



**MINISTRY OF EDUCATION AND
TRAINING**

FPT UNIVERSITY

Capstone Project Document

**Media campaign promote book
"Children grow up without sickness"**

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1. PART 1: INTRODUCTION

1.1. BACKGROUND

- Today, the rapid development of new digital technologies has affected every aspect of human society. Using new technology, individuals can build schedules, entertainment, life, etc. It's easier on a daily basis, to access products at a more affordable price, to join new social networks, to have better educational opportunities and to reduce manual labor because of the trends in jobs that have changed.
- Digital transformation promises to bring many benefits such as cutting operating costs, reaching the maximum number of potential customers in the same period of time, helping leaders make faster and more accurate decisions thanks to digital transformation thanks to automated reporting systems in real time.
- According to VCCI, Vietnam's small and medium-sized enterprises currently account for 97 percent of all enterprises, have low levels of technology and innovation, with 80 to 90 percent of the machinery used in Vietnamese enterprises being imported, nearly 80 percent of which are old technologies from the 1980s and 1990s. In Vietnam, SMEs are facing barriers to digital transformation such as a lack of digital skills and human resources (17 percent), a lack of strong information technology platforms enough to allow digital transformation (16.7 percent), or digital cultural challenges in the enterprise...
- Mr. Nguyen Tien Huy, CEO of Pencil Group, also shared that he doesn't think during the Covid-19 epidemic, digital media grows without being affected. Markets must also review their media budgets. As the epidemic went down, so did the brands. However, the media must also change. Media topics also revolve around Covid-19. But no matter how you use it, the root of the media industry is always how to understand customers.
- Pham Dinh Nguyen, founder of PhinDeli Coffee, tells a story about a friend who sold French stir-fried pork belly during the Covid-19. When the epidemic broke out, France banned trade, including the purchase of food. But his friend's store turned to free food

supply for doctors and nurses. It became popular with the media. Now, Mr. Yuan has opened his third store in France. According to Mr. Nguyen, in the Covid-19, the F&B sector is one of the most affected sectors. But if you know change, you know the media, you can still grow.

1.2. GENERAL INTRODUCING COMPANY

1.2.1. General Information

1.2.1.1. About Institute of Pharma Medical Research

- The Institute of Medicine and Pharmacy is a Science and Technology organization that aims to take care of health and disseminate education and knowledge to the community. The Institute was established under Decision 466/QD-LHHVN of the Vietnam Union of Science and Technology Associations, and officially licensed by the Ministry of Science and Technology.
- The Institute of Medicine and Pharmacy is professionally managed by Master's Professional Advisor - Pharmacist Truong Minh Dat - Director of the Center for Pediatric Health, and many other experienced doctors and pharmacists.
- In addition, the Institute of Medical Research is also a strategic partner of many international organizations such as Pharmacure Sweden, Vitrition UK, Embassy of Sweden in Vietnam, Embassy of the UK... and many prestigious organizations. other.
- In just a short time of operation, the Institute of Medicine and Pharmacy has contributed greatly to raising the awareness of health care, the use of pharmaceuticals and functional foods for the community of hundreds of thousands of people, especially the elderly. women raising children.
- Unlike all other Medicine and Pharmacy organizations, our biggest goal is to serve wholeheartedly to improve the Health of the Community and we are firmly committed to this goal.

1.2.1.2. Company's Research Areas

- Comprehensive scientific research in the following areas: Research on medicines to treat, care for, protect and improve public health; standards and methods for evaluating finished products of modern and traditional medicine.

- The Institute can apply scientific and technical achievements at home and abroad; pharmacological and non-drug methods in the care, protection and improvement of people's health.
- The Institute is directly linked and coordinated with domestic and foreign medical and pharmaceutical organizations

1.2.1.3. Vision

- Why is the malnutrition rate among Vietnamese children 14%, the rate of rickets up to 26% (according to statistics of the World Health Organization - WHO in 2015)?
- Why Vietnam is the antibiotic lowland of the whole world, within only 6 years (from 2009 to 2015) the average daily maintenance dose per 1000 people of our country increased nearly 3 times, followed by the rate of resistance to dangerous antibiotics such as *Escherichia coli* that is resistant to the antibiotic Aminopenicillin up to 94% (according to CDDEP-Center for Pathology, Policy & Economic Dynamics)?
- Why are Vietnamese people afraid every time they go for a health check?
- Why does Vietnam have the highest rate of children suffering from respiratory and digestive diseases and mortality from these causes always among the highest in the world (according to the World Health Organization WHO)?
- These problems stem from the lack of understanding of basic health care among Vietnamese. This is a challenge that the Vietnamese Ministry of Health has not yet solved. The Ministry of Health can only grant a license to administer the drug, but it has not been able to control the correct use of the drug. More sadly, the situation of fake drugs, poor quality drugs are rampant in the market, the situation of self-prescribing antibiotics at drugstores, without a prescription or without a doctor's examination, leading to serious consequences for patients. community health .
- Struggling with the questions of how to make every Vietnamese child born to be cared for by the best medical services at the lowest cost, how to make mothers have enough knowledge to take care of them. , raising children - the future preschools of Vietnam to be healthy, the Institute of Medicine and Pharmacy was born with the desire to become a leading prestigious organization in the field of:
 - o Consulting and medical examination and treatment, community health care

- Research and apply advanced science and technology in the world.
- Training to raise awareness of Vietnamese people in proactively preventing diseases and protecting health as well as using medicines correctly and effectively.
- Cooperate with leading medical organizations in Vietnam and the world to create medical research projects that bring practical value to the community.

1.2.1.4. Operational Capacity

- **Infrastructure, facilities and equipment:** Invested by IMC International Consulting Group - owns 2 large factories, Quang Minh Hi-tech Factory, and Au Co functional food factory, and a testing laboratory with a modern, closed production line system, following GMP guidelines in production, can produce many types of preparations such as: bags of nuggets, tablets, capsules, syrups ...
- **Human resources:** The number of experts includes 10 pharmacists, doctors, at the facility and more than 300 staff at the factory.
- **Capital:** Invested by IMC International Medical Corporation - one of the largest manufacturing corporations in ASEAN

1.2.1.5. Mission

- Research: participate in and implement research projects in the field of Medicine and Pharmacy.
- Science and technology services: application of scientific research and technological development results, technology transfer, information and consulting services, scientific and technological services in the field of Medicine and Pharmacy in accordance with law .
- Advice and guidance on safe and effective use of Tan Duoc and traditional medicine.

1.2.1.6. Scope of activities

- **Scientific research**
 - Carrying out initial research and testing on pharmaceuticals, modern drugs, functional foods, and traditional medicine.

- Research and develop experimentally, evaluate and test medical examination and treatment methods to improve the whole population's health, prevent diseases and apply technology in pharmaceutical research and production.
- **Health care consultation**
 - Counseling, education and propaganda to raise people's awareness in health protection and disease prevention.
- **Co-operate**
 - Cooperate with domestic and foreign organizations to conduct research, provide and improve medical knowledge to disseminate to the whole community.

1.2.1.7. S.W.O.T

S - Strengths	W - Weaknesses
<ul style="list-style-type: none"> • Strategic partner of many international organizations such as Pharmacure Sweden, Vitrition UK, ... and many other prestigious organizations • The goal is clear and different from other medical and pharmaceutical organizations • Well-invested infrastructure and equipment • Abundant human resources • Funded by International Medical Corporation IMC • There are branches in many provinces 	<ul style="list-style-type: none"> • Many people are still unaware of it. • Not many achievements yet
O - Opportunities	T - Threats
<ul style="list-style-type: none"> • Become one of the best Medical and Health organizations • To work with local and international organizations to do research, provide, and 	<ul style="list-style-type: none"> • Vietnam has one of the highest rates of child malnutrition in the world.

<p>develop medical knowledge so that it can be shared with the entire community.</p>	<ul style="list-style-type: none"> • Vietnamese people's lack of understanding of fundamental health care. • The market is filled with fake and low-quality medications. • Self-prescribing antibiotics at drugstores without a prescription or a doctor's evaluation is a problem.
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S.W.O.T Table of PMR Institute

1.2.2. Pharmacist Truong Minh Dat

- Mr. Truong Minh Dat is one of the leading Experts in Digestive, Respiratory and Milk for Children with 10 years of experience. He is currently the Founder and Director of the Center for Pediatric Health and Deputy Director of the Institute of Medicine and Pharmacy.
- Pharmacist Truong Minh Dat graduated from Hanoi University of Pharmacy and successfully defended his Master’s thesis. He has many years of experience as a Lecturer in Pharmacy, Speaker at many major seminars and conferences in the field of pharmacy...
- In the process of working at many large pharmaceutical corporations and prestigious medical organizations, he has focused on research on the practice of using drugs to treat children, especially children with Digestive and Respiratory problems. . Also during this process, he also learned about nutrition, including in-depth research on Milk for children.
- Besides research, he is also one of the child health consultants who receive great trust from parents across the country. In addition to consulting on a case-by-case basis, he also regularly consults online on social networks to guide, improve knowledge and give detailed answers about drugs, disease symptoms ... for parents.
- Pharmacist Truong Minh Dat is constantly bothered by problems regarding how to ensure that every Vietnamese child born is cared for by medical services, and he does not stop at consulting and sharing knowledge on social networks. The finest and cheapest way to ensure that moms have the knowledge to care for and raise their children – Vietnam’s future preschools are healthy.

- Because of that noble ideal, he founded the Institute of Medical and Pharmaceutical Research with the desire to build a leading prestigious organization in the field of consulting and medical examination and treatment, community health care; is a place to train Vietnamese people’s awareness in proactively preventing diseases and protecting health as well as using drugs correctly and effectively.



Pharmacist Truong Minh Dat

1.2.3. About TTSKNK Century Kid Clinic

1.2.3.1. About Clinic

- As part of the project “Give children a healthy childhood”, Century Pediatrics Clinic was born with the mission of bringing a healthy childhood to children, reducing parents’ concerns. Hanoi Children’s Clinic is considered as one of the leading clinics in the field of Pediatrics, which gathers experienced doctors who are responsible and dedicated to patients.
- Pediatric Health Center under the Institute of Medicine and Pharmacy was established in 2017 – The leading pediatric health consulting community in Vietnam.
- With the principle of serving wholeheartedly for the health and intelligence of Vietnamese children, Pediatrics Health Center builds a team of doctors, pharmacists,

medical experts with high expertise and passion. Blood to advise and share useful knowledge in taking care of children’s health.

1.2.3.2. Aims

- Share useful knowledge about taking care of children’s health from the womb to adulthood: notes from nutrition to information about vaccines or common diseases in children.
- Dedicated and completely free consultation – thoroughly solve all concerns of parents when coming to the center.
- Create a playground exclusively for parents to exchange, learn and share their own practical experiences in raising and taking care of young children. From there, they bonded and developed into a knowledgeable and scientific child-rearing community, creating the best conditions for the healthy development of the whole preschool generation.

1.2.3.3. SWOT

S – Strengths	W – Weaknesses
<ul style="list-style-type: none"> • Having a team of pharmacists with master’s degrees, many years in the field of research and development of active ingredients of drugs. Working cooperation with major pharmaceutical companies in the world such as Japan, Germany, France, Italy, Poland, USA... • Have in-depth knowledge of medicines as well as comprehensive child care tips • Say no to antibiotics when you don’t need them 	<ul style="list-style-type: none"> • Despite the trust of many parents, there is not enough prestige to compete with the state’s children’s hospital. • Images and brands on social networks have not been promoted
O – Opportunities	T – Threats

<ul style="list-style-type: none"> • Vietnam’s Top Brand in Pediatrics Healthcare • Open up career opportunities for students of medical universities and colleges • Sales increased and became the exclusive agent in Vietnam 	<ul style="list-style-type: none"> • Competing with many pediatric clinics present in Vietnam market • Faced with brand impersonation, using the brand name to produce fake, poor quality drugs, reducing the company’s reputation
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S.W.O.T Table of Clinic

1.2.3.4. USP

Different from the simple pediatric clinics, the Hanoi Century Hanoi Medical Center Children’s Clinic implements the “ No Commitments”:

- **Do not use antibiotics when not needed**

Century Hanoi Medical Center helps parents discover the exact and earliest cause of disease with doctors from prominent hospitals such as National Children’s Hospital, Thanh Nhan, and Vinmec. Following that, a successful treatment strategy is devised. Antibiotics should not be used unless absolutely essential.. The clinic is dedicated to avoiding overusing antibiotics indiscriminately, only prescribing them when absolutely necessary, and providing a clear explanation to patients.

- **Do not abuse corticoid**

Anti-inflammatory corticosteroids are one of the most common causes of immunodeficiency in children. Many facilities utilize anti-inflammatory drugs to achieve a “cool hand” sound, but we don’t want the child to be cured at that moment. Our goal is to assist youngsters maintain long-term health and natural resistance. As a result, the Hanoi Century Clinic does not employ corticosteroids indiscriminately, resulting in the baby’s immunodeficiency.

- **Do not mix drugs and prescribe unnecessary drugs**

Before determining which antibiotics to provide to children who need antibiotics, we will look at their medical condition, physiology, and previous medications they have taken.

When we don't need them, we don't take highly toxic pharmaceuticals. Furthermore, the clinic seldom combines the two antibiotics in an indiscriminate manner. We shall set limits, and all coordination will be based on solid scientific evidence.

Furthermore, we do not give unneeded drugs to use in order to avoid the situation of children taking medicine on their stomach. We want to keep kids from becoming radicals while still keeping them safe and affordable for the family.

2. PART 2: PRE – PRODUCTION

2.1. PROJECT OVERVIEW

2.1.1. Project name

Media Campaign promote book
“Children grow up without sickness”.

2.1.2. Background of project

- Antibiotic resistance is also on the rise in Vietnam. Antibiotics account for about 30% of total drug expenses, and they're getting more expensive. Antibiotics are purchased without a prescription at a rate of 91 percent in cities and 88 percent in rural areas (according to a study by the Ministry of Health).
- More concerning, while Vietnam has formed an antibiotic resistance action plan (2013-2020), the usage of antibiotics grew nearly threefold between 2005 and 2009. Antibiotics fail to act on users for two main reasons:
- **The first** is that bacteria have developed resistance to certain medications. Antibiotics are rendered useless by bacteria in a variety of ways. Bacteria modify the structure of antibiotics by mutating genes and producing enzymes that break them down. Antibiotic concentrations inside the cell are reduced by bacteria. New and better antibiotic lines have

been developed over time, but bacteria are constantly adapting and mutating to deal with antibiotics' effects. Bacteria alter the target, preventing the antibiotic from binding to it.

- The indiscriminate and unscientific use and prescription of antibiotics by people is **the second** factor that contributes to drug resistance. Buying antibiotics to drink indiscriminately, as well as pharmacists at pharmacies indiscriminately prescribing and selling drugs to customers, leads to “resistance” to the drug, as well as the sale of drugs with comparable chemicals. It's also a factor in the immune system's deterioration. Furthermore, doctors may prescribe treatments that are inappropriate for the patient's situation, resulting in highly unpredictable outcomes such as drug shock, stomach pain, and “no disease becoming disease.”

2.1.3. Core idea

- The idea of “Children grow up without sickness” came from the “desire to resist” of mothers. To put it differently, the need to raise a child is broad and healthy. Campaign is the name of the campaign for the release of “Children Grow Up Without Sickness,” which was launched by pharmacist Truong Minh Dat. In addition to promoting products that were sought out, filtered, and studied by pharmacists in order to create the book, Dat's desire is to raise awareness and understanding among mothers who care for their children, which is a precondition for comprehensive and strong child development; this is also the campaign's goal.
- Marketing staff and the pharmaceutical research institute's sales team collaborate on media concepts, running events, and advertising on social media platforms such as Facebook, Tiktok, Youtube, newspapers, and other platforms to promote the product. In addition, staff produced mini games and online classes to lure clients to the campaign as well as the product, which enhanced interaction and interest in the campaign, which is comparable with Covid-19's position.

2.2. MAIN ACTIVITIES

Key Message	Baby’s body is the finest doctor. The key to keeping children healthy and growing up is to help them develop a strong natural immune system.	
Phase	Launching book “Nhung dua tre lon len khong om”	Spread the spirit and increase people’s knowledge
Key Activities	Press, KOL, Livestream, Interactive Minigame, Telesale	KOL, Livestream, Interactive Minigame, Telesale
Format	<ul style="list-style-type: none"> • Launches “Children who grow up without sickness” • Write an article Launching the book “Children grow up without sickness” • Instructions for registering to buy book • Series of book reviews phase 1 • Livestream book launch + knowledge exchange • Minigame “Mo trang sach cho hanh nuoi con hanh phuc” 	<ul style="list-style-type: none"> • Series of book reviews phase 2 • #Learn_on_TikTok • Livestream with pharmacist Dat book review + combo review limited edition • Zoom class “Improving resistance to the epidemic season” • Minigame in livestream
Channel	Facebook, Press, Youtube, Telesale	Facebook, Youtube, Tiktok, Telesale, Zoom

KPI	1000 book	1500 book
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The Main activities table outlines the direction for the entire Campaign

2.3. CONTENT

2.3.1. Pharmacist Truong Minh Dat

- **Role:** As a doctor, a teacher, and the inspiration for the book “Children Grow Up Without Sickness,” she has a unique perspective. Nutritionist and community activist.
- **Mission:** Because Vietnam is a low-lying area of antibiotic resistance in the world, pharmacist Truong Minh Dat’s work is extremely important in the current context of people’s lack of knowledge and drug abuse. At the same time, mothers are being advised and made aware of their rights. Free drug and child care consultation and education for parents.
- **Objective:** Share material with specific audiences, and establish a reputation for yourself and Pediatric Health Clinic as a trustworthy resource for families and children.
- **Strategy:** Sharing personal experiences and expertise with families and children living with medical problems. Customers’ deposits are made possible through the distribution of general knowledge via books. And it has steadily grown into one of the most prestigious pediatric health channels.

2.3.2. Target image & Communication style

2.3.2.1. Icon

Parents who are interested in these concerns will also see the image of pharmacist Truong Minh Dat, who provides knowledge with proper use and care for children. Dr. Truong Minh Dat will be an expert, a family friend, and parents’ friend.

2.3.2.2. Style

- **Personality:** Truong Minh Dat, a brand pharmacist, is known for his fearless, daring, respectable, strong, confident, and inspirational personality. Is every child's and every family's idea of the doctor.
- **Image:** Warm colors, full of life and vitality. To represent strength and vitality, use red and superman pictures.
- **Color:**
 - o Rich in energy: Using hot tones indicate an impending energy burst.
 - o Inspiring: Creating a cheerful, contagious spirit as well as targeting clients who are strong-willed women with children who will grow up in their parents' arms.
 - o Confident: Customers' confidence is boosted by the use of bright colors, allowing parents to feel more confident in their ability to raise their children.

2.3.2.3. Target

- Spread meaningful messages from the campaign and from the book "Children grow up without sickness" .
- Raising awareness and knowledge for nursing mothers who are still lacking in child nutrition knowledge.
- Shows the concern of Pharmacist Truong Minh Dat to children and mothers who are having difficulty.
- Elevate the level of Pharmacist Truong Minh Dat and Pediatric Health Clinic to become one of the prestigious channels about health for children.
- Bringing the image of Pharmacist Truong Minh Dat closer to mothers as "Book Author".
- Introducing the book "Children grow up without sickness" to mothers aged 24-40 nationwide.

3. PART 3: CAMPAGIN “CHILDREN GROW UP WITHOUT SICKNESS”

3.1. ACTION PLAN

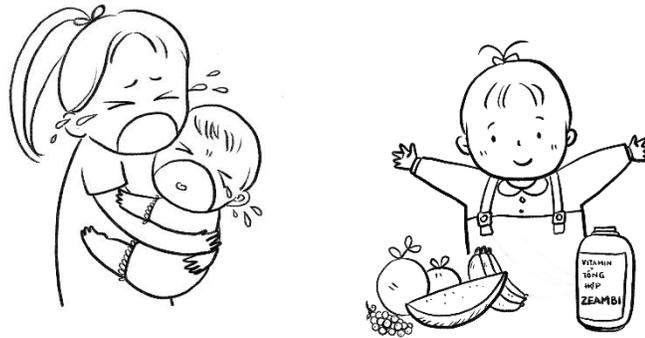
ACTION PLAN		
Campaign Name	Book launch promotion “Children who grow up without sickness”	
Key Message	<i>Baby’s body is the perfect doctor. The key to keeping children healthy and growing up is to help them develop a strong natural immune system.</i>	
Phase	1	2
Time	1/6 – 30/6/2021	1/7 – 31/7/2021
Format	<ul style="list-style-type: none"> • Launches “Children who grow up without sickness” • Write an article Launching the book “Children grow up without sickness” • Instructions for registering to buy book 	<ul style="list-style-type: none"> • Series of book reviews phase 2 • #Learn_on_TikTok • Livestream with pharmacist Dat book review + combo review limited edition

		<ul style="list-style-type: none"> • Series of book reviews phase 1 • Livestream book launch + knowledge exchange • Minigame “Mo trang sach cho hanh nuoi con hanh phuc” 	<ul style="list-style-type: none"> • Zoom class “Improving resistance to the epidemic season” • Minigame in livestream
Media Selection	Owned Media	Facebook, Telesale, Youtube	Facebook, Youtube, Tik Tok, Telesale, Zoom, Zalo
	Paid Media	Press, FaceboAds	Facebook Ads
KPI	Likes/follower	2,000	4,000
	Engagement	15,000	25,000
	Reach	100,000	100,000
	Comments	4,000	4,000
	Books	1,000 books, of which 400 are sold and the remaining 600 orders go to dealers.	1,500 books, of which 500 orders are sold directly, the rest 1,000 orders are shipped to dealers
Estimated Cost		27.600.000	29.950.000
Total Estimated Cost		57.550.000	

Action Plan Table

3.2. COMMUNICATION PUBLICATIONS





3.3. BIG IDEA

The book "Children Who Grow Up Without Sickness" is a must-have resource for moms who are raising and caring for their children from infancy, particularly for children who are unlucky enough to be born pregnant. This book becomes even more necessary, and indispensable, as the bedside pillow of mothers, when it comes to ailments of the body. The book contains everything mothers need to figure out how to boost their children's resistance and help them develop more effectively.

3.4. TARGET AUDIENCE

Demographic	Mentality
<ul style="list-style-type: none"> Age: From 23 - 40 Gender: Mostly women Job: Housewife and other jobs Location: nationwide, mainly Hanoi and other provinces 	<ul style="list-style-type: none"> Needs: take care of children, develop children comprehensively Trends: follow tips, keep updating parenting methods

Demographic & Mentality Table

Customer	
Personal background	
Age	23-40
Sex	Male/Female but mainly female
Marital status	Married / single father (mother)
Place	Nationwide but mainly Hanoi and neighboring provinces
Job	Housewife / and other professions

Income	5 - 12 million
Personality	Content guide, setting up family and children
Hobby	- Search for information on Google, social networks and online newspapers - Shopping Online - Regularly participate in care groups
Pain point	- Poor information selection, leading to disastrous mistakes in using drugs for improper purposes (and caring for children) - Thinking that when you are sick is the default of taking antibiotics by parents, which greatly affects the health and life of themselves as well as children.
Buying behavior	Shopping channels: Facebook, Tiki Shopping behavior: Referred by friends and community; Found on Tiki, watched the livestream, then bought...

Target Audience Table

3.5. MEDIA SELECTION

The “Children grow up without sickness” campaign used the following media:

3.5.1. Owned Media

- **Fanpage:** <https://www.facebook.com/truongminhdat.official>
- **Youtube:** <https://www.youtube.com/channel/UCr7JrpRxpni8HTyil32fcoA>
- **Website:** <https://trungtamsuckhoenhikhoa.com/>
- **Tiktok:** <https://vt.tiktok.com/ZGJSGp3jj/>
- **Zoom** online meeting application

- **Telesale**

3.5.2. Paid Media

- Press: Zingnews
 - Vietnam's most popular news channel is Zingnews. Zing has become a brand of e-newspaper, with an increasing number of e-readers, and has gotten a lot of positive feedback from readers.
 - Zing promises to be a tracking channel for possible communication in the company's next campaign, with 8.02 percent "zing" searches on Google, 47.36 percent on Facebook, 45.63 percent on YouTube, and the top e-newspapers chosen by Vietnamese to update their news.
- Facebook Ads
 - Facebook ads are paid messages from businesses that are written in their voice and help reach the people who matter most to them. Advertisers create campaigns that have specific goals, which we call advertising objectives and they create ads within those campaigns to help them reach those objectives.
 - For example, a business may create a campaign because they want to get more people to visit their website. When they create ads within that campaign, they'll choose images, text and an audience that they think will help them get that increase in visitors. Learn more about how Facebook ads work and how they differ from boosting a post.

3.6. S.M.A.R.T OBJECTIVE

3.6.1. Detail goal

- **Specific:** The campaign's goal is to cultivate and strengthen children's health awareness. The campaign's biggest clientele are women who have or are planning to have children, followed by men.
- **Measurable:** Many parents still have questions about how to take care of a baby. As a result, this campaign will target clients aged 23 to 40 and will be monitored using social media metrics.

- **Attainable:** With the aim of improving the knowledge of breastfeeding mothers, the campaign's goals are towards:
 - o Reach: 1,000,000 people
 - o Number of books sold: 5000 books
 - o Order at the dealer: 3000 books
 - o Direct order: 2000 books
- **Realistic:** The campaign attempts to raise antibiotic awareness among mothers and influence their behavior. The long-term goal is to transform awareness; in the medium term, the focus will be on changing antibiotic toxicity awareness.
- **Time:** The campaign will run from 3-5 to 15-7, 2021.

3.6.2. KPI

Tools	KPI	Unit
Fanpage	6,000	Like, Follower
Engagement	40,000	User
Reach	200,000	User
Comment	8,000	
Direct orders	1,000	Book
Dealer orders	1,500	Book

Total KPI of Campaign

3.7. HUMAN RESOURCE

3.7.1. Media

- **Quantity:** 3 people
- **Role:** The media plays a critical function; it acts as a locomotive for the company's image and antibiotic brand.

- Specific Work:
 - Record and edit videos for social media channels
 - Setup for live streams

3.7.2. Design

- Quantity: 2 people
- Role: The role of the design team is in charge of designing and brainstorming book covers, posters, and banners for the campaign. Receive tasks from other teams such as content, media to coordinate ideas for the final product.
- Specific work:
 - Facebook Cover Design.
 - Design images for posts.
 - Upload photos of posts.
 - Photo design for Pharmacist Truong Minh Dat.
 - Photo design Pharmacist Truong Minh Dat with books.
 - Chibi design Pharmacist Truong Minh Dat and illustration.
 - Design the landing page of the campaign.
 - Design waiting screens for livestreams.
 - Design Booth to display books.

3.7.3. Content

- Quantity : 3 people
- Role : The content of the article is the key point, the bright spot of an individual or an organization. The task of a content creator is to be knowledgeable about children's problems, from which to post articles to attract the attention of customers.
- Specific Work: control the writing, plan the media, plan the ideas, plan the campaign and the work to do in the campaign.

3.7.4. PR

- Quantity : 1 people
- Role : Promote and communicate products on media channels. The main task is to hire and contact stakeholders such as newspapers, printing centers, media venues
- Specific Work: advertising books, advertising gifts that will be available during the book sales campaign, and customer benefits from buying products during the campaign.

3.7.5. Sale

- Quantity: 6 people
- Role: Consulting and taking care of customers about children’s problems, the use of drugs. At the same time, invite customers to buy products, advertise new products.
- Specific Work: Customer counseling, telephone sales, telesale

3.8. STAKEHOLDERS

- **Enterprise**: MKT department, Sale department, Content department, Media department, Designer department, Digital department, PR department
- **Advertising partner**: Facebook, Fahasa Bookstore, Tiki, retail chain ABC book
- **Release partner**: NXB Hà Nội
- **Media partner**: Zing News, Phụ nữ thủ đô, Gia đình mới, Dân Việt, Thanh niên, Vietnamnet, Lao động trẻ, Afamily, Quân đội nhân dân.
- **Facebook Group**:

No	Group name	Link	Topic	Member
1	Ăn dặm kiểu Nhật	https://www.facebook.com/groups/641676866238118	Stories around weaning, solve baby and mom problem	103k
2	Ăn dặm kết hợp BLW + Nhật	https://www.facebook.com/groups/641676866238118	Menu for baby, Q&A	186k

3	Cộng đồng cha mẹ thông thái	https://www.facebook.com/groups/729820760708580	Develop your baby's physical and also skill, share news and viral	30k
4	EASY không khó – Mẹ khỏe, con ngoan	https://www.facebook.com/groups/488994828312431	Stories around raising baby	52k
5	Hội Trâu Vàng 2021 chia sẻ kinh nghiệm Sản Hổ Vàng 2022	https://www.facebook.com/groups/468435920315715	Share experience on raising child	107k
6	HỘI CÁC MẸ TRẺ CHIA SẺ KINH NGHIỆM NUÔI CON Bé Khỏe Mẹ Vui	https://www.facebook.com/groups/1830007093776671	Share knowledge, group of chat	53,8K
7	ĂN DẶM KHÔNG NƯỚC MẮT_BÉ KHOẺ MẸ VUI	https://www.facebook.com/groups/265810274591622	Mostly about weaning menu for baby	14,8K
8	Bí Quyết Dạy Con Thông Minh – Mẹ Kun	https://www.facebook.com/groups/874715306052162	Q&A about baby's mentality	22k
9	Cộng Đồng Mẹ Và Bé Việt Nam	https://www.facebook.com/groups/363263760438692	Folk tips for baby	50k
10	Nghịen con	https://www.facebook.com/groups/445828299735371	baby exhibition, Q&A about baby	137k

Facebook Group's Table

3.9. COST

- The cost of the campaign to promote the book "Children who grow up not sick" is divided equally between 2 Phases: Phase 1 (Launch combo book "Children grow up not sick"), Phase 2 (Pre-sale- Order Limited Edition of the book "Children who grow up not sick").
- The cost also includes the cost of the gifts that come with the book, the cost of printing, and the packaging of the books.
- In addition, besides the costs mentioned above, there are also costs for marketing activities, paying for Zing News newspaper.

Description	Quantity	Unit price	Amount
Press	4	2.500.000	10.000.000
Ebook design template	5	300.000	1.500.000
Minigame	11		3.000.000
Livestream trao đổi kiến thức trong sách	3	700.000	2.100.000
Marketing		2.000.000	2.000.000
QR Ticket	4000	1.000	4.000.000
Advertising		5.000.000	5.000.000
TOTAL			27.600.000

Phase 1

Description	Quantity	Unit price	Amount
Livestream	1	700.000	700.000
Study online on Zoom platform	2	700.000	1.400.000

Minigame	1	1.000.000	1.000.000
Seeding Tool	2	1.000.000	2.000.000
Advertising		10.000.000	10.000.000
Marketing	3	2.000.000	6.000.000
Transport	1	1.000.000	1.000.000
Packed Cost	1.000	5.000	5.000.000
Box Shipping	1.000	2.850	2.850.000
TOTAL			29.950.000

Phase 2

3.10. RISK

- Based on the campaign we've done to pose possible risks to the campaign
- The general situation in the world is Covid-19 so it may be necessary to move online instead of offline.
- Read the risk problems of publishing the book in advance, plan response, and avoid any damage to the company.

Risk	Level	Reducing Methods
Covid-19 epidemic (cannot organize offline events: book launch, announcement,...)	High	Organize online events such as livestream book launch, sales; organize games, mini games,... on social networking platforms
Pirated books (there are publishers who print pirated books for profit)	Low	Use anti-counterfeiting stamps, seals, qr codes to check the

		source of goods sold on the market
Network congestion / power failure (due to the number of spectators staying at home due to the epidemic, the network transmission line may be blocked, network loss; power failure due to overload)	High	Have an alternative power source ready in case of an emergency Prepare 4g

Risk of Campaign Table

3.11. METHODOLOGY

3.11.1. Social Media in Covid-19

Social media usage has increased manifold and thus, has a number of available platforms, including Facebook, Twitter, YouTube, Instagram, Snapchat, WhatsApp, and Reddit, along with their Chinese equivalents WeChat, Weibo, Tencent, Tik Tok, and Toutiao. People have become accustomed to posting every aspect of their lives on social media. This includes their achievements, worries, and travels on a daily and hourly basis. Since the lockdown, there has been an 87% increase in social media usage by the people . People started gathering information posted on the groups and unknown pages and believing them. Religious pages also started attracting people amid crises by spreading unscientific information regarding the prevention and treatment of the virus. (Update from Scholastic Regarding the Coronavirus. [Sep;2020])

3.11.2. Document Analysis Technique

- Document analysis is a social research method and a significant research instrument in and of itself, as well as an essential component of most triangulation schemes (the use of many methodologies to explore the same phenomena). Qualitative researchers frequently use at least two resources to find convergence and corroboration, such as diverse data sources and methods.

- The goal of triangulating is to create a cluster of evidence that nurtures trustworthiness. By evaluating information obtained using various approaches and correlating findings across data sets, the influence of potential bias can be reduced. Mixed-methods studies, which include qualitative and quantitative data, are sometimes used in document analysis.
 - *Create a list of texts to explore (e.g., population, samples, respondents, participants).*
 - *Consider how texts will be accessed with attention to linguistic or cultural barriers.*
 - *Acknowledge and address biases.*
 - *Develop appropriate skills for research.*
 - *Consider strategies for ensuring credibility.*
 - *Know the data one is searching for.*
 - *Consider ethical issues (e.g., confidential documents).*
 - *Have a backup plan.*

- In addition, O'Leary discusses two significant topics to address before beginning document analysis. The first is the issue of prejudice in the document's author or maker, as well as the researcher (2014). The document's "unwitting" proof, or latent content, is O'Leary's second key concern. O'Leary offers another eight-step strategy to address these concerns (2014)
 - *Gather relevant texts.*
 - *Develop an organization and management scheme.*
 - *Make copies of the originals for annotation.*
 - *Assess authenticity of documents.*
 - *Explore document's agenda, biases.*
 - *Explore background information (e.g., tone, style, purpose).*
 - *Ask questions about the document (e.g., Who produced it? Why? When? Type of data?).*
 - *Explore content.*

3.11.3. Popular social media tools and platforms

- **Blogs:** A platform for casual dialogue and discussions on a specific topic or opinion.
- **Facebook:** The world’s largest social network, with more than 1.55 billion monthly active users (as of the third quarter of 2015). Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can “like” brands’ pages.
- **Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).
- **YouTube/Vimeo:** Video hosting and watching websites.
- **Flickr:** An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.
- **Instagram:** A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.
- **LinkedIn:** A place where groups of professionals with similar areas of interest can share information and participate in conversations.

3.11.4. Benefit

Document analysis is often used because there are various ways it can support and reinforce research. Document analysis can be used in various areas of research, as a primary method of data collection or as a complement to other methods. The document can provide additional research data, making document analysis a useful and beneficial method for most studies. Documents can provide basic information and a wide range of data, and are therefore useful in context of one’s research in its subject or field. The document can also contain data that is no longer observable, provide details that the information provider has forgotten, and can monitor change and development. Document analysis can also indicate questions to be asked or situations to be observed.

3.11.5. Role of performance measurement index

3.11.5.1. Definition

The most crucial KPIs to pay attention to when it comes to social media. It's the driving force behind all of the other social media KPIs we'll talk about later.

3.11.5.2. How to use

04 social media performance metrics assessment

- **Sentiment Score** - Sentiment Score
 - Emotional quotient = $(\text{Number of Positive discussions} - \text{Number of Negative discussions}) / (\text{Number of Positive discussions} + \text{Number of Negative discussions})$
- **User Generated Content**
 - User interaction at its highest quality
 - People will want to discuss your material on social media if it is engaging. It creates a butterfly effect, elevating your brand to new heights.
- **Object Mention**
 - The quantity of discussion about the subject Object Mention is a key metric for evaluating the performance of social media marketing campaigns. This metric is especially important if you're using Influencer Marketing. Because, on the surface, an Influencer's post frequently has a large number of comments. However, their content focuses solely on the Influencer and does not mention the brand or campaign.
- **Audience Scale** - Number of people participating in the discussion
 - The Audience Scale is a tool for calculating the amount of new fans you've gained as a result of a marketing campaign. You'll need the correct channel distribution plan in addition to developing unique, compelling content to improve this measure.

3.12. FACEBOOK ADS

3.12.1. Definition

- Facebook Ads (Facebook Advertising) is a paid advertising service available on the social media platform Facebook. You pay to have product advertising, offers, or promotions displayed on the Facebook platform and Facebook-affiliated pages in order to reach out to potential customers. This has a beneficial impact on results and sales income.
- Orders from Facebook advertisements can help any business make money, regardless of what things they sell online, in store... There is no policy infringement as long as you know how to construct an effective Facebook Marketing campaign and advertising content.

3.12.2. How it work

- The Facebook advertising algorithm will automatically filter out eligible target customers based on location, age, demographic traits, and interests (as defined by you). You'll select an audience, budget, and bid-per-click (CPC) or cost-per-impression (CPI) throughout the ad setup process. You must correctly target the target client market to sell in order for Facebook advertising to be effective. The following are some simple yet effective options for targeting:
 - o Location
 - o Age
 - o Gender
 - o Interests
 - o Behavior
- Facebook's mission is to use the above information to advertise to the right potential customers.

3.13. PRESS

3.13.1. Definition

- The back and forth between web sites of network users is referred to as traffic. The term "traffic" is used in SEO to refer to the number of times a person views a website. The average traffic of different sorts of websites is frequently different. Those that share news typically receive more traffic than sites that sell products online.
- The value of traffic is calculated for the entire site, and it increases every time a user from another website views one of the site's pages. As a result, we can calculate a main website's traffic by counting the total number of sessions (Sessions). Many SEO investors, particularly those who own news websites, want increased traffic.

3.13.2. How it works

- **Check the average monthly search volume of keywords**
 - o There are numerous resources available to aid you in this process. Take, for example, Ahrefs' Keyword Explorer tool. To check the estimated website traffic of a specific keyword, simply type it into the Find Keyword Explorer box. You may view the volume - the keyword's monthly search volume - in this phase.
- **Calculate the rate of CTR (Click-through-rate) users click on the article.**

$$\text{Website Traffic Potential} = \text{Volume} * \text{CTR} * 2$$

- *Volume volume: Apply the steps listed in step 1*
- *CTR: Get the CTR rate of the article that is currently ranked 5th on the SERP*

4. PART 4: IMPLEMENTATION

DETAIL COMMUNICATION PLAN

No	Date	Content	Tools	Staff	KPI
PHASE 1					
1	3/6	Launches “Children who grow up without sickness”	Facebook, Youtube	Content: Thành & Tiến Media: Nam Anh	Youtube: 1,000 views
2	27/5	Write an article Launching the book “Children grow up without sickness”	Zingnew	Press Booking: Thành	9.000
3	12/6 21/6 25/6	Instructions for registering to buy book	Facebook	Content: Thành & Tiến	500 react 120 comments 50 shares
4	3/6 9/6 12/6 22/6	Series of book reviews phase 1	Facebook	Content: Thành & Tiến Design: Phong	550 react 150 comments 80 shares
5	29/6	Livestream book launch + knowledge exchange	Facebook	Media: Nam Anh	8k viewers 200 react 600 comments

					200 shares
6	23/6	Minigame “Mo trang sach cho hanh trinh hanh phuc”	Facebook	Content: Thành & Tiến Design: Phong	100 react 100 comments 30 shares
7	01/6 30/6	Telesale	Fanpage Phone E-mail	Telesale resources	400 direct sales 600 sold at dealers
8	3/6 30/6	Advertising	Facebook Ads	Media: Nam Anh	
PHASE 2					
7	10/7 14/7 20/7 22/7 29/7	Series of book reviews phase 2	Facebook	Content: Thành & Tiến Design: Phong	500 react 150 comments 40 shares
8		#Learn_on_TikTok	TikTok	Content: Thành & Tiến Media: Nam Anh	600,000 views 14,000 profile views 24,000 likes

					900 comments 1,000 shares 9,000 followers
9	13/7	Livestream with pharmacist Dat book review	Facebook	Media: Nam Anh	170 react 400 comments 150 shares
10	22/7	Zoom class “Improving resistance to the epidemic season”	Facebook, Tiktok, Zoom	Media: Nam Anh	Zoom: 500 Facebook: 20 react 10 comments 10 shares
11	13/7	Minigame in livestream	Facebook	Content: Thành & Tiến Design: Phong	150 shares
12	1/7 30/7	Telesale	Fanpage Mobile E-mail	Telesale resources	1000 direct sale 500 sold at dealers

Table of Detail Communication’s Plan

4.1. PHASE 1 (1/6 – 30/6)

4.1.1. Idea

“The release of the book “Children who grow up without sickness” at the beginning of summer - the season that often causes symptoms of illness, fever, ... and other symptoms in children with the aim of raising awareness. knowledge, how to care for children and preventive measures.”

4.1.2. Target Audience

Target Audience	
Demographic	<ul style="list-style-type: none"> • Age: 23-40 • Male/female but mostly female who have and are about to have children • Married or about to get married • Nationwide and surrounding areas
Psychology	<ul style="list-style-type: none"> • Search for information on Google, social networks and online newspapers • Shopping Online • Regularly participate in care groups
Approach Media Communication	<ul style="list-style-type: none"> • Voice: close, address "mothers" - "uncle Dat" - "brother" • The audience would like and approach you more if you give precise, complete, and explicit examples of symptoms in babies.

Phase 1's target audience breakdown

4.1.3. Stakeholders

- **Enterprise:** MKT department, Sale department, Content department, Media department, Designer department, Digital department, PR department
- **Advertising partner:** Facebook, Fahasa Bookstore, retail chain ABC book
- **Media partner:** Zing News

4.1.4. Timeline

Date	Content							
	Launches "Children who grow up without sickness"	Instructions for registering to buy book	Series of book reviews phase 1	Livestream book launch + knowledge exchange	Minigame "Mo trang sach cho hanh trinh hanh phuc"	Press (27/5/202)	Telesale	Facebook ok Ads
1/6								
2/6								
3/6								
4/6								
5/6								
6/6								
7/6								
8/6								
9/6								
10/6								

11/6								Yellow	Red
12/6		Orange	Orange					Yellow	Red
13/6								Yellow	Red
14/6								Yellow	Red
15/6								Yellow	Red
16/6								Yellow	Red
17/6								Yellow	Red
18/6								Yellow	Red
19/6								Yellow	Red
20/6								Yellow	Red
21/6		Orange						Yellow	Red
22/6			Orange					Yellow	Red
23/6					Orange	Orange		Yellow	Red
24/6								Yellow	Red
25/6		Orange						Yellow	Red
26/6								Yellow	Red
27/6								Yellow	Red
28/6								Yellow	Red
29/6				Red				Yellow	Red
30/6								Yellow	Red

Facebook's Timeline post

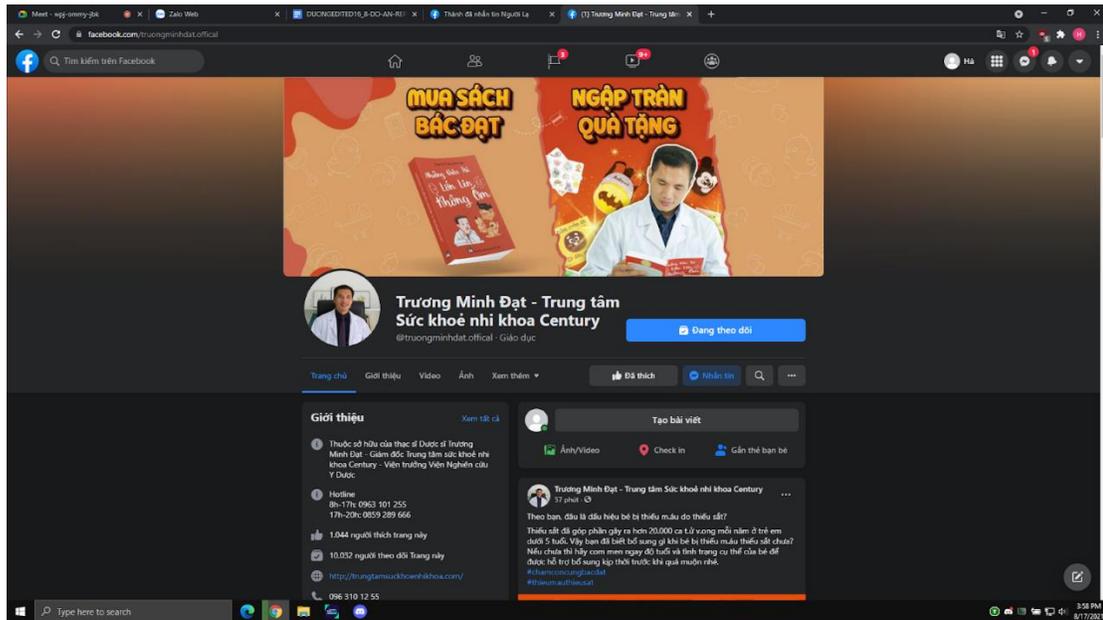
No	Content	Tools	KPI	Reality	Compare
PHASE 1					
1	Launches "Children who grow up without sickness"	Youtube	Youtube: 1,000 views	Youtube: 1,874 views	Increase 87,4%
2	Write an article Launching the book “Children grow up without sickness”	Zingnew	9.000	10.000	Increase 11,1%
3	Instructions for registering to buy book	Facebook	500 react 120 comments 50 shares	651 react 177 comments 17 shares	Increase 30,2% Increase 47,5 % Decrease 66%
4	Series of book reviews phase 1	Facebook	550 react 150 comments 80 shares	698 react 204 comments 53 shares	Increase 26% Increase 36% Decrease 33,75%
5	Livestream book launch + knowledge exchange	Facebook	8k viewers 200 react 600 comments 200 shares	10k viewers 364 react 727 comments 275 shares	Increase 20% Increase 82% Increase 21,16 Increase 37,5%
6	Minigame "Mo trang sach cho hanh trinh nuoi con hanh phuc”	Facebook	100 react 100 comments 30 shares	344 react 34 comments 1 shares	Increase 244% Decrease 66% Decrease 96%
7	Telesale	Fanpage Mobile E-mail	400 direct sales 600 sold at dealers	352 direct sales 569 sold at dealers	Decrease 12% Decrease 5,1%
8	Advertising	Facebook Ads			

Tools's KPI after campagin

4.1.5. Media selection

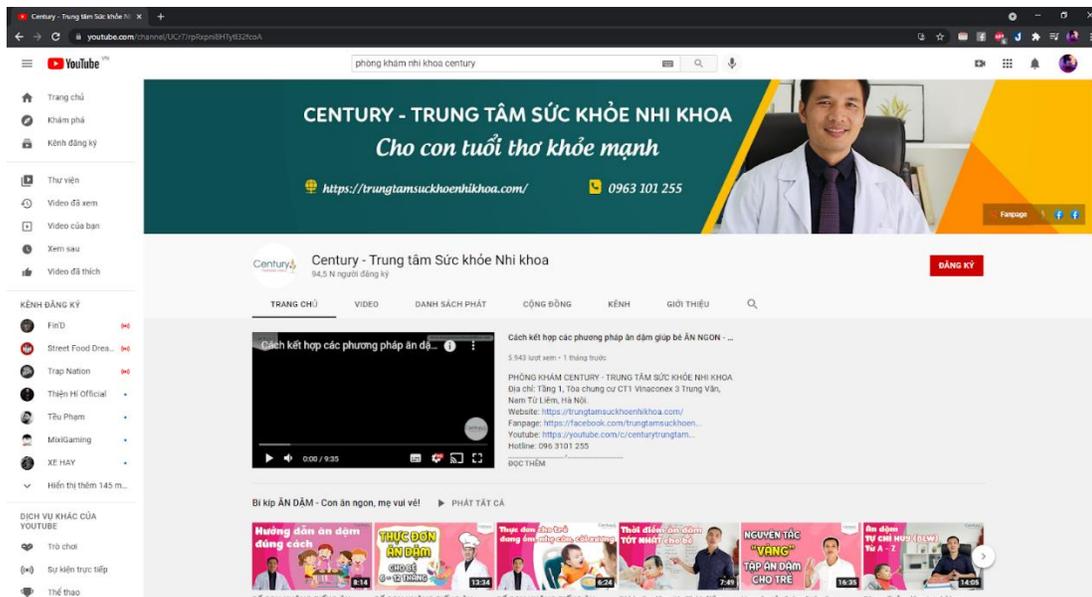
4.1.5.1. Owned Media

- **Facebook:** Using the Fanpage Trương Minh Đạt - Century Children's Health Center, a campaign to promote the book "Children Grow Up Without Sickness" was launched.

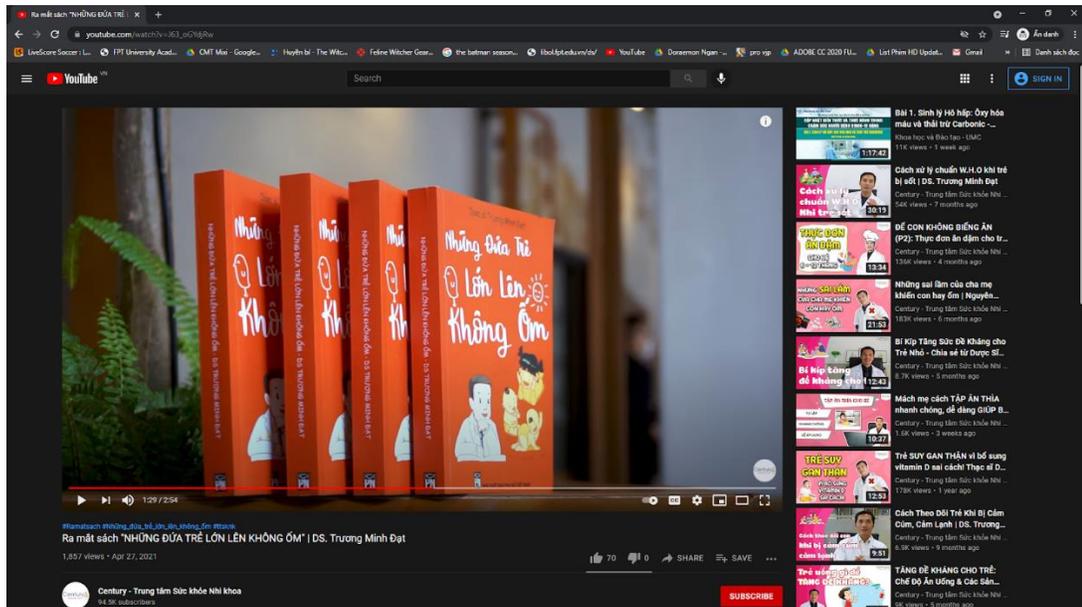


Fanpage “Trương Minh Đạt - Trung tâm Sức khỏe nhi khoa Century”

- **Youtube:** The official Youtube channel of the "Children grow up without sickness" campaign.



The official Youtube channel of Pharmacist Truong Minh Dat will upload a clip to launch the book "Children grow up without sickness".

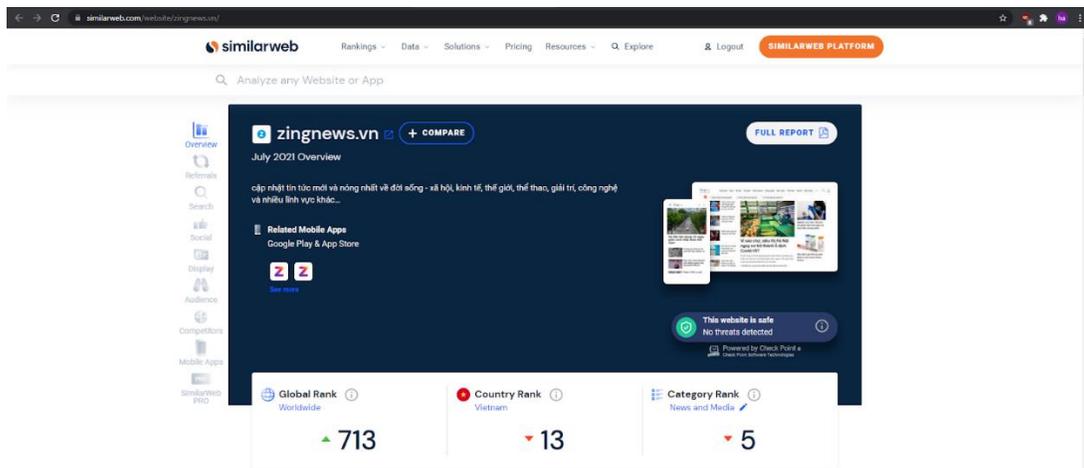


Clip premier the book "Children grow up without sickness"

- **Telesale:** Call to introduce and sell books to customers. In addition, get customer reviews about books and other needs.

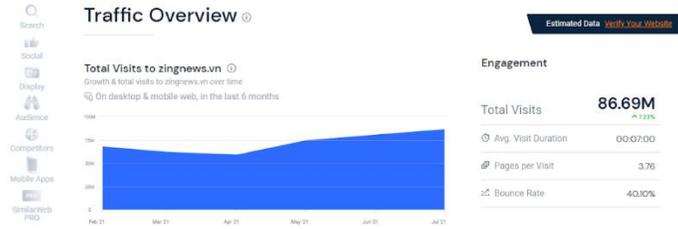
4.1.5.2. Paid Media

- Press: **Zingnews**
- Premier the book on Zingnews



Ranking of Zing News in Vietnam and in the world,

Zing News is ranked 713th worldwide and 13th in Vietnam.



Zingnews Traffic



The book "Children who grow up without sickness" was featured in a story in the Zing News newspaper.

4.1.6. Cost

Description	Quantity	Unit price	Amount
Press	4	2.500.000	10.000.000
Minigame	11		3.000.000
Livestream exchanging knowledge in books	3	900.000	2.700.000
Marketing		4.000.000	4.000.000
Advertising		5.000.000	5.000.000
TOTAL			24.700.000

Table of Finance of Phase 1's payment

4.1.7. Facebook's Post



 **Trương Minh Đạt - Trung tâm Sức khỏe nhi khoa Century**
25 tháng 6 · 🌐

ĐỪNG SINH CON BẰN ĐẸP MÀ NUÔI CON THÀNH BẰN LỖI
🔥 Những bí quyết mà chưa một ai cho bạn biết: <https://bitly.com.vn/nrdeoc>

- Xoá tan nỗi lo mỗi khi con ốm. "Những đứa trẻ lớn lên không ốm" sẽ đưa cho bố mẹ chìa khoá giải quyết vấn đề con ho cả tháng không khỏi, con sốt không hạ, con đi ngoài dút,...
- Bố mẹ sẽ được trang bị kiến thức chăm con khoa học đơn giản có thể áp dụng ngay tại nhà, không còn phụ thuộc vào bác sĩ, vào bệnh viện ví dụ như:
Con ho thì xử lý thế nào?
Con sốt có cần nhập viện ngay?
Chăm con ốm ở nhà cần làm những gì?
- Bật mí bí kíp giúp tăng đề kháng 200% cho con phát triển toàn diện chưa đâu có được.

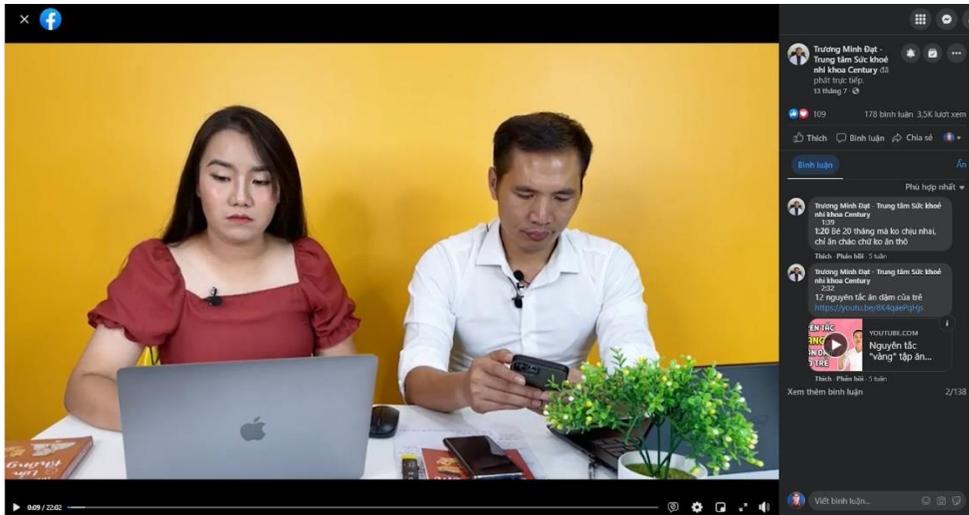
"Những đứa trẻ lớn lên không ốm" không chỉ giúp con ít ốm, khoẻ mạnh mà nó giúp cha mẹ tiết kiệm hàng chục triệu đồng tiền mua thuốc không đáng mua, tiền đi viện không cần thiết. Một đứa trẻ khoẻ mạnh chính là nền tảng của một gia đình hạnh phúc.

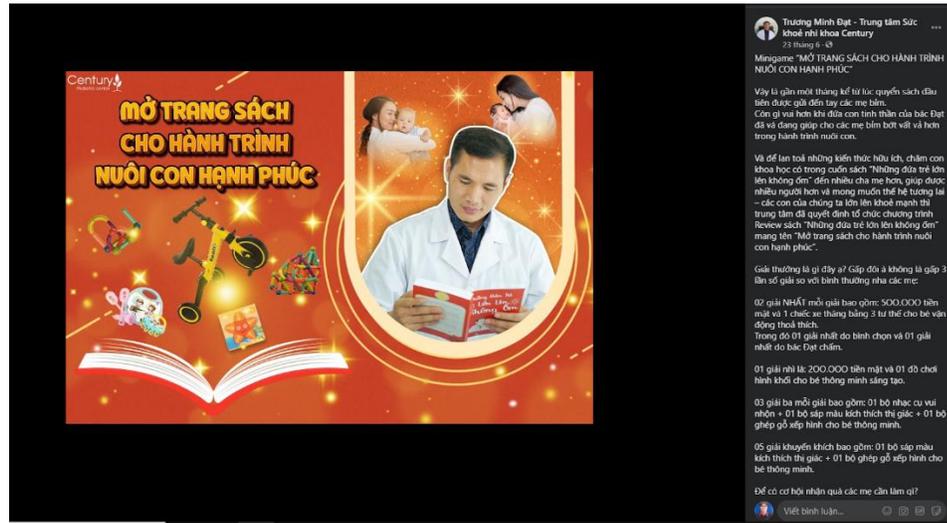
Bằng giọng văn dí dỏm, cuốn hút, hình ảnh minh hoạ đáng yêu, cuốn sách sẽ mang đến cho các bạn cái nhìn hoàn toàn khác về những kiến thức nhi khoa tưởng chừng khó khan khó hiểu.

Tài sản lớn nhất mà bố mẹ có thể cho con đó chính là sức khoẻ.
Sức đề kháng tốt là tiền đề quan trọng giúp con phát triển khoẻ mạnh, thông minh vượt trội.

👉 Đăng ký đ.ă.t m.u.a và nhận ưu đãi tại: <https://forms.gle/PssnFUvTFAGHMi349>
Mọi vấn đề cần giải đáp vui lòng INBOX fanpage hoặc gọi hotline 0963 101 255



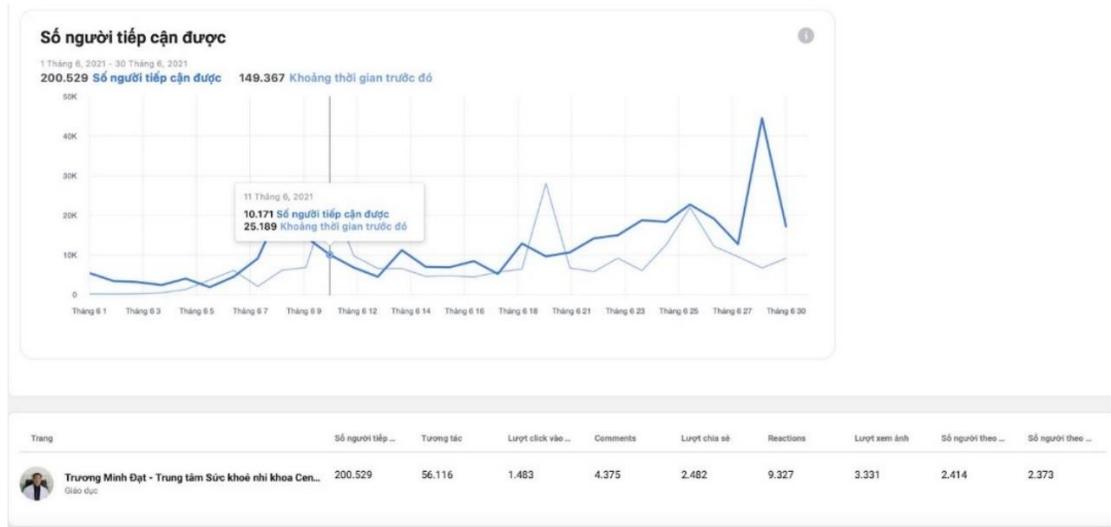




4.1.8. Result

Công cụ	KPI	Thực tế	So sánh
Follower/ Likes	2,000	9,327	increase 466%
Engagement	15,000	56.116	increase 374%
Reach	100,000	200.529	increase 100%
Comments	4,000	4.375	increase 1.1%
Books	600 via store 400 via Fanpage and telesale	569 via store 352 via Fanpage and telesale	94% via store 88% via Fanpage and telesale
Estimated Cost	27.600.000 VND	24.700.000 VND	decrease 8.9%

Comparison table of KPI phase 1



Facebook reach statistics table phase 1

4.1.9. Risk

Rick	Level	Solution
Comment spam	High	Ban comments, block from live
Books are not sold in sufficient quantity	Medium	The remaining books can be used for the combo of selling drugs + books, posting more articles to stimulate the demand to buy books
Costs incurred	High	Prepare a reserve fund in advance

Risk table and solution for phase 1

4.1.10. Evaluate

- Idea is well completed, clear and throughout the entire phase 1
- With the parties engaged, there has been good coordination..

- Clearly identifying the content to be delivered aids in better orienting viewers to the phase's concept as well as how to purchase it
- Choosing the press as a media channel yielded positive results, but phase one did not fully use its potential.
- On the fanpage, KPIs increased dramatically while costs were reduced.

4.2. PHASE 2 (1/7 – 31/7)

4.2.1. Idea

- Share customers' thoughts on the book after they've read it.
- Open the livestream "Sharing the tale of raising children in the midst of the epidemic season" with the intention to become a spiritual support for parents; listen to and understand the hardships that parents face as they raise their children.

4.2.2. Target Audience

Target Audience	
Demographic	<ul style="list-style-type: none"> Age: 23-40 Male/female but mostly female who have and are about to have children Married or about to get married Nationwide and surrounding areas
Psychology	<ul style="list-style-type: none"> Search for information on Google, social networks and online newspapers Shopping Online Regularly participate in care groups
Approach Media Communication	<ul style="list-style-type: none"> Voice: close, address "mothers" - "uncle Dat" - "brother" The audience would like and approach you more if you give precise, complete, and explicit examples of symptoms in babies.

Target Audience's Table Research

4.2.3. Stakeholders

- **Enterprise:** MKT department, Sale department, Content department, Media department, Designer department, Digital department, PR department
- **Advertising partner:** Facebook, Fahasa Bookstore, Tiki, retail chain ABC book

4.2.4. Timeline

Date	Content					
	Series of book reviews phase 2	Livestream with pharmacist Dat book review	Zoom class "Improving resistance to the epidemic season"	Minigame in livestream	#Learn_On_Tiktok	Tele-sale
1/7						
2/7						
3/7						
4/7						
5/7						
6/7						
7/7						
8/7						
9/7						
10/7						
11/7						

12/7						
13/7		Red		Yellow		
14/7	Yellow					
15/7						
16/7					Green	
17/7					Green	
18/7					Green	
19/7						
20/7					Green	
21/7						
22/7	Yellow		Yellow			
23/7						
24/7						
25/7					Green	
26/7					Green	
27/7					Green	
28/7						
29/7	Yellow					
30/7					Green	
31/7					Green	

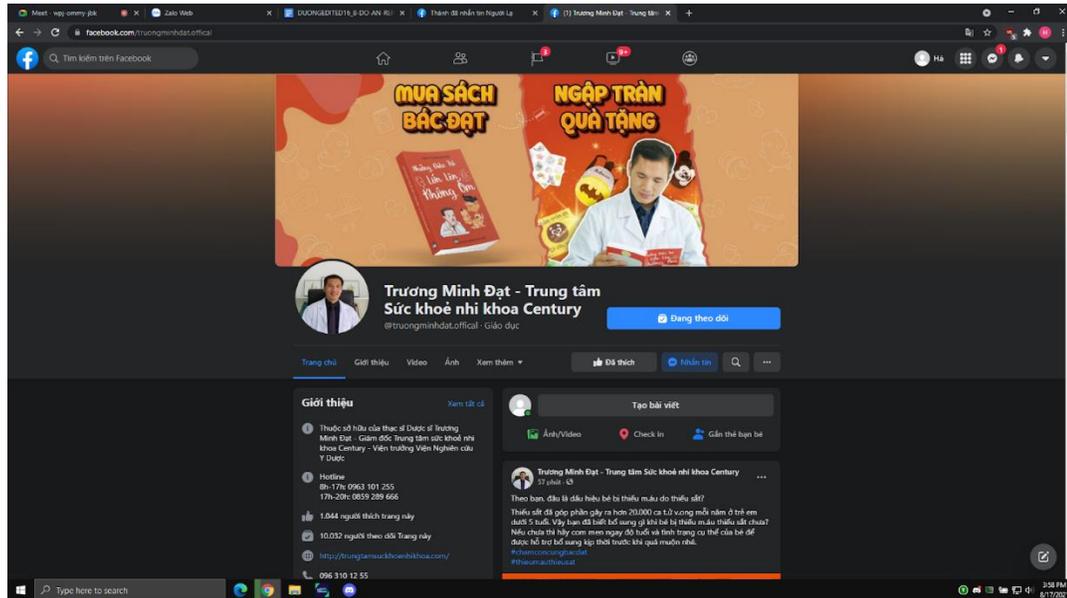
Facebook's Timeline post

No	Content	Tools	KPI	Reality	Compare
PHASE 2					
1	Series of book reviews phase 2	Facebook	500 react 150 comments 40 shares	748 react 304 comments 87 shares	Increase 49,6% Increase 102,6% Increase 117,5%
2	#Learn_on_TikTok	TikTok	600,000 views 14,000 profile views 24,000 likes 900 comments 1,000 shares 9,000 followers	707,829 views 16,133 profile views 26,179 likes 1,146 comments 3,003 shares 12,437 followers	Increase 17,9% Increase 15,23% Increase 9,07% Increase 27,3% Increase 20,03 % Increase 38,1%
3	Livestream with pharmacist Dat book review	Facebook	170 react 400 comments 150 shares	292 react 693 comments 220 shares	Increase 71% Increase 73% Increase 46%
4	Zoom class "Improving resistance to the epidemic season"	Facebook, Tiktok, Zoom	Zoom: 500 Facebook: 20 react 10 comments 10 shares	Zoom: 1,200 Facebook: 48 react 9 comments 3 shares	Increase 140% Increase 140% Decrease 10% Decrease 70%
5	Minigame in livestream	Facebook	150 shares	220 shares	Increase 46%
6	Telesale	Fanpage Mobile E-mail	1000 direct sale 500 sold at dealers	964 direct 427 sold at dealers	Decrease 3,6% Decrease 14,6%
7	Advertising	Facebook Ads			

Tools's KPI after campagin

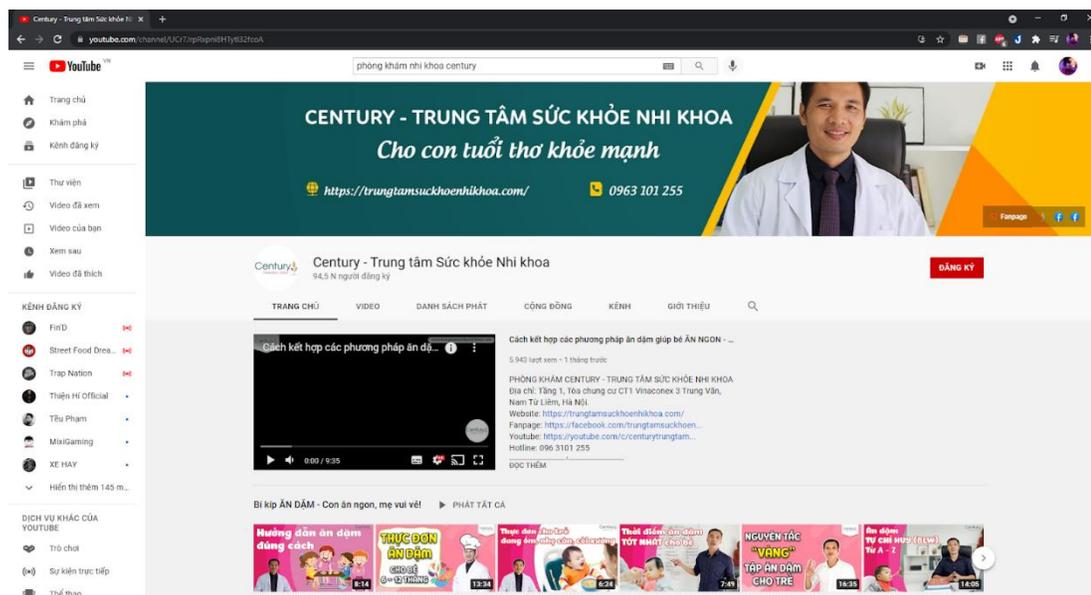
4.2.5. Media selection

- **Facebook:** Using the Fanpage Trương Minh Đạt - Century Children's Health Center, a campaign to promote the book "Children Grow Up Without Sickness" was launched.



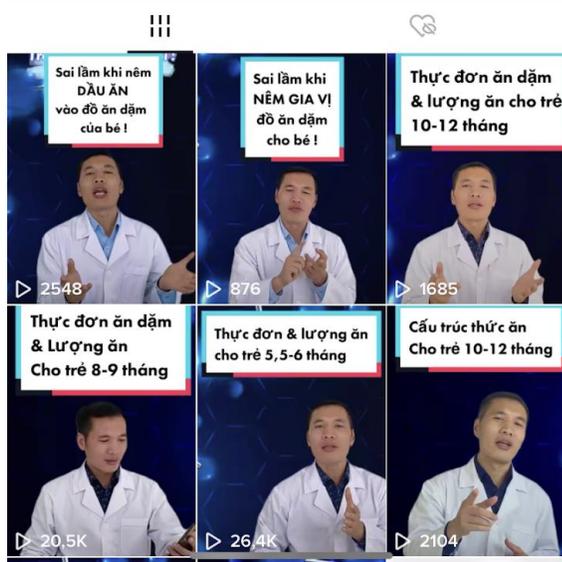
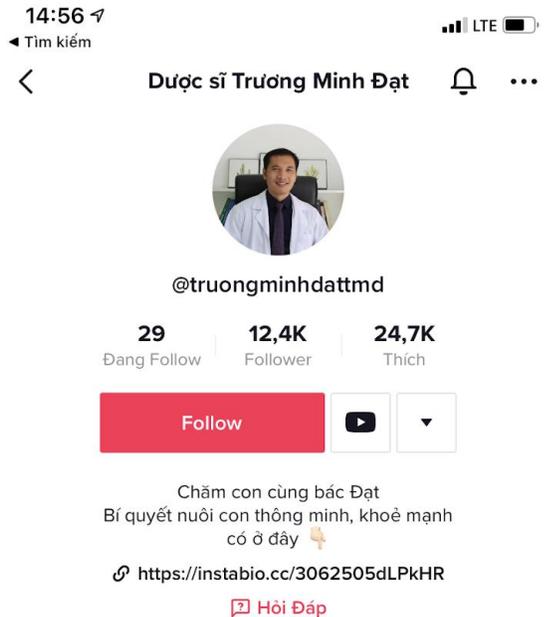
Fanpage “Trương Minh Đạt - Trung tâm Sức khỏe nhi khoa Century”

- **Youtube:** The official Youtube channel of the "Children grow up without sickness" campaign.



Pharmacist Truong Minh Dat's Youtube Channel

- **Telesale:** Call to introduce and sell books to customers. In addition, get customer reviews about books and other needs.
- **Tiktok:** The channel publishes regularly updated knowledge or will be the knowledge in the Zoom class.



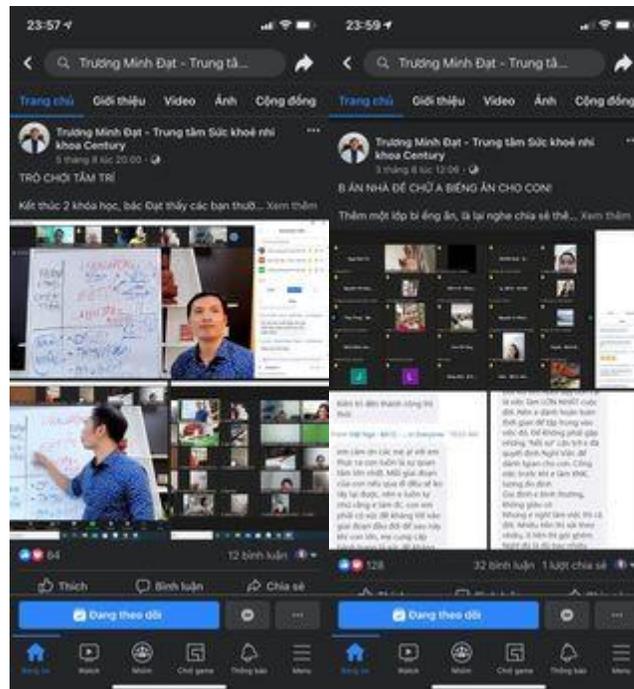
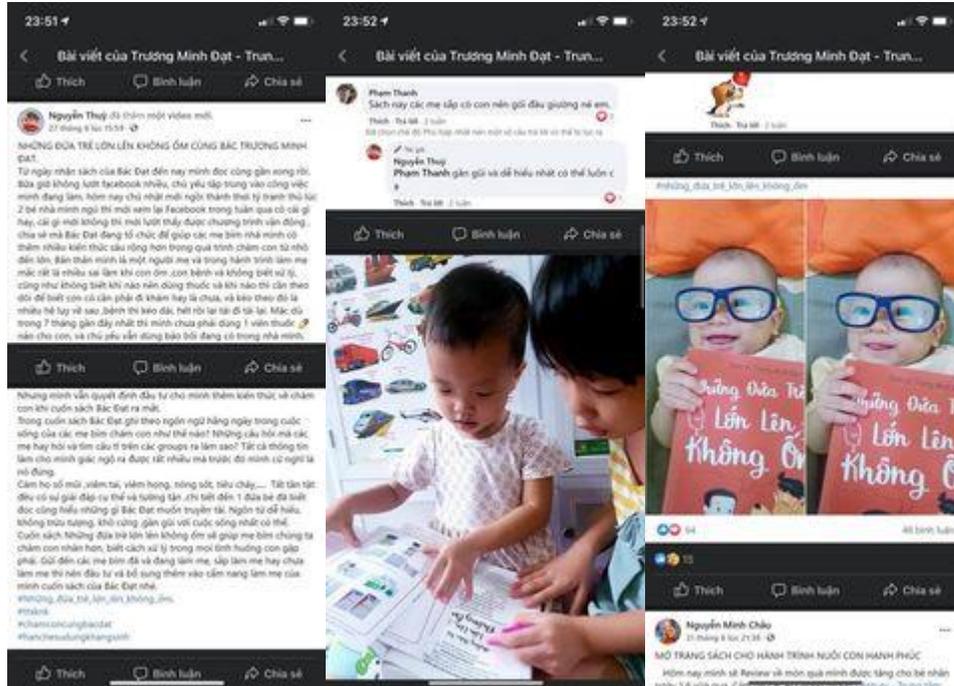
Pharmacist Truong Minh Dat's Tiktok channel

4.2.6. Cost

Description	Quantity	Unit price	Amount
Livestream with Pharmacist Dat + Open Zoom class	3	700.000	2.100.000
Minigame	1	1.000.000	1.000.000
Seeding Tool	2	1.000.000	2.000.000
Advertising		10.000.000	10.000.000
Marketing	3	2.000.000	6.000.000
Transport	1	2.000.000	2.000.000
Packed Cost	1.000	5.000	5.000.000
Box Shipping	1.000	3.850	3.850.000
TOTAL			31.950.000

Table of Phase 2 finance's payment

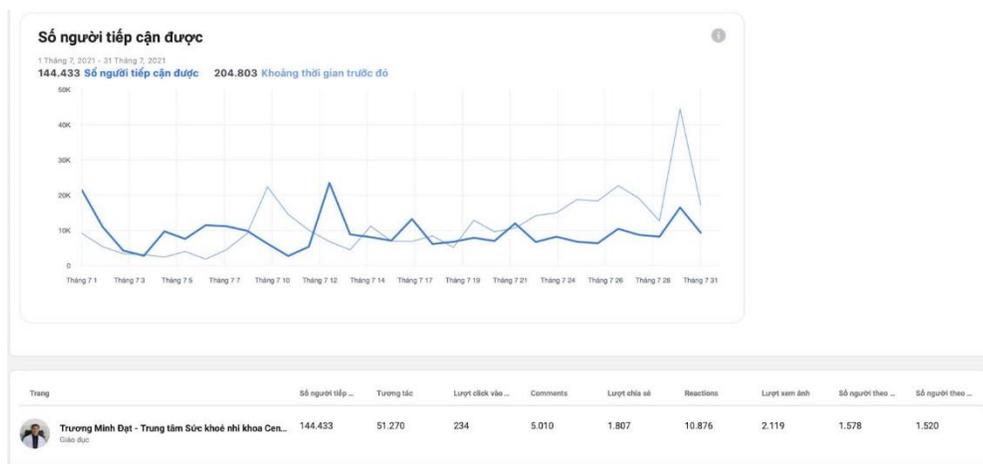
4.2.7. Facebook's Post



4.2.8. Result

Tools	KPI	Reality	Compare
Follower/ Likes	4,000	10,876	increase 271%
Engagement	25,000	51,270	increase 100%
Reach	100,000	144,433	increase 1,44%
Comments	4,000	5,010	increase 1,25%
Books	1000 via store 500 via Fanpage and telesale	964 via store 427 via Fanpage and telesale	96% via store 85% via Fanpage and telesale
Estimated Cost	29.950.000 VND	31.950.000 VND	increase 9,3%

Comparison KPI before and after campaign



Fanpage graph of Phase 2

4.2.9. Risk

Risk	Level	Resolution
Someone started spam in the comment section	High	Ban from the livestream Immediately block that person
Problem while shipping	High	Absorb the information about the case and have customer delivery right away
Problem while registering a book (Internet, server broke down, ...)	Medium	Back-up link
Shipping costs incurred	Medium	Consider using money from other expenses
Student late for study online on Zoom	Medium	Pin the lesson key in the comment section

Evaluation risk in phase 2

4.2.10. Evaluate

- Because of a problem with shipment, the cost of shipping has increased.
- The number of books sold does not meet the initial KPI.

5. PART 5: SUMMARY

5.1. OVERALL RESULT

Phase	Unit	Prediction	Reality	Rate
Phase 1	VND	27.600.000	24.700.000	decrease 8,9%
Phase 2	VND	29.950.000	31.950.000	increase 6,67%
Total	VND	57.550.000	56.650.000	descrease 1,56%

Compare cost before and after campaign

Phase	Unit	Prediction	Reality	Biên độ
Phase 1	Books	600 via store 400 via fanpage and telesale	504 via store 324 via fanpage and telesale	superfluous 96 via store superfluous 76 via fanpage and telesale
Phase 2	Books	1000 via store 500 via fanpage and telesale	964 via store 427 via fanpage and telesale	superfluous 36 via store superfluous 73 via fanpage and telesale
Total	Books	3200 via store 1800 via fanpage and telesale	3006 via store 1522 via fanpage and telesale	superfluous 194 via store superfluous 278 via fanpage and telesale

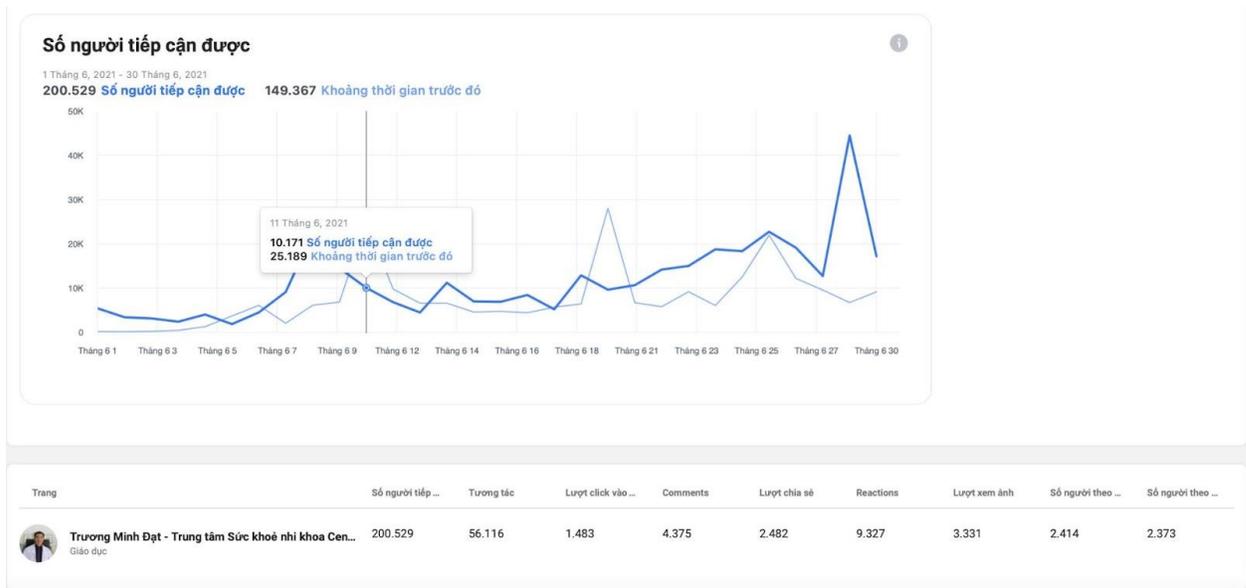
Compare book's selling in campaign

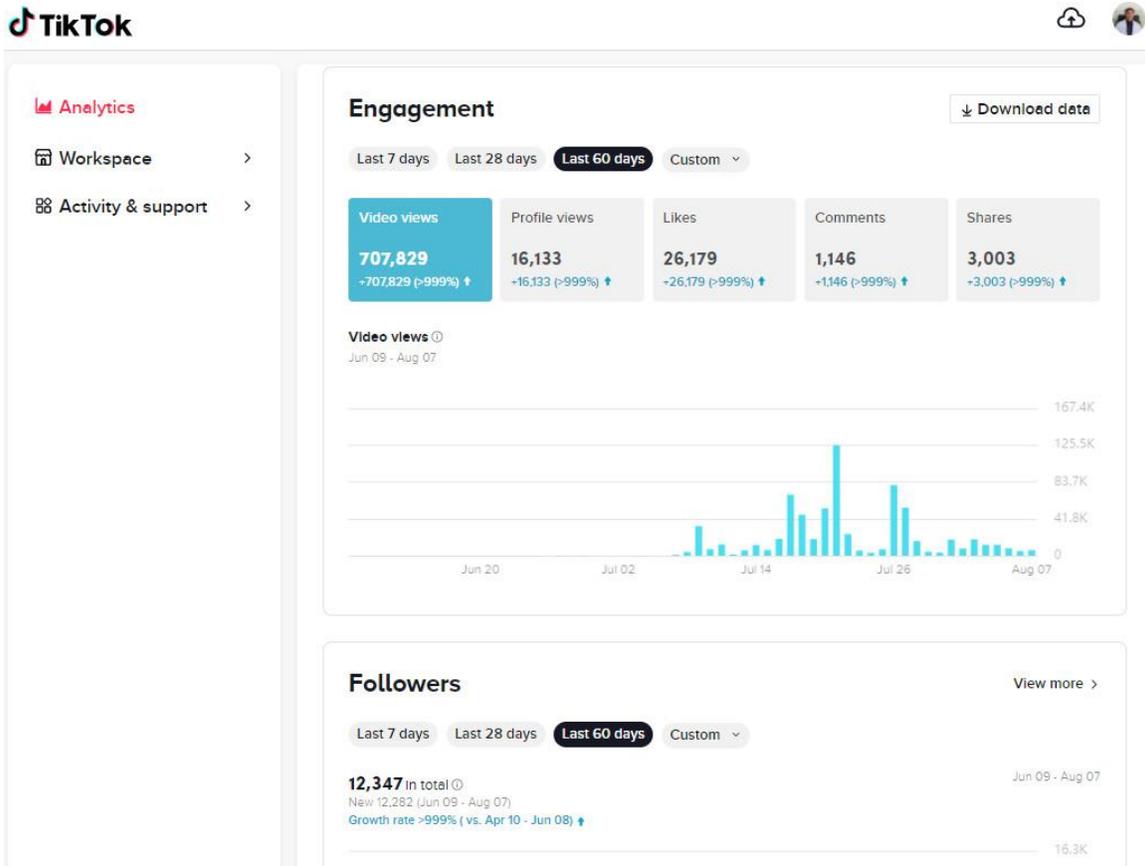
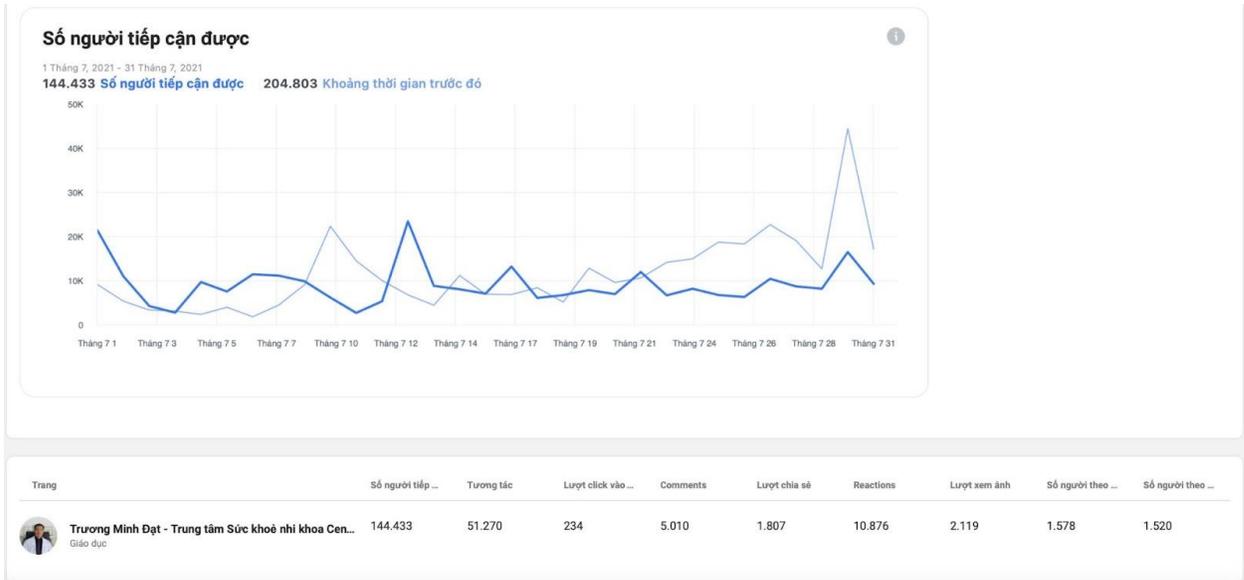
Tools	Phase 1		Phase 2	
	KPI	Reality	KPI	Reality
Follower/ Likes	2,000	9.327	4,000	10,876
Engagement	15,000	56.116	25,000	51,270
Reach	100,000	200.529	100,000	144,433
Comments	4,000	4.375	4,000	5,010

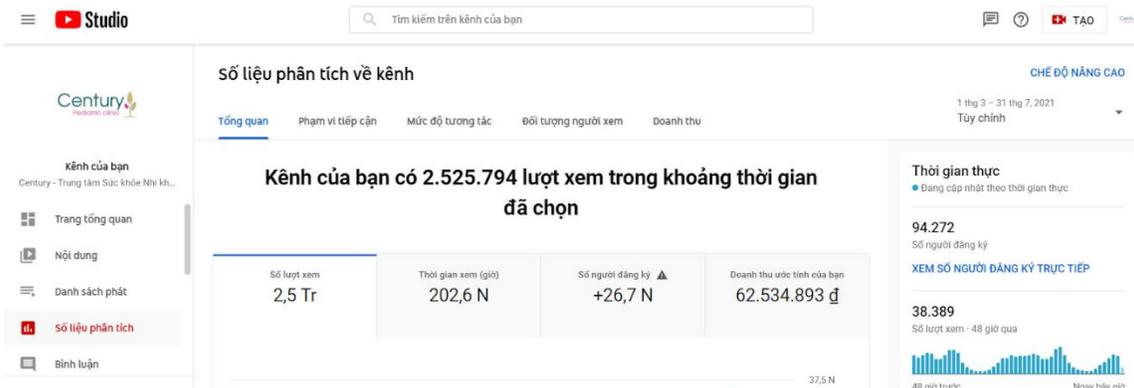
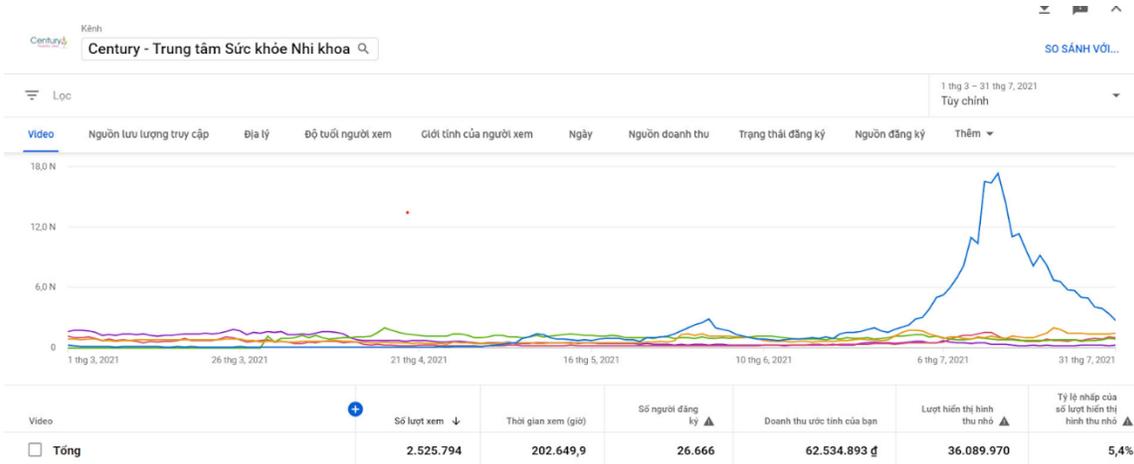
Compare KPI in campaign

5.2. MEASUREMENT AND EVALUATION

5.2.1.Measurement







Campaign Name contains Century X Search and filter Save Clear Apr 28, 2021 – May 1, 2021

Resource Center Campaigns Ad Sets Ads

On / Off	Ad Name	Ad Set	Amount Spent	Ends	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	
<input type="checkbox"/>	2845279262468105	Daily	\$200,000	\$287,949	Ongoing	Average	Average	Below average	7,834	\$36,756	30	\$9,598
<input type="checkbox"/>	2845279262468105	Daily	\$200,000	\$374,088	Ongoing	Below average	Bottom 35% of ...	Below average	8,903	\$42,018	11	\$34,008
<input type="checkbox"/>	Content Photo Ads	Daily	\$500,000	\$200,279	May 5, 2021	Below average	Bottom 20% of ...	Bottom 10% of ...	1,479	\$135,415	9	\$22,253
<input type="checkbox"/>	2845279262468105	Daily	\$100,000	\$128,598	Ongoing	Below average	Bottom 10% of ...	Above average	849	\$151,470	1	\$128,598
<input type="checkbox"/>	2845279262468105	Daily	\$250,000	\$125,216	Ongoing	Below average	Bottom 35% of ...	Bottom 10% of ...	1,125	\$111,303	3	\$41,739
<input type="checkbox"/>	2845279262468105	Daily	\$1,000,000	\$1,972,668	May 5, 2021	Below average	Bottom 10% of ...	Bottom 10% of ...	39,325	\$50,163	191	\$10,328
Results from 6 ads			\$3,088,798					58,515	\$51,899	245	\$12,607	

Ad Set Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	Link Clicks	Page Likes
HN/HCM - 24-35 - lal 1% TMD Century	Active	11	—	6	3	7	42
VN - 24-35 - mom/dad 2	Active	25	—	10	10	7	58
VN - 24-35 - lal 1% Century Mess	Active	21	—	6	13	10	68
VN - 24-35 - lal 1% TMD Century	Active	27	3	4	7	6	64
VN - 24-35 - mom/dad	Off	—	—	—	—	—	—
Results from 5 ad sets		84 Total	3 Total	26 Total	33 Total	30 Total	232 Total

Article link	Time people click into buying book’s link	Viewers
https://zingnews.vn/ra-mat-sach-nhung-dua-tre-lon-len-khong-om-post1219582.html	2.000	10.000

Number of people click book's link Table

5.2.2.Evaluation

- Idea is well completed, clear and throughout the entire both phase
- With the parties engaged, there has been good coordination..
- Clearly identifying the content to be delivered aids in better orienting viewers to the phase's concept as well as how to purchase it
- Choosing the press as a media channel yielded positive results, but phase one did not fully use its potential.
- On the fanpage, KPIs increased dramatically while costs were reduced.
- Because of a problem with shipment, the cost of shipping has increased.
- The number of books sold does not meet the initial KPI.

Risk	Level	Solution
Spam comment	High	Ban comments, block from live
Books are not sold in sufficient quantity	Medium	The remaining books can be used for the combo of selling drugs + books, posting more articles to stimulate the demand to buy books
Costs incurred	High	Prepare a reserve fund in advance

Risk assessment table in Phase 1

Risk	Level	Solution
Spam comment	High	Ban comments, block from live
Books are not sold in sufficient quantity	Medium	The remaining books can be used for the combo of selling drugs + books, posting more articles to stimulate the demand to buy books
Shipping goods are dented, distorted, torn	High	Save customer information and resend items
Customer encountered an error while registering to buy a book	Medium	Have a backup link ready
Shipping costs incurred	Medium	Consider using money from other expenses
Students entering Zoom class not on time	Medium	Record the live session and upload it to the Fanpage

Risk assessment table in phase 2

- Review Zoom class
 - **Quantity:** 1200 participants
 - **About content:**
 - Improve and supplement knowledge for mothers.
 - Share, exchange, learn knowledge from many doctors Dat, from many sources
 - Mothers can ask to contact and learn more about other mothers taking care of their children
 - **About the method:**
 - Modern teaching methods.
 - Create interest with students.
 - Lecturer (Pharmacist Truong Truong Minh Dat) exchange and answer questions for students
 - **Student rating:**
 - The course received positive reviews from students.
 - Students firmly grasp the knowledge in the classroom and the knowledge contained in the book.
 - **Risk :**
 - Some students have difficulty using the tool to participate in the class.
 - Class input time takes initial stabilization time.
 - The transmission line has a problem while teaching.
 - Some students are late to class, so they often miss important knowledge.

6. PART 6: CONCLUSION

6.2. LESSON LEARNED

- The negative of the "Children Grow Up Without Sickness" campaign is that there is a decrease in the number of book purchasers and customers both online and offline.
- The "Children Grow Up Without Sickness" campaign's strength is that it draws attention to the fact that women who had or were having children who were low on food for their children.
- Newspapers, particularly electronic newspapers, are excellent media outlets. Many people stay at home during the pandemic and utilize smartphones as well as machinery. Because it takes time and effort to get online, a large number of individuals do so, making the press an excellent means of disseminating knowledge.
- There have been numerous issues with the project's human resources management. Not knowing what you're doing, how to manage your time, and how to communicate with other departments. For the badly prepared and unskilled campaign, it is more difficult to come up with ideas, projects, timeframes, and preparations; evidence suggests that the actual amount is larger than originally anticipated
- How to keep the page current, dynamic, and have a death time with no postings or interactions between customers and pages but yet having a death time.
- There is always a solution to handle problems that arise during project implementation, as long as there is a contingency plan in place and sufficient planning, anticipating any issues.
- Although the difference between the budget and the budget is minor, it serves as a lesson in ensuring accuracy and minimizing superfluous things when disbursing funds.
- How to Deal with Dangerous Situations
- Expanding, generating material on a regular basis, as well as altering and renewing projects that are identified in each project.

6.3. RECOMMENDATION

- We should widen the focus of our albums to include more substance.
- During the epidemic, people are still coming up with new ways to communicate information and organize events over the phone.
- I believe it is preferable to alter our working methods.
- Pay media should be given more attention.
- More media, particularly electronic media, should be utilised. It's because it's a channel.
- Suggestions for incorporating phase three (in appendix)

7. PART 7: REFERENCES

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<https://pminstitute.org/thu-ds-truong-minh-dat/>

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8. PART 8: APPENDIX

<Suggestion>

PHASE 3 (1/8/2021 – 15/8/2021)

1. Idea

- Share customer experiences about the book after ownership
- Opening a Livestream titled “Sharing the Parenthood Story in the midst of the Season” with the intention of being the anchor of the parent’s spirit; listen to and understand the parents’ struggles in raising their children.

2. Target Audience

Target Audience	
Demographic	<ul style="list-style-type: none"> • 23-40 years old • Males and females, but primarily women who have or are about to have children. • Get married or be married to a man. • Across the country and Areas that are close by.
Psychology	<ul style="list-style-type: none"> • Google, social media, and e-newspaper websites are all good places to start. • Shopping on the internet. • They’ve participated in numerous care groups.

Media approach	<ul style="list-style-type: none"> • Approachable : “Uncle Dat” – “brother” • Customers would like and approach you more if you are precise, complete, and have particular examples of certificates in youngsters.
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Target Audience Table

3. Stakeholders

- Enterprise: Department of MKT, Department of Sale
- Advertising Partners: Google, Facebook Ads

4. Media Selection

- Social Network : **Facebook**
- Fanpage: **Trương Minh Đạt – Phòng khám đa khoa sức khỏe Century**

Date	Content				
	Competition to share book-related experiences	Pharmacist Dat Reaction video series with book reviews	Pharmacist Dat answered questions on the book via a livestream (open a topic, what do you ask about the book, Uncle Dat will answer)	Review about 2 Combos	Open livestream: “Share the story of raising healthy children in the middle of the epidemic season” with Pharmacist Trương Minh Dat

1					
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12					
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14					
15					

Timeline Phase 3's Table

5. CONTENT DEPLOYMENT

- *Competition to share book-related experiences with the book*
 - **"Review good books - Give gifts right now" is the name of the program.**
 - **Target audience** : 10% of customers have made a purchase (200 people)

○ **Customer insights :**

Audience: Parents (female)

Age: 23-40

Status: married with young children (<10 years old) or unmarried

Location: Nationwide

Needs: know how to take care of children, bring the best physical and mental health for children

- How to join the program
 - 3 minute video recording / 1080p setup resolution (Full HD)
Then make a public post on social media sites
 - Like the fanpage and share the post in public mode on your personal wall, using hashtags :
 - #nhungduatretonlenkhongom
 - #truongminhdat
 - Participants click on the link to the google form, fill in the information, then copy the link containing their shared video from the article.

Time : **1 week** (1/7/2021 - 8/7/2021)

Evaluation Criteria :

- A image of the book must be included in the video: The book, title, and publisher must be plainly visible on the video, and it must not be covered or scratched.
- Content of the video: Good, concise, addressing the content of the book, the price, the book's usefulness to readers, and considering handbooks and baby care advice

- Quality: Videos with poor quality (low resolution, distorted sound, insufficient lighting to see faces and books) will be disqualified.

- **Award Announcement**
 - On the Facebook page: On the fanpage, announce the first, second, and third place winners.
 - Contact person for the prize: For prize distribution information, contact the winner.
 - Shipping: Deliver the prize to the customer's address.

- **Prize value :**
 - First prize: 500k
 - Second prize: 300k
 - Third Prize: 200k

- ***Pharmacist Dat Reaction video series with book reviews***
 - The participants' responses to the experience sharing contest with the book "Children Who Grow Up Not Sick" were obtained. Truong Minh Dat, a pharmacologist, will choose and synthesize the greatest and most intriguing experiences to be awarded.
 - All of Pharmacist Dat's reactions will be compiled and turned into video so that mothers can watch the very open sharing of shared postings.
 - The reaction videos will be posted on the channel pages of 2 Fanpage of Pharmacist Truong Minh Dat and Pediatric Health Care Center.

- ***Livestream: “Chia sẻ nuôi con giữa mùa dịch”***
 - The perils of the Covid-19 epidemic were discussed by Uncle Dat.
 - How to raise children during an epidemic season, as well as issues that arise from being at home for an extended period of time
 - Mothers' solutions for raising their children together during the epidemic season

- ***Open livestream: "Share the story of raising healthy children in the middle of the epidemic season" with Pharmacist Truong Minh Dat***
- - Summarize all of the themes about which parents have questions regarding the book via the pages' inboxes, social media comments, and the audience's own talks with Mr.Dat
 - Open the webcast to address all of the parents' queries about the synthesized topics.

- ***Review about 2 Combos :***
 - Summarize the first-time presents as well as the subsequent gifts in the special combo.
 - When purchasing products, assist former consumers in remembering the deals as well as notify new customers about the incentives.

6. Cost

Description	Quantity	Unit price	Amount
Livestream of Mr. Dat to exchange	2	700.000	1.400.000
Book photo sharing contest	4	1.000.000	4.000.000
Marketing	3	2.000.000	6.000.000
Prize	1	1.000.000	1.000.000
TOTAL			12.400.000

Finance of Phase 3 Table

Number	
1	<p>Giới thiệu :</p> <p>NHANH TAY MUA NGAY :</p> <ul style="list-style-type: none"> - Combo 1: 2 cuốn sách “Những đứa trẻ lớn lên không ốm” được freeship và được tặng 01 bộ sticker vui nhộn cho bé. - Combo 2: 3 cuốn sách “Những đứa trẻ lớn lên không ốm” được freeship và được tặng 02 bộ sticker vui nhộn cho bé. <p>* Đối với đơn hàng sách mua kèm sản phẩm khác của trung tâm:</p> <ul style="list-style-type: none"> - Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 600k <p>Quà tặng: freeship</p> <ul style="list-style-type: none"> - Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 1.000k <p>Quà tặng: free ship và 01 bộ tranh gỗ xếp hình cho bé.</p> <ul style="list-style-type: none"> - Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 1.500k <p>Quà tặng: free ship và 01 balo con vật ngộ nghĩnh hoặc 01 bộ sách ehon giúp phát triển trí não cho bé.</p> <ul style="list-style-type: none"> - Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 2.000k <p>Quà tặng: free ship và 01 lọ thuốc ho Herbi kough.</p> <p>*GIÁ SÁCH 295.000 ĐỒNG</p> <p>Cuốn sách này chắc chắn sẽ giúp cho hành trình nuôi con của bố mẹ không còn vất vả mà nó là hành trình hạnh phúc!</p>
2	Họ và tên
3	Số điện thoại
4	Địa chỉ
5	Số lượng mua ?

	<ul style="list-style-type: none">• 1• 2• 3• 4• 5
6	<p>Khu vực của bạn</p> <ul style="list-style-type: none">• Hà Nội• Thanh Hóa• Hải Dương• Hải Phòng• Nam Định• Nghệ An• Khu vực khác
7	<p>Liên hệ vào số điện thoại 0963101255 nếu có những thắc mắc trong quá trình thanh toán</p>