



**MINISTRY OF EDUCATION AND
TRAINING**

FPT UNIVERSITY

Capstone Project Document

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

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1. REPORT NO. 1: INTRODUCTION

1.1. BACKGROUND

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

is one of the most affected sectors. But if you know change, you know the media, you can still grow.

1.2. GENERAL INTRODUCING COMPANY

1.2.1. Pharmacist Truong Minh Dat

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



Pharmacist Truong Minh Dat

1.2.2. General Information

1.2.2.1. About Institute of Pharma Medical Research

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

foods for the community of hundreds of thousands of people, especially the elderly. women raising children.

- Unlike all other Medicine and Pharmacy organizations, our biggest goal is to serve wholeheartedly to improve the Health of the Community and we are firmly committed to this goal.

1.2.2.2. Company's Research Areas

- Comprehensive scientific research in the following areas: Research on medicines to treat, care for, protect and improve public health; standards and methods for evaluating finished products of modern and traditional medicine.
- The Institute can apply scientific and technical achievements at home and abroad; pharmacological and non-drug methods in the care, protection and improvement of people's health.
- The Institute is directly linked and coordinated with domestic and foreign medical and pharmaceutical organizations

1.2.2.3. Vision

- Why is the malnutrition rate among Vietnamese children 14%, the rate of rickets up to 26% (according to statistics of the World Health Organization - WHO in 2015)?
- Why Vietnam is the antibiotic lowland of the whole world, within only 6 years (from 2009 to 2015) the average daily maintenance dose per 1000 people of our country increased nearly 3 times, followed by the rate of resistance to dangerous antibiotics such as *Escherichia coli* that is resistant to the antibiotic Aminopenicillin up to 94% (according to CDDEP-Center for Pathology, Policy & Economic Dynamics)?
- Why are Vietnamese people afraid every time they go for a health check?
- Why does Vietnam have the highest rate of children suffering from respiratory and digestive diseases and mortality from these causes always among the highest in the world (according to the World Health Organization WHO)?
- These problems stem from the lack of understanding of basic health care among Vietnamese. This is a challenge that the Vietnamese Ministry of Health has not yet solved.

The Ministry of Health can only grant a license to administer the drug, but it has not been able to control the correct use of the drug. More sadly, the situation of fake drugs, poor quality drugs are rampant in the market, the situation of self-prescribing antibiotics at drugstores, without a prescription or without a doctor's examination, leading to serious consequences for patients. community health .

- Struggling with the questions of how to make every Vietnamese child born to be cared for by the best medical services at the lowest cost, how to make mothers have enough knowledge to take care of them. , raising children - the future preschools of Vietnam to be healthy, the Institute of Medicine and Pharmacy was born with the desire to become a leading prestigious organization in the field of:
 - o Consulting and medical examination and treatment, community health care
 - o Research and apply advanced science and technology in the world.
 - o Training to raise awareness of Vietnamese people in proactively preventing diseases and protecting health as well as using medicines correctly and effectively.
 - o Cooperate with leading medical organizations in Vietnam and the world to create medical research projects that bring practical value to the community.

1.2.2.4. Operational Capacity

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

1.2.2.5. Mission

- Research: participate in and implement research projects in the field of Medicine and Pharmacy.

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

1.2.2.6. Scope of activities

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

1.2.2.7. S.W.O.T

| S - Strengths | W - Weaknesses |
|--|---|
| <ul style="list-style-type: none"> • Strategic partner of many international organizations such as Pharmacure Sweden, Vitrition UK, ... and many other prestigious organizations • The goal is clear and different from other medical and pharmaceutical organizations • Well-invested infrastructure and equipment • Abundant human resources | <ul style="list-style-type: none"> • Many people are still unaware of it. • Not many achievements yet |

| | |
|--|--|
| <ul style="list-style-type: none"> • Funded by International Medical Corporation IMC • There are branches in many provinces | |
| O - Opportunities | T - Threats |
| <ul style="list-style-type: none"> • Become one of the best Medical and Health organizations • To work with local and international organizations to do research, provide, and develop medical knowledge so that it can be shared with the entire community. | <ul style="list-style-type: none"> • Vietnam has one of the highest rates of child malnutrition in the world. • Vietnamese people's lack of understanding of fundamental health care. • The market is filled with fake and low-quality medications. • Self-prescribing antibiotics at drugstores without a prescription or a doctor's evaluation is a problem. |

S.W.O.T Table of PMR Institute

1.2.3. About TTSKNK Century Kid Clinic

1.2.3.1. About Clinic

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

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

1.2.3.2. Aims

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

1.2.3.3. SWOT

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

| | |
|---|--|
| <ul style="list-style-type: none"> • Vietnam’s Top Brand in Pediatrics Healthcare • Open up career opportunities for students of medical universities and colleges • Sales increased and became the exclusive agent in Vietnam | <ul style="list-style-type: none"> • Competing with many pediatric clinics present in Vietnam market • Faced with brand impersonation, using the brand name to produce fake, poor quality drugs, reducing the company’s reputation |
|---|--|

S.W.O.T Table of Clinic

1.2.3.4. USP

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

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

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

- **Do not abuse corticoid**

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

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

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

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

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

2. REPORT NO. 2: DEVELOPMENT & PRE – PRODUCTION

2.1. PROJECT OVERVIEW

2.1.1. Project name

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

2.1.2. Background of project

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

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

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

2.1.3. Core idea

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

2.2. CONTENT

2.2.1. Pharmacist Truong Minh Dat

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

2.2.2. Target image & Communication style

2.2.2.1. Icon

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

2.2.2.2. Style

- **Personality:** Truong Minh Dat, a brand pharmacist, is known for his fearless, daring, respectable, strong, confident, and inspirational personality. Is every child’s and every family’s idea of the doctor.
- **Image:** Warm colors, full of life and vitality. To represent strength and vitality, use red and superman pictures.

- **Color:**

- *Rich in energy*: Using hot tones indicate an impending energy burst.
- *Inspiring*: Creating a cheerful, contagious spirit as well as targeting clients who are strong-willed women with children who will grow up in their parents' arms.
- *Confident*: Customers' confidence is boosted by the use of bright colors, allowing parents to feel more confident in their ability to raise their children.

2.2.2.3. Target

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

2.3. CAMPAIGN PLAN

2.3.1. BIG IDEA

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

2.3.2. S.M.A.R.T OBJECTIVE

2.3.2.1. Detail goal

- **Specific:** The campaign's goal is to cultivate and strengthen children's health awareness. The campaign's biggest clientele are women who have or are planning to have children, followed by men.
- **Measurable:** Many parents still have questions about how to take care of a baby. As a result, this campaign will target clients aged 23 to 40 and will be monitored using social media metrics.
- **Attainable:** With the aim of improving the knowledge of breastfeeding mothers, the campaign's goals are towards:
 - o Reach: 200,000 people
 - o Number of books sold: 2500 books
 - o Order at the dealer: 1000 books
 - o Direct order: 1500 books
- **Realistic:** The campaign attempts to raise antibiotic awareness among mothers and influence their behavior. The long-term goal is to transform awareness; in the medium term, the focus will be on changing antibiotic toxicity awareness.
- **Time:** The campaign will run from 3-5 to 15-7, 2021.

2.3.2.2. KPI

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

Total KPI of Campaign

| Tools | Unit | KPI |
|-------------------------------------|--------------|---------|
| Tiktok “Được sĩ Trương Minh Đạt” | View | 600,000 |
| | Profile View | 14,000 |
| | Like | 24,000 |
| | Comment | 9000 |
| | Share | 1,000 |
| | Follower | 9,000 |

2.3.3. TARGET AUDIENCE

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

Demographic & Mentality Table

| Customer | |
|---------------------|--|
| Personal background | |
| Age | 23-40 |
| Sex | Male/Female but mainly female |
| Marital status | Married / single father (mother) |
| Place | Nationwide but mainly Hanoi and neighboring provinces |
| Job | Housewife / and other professions |
| Income | 5 - 12 million |
| Personality | Content guide, setting up family and children |
| Hobby | <ul style="list-style-type: none"> - Search for information on Google, social networks and online newspapers - Shopping Online - Regularly participate in care groups |
| Pain point | - Poor information selection, leading to disastrous mistakes in using drugs for improper purposes (and caring for children) |

| | |
|-----------------|---|
| | - Thinking that when you are sick is the default of taking antibiotics by parents, which greatly affects the health and life of themselves as well as children. |
| Buying behavior | Shopping channels: Facebook, Tiki Shopping behavior: Referred by friends and community; Found on Tiki, watched the livestream, then bought... |

Target Audience Table

2.4. MEDIA SELECTION

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

2.4.1. Owned Media

- **Fanpage:** <https://www.facebook.com/truongminhdat.offical>
- **Youtube:** <https://www.youtube.com/channel/UCr7JrpRxpni8HTytl32fcoA>
- **Website:** <https://trungtamsuckhoenhikhoa.com/>
- **Tiktok:** <https://vt.tiktok.com/ZGJSGp3jj/>
- **Zoom** online meeting application
- **Telesale**

2.4.2. Paid Media

- Press: Zingnews
 - o Vietnam's most popular news channel is Zingnews. Zing has become a brand of e-newspaper, with an increasing number of e-readers, and has gotten a lot of positive feedback from readers.

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

2.5. COMMUNICATION PUBLICATIONS



Century 21

MUA SÁCH BẮC ĐẠT

ĐĂNG KÝ NGAY!

NGẬP TRÀN QUÀ TẶNG

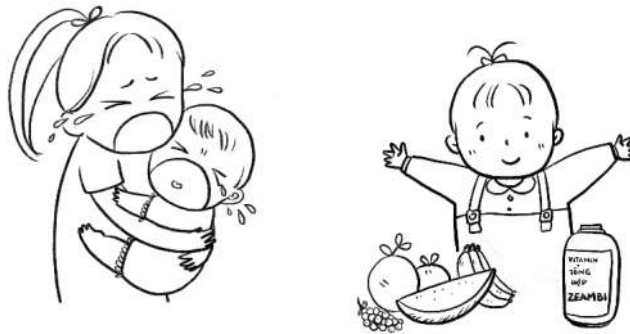
“ **HỆ MIỄN DỊCH LÀ CHÌA KHÓA THÊN CHỨT**
giúp con khỏe mạnh, cao lớn và thông minh! ”

ĐĂNG KÝ NGAY

GIỚI THIỆU VỀ TÁC GIẢ

GIỚI THIỆU VỀ CUỐN SÁCH

ĐĂNG KÝ NGAY





2.6. HUMAN RESOURCE

2.6.1. Media

- Quantity: 3 people
- Role: The media plays a critical function; it acts as a locomotive for the company's image and antibiotic brand.
- Specific Work:
 - o Record and edit videos for social media channels

- Setup for live streams

2.6.2. Design

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

2.6.3. Content

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

2.6.4. PR

- Quantity : 1 people

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

2.6.5. Sale

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

2.7. STAKEHOLDERS

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

| No | Group name | Link | Topic | Member |
|----|-----------------------------|---|---|--------|
| 1 | Ăn dặm kiểu Nhật | https://www.facebook.com/groups/641676866238118 | Stories around weaning, solve baby and mom problem | 103k |
| 2 | Ăn dặm kết hợp BLW + Nhật | https://www.facebook.com/groups/641676866238118 | Menu for baby, Q&A | 186k |
| 3 | Cộng đồng cha mẹ thông thái | https://www.facebook.com/groups/729820760708580 | Develop your baby’s physical and also skill, share news and viral | 30k |

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

Facebook Group's Table

2.8. COST

- The cost of the campaign to promote the book "Children who grow up not sick" is divided equally between 2 Phases: Phase 1 (Launch combo book "Children grow up not

sick"), Phase 2 (Pre-sale- Order Limited Edition of the book "Children who grow up not sick").

- The cost also includes the cost of the gifts that come with the book, the cost of printing, and the packaging of the books.
- In addition, besides the costs mentioned above, there are also costs for marketing activities, paying for Zing News newspaper.

| Description | Quantity | Unit price | Amount |
|--|----------|------------|------------|
| Press | 4 | 2.500.000 | 10.000.000 |
| Ebook design template | 5 | 300.000 | 1.500.000 |
| Minigame | 1 | | 3.000.000 |
| Livestream trao đổi kiến thức trong sách | 3 | 700.000 | 2.100.000 |
| Marketing | | 2.000.000 | 2.000.000 |
| QR Ticket | 4000 | 1.000 | 4.000.000 |
| Advertising | | 5.000.000 | 5.000.000 |
| Seeding Tool | 2 | 1.000.000 | 2.000.000 |
| Transport | 1 | 2.000.000 | 2.000.000 |
| Packed Cost | 1.000 | 5.000 | 5.000.000 |
| Box Shipping | 1.000 | 2.850 | 2.850.000 |

| | |
|--------------|-------------------|
| TOTAL | 39.450.000 |
|--------------|-------------------|

Phase 1

| Description | Quantity | Unit price | Amount |
|-------------------------------|----------|------------|-------------------|
| Livestream | 1 | 700.000 | 700.000 |
| Study online on Zoom platform | 2 | 700.000 | 1.400.000 |
| Minigame | 1 | 3.000.000 | 3.000.000 |
| Seeding Tool | 2 | 1.000.000 | 2.000.000 |
| Advertising | | 10.000.000 | 10.000.000 |
| Marketing | 3 | 2.000.000 | 6.000.000 |
| Transport | 1 | 1.000.000 | 1.000.000 |
| Packed Cost | 1.500 | 5.000 | 7.500.000 |
| Box Shipping | 1.500 | 2.850 | 4.275.000 |
| TOTAL | | | 35.875.000 |

Phase 2

2.9. RISK

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

| Risk | Level | Reducing Methods |
|---|-------|---|
| Covid-19 epidemic (cannot organize offline events: book launch, announcement,...) | High | Organize online events such as livestream book launch, sales; organize games, mini games,... on social networking platforms |
| Pirated books (there are publishers who print pirated books for profit) | Low | Use anti-counterfeiting stamps, seals, qr codes to check the source of goods sold on the market |
| Network congestion / power failure (due to the number of spectators staying at home due to the epidemic, the network transmission line may be blocked, network loss; power failure due to overload) | High | Have an alternative power source ready in case of an emergency Prepare 4g |

Risk of Campaign Table

2.10. METHODOLOGY

2.10.1. Social Media in Covid-19

Social media usage has increased manifold and thus, has a number of available platforms, including Facebook, Twitter, YouTube, Instagram, Snapchat, WhatsApp, and Reddit, along with their Chinese equivalents WeChat, Weibo, Tencent, Tik Tok, and Toutiao. People have become accustomed to posting every aspect of their lives on social media. This includes their achievements, worries, and

travels on a daily and hourly basis. Since the lockdown, there has been an 87% increase in social media usage by the people . People started gathering information posted on the groups and unknown pages and believing them. Religious pages also started attracting people amid crises by spreading unscientific information regarding the prevention and treatment of the virus. (Update from Scholastic Regarding the Coronavirus. [Sep;2020])

2.10.2. Document Analysis Technique

- Document analysis is a social research method and a significant research instrument in and of itself, as well as an essential component of most triangulation schemes (the use of many methodologies to explore the same phenomena). Qualitative researchers frequently use at least two resources to find convergence and corroboration, such as diverse data sources and methods.
- The goal of triangulating is to create a cluster of evidence that nurtures trustworthiness. By evaluating information obtained using various approaches and correlating findings across data sets, the influence of potential bias can be reduced. Mixed-methods studies, which include qualitative and quantitative data, are sometimes used in document analysis.
 - o *Create a list of texts to explore (e.g., population, samples, respondents, participants).*
 - o *Consider how texts will be accessed with attention to linguistic or cultural barriers.*
 - o *Acknowledge and address biases.*
 - o *Develop appropriate skills for research.*
 - o *Consider strategies for ensuring credibility.*
 - o *Know the data one is searching for.*
 - o *Consider ethical issues (e.g., confidential documents).*
 - o *Have a backup plan.*
- In addition, O'Leary discusses two significant topics to address before beginning document analysis. The first is the issue of prejudice in the document's author or maker, as well as the researcher (2014). The document's "unwitting" proof, or latent content, is O'Leary's second key concern. O'Leary offers another eight-step strategy to address these concerns (2014)

- *Gather relevant texts.*
- *Develop an organization and management scheme.*
- *Make copies of the originals for annotation.*
- *Assess authenticity of documents.*
- *Explore document’s agenda, biases.*
- *Explore background information (e.g., tone, style, purpose).*
- *Ask questions about the document (e.g., Who produced it? Why? When? Type of data?).*
- *Explore content.*

2.10.3. Popular social media tools and platforms

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

2.10.4. Benefit

Document analysis is often used because there are various ways it can support and reinforce research. Document analysis can be used in various areas of

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

2.10.5. Role of performance measurement index

2.10.5.1. Definition

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

2.10.5.2. How to use

04 social media performance metrics assessment

- **Sentiment Score** - Sentiment Score
 - o Emotional quotient = $(\text{Number of Positive discussions} - \text{Number of Negative discussions}) / (\text{Number of Positive discussions} + \text{Number of Negative discussions})$
- **User Generated Content**
 - o User interaction at its highest quality
 - o People will want to discuss your material on social media if it is engaging. It creates a butterfly effect, elevating your brand to new heights.
- **Object Mention**
 - o The quantity of discussion about the subject Object Mention is a key metric for evaluating the performance of social media marketing campaigns. This metric is especially important if you're using Influencer Marketing. Because, on the surface, an Influencer's post frequently has a large number of comments. However, their

content focuses solely on the Influencer and does not mention the brand or campaign.

- **Audience Scale** - Number of people participating in the discussion
 - o The Audience Scale is a tool for calculating the amount of new fans you've gained as a result of a marketing campaign. You'll need the correct channel distribution plan in addition to developing unique, compelling content to improve this measure.

2.10.6. FACEBOOK ADS

2.10.6.1. Definition

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

2.10.6.2. How it work

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

- Facebook's mission is to use the above information to advertise to the right potential customers.

2.10.7. PRESS

2.10.7.1. Definition

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

2.10.7.2. How it works

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

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

➤ *Volume volume: Apply the steps listed in step 1*

- *CTR: Get the CTR rate of the article that is currently ranked 5th on the SERP*

2.11. ACTION PLAN

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

| | | | |
|-----------------------------|-----------------------|--|--|
| | | <ul style="list-style-type: none"> Minigame “Mo trang sach cho hanh nuoi con hanh phuc” | <ul style="list-style-type: none"> Minigame in livestream |
| Media Selection | Owned Media | Facebook, Telesale, Youtube | Facebook, Youtube, Tik Tok, Telesale, Zoom, Zalo |
| | Paid Media | Press, FaceboAds | Facebook Ads |
| KPI | Likes/follower | 2,000 | 4,000 |
| | Engagement | 15,000 | 25,000 |
| | Reach | 100,000 | 100,000 |
| | Comments | 4,000 | 4,000 |
| | Books | 1,000 books, of which 400 are sold and the remaining 600 orders go to dealers. | 1,500 books, of which 500 orders are sold directly, the rest 1,000 orders are shipped to dealers |
| Estimated Cost | | 39.450.000 | 35.875.000 |
| Total Estimated Cost | | 75.325.000 | |

Action Plan Table

3. REPORT NO. 3: PRODUCTION EXECUTION

DETAIL COMMUNICATION PLAN

| No | Date | Content | Tools | Staff | KPI |
|----------------|-----------------------------|--|---------------------------------|---|---|
| PHASE 1 | | | | | |
| 1 | 27/5 – 28/5 | Launches “Children who grow up without sickness” | Facebook, Youtube Zingnew | Content: Thành & Tiến Media: Nam Anh Press Booking: Thành | Youtube: 1,000 views Press: 9.000 |
| 2 | 3/6 12/6 21/6 25/6 | Instructions for registering to buy book | Facebook | Content: Thành & Tiến | 500 react 120 comments 50 shares |
| 3 | 3/6 9/6 12/6 22/6 | Series of book reviews phase 1 | Facebook | Content: Thành & Tiến Design: Phong | 550 react 150 comments 80 shares |
| 4 | 29/6 | Livestream book launch + knowledge exchange | Facebook | Media: Nam Anh | 8k viewers 200 react 600 comments |

| | | | | | |
|----------------|--------------------------------------|---|----------------------------|---|---|
| | | | | | 200 shares |
| 5 | 23/6 | Minigame “Mo trang sach cho hanh trinh hanh phuc” | Facebook | Content: Thành & Tiến Design: Phong | 100 react 100 comments 30 shares |
| 6 | 01/6 30/6 | Telesale | Fanpage Phone E-mail | Telesale resources | 400 direct sales 600 sold at dealers |
| 7 | 3/6 30/6 | Advertising | Facebook Ads | Media: Nam Anh | |
| PHASE 2 | | | | | |
| 8 | 1/7 – 31/7 | Share knowledge | Youtube | Media: Nam Anh | 20,000 views |
| 9 | 10/7 14/7 20/7 22/7 29/7 | Series of book reviews phase 2 | Facebook | Content: Thành & Tiến Design: Phong | 500 react 150 comments 40 shares |
| 10 | | #Learn_on_TikTok | TikTok | Content: Thành & Tiến Media: Nam Anh | 600,000 views 14,000 profile views |

| | | | | | |
|----|-------------|--|-----------------------------|--|---|
| | | | | | 24,000 likes 900 comments 1,000 shares 9,000 followers |
| 11 | 13/7 | Livestream with pharmacist Dat book review | Facebook | Media: Nam Anh | 170 react 400 comments 150 shares |
| 12 | 22/7 | Zoom class “Improving resistance to the epidemic season” | Facebook, Tiktok, Zoom | Media: Nam Anh | Zoom: 500 Facebook: 20 react 10 comments 10 shares |
| 13 | 13/7 | Minigame in livestream | Facebook | Content: Thành & Tiến Design: Phong | 150 shares |
| 14 | 1/7 30/7 | Telesale | Fanpage Mobile E-mail | Telesale resources | 1000 direct sale 500 sold at dealers |

Table of Detail Communication’s Plan

3.1. PHASE 1 (1/6 – 30/6)

3.1.1. Idea

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

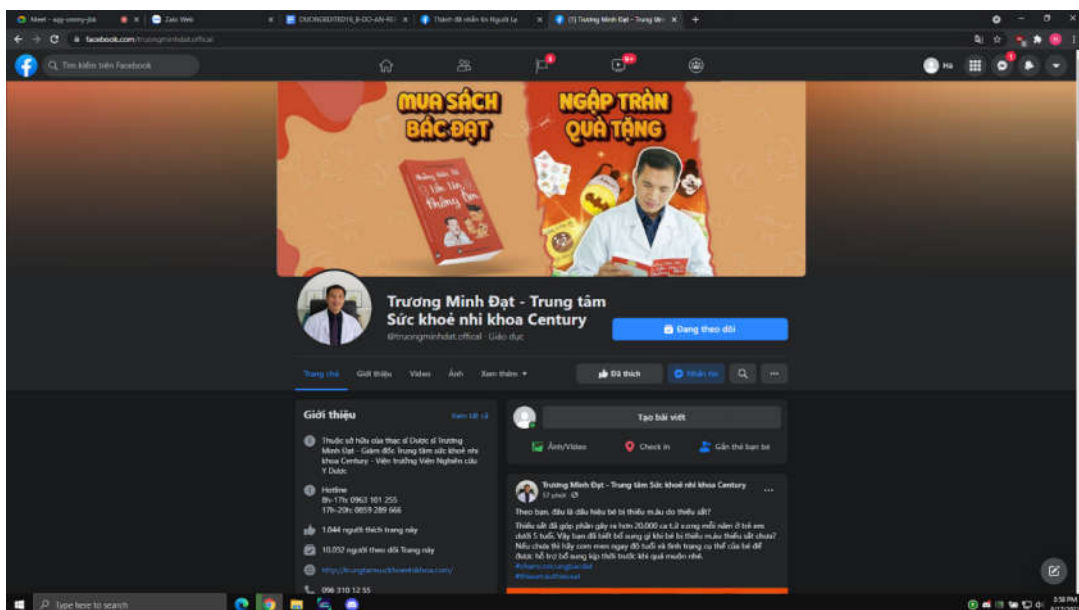
3.1.2. Stakeholders

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

3.1.3. Media selection

3.1.3.1. Owned Media

- **Facebook:** Using the Fanpage Trương Minh Đạt - Trung tâm Sức khỏe nhi khoa Century, a campaign to promote the book "Children Grow Up Without Sickness" was launched.

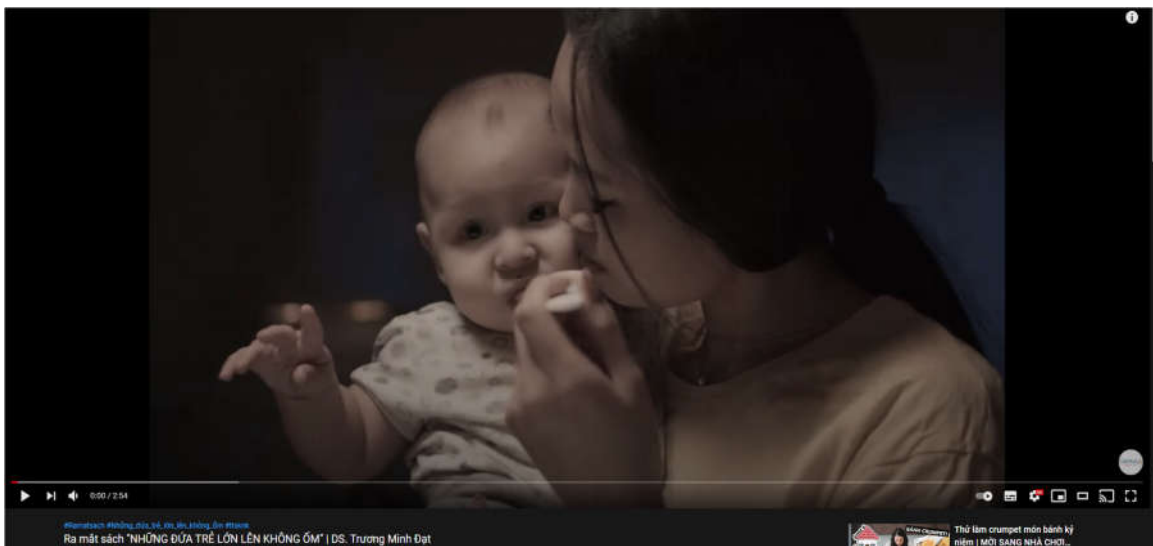


Fanpage “Trương Minh Đạt - Trung tâm Sức khỏe nhi khoa Century”

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



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



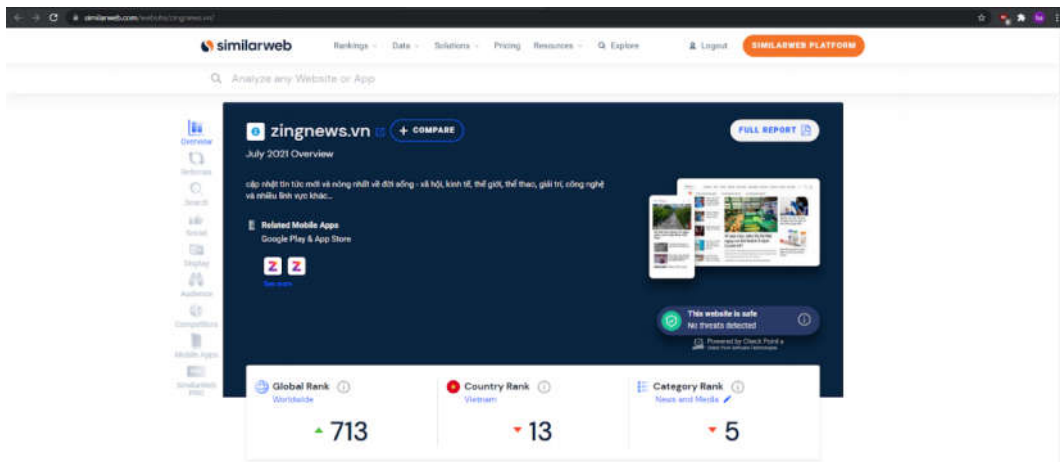
Clip premier the book "Children grow up without sickness"

- **Sale:** Contact with clients by Phone, the same with E-mail

3.1.3.2. Paid Media

- Press: **Zingnews**

- Premier the book on Zingnews



Ranking of Zing News in Vietnam and in the world,
Zing News is ranked 713th worldwide and 13th in Vietnam.



Zingnews Traffic



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

3.1.4. Timeline

| Date | Content | | | | | | | |
|------|--|--|--------------------------------|---|---|------------------|----------|-----------------|
| | Launches "Children who grow up without sickness" | Instructions for registering to buy book | Series of book reviews phase 1 | Livestream book launch + knowledge exchange | Minigame "Mo trang sach cho hanh trinh hanh phuc" | Press (27/5/202) | Telesale | Facebook ok Ads |
| 1/6 | | | | | | | | |
| 2/6 | | | | | | | | |
| 3/6 | | | | | | | | |
| 4/6 | | | | | | | | |
| 5/6 | | | | | | | | |
| 6/6 | | | | | | | | |
| 7/6 | | | | | | | | |
| 8/6 | | | | | | | | |
| 9/6 | | | | | | | | |
| 10/6 | | | | | | | | |
| 11/6 | | | | | | | | |
| 12/6 | | | | | | | | |
| 13/6 | | | | | | | | |

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

Facebook's Timeline post

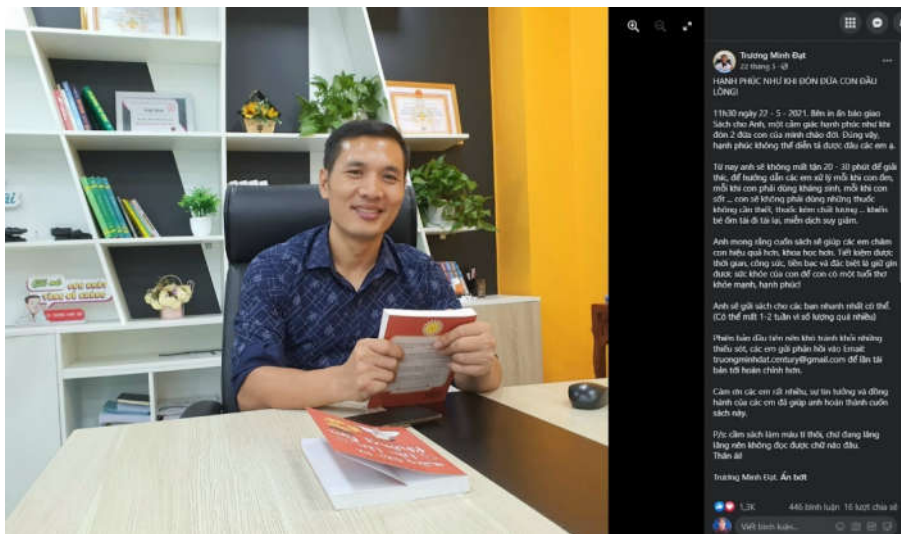
| No | Content | Detail | Tools | KPI | Reality | Compare |
|----------------|---------|--------|-------|-----|---------|---------|
| PHASE 1 | | | | | | |

| | | | | | | |
|---|--|--|---------------------------------|--|--|--|
| 1 | Launches "Children who grow up without sickness" | The book "Children who grow up without sickness," which launched the handbook, includes knowledge extending from basic to advanced, especially for mothers who are raising children. | Youtube Zingnew, Facebook | Youtube: 1,000 views Press: 9.000 | Youtube:1,874 views Press: 10.000 | Increase 87,4% Increase 11,1% |
| 2 | Instructions for registering to buy book | Instruct customers on how to place orders, purchase books, and make payments | Facebook | 500 react 120 comments 50 shares | 651 react 177 comments 17 shares | Increase 30,2% Increase 47,5 % Decrease 66% |
| 3 | Series of book reviews phase 1 | Summary of all book reviews from customers who already own books | Facebook | 550 react 150 comments 80 shares | 698 react 204 comments 53 shares | Increase 26% Increase 36% Decrease 33,75% |
| 4 | Livestream book launch + knowledge exchange | Meet and discuss online with pharmacist Truong Minh Dat | Facebook | 8k viewers 200 react 600 comments 200 shares | 10k viewers 364 react 727 comments 275 shares | Increase 20% Increase 82% Increase 21,16 Increase 37,5% |
| 5 | Minigame "Mo trang sach cho hanh trinh nuoi con hanh phuc" | Wrote about your feelings when reading the book "Children who grow without sickness" | Facebook | 100 react 100 comments 30 shares | 344 react 34 comments 1 shares | Increase 244% Decrease 66% Decrease 96% |

| | | | | | | |
|---|-------------|--|-----------------------------|---|---|-----------------------------------|
| 6 | Telesale | | Fanpage Mobile E-mail | 400 direct sales 600 sold at dealers | 352 direct sales 569 sold at dealers | Decrease 12% Decrease 5,1% |
| 7 | Advertising | | Facebook Ads | | | |

Tools's KPI after campagin

3.1.5. Facebook's Post



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

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

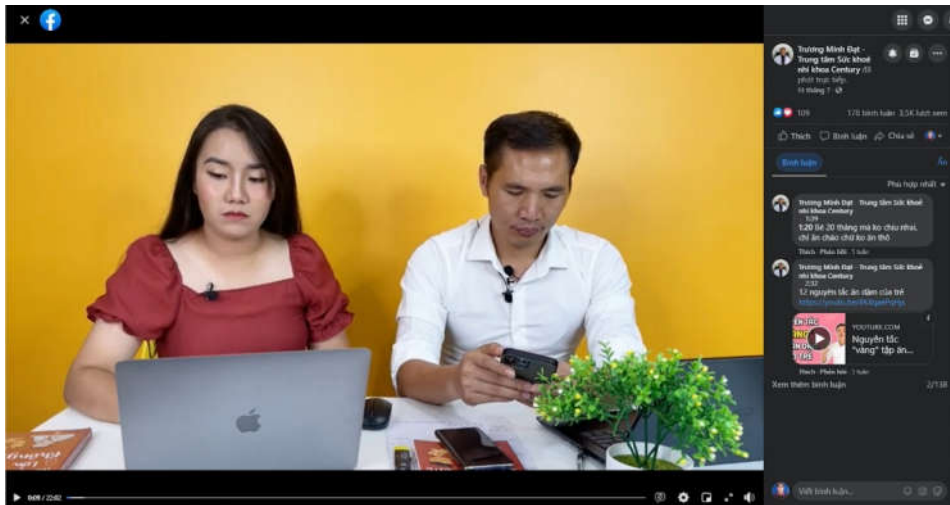
- Xoá tan nỗi lo mỗi khi con ốm. “Những đứa trẻ lớn lên không ốm” sẽ đưa cho bố mẹ chìa khoá giải quyết vấn đề con ho cả tháng không khỏi, con sốt không hạ, con đi ngoài dứt,...
- Bố mẹ sẽ được trang bị kiến thức chăm con khoa học đơn giản có thể áp dụng ngay tại nhà, không còn phụ thuộc vào bác sĩ,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

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

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

Tài sản lớn nhất mà bố mẹ có thể cho con đó chính là sức khoẻ.
Sức đề kháng tốt là tiền đề quan trọng giúp con phát triển khoẻ mạnh, thông minh vượt trội.
👉 Đăng ký đặt m.u.a và nhận ưu đãi tại: <https://forms.gle/PssnFUVTFAgHMt349>
Mọi vấn đề cần giải đáp vui lòng INBOX fanpage hoặc gọi hotline 0963 101 255







3.1.6. Cost

| Description | Quantity | Unit price | Amount |
|--|----------|------------|-------------------|
| Press | 1 | 2.500.000 | 2.500.000 |
| Minigame | 1 | 3.000.000 | 3.000.000 |
| Livestream exchanging knowledge in books | 1 | 900.000 | 900.000 |
| Marketing | | 4.000.000 | 4.000.000 |
| Advertising | | 5.000.000 | 5.000.000 |
| Seeding Tool | 2 | 1.000.000 | 2.000.000 |
| Transport | 1 | 2.000.000 | 2.000.000 |
| Packed Cost | 1.000 | 5.000 | 5.000.000 |
| Box Shipping | 1.000 | 3.850 | 3.850.000 |
| TOTAL | | | 28.250.000 |

Table of Finance of Phase 1's payment

3.2. PHASE 2 (1/7 – 31/7)

3.2.1. Idea

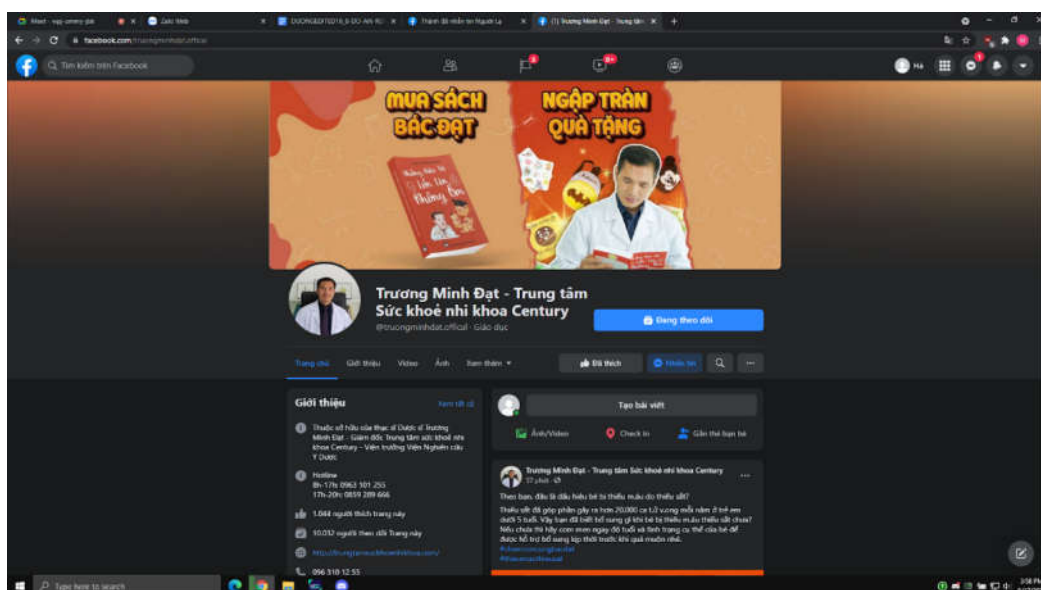
- Share customers' thoughts on the book after they've read it.
- Open the livestream "Sharing the tale of raising children in the midst of the epidemic season" with the intention to become a spiritual support for parents; listen to and understand the hardships that parents face as they raise their children.

3.2.2. Stakeholders

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

3.2.3. Media selection

- **Facebook:** Using the Fanpage Trương Minh Đạt - Trung tâm Sức khỏe nhi khoa Century, a campaign to promote the book "Children Grow Up Without Sickness" was launched.



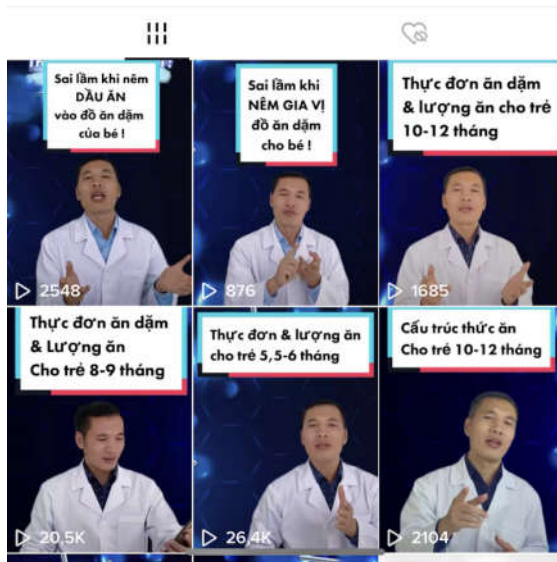
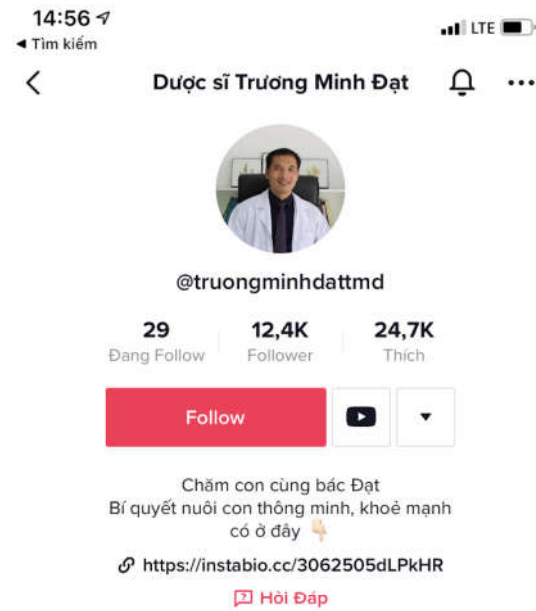
Fanpage “Truong Minh Dat - Trung tam Suc khoe nhi khoa Century”

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



Pharmacist Truong Minh Dat's Youtube Channel

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



Pharmacist Trương Minh Đạt's Tiktok channel

3.2.4. Timeline

| Date | Content |
|------|---------|
|------|---------|

| | Series of book reviews phase 2 | Livestream with pharmacist Dat book review | Zoom class "Improving resistance to the epidemic season" | Minigame in livestream | #Learn_On_Tiktok | Tele-sale |
|------|--------------------------------|--|--|------------------------|------------------|-----------|
| 1/7 | | | | | | |
| 2/7 | | | | | | |
| 3/7 | | | | | | |
| 4/7 | | | | | | |
| 5/7 | | | | | | |
| 6/7 | | | | | | |
| 7/7 | | | | | | |
| 8/7 | | | | | | |
| 9/7 | | | | | | |
| 10/7 | | | | | | |
| 11/7 | | | | | | |
| 12/7 | | | | | | |
| 13/7 | | | | | | |
| 14/7 | | | | | | |
| 15/7 | | | | | | |
| 16/7 | | | | | | |
| 17/7 | | | | | | |
| 18/7 | | | | | | |
| 19/7 | | | | | | |

| | | | | | | |
|------|--|--|--|--|--|--|
| 20/7 | | | | | | |
| 21/7 | | | | | | |
| 22/7 | | | | | | |
| 23/7 | | | | | | |
| 24/7 | | | | | | |
| 25/7 | | | | | | |
| 26/7 | | | | | | |
| 27/7 | | | | | | |
| 28/7 | | | | | | |
| 29/7 | | | | | | |
| 30/7 | | | | | | |
| 31/7 | | | | | | |

Facebook's Timeline post

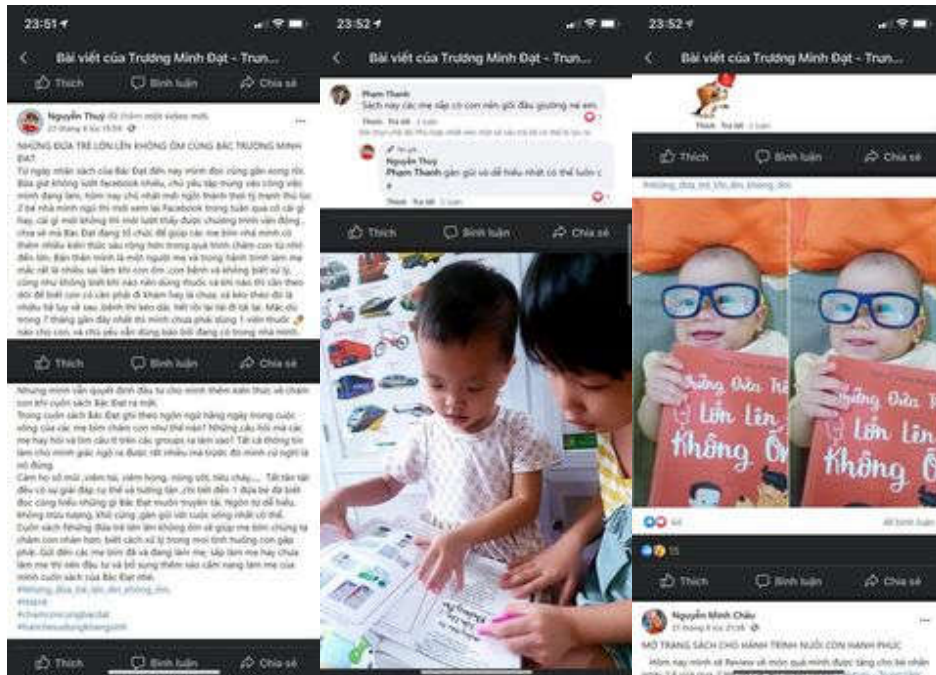
| No | Content | Detail | Tools | KPI | Reality | Compare |
|----------------|--------------------------------|--|----------|--|--|--|
| PHASE 2 | | | | | | |
| 1 | Share knowledge | Published useful knowledge outside the book for childcare | Youtube | 20,000 views | 34,392 views | Increase 17,1% |
| 2 | Series of book reviews phase 2 | Summary of all book reviews from customers who already own books | Facebook | 500 react 150 comments 40 shares | 748 react 304 comments 87 shares | Increase 49,6% Increase 102,6% Increase 117,5% |

| | | | | | | |
|---|--|---|------------------------|--|---|---|
| 3 | #Learn_on_TikTok | Mr. Dat use Tiktok channel to introduce good tips for raising children | TikTok | 600,000 views 14,000 profile views 24,000 likes 900 comments 1,000 shares 9,000 followers | 707,829 views 16,133 profile views 26,179 likes 1,146 comments 3,003 shares 12,437 followers | Increase 17,9% Increase 15,23% Increase 9,07% Increase 27,3% Increase 20,03 % Increase 38,1% |
| 4 | Livestream with pharmacist Dat book review | Share and exchange about the contents of the book | Facebook | 170 react 400 comments 150 shares | 292 react 693 comments 220 shares | Increase 71% Increase 73% Increase 46% |
| 5 | Zoom class "Improving resistance to the epidemic season" | Improve and supplement knowledge for mothers | Facebook, Tiktok, Zoom | Zoom: 500 Facebook: 20 react 10 comments 10 shares | Zoom: 1,200 Facebook: 48 react 9 comments 3 shares | Increase 140% Increase 140% Decrease 10% Decrease 70% |
| 6 | Minigame "Khoanh khac con yeu" | Participant take a picture of their kid and share in comment of the post Reward: 1 st – 1.200.000 VND + book 2 nd – 700.000 VND + voucher 300.000 VND 3 rd – 300.000 VND + voucher 200.000 VND | Facebook | 150 participants | 220 participants | Increase 46% |
| 7 | Telesale | | Fanpage | 1000 direct sale | 964 direct | Decrease 3,6% |

| | | | | | | |
|---|-------------|--|------------------|------------------------|------------------------|-------------------|
| | | | Mobile E-mail | 500 sold at dealers | 427 sold at dealers | Decrease 14,6% |
| 8 | Advertising | | Facebook Ads | | | |

Tools's KPI after campaign

3.2.5. Facebook's Post



Client feedback's post

The image shows a Zoom meeting interface. The main window displays a whiteboard with handwritten text in Vietnamese. The text is organized into sections:

- THÀNH CÔNG CHIẾN THƯỜNG** (Success in War)
- HÀNH ĐỘNG** (Action) with arrows pointing to **KHOA** and **SỰ KIỆN**.
- BIẾT ƠN** (Gratitude) with an arrow pointing to **TRƯỜNG**.
- CHỈ TRẠCH NHIỆM** (Responsibility)
- KẾT QUẢ** (Result)
- NAN NHÂN** (Noble Person) with arrows pointing to:
 - ĐỒ LỢI (Tools)
 - THỌ PHẬN (Fate)
 - BẢO BIỆM (Protection)

Below the whiteboard, a man in a blue patterned shirt is visible. To the right, a chat window is open, showing a list of participants (238) and a chat history:

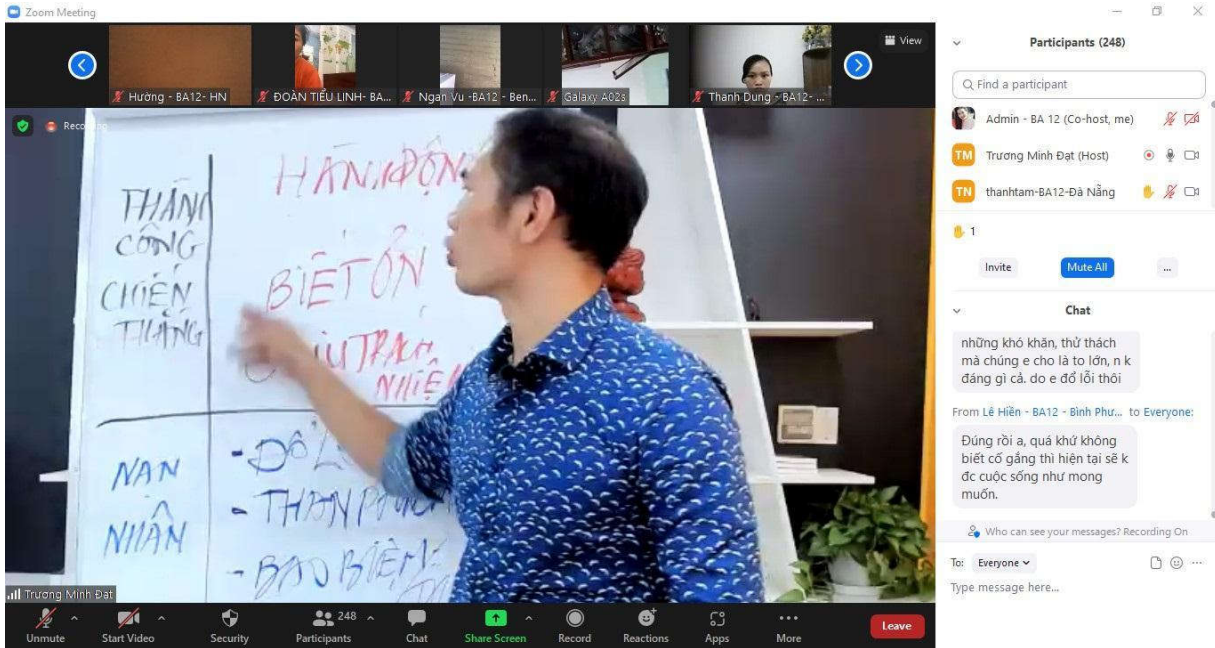
- From Lê Hiền - BA12 - Bình Phước to Everyone: **Ồi, vào học mới thấy các mẹ thật siêu nhân, phải học hỏi thật nhiều.**
- From BA 12-Oanh Phạm-Vũng T... to Everyone: **chào mẹ Tôm tếp**

The bottom part of the image shows a grid of 246 participants in a gallery view. A chat window on the right shows a message from Hạnh - BA 11.12 - Hà Nội:

Chúng ta phải có lòng biết ơn, có trách nhiệm, đủ trí thức để làm đc mọi thứ

Another message from Hạnh - BA 11.12 - Hà Nội to Everyone:

những khó khăn, thử thách mà chúng e cho là to lớn, n k đáng gì cả, do e đổ lỗi thôi



Zoom class

3.2.6. Cost

| Description | Quantity | Unit price | Amount |
|--|----------|------------|-------------------|
| Livestream with Pharmacist Dat + Open Zoom class | 3 | 466.000 | 1.400.000 |
| Minigame | 1 | 3.000.000 | 3.000.000 |
| Seeding Tool | 2 | 1.000.000 | 2.000.000 |
| Advertising | | 10.000.000 | 10.000.000 |
| Marketing | 3 | 2.000.000 | 6.000.000 |
| Transport | 1 | 2.000.000 | 2.000.000 |
| Packed Cost | 1.000 | 5.000 | 5.000.000 |
| Box Shipping | 1.000 | 3.850 | 3.850.000 |
| TOTAL | | | 33.250.000 |

Table of Phase 2 finance's payment

3.3. PROBLEMS

| Problem | Level | Resolution |
|---|--------|---|
| Offline book launch event was cancelled | High | Put the entire campaign online |
| The company couldn't book more newspaper | High | Rent only one newspaper |
| Harasser in livestream | Low | Ban, block |
| Reaching out to people in rural areas is still difficult, reaching customers is still difficult | Medium | Contact via phone New way to reach out |
| Transporting goods in difficulty | Low | Company paid for that shipping fee |

Evaluation risk in phase 2

4. REPORT NO.4: POST – LAUNCH AND REFLECTION

4.1. OVERALL RESULT

| Phase | Unit | Prediction | Reality | Rate |
|---------|------|-------------------|-------------------|-----------------|
| Phase 1 | VND | 39.450.000 | 28.250.000 | decrease 28,39% |
| Phase 2 | VND | 35.875.000 | 33.250.000 | decrease 7,31% |
| Total | VND | 75.325.000 | 61.500.000 | decrease 18.35% |

Compare cost before and after campaign

| Phase | Unit | Prediction | Reality | Rate |
|---------|-------|--|--|---|
| Phase 1 | Books | 600 via store 400 via fanpage and telesale | 504 via store 324 via fanpage and telesale | superfluous 96 via store superfluous 76 via fanpage and telesale |
| Phase 2 | Books | 1000 via store 500 via fanpage and telesale | 964 via store 427 via fanpage and telesale | superfluous 36 via store superfluous 73 via fanpage and telesale |
| Total | Books | 1600 via store 900 via fanpage and telesale | 1468 via store 751 via fanpage and telesale | superfluous 132 via store superfluous 149 via fanpage and telesale |

Compare book's selling in campaign

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

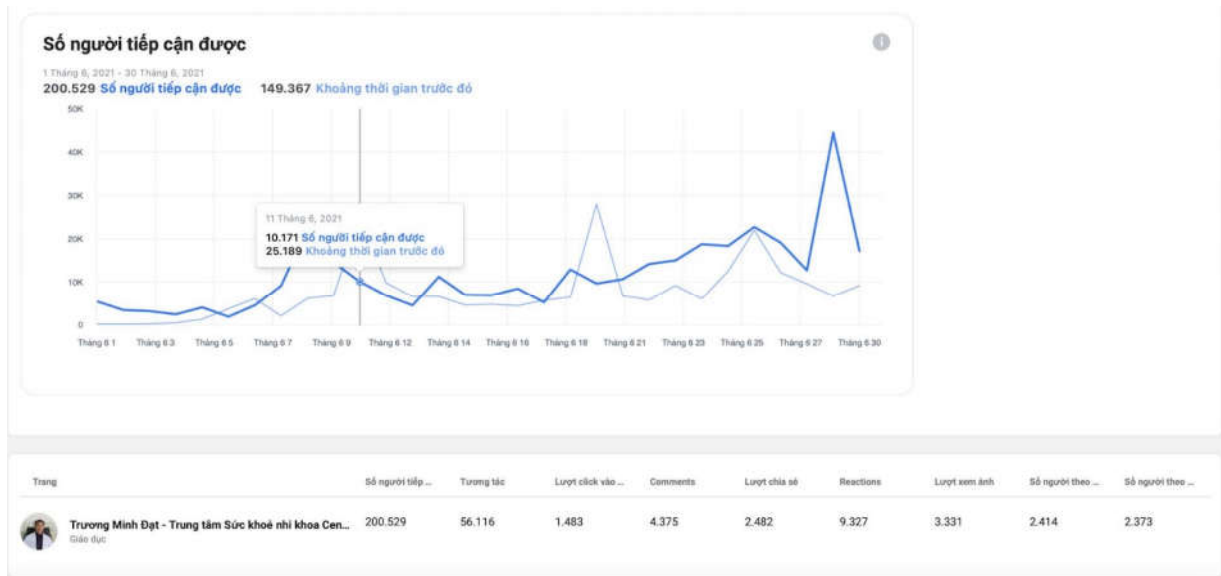
Compare KPI in campaign

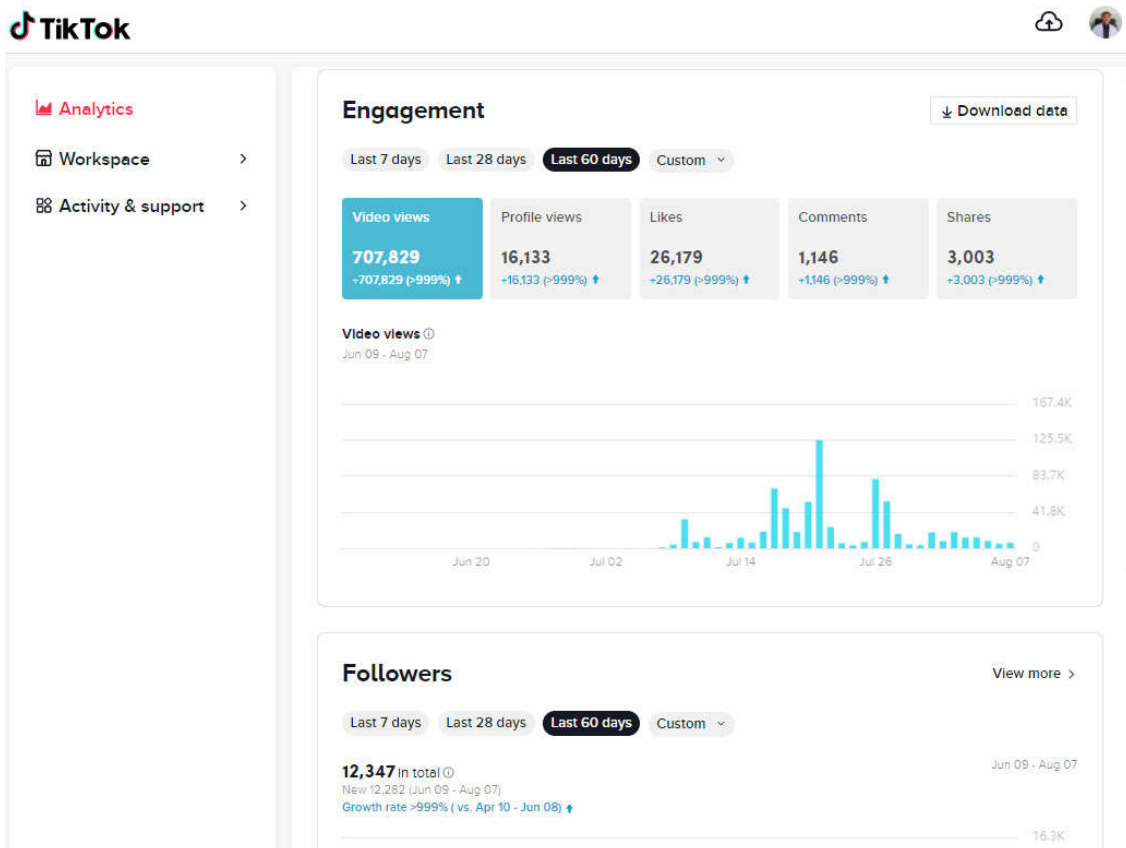
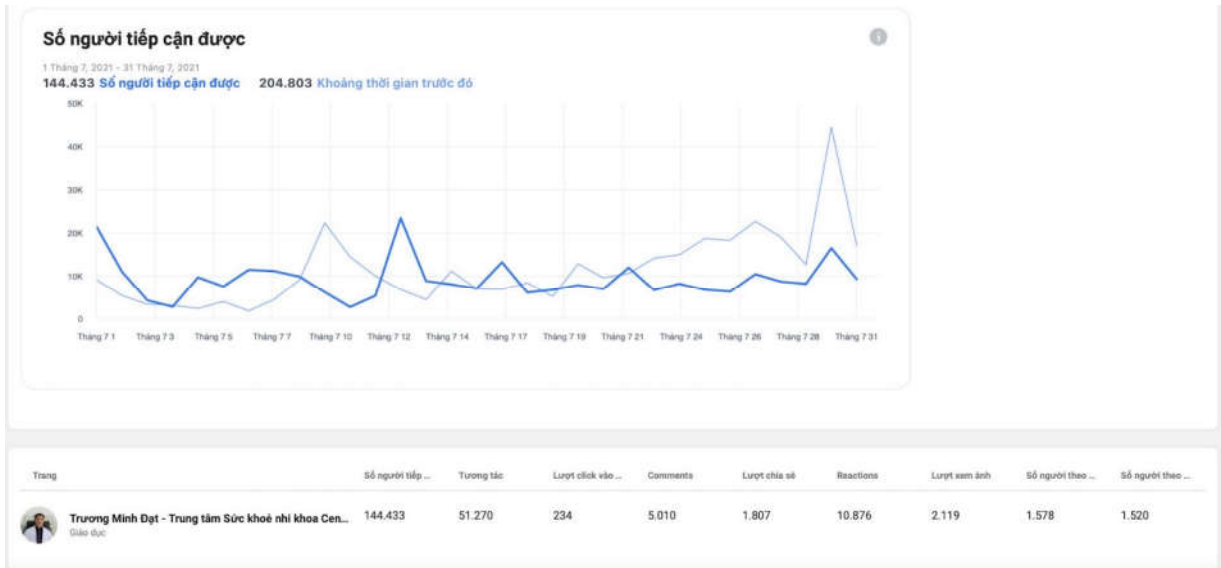
| Tools | Unit | KPI | Reality |
|-------------------------------------|--------------|---------|---------|
| Tiktok “Được sĩ Trương Minh Đạt” | View | 600,000 | 707,829 |
| | Profile View | 14,000 | 16,133 |
| | Like | 24,000 | 26,179 |
| | Comment | 9,000 | 1,146 |
| | Share | 1,000 | 3,003 |
| | Follower | 9,000 | 12,347 |

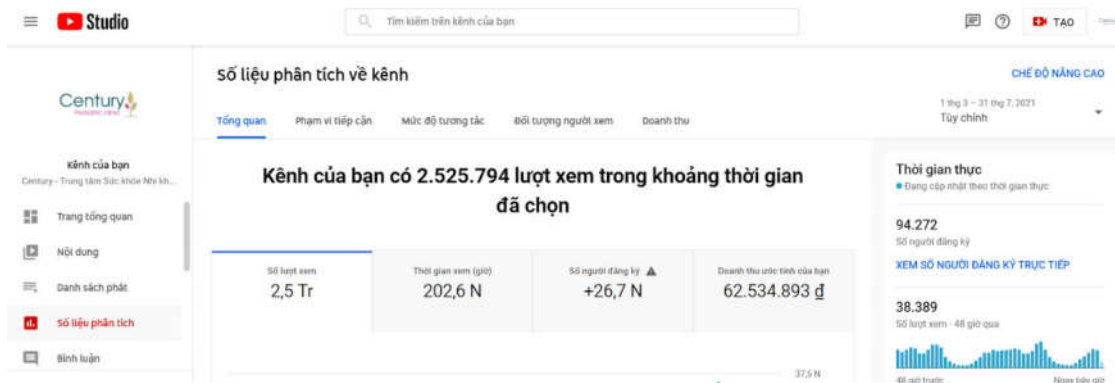
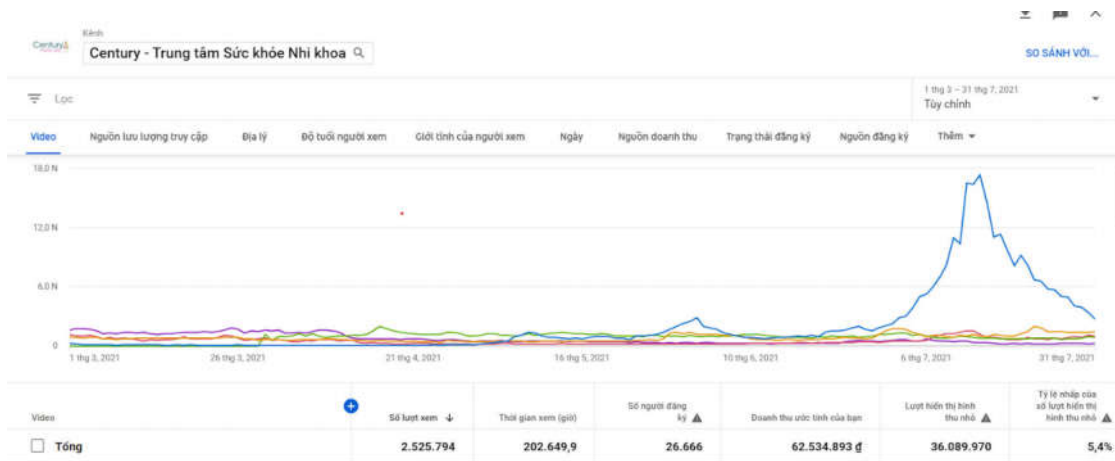
Compare Tiktok’s KPI

4.2. MEASUREMENT AND EVALUATION

4.2.1. Measurement







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

Number of people click book's link Table

4.2.2. Evaluation

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

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

Risk assessment table in Phase 1

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

| | | |
|---|--------|--|
| Shipping goods are dented, distorted, torn | High | Save customer information and resend items |
| Customer encountered an error while registering to buy a book | Medium | Have a backup link ready |
| Shipping costs incurred | Medium | Consider using money from other expenses |
| Students entering Zoom class not on time | Medium | Record the live session and upload it to the fanpage |

Risk assessment table in phase 2

- Review Zoom class
 - o **Quantity:** 1200 participants
 - o **About content:**
 - Improve and supplement knowledge for mothers.
 - Share, exchange, learn knowledge from many doctors Dat, from many sources
 - Mothers can ask to contact and learn more about other mothers taking care of their children
 - o **About the method:**
 - Modern teaching methods.
 - Create interest with students.
 - Lecturer (Pharmacist Truong Truong Minh Dat) exchange and answer questions for students
 - o **Student rating:**

- The course received positive reviews from students.
- Students firmly grasp the knowledge in the classroom and the knowledge contained in the book.
- **Risk :**
 - Some students have difficulty using the tool to participate in the class.
 - Class input time takes initial stabilization time.
 - The transmission line has a problem while teaching.
 - Some students are late to class, so they often miss important knowledge.

4.3. CONCLUSION

4.3.1. LESSON LEARNED

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

- Although the difference between the budget and the budget is minor, it serves as a lesson in ensuring accuracy and minimizing superfluous things when disbursing funds.
- How to Deal with Dangerous Situations
- Expanding, generating material on a regular basis, as well as altering and renewing projects that are identified in each project.

4.3.2. RECOMMENDATION

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

APPENDIX

<Suggestion>

PHASE 3 (1/8/2021 – 15/8/2021)

1. Idea

- Seminar to sign books, exchange with Mr. Dat
- Talkshow "Sharing the Parenthood Story in the middle of the back-to-school season" with the intention of being the anchor of the parent's spirit; listen to and understand the parents' struggles in raising their children

2. Target Audience

| Target Audience | |
|-----------------------|---|
| Demographic | <ul style="list-style-type: none"> • 23-40 years old • Males and females, but primarily women who have or are about to have children. • Get married or be married to a man. • Across the country and Areas that are close by. |
| Psychology | <ul style="list-style-type: none"> • Google, social media, and e-newspaper websites are all good places to start. • Shopping on the internet. • They've participated in numerous care groups. |
| Media approach | <ul style="list-style-type: none"> • Approachable : “Uncle Dat” – “brother” • Customers would like and approach you more if you are precise, complete, and have particular examples of certificates in youngsters. |

Target Audience Table

3. Stakeholders

- Enterprise: Department of MKT, Department of Sale
- Advertising Partners: Google, Facebook Ads
- Press: Afamily, Quan doi nhan dan, Vietnamnet, Zingnews

4. Media Selection

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

| Number | |
|--------|---|
| 1 | <p>Giới thiệu :</p> <p>NHANH TAY MUA NGAY :</p> <p>- Combo 1: 2 cuốn sách “Những đứa trẻ lớn lên không ốm” được freeship và được tặng 01 bộ sticker vui nhộn cho bé.</p> <p>- Combo 2: 3 cuốn sách “Những đứa trẻ lớn lên không ốm” được freeship và được tặng 02 bộ sticker vui nhộn cho bé.</p> <p>* Đối với đơn hàng sách mua kèm sản phẩm khác của trung tâm:</p> <p>- Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 600k Quà tặng: freeship</p> <p>- Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 1.000k Quà tặng: free ship và 01 bộ tranh gỗ xếp hình cho bé.</p> <p>- Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 1.500k</p> |

| | |
|----------|---|
| | <p>Quà tặng: free ship và 01 balo con vật ngộ nghĩnh hoặc 01 bộ sách ehon giúp phát triển trí não cho bé.</p> <p>- Đơn hàng gồm sách + sản phẩm bất kỳ có giá trị trên 2.000k</p> <p>Quà tặng: free ship và 01 lọ thuốc ho Herbi kough.</p> <p>*GIÁ SÁCH 295.000 ĐỒNG</p> <p>Cuốn sách này chắc chắn sẽ giúp cho hành trình nuôi con của bố mẹ không còn vất vả mà nó là hành trình hạnh phúc!</p> |
| 2 | Họ và tên |
| 3 | Số điện thoại |
| 4 | Địa chỉ |
| 5 | <p>Số lượng mua ?</p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • 5 |
| 6 | <p>Khu vực của bạn</p> <ul style="list-style-type: none"> • Hà Nội • Thanh Hóa • Hải Dương • Hải Phòng • Nam Định • Nghệ An • Khu vực khác |

| | |
|---|---|
| 7 | Liên hệ vào số điện thoại 0963101255 nếu có những thắc mắc trong quá trình thanh toán |
|---|---|

ACKNOWLEDGE

“ Our team would like to express our gratitude to teacher/mentor Pham Binh Duong for his enthusiastic assistance in completing this thesis. Furthermore, our team cannot help but acknowledge the assistance of our colleagues in PMR Institute, who have assisted us in gaining significant experience while participating in such an important campaign. Our team believes that in the future, there will be more opportunities to interact and provide value to one another.”

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