



Digital Talk Series Summary

Episode 15: “Digital Marketing in Cambodia”

Date: Saturday, 28th May 2022, 1:30 – 2:00 AM

Host: Mr Sok Hour, CIDE Intern

Guest Speaker: Mr Thy Yuthear, Digital Marketing Manager at Hanuman Beverages

The poster is for the 15th episode of 'The Digital Talk Series' organized by the Centre for Inclusive Digital Economy (CIDE) and Asian Vision Institute (AVI). The title in Khmer is 'តួទី១៥: "ទីផ្សារឌីជីថលនៅកម្ពុជា"' (Episode 15: "Digital Market in Cambodia"). It features two speakers: Mr. Sok Hour, a CIDE intern, and Mr. Thy Yuthear, Digital Marketing Manager at Hanuman Beverages. The event is held on Zoom and Facebook, scheduled for Saturday, May 28, 2022, from 1:30 AM to 2:00 AM. Logos for CIDE, AVI, Zoom, Facebook, and Startup Cambodia are visible.

By Mr Yorn Socheat: CIDE Intern

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The 15th episode of CIDE's Digital Talk Series entitled "**Digital Marketing in Cambodia**" was hosted by **Mr Sok Hour**, CIDE Intern, on 28th May 2022. He was joined by our distinguished speaker, **Mr Thy Yuthear**, Digital marketing manager at Hanuman Beverages. This episode aimed to discuss the field of digital marketing in Cambodia and explore the opportunities and benefits it could contribute to Cambodia's economy.

Mr Yuthear defined digital marketing as the combination of traditional and the use of technology. He further explained that digital marketing includes advertising goods and products through social media, including Facebook and Instagram. He also explained the term "SEM", which stands for "Search engine marketing", which functions as a key term that allows the advertisements of businesses to reach more audiences using search engines such as Google.

In addition, the speaker stated that digital marketing is a crucial tool for businesses, especially SMEs. It allows them to advertise their goods and services through the digital platform, which costs them less than traditional marketing methods. However, he believed that traditional marketing is still a potential tool for advertising today.

In addition, Mr Yuthear stated that there are many opportunities brought along with digital marketing. He noted that digital marketing could help expand the capabilities of SMEs in advertising their products and services to larger customers through a digital platform. He also explained that digital marketing will create new jobs for people in Cambodia since this field is still advancing and trending among business owners.

Expanding job markets in this field creates opportunities and attracts more students to pursue their studies in digital marketing.

Furthermore, Mr Yuthear elaborated that the emergence of digital marketing aligns with the Cambodian government's 2030 vision of transforming Cambodia into a digital economy. He further explained that the current digital marketing trend would help Cambodian citizens become familiar with the digital economy. It will also help prepare Cambodia's labour force for the digital economy as it attracts more students to pursue their studies in digital and technology.

In addition, Mr Yuthear also indicated that some challenges come along with digital marketing. He stated that it is very crucial to manage data and information carefully when using digital platforms. Mismanagement can result in losing data or vital elements of businesses. Security is another concern when using digital media for advertising. There are risks of misinformation caused by hackers from outside the organisation, which could damage business credentials.

In addition, the speaker pointed out that digital marketing is an important skill and a trading major among Cambodian students. This major requires students to acquire various soft skills to complement learning about digital marketing. Those skills include content marketing on social media such as LinkedIn, Facebook, and TikTok. Other important elements have management skills, leadership skills and communication skills.

Finally, Mr Yuthear shared some of his recommendations for students who want to pursue a career in this field and business owners who are currently using the digital platform as an advertising method.