



Development of Digital Marketing Strategies for Local  
Community Products of Pasakngam Village T. Luangneua  
A. Doi Saket Chiang Mai

Janejira Arsarkij

International College  
Chiang Mai Rajabhat University

This research report was supported by  
Chiang Mai Rajabhat University Research Fund 2021

2021

Development of Digital Marketing Strategies for Local  
Community Products of Pasakngam Village T. Luangneua  
A. Doi Saket Chiang Mai

Janejira Arsarkij

International College  
Chiang Mai Rajabhat University

This research report was supported by  
Chiang Mai Rajabhat University Research Fund 2021  
2021

## Acknowledgement

We would like to express our very appreciation to the International College, Chiang Mai Rajabhat University, for financial support on this research. We would like to thank the leader of Pasakngam Village, Khun Montien and Khun Ratree Boonchangpuak, who gave us information, assistant, and their great collaboration throughout the project. Our grateful thanks are also extended to all the villagers of Pasakngam village for their valuable coordinator and participation during the preparation and development of this research.

We wish to give sincere thanks to our colleagues at International College, Chiang Mai Rajabhat University for their kind assistance in keeping our work on schedule.

Our gratitude also goes to all lovely students who participated in this research. Without your cooperation, this research would not have been successful.

Janejira Arsarkij

2021

**Research Title:** Development of Digital Marketing Strategies for Local  
Community Products of Pasakngam Village  
T. Luangneua A. Doi Saket Chiang Mai

**Researcher:** Janejira Arsarkij