



Miller Center

for Social Entrepreneurship

Name of social enterprise: Koe Koe Tech

Mission statement: To reduce maternal and child mortality rates in Myanmar, to improve health indicators, and to increase access to information, resulting in positive social impacts for the people of Myanmar.

Webpage: <http://www.koekoetech.com>

GSBI (2016) business plan presentation:

<https://www.youtube.com/playlist?list=PLTFApFZek1zqTmEr1oMvFKTYAszISYUvq>

Headquarters: Yangon, Myanmar

The challenge:

1. New customer acquisition has plateaued for Koe Koe Tech on its social media platforms. To further tackle the wide-spread health information poverty in Myanmar, it is vital that Koe Koe Tech finds effective and innovative methods to gain more customers as well as retain existing customers through Facebook Ads and Facebook campaigns.

Action research products needed:

1. Social media toolkit. Improving the social enterprise's Social Media impact assessment that would allow for more accurate and efficient data collection and analysis. This data tracks the engagement of social enterprise's Facebook content and Facebook advertisements. This toolkit will not only include ways to optimize engagement through data analysis but will also provide sample posts and advertisements for reference.

Student skills needed: digital media marketing research, business analytics

Keywords: mobile health information technology, digital market research.