#### ****Digital Marketing in Vietnam.****

What is digital marketing?

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands.

Digital marketing in Vietnam

As one of Southeast Asia’s rapidly developing economies, Vietnam has lots of business opportunities for brands, marketer and investors. Let’s see how Vietnam’s digital marketing environment, trends and opportunities can help you maximize the success in Vietnam market and stand out from keen competition.

Online vide is one of the most popular digital marketing activities in Vietnam, with 85% of brands use it. YouTube and Facebook are the two most popular online video media. Although YouTube is more popular in terms of media, Facebook ads are used more often when brands would like to run the advertisements.

#### **Digital Marketing Opportunities in Vietnam**

1. Video marketing in Vietnam

As mentioned before, watching videos is the most popular online content activity which 95% of users watch online videos each month and they usually use YouTube to watch videos online in Vietnam. It will be great if your company can seize this opportunity and do video marketing in Vietnam

2. Social media marketing in Vietnam

From the information, there are 65 million active social media users in Vietnam which equates to 67% market penetration. And there is an increasing trend in social media users in Vietnam. Vietnam users have shown their preference for Facebook, YouTube and Zalo. Marketers should create interesting and valuable content to attract potential customers to engage with your social media account and increase engagement rate.

3. KOL and Influencer marketing in Vietnam

More and more Vietnam people are using social media in their daily life. They share their opinions and experience on social media. Some of them even get a group of followers and become influencer. The rise of social media influencers opens many new business opportunities. It offers a new platform for companies to promote their products and services to their target customers, and thus increase their brand images and awareness in a soft way.

Summary of Digital Marketing in Vietnam

If a brand wants to stay ahead in the digital marketing in Vietnam, video marketing, social media marketing and influencer marketing are the latest trends and opportunities for you to capture more clients in Vietnam.