

# GRADUATION THESIS

## Report 1

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## CAPSTONE PROJECT

<b>Subject code</b>	SU22MC15
<b>Subject name (English)</b>	Communication campaign for VIProperty Ltd.
<b>Subject name (Vietnamese)</b>	Chiến dịch truyền thông cho công ty VIProperty
<b>Enterprise</b>	VIProperty Ltd.
<b>Subject explanation</b>	VIProperty's activities on social media are still limited, especially in Vietnam real estate market. In this campaign, we will help VIProperty build its image on social media. Promoting products for the business plan for the second quarter of 2022.
<b>Group members</b>	Pham Thi Thanh Tra- SS140134 Dang Ngoc Bang Khanh- SS140129 Nguyen Ngoc Hai Yen- SS140271
<b>Scope of work</b>	<ul style="list-style-type: none"> <li>- Research</li> <li>- Campaign planning</li> <li>- Production</li> <li>- Report</li> <li>- Production book</li> <li>- Human resources:               <ol style="list-style-type: none"> <li>1. Copywriter: Thanh Tra</li> <li>2. Media planner: Hai Yen</li> <li>3. Designer: Bang Khanh</li> </ol> </li> </ul>
<b>Budget</b>	87,000,000 VND
<b>Result</b>	<ul style="list-style-type: none"> <li>- Emphasizes VIProperty's unique selling point: One Stop Service</li> <li>- Increase VIProperty awareness in Vietnam real estate market.</li> <li>- Advertises VIProperty's services to Eco Green Sai Gon community</li> <li>- Creates a corporate video to pin on mostly the enterprise's social media channel</li> <li>- Re-shooting personnel photos</li> </ul>

## **I. PROBLEM DEFINE**

VIProperty is a real estate company that mainly serves international consumers from China, Taiwan, and Korea. However, when the Covid 19 epidemic took place, VIProperty's main customer file - foreign customers could not come to Vietnam, and transactions could not be done, which severely affected revenue because all activities were stopped. Meanwhile, real estate is a particular commodity that customers need to visit to see and experience the space and utilities of the project. Therefore, when foreign customers do not come to Vietnam to experience the product, the company's economy is seriously affected. To balance and manage risks, the company decided to diversify its customer base from foreign to Vietnamese customers. This decision helps expand the customer file and helps the company overcome difficulties caused by the Covid 19 pandemic.

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

The decision to step up its business plan in the Vietnamese market will make ViProperty meet more competitors. When other real estate companies realize that there are more new companies entering the market, ViProperty will be vulnerable to bad play.

## **II. BUSINESS REQUIREMENTS**

Based on the real estate market situation, the context of economic recovery after a prolonged pandemic, and the company's strategic business plan set out from May 2022 to April 2023: Target to occupy market share with the Vietnamese customer segment. The company has strengths, focusing on becoming a source of apartments for rent and management in projects and repositioning the brand image of VIProperty in customers' perception, and implementing marketing strategies to help the brand make a difference. Specifically, implementing a marketing campaign to promote the critical project ECO GREEN SAI GON and initially building the brand branding foundation in the second quarter of 2022.

### **III. BUSINESS OVERVIEW**

#### **1. VIPROPERTY**

##### **a. Business Introduction**

VIPROPERTY is a company dealing in and providing real estate services. The company's full name is VIPROPERTY Joint Stock Company, established in 2016 with ten members with a real estate transaction value of VND 50 billion. (According to VIPROPERTY Portfolio, 2020).

In 2017, the size of the company had grown more than before. The number of employees has increased to 20 members and has a real estate transaction value of more than 260 billion VND. Besides, at this time, the company has become the management and operation unit for more than 150 apartments in Ho Chi Minh City. VIPROPERTY becomes one of the top five strategic partners of Vinhomes-Vingroups Group.

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

Compared to the company's appearance on the platforms, the actual size of the company is much larger. The company is currently operating mainly in two big cities, Ho Chi Minh City and Hanoi. VIPROPERTY has been the F1 (buying wholesale apartments of the project directly from the investor) of many high-end projects such as Vinhomes Central Park, Vinhomes Golden River, Eco Green Sai Gon, Florence, and Rose town, Etc.

##### **b. Vision & Mission**

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

c. VIProperty's 4Ps:

i. Product

A unique selling point of VIProperty's business model that makes the company stand out in the real estate market is that it provides a One-stop service. One-stop service is a type in which a company can offer its customers many products and services, all in a single corporate. Compared to finding many separate suppliers for each type of need, a One-stop service helps customers save more time and effort. Grasping that mentality of customers, VIProperty's One-stop service model provides four essential services in the real estate market: buying and selling, leasing, and managing apartments and furniture.

(According to Ms. Anna, R&D Manager, 2022).

ii. Purchasing

VIProperty's apartment purchase service helps customers buy apartments in mid-class and high-class apartment projects with potential for future development. VIProperty has financial advantages and is the F1 of large projects, so the company's selling price is always reasonable compared to the market price. And that is the company's strong point in sales.

- **Leasing**

Leasing is an activity in which a transaction occurs between the lessor and the lessee. VIProperty has the advantage of owning many apartments for rent in potential projects. VIProperty's rental service is the most well-known service of the four services that the company operates in Vietnam. Rental prices at VIProperty are often more reasonable than competitors in the same segment.

- **Property management**

Apartment management service is a particular service of VIProperty. This service is a broker on behalf of landlords working with tenants. Hosts are foreigners who do not settle in Vietnam or busy people who do not have time. They have investment needs to buy an apartment in Vietnam and use it for rent.

Generate long-term stable cash flow. VIProperty will be a third party that helps landlords manage issues related to their apartments. Apartment management services will include



- Working with tenants on behalf of the landlord,
- Collecting rent for the landlord,
- Directly inspecting and resolving damage during the rental process on behalf of the landlord, and
- Determining deal with administrative paperwork issues.

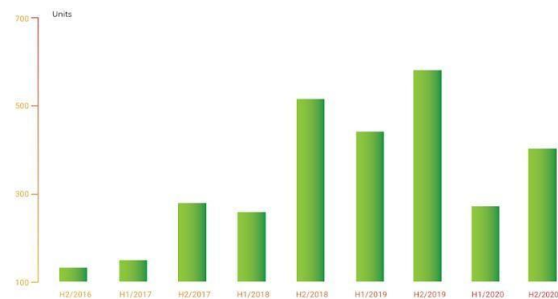
- **Furnishing**

ViProperty's interior services include installation and interior design inside the customer's apartment. ViProperty holds many apartments in a project, so the company knows the layout of the apartments in that project. This is a strength of ViProperty because the process of designing the apartment and installing the equipment is suitable for the apartment. The process of installing apartments is usually very fast, without spending time referencing and measuring. Not only accepting apartment designs for company projects but interior services of ViProperty also accept individual projects.

- **The company's projects are providing a One-stop service:**

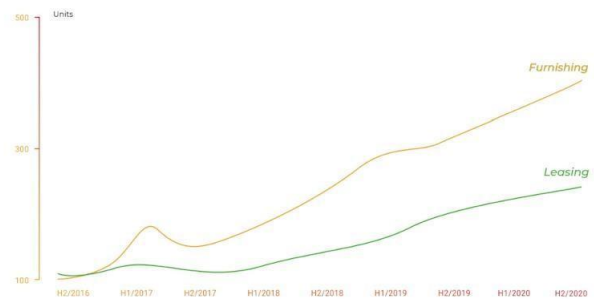
#### APARTMENT SALE

The fastest growing agency company in the group



#### LEASING & FURNISHING

Foreign investor seek to a trustable company to manage their condos



- ECO GREEN SAI GON
- VINHOMES CENTRAL PARK
- VINHOMES GRAND PARK
- VINHOMES GOLDEN RIVER
- SUNHWA
- FLORENCE
- HANOI PARAGON
- ROSE TOWN

iii. Price

- **Purchasing**

The selling price of apartments is usually in the mid-end or high-end segment. ViProperty buys many apartments at projects and resells them to agents or customers at wholesale prices. Prices are very competitive in the market.

- **Leasing**

Like purchasing, Leasing also thanks to the advantage that the company has many apartments, so the rent is also more reasonable than the market.

- **Furnishing**

There are 2 interior packages:

Package Simple: Simple interior in the style of minimalism

1BR: 92,550,000 VND

2BR: 128,400,000 VND

3BR: 161,375,000 VND

Corporate Standard Modern Package: In a luxurious modern style

1BR: 69,700,000 VND

2BR: 92,500,000 VND

3BR: 119,650,000 VND

ITC Package (Kitchen + Curtain): for Vinhomes Grand Park.

- **Property management**

1%-8% of the total rental contract value. Fee for undamaged repair and maintenance fee between landlord and tenant.

iv. Place

- **Business to Business (B2B)**

Cooperate with investors to become strategic or F1 partners to buy, sell, and lease mid-end high-end projects. Cooperate with agents to buy, sell or rent apartments for retail customers.

## DEVELOPER PARTNERS

We work with Prestigious Developer in the field. Meet our partners (Local and Foreign Developers)



## DISTRIBUTION PARTNERS

We work with the most influential companies in the field. Meet our partners.



- **Business to Customers (B2C)**

### Fanpage

Link:

<https://www.facebook.com/VIPropertyJSC> -

Page creation date: October 08, 2015.

- Page likes: 668

- Followers: 612

- Blue tick: no

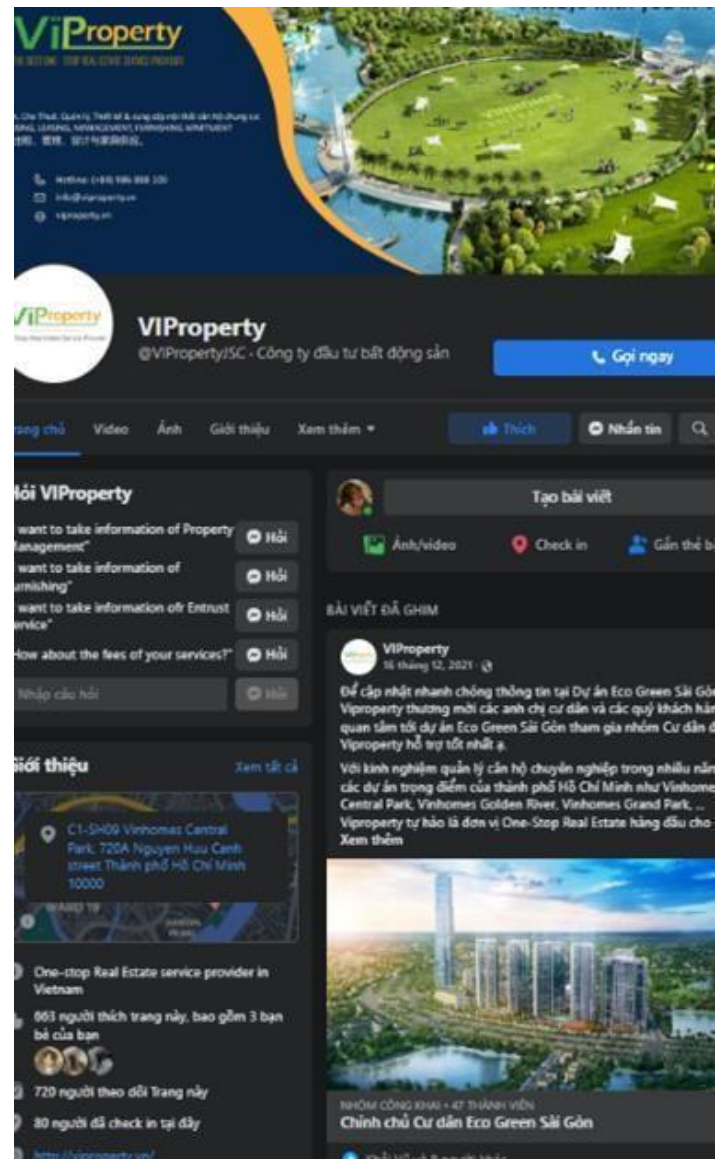
### Searching results:

Search keyword "one-stop services": Fanpage VIProperty does not appear.

Search for the keyword "real estate services." VIProperty Fanpage does not appear.

Search keyword "Eco Green Saigon apartment for rent". The VIProperty fan page does not appear. Only groups and post-sales

### Regularity:



The number of posts: ~ 1-3 articles/week.

Change the cover page for every special occasion but not prominent and featured.

Inconsistency, the articles are not divided clearly, and there are many disjoints.

No hashtag company names and names of ongoing projects.

### **Eco Green resident group overview:**

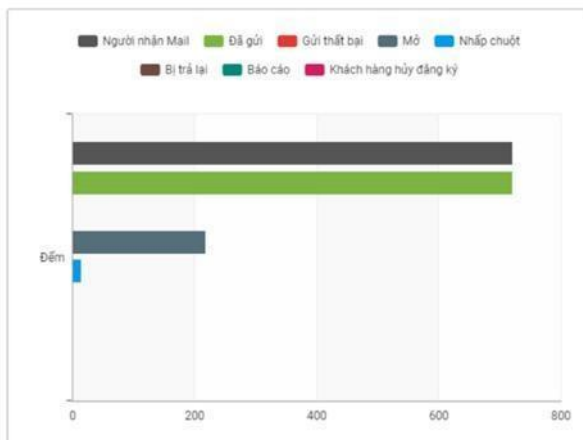
- Established about 23 weeks
- Members: 63 members
- The number of interactive posts up to now is 10 articles
- The majority of members are employees in the company and have not had outside guests.

### **Website:**

- Information on the company's website has not been updated, only until 2020.
- Not much helpful information about services or projects to attract customers
- No language switching mode
- The company's services have not been prominently displayed and divided into separate categories • Low reach on the website (average 20-30 reach/month)

### **Email marketing:**

- Email marketing is in the company's beta. Tried sending 700 emails to clients. Email opens reached 30.2%. This approach will continue to be monitored, evaluated, revised, and applied.



### **Zalo:**

- Zalo feed the company's main hotline number sporadically
- Avatar background color does not match the logo color and lacks highlights
- Zalo Official Account (Zalo OA) has not been verified
- The frequency of replying to messages is about 60% (quite slow to reply) **E-commerce real estate platforms:**
- There is currently no official account in VIProperty's name on these platforms. Most of the sales are active and post their own news.

#### v. Promotion

Before the Covid pandemic, the company experimented with a promotion program for loyal customers and free Property Management service. Currently, the company is in need of promoting the marketing of 2 Property Management services and Furnishing services. Details of the plan are under construction.

#### d. SWOT

### **Strength**

VIProperty provides one-stop real estate services in Vietnam, including advice on the best real estate investment alternatives and effective management of the entire real estate investment lifecycle. VIProperty's services include purchasing, furnishing, leasing, and managing apartments. In Vietnam,

VIProperty is currently the leading company in bringing the One-stop service model into the real estate sector.

VIProperty constantly learns and analyzes market trends to capture and give customers the best service experience. In addition, VIProperty has foreign solid capital and an extensive database of potentially loyal customers.

## Weakness

The company is transitioning from focusing on foreign customers to Vietnamese customers. However, the content transmitted on the media is still limited and not creative, not highlighting the company's unique selling point is a One-stop service.

Besides, the company for a long time only focused on the B2B business sector, so when customers want to know about the company, they have to go through a middleman agent. This will be very limited in brand recognition with mass customers, and it will be challenging to attract customers to directly contact the company to seek services.

## Opportunities

VIPProperty's customer base is much higher and more stable than other real estate companies. Besides, although the process of brand communication has not been completed yet, VIPProperty's revenue in buying, selling, renting, apartment management, and furniture is still outstanding. It shows that the company has a good business strategy, and if it invests in a communication plan for the brand, the company will grow even more.

## Threats

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



*Created by batdongsan.com*

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

Despite a stable source of income, expanding communication to the target customer group is very important to build and increase brand awareness and retain previous customers without harming the customer's agents.

## **2. ECO GREEN SAI GON**

### **a. Eco Green Sai Gon project overview**



*Eco Green Sai Gon*

Eco Green Saigon project is located at Nguyen Van Linh Street, Tan Thuan Tay Ward, District 7, Ho Chi

Minh City, about 300m from Tan Thuan Bridge in District 4. The project belongs to the investor Xuan Mai Corp, An Phong construction unit. The project model is more than 14.36 hectares. The construction density is 24%, the ratio of the land occupied area of the architectural works to the total size of the landlord.

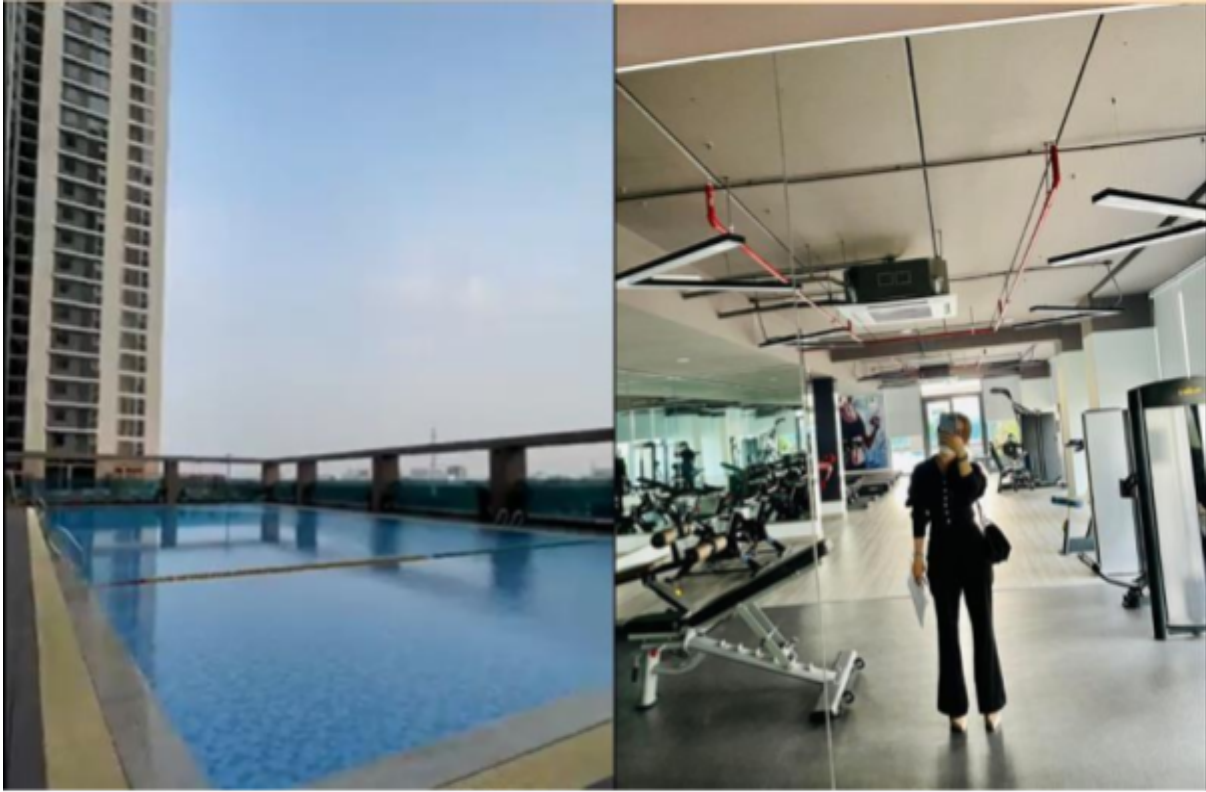
Eco Green Sai Gon Project includes eight blocks, 35 floors high, including two basements, two floors, shophouse + officetel: 200 units. The apartment is on floors 4–35. Total number of apartments: 4,000 units, Types of apartment designs: 52m<sup>2</sup>, 65m<sup>2</sup>, 75m<sup>2</sup>, 80m<sup>2</sup>, 86m<sup>2</sup>, 95m<sup>2</sup>, 119m<sup>2</sup>, Officetel apartment area: 25m<sup>2</sup>, 30m<sup>2</sup>, 35m<sup>2</sup>. There will be permanent pink for Vietnamese people and 50 years for foreigners.

### **Local amenities**

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

Eco Green Saigon project has the largest retail trade center in the world, AEON Mall. The apartment complex has 7 swimming pools up to 5000 m<sup>2</sup>. It is a type of sky view swimming pool that regulates the outside environment's temperature and can only be used by residents of the apartment with a card. Ensure absolute cleanliness and safety with the 24/7 rescue team. The gym and Spa are prioritized for each block with at least two shophouses to meet customers' needs.





*Eco Green local facilities*

Another great advantage of Eco Green is that parents in the building are no longer afraid of taking their children to school on busy roads every day because now there is Kim Dong Primary School on the project site.

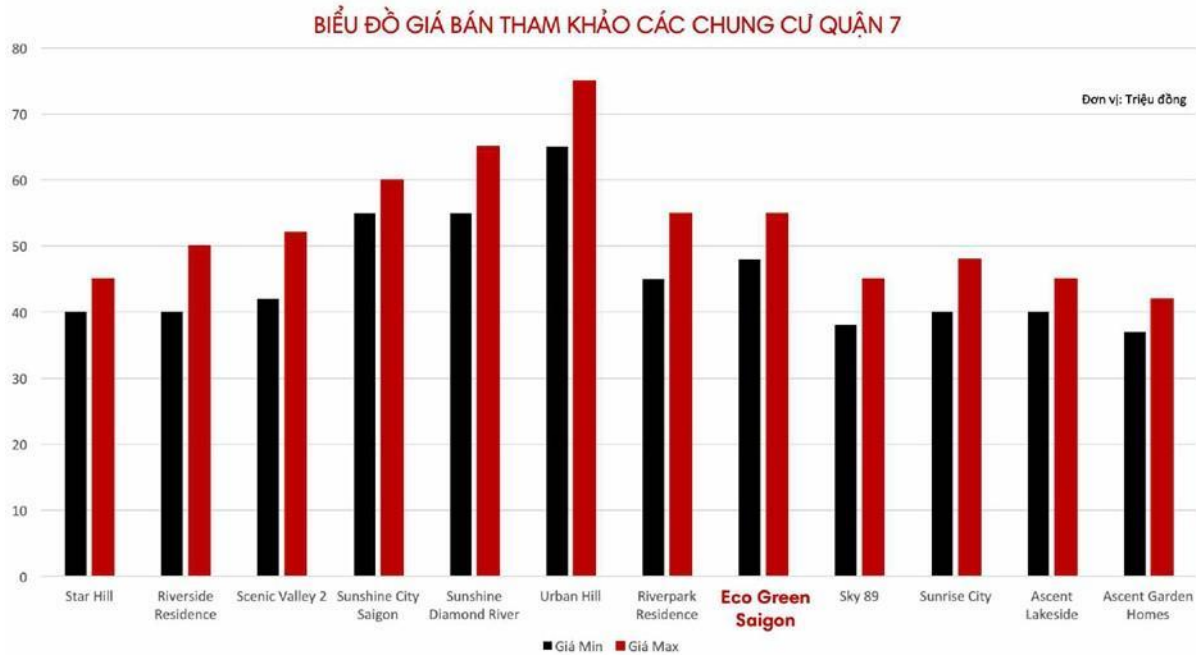
Located in the apartment complex is a 6\* hotel building of the world's top 10 hotel brand - Hyatt Hotel. The hotel building is 69 floors high, the second tallest in Ho Chi Minh City. It is expected that there will be a helipad right on the roof of the building.

### **Outside facilities**

In terms of education, Eco Green is only 4km from Ton Duc Thang University, 3km from RMIT University, and about 4km from international - public schools such as Taipei, and International Canada.

Regarding health, Eco Green is also close to famous and prestigious medical places such as Tam Duc Heart Institute 4km, Phap Viet Hospital 5km, and District 7 Hospital 4km. In addition to the internal conveniences, around Eco Green, there are also entertainment venues in District 7 not to be missed, such as: Vivo City Trade Center 3km from the urban area, Crescent Mall 3km away, Super Vinmart 1km, Phu My Market 2km, Anh Sao Bridge 3km, Phu My Bridge 4km, Phu My Hung urban area 2km.

Currently, the Eco Green Saigon project is open for sale with a price of only 48 million/m<sup>2</sup> (VAT not included). This price is good for projects in the same segment in the current South market. Compared with some neighboring projects such as Sunshine City Saigon (ranging from 55 - 65 million VND/m<sup>2</sup>), The Infinity from 56 - 62 million VND/m<sup>2</sup>.



**b. VIProperty in Eco Green Sai Gon project**

With significant advantages in location, infrastructure, and a chain of high-class internal and external utilities, the Eco Green Saigon project is currently one of the projects that receive the most attention from the real estate region and investors.

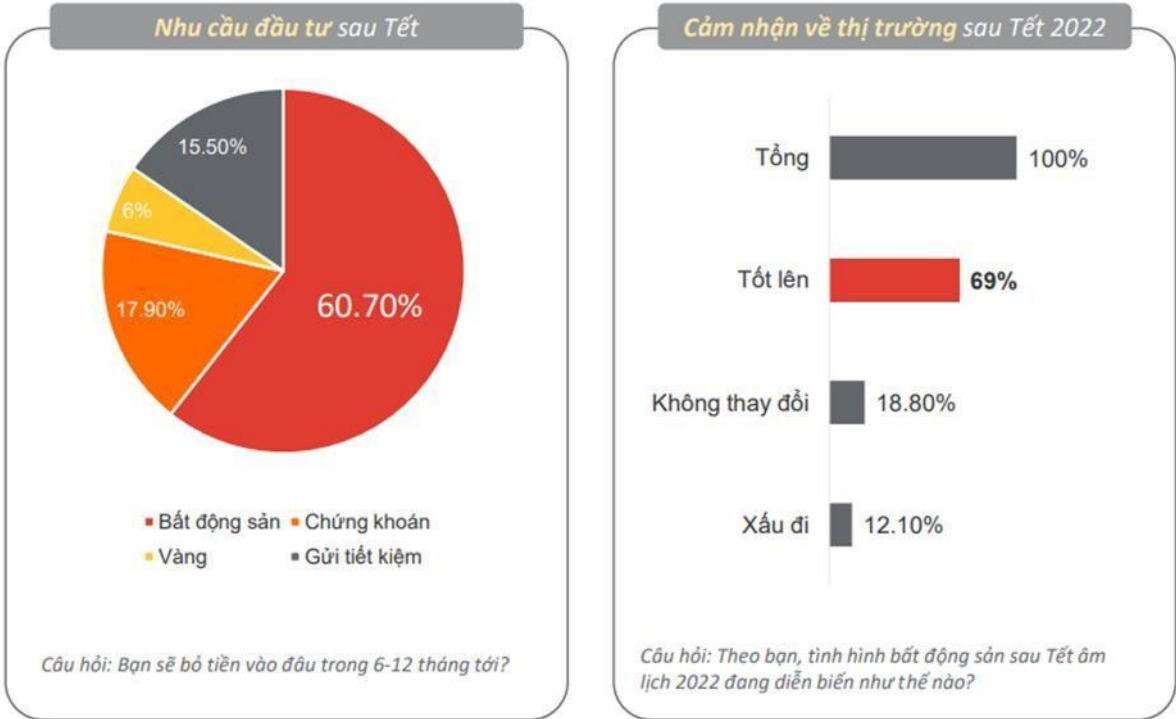
The great potential of Eco Green has attracted many real estate companies to participate in this "piece of cake." According to Ms. Anna, R&D manager of VIProperty, with the current Eco Green market, the unit that holds the most apartments, will capture the higher demand. Currently, VIProperty is acting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

**IV. RESEARCH**

**1. Real estate market research**

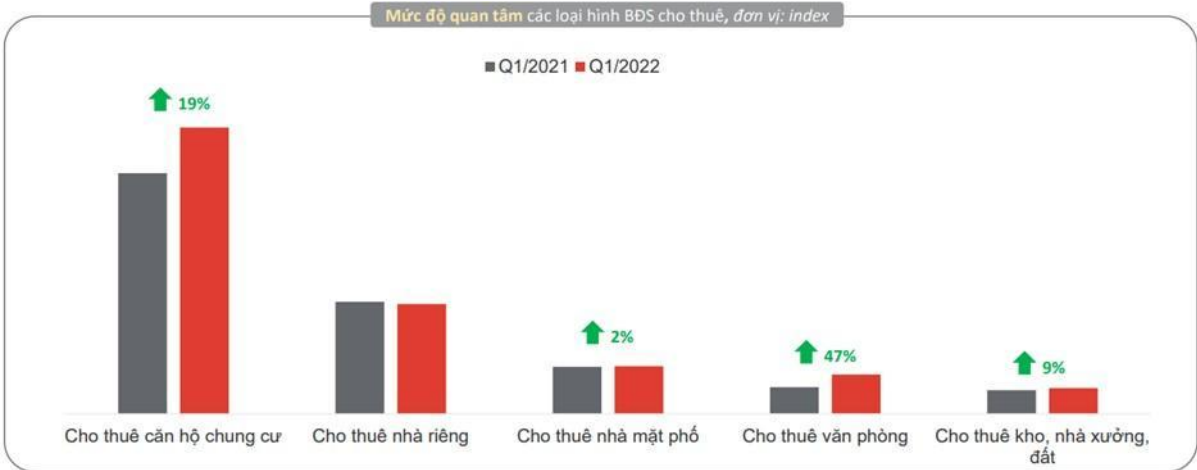
According to batdongsan.com's publication, homebuyers are optimistic about the market after Tet 2022. The response for 60.70 percent of those who responded to the poll question "Where will you invest your money in the next 6 to 12 months?" is property investment. When asked,

"How do you think the real estate scenario will be after the 2022 Lunar New Year?" According to 69 percent of those polled, the real estate market would improve after Tet 2022.



Created by batdongsan.com

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



The rental market at the end of 2022 will grow positively. Particularly, the apartment rental segment will increase due to increased actual demand and supply.

The above report shows that in the period after Tet 2022, specifically the second quarter of 2022, the rental real estate market will continue to grow positively. Besides, FDI capital into the real estate market increased significantly. Therefore, the second quarter of 2022 is the right time for ViProperty to focus on implementing its brand communication plan and its services in the Vietnamese market. Based on the needs of the rental real estate market, the services that ViProperty will focus on communicating are leasing services, accompanied by leasing is apartment management because landlords also based on the needs of the market to speed up the rental process. And the service that seems to be separate but still a child of ViProperty that cannot help but promote is the interior service.

## 2. Customers research

### a. ViProperty's customers

ViProperty has many customer files in many segments with four business sectors in different projects.

ViProperty identifies its customers as people with average incomes or above, spread across many industries. These guests are people with a real estate investment mindset and a need for Vietnam investment. (According to Ms. Anna Pham, R&D manager, 2022).

In the leasing service, according to Ms. Minny, the team leader of the leasing department, the file of ViProperty's tenants is more diverse than that of the buying and selling service. Not only are the intellectuals and offices, but in this service, ViProperty's customers are also students. In addition, people with stable incomes, such as KOLs, influencers, or those who have their own house but use that house for business and then rent another apartment to live in, are also customers of the company. (According to Ms. Minny, Leasing team leader, 2022).

In the Vietnamese market, property management is a relatively new business sector. This service is well developed in industrialized nations all around the world. Taking advantage of this trend, ViProperty has taken the lead in bringing this service to Vietnam, and the firm already manages

more than 250 residences in both Ho Chi Minh City and Hanoi (according to ViProperty Portfolio, 2020). Because it is a broker between landlords and tenants, the company's customers in this service are those who own apartments to rent. Customers who have been using ViProperty's services are mostly foreigners or non-residents in Vietnam, investing in the Vietnamese market but do not have a long stay in Vietnam, so they need a company that can manage their apartments. There are not many Vietnamese customers because property management services are still new. (according to Ms. Anna, R&D Manager of ViProperty).

In apartment management service, the customer is the owner. However, with the situation of tenants becoming more aggressive with the landlord, the mentality of Vietnamese landlords is gradually changing, and there are now many needs for services.

b. Eco Green's customers

o **Leasing**

Through the research and interview process, the customer file of leasing and apartment management in the Eco Green project is divided into two files: the file of the tenants customer and the file of landlords.

**Demographic:**

- Age: from 19-25 years old
- Occupation: student, office worker
- Income: from 5 million or more
- Gender: Female, Male
- Location: Ho Chi Minh City and Hanoi
- Characteristics: well-educated, modern lifestyle, trendy

**Behavior:**

- Search for rental places near school, near work
- Often influenced by friends, relatives, and acquaintances.
- The platforms they use are Facebook, Group, and Forum.
- Commonly used devices are laptops, phones, and devices that can surf the web and access information.

**Insights:**

- Looking for an apartment near the company and school for convenience and want to live in a place with good ecological infrastructure.
- The condominium fulfills most of their desires: security, comfort, infrastructure, and geographical location.
- They want to search for apartments quickly, without frills regarding procedures and good costs.
- An apartment is not only a place to stay but also helps to improve the spiritual life by accompanying utilities, and good security, creating a feeling of comfort after a long tiring day.

**Truth:**

- Apartments are the type of housing that many people choose to live in or invest in today.

**Tension:**

- Apartments are not only a place to live but also a form of investment with low risk. Besides, the legal procedures and other issues in real estate are quite cumbersome and time consuming

**Motivation**

- Real estate investment, will become simple when there is a full support service for customers

**o Property management**

In the future, ViProperty wishes to develop its customer base to the Vietnamese market. As mentioned above, the demand for apartment management services in the Vietnamese market is gradually increasing, so this is the right time to promote communication to customers about apartment management services in order to attract more Vietnamese customers in the future.

**Demographic**

- Those who own houses or invest in real estate for rent
- Income: A
- Gender: Female, Male
- Age: over 40 years old

- Location: Ho Chi Minh City and Hanoi
- Characteristics: well-educated, modern lifestyle, trendy, analytical, investment mindset

### **Behavior**

- Invest in real estate rental apartments or houses for rent
- Influenced by a community of like-minded people
- The platforms used are commercial real estate platforms, Zalo groups, and real estate news websites.
- Often put their trust in reputable real estate service providers.

### **Insights**

- Investing in the real estate market is one of the least risky directions. Investing in rental real estate is less likely to lose value and will likely increase in value in the future.

### **Truth**

- Apartments are a type of housing that many people choose to live in or invest in today.

### **Tention**

- Apartments are not only a place to live but also a low-risk investment. Besides, the legal procedures and other issues in the real estate sector are pretty cumbersome and time consuming.

### **Motivation**

- Real estate investment will become simple when there are full support services for customers.



## V. COMPETITOR RESEARCH

### 1. Direct competitors

#### a. Rever

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

#### **4Ps of Rever**

##### • **Products**

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

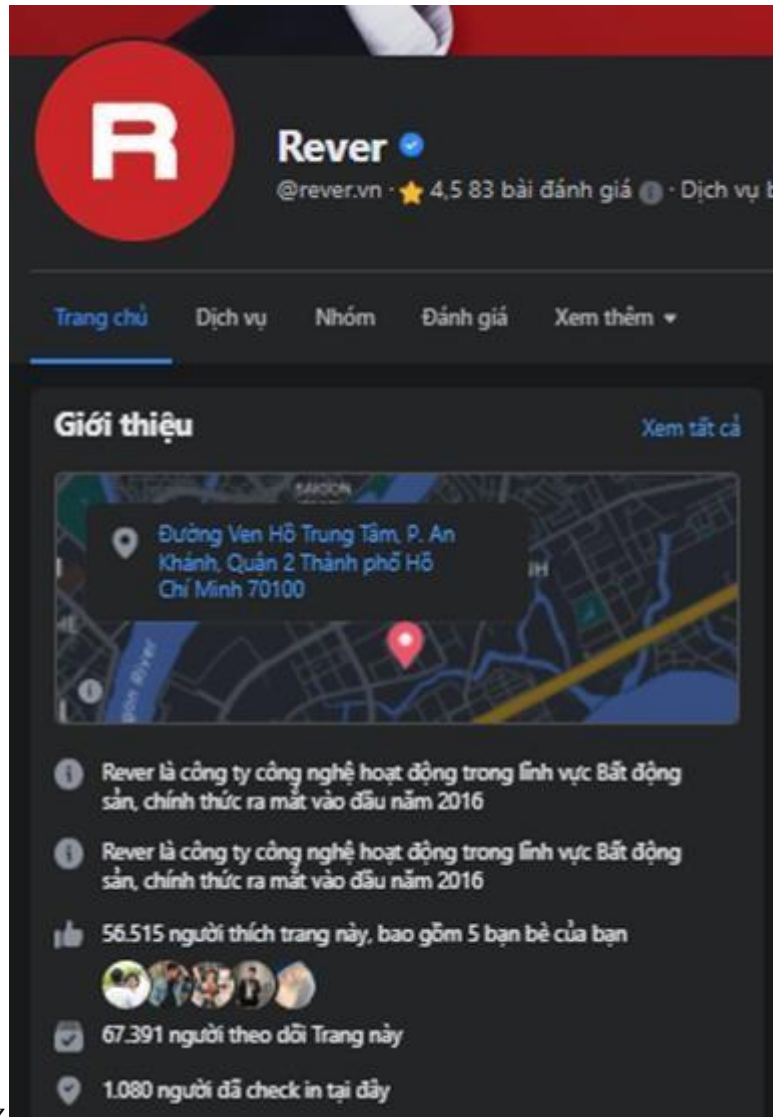
##### • **Price**

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

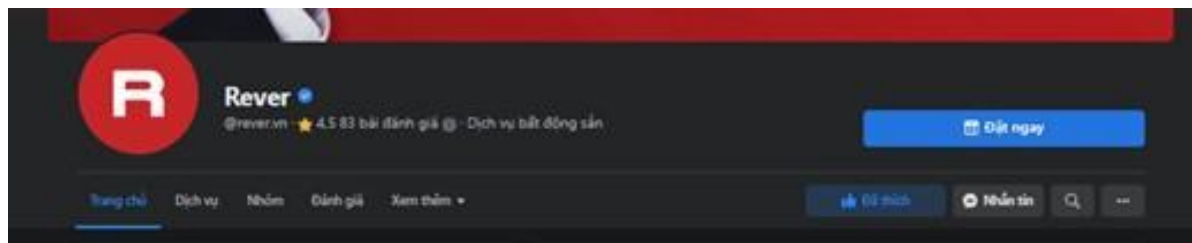
##### • **Place**

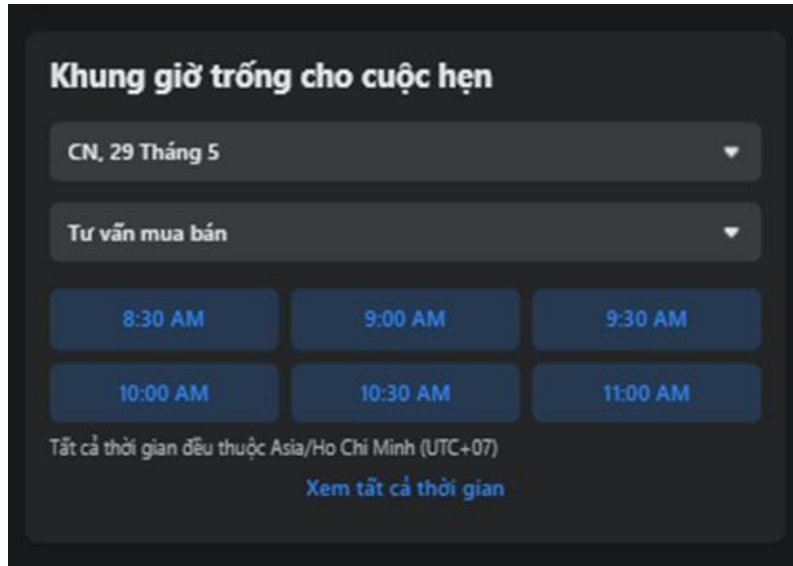
Rever sells its products through e-commerce platforms, B2B business (agents), and B2C business channels.

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



Z





***Fanpage: Rever***

Rever's Facebook fan page achieved more than 56,000 likes and more than 67,000 followers, with a green tick. Frequency of posting from 3-4 posts/day. Regularly change the cover photo of the fan page according to each event. Besides that, Rever also designs the fan page with an appointment mode according to different time frames.

In terms of interface design, Rever always adheres to a certain color tone, creating a connection for the platform and making customers remember the color symbolizing the brand.

CÁC DỰ ÁN CĂN HỘ  
— SẴN BÁN GIAO NHÀ —



MỄIHT ỦHT 2IAP  
THÀNG 10\2022



THE RIVER ỦHT 2IAP  
THÀNG 06\2022



ZENITY  
THÀNG 08\2022



COVE RESIDENCES  
EMPIRE CITY  
THÀNG 06\2022

**River**  
19 tháng 5 lúc 11:44

**Gần 10 lựa chọn mua được căn hộ giá dưới 2 tỷ tại Huyện Nhà Bè, có căn hộ 3PN rộng gần 100m<sup>2</sup>. Xem Ngay**

20      2 bình luận

Thích      Bình luận      Chia sẻ

Cũ nhất



Rever

17 tháng 5 lúc 15:36

4 dự án nổi bật Rever đang phân phối!

**👉 KING CROWN INFINITY**

- Vị trí: 218 Võ Văn Ngân, phường Bình Thọ, TP Thủ Đức.

- Chủ đầu tư: Công ty Cổ phần Đầu tư Thương mại Dịch vụ Gia Khang... Xem thêm



# 4 DỰ ÁN NỔI BẬT REVER PHÂN PHỐI



GIÁ THAM KHẢO: TỪ 92 TR/M2

## KING CROWN INFINITY

### REVER PHÂN PHỐI FI

- Vị trí: 218 Võ Văn Ngân, phường Bình Thọ, TP Thủ Đức.
- Chủ đầu tư: Công ty Cổ phần Đầu tư Thương mại Dịch vụ Gia Khang
- Đơn vị phát triển: BCG Land
- Quy mô: 12.652m<sup>2</sup>, 2 toà cao 30 tầng và 1 tầng hầm.
- Số lượng sản phẩm: 724 căn hộ và 26 căn thương mại dịch vụ
- Dự kiến bàn giao: Quý 2/2024

## XEM THÊM THÔNG TIN TẠI REVER.VN



GIÁ THAM KHẢO: 150 TR/M2

### ZENITY

#### REVER PHÂN PHỐI FI

- Vị trí: 608 Đường Võ Văn Kiệt, Phường Cầu Kho, Quận 1
- Chủ đầu tư: CapitalLand
- Quy mô: 2.948,2 m<sup>2</sup>, 21 tầng và 198 căn hộ
- Dự kiến bàn giao: Bàn giao tạm thời vào quý 3/2022, bàn giao chính thức vào 2024



GIÁ THAM KHẢO: 69 TR/M2

### THE 9 STELLARS

#### REVER PHÂN PHỐI FI

- Vị trí: Hoàng Hữu Nam, Phường Long Bình, TP Thủ Đức
- Chủ đầu tư: Ngân Thịnh
- Đơn vị phát triển: SonKimLand
- Quy mô: 16,5ha
- Dự kiến bàn giao: Vào năm 2024.



GIÁ THAM KHẢO: 55 TR/M2


### THE BEVERLY SOLARI

#### REVER PHÂN PHỐI FI


- Vị trí: Vinhomes Grand Park, P.Long Thạnh Mỹ, TP Thủ Đức
- Chủ đầu tư: Vinhomes
- Quy mô: 8,78 ha, 13 toà với khoảng 10.000 căn hộ
- Dự kiến bàn giao: Vào năm 2024.

Liên hệ Hotline Rever: 1900 234 546 để biết thêm chi tiết


When posting content on the fan page, Rever always ensures a short but attractive title. Besides, Rever's content is always accompanied by hashtags, including the company name and the name of the projects related to the post, to increase the searchability of customers about the company.



#the9stellars #thealpharesidence #canhothanphothuduc #Rever

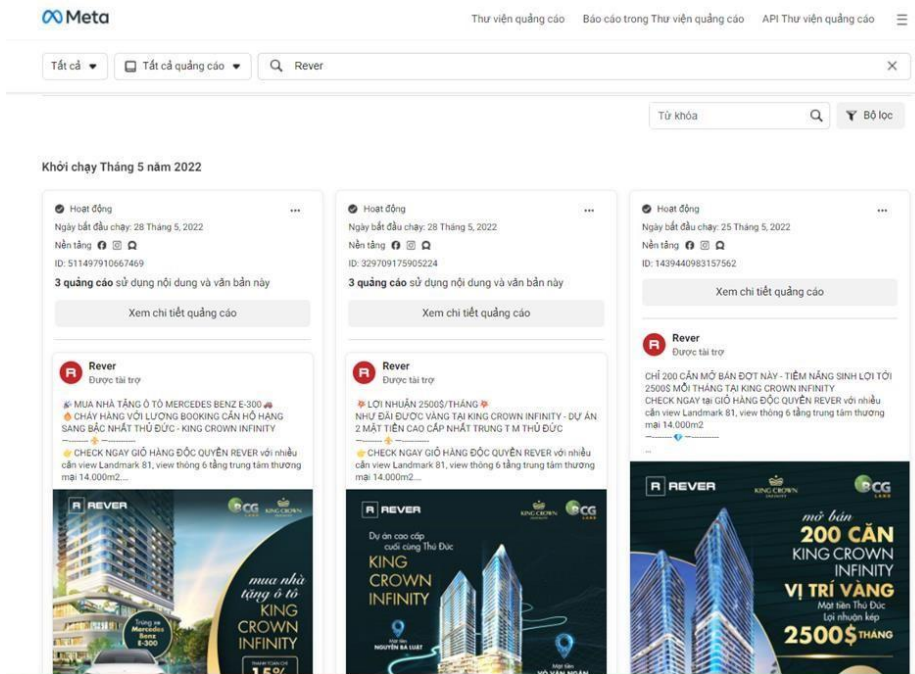


#Kingcrowninfinity #Rever #BCGLand



#Rever  
#TheBeverlySolari  
#VinhomesGrandPark

The types of content on the fan page divided into several sections. Those sections include project introduction, event updates, real estate market tips, reference prices, construction progress updates, and shared blog posts from the company's website. Besides, currently, Rever is running ads on many Facebook posts.



### *Rever's ads library on Facebook*

- Website:

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



## Giới thiệu về Rever

Ra đời chính thức từ năm 2016, Rever là công ty công nghệ đầu tiên ở Đông Nam Á trong lĩnh vực mới giới bất động sản. Tại Rever, chúng tôi sử dụng công nghệ giúp quá trình mua bán được dễ dàng hơn và xây dựng lòng tin cho khách hàng thông qua việc cung cấp các công cụ so sánh giá bằng cách sử dụng hệ thống phân tích dữ liệu thị trường, theo dõi danh sách tài sản đang nắm giữ, kết hợp với công nghệ truyền thông hướng tác, quản lý giao dịch trực tuyến để mang lại giá trị tốt nhất cho người mua và người bán nhà. Đồng thời, Rever còn trang bị cho các môi giới hệ thống quản lý khách hàng (Rever CRM) và cơ

## Ban Lãnh Đạo



**Phan Lê Mạnh**  
Founder & CEO

Từng là Giám đốc Zing MP3, dẫn dắt đội ngũ Marketing Zalo với 10 năm kinh nghiệm xây dựng sản phẩm công nghệ cao, anh chọn rời bỏ vùng an toàn để khởi nghiệp



**Võ Thăng Lợi**  
Co-Founder & CEO

Anh tốt nghiệp Master of Technological Design, NUS, Singapore và từng là R&D Manager của tổ chức Outreach Educat, Singapore, Technical Manager Zalo



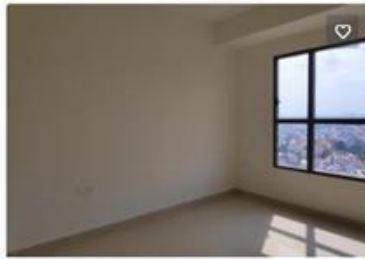
**Nguyễn Tiên Hoàng Ngọc**  
Head of HR

Ms. Ngọc có hơn 10 năm hoạt động trong lĩnh vực tư vấn, chuyển đổi chiến lược và phát triển con người trong nhiều lĩnh vực khác nhau như Ngân hàng, Bất động sản,



## Cho thuê tại Quận 2

1.900+ nhà đất xác thực



7 tr/tháng

1 31.6 m<sup>2</sup>

Officel-tei The Sun Avenue nội thất cơ bản.  
N0258403 • Mai Chí Thọ, An Phú, Quận 2



28 tr/tháng

2 93 m<sup>2</sup>

Căn hộ Sarimi Sala Đại Quang Minh tầng trung, n...  
A0269302 • Nguyễn Cơ Thạch, An Lợi Đông, Quận 2



10 tr/tháng

1 38.3 m<sup>2</sup>

Officetel The Sun Avenue tầng 1 diện tích 38.3m2, ...  
A0267911 • Mai Chí Thọ, An Phú, Quận 2



40 tr/tháng

6 110 m<sup>2</sup>

Nhà phố mặt tiền đường Đồng Văn Cống, kết cấu...  
T0255589 • Đồng Văn Cống, Thạnh Mỹ Lợi, Quận 2



46 tr/tháng

3 112 m<sup>2</sup>

Căn hộ Sarica Condominium tầng 2 thiết kế sang...  
A0269296 • Nguyễn Cơ Thạch, An Lợi Đông, Quận 2



10 tr/tháng

1 30.6 m<sup>2</sup>

Căn hộ Office-tei view sông và thành phố The Sun...  
N0261072 • Mai Chí Thọ, An Phú, Quận 2

- Zalo:

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

### • Promotion

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

Run ads on platforms to attract potential customers

Run ads to promote the broker's brand.

### b. Van Su Loi

Van Su Loi Real Estate Company is a management consulting company and brokerage providing services in the real estate market, including apartments, shophouses, Etc. The company has now

participated in more than 550 projects and has more than ten years of experience (According to vansuloihouse.com, 2022).

#### **4Ps of Van Su Loi**

- **Products**

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

- **Price**

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

- **Place**

Van Su Loi is a company with many subsidiaries pursuing different industries. Since then, the company has also reached customers in many different channels and locations. Van Su Loi's channels to reach its customers include websites, electronic real estate platforms such as batdongsan.com, Cho Tot, etc.

company, B2C business model (agents) and B2B model (Source of Collection, 2022)

- Fanpage: <https://www.facebook.com/vansuloihouse/>

The company's fan page Van Su Loi achieved 715 likes and 787 followers. Posting frequency is about 6-7 articles/week. Natural interaction is about 10 likes, 0 comments on a post.



*Fanpage: Công Ty Bất Động Sản Vạn Sự Lợi*

- **Promotion**

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

2. Indirect competitors

a. Eco Home SG

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

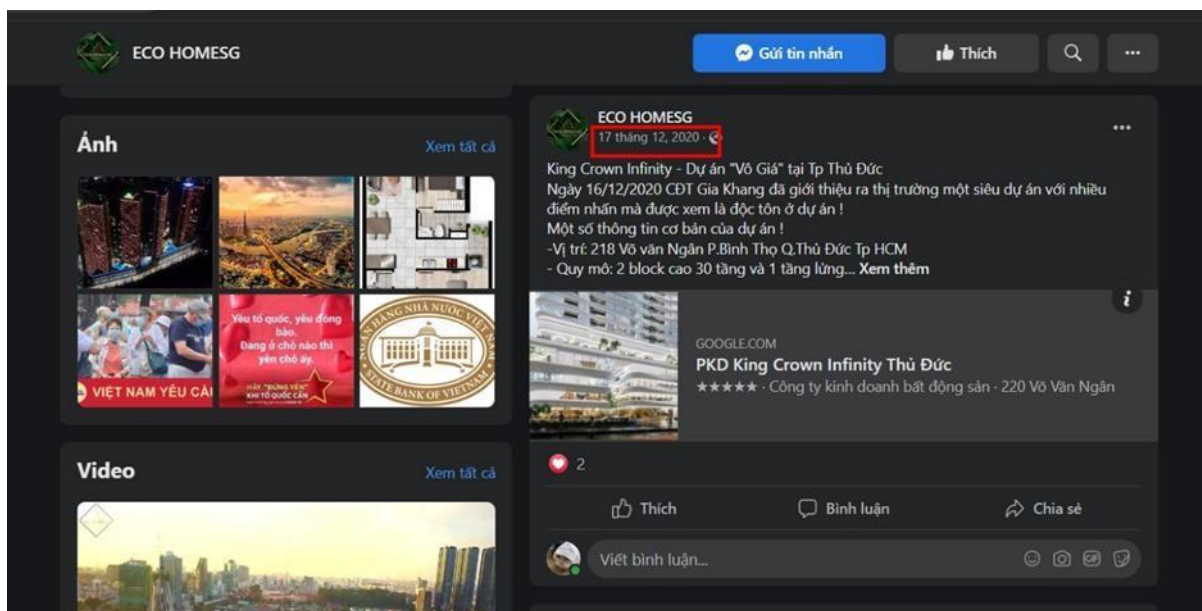
**4Ps of Eco Home SG**

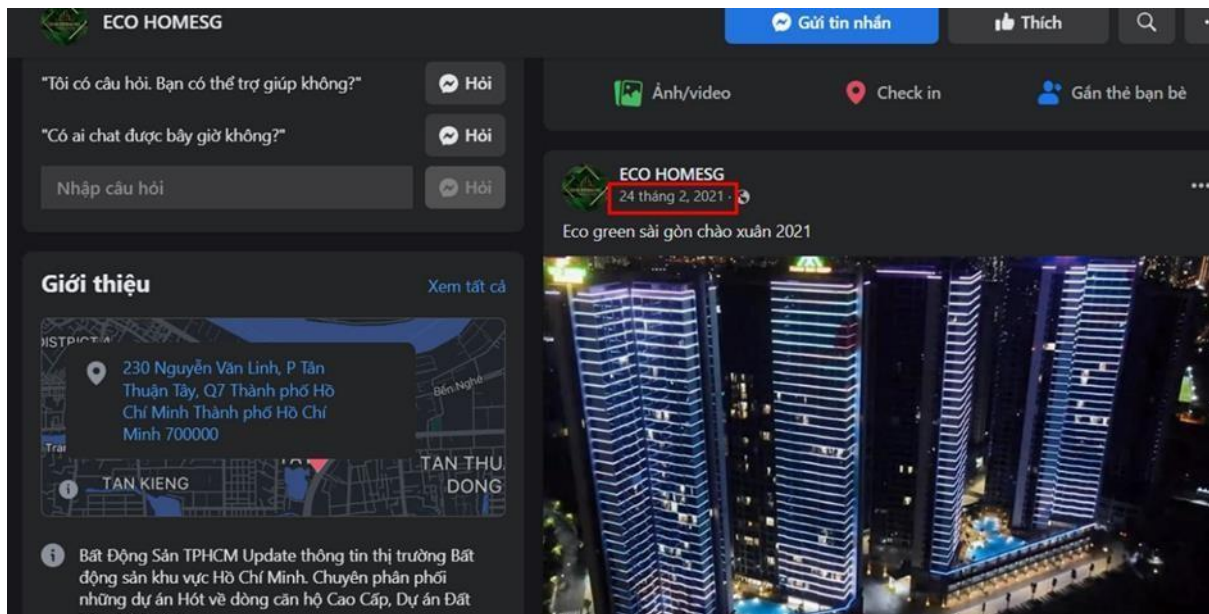
- **Product:** Ecohome Saigon's product is providing services for buying, selling and renting apartments in Eco Green.

- **Price:** Regarding the rental and selling price of Ecohome Saigon, nothing is outstanding and attractive in the marketing process. Mainly, it is still updating the reference rents in residential groups.
- **Place:** The main communication channel of this unit is the centralized sale of individual activities on electronic real estate platforms such as batdongsan.com, Cho Tot, etc. Besides, Ecohome Saigon also focuses on building a group of residents living in Eco Green. Creating this group will help the unit gain the population's trust and grasp the needs and psychology of customers as quickly as possible.

Regarding the communication channels that Ecohome Saigon is using to promote, in general, it can be seen that this company has not invested much in terms of images on communication channels.

- Eco Home's fan page was established in 2019
- The official information about the company has not been official
- The set of brand identity is not consistent
- The last post on Facebook was on 2/24/2021; however, the previous post and the previous post were separated by a long time.





***Fanpage: Ecohome SG***

- Promotion: The sales primarily operate individually on electronic real estate platforms and bring leads to the company.

The website is somewhat more complete, and there is a regular update of projects

There is no official company Zalo number

**b. V Realty Agency**

V Realty Agency Joint Stock Company was established and put into operation on December 11, 2020. The company's business is real estate trading, renting and buying, and selling apartments of mid-to-highrise apartment projects.

At Eco Green Saigon project, the company provides rental and sale services. Experiencing the customer journey with V Realty Agency staff shows that the service at this company is quite good, giving an impressive customer experience.

**4Ps of V Realty Agency**

**Product:** The products that the company provides are real estate buying and selling services, focusing on apartments. In addition, the company also offers consulting packages and specialized design.

**Price:** In terms of common ground, the company's rental and sales prices are not too different from the common ground to attract customers.

**Place:** The platforms the company uses to reach customers are the website, and Facebook. Regarding the individual activities of the sales, use electronic real estate platforms such as Cho Tot. In addition, the company also created a separate fan page for Eco Green called "Eco Green - Live Green every day" to specialize in posting information about Eco Green without much impact on the main fan page of the company.

**Promotion:** V Realty Agency mainly has promotions where the sale has its discount for each customer file of that sale. There are almost no incentives for mass customers on the side of media information posted from the company's main fan page.



*Fanpage: Eco Green- Sống xanh mỗi ngày of V Realty Agency*

## **VI. CHALLENGE**

### **1. Objective**

Following Covid 19, the economy and the real estate market have rebounded. Follow-up is increasing competition among real estate companies in the same segment.

Currently, in Vietnam's real estate market, real estate companies always focus on and develop marketing to spread the message and attract customers. However, VIProperty still has not had a direct and clear communication campaign with the Vietnamese market, making customers unaware of the business and the services the company provides. To keep up with the market requires businesses to research, improve and constantly innovate in business strategies and communication strategies to gain a foothold in the Vietnamese market. This is both a challenge and an opportunity for the business to develop further.

### **2. Subjective**

This is the team's first project affiliated with the enterprise. This is both a challenge and an excellent opportunity for the team.

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

Besides, the full funding for this project was provided by the corporation to run the plan fluently. Therefore the team must evaluate acceptable utilization while staying on time.

## **VII. THEORY**

### **1. Brand Resonance Pyramid**

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

## Figure 3-1: Brand Resonance Pyramid



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The Brand Equity Model of Kevin Lane Keller, a professor of marketing at the Tuck School of Dartmouth Business School, is also known as the Customer-Based Brand Equity (CBBE) Model (Green Way, 2017). Based on the above model, to build a strong brand image in customers' minds, it is necessary to perform 4 steps. The four steps of the pyramid represent the four basic questions that customers will subconsciously ask about your brand. These four steps include 6 basic blocks to lay the foundation upon which you can reach the top of the pyramid and develop a successful brand. (According to Green Way, 2017)

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

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

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



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

In this step 2, the task of the brand is to firmly establish the meaning of the brand customers' price. This step 2, brands should create activities to increase customer experience with the brand. According to Keller's diagram, in step 2, it is necessary to meet "performance" and "image." "Performance" determines the extent to which your product meets the physical needs of your customers. According to the Keller model, "Performance" includes five factors:

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

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

### **o Step 3: Brand Response**

Step 3 is the customer feedback step about your brand perception. When evaluating brands, customers often tend to consider rational assessment and emotional evaluation in two directions. In terms of rational assessment, customers will rely on the customer experience with the brand's products; Evaluation of the business behind a brand (customer-recognized professional competence, reliability, customer's preference for that business); Consider using the product (if you don't make customers consider using the brand's product, all plans are meaningless); Evaluation of the superiority of the brand compared to other brands.

In terms of emotional evaluation, customers will evaluate your brand based on the recognition of the community. Besides, customers will also perceive the brand in the way that the brand wants customers to feel. According to Keller's model, there are six emotions about branding perception:

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

#### o *Step 4: Brand Resonance*

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

Brand resonance includes 4 steps:

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

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

#### 2. AIDA model

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

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

circulation. Thus, the simple AIDA model is now one of a class of models, collectively known as hierarchical models or hierarchical effects models.

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

- o Awareness

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

- o Interest

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

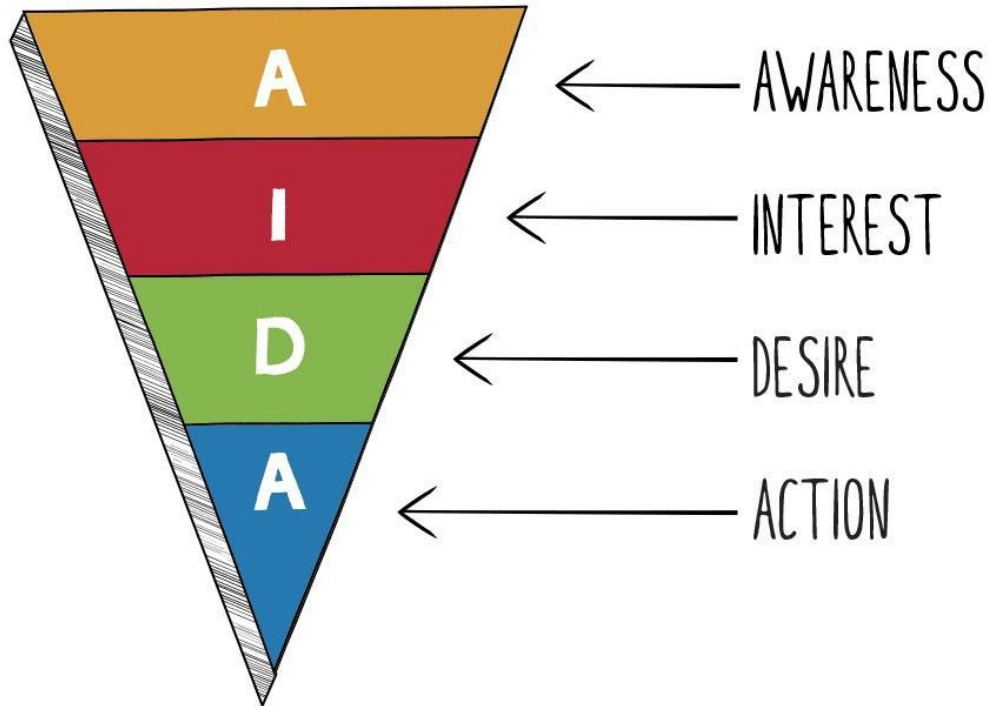
- o Desire

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

- o Action

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

# THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

### 3. 4Ps model

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

The 4Ps model is a marketing mix model, a set of marketing tools businesses use to achieve marketing focus in the target market. The concept of 4Ps in marketing was first introduced under the term Marketing Mix in an article by Neil Borden in 1964. At that time, the term Marketing Mix included quite a few elements such as product, marketing plan, distribution, price, brand, packaging, advertising, promotion, and personalization). Then, marketing expert E. Jerome McCarthy grouped these factors into four essential parts that significantly contributed to the construction & development of marketing strategies that we still call the 4Ps of Marketing today.

(According to Nguyen Do, what is the 4P in marketing? Examples of 4P Marketing and Real Case Study, 2020)

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

**Products:** What will your brand sell?

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

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

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

**Price:**

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

The strategy of making the price of the product reasonable will affect the customer experience, make a difference and attract. Besides, it also creates competition with competitors who are selling the same product and in the same segment (according to Nguyen Do, what is the 4P in marketing? Example of 4P Marketing and Actual Case Study, 2020)

**Place:**

Distribution channels are an essential part of a business's go-to-market efforts. The type of distribution channel you choose can be direct (selling directly to end-users) or indirect (selling through intermediaries, distributors, wholesalers to retailers) or specialized (selling online). Through separate specialized channels with other products and services). How many distribution

channels does your business need? What kind of channels can help bring your products and services to consumers most effectively and economically? (According to Nguyen Do, what is the 4P in marketing? Examples of 4P Marketing and Real Case Study, 2020)

### **Promotion:**

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

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

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

## **VIII. PROJECT OVERVIEW**

### 1. Campaign overview

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

### 2. Big idea and key message

Big Ideas and key messages based on the company's vision and mission:

- Vision: The best real estate service is serving more than 60% of target customers within the next five years.

- Mission: Helping global real estate investors seize opportunities in Vietnam.

**Big idea:** An assistant for your apartments

**Key message:** Not only selling apartments, but VIProperty also respects and focuses on:

- Loyalty
- Empathy
- Convenience
- Professional

### 3. Objectives

As per VIProperty requirements, the project team's time and capabilities. The campaign objective is divided in a ratio of 6:4

- 60% BRANDING: Brand awareness, improving the quality of business image in customers' eyes. Create a foundation by unified synchronization, conveying to customers Key messages.
- 40% MARKETING: Promote the key project Eco Green Saigon in all areas of One-stop service: Purchasing, Leasing, Furnishing, and Property Management.
- In addition:
  - o Increase traffic to the official fan page, propose to edit the website, conduct measurement of new marketing channels such as Zalo - Zalo OA.
  - o Enhance your professional image through design consistency across platforms.
  - o Produce company introduction videos and take pictures of the leadership.

### 4. SMART in Branding

SMART Goal: The campaign to improve VIProperty brand awareness will take place from May 23, 2022 - to July 31, 2022. Focus on building a synchronous image through channels such as Facebook, Zalo, Website, and Email Marketing.

#### **S – Specific**

- Facebook:
  - The goal of spreading the article in the sections on Facebook

- The target is ten articles/week; 40 articles/month, including 24 articles for branding purposes
  - o Increase reach through information-sharing activities in relevant community groups.
- Zalo:
  - Build authentic Zalo OA channel
  - Provide full and regular business information on the hotline number
  - The target is 3 articles/week: 12 articles/month on Zalo OA including 60% of articles for branding purposes
- Website:
  - Proposing to edit the interface to meet professional and user-friendly requirements.
  - Take photos of the leadership team and group photos
    - o Increase website traffic
- Email marketing:
  - Reach the target of 10,000 emails sent in a month, 60% of the email content is allocated for Branding purposes

## **M – Measurable**

Through data analysis tools show

- Facebook: Increased engagement by 40% of last quarter
- Website: Increase website traffic at least 20% in 3 months
- Email marketing: Email open rate is 40% of the total

## **A – Actionable**

The campaign can meet the company's social media marketing needs at the moment. Besides expanding and developing the VIProperty brand on many different communication channels. Contributing to measuring the effectiveness of new communication channels.

## **R – Relevant**

Relying on the strength of having significant investment capital and a generally stable financial situation. A branding campaign does not consume too many resources in the early stages. The company's proposed budget is unlimited. Successfully building brand awareness will be a premise for your company to generate more potential customers, expand markets, and increase business coverage.



## **T- Time-bound**

The campaign duration corresponds to a specific project time from May 23, 2022, to July 31, 2022, with the first 2 phases based on the AIDA model:

*Phase 1 (May 23-June 26):* Swipe right to meet the assistant: Describe the journey to meet new customers and provide information about the business to customers based on four key messages: Professional, honest, empathy, and convenience.

*Phase 2 (June 27-July 31):* Good cooperation 1: Create interest in learning about services, initially educate customers about new benefits that have not been widely disseminated in the market.

## 5. SMART in Marketing

SMART objective: The marketing campaign to promote VIProperty's services and products, specifically the critical project ECO GREEN SAIGON, will be from May 23, 2022 - to July 31, 2022. Focus on promoting the image and providing information about the company's services at the project. Run some promotions to attract customers. Synchronize images and give accurate information through Facebook, Zalo, Website, Email Marketing.

## **S - Specific**

- Total marketing campaign brought 150 leads in 3 months
- Facebook:
  - The target is ten articles/week; 40 articles/month, 16 postes are for marketing purposes.
  - Increase reach through information-sharing activities in relevant community groups.
  - Build 2 community groups to reach potential customers.
  - Build the project's fan page to increase the opportunity to reach customers.
- Zalo:
  - Build Zalo OA channel
  - Provide complete and regular project information on the hotline number
  - The target is three articles/week; 12 articles/month on Zalo OA, of which 40% are for marketing purposes.
- Website:
  - Target SEO content 3 articles/week; 12 posts/month -

- Research and build effective SEO keywords
- Email marketing: Reaching the target of 10,000 emails sent in a month, 40% of the email content is allocated for Marketing purposes
- Other real estate trading platforms:
  - The norm of posting 3 articles/week; 12 articles/month on these platforms for marketing purposes for the ECO GREEN project o Fast forwarding of customer information.

### **M – Measurable**

Through data analysis tools show

- Facebook: Increase the speed of replying to messages by 50% compared to the previous quarter
- Zalo: Message reply speed is 50% faster than last quarter
- Website: Increase website traffic at least 20% in 3 months
- Email marketing: Email open rate is 40% of the total

### **A – Actionable**

Relying on the support of the company's experienced human resources in the real estate field. The campaign can generate leads that meet the company's requirements and reach customers directly as the goal.

### **R – Relevant**

Relying on the strength of having significant investment capital and a generally stable financial situation. Marketing campaigns have a certain budget for each service and stage. The proposed additional funding level is unlimited. The implementation of the campaign to promote the key project ECO GREEN contributes to creating interest and finding target customers for the company, increasing the possibility of bringing in valuable contracts with customers in the second quarter of 2022.

### **T – Time-Bound**

The campaign duration corresponds to a specific project time from May 23, 2022, to July 31, 2022, with the first 2 phases based on the AIDA model:

- Phase 1 (May 23-June 26): Swipe right to meet the assistant: Describe the journey to meet new customers and provide project information to customers based on the 4Ps marketing model.

- Phase 2 (June 27-July 31): Good cooperation 1: Create interest and urge customers to learn about services. Create consideration with essential service promotions.

## 6. Media planning

Timeline based on the AIDA model

AIDA model includes four steps of attention (Attention or Awareness), interest (Interest), desire (Desire), and action (Action) corresponding to 4 stages, including 60% Branding and 40% marketing in which: Branding will be implemented based on the Brand Resonance Pyramid and Marketing will be implemented based on the 4Ps marketing model. The campaign period from May to July 2022 corresponds to 2 phases of the AIDA model, Awareness and Interest. A total 100% campaign will be divided into four stages according to the AIDA model and divided by time ratio of 1:2:1. Specifically:

- Phase 1 (Awareness): Swipe to meet the assistant - mainly focusing on building the first image of VIProperty on media platforms. Create a professional synchronization and provide complete information about the company's services. As well as meeting the 6:4 goal, meeting the set goal. Make sure the content is in the right direction. The content of posts on social networking platforms will be in a good guide (Formal) to provide enough information to customers.
- Phase 2 (Desire): Good cooperation (I) - Creating excitement, and attracting customers with new and attractive content. Approach customers with many different perspectives, and many other fields. The goal is to become a customer's assistant initially. Conveying the main critical messages of branding and integrated marketing close to customers.
- Phase 3 (Desire) Good cooperation II and phase 4 (Action) Life without worries: will be implemented after the project period and based on the results of the first 2 phases to adjust the plan accordingly. In phases 3 and 4, more obvious Target audiences-based direct marketing methods will be used. For example, advertising OOH at the elevators and increasing the coverage of VIProperty. (However, because it is outside the scope of the project volume, phases 3 & 4 will not focus on analysis in this report and will not appear in other reports).

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

*Master timeline*

- **Marketing**

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

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

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

- **Brand Identity**

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

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



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

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

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

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

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

- ***Brand Meaning***

ViProperty operates based on 4 core values: honesty, empathy, professionalism and convenience. With the professional element, in this communication plan, it is decided to invest in the image. The interface appearing on the media channels for ViProperty to appear first in customers' eyes is the professionalism from the photo, service and content.

Regarding the honesty factor, from its establishment to the present, the company has always chosen honesty as the guideline when serving customers. To convey this meaning, the content appearing on the media channels will be good quotes of influential or long-term figures in the real estate industry.



Also created a podcast channel, the main purpose is to share real estate stories from people who have been in the industry for a long time. This podcast channel aims to convey messages as well as career orientation for those working in the real estate industry.

With the empathy element, the content that focuses on posting will be sharing insights from people in the real estate industry during their careers. Empathy here is also sympathizing with the worries and problems of customers when doing business investing in real estate. To understand that concern, ViProperty will focus on posting information for reference, such as "updating rental rates of key projects in Ho Chi Minh City," for customers to follow easily. Not only empathizing with customers, ViProperty also empathizes with its employees. Sharing internal activities in the company, and commending individuals with high achievements shows the company's concern for employees.

And finally, the convenience factor. ViProperty is convenient right from the business model. The company develops based on the One-stop service model, so customers only need to come to ViProperty once to experience many services at the same time. Therefore, the content will focus on the definition of a One Stop service, update the overview news of the week, and many contents with reference elements so that customers can "surf" just on 1 fan page. Get much-needed information in the real estate investment process.

- ***Marketing plan base on 4Ps model***

- With the 4Ps model, this communication plan will mainly communicate marketing for the Eco Green project corresponding to each P in the model.
- Product: upload pictures of the project, review the apartment, the facilities around and on the project site
- Place: create an account in the name of ViProperty on a real estate trading platform like batdongsan.com, Cho Tot, etc.
- Promotion: Run a Facebook ad to review the Eco Green apartment, and offer in July interior services
- Price: Due to its large stock of apartments, ViProperty's rent in Eco Green is cheaper and more competitive than competitors in the same segment.

- ***Media channels:***

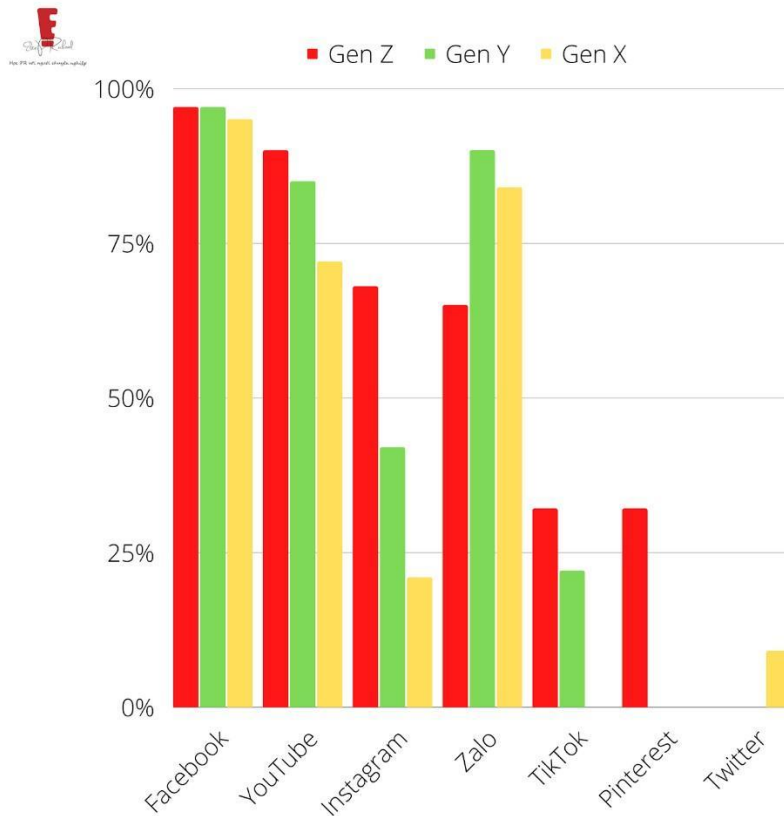
### **Trends of using social networks of 3 generations in Vietnam:**

Divide Vietnamese social network users into 3 generation groups:

- Generation X (born 1965 - 1979) aka Generation X (Baby Bust)

- Generation Y (born 1980 - 1994), also known as Generation Y (Millennials)

- Generation Z (born 1995 - 2012) aka iGen/Gen Z



### Xu hướng sử dụng MXH của 3 thế hệ tại Việt Nam

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

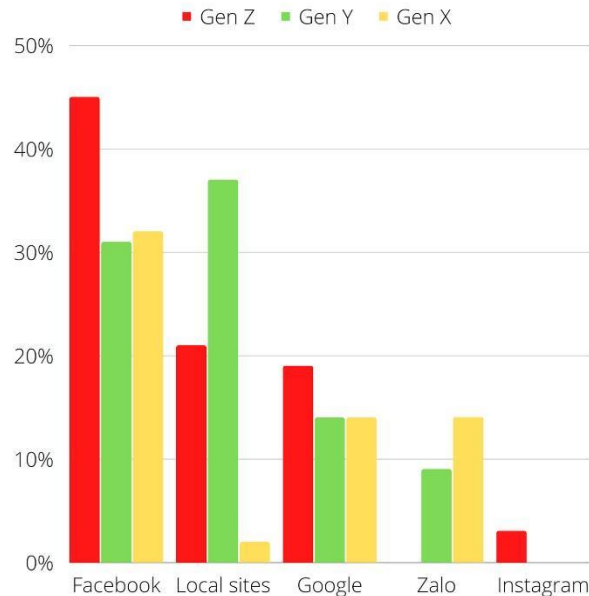
⇒ Facebook is still the name used by all three generations.

#### **The most used platform to read news:**

In addition, the news is now spread on many different channels and including social networks.

Facebook is still the place Gen X and Gen Z go to the most to update information.





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

⇒ Gen Y still prioritizes electronic news channels more.

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

### **Free messaging social networking platform:**

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



**Nền tảng được sử dụng nhiều nhất để trò chuyện**

- **FACEBOOK:**

Facebook is an American online social network owned by Meta Platforms. Founded in 2004 by Mark Zuckerberg with Harvard University students and roommates like Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. As of 2020, Facebook has 2.8 billion monthly active users, ranks seventh in global internet usage, and is the world's leading social network where people post statuses, photos, photos, and personal information to connect and interact. The total number of Facebook users in Vietnam is nearly 76 million people, accounting for more than 70% of the country's population. An increase of 31 million users compared to 2019 and still ranked No. 1 in the list of popular social networks in Vietnam.

In addition, Facebook is also a popular platform for online sales. Currently, the trend of live streaming is also widely used by Facebookers for entertainment and to introduce goods and services. In the two years from 2019 to June 2021, under the impact of the Covid-19 epidemic, Facebook users' activities mainly focused on posting entertaining videos/photos (with a group of young users) and activities. Online shopping activities (with users from 24 years old and up).

From the development of this online buying and selling behavior, Facebook Messenger, by 2021, has reached more than 68 million users, and Vietnam is considered a popular place to use Messenger for online promotion/sales & customer care. Variable, much more than other countries in the region. With the number of users on social networks as above, Vietnam is currently ranked 7th globally, respectively, after countries: India, the USA, Indonesia, Brazil, Mexico, and the Philippines.

Besides, Facebook Groups represent a store - where e-commerce has been and is making a good impression. These community-based groups are wealthy and serve the world. Facebook groups are a means for users with a common interest to communicate with each other more easily. Influential sales groups on Facebook provide many benefits for both sellers and buyers.



Facebook users in Viet Nam  
June 2021



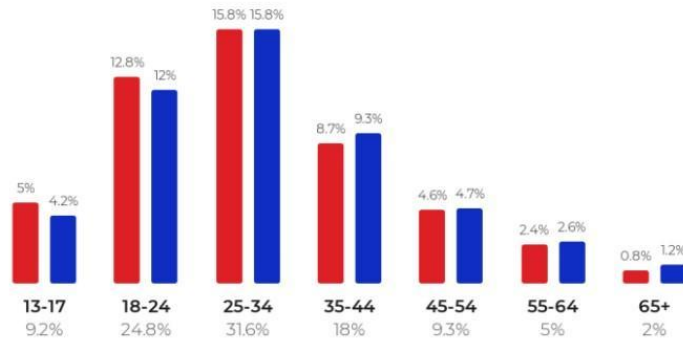
75 940 000



50.1%  
women



49.9%  
men



NapoleonCat.

Source: NapoleonCat.com

Facebook can be accessed from devices with an Internet connection, such as personal computers, tablets, and smartphones. Users can also communicate with each other directly using Facebook Messenger, join interest groups, and receive notifications about the activity of their Facebook friends and the pages they follow. With a large number of users, the coverage of FB ads is also appreciated more than other media channels, quickly measuring the level of interaction between customers and businesses. Facebook ads targeting the right customers can be flexible in adjusting costs. In addition, Facebook maximizes visibility with the lowest digital marketing costs. Therefore, Facebook is one of the main communication channels selected in this campaign.

**FANPAGE FACEBOOK:** Facebook fan page divide into 2 pages:

One main fan page of the company, introducing all the products and services that the company provides and providing all necessary information about the real estate sector in the mid-high-end apartment segment.

- Plan details: ([VIPROPERTY SOCIAL TIMELINE](#))

Tên kế hoạch		VIPROPERTY COMMUNICATION PLAN														
Người lập		HEIKI NG														
Ngày bắt đầu		23/05/2022														
Ngày kết thúc		26/06/2022														
Giải đoạn 1:		Awareness														
Timeline		23/05/2022 - 26/06/2022														
Channels		Facebook, Youtube, Zalo OA, (Youtube)														
Key message		Quạt phù hợp trợ lý														
Goals		Build a uniform, professional and well-informed corporate image														
Hashtag		Appears in all posts #VIProperty #ichubalongsan #balongsan														
Number	Week	Date	Time	Objective	Purpose	Section	Product	Content Angle	Content Title	Content Idea	Content Type	Facebook	Zalo OA	Zalo Feed	YouTube	
1	WEEK 1 (18/05/2022 - 22/05/2022)	25/05/2022	09:00	Branding	Branding	Marketing	INFORMATION	LEASING		Thái nhà mới sẵn sàng nhà chung cư	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2		26/05/2022	14:00	Marketing	TRUNG THỰC	PLACE	SELLING	PURCHASE		Xu hướng bất động sản TP Hồ Chí Minh	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3		27/05/2022	20:00	Branding	TIỀN LỢI		BRAND STORY	LEASING		Giới thiệu dự án khác của VI	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1	WEEK 2 (23/05/2022 - 28/06/2022)	23/05/2022	20:00	Branding	TRUNG THỰC		PRODUCT FUNCTION	LEASING		Tiền ích Quạt 7	Multi Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2		24/05/2022	20:00	Marketing			PRODUCT FUNCTION	SELLING	LEASING	Viproperty cung cấp dịch vụ thuê ECO GREEN	Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3		24/05/2022	11:00	Branding	TRUNG THỰC		BRAND STORY	PM		Series "Chuyến nghề" - Tập 1	Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4		25/05/2022	14:30	Marketing			PLACE	INFORMATION	PURCHASE		Quạt "Thái nhà ở đây"	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5		25/05/2022	09:00	Branding	THẦU HIỆU		BRAND STORY				Giải trí về ngành nghề BĐS	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6		26/05/2022	19:00	Branding	TRUNG THỰC		PRODUCT FUNCTION	PURCHASE			Cập nhật gói mua căn hộ trên thị trường	Multi Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7		27/05/2022	08:00	Marketing			PROMOTION	SELLING	FURNITURE		Chương trình khuyến mãi nội thất	Infographic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8		27/05/2022	14:00	Branding	TRUNG THỰC		PRODUCT FUNCTION				Quạt	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9		28/05/2022		Branding	THẦU HIỆU			INFORMATION			Cách đọc hồ VIProperty	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10		29/05/2022	12:00	Marketing			PRICE	INFORMATION	LEASING		Giới thiệu và tiếp podcast tập 2 của series "Chuyến	Link Blog	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	WEEK 3 (01/06/2022 - 06/06/2022)	30/05/2022	10:00	Branding	TIỀN LỢI		INFORMATION			Weekly highlight	Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2		31/05/2022	14:00	Marketing			PRODUCT FUNCTION	LEASING		Sống xanh, sống an lành tại Eco Green	Infographic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3		31/05/2022	11:00	Branding	TRUNG THỰC		BRAND STORY	PM		Quạt hoặc sự cần thiết của dòng quạt trung thực trong sinh hoạt	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4		31/05/2022	16:00	Marketing			PLACE	INFORMATION	PURCHASE		Cập nhật tiến độ tòa H33	Multi Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5		01/06/2022	09:00	Branding	THẦU HIỆU		BRAND STORY				Giải trí insight mẫu ứng dụng ngành bất động sản	Image	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6		01/06/2022	15:00	Branding	TIỀN LỢI		PRODUCT FUNCTION	PM			Dịch vụ PM là gì?	Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7		02/06/2022	07:00	Marketing			PROMOTION	SELLING	LEASING		Ưu đãi đi kèm khi thuê Eco Green	Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giới thiệu và tiếp podcast tập 2 của series "Chuyến																

➤ 1 satellite Fanpage mainly works to promote the company's interior services.

Plan details: ([VIPROPERTY\\_SOCIAL\\_TIMELINE](#))

Tên kế hoạch		VIPROPERTY FURNISHING COMMUNICATION PLAN													
Người lập		TRẦN GREEN													
Ngày bắt đầu		01/06/2022													
Ngày kết thúc		26/06/2022													
Giải đoạn 1:		Awareness													
Timeline		01/06/2022 - 03/07/2022													
Channels		Facebook, Website, Tiktok													
Key message		Mỹ style, mỹ lễ													
Goals		Xây dựng kênh truyền thông với nội dung rõ ràng và đa dạng													
Hashtag															
Number	Week	Date	Time	Objective	Section	Content Angle	Content Idea	Content Type	Channel Facebook Status	Dự án	Facebook Ads	Budget	Seeding like	Seeding Comment	Seeding share
1	WEEK 1 (01/06/2022 - 05/06/2022)	02/06/2022	10:00	Branding	PRODUCT FUNCTION		Giải thiệu dịch vụ căn hộ trọn gói	Ưu điểm khi làm nội thất trọn gói	Video	Eco Green					
2		03/06/2022	11:00	Marketing	SELLING		Mua, lắp đặt nội thất chỉ trong 7 ngày	Nhanh chóng, tiện lợi, giá cả hợp lý	Post	Sunwah					
3		05/06/2022	12:00	Branding	INFORMATION		Nhưng bố cục trong căn hộ	Nên chia bố cục như thế nào hợp lý cho căn hộ	Post	Sunwah					
1	WEEK 2 (06/06/2022 - 12/06/2022)	07/06/2022	11:00	Marketing	SELLING		Chương trình khuyến mãi	Các gói khuyến mãi	Post	Eco Green					
2		08/06/2022	12:00	Branding	PRODUCT FUNCTION		Chính sách bảo hành	Chính sách bảo hành, sửa chữa lên tới 5 năm	Video	Eco Green					
3		09/06/2022	13:00	Branding	INFORMATION		Nên mua gói nội thất hay mua lẻ	Ưu điểm nên mua gói dịch vụ	Post	Eco Green					
1	WEEK 3	13/06/2022	11:00	Branding	PRODUCT FUNCTION		Layout căn nhà, nhanh chóng	Các hình layout sẵn của các căn hộ Eco Green	Post	Sunwah					

**FACEBOOK GROUPS:** Increase the membership of community groups to gain market share in critical projects. Directly approach the group of potential customers wishing to rent, buy, or sell interior services and promote apartment management services. Advertise the company's services and advertise the company to unknown customers—update information from quality building management, event information, or ongoing resident activities quickly and with quality. Prevent potential crises or problems affecting the company's image and reputation.

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

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

- **WEBSITE:**

An effective website is an important step for small business owners moving toward online commerce. Based on the report of a large-scale empirical study on the determinants and role of consumer trust in e-business, it has been shown that the website is one of the decisive factors promoting consumers' buying behavior. Specific action against the business that the customer is considering. Trust mediates the relationship between the Web site and the consumer, resulting in behavioral intentions regarding the Web site. Besides, website SEO is an indispensable factor. According to studies, both users and customers have the behavior of searching for what they do not know, want to learn, or want to buy on the Internet, along with the fact that users usually only click on the first three search results on the front page. A website that can stand at the top of the search results rankings, equivalent to a business, will be known by many people, and the click-through rate and the conversion rate will also be higher. In addition, this is an effective marketing tool with economic, sustainable costs and is highly appreciated by search engines. Therefore, the website is one of the selected communication channels in this campaign.

During the campaign, it is necessary to optimize the website to increase the brand's visibility online, especially in Google searches, and display on social networking sites, forums, and related websites. Others make sure that users can access all the content easily and are persuaded to stay on the site for as long as possible by giving suggestions to fix website problems and updating content according to the company's keyword SEO plan. Bring the most relevant and useful display content to users.

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

- **ZALO:**

In addition, 2021 is also a "boom" year for many new social networks. It is impossible not to mention Zalo - a phone and messaging application via the Internet of VNG Corp. Until

December 2020, this application was officially recognized as a real social network. Zalo has more than 60 million users and is the largest "made-in-Vietnam" social network. Zalo has a very high percentage of users aged 30 and over, and Vietnamese people use this social network to chat and stay in touch with friends and family, besides reading news, making purchases, and more.

Although Zalo has an excellent management and communication background, it is still not popular enough to be able to carry out advertising campaigns. Advertisers have not optimized the advertising services that Zalo provides to reach customers. However, Zalo is still a platform that can connect with potential customers directly, create a learning community, exchange information, and give direct advice to customers. Besides, it is an ideal platform to capture information about actual images and direct reflection from users through groups. From there, the crisis can be handled quickly. That's why Zalo is a development recommendation platform.

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

Plan details: ([EMAIL MARKETING AND ZALO GROUP](#))

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

● **EMAIL MARKETING:**

Email marketing is considered an effective campaign for businesses to reach customers. Email marketing is also an effective advertising tool for products, services, and promotions to potential customers, not stopping at interacting and retaining old customers. Email marketing has become an effective way for advertisers with reasonable advertising costs and practical levels. Email marketing is a highly effective marketing strategy. Reports indicate that 82% of marketers agree

that this is the primary strategy to increase lead and conversion rates. Besides sending sales announcements and maintaining relationships with the target audience, email marketing also helps send ads, calls to action, or send news by blog. The long-term purpose of email marketing is to help increase brand trust and build customer loyalty to the business. The rate of return (ROI) that email marketing brings is rated the highest compared to other strategies. The cost of email marketing services is considered to be much lower than current communication channels. In addition, Email Marketing campaigns often have a short duration (in weeks or months), making it easy to change strategies, pause or add files that customers want to reach. That's why zalo is a development recommendation platform.

An email marketing plan provides subscribers and customers with valuable information based on existing customer data and target audience. The purpose is product marketing: promoting products and services, raising brand awareness, and building relationships. In addition, email marketing also helps:

Assist in attracting and retaining consumers.

Encourage potential customers to take action (count clicks, read messages).

Increase traffic to the company's website.

- Easily personalize content for each audience.
- Assist in attracting and retaining consumers
- Encourage prospective customers to action (counting clicks, reading mail)
- Increase traffic to the company's website
- Personalize content for each audience with ease

Plan details: ([EMAIL MARKETING AND ZALO GROUP](#))

## EMAIL MAKETING

Tên chiến dịch		Người trợ lý cho căn hộ của bạn	
Creator		Phạm Thị Thanh Trà	
Beginning		16/05/2022	
Ending		03/07/2022	
Phase 1		Awareness	
Days		16/05/2022 - 05/06/2022	
Key message		Company introduction, introduce comany services	
Goals		Let customers know about VIProperty as "An assistant for your apartments"	

ORDER	WEEK	DAY	TIME	CONTENT ANGLE	PURPOSE	CONTENT TITLE	CONTENT TYPE	DATA	DESIGN	DEADLINE	EXAMPLE	NOTE	
1	1	18/05/2022	12:00	Introduce company and services	Introduction		Designed template	All					
2	1	19/05/2022	07:00	News about real estate	Informative			All					
3	1	19/05/2022	20:00	Introduce leasing service (owner)	Introduction			Owner					
4	1	20/05/2022	08:00	News about real estate	Informative			All					
5	1	21/05/2022	21:00	Introduce property management service	Introduction			Owner					
6	2	23/05/2022	22:00	Introduce project's utilities	Informative			All					
7	2	24/05/2022	16:00	Introduce furniture service	Introduction			Owner					
8	2	25/05/2022	09:00	News about real estate	Informative			All					
9	2	26/05/2022	23:00	Introduce leasing service (tenants)	Introduction			All					
10	2	27/05/2022	22:00	News about real estate	Informative			All					
11	3	30/05/2022	07:00	Introduce property management service	Introduction			Owner					
12	3	31/05/2022	06:00	News about real estate	Informative			All					
13	3	01/06/2022	21:00	Introduce leasing service (owner)	Introduction			Chủ hộ					
14	3	02/06/2022	21:00	News about real estate	Informative			All					
15	3	03/06/2022	20:00	Introduce company and services	Informative			All					

### 7. Timeline

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



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

## 8. Risk

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

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

RISK MATRIX TABLE				
Impact		Low	Medium	High
		1	2	3
High	3	3	6	9
Medium	2	2	4	6
Low	1	1	2	3

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

Order	Crisis Description	Crisis Impact Level	Who is Affected	Priority	Mitigation	Suggestion
<b>Media channels</b>						
1	Posing wrong content	High	VIProperty, media team		Content checking	Quickly remove the post and check the content again
2	Being reported by platforms for inappropriate content or wording	High	VIProperty, media team		Content checking	Quickly remove the post and check the content again and earn experienced
3	Competitors spread bad rumors on social media	High	VIProperty		Careful in behavior	Overreaction is unwise. Only speak up when absolutely necessary
4	Ads don't reach right target audience	Medium	VIProperty, media team		Objective checking	Double check the objects installed on the platform
5	Misunderstanding with R&D Manager	Medium	Media team		Meeting	Team and the manager should join a meeting to present in detail
6	Timeline delayed	Low	Media team		Timeline double check	Join in an informal meeting to fix the timeline. Reposting missing posts
7	Spelled incorrectly	Low	Media team		Content double check	Carefully checking before posting

<b>Productions</b>						
1	Unsuitable contents for publications	High	VIProperty, media team		Content checking	Quickly remove the publications
2	Equipments forgotten	High	Media team, production team		Equipments double check	Creating a equipments checking list to check before on set time carefully
3	Location have problem	High	Media team, production team		Backup plan	Prepare a backup plan
4	Props forgotten	Medium	Media team, production team		Props double check	Creating a equipments checking list to check before on set time
5	Deadline delayed	Medium	Media team, production team		Deadline caution	Remind members to follow deadline
6	Talents don't remember scripts	Medium	Media team, production team		Script reminder	Sending scripts for talents before a week to learn by heart

*Created by Author*

## IX. PRE-PRODUCTION

### 1. Series podcast “Chuyện nghề”

#### a. Purpose and content

The main goal of creating this podcast series was to start a series on the real estate industry that VIProperty has invested in and produced. This series will help viewers better understand the real estate industry as well as the existing services of VIProperty.

Every 1-2 weeks will release an episode. Information is organized around four main services: purchasing, property management, leasing and furnishing.

The first episode is titled "Chuyen nghe PM". It is about property management service definition, the difference between property management and building management.

b. Category

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

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

c. Location and set design: Ecogreen A3203

This location is a blank apartment with basic furnishings own by VIProperty





d. Mood and tone



e. Host requirements

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



## 2. Corporate video

i. Content and main purpose

- Provides official and reliable information about VIProperty.
- Give your customers a professional impression of VIProperty.
- Replace pinned video on existing VIProperty youtube channel. Video will be used for pinning on Facebook, Youtube and Website. It also can be used to run Facebook Ads with reasonable cuts.
- Emphasize VIProperty's key message: One-stop service.
- Includes VIProperty's history, services and USP.
- Introducing VIProperty's vision, mission and strategy. Show 4 primary services of VIProperty

ii. Mood and tone:



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

iii. Human resources

Order	Members name	Position
1	Phạm Thị Thanh Trà	Content creator
2	Đặng Ngọc Băng Khanh	Producer

3	Nguyễn Ngọc Hải Yến	Director
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Our team has three members who play three critical roles in the production process.

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

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

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

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



## X. ESTIMATED BUDGET:

ESTIMATED BUDGET FOR COMMUNICATION PLAN								
NO.	DESCRIPTION	DETAILS	UNIT COST (VND)	QUANTITY	UNIT	AMOUNT (VND)	NOTE	
<b>1. Production</b>								
1	Corporate video	Walkie talkie	50,000	8	Set	1,200,000		3 days
		Make up + hair stylist	1,000,000	1	person	2,000,000		2 days
		Make up+hair stylist	500,000	2	People	1,000,000		1 day
2	Photoshoot	LENS Sony FE 16-35 F4 2A OSS	27,200,000	1		27,200,000		
		LENS Sony FE 50mm f/1.8	5,400,000	1		5,400,000		
		Softbox DU Godox 95cm	1,900,000	1		1,900,000		
		Solid background	200,000	1	unit	200,000		1 day
<b>2. Media tools</b>								
4	Facebook ads	Increasing like	3,000,000	3	Package	9,000,000		Tool simple seeding
		Increasing members in Ecogreen resident group						
		Seeding post (Likes, shares, comments)	150	16,000	People	2,400,000		
		Ecogreen resident group members						
		Facebook advertising	5,000,000	3	Month	15,000,000		
		Main fanpage	5,666,667	3	Month	20,000,000		
		Satellite fanpage						
5	Facebook accounts	Raising Facebook accounts for seeding	25,000	100	Account s	2,500,000		
6	Website	- Edit suggestions - Blog content	0	1	Package	0		
7	Brand guideline	- Communication designs synthesis	0	1	Package	0		
8	Fanpage management	- Media timeline - Content - Pictures/videos	0	1	Package	0		
9	Zalo	- Zalo OA management - Zalo feed - Build Ecogreen resident group	0	1	Package	0		
<b>SUM</b>						<b>87,090,000</b>		
<b>TOTAL</b>						<b>87,090,000</b>		

### Estimate budget

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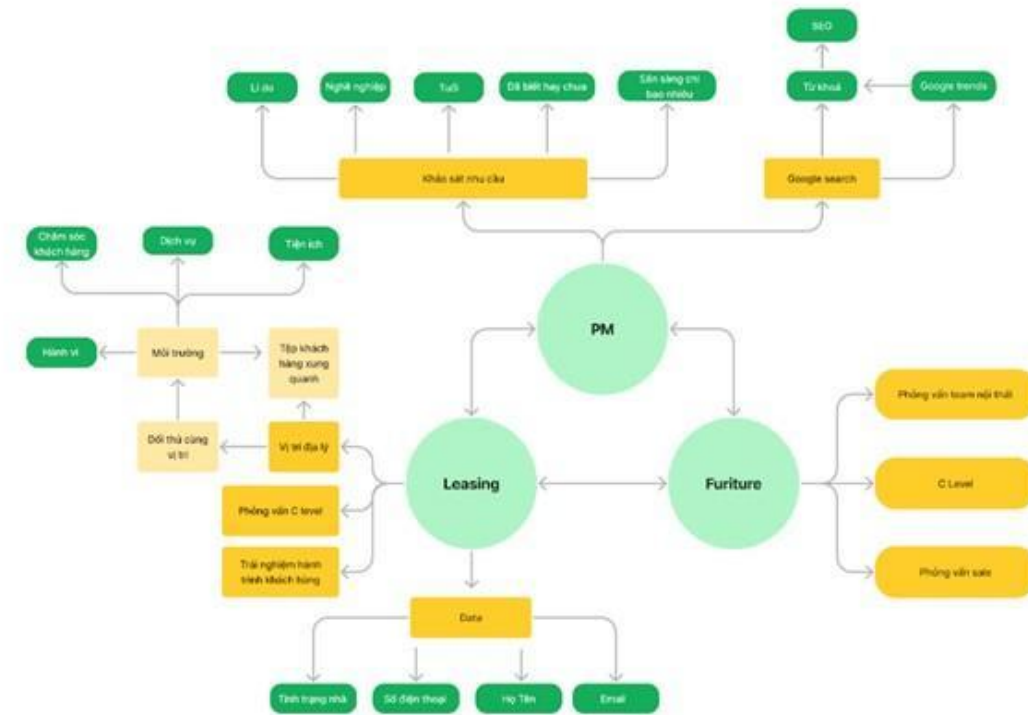
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## XII. APPENDIX:



Primary customer file research journey:

Services with different customer groups include:

- Purchase: Client file for investment - rental - to live in (Landlord)
- Leasing: Landlord file and tenant file
- Property manager: Investment client file - rental (Landlord)
- Furniture: The file of customers who own an apartment that needs to make furniture for rent or to live in (Landlord)

### Leasing:

The process of researching rental files includes:

*Landlord's data:*

- Based on customer data, the owner owns at least one apartment at the Eco Green Saigon project.

Data shows home status, phone number, full name, and email. Analyze random data of 100 guests

from the customer data file. The housing situation shows that currently, the number of customers buying investment apartments for rent accounts for the majority, and most of them are foreigners. For Vietnamese homeowners, the number of female and male hosts accounts for 7:3, and most of them are female. Phone numbers searched on online tools show that the occupations of the host file are very diverse, from groups of industries that require specialized training degrees, such as doctors, engineers, lawyers, and research specialists, to the freelance business or profitable investments available. In addition, the quality of customer data files also falls in the purity level of 70%-80% when there are about 7-10 objects that are said to be not real customers or sales of other companies on the list. And there are about 8-10 people who can't find the phone number or information displayed on other platforms than the one on the host list.

- From the customer, file research can show: that phone number can be used for telemarketing purposes, and email can be used for email marketing. The phone number can be used to contact and invite to join a resident group on the Zalo group or add a UID to run Facebook Ads to optimize Facebook's advertising tools, and advertise marketing articles directly to potential customers. In addition, the UID also helps Facebook's Smart Ai tool to better learn the lead file and promote the post in the next campaign.
- Due to the security of customer information and critical confidential data of the company, it must be ensured that it is not disclosed to any other third party, so the detailed information cited in this section will not be attached

**Experience the customer journey at rival parties in the project:**

- Searched for contacts on sites such as batdongsan.com, Chợ Tốt, Eco GREEN resident group. The number of sales accounts for the majority of this project includes ECO HOMES, 5 STAR, and V Realty Agency, Etc
- Initially, joining groups, texting, and posting with the need to find a rental house, shows that the customer support level is at a relatively good level. It shows how rival companies focus on their own big-name PR private sales to generate leads. Message reply speed is relatively fast at V Realty Agency and average at ECO HOMES, 5 STAR.

- Step 2 make an appointment for direct consultation and exchange of rental information:
  - o For V Realty Agency, professional, enthusiastic sales staff create a feeling of trust and give their best support to customers, answering all frequently asked questions. Having the ability to speak attractively with a neat appearance, both sales and office staff at ECO GREEN wear uniforms. Rent is given according to the needs of the landlord. There is no PM service but is committed to providing necessary information to tenants when needed. Visit customers after consulting continuously for five days.

⇒ Difference: V Realty Agency does not directly hold the key or password of the apartment. When guests are viewing the apartment or wishing to rent the apartment, V Realty Agency will contact and make an appointment or ask the landlord's permission to see the house ( Vacant houses will be easier to see than furnished houses because it is difficult to make an appointment with the owner, so I canceled the viewing on the scheduled date). The working mechanism is different from VIProperty; at VIProperty, the company will be the party directly holding the key or password of the apartment, easily assisting tenants or potential customers to view the house.

For ECO HOMES, when contacting the sale phone number on Zalo and calling directly, after finding out the customer needs and assessing the potential, the sales will report all apartments and arrange to send back the following information. In case of going directly to the office at ECO GREEN with the same demand scenario, the sales at the office enthusiastically support and meet most of the customer's requirements, such as adding a house card for the apartment if the total number of tenants more than the number of cards issued by the management (House card is used for both elevators and keeping motorbikes and cars, 1,2 bedroom apartments will have a maximum of 4 cards and three bedrooms will have a maximum of 6 cards). Card, parking fee with card is 132,000/month, in a case without card is 14,000/day if left overnight. Visit customers after three consecutive days of consultation.

5 STAR when contacting the sales phone number on Zalo and calling directly is similar to ECO HOMES. After understanding customer needs and assessing potential, the sales will report all apartments and arrange to send back the following information.

**Research based on geographical location:**

- o Projects in the same geographical location:
- o Surrounding:

The surrounding high-end apartment projects are both opportunities and risks for the Eco green project. The surrounding high-end apartment projects are both opportunities and risks for the Eco green project

→ Opportunity: Improve the quality of life of residents in the area, attract many investment sources, and become one of the choices of potential customers who have needs in District 7. Can conduct advertising communication Reports on the above projects for the company's services

→ Risk: becoming direct competitors in the future

→ Strength of geographical location: The status of handing over most of the towers and projects. There is Huong Tram Park (22ha) and the second tallest building in Ho Chi Minh City in the project cluster, and it is expected to start construction soon.

Especially the Eco project with an internal park and an event center (3.6ha wide) is under construction and will be completed in the near future.

→ This is a solid point to exploit communication in the region

## **INTERVIEW RECAP (C LEVEL)**

- **Leasing**

Interview time: 10/05/2022

Location: Leasing Office C1 - ECO GREEN

Interviewee: Ms. Minny - Leader team Leasing – VIPROPERTY

**Question 1:** What is the current state of Team Leasing?

- In general, the Leasing team is now functioning normally.
- The company's lease sales objective was nevertheless met in the first quarter.
- In terms of human resources, the team is undergoing some adjustments. Thus, it cannot be considered entirely operational.

**Question 2:** What is the typical demographic of Leasing's client base?

- Team Leasing customers are classified into two types: 1 is the landlord, while 2 is the renter.
- The majority of the hosts are from China, Korea, Taiwan, or are overseas Vietnamese residing in other countries.

- There are Vietnamese residents, although not as many as international visitors.
- Most landlords who use property management and leasing services are investors who can't handle the property themselves.
- Customers are primarily in the mid-high sector, have financial resources, and own 1-2 units or more.
- Team Leasing's mission is to recruit tenants for the landlord. Type 2 is a renter, a sub-tenant of the homeowner's flat.
- Tenants include students from nearby colleges, small families of 2-3 persons or young couples, office employees, and others.
- Many renters are well-known KOLs or Tiktokers on social media. They prefer to stay at ECO because of the excellent quality of the stunning - high-class apartments, and the project has only recently been completed, so it is still relatively fresh.

**Question 3:** Is Team Leasing running any kind of marketing on any media channels?

- There is several operating.
- Batdongsan.com is an excellent market, real estate, group purchasing, selling, and renting of houses Facebook, Etc...
- The nature of the real estate sector is highly unique: sales will be conducted individually, and the firm will provide finance based on each team's suggested strategy. Following that, the budget will be allocated every month.
- Sales will be centered on selling their image and operating under their own identity.
- For example, James Nguyen VIProperty, Minny - VIProperty, Duong Eco - Eco Homes, Trang Eco - Ecohomes, Etc.

**Question 4:** Average rent at ECO GREEN:

- The sides are approximately the same,
- The general rule of the real estate industry, to avoid disrupting the rising price market of ECO GREEN, the parties should limit offering prices below the market level.
- Depending on the floor, the price changes: The higher floor is more expensive than, the lower floor
- 3-bedroom apartments from 8 million to 10 million VND



- Two-bedroom apartments from 11 million to 15 million VND
- Scale for one bedroom from 14 million to 18 million VND
- Shophouses from 60 million or more
- Question 5: Is Team Leasing facing any difficulties:
- There are no difficulties other than being in the process of changing personnel, and there is a little difficulty in handing over but not a big problem.
- If yes, it is the operation section of the PM team -> Lack of operation personnel. Like refrigeration engineers, cleaning team, Etc.
- Because during peak times, customer orders are too much.

**Question 6:** Competitors in the project:

- ECO HOMES
- 5 STAR
- V Realty Agency

**GOOGLE KEYWORD RESEARCH:**

Using the Google Trends tool for comparing searching keywords about PM services.

- Comparing with:

“quản lý bất động sản” (green line).

"dịch vụ chung cư" (blue line),

"quản lý bất động sản" (red line),

"property management" (yellow line) in the last 12 months

Most searched keywords in HCM property management (The same with another provinces: Phú Yên,

Quảng Ngãi, Bắc Giang)

The second most searched keywords is "dịch vụ chung cư"

- RECOMMEND:

- It can be predicted that content should focus on the keyword "property management", or "dịch vụ chung cư".
- Vietnam's market hasn't had any exactly keywords about PM service so this is time to educate the market through social media.
- Run ads around these phrases so that when customers search, VIProperty shows up right away

### **FURNITURE (FURNISHING):**

Interview time: May 15, 2022

Location: Office Park 7 - VINHOMES CENTRAL PARK

Interviewee: Mr. Eric- Leader team Furnishing – VIPROPERTY

#### **Question 1:** How is the overall situation of Team Furnishing currently?

- The team situation is stable.
- Just approved a separate funding source for the interior team
- Objective: Fully furnished 50 units in 6 months (June - December)
- Focus on ECO GREEN SAIGON project
- It has its own fan page but has not agreed with the company fan page
- Having a Tiktok channel, stable views and steadily increasing followers, engaging content but not invested in images.

#### **Question 2:** Target audiences of Furnishing service?

- Most of the customers come from the Sales team; they are introduced to the furniture making service after signing the sales contract.
- Limited retail contract
- In the future, focus on the mid-range -> high-end project segment
- In the second and third quarters, find customers at 80% ECO GREEN, 20% other projects
- Potential customers will appear in July when handing over the HR3 building at ECO GREEN

**Question 3:** What form of marketing on the Team Furnishing media channel has been or is being proposed?

- Runs include Facebook, TikTok and Instagram
- Plan to change Facebook's appearance: make logo, Social Media guidelines, plan to post more often, and content to be organized and synchronized, ...
- Tiktok plan: Develop content, improve image.
- The plan to develop Youtube in parallel with Tiktok
- Update a separate section on the website
- Create promotions to attract customers in June and July

**Question 4:** Average price of interior package at ECO GREEN:

- There are 2 interior packages:

Package Simple: Simple interior in the style of

minimalism o 1BR: 92,550,000 VND o

2BR: 128,400,000 VND o 3BR:

161,375,000 VND

Corporate Standard Mornden Package: In a luxurious

modern style o 1BR: 69,700,000 VND o 2BR:

92,500,000 VND o 3BR: 119,650,000 VND

ITC Package (Kitchen + Curtain): for Vinhomes Grand Park

**Question 5:** Is Furnishing team facing any difficulties:

- Difficulty in capturing market share of Vietnamese customers with competitors operating in the same field and specializing in interior design
- Completion time is not satisfactory, need faster method

**Question 6:** Advantages of Furnishing team

- 30%-50% cheaper than market
- Quality equal to or better than the common market level
- Warranty from 1 year - 5 years depending on the package
- Layout, combos are available for easy selection

- Have a relationship with management
- In the process of building a relationship with agents.