

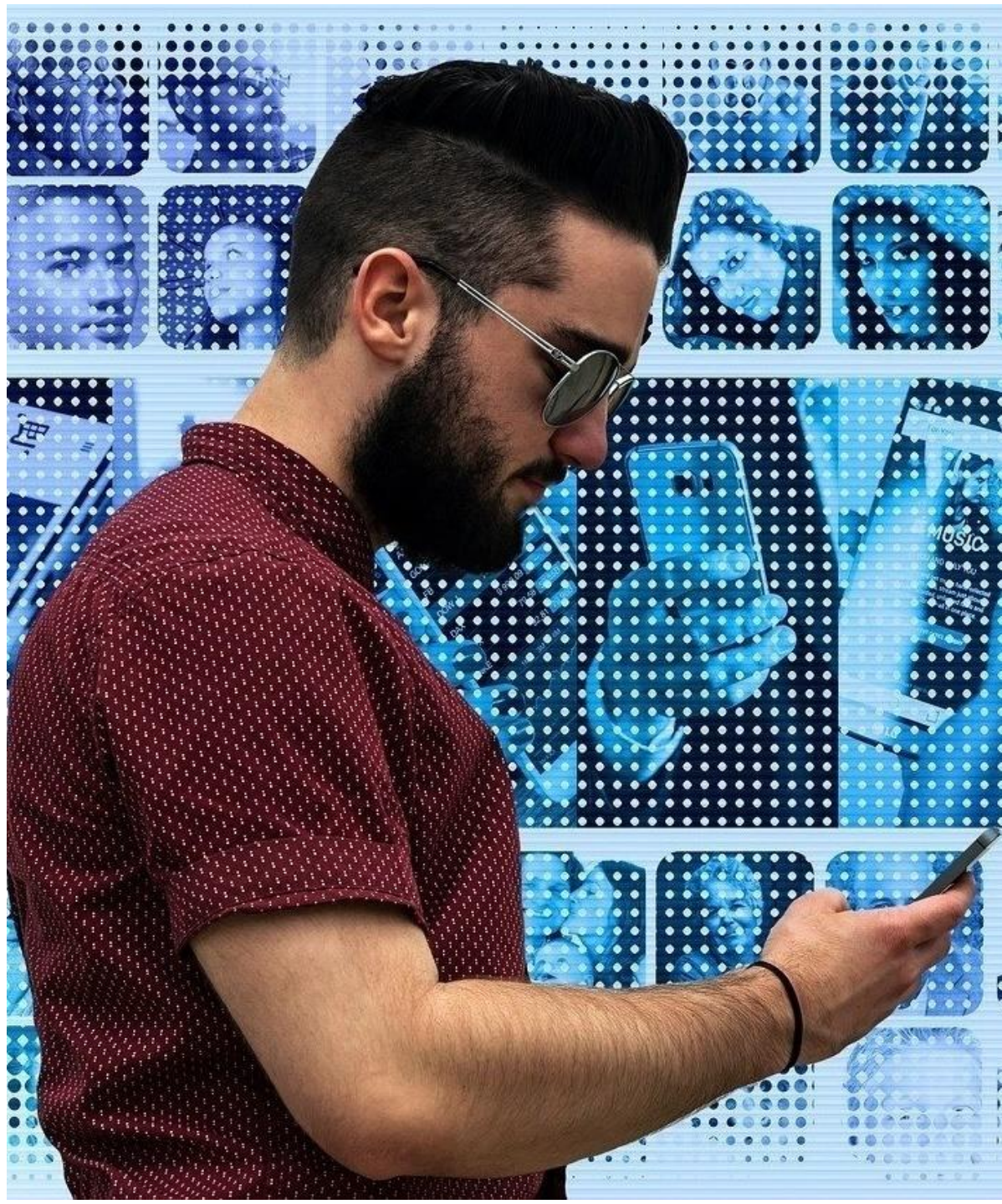
mashroom.5

BIZKHMER MEDIA

SYNERGISTIC ONLINE ADS SOLUTIONS-**BRING ALL TO
ONE**

*Better Digital Marketing;
Refreshing Results*





WHAT WE LIVE BY

We want the customers to say,
“That’s a hell of a
product/service!” instead of,
“That’s a hell of an ad!”

- Leo Burnett



Founder Story

- **SOPHEARITH YORN – Founder & Managing Director of BizKhmer.** A marketing specialist and serial entrepreneur, Sophearith created renowned educational platform BizKhmer in 2015 and a digital media agency BizKhmer Media (formerly known as EliteBiz) in 2018. His core competencies include content strategy development, implementation, and integrated marketing communications (IMC). He has led online campaigns for international brands along with countless domestic clients.
- Sophearith has worked in branding, communications, consulting, lecturing, media, and training for 10 years. Now he is partnering with PAPER & PAGE (Thailand) serving as a country head. Before that, he served as corporate communications manager at Phnom Penh City Center (PPCC), which is one of the biggest property developers in Cambodia. His roles emphasized creating and initiating community programs and extensively involved advertising and working with local media. Previously, he was a key person within Sabay, a leading publisher.
- Since 2016, he has taught several courses at well-known Cambodian universities such as CamIU University, the CEO Institute, NIPTIC and the University of Cambodia.
- Sophearith holds a master's degree in Social and Cultural Entrepreneurship from Université Lumière Lyon 2, and Entrepreneurship and Innovation Management from University of Lille I. He also holds a bachelor's degree in Business and Economics from the University of Puthisastra (Phnom Penh, Cambodia).



WHO WE ARE?

Our Philosophy

We help our clients see, project and create opportunities, increase sales and assist in the client's growth. We educate & lead our client in creating smart online marketing campaigns with efficient cost.

Our Vision

Turn into an industry leader in advertising (online), search marketing and lead generation.

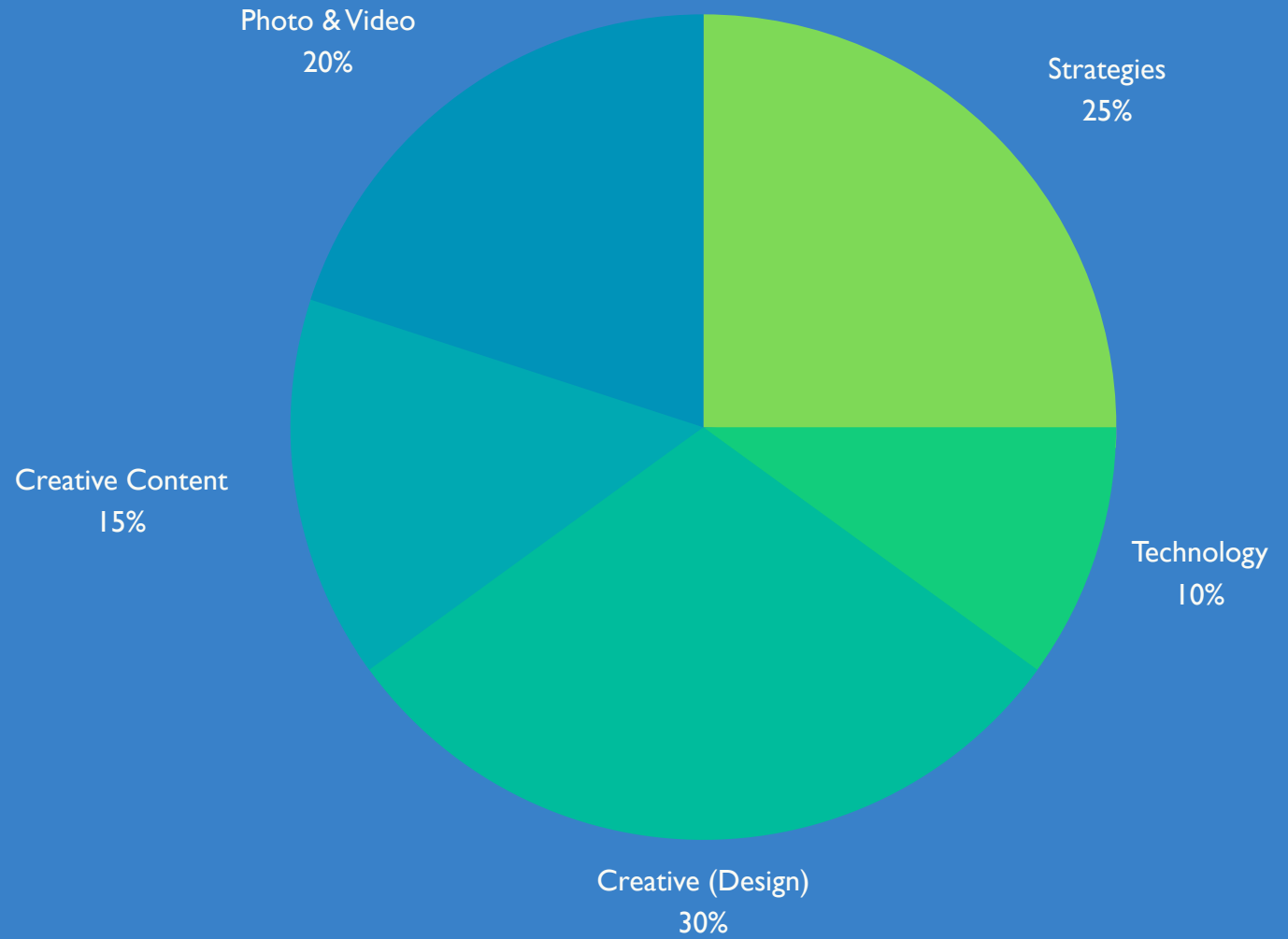
Our Mission

Bring you a better digital marketing. Let you refresh your results.

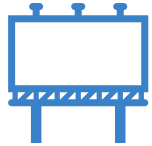


OUR EXPERTISE

We have a large pool of skills and resources to support your campaign. We have multi-national teams including Cambodian, the Filipino, Thai, French, and Indian



VALUE PROPOSITION



Result that matters clients. Engagement, Sales, Lead, Reach, Pageview rather than impression



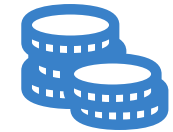
Multi-Promotional channels (News website, Facebook Page, YouTube, Ads Platform)



Comprehensive online marketing intelligence gathering and analysis on your competitors and activities (plus consulting)



Encompass 360Degree Marketing (O2O or OFFLINE MARKETING)



Creative ,Time & MONEY Saving (ADS Platform)

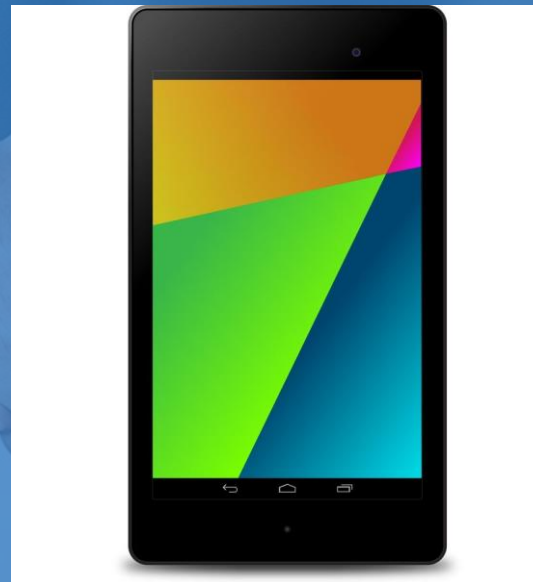
Affiliate Entity of BizKhmer (since 2015):

BizKhmer is a leading digital online platform to educate Cambodians about business, investment, property, entrepreneurship, career, study and more...

1,500,000+ on BizKhmer Web!
(Views per month)

188,000+ on Facebook page!
(Facebook followers)

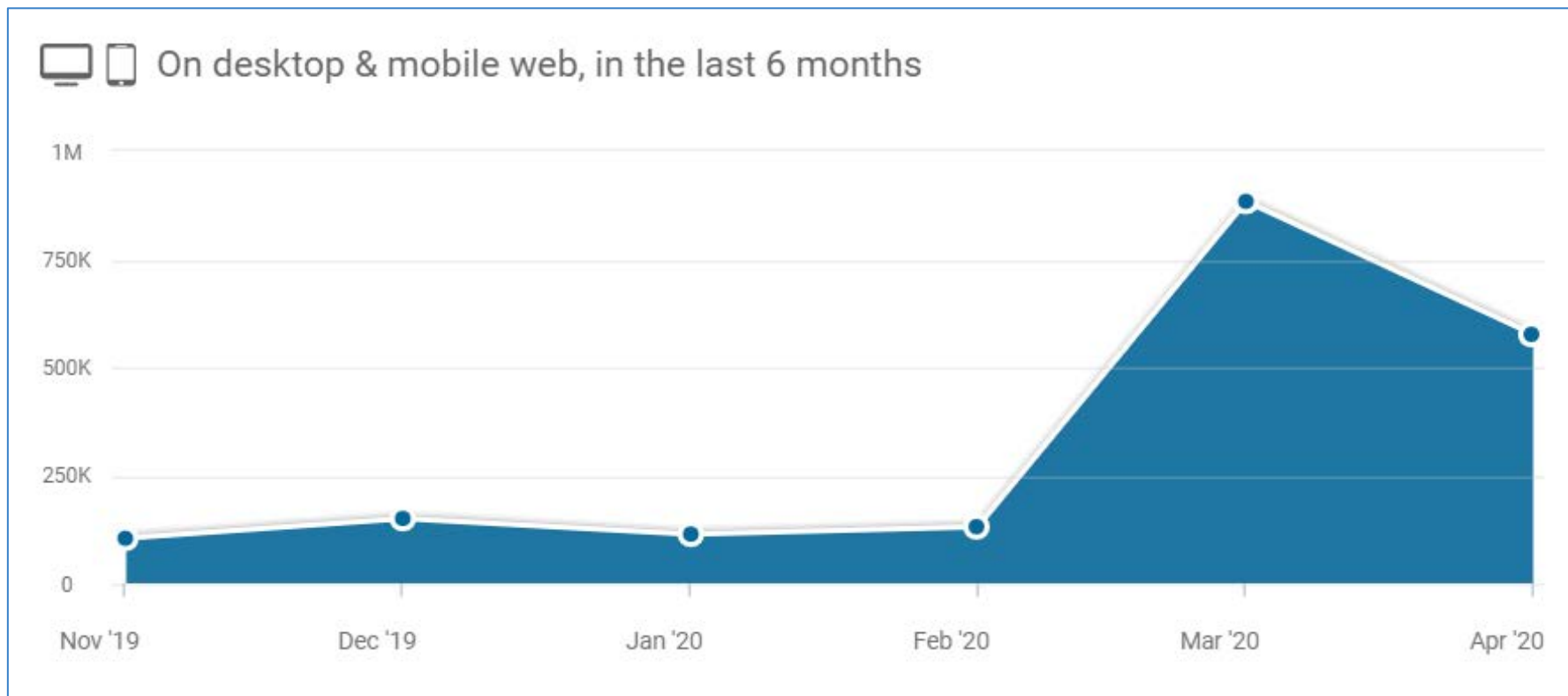
170,000+ Database!
(SMS/Email marketing)



Leveraging the platforms of BizKhmer

BIZKHMER WEBSITE ANALYTICS:

Latest updates for 2020	Users	NEW users	Pageviews
March 15-30	439,113	416,233	995,759
April	318,985	218,464	674,694





BIZKHMER'S SPECIALIZED OFFERINGS



**Branded & Advertorial
Content**



Online Banner



Branded & Advertorial Content

BizKhmer produces articles that are reliable and beneficial for reader's success in these competitive communities. There are both Khmer & English version.



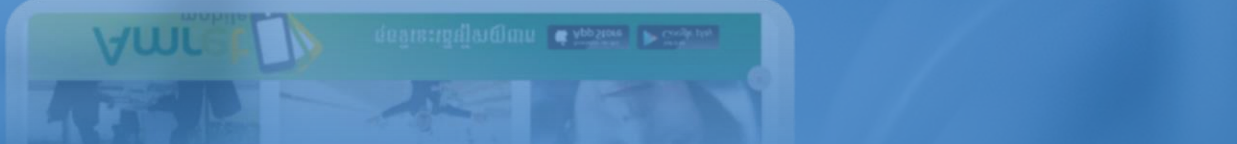
Online Banner Ads

BizKhmer exposes display banner ads to over 200,000 views per day!



សេវាកម្មគ្រប់គ្រងហ្វេសប៊ុកផេសប៊ុក
ក្នុងមួយម៉ោងត្រឹមត្រូវ
• ជួយដោះស្រាយបញ្ហាផេសប៊ុក
• បង្កើនចំនួនអ្នកប្រើប្រាស់
• បង្កើនចំនួនការលក់
• បង្កើនចំនួនការទិញ
• បង្កើនចំនួនការចុះបញ្ជី
• បង្កើនចំនួនការចុះបញ្ជី
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Readers of BizKhmer:

Total reader consists of 60% male and 40% female

Business Legal

5%

Technology

7%

Education

50%

Business Theories

20%

Entrepreneurship

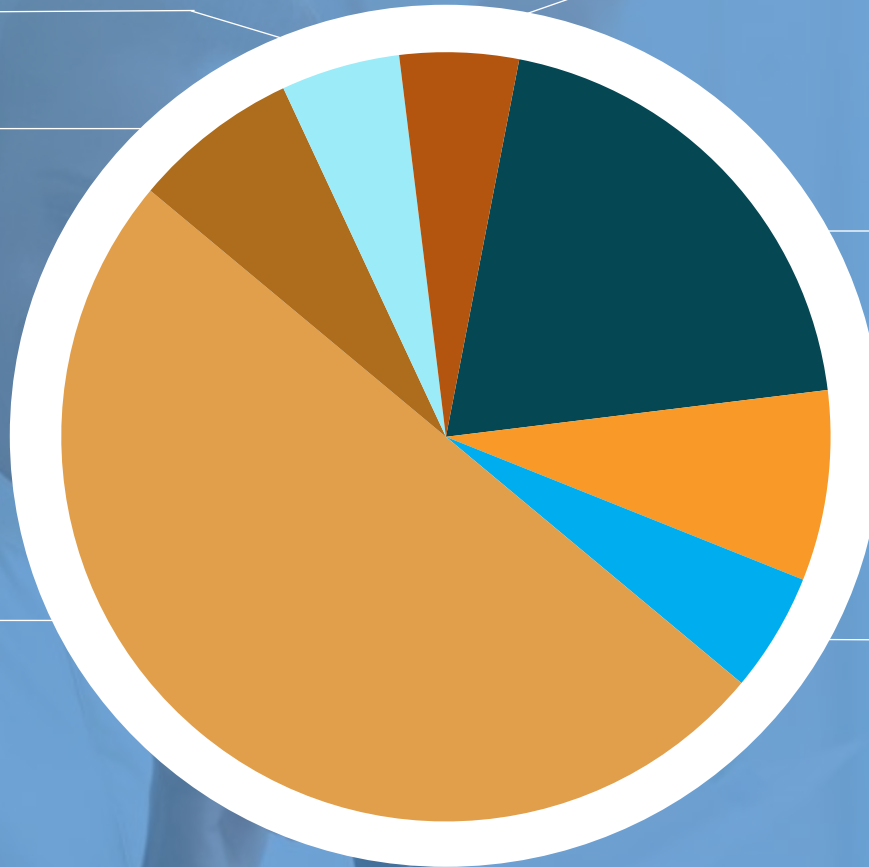
20%

Think-tank

8%

Real Estate

5%





WE SPECIALIZE IN

- ✓ Facebook Marketing & Management
- ✓ Media Services
- ✓ PR Campaign
- ✓ Video Production
- ✓ SMS/Email Marketing

Facebook Page Management



1. Analyze your page(s) & your competitors
2. Full Facebook page optimization
3. Planning & strategies
4. Creative copywriting
5. Graphic designing
6. Video (drone, MC, voice-over, slideshow..)
7. Photography
8. Media paid, report & ROI

Media Buying

(Brand Awareness & Sales)



1. **Press Release / Commercial creative article**
2. ***Draft keyword & concept***
3. ***Draft the whole story***
4. ***Identify media outlets***
5. ***Media planning & buying***
6. ***Sabay, Khmerload, Thmey Thmey, Koh Santepheap, Khmernote, Business Cambodia, etc...***
7. ***Media reporting***

PR Campaign



We have been delivering **PR campaign services** to numerous clients over these extensive periods. Noticeably, PR campaign has become a popular and effective method to boost engagement and reach to get your advertisement or event notification delivered to the target audience. Concisely & compellingly written and targeted, press release draws high media attention to newsworthy events across social media platforms.

Currently, we have **BizKhmer website** platform, **BizKhmer** and **BizKhmer Media Facebook pages** that help drive the PR event campaign to go viral on various social media platforms.

Video Production



With our band of creative production team, we offer **video production** to our clients embedding with **creativity and uniqueness** in styles and effects. We always try to seek for **inventiveness** and **originality** in that piece of work in order to satisfy our clients with the best quality video we could offer them.

We uniquely offer event video shooting, slideshow video, voice-cast over video, and aerial video shooting with our advanced technology drone.

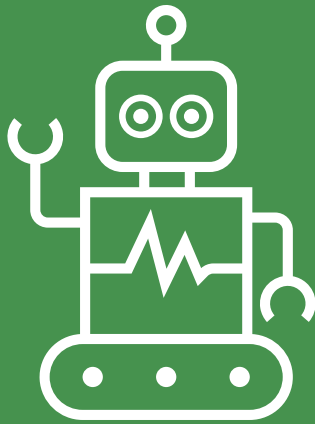
SMS Marketing



SMS processing is a **high-speed operation** due to being sent in form of bulk SMS which the SMS notification pops up on the target audience's mobile devices in synchronization.

This modern marketing technique is low cost, less time consumption, and generate more high-end results and efficiency. We have our confidential database that we could formulate the filtered bulk SMS to sort out the target audience so that we could generate expected result from the SMS campaign.

Marketing Intelligence & Analysis



We have used several types of softwares and tools to analyze the performances of our works and analyze your competitors' presence and content appearances.

Marketing Intelligence & Analysis plays a critical role in designing strong content strategies to overtake your competitors or to find your niche where is potential enough to capture.

Model & MC Video Commercial & Interview



UNIQUE KH Ads Platform-potential to expand to regional market

A very unique Ads Platform prototype which will complete the development by the end of this year

It will combine all offline marketing tools with online ones so that every stakeholder including advertisers & media channels (publisher/TV stations/Radio...) can create mutual benefits, save time & money plus a comprehensive marketing intelligence gathering and analysis

The prototype will be completed by the end of June 2020

The platform will create passive incomes for BizKhmer Media and generate enormous outcomes for SME and large companies in Cambodia



MEET THE TEAM

BAND OF CREATIVES



YORN Sophearith
Founder and CEO



LUNG Vannak
Operations Supervisor



LEU Sokheng
Admin & Finance Team Leader

MEET THE TEAM

BAND OF CREATIVES



NOUN Sokly

Graphic Design Team Leader



TOUCH Youheng

Production Team Leader



TRY Reaksmeiy

Media Planner & Strategist

MEET THE TEAM

BAND OF CREATIVES



CHIM Lyheang
Client Account Manager



TIN Matiya
Local & International News Editor



NOEUN Vannak
SMS/ Email Marketing Officer

MEET THE TEAM

BAND OF CREATIVES



SENG Hao

Video Editor & Technical Support



CHEA Oudom

News Translator



CHEA Thearith

Translator & Logistic Officer

MEET THE TEAM

BAND OF CREATIVES



SAY Menghouy
Video Editor



KHAM Soneath
Senior Graphic Designer



Leang Sopheakphalkun
Social Media Account Officer

MEET THE TEAM

BAND OF CREATIVES



THA Sreyden

Social Media Account Officer



BUN Houth

Head of Web & App Development



UNG Sochea

Senior Web Developer

MEET THE TEAM

OUR SENIOR CONSULTANTS



Robert Woodrich

CEO of Paper & Page (Thailand)



Lokesh Singh

Head of Product of GPC
Software (India)



IN Sothon

Creative Director of
Sothon Photography (USA)

OUR STRATEGIC PARTNER-REGIONAL & INTERNATIONAL COOPERATION

BizKhmer Media works with **PAPER & PAGE regionally**, a Thailand-based agency that the **Holmes Report** called **one of Asia-Pacific's best new PR consultancies** in 2019.

PAPER & PAGE are the exclusive **Thailand partners of mc Group, Germany's biggest communication firm**, meaning they can tap into world-class best practices and resources.

Together, they've supported **Haier Group's** social media marketing launch in the Cambodian market and **the U.S. Embassy in Phnom Penh's "U.S. Foods Week,"** promoting various American agricultural products to high-income Phnom Penhers.

They work together because BizKhmer Media deliver **top-notch on-the-ground support** in Cambodia and PAPER & PAGE provide **best-in-class knowledge and resources**.

OUR VISION is to deliver high-quality marketing communications products in native **English, Khmer,** and **Thai** to our Cambodian-market clients.



PAPER & PAGE's CURRENT & RECENT CLIENTS

- ❖ AgriSource (Alaska Seafood Marketing Institute, American Pulse Association, US Dry Bean Council, and USA Dry Pea & Lentil Council)
- ❖ Child's Dream Foundation
- ❖ Chulalongkorn University (School of Integrated Innovation)
- ❖ Deutscher Fußball Botschafter
- ❖ DoubleTree by Hilton
- ❖ ECPAT International
- ❖ Haier
- ❖ Hilton Hotels & Resorts
- ❖ Klab
- ❖ KT Corporation (formerly Korea Telecom)
- ❖ Pasona
- ❖ Siam Winery (Moose Cider), and Westin Hotels & Resorts



READY TO WORK TOGETHER?



Get in touch.

Connect Us Now



Strategize with us.

Sit and Discuss about Strategies



Watch your revenue grow.

Monitoring your growth

RECENT PROJECT PORTFOLIO



FACEBOOK PAGE

60%



MEDIA SERVICE

15%



SEO & SEM

15%



OTHERS (GOOGLE...)

10%

PROJECT
HIGHLIGHT-
RECENT ONLY



AEON Mall Cambodia

AEON Mall conducted a country level's first promotion campaign which was called 'Black Friday.' BizKhmer Media had been assigned to work on SMS marketing with a bulk of 100K SMS (including our database; phone numbers).

Black Friday Campaign achieved over its management's expectation; especially sale's outcomes for its tenants and partners.



PROJECT HIGHLIGHT- RECENT ONLY



Manulife

Manulife is one of the leading insurance companies in Cambodia. BizKhmer had provided a display ads banner campaign on its website for a period of 3 months.

It had achieved over 4 000 000 impressions plus traffic acquired to its owned website.



PROJECT
HIGHLIGHT-
RECENT ONLY



HAIER CAMBODIA

The world's leading appliance manufacturer, Haier Group sought our support to penetrate the Cambodian market using online channels, BizKhmer Media partnering with Paper & Page (Thailand) had provided Facebook Page service with an optimum results (increase fans page from Zero to 45K within 6 months).

- Haier now becomes one of the top players in high tech consumer goods in Cambodia.



PROJECT
HIGHLIGHT-
RECENT ONLY



Heineken

As a top premium beer from Europe; BizKhmer has been serving display ads banner for over two consecutive years.

Heineken has been in highly-intensive market competition with its European rivalry Carlsberg.

As one of the media outlets that chosen by their management; BizKhmer has produced delighted outcome in term of its brand awareness plus editorial campaign supports.



PROJECT HIGHLIGHT- RECENT ONLY



AUDI CAMBODIA

As one of the top premium authorized cars in Cambodia, Audi had worked with BizKhmer on one of the world's Audi Summits based in Barcelona, Spain.

BizKhmer had working on several editorials and branded content to promote Audi car in Cambodia.



PROJECT HIGHLIGHT- RECENT ONLY



Borey Eden Garden

Borey Eden Garden had engaged with BizKhmer Media for SMS Marketing with a bulk of 10K SMS.

We had delivered SMS for two separated campaigns; one for Groundbreaking Ceremony and one for Special Promotion campaign.



PROJECT HIGHLIGHT- RECENT ONLY



US FOOD WEEK BY U.S. EMBASSY IN CAMBODIA

We also collaborated on the execution of U.S. Foods Week in Cambodia, which saw PAPER & PAGE & BizKhmer Media provide social media marketing support to the U.S. Embassy in Cambodia on behalf of AgriSource.



PROJECT HIGHLIGHT- RECENT ONLY



THE SEA GATE SUITE

The Sea Gate Suite is the biggest mixed use development base in Sihanouk Ville.

BizKhmer Media manages the Facebook Page campaign with a KPI of 700 leads per month. Our performance exceeds the expectation of our client.



PROJECT HIGHLIGHT- RECENT ONLY



THE PINGU'S ENGLISH CAMBODIA

As one of the top international schools in Cambodia, Pingu's English Cambodia provides an unique curriculum has been carefully prepared in collaboration with Kingston University, the top university in UK for early childhood education.

BizKhmer Media has been growing fans as well as promoting its campaign widely in Phnom Penh.



PROJECT HIGHLIGHT- RECENT ONLY



AMRET MFI

As one of the top ten MFIs in Cambodia; BizKhmer has been serving display ads banner for its “App” campaign; a drive to lean forward e-banking.

Within 3 months, we have achieved almost 2 million Impressions and 15K clicks.



PROJECT HIGHLIGHT- RECENT ONLY



Makkah Land, largest land lot developer in Tbong Kmum

Facebook Page Management/Marketing:

- Our ads, videos and posters have reached up 7K engagement each month
- We have increased number like up to 7K within a short period of project
- We did a few professional videos including highly brand awareness oriented



PROJECT
HIGHLIGHT-
RECENT ONLY



Belwiz, Milk Powder from Australia

Facebook Page Management/Marketing:

- Our ads, videos and posters have reached up 5K engagement each month
- We have increased number like up to 27K within a short period of project



PROJECT HIGHLIGHT- RECENT ONLY



Pao Pao, Diaper brand from Thailand

Facebook Page Management/Marketing:

- We extensively increase the engagement and brand awareness
- We target to increase number like to 10K within 6 months
- Increase sales through roadshows/campaigns across all targeted provinces



PROJECT
HIGHLIGHT-
RECENT ONLY



Angkor Coffee, a top local coffee maker in Cambodia

Facebook Page Management/Marketing:

- We extensively increased brand awareness across two main channels; commercial article & Facebook Page campaign
- Commercial creative article reached up to 150K while Facebook Page engagement was up to 10K



PROJECT HIGHLIGHT- RECENT ONLY



MAXICARE CLINIC CAMBODIA

Maxicare Clinic Cambodia is one of the top quality pediatric clinics in Cambodia.

We grow from zero fans up to 10k within just 6 months.



LET'S TALK CONTACT INFORMATION

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