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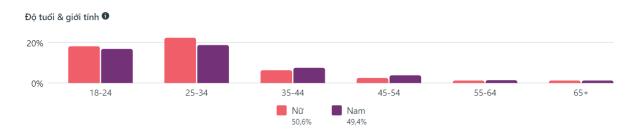
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## I. Media evaluation

To test the communication effectiveness of VIProperty fan page phases I and II and create the basis for future communication, this evaluation report is specially conducted by OUR BEST unit. Based on the media assessment in the first phase of the market survey, this report makes some suggestions for the later stage of the VIProperty

# **Target audience characteristics**

## 1.1 Age structure



Age structure from Facebook

The majority of the target public falls into the age group of 18-24 and 25-34 years old

## 1.2 Sex



Sex of audience from Facebook

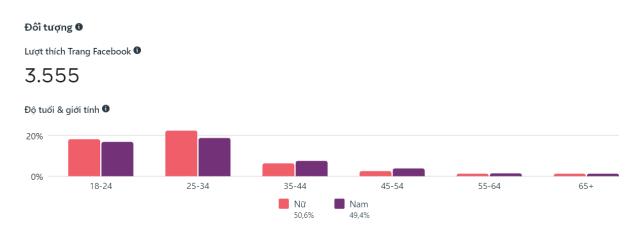
## 1.3 Area of residence



Area of residences from Facebook

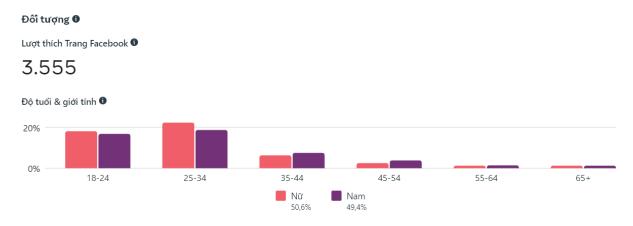
The target public region of residence spans many countries, but the most are in Vietnam (90.9%)

## 1.4 Educational level



Educational level from Facebook

#### 1.5. Income



## Income from Facebook

Since the targeted public majority is between 18-24, income will also be unstable. There are a few in their 50s who have a more stable income.

# Media efficiency

## 2.1. VIProperty Fanpage

#### Overview

Actions on the page: From 12/7-18/7, there are eight total actions on the page

- Pageviews: the number of page views from 12/07 to 18/07 is 293 total views
- Page likes: achieved 1453 likes according to the general statistics, up 667% compared to the previous month (since July 1st)
- Number of people reaching articles: 12,702 people, a slight increase, in general, a rise of 56% compared to the previous month (from July 1st)
- Post interactions: 984 interactions with posts, increasing gradually over six days, generally increasing by 174% compared to the previous month (from July 1st)
- Video: 700 turns in 3 seconds minimum, 8650 overall increase.
- Page followers: according to the general statistics, there are 71-page followers, an increase compared to the previous month (from July 1st); the figures increased by 446%

#### **Followers**

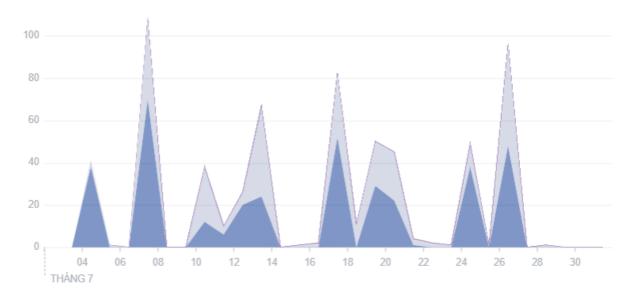


Total number of page followers of Facebook

From July 1, 2022 - July 31, 2022, the total number of Page followers increased from 3182 to 3555. All Page followers are organic followers.

July 16, 2022, is the day with the most organic followers (57 people).

Page unfollows count: 0 times.



Total number of page followers of Facebook

#### Sources of followers:

- The computer hasn't classified it yet
- On page
- Search

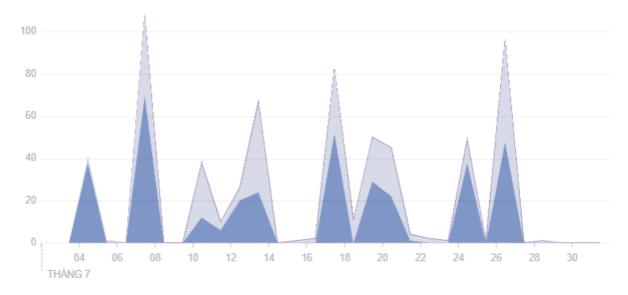
# - Page Suggestions

Like



 ${\it Total\ number\ of\ page\ like\ of\ Facebook}$ 

Thích Nguồn	Số lượt thích	Phần trăm lượt thích
Khác		20%
Trang của bạn		70%
Bảng tin		10%
Tìm kiếm		1.51%
Gợi ý Trang		0.5%



Total number of page like of Facebook

Thích Nguồn	Số lượt thích	Phần trăm lượt thích
Khác	103 103	51.76%
Trang của bạn	71 <b>71</b>	35.68%
Bång tin	21 <b>21</b>	10.55%
Tìm kiếm	3 <b>3</b>	1.51%
Gợi ý Trang	1 <b>1</b>	0.5%

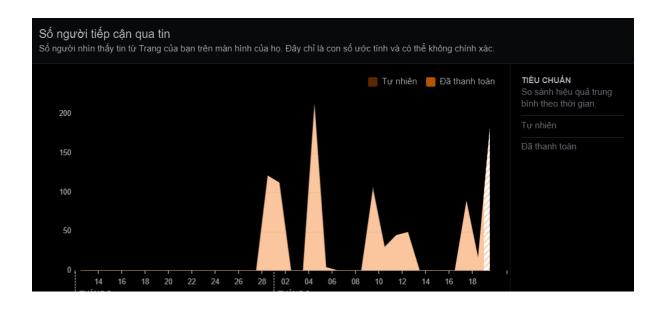
## Number of people access



Number of people access of Facebook

#### Based on the chart shows:

- The highest number of people reach organic posts.
- The date of achieving the highest number of people reaching organic posts: July 18, 2022 (1152)

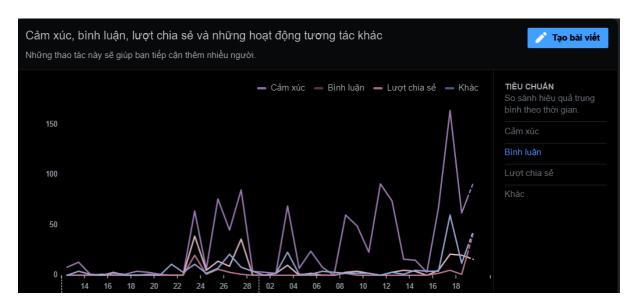




Total number of people reached of Facebook

#### **Based on the chart shows:**

Only one recommendation for this page



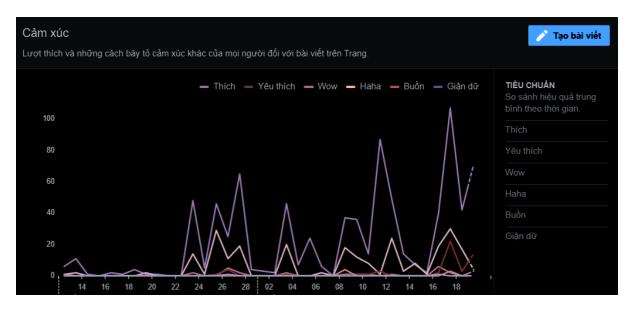
Total number of people reached of Facebook

#### **Based on the chart shows:**

Emotions reached the highest: 164 on July 17, 2022, and the lowest: 3 on July 15, 2022

Highest rating: 21 on 17/07/2022, lowest score: 0 on 15/07/2022

The highest share: 69 on 17/07/2022, the lowest: 0 on 12,13,14,15/07/2022



Total number of people reached of Facebook

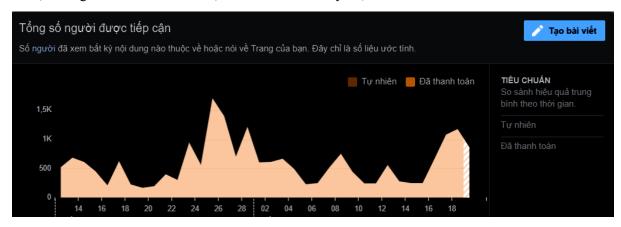
#### Based on the chart shows:

Highest likes: 107 on July 17, 2022, lowest: 2 on July 15, 2022

Favourite reached the highest: 30 on 1707/2022, the lowest: 1 on July 15, 2022

Haha, the highest score: was 22 on 17/07/2022, and the lowest score: was 0 on July 18, 2022

Wow, the highest: 6 on 16/07/2022, the lowest: 0 on July 18, 2022

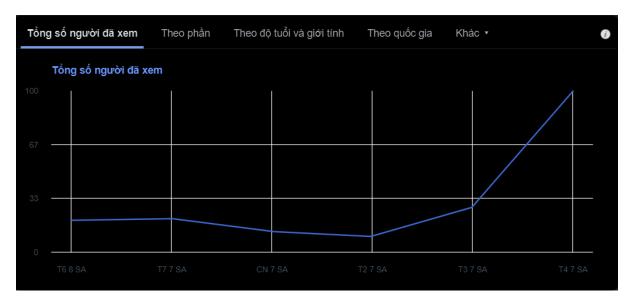


Total number of people reached of Facebook

Based on the chart shows:

The highest total number of people reached: on July 18, 2022 (1171)

Page view



Total number of people reached of Facebook

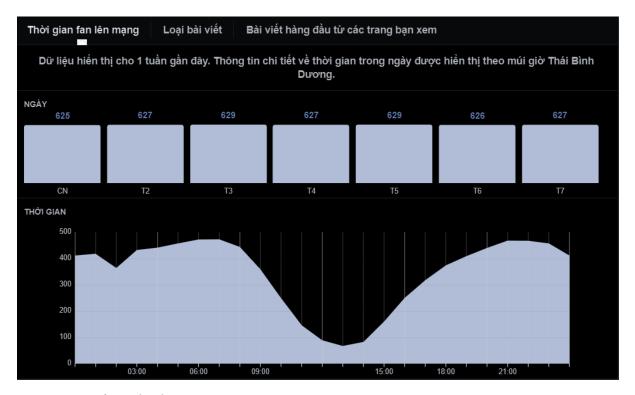
## **Based on the chart shows:**

• Highest total views: 125 views (July 17, 2022)

• Lowest total views: 12 (July 15, 2022)

• Total views decreased gradually from 12 to 16 July 2022 and increased steadily from 16 to 17 July 2022)

#### **Posts**



Posting time of Facebook

#### **Based on the chart shows:**

- The time when fans go online the most: from 6am-8am, 9pm-10pm
- The least time fans are online: from 1pm-2pm



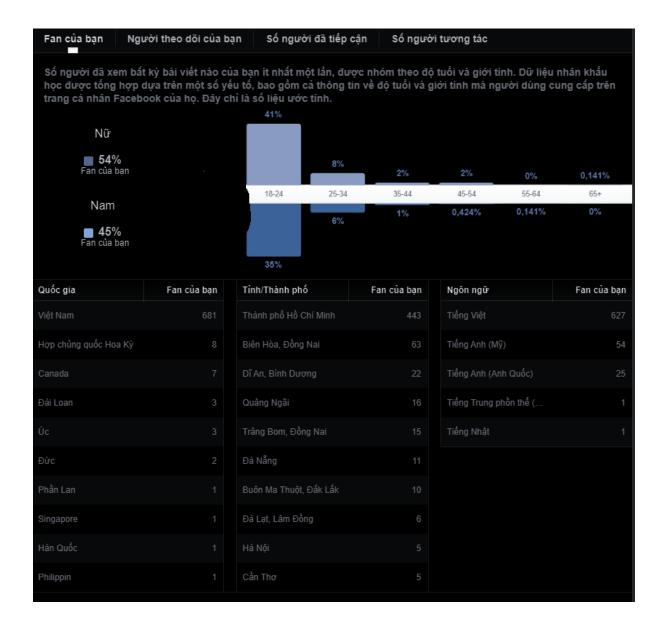
Posting time of Facebook

#### **Based on the data shows:**

• The page is now promoting interaction, being more creative in each article and increasing the number of viewers.

#### People

#### • Fan of the page



#### **Based on the chart shows:**

- Gender:

54% of the page's fans are female

45% of the page's fans are male

- Age:

Ages 18-24 make up the majority of the total number of fans on the page:

From 18-24: Male accounts for 8%; Women make up 6%

From 25-34: Male accounts for 6%; Women make up 8%

From 35-44: Male accounts for 1%; Females make up 2%

From 45-54: Male accounted for 0%; Females accounted for 0.141%

From 55-64: Male accounted for 0.141%; Female accounts for 0%

From 65 and over: Male accounted for 0.141%; Female accounted for 0%

- Nation:

The page's fans have 681 people in Vietnam and make up the majority of the total followers

- Province/City:

There are 443 people in the city area. Ho Chi Minh

There are 63 people in Bien Hoa, Dong Nai

There are 22 people in Binh Duong

And a few in other provinces

- Language:

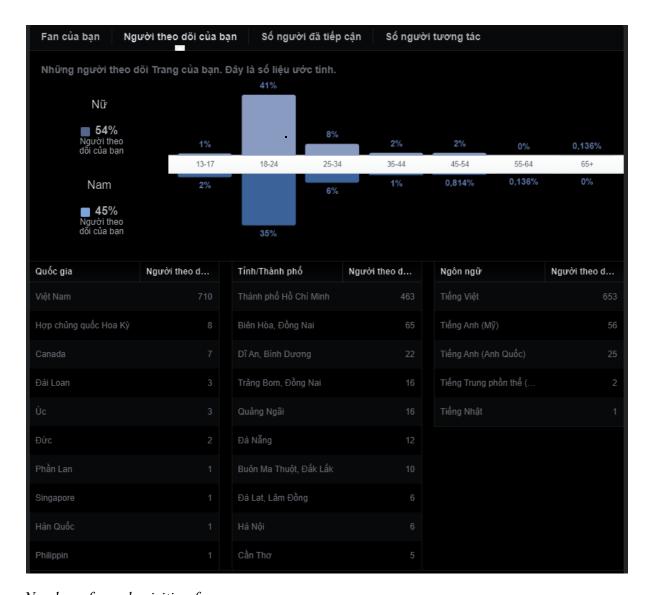
Vietnamese has 627 people and makes up the majority

English - American has 54 people

English - English has 25 people

And some other languages

Followers



Number of people visiting fanpage

#### Based on the chart found:

Gender:

54% of page followers are female

45% of page followers are male

- Age:

Ages 18-24 use the majority of total followers on the page:

From 13-17: Male accounts for 2%; Female use 1%

From 18-24: Men account for 35%; females use 41%

From 25-34: Male accounts for 6%; Female use 8%

From 35-44: Male accounts for 1%; Female use 2%

From 45-54: Male accounted for 0.814%; females used 2%

From 55-64: Male accounted for 0.136%; Female use 0%

From 65 and up: Men use 0%; Female use 0.136%

- Nation:

The following page has 3555 people in Vietnam and accounts for the majority of total followers

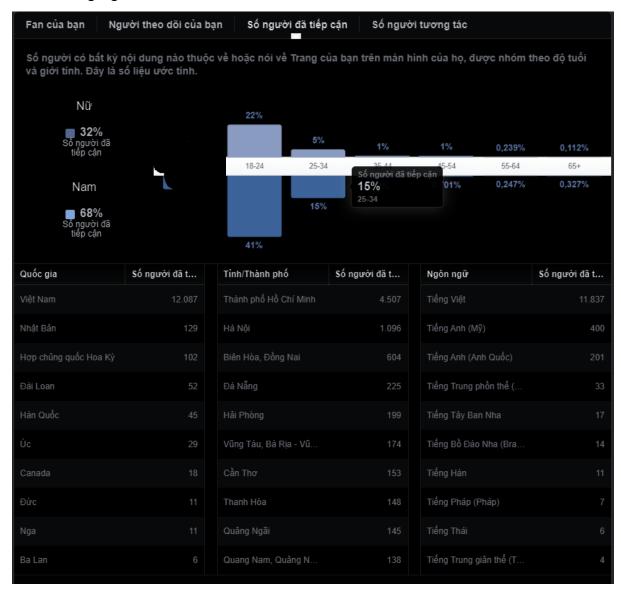
- Language:

Vietnamese has 653 people and is used by the majority

English - American has 56 people

English - English has 25 people

And some other languages



Number of people visiting fanpage

#### **Based on the chart shows:**

- Gender:

32% of page visitors are female

68% of people who reach the page are male

- Age:

Ages 18-24 make up the majority of the total number of people accessing the page:

From 18-24: Male accounts for 41%; Females make up 22%

From 25-34: Male accounts for 15%; Women make up 5%

From 35-44: Male accounts for 2%; Females make up 1%

From 45-54: Male accounted for 0.71%; Females make up 1%

From 55-64: Male accounted for 0.247%; Females accounted for 0.239%

From 65 and over: Male accounts for 0.112%; Females account for 0.327%

- Nation:

The number of people accessing the page has 12087 people in Vietnam and accounts for the majority of total followers

- Province/City:

There are 4507 people in the city area. Ho Chi Minh

There are 1096 people in Hanoi

There are 604 people in Bien Hoa, Dong Nai

And the rest are in other provinces

- Language:

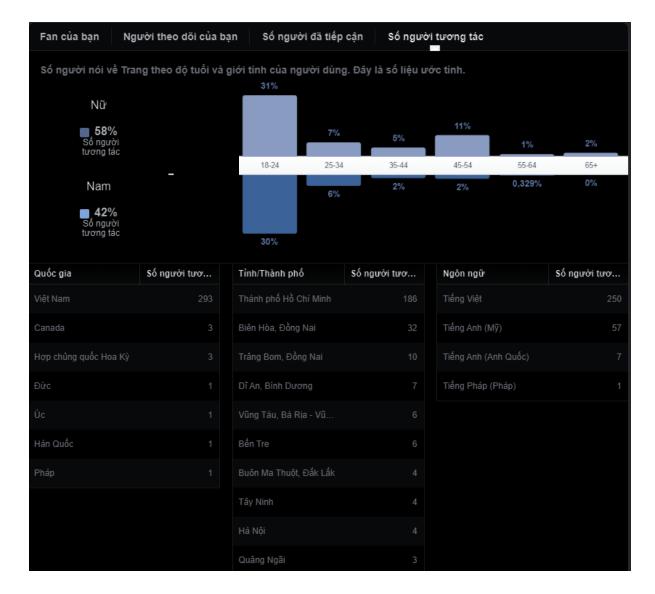
Vietnamese has 11837 people and makes up the majority

English - American has 400 people

English - English has 201 people

And some other languages

• Number of people who interacted



Number of people visiting fanpage

#### **Based on the chart shows:**

Gender:

58% of page interactors are female

42% of page interactors are male

- Age:

Ages 18-24 make up the majority of the total number of people accessing the page:

From 18-24: Men account for 30%; Women make up 31%

From 25-34: Male accounts for 6%; Women make up 7%

From 35-44: Male accounts for 2%; Women make up 5%

From 45-54: Male accounts for 2%; Women make up 11%

From 55-64: Male accounted for 0.329%; Females make up 1%

From 65 and over: Male accounts for 0%; Females make up 2%

- Nation:

The number of people interacting with the page has 293 people in Vietnam and accounts for the majority of total followers

- Province/City:

There are 186 people in the city area. Ho Chi Minh

There are 32 people in Hanoi

There are ten people in Bien Hoa, Dong Nai

And the rest are in other provinces

- Language:

Vietnamese has 250 people and makes up the majority

English - American has 57 people

English - English has seven people

And some other languages

# 2.2 VIProperty Furnishing Fanpage

#### Overview

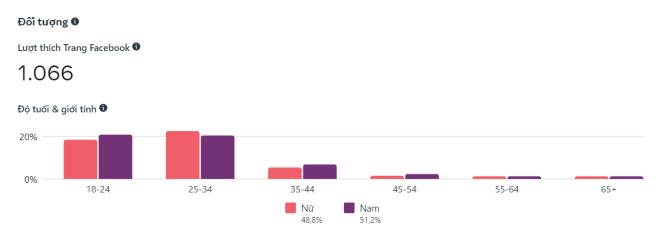
- Page likes overview: 1066 likes, increase 258% from before running the campaign
- Page followers: 966 followers, increase 258% from before running the campaign



Number of people visiting and reaching fanpage

## Target public characteristics

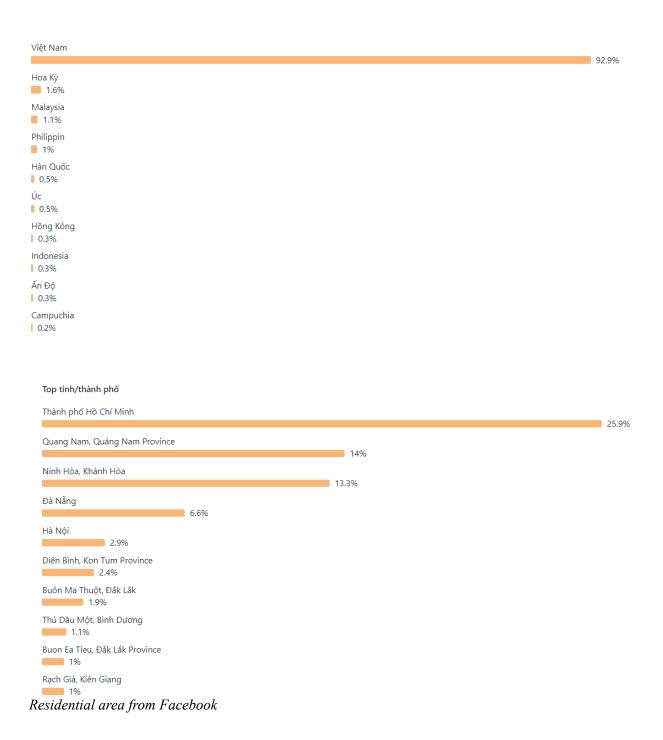
a. Age structure, gender



Age structure from Facebook

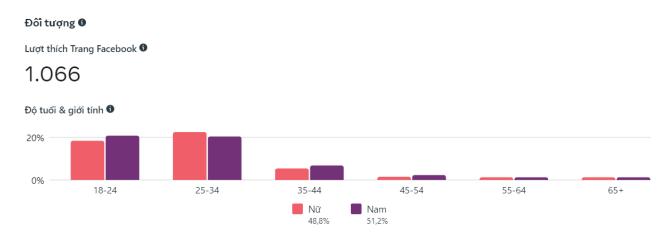
Most of the target public falls between the ages of 25 and 34. The level of difference between men and women is not high.

#### b. Residential area



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

#### Cultural level



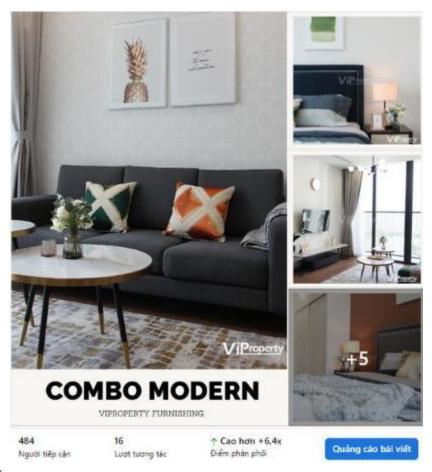
Income from Facebook

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

## Media preferences of the target market:

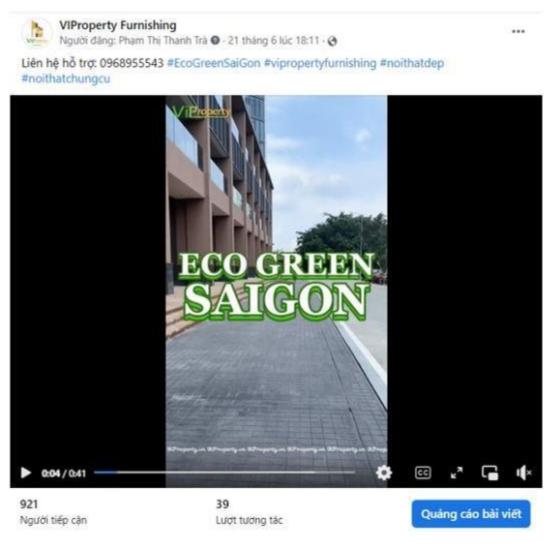
The public's own target for the apartment furniture segment includes only investors (landlords). They have the goal of designing apartments to push enough furniture and rent well-priced or apartments with full interior but budget not too high. The content of the Viproperty Furnishing satellite fanpage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





Post on Facebook

Demos try running short clips on Facebook Reel of Viproperty Furnishing fanpage, to increase recognition and reach to customers.

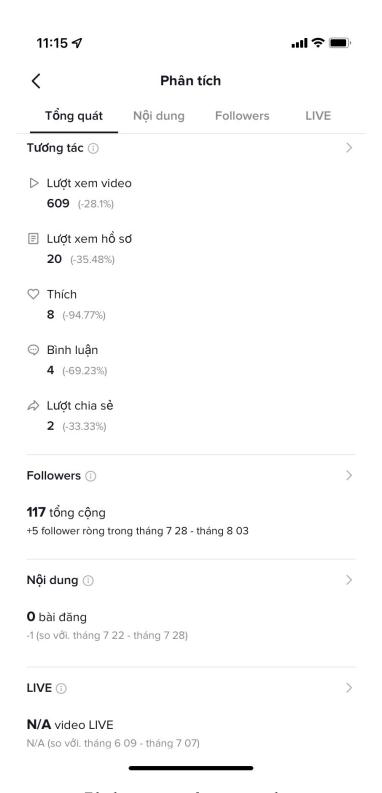


Reel on Facebook

# 2.3. Tiktok VIProperty apartment

On the Tiktok platform, furniture is in the experimental phase of VIProperty but receiving attention, so it will continue to promote in the upcoming period.





Tiktok account performance analysis

# 2.4 Website VIProperty

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

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

Use Allintitle to research the unavailable title to be able to hit title SEO. In addition, we also use semrush tools to research keywords, track traffic of the website.

#### II. Production evaluation

## 1. Series "Chuyen nghe"

#### a. Main purpose

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

#### 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. Performance

## i. Video performance

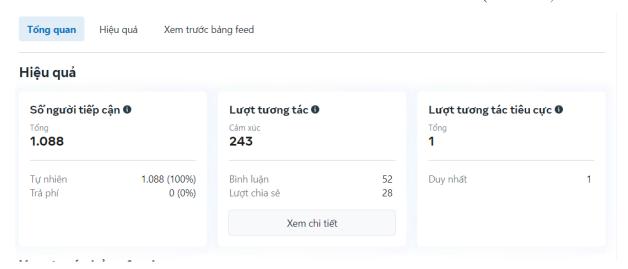
## Click here to see full video

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



Thumbnail from the video

#### ii. Effective evaluation from communication channel (Facebook)



Reach and interaction of the video from Facebook

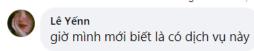
Launched day: June 5th, 2022

Numbers of reach: 1.088 reaches

Numbers of interactions: 243

Numbers of comments: 51 comments





Thích Phản hồi 7 tuần

V

Tác giảVIProperty

Lê Yếnn Cảm ơn bạn, cùng đón xem những tập tiếp theo của talkshow "Chuyện nghề" nhé

Thích Phản hồi Người bình luận: Phạm Thị Thanh Trà 🕦 7 tuần

## Positive comments from the video post on Facebook

## 2. Personnel photoshoot

## a. Main purpose

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

#### b. Performance







c. Applicability

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





## LỜI NGỎ

Trong Quý II vira qua, ban lành đạo VIProperty đã để ra các chiến lược cụ thể trong việc phát triển thương thiệu nhiều màn nghiện màng diệch vự của công ty việ với các khách hàng tiềm nhặng. Từ đó. VIProperty đã từ chíc thứ thiểm thiến phươ địng nhiền vi nhậng thương nghiến viện nghiện màng nghiện viện là viện VIPress và nhậng cao tính thân tương trự, làm việc đổi nhỏm đồng thời nhọng cao khá năng am hiểu về ngành Bất động sán.

Được phát triển theo định hướng trở thành Thương hiệu dịch và bất động sản đánh cho người nước ngoài hàng đầu tại Việt Nam, VIP Property đầ đầu được sự ường hộ của các khách hàng mới bên cạnh sự đón nhận của các khách hàng tiểm đăng trong và ngoài mước. Đây là một tinh biểu rất bốt cho VIP roperty nổi chung và toàn thể nhân viên nổi riềng.

Vì thể, để dánh đầu cột mốc quan trọng này của công ty, ban biển tập đã quyết định chọn tiên chi để. VProperty - Trung bước kháng định thương hiệu, nhằm nang đến những thông điệp tiến cực, bên canh việc lưu giữ lại những ki niệm của các VPress trê cơn đường chính phục các khách hàng tiếm năng.

Hãy luôn sẵn sảng tinh thần bứt phá giới hạn, tự tin vươn tới những đinh cao mới nhé các VIPers!

# LỜI CHIA SỂ Với thâm niên hơn 6 năm hoạt động, VIProperty dà và đạng là công ty One-Stop Service dân dàu trong thi trưởng bàt động sảm dành cho người mức ngoài. Đặt jà mình chứng rõi rạng nhất cho sựr ôl tự và trưởng thàmh của mớc cá nhân, công như sức mạnh nội tại của tại thự th' Property sau thời gian chiu sinh hương của Covid-19. Đột phá trướng tư thời, quyết lệt trong hành động là tinh thần chiến bình của toán thể các VIPers. Định thường của bai liệnh đạo trong thời gian qua là mang thương hiệu của VIProperty dên gắn hơn ức ác khách hiện ở Việt Nam thống qua các dịch vị là Property Management, Furtishing và Cassing, bên cạnh việc đầy mạnh Sales cho các khách hiệng nước ngoài.



gan 1000 can no ở 16 C th Minn và 14a Nợi.

Để đạt được những thành quá đó, tôi hiểu rằng tất cả các phóng ban tại VIProperty đã nổ lực ngày đểm, hỗ trơ lần nhau trong cóng việc nhằm giúp cóng ty ngày càng tiến xa hơn, khẳng định chiất lương địch và vự trư thị. Mội lần nhà cai mơi các ban vì sự đồng góp và công hiển tư VIProperty. Ngày hồm nay chúng ta tu họp ở đầy để chic màrng thành quá 6 thàng đầu nhi và triển khai kế hoạch 6 tháng cuối nằm với cơ hỗi phát triển nhiều hơn. Với nhằng định hương, mục tiểu môi sẽ cổ những thách thức và khố khản đang chỗ đợi chúng ta nhưng Ban Linh Dọo luốn tin từng ring với sự đoàn kết và nổi bự sai có, chúng ta sẽ chính phục được những đinh với sai có, chúng ta sẽ chính phục được những đinh với can mới. Đô cũng thị sải sẽ chính phục được những đinh còa mới. Đô cũng tại là những cơ hội đặc biết dành chư VIPres triể con đượch yươt giới han của bàn thần và chính phục những mục tiểu mới, "

Có thể thấy đây chính là khởi đầu của chuyển hành trình mới, chuyển hành trình mang hình anh của công ty đến với công chúng thông qua sự chín chu và chuyên nghiệp nhằm làm nởi bắt thêm những giá trì mấ V Property mạng đến cho các khách hàng thân yếu của mình. VIPROPERTY - TÙNG BƯỚC KHẨNG ĐỊNH THƯƠNG HIỆU

Mid-year summary bulletin using new portrait photo of VIProperty's founder



Purchasing sale staff honor banner using his new portrait photo



Chinese sale team honor banner using new portrait photo

## 3. Corporate video

#### a. Main purpose

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

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

# b. Editing progress

# i. Draft







Scenes from the corporate video

# ii. Timeline for editing

			HẬU KỲ		
5	Chọn lọc Footage	Minh Quân	Pending		Cần thay các footage như đã feedback
6	Xin bản quyền	Băng Khanh	Pending		Quân & Hải Yến tìm footage - Băng Khanh mail xin
7	Sắp xếp các cảnh quay	Minh Quân	DONE		Đường hình tiến độ 70% - cần thêm những chỗ còn thiếu
8	Dựng thô (đi đường dây)	Minh Quân	DONE		Quân đã dựng và đang chỉnh sửa theo feedback
9	Tinh chỉnh video	Minh Quân	Pending		Quân tinh chỉnh video mượt hơn
10	Cắt bỏ cảnh thừa theo feedback	Minh Quân	Pending		Quân đang cắt theo feedback
11	Hiệu ứng	Tom	Done	sáng 26/07/2022	Tom thực hiện
12	Nhạc nền	Minh Quân	Not yet	chiều 26/07/2022	Minh Quân thực hiện
13	Âm thanh (âm môi trường và các loại âm thanh khác)	Tom	Not yet	chiều 26/07/2022	Tom thực hiện
14	Thu voice	Tom & Hải Yến & Băng Khanh	Not yet	27/07/2022 chốt 28/07/2022 thực hiện	Băng Khanh Thanh Trà Hải Yến tìm và chốt voice + chốt ngày
15	Chỉnh voice	Tom	Not yet	29/07/2022	Tom thực hiện sau khi thu voice
16	Color grading	Minh Quân	Not yet	28/07/2022	Quân thực hiện sau khi chốt draft 3
17	draft 1	Minh Quân & Anh Tom	Done		Đã review ngày 22/07/2022
18	draft 2	Minh Quân	Done		Đã review ngày 25/07/2022
19	draft 3	Minh Quân	Not yet	chiều 26/07/2022	Theo deadline, draft tổng bao gồm graphic
20	Bản draft tổng	Minh Quân	Not yet	27/07/2022	Theo deadline, draft tổng bao gồm graphic
21	Kiểm tra, hoàn tất chỉnh sửa	Minh Quân	Not yet	30/07/2022	Hoàn thành full BD review

Deadline for the final draft is July 30st, 2022. The video will launch in the beginning of August and use this video to run VIProperty Facebook fanpage ad.

# III. Action for next steps

After 2 months running a communication campaign for VIProperty, our team has brought 100 leads for 4 main services. Realizing the effectiveness and productivity of our team, VIProperty asked us to continue to work as full time staffs and create more creative campaigns around the "An assistant for your apartment" big idea.

Throughout the graduation thesis, our team has got more knowledge about creating a campaign, finding leads. We will keep it as valuable knowledge and improve it.

After the first episode, the series "Chuyen nghe" was pending because of the president's schedule change. By observing the results that the first episode brings, we are planning for the next episode to introduce to VIProperty's customers about Purchasing, Leasing and Furnishing.

