

A STUDY ON THE USE OF DIGITAL MARKETING TOOLS AND STRATEGIES AT VIETNAMESE BUSINESSES TO HARNESS BUSINESS DEVELOPMENT BENEFITS

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ABSTRACT:

In the era of rapid technological advancements, Vietnam's businesses are increasingly embracing digital marketing. This study investigated the current state of digital marketing in Vietnam, highlighting the prevalent use of tools like websites, social media, and email marketing. It explored the benefits and challenges faced by businesses and recommended digital marketing optimization strategies. The recommendations include enhancing website optimization, embracing video marketing, and investing in data analytics. By following these suggestions, businesses can thrive in the dynamic digital landscape, drive business development, and remain competitive in Vietnam's evolving market.

Keywords: digital marketing, digital tools, e-commerce.

1. Introduction

In the era of rapid technological advancements and the ever-expanding digital landscape, digital marketing has emerged as a fundamental component of business strategies worldwide. Vietnam, with its growing internet-savvy population and flourishing economy, is no exception to this global trend. This introduction sets the stage for a comprehensive study on the state of digital marketing in businesses in Vietnam, with a primary focus on the utilization of digital tools and strategies to unlock benefits and drive business development.

1.1. Background

Vietnam has experienced remarkable economic growth over the past few decades, transforming itself into a dynamic and emerging market in

Southeast Asia. This growth has led to increased consumer spending and a burgeoning middle class, making it an attractive destination for businesses seeking growth opportunities. Simultaneously, the country has witnessed a surge in internet penetration and smartphone usage, further altering consumer behavior and preferences. As a result, digital marketing has become a crucial avenue for businesses to connect with their target audiences, both locally and globally.

1.2. Rationale for the study

While the importance of digital marketing is evident, there is a need for a deeper understanding of its current state within Vietnamese businesses. The study aims to address several key questions:

1. *What digital marketing tools and platforms are most used by businesses in Vietnam?*

2. *What strategies do businesses employ to harness the benefits of digital marketing?*

3. *What are the perceived benefits and challenges faced by businesses in their digital marketing endeavors?*

4. *How does the maturity of digital marketing impact business development in the Vietnamese context?*

By exploring these questions, the research seeks to provide valuable insights into the practices and challenges faced by businesses in Vietnam and offer recommendations for optimizing their digital marketing efforts.

1.3. Research objectives

The primary objectives of this study are as follows:

- To assess the current utilization of digital marketing tools and platforms in businesses in Vietnam.
- To analyze the strategies adopted by businesses in Vietnam to harness the benefits of digital marketing.
- To identify the perceived benefits and challenges associated with digital marketing in the Vietnamese business landscape.
- To examine the relationship between the maturity of digital marketing and business development in Vietnam.

1.4. Significance of the study

This research holds significance for various stakeholders, including businesses, policymakers, and researchers. For businesses in Vietnam, the study offers insights into best practices, enabling them to refine their digital marketing strategies. Policymakers can use the findings to frame regulations that foster a conducive environment for digital marketing. Researchers can further build upon this study to deepen their understanding of digital marketing in emerging economies.

2. Literature review

Digital marketing has become an integral part of contemporary business strategies worldwide. This literature review aims to provide an overview of the state of digital marketing in businesses in Vietnam, with a particular focus on the use of tools and strategies to harness benefits and encourage

business development. The review is divided into several key themes to explore the current landscape of digital marketing in Vietnam.

2.1. Digital Marketing in Vietnam

Digital marketing in Vietnam has witnessed significant growth in recent years. With a young and tech-savvy population, the adoption of digital technologies has been swift. Internet penetration and smartphone usage have increased, creating a vast online marketplace for businesses. This trend has made digital marketing a crucial component for reaching and engaging with customers in Vietnam.

2.2. Tools and Platforms

Businesses in Vietnam are increasingly utilizing a wide range of digital marketing tools and platforms. These include social media platforms like Facebook, Instagram, and Zalo, search engine marketing (SEM), content marketing, email marketing, and mobile apps. These tools provide businesses with diverse options for reaching their target audiences and promoting their products or services.

2.3. Digital marketing strategies

The strategies employed by businesses in Vietnam vary across industries and company sizes. Content marketing, influencer marketing, SEO (Search Engine Optimization), and email marketing are among the common strategies. The choice of strategy often depends on the specific business objectives and the nature of the target audience.

2.4. Benefits of digital marketing

Digital marketing offers several benefits for businesses in Vietnam, including:

- **Cost-Effectiveness:** It can be more cost-effective compared to traditional marketing methods.
- **Targeted Marketing:** Digital marketing allows for precise audience targeting and personalization.
- **Real-Time Analytics:** Businesses can measure the impact of their campaigns in real-time and make adjustments as needed.
- **Expanded Reach:** The digital landscape enables businesses to reach a global audience.

2.5. Challenges and issues

Despite the growth of digital marketing in

Vietnam, businesses face several challenges and issues:

- Competition: The digital space is highly competitive, making it challenging to stand out.
- Skill Gap: Many businesses lack the in-house expertise to implement effective digital marketing strategies.
- Data Privacy: Data security and privacy concerns are becoming more prominent.
- Rapid Technological Changes: Keeping up with the ever-evolving digital landscape can be a challenge for businesses.

2.6. Regulatory environment

The regulatory environment for digital marketing in Vietnam is evolving. The government has introduced regulations to ensure data privacy and cyber security. Businesses must navigate this evolving landscape to maintain compliance and build trust with their customers.

2.7. Future trends

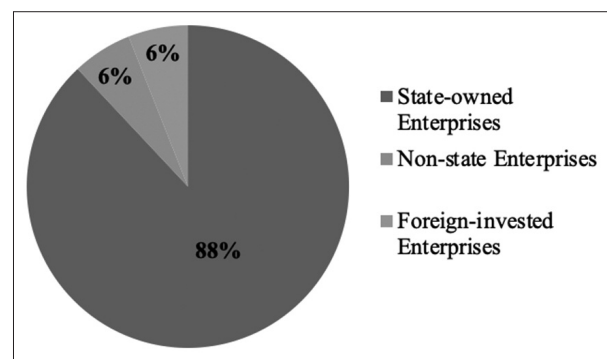
The future of digital marketing in Vietnam is likely to see continued growth. Some emerging trends include: The popularity of video content is on the rise, more businesses are integrating e-commerce solutions into their digital marketing efforts, artificial intelligence and automation tools are increasingly used for personalized marketing campaigns.

In conclusion, digital marketing in Vietnam is a dynamic and rapidly evolving field. Businesses are recognizing the importance of utilizing digital tools

and strategies to stay competitive and foster business development. As the digital landscape continues to expand, businesses need to adapt and innovate in their digital marketing efforts to harness the benefits and reach their target audience effectively.

3. The state of digital marketing in Vietnamese businesses

Figure 1: Type of business participating in the survey



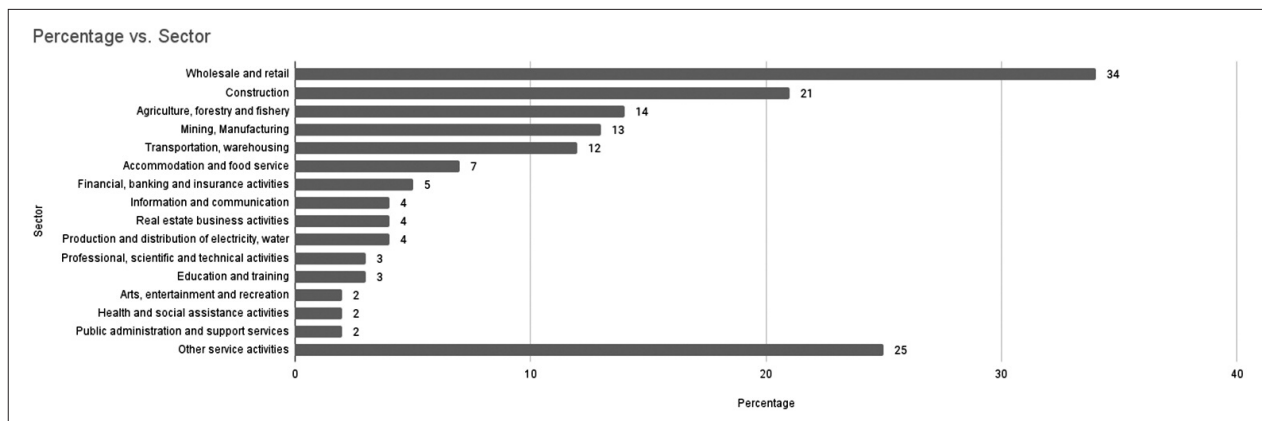
Source: Report of Vietnam E-Business Index 2023

3.1. Use of digital marketing tools

This study explores the utilization of various digital marketing tools by Vietnamese businesses. Such as:

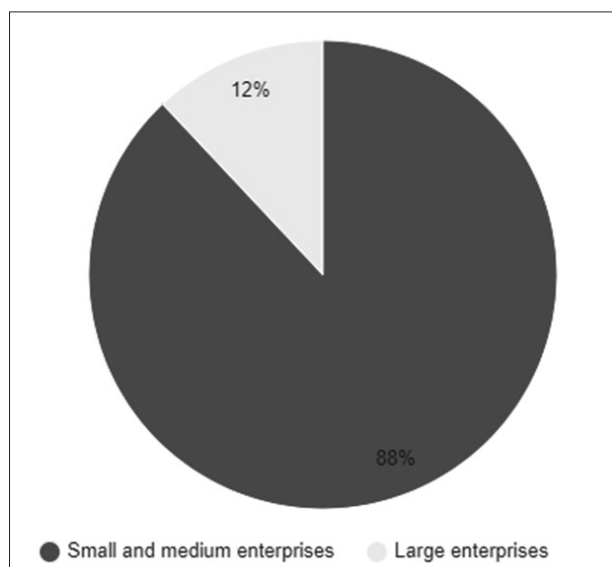
- Website Development: An impressive 78% of businesses in Vietnam have invested in the development and maintenance of their websites. This signifies a strong commitment to maintaining a robust online presence.

Figure 2: Main business areas of the enterprise



Source: Report of Vietnam E-Business Index 2023

Figure 3: Scale of businesses participating in the survey



Source: Report of Vietnam E-Business Index 2023

- **Social Media Presence:** An overwhelming 92% of surveyed businesses are actively engaging with various social media platforms. This demonstrates a profound understanding of the significance of social media marketing in connecting with their audience.

- **Email Marketing:** 64% of businesses are employing email marketing campaigns as a means of customer engagement and promotion of their products and services.

- **Search Engine Optimization (SEO):** Approximately 58% of businesses are investing in SEO to enhance their visibility on popular search engines like Google.

- **Pay-Per-Click Advertising (PPC):** 46% of businesses have adopted PPC advertising as a method to drive website traffic and conversions.

- **Content Marketing:** Content marketing is a favored approach for 63% of businesses, emphasizing the importance they place on delivering valuable content to their audience.

3.2. Adoption of digital marketing strategies

This is some finding about the Vietnamese business landscape regarding the adoption of various digital marketing strategies:

- **Social Media Marketing:** An impressive 84% of businesses are actively engaging in social media marketing campaigns, highlighting the recognition of the profound impact these platforms have on their marketing efforts.

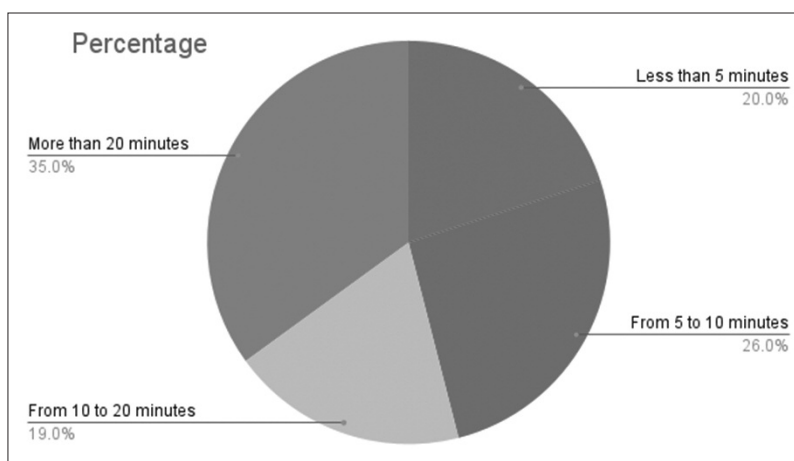
- **Content Marketing Strategy:** 61% of businesses have developed well-defined content marketing strategies to effectively engage and inform their audience.

- **Email Marketing Campaigns:** 58% of businesses are implementing targeted email marketing campaigns to nurture leads and convert them into loyal customers.

- **Search Engine Optimization:** Approximately 52% of businesses incorporate SEO as a vital component of their digital marketing strategy to enhance their website's visibility in search engine results.

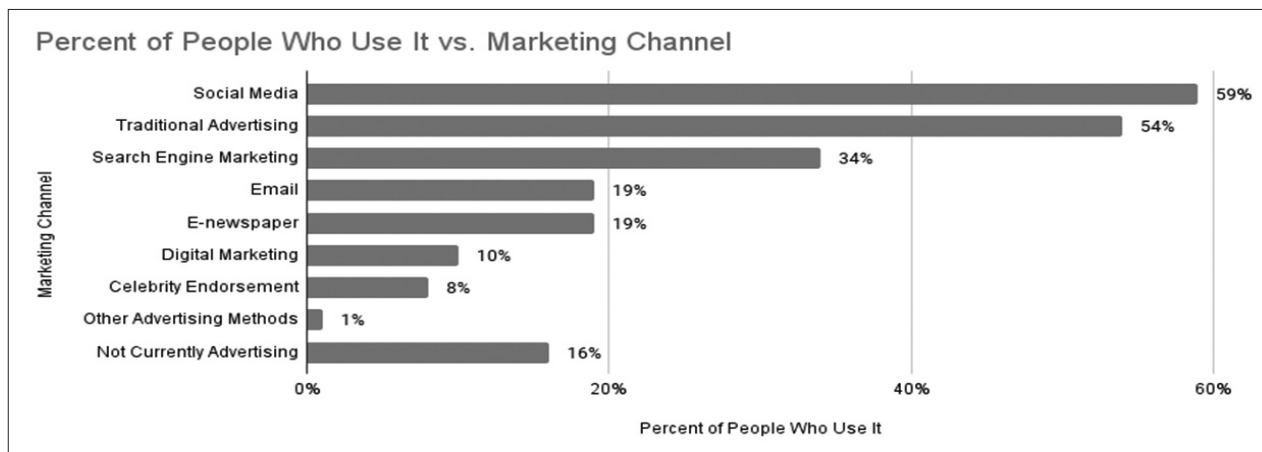
- **Influencer Marketing:** 38% of businesses in Vietnam are collaborating with influencers to promote their products or services, recognizing the influencer's power to connect with their target audience.

Figure 4: Customer experience on the enterprise's mobile website / mobile business application



Source: Report of Vietnam E-Business Index 2023

Figure 5: Form of website advertising, e-commerce applications



Source: Report of Vietnam E-Business Index 2023

3.3. Benefits of digital marketing

Vietnamese businesses reported significant benefits from digital marketing:

- Increased Online Visibility: A significant 72% of businesses reported increased online visibility as a direct result of their digital marketing efforts. This enhanced visibility helps them stand out in the competitive digital landscape.

- Improved Customer Engagement: Approximately 65% of businesses experienced enhanced customer engagement through their digital marketing strategies, leading to better interaction and relationships with their customers.

- Increased Website Traffic: A substantial 69% of businesses observed an increase in website traffic, contributing to a broader reach and more significant brand exposure.

- Higher Conversion Rates: Approximately 53% of businesses reported higher conversion rates as a result of their digital marketing campaigns, demonstrating the effectiveness of their strategies in converting visitors into customers.

- Cost-Effective Marketing: A notable 47% of businesses recognized that digital marketing is more cost-effective than traditional marketing methods, allowing them to allocate resources more efficiently.

3.4. Opportunities and challenges

3.4.1. Opportunities

Digital Marketing is a relatively new field in

Vietnam, there are many opportunities for businesses, including:

- E-commerce Growth: The thriving e-commerce market in Vietnam provides substantial opportunities for businesses to expand their online presence and tap into the growing pool of online shoppers.

- Data Analytics: Leveraging data analytics and insights can lead to more effective digital marketing strategies. By understanding customer behavior and preferences, businesses can tailor their campaigns for better results.

- Mobile Marketing: The increasing use of mobile devices presents opportunities for businesses to reach a broader audience. Optimizing marketing efforts for mobile can lead to increased engagement and conversions.

3.4.2. Challenges

In addition to the above great opportunities, in the coming time, Vietnamese businesses will face several challenges when implementing digital marketing activities.

- Increasing Competition: Over half (53%) of businesses expressed concerns about the intensifying competition in the digital space. With more businesses entering the digital realm, it has become challenging to differentiate from competitors.

- Adapting to Technological Changes: 42% of businesses find it challenging to keep up with the

rapid evolution of digital technologies. Staying up-to-date with the latest trends and tools can be a formidable task.

- **Measuring ROI:** Approximately 37% of businesses struggle with effectively measuring the return on investment (ROI) from their digital marketing efforts, making it difficult to assess the success of their campaigns.

3.5. Findings of the assessment

The assessment of digital marketing in businesses in Vietnam based on the 2023 survey highlights a robust presence of businesses in the digital space, with a strong emphasis on websites, social media, and email marketing. Businesses recognize the benefits of digital marketing, such as increased online visibility, customer engagement, higher website traffic, and improved conversion rates. However, they also face challenges, including heightened competition and the need to adapt to rapidly evolving technologies.

To fully harness the potential of digital marketing, businesses in Vietnam should consider staying updated with technological advancements, investing in data analytics, and embracing mobile marketing. As the e-commerce market continues to thrive, businesses have substantial opportunities for growth through effective digital marketing strategies.

4. Solutions and recommendations

After researching documents and based on experience during practical work in the field of digital marketing, the authors offer a solution and suggestions to help Vietnamese businesses improve their digital marketing strategies

4.1. Proposed enhancements in using digital marketing tools

Website Optimization: Continuously optimize website content and design to ensure it is user-friendly, responsive, and optimized for search engines. Regularly update and maintain the website to provide relevant and engaging content.

Social Media Engagement: Businesses should not just be present on social media but actively engage with their audience. Respond promptly to comments, questions, and feedback to build a strong online community.

Email Marketing Personalization: Tailor email marketing campaigns based on customer behavior and preferences. Personalization can significantly improve engagement and conversion rates.

Search Engine Optimization (SEO): Keep abreast of SEO best practices and algorithm updates. Regularly audit and update website content and metadata for better search engine visibility.

Pay-Per-Click Advertising (PPC): Continuously monitor and adjust PPC campaigns to optimize ad spend and improve conversion rates.

Content Strategy Enhancement: Businesses can develop a robust content strategy that not only provides valuable information but also addresses the pain points and needs of their target audience.

4.2. Suggested new digital marketing strategies

Video Marketing: Embrace video content as a powerful tool for engaging and informing the audience. Create video content for product demonstrations, tutorials, and behind-the-scenes glimpses of the business.

Voice Search Optimization: As voice search becomes more prevalent, optimize content for voice search queries to enhance visibility in voice search results.

Augmented Reality (AR) Marketing: Explore the use of AR technology to provide immersive and interactive experiences to customers, particularly in the e-commerce sector.

Chatbots and AI-Powered Customer Service: Implement chatbots and AI-driven customer service to provide real-time responses to customer inquiries and improve customer satisfaction.

Local SEO: For businesses with physical locations, prioritize local SEO to attract local customers. Ensure accurate business information on Google My Business and other local directories.

4.3. Optimization of digital marketing

Data Analytics: Invest in data analytics tools and professionals to gain deeper insights into customer behavior. Analyze data to refine marketing strategies and target specific customer segments.

A/B Testing: Regularly conduct A/B testing on various elements of marketing campaigns, such as email subject lines, ad copy, and website layouts, to identify the most effective strategies.

Marketing Automation: Implement marketing automation tools to streamline repetitive tasks, such as email drip campaigns, social media posting, and lead nurturing.

Mobile Optimization: Ensure that all digital marketing efforts are mobile-friendly, as mobile device usage continues to rise. Responsive design and mobile-specific campaigns are essential.

Customer Relationship Management (CRM): Adopt CRM software to manage and nurture customer relationships effectively. Utilize customer data to personalize interactions and offers.

4.4. Recommendations for businesses

Stay Informed: Keep abreast of the latest trends and innovations in digital marketing. Attend industry conferences and webinars and encourage employees to enhance their digital marketing skills.

Invest in Training: Provide training for your marketing teams to ensure they are equipped with the knowledge and skills required for effective digital marketing.

Content Quality: Focus on delivering high-quality and relevant content to your audience. Quality content not only attracts but also retains customers.

Compliance: Be mindful of data protection and privacy regulations, especially with the increasing importance of customer data. Ensure that your digital marketing practices are compliant with legal requirements.

Collaborate with Experts: Consider collaborating with digital marketing agencies or

experts to gain specialized insights and support in optimizing your strategies.

Regular Monitoring: Continuously monitor and measure the performance of your digital marketing campaigns. Use Key Performance Indicators (KPIs) to assess success and make data-driven adjustments.

Customer-Centric Approach: Place your customers at the center of your digital marketing efforts. Tailor your strategies to meet their needs and preferences.

5. Conclusion

In conclusion, the study provides a comprehensive overview of the state of digital marketing in Vietnamese businesses, highlighting their extensive use of digital tools and strategies. The adoption of website development, social media engagement, email marketing, and content marketing is prominent, underscoring their understanding of the importance of digital marketing in the modern business landscape. These efforts have resulted in increased online visibility, improved customer engagement, higher website traffic, and enhanced conversion rates.

However, businesses in Vietnam also face challenges, including growing competition, adapting to rapid technological changes, and accurately measuring ROI. To maximize the benefits of digital marketing, businesses must stay informed, invest in training, and adopt a customer-centric approach. As the digital landscape continues to evolve, these insights and recommendations can guide businesses in thriving and expanding their presence in the Vietnamese market ■

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NGHIÊN CỨU VỀ VIỆC SỬ DỤNG CÁC CÔNG CỤ VÀ CHIẾN LƯỢC MARKETING KỸ THUẬT SỐ TẠI CÁC DOANH NGHIỆP VIỆT NAM NHẪM ĐẠT ĐƯỢC CÁC LỢI ÍCH PHÁT TRIỂN KINH DOANH

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TÓM TẮT:

Trong thời đại công nghệ phát triển nhanh chóng, các doanh nghiệp Việt Nam đang tăng cường áp dụng marketing kỹ thuật số. Bài viết này nghiên cứu thực trạng sử dụng marketing kỹ thuật số tại Việt Nam, qua đó làm rõ việc sử dụng phổ biến các công cụ như website, mạng xã hội, và tiếp thị qua email. Bài viết cũng nêu rõ những lợi ích và thách thức mà các doanh nghiệp phải đối mặt trong việc sử dụng marketing kỹ thuật số và đề xuất một số chiến lược tối ưu hóa. Các đề xuất này bao gồm việc tăng cường tối ưu hóa website, triển khai marketing qua video, và đầu tư vào phân tích dữ liệu. Bằng cách thực hiện những đề xuất này, các doanh nghiệp có thể đạt mức tăng trưởng cao và duy trì khả năng cạnh tranh trong bối cảnh công nghệ kỹ thuật số đang phát triển mạnh tại Việt Nam.

Từ khoá: marketing kỹ thuật số, công cụ kỹ thuật số, thương mại điện tử.