

MARKETING TRANSFORMATION



MAT



BULKONE

PATAI PADUNGTIN



CEO & Evangelist
BUILK ONE GROUP



Co-founder / Former President
Thailand Tech Startup Association



Startup In Residence
ANANDA DEVELOPMENT PLC



Commentator
The Unicorn (TV Show)



รางวัล DIGITAL STARTUP OF THE YEAR

DIGITAL THAILAND BIG BANG 2018

บริษัท บิลค์ วัน กรุ๊ป จำกัด



การเงินมีปัญหา

ใส่ชุดนักศึกษา มาซื้ออิฐมอญ
(เจ้าจู้ วัสดุก่อสร้างโทร 080 070 3514)
i-ju

บทสรุปความสำเร็จของ “เจ้าจู้ วัสดุก่อสร้าง”

- **คอนเทนต์**เป็นหัวใจสำคัญในการสร้างแคมเปญ คอนเทนต์มีความคิดสร้างสรรค์ และแปลกใหม่ เพราะยังไม่เคยมีในวงการก่อสร้าง
- มีการ**สร้างคาเร็กเตอร์**คนเดินเรื่องอย่างชัดเจน ทำให้คนจำภาพได้ง่าย
- **กำหนดไทม์บิง**ในการปล่อยคอนเทนต์ มีการปูทางด้วยคำคมทั่วไป และต่อด้วยการไทอินสินค้าวัสดุก่อสร้าง และเป็นการเฉลยที่มาของโปรเจกต์
- การไม่พยายามตั้งใจทำให้เป็นไวรัล แต่ปล่อยให้**ไวรัลโดยธรรมชาติ**
- การนำเจ้าจู้ออกจาก**โลกออนไลน์**ด้วยการพามาออกอีเวนต์ เพื่อสร้างกระแสบนโลกออฟไลน์ต่อ

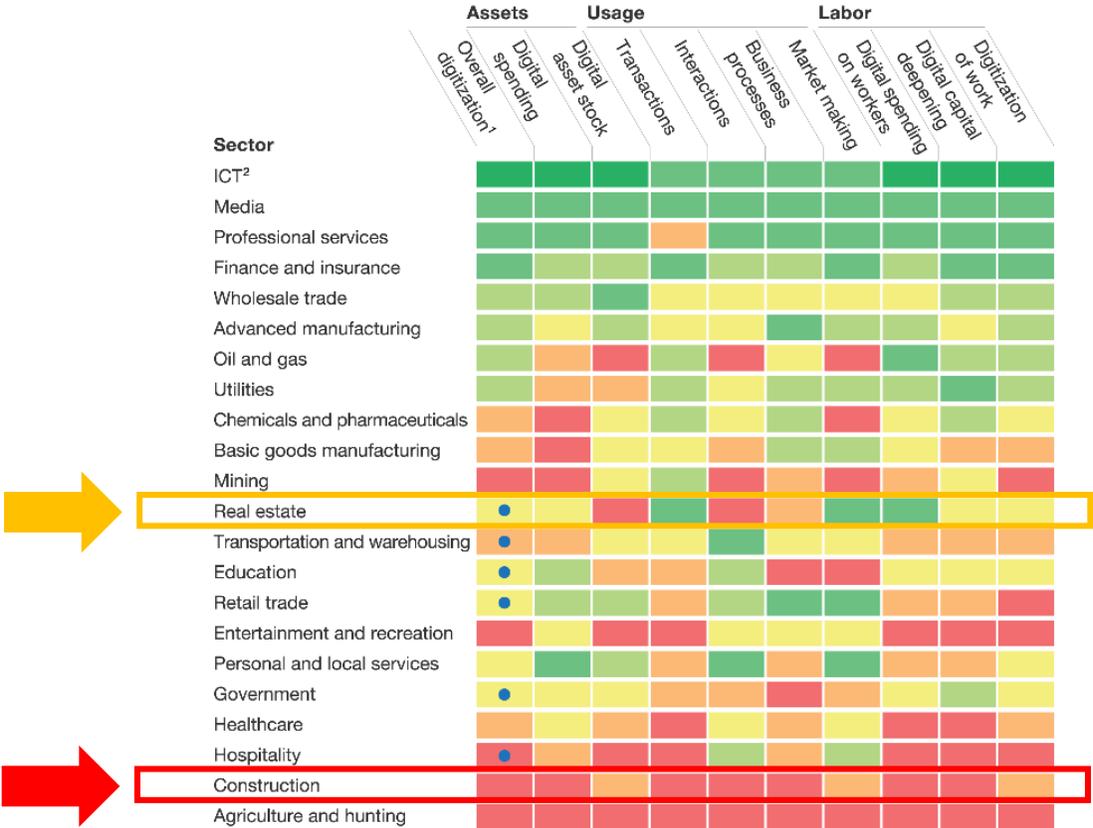
POSITIONING

The construction industry is among the least digitized.

- McKinsey&Company

McKinsey Global Institute industry digitization index; 2015 or latest available data

Relatively low digitization  Relatively high digitization
● Digital leaders within relatively undigitized sectors



¹Based on a set of metrics to assess digitization of assets (8 metrics), usage (11 metrics), and labor (8 metrics).

²Information and communications technology.

Source: AppBrain; Bluewolf; Computer Economics; eMarketer; Gartner; IDC Research; LiveChat; US Bureau of Economic Analysis; US Bureau of Labor Statistics; US Census Bureau; McKinsey Global Institute analysis



BUILKONE

Strategic Investors



Join 300,000+ CB Insights newsletter readers

Building Blocks: 100+ Startups Transforming The Construction Industry

July 11, 2017 [Construction Tech](#) [Market Map](#)

WHERE IS THIS DATA COMING FROM?
Start your free trial today

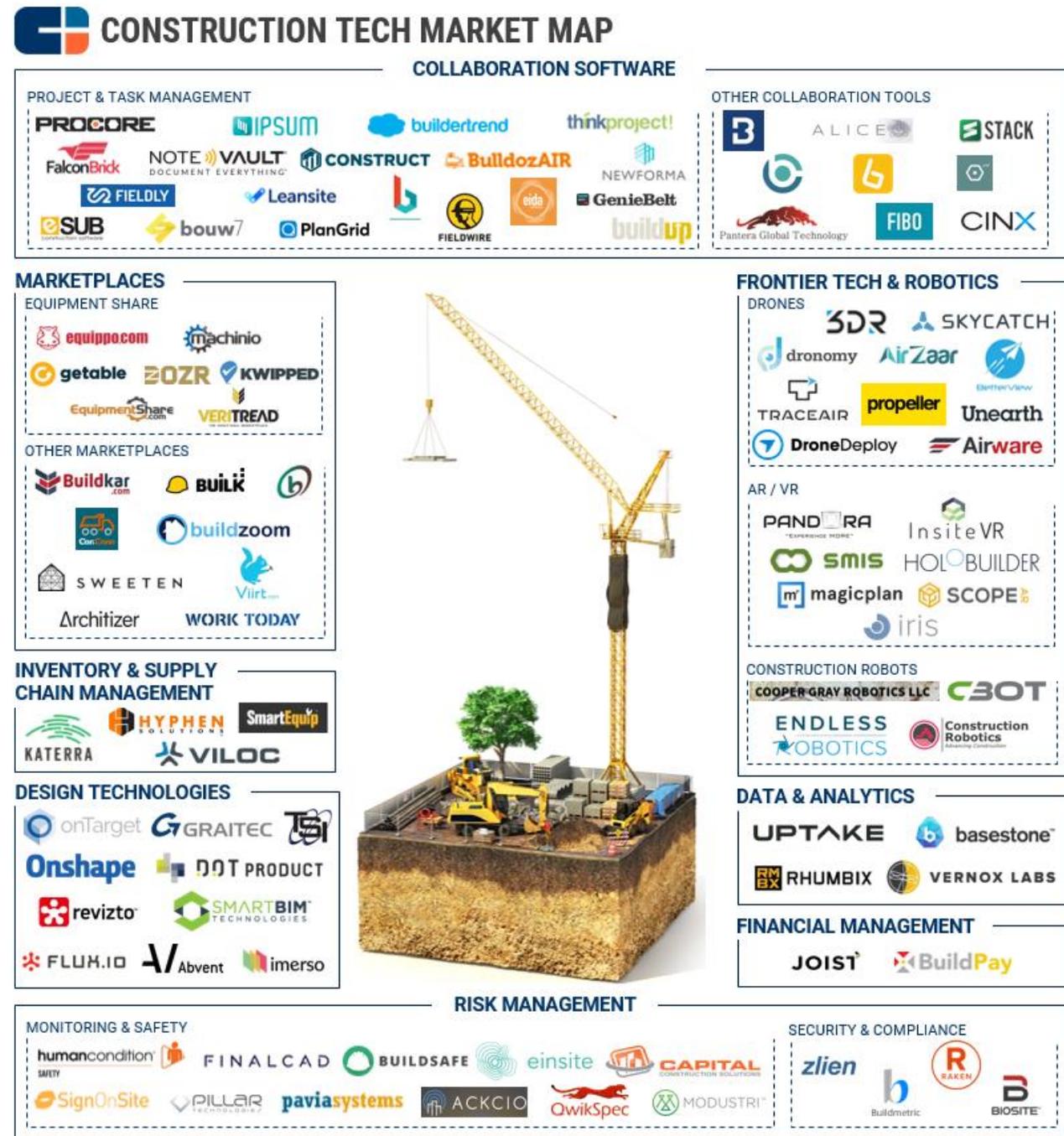
[SIGN UP](#)

The construction tech industry spans emerging categories such as collaboration software, marketplaces, and frontier tech applications.

Construction is an asset-heavy industry that startups and investors are increasingly recognizing as a sector primed for digitization. 2017 has already seen approximately \$169M in disclosed funding across at least 25 deals to construction tech companies.

Startups in the space are attacking the industry across diverse areas such as field management and equipment and construction materials marketplaces. In particular, we have seen a surge in the applications of mobile and cloud technologies, AI and robotics, AR/VR, and CAD software towards the construction industry.

Using CB Insights' platform, we identified 100+ startups working in construction tech, and categorized them into a market map spanning 13 key emerging categories and subcategories, including marketplaces, monitoring and safety, and design technologies.





CHULALONGKORN
BUSINESS SCHOOL

FLAGSHIP FOR LIFE

Nawattakamvanij

Business Plan Competition

70th Anniversary of
Chulalongkorn Business School

December 2008





EXECUTION

"Failure is an opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try new things"

"Failure is the limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like to be challenged"

"I can either do it, or I can't"

"My potential is predetermined"

"When I'm frustrated, I give up"

"Feedback and criticism are personal"

"I stick to what I know"



DISRUPT

or

Be Disrupted

PATAI PADUNGTIN

disrupt

verb | dis·rupt | \dis-'rəpt\

Popularity: Top 30% of words

Merriam-Webster

Examples: DISRUPT in a Sentence ▾

Definition of DISRUPT

transitive verb

1 a : to break apart : RUPTURE

- three periods of faulting *disrupted* the rocks — *University of Arizona Record*

b : to throw into **disorder** • demonstrators trying to *disrupt* the meeting

2 : to interrupt the normal course or unity of

- ... *disrupted* a bridge game by permanently hiding up the ace of spades ... — Scott Fitzgerald
- can *disrupt* an industry with new technology

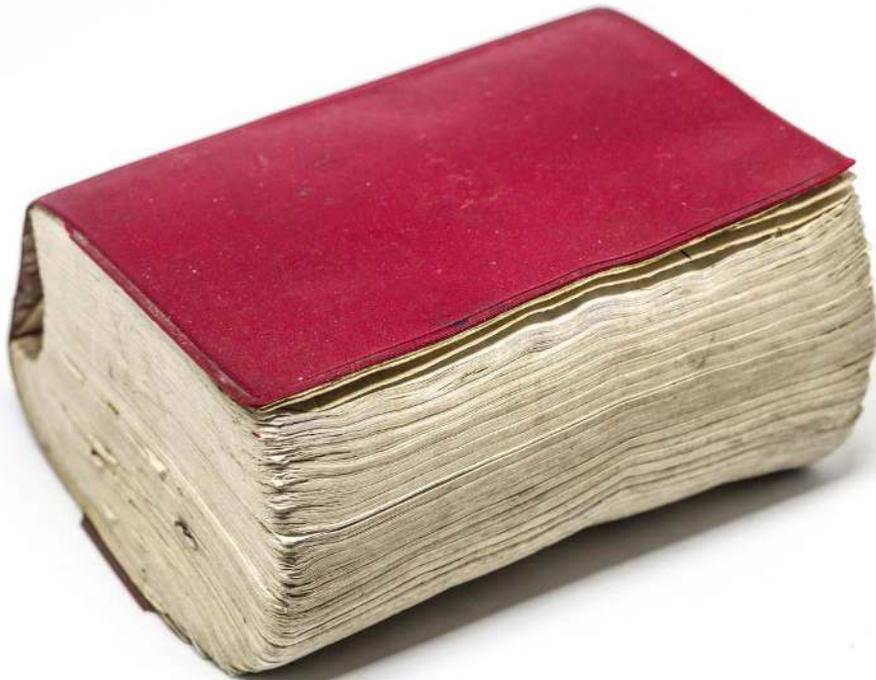
—disrupter *noun*

—disruption  \-'rəp-shən\ *noun*

—disruptive  \-'rəp-tiv\ *adjective*

—disruptively *adverb*

—disruptiveness *noun*



“Disruption displaces an existing market, industry, or technology and produces something new and more efficient and worthwhile.

It is at once destructive and creative.”

Clayton M. Christensen

Harvard Business School



How Does **Disruption** Happen?

- **Small Competitor**
(too small, who cares)
- **Competitor Grows in a Niche**
(we still own the key customers – who cares!)
- **Partnership / Acquisition / Cross-Industry**
(Oh! that's much faster than expected)

Forces Driving **Disruption**

- **Changed Economy**

GLOBAL & DIGITAL

- **Digital Darwinism**

TECHNOLOGY & SOCIETY EVOLVE FASTER THAN
YOUR ABILITY TO ADAPT...

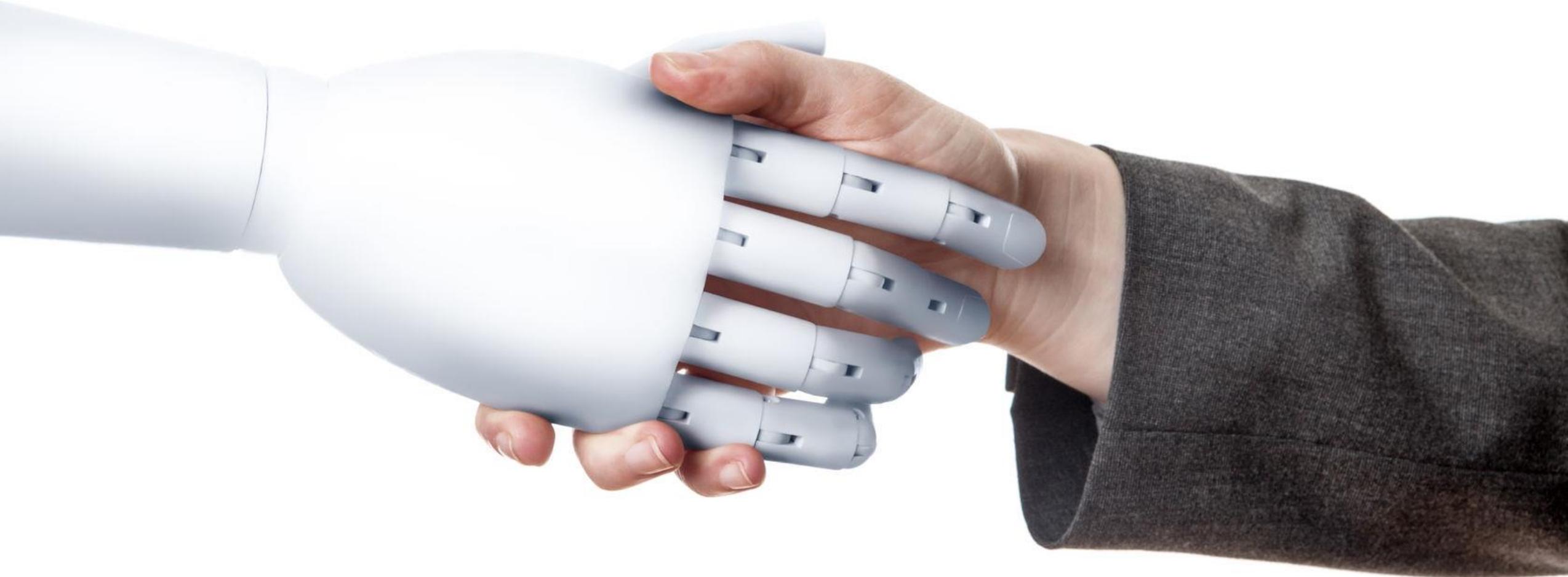
- **Data & Machine Learning**

TECHNOLOGY IS ADVANCING EXPONENTIALLY, BUT PEOPLE...

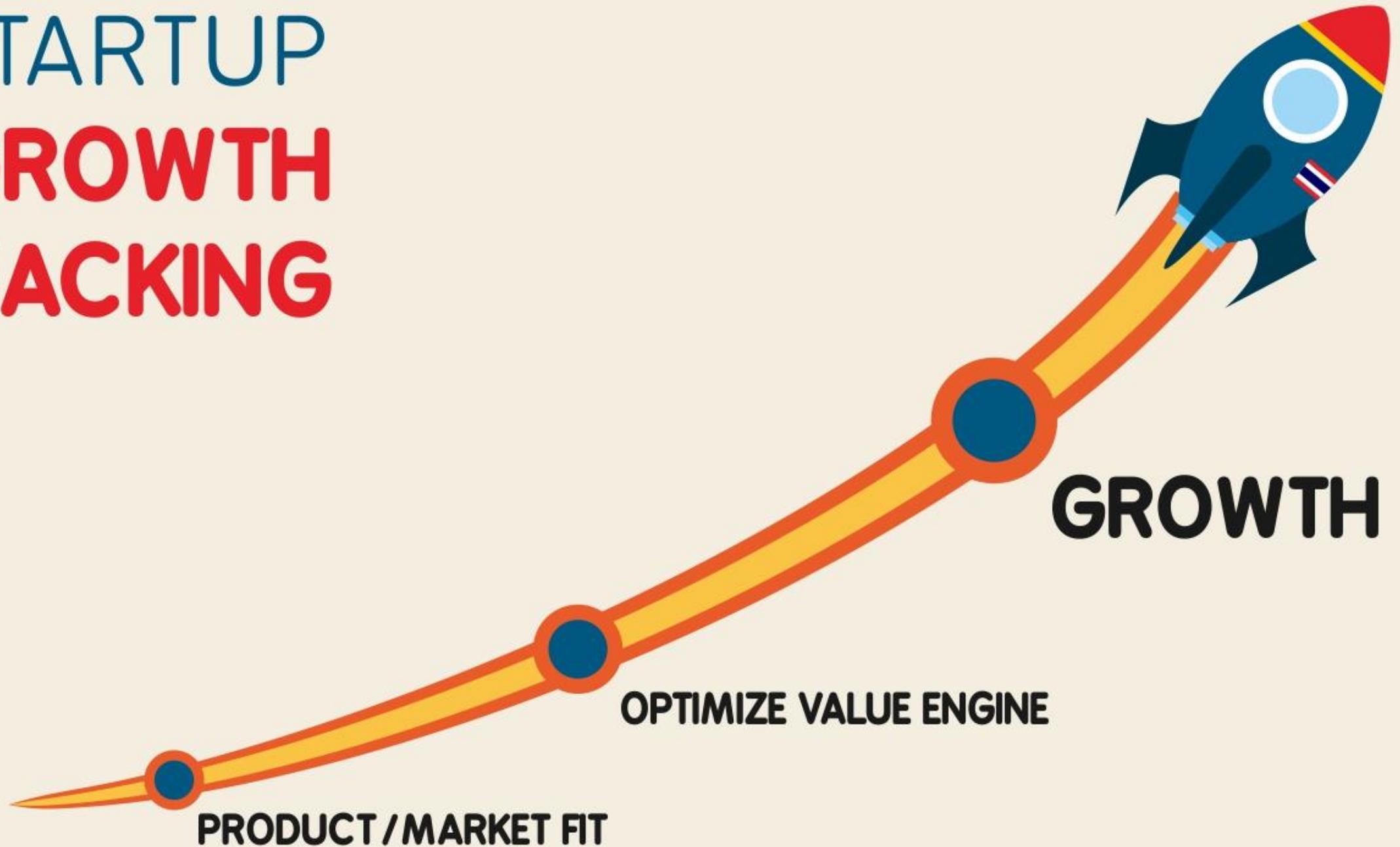
"Edison's electric light bulb did not come about from the continuous improvement of a candle."



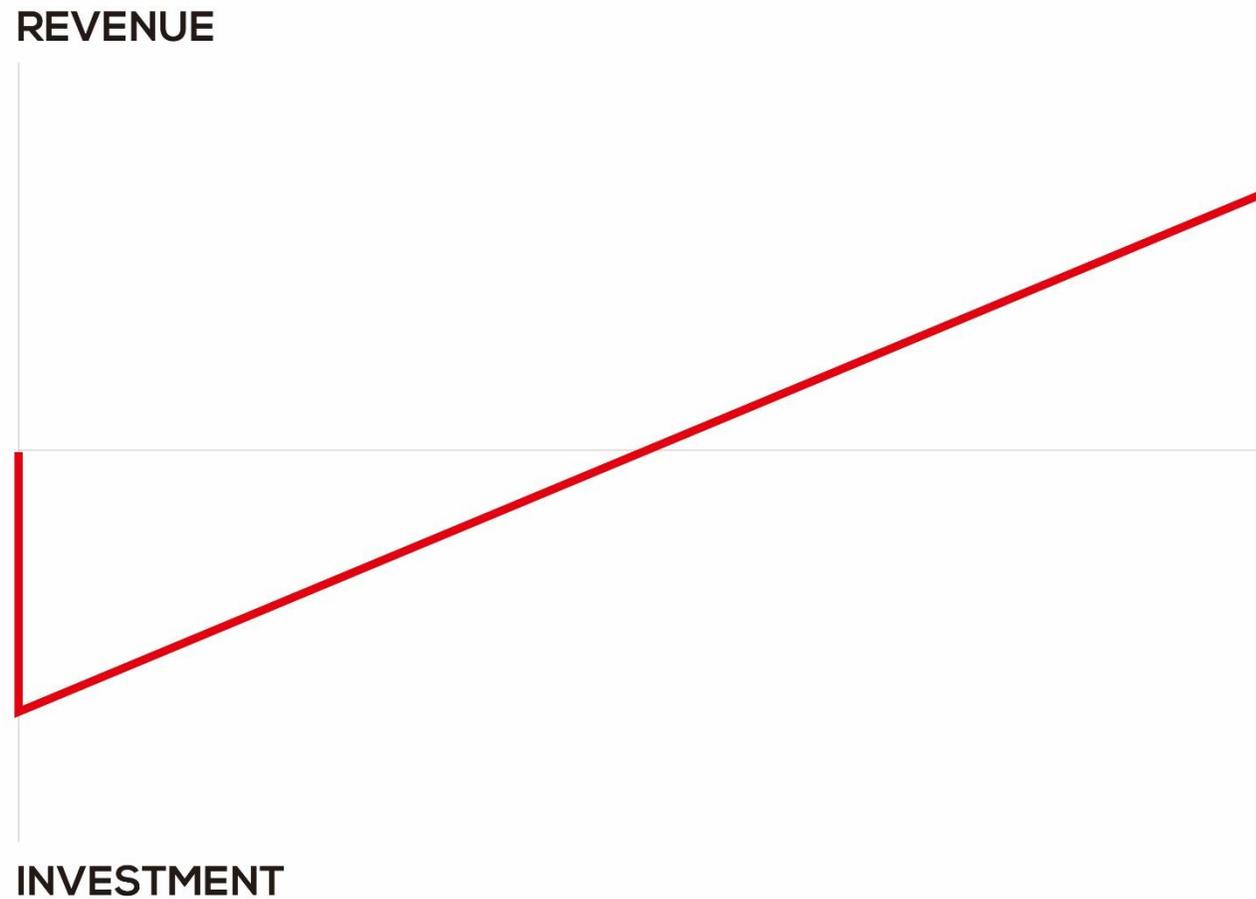
BE PARANOID!!



STARTUP GROWTH HACKING



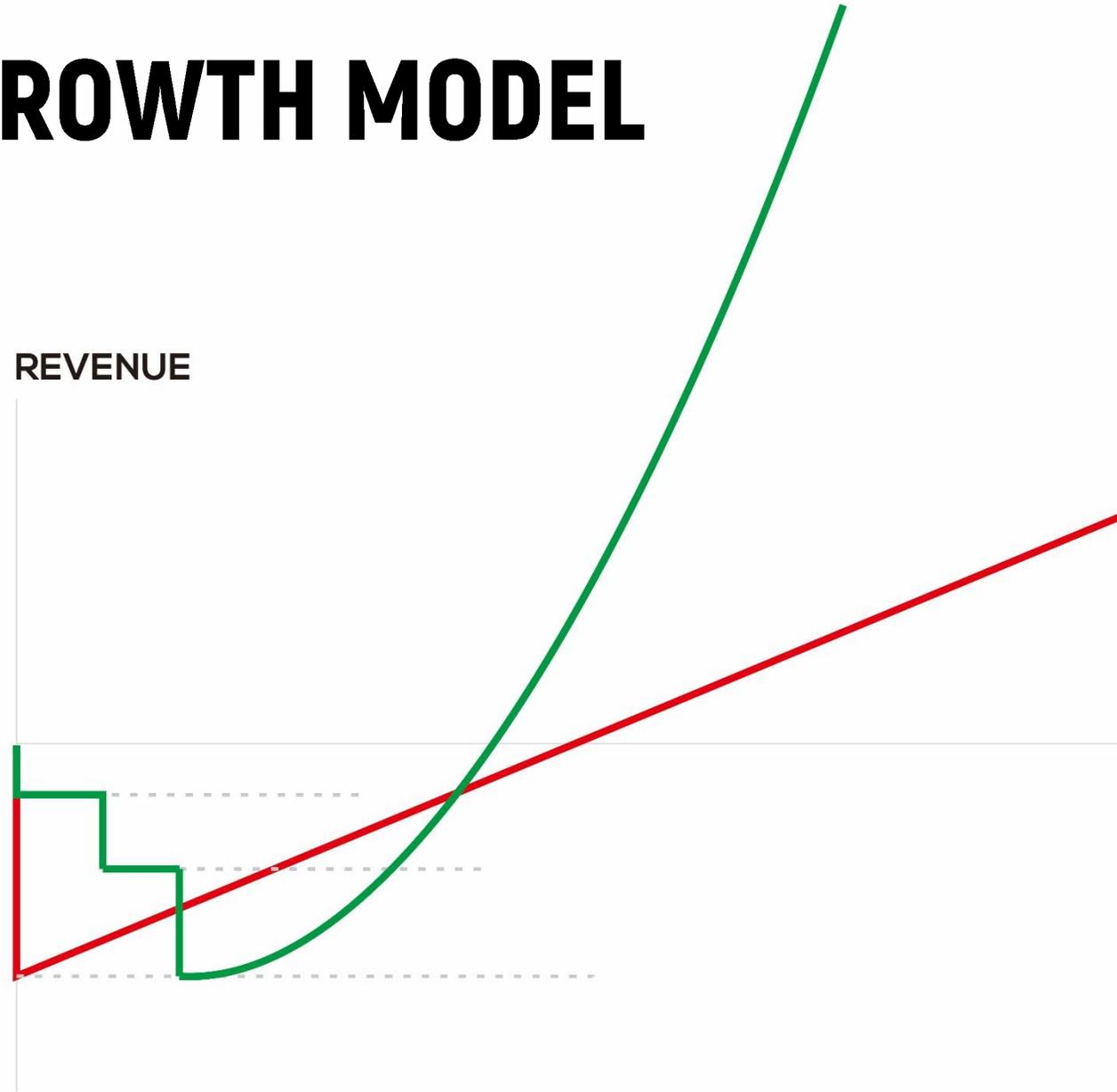
SMEs **GROWTH MODEL**



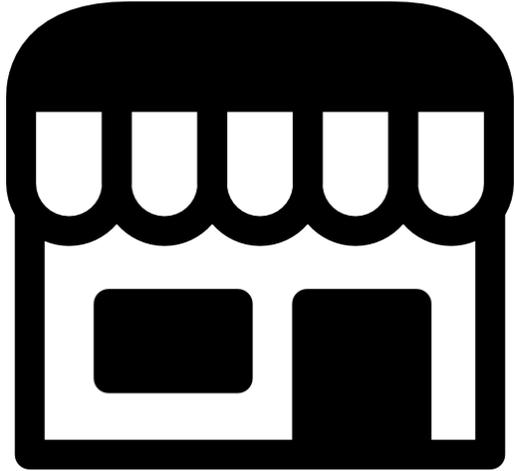
STARTUP GROWTH MODEL

REVENUE

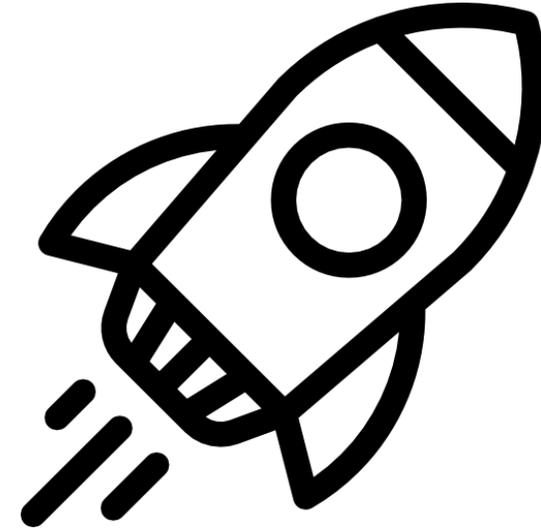
INVESTMENT



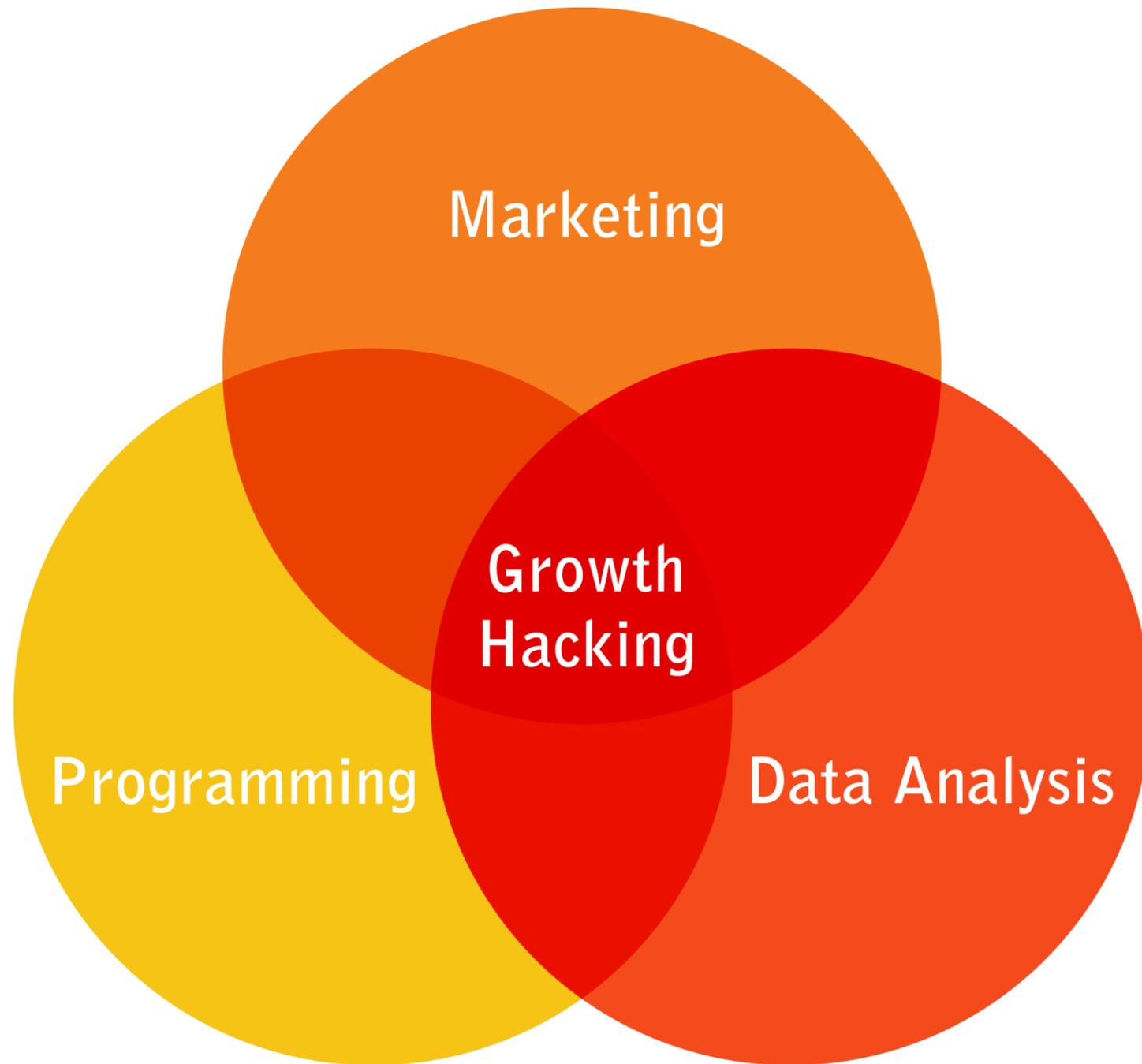
SMEs vs STARTUPS



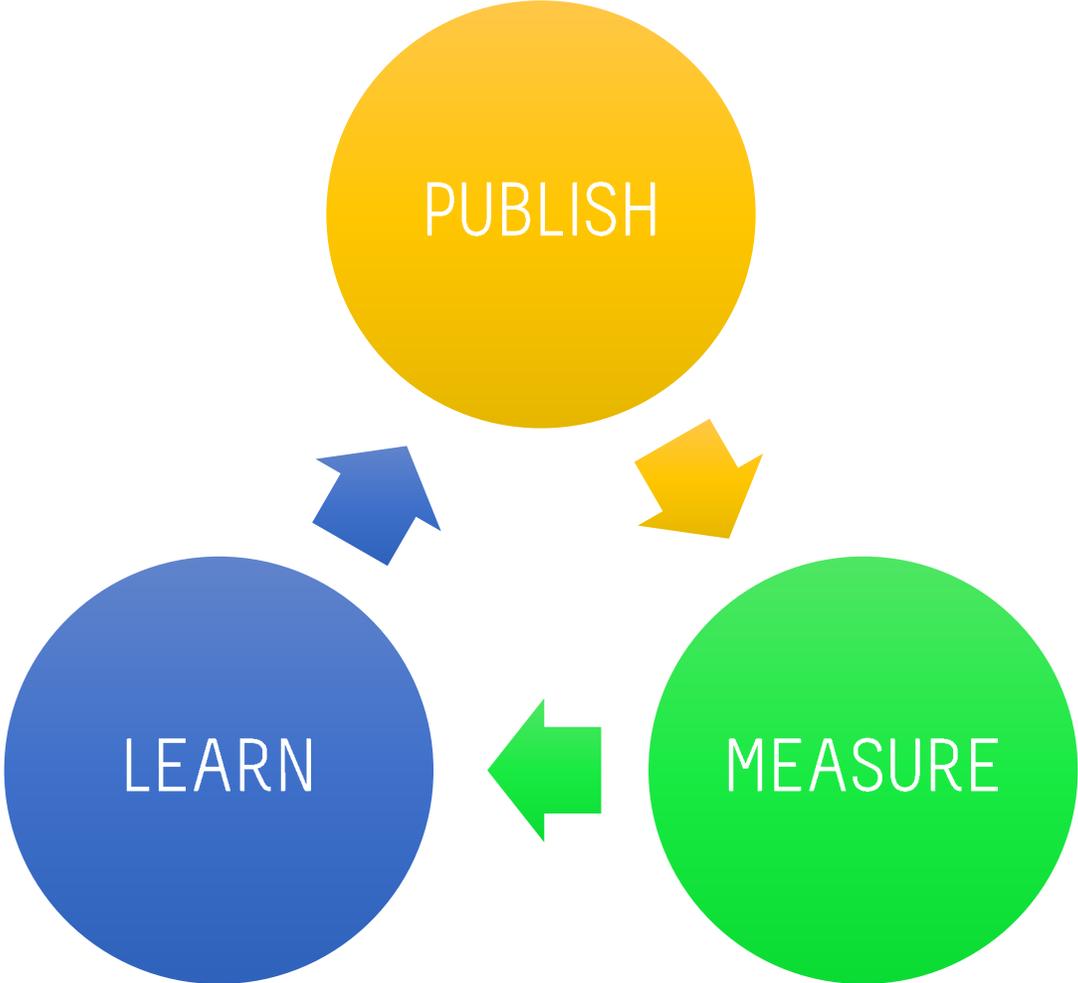
- **Known Product**
- **Known Customer**
- **Known Profit**



- **Identified Problem**
- **Scalable & Repeatable**
- **Innovation-Driven**



AGILE MARKETING MINDSET



DEVELOP

**YOUR MARKETING STACK
WITH MARKETING AUTOMATION
& NEW MARKETING CHANNELS**





VIP Loyalty Program

Version 2 Changed CTA Wording

Draft [Copy] [Settings] [Trash] Save Test Activate

- Update Contact Data
- FLOW CONTROL
 - Random Split
 - Decision Split
 - Engagement Split
 - Wait
 - Wait Until
 - Join
- SALES & SERVICE CLOUD
 - Lead
 - Opportunity
 - Task
 - Case
 - Convert Lead
 - Add Member to Campaign

Entry Event

Premium Subscription Customers

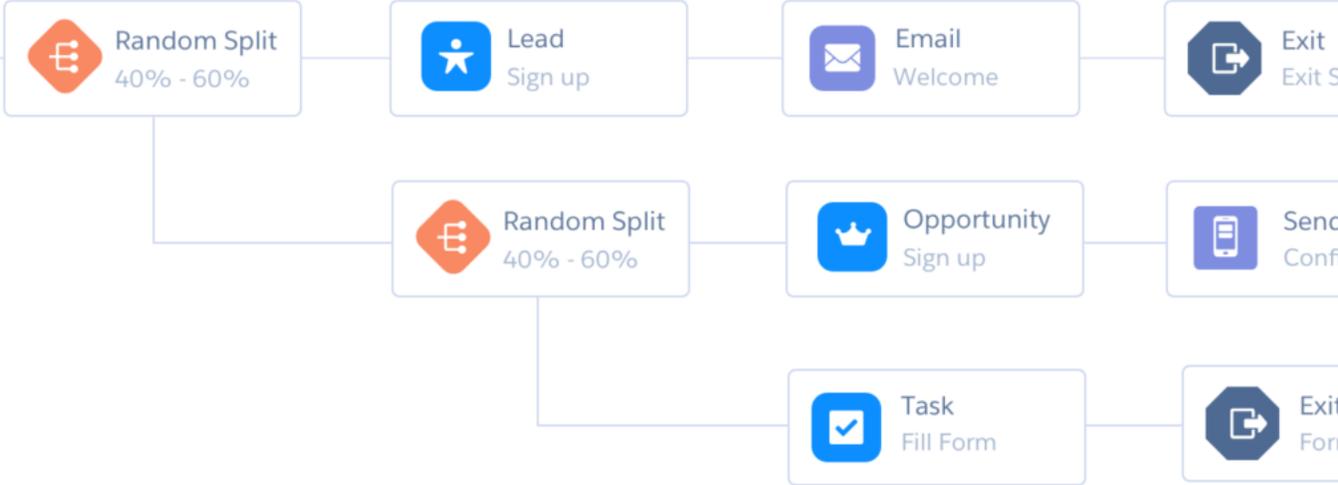
Source
Journey Builder backup

Frequency
Never

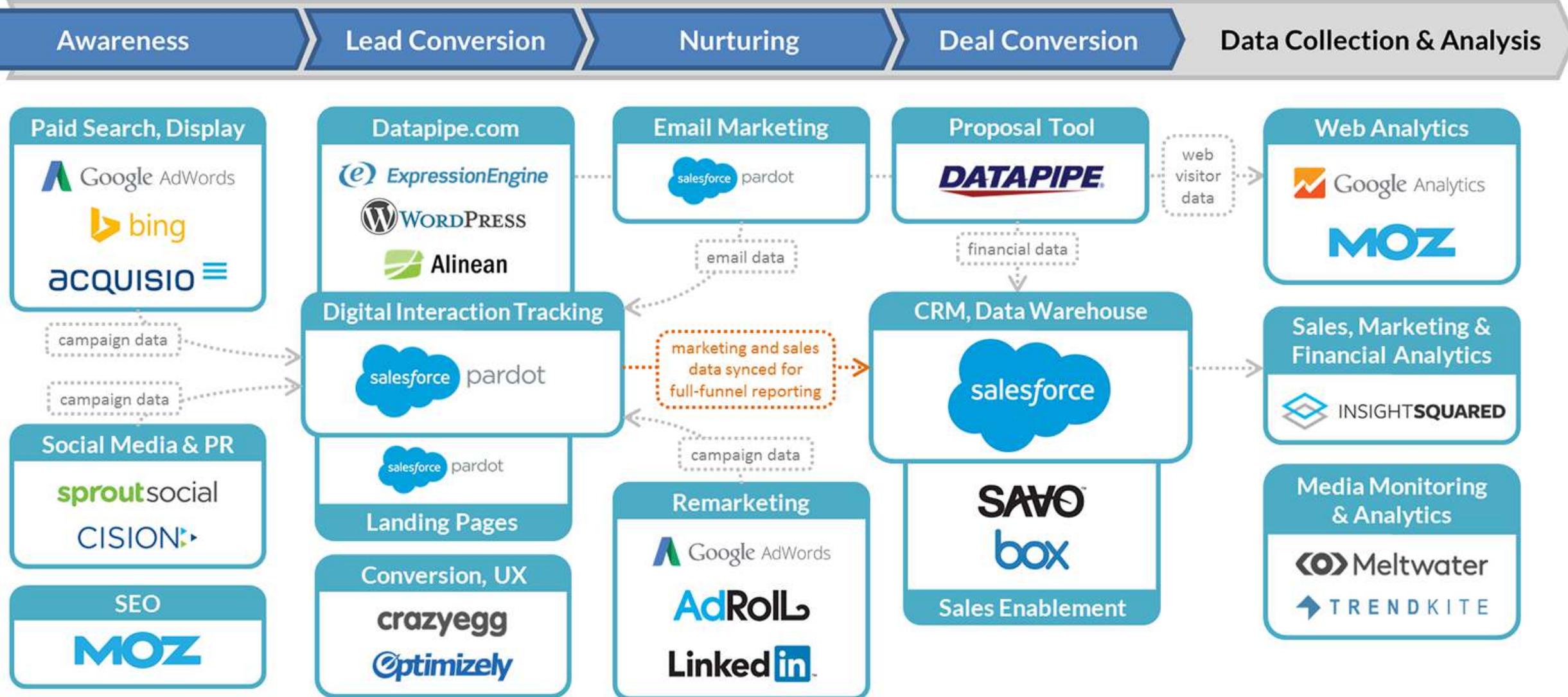
Filter
Email is not null

Contact Entry
Single entry

Remove



Datapipe Marketing Stack & Data Flow



DIGITAL TRANSFORMATION



POWER OF DIGITALIZATION

80%

of processes reinvented
or eliminated by...

85%

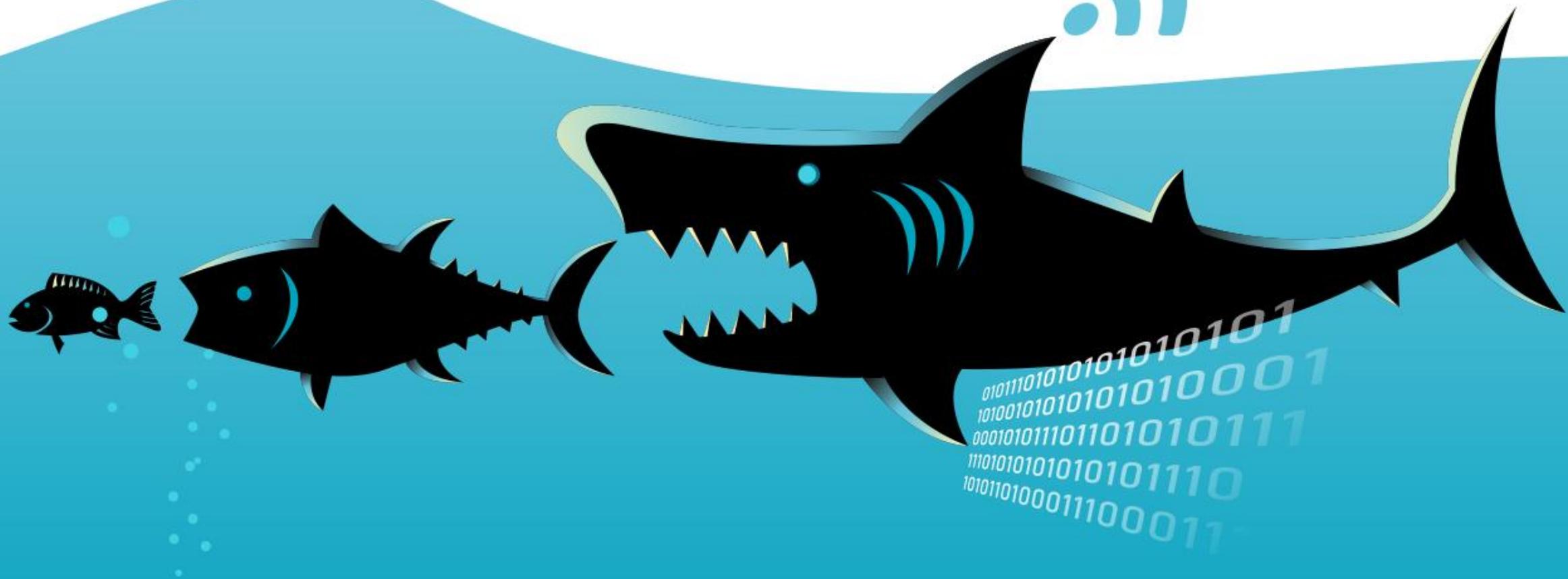
of customer relationships
will be...

47%

of revenues will be
influenced by...

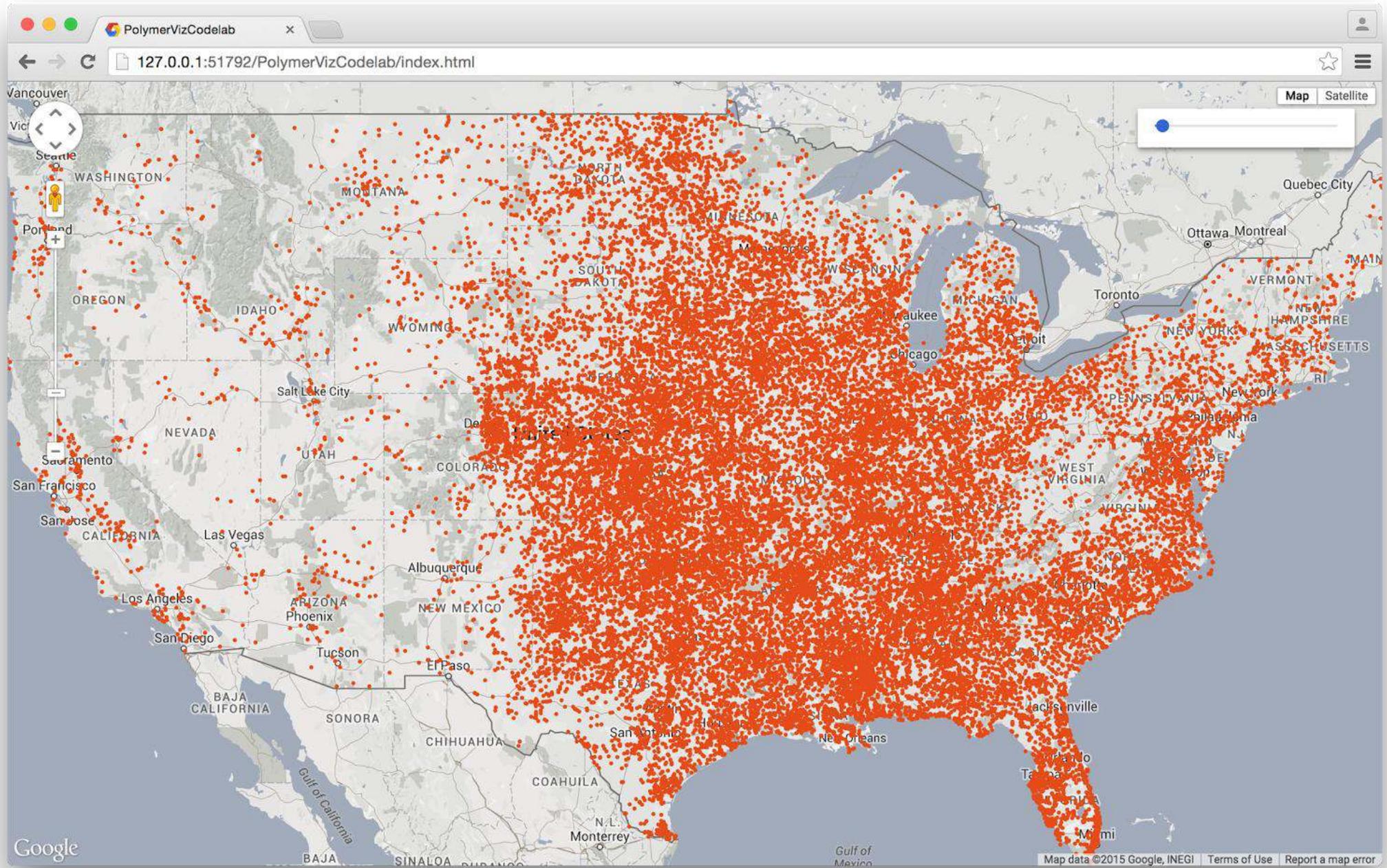
DIGITAL IN 2020

WHEN BIG FISH
GETS **FASTER**



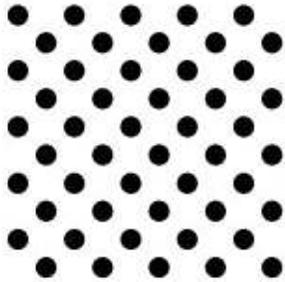
BIG DATA





BIG DATA : The 4 Vs

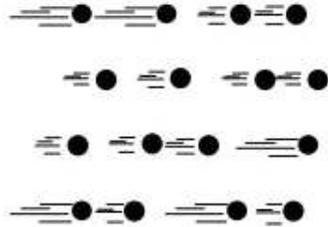
Volume



Data at Scale

Terabytes to Petabytes
of data to process

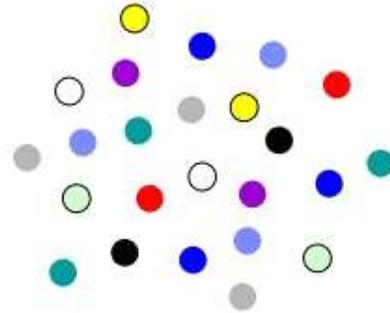
Velocity



Data in Motion

Streaming data
milliseconds to seconds
to respond

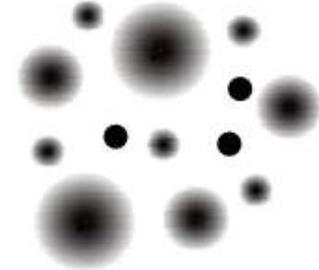
Variety



Data in Many Forms

Structured, unstructured,
text, multimedia

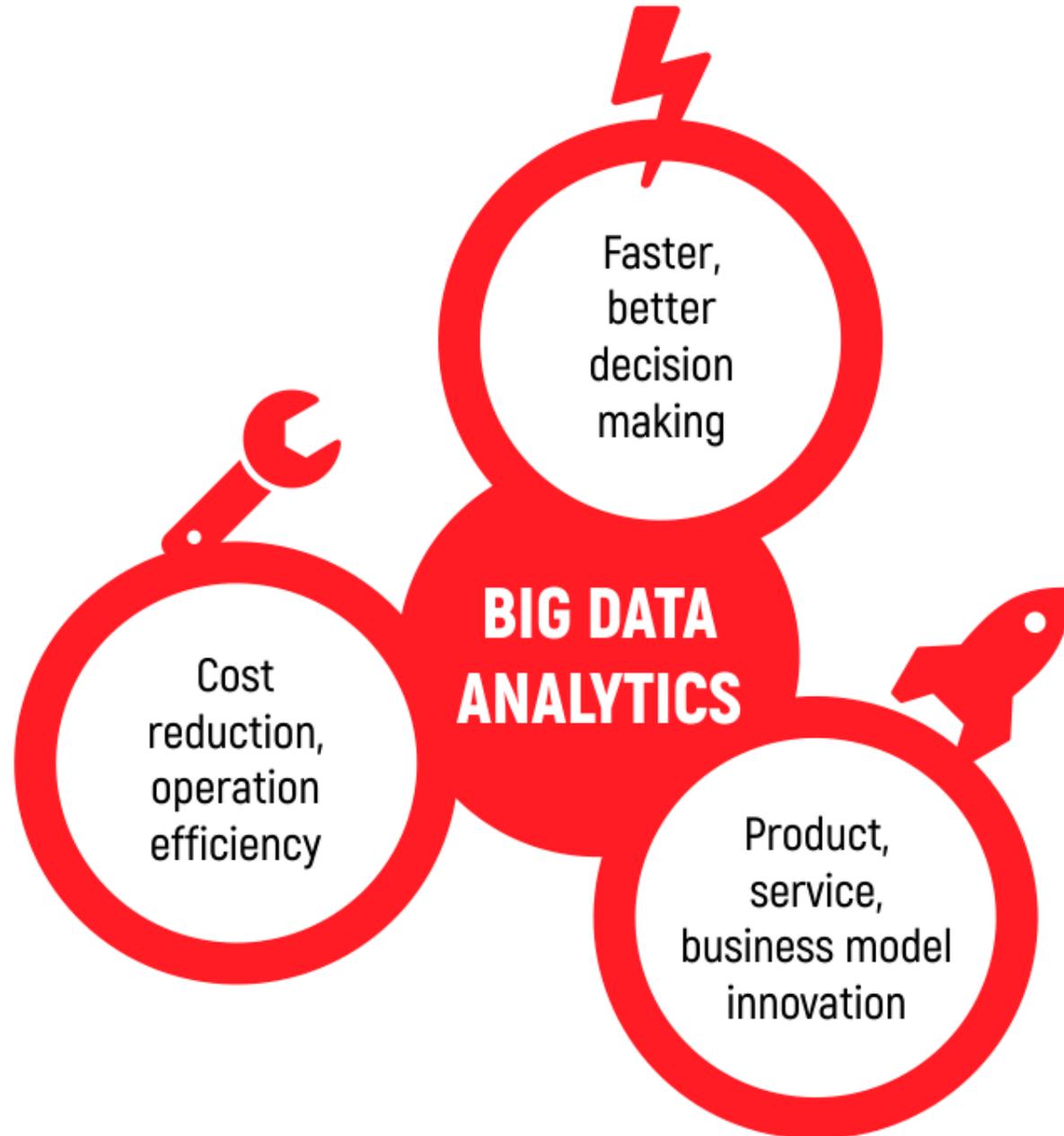
Veracity



Data in Doubt

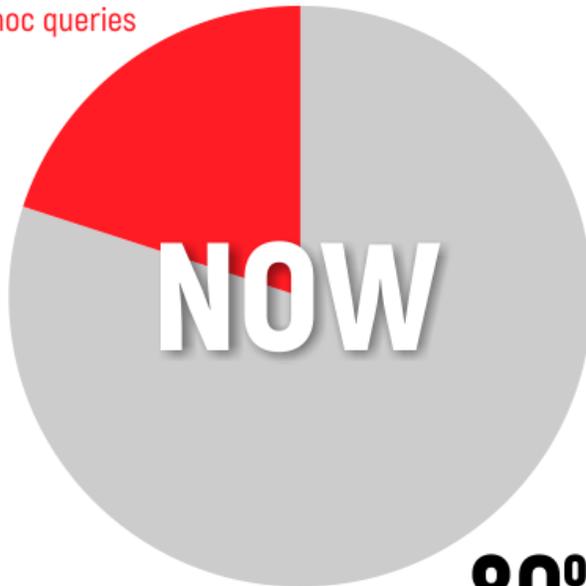
Managing reliability and
predictability of inherently
imprecise data types

Why is **BIG DATA ANALYTICS** important?



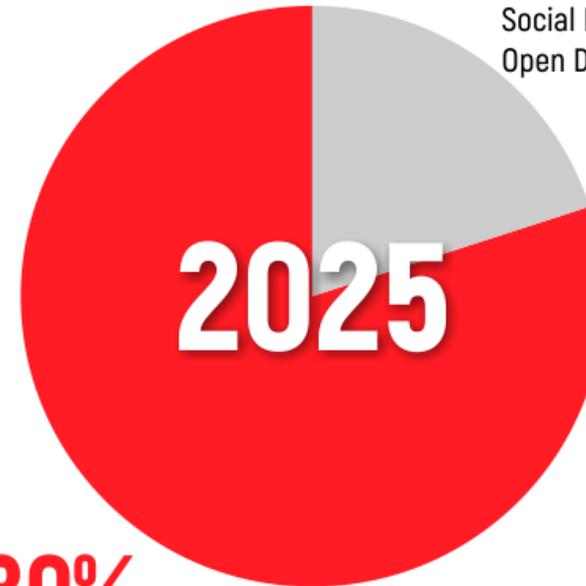
CHANGES in DATA WORKS

20%
Data Analysis
Business Intelligence
Ad-hoc queries



80%
Data Gathering
ERP, CRM, Online Marketing
Social Monitoring

20%
Data Gathering
ERP, CRM, Online Marketing
Social Monitoring, Sensors,
Open Data



80%
Data Analysis
Complex Relationship
Working with Probabilities
More Accurate Prediction

GAME CHANGER

WITH TEN TYPES OF INNOVATION

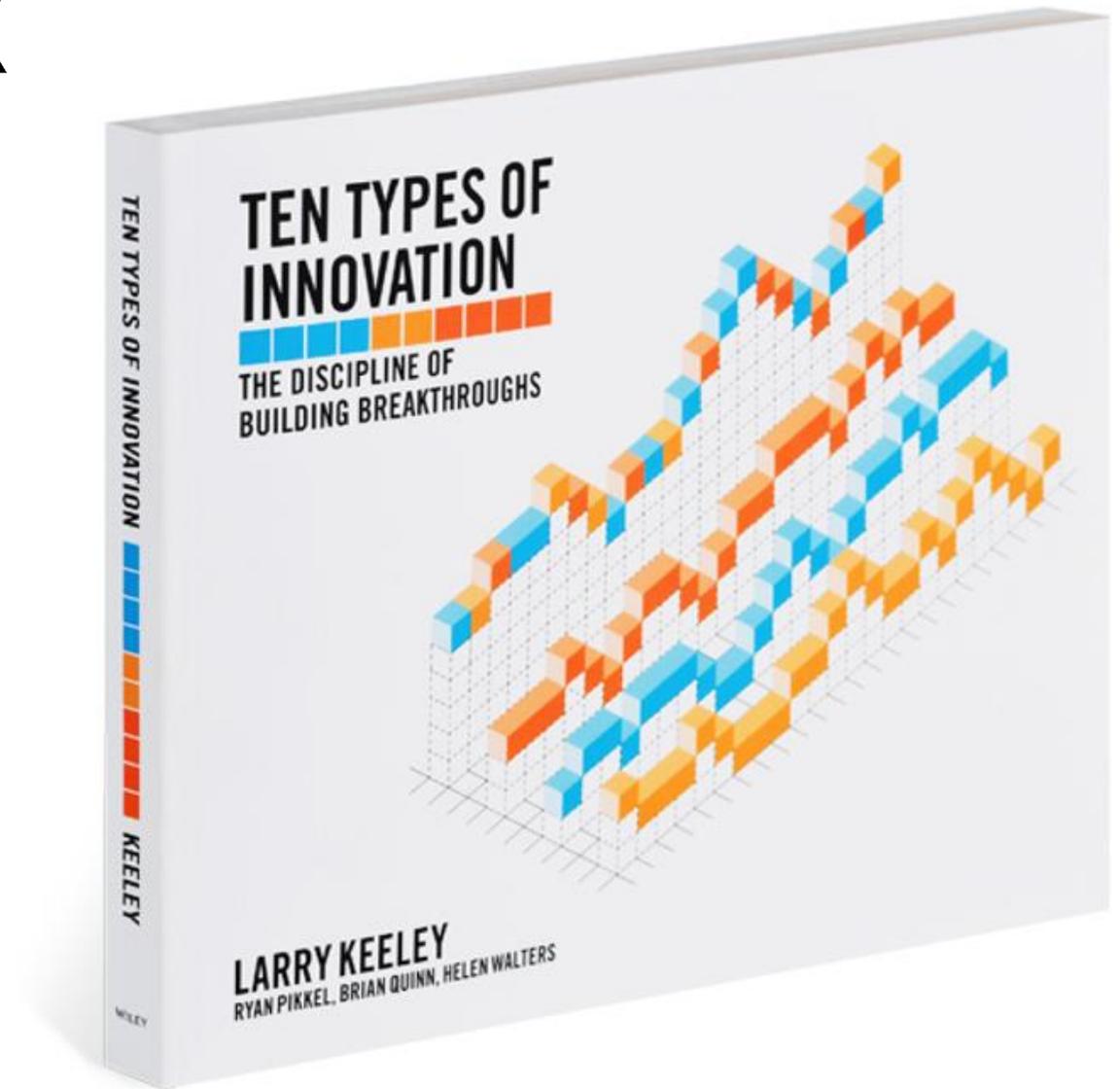
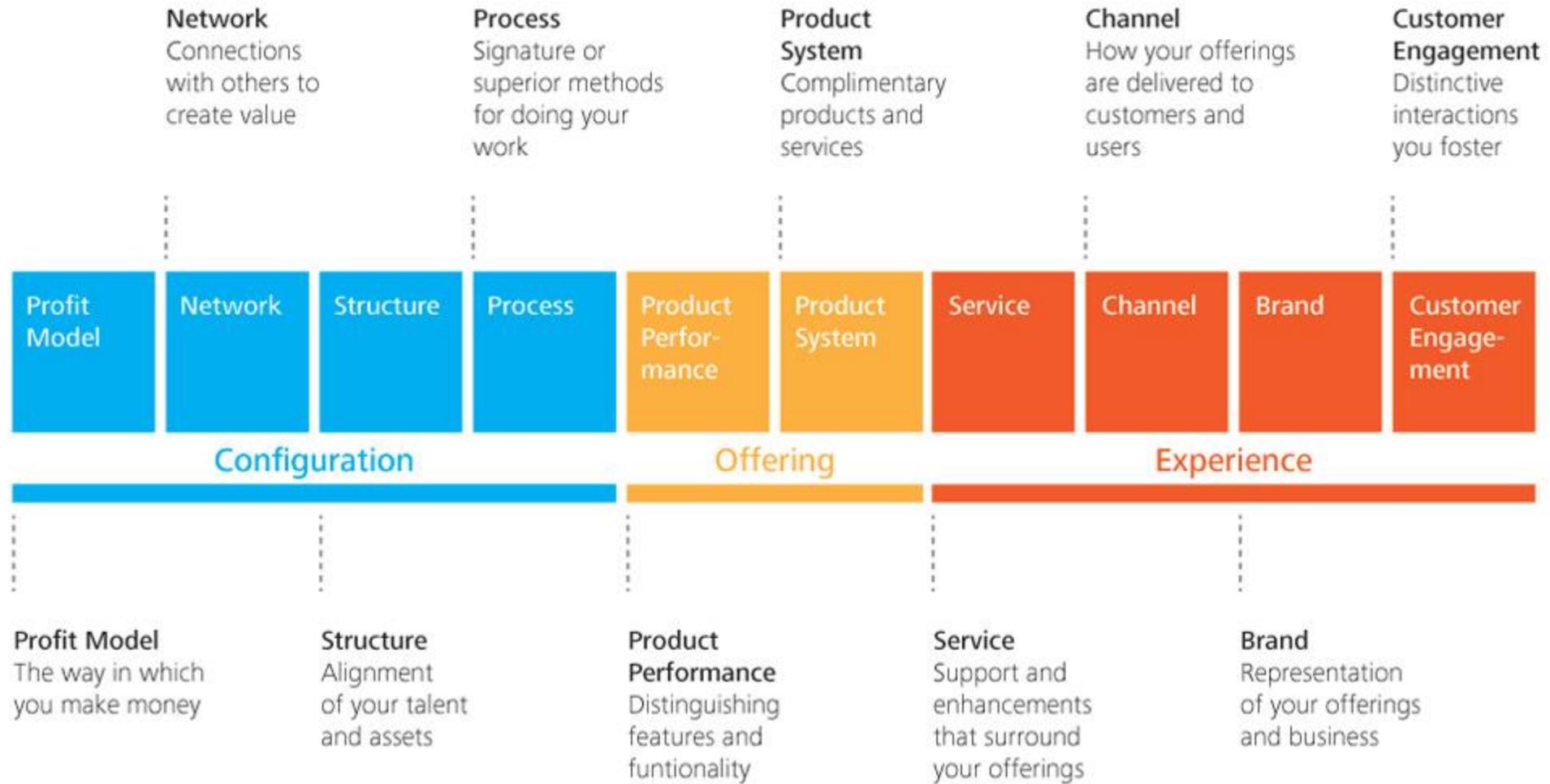


Figure 1. The Ten Types of Innovation®



Source: *The Ten Types of Innovation* [Doblin]

Graphic: Deloitte University Press | DUPress.com

Diagnostics help.

Emerging standards, specialization

e.g. PowerPC (IBM, Motorola, Apple),
Zero inventory assembly

Technology-drive multimedia enhancements
e.g. Intel 486, Windows 3.0,
Adobe Postscript

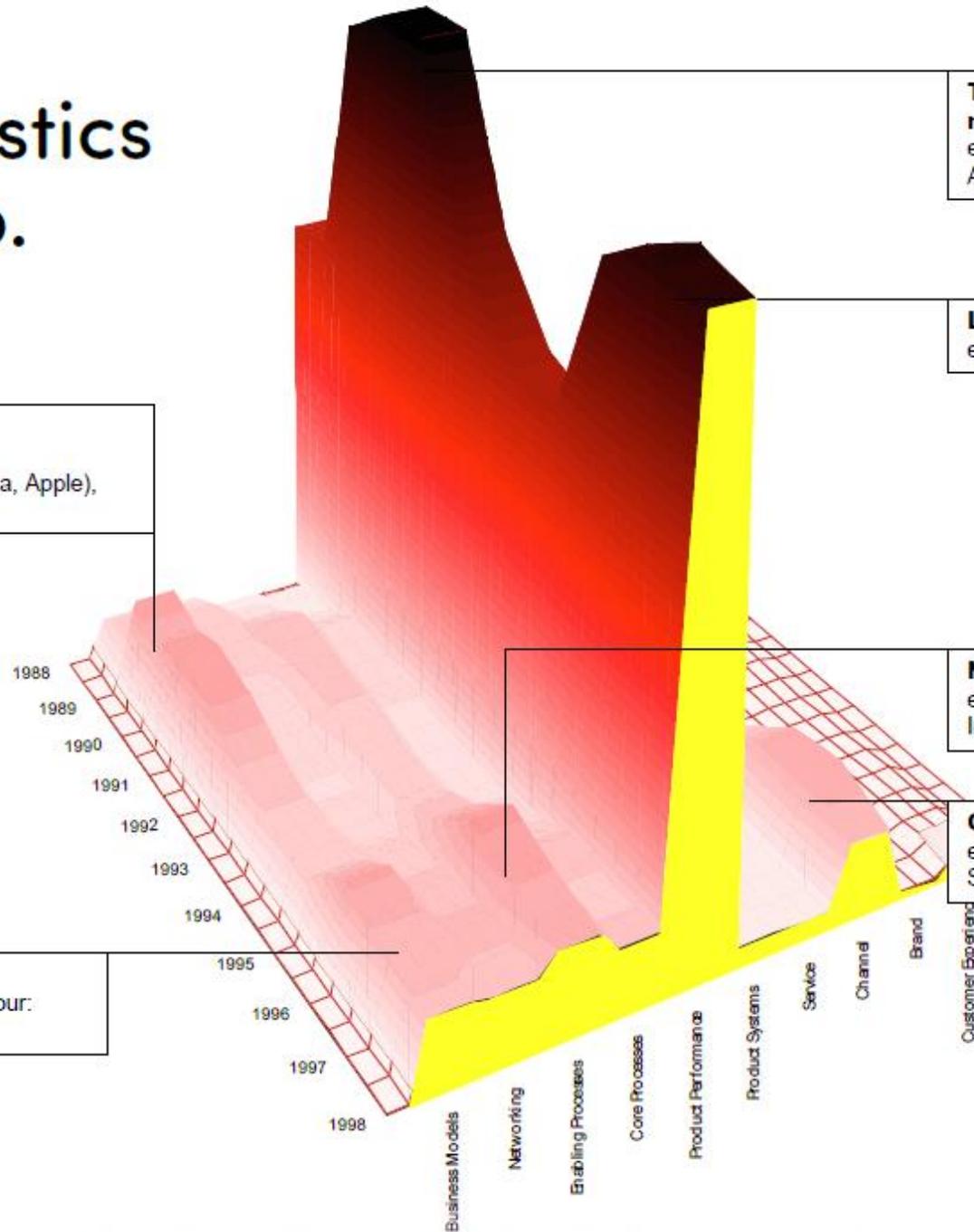
Low-cost home PC's
e.g. Windows 95, Intel Celeron

Networked organizations
e.g. Dell paperless purchasing,
Intra/Extranets

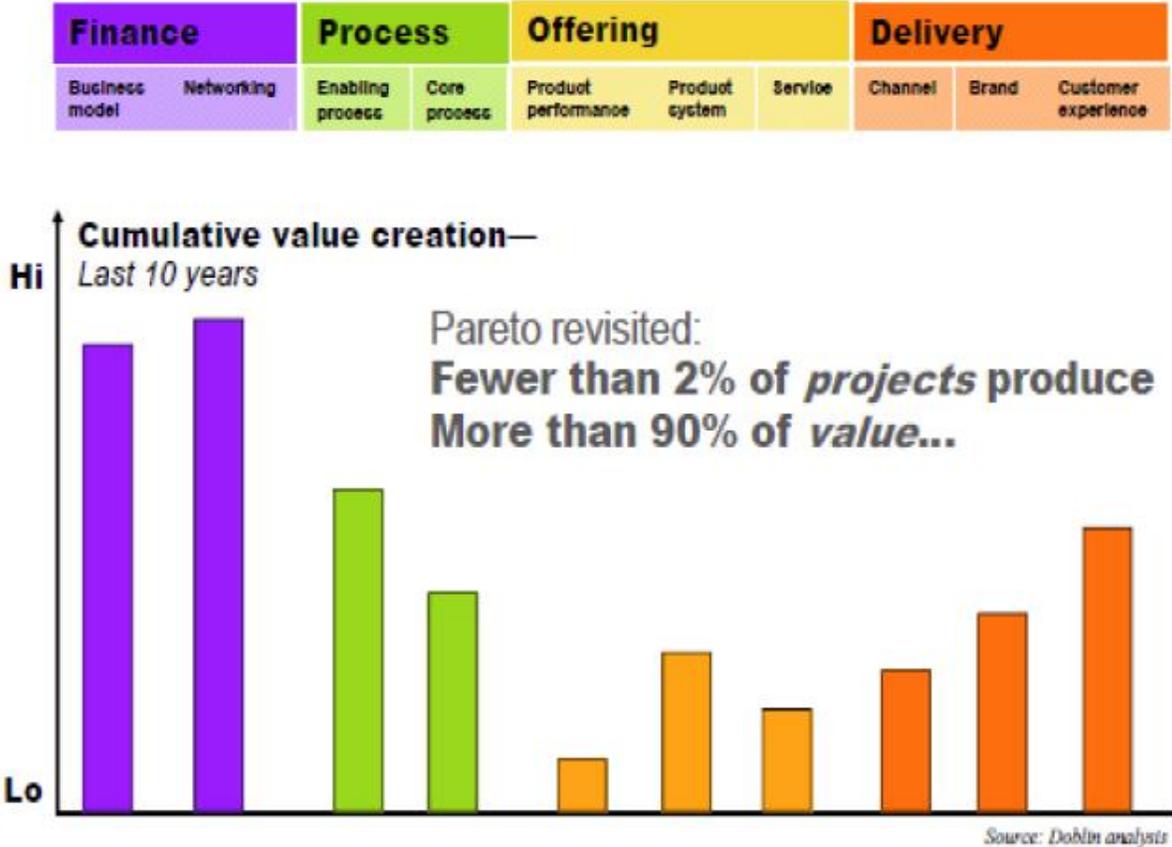
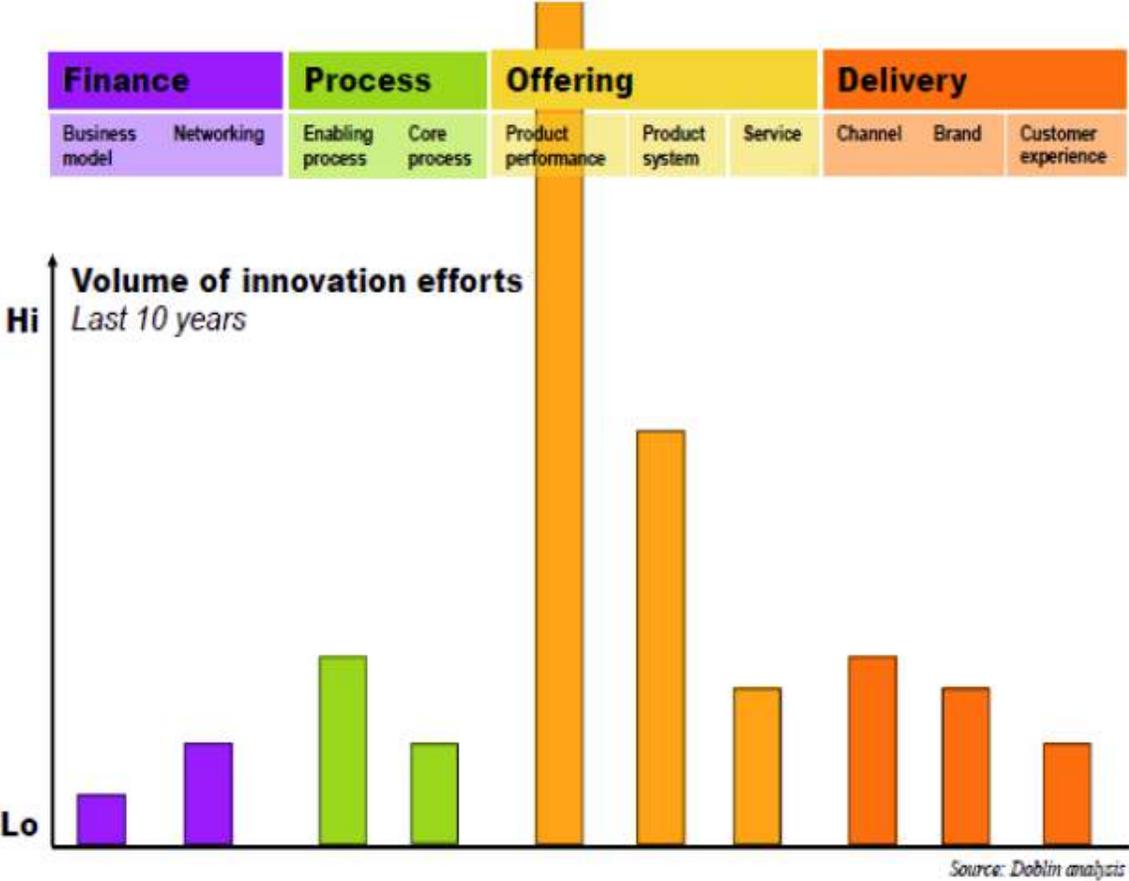
Going direct
e.g. Dell, Gateway Country
Stores

Flexible financing

e.g. FreePC, Gateway Your:
ware, Compaq leasing



Data says : go beyond products to win





- | | | |
|-----------------------|-----------------|---------------------|
| Ad-Supported | Float | Microtransactions |
| Auction | Forced Scarcity | Premium |
| Bundled Pricing | Freemium | Risk Sharing |
| Cost Leadership | Installed Base | Scaled Transactions |
| Disaggregated Pricing | Licensing | Subscription |
| Financing | Membership | Switchboard |
| Flexible Pricing | Metered Use | User-Defined |



CONFIGURATION

OFFERING

EXPERIENCE

- Alliances
- Collaboration
- Complementary Partnering
- Consolidation
- Coopetition
- Franchising
- Merger/Acquisition

- Open Innovation
- Secondary Markets
- Supply Chain Integration



Asset Standardization

Organizational Design

Competency Center

Outsourcing

Corporate University

Decentralized
Management

Incentive System

IT Integration

Knowledge Management



- Crowdsourcing
- Flexible Manufacturing
- Intellectual Property
- Lean Production
- Localization
- Logistics Systems
- On-Demand Production
- Predictive Analytics
- Process Automation
- Process Efficiency
- Process Standardization
- Strategic Design
- User-Generated



Added Functionality
 Conservation
 Ease of Use
 Engaging Functionality
 Environmental Sensitivity
 Feature Aggregation
 Focus

Performance Simplification
 Safety
 Styling
 Superior Product



- Complements
- Extensions/Plug-ins
- Integrated Offering
- Modular Systems
- Product Bundling
- Product/Service Platforms



Added Value

Concierge

Guarantee

Lease or Loan

Loyalty Program

Personalized Service

Self-Service

Superior Service

Supplementary Service

Total Experience Management

Try Before You Buy

User Communities/Support Systems



Context Specific
 Cross-Selling
 Diversification
 Experience Center
 Flagship Store
 Go Direct
 Indirect Distribution

Multi-Level Marketing
 Non-Traditional Channels
 On-Demand
 Pop-Up Presence



- Brand Extension
- Brand Leverage
- Certification
- Co-Branding
- Component Branding
- Private Label
- Transparency

Values Alignment

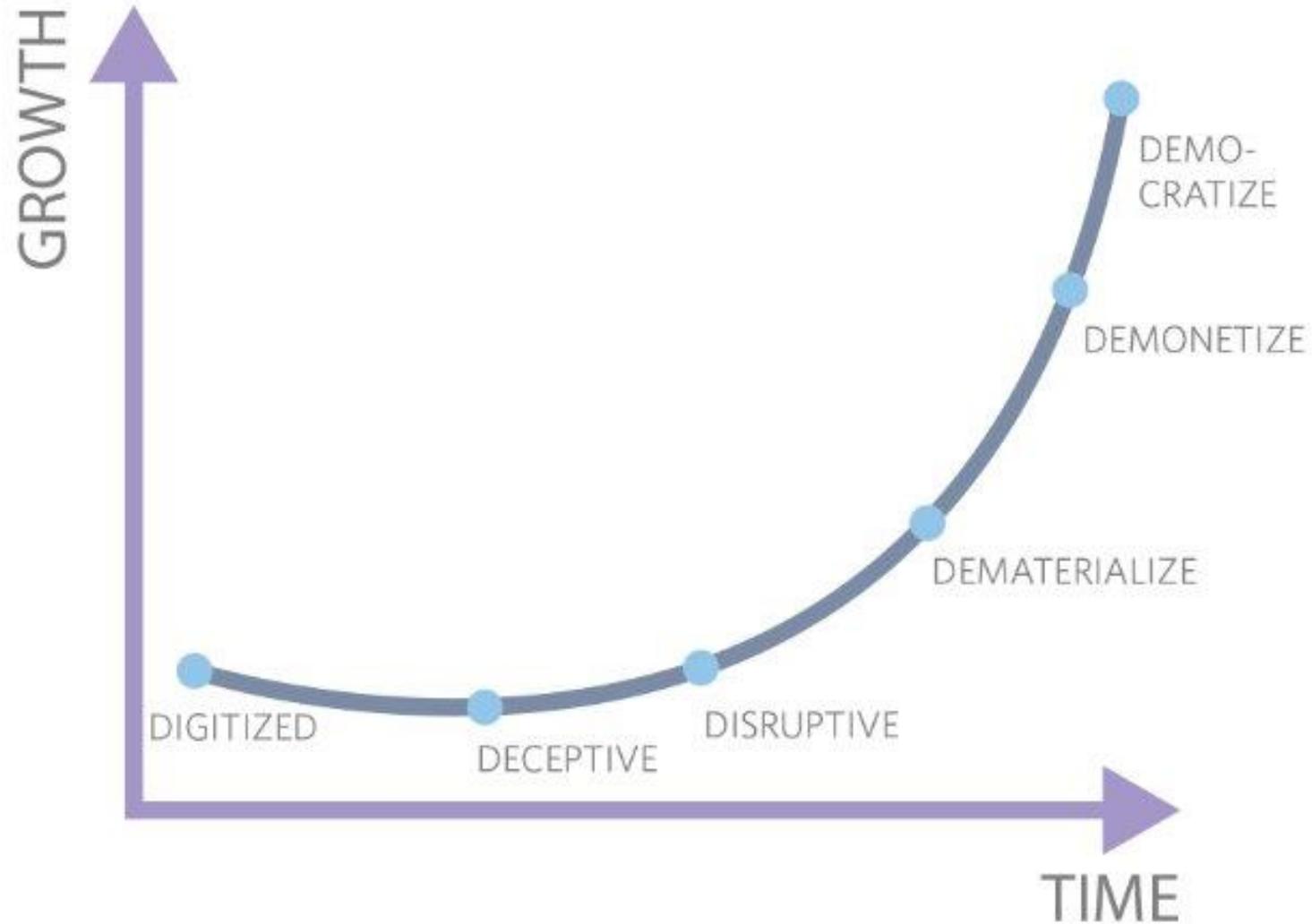


Autonomy and Authority
Community and Belonging
Curation
Experience Automation
Experience Enabling
Experience Simplification
Mastery

Personalization
Status and Recognition
Whimsy and Personality

DISTRIBUTION & MARKETING ON DIGITAL PLATFORMS

6Ds - Exponential Framework





BUILKONE

BUILK ONE GROUP CO., LTD.

www.builk.one



5

+

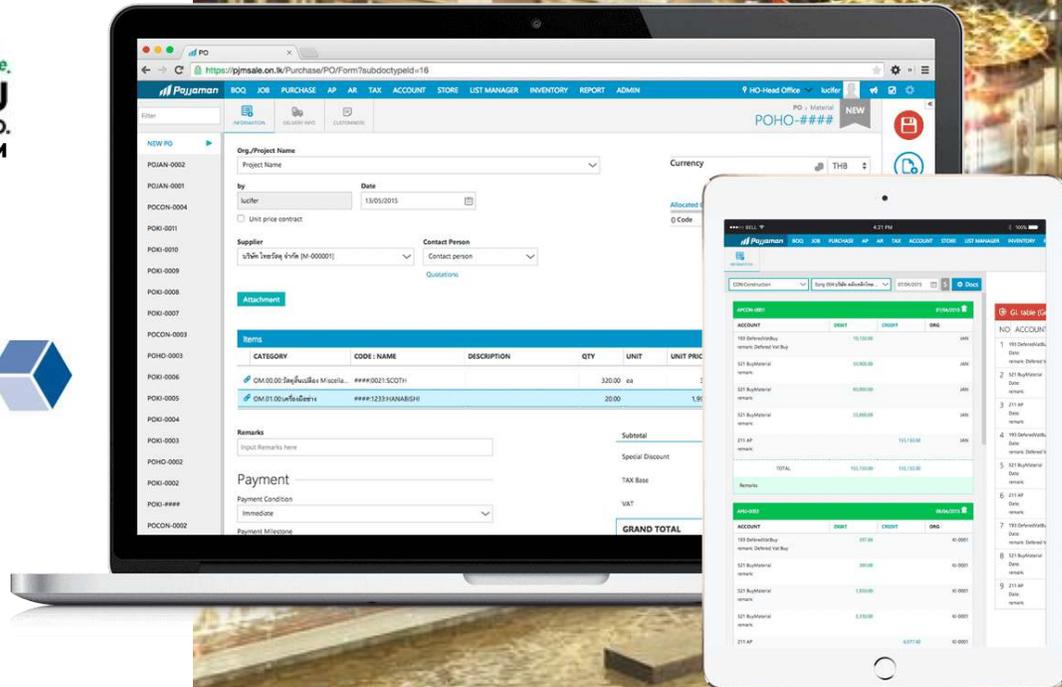
1

PRODUCTS

ONLINE
STORE

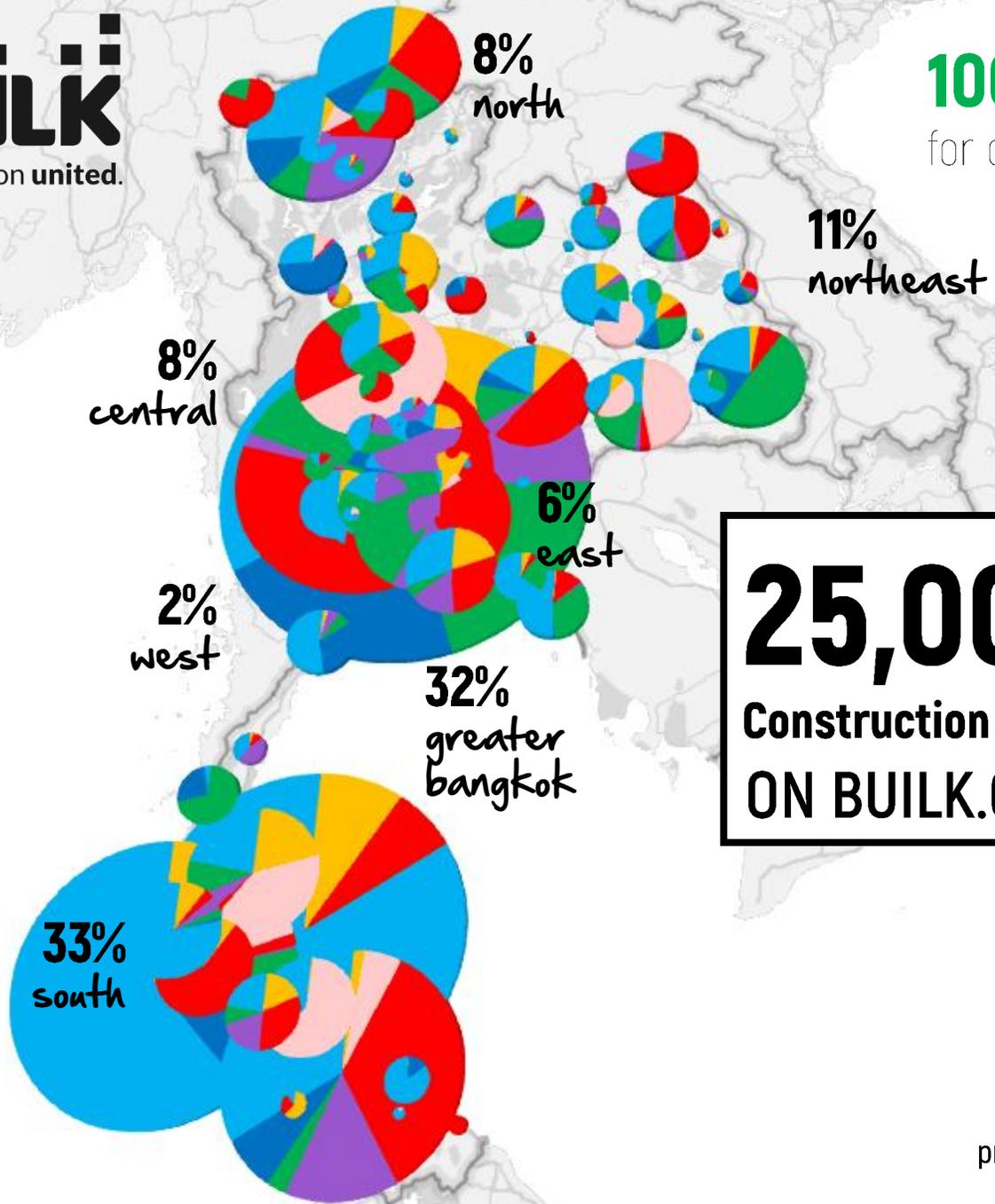


- Launched in 2005
- Develop Cloud-based ERP for construction & real estate business
- Leading Thai and Japanese construction companies in Thailand & CLMV



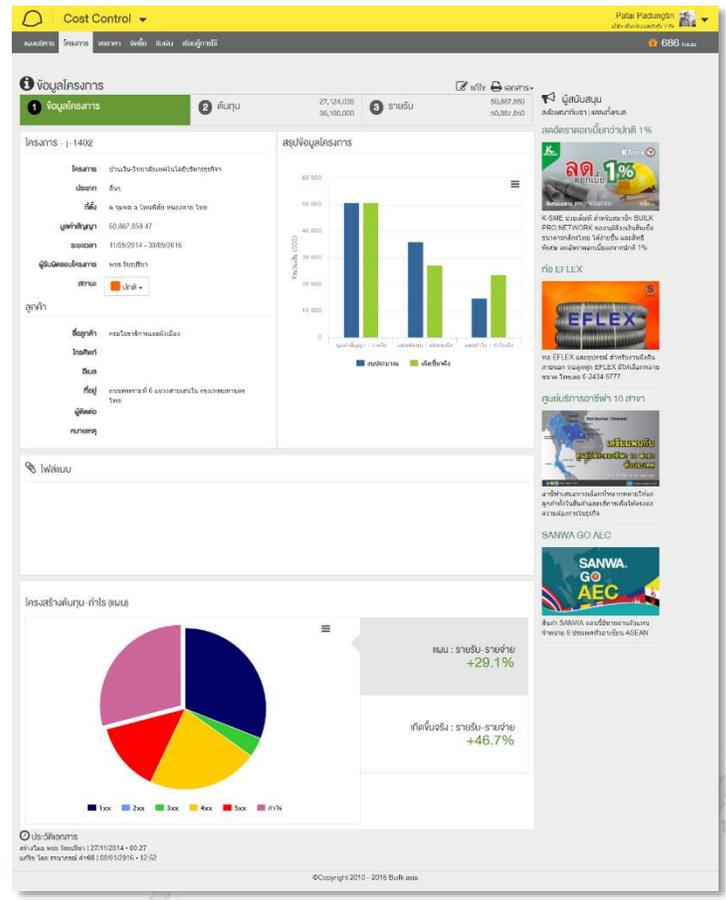


BUILK
construction united.



25,000
Construction SMEs
ON BUILK.COM

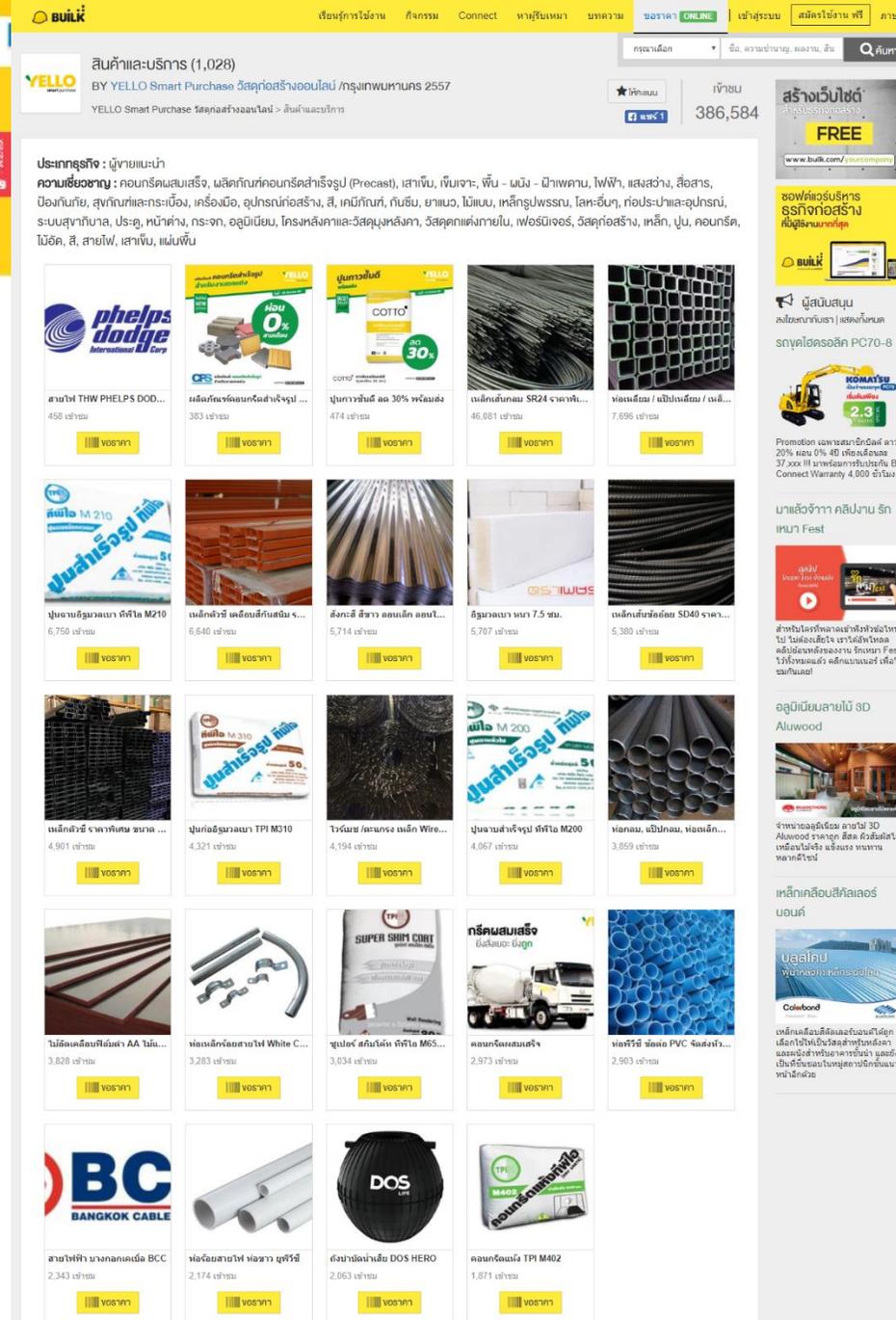
100% FREE SOFTWARE on cloud
for construction + real estate SMEs



BUILK CostControl - Proven workflows for construction SMEs from Budgeting, RFQ, PO, Invoice and Reports to manage project costing, cashflow and real-timed monitor their Profit/Loss.

B2B eCOMMERCE

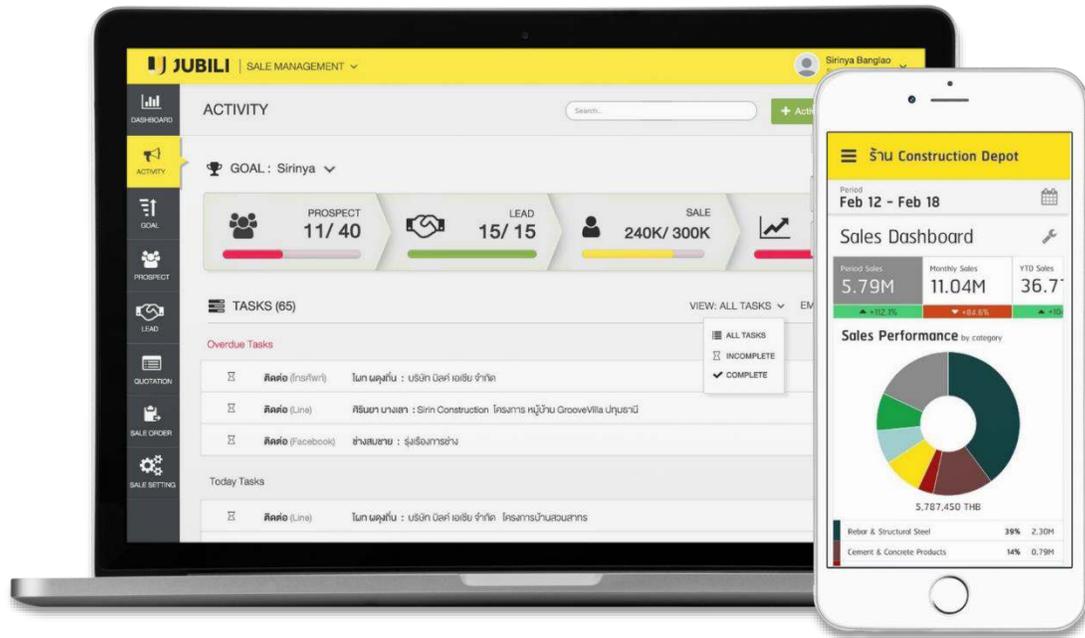
RFQ – PO – Payment





CRM+SFA FOR CONMAT STORE

Connect Store Network to Online Contractors



CRM FOR REAL ESTATE DEVELOPER

SELL-CONSTRUCTION-TRANSFER



plan home
บ้านพร้อมอยู่

รายชื่อผู้สนใจที่ยังไม่มียูนิท

สนใจ 10 คน

เพิ่มลูกค้าใหม่

ยูนิท Hot สุด

ผู้สนใจ 2 คน - Unit 064 promsuk

สนใจ 2 คน - Unit 055

โปรโมชัน

จัดเต็มพร้อมอยู่

- ถึงน้ำพร้อมดื่ม
- ล้างจานเย็นพร้อมทานอาหาร
- พร้อม 12000 BTU
- พร้อม 9000 BTU
- พร้อมรถมอเตอร์ไซด์ที่พร้อมขี่ออก-หลังใบ

คือบ้าน

- พร้อม 12000 BTU ล้างจานพร้อมดื่ม
- ล้างจานไฟ สโตนเทคพร้อมใช้
- ปลูกมาสวยพร้อมบ้าน
- สบดินทรายพร้อมรถ / ปูกระเบื้องรอง
- จอดรถ
- ล้างจาน 4 เครื่อง พร้อมวางระเบียบห้อง
- ผนังกันเสียง
- ฝ้าเพดานพร้อมปู
- ฝ้าเพดานพร้อมปู
- ฝ้าเพดานพร้อมปู

ploy
MORTGAGE

ระบบติดตามสถานะ
การยื่นกู้ของสาขา

ใช้งานร่วมกับระหว่างผู้พัฒนาสาขา
และธนาคารชั้นนำ

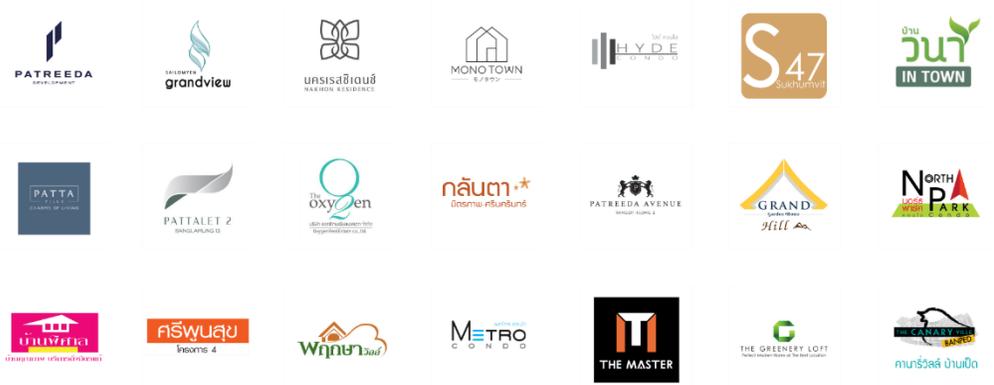
Logos of partner banks: KASIKORN, SCB, TMB, etc.

MORTGAGE > มียก

รายการที่โอน	รายการที่โอนที่สาขา	ชื่อผู้กู้	สถานะ	จำนวน	ปี
2324	97	126	182	192	2019

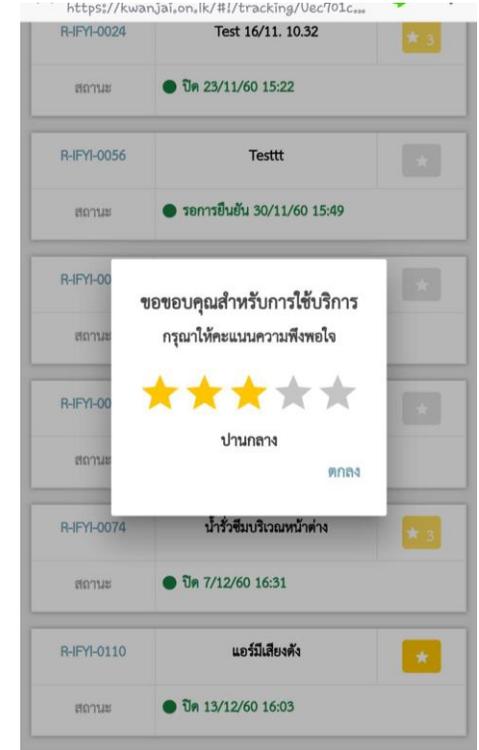
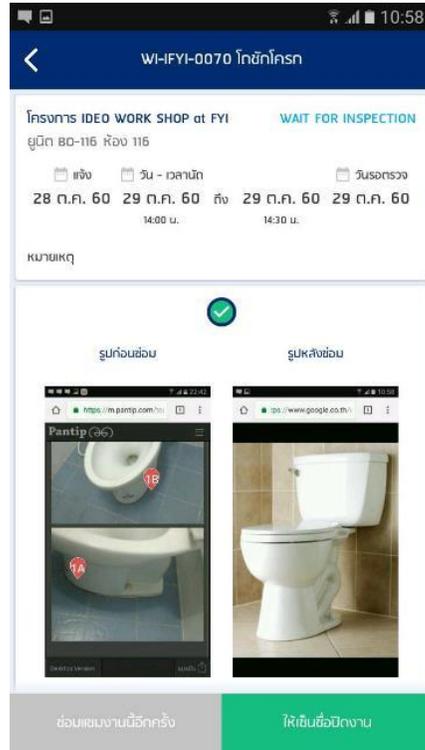
รายละเอียดของรายการ:

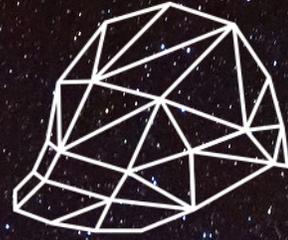
เลขที่	ชื่อผู้กู้	สถานะ	จำนวน	ปี
B20-14	คุณนาย ธนฉวี	อนุมัติ	1	2019
A30-12	คุณนาย ใจดี	อนุมัติ	1	2019
A30-11	คุณนาย ใจดี	อนุมัติ	1	2019



MULTI-CHANNEL FACILITIES MANAGEMENT

CHAT-BASED WARRANTY SERVICES COLLABORATION





BUILKONE





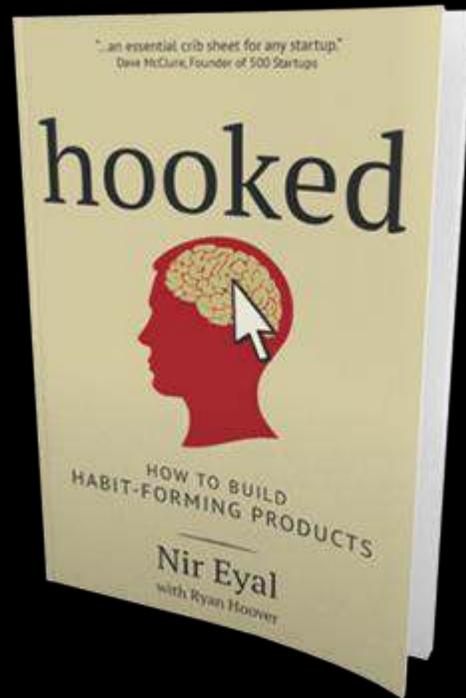
**SOUTHEAST
ASIA
CONSTRUCTION UNITED**



REGIONAL EXPANSION

h Hooked k

@nireyal



HABIT-FORMING PRODUCT DESIGN

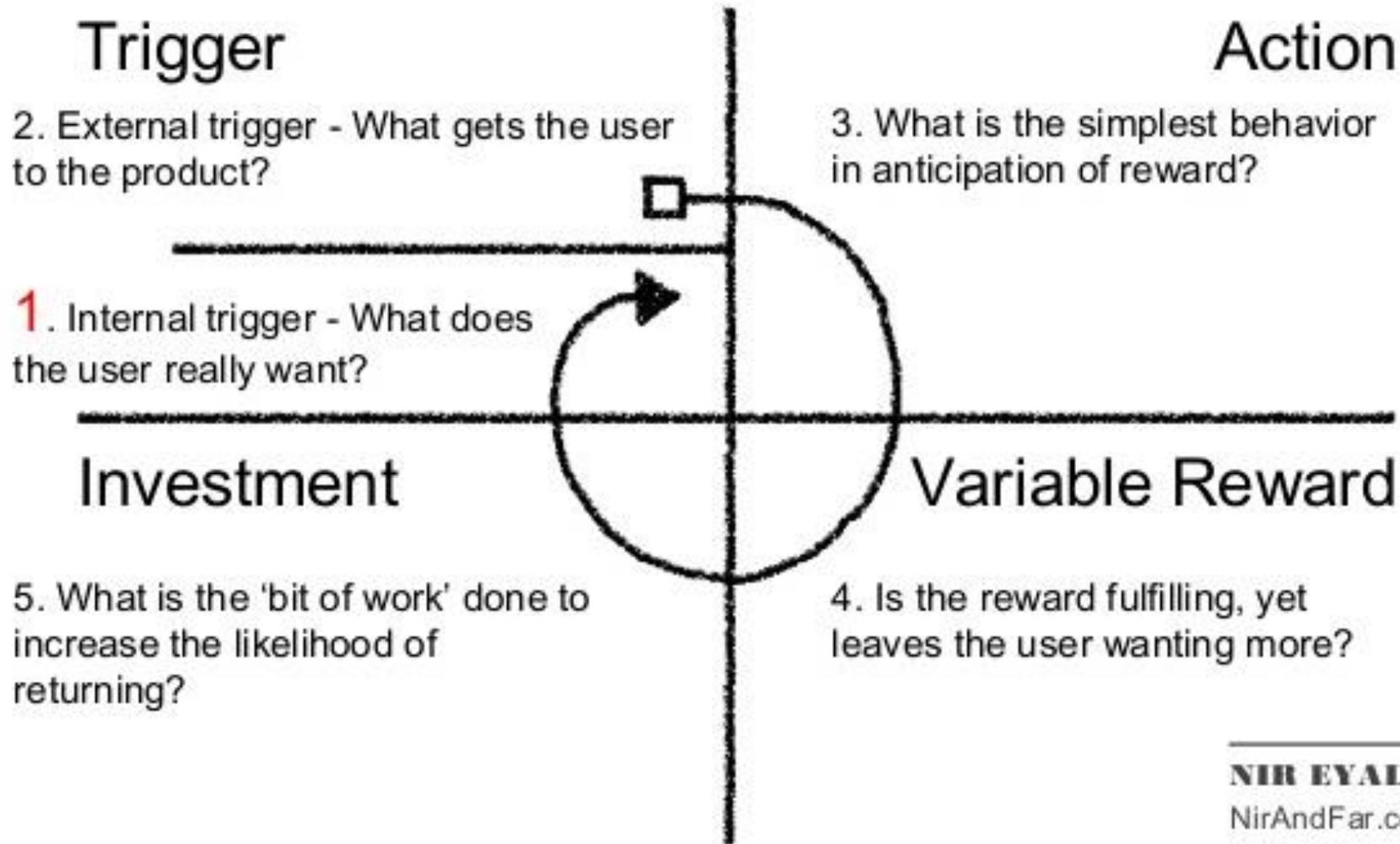
"HOOKED"

A DESIGN PATTERN
TO HELP
FORM PRODUCT HYPOTHESIS



The **HOOK** is an experience designed to connect the user's problem to your solution.

Hook model canvas



NIR EYAL

NirAndFar.com

@nireyal

Fogg Behavior Model

B=mat

behavior motivation ability trigger
at same moment

High
Motivation

motivation

Low
Motivation

triggers
succeed here

Action Line

triggers
fail here

www.BehaviorModel.org

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contact BJ Fogg

Hard to Do

ability

Easy to Do

B2B MARKETING TRANSFORMATION

B2B Customer Journey





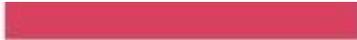
GET TRAFFIC

- Email Marketing
- Newsletter
- Blog Posts
- Social Media Updates
- Infographics
- Slideshares
- Seeding
- Knowledge Sharing
- White Papers
- Checklists



GET LEADS

- Email Marketing
- Case Studies
- Testimonials
- Offline Events
- Trade shows
- Reviews



GET SALES

- Sales Conversation
- Demos
- Free Consultations
- Workshops
- Free Trial
- Quotes/Proposals



RETAIN & REPEAT

- Social Media Updates
- Email Marketing
- Videos/Live Streaming
- Blog Posts
- Case Studies



REFERRAL & ADVOCATE

- Social Media Engagement
- Referral Program
- Events

MARKETING ACTIVITIES



GET TRAFFIC

- Email Marketing
- SEO / SEM
- Newsletter
- Blog Posts
- Social Media Updates
- Infographics
- Slideshares
- Seeding
- Knowledge Sharing
- White Papers
- Checklists





29,170 SHARES
159,818 PAGEVIEWS

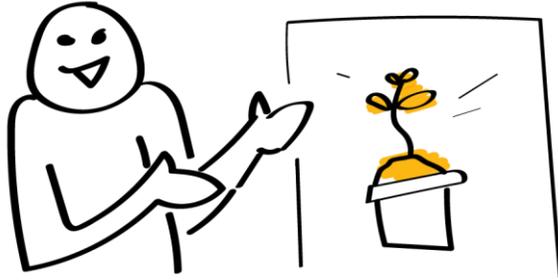
ธุรกิจรับเหมาก่อสร้างจดทะเบียนในประเทศไทยหลายหมื่นราย เกิดใหม่และล้มหายตายจากตลอดเวลา แต่ยังมีผู้รับเหมาที่มองเห็นความเป็นไปได้ในการสร้าง ธุรกิจรับเหมาก่อสร้าง สามารถทำให้ธุรกิจเติบโตจนมีรายได้เป็นร้อยล้านในเวลาเพียงไม่กี่ปี

หลายปีที่ผ่านมา [ตั้งแต่บิลด์ก่อตั้งขึ้น](#) บิลด์ที่มาได้คุยกับผู้รับเหมาเป็นพันราย เห็นการเติบโตของเพื่อนๆ ตั้งแต่เริ่ม สร้างธุรกิจรับเหมา จนขยับขยายเติบโต พอมีโอกาสนั่งคุยกับผู้รับเหมาที่ประสบความสำเร็จ พบว่ามีหลายอย่างที่พูดตรงกันจนน่าจะรวบรวมเป็น [ข้อคิดให้กับผู้เริ่มต้นสร้างธุรกิจรับเหมาก่อสร้าง](#) และผู้รับเหมาที่ต้องการขยายธุรกิจให้เติบโตอย่างมั่นคง

ครั้งหน้าเราจะมီးอะไรดี ๆ มาฝาก ขอให้ติดตามกันค่ะ ใครเกรงจะพลาด สมัครสมาชิกด้านล่างไว้ก่อน เพราะมีทั้งข่าวคราว อัปเดตสำหรับธุรกิจก่อสร้าง [ข่าวกิจกรรมให้ผู้รับเหมา](#) [สำรวจราคาวัสดุก่อสร้าง](#) [โปรโมชั่นวัสดุก่อสร้างราคาถูกจากโรงงาน](#) บทสัมภาษณ์ผู้รับเหมาตัวอย่าง ที่จะส่งให้ทางอีเมลล์ต่อเนื่อง

สมัครสมาชิก ฟรี

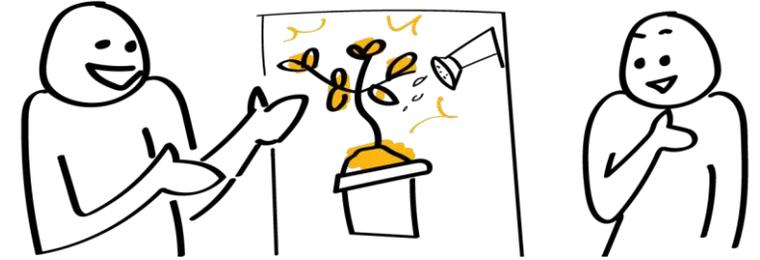
WHY PEOPLE SHARE?



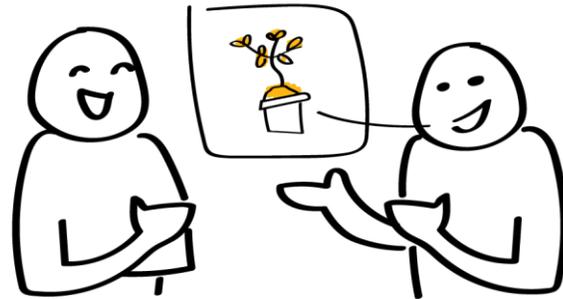
1: We share to **LOOK GOOD**



2: We share to **FEEL GOOD**



3: We share to **TEACH & HELP**



4: We share to **CONNECT**



5: We share to **CONVINCE**

GOLDEN EGG CONTENT



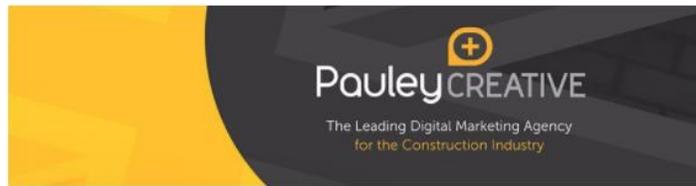
A hand holding a red marker is circling the word "LEADS" in a field of arrows. The word "LEADS" is written in a bold, black, sans-serif font and is centered within a red oval. The background is white and filled with numerous black arrows of varying lengths and directions, all pointing towards the central word. The hand is positioned at the bottom center, with the red marker tip touching the bottom edge of the red oval. The overall composition is clean and focused on the central text.

LEADS

GET LEADS

- Email Marketing
- SEO/SEM
- Case Studies
- Testimonials
- Offline Events
- Trade shows
- Reviews





A little resource round-up

The sun is out and the weekend is approaching! Time to wind down from the working week - and what better way to start than with some light reading? From content marketing and PPC through to website builds and social media, we've got you covered with a vast range of free resources to download...



GRAB YOUR FREE GUIDE

Share the love...

We'd love to hear your thoughts on our eBook content - [why not head on over to our Facebook page and leave a review?](#)

And of course, follow us on all social platforms below to stay up-to-date on all the latest in construction marketing!



This e-book has been brought to you by Pauley Creative, the digital marketing agency for the construction industry.



Nick Pauley
Managing Director



Suzanne Golder
Content Lead



Kayley Bright
Content Account Executive



Stuart Dinnie
Head of Projects



Craig Betts
Digital Project Manager



Alina Asisianu
Insight Manager

If you would like help with social media and/or digital marketing strategy development please contact us on **01908 671 707** for a chat or send an email explaining your requirements to talk@pauleycreative.co.uk



Case Study: Lendlease

Leverages Aconex for digital project delivery and collaboration, and utilizes Oracle's Payment Management to streamline sub-contractor payments process



COMPANY OVERVIEW:

- Large property and infrastructure group with operations in Australia, Asia, Europe and the Americas
- No. 24 on the ENR 2017 list of largest general contractors

CHALLENGES:

- Large, complex, high-profile construction and infrastructure projects
- Sizable network of project partners across different geographies
- Thousands of sub-contractors

ACONEX SOLUTION:

- Comprehensive project collaboration and information management
- Support for all phases of the project lifecycle – feasibility, design, construction, inspections, and handover
- Mobile field access

ORACLE SOLUTION:

- Payment management for project and sub-contractor payments

BENEFITS:

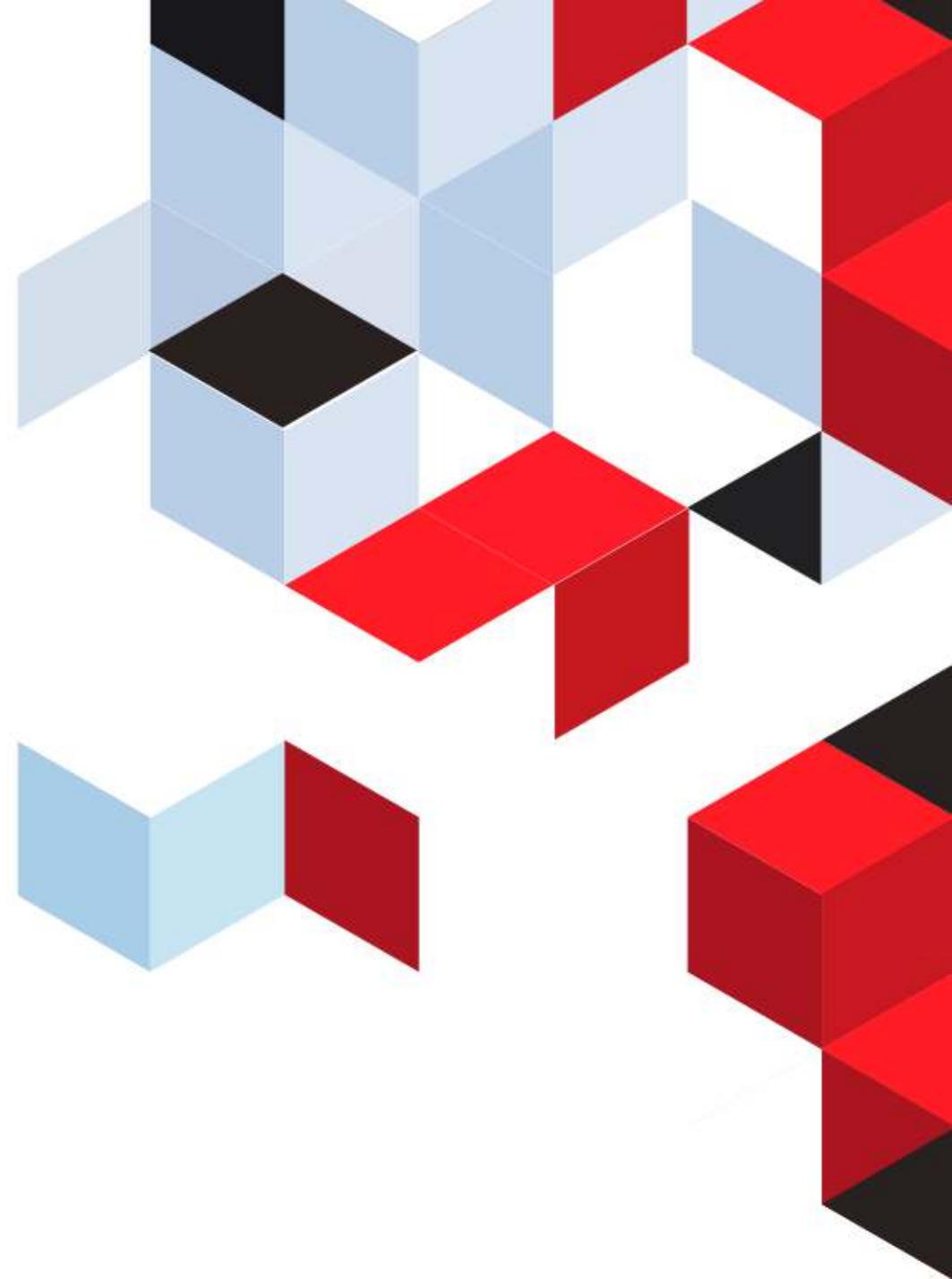
- Improved efficiency and productivity across project teams
- Anytime/anywhere access to project collaboration
- Increased project visibility and control
- Improved cash flow forecasting

* Customer information provided by Aconex and Oracle

B2B Customer Journey



5 DIGITAL TRANSFORMATION TIPS FOR ENTERPRISES



START WITH PEOPLE
Especially **LEADERS**



STAY FOCUS

Follow

One

Course

Until

SUCCESS

DIGITIZE INTERNAL PROCESS



DIGITAL HABITS

OLD
HABITS

NEW
HABITS



RETHINKING POSSIBILITIES

WHAT IF ... ?

TIME

for
change

THANK YOU

PATAI PADUNGTIN
patai@buihk.com

