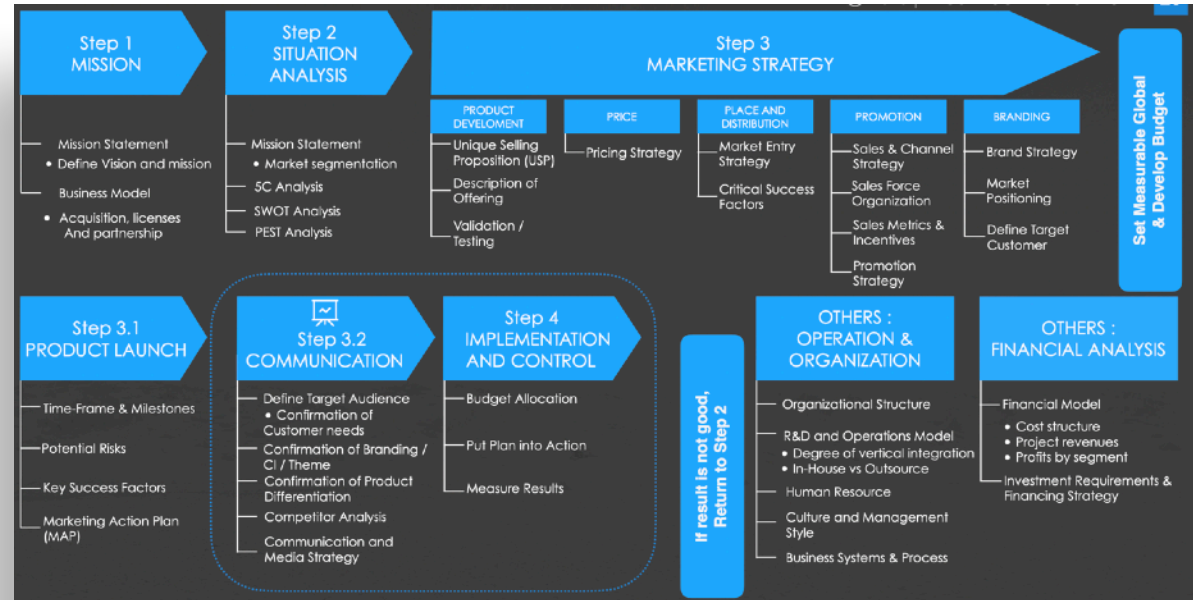


# 01 STRATEGY PLANNING

Consulting and development services for strategic communication planning.



- Who is your target audience?
- What is a key message to communication with audience?
- Which channel can reach target audience and how to?
- Why we have to action this way, to reach some goals?



Business plan structure

# STRATEGY COMMUNICATION PLANNING

We provide strategic planning services at all levels and all dimensions of the brand. From corporate communication strategy, brand communication strategy, communication strategy. Communication Strategy, Advertising and Public Relations, and Content Creation Strategies in both offline and online media. Strategy) to provide a means of communication. And apply it to maximum efficiency. Respond to business and customer marketing.

## BRAND COMMUNICATION STRATEGY

How to communicate to consumer, because communication always happens when the consumer meets the brand.

## COMMUNICATION PLAN

A communication plan is a document that details when you are trying to achieve, who to target with your communications, when you will reach out to them, what message you will aim to get across and how you are going to distribute that message.

## CONTENT STRATEGY

Content Strategy is planning for right content to the right user at the right time through strategic planning of content creation, delivery, and governance.



### STRATEGIC COMMUNICATION PLANNING



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# 02 SOCIAL MEDIA MANAGEMENT



We create brands designed for customers using social media tools (Social Media) as well as activities. The video content Activity will be released in order to have the same direction. According to customer requirements To contribute to the brand's unique style in the same direction.

- Build your brand
- Connect with customers
- Promote products & services
- Convert visitors to customers



Social connection



# ENSURE PROCESS

## Social management process



### IDEA PLANNING

#### Brief + Content strategy

For first meet ,It's the way that we try to sharing online solution to fix a problem of our consumer. By the way to communicate to other people with our brief paper. After we got a information from our client. We will know the way to make a content if consumer already have their own strategy. But if consumer don't know the solution. Our team will suggest by create a content strategy desk .



### DESIGN

#### Concept design + Content calendar

Design is very important for communication. If client want us to work or represent the same direction, Design will be an answer for it.  
Content calendar is also important for consumer to prove the content before we communicate to social or sharing.



### CONCLUSION AND RECOMMENDATION

#### Media recommendation + Statistical report

Media recommendation is a professional desk to offer or consumer by our company suggest to do for better way to attach or reach more people.  
Statistical report is a desk for make conclusion from what we communicate to people ,which include Engagement rate, Positive/Negative ratio ,Most liked/ Least liked ,Organic/Paid reach

# 03 SOCIAL MEDIA SOLUTION

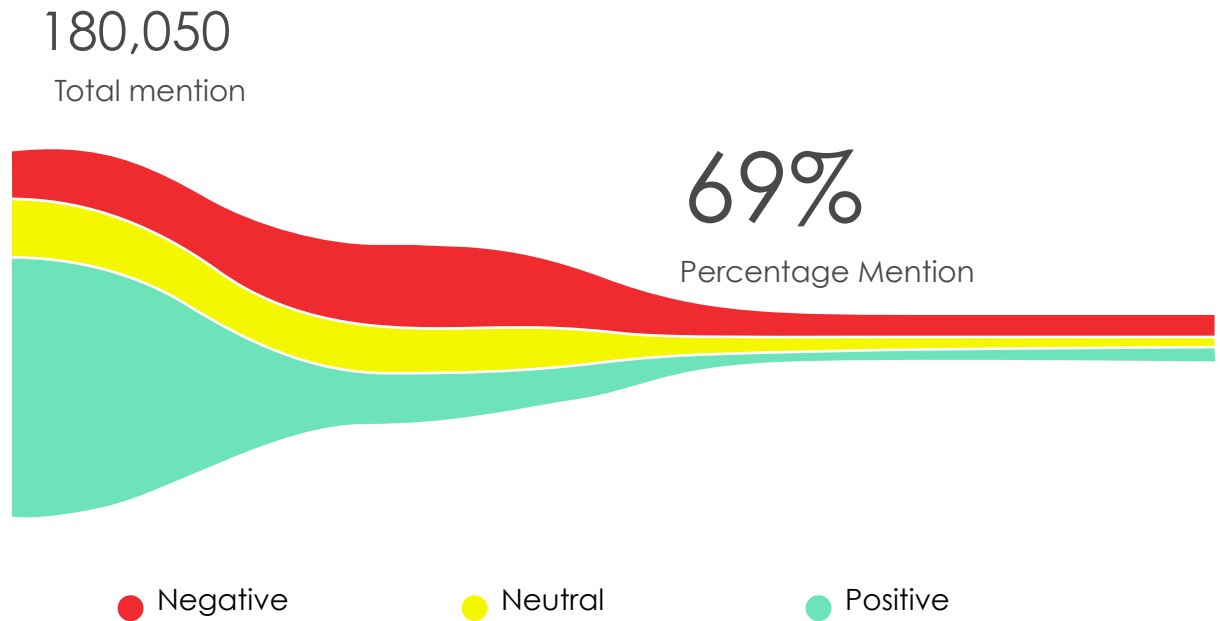
## Social media conversation

Social media monitoring is **the process of listening out for social media conversations that are relevant to your brand.** Businesses engage in social media monitoring for several reasons, such as to connect with their customers, to provide customer support, to measure their social media reach, or to understand social media trends.



### 4 MAIN ADVANTAGE OF SOCIAL MONITORING

- Watch the movement of your brand
- Watch the movement of our competitors
- Watch consumer expectations of the product / service
- Watch the trend of people who talk to



# ENSURE Social Solution

LISTEN / ENGAGE / RESPOND

## Total Mentions & Engagements Conversation / Sentiment / Competitive / Competition



### Top Engagement

Like / Comment / Share

An example of a graph showing the daily dose of engagement.

Online Conversation Monitoring

1. Social Publishing and engagement
2. Social Admin
3. Social Listening and Monitoring
4. Social Ads

 Meltwater  
Social Solutions

 sprinklr

 Mandala  
THE CREATIVE DATA ENGINE

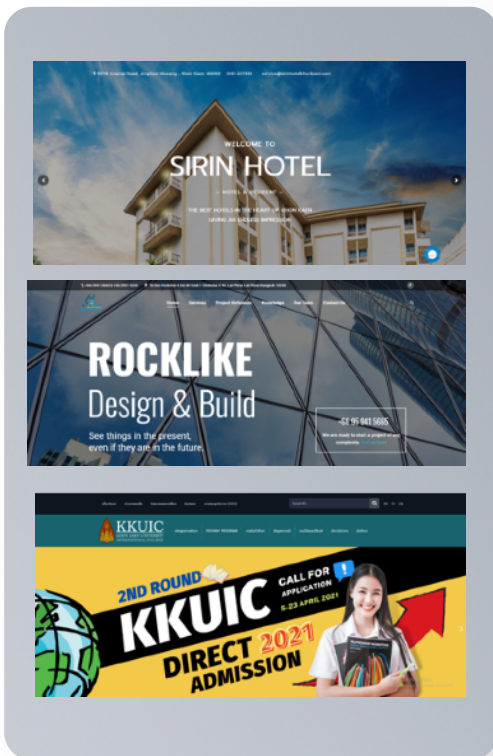
 TARKET  
[www.tarket.me](http://www.tarket.me)

Our tool partner

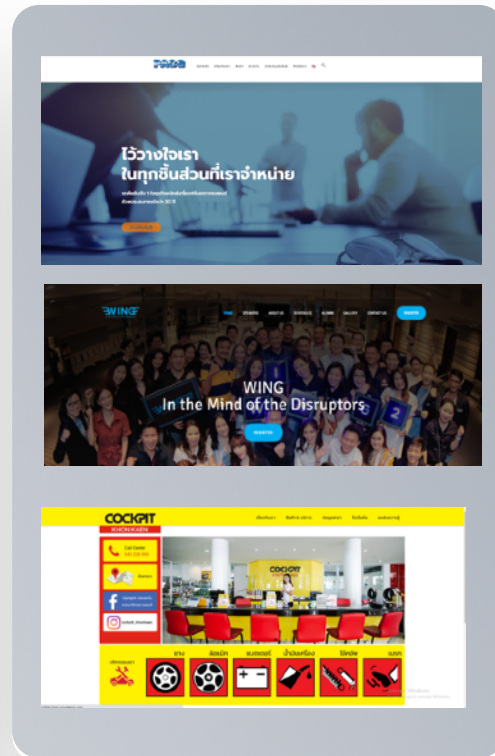
# 04 WEBSITE AND SOFTWARE DEVELOPMENT

Website / SEO / Application / E-mail marketing

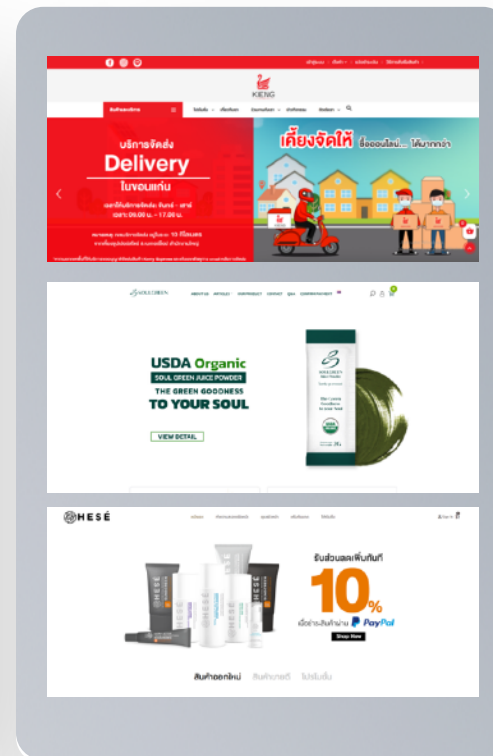
## Our portfolio



Informative website



Business website



E-commerce website

## WEBSITE

We redesigned the website by professional designers and staff. With the modern site standard, WordPress & WooCommerce is the most reliable and user-friendly in the world. We care about every detail. Take into account the quality and value that customers will receive.



# Software Development

ERP / CRM / SOFTWARE / APPLICATION



## ENTERPRISE / ERP / CRM SOFTWARE DEVELOPMENT

To enhance management and work flow of your company resource. Eliminate the repetitive tasks and increasing work performance.



## MOBILE APPLICATION DEVELOPMENT

One of the most effective ways to reach your target today, we can make your customers easy to get into your products and services on Android, iOS, and Windows smartphone.



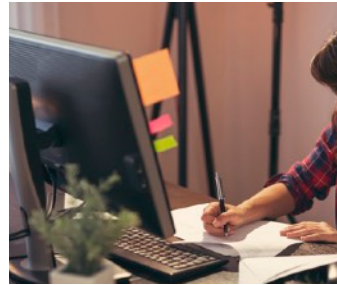
# 05 CONTENT PRODUCTION

The process of developing and creating visual or written assets, such as videos, eBooks, blog posts, white papers, or infographics, which our company create and design work based on your communication needs and objectives.

We create text ,caption ,graphic design and all element for support media in online and offline. Including video content



## 01. ARTICLE



Team Support by  
copywriter and copy  
editor

## 02. GRAPHIC



Graphic design and all  
element for support  
media in online and  
offline.

## 03. VIDEO CONTENT

Pre-production | Production | Post production



Which include video content  
such as 3D animation ,2D  
Animation, Spot Television  
commercial, TV programs,  
Short Film, Video presentation  
and advertising.





# 06 INFLUENCER MARKETING AND MANAGEMENT

Influencer Marketing is the process of identifying, researching, engaging and supporting the people who create the conversation impacting your brand, products or services.



Celebrity



KOL



Media



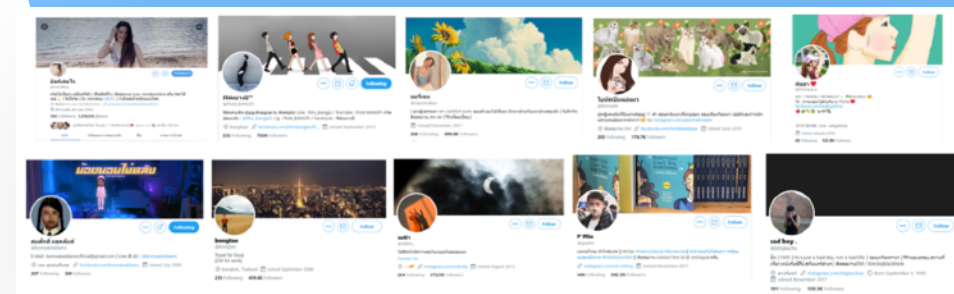
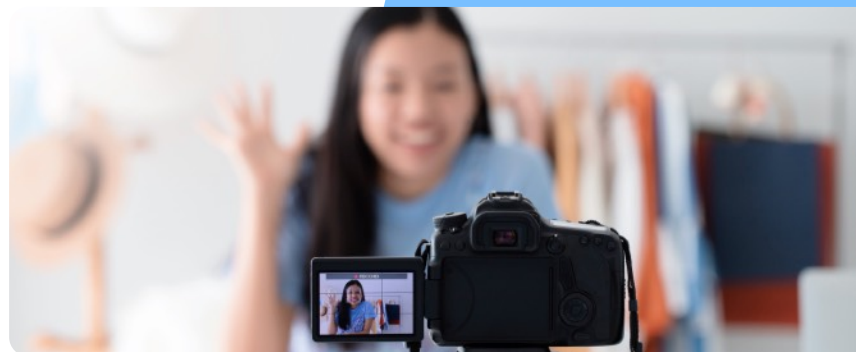
Macro influencer



Micro influencer



Nano influencer



Influencer and media partner





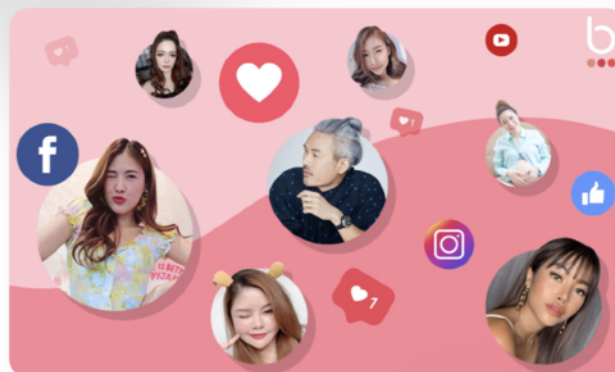
# INFLUENCER MANAGEMENT

## Process



### Analyze a product or service And target customers

How to analyze? Analyze what form our products or services are. What are our customers who really like? What is popular? Who follow?



### Choose the right influencer

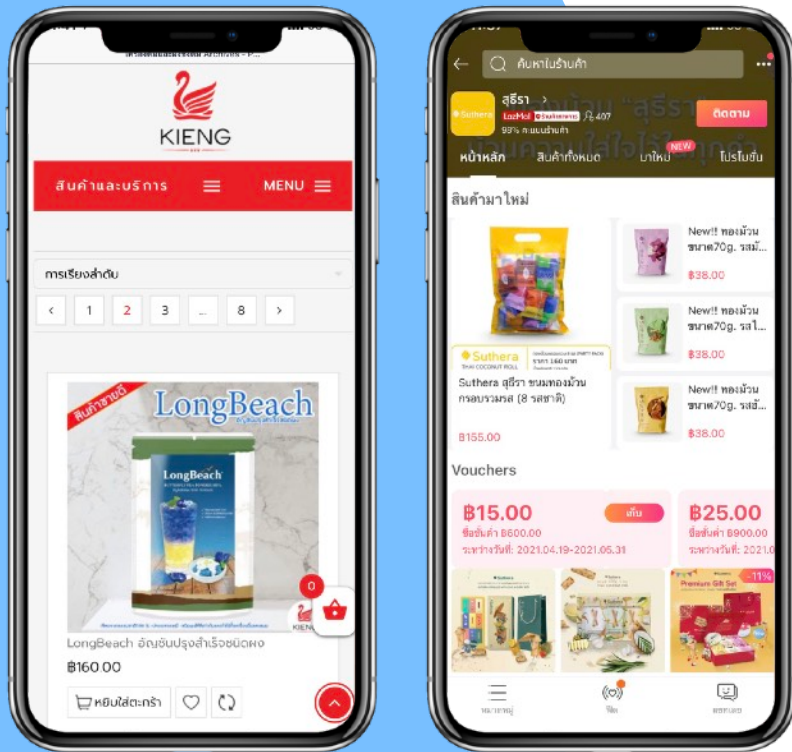
Choosing an influencer is not just anyone. Don't choose just because other people chose each other, or just that person has a lot of followers. Must see if the majority of the people following influencers are clients or can be our customers.



### Choose media that are suitable for products or services and suitable for influencers.

Let's say the Influencer we choose is a blogger that only installs video. Our video content can Use this blogger because if we use a slide Those following him may feel that this post is not the identity of this blogger. Feel like advertising, etc.

# 07 E-COMMERCE STRATEGY AND SOLUTION



## 01. Store management

- Shop monitoring (Lazada, Shopee)
- Shop and product visibility

## 02. Commercial Planning and Execution

- Annual Planning; Plan full-year
- Promotion planning base on monthly

## 03. Order and Inventory Management

- Monthly order report
- Inventory alignment and report

## 04. Content Management

- Shop-in-shop redesign
- Product template design
- SKU and content creation

## 05. Graphic Production

- Graphic Banner production
- Product packs hot and template artwork

## 06. Reporting

- Weekly Report
- Sale summary extracting from each platform
- Monthly Report

## CHANNEL MANAGEMENT



# 08 PERSONAL BRANDING MARKETING

## Personal Branding & Communication for Public Figures

Personal branding or creating a reputation for a person or creating an image for yourself, a brand is like building a strength.

The advantage of doing Personal Branding is that we will have Negotiation Power or higher bargaining power to get more money. or that no one can replace us because there is no one like us to talk or sell things like us

What are your strengths?



What is your goal?

Who you are?

What are you an expert on?

Who are they?



Experience in various industries and businesses of personalization



Social

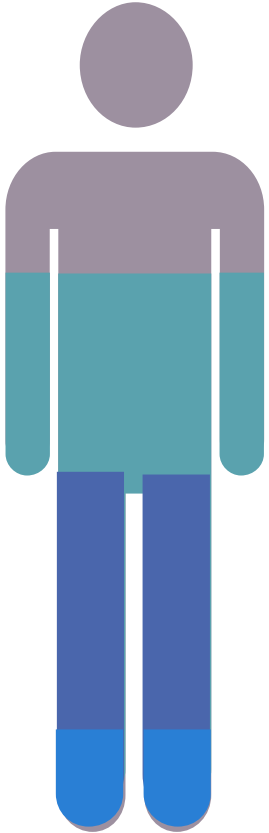
Event

Press

Partner



P  
E  
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# PERSONAL BRANDING

## WORK FLOW



**Personal Brand Communication**  
Internal&External Analysis



**Personal Brand Positioning**



**Content strategy**



**Production & Implementation**

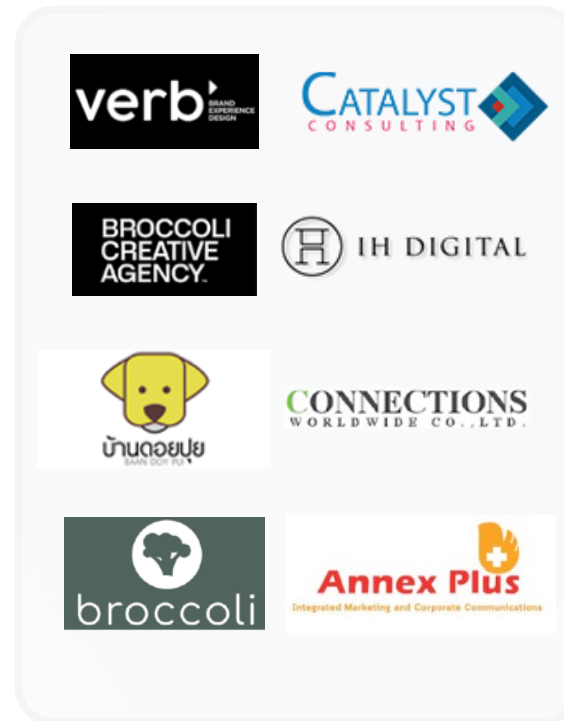
Promoting your identity that combines skills, expertise, experience and personality through storytelling in various forms That is different from others to come out interesting that Personal Branding will benefit both in doing your own business. or even working in different organizations

# Our Connection

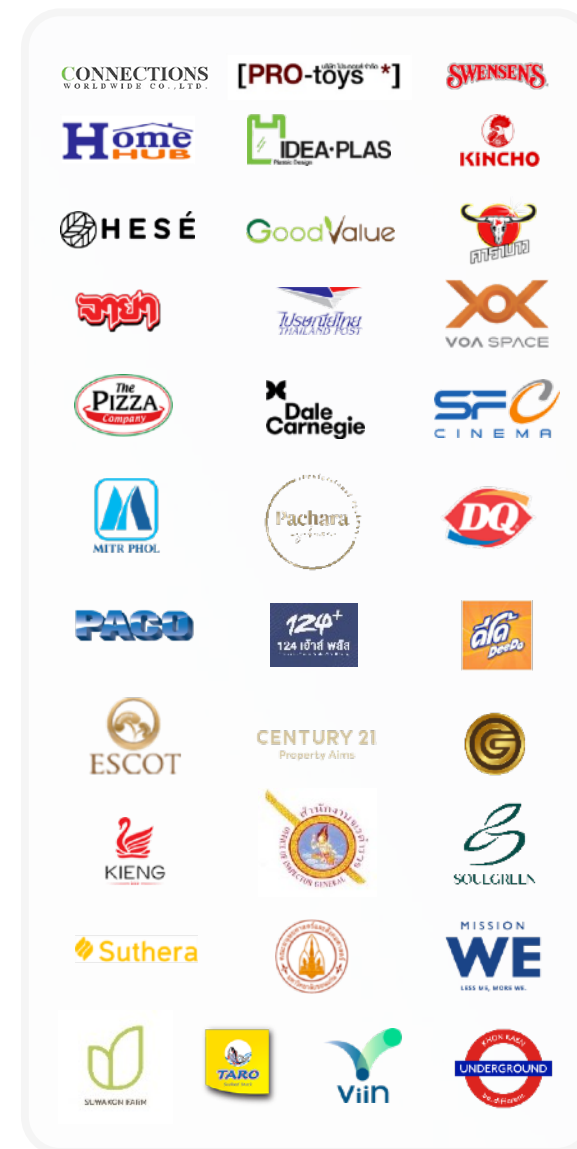
ENSURE



Platform  
Our social partner



Partners  
Our partners in business



Clients



# Contact Us

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