



2018

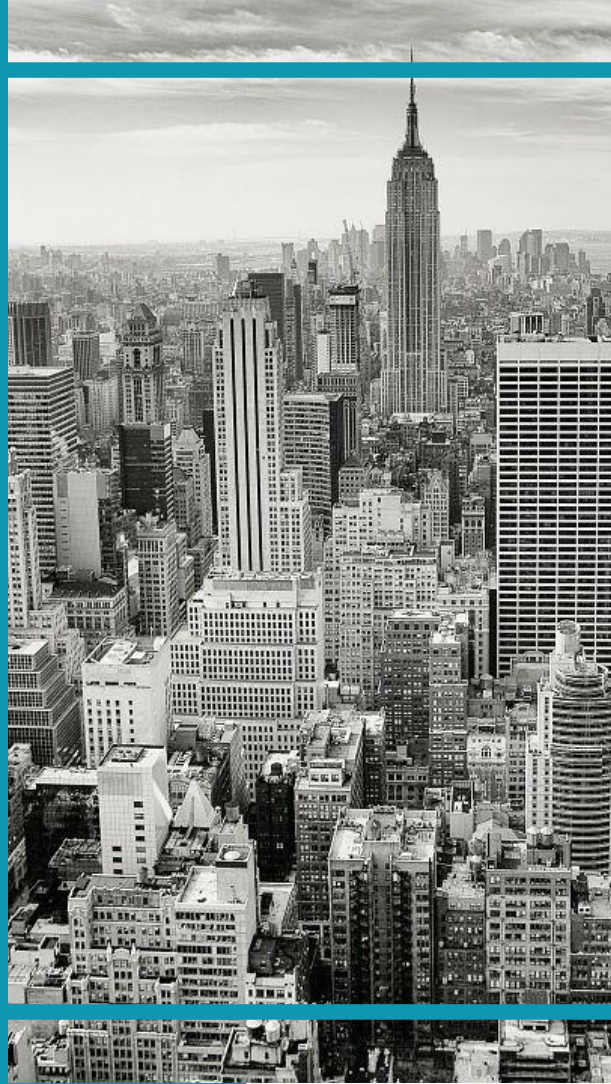
**Vietnam Digital Marketing
Situation and Recommendations
for Agencies**

CONTENTS

01 . Brand perception of Digital Marketing

02 . Brand and Agency relationship

03. Recommendations for Agency side

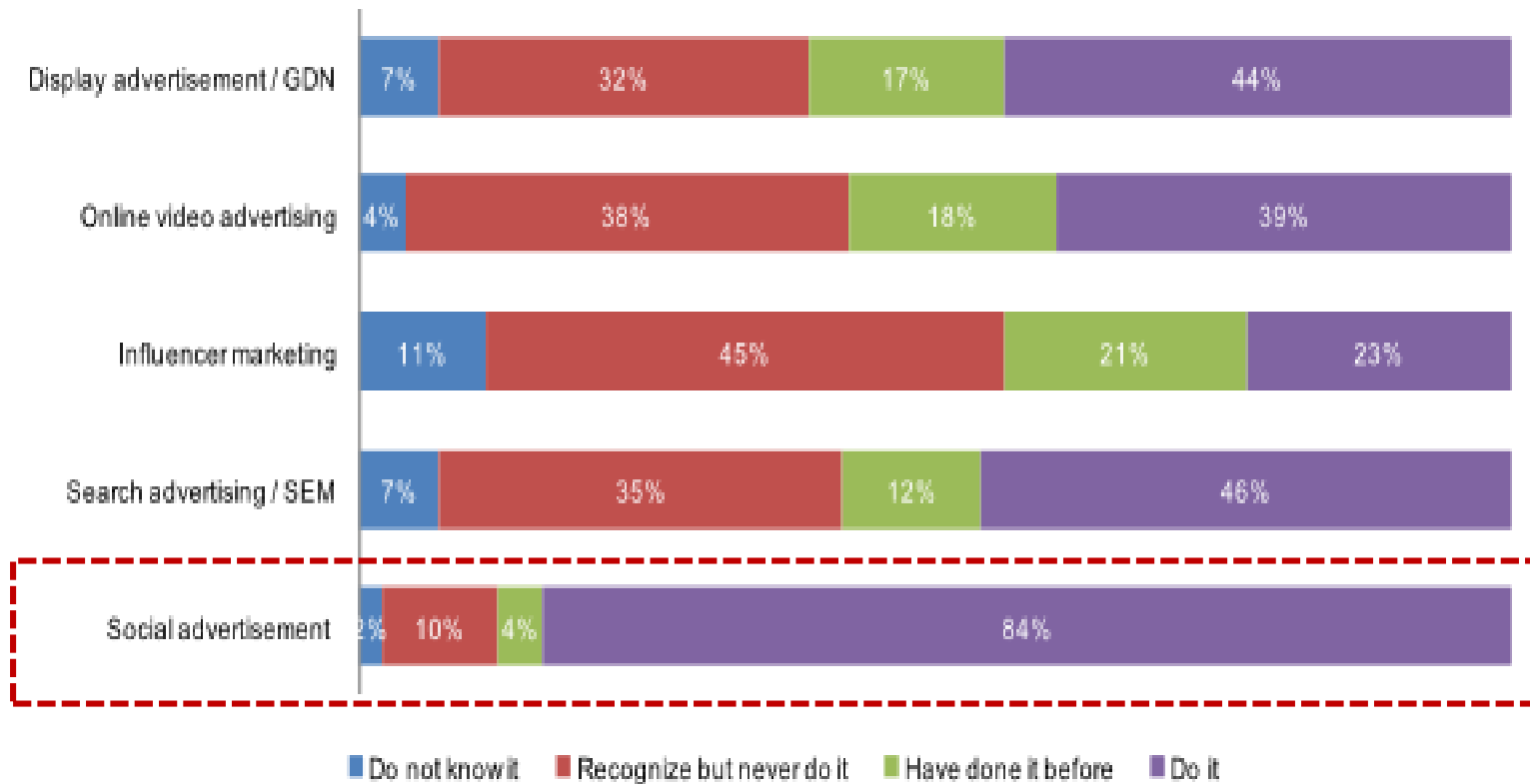


PART 01

Brand perception of Digital Marketing

Digital marketing, typically social advertisement is popular among enterprises regardless of the company size.

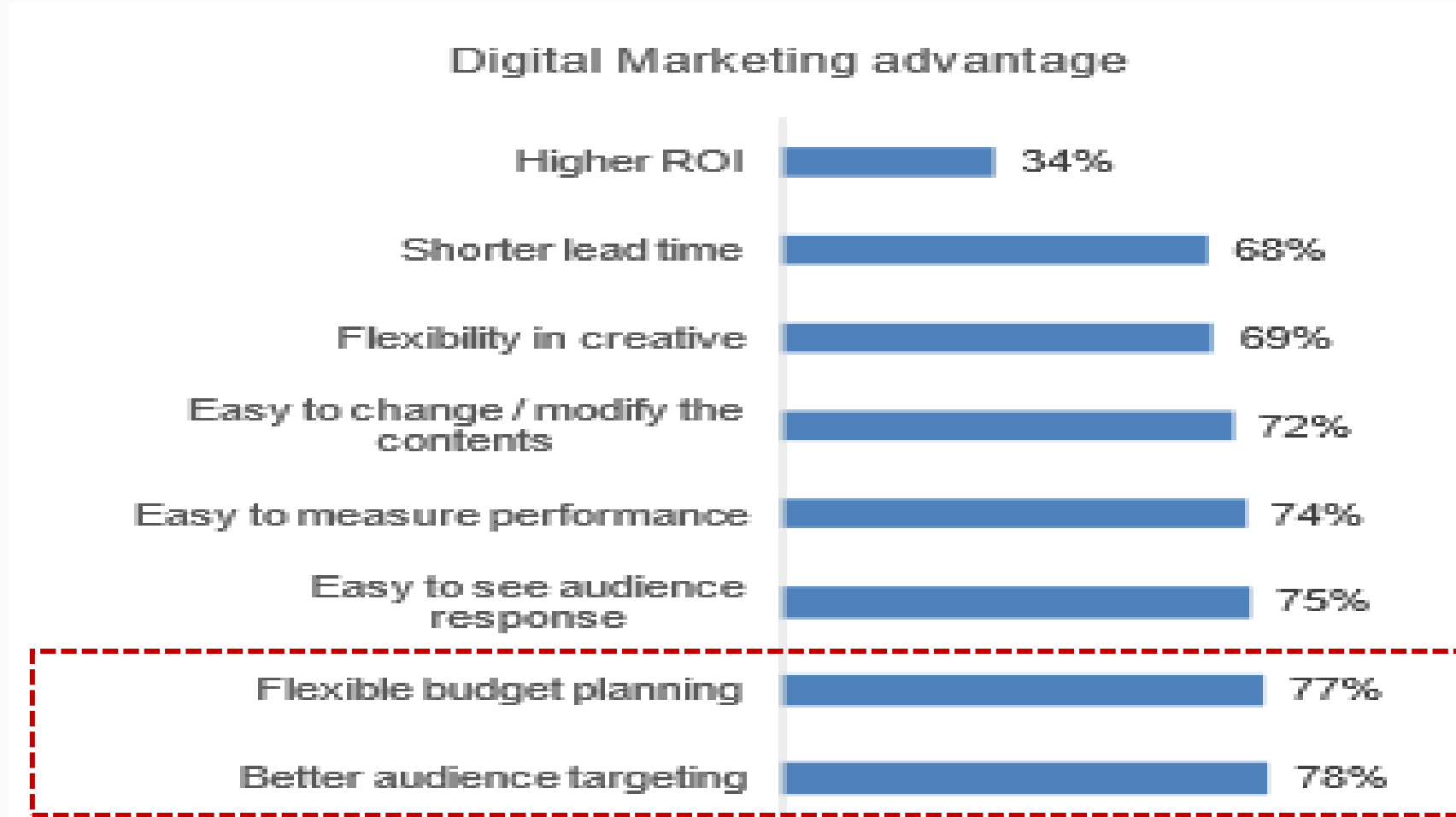
Digital marketing in use



Situation in Vietnam

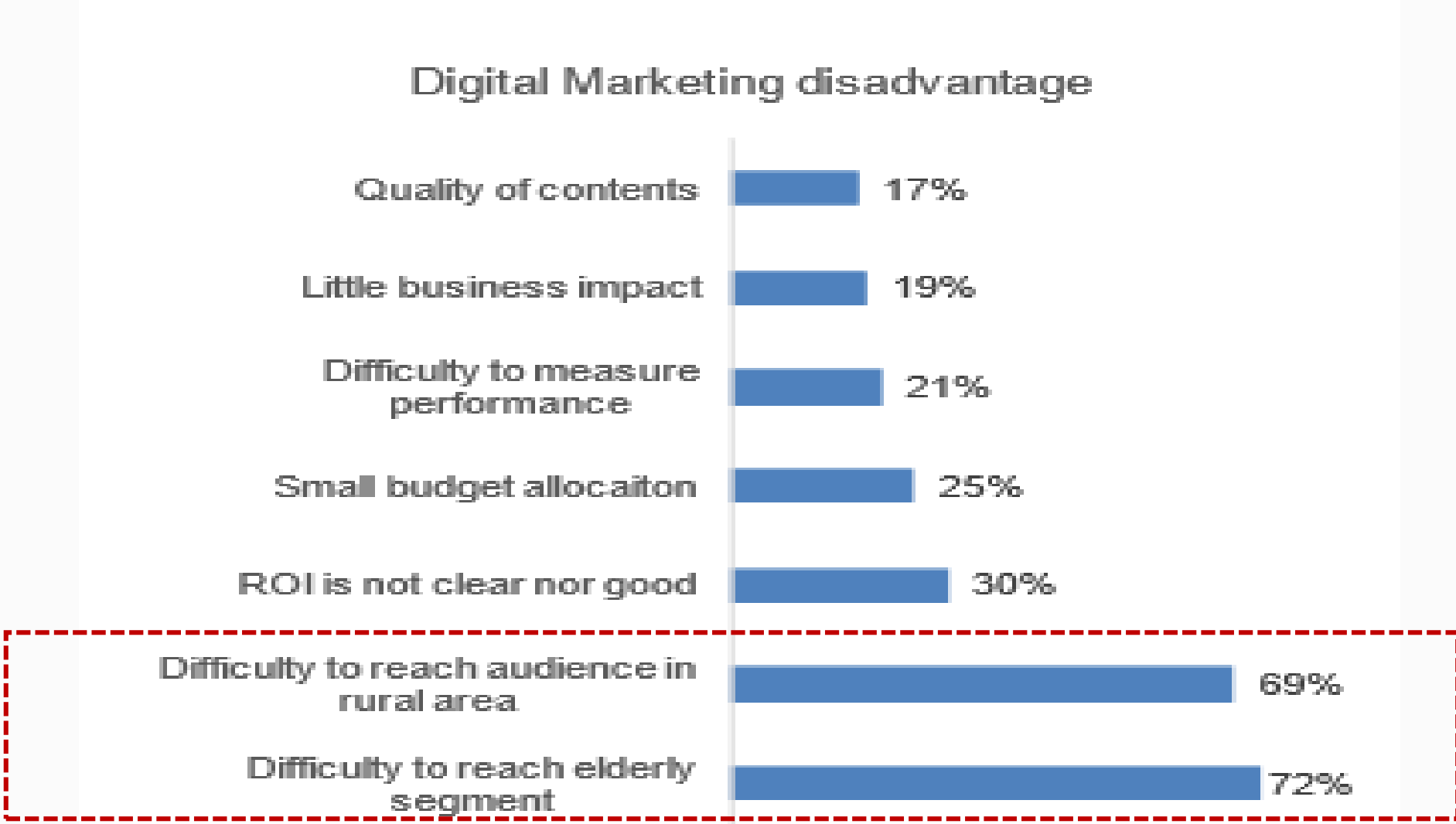
- Social advertisement is popular regardless of the company size.
 - 94% of the mid/large enterprises (staff number is 50 and more)
 - 79% of small enterprises (staff number is less than 50).
- The other activities are mainly for the mid/large companies.

Digital marketing is positively valued as a right audience target and budget flexibility approach

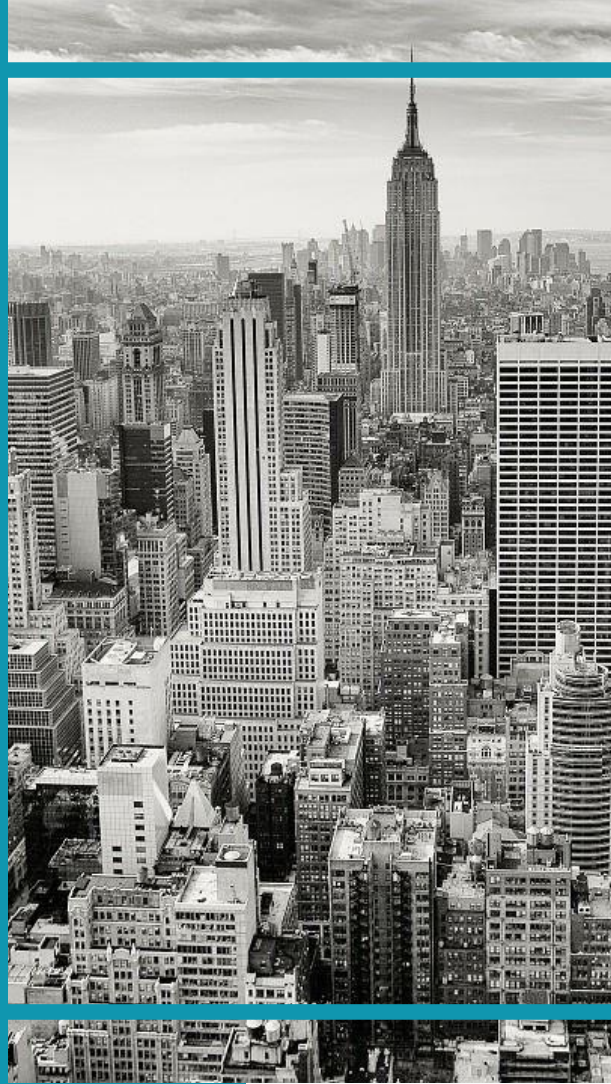


Source: Q&Me, "The digital marketing landscape in Vietnam", 2017

Digital marketing is claimed negatively as difficult to reach the elders and audience in rural area



Source: Q&Me, "The digital marketing landscape in Vietnam", 2017

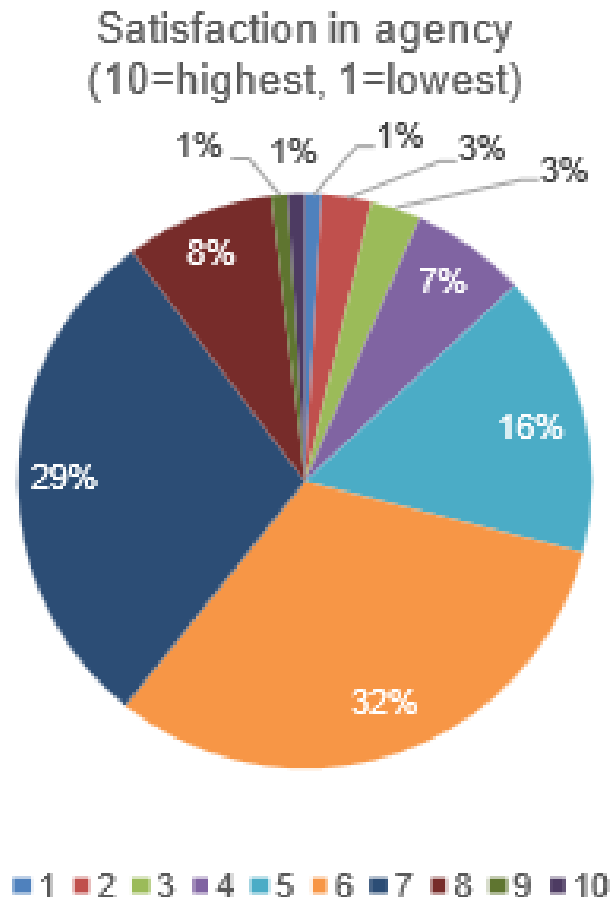


PART 02

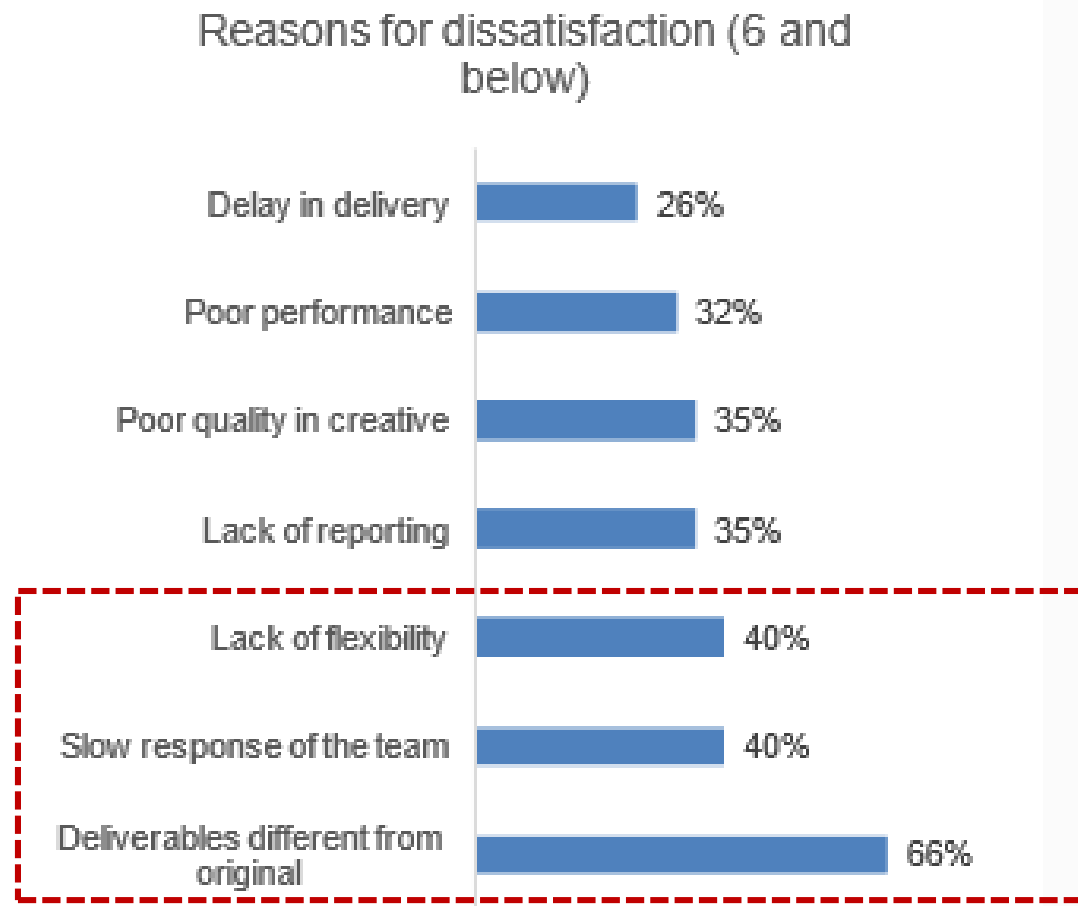
Brand and Agency relationship

Brands mentioned the issues of the deliverables, response speed and flexibility among their agencies at most, leading to their low service satisfaction

62% of brands did not satisfied with their agencies (6 and below)



Difference between the original and deliverables was mostly mentioned



Source: Q&Me, "The digital marketing landscape in Vietnam", 2017

The limits of client strategy understanding and performance tracking result in brands' dissatisfaction



Source: Q&Me, "The digital marketing landscape in Vietnam", 2017

Comments

Brands think that service of agencies is costly because:

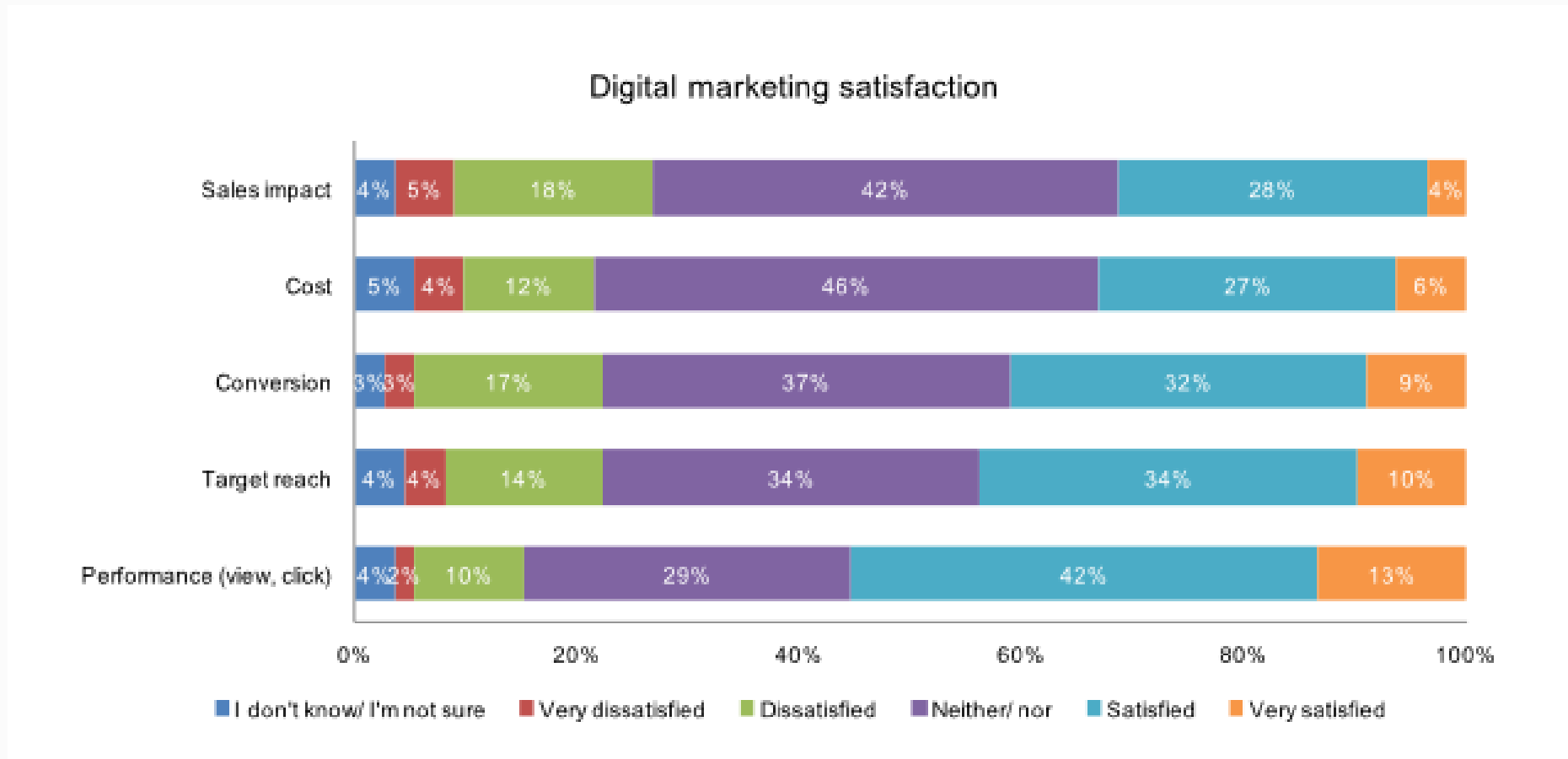
Lack of innovative/practical ideas in plans

- Limited ability to integrate online and offline
- Limited understanding of company strategy

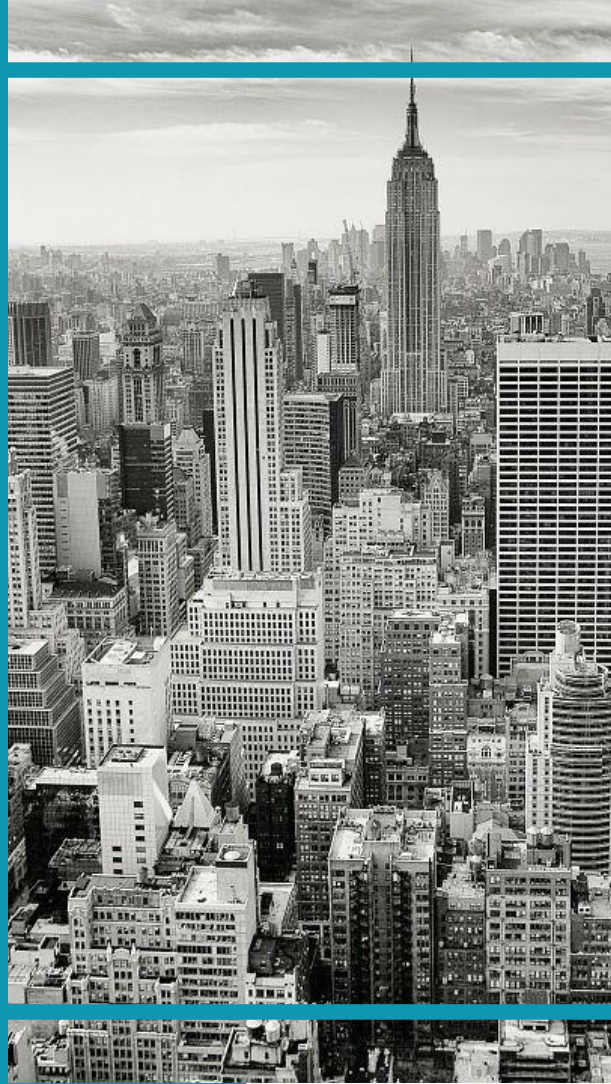
Operation issues during and after service

- Communication problem
- Lack of transparency
- Project management
- Performance tracking

As the result, a brand is satisfied with its performance but less happy with its cost and the impact to the business



Source: Q&Me, "The digital marketing landscape in Vietnam", 2017



PART 03

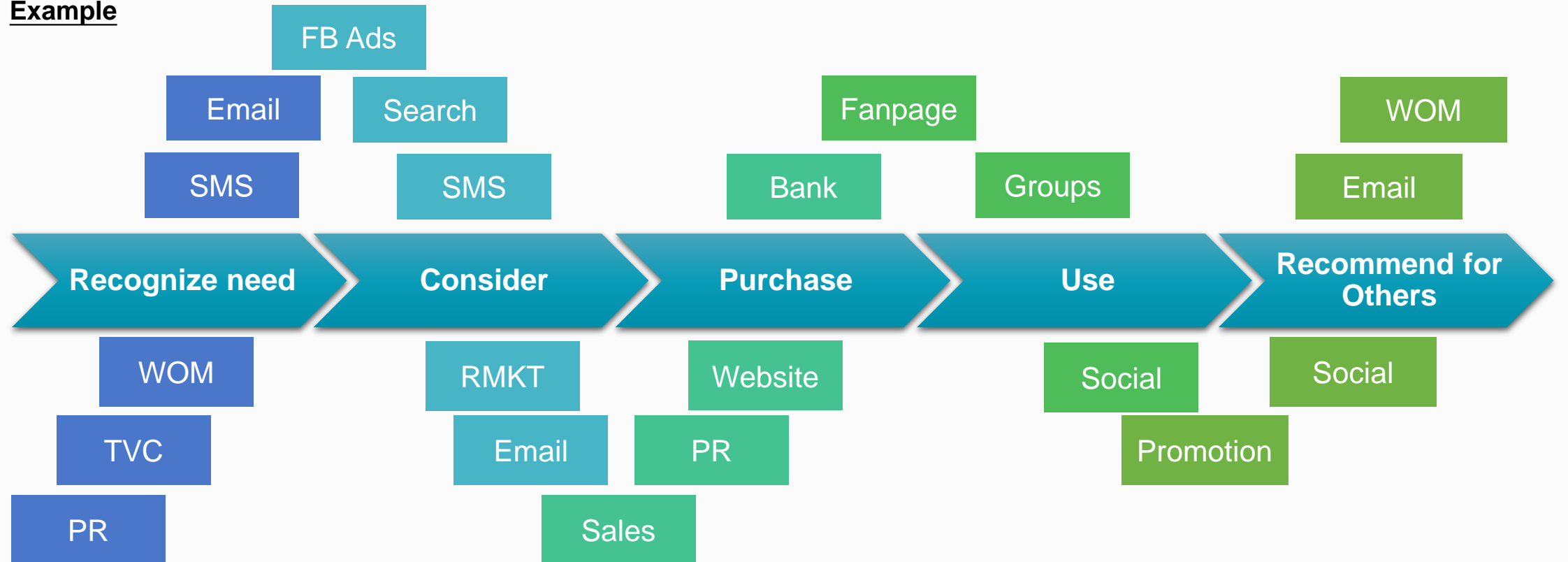
**Recommendations
for Agency side: to
know more about
brands' customers**

Customers are likely to be affected by brands' marketing activities at a certain moments during their purchasing journey

Customer journey analysis can be used as basis to:

- Clear business impact of a marketing plan to purchasing journey of end users
- Build right marketing message to target end users of brands at a specific stage of purchasing
- Deliver marketing messages at the right time by right channels

Example



Offline connects to Online!

Integrating online and offline characteristics of target customer helps both sides (brand and agency) create a clear picture of them, which can be used as basis for creative/practical marketing ideas

Example

Offline Customer Insights

Demographics:

- Age/Gender/Location/Occupation
- Living location

Offline behavior that might affect their purchasing decisions:

- Their daily activities (Work out, shopping, driving a car, travelling)
- Goals, concerns in life

Characteristics of end-users associated with service/product:

- Demand and desire: what do they want when buying apartment of this project
- Problems in daily life: How can the project help them to tackle their problems
- Key drivers of their purchasing: Price, Investor, location, complete time etc.
- What things they prevent them from buying?



Online Target Audience

Online behavior:

- How do end users offline activities reflect on online channels (check-in, join groups, share interests etc.)
- How do their goals and concerns in life reflect on their reading/watching content?
- The frequency of their online activities?
- Devices they tend to connect?
- Which moments/sessions in a day do they often read/watch their favourite content?

CHÂN THÀNH CẢM ƠN

Lưu ý:

- Báo cáo này là sản phẩm của phòng GP&DV KHCL-Admicro thuộc Công ty Cổ phần VCCorp.
- Để tìm hiểu thêm thông tin chi tiết hoặc sử dụng báo cáo này cho bất kỳ mục đích nào, vui lòng liên hệ qua: data-insight@admicro.vn để được tư vấn.

Văn phòng Hà Nội

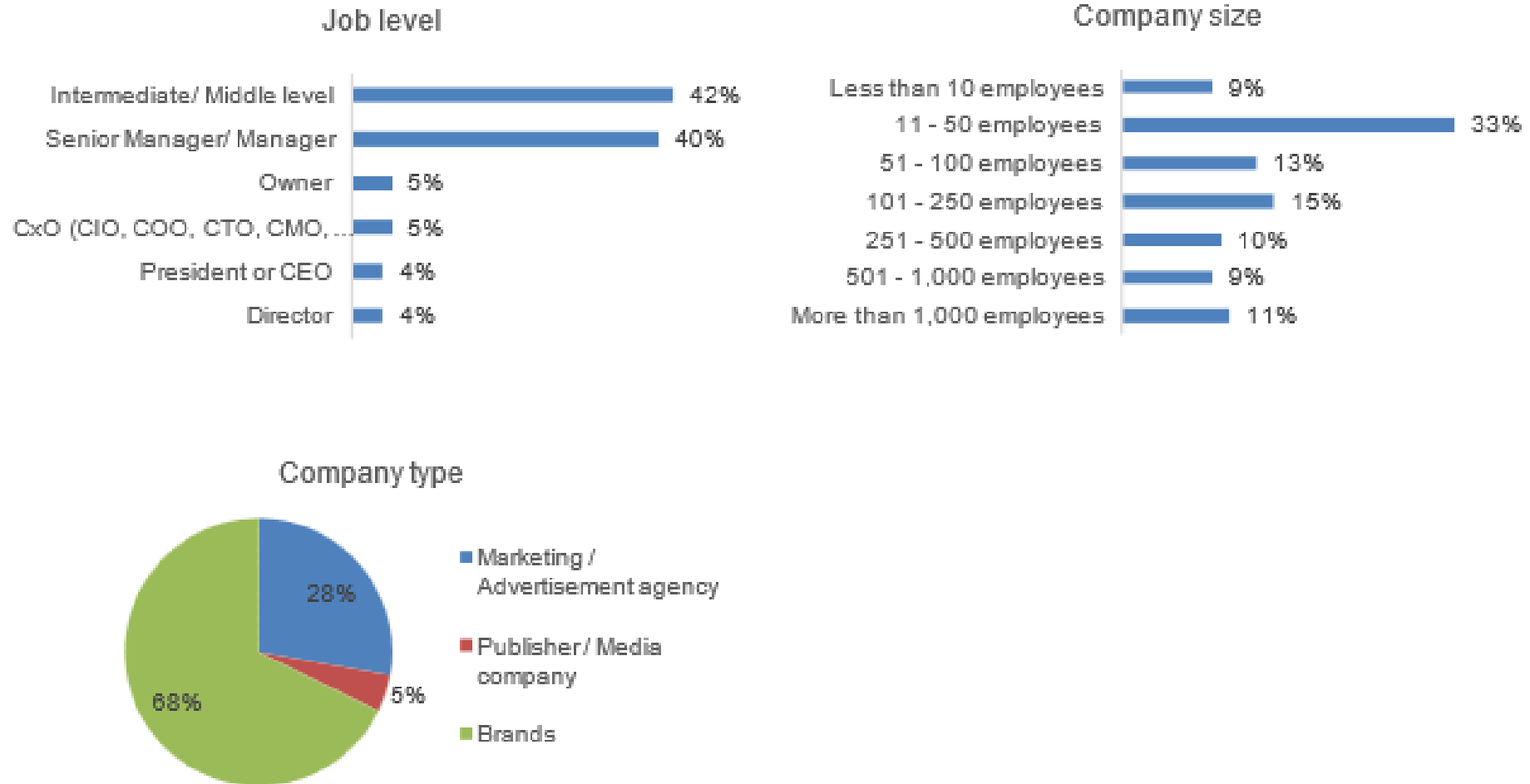
Tầng 20, Center Building Hapulico Complex, Số 1
Nguyễn Huy tưởng, Thanh Xuân, Hà Nội
ĐT: (84 24) 7307 7979 Fax: (84 24) 7307 7980

Văn phòng Hồ Chí Minh

Tầng 5 tòa nhà 123 Tower, 123-127 Võ Văn Tần,
Phường 6, Quận 3, Tp Hồ Chí Minh
ĐT: (84 28) 7307 7979 Fax: (84 28) 3933 3774

Appendix: Respondent Profile

The survey was conducted from 155 enterprises in Vietnam in October 2017



Source: Q&Me, "The digital marketing landscape in Vietnam", 2017