

GRADUATION THESIS

Report 2

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CRISIS MANAGEMENT

1. Identify The Crisis

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

2. Situation

a. 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 apologize 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.

b. 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 origin 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.

c. Separate the 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 levels C-Level, and use for multiple purposes. Furthermore, the widespread use of the hotline makes it challenging to determine where customers learn about Viproperty.

d. Change the time of corporate video recording:

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.

3. Stakeholder Assessment

a. Customers' negative feedback

- Internal stakeholder
 - **C-Level (Manager)**

Service managers are crucial in this crisis because they directly impact the operation and development of the organisation. 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 stakeholder
 - Customer

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.

b. Zalo OA review process has problems:

- Internal stakeholder
 - Owners:

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.

c. Separate the company's hotline:

- Internal stakeholder
 - Owners

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.

d. Change the time of corporate video recording

- Internal stakeholder
 - Owners:

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.

4. Solution

a. Customers' negative feedback

- Proposal 1: Negotiate, appease customers

According to Forbes, 94 percent of people avoid purchasing from businesses with negative ratings. Bad ratings on Google Reviews and Facebook might impact sales. Business income will be reduced by 33% if their stars on these sites fall between 1-1.5 stars. In brief, reputation is a factor that significantly impacts customers' decisions to utilise a service.

- Send employees to apologize to consumers and request that posts be deleted.
- Meet and speak directly with C-Level at the Eco Green Saigon branch office.

Pros: As a safety precaution. Do the correct customer service procedure, enhance the image, and extend the customer connection. Posts that have an impact on media plans may be removed.

Cons: It does not address the underlying issue. The company's reputation would suffer even further if a similar situation occurs.

- Proposal 2: Use crisis to get public attention

Communication actions to promote brands and goods (commonly referred to as PR - public relations) to draw public attention are common in many aspects of life, particularly in business or commerce. It is pretty typical for them to reach their intended audience. In today's market economy information technology era, product communication and marketing are required to supply the public with timely information on products or brands, therefore encouraging the desire to learn, enjoy, own of customers, producing income and profits for enterprises. In this situation, the primary audience consists of prominent and well-known individuals. Despite its lousy tendency, it can still spark debate between two points of view and encourage people to seek answers for themselves. Help others learn more about Viproperly from their point of view and understanding.

- Using virtual nick seeding conflicting viewpoints.
- Report accounts that have false negative remarks.

Pros: Creating a communication impact by which many people would learn about the organization. While it cannot eliminate negative customer reviews, it may impact the community's perception of the authenticity of an influencer's opinion, including future customers'.

Cons: The substance of the issue remains valid, and the error is ultimately the company's problem. It is impossible to regulate the case's progression without adequate resources and staff.

b. Separate the company's hotline:

Because of the difficulties outlined above, the recommended solution for this problem is to separate the hotline, purchase a new phone number, and purchase a new phone that will assist in measuring and caring for consumers presented by the team.

c. Change the time of corporate video recording:

It is suggested that the emphasis be placed on completing the Pre-Production strategy for both corporate video and corporate photography. Instead of a partial review, a general review was offered, with the option to limit modifications to minor issues within the plan. The budget is divided into three quality tiers ranging from poor to high: High, Medium, and Normal.

5. Result

a. Customers' negative feedback

Another issue is that a competitor firm created the Eco Green community group with admin powers. Therefore all activities in the group are controlled by Eco homes. Typically, a series of virtual nicks of the team that applied to join the group was not

approved and the positive comments because the incisions with the comments were hidden or blocked from the group. Based on the overall situation, the firm chose solution one after presenting two possibilities to the company's director.

Final result:

- 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.

b. 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. While the profile is being examined, it is still possible to publish with a low frequency; however, the frequency is decreased by half compared to the scheduled schedule. Tracking results have been updated to June 23, 2022, and the old post on Zalo has been erased since the app resets Viproperty's OA page.

c. Separate the company's hotline:

The number of clients contacted using the new phone has been counted and accurately documented. The phone number registers the Zalo in an entirely new direction. The last hotline number has been changed in publications and articles related to the group's communication strategy. This includes three Facebook sites as well as postings in other groups

d. Change the time of corporate video recording:

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

6. Consequences Evaluation

The four crises mentioned above have a greater or lesser impact on the initial strategy, which had to be altered to meet the time and approach to customers following the sensitive period.

- Due to the company's image problem, it cannot apply the Email Marketing plan to consumers; instead, an offline marketing plan is being implemented, with a

standee placed to conduct a promotion at the time of apartment delivery at HR3.

- Because the production team members are also the communication team personnel, increasing the Pre-Production phase results in a concentration of personnel for the Production section and influences the communication timeline's progress.

MEDIA

CHANNEL PLANNING REPORT:

1. Timeline

a. VIProperty fanpage timeline

Number	Week	Date	Time	Objective	Purpose		Section	Product	Content Angle	Content Title	Content Idea	Content Type	Channel		Status
					Branding	Marketing							Facebook	Website	
1	WEEK 1 (18/05/2022 - 22/05/2022) Test	25/05/2022	09:00	Branding	TRUNG THỰC		INFORMATION	LEASING	Thuê nhà mới gần đây nhà chung cư			Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2		25/05/2022	14:00	Marketing		PLACE	SELLING	PURCHASE	Xu hướng bất động sản TP Hồ Chí Minh			Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3		27/05/2022	20:00	Branding	TIẾN LỜI		BRAND STORY	LEASING	Gợi nhớ dự án khác của VI			Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1	WEEK 2 (23/05/2022 - 28/05/2022)	23/05/2022	20:00	Branding	TIẾN LỜI		PRODUCT FUNCTION	LEASING	Dịch vụ One stop service là gì?		Hải Yến	Multi Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2		24/05/2022	20:00	Marketing		PRODUCT	SELLING		VIProperty cung cấp dịch vụ thuê ECO GREEN Series "Chuyến ngày" - Tập 1			Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3		24/05/2022	11:00	Branding	TRUNG THỰC		BRAND STORY	PM	Quần 7 thuê nhà ở đâu?			Video	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4		25/05/2022	14:30	Marketing		PLACE		PURCHASE	Cầu chuyện thuê căn hộ			Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5		25/05/2022	09:00	Branding	THẦU HIẾU		BRAND STORY		Cập nhật giá mua căn hộ trên thị trường HCM		Bằng Khanh	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6		25/05/2022	19:00	Branding	TIẾN LỜI		PRODUCT FUNCTION	PURCHASE	VIProperty Furnishing - Hoàn tạo không gian ngôi nhà của bạn		Hải Yến	Multi Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7		27/05/2022	08:00	Marketing		PROMOTION	SELLING	FURNITURE	Quote			Infographic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8		27/05/2022	14:00	Branding	TRUNG THỰC		PRODUCT FUNCTION		Cách đọc bản VIProperty			Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
9		28/05/2022		Branding	THẦU HIẾU		INFORMATION		Giá thuê nhà dân Eco green (bên in blog)			Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10		28/05/2022	12:00	Marketing		PRICE	INFORMATION	LEASING				Link Blog	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
1	WEEK 3 (30/05/2022 - 05/06/2022)	30/05/2022	10:00	Branding	TIẾN LỜI		INFORMATION		Weekly highlight			Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2		31/05/2022	14:00	Marketing		PRODUCT	PRODUCT FUNCTION	LEASING	Sống xanh, sống an lành tại Eco Green		Hải Yến	Video Animation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3		31/05/2022	11:00	Branding	TRUNG THỰC		BRAND STORY	PM	Quote hoặc sự cần thiết của dự án tình thực trong kinh doanh Bất động sản		Bằng Khanh	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4		31/05/2022	15:00	Marketing		PLACE	INFORMATION	PURCHASE	OCAN hỗ trợ các vụ dân hộ tăng thu (Trùng)			Multi Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5		01/06/2022	18:00	Branding	THẦU HIẾU		BRAND STORY		Chúc mừng ngày 1/6				<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6		01/06/2022	09:00	Branding	THẦU HIẾU		BRAND STORY		Giải trí insight mới trong ngành bất động sản		Bằng Khanh	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7		01/06/2022	18:00	Branding	TIẾN LỜI		PRODUCT FUNCTION	PM	Dịch vụ PM là gì?		Hải Yến	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8		02/06/2022	07:00	Marketing		PROMOTION	SELLING	LEASING	Thuê 1 được 10 (Trùng)			Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
9		03/06/2022	11:00	Branding	THẦU HIẾU		SELLING		Gợi nhớ về tập podcast báo thao của series "Chuyến ngày" - Trung thực trong kinh doanh BĐS qua hình như thế nào? (Thay nội dung)		Tạo cuộc tranh luận trong group cư dân	Video Animation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10		05/06/2022	10:00	Marketing		PRICE	PRODUCT FUNCTION	LEASING	Lý do nên sử dụng dịch vụ bất động sản? Người trợ lý cho dân hộ của bạn		Nhiều dự án đang bán	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

b. Furnishing fanpage timeline

Number	Week	Date	Time	Objective	Section	Content Angle	Content Idea	Content Type	Channel	Dự án
									Facebook Status	
1	WEEK 1 (01/08/2022 - 05/08/2022)	02/08/2022	10:00	Branding	PRODUCT FUNCTION	Giới thiệu dịch vụ căn hộ trọn gói	Ưu điểm khi làm nội thất trọn gói	Video	<input type="checkbox"/>	Eco Green
2		03/08/2022	11:00	Marketing	SELLING	Mua, lắp đặt nội thất chỉ trong 7 ngày	Nhanh chóng, tiện lợi, giá cả hợp lý	Post	<input type="checkbox"/>	Sunwah
3		05/08/2022	12:00	Branding	INFORMATION	Nhưng bố cục trong căn hộ	Nên chia bố cục như thế nào hợp lý cho căn hộ	Post	<input type="checkbox"/>	Sunwah
1	WEEK 2 (06/08/2022 - 12/08/2022)	07/08/2022	11:00	Marketing	SELLING	Thay đổi diện mạo mới căn hộ của bạn, tại sao không		Post	<input type="checkbox"/>	Eco Green
2		09/08/2022	12:00	Branding	PRODUCT FUNCTION	Chính sách bảo hành	Chính sách bảo hành, sửa chữa lên tới 5 năm	Video	<input type="checkbox"/>	Eco Green
3		10/08/2022	13:00	Branding	INFORMATION	Nên mua gói nội thất hay mua lẻ	Ưu điểm nên mua gói dịch vụ	Post	<input type="checkbox"/>	Eco Green
1	WEEK 3 (13/08/2022 - 19/08/2022)	14/08/2022	11:00	Branding	PRODUCT FUNCTION	Layout có sẵn, nhanh chóng	Các hình layout sẵn của các căn hộ Eco Green	Post	<input type="checkbox"/>	Sunwah
2		16/08/2022	12:00	Branding	INFORMATION	Cập nhật căn hộ hoàn thiện	Video hoàn thiện căn hộ	Video	<input type="checkbox"/>	Eco Green
3		18/08/2022	13:00	Marketing	SELLING	Combo Simple	Hình ảnh căn mẫu sử dụng gói simple	Post	<input type="checkbox"/>	Eco Green
1	WEEK 4 (20/08/2022 - 26/08/2022)	20/08/2022	11:00	Branding	INFORMATION	Cập nhật căn hộ hoàn thiện	Video hoàn thiện căn hộ	Video	<input type="checkbox"/>	Eco Green
2		21/08/2022	12:00	Marketing	SELLING	Combo Modern	Hình ảnh căn mẫu sử dụng gói Model	Post	<input type="checkbox"/>	Sunwah
3		22/08/2022	13:00	Branding	PRODUCT FUNCTION	Chất lượng các sản phẩm nội thất	Chất lượng đồ nội thất	Post	<input type="checkbox"/>	Vinhome GP

2. Media channels have changed:

Media channels expected during the campaign include:

- **FACEBOOK:**
 - Viproperty Fanpage
 - ViProperty Furnishing
 - ECO GREEN Saigon Resident Community Fanpage
 - Resident of Eco Green Sai Gon Facebook Group
- **ZALO**
 - Resident of Eco Green Sai Gon Zalo Group
 - Zalo Feed Hotline
 - Zalo OA
- **WEBSITE**
- **EMAIL MARKETING**

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.

Communication 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

3. Practical communication objectives

The goals set for this project include 60% branding and 40% marketing. After the unfortunate crisis, ViProperty decided not to change its goals, only to change the channels to be more suitable for the circumstances.

a. Viproperty Fanpage

- Target to reach 4,000 likes and page followers
- 10 posts per week
- Design have to follow the created brand guideline
- Interactions per post reach over 1,000 approaches.

b. Fanpage Viproperty Furnishing

- Goal to reach 1,000 likes and page followers
- 3 posts per week
- Design has to follow the created brand guideline
- Interactions per post reach over 500 approaches.

c. Eco Green Sai Gon Resident Facebook Group

- Targeted 20,000 participants.
- Top search on Facebook with the keyword " Eco Green Saigon residents" next to the top with the rival group
- Increase engagement on articles so that the group has more activities

d. Website

- 3-5 articles per week,

e. Tiktok

- Plan and manage the company's tiktok channel.
- Build content and clip production to attract more customers
 - f. Eco Green Sai Gon Resident Zalo Group
- The goal is to reach 100-150 members who are residents of Eco Green participating. Creating a group of residents and acting as administrators can help the company avoid crises.
 - g. Zalo OA
- Zalo OA is still being used as a communication channel in this campaign. Articles in phase 1 will be reinforced and reposted on zalo OA to diversify the content when customers click on it and ensure the number of articles in phase 2
 - h. Facebook reel/ standee
- Facebook reel: We will try this new feature of Facebook and apply it to the Virproperty Furnishing fan page to post short clips of the interior-making process.
- Standee: Enjoying the home handover event at hr3 of Eco Green Saigon, we will place Standee furniture advertising at HR3 Court Management Board so the new residents who come to receive the handover house can see and contact us immediately.

Conclusion: Despite the changes, the goal has not changed.

4. Results achieved by phase 1

Based on media reviews in the early stages of market surveys, this report offers some suggestions for the later stage of the "An assistant for your apartment" media campaign.

1. Viproperty Fanpage

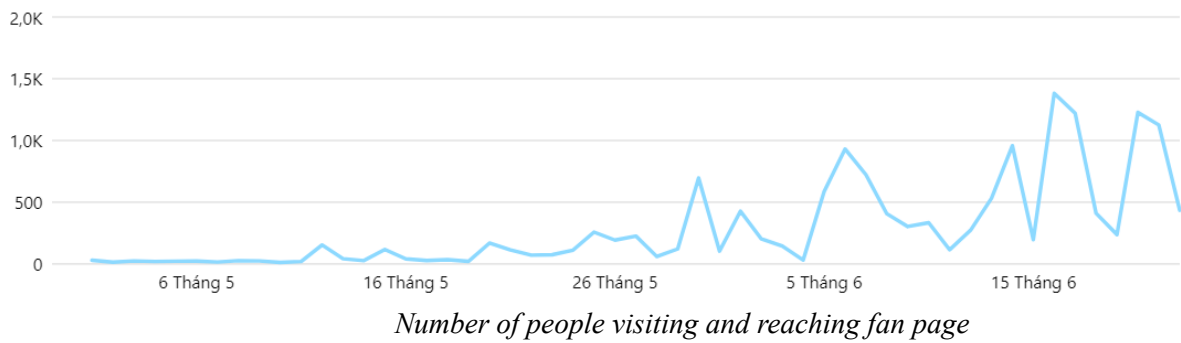
- Page likes overview: 2913 people, increased 316% from before running the campaign
- Page followers: 2985 page followers, increased 298% from before running the campaign

Overview before and after the implementation of phase 1

- Measurement time includes one month before running the campaign and ending phase 1 (01.05.2022 - 26.06.2022)
 - Number of people visiting fan page

Số người tiếp cận Trang Facebook ⓘ

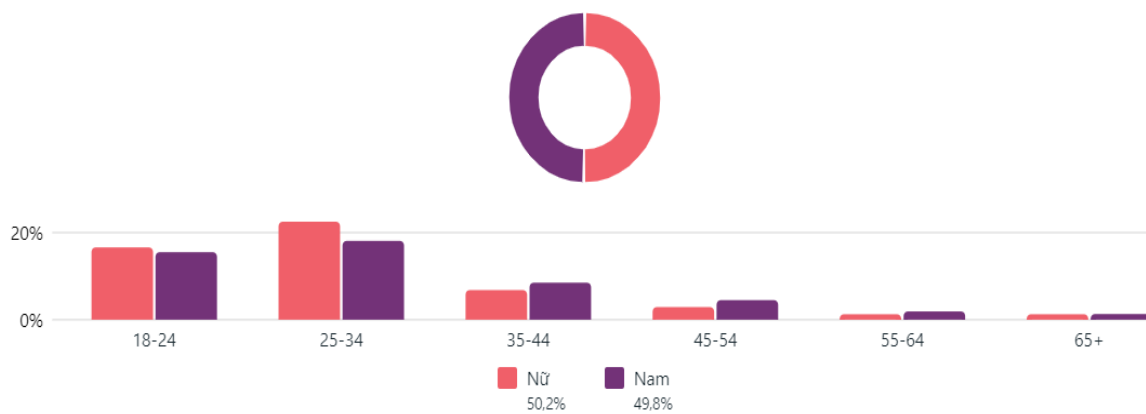
8.054 ↑ 650,6%



Target general characteristics

a. Age structure, gender

Độ tuổi & giới tính ⓘ

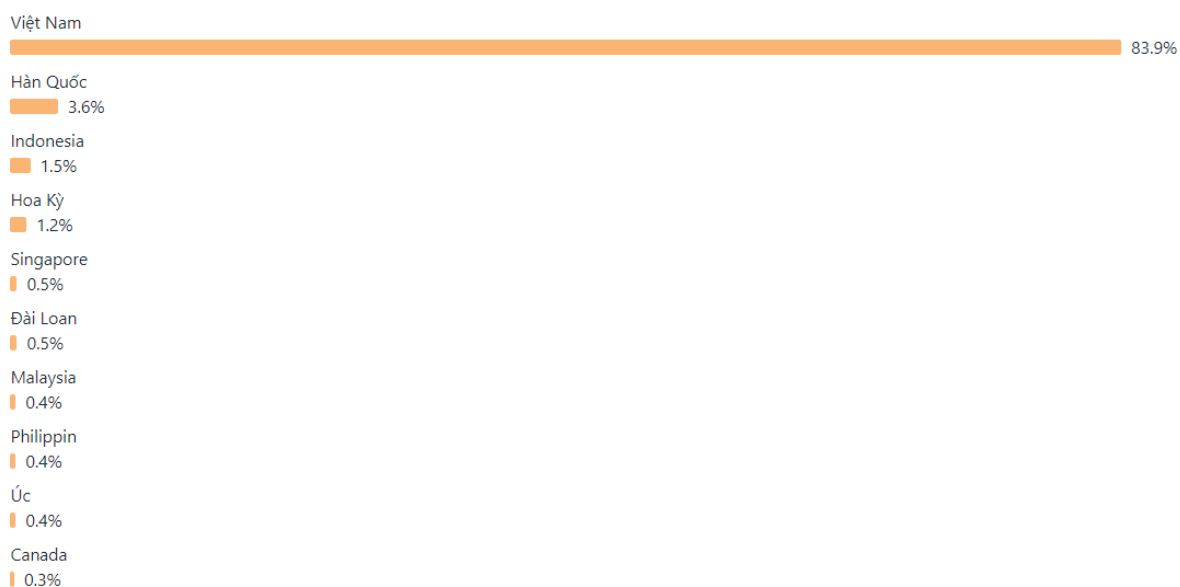


The majority of the target public falls between the ages of 25 and 34.

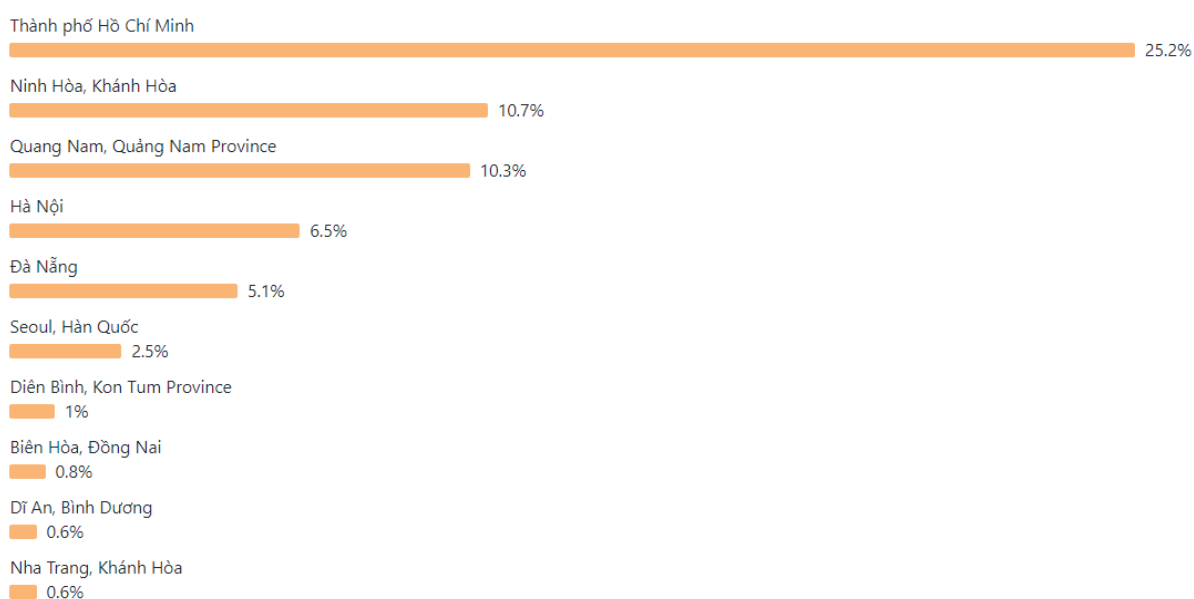
The level of gender does not differ much.

b. Residential area

Top quốc gia



Top tỉnh/thành phố



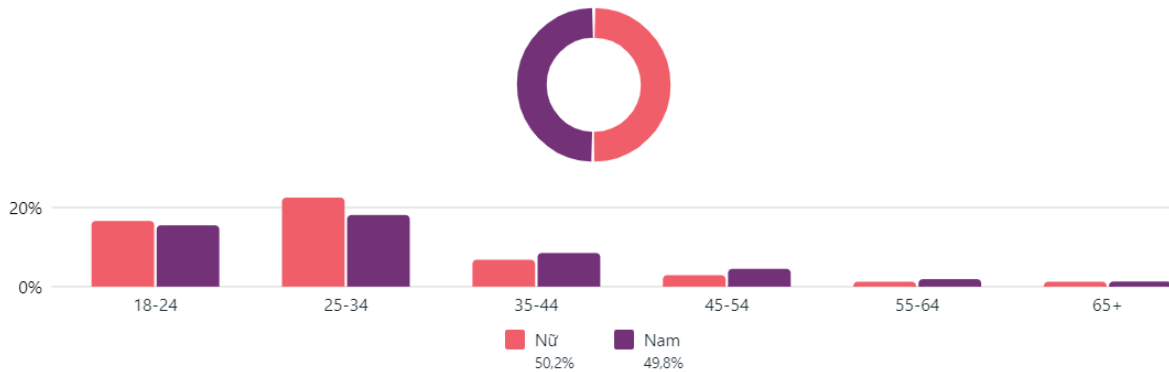
The area of residence of the target public spans many countries, but the largest is in Vietnam with 83.9%. In particular, HCM accounted for the highest rate of 25.2%.

c. Cultural education level

Lượt thích Trang Facebook ❶

2.913

Độ tuổi & giới tính ❶



According to statistics on age, gender, and residency, the target public still matches the target audience identified when campaigning. So at the next stage, we're going to try to find out and post the right information and engage the target public.

d. Media preferences of the target market:

The target audience identified from the beginning consists of 2 files: investors(landlords) and tenants. So the articles revolve around the issues they care about: real estate, society,..and the content is bilingual. Combined with the images in the color of the logo to create the unique highlight of the articles on the company fanpage. The articles that have been cleverly conveyed attracted a large number of people interested.

♦ Theo nghĩa đen thì One-Stop-Service có nghĩa là nhà cung cấp dịch vụ sẽ mang đến tất cả các dịch vụ một cách toàn diện chỉ tại một địa điểm mà kh... [Xem thêm](#)



DỊCH VỤ ONE-STOP SERVICE LÀ GÌ ?

ViProperty | Visit: www.viproperty.vn
Phone: 098 688 81 00



1.847
Người tiếp cận

194
Lượt tương tác

↑ Cao hơn +3,6x
Điểm phân phối

[Quảng cáo bài viết](#)

Các căn hộ tại tòa HR3 Eco Green Sài Gòn có diện tích đa dạng từ 57-74m2. Khác với các block HR1 - HR2 - M2 có căn hộ 1 phòng ngủ và 3 phòng ngủ... Xem thêm

GIỚI THIỆU LAYOUT HR3
ECOGREEN SÀI GÒN

LAYOUT HR3
ECOGREEN SÀI GÒN

CĂN HỘ A1 & A12: 72.7 m2

1.264
Người tiếp cận

CĂN HỘ A2 & A13: 60.7 m2

316
Lượt tương tác

[Quảng cáo bài viết](#)

In general, articles have close visits above 1000 and reports with an average of over 50 interactions.

<div> Trang nên xem <div>Tạo bài viết</div> </div> <div>So sánh hiệu quả của Trang và bài viết của bạn với các Trang tương tự trên Facebook.</div>					
Thêm Trang		Cảm xúc, bình luận & lượt chia sẻ			
Trang		Tổng lượt thích Tr	Từ tuần trước	Bài viết tuần này	Lượt tương tác tuần này
1	Rever	56,6K	▲100%	29	15,9K
BẠN					
2	ViProperty	2,9K	▲100%	11	2,3K
3	Vạn Sự Lợi	2,3K	▲100%	0	1
4	Eco Homes	1,6K	▲100%	1	9
5	ECO HOMESG	1,2K	▲100%	0	0

Compared to the competition in terms of the main fan page overview, Viproperty still ensures enough volume of articles to send a message to customers and stick to the plan. The content pushes enough in terms of branding and marketing.

2. VIProperty Furnishing Fanpage

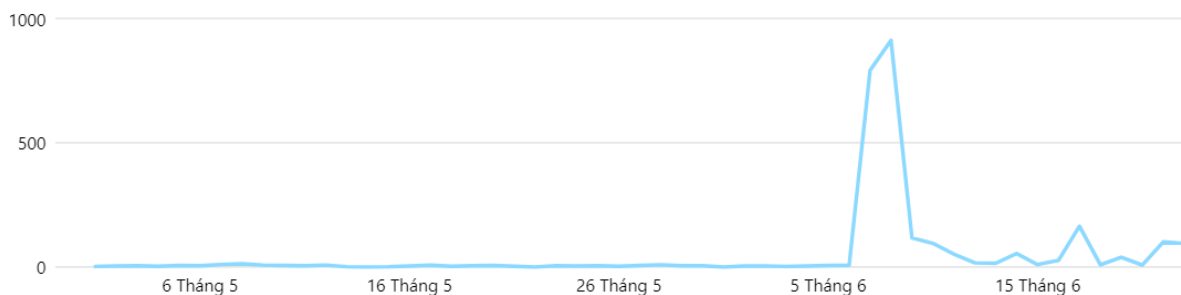
- Page likes overview: 622 likes, an increase of 211% from before running the campaign
- Page followers: 623 followers, an increase of 211% from before running the campaign

Overview before and after the implementation of phase 1 of the plan:

- Measurement time includes one month before running the campaign and ending phase 1 (01.06.2022 - 26.06.2022)

Số người tiếp cận Trang Facebook ⓘ

2.113 ↑ 2.4K%

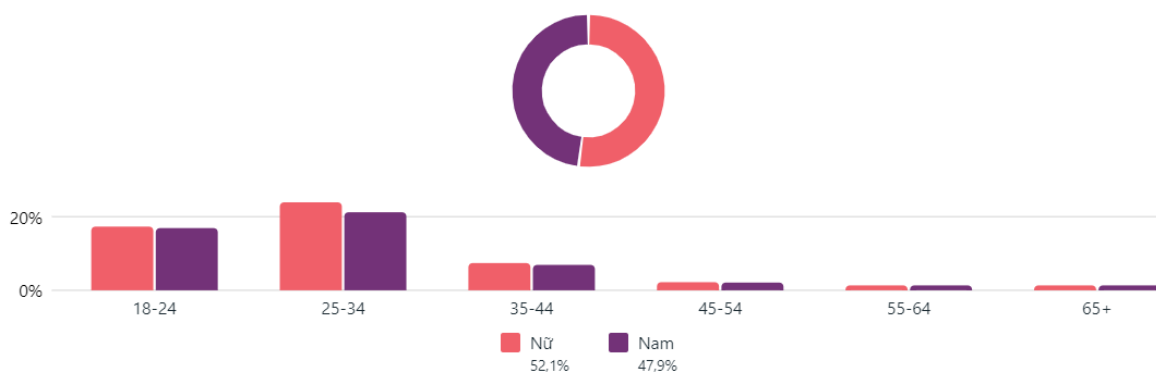


Number of people visiting and reaching fan page

Target general characteristics

a. Age structure, gender

Độ tuổi & giới tính ⓘ



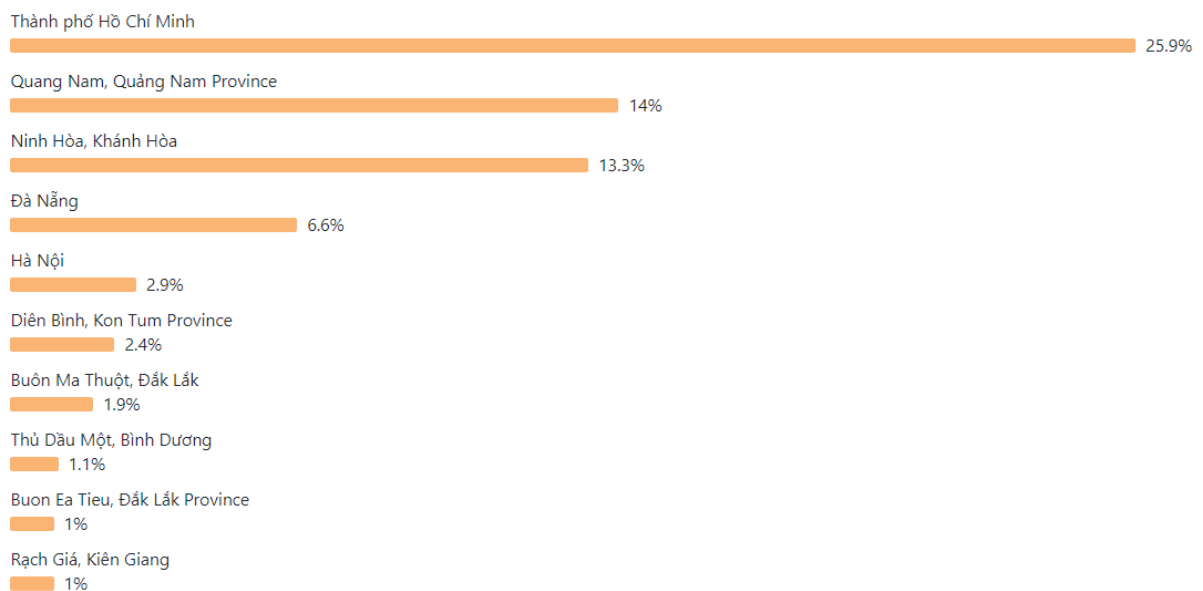
The majority of the target public falls between the ages of 25 and 34.

The level of difference between men and women is not high.

b. Residential area



Top tỉnh/thành phố

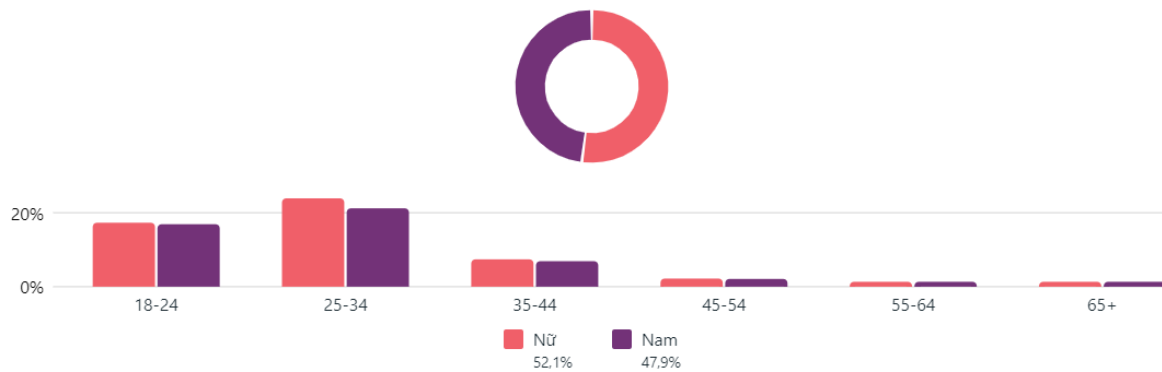


The target public residence spans many countries but the most in Vietnam with 92.9%. Ho Chi Minh accounted for the highest proportion of 25.9%.

c. Cultural level

622

Độ tuổi & giới tính ⓘ



According to age, gender, and residency statistics, the target public still matches the target audience identified when campaigning. So in the next stage, we will try to find out and post the correct information and engage the target public.

d. Media preferences of the target market:

The public's target for the apartment furniture segment includes only investors (landlords). They aim to design apartments to push enough furniture and rent well-priced apartments with the full interior but a budget Not too high. The content of the Viproperty Furnishing satellite fan page captures this insight of guests, so the media articles are aimed at the issues they care about: the image of convenient design packages of luxurious youthful style, the convenience of the packaged interior,.. Combined with beautiful wits and clips of the construction process have attracted the target public.

Chính sách bảo hành dịch vụ nội thất trọn gói

Chỉ có tại Viproperty Furnishing

Visit www.viproperty.vn/

☎ 096 895 1043

525

Người tiếp cận

47

Lượt tương tác

↑ Cao hơn +6.6x

Điểm phân phối

Quảng cáo bài viết

COMBO MODERN
VIPROPERTY FURNISHING

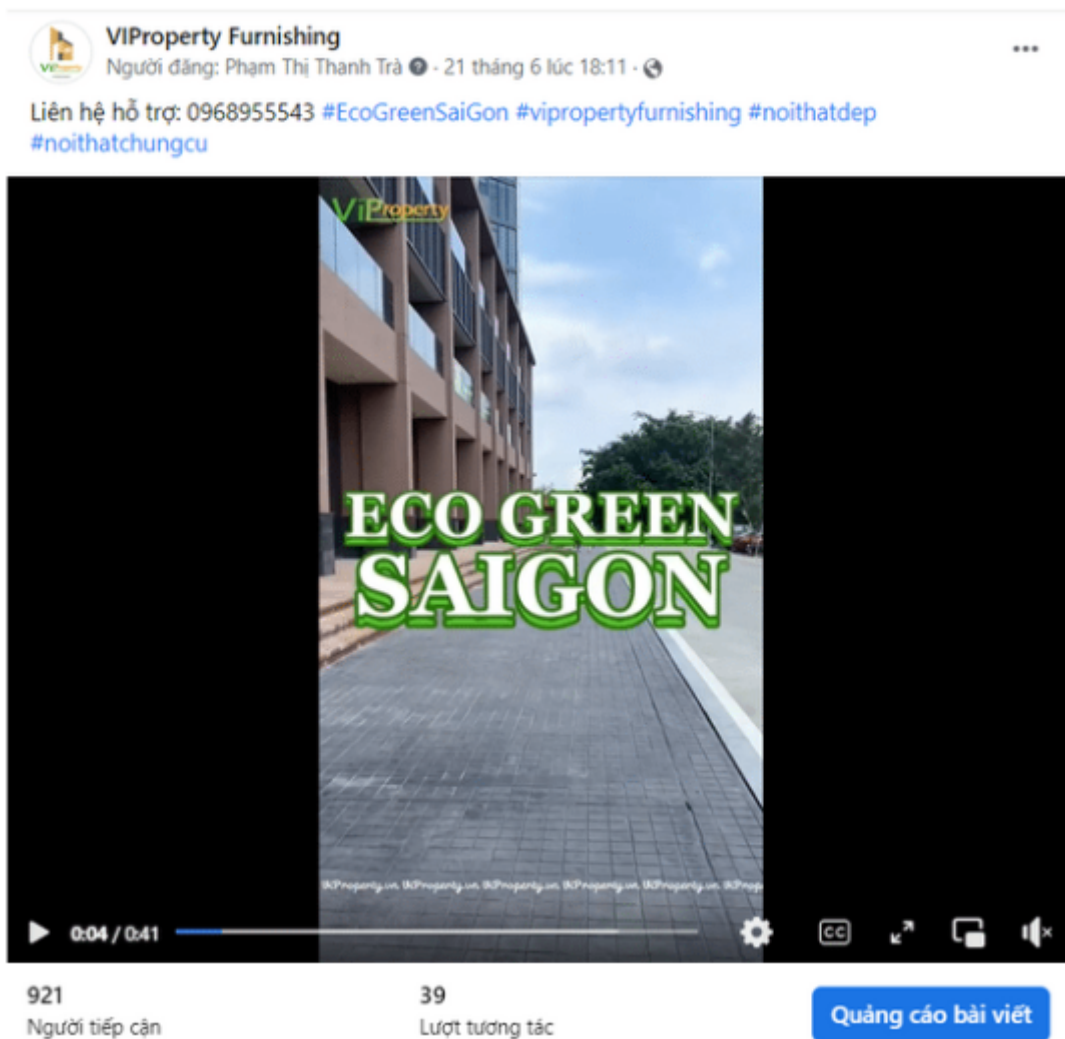
484
Người tiếp cận

16
Lượt tương tác

↑ Cao hơn +6.4x
Điểm phân phối

[Quảng cáo bài viết](#)

Demos try running short clips on the Facebook Reel of Viproperty Furnishing fan page to increase recognition and reach customers. The results are likely; we will review and post more in phase 2 of the campaign.



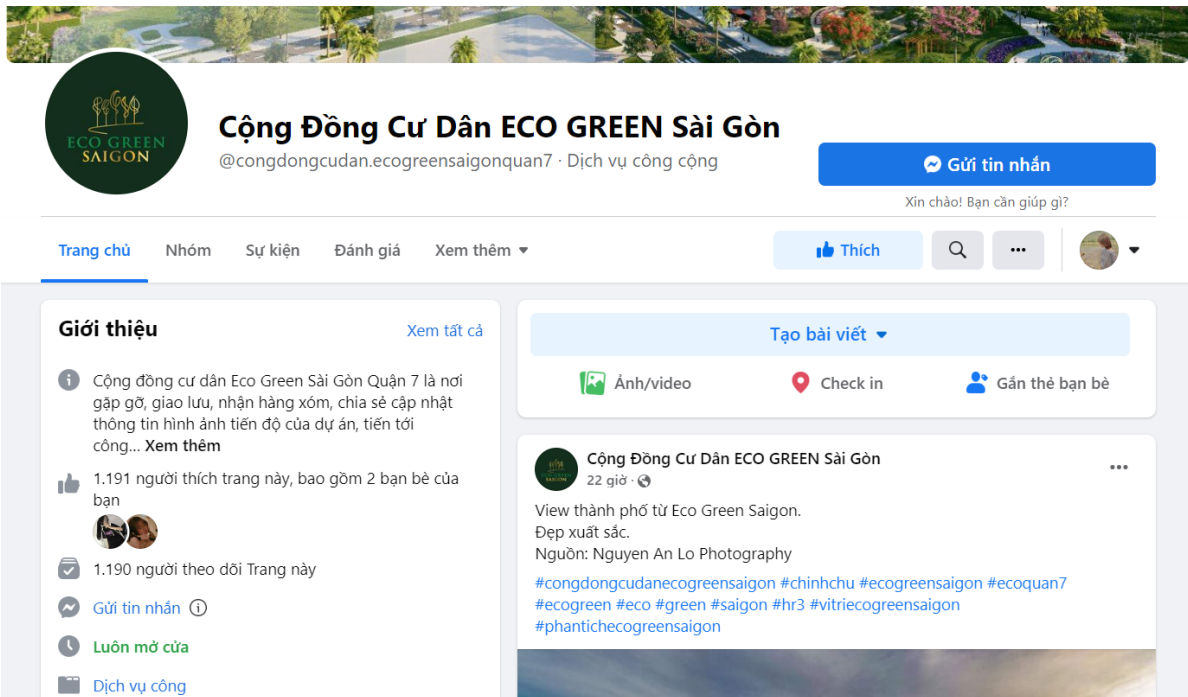
3. Fanpage Eco Green Saigon Resident Community

Created on May 30, 2021, at the start of phase 1 of the campaign

Page likes overview: 1191 people liked the page

Overview of follow page: 1190

The purpose of the channel is that when there are customers interested in Eco Green and search on facebook's search bar will show the information of the fanpage can like and join the interactive group of residents to learn more about this project.



However, the number of posts on the fan page is constantly updated related to the project so that customers can follow and update more information.

GÓC CẢNH BÁO. #ECOGREENSAIGON

Hiện tại chủ đầu tư không hề có gửi thiệp tới cư dân nên nếu cư dân eco green sài gòn có nhận được thư mời thì cần trọng nhé

#ecogreen #hoicudanecogreen #chinhchucudanecogreensaigon #canhbaocogreen
#ecogreenaigong

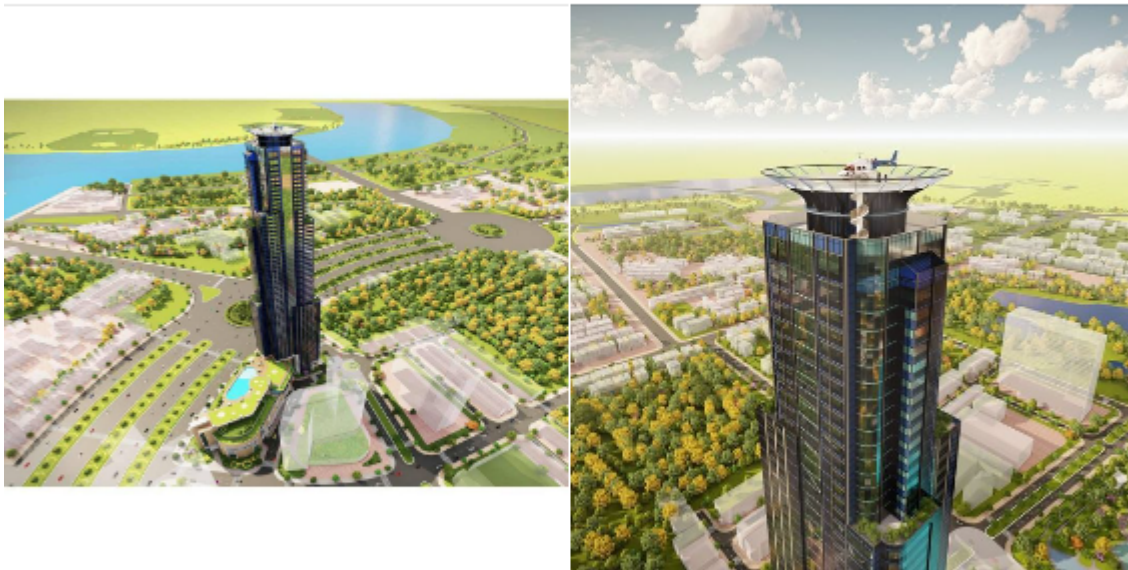
139
Người tiếp cận

9
Lượt tương tác

↑ Cao hơn +2,6x
Điểm phân phối

Không thể quảng cáo

✦ Tổ hợp thương mại dịch vụ và căn hộ tọa lạc tại số 107 Nguyễn Văn Linh có quy mô lên tới 14,36 ha. Khu khách sạn, văn phòng cao cấp thiết kế theo tiêu chuẩn và quản lý khai thác bởi Hyatt, tập đoàn quản lý khách sạn nổi tiếng của Mỹ. Đây ... [Xem thêm](#)



115
Người tiếp cận

73
Lượt tương tác

Không thể quảng cáo

4. Facebook group is the principal owner of Eco Green Saigon

Currently, the Group has reached more than 20,000 members reaching the required enterprise target.

The group was in the top searches of Facebook with the keywords "Eco Green resident Saigon" and "Eco Green residents themselves Saigon"

Articles maintain a group of up to 7 articles per day (posts usually by salespeople posted for interaction, content shared from Viproperty page and page Eco Green Saigon community.

The interactions in the articles about utility information have a reasonably high reach. In addition, the development of the resident group but not revealing information is created by Viproperty company, showing thereasonablytivity to residents when there are many groups of residents set up by real estate companies to attract and sell. The creation of groups and villages to share positively to be able to manage and grasp the psychology of customers besides preventing A crisis can happen to the company.

5. Zalo OA

Due to Zalo OA's long review time, the timeline was delayed. We will post compensation for the information of phase 1 and still post new content on the zalo OA platform so that the content is multifaceted form and pushed enough; when the target public clicks on it can get enough information pushed from Viproperty through the Zalo OA channel.



The account was authenticated on June 22, 2022

6. Zalo group

Zalo group Eco Green Saigon residents were built to develop in the name of residents do not reveal information is created by Viproperty company, re-expressed objectivity for residents when there are many groups of residents set up by real estate companies to attract and sell. The creation of teams and positive sharing information to be able to manage and grasp customer psychology in addition to preventing crises can happen to the company.

Currently, the group has 45 members participating to share information.

The screenshot shows a Zalo group chat interface for 'Cư dân Eco Green Sài Gòn' with 45 members. The chat history includes:

- Members who have joined: đã tham gia nhóm, Bảo Hoàng đã tham gia nhóm, Hank Tran đã tham gia nhóm.
- Timestamp: 19:46 22/06/2022
- Message 1 (Phương Anh): Em nghe nói hôm nay tầng 14,15 nhận bàn giao nhà. Giao lưu hàng xóm xóm cafe cuối tuần cho vui ạ 🥳🥳 (19:46, 2 likes)
- Message 2 (Lê Hoàng Long): hk biết HR3 có khắc phục dc cái WC hk nữa 😭 (19:47, 1 like)
- Message 3 (Phương Anh): Cũng thế thôi bạn (19:48)

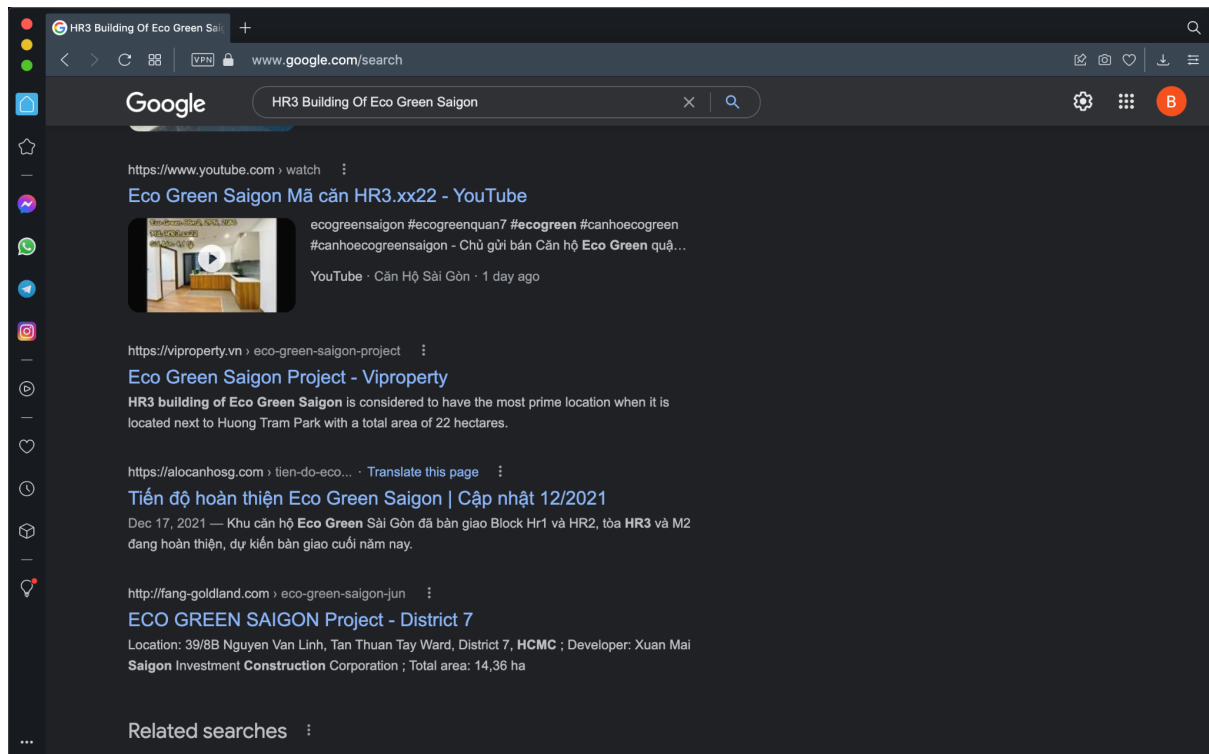
7. Website:

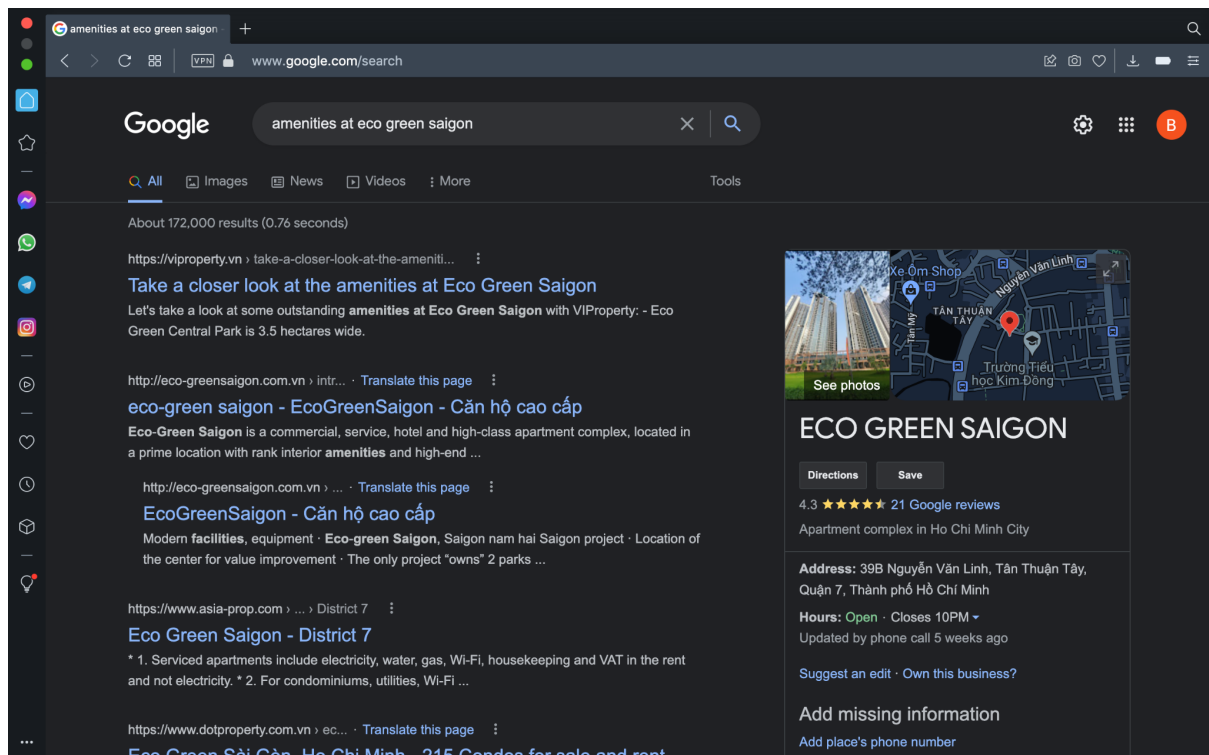
The website has not revised the interface, so the blog posts on the website are only written in English. However, the articles on the website are still guaranteed to be on schedule.

Articles are built and use SEO keywords. Do website is new and does not have high credibility on Google, so we use niche keywords so that when it is easy to go to the top of the search when customers search on the Google search section.

Use Allintitle to research the unavailable title to be able to hit title SEO.

In addition, we also use the semrush tool to research keywords and track traffic to the website.

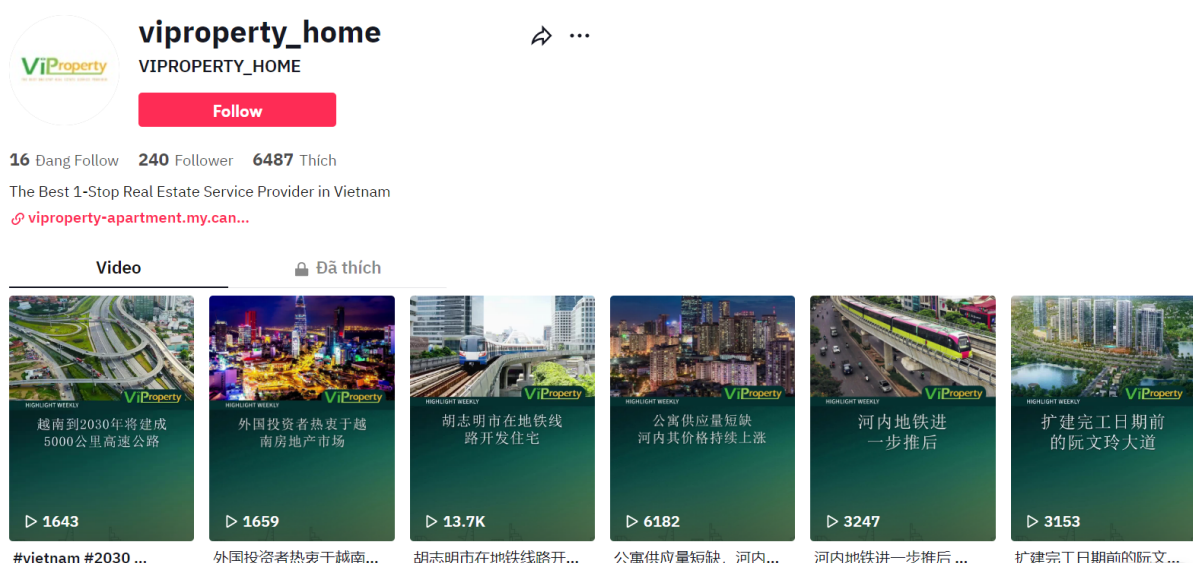




8. Tiktok

TikTok only posts two weekly highlights about the great news surrounding the Vietnamese market in English and Chinese. You can get information about Vietnam's real estate market.

Vietnamese content has been posted below the dang post on the Viproperty fan page. And TikTok English and Chinese content so that foreign visitors can understand the fluctuations of the market.



[See the detailed planning timeline here.](#)

PRODUCTION

1. Social media guidelines

ViProperty's Fanpage has been implemented according to the plan for this project from May 25, 2022. Likes and interactions of Fanpage are increasing gradually according to the set KPI.

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

a. Social media design template



Template





Some of current social media posts based on the guidelines

b. 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.



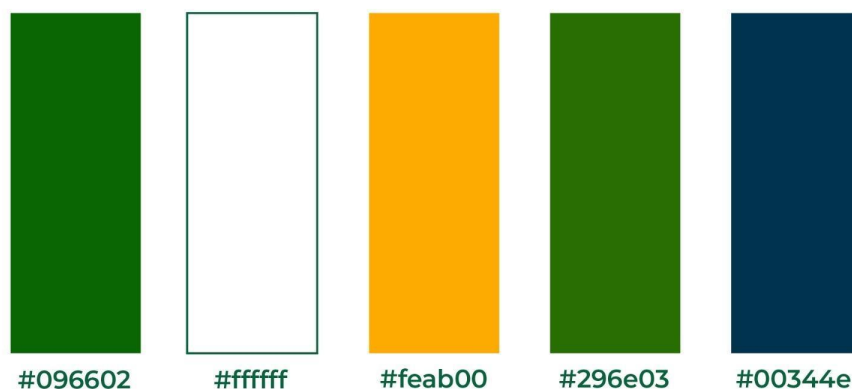
Main footer

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.



Some of acceptable footer versions

c. Color



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.

#003b36+099003

#00344e+0e985d

#003a5a+03922f

d. 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.



*Size 1300*900*

[Click here to see design folder](#)

2. Video products

a. Series podcast “Chuyện nghề”

The series "Chuyện nghề" is a series that provides information on real estate investment and career stories from people who have worked in this field for many years. Through the series, ViProperty wishes to be able to bring investment opportunities to everyone in addition to sharing exciting jobs in the real estate industry.

The first episode of the podcast series “Chuyen nghe” was released on June 5, 2022. The content of the video focuses on introducing Property Management service. Property Management services is a very developing service in countries around the world but still new in the Vietnam market. Through this first podcast, ViProperty hopes to bring the most accurate definition of Property management service and introduce this service to Vietnamese people.

The video is released on both YouTube and Facebook platforms simultaneously. After two weeks of release on Facebook, the video has achieved 981 hits, 445 interactions and 28 shares and 428 views on the YouTube platform. The number shows that this is a positive signal to continue implementing the next episodes of the "Chuyen nghe" series.

CALL SHEET Podcast “Chuyện nghề”- Episode 1 : Property Management Time: Friday - June 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		
3	Director	Ms. Băng Khanh		
4	Assistant Director	Thanh Trà		
5	Assistant	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
4h45PM -5PM	Team check the source before cleaning up the equipment

[Click here to see the proposal](#)

According to the plan approved by the business, a new podcast episode will be released every two weeks. However, there was a problem that the President of ViProperty rescheduled the flight back to the US earlier than expected, specifically on July 7, 2022, so the corporate video and photo shoot plan must be prioritized first. Therefore, the filming plan for episode 2 of the "Job Story" series will be moved to phase 2.

3. Personnel photoshooting plan

a. Main purpose

The image of personnel in the media is the first thing to reach customers. So that, ViProperty wants to invest in re-implementing photos for employees to enhance the value of the company. Two years of being affected by the Covid-19 epidemic have created geographical restrictions, making it impossible for the president in the US and employees of the North and South to be fully present to carry out the shooting plan. 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 plan

Scope of work	2 days (one day for HCMC team, one day for HN team)
---------------	---

Mood and tone	Professional and black
Dresscode	Black vest with white shirt inside, long black sleeve dress for women
Location	Eco Green Sai Gon (39B Nguyễn Văn Linh Street, Tan Thuan Tay Ward, District 7)

[Click here to check the proposal](#)

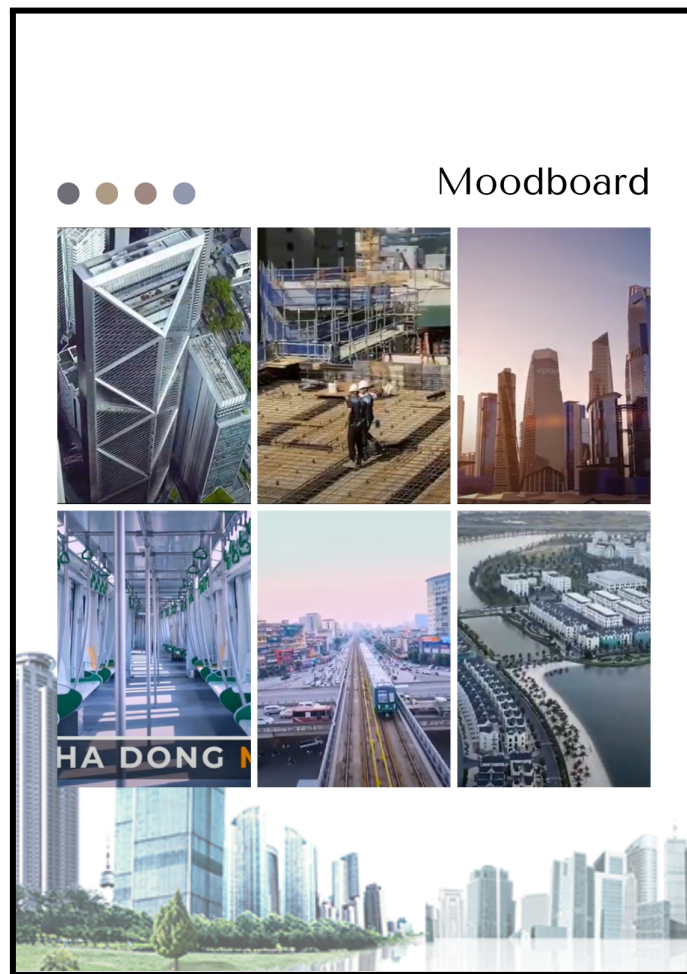
4. Pre-production stage of corporate video

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. Moodboard



Because of VIProperty's client file is a mix of landlords (30-55 years old) and tenants of various ages, the video mood will be moderately fast. The rhythm of the video will be gentle at times like VIProperty always takes care of customers, and the rhythm will be pushed up high in projects where the company participates to show VIProperty desire to be at the top of the market and never stop learning and developing.

The music used in the video will prioritize epic music - the kind of music that makes your emotions flow strongly.

The video's colour tone will be cinematic, using gentle colors that are not too bright. The cinematic tone will create an elegant, luxurious and professional look for a business introduction video.

c. Shortlist

d. Human resources

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

e. Location



Landmark 81- Vinhomes Central Park



ViProperty C1 office- Vinhomes Central Park



Think Space - 116 Nguyen Van Thu, Q1



Eco Green Sai Gon

BUDGET

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