

## CHAPTER V: COMMUNICATION PLAN IMPLEMENTATION

### 5.1. Deploy communication channels:

TechTech Shop deploys communication on 5 channels:

- Facebook
- TikTok
- Youtube
- Landing Page
- Email Marketing

Channels will have an integration with each other to increase traffic. TechTech Shop communicates mainly on FaceBook.

Video content on Facebook can be selectively integrated to post on Youtube, TikTok. Combine Facebook and TikTok Reel posts to increase the virality of your content.

Email Marketing has links with other platforms in link buttons to increase brand reach and coverage.

#### **5.1.1. Channel deployment: *FACEBOOK***

##### *5.1.1.1: Reason*

##### **a. Maximum visibility at minimal cost**

Currently, Facebook is in the 3rd place in terms of the largest online platform with 1.79 billion monthly users. Therefore, if you want your business to be online, think about Facebook.

In addition to maximum visibility, services on facebook are also relatively cheap. For example, advertising services on Facebook are cheaper than on Google, video views on Facebook are also cheaper than on Youtube.

**b. Share full information about your business**

Your Facebook page is where you can make your business name, address and contact details public, and briefly describe your products and services. You can also talk about your employees, history, or any other aspect of your business that is likely to attract other Facebook users and generate interest in what you do.

**c. Share photos and videos from your business**

In addition to allowing you to post text, Facebook allows you to upload photos and videos from your business. This allows customers and potential customers to view your products or services without having to visit your premises.

Facebook also allows users to "tag" photos. This function can be used to promote your business. For example, a VinaEnter center might post a photo of the opening of an online marketing course in Da Nang, then tag the participants in the photo. Each tagged image will show up as an update on the participant's Facebook account, where their friends will also see it. This increases interest in your image, and your business.

However, you also need to be careful, do not indiscriminately tag photos because some people are very sensitive to being tagged in photos. So instead of tagging them yourself, you should ask them to do the tagging.

**d. Reach customers in a great way**

Facebook is a marketing channel that helps to reach customers and introduce your products and services. However, you should not be too abusive and too focused on advertising products and services.

You can reach customers through Facebook by:

- Use Facebook Messenger to 'talk' to existing and potential customers by posting and receiving messages.
- Share information related to your business that is really useful or interesting to other users.

- Pay attention to what the market thinks about your business, industry, product, etc, and your marketing campaign can provide valuable insights.
- Customers can post after-sales questions on your facebook wall and you can respond (feedback) to customer comments right there.

All of this increases your credibility and promotes your business by building lasting relationships with other users.

#### **e. Promote your brand in efficient ways**

You can promote your business on Facebook by encouraging existing and potential customers to click the 'Like' button on your Facebook page. Once they like your page, your customers will receive your updates on their wall, where their friends will also see them. This helps build awareness of your business and associate your friends with your brand. Customers can also post positive messages about your product or service or share it on their wall for all their friends to see.

With more than 2 billion Facebook users and more than 60 million Vietnamese using Facebook, Facebook is an ideal marketing channel to promote brands.

#### **f. Targeted advertising**

With the Facebook widget you can analyze all the information that millions of users enter into their profiles. You can also pay for the Facebook Ads service to be able to more comprehensively analyze your users and deliver targeted ads to a specific group of users. Advertising on Facebook is just as effective as other forms of advertising! If you want to succeed in Facebook marketing, don't forget Facebook Ads!

#### **g. Offer deals through Facebook Places**

Facebook Places allows users to "sign in" on a mobile device at a specific location, so that their friends can see their location on Facebook. Facebook Places also identifies popular places near where users are logged in.

With all the benefits that Facebook brings to marketing, businesses today choose Facebook Marketing as their main marketing channel and as their top priority.

Facebook Marketing is one of the tools of Online Marketing. Facebook is one of the most effective marketing channels along with other online marketing tools that bring a large number of customers to businesses. With the benefits it brings, businesses today pay great attention to Online Marketing and do not regret spending a large amount on it.

#### 5.1.1.2. Objective:

##### a. Long-term objective

- Build a brand with high recognition
- The TechTech shop brand will be a name known to users in the fields of technology and setup and the reputation of the brand.
- Accessibility indicators are always evolving and growing. Avoid media crises and dirty marketing.

	<b>Reach</b>	<b>Follower</b>
<b>3 years</b>	80k - 100k	50k - 80k
<b>5 years</b>	400k - 800k	200k - 400k
<b>10 years</b>	1000k - 2000k	800k - 1200k

##### b. Short-term objective:

	<b>Reach</b>	<b>Engagement</b>	<b>Follower</b>
<b>11/2022</b>	30k	15k	300
<b>12/2022</b>	60k	30k	1200

<b>01/2023</b>	100k	50k	2400
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#### 5.1.1.3. Plan deployment

##### a. Long-term plan

TechTech Shop's long-term plan for the next 5 to 10 years:

In the long term, TechTech Shop positions itself as the number 1 leading tech brand in Vietnam but close to young people, reflecting individuality, individual style and positive energy in life and is a place where reliable reference for useful products and knowledge about technology. TechTech Shop's customers from the perspective of consumers are technology enthusiasts between the ages of 18 and 25 and from the perspective of product recipients are mainly gen Z.

Investment plan: TechTech Shop is a brand aimed at young people, especially the young generation Z, so it will focus on Gen Z personnel to be able to meet the appropriate content on the page. During the development process, TechTech Shop builds up a staff of 10-15 people with regular coverage (average 1 to 2 posts per day) to keep the connection with customers. While forming and developing the brand, TechTech Shop always promotes fun, humorous content and minigame promotions to attract and retain customers at a cost of no more than 40 - 50% of the company's profit. enterprise.

##### b. Short-term plan:

<b>NO</b>	<b>PUBLISH DATE</b>	<b>PUBLISH TIME</b>	<b>POST</b>
<b>1</b>	15/11/2022	20h00	<b>Khởi động chiến dịch</b>
<b>2</b>	16/11/2022	11h40	<b>TechTech Shop phỏng vấn sinh viên UEL</b>
<b>3</b>	16/11/2022	20h00	<b>Thông báo sắp có khuyến mãi</b>

<b>4</b>	17/11/2022	20h00	<b>Giới thiệu bàn phím QK65</b>
<b>5</b>	19/11/2022	20h00	<b>CUỐI TUẦN CỦA BẠN ĐANG LÀM VIỆC HAY THƯ GIÃN</b>
<b>6</b>	20/11/2022	7h00	<b>CHÚC MỪNG NGÀY NHÀ GIÁO VIỆT NAM</b>
<b>7</b>	22/11/2022	19h40	<b>CHÚC MỪNG Ả RẬP XÊ ÚT THẮNG ARGENTINA</b>
<b>8</b>	24/11/2022	20h00	<b>THÔNG BÁO KHUYẾN MÃI BLACK FRIDAY</b>
<b>9</b>	26/11/2022	20h00	<b>Lựa chọn bàn phím cơ phù hợp</b>
<b>11</b>	30/11/2022	20h00	<b>Giới thiệu bàn phím Keychron Q5</b>
<b>13</b>	11/12/2022	11h00	<b>Setup góc làm việc tối giản, tiện nghi</b>
<b>14</b>	13/12/2022	20h00	<b>TVC1</b>
<b>15</b>	14/12/2022	20h00	<b>Dự đoán tỷ số bán kết 1</b>
<b>16</b>	14/12/2022	20h00	<b>Chương trình khuyến mãi theo 2 đội bán kết 1</b>
<b>17</b>	15/12/2022	20h00	<b>Dự đoán tỷ đội chiến thắng bán kết 2</b>
<b>18</b>	15/12/2022	20h00	<b>Chương trình khuyến mãi theo kết quả 2 đội bán kết 2</b>
<b>19</b>	18/12/2022	20h00	<b>Minigame dự đoán tỷ số chung kết</b>
<b>20</b>	18/12/2022	20h00	<b>Chung kết</b>