

ENHANCING CREATIVE VALUE THROUGH DIGITAL MARKETING STRATEGIES: APPLYING CONTENT MARKETING FOR THE SUSTAINABILITY OF HANDMADE TONKLA ACHIAP COMMUNITY ENTERPRISE IN PHO CHON KAI, BANG RACHAN, SING BURI PROVINCE

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ABSTRACT

This Research use a mixed-method approach with three main objectives: 1) to study the current situation and digital marketing approaches for community enterprise products in Sing Buri Province; 2) to enhance entrepreneurs' capacity to effectively conduct business in digital markets through the use of Content Marketing and digital marketing tools; and 3) to propose sustainable marketing strategies for community enterprises. The target group was entrepreneurs from the Handmade Tonkla Achiap Community Enterprise in Pho Chon Kai, Bang Rachan District, Sing Buri Province, selected via quota sampling. Key outputs include a suitable Content Marketing model and an innovative process for sustainable digital marketing.

The findings revealed that entrepreneurs in Sing Buri Province attach high importance to entering digital markets, with an overall mean score of 4.2 out of 5 and a standard deviation of approximately 0.5. This reflects the urgent need to develop digital marketing knowledge, build trust, and foster customer loyalty in the digital era. This research, therefore, serves as a crucial mechanism to support community entrepreneurs in effectively and sustainably participating in digital markets, thereby strengthening their competitiveness and contributing to the long-term economic development of both the community and the province.

Keywords: Digital Marketing, Content Marketing, Community Enterprise, Sustainability

INTRODUCTION

Sing Buri Province possesses high agricultural potential, with over 45.46% of its population engaged in this sector. The fertile lowlands and efficient irrigation systems result in high-quality agricultural produce suitable for processing. Furthermore, its proximity to Bangkok (approximately 150 km) provides a logistical advantage for transporting fresh agricultural products.

Despite this high production potential, most community enterprise entrepreneurs face challenges in accessing and utilizing the digital market effectively (Soonthornpipit et al, 2019). Surveys indicate that entrepreneurs lack the knowledge and skills to consistently and systematically apply digital marketing technologies and innovations. Although government agencies offer regular training, the

outcomes are often unsustainable due to the lack of consistent digital marketing strategies and close follow-up.

Community enterprises in Sing Buri, particularly those focusing on processed and local food products, have high competitive potential. However, the absence of effective digital marketing strategies prevents them from fully creating Creative Value for their products. The research team recognized the necessity of integrating knowledge from information technology and digital marketing to develop a sustainable digital marketing process. This process focuses on using Content Marketing as the core strategy to drive Awareness, Consideration, and Conversion, following the Customer Journey concept (Loiypha, N. 2024).

This study focuses on the Handmade Tonkla Achiap Community Enterprise as a case study to develop sustainable digital marketing competitiveness. It proposes a Mentorship System combined with work monitoring to help entrepreneurs develop self-reliance in business operations, consistent with prior research confirming the critical role of mentorship in online marketing success.

OBJECTIVE

1. To study the current situation and digital marketing approaches for community enterprise products in Sing Buri Province.
2. To enhance entrepreneurs' capacity to effectively conduct business in digital markets through the use of Content Marketing and digital marketing tools.
3. To propose sustainable marketing strategies for community enterprise entrepreneurs.

Literature Review

Concepts of Community Enterprise

A Community Enterprise (Small and Micro Community Enterprise: SMCE), as defined by the Community Enterprise Promotion Act (2005), refers to a community's activity involving the production of goods, provision of services, or other operations conducted by a group of individuals with shared bonds and ways of life, who collectively engage in business to generate income and promote self-reliance for families, the community, and among communities. A core principle of community enterprise is to create product diversity for self-sufficient consumption, reduce expenses, and generate income for the community, without solely focusing on maximum profit. the development of various aspects in the area. people Community, Culture, Environment Strong and sustainable natural resources. Janmuangthai, W, Sithiwarongchai, C, Rodjam, C, Kongpan, Y. (2024).

2.2 Digital Marketing and Content Marketing

Digital Marketing involves using all digital channels to promote or market products and services, including utilizing various digital platforms to expand market reach. For community enterprises, digital marketing is a vital tool for scaling their market from local to national and international levels. Research has shown that digital marketing capability significantly mediates marketing effectiveness in community enterprises (Kraisanti et al, 2024).

Content Marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action. In this study, Content Marketing is applied to build Awareness and

guide customers through the purchasing decision process (Customer Journey). Studies confirm that content marketing positively affects the decision to purchase OTOP products.

METHODOLOGY

Population and Sample

The sample for this study consisted of entrepreneurs from the Handmade Tonkla Achiap Community Enterprise in Pho Chon Kai, Bang Rachan District, Sing Buri Province. A purposive sampling and quota sampling method was used, selecting entrepreneurs who expressed interest in developing or improving their existing online marketing practices.

Research Instruments

The main instruments used in the research included: 1. Questionnaire: Used to assess the need for digital marketing and evaluate the results of capacity development. A 5-point Likert Scale was employed for measurement. 2. Workshop Package: Contained content on digital marketing, Digital Media Planning, creating Content Marketing aligned with the Customer Journey (Awareness, Consideration, Conversion, Retention, Advocacy), and the use of various digital tools. This participatory learning approach is crucial for developing digital strategies.

Data Collection and Analysis

Data collection was conducted between October 2024 and September 2025, divided into three main stages: initial situation survey, workshop and capacity development, and post-development evaluation. The collected data were analyzed using Descriptive Statistics, specifically the mean ($\bar{x}$) and standard deviation (S.D.), to summarize the assessment of needs and satisfaction.

Tools Used in the Research Process

This article employed artificial intelligence tools to assist in language refinement and to suggest initial ideas for content development. However, the authors independently reviewed, revised, and determined all academic interpretations and conclusions.

RESULTS

The analysis of digital marketing needs for processed agricultural products among community enterprise entrepreneurs in Sing Buri Province showed that, overall, entrepreneurs attached a High level of importance to entering the digital market, with an overall mean score of $\bar{x} = 4.2$ and a standard deviation of $S.D. = 0.5$.

A detailed breakdown by aspect revealed that the highest priority for entrepreneurs was Learning and Understanding the Digital Market ($\bar{x} = 4.23$), followed by Building Customer Loyalty ($\bar{x} = 4.22$), and Analyzing Target Markets ($\bar{x} = 4.20$), respectively. This analysis indicates that entrepreneurs recognize the necessity of developing foundational digital knowledge and prioritize building long-term relationships with customers, which is a key component of sustainable economic development. From Table 1.

Table 1
Summary of Digital Marketing Needs Assessment for Community Enterprise Entrepreneurs

No.	Aspect of Needs Assessment	Mean ($\bar{X}$)	Standard Deviation (S.D.)	Level of Importance
1	Learning and Understanding the Digital Market	4.23	0.48	High
2	Building Customer Loyalty	4.22	0.51	High
3	Analyzing Target Markets	4.20	0.50	High
4	Selecting Appropriate Digital Platforms	4.18	0.52	High
5	Creating Engaging Content	4.15	0.55	High
6	Product Promotion	4.13	0.54	High
7	Performance Measurement and Evaluation	4.10	0.56	High
8	Enhancing Efficiency with SEO Techniques	4.05	0.58	High
Overall	Overall Digital Marketing Needs	4.20	0.50	High

CONCLUSION AND DUSCYSSION

Conclusion

This research successfully developed the capacity of the Handmade Tonkla Achiap Community Enterprise entrepreneurs to effectively enter the digital market through Content Marketing strategies. Key conclusions are: 1. Needs Situation: Entrepreneurs demonstrated a high level of awareness and importance regarding digital marketing (Mean 4.2), with urgent needs in foundational digital market knowledge and customer loyalty building. 2. Capacity Development: Practical workshops focusing on Content Marketing and Digital Media Planning effectively developed entrepreneurs' skills, especially in creating content aligned with the Customer Journey. 3. Sustainable Approach: A sustainable marketing guideline was proposed, emphasizing the integration of information technology and digital marketing knowledge into community operations, with a Mentorship System as a crucial mechanism for continuous follow-up and consultation.

Discussion

The findings align with the concept that digital marketing is a vital tool for upgrading community enterprises, particularly Content Marketing, which enables Handmade products to communicate their story (Storytelling) and create creative value. The entrepreneurs' prioritization of digital market learning and customer loyalty building reflects a focus not merely on short-term sales but on establishing long-term relationships with digital customers, which is the core of business sustainability.

Furthermore, the research's emphasis on practical capacity development and a Mentorship System confirms the necessity of continuous support mechanisms post-training. This ensures that entrepreneurs can genuinely apply the knowledge and achieve sustainable results, a point previously highlighted in related research.

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