



ASM 3: Digital Marketing Strategic Planning



Meet our Team



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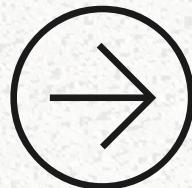
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AGENDA



- 1** About iZi
- 2** Situational Analysis
- 3** Customer Analysis
- 4** Business goals and marketing objectives
- 5** Business level strategy
- 6** Marketing Mix
- 7** Marketing communication plan



1. About iZi



A start-up company founded in 2021 that provides personalized & interactive SEL solutions

Mission: Build more joyful lives through enhancing self-awareness for all

BUSINESS STRATEGY

Focus on B2B2C customers of school and enterprise communities

Ecosystem Curator: Partnered with exclusive content, assessment, and distribution partners

MARKETING STRATEGY

Owned

- Online: Website, FB, IG, YT, Tiktok, LinkedIn, Discord
- Offline: School exhibitions, symposiums, speeches,...

Earned:

- National TV: VTV3, Shark Tank Vietnam,...
- Online articles: VietnamBiz, VietnamNet

BUSINESS SITUATION

Potential emphasis for SEL from government and the market, but fierce competition landscape of traditional and e-learning providers.

OUR PROPOSAL



The Difficult Team is here to help iZi increase brand awareness of the most suitable customer and drive user acquisition in relation to a strong strategic plan

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SITUATIONAL ANALYSIS



SITUATIONAL ANALYSIS 5CS

Company

ROOT ISSUES

External

- Limited time for SEL in offline classes in the current curriculum
- SEL is still a novel concept in Vietnam

Internal

- Lack of visibility in current market
- Unclear brand communication message



CORE COMPETENCIES

Personalized

Offering curated learning program



Interactive

Engaging learning in gamified formats



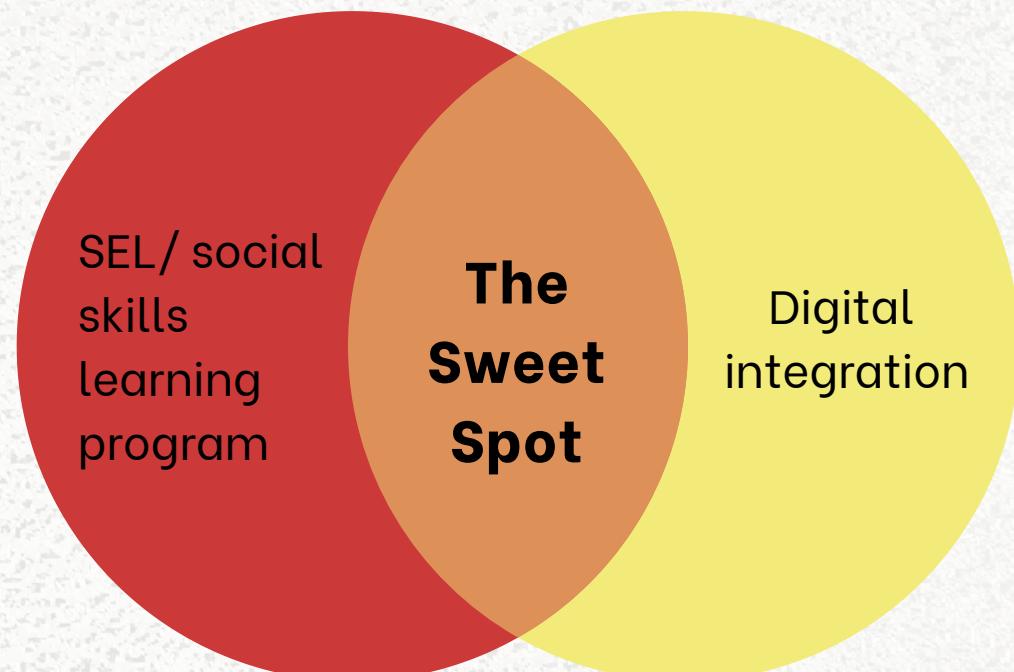
High quality

Contents referenced from credible and reputable educational organizations

SITUATIONAL ANALYSIS 5CS

Competitors

Product offering criteria



Partner Base

Resources



- Have public school partners that integrate POKI SEL into the curriculum
- Highly supported by many local Departments of Education and Training in many provinces

- Build relationships with schools through School Projects
- Offer some projects that implement SEL into Pre-K & Primary schools

- Have its own institution chains (include Pre-K & K12 level) as a strong brand portfolio to implement social skills program
- Partner with other life skill education centers to approach schools

- **Learning program:** One-size-fit-all SEL for all educational levels
- **HIGH digital integration** Develop owned LMS focusing on digitalizing the learning experience

- **Learning program:** Diversification of SEL offers for different end-users: kids, parents, teachers...
- **MODERATE digital integration:** Basic application due to the dependence on third-party service providers to operate online class

- **Learning program:** Design specialized courses for specific social skills
- **LOW digital integration:** Only have 1 course applied 100 online learning
Online learning is used as supported class beside offline class

KEY TAKEAWAYS

- Competitors already have their own relationship with targeted school segmentation and customer base
 - SEL/Social program customization merely based on kids age group but with the limited number of personalized courses
- > there is not much differentiation in learning experience.

SITUATIONAL ANALYSIS 5CS

Competitors

OPPORTUNITIES

There is still room for growing penetration within the school market

→ Product quality is the key competency, so the USP of iZi should be highlighted effectively to make the brand stand out from competitors

CHALLENGES

School is a very broad and fierce market that every competitor wants to tap into

→ It is crucial that a newcomer like iZi identify the right school segment that is most relevant to its product offerings.

Threats of new entrants

High level

- SEL/social skills programs are widely distributed and provided outside the market
- Government policy: Open and support for SEL integration into schools' curriculum

Power of buyers

High level

- A limited number of in-demand schools
- A large portion of revenue comes from the school fees
- Easy to switch or select another SEL provider

Power of suppliers

Low level

- No market leader dominates the market
- SEL/social skills are not yet compulsory in schools' curriculum
- Dependence on the retention contract with the school

COMPETITIVE RIVALRY

Threats of substitutes

Low level

- R&D in digital technology requires a large initial investment
- The efficiency of digital integration into SEL program is not easy to secure

SITUATIONAL ANALYSIS 5CS

Collaborators

CONTENT PARTNERS

Studios partner:

Disney is a popular brand among youngsters
→ Leverage to trigger kids' engagement during the learning experience

Education partner:

SEL sourced from both local book publishers from MOET and credible international educational organizations (McKinsey, EU Science Hub, Harvard,...)

ASSESSMENT PARTNERS

Develop later assessment based on programs of famous assessment centers like Yale or Cambridge

LOCAL PARTNERS

Establish connections with local children clubhouses as an extended channel to directly reach out to parents and kids

KEY TAKEAWAYS

- SEL program of iZi is favored for the credibility of educational organizations
- iZi try to deliver a holistic approach to every stakeholder within the customer journey including the target buyer as schools and parents, as well as the end-user as kids

SITUATIONAL ANALYSIS 5CS

Context

TECHNOLOGICAL

Upward trend of EdTech business → more investment

Schools, parents and Kids are more open and familiar with e-learning and digital education content

POLITICAL

SEL learning program is encouraged to be integrated into the learning curriculum

Widely receive support from the local department of education and training

SOCIAL

The hectic lifestyle worries parents about whether the school curriculum can ensure both academic and social skills for children

The importance of social and life skills is highly considered in school communities

KEY TAKEAWAYS

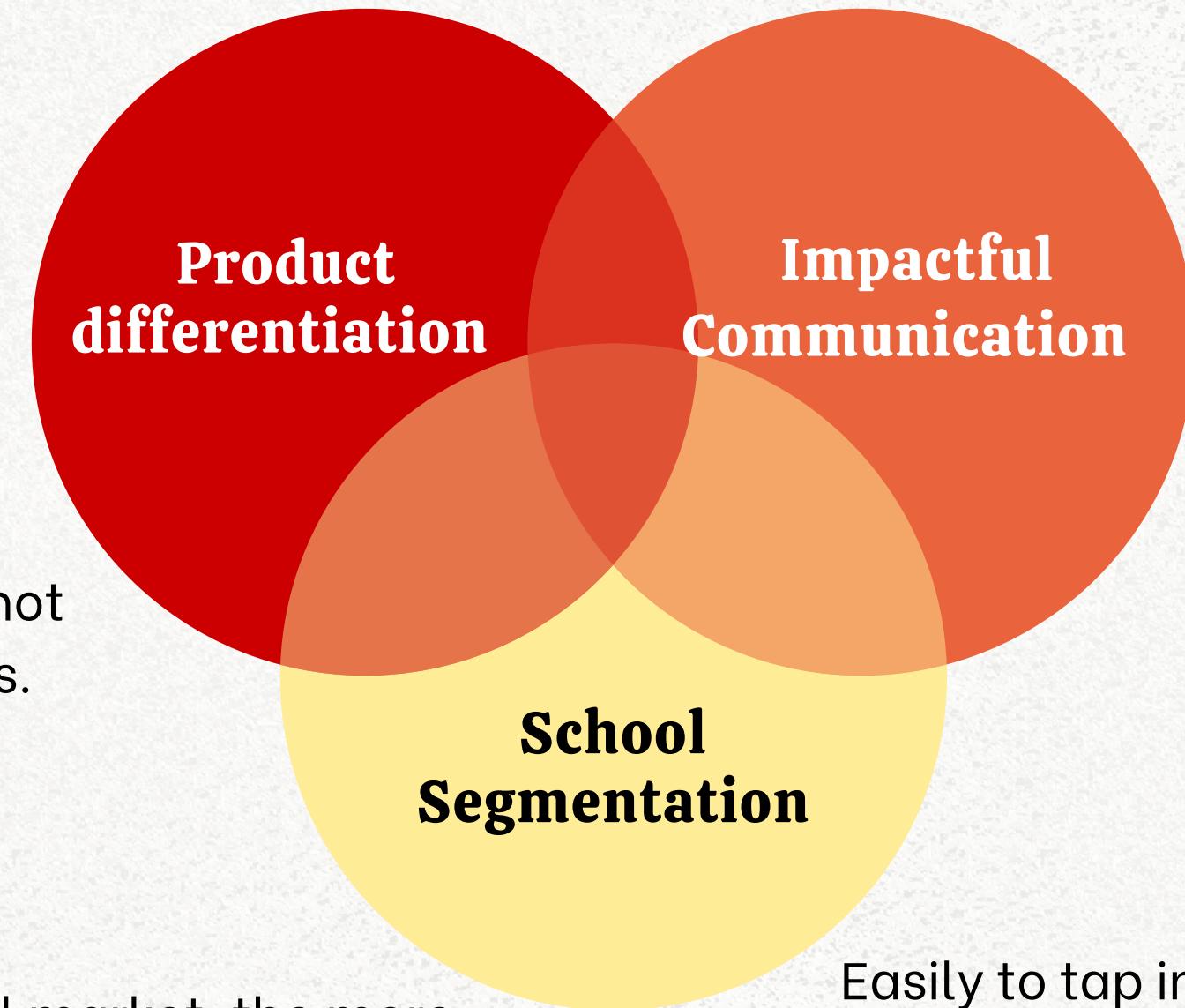
- SEL learning program is widely encouraged in the Vietnam market
- Increasing demand for comprehensive children development (both IQ & EQ)
- Digital integration into learning experience is the priority of Vietnamese education program.

● ● ● KEY WINNING PILLARS ● ● ●

Customization of learning is the differentiated point compared to direct competitors.

Technology development not focus amongst competitors.

The more specific and niche school market, the more ease of access for iZi to increase penetration.



Convey a crystal clear and inspiring message to customers to enhance the impactful brand share of voice and brand equity.

Easily to tap into schools that provide or seek for curated learning curriculum besides MOET program.

3

CUSTOMER ANALYSIS



CUSTOMER ANALYSIS

Why should iZi target local private schools?

Private schools

- Highly open to innovative learning methods
- Have tried to implement SEL into their teaching process but failed to apply → require outsourcing
- More digital savvy → easier to integrate digital applications into the official curriculum



Public schools

- Low awareness towards SEL application, consider SEL as an extra-curricular subject taught by life-skill teachers
- Cannot identify the differences between SEL and life-skill courses
- Limited flexibility to the fixed curriculum
- Limited access to technological applications

Local Private	Private advance bilingual	International
<ul style="list-style-type: none">• High concerned about SEL but do not know how to apply• Attempt to reach a well-rounded education for students• The teachers are not trained on how to deliver SEL	<ul style="list-style-type: none">• Somewhat apply SEL at school but still as an extra-curriculum• Have life-skill teachers at schools who teach SEL as a part of the life-skill course	<ul style="list-style-type: none">• Often do not need another business to provide soft skills• Have their own education development team• High expectations from parents that the school provide a holistic education for children

(Huynh et al. 2021)



CUSTOMER ANALYSIS

Why should iZi start off with Primary-escalated schools?

WHY PRIMARY?

- Curriculum structure: 10 subjects on average
- Less emphasis on academic success but more on a holistic education for youngsters to familiar with school environment
- SEL is proven to have successful outcome delivering during the early stage

WHY PRIMARY- ESCALATED?

Niche market

Relevancy to school curriculum

Ability to scale up

WHY NOT OTHER ESCALATED SCHOOLS?

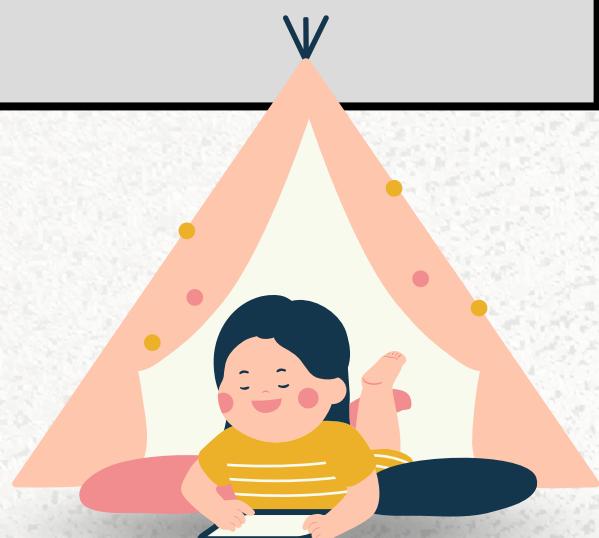
Primary-escalated schools

- SEL-based practice, application, and research have been conducted effectively from early childhood and primary education.

Secondary - high schools

- Mainly focus on academic learning and more advanced and specialized subjects
- Incompatibility between the current curriculum and the teachers' pedagogical capacity

(Huynh et al. 2021)



CUSTOMER ANALYSIS

Segment Profile

Location

Ho Chi Minh City

Number of schools

30 in total

School type

Private primary-escalator schools
(primary - secondary - highschool)

Number of class

3,327 classes in total

Curriculum

Combining MOET educational system and self-designed program

Students per class

30–35 students

English learning

15 – 25%

Tuition fee

\$2,000 – \$8,000

BUYER PERSONA



Mrs. My Tran

Characteristics

- Occupation: Program Director – Social Sciences of Ngo Thoi Nghiem School
- Age: 40s (Gen Y)
- Educational level: BSc. Child Psychology & MSc. Education
- Location: HCMC, Vietnam

Behavioral

Buying process:

- Identify appropriate SEL courses for students and fit in with the school's curriculum
- Network with other Educators to gain more information on SEL providers
- Search for information and present key findings to School Principals for decision-making

Webographics – Multi-platform users

- Search engine – Google: for acquiring background information
- Website: for holistic scanning profiles → generating physical appeals

Social media habits → trigger emotional appeals

- Facebook: to understand the level of effectiveness through social content and audiences engagement
- LinkedIn: to examine one's professional and authentic community
- YouTube: to look for tutorials or edutainment videos

Demand

- Easy tools for students to approach SEL knowledge and skills
- Prefer SEL providers who can fully facilitate support to ensure the effectiveness of teaching

Opportunities for development

- Better emotional intelligence results in higher mental health among Vietnamese adolescents (Nguyen et al. 2021)
- Increasing concerns of parents about children's mental health, especially during their puberty

Goals

Always try to diversify learning methods to enhance students' social-emotional competency

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BUSINESS GOALS AND MARKETING OBJECTIVES



Business Goals

To become the leading provider of digital content solution for social-emotional programs and resources for schools in Vietnam

Short-term (2024)

- Reach 30 private escalator primary-included schools in HCMC by the end of 2024
- Close 5 new partnership deals with private escalator primary-included schools in HCMC

Long-term (2026)

- Reach 200 private escalator primary-included schools in HCMC and nearby cities by the end of 2026
- Close 25 new partnership deals with private escalator primary-included schools
- Achieve a repeat purchase rate of 70%



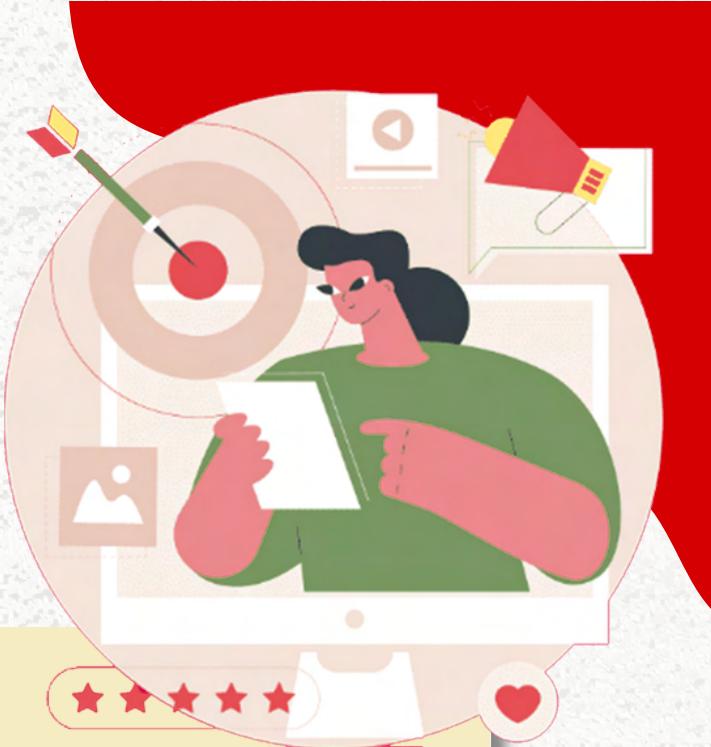
Marketing Objectives

Long-term (2026)

Raise brand awareness among School Program Directors in Vietnam

Short-term (2024)

- Top share of voice across targeted digital channels focusing on organic traffic
- Connect and engage with the Program Directors in HCMC on main B2B communication channels
- Convert 30% of website visitors to qualified leads (Registration Form + Experience demo courses)



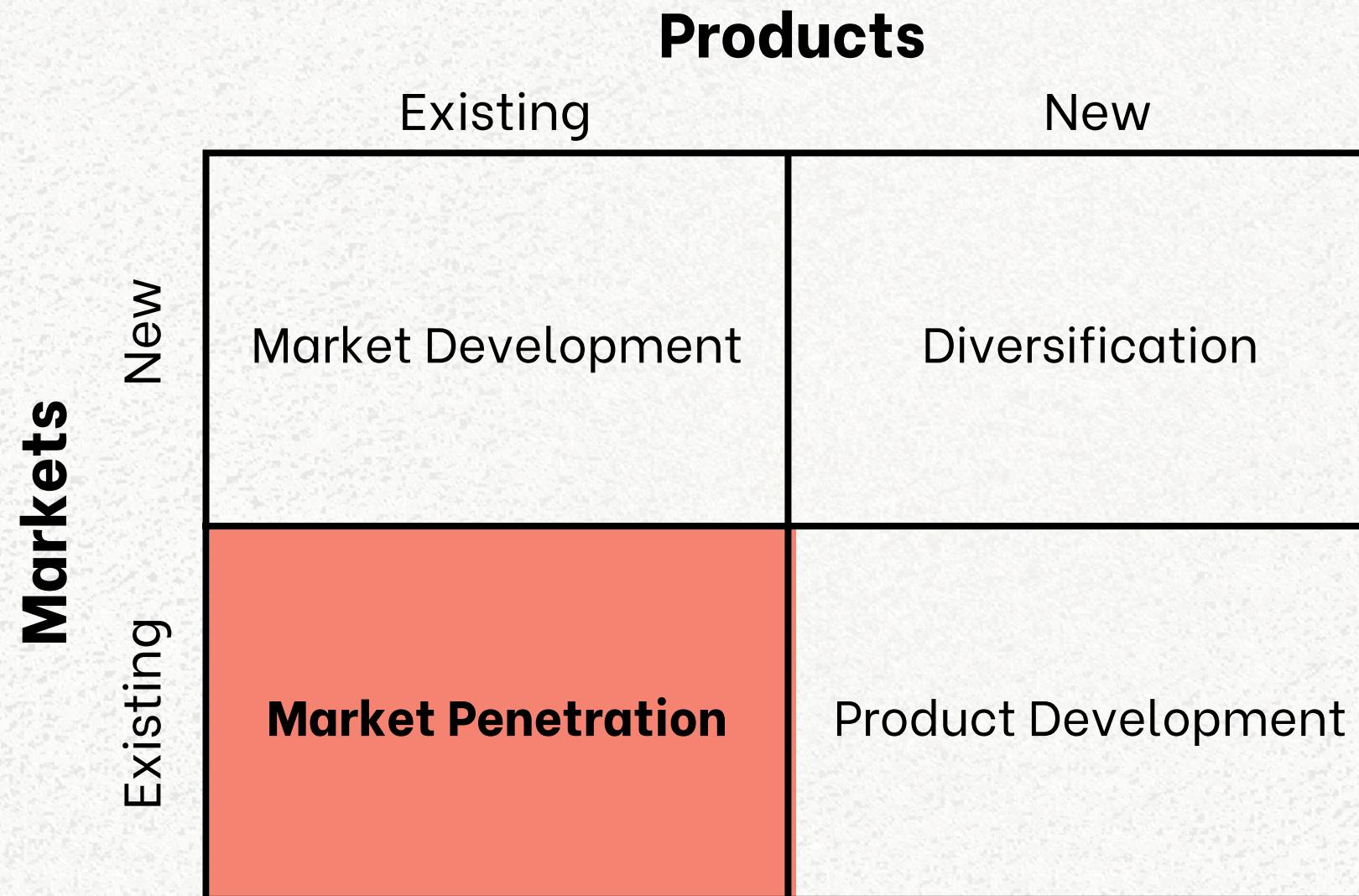
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BUSINESS LEVEL STRATEGIES



Ansoff Model

iZi's Growth Strategy



Identification of Market Penetration

iZi currently offers already-existed product of **digital platform for SEL for K-12 school market**
→ In need to increase market share and drive sales with low brand awareness, limited partnership deals and user base

Recommendations:

- Increase marketing efforts and streamline the distribution process
- Making product improvements to appeal to customers leveraging on iZi's USP

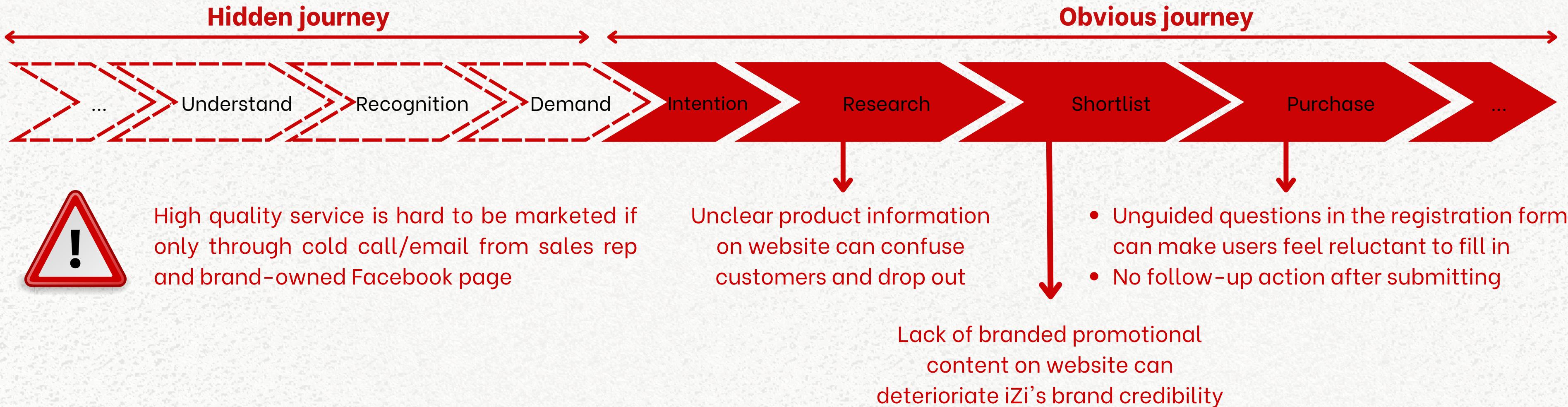
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MARKETING MIX



Customer Journey

The journey starts before there is a buying intention



POTENTIAL
INITIATIVES

Offline experiential events at schools

Prototype of key features of iZi's gamification learning platform

Brand portfolio on website showcasing the recap of past activities with school partners

Enhanced registration form with clear questions & prompt follow-ups

Product Strategies

Experience-oriented product: Offer digital platform with courses, quizzes and tests delivered through gamification

Personalization

- Design a curated SEL package tailored to the needs of each age group and school's preference
- Interactive self-study eLearning for students and sessions with iZi's top instructors

Interactive

- Leverage game formats for a joyful learning experience
- Utilize gif, videos, and pictures to showcase the key feature of interactive gamification on website and other digital channels



Per Grade

- Grade 1
- Grade 2
- Grade 3
- Grade 4
- Grade 5



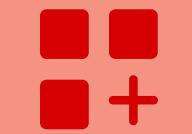
Per Key Competency

- Personal competencies
- Social competencies
- Digital competencies
- Career Readiness



Per Delivery Format

- Gamification
- Game-based
- Role-stimulations



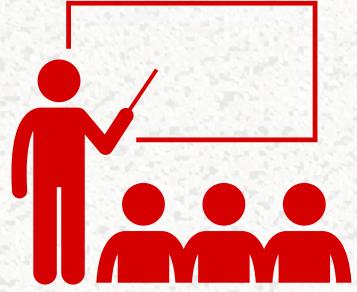
Per Add-on Value

- Session with iZi's instructors
- Personality test
- Game & Quiz generation tool

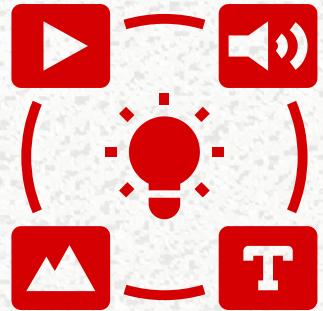


Place Strategies – Leverage Experiential Events

Offer free experiential events at schools to demo teaching SEL & iZi's platforms



Offer hands-on demonstrations of iZi's digital platform, allowing students and teachers to actively engage and experience its features firsthand



Customize event to each school's needs and highlight how iZi's digital platform can complement their existing curriculum



Place Strategies – Website Enhancement

Prototype of iZi's gamification platform for first-time visitors easily visualize & FAQ section

1

**Curated learning courses from
standardized educational institutions**

2

**Interactive delivery
formats and assignment**

3

Student progress insights

Cultivating Gratitude & Kindness | Period 4

STUDENTS **ASSIGN** REPORTS SETTINGS

Browse and assign content

TOPIC	MODULE
Topic 1	Module 1: Introduction to Gratitude and Kindness
	Module 2: Expressing Gratitude
	Module 3: Gratitude Journaling
Topic 2	Module 4: Acts of Kindness
	Module 5: Empathy and Compassion
	Module 7: Cultivating Positive Relationships

Course overview

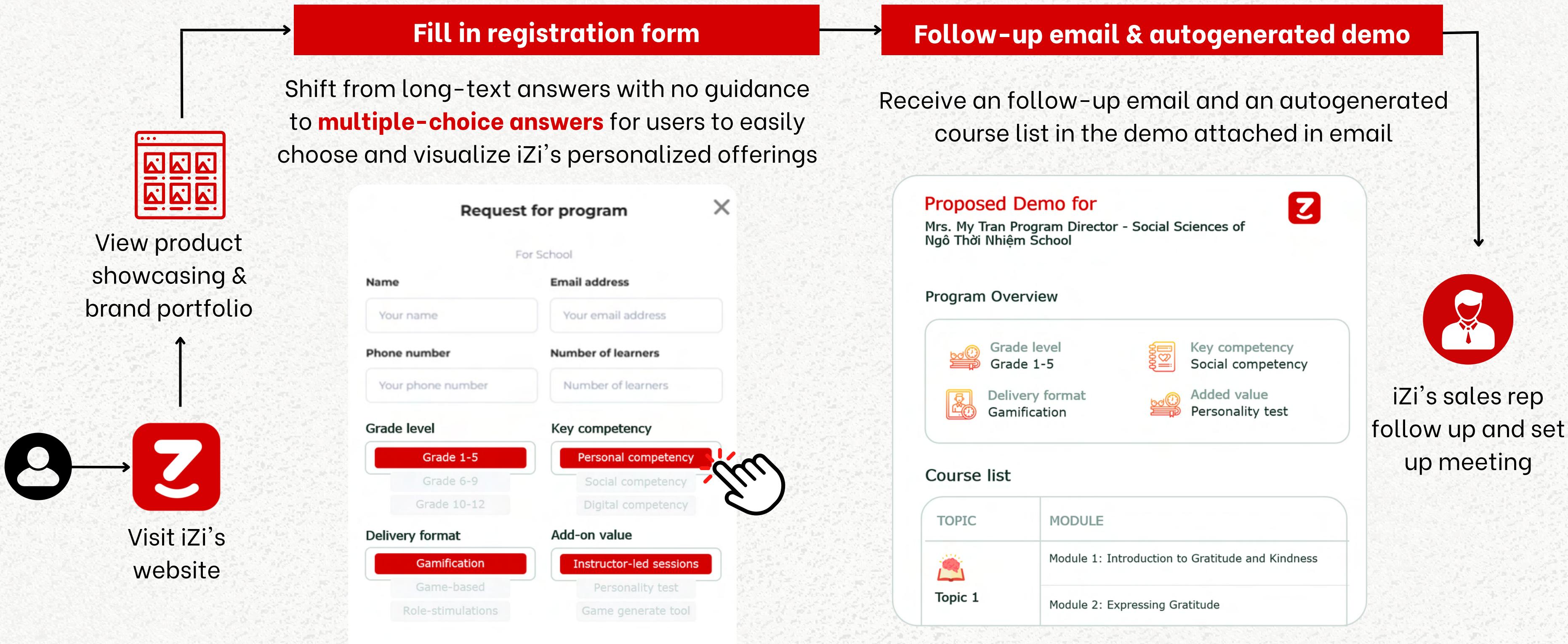
 **18** Hours of content

 **75%** Self-paced

 **25%** Instructor-led (optional)

Place Strategies – Website Enhancement

Enhanced registration form with clear questions & prompt follow-ups



Promotion Strategies – Brand Portfolio

Comprehensive brand portfolio on website including recap of past events with school partners



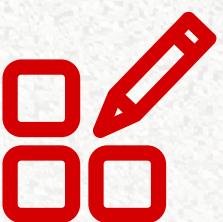
Develop brand portfolio with consolidate information of what iZi offers and how iZi brings SEL to its community



Clearly define iZi's products and brand proposition



Enhance credibility via experiences and partnerships



Diversify content categories by including more branding and engaging content



**iZi comes
Alpha grows**

A journey of Building Resilient Minds for a Brighter Future

Empowering students with social-emotional skills to thrive in school and beyond

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MARKETING COMMUNICATION PLAN



Strategic Approach



CONSUMER TRUTH

'SEL is a new area in education that gains high attention from schools for its extensive benefits to student development. As an Educator, I always **seek opportunities for my students to grow as a whole**, hence, attempting to enhance social and emotional competencies alongside their academic performance.

However, I am concerned about the delivery of SEL and **if the knowledge is appropriate for students of primary education level to acquire and comprehend.**'



iZI APPROACH

iZi believe that **if children genuinely find joy in studying during the early stages, their ability to embrace new knowledge in life-long learning will be facilitated**



BRAND ROLE

iZi offers **personalized SEL courses catering to everyone of different age**, which is delivered through a digital learning platform enabling SEL to be **seamlessly integrated into the official curriculum**

Learning Flexibility

Provide easy-to-access social-emotional lessons to young kids through **a digital learning platform** supporting both in-class learning and at-home self-studying

Edutainment Solution

Engage and facilitate the learning experience of students through **interactive gamification formats**

Educating the α child



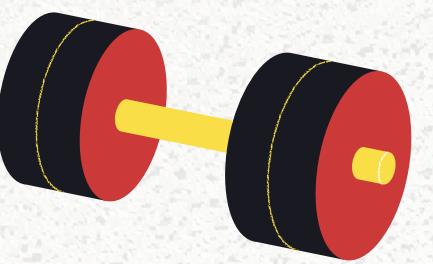
ACADEMIC



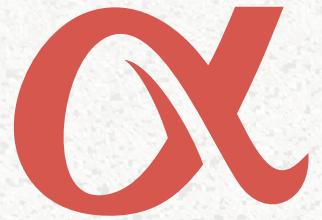
SOCIAL

EMOTIONAL

PHYSICAL



Message Delivery



iZi would love to fill in the blank for private schools to provide more **comprehensive** teaching methods.

An
toàn

We offer personalized solutions and digital platform, which can maximize the **ease** of use and integration.

An
tâm

We strongly indicate that more joyful experiences can fuel **more enthusiasm** in learning to kids.



Hành trình cảm xúc Hành trang Alpha

iZi comes, α grows

Campaign Framework

	Reach	Acquisition	Accelerate	Amplify
Duration	2 weeks - 1 month	1.5 month	2.5 months	1 month+ (prolong)
Key Message	iZi has experience in SEL with an effective teaching system for school communities	iZi can help schools bring joy to students' learning experience whilst equipping them with social-emotional competencies	Acquiring top school partnership deal, iZi is a credible digital SEL provider that can help other schools educate students about SEL whilst also personalize it to be able to seamlessly integrate into the curriculum	Taking a step further, iZi will join hand with parents in the process of social-emotional life-long learning for their kids
Objective	Reach out and raise awareness of 15 prospective schools	Acquire the first partnership deal with the top influential school	Expanding market reach and gained partnerships with 2 new schools	Building iZi community to raise awareness about SEL (Reach: 5,000 participants)
Target	B2B	B2B	B2B	B2C2B
Key Hook	Digital Brand Portfolio	Experience Day	School Tour	Online Community
Supporting Tactics	Website optimization, direct phone calls, email marketing, PDF E-book	Website optimization, Brand portfolio, branded blogs, social assets	Website optimization, Branded blogs, PR articles, Social posts	Website optimization, Social Community posts, Webinars
Budget Allocation	20%	40%	30%	10%
Metrics	# of schools respond through phone or email 1 school agree for iZi to organize an offline event at their school	Offline experiential event occurred at 1st school	# website visitors convert to partnership inquiries # of school Social media reach # PR article publish	# of participants on community Active engagement (post, comments, interactions) # Webinar attendance

1. Reach

What is in the portfolio?

- About iZi and our development
- The SEL story and why us?
- Product portfolio
 - iZi game - gamified platform for SEL learning
 - iZi course - SEL courses for businesses and individuals
 - iZi tests - personality and EQ tests for everyone
- Our partnerships and collaborators
- Become iZi's partner? - Benefits & Responsibilities

Flow

- Contact schools via email marketing and direct phone calls, or via networking
- Send brand portfolio
- If received consent, meet and frequently follow up for open discussions on the partnerships



iZi.Community

to play and learn
to create and share



2. Acquisition

Key hook

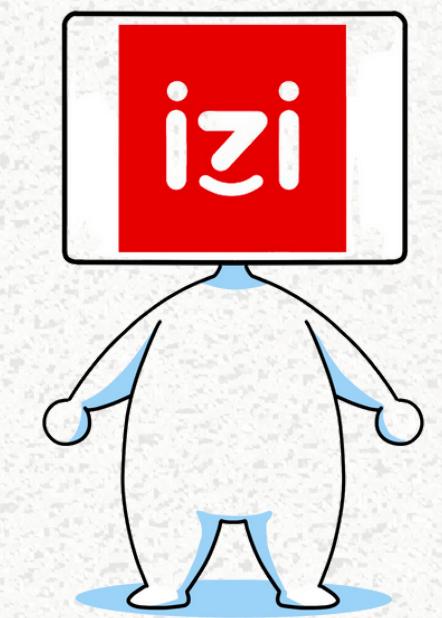
Reach out to Ngo Thoi Nhiem school through phone calls, email, and direct meet up to propose **freemium first-time-only Experience Day**.

- Students in each grade will take turns playing with iZi mascot and iZi teacher for 60 minutes on the day
- The agenda will be customized for each grade, with 4 activities following 4 key competencies played in iZi's digital platform
- The ensured expectation is for Ngo Thoi Nhiem's students to express enjoyment with the Experiential Day and exhibit certain social-emotional improvements

Supporting Activities

- Video recap, branded blog → Utilize for brand promotion for later partnership opportunities
- Website optimization: Leverage the school's brand reputation on the website

Channels



About iZi
SERVICE MISSION APPROACH TEAM CAREERS PRESS CONTACT US



iZi comes
Alpha grows

A Journey of Building Resilient Minds for a Brighter Future
Empowering students with social-emotional skills to thrive in school and beyond

3. Accelerate

Key hook

Conduct the School Tour “Hành trình Alpha“ in 5 different schools

- Founder Laura will be the main speaker to deliver social - emotional topics after the Flag Salute session, as well as encourage students to test their knowledge through iZi digital game and discover their EQ through the free SSEIT test
- The top 5 students who win the after-knowledge evaluation test will be rewarded with exclusive iZi teddy bears



Supporting Activities

- Website optimization: update the activities through blog site on the website
- Social promotion, PR articles to increase the awareness and hype of the activity

Channels



4. Amplify

Key hook

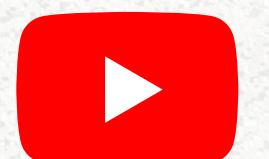
Open a Facebook Community Group targeting parents and education leaders to solidify iZi B2C community

- Produce informative and engaging content:
 - Importance of EQ to professional maturity
 - Social-emotional tips for parents to educate their Alpha kids
 - Feedback from students, teachers, and contracted school partners
 - Frequent post of students' learning experience during iZi's classrooms

Supporting Activities

- Online webinars inviting educational experts as guest speakers, promoted inside the Community Group → reshare on Youtube to leverage online presence

Channels



Post-purchase

What will iZi do during the SEL delivering?



iZi teachers deliver SEL in classrooms



Encourage self-expressing opportunities for students



“To iZi“ mail box to gain student feedbacks

“

#School/Center

Niềm vui mà iZi mang đến cho học sinh thật đáng ghi nhận. Các câu đố tương tác, thử thách và phần thưởng đã biến việc học thành một cuộc phiêu lưu thú vị. Các tính năng có thể tùy chỉnh của nền tảng hoàn toàn phù hợp với chương trình giảng dạy của chúng tôi, thúc đẩy sự tham gia và hiểu biết sâu sắc. Sự nhiệt tình và sự tham gia tích cực của học sinh chúng tôi đã tăng vọt, làm cho việc học trở thành một hành trình thú vị. Tôi đặc biệt giới thiệu nền tảng trò chơi hóa này cho bất kỳ trường học nào đang tìm cách khơi dậy niềm vui và niềm đam mê học tập cho học sinh của họ.



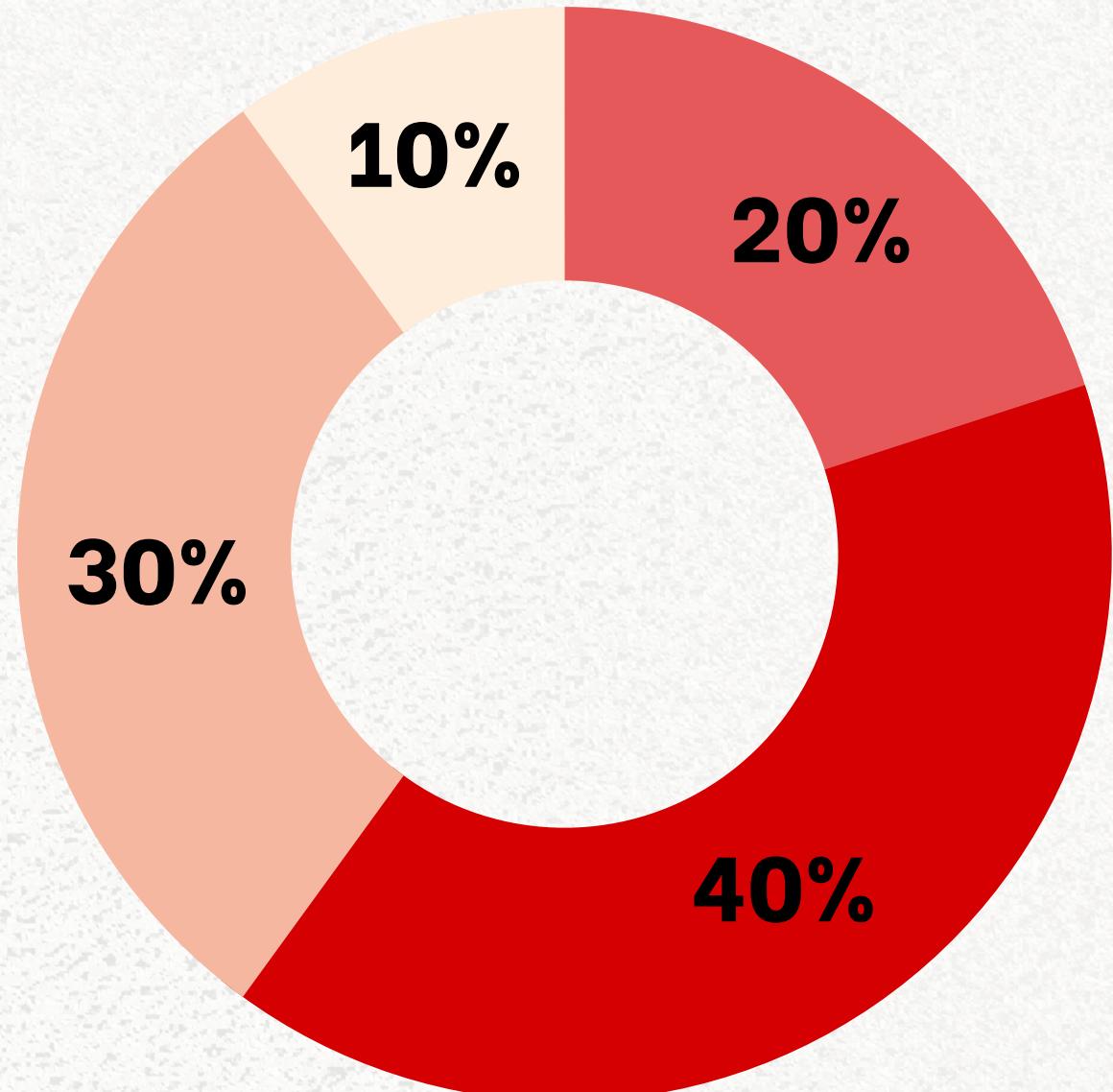
Mrs. My Tran
Program Director
Ngo Thoi Nghiem School



Website testimonials from Program Directors

iZi’s Excursion Day

Budget & KPIs Estimation



Reach Phase



Acquisition Phase



Accelerate Phase



Amplify Phase



Schools



Brand share of voice



User Reach level

- Get the first deal with 1 school
- Conduct experimental event at 10 schools

- Top 3 ranking in organic search result
- Top 1 Share of Voice for exact relevant keywords: SEL, SEL learning program, soft skills

- 50% Reach level of iZi Audience Pool on digital channels.
- 5-7% Engagement rate with social posts.
- 30% Conversion rate for website visitors to qualified leads (registration, play demo game).
- Acquire 5,000 participants through online community activity.

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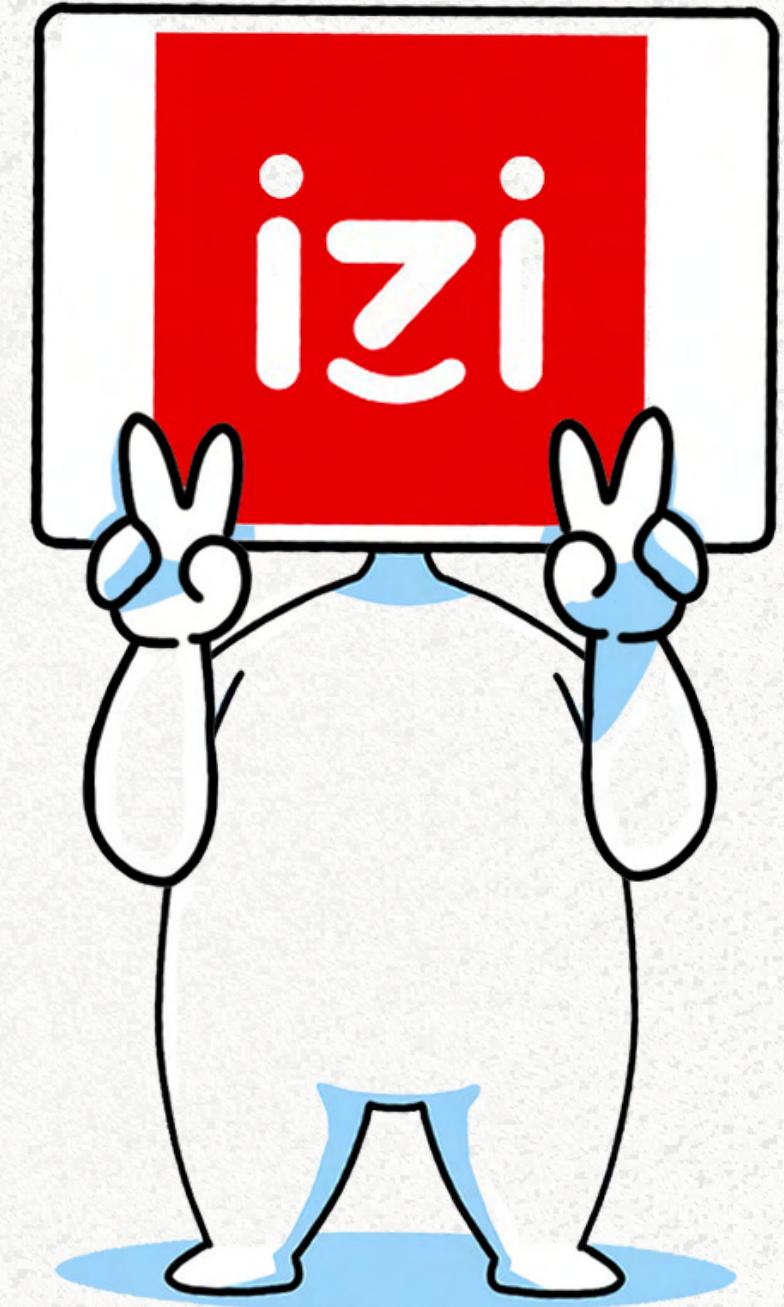
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Task Allocation

Nguyen Thi Anh Thu	Customer Analysis Situational Analysis Business Level Strategies
Bui Xuan Nhi	Buyer Persona Creative Idea (Message - Big Idea) Marcom Plan Activities and Channels
Bui Thu Huong	Marketing Mix Metrics & KPIs
Le Bui Linh Giang	Strategic Approach Buyer Persona Marcom Plan Activities & Channels
Do Manh Duy	Situational Analysis 5Cs Budget & KPI Estimation
Nguyen Nam Tran	Business Goals & Marketing Objectives Brand Introduction Marketing Mix Marcom Plan Activities & Channels



Appendix

iZi's Current digital channels and the correlating communication strategies



Website

- Product promotion & showcase
- Building brand trust through community testimonials



Facebook

- Brand activities recap
- Leveraging minigames to maintain engagement



Instagram

- Brand activities recap
- Leveraging minigames to maintain engagement



Discord

- English practice sessions
- IELTS, SAT, TOEFL training and resources provision



LinkedIn

- Brand activities promotion & recap
- iZi's gamification platform promotion



TikTok

Leverage #LearnonTiktok to include iZi's digital platform to English learning