

# Online Marketing Application in brand development in Vietnam

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## Abstract

In the past decade, the world economy has changed dramatically under the pressure of globalization, the development of technology by storm and the opening of new markets. The development of technology, especially information technology, have removed all barriers of space and geography. Customers now have more rights than ever before. Thanks to the technology they have access to information about better products, since they have more choices, along with the development trend of the market economy, the economic integration process. Formed consumer market and strong growth, as evidenced by a lot of companies have launched many different scales. Lead to competition between companies is a necessary laws. The existence and development forced the company to endeavor and have clear direction in business to enhance effective role for businesses. The development of the Internet has created the boundless power of the natural resources on the Internet, with a combination of resources for business success, understand the tremendous power of Internet resources on completing free, there are ways to build successful Online Marketing system works automatically and it has created a good solution to reach customers and promote the company's brand.

## Keywords

Marketing online, internet, brand products, consumer market

## 1. Introduction

Online Marketing is a new trend in the field of promotional products for corporate brands. Thematic help students better understand the field of Online Marketing and the gadget that this area provides. Through practice also helps students to go deeper into the theoretical knowledge has been training at school, Marketing Research new trends in the field of business, a comparison between traditional marketing Online Marketing. Besides, opportunities and rubbing comparison between theory and reality. At the same time help the company realize its strengths to promote, to overcome these limitations, besides the hope that some useful recommendations for the company you approach customer issues, to promote the brand in Marketing Online.

Marketing by search engines (Search Engine Marketing - SEM). When Internet users type in a keyword (keyword) has been "bought" by a label, or optimized by SEO techniques (search engine optimization), website of the label that will appear first in the list List results found. From there customers the opportunity to visit the site, get information and want to buy products or services will increase. Marketing by e-mail (e-mail marketing). The company provides e-mail solutions (ESP) are the advertising package should now be able to send mass marketing e-mail address with a cost. However, this method may not be efficient when the situation spam (spam) is increasingly widespread. Display ads as web banners/pop-ups or advertising Multimedia (rich media) or interactive advertising (interactive advertising) as in-text/in-game. Place the logo or banner ad at the site have access to a large number, including many potential customers of the product or application of multimedia technology to create moving pictures on the website especially as flash. This form requires a high investment of ideas, art design. In return, the multimedia components are attractive, innovative and interactive

capabilities help clients identify objects. Advertising through Web 2.0 such as blogs or forums. Online communities have always shared rules, laws or values. Marketers to easily identify potential customers depending on the character of the community and communicate the marketing message, advertising a gentle, unobtrusive but capable of spread (viral marketing) in the community. With the emergence of new trends such as mass social networking, social filtering (social filtering), data sources from the crowd (crowd sourcing), the social bookmarking (social book marking), blogging and microblogging (microblogging) as myspace.com, facebook.com, twitter.com, digg.com, createdebate.com, predictify.com, zing.vn, hienantrua.vn, yume.vn, tamtay.vn, cyvee.com, nhangui.com, aicol.com ... , marketers and more options for community marketing.

According to Le Tan Hai, director of communications of the Company TLK, the presence of too many communication channels as customers increasingly fragmented and dispersed their concentration makes advertising effective control which are only relatively difficult. If 20 years ago, only about 18 types of print media such as newspapers, magazines, television, radio, outdoor ... but now there are 33 categories with new channels such as podcasts, blogging, social networking, sub- blog ... A typical example is the number of channels in the country in Vietnam in less than 10 years has risen to 100.

In Vietnam now, not just watch TV through the TV ..., customers can see the mobile phone and the Internet. If people see that less than three minutes to save each channel until satisfactory choice program, then how many people will be watching two minutes of trailer brands?

### **Online Marketing in Vietnam with the following advantages have attracted the attention of marketers**

**Reasonable cost:** With the flexible charging as CPC (Cost - Per - Click) and CPA (Cost - Per - Action or Cost - Per - Acquisition), online advertising is cost savings that ad space not limited to statements. Marketers only pay for most potential customers who are interested in products or services of the business.

**High efficiency:** Internet break all limits of space, time and distance with the continuous exchange of information across the globe. Marketing on the Internet, so to overcome such limitations and advantages become more traditional media channels. Small businesses can market products and their services 24/7 worldwide.

**Advanced Technology :** With the support and constant technological innovation, online marketing is almost no limit on space technology and innovation, particularly in the form of multimedia advertising.

**Interactive :** The former media like radio or television usually only one-sided information, consumers are passive in the process of receiving information. But with the Internet, businesses have the opportunity to dialogue and interact directly with consumers. Consumers, the reverse is also actively accessing information, choose which messages they want to receive or share experiences, thoughts and forecasts ... Easy to identify target customer segments: Each community on the Internet target group specific participation. The survey participant information is made relatively simple and reliable forms through interaction with the user as to vote (the poll), a survey (online survey), or register the Internet marketing ... become more focused instead on a large scale deployment as traditional media channels.

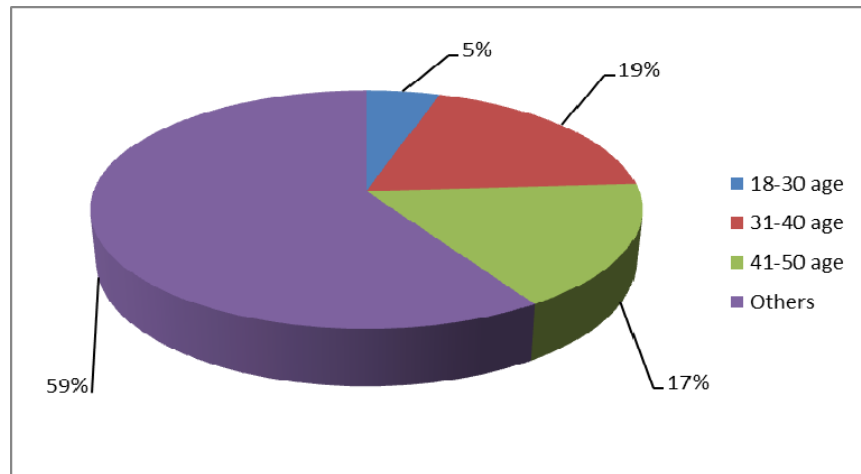
The advent of the Internet opens up business opportunities for new business. Along with a series of utilities increasingly maximum level to serve business, serving the community in a better way. Make effective use of online advertising that brings you to become a leader, at least in the areas that you are participating. " Products are produced at the factory. Trademarks are the consumers choose to buy. Products may be fake, but the brand is not. Products may be obsolete, but the brand is also famous for the ages. " (Stephen King)

## **2. Status**

### **2.1. Internet use in Vietnam**

According to statistics (2/2009) of VN internet center, the percentage of the population using the Internet in the country was 24.58%, or 20.9 million people. The number of broadband subscribers reached more than 2.1 million, an increase of 40 times compared with the previous year. With 57% of the population under the age of 25 (TNS 2008), the internet is ideal for media companies want to reach young consumers, especially those under the age segment 18-30. Specifically, according to research analyst FTA, in 2008 85% of people aged 18-24 regularly access the internet at least 1 week / times and numbers aged 25-30 is 79%.

+ According to age: Internet usage is highest fall in the age 18-30



Source : [www.vntrades.com](http://www.vntrades.com)

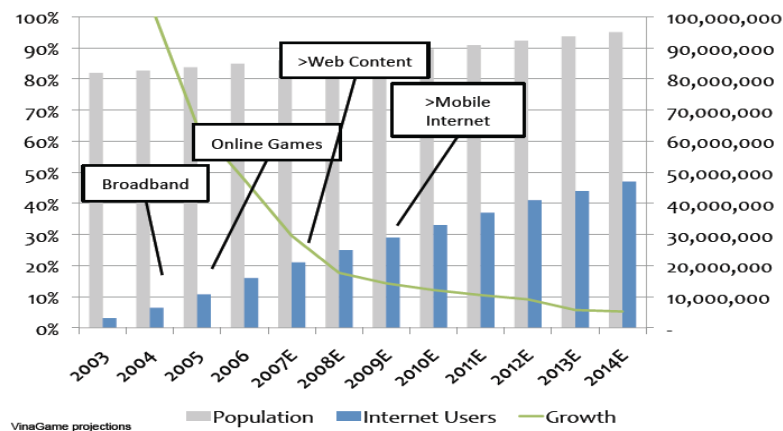
**Figure 2.1: Level of Internet use in the city. Ho Chi Minh City and Hanoi with age**

+ By gender: 53.2% of subjects there is access to the South, there are 46.85% Female object is accessed

+ As economic strata: Upper save 46%, middle 34%, lower 20%.

Source: 08/12/2008\_www.vntrades.com

A study by IDC in Vietnam VN also said there are about 20 million Internet users and is projected to top 28 million in 2010, in other words just three people, there will be an Internet user. 30% of Internet users in VN click on banner ads. Results are based on surveys of 1,200 adults aged over 15 by Yahoo and media research company TNS announced 2/4/2009, this is the percentage of online advertising highest in Southeast Asia.



(Source: vinagame projection)

**Figure 2.2: An increase in the number of Internet users in VN**

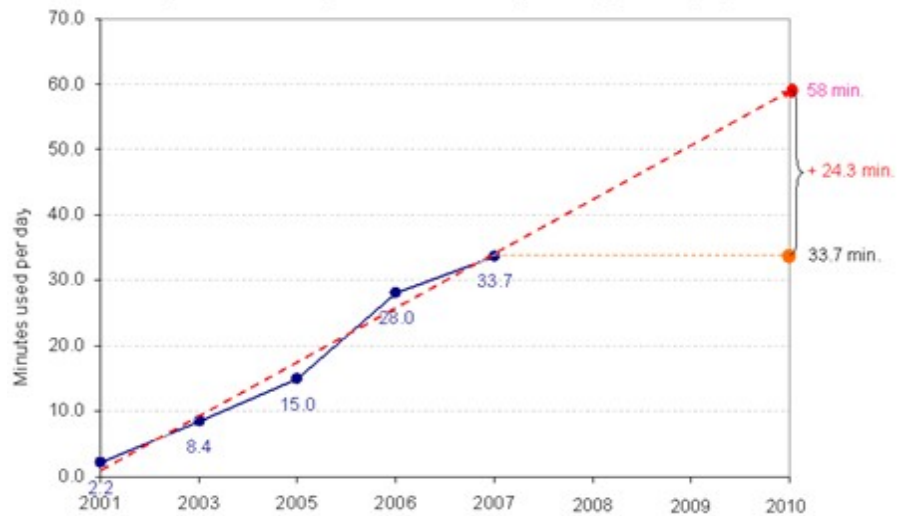
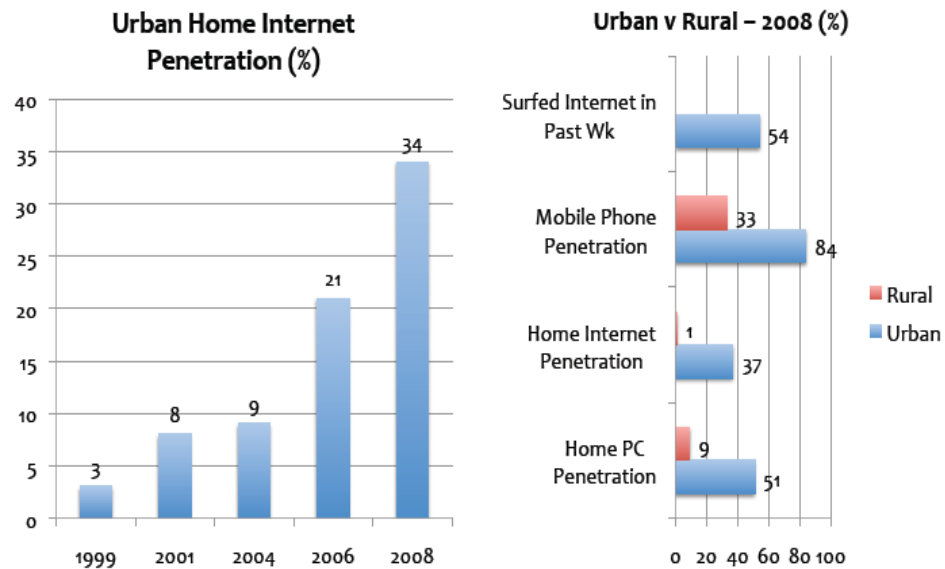


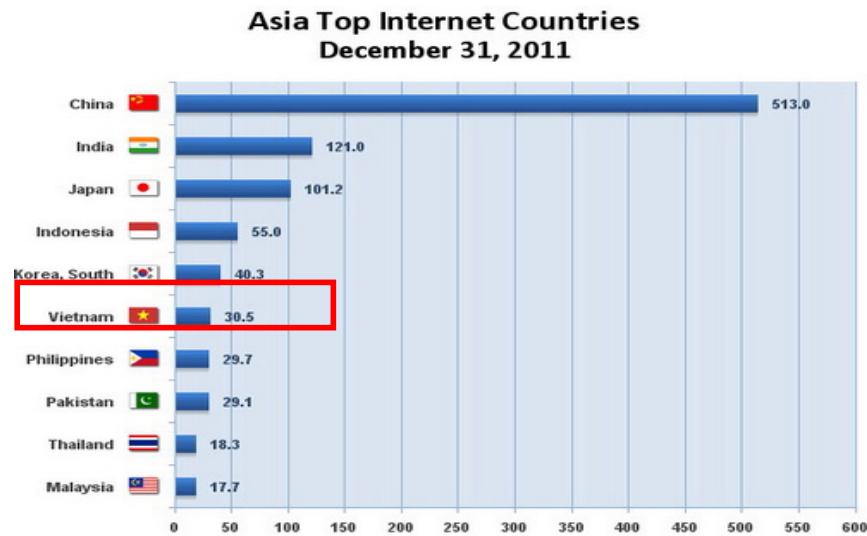
Figure 2.3: Time average Internet user

Using the Internet at home increases



Source: TNS Consumer Trends 2008

Figure 2.4: Internet penetration in urban areas; urban and rural



Source : <http://www.internetworldstart.com/stats3.htm>

**Figure 2.5: 10 countries in Asia most Internet use**

Reason internet access has been a significant change in 2011 compared to 2009. If in 2009, the most important purpose of the internet is to use the update step in 2011, the position was significant disturbance. Search activity rose to No. 2 after Next update after checking E-mail and Instant Messaging, 5th place is the online community participation.

**Table 2.1: Internet usage habits of the VN**

	Content	Percent (%)
Information	Search things I need to know	56%
	Find all the information I need	53%
	research	22%
Entertainment	Entertainment by playing games, watch video	44%
	Find interesting sites	22%
	Discover new website	20%
	Surf the web to feel comfortable	12%
Contact	Contact with family and friends	44%
	Send an email to everyone	31%
	Communicating with people	23%
Social Network	share your thoughts with everyone	15%
	Contact with people with similar interests	14%
	Meet new people online	13%
Trade/swap	buying and selling	8%
	Exchanging goods online	7%
	make Money	6%

Source : [hoangvi.com](http://hoangvi.com)

The change in behavior Internet access in recent years demonstrates that this promotion tool with banner/display on electronic media, social networking, music sites will continue to be promoted. In parallel there is a tendency to invest heavily to improve the search engine ranking positions website. According to the Ministry of Trade, where to date in 2010, over 95% of Vietnamese companies in the office Internet connection, and 85% of companies now use broadband services.

## **2.2. Apply online advertising in Vietnam**

Marketing , online advertising in Vietnam has not developed commensurate with the vast Internet market with more than 20 million users, or 20 million potential customers. Today is still mostly banner ads/pop - ups or buy keyword search engine, but also very poor , monotonous form, as well as lack of standardization (eg 2003 or Standard Display Impressions Digital Video Impressions in 2006 as the IAB, USA). These forms of marketing, online advertising and other stub has not been widely used in the world do marketing in Vietnam. According to Aaron Cross, Managing Director Market research company Nielsen Vietnam, due to strong branching nature of the Internet, marketers vulnerable to falling into unrecognized market segments and customer item advertising spend. Not to mention the majority of Vietnam's Internet users are young (50 % under 30 years old) has not attracted many businesses have products targeted customer segments older. Moreover, the lack of availability and lack of standardized tools online marketing, effective measurement tools, tools online payment and e-commerce in Vietnam also led many marketers e reserved. Mr. Vu Minh Tri, general director of Yahoo! Vietnam, said: " The survey by market research firm TNS showed that 30 % of people use the Internet to see banner ads sites, but real effect is not statistically. All these things we are talking only predict general trends of the world . "

Pretty much the opinion of the marketers said that in Vietnam, marketing, online advertising is the only form of complementary (compliment) for marketing, traditional advertising. Sun Feng Zhao, CEO of MSV Company, said that: " The key to a successful marketing plan is " built " (integrated). A properly integrated and tightly between traditional marketing methods with online marketing , as well as between the online marketing methods together will determine success. Marketing Director as well as the drug loading , the herbs are well known, but how dose for the new cure called healers or ". Due to tight marketing budget, advertising for the economic crisis, many businesses are finding new direction, more efficient and more affordable. Marketing, online advertising is the solution to this difficult problem. The interest of Vietnam for business marketing, online advertising is increasing.

## **3. Direction for online marketing in Vietnam**

### **3.1. Marketing content will be greater than ever before**

One of the main ways that companies are setting up power and gain the confidence of consumers is constantly creating valuable content through a variety of different channels. This content includes relevant information to provide insight or entertaining for readers. Doing so allows a company to build stable relationships with their customers and develop a loyal readership. According to the Content Marketing Institute, Content Marketing Strategy is the leading B2B media society, the articles on your website now, e-newsletters, case studies, videos and articles on other websites.

### **3.2. Social media marketing will be more diverse**

Only a few years ago, only limited business activity in the social media networks that they can carry out their marketing campaign, with the big guns including Facebook, LinkedIn and Twitter. Now, the new social networking sites are appearing every time. While some network disappears, the social network Pinterest, Google+, Tumblr and Instagram have become increasingly popular and provides enterprises a lot of new options, allowing them to produce compelling content for multiple forms different media and attract more readers on different channels than ever before.

### **3.3. Content focused image will dominate**

When consumers are affected by the number of ads and more, making content easier and more quickly receive becomes more important. Looking at the big social networking sites mentioned above, three of the four networks that have a common characteristic: they focus the image. The rapid development of BuzzFeed success and Pinterest demonstrate the power and potential spread of image-based content.

### **3.4. Less efficient than**

Another notable trend is the apparent change in consumer preferences for simple marketing message instead of the profound message. When you think of a number of leading brands such as Apple and Google, they are very simple. The allure of Pinterest is primarily aesthetic purity, clean and minimalist it.

### **3.5. Content adaptation to mobile devices**

Due to the widespread use (and rapidly growing) of smartphones and tablets, the companies creating content for the mobile user can access as needed. According to Forbes magazine, "87% of the devices sold in 2017 will connect as tablets and smartphones." Whether it is creating a mobile version of a website in addition to web design or adaptation, it is important to create a positive experience for the user is accessed through a device mobile.

### **3.6. Technology clinging to increase advertising effectiveness**

This is a popular marketing strategy used recently. To put it briefly, it works by using your browser's cookies to track which pages users access. Once they leave a certain website, the products or services they will be displayed to see them again in the ads on many different sites.

Even if no immediate results, it can still be effective in the long run. Because many marketers have succeeded with "ad retargeting", the more likely it will become mainstream in 2014.

### **3.7. SEO and social signals will become more interwoven**

Although these social signals are often not worth using in traditional path (inbound links), but can not deny that today we still have a role in the ranking organic search today. After all, we are one of the three pillars of SEO. Since the goal of Google and other search engines is to provide users with the most relevant content and best quality, the search engines will take into account a number of share blog posts, articles or products receiving site.

## **3.2. Long term solution for online marketing in Viet Nam**

10-20 Analyze and choose appropriate keywords and more people looking for the best interior lines of business then business seo website audit planning these keywords.

With seo website by orthodox methods to comply with the principles of online media: website marketing in the furniture industry will be easy to spend all your business search on google after 6 months - 1 year..

### **PR Online**

The work to be done when Pr Online: Pr professional writing; planned to post accordingly; impressive design advertising messages, banner ads; construction account, fangpage on social networks Facebook, Twitter, MySpace, YouTube, Flickr.

### **Email marketing**

Implementation of effective email marketing business should perform the following tasks: an investment account, email marketing software professional; search and filter emails according to subject (target customer's business, building email marketing content; impressive design advertising messages, and send email right audience at the right time.

### **Assess the effectiveness of each month**

Online Marketing is a process of communication, assessment, analysis of user behavior. Therefore, the analysis and evaluation of the plan periodically to make mandatory. We should carry out the following tasks: assess the level of customer search through Google, Yahoo; evaluate the effectiveness of Online PR, Email marketing and branding value of online.

### **3.3. Other solution**

To improve the efficiency of the development activities of the business brand should focus on:

1. Use and maximize the online advertising tools such as forums, social networks, personal blogs, sites Ad.
2. Booking logo and banner advertising on the website credibility, which access a large number of customers as Vnexpress.net, Dantri.com.vn ...
3. Sponsored Ads on Google, Yahoo.
4. The e-marketing activities directly focused company is not interested. To achieve this, companies should focus on training clients have used the services of the business or other online services. The Company may use customer information in a database, send information about new products or services of the business as well as partners. On the one hand the cost savings for the client side has ever known customers and use this service, they will not see annoying when receiving email advertising company, will be easier to read and find understand than other customers.
5. Actively participate in the Expo program, the seminar on e-commerce and online payments.
6. Develop online community through forums of the company.
7. Implement direct marketing programs, frequently direct mail to target customers, content recommendation letter for business, corporate services, upcoming advertising campaign ...
8. Combine branding activities to create the most effective.
9. Continuously improve service quality, customer care to attract customer loyalty.
10. Regularly support staff training, staff work through incentives to stimulate HR staff eager to work, improve productivity and business performance of the company.
11. Enhance brand communications within the company brand, the role and importance of the brand for the company, how to protect, maintain and develop the brand.
12. Policies to encourage, motivate, reward and staffing arrangements as required in accordance with the expertise and capabilities of each employee, making each staff recognized that the role its importance in the company.
13. Regularly organize exchange activities, local entertainment company to enhance solidarity and mutual understanding in life, which leads to food ideas and work more efficiently.

## Conclusion

Along with the development of the country, our country's economy is constantly evolving mass of birth company has confirmed that the development of the company involves a lot of issues that need attention. The application of Online marketing requires businesses to be familiar with how to conduct marketing is completely different compared to the traditional mode of marketing. Therefore, for successful online marketing applications, enterprises need to build yourself an effective online marketing strategy and in accordance with the actual situation of enterprises. With the current situation, and hopes solutions on the proposed strategy contributes to the effectiveness of marketing activities in general and in particular online marketing of your business. For growing businesses can develop their own systems more, keep up the trend of the market economy.

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