Communication strategy:

Website is a simple and effective promotional tool. Almost any online game builds its own website. VNG designed a website to provide gamers with information related to the publisher's game. This is where users update information about the game most effectively. At the same time, take advantage of this attraction to hang advertising banners for games as well as events.

- Build your own forum as a place for users to discuss, and rely on it to probe user reactions, thereby perfecting the game

- Advertising TVCs help introduce the whole business, the products being sold, help directly promote the user action of players, and encourage users to learn about the product's information.

TVC is often used to reinforce and change the concept of products. Especially when the product is on the market, it helps customers trust their products more.

- Organize events in provinces and cities to directly listen to customers' feelings, attitudes, and suggestions, thereby building an appropriate customer care strategy.

- Launch promotions with valuable rewards. This helps the brand attract more new customers while helping to increase the loyalty of existing and existing customers. Also can increase the influence on the player

- Linking business activities with education and social activities through charity funds or charity programs. The special thing is that the humanistic meaning is not only set in the game but also associated with practical activities in real life. At the same time, building a charity fund for charitable purposes, supporting humanitarian activities, and educating volunteer spirit for employees and customers, demonstrating their responsibilities to the community. Since then, society has had a different view of young people, especially the gaming community - the real heroes of everyday life. This strategy helps to reduce the negative side of online gaming to society and thereby helps the company attract more customers.

- Sponsoring for celebrities MV: Sponsoring celebrities in their projects helps your brand's brand be enhanced by anyone who visits or interacts with your sponsored projects, they will see it. logos and materials that brand your business and can earn your customers' trust, increase your social media following, and connect with customers more easily

- Social networks: Social networking platforms such as Facebook, Instagram, VoIP... help suppliers to transmit information quickly, save investment capital, and have the ability to reach customers relatively. Quick and effective.