

# GRADUATION THESIS

## Final report

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**PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP**  
**VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP**  
**HỌC KỲ SUMMER 2022**

Tên doanh nghiệp:	Công ty TNHH Dịch Vụ VIPProperty	
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<b>NỘI DUNG LẤY Ý KIẾN</b>		
1. Về công tác phối hợp với Giảng viên và sinh viên	Giảng viên và sinh viên có sự phối hợp chặt chẽ với công ty VIPProperty ngay từ những ngày đầu triển khai kế hoạch truyền thông. Thường xuyên tìm hiểu tài liệu liên quan tới thị trường bất động sản đặc biệt là phân khúc chung cư để chuẩn bị tốt nhất cho việc phát triển thương hiệu VIPProperty, gắn với dự án cụ thể mà Doanh nghiệp đang tiến hành đẩy mạnh hoạt động kinh doanh sau đại dịch Covid-19	
2. Về kết quả thực hiện so với yêu cầu đề ra	<b>Yêu cầu đề ra</b> 1. Xây dựng nội dung, hình ảnh VIPProperty trên nền tảng xã hội	<b>Đạt/Không đạt</b> Đạt



AP

	2. Tăng tính nhận diện thương hiệu của VIPProperty	Đạt
	3. Thu hút khách hàng trải nghiệm dịch vụ của VIPProperty	Đạt
	4. Chụp lại profile doanh nghiệp	Đạt
	5. Sản xuất corporate video	Đạt
3. Nhận xét/Góp ý về đề tài	<p>Đề tài mang tính thiết thực, phù hợp với nhu cầu và mong muốn hiện tại của doanh nghiệp cũng như xã hội khách hàng và nhà đầu tư bất động sản trong giai đoạn tái phát triển hậu Covid-19. Công ty rất hài lòng về chiến dịch và những đóng góp của nhóm đồ án và Giảng viên hỗ trợ đóng góp xây dựng phát triển hình ảnh thương hiệu VIPProperty trên thị trường Bất động sản Việt Nam.</p> <ul style="list-style-type: none"> <li>Nhóm thực hiện dự án với tinh thần trách nhiệm, mang đến nhiều ý tưởng sáng tạo và chủ động trong việc đề xuất nội dung, hình ảnh cho các kênh mạng xã hội của VIPProperty.</li> <li>Các em hoàn thành tốt nhiệm vụ, chỉ tiêu của dự án, không ngại khó khăn. Nhiệt tình trong công tác và có ý thức học hỏi, cầu tiến, nhanh chóng làm quen với công việc; Chủ động trong việc thực hiện các nội dung dự án với tinh thần trách nhiệm cao; Ứng dụng tốt những kiến thức được học tại nhà trường vào công việc thực tiễn và yêu cầu của công ty.</li> <li>Tuy nhiên, do đặc thù của ngành Bất động sản rất nhiều kiến thức chuyên sâu nên các em gặp khó khăn và một bờ ngõ trong giai đoạn đầu tiên hành kế hoạch khi bước vào ngành.</li> </ul>	
4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)	<ul style="list-style-type: none"> <li>Công ty rất hài lòng và mong muốn hợp tác với các bạn sau dự án để có thể tiếp tục công việc cũng như hỗ trợ về mặt truyền thông cho công ty phát triển hơn nữa.</li> <li>Tiếp tục triển khai và xây dựng những bước tiếp theo trong chiến dịch Branding VIPProperty và phát triển mạnh Marketing các dự án sắp tới của công ty.</li> </ul>	
5. Đánh giá chung (theo thang điểm 10)	9,8/10	
6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: "Đồng ý" hoặc "Không đồng ý")	Đồng ý	



Lê Thị Thu Trang

Người nhận xét  
(Ký và ghi rõ họ tên)

Phạm Thị Tô Uyên

We started this graduation thesis with many obstacles. There were many plans canceled and a lot of rejections. Our team came to VIPProperty as a predestined.

First of all, we would like to express our gratitude to BOD (Board of Director) of VIPProperty for giving us a chance to do this project. Especially, we would give our thanks to Miss Anna, R&D Manager as known as our leader in this project for her supporting. She always cares for us and helps us ensure the plan meets the deadlines. Besides that, thanks every staff of VIPProperty in Ho Chi Minh City also supported us in each activity.

We are so thankful for our supervisor, Mr. Huynh Pham Ngoc Lam and Ms Nguyen Quoc Thuy Phuong for always supporting us during this thesis. They acknowledge about real estate market and gives us many valuable advice through each stage of the thesis.

Last but not least, thanks our family and friends for always supporting us to complete this project in the best way.

The one who is writing this line wants to send many thanks to Our Best team members. Thank you for always believing in each other's capability. Thanks to all of our efforts completing this project.

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## CAPSTONE PROJECT

Subject code	SU22MC15
Subject name (English)	Communication Campaign for VIProperty Ltd.
Subject name (Vietnamese)	Chiến dịch truyền thông cho công ty TNHH Dịch vụ VIProperty
Enterprise	VIProperty Ltd
Subject explanation	VIProperty's activities on social media are still limited. In this campaign, we will help VIProperty build its image in online media. Promote products according to the business plan for the second quarter of 2022
Group members	Pham Thi Thanh Tra - SS140134 Nguyen Ngoc Hai Yen - SS140271 Dang Ngoc Bang Khanh - SS140129
Scope of work	<ul style="list-style-type: none"> <li>- Research</li> <li>- Campaign planning</li> <li>- Production</li> <li>- Report</li> <li>- Production book</li> <li>- Human resources:               <ol style="list-style-type: none"> <li>1. Copywriter: Thanh Tra</li> <li>2. Media planner: Hai Yen</li> <li>3. Designer: Bang Khanh</li> </ol> </li> </ul>
Budget	87,000,000

Result	<ul style="list-style-type: none"><li>- Emphasizes VIPProperty's unique selling point: One Stop Service</li><li>- Increase VIPProperty awareness in Vietnam real estate market.</li><li>- Advertises VIPProperty's services to Eco Green Sai Gon community</li><li>- Creates a corporate video to pin on mostly the enterprise's social media channel</li><li>- Re-shooting personnel photos</li></ul>
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*Table 1: Capstone Project*

## 1. PROBLEM DEFINE

VIPProperty is a real estate company that mainly serves international consumers from China, Taiwan, and Korea. Real estate is a particular commodity that customers need to visit in person to see and experience the space and utilities of the projects. However, when the Covid 19 pandemic took place, it the transactions could not be don. The company's situation, therefore, was seriously affected. To balance and manage risks, VIPProperty decided to diversify its customer base from foreign areas to domestic market. This decision helps expand the customer file and helps the company overcome difficulties caused by the Covid 19 pandemic.

The property management service that VIPProperty provides to customers is relatively new in the Vietnamese market. The view of Vietnamese is that they can take care of rental properties by themselves without going through an intermediary. The difficulty that VIPProperty is facing in the property management service is how to inform customers about this service.

## 2. BUSINESS REQUIREMENTS

Based on the real estate market situation, the context of economic recovery after a prolonged pandemic, and the company's strategic business plan set out from May 2022 to April 2023 VIPProperty targets to occupy market share with the Vietnamese customer segment. VIPProperty targets focusing on becoming a wholesale of apartments for rent and management in projects. Repositioning the brand image of VIPProperty in customers' perception is also the important thing to do. Besides, VIPProperty requires to implementing marketing strategies to help the brand make a difference. Specifically, implementing a marketing campaign to promote the critical project ECO GREEN SAI GON and initially building brand foundation in the second quarter of 2022.

### 3. BUSINESS OVERVIEW

#### 1. VIProperty

##### 1.1. Business introduction

VIProperty Services Limited Company is a company dealing in and providing real estate services. VIProperty established in 2016 with ten members with a real estate transaction value of VND 50 billion (According to VIProperty Portfolio, 2020).

After more than four years of establishment and development, according to the data recorded by 2020, VIProperty has more than 80 employees in both the South and the North and becomes the management and operation unit for more than 250 apartments in 2 cities Ho Chi Minh City and Hanoi. VIProperty provides services to customers based on the main criteria: always honest and thoughtful; dedication and responsibility to the work; dare to challenge yourself and be creative and open-minded.

VIProperty is currently operating mainly in two major cities - Ho Chi Minh City and Hanoi. VIProperty has been the F1 (buying wholesale apartments of the project directly from the investor) of many high-end projects such as Vinhomes Central Park, Vinhomes Golden River, Eco Green Sai Gon, Florence, and Rose town, Etc.

##### 1.2. Vision and mission

- Vision: The best real estate service serving more than 60% of the targeted customers within the next five years.
- Mission: Help Global Real Estate investors to Catch Vietnam Opportunities.

##### 1.3. Products

VIProperty's unique selling point is One-stop service. One-stop service is a type in which a company can offer its customers many products and services, all in one place. VIProperty's one-stop service model provides four essential services in the real estate market: purchasing, furnishing, leasing and property management. (According to Ms. Anna, R&D Manager, 2022).

- Purchasing: VIProperty is often a wholesale unit of many potential apartment projects. With a large apartments fund, VIProperty desires to sell high investment value apartments for customers.

- **Furnishing:** Specializes in providing a full set of apartment furniture to help customers not spend a lot of time choosing the necessary furniture in their home.
- **Leasing:** Helping landlords find tenants and helping tenants find the most suitable apartments to their needs.
- **Property Management:** Helping landlords take care of their properties (apartments), on behalf of the landlords to carry out legal procedures, keep the apartments in the best condition, and help it be leased as soon as possible. VIP receives property management service of all apartments in many different projects.

These four services of VIProperty absolutely can be used individually or used as a combo, One-stop service, based on customers demand. And these services are not after-sale of any

#### 1.4. SWOT

##### 1.4.1. Strength

VIProperty provides one-stop real estate services and currently among the pioneers of this kind in Vietnam. VIProperty's services include purchasing, furnishing, leasing, and property management. In addition, VIProperty has foreign solid capital and an extensive database of potentially loyal customers.

##### 1.4.2. Weakness

The company is rotating its aiming from foreign market to Vietnamese market. However, the content broadcast on the media is still limited to none creative, Customers have difficult to get to know what capability VIProperty can offer. This will be very limited in brand recognition with mass customers, and it will be challenging to attract customers to directly contact the company to seek services.

##### 1.4.3. Opportunity

VIProperty's customer base is much higher and more stable than other real estate companies. Although the process of brand communication yet been completed, VIProperty's revenue in purchasing, furnishing, property management is still outstanding. It shows that the company has a good business strategy, and the investment in communication campaign will help VIProperty more develop.

#### 1.4.4. Threats

According to the General Statistics Office of Vietnam, in 2021, despite the complicated development of the Covid-19 epidemic, FDI in Vietnam reached 31.15 billion USD, up 9.2% compared to 2020. Also, in the first quarter of 2022, the General Statistics Office and the Government Newspaper will see the economy develop stably. FDI in real estate increased significantly.

This data shows that foreign investors are placing great trust in Vietnam's investment environment. It also means VIPProperty will have more competitors attracting Vietnamese customers in the real estate sector.

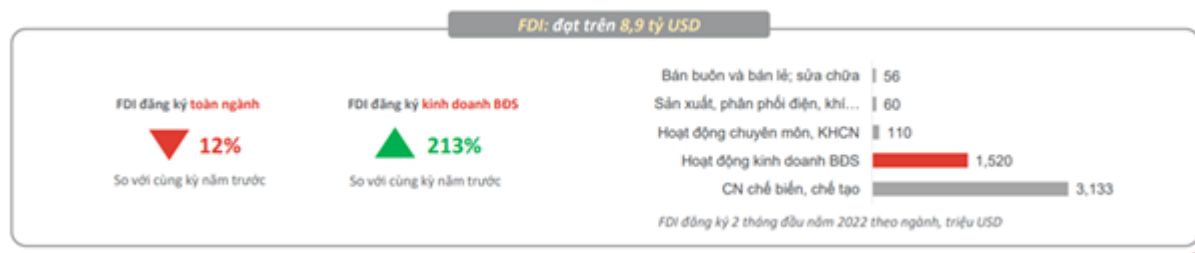


Figure 1: Batdongsan.com second quarter of 2022 report

## 2. Eco Green Sai Gon Overview

Eco Green Saigon project is located at Nguyen Van Linh Street, Tan Thuan Tay Ward, District 7, Ho Chi Minh City, about 300m from Tan Thuan Bridge in District 4. The project belongs to the investor Xuan Mai Corp, An Phong construction unit. The project model is more than 14.36 hectares. The construction density is 24%, the ratio of the land occupied area of the architectural works to the total size of the land lot. Eco Green average selling price is about 52-62million/m<sup>2</sup>.



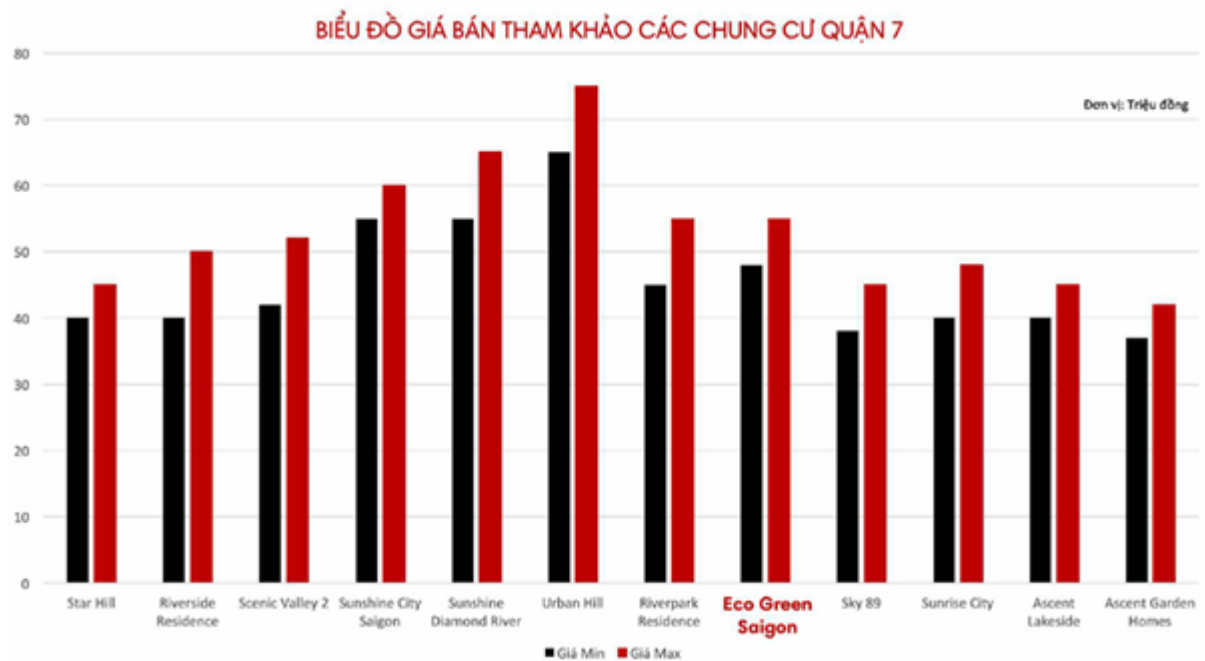


Figure 2: Price reference chart of apartments in District 7

Eco Green has a construction density of only 27% for a land bank of 14.36 hectares. Possessing an internal park of up to 3.6 hectares and adjacent to Huong Tram Park with more than 22 hectares, EcoGreen Saigon has become a rare luxury project in Saigon that "owns" 2 large green parks up to 24 hectares.

There are many amenities around this project such as: convenience stores, school, coffee shop, swimming pool, gym, etc.

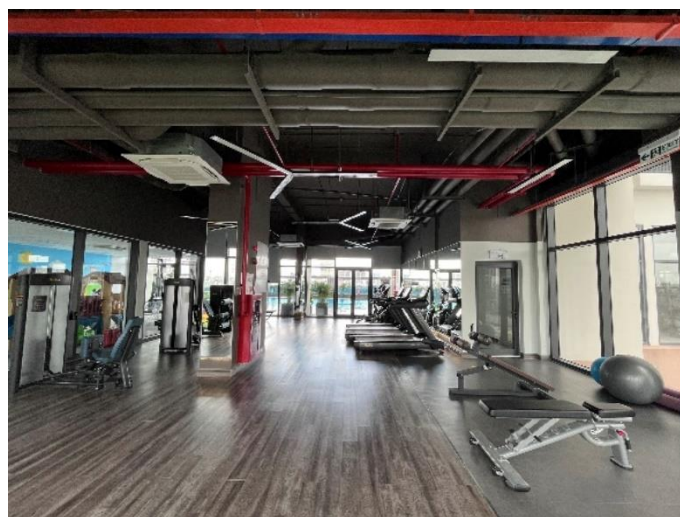


Figure 3: Eco Green Sai Gon's gym room



*Figure 4: Eco Green Sai Gon's swimming pool*



*Figure 5: Eco Green Sai Gon's playground*



*Figure 6: Eco Green Sai Gon Community Room*



*Figure 7: Eco Green Sai Gon outside amenities*

According to Ms. Anna, R&D manager of VIPProperty, with the current Eco Green market, the unit that holds the most apartments, will capture the higher demand. Currently, VIPProperty is acting as a wholesale agent for the Eco Green Saigon project, with the number of apartment funds up to 1000 apartments. And with a large customer database like VIPProperty, more than 800 apartments have been sold out. For that reason, VIPProperty has become a serious competitor to many units and organizations dealing in real estate services in Eco Green.

## 4. RESEARCH

### 1. Covid 19 pandemic

The COVID-19 pandemic started outbreaking in Wuhan City, China in December 2019 and was declared as a global pandemic by the WHO in March 2020. The pandemic has been affected worldwide, causing millions of deaths and other 20 million infected cases. The pandemic has led to the closure of many economies.

As the effects of COVID-19 are felt around the world, real estate companies are suffering in different ways, largely dependent on region and asset class.

### 2. Real estate market in second quarter of 2022

After the early 6 months of 2022, Viet Nam real estate market has recovering and developing with the total transaction volume of apartments, house, etc, higher than 2021.

According to *batdongsan.com*'s publication, homebuyers are optimistic about the market after Tet 2022. The response for 60.70 percent of those who responded to the poll question "Where will you invest your money in the next 6 to 12 months?" is "into real estate". When asked, "How do you think the real estate scenario will be after the 2022 Lunar New Year?" According to 69 percent of those polled, the real estate market would improve after Tet 2022.

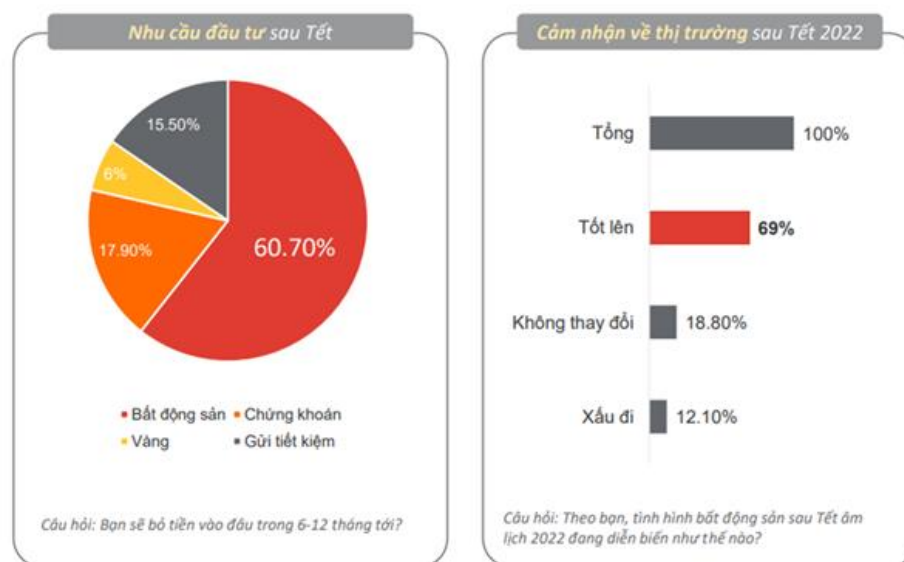


Figure 8: Results of homebuyers have a positive assessment of the market after Tet 2022

The leasing market is showing indications of improvement. According to batdongsan.com, leasing real estate market interest surged in most categories in the first quarter of 2022. The most significant rise was in leasing apartment, which increased 19% over the same period the previous year.

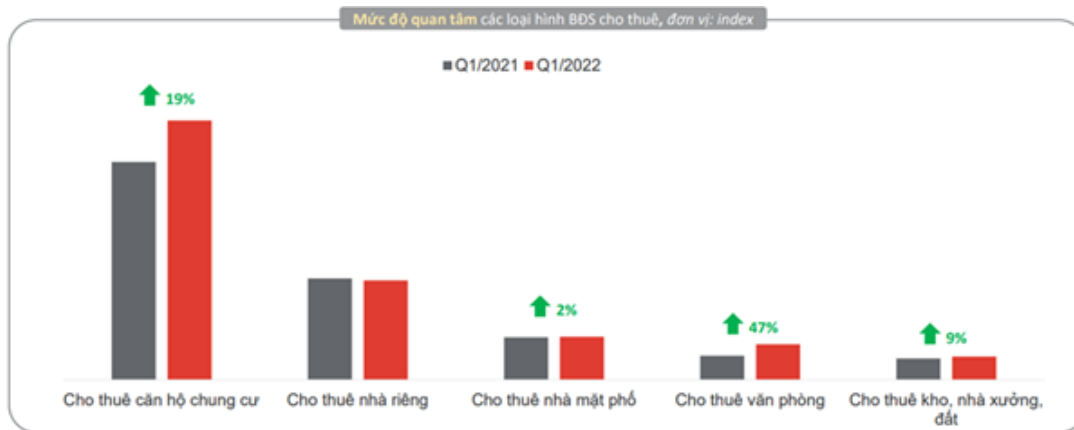


Figure 9: Interest in leasing real estate increase in most form in 2nd quarter of 2022

The above data shows that Viet Nam real estate market in the 2<sup>nd</sup> quarter of 2022 will continue to grow positively. Therefore, the 2<sup>nd</sup> quarter of 2022 is the right time for VIProperty to focus on implementing its brand communication plan and its services in Vietnam market.

### 3. Media channels

Divide Vietnamese social network users into 3 generation groups:

- Generation X (born 1965 - 1979) aka Generation X (Baby Bust)
- Generation Y (born 1980 - 1994), also known as Generation Y (Millennials)
- Generation Z (born 1995 - 2012) aka iGen/Gen Z

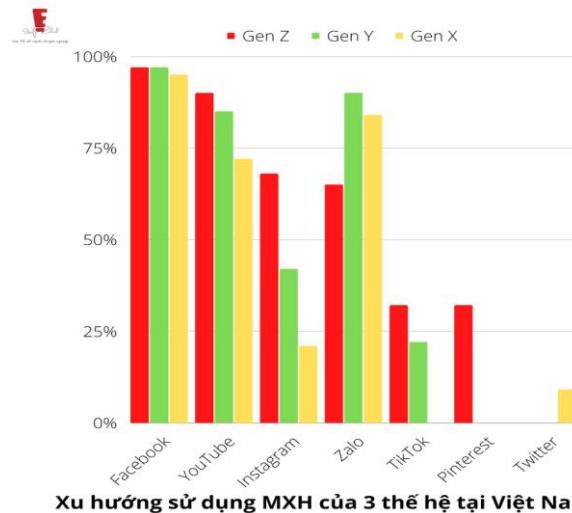


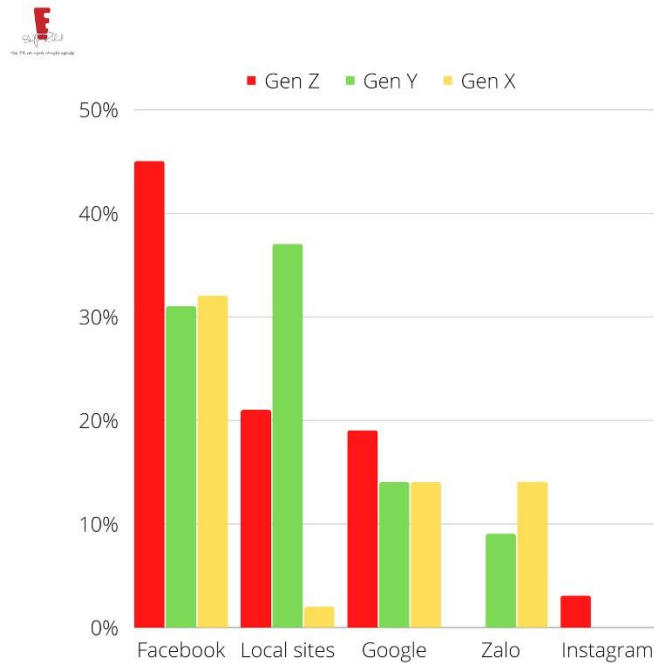
Figure 10: Trends of using social networks of 3 generations in Vietnam

From the survey analyzing each generation group using Social Networks, going into the analysis of each separate generation group Gen Z, Gen Y, and Gen X, we see:

⇒ Facebook is still the name used by all three generations.

The most used platform to read news:

In addition, the news is now spread on many different channels and including social networks. Facebook is still the place Gen X and Gen Z go to the most to update information.



**Nền tảng được sử dụng nhiều nhất để đọc tin tức**

*Figure 11: The most used platform to read news*

⇒ Gen Z and Gen Y still prioritizes e-channels to read news.

The information shows that it is still impossible to ignore reputable online newspapers to promote services to customers with stable incomes like gen Y.

Free messaging social networking platform:



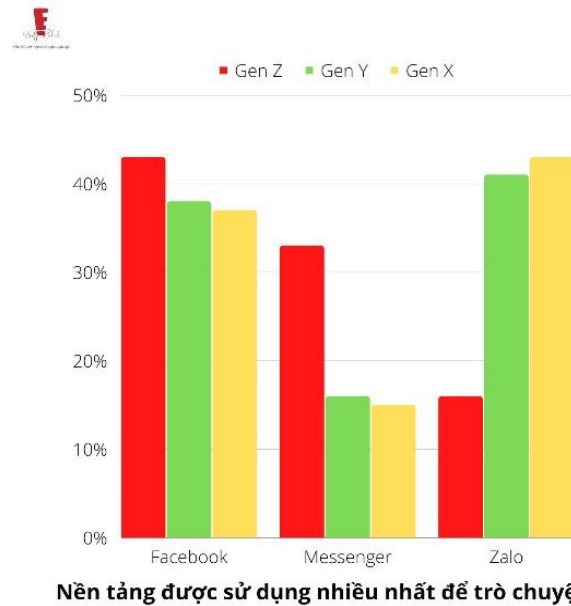


Figure 12: Most used platforms for chatting

Statistics show that: the three most famous names in connection and communication between people are Facebook, Messenger (belonging to Facebook), and Zalo. Zalo is the most popular platform with Gen Y and Gen X, while Gen Z is Facebook and Messenger.

## 4. Competitors

### 4.1. Direct competitors

#### 4.1.1. Rever

Rever's products include property resale, property handover, payment assistance, rental, apartment management, and e-commerce real estate (according to Rever, 2021). The point of parity between Rever and VIPProperty is that they jointly provide services for buying, selling, and renting apartment real estate. The point of difference is that Rever has developed an e-commerce real estate platform to increase interaction between customers and the company.

##### 4.1.1.1. Products

Rever's products include property resale, property handover, payment assistance, rental, apartment management, and e-commerce real estate (according to Rever, 2021). The point of parity between Rever and VIPProperty is that they jointly provide services for buying, selling, and renting apartment real estate. The point of difference



is that Rever has developed an e-commerce real estate platform to increase interaction between customers and the company.

#### 4.1.1.2. Price

Rever's each service price depends heavily on the value of the project and the number of apartments that Rever holds. Therefore, Rever has many prices for many different projects.

#### 4.1.1.3. Place

Rever sells its products through e-commerce platforms, B2B business (agents), and B2C business channels.

- Fanpage: <https://www.facebook.com/rever.vn>

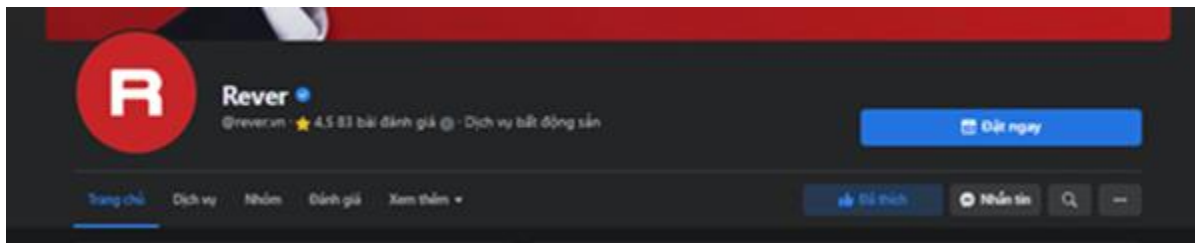


Figure 13: Fanpage of Rever

- Rever's Facebook fan page achieved more than 56,000 likes and more than 67,000 followers, with a green tick
- In terms of interface design, Rever always adheres to a certain color tone, creating a connection for the platform and making customers remember the color symbolizing the brand.
- Rever's content is always accompanied by hashtags, including the company name and the name of the projects related to the post, to increase the searchability of customers about the company.



Figure 14: Design from the fanpage of Rever

- Website: rever.vn

With the criterion of becoming the first technology company in Southeast Asia in real estate, Rever invests in designing a website that integrates the company website and the catalog of projects that are open for sale or lease. This function creates convenience and creates customer interaction when visiting the company's website.



Figure 15: Website of Rever

- Zalo

Searching hotline results on the Zalo platform shows that Rever is not active often on this social platform. Zalo platform is using the most for individual sales.

#### 4.1.1.4. Promotion

Regarding policies and directions to promote the company's brand, Rever chooses to develop in two directions (according to Rever, 2021):

- Run ads on platforms to attract potential customers
- Run ads to promote the broker's brand.

#### 4.1.2. Van Su Loi

Van Su Loi Real Estate Company is a management consulting company and brokerage providing services in the real estate market, including apartments, shophouses, Etc. The company has now participated in more than 550 projects and has more than ten years of experience (According to vansuloihouse.com, 2022).

##### 4.1.2.1. Products

Products that Van Su Loi provides to customers are property resale, property handover, payment assistance, rental and interior design. The common point that makes Van Su Loi a competitor of VIProperty is that they provide the same main services as buying, selling, renting and interior design.

##### 4.1.2.2. Price

Like other real estate companies, Van Su Loi also offers customers preferential prices depending on the value of the project. Therefore, Van Su Loi has many prices for each project segment and many customer segments.

#### 4.1.2.3. Place

Van Su Loi is a company with many subsidiaries pursuing in different industries. Since then, the company has also reached customers in many different channels and locations. Van Su Loi's channels to reach its customers include websites, electronic real estate platforms such as batdongsan.com, Cho Tot, etc. company, B2C business model (agents) and B2B model (Source of Collection, 2022)

- Fanpage: <https://www.facebook.com/vansuloihouse/>
- The company's fan page Van Su Loi achieved 715 likes and 787 followers



Figure 16: Fanpage of Van Su Loi

#### 4.1.2.4. Promotion

Van Su Loi's promotional campaigns often focus on media channels that attract many foreign visitors such as Bilibili, Wechat, and Douyin.

## 4.2. Indirect competitor: Eco Home SG

Ecohome Saigon is a service business unit for buying, selling, and renting apartment real estate in Eco Green.

### 4.2.1. Product

Ecohome Saigon's product is providing services for buying, selling and renting apartments in Eco Green.

### 4.2.2. Price

Regarding the rental and selling price of Ecohome Saigon, nothing is outstanding and attractive in the marketing process. Mainly, it is still updating the reference rents in residential groups.

### 4.2.3. Place

The main communication channel of this unit is the centralized sale of individual activities on electronic real estate platforms such as batdongsan.com, Cho Tot, etc. Besides, Ecohome Saigon also focuses on building a group of residents living in Eco Green. Creating this group will help the unit gain the population's trust and grasp the needs and psychology of customers as quickly as possible.

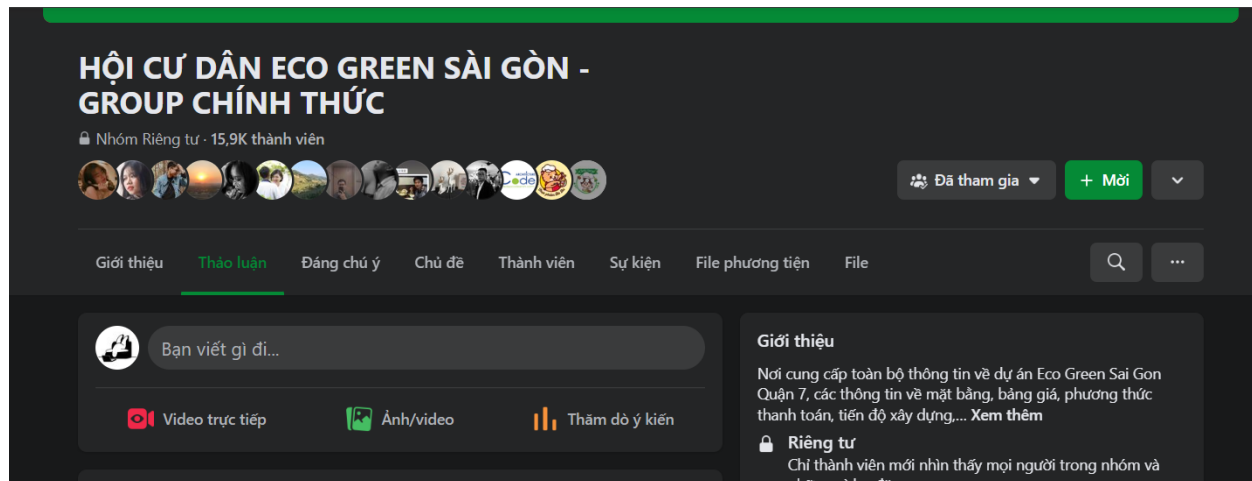


Figure 17: Eco Green Sai Gon residents group created by Eco Home SG

## 5. CHALLENGE

### 1. Objective (business)

Currently in Vietnam's real estate market, real estate companies often focus on developing marketing to spread the message and attract customers. However, VIProperty still has not had a direct and clear communication campaign for Viet Nam

market. To keep up with the market requires business to research, improve and constantly innovate in business and communication strategies to gain a foothold in the Viet Nam market. This is both a challenge and an opportunity for the business to develop further.

## 2. Subjective

This project marks the first time our team affiliate with the enterprise. This is both a challenge and an opportunity for our team.

The real estate sector is highly specialized. As a result, the members must acquire background knowledge about the market, clients, product value, Etc to comprehend the product and create the most comprehensive strategy.

Because of the funding for this project was provided by the enterprise to run the plan fluently, the team must ensure money spent has results while staying on time.

## 6. THEORY

### 1. Brand Resonance Pyramid:

Based on the requirements of the business, brand positioning is an essential part of this communication plan. Brand positioning determines a place in the customer's mind about a brand relative to competing brands. There are many models used for brand positioning, but this communication plan will use Keller's Brand Resonance Model.

## Figure 3-1: Brand Resonance Pyramid



Figure 18: Brand Resonance Pyramid

The Brand Equity Model of Kevin Lane Keller, a professor of marketing at the Tuck School of Dartmouth Business School, is also known as the Customer-Based Brand Equity (CBBE) Model (Green Way, 2017)

Based on the above model, to build a strong brand image in customers' minds, it is necessary to perform 4 steps. The four steps of the pyramid represent the four basic questions that customers will subconsciously ask about your brand. These four steps include 6 basic blocks to lay the foundation upon which you can reach the top of the pyramid and develop a successful brand. (According to Green Way, 2017)

### o Step 1: Brand Identity- Who are you?

The goal in this first step is for the brand to make customers aware of who the brand is. In this step, the brand must ensure its prominence, creating or reinforcing the brand identity and the customer's association with the brand.



In this stage, the brand's image should be densely displayed on media that can reach potential customers. This appearance will increase the ability to recall and create associations about the brand in customers' minds

o *Step 2: Brand Meaning- What is your brand meaning?*

In this step 2, the task of the brand is to firmly establish the meaning of the brand customers' price. This step 2, brands should create activities to increase customer experience with the brand. According to Keller's diagram, in step 2, it is necessary to meet "performance" and "image."

"Performance" determines the extent to which your product meets the physical needs of your customers. According to the Keller model, "Performance" includes five factors:

1. Basic Features
2. Product Reliability, Durability, Serviceability
3. Service efficiency and understanding
4. Style and design
5. Price

"Image" is about determining to what extent your brand meets your customers' psychological and social needs. Brands can respond to this social and psychological need directly through customer experience or indirectly through marketing or word of mouth.

o *Step 3: Brand Response*

Step 3 is the customer feedback step about your brand perception. When evaluating brands, customers often tend to consider rational assessment and emotional evaluation in two directions.

1. In terms of rational assessment, customers will rely on the customer experience with the brand's products; Evaluation of the business behind a brand (customer-recognized professional competence, reliability, customer's preference for that business); Consider using the product (if you don't make customers consider using the brand's product, all plans are meaningless); Evaluation of the superiority of the brand compared to other brands.
2. In terms of emotional evaluation, customers will evaluate your brand based on the recognition of the community. Besides, customers will also perceive the brand



in the way that the brand wants customers to feel. According to Keller's model, there are six emotions about branding perception:

1. Warmth
2. Fun
3. Excited
4. Security
5. Social approvement

o *Step 4: Brand Resonance*

Step 4 is the brand moving from the customer's step 3 reaction to the brand into brand resonance. Brand resonance is at the top of the brand equity pyramid because it is on the most complex level and the most desirable. You will gain brand empathy when customers feel a deep psychological connection to your brand.

Brand resonance includes 4 steps:

1. Loyal buying behavior: customers are engaged but not yet emotional.
2. Attitude coherence: Customers love your brand and product, and they consider it a particular purchase.
3. A sense of community: Customers feel like they belong in a community with people associated with the brand, including other customers and brand representatives.
4. Proactive engagement: A customer is someone who actively wants to spend time, money, effort, etc., on the purchase and use of a product and is extremely happy about it.

The brand resonance model gives customers the feeling that the customer owns the brand. When applying this model, the brand must do it step by step, not skipping any steps and not grouping them together.

## 2. AIDA model

AIDA is an acronym for attention (Attention or Awareness), interest (Interest), desire (Desire), and action (Action). The AIDA model is widely used in marketing and advertising to describe the steps or stages that occur from the moment a consumer becomes aware of a product or brand before the consumer tries a product or makes a purchase. Since many consumers perceive brands through advertising or marketing communications, the AIDA model helps explain how advertising or marketing communication messages engage and involve consumers in brand choice.

The AIDA model proposes that the advertising message needs to complete several tasks to move the consumer through a series of continuum steps from brand awareness to action (purchase and consumption).

The AIDA model is one of the longest-serving models used in advertising, developed in the late nineteenth century. Since its first appearance in marketing and advertising literature, the model has been revised and expanded to account for the advent of new advertising communication and media platforms. Several modified alternative models are in use. During the past 100 years, the model has undergone improvements and expansions, such that today there are many variations in circulation. Thus, the simple AIDA model is now one of a class of models, collectively known as hierarchical models or hierarchical effects models.

Here are four effective steps to help convince someone about something they don't know. First, you have to get their attention. Then show them useful, interesting traits to spark interest and excitement. Next is to give them the desire; and finally direct them to act according to their purpose. AIDA is one of the best formulas, being applied successfully in many fields such as communication, advertising, and sales.

#### o Awareness

The first step is to reach out and attract people's attention to the content and field you want to convey. How amid so many choices in life do people stop exploring and choosing what you have to offer. It is possible to use many different methods such as comparison, using impressive words, and repeating many times to arouse the interest and curiosity of people around.

#### o Interest

Attracting people will only have a specific effect without lasting and stable if you do not show them something new and attractive in it. Creating enjoyment is one of the most important and challenging steps. Research and find out carefully to understand the outstanding features of your topics and products, and at the same time understand the needs and desires of your target audience to arrange and select elements, information, and most suitable messages.

#### o Desire

By eliciting interest, and hitting the needs of the target audience, you have a part of success in your hands. Because most people will want something new to satisfy their curiosity, this is the right time to show them how your offering helps them.

### o Action

The above three steps are the premise to help you go to success at this final stage. When you have enough interest, interest, and desire, you can take the initiative in leading people to follow the actions you desire. They may agree to the topic, offer, recommend, or accept to use of the product provided by you. Specify the specific action you want people to take to get the most out of it.

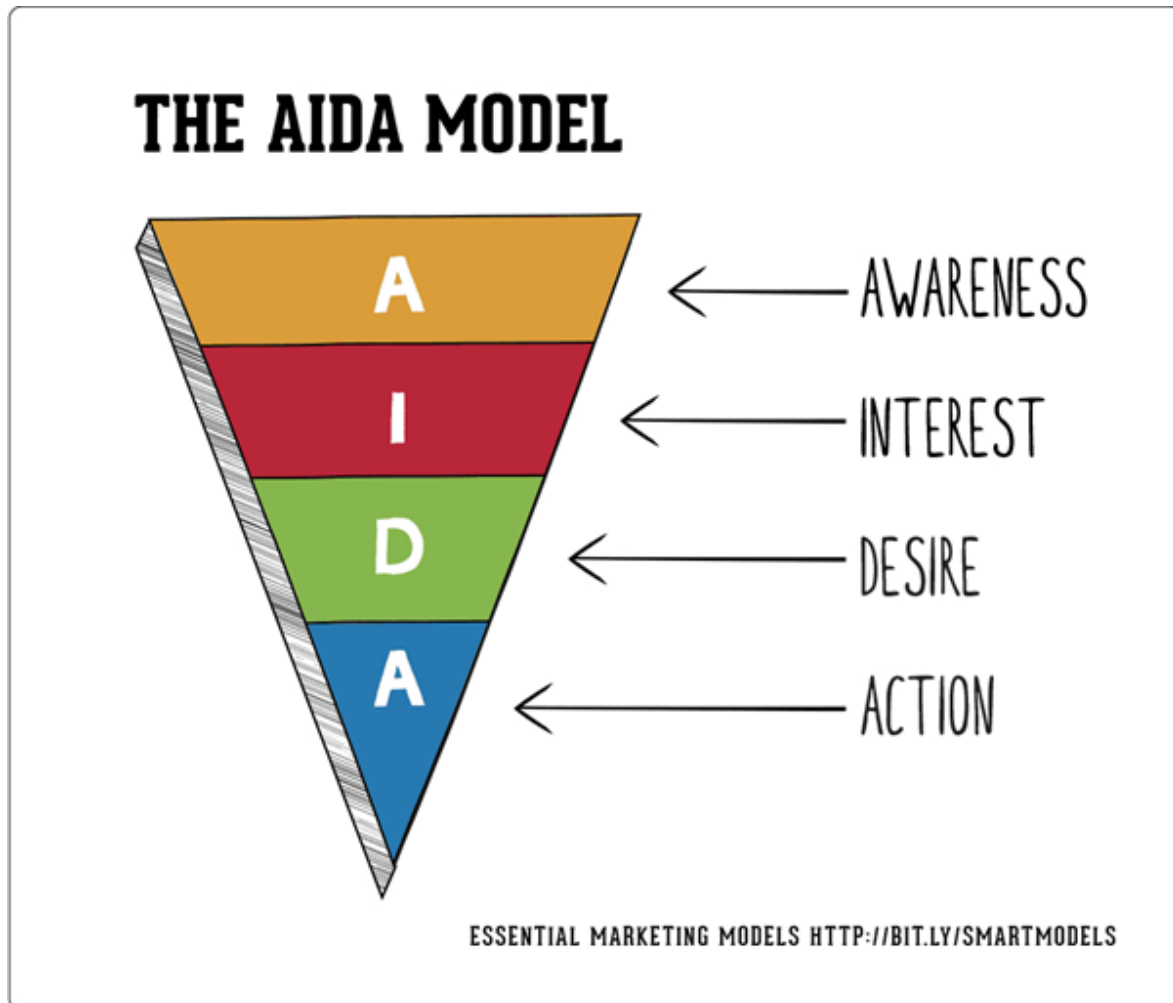


Figure 19: AIDA Model

### 3. 4Ps model

When it comes to the marketing model for any brand, the 4Ps model is always the popular model.

The 4Ps model is a marketing mix model, a set of marketing tools businesses use to achieve marketing focus in the target market. The concept of 4Ps in marketing was

first introduced under the term Marketing Mix in an article by Neil Borden in 1964. At that time, the term Marketing Mix included quite a few elements such as product, marketing plan, distribution, price, brand, packaging, advertising, promotion, and personalization). Then, marketing expert E. Jerome McCarthy grouped these factors into four essential parts that significantly contributed to the construction & development of marketing strategies that we still call the 4Ps of Marketing today. (According to Nguyen Do, what is the 4P in marketing? Examples of 4P Marketing and Real Case Study, 2020)

4Ps is a collection of 4 basic but most important P's in the process of implementing a marketing plan for a business. There are now more models of 5Ps, 6Ps, 7Ps, etc. No matter how many Ps appear, the four most important Ps of a brand are: Product, Place, Promotion, and Price.

- o Products: What will your brand sell?

The brand should determine what product the brand is selling and whether the product meets the customer's needs or not. If the brand has identified the brand's product, then it is necessary to communicate the characteristics of the product or service that meet the needs of the brand's customers.

Let customers know the characteristics, uses, designs, quality, and policies associated with the product to make a difference and turn it into a reason for customers to choose the brand's products. (According to ONESE, Overview of effective 4P models for businesses, 2020)

The better a brand understands its product, the easier it is to price it, where to sell it, and how to promote it. (According to Nguyen Do, what is the 4P in marketing? Examples of 4P Marketing and Real Case Study, 2020)

- o Price:

With the VIProperty products, it can be sold at what price, whether that price is suitable for the customer's ability to pay, and whether that price is competitive with competitors in the same segment.

The strategy of making the price of the product reasonable will affect the customer experience, make a difference and attract. Besides, it also creates competition with competitors who are selling the same product and in the same segment (according

to Nguyen Do, what is the 4P in marketing? Example of 4P Marketing and Actual Case Study, 2020)

- o Place:

Distribution channels are an essential part of a business's go-to-market efforts. The type of distribution channel you choose can be direct (selling directly to end-users) or indirect (selling through intermediaries, distributors, wholesalers to retailers) or specialized (selling online). Through separate specialized channels with other products and services). How many distribution channels does your business need? What kind of channels can help bring your products and services to consumers most effectively and economically? (According to Nguyen Do, what is the 4P in marketing? Examples of 4P Marketing and Real Case Study, 2020)

- o Promotion:

Marketing is a way of informing target customers about a business and its products. This includes all the "weapons" in the marketing arsenal, such as advertising, sales, promotions, customer relations, etc.

Before using the brand's products, customers must be attracted by the attractive content created by the brand. To do that, the brand must have an impressive marketing strategy so that customers can pay attention to the brand.

In promotion, the brand must answer the question: Where and when can you convey your marketing message to the target market? Will you reach your customers by advertising on media? How have competitors used promotional measures? Do those measures affect the promotional activity you have chosen? (According to ONESE, Overview of effective 4P models for businesses, 2020).

#### 4. S.M.A.R.T

Goals are part of every aspect of business/life and provide a sense of direction, motivation, a clear focus, and clarify importance. Using S.M.A.R.T helps guide goal setting. S.M.A.R.T was developed by George Doran, Arthur Miller and James Cunningham in their article published in 1981.

S.M.A.R.T is represented for Specific, Measurable, Achievable, Time-bound.

## 7. CAMPAIGN PLANNING

### 1. Overview

- Owned business: VIPROPERTY LTD
- Campaign period: May to July 2022
- Field of activity: Real estate
- Company products: 4 in 1 service: One-stop service or retail service including Purchasing, Leasing, Furnishing, and Property Management.
- Location: Ho Chi Minh City for Branding; District 7 and surrounding districts for Marketing
- Campaign funding: VIPROPERTY LTD

### 2. Objectives

In order to establish the objectives for this campaign, we attended many meetings to discuss with VIProperty representative - Ms Anna to draw out the objectives that VIProperty wants to develop in this campaign.

The campaign objective is divided into a ratio of 6:4 to meet the demand to improve brand awareness and marketing of VIProperty.

- 60% BRANDING: Improve brand awareness to affirm VIProperty's position in Vietnam real estate market.
- 40% MARKETING: Focuses on advertising VIProperty's unique selling point- One Stop Service to Eco Green Sai Gon apartment project.

To identify these two objectives more clearly and precisely, we use SMART methodology to analyze the objectives.

		BRAND AWARENESS	MARKETING
Specific	Facebook	Reachs 4000 likes page Increase reach through information-sharing activities in relevant community groups 10 articles per week	Reach 150 leads/ 3 months Build 2 community groups to reach potential customers. 10 articles per week about Eco Green Sai Gon
	Website	3 posts per week	1 post per week

		Changing photos of leadership team for a professional look Increase website traffic	Build and reach effective SEO key words for easy finding about VIProperty in Eco Green Sai Gon
	Zalo OA	Build authentic Zalo OA channel Provide full and regular business information on the hotline number 2 posts per week	Build authentic Zalo OA channel Provide full and regular business information on the hotline number 1 post per week
	Email marketing	Reach the target of 10,000 emails sent in a month, 60% of the email content is allocated for Branding purposes	Reaching the target of 10,000 emails sent in a month, 40% of the email content is allocated for Marketing purposes
Measurable		Facebook business performance analysis, Zetamail performance analysis, Google Analytics	
Achievable		Core team include Thanh Trà, Băng Khanh, Hải Yến Enterprise funding and consultation Enterprise assistants	
Relevant		Supervisor and representative of enterprise read and approve the plan	
Time-bound		Phase 1 (May 23- June 26) Phase 2 (June 27- July 31)	

Table 2: Campaign Objective Analysis

### 3. Target audiences

#### 3.1. Demographic and behavior

##### 3.1.1. Group 1: Landlords

Demographic	
Title	Businessman, self-employed, managers
Income	A+
Age	30-55
Location	HCMC and Ha Noi
Characteristics	well-educated, modern lifestyle, trendy, analytical, investment mindset

Table 3: Landlord demographic analysis

Behavior	
Topic	Real estate project and rental apartment (forum/group/fanpage, q&a)
Influencers	Experts of real estate
Digital channels	Facebook, Instagram, Youtube, Forum, Group..
<ul style="list-style-type: none"> <li>- Put their trust in big brands that are committed and guaranteed in quality</li> <li>- Listen and trust the advice of experts and those around you who have actually experienced the brand and product.</li> </ul>	

Table 4: Landlords behavior analysis

## 3.1.2. Group 2: Tenants

Demographic	
Title	student, office worker
Income	5 million +
Age	19-35
Location	HCMC and Ha Noi
Characteristics	well-educated, modern lifestyle, trendy

Table 5: Tenants demographic analysis

Behavior	
Topic	Looking for an apartment near a school or company (forum/group/fanpage, q&a)
Influencers	Friend & relatives
Digital channels	Facebook, Instagram, Youtube, Forum, Group.
<ul style="list-style-type: none"> <li>- Search for brokers or landlords who post information directly on facebook groups or on the apartment search website</li> <li>- Listen and trust the recommendations of friends and relatives so that you can find a suitable place to live</li> </ul>	

Table 6: Tenants behavior analysis



### 3.2. Target audience and customers insight

	Insight	Motivation	Truth	Tension
<b>Group 1: Landlord</b>	An apartment can be a diverse ecosystem, helping to develop and invest with low risk	Real estate investment will become simple when there is a full support service for customers	Apartments are the type of housing that many people choose to live in or invest in today.	Apartments are not only a place to live but also a form of investment with low risk.
<b>Group 2: Tenant</b>	Looking for apartments near companies, schools. Interested in a place with good ecological infrastructure.	Wants to search for apartments quickly, without frills in terms of procedures and good costs	Interested in an apartment fulfill with their desires: security, amenities, infrastructure and geographical location.	An apartment is not only a place to stay, but also helps to improve spiritual life by accompanying utilities

Table 7: Target audience and customers insight

## 4. Big Idea and Key message

Big idea is the important guideline of any campaign. Having a good big idea leads to a successful campaign and makes customers want to recall, share, and act upon.

The unique selling point of VIProperty is One stop service. It means VIProperty is always present at each touchpoint of real estate circulation. Precisely because of the speciality and comprehension of this unique selling point, the assistant image immediately popped up.

- Big idea: An assistants for your apartment
- Key message:
  - o Loyalty
  - o Empathy
  - o Convenience
  - o Professional

## 5. Media planning

Media planning is one of the important parts of this campaign. In this campaign, we use most of popular media tools to reach the campaign's objectives. Having a reasonable media planning may help the campaign success.

Based on AIDA model, we decided to divide the campaign into 4 phases (Awareness, Interest, Desire, Action). But timeline for this thesis is not enough to do 4 phases, the campaign period from May to July 2022 corresponds to 2 phases of the AIDA model, Awareness, and Interest.

- *Phase 1 (Awareness): Swipe to meet the assistant*

Mainly focusing on building the image of VIProperty on media platforms. Create a professional synchronization and provide complete information about the company's services as well as meeting the 6:4 goal

- *Phase 2 (Desire): Good cooperation (I)*

Creating excitement and attracting customers with new and attractive content. Approach customers with many different perspectives, and many other fields. The goal is to become a customer's assistant initially. Conveying the main critical messages of branding and integrated marketing close to customers.

TIMELINE	TIMELINE PLAN							
	ViProperty- An assistant for your apartments							
	MAY (23/05)	JUNE (26/06)	JUNE (27/06)	JULY (31/07)	AUGUST (01/08) - DECEMBER (31/12) [EXPECTED]			
PHASE	PHASE 1: BRAND AWARENESS		PHASE 2: INTEREST		PHASE 3: DESIRE		PHASE 4: ACTION	
OBJECTIVE	Covering Viproperty's identity in the media		The benefits that Viproperty services provide		Promote the importance of using Viproperty's services. Tenants and lessors both have shortcomings.		The services of Viproperty are truly an asset to your flat.	
KEY MESSAGE	Property and utility services provided by Viproperty		The value of Viproperty's services				Make a positive impression on your clients. Customers remember nice things when you connect with them.	
GOALS	viproperty and utility services				Viproperty is an efficient apartment assistant.			
KEY ACTIVITIES	Photo shoot		Corporation video		OOH ADS		OOH ADS	
	Refresh the information in website		Series "Chuyện nghề"					
	Brand guideline							
	Email marketing Zalo ads Facebook ads							
SUPPORT ACTIVITIES	Facebook Content							
	SEO, SEM							
	Data telesale contacts							
	Batdongsan.com, chợ tốt, alonhadat							

Figure 20: Campaign master timeline

## Master timeline

- *Brand Identity*

In this step 1, ViProperty's plan will focus on rebuilding the brand's identity and promoting multi-channel communication activities so that customers can remember the company's image.

- Social image

Implementing social media guidelines is the first thing that needs to be completed at this step. According to the proposed plan, it will change the company's interface on social networking platforms. Create templates with related designs and mood and tone that always follow a specific rule to create links between posts.



Figure 21: ViProperty color and design template

Always following a certain guideline will create a link between publications, thereby making customers remember the colors that represent the brand.

In addition, investing in images and content on most media "fronts" reinforces the "professional" element in the brand's meaning. A series of photos of the main staff and management of the company will be taken completely by the company's style and with more alignment. An introductory video about the business was also suggested. Professional investment in images and content will give customers a good experience when using services at VIProperty.

- Social content

After reshaping the interface for all to synchronize with each other, it is necessary to centralize information to customers about the company's presence and services. The channels that focus on promoting the company's introduction and its services are email marketing, Zalo, Facebook, and related reup activities (Youtube, Tiktok).

These media channels will focus on posting the services that VIProperty is performing. *The content will revolve around Product function (30%), selling (20%), brand story (20%), and information (30%).*

The special thing is that the main media channels will operate under the name and account named VIProperty. There will be no emphasis on implementing individual plans. Focusing on promoting the brand on multi-channels will make it easier to reach more customers. Meeting the brand on multi-channels will help customers remember the colors and characteristics of VIProperty's services and content.

- *Media plan*
  - *Facebook*
- VIPROPERTY FACEBOOK FANPAGE: divide into 2 pages
  - VIProperty Fanpage: introducing all the products and services that the company provides and providing all necessary information about the real estate sector in the mid-high-end apartment segment.
  - [VIPROPERTY\\_SOCIAL\\_TIMELINE](#)

Tên kế hoạch		VIPROPERTY COMMUNICATION PLAN														
Người lập		HEIDI NG														
Ngày bắt đầu		23/05/2022														
Ngày kết thúc		26/06/2022														
Giải đoạn 1:		Awareness														
Timeline		23/05/2022 - 26/06/2022														
Channels		Facebook, Youtube, Zalo OA, (Youtube)														
Key message		Quét phim giới thiệu														
Goals		Build a uniform, professional and well-informed corporate image														
Hashtag		Appear in all posts: #viproperty #chuyenvietnam #duongtrien														
Number	Week	Date	Time	Objective	Purpose		Section	Product	Content Angle	Content Title	Content Idea	Content Type	Facebook	Zalo OA	Zalo Feed	YouTube
1	WEEK 1 (16/05/2022 - 23/05/2022)	25/05/2022	09:00	Branding	TRUNG THỰC	INFORMATION	LEASING	-	Thủ tục mua nhà chung cư		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2		26/05/2022	14:00	Marketing	PLACE	SELLING	PURCHASE	-	Xu hướng bất động sản TP Hồ Chí Minh		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3		27/05/2022	20:00	Branding	TIỀN LỢI	BRAND STORY	LEASING	-	Giải pháp đầu tư khác của VI		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	WEEK 2 (23/05/2022 - 29/06/2022)	23/05/2022	20:00	Branding	TIỀN LỢI	PRODUCT FUNCTION	LEASING	-	Tiền ích Quận 7		Multi Image	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2		24/05/2022	20:00	Marketing	TRUNG THỰC	PRODUCT FUNCTION	LEASING	-	Viproperty cung cấp dịch vụ thuê ECO GREEN		Image	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3		24/05/2022	19:00	Branding	TRUNG THỰC	BRAND STORY	PM	-	Sơ lược "Chuyến ngày" - Tập 1		Video	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4		25/05/2022	14:30	Marketing	PLACE	INFORMATION	PURCHASE	-	Quận 7 thuê nhà ở đâu?		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5		26/05/2022	09:00	Branding	THẤU HIỂU	BRAND STORY	-	-	Giải trí về insight ngành BĐS		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6		26/05/2022	19:00	Branding	TIỀN LỢI	PRODUCT FUNCTION	PURCHASE	-	Cập nhật gói mua căn hộ trên thị trường		Multi Image	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7		27/05/2022	09:00	Marketing	PROMOTION	SELLING	FURNITURE	-	Chương trình chuyển nhà miễn thuế		Infographic	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8		27/05/2022	14:00	Branding	TRUNG THỰC	PRODUCT FUNCTION	-	-	Quê		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9		28/05/2022		Branding	THẤU HIỂU	INFORMATION	-	-	Cách đọc tên Viproperty		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10		29/05/2022	12:00	Marketing	PRICE	INFORMATION	LEASING	-	Gia thuê hấp dẫn Eco green (sân tennis bóng)		Link Blog	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1	WEEK 3 (30/05/2022 - 05/06/2022)	30/05/2022	10:00	Branding	TIỀN LỢI	INFORMATION	-	-	Weekly highlight		Image	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2		31/05/2022	14:00	Marketing	PRODUCT FUNCTION	PRODUCT FUNCTION	LEASING	-	Sống xanh, sống an lành tại Eco Green		Infographic	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3		31/05/2022	11:00	Branding	TRUNG THỰC	BRAND STORY	PM	-	Quê hoặc sự cần thiết của việc thực hành thực tiễn kinh doanh		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4		31/05/2022	16:00	Marketing	PLACE	INFORMATION	PURCHASE	-	Cập nhật tiến độ nhà H03		Multi Image	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5		01/06/2022	09:00	Branding	THẤU HIỂU	BRAND STORY	-	-	Giải trí insight mỗi ngày trong ngành bất động sản		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6		01/06/2022	15:00	Branding	TIỀN LỢI	PRODUCT FUNCTION	PM	-	Dịch vụ PM là gì?		Image	-	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7		02/06/2022	07:00	Marketing	PROMOTION	SELLING	LEASING	-	Ưu đãi 0 kinh phí thuê Eco Green		Image	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gửi phiếu và tiếp nhận kết quả của series "Chuyến"																

Figure 22: VIProperty fanpage social timeline

- VIProperty Furnishing fanpage: Focuses on introducing and advertising about Furnishing service of VIProperty. VIProperty Furnishing service specializes in providing a full set of apartment furniture to help customers not spend a lot of time choosing the necessary furniture in the apartment.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Tên kế hoạch		VIPROPERTY FURNISHING COMMUNICATION PLAN													
Người lập		TRÀ GREEN													
Ngày bắt đầu		01/06/2022													
Ngày kết thúc		26/06/2022													
Giải đoạn 1:		Awareness													
Timeline		01/06/2022 - 03/07/2022													
Channels		Facebook, Website, Tiktok													
Key message		Mọi thứ, mọi nơi													
Goals		Xây dựng kênh truyền thông với nội dung rõ ràng và đa dạng													
Hashtag															
Number	Week	Date	Time	Objective	Section	Content Angle	Content Idea	Content Type	Channel Facebook Status	Dự án	Facebook Ads	Budget	Seeding like	Seeding Comment	Seeding share
1	WEEK 1 (01/06/2022 - 05/06/2022)	02/06/2022	10:00	Branding	PRODUCT FUNCTION		Ưu đãi khi làm nội thất trọn gói	Video	<input type="checkbox"/>	Eco Green					
2		03/06/2022	11:00	Marketing	SELLING		Mua, lắp đặt nội thất chỉ trong 7 ngày	Post	<input type="checkbox"/>	Sunwah					
3		06/06/2022	12:00	Branding	INFORMATION		Nhưng bộ cực trong căn hộ	Post	<input type="checkbox"/>	Sunwah					
1	WEEK 2 (06/06/2022 - 12/06/2022)	07/06/2022	11:00	Marketing	SELLING		Chương trình khuyến mãi	Post	<input type="checkbox"/>	Eco Green					
2		08/06/2022	12:00	Branding	PRODUCT FUNCTION		Chính sách bảo hành	Video	<input type="checkbox"/>	Eco Green					
3		09/06/2022	13:00	Branding	INFORMATION		Nên mua nội thất hay mua đồ	Post	<input type="checkbox"/>	Eco Green					
1	WEEK 3	13/06/2022	11:00	Branding	PRODUCT FUNCTION		Layout có sẵn, nhanh chóng	Post	<input type="checkbox"/>	Sunwah					

Figure 23: VIProperty furnishing fanpage social timeline

FACEBOOK GROUPS: Increase the membership of community groups to gain market share in critical projects. Directly approach the group of potential customers wishing to rent, buy, or sell interior services and promote apartment management services. Advertise the company's services and advertise the

company to unknown customers—update information from quality building management, event information, or ongoing resident activities quickly and with quality. Prevent potential crises or problems affecting the company's image and reputation.

**FACEBOOK ADS:** Advertising on Facebook to increase awareness and conversions. Targeting the right target customer group builds awareness and interest in your business's services. Encourage people to take a specific action and drive sales.

**FACEBOOK SEEDING:** PR for the article to make the theme attractive and attract customers. Create crowd psychology and increase the amount of interaction on the fan page. Sharing helps increase the chances of reaching customers.

- *Website*

An effective website is an important step for small business owners moving toward online commerce. During the campaign, it is necessary to optimize the website to increase the brand's visibility online, especially in Google searches, and display on social networking sites, forums, and related websites.

- Find keywords, write SEO articles
- Proposal to edit the website
- Increase website traffic

- *Zalo*

Zalo has more than 60 million users and is the largest "made-in-Vietnam" social network. Zalo has a very high percentage of users aged 30 and over, and Vietnamese people use this social network to chat and stay in touch with friends and family, besides reading news, making purchases, and more.

- ZALO OA: Re-up articles from Facebook for variety and easy search on zalo
- ZALO FEED: Developing the newsfeed section of the hotline
- ZALO GROUP: Find data and create news for Ecogreen

[Click here to see the plan](#)

ZALO MARKETING	
ECOGREEN RESIDENT'S ZALO GROUP PLANNING	
CONTENT	Collect and synthesize customer data from the company's data source
	Add friends and invite the resulting customers to the group
	Announce problems around Ecogreen (updating management fees of the apartment, security situation, updating construction progress of parks, squares, ...)
	Ask questions to exchange group interaction
	Admin manages whether the group members are really guests at Ecogreen, in case the opponent enters the group and is in the area.
KPI	Reach 200-300 members (May 16th- June 5th 2022)
ZALO FEED BASED ON COMPANY HOTLINE	
CONTENT	Make sure to check messages and customer contact information
	Reup contents on fanpage to zalo hotline timeline
ZALO OA	
CONTENT	Create Zalo OA
	Add friends with the list of Ecogreen Saigon residents. Invite to the resident group
	Reup content on fanpage to post on Zalo OA
NOTE: Zalo OA in this campaign is a sub-channel, and the mission is to create channel diversity, when customers want to find information on any social platform, there is Viproperty. Thereby creating credibility and ready to support customers anytime, anywhere.	

Figure 24: Zalo plan

○ *Email marketing*

Email marketing is considered an effective campaign for businesses to reach customers. Email marketing is also an effective advertising tool for products, services, and promotions to potential customers, not stopping at interacting and retaining old customers. Reports indicate that 82% of marketers agree that this is the primary strategy to increase lead and conversion rates.

- Assist in attracting and retaining consumers.
- Encourage potential customers to take action (count clicks, read messages).
- Increase traffic to the company's website.
- Easily personalize content for each audience.

[Click here to see the plan](#)



EMAIL MAKETING												
Tên chiến dịch		Người trợ lý cho căn hộ của bạn										
Creator		Phạm Thị Thanh Trà										
Beginning		16/05/2022										
Ending		03/07/2022										
		Phase 1		Awareness								
		Days		16/05/2022 - 05/06/2022								
		Key message		Company introduction, introduce comany services								
		Goals		Let customers know about VIProperty as "An assistant for your apartments"								
ORDER	WEEK	DAY	TIME	CONTENT ANGLE	PURPOSE	CONTENT TITLE	CONTENT TYPE	DATA	DESIGN	DEADLINE	EXAMPLE	NOTE
1	1	18/05/2022	12:00	Introduce company and services	Introduction		Designed template	All				
2	1	19/05/2022	07:00	News about real estate	Informative			All				
3	1	19/05/2022	20:00	Introduce leasing service (owner)	Introduction			Owner				
4	1	20/05/2022	08:00	News about real estate	Informative			All				
5	1	21/5/2022	21:00	Introduce property management service	Introduction			Owner				
6	2	23/05/2022	22:00	Introduce project's utilities	Informative			All				
7	2	24/05/2022	16:00	Introduce furniture service	Introduction			Owner				
8	2	25/05/2022	09:00	News about real estate	Informative			All				
9	2	26/05/2022	23:00	Introduce leasing service (tenants)	Introduction			All				
10	2	27/05/2022	22:00	News about real estate	Informative			All				
11	3	30/05/2022	07:00	Introduce property management service	Introduction			Owner				
12	3	31/05/2022	06:00	News about real estate	Informative			All				
13	3	01/06/2022	21:00	Introduce leasing service (owner)	Introduction			Chủ hộ				
14	3	02/06/2022	21:00	News about real estate	Informative			All				
15	3	03/06/2022	20:00	Introduce company and services	Informative			All				

Figure 25: Email marketing plan

## 6. Campaign timeline

Week	Phase	Work	Objective
1	RESEARCH & ANALYSIS	Client Analysis	Research the business context, analyze the problem. Negotiate rights and obligations
2		Marketing Situation Research & Competitors Research	Research the general market. Conduct primary and secondary research. Clearly define competitors and target customer groups
3		Media Planning & Content Ideas	Plan media for each specific channel. Establish common media guidelines. Conceptualize, write content, and design publications.



4	IMPLEMENTATION OF THE MEDIA PLAN	PRE- PRODUCTION	Prepare media tools & Photoshot Pre-production & Corporate video pre-production	Find out about resources to buy. Compare the effectiveness between the tools that support facebook seeding, choose the most suitable tools. Prepare equipment, script, personnel, proposal for photoshoot and corporate video
5			Facebook Ads Facebook tools	Focus on running campaigns, implementing facebook ads and seeding tools
6			Increase group members	Focus on increasing group members and developing content in the community group
7		PRODUCTION	Photoshot	Take photos of company personnel
8			Corporate video	Start recording Corporate video based on the prepared plan
9				
10		POST- PRODUCTION	Photo retouch	Image post-production. Complete and publish on the website
11			Corporate video editing	Video post-production: cropping, editing, color grading, etc. Complete corporate video and publish on media channels.
12				
13	EVALUATION	Measure & Feedback	Measure the statistics and results that the campaign brings. Self-evaluate and receive feedback from the client.	
14		Lessons learned	Learn from the results and implement those experiences in future campaigns.	

Table 8: Campaign timeline

## 7. Pre - production

### 7.1. Series podcast “Chuyen nghe”

#### 7.1.1. Purpose and content

This podcast series is a series about the real estate industry that VIProperty has invested in and produced. The main goal of this series will help viewers better understand the real estate industry as well as the existing services of VIProperty: Purchasing, Furnishing, Leasing and Property Management. Each episode will focus on sharing each service. Besides service definition, series “Chuyen nghe” helps customers understand how VIProperty improves its services to bring the best to customers.

#### 7.1.2. Category

This series belongs to the podcast genre. A podcast, or netcast in general, is a collection of digital audio or video files that consumers can download and listen to. There is no set duration or frequency for each podcast. Each podcast is usually a few minutes to a few hours long. The podcast quality of each channel is also different. There are podcasts made with very little recording equipment. At the same time, others are recorded and edited in a professional studio for optimal sound for each piece.

The first and most important factor, in addition to picture quality, is video audio. The voice from all characters must be of the same quality, clear, and free from noise.

#### 7.1.3. Episode 1: “Chuyen nghe PM”

##### 7.1.3.1. Location and set design: Room A3202- Eco Green Sai Gon Apartment



*Figure 26: Filming location at Eco Green Sai Gon*

### 7.1.3.2. Mood and tone



Figure 27: Mood and tone of series Chuyen nghe- Episode 1

### 7.1.3.3. Host requirement

- People with knowledge of the real estate market
- Have the ability to host the program, talk and be able to interact in the dialogue
- Professionally
- Clear, attractive voice
- Good looking face
- Gender: Male
- Wear a vest

#### 7.1.3.4. Equipments



Figure 28: List of equipments

### 7.2. Corporate video

#### 7.2.1. Main purpose

ViProperty has experienced more than six years of establishment and development in the real estate market. To reinforce the image and values of the company, corporate video as a means of bringing the most reliable and official information to customers. Besides, a well-organized company introduction video will make a good impression on customers, increasing trust in the company providing services.

This company introduction video will be pinned at the top of ViProperty's e-commerce platforms to introduce and impress customers when coming to ViProperty.

#### 7.2.2. Mood and tone

Lighting needs to be gentle, not too harsh, to create a feeling of professionalism and closeness to customers.



*Figure 29: Mood and tone of corporate video*

### 7.2.3. Human resources

Order	Members name	Position
1	Phạm Thị Thanh Trà	Content creator
2	Đặng Ngọc Băng Khanh	Producer
3	Nguyễn Ngọc Hải Yến	Director

*Table 9: Corporate video production core team*

Our team has three members who play three critical roles in the production process.

Pham Thi Thanh Tra, known as the team leader, takes on the role of a content creator. She is responsible for the scripts and ideas for the videos. Thanh Tra is also the one who searches and chooses the host to ensure compliance with the requirements in the plan.

Dang Ngoc Bang Khanh takes on the role of producer and creator. Her job is to define the mood and tone of the video, making sure that the mood and tone align with the company's direction. Besides, Bang Khanh also contributed to writing the script and visiting the location to meet the needs of the scene. She also created a filming schedule for the group. In the production role, Bang Khanh is also the person who checks the equipment not to miss any necessary items during the filming process.

Nguyen Ngoc Hai Yen is in charge of director. She's the one in order of making sure the flow of the video sticks to the original plan. Hai Yen is also a contributor to the script development process. Besides, she also decides how to set the scene, requests to arrange and move the items, and sets lighting to ensure that every scene goes as desired.

In addition, during the filming process, our team also had support from the company's staff to carry out supporting tasks.

## 8. Campaign risk management

Awareness of campaign issues (predictable and unpredictable issues) is critical to performance and to the image of the brand in the public mind. Therefore, risk management planning is essential to help businesses control and deal with risks effectively.

To assess the level of risk, we rely on the Risk Assessment Matrix for analysis, we list the stakeholders that will affect each issue or risk by each group, i.e. Level degree of risk/danger = Probability x Impact

RISK MATRIX TABLE				
<div> <div>Impact</div> <div>Probability</div> </div>		Low	Medium	High
		1	2	3
High	3	3	6	9
Medium	2	2	4	6
Low	1	1	2	3

Table 10: Risk Matrix Table

In the Risk Assessment Matrix, two factors determine the hierarchy of problems: Likelihood and Severity. Likelihood is the unit that represents the likelihood that an issue or threat will occur and become a crisis. Severity describes how the crisis affects stakeholders and the business. We've sorted the problems by level from high to low with two metrics.



Order	Crisis Description	Crisis Impact Level	Who is Affected	Priority	Mitigation	Suggestion
<b>Media channels</b>						
1	Posing wrong content	High	VIProperty, media team		Content checking	Quickly remove the post and check the content again
2	Being reported by platforms for inappropriate content or wording	High	VIProperty, media team		Content checking	Quickly remove the post and check the content again and earn experienced
3	Competitors spread bad rumors on social media	High	VIProperty		Careful in behavior	Overaction is unwisdom. Only speak up when absolutely necessary
4	Ads don't reach right target audience	Medium	VIProperty, media team		Objective checking	Double check the objects installed on the platform
5	Misunderstanding with R&D Manager	Medium	Media team		Meeting	Team and the manager should join a meeting to present in detail
6	Timeline delayed	Low	Media team		Timeline double check	Join in an internal meeting to fix the timeline. Reposting missing posts
7	Spelled incorrectly	Low	Media team		Content double check	Carefully checking before posting
<b>Productions</b>						
1	Unsuitable contents for publications	High	VIProperty, media team		Content checking	Quickly remove the publications
2	Equipments forgotten	High	Media team, production team		Equipments double check	Creating a equipments checking list to check before on set time carefully
3	Location have problem	High	Media team, production team		Backup plan	Prepare a backup plan
4	Props forgotten	Medium	Media team, production team		Props double check	Creating a equipments checking list to check before on set time
5	Deadline delayed	Medium	Media team, production team		Deadline caution	Remind members to follow deadline
6	Talents don't remember scripts	Medium	Media team, production team		Script reminder	Sending scripts for talents before a week to learn by heart

Table 11: Risk management table

## 9. Estimate budget

ESTIMATED BUDGET FOR COMMUNICATION PLAN							
NO.	DESCRIPTION	DETAILS	UNIT COST (VND)	QUANTITY	UNIT	AMOUNT (VND)	NOTE
<b>1. Production</b>							
1	Corporate video	Walkie talkie	50,000	8	Set	1,200,000	3 days
		Make up + hair stylist	1,000,000	1	person	2,000,000	2 days
		Make up+hair stylist	900,000	2	People	1,000,000	1 day
2	Photoshoot	LENS Sony FE 10-35 F4 ZA OSS	27,200,000	1		27,200,000	
		LENS Sony FE 50mm 1/1.8	5,400,000	1		5,400,000	
		Softbox Du Godox 95cm	1,950,000	1		1,950,000	
		Solid background	200,000	1	unit	200,000	1 day
<b>2. Media tools</b>							
4	Facebook ads	Increasing like	3,000,000	3	Package	9,000,000	Tool: simple seeding
		Increasing members in Ecogreen resident group					
		Seeding post (Likes, shares, comments)	150	15,000	People	2,400,000	
		Ecogreen resident group members					
		Facebook advertising	5,000,000	3	Month	15,000,000	
		Main fanpage	6,666,667	3	Month	20,000,000	
		Satellite fanpage					
5	Facebook accounts	Raising Facebook accounts for seeding	25,000	100	Account s	2,500,000	
6	Website	- Edit suggestions - Blog content	0	1	Package	0	
7	Brand guideline	- Communication design synthesis	0	1	Package	0	
8	Fanpage management	- Media timeline - Content - Pictures/videos	0	1	Package	0	
9	Zalo	- Zalo OA management - Zalo feed - Build Ecogreen resident group	0	1	Package	0	
SUM						87,090,000	
TOTAL						87,090,000	

Table 12: Estimate budget for VIProperty's communication plan

## 8. CRISIS IDENTITY

Crisis or related problems that are unavoidable during the implementation of the communication plan. Because the project involves many different media with different ways of working, and because the implementation of new media requires



much paperwork, the actual progress of the communication plan is hampered. There will be appropriate solutions depending on the severity and scope of the problem encountered. From May 25, 2022, to the present, my team has faced the following crises:

No.	Occurrence time	The problem	Status of settlement
1	26/05 - 31/05	Customers' negative feedback	Solved
2	01/06 - 22/06	Zalo OA review process has problems	Solved
3	01/06	Separate the company's hotline	Solved
4	17/06	Change the time of corporate video recording	Solved

*Table 13: Crisis summarize occurred from May 25th*

## 9.1. Situation

### 9.1.1. Customers negative feedback

Customer complaints are unavoidable in the service industry and in real estate. The staff will encounter 1 to a few complicated and angry customers while serving hundreds of customers at the same time. When the Leasing service is overloaded, Viproperty faces a similar situation. Because of the personnel shortage and change mentioned in report 1. In the case of bad customer feedback, the customer is a hot Tiktoker who is also a Micro-Influencer with a following of up to 153,000 people, which affects more or less the communication plan that the team is implementing.

On May 26, 2022, a post from the account appeared on the Facebook group channel of Eco Green Saigon residents, which had approximately 15.5 thousand members and was set up by a rival company, Eco Homes SG. The Personal Facebook page of a well-known Tiktoker in the field of food and lifestyle posts a status on this group. The article critically reviews the staff's demeanour, dissatisfaction with Viproperty's customer service, and slow disbursement. The article piqued the interest of members of the residential association and Eco Homes SG sales. Following that, a series of comments from fake Facebook accounts expressed their agreement, claiming to have experienced a similar situation while using Viproperty's services. At the same time, the post's author constantly updates the comment section with the most recent case situation.

After gathering information from various sources and verifying with the company's C-level, the team reached the following conclusion:

- In this case, the customer is a tenant using Viproperty's Leasing service at Eco Green Saigon.
- During the specific rental period, after three months, guests need to change apartments from HR1 to HR2 because it is convenient to transport personal business goods. Because of the building lobby and the elevator transport goods to the court, HR1 is smaller than HR2.
- The senior customer support staff of the Leasing team has already assisted customers in changing apartments, but they have to cancel the old contract and sign a new one. However, based on the terms of the contract, the tenant must pay a deposit of 2 months in advance of the new apartment, and the deposit of the old apartment after deducting any additional costs will be refunded at the scheduled date. The deposit for the old apartment is not directly deducted from the new deposit because the owners of the two apartments are two different people.
- This customer support staff has quit during the contract processing and handed over to a new employee. Over time, the lack of personnel in the Leasing team led to a delay in the disbursement of timely customer payments.
- After the customer privately reflected with the care staff, the new staff was rescheduled to pay the deposit to the customer on another day. However, by the second appointment, this employee had not finished processing the contract with the landlord and was still late in paying the deposit for the guest because she was handling too many tasks.
- The tenant continued to complain about not receiving the deposit of the old contract. The consultant's unprofessional customer care made the customer angry and threatened to post feedback about this incident.
- After many complaints but did not receive support from the Leasing department, the customer posted, and the situation as above happened.
- After 1 hour of posting, the staff returned the deposit to the customer but did not notify nor apologise to the customer for the delay.
- 3 hours after the post appeared, the Leasing manager discovered the incident and reported to the crisis team at the headquarters, asking for assistance in solving the case.

- After being consulted on conciliation solutions with customers, the Leasing manager and the other staff did not take any action to follow the advice.
- My team discovered the incident 8 hours after the post was published, and the status of the post became exciting and drew a lot of attention. The team discovered it late because the crisis date coincided with the first project report date.

#### 9.1.2. Zalo OA review process has problems

Zalo OA is one of the new communication channels proposed in our group's communication strategy. However, establishing a Zalo OA channel for businesses necessitates the submission of relevant documents for verification, which takes time to review.

- Application review time 1: Documents are complete, but Zalo OA requires the original of the representative citizen's identity to register the company. However, the company's director was not present in Ho Chi Minh City at the time, and we had to wait 7 days after the director returned to the head office to be able to contact and explain to get additional necessary documents.
- Application review time 2: Complete the profile and have your Zalo business account verified.

#### 9.1.3. Separates company's hotline

The company's general Hotline phone number is managed by a separate department, not the Marketing department. The hotline number is also used for creating and managing numerous social media accounts. This phone number is also the contact phone number for both the old and new customer networks in Vietnam and abroad. Viproperty's Zalo feed is registered under this hotline number and in addition to updating customers on the most recent information. There are various groups to take care of customers, exchange internal company problems from all C-Levels, and use for multiple purposes. Furthermore, the widespread use of the hotline makes it challenging to determine where customers learn about Viproperty.

#### 9.1.4. Change the time of corporate video

The company president, who appears important in the corporate video, has an unexpected job that requires him to return to the United States on July 7, 2022, rather than July 16, as planned. As a result, the Pre-Production phase of the corporate video implementation plan must begin one week earlier than anticipated. The production team faces additional challenges due to the short preparation time.

## 9.2. Stakeholder Assessment

	Internal	External
Customer's negative feedback	<ul style="list-style-type: none"> <li>- C-level</li> <li>- Employees</li> </ul>	<ul style="list-style-type: none"> <li>- Customer</li> <li>- Community</li> </ul>
Zalo OA review process has problems	Owners	
Separate the company's hotline	Owners	
Change the time of corporate video recording	Owners	

Table 14: Stakeholder Assessment summarize table

### 9.2.1. Customer's negative feedback

- Internal stakeholders
  - C- level

Service managers are crucial in this crisis because they directly impact the operation and development of the organization. When a problem develops, most managers are on the crisis team to immediately assess the situation. However, the crisis resolution team's coordination and implementation of shared decisions are generally poor. Other segment managers helped the Leasing manager participate in crisis resolution, but the Leasing manager ignored the advice, resulting in crisis prevention and internal strife.

- Employees

Employees are essential to the firm since they oversee the entire operating process from start to finish. Furthermore, their efforts will immediately influence the company's internal operations. Both old and new customer support staff representatives do not guarantee to operate according to the procedure and do not adequately fulfil their tasks, impacting both consumers and the company's reputation. Employees must be chastised for failing to alert their supervisors of difficulties and instead of engaging in covert activity to remedy them.

- External stakeholders
  - Customers

Customers play a critical role in the firm and contribute significantly to its growth. According to the customer's request, Viproperty gladly backed the renter in this

circumstance. However, unforeseen events occur that impact the business's and consumers' natural connection.

- The community

It is a factor that has an intangible influence on the growth of a firm. Attitudes in the broader community will influence consumers' opinions, and many-objective elements can help or hurt enterprises that do not care for the community. In this crisis, the Eco Green Saigon community was the spark that ignited a more enormous catastrophe. Simultaneously, competitors caused a problem in the community, which was exacerbated when the competitors' virtual nicks wrote inaccurate remarks to harm Viproperty's image in the eyes of consumers.

#### 9.2.2. Zalo OA review process has problems

- Internal stakeholder: Owner

The documents requested by Zalo OA are linked to the company director's personal information. The application processing period is lengthy since it is dependent on the firm director's schedule.

#### 9.2.3. Separate the company's hotline

- Internal stakeholder: Owner

The offer includes numerous departments and must be authorized by the board of directors before it can be implemented. Also, register a new phone number with the manager's details.

#### 9.2.4. Change the time of corporate video

- Internal stakeholder: Owner

As the president of Viproperty and the owner of several global corporations, the president's role in the corporate introduction video is critical. Unexpected schedule changes are disruptive to production, but on the plus side, this is a factor that speeds the work timetable.

### 9.3. Solution

	Solution	Pros	Cons
	Proposal 1: Negotiate, appease customers	As a safety precaution	It does not address the underlying issue

Customer's negative feedback	Proposal 2: Use crisis to get public attention	Creating a communication impact by which many people would learn about the organization	The substance of the issue remains valid, and the error is ultimately the company's problem
Zalo OA review process has problems	Keep requesting to create a new Zalo OA account		
Separate the company's hotline	purchase a new phone number, and purchase a new phone managed by our team	Our team could manage and solve customer's problems	
Change the timeline of corporate video	emphasize be placed on completing the Pre-Production strategy for both corporate video and corporate photography.		

*Table 15: Summarize solutions for the crises*

#### 9.4. Results

##### 9.4.1. Customer's negative feedback

- The situation was settled peacefully through negotiation between the Manager Leasing team and the client. However, the customer refused to meet and could only be reached by text message.
- The status is removed off the site, and the customer continues to utilise the rental service.
- There was a discussion concerning employee discipline, and the manager of the -Leasing team was there.
- The crisis management team was tasked with rebuilding the crisis management procedure.

#### 9.4.2. Zalo OA review process has problems

The second review application has been entirely completed and approved: Since June 22, 2022, Viproperty's official Zalo OA has been officially operating and credited with a yellow stick.

#### 9.4.3. Separate the company's hotline

The number of clients contacted using the new phone has been counted and accurately documented. The last hotline number has been changed in publications and articles related to the group's communication strategy.

#### 9.4.4. Change the timeline of corporate video

Complete the Pre-production phase using the cost estimation tables. All plans are being evaluated, and a shooting date has been determined.

## 10. EXECUTION PLAN (AFTER CRISIS)

### 10.1. Social media content

After experiencing the crisis of the implementation of the plan in phase 1, we have made timely changes to adapt and are still in line with the campaign's plan.

Media channels as originally planned	Media channels have changed
Viproperty Fanpage	Viproperty Fanpage
Fanpage Viproperty Furnishing	Fanpage Viproperty Furnishing
Facebook group residents of Eco Green Saigon	Facebook group residents of Eco Green Saigon
Website	Website
Zalo feed	Tiktok
Zalo group residents of Eco Green Saigon	Zalo group residents of Eco Green Saigon
Zalo OA	Consolidate information and post information in phase 2
Email marketing	Reel section on Facebook and Standee

Table 16: Media channels changed plan

#### 10.1.1. VIProperty fanpage (60%)

The total number of Facebook users in Vietnam is nearly 76 million people, accounting for more than 70% of the country's population. An increase of 31 million users compared to 2019 and still ranked No. 1 in the list of popular social networks in Vietnam.

Consequently, Facebook is an effective channel to access target customers. In this campaign, we decided to use Facebook is the main channel, account for 60%. This channel mainly uses for “finding customers”.

- VIProperty fanpage

Pillars	Product function	Brand story	Information	Selling
Ratio	30%	20%	30%	20%
Objective	Products features, outstanding advantages	Brand history, brand orientation and brand portfolio	Notable events of the week related	Introducing projects that VIProperty is selling



	when compares to competitors		to the project	
Suggested content	<ul style="list-style-type: none"> <li>- Introduce the unique selling point of VIProperty</li> <li>- Define each service</li> <li>- Introduce each service</li> </ul>	Highlight 4 keys message: Loyalty, Empathy, Convenience, Professional	Updating leasing price from potential projects, Weekly highlight, how to use VIProperty services reasonable	Introduces amenities of the projects that VIProperty mainly sell, Updating the promotion of any projects or service (if have)
Format	Video/static image	Static image	Gif/ Static image	Static image

Table 17: Content pillar of VIProperty fanpage

- VIProperty Furnishing fanpage

Pillars	Product function	Information	Selling
Ratio	30%	30%	450%
Objective	Products features, outstanding advantages when compares to competitors	Notable events of the week related to the project	Introducing furnishing combos that VIProperty is selling
Suggested content	Introduce Furnishing service, introduce how many combos does VIProperty Furnishing has	Updating VIProperty's furnishing products and price	Updating the promotion for each combo (if have), the ability to quickly complete
Format	Video/static image	Gif/ Static image	Video/ Static image

Table 18: Content pillar for VIProperty Furnishing fanpage

- Facebook residents group of Eco Green Saigon
  - Focuses on updating the newest information from Xuân Mai corp. investor.
  - Creating topic to discuss

#### 10.1.2. VIPProperty website (15%)

Website is a channel that could be use globally. This channel is necessary for which company has main abroad customers like VIPProperty. However, the target customers of this campaign concentrate in Vietnanes and foreigners live in Vietnam (Vietnam real estate market). The website channel accounts for 15% because of we have to maintain the resources of enterprise and this channel is mainly use for “customers finding VIPProperty”.

Because of the website is legacy channel so we keep updating posts from Facebook (4 posts/week) and content is the same with Facebook

#### 10.1.3. Tiktok (15%)

VIPProperty's tiktok channels focuses on tenant group. In this channel, we update furnishing process, amenities of projects that VIPProperty sells. We use trending music and effects to make the video becomes viral.

#### 10.1.4. Zalo OA (10%)

Zalo OA is a new feature of Zalo. This is the first time that VIPProperty uses this feature, so Zalo OA channel accounted for 10% because it is a testing channel. Contents will repost from Facebook with the same timeline.

#### 10.1.5. Facebook reels

Reposts the video from Tiktok channel

### 10.2. Digital identity

As mentioned above, changing the identity on social network of VIPProperty is important. The crises above do not affet to this changing identity plan.



Figure 30: Draft of color scheme and template for VIPProperty's social posts

### 10.3. Production

Product	Purpose	Quantity
Series “Chuyen nghe”	Helps viewers better understand the real estate industry as well as the existing services of VIProperty: Purchasing, Furnishing, Leasing and Property Management.	2 Episodes
Personnel photoshoot	Enhance the professional value of VIProperty’s staffs	70 pics
Corporate video	Introduce VIProperty’s background and impress customers	1 vid

*Table 19: Summarize production plan*

## 11. EXECUTION REPORT

### 11.1. Social media brand guideline

The fanpage needs a perfect social media guideline to create a professional fanpage interface in terms of design. In this project, our team has completed a social media guideline, including the design template, footer, and color scheme. Creating such social media guidelines will help the designs for posts on the fanpage to be synchronized, making a recall point for audiences.

### 11.1.1. Social media design template



Figure 31: Design template



### 11.1.2. Footer

Footer designed to be placed in all social posts to help customers get contact information with ViProperty when viewing the fanpage. Besides, the footer also creates a specific synchronization in all posts.

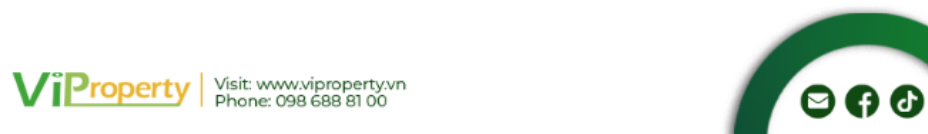


Figure 32: Main footer

Based on the main footer, in the design process, it is possible to reduce some details of the footer for a more harmonious design. Although some elements can be reduced, some critical information needs to keep, including the logo, website, and hotline.



Figure 33: Some of acceptable footers

### 11.1.3. Color scheme

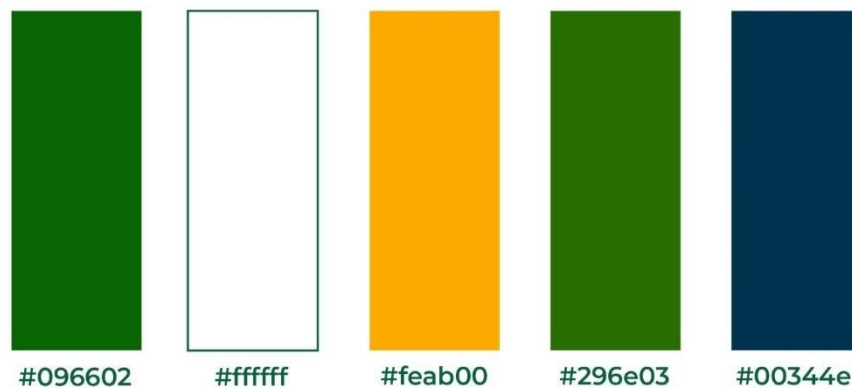
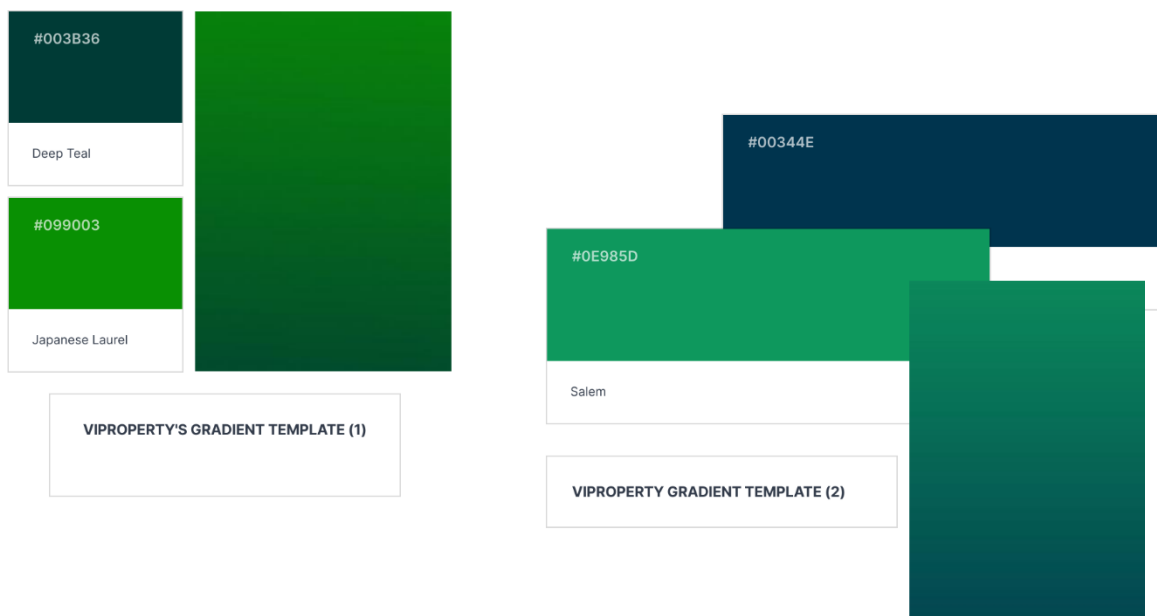


Figure 34: Color scheme of social media guideline

White is the primary color accounting for 80%, green (#098500) accounts for 15%, and the remaining 5% are complementary colors. On the other hand, in the design,

some gradient color formulas are explicitly created as a reminder in ViProperty's design.



*Figure 35: ViProperty's gradient template*

#### 11.1.4. Design size

The main sizes are using in the designs are 900\*900 and 1300\*900. 900\*900 is a square widely used and easily accessible to viewers due to its compact size. In addition, recently, Facebook has changed the format frame from square to rectangle, specifically 1300 \* 900.



## MỌI VẤN ĐỀ KHÓ CÓ VIPROPERTY LO

Viproperty người trợ lý đắc  
lực cho ngôi nhà của bạn

**ViProperty** | Visit: [www.viproperty.vn](http://www.viproperty.vn)  
Phone: 098 688 81 00



Figure 36: Example of a design in the size of 1300\*900

[Click here to see full design folder](#)

### 11.2. Social media results (from 25/5-31/7/2022)

#### 11.2.1. VIProperty fanpage Facebook

- Facebook link: [ViProperty](#)
- Facebook KPI:

Name	KPI	Actual achievement	Status
VIProperty Fanpage overall likes page	4000 likes page	4067 likes page	Completed
Eco Green Sai Gon residents' group	16,000 members	20,900 members	Completed
Social posts	80 posts	64 posts	Incompleted

Table 20: VIProperty Facebook KPI

- Channel overview result



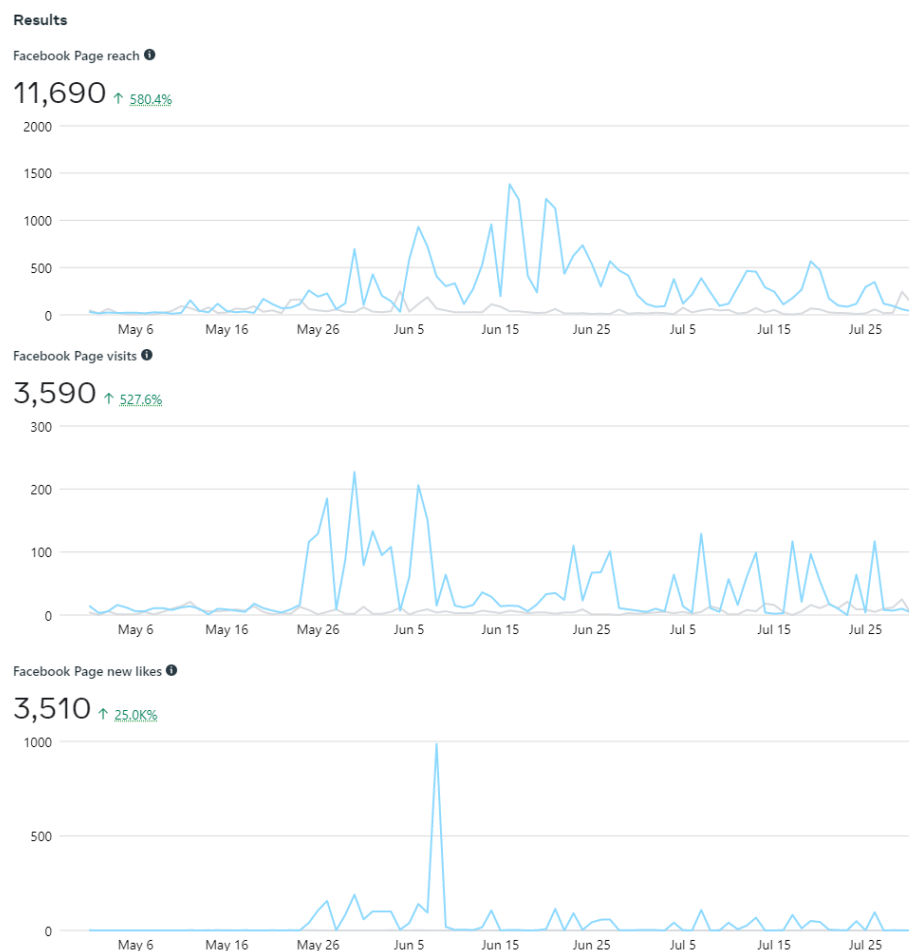


Figure 37: VIProperty facebook performance analysis (from Facebook Business Suites)

According to the chart above, VIProperty Facebook Fanpage has an outstanding result compared to the time before the campaign.

	Before campaign	After campaign	Comparision
Facebook page reach	2,065	11,690	580,4%
Facebook page visit	680	3,590	527,6%
Facebook page new likes	610	3,510	25,0k%

Table 21: Before and after campaign data of VIProperty Facebook

The screenshot shows the 'All content' section of a Facebook fanpage. It lists recent posts, including their type (Post, Boost post), reach, likes and reactions, and sticker taps. The posts are in Vietnamese and English, with some mentioning 'Khu chế xuất Tà...' and 'Việt Nam tiếp tụ...'. The reach values range from 341 to 497, and likes/reactions range from 9 to 27. Sticker taps are mostly zero or one.

Recent content ↓	Type	Reach	Likes and reactio...	Sticker taps
loại van nghi mua nha la khoan da... Thu Jul 7, 6:00am	Post	Boost post	348	18
[ENGLISH BELOW] Khu chế xuất Tà... Wed Jul 6, 6:00pm	Post	Boost post	341	27
[ENGLISH BELOW] Việt Nam tiếp tụ... Mon Jul 4, 1:00am	Post	Boost post	365	9
[ENGLISH BELOW] Tình hình kinh t... Wed Jun 29, 6:45pm	Post	Boost post	431	21
[English below] Đối với Thành phố ... Wed Jun 29, 6:01am	Post	Boost post	497	26
[English below] Sau một ngày làm ... Tue Jun 28, 6:30am	Post	Boost post	464	25
[English below] Sài Gòn nắng mưa ... Mon Jun 27, 9:28pm	Post	Boost post		

Figure 38: List of some contents on VIPProperty Fanpage

### 11.2.2. VIPProperty Furnishing fanpage

- Facebook link: <https://www.facebook.com/vipropertyfurnishing>
- Facebook KPI:

Name	KPI	Actual achievement	Status
VIPProperty Furnishing fanpage	1,000	1,065	completed

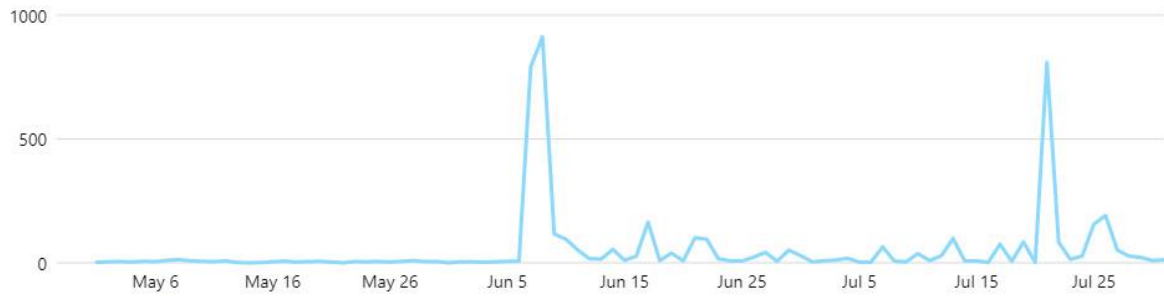
Table 22: VIPProperty Furnishing fanpage KPI

- Channel overview result

## Results

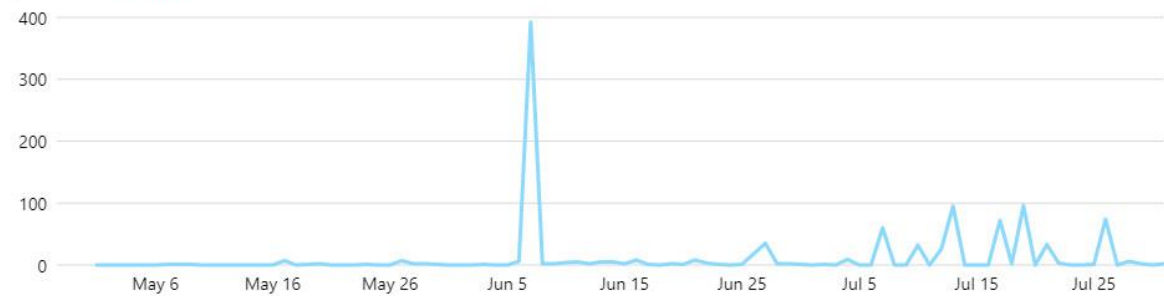
Facebook Page reach ⓘ

3,726 ↑ 1.6K%



Facebook Page visits ⓘ

1,049 ↑ 11.6K%



Facebook Page new likes ⓘ

936 ↑ 46.7K%

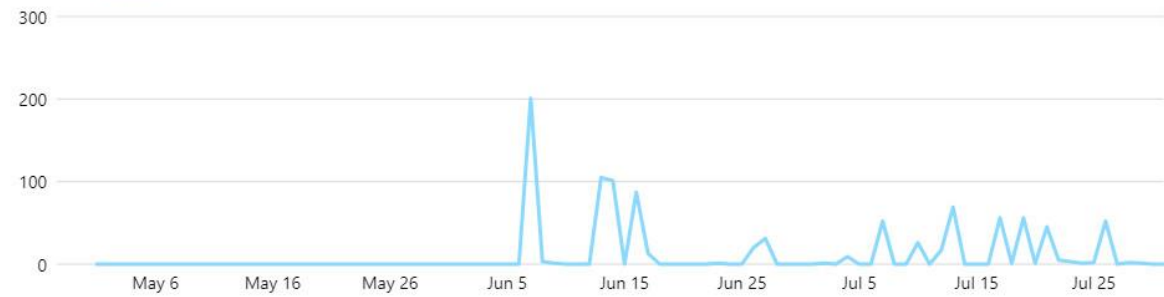


Figure 39: VIProperty Furnishing facebook performance analysis (from Facebook Business Suites)

	Before campaign	After campaign	Comparision
Facebook page reach	233	3,726	1,6k%
Facebook page visit	9	1,049	11,6K%
Facebook page new likes	200	936	46,7%

Table 23: Before and after campaign data of VIProperty Furnishing Facebook

### 11.2.3. Tiktok

The account VIPROPERTY\_Apartments created on June 21<sup>st</sup>, 2022. This channel using trendy contents and effects to advetise apartments of VIProperty and furnishing process. VIProperty tiktok account focuses on tenants.

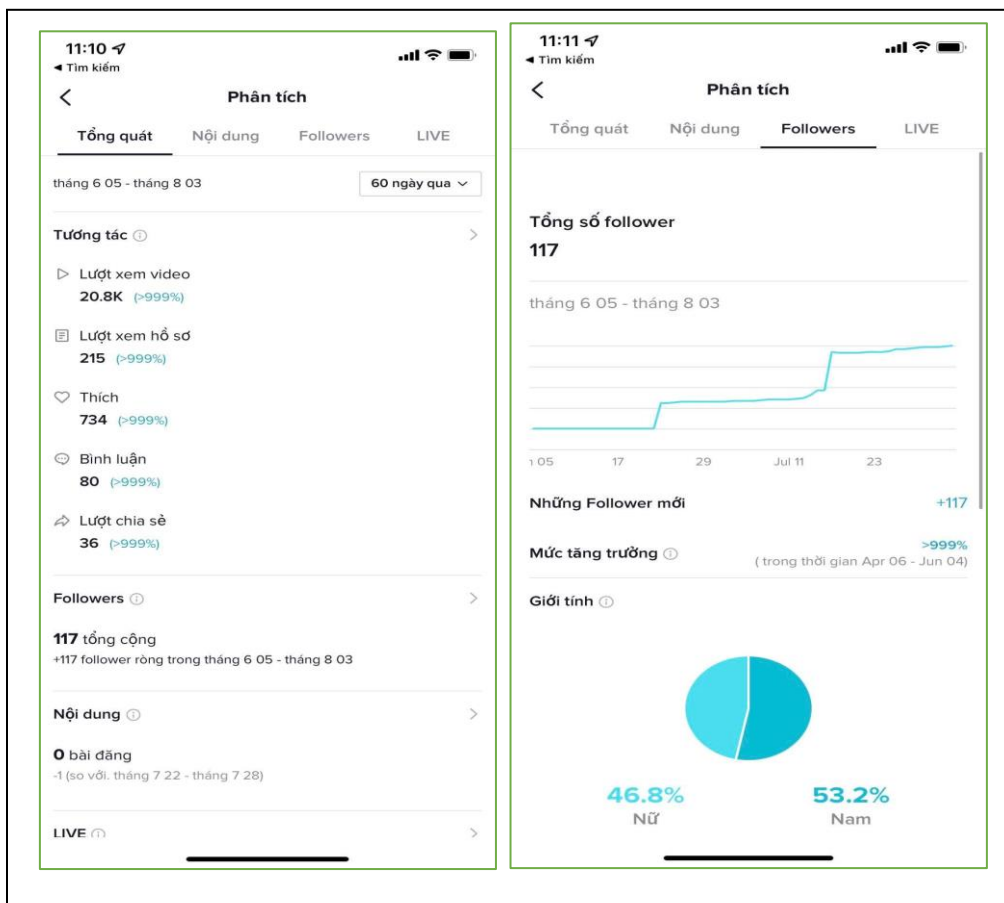


Figure 40: Tiktok performance analysis

After 2 months creating Tiktok account, VIPROPERTY\_ APARTMENTS earns

- 117 followers

- 20,8 views
- 734 likes
- 36 shares

Besides that, there was a viral clip about Furnishing process. The average views is about 2000- over 3000 views each posts.

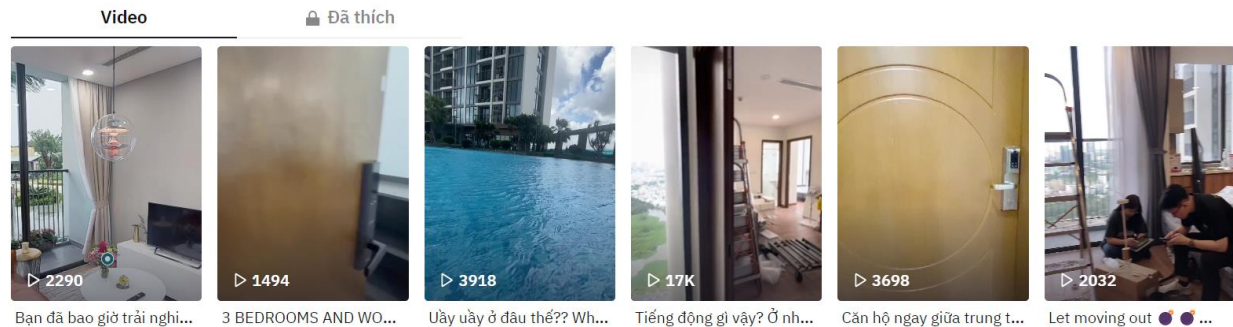


Figure 41: Some posts on VIProperty's tiktok channel

### 11.3. Production

#### 11.3.1. Series "Chuyen nghe" – Episode 1: Property Management

##### a. Main purpose

The first episode of the series "Chuyen nghe" talks about definition and how meaningful of Property management service. Through this episode, VIProperty hopes to bring the most correct definition about Property management service to Vietnam real estate market; part of educating customers about the necessity and civility of this service.

##### b. Category

This series belongs to the podcast genre. A podcast, or netcast in general, is a collection of digital audio or video files that consumers can download and listen to. There is no set duration or frequency for each podcast. Each podcast is usually a few minutes to a few hours long. The podcast quality of each channel is also different. There are podcasts made with very little recording equipment. At the same time, others are recorded and edited in a professional studio for optimal sound for each piece. The first and most important factor, in addition to picture quality, is video audio. The voice from all characters must be of the same quality, clear, and free from noise.

c. *Script*

[Click here to see full the script](#)

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	A	B	C
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6		Chào mừng quý vị khán giả đến với Series "Chuyên nghề", và mình là ...	
7		Series "Chuyên nghề" là một series <b>do ViProperty đầu tư sản xuất</b> cung cấp những thông tin về đầu tư bất động sản và những câu chuyện nghề từ những người có thâm niên làm việc lâu năm. Thông qua series "Chuyên nghề", ViProperty mong muốn có thể mang đến cơ hội đầu tư cho mọi người bên cạnh những chia sẻ về những công việc thú vị trong ngành bất động sản.	
	<b>Phần mở đầu</b>		
8		Chủ đề chính của ngày hôm nay ViProperty muốn giới thiệu đến mọi người là một dịch vụ vẫn còn khá mới ở thị trường Việt Nam- dịch vụ property management- dịch vụ quản lý căn hộ	
9		Để trao đổi chi tiết hơn về chủ đề ngày hôm nay, ... rất vinh dự được mời đến đây anh Louis, hiện nay là property manager tại ViProperty	
10			Chào mọi người, mình là ... hiện đã có 5 năm kinh nghiệm trong mảng Property Manager tại ViProperty.
11			
12		1. MC tương tác, hỏi thăm sức khỏe, công việc	
13		2. Theo như MC được biết thì dịch vụ property management, hay còn gọi là dịch vụ quản lý căn hộ là một loại hình còn rất mới ở thị trường Việt Nam. Vậy thì nó mới như thế nào thì anh có thể chia sẻ thêm cho khán giả biết về dịch vụ này không?	

A	B	C
Phản nội dung		Khách mời trả lời định nghĩa về PM (có làm rõ về việc khách hàng hiện nay vẫn còn nhầm lẫn giữa dịch vụ quản lý căn hộ với quản lý tòa nhà)
	3. Anh có đánh giá như thế nào về thị trường cũng như nhu cầu sử dụng dịch vụ quản lý căn hộ hiện nay tại Việt Nam?	
	4. Vậy anh/chị từng gặp câu chuyện thú vị nào trong quá trình thực hiện dịch vụ quản lý căn hộ hay chưa?	Chuyên gia đánh giá và đưa ra nhận xét dưới góc nhìn cá nhân
		Trong quá trình làm dịch vụ thì có rất nhiều trường hợp "dở khóc dở cười" ví dụ như là có trường hợp khách thuê đến hạn đóng tiền nhà nhưng không liên lạc được, mình cũng rất là lo lắng không biết họ có gặp vấn đề gì không, vì rất nhiều khách thuê bên mình chỉ ở có một mình. Nhưng vì liên lạc khách thuê nhiều lần không được, kéo dài hơn 15 ngày (luôn), lúc đó ViProperty cử đại diện lên căn hộ thì mới phát hiện (vỡ lẽ) ra là khách hàng đã bỏ đi (mất tiêu rồi). Và đến lúc check tiền điện, phí quản lý,... thì tất cả đều chưa đóng và số tiền lên đến hơn 20 triệu đồng. Khoản phí phát sinh này và số tiền nhà chưa đóng thật sự rất lớn. Nếu (mà) lúc đó VI không phát hiện kịp thời, thì thiệt hại cho chủ nhà sẽ còn lớn hơn nữa. Đó là lý do mà dịch vụ quản lý căn hộ rất phát triển ở các nước tiên tiến.
	5. Ngoài ra thì MC thấy có trường hợp khách thuê không bảo quản tài sản, làm hư nội thất và các thiết bị điện tử có sẵn trong nhà thì mình giải quyết như thế nào?	
		Thật sự thì ngoài những khách hàng văn minh thì đâu đó vẫn có một bộ phận nhỏ khách hàng mang tâm lý nhà thuê (à không phải nhà mình nên không cần giữ gìn), ví dụ như khách hàng có con nhỏ và để bé tự do vẽ lên tường trong căn hộ. Hay như nhiều nhà (họ có nuôi thú cưng à), họ để thú cưng cắn xé sofa, rèm cửa; có nhiều trường hợp khách (còn) tác động vật lý làm vỡ (bể) tivi. Tuy nhiên với vai trò đại diện chủ nhà quản lý căn hộ và làm việc với khách thuê thì mình phải giúp chủ nhà giải quyết những vấn đề giống như trên, nhằm hài hòa lợi ích giữa chủ nhà và khách thuê, đảm bảo căn hộ luôn ở trong trạng thái tốt nhất cho cả khách thuê và chủ nhà.

	<p>6.Theo như anh/chị nói ở trên thì PM là người đứng giữa chủ nhà và khách thuê, vậy khi xảy ra xung đột, PM sẽ chọn hướng xử lý như thế nào để cả hai bên đều hài lòng?</p>	
		<p>Đây cũng là vấn đề khó nhất trong quá trình làm dịch vụ quản lý căn hộ. Mỗi người property management đều có cá tính riêng, tuy nhiên khi xử lý vấn đề đều dựa trên một mục tiêu chung đảm bảo quyền lợi cho cả chủ nhà và khách thuê. Về phía chủ nhà, thì ViProperty luôn đảm bảo đồng tiền và tình trạng tài sản, căn hộ ở trạng thái tốt nhất. Đứng ở vị trí khách thuê, thì bên mình cung cấp những căn hộ với không gian, tiện ích đầy đủ với giá thuê cạnh tranh nhất thị trường. Khi xảy ra xung đột, ViProperty có đầy đủ quy trình và đội ngũ để giải quyết một cách chuyên nghiệp, giúp cả khách thuê và chủ nhà đều hài lòng.</p>
	<p>Hôm nay chương trình cũng có nhận được một vài câu hỏi mà người xem gửi tới ViProperty về dịch vụ quản lý căn hộ. Anh Louis có sẵn sàng trả lời những câu hỏi chưa a?</p>	
		<p>Được chứ, mình rất sẵn lòng.</p>
	<p>Q1: Nhiều người nói, thích làm việc với chủ nhà hơn qua đơn vị quản lý vận hành. Vậy ViProperty nghĩ sao về những phản hồi đó?</p>	
	<p>Q2: Điểm khác biệt gì trong dịch vụ của ViProperty so với đơn vị khác? Có thể hiểu là tại sao nên chọn ViProperty mà không phải đơn vị khác?</p>	<p>Q2: đơn vị đi đầu trong dịch vụ one-stop service ở VN. Bên cạnh đó là 1 đơn vị có kinh nghiệm lâu năm trong ngành.</p>
<b>Phần Q&amp;A</b>	<p>Q3: Dịch vụ này hiện đang được áp dụng ở tỉnh thành nào ở Việt Nam?</p>	

Phản Q&A	Hôm nay chương trình cũng có nhận được một vài câu hỏi mà người xem gửi tới VIPProperty về dịch vụ quản lý căn hộ. Anh Louis có sẵn sàng trả lời những câu hỏi chưa ạ?	
		Được chứ, mình rất sẵn lòng.
	Q1: Nhiều người nói, thích làm việc với chủ nhà hơn qua đơn vị quản lý vận hành. Vậy VIPProperty nghĩ sao về những phản hồi đó?	
	Q2: Điểm khác biệt gì trong dịch vụ của VIPProperty so với đơn vị khác? Có thể hiểu là tại sao nên chọn VIPProperty mà không phải đơn vị khác?	Q2: đơn vị đi đầu trong dịch vụ one-stop service ở VN. Bên cạnh đó là 1 đơn vị có kinh nghiệm lâu năm trong ngành.
	Q3: Dịch vụ này hiện đang được áp dụng ở tỉnh thành nào ở Việt Nam?	
	Q4: Chi phí thực hiện dịch vụ quản lý căn hộ ở VIPProperty là như thế nào?	
Phản kết thúc	Cảm ơn những chia sẻ ở trên của anh Louis. Vậy là chủ đề ngày hôm nay đã kết thúc. Hẹn gặp khán giả ở số tiếp theo của series "Chuyện nghề". Nếu quý vị khán giả thấy series này hay và thú vị thì hãy nhớ like và subscribe cho VIPProperty nhé.	

Figure 42: Script of Series "Chuyen nghe"- episode 1

## d. Callsheet

CALL SHEET Podcast "Chuyện nghề"- Episode 1 : Property Management Time: Friday -May 27th, 2022 - from 9AM to 5hPM Location: Room A3202 , Eco Green Sài Gòn Apartment (39B Nguyen Van Linh street, Tan Thuan Tay Ward, District 7)				
No.	Role	Name	Contact	Note
1	Cam-op 1	Mr. Tân Tăng		
2	Cam-op 2 & Gaffer	Mr. Minh Quân		
3	Cam-op3	Ms. Hải Yến		
4	Director	Ms. Băng Khanh		
5	Assistant Director	Thanh Trà		
6	Assistants	Mr. Bell Ms. Kim Minh		
SCHEDULE (BREAKFAST BEFORE COMING)				
Time	Work	Detail/Scene		



8AM-8h30AM	Production team presents at the location	Equipment team +lighting+props+assistant
8h30AM-9hAM	Equipments and props set up	
9h15AM	ON TIME	
9h15AM-10h45AM	Introducing part	
10h45AM-1PM	First 4 questions	
1PM-2PM	Lunch time	
2PM-2h45PM	Question 5&6 part	
2h45PM- 4h45PM	Q&A part	
4h45PM5PM	Team checks the source before cleaning up the equipment	

Table 24: Series "Chuyen nghe"- Episode 1 Callsheet

## e. Proposal

[Click here to see full proposal](#)

### f. Performance

Video performance: <https://www.facebook.com/watch/?v=533613418424213>



Figure 43: Thumbnail of Series "Chuyen Nghe"- Episode 1: Property management

### Effective evaluation from communication channel (Facebook)

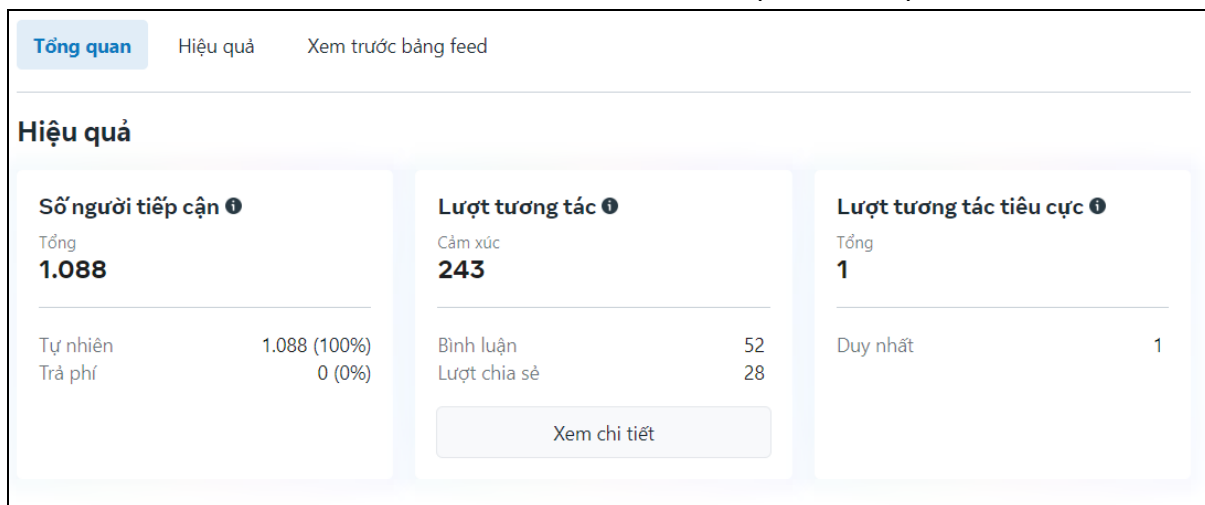


Figure 44: Series "Chuyen nghe"- Episode 1 facebook performance analysis

Launched day: June 5th, 2022

Numbers of reach: 1.088 reaches

Numbers of interactions: 243

Numbers of comments: 51 comments

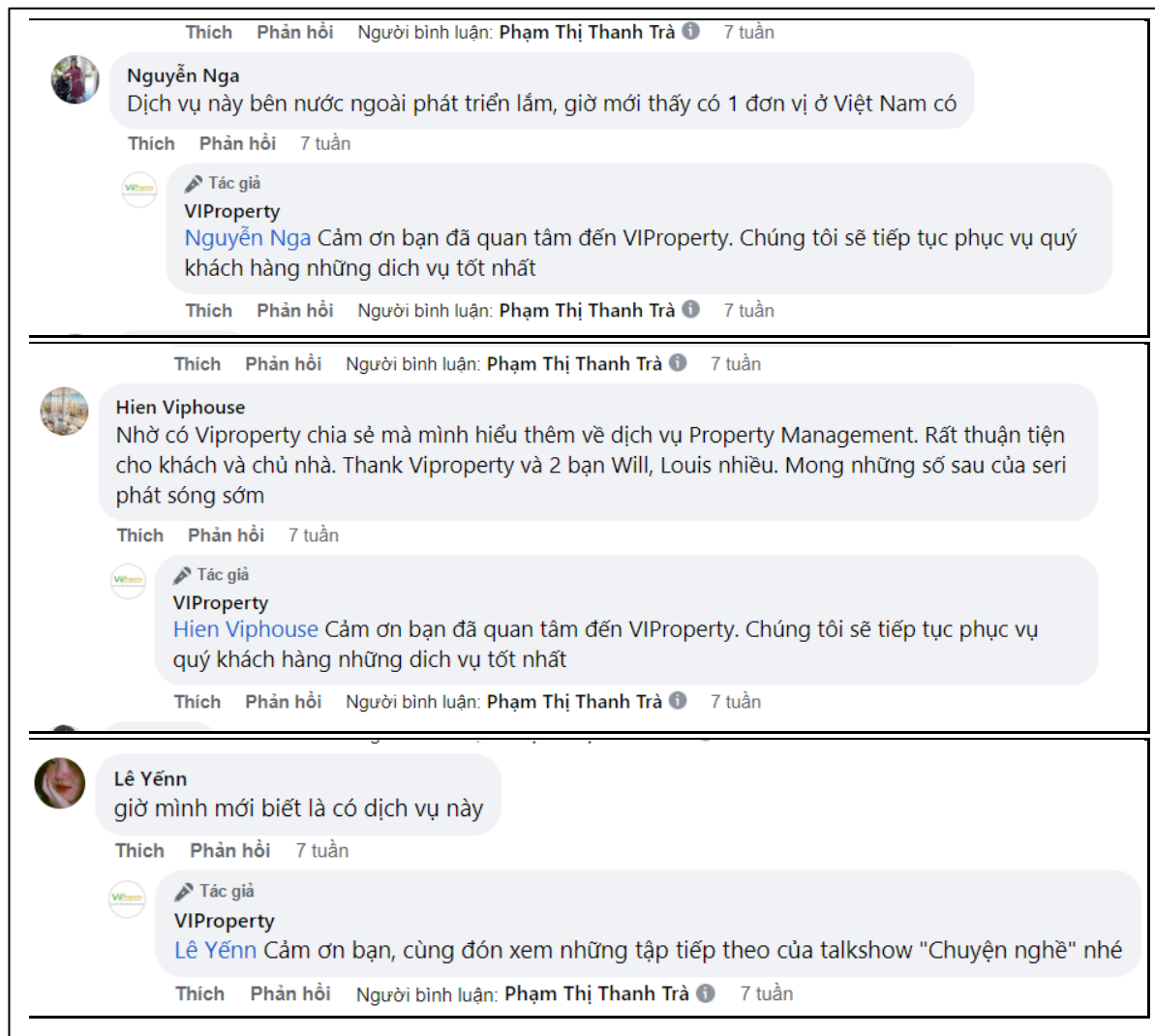


Figure 45: Facebook audience comments about the series video

### 11.3.2. Series "Chuyen nghe"- Episode 2: Furnishing

#### a. Main purpose

In this second episode, series "Chuyen nghe" talks about the Furnishing service of VIProperty. VIProperty Furnishing is a part of the One Stop Service unique selling point. VIProperty Furnishing specializes in providing a full set of apartment furniture to help customers saving time. On the other hands, in this episode, leader of Furnishing team will share some experiences in the process of interior construction for customers.

### b. Category

This series belongs to the podcast genre. A podcast, or netcast in general, is a collection of digital audio or video files that consumers can download and listen to. There is no set duration or frequency for each podcast. Each podcast is usually a few minutes to a few hours long. The podcast quality of each channel is also different. There are podcasts made with very little recording equipment. At the same time, others are recorded and edited in a professional studio for optimal sound for each piece.

The first and most important factor, in addition to picture quality, is video audio. The voice from all characters must be of the same quality, clear, and free from noise.

### c. Script

[Click here to see full the script](#)

Phần mở đầu	"Nhà sạch thì mát, bát sạch ngon cơm". Người xưa hay người nay thì cũng cần nhà sạch. Người nay thì sang hơn một chút vì cần "nhà đẹp". Để nhà đẹp thì ngoài vào trong, từ ngoại thất đến nội, không thể bỏ qua sự "nhúng tay" của người thiết kế nội thất. Mời bạn đến với tập 2 của series Chuyện Nghề số 2	
Phần nội dung	Câu hỏi: Phong cách thiết kế nội thất thích và ko thích	Thích: thiết kế liên quan đến môi trường, tái sử dụng K thích: Liên quan đến concept liên quan đến thiết kế, mọi cái đều có ý nghĩa riêng
	Dùng 1 từ thiết kế nội thất và các ngành thiết kế khác	Không gian
	Thưa quý vị và các bạn với sự phát triển của đời sống hiện đại thì nhu cầu chăm chút cho không gian sống tăng cao. Vậy không gian sống của bạn đang như thế nào, nó có thực sự đem lại cảm giác thoải mái hay chưa. Ngày hôm nay xin mời quý vị và các bạn cùng < tên MC> đi tìm lời giải đáp lựa chọn nội thất cho một không gian sống vẹn toàn và khách mời trong chương trình hôm nay xin giới thiệu đến các bạn anh Eric là chuyên gia trong lĩnh vực thiết kế thi công nội thất của VIPProperty	
	Câu hỏi 1: Có những xu hướng thiết kế đang được yêu thích hiện nay ( Anh Eric này, hiện nay em thấy thì mỗi căn hộ có một phong cách khác nhau và các bài trí khác nhau vậy anh có lời khuyên nào cho những bạn vẫn đang băn khoăn chưa định hình được phong cách thiết kế phù hợp	Cảm ơn câu hỏi của < Tên MC>. Đối với thị trường Việt Nam hiện nay cùng kinh nghiệm lâu năm của tôi trong việc làm cùng khách hàng thì tôi thấy các thiết kế được yêu thích như sau:
	Tại sao anh/chị lại nói như vậy?	Đầu tiên là phong cách Simple: Phong cách này phù hợp với những bạn trẻ thích sự tối giản và nhưng khách hàng có nhu cầu cho thuê,....
	Câu hỏi 2: Tiêu chí chọn 1 đơn vị nội thất uy tín ( Hiện nay trên thị trường thiết kế và thi công nội thất rất là rộng lớn gần như bão hòa với rất nhiều đơn vị lớn nhỏ khác nhau, vậy làm thế nào để người tiêu dùng có thể lựa chọn được một đơn vị tốt và theo anh những tiêu chí nào để đánh giá đơn vị thiết kế thi công nội thất nào là tốt?	-> Vâng cảm ơn câu hỏi của < tên MC> thì đây cũng là câu hỏi của chúng tôi nhận được khi đi tư vấn khách hàng. Theo tôi để lựa chọn được một đơn vị thiết kế nội thất tốt và đủ khả năng thì bạn nên dựa vào các tiêu chí sau
	Câu hỏi 3: Quy trình làm nội thất tại VIPProperty < Anh Erric có thể chia sẻ cụ thể hơn về quy trình làm nội thất tại VIPProperty đến khách hàng hiểu rõ hơn và thêm sự lựa chọn không ạ>	-> Quy trình làm nội thất của VIPProperty chỉ vận ven trong 7 ngày. Lí do có thể nhanh chóng như vậy là bắt đầu từ việc hiểu tâm lý khách hàng. Khách hàng đã phải chờ đợi rất lâu từ nhà đầu tư để được bàn giao nhà. Khi nhận nhà thì họ muốn nhanh chóng làm nội thất để có thể ở ngay tận hưởng không gian sống tốt nhất. Hiểu được điều đó VIPProperty Furnishing đã lên sẵn các thiết kế layout đúng với căn hộ của khách hàng để cắt giảm thời gian chờ đợi,....
	Bên cạnh việc đảm bảo dòng tiền cho chủ nhà, PM còn có trách nhiệm giúp chủ nhà quản lý căn hộ, vậy PM có những cách nào để thực hiện điều này?	Đội ngũ nhân viên - khách hàng cần xem xét đội ngũ nhân viên có đầy đủ chuyên môn, kinh nghiệm
		Chế độ bảo hành - Cùng cùng đó là chế độ bảo hành. Đối với dòng đời của các sản phẩm nội thất thì tương đối dài cho nên chọn lựa đơn vị thiết kế và thi công phù hợp với gia đình mình. Chúng ta cần quan tâm xem sản phẩm bảo hành gồm những gì và bảo hành trong vòng bao lâu. Và điều quan trọng là đơn vị nội thất có đủ uy tín và độ bền trong việc đồng hành cùng chúng ta trong khoản thời gian bảo hành sản phẩm và tuổi đời sản phẩm hay không
Phần kết thúc	Quý vị và các bạn thân mến người ta từng nói một căn hộ lớn được bố trí nội thất đầy đủ chưa hẳn đã đẹp bằng một căn hộ nhỏ nhưng được tối ưu không gian. Chính vì vậy việc chăm chút cho nhà cửa và nội thất là việc không thể thiếu nếu bạn thực sự đang yêu quý tổ ấm của mình. Thông qua chương trình hôm nay những thông tin hữu ích, cái nhìn tổng quan thiết kế thi công nội thất	

Figure 46: Script of Series "Chuyen nghe"- Episode 2: Furnishing service

## d. Callsheet

CALL SHEET				
Podcast “Chuyện nghề”- Episode 2: Furnishing				
Time: Thursday- June 30 <sup>th</sup> , 2022 - from 9AM to 5hPM				
Location: Room A3202 , Eco Green Sài Gòn Apartment (39B Nguyen Van Linh street, Tan Thuan Tay Ward, District 7)				
No.	Role	Name	Contact	Note
1	Cam-op 1	Mr. Tân Tăng		
2	Cam-op 2 & Gaffer	Mr. Minh Quân		
3	Cam-op3	Ms. Hải Yến		
4	Director	Ms. Bằng Khanh		
5	Assistant Director	Ms. Thanh Trà		
6	Assistants	Mr. Bell Ms. Kim Minh		
SCHEDULE (BREAKFAST BEFORE COMING)				
Time	Work		Detail/Scene	
8AM-8h30AM	Production team presents at the location		Equipment team -lighting+props+assistant	
8h30AM-9hAM	Equipments and props set up			
9h15AM	ON TIME			
9h15AM-10h45AM	Introducing part			
10h45AM-1PM	First 4 questions			
1PM-	Lunch time			

2PM	
2PM -2h45PM	Question 5&6 part
2h45PM -4h45PM	Q&A part
4h45PM -5PM	Team checks the source before cleaning up the equipment

*Table 25: Series "Chuyen nghe"- Episode 2 Callsheet*

e. Performance

11.3.3. Personnel photoshooting

a. *Main purpose*

To increase the quality of the personnel photos, VIProperty wants to invest in re-implementing photos for employees to enhance the value of the company, VIProperty believes that the image of personnel is the first thing to approach customers. The beginning of July 2022 is the right time to implement this plan because the epidemic has subsided, and the company has also operated more stably after the break.

b. *Detail callsheet*

VIProperty Ho Chi Minh branches are in Vinhomes Central Park and Eco Green Sai Gon. Precisely for that reason, the photoshooting day took place in 2 days, one day for the teams at Vinhomes Central Park and one day for the team at Eco Green Sai Gon.

CALL SHEET							
VIPROPERTY PERSONNEL PROFILE PHOTOSHOOT							
Time: July 1st, 2022 and July 2nd, 2022 (from 8h30AM to 6h30PM)							
Location: Mr. Charles Hu's home (Vinhomes Central Park)							
CALL TIME: 13h00							
No.	Role	Name	Contact				
1	Photo&Gaffer	Mr. Sup /Mr. Tom	0904935067 / 0375275841				
2	Stylist	Ms Heiyi	0943223968				
3	Operator	Ms. Ice	0769731301				
4	Line Producer	Ms Trã	0888110144				
5	Assistants	Ms. Miho	0772609966				
		Mr. Bell	0822929739				
<b>Note:</b> 1. Each person will have two photos (1 formal and 1 freestyle). Each team will have 2 photos (1 standard and 1 freestyle). 2. Dresscode: Male (black vest, white shirt, black pants); Women (black vest, white shirt, black skirt or pants); black shoes ( <b>do not wear sneakers</b> ) 3. Individuals please make up and prepare clothes before coming to shoot to save time.							The production team must present at 7:30 AM at Park 7 to pick up equipment.
SCHEDULE							
Fridat (July 1st, 2022)							
Time	Team			Amount	Note		
13h00	Chinese sale team			6			
14h30	Accountant			3			
15h15	Human Resource			3			
Saturday (July 2nd, 2022)							
Time	Team			Amount	Note		
8h	Mr Charles Hu			-			
8h45	BD			6			
10h15	LC			5			
13h30	Company			40	rumor		
14h45	Account			3			
15h30	Leasing			6			
16h30	PM			6			
17h30	Furnishing			6	Furnishing team could wear team's uniform		

Table 26: Personnel photoshooting detail callsheet

*c. Proposal*

[Click this link to see full proposal](#)

*d. Performance*



*Figure 47: Portrait of Ms Trang Le- CEO của VIProperty*





*Figure 48:Portrait of Ms Anna- R&D Manager of VIPProperty*



*Figure 49:Leader team of VIProperty*



*Figure 50:Accountant team of VIProperty*

[Click this link to see full personnel photos performance](#)

### e. Applicability

Besides the plan to change leaders' photo on VIPProperty's website, personnel photoshoot also used for internal honors and internal monthly news. These professional photos could increase the professionalism for the face of the company.



Figure 51: Mid-year summary bulletin using new portrait photo of VIPProperty's founder





Figure 52: Purchasing sale staff honor banner using his new portrait photo



Figure 53: Chinese sales team honor banner using new portrait photo

#### 11.3.4. Corporate video

##### *a. Main purpose*

ViProperty has experienced more than six years of establishment and development in the real estate market. To reinforce the image and values of the company, corporate video as a means of bringing the most reliable and official information to customers. Besides, a well-organized company introduction video will make a good impression on customers, increasing trust in the company providing services.

This company introduction video will be pinned at the top of ViProperty's e-commerce platforms to introduce and impress customers when coming to ViProperty.

##### *b. Script*

The video is a story of a ViProperty's telesale staff. He talked about a day at work (ViProperty) and showed viewers the way his company becomes an assistant for customers' apartments.








STT	Nội dung	Cảnh quay	Góc quay/References	Script
STORY INTRO				
1	Intro câu chuyện - giới thiệu thành phố phát triển	<p><a href="https://www.shutterstock.com/video/clip-1031550617-timelapse-landmark-81---vietnam">https://www.shutterstock.com/video/clip-1031550617-timelapse-landmark-81---vietnam</a></p> <p><b>Cảnh 1:</b> Cảnh thành phố từ tối đến sáng như ảnh 1 -2</p> <p><b>Cảnh 2:</b> chuyển cảnh bằng Frame blocking ảnh 3-4-5</p> <p><b>Cảnh 3:</b> Pan trái cảnh Vinhomes Golden River</p> <p><b>Cảnh 4:</b> tương tự các tòa nhà trên đường Nguyễn Hữu Cánh</p>	      	<p><b>Cơ hội không thể đến với chúng ta nhiều lần, mà cơ hội chỉ đến trong một vài lần, một vài khoảnh khắc.</b></p> <p>Có ba điều trong cuộc đời mỗi người, nếu đi qua sẽ không lấy lại được: thời gian, lời nói và cơ hội.</p> <p>Vì thế chúng ta phải biết nắm bắt cơ hội, chớp thời cơ để biến chúng thành những điều tốt đẹp cho bản thân.</p> <p>Bạn có thể chưa biết chúng tôi</p> <p>Nhưng cho dù bạn ở đâu</p> <p>Chúng tôi có thể đồng hành trên bước đường cùng bạn</p> <p>Đừng bỏ lỡ cơ hội</p> <p>Chúng tôi luôn ở đây và giúp bạn</p>

Figure 54: First fourth scenes from corporate video's script

[Click here to see full the script](#)

### c. Callsheet

## CALL SHEET

### VIPROPERTY CORPORATE VIDEO

Time: Thứ ba 12/7/2022 (Scene 16a,b,c)

Địa điểm: Vinhomes Central Park (block C1)

Kịch bản: <https://docs.google.com/document/d/16doMAJBCTdM3CHuS7Q2UP2ugdTp2cLJY>

CALL TIME: 8h00							
No.	Role	Name	Contact				
1	DOP/Cam-op	Mr.Tom/ Mr. Sup	0375275841/ 0904935067				
2	Director	Ms Haiyi	0943223968				
3	Producer	Ms. Ice	0769731301				
4	Line Producer	Ms Trà	0888110144				
5	Assistants	Ms. Miho	0772609966				

SCHEDULE			
Thời gian	Work	Detail / Scenes	Props/ Notes
08:00	Team sản xuất có mặt tại P7 để di chuyển lấy thiết bị	Team sản xuất ( Mr. Tom, Mr. Sup, Ms. Miho, Ms Haiyi, Ms Trà)	2 đèn, 1 gimbal, 1 máy Sony A73, hắt sáng, chân đèn, tripod, softbox, monitor, pin máy ảnh, sac dự phòng, đèn cầm tay, thẻ nhớ, mic
08:20	Team di chuyển sang block C1 để set up thiết bị		
09:00	<b>Scene 16c:</b> - 3 nhân viên đang trao đổi trước cuộc họp	 <p>Diễn viên: Will, Jasmine, Aster</p>	Áo sơ mi trắng và vest đen, bảng tên, laptop, cây xanh làm hậu cảnh
09:30	<b>Scene 16b</b> - Một nhân viên đang dán giấy note trước cuộc họp	 <p>Diễn viên: Victory</p>	Áo sơ mi trắng và vest đen
10:00	Team sản xuất set up phòng họp ở block C1 để chuẩn bị cho cảnh 16d		



10:00	Team sản xuất set up phòng họp ở block C1 để chuẩn bị cho cảnh 16d		
14:30	Scene 16a: Slider các nhân viên đang tập trung làm việc	 Hand talent: Băng Khanh, Hải Yến, Kim Minh	Áo vest đen, 3 laptop, 1 số
15:30	Team sản xuất đi chuyển sang C1		
16:00	Scene 16d: - Team sale đang tham dự cuộc họp	 Diễn viên: Jasmine, Thanh Thanh, Will, Hải Yến, Victory	Áo vest đen, sơ mi trắng, bảng tên, laptop, brochure dự án Eco Green, viết

Figure 55: First on set day's callsheet

[Click here to see full detail callsheet](#)

d. Human resources

No.	Name	Role
1	Phạm Thị Thanh Trà	Script writer, Assistant Director, Account
2	Nguyễn Ngọc Hải Yến	Director, DOP, Editor
3	Đặng Ngọc Băng Khanh	Producer, Creative Director, Accountant
4	ViProperty's team	Assistant

Table 27: Human resources of the corporate video production process



e. Performance



Figure 56: Some scenes from the video

[Click this link to see the video](#)

11.3.5. Furnishing standee

a. Main purpose

Creating standee to put at the lobby of HR3 tower (Eco Green Sai Gon) to advertise the 15% discount of VIPoperty Furnishing service

b. Performance



Figure 57: The standee for Furnishing service team to put at the Eco Green SG HR3's lobby

## 12. ACTUAL EXPENSE REPORT

### 12.1. Actual expense for social media

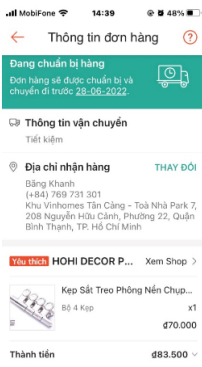
Actual expense for social media		
No	Title	Price
1	F Plus software	5,000,000VND
2	Facebook accounts	350,000 VND
<b>Total</b>		<b>5,350,000</b>

Table 28: Actual expense for social media (1)

### 12.2. Actual expense for photoshooting

When we propose the idea to take personnel photos, VIProperty decided to do it by Marketing team. The enterprise decided to buy new backgrounds and rent other equipments for the shooting day.

The total expense for the personnel shooting plan is: 6,486,000 VNĐ

DANH SÁCH THỰC CHI CHO BUỔI PHOTOSHOOT				
STT	NỘI DUNG	GIÁ TIỀN	HÓA ĐƠN	Note
1	Kẹp phòng	VND 83,500		

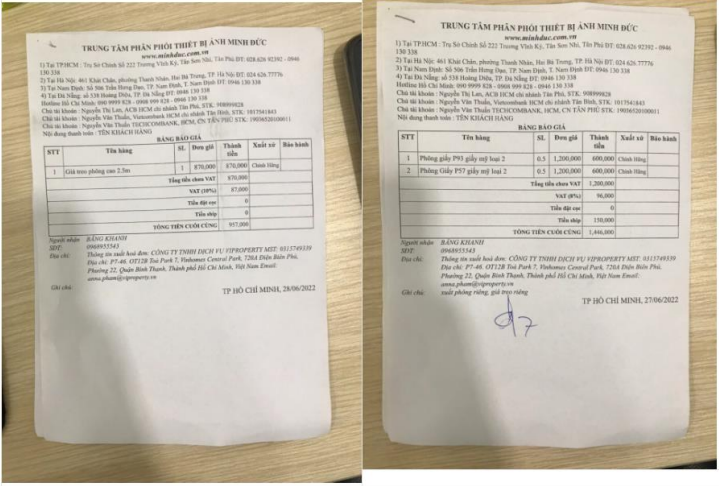
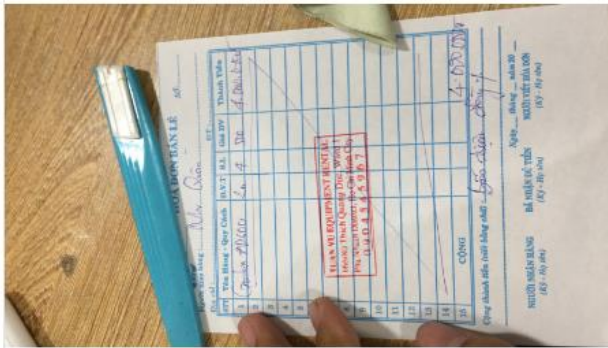
2	Phòng và giá treo	VND 2,403,000		Hiện đang dư lại 67,000
3	Đèn Godox AD600	VND 4,000,000		

Figure 58: Bills list for photoshooting

### 12.3. Actual expense for corporate video

The total expense that VIPProperty use for the corporate video is: 9,646,000 VNĐ, including renting equipments, shipping, catering, video sources.

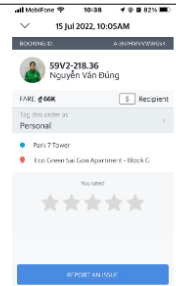



A	B	C	D	E	F
No.	Nội dung	Giá	Note	Bill	Người chi
1	Tiền ship	66,000 đ	Gimbal plate		Tom
		33,000 đ	Headphone		Yến
2	Tiền cơm trưa (15/7/2022)	228,000 đ			Trà
3	Tiền nước (15/7/2022)	53,000 đ	Family mart		Yến
4	Tiền thuê phòng	5,604,220 đ	Think Space	Hóa đơn VAT	Chị Anna

Figure 59: Bills list for corporate video (1)




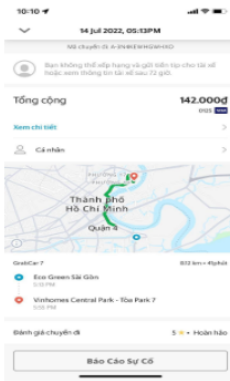
A	B	C	D	E	F
4	Tiền thuê phòng	5,604,220 đ	Think Space	Hóa đơn VAT	Chị Anna
5	Tiền thuê đèn	1,600,000 đ	Tuấn Vũ		Chị Anna
6	Head phone	120,000 đ	Shopee		Yến
7	Source	130,000 đ	Shutter stock		Tom
8	Tiền xe	142,000 đ	Grab		Kim Minh
9	Voice off	900,000 đ	Bình		Anna

Figure 60: Bills list of corporate video (2)

## Actual expense for production

Actual expense for production		
No	Title	Price
1	Photo shooting plan	6,486,000
2	Corporate video	9,646,000
<b>Total</b>		<b>16,132,000</b>

Table 29: Total actual expense for production

### 12.4. Total actual expense

## Total Actual expense

Actual expense		
No	Title	Price
1	Social media	5,350,000 VND
2	Photo shooting plan	6,486,000 VND
	Corporate video	9,646,000 VND
<b>Total</b>		<b>11,836,000 VND</b>

Table 30: Total actual expense for the project

## 13. RECOMMENDATION FOR NEXT STEP

After 2 months running a communication campaign for VIPProperty, our team has brought 100 leads for 4 main services. Realizing the effectiveness and productivity of



our team, VIPProperty has offered us full-time staff positions to continue building creative campaigns around the “An assistant for your apartment” big idea.

Throughout the graduation thesis, our team has learned about creating a media campaign and finding leads in real estate. We will carry on this valuable knowledge and explore it more.

Our team would like to continue this plan for phase 3 and 4 as a grateful present to VIPProperty for supporting us in this graduation thesis.



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marketing/#:~:text=4P%20Trong%20marketing%20l%C3%A0%20m%C3%B4,h%E1%BB%97n%20h%E1%BB%A3p%20ho%E1%BA%B7c%20Marketing%20Mix.> [Accessed 1 June 2022].

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