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**Educating the Adult Learners: Development of
Digital Marketing Strategies for Local Community
Products of Pasakngam Village, Chiang Mai,
Thailand**

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Abstract

This research study was conducted aligned with the local community service project of Chiang Mai Rajabhat University, aimed to 1) study the marketing management system and the needs for local community products of Pasakngam Village, Doi Saket District, Chiang Mai, and 2) analyze and develop a digital marketing strategy model for community products in Pasakngam Village. 3) educate the adult learners, the villagers of Pasakngam Village on digital marketing strategies to promote local community products. The study employed a participatory method to address problems and current phenomena related to local products in Pasakngam Village, including public hearings, a focus group with 32 village members, semistructured interviews with village leaders and local product group leaders, and a survey with 215 customers and tourists visiting Pasakngam Village seeking for factors influencing the decision of travelers in traveling and buying local products. Additionally, a participatory workshop for adult learners, the villagers of Pasakngam Village on digital marketing strategies for local products and a local conference were organized. The findings revealed an absence of a management system and marketing strategy for community products, as well as a lack of public relations plans for Pasakngam Village. Activities for selling goods and services were conducted based on daily circumstances, which were adversely affected by the pandemic. This led to decreased average income from local product sales. An attempt by community members to create a Facebook page for Pasakngam lacked supervision. Regarding the analysis and development of digital marketing strategies, workshops were organized to transfer knowledge on digital marketing practices using the RACE model—Reach, Act, Convert, and Engage—to the community members. The digital marketing efforts included creating and uploading promotional videos on YouTube channels and sharing them via the existing Facebook page to promote tourist attractions and local products in the Pasakngam community, aiming to attract more visitors to the village.

Keywords: Adult Learners, Local Community Products, Digital Marketing Strategies, Marketing Management, Digital Marketing