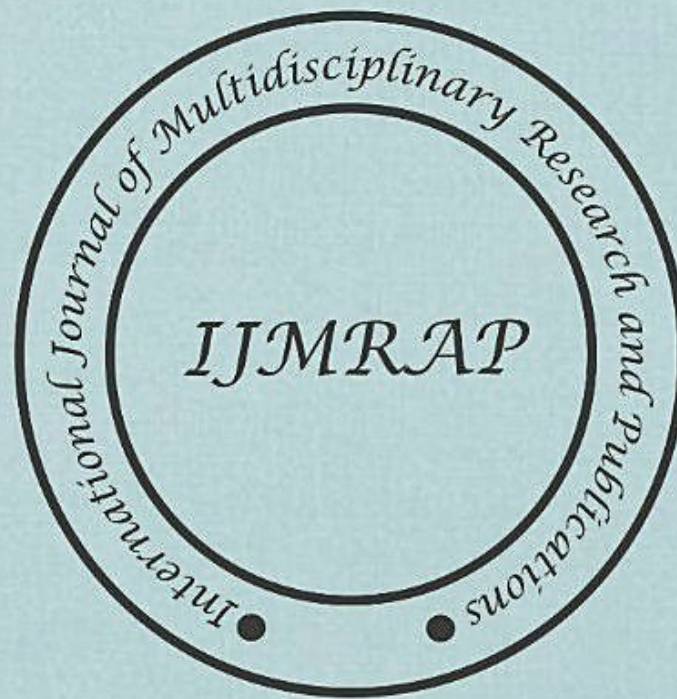


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Online Marketing Strategies and Image Building of Phitsanulok Province

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Abstract— Foundation and Destinations Online Promoting Techniques and Picture Building for Phitsanulok Area This consider points to Explore online showcasing procedures and image building for Phitsanulok Territory Examine branding methodologies for Phitsanuloks tourism to pull in sightseers within the advanced period. Inquire about Strategy The think about utilized graphic factual examination The measurable apparatuses utilized incorporate recurrence rate cruel standard deviation Autonomous Tests ttest OneWay Investigation of Change ANOVA relationship examination and stepwise different relapse examination These were based on the conceptual system and pertinent theories Research Findings The factors chosen for the condition included online promoting methodologies The numerous relationship coefficient Numerous R was 0742 the coefficient of assurance R Square was 0551 and the balanced R Square was 0548 The standard mistake for showcasing methodologies was 0448 The discoveries illustrated a noteworthy relationship between online promoting procedures and the apparatuses that impact Phitsanuloks imagebuilding Y. The item characteristics X1 variable had a Pvalue of 0000 which is less than 005 0000 005 Additionally the enthusiastic component X4 variable moreover had a Pvalue of 0000 which is less than 005 0000 005 The relapse condition is as takes after:

$$Y = 0.430 + 0.308(X1) + 0.573(X4).$$

Keywords— Online Marketing Strategies, Image Building, Phitsanulok Province.

I. INTRODUCTION

Online promoting techniques play an imperative part in building the picture of Phitsanulok Territory Particularly through successful online notoriety administration cooking story telling and vital open relations these approaches not as it were But it makes a difference increment the perceivability of the territory But it too advances positive recognitions among potential sightseers Online Notoriety Administration Significance of ORM Building a great online notoriety is basic to drawing in guests ORM techniques incorporate observing your online nearness and locks in along with your group of onlookers on social media Bajaj 2023. Making tall quality substance that exhibits neighborhood visitor attractions and culture can altogether progress the picture of a territory Bajaj 2023 cooking story telling culinary tourism Phitsanuloks nearby food may be a one of a kind offering point Media campaigns highlighting culinary stories can pull in sightseers curious about true encounters Jongsuksomsakul 2024. The combination of neighborhood and universal culinary impacts can position Phitsanulok as a social city Increment his likes

Jongsuksomsakul 2024 Key open relations Utilize of social media Leveraging social media for open relations can viably communicate common offerings and lock in with different gatherings of people Puksawadde et al 2015. Imaginative methodologies Adjusting PR hones to incorporate advanced methodologies can advance a positive corporate picture and back longterm tourism objectives Puksawadde et al 2015 In spite of the fact that these methodologies are viable But challenges such as competition from other traveller goals and the require for ceaseless substance development stay critical Tending to these challenges is fundamental for Phitsanuloks economical development within the tourism division.

II. METHODOLOG

Imaginative methodologies Adjusting PR hones to incorporate advanced methodologies can advance a positive corporate picture and back longterm tourism objectives Puksawadde et al 2015 In spite of the fact that these methodologies are viable But challenges such as competition from other traveler goals and the require for ceaseless substance development stay critical Tending to these challenges is fundamental for Phitsanuloks economical development within the tourism division. Online showcasing includes utilizing diverse sorts of online paid claimed and earned media pointed to reach your promoting objectives ie to assist advance your items or administrations The classic demonstrate of online promoting is merely develop mindfulness of your trade and its items by picking up perceivability by picking up situations on diverse sorts of online nearness These situations then give the choice to drive guests to your site where you'll clarify more almost your brand with the point of changing over these guests to buy This visual appears six sorts of online media utilized to drive individuals to your site.

How is online marketing different from digital marketing?

Online promoting is exceptionally comparative to computerized promoting in meaning in reality the distinction is basically chronicled As this chart from Google Patterns appears the names Web showcasing and online showcasing utilized to be more prevalent than computerized showcasing but computerized promoting has developed in notoriety in later a long time So most individuals in English speaking nations allude to computerized showcasing while in other

nations such as in European nations online promoting is more broadly utilized.

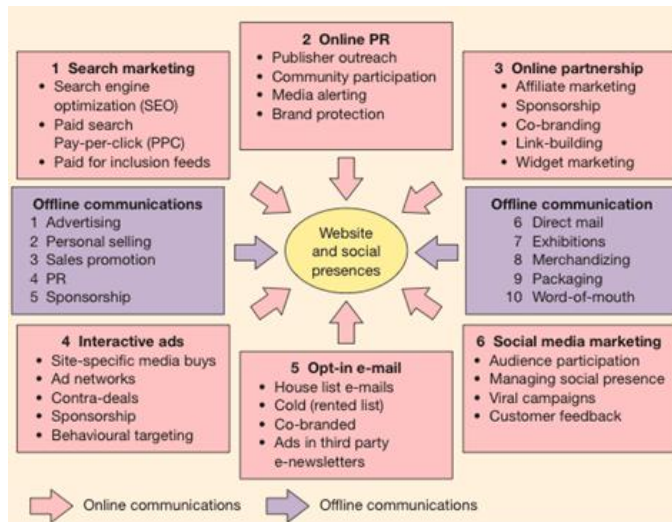


Fig. 1. Digital Marketing: Strategy, Implementation and Practice

We utilized this visual in early versions of our book *Advanced Showcasing Procedure Execution and Hone* to summarize the most online promoting strategies. We presently have a modern adaptation of this visual with extra techniques which we incorporate within the segment on online showcasing tools. Although the extreme point of contributing in online media is regularly to drive guests to an online site or to empower them to download a versatile app. On the off chance that you've got one there's regularly a advantage in communicating around the brand on other destinations. For case inquire about has appeared that when individuals see show advertisements or recordings on YouTube this will empower them to visit websites by looking on them. These by implication incited visits are now and then called see throughs instead of click throughs. Then again individuals may view ads or perused an editorial on social media or on a web distributor and after that visit a store in case it is in their neighborhood. Online media may too be pointed at driving activity to other shapes of online nearness such as a social media page or Google My Trade which is truly critical to for businesses with a nearby nearness such as a stores and administrations. Individuals frequently seek for a physical commerce by including close me or the title of a town. Its truly imperative to pick up perceivability within the maps and postings in Google My Commerce in these cases typically called neighborhood look showcasing. Once guests are pulled in to your site you'll offer straightforwardly online by means of Ecommerce in the event that you're running a direct to consumer D2C commerce show where item stock is accessible online. On the other hand click and collect administrations may coordinated with offline stores. In any case on the off chance that your trade offers complex more costly items which is regularly the case for business to business administrations you will require deals individuals to discuss the alternatives along with your prospects as portion of the buying handle websites and other

online stages such as company social media pages and Google My Trade.

III. THE AIMS OF ONLINE MARKETING

The objective of online showcasing is straightforward its pointed at supporting you in your showcasing objectives to raise mindfulness of your items among the group of onlookers you've got chosen to target as portion of your promoting procedure.

To choose on the finest approach to online showcasing it is helpful to think around how it can assist you bolster your objectives through the client lifecycle and through showcasing campaigns.

At Shrewd Bits of knowledge we made the RACE showcasing arranging system which maps the online client travel over all potential touchpoints. Inside this system of Reach Act Change over and Lock in over all channels you'll actualize advanced hones viably inside your organization by arranging overseeing and optimizing your computerized media digital encounters and digital information. Typically appeared within the visual underneath where diverse online media strategies are utilized at distinctive stages.

IV. STEPWISE MULTIPLE REGRESSION ANALYSIS

The factors chosen into the condition are online promoting technique. There's a numerous relationship coefficient. Numerous R rise to 0.742. Coefficient of choice R Square rise to 0.551. Coefficient in balanced promoting methodology. Balanced R Square 0.548. Standard mistake in showcasing methodology. Standard Blunder 0.448.

Stepwise multiple regression analysis

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	90.779	2	45.389	225.358	.000 ^c
Residual	74.119	368	.201		
Total	164.897	370			

(Multiple R) 0.742

(R Square) 0.551

(Adjusted R Square) 0.548

(Standard Error) 0.448

V. RESULT

Table 1. Shows the variables that have been selected to enter the equation.

Model	Unstandardized Coefficients		Standardized Coefficients	t	P-value	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
ค่าคงที่ (Constant)	0.430	0.180		2.391	0.017					
(X ₁)	0.308	0.059	0.278	5.221	0.000	0.430	0.325	0.308	0.059	0.278
(X ₂)	0.573	0.060	0.509	9.553	0.000	0.430	0.325	0.573	0.060	0.509

Significant of level 0.05

VI. CONCLUSION

The factors chosen into the condition are online promoting procedure. There's a numerous relationship coefficient. Different R rise to 0.742. Coefficient of choice R Square break

even with to 0551 Coefficient in balanced showcasing technique Balanced R Square 0548 Standard blunder in promoting technique Standard Blunder 0448 Outline of test comes about on the relationship between online showcasing procedures Between online showcasing procedures and online promoting apparatuses that influence the creation of the picture of Phitsanulok Territory Y it was found that the characteristics of the item X1 had a Pvalue of 0000 with a esteem less than 005 0000 005 and the emotional component X4 incorporates a Pvalue of 0000 with a value less than 005 0000 005 which can be composed within the shape of relapse investigation analysis as follows: $Y=0.430 + 0.308(X_1) + 0.573(X_4)$.

VII. SUGGESSTION

Within the following investigate ponder inquire about ought to be done the utilize of virtual world reenactment computer program innovation or AR has played an critical part in online showcasing techniques and in building the picture of Phitsanulok area.

ACKNOWLEDGMENT

The factors chosen for the condition included online promoting procedures The numerous relationship coefficient Different R was 0742 the coefficient of assurance R Square was 0551 and the balanced R Square was 0548 The standard blunder for promoting procedures was 0448The discoveries illustrated a critical relationship between online promoting procedures and the apparatuses that impact Phitsanuloks imagebuilding Y The item characteristics X1 variable had a Pvalue of 0000 which is less than 005 0000 005 Essentially the passionate component X4 variable moreover had a Pvalue of 0000 which is less than 005 0000 005.The regression equation is as follows:

$$Y = 0.430 + 0.308(X_1) + 0.573(X_4)$$

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