



OTOP
in
Social Network

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OTOP Thai Touch: มิตสัมผัสตราสินค้าไทย





- Weakness of OTOP Branding in Thailand
- Less of Product Story to make Value Added
- Integrated Marketing Communication: IMC
- Master of Communication Arts: UTCC

Event Activities







Workshop

Press conference

Event fair

Seminar

Fully with Combination

- When? Why? How?
- 7 Wonders Workshop
- Upcoming Calendar
- Anything to announcement
- Owner Generated Content



<http://otopthaitouch.blogspot.com>




- **MULTIPLY.COM**
 - Workshop
 - Press Conference
 - Seminar
 - Event Fair
 - Onsite Meeting
 - Behind the Scene

<http://otopthaitouch.multiply.com>

Photos Making Stories

**Following..
Updating..**

...Make Easy

<http://twitter.com/otopthaitouch>



Communicate it



Using Free Tools

- Free Newsletter
- Free Subscriber
- Free RSS
- Free Stat
- Free Multiply
- Free Blogs
- Free Twitter



StatCounter

Everything is free!



Free Media Publication



Search Marketing



Telling your Story on Social Network

Benefits



Thank you!