**Marketing Strategy Of Online Book Store**

**1. Advertisement by GOOGLE ADWORDS**

This is the most popular form of advertising

When a person searches with these keywords they will find your ad, if you know how to optimize, your Adwords ad campaign will be quite good. When a user clicks on your ad, you will have to pay the amount you have agreed to, which is the bid. We will practice the following steps:

-Step 1: Set a budget for Google Adwords ads

-Step 2: Select the target audience for Google Ads ads: in this step, we will choose the location of the target audience that we want to reach. This will help our ads show only in our specified location

-Step 3: Choose keywords to run Google ads

- Step 4: Bid for our ads

-Step 5: Writing Google Adwords Ads

We will probably use click advertising at a cost of 1 million VND per month to bring in about 200 potential customers in all ages.

**2. Exchange links for advertising**

We search for websites related to us, then we put a link to that website in the link pages of our website with keywords that are directly related to our product. The exchange of links will be very good for our website to get high rankings in Google searches.

When people search for our keywords, they will find our site. It can take a lot of time and effort but it is very effective because it will help us get a large volume of visitors.

For beginners like us, the budget for using this ad is about 50 000VND/ month and maintained for 3 months. We hope we can reach about 100 potential customers in all ages.

**3. Advertisement on YouTube**

We can create a channel with our brand name, post a new product and show them how to use it, or create an impression with videos of tips, tricks, tutorials, and what. Relate our business up.

Moreover, we can make a dancing video about book to attract audience

To determine the budget we need to consider the following factors:

* Location: Viet Nam
* Object: people live in Viet Nam
* Content: people who are fond of books

After learning the types of ads on You tube, we decided to choose Video Discovery Ads. We will shoot an attractive video to introduce our products that viewers can not take their eyes off.

Our budget: 15$/ day and maintained in 2 weeks. We hope we can reach about 50 potential customers per day.

**4. Advertisement on Facebook through personal account**

This is a free marketing and advertising channel for businesses, but very effective if we are looking for new customers and have just built a personal brand with our personal Facebook include:

* Make friends with all old customers: they are a group of customers who have purchased products or used services of our business. So strong and durable connection with them, our next order and they will be easier
* Make new potential friends: they are people who have messaged us but haven’t purchased yet. They are also people who have liked our posts and commented a lot of times related to our product.

Our budget is free and we hope the amount of customers who we can reach is about 50 potentials customers/weeks

**5. Organize promotions and contest to attract customers**

* Use sample: Samples are smaller versions of the actual product, containing just enough for the consumer to appreciate the product’s properties. Using samples will help us stimulate consumers to try the product as quickly and extremely effective. In detail, we will let customers pre-read the content of the books which they intend to buy for free.
* Use Voucher: a voucher is a confirmation that is delivered by the manufacturer or provided and returned at the point of sale to the manufacturer or distributor, giving the consumer an opportunity to purchase at a discounted price. The form of a coupon promotions helps businesses create viral with coupons. This will encourage customers to make repeat purchases. At the same time, this is also a way for business to introduce when there are new products.
* Use discount code: This is a form of attracting customers and promoting their purchase motivation in accumulating enough quantity of goods to use discount codes. These promotions most effectively guide customers to spontaneous purchasing decisions. While many of them add more to their cart to get a discount, the average order volume will increase. Auto-applicable discount promotions are typical for online stores. Retailers determine the cart structure that applies to the discount. Each cart is automatically confirmed by the system and if the promotion rules are met, the discount will be added at checkout without any additional codes or steps. Such promotions allow us to implement a variety of scenarios and cart-level rules at the same time. We can test how our customers react to specific offers and expand the promotions that work best.

We may use Sapo POS system to manage orders. Moreover, we can use it to create quick and easy promotions by products or time in 2 forms of discount and product giveaway

The budget to pay is about 160 000VND monthly

**6. Send email marketing including our link to our website**

* Firstly, build list of potential customers
* Additionally, set impressive email subject lines that can’t be skimmed: With dozens of ,emails in your customer’s inbox, we have less than 5 seconds to convince the recipient to open the email, and it all depends on our email subject line. Write something that stands out from other emails. The best way to deal with this is to use solutions that automatically personalize your email.
* Moreover, we will convey interesting messages: Because someone opens your email doesn’t mean they want to quickly delete it. Most people often skim through email content before putting it in the “trash bin”. So we make sure we are conveying a meaningful message, from someone who really cares about them, not advertising.
* Finally, make sure our email layout is clear and attractive. We will use short paragraphs and make sure that keywords and phrases relevant to our readers are highlighted. We also use bullet points to help people skim the content and grasp the important points
* We hope expected KPIs: 1000 clicks/5000 emails

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