



# DIGITAL MARKETING

**SMART SPENDING** to **EARN MORE MONEY**





9 million traffic/month



Technology Agency

Performance Agency

> 300 Customers Asian Market





# OUR PORTFOLIO



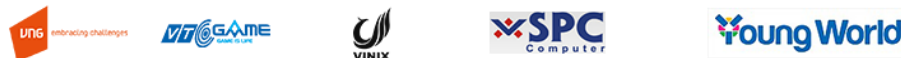
## ECOMMERCE:



## RETAIL:



## GAMES:



## BANKING:



## FINTECH:



## EDUCATION:



## AGENCY:





# OUR PORTFOLIO



## INSURANCE:



## TA, OTA:



## PHARMACY:



## CLASSIFIED:



## DELIVERY:



## FITNESS & BEAUTY:



## OTHER:



A top-down view of a workspace. On the left, a silver laptop is partially visible with its keyboard and trackpad. Next to it is a white flower. Below the flower are a pair of glasses. To the right of the laptop is a small stack of colorful sticky notes. Further right is a white cup of coffee with a dollop of cream on a white saucer. In the top right corner, a portion of a black camera is visible.

# CHALLENGES & SOLUTION



## SMALL SCALE



Small Budget

Limitation of Resources

Basic Manufacturing



How Marketing helps  
the Businesses more  
profitable?



## SMALL SCALE



### RESOURCES

Maximize human capital.



### DEVELOPMENT

Invest to system, knowledges & human resources.



### ALLOCATION

Allocate the most budget to content instead of budget for advertising.



**BIG SCALE**



Extensive Budget

Short time

Right Target



How to get steady  
investment growth?



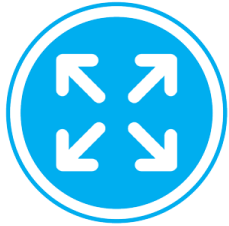


**BIG SCALE**



## TRANSFORMATION

Transfer Marketing model to Digital (if not have yet)



## EXTENSION

Extend channels, target, look a like....



## TRYING

Expand partners, coming up new Idea, using hands-on experiences.

A top-down view of a workspace. On the left, a silver laptop is partially visible, showing its keyboard and trackpad. Next to it is a white flower. Below the flower are a pair of glasses. To the right of the laptop is a small stack of colorful sticky notes. Further right is a white cup of coffee with a dollop of cream on a white saucer. In the top right corner, a portion of a black electronic device is visible. The background is a plain, light-colored surface.

# DEPLOYMENT & CONTROLER

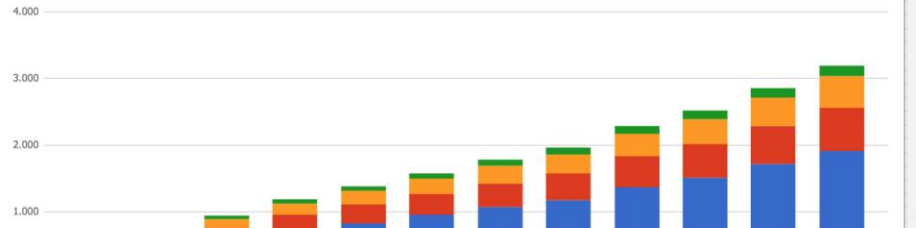
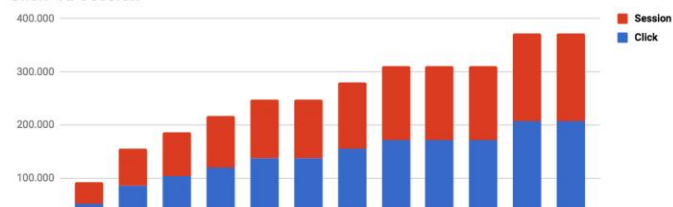


# PLANNING



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
1	1. Target Audience																			
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Click và Session





## CHECK LIST



### PROCESS FLOW

WHO?

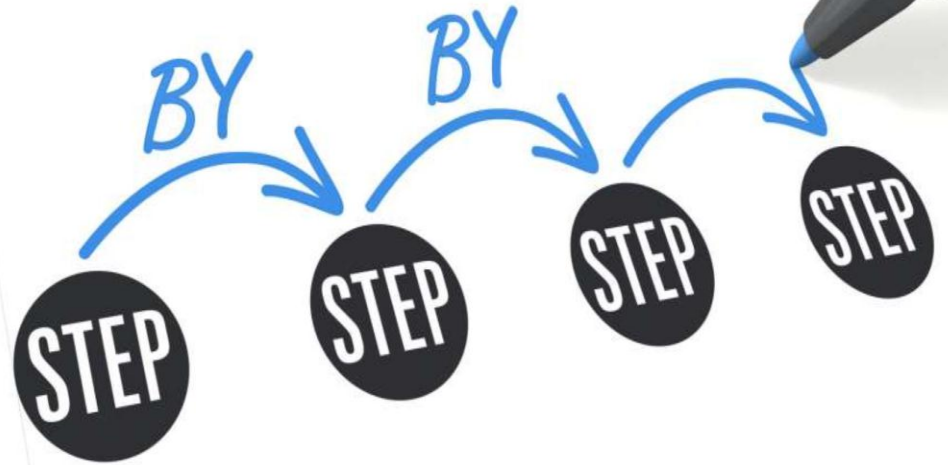
TIMELINE?

BEFORE?

DURING?

AFTER?

OTHERS?





# CHECK LIST



Start Week **thg 1 5, 2018**

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Starting	thg 1	thg 1	thg 1	thg 1	thg 2	thg 2	thg 2	thg 2	thg 3	thg 3	thg 3	thg 3	thg 3	thg 4	thg 4	thg 4	thg 4	thg 5	thg 5	thg 5
	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18
Phase	Quality Assurance Plan																			
One		Project Plan																		
			Plan Review																	
Phase				Draft Requirements																
Two				Capacity Planning																
					Project Test Plan															
					Acceptance Test Plan															
						Final Requirements Specifications														
							Phase Review and Approval													
Phase								Draft Design Specifications												
Three								Configuration Management Plan												
								Architectue Design Plan												
									Define Interface Requirements											
										Shared Component Design										
											Integration Test Plan									
												Define Project Guidelines								
													Final Design Specifications							
														Phase Review and Approval						

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Project Director Jim  
Project Start Date: 10/1/2018 (Thứ Hai)  
Today's Date: 12/4/2018 (Thứ Ba)  
Display Week: 1

WBS Task	Responsible	Start	End	Hours	% Done	Work Days	Days Done	Days Left
1 [Task Category]	(Name)	Th 2 10/01/18	Th 7 10/20/18	20	15			
1.1 [Task]	(Name)	Th 2 10/01/18	Th 5 10/04/18	4	100%	4	4	0
1.2 [Task]		Th 6 10/05/18	Th 2 10/08/18	4	50%	2	2	2
1.3 Design + Content		Th 3 10/09/18	Th 6 10/12/18	4	25%	4	1	3
1.4 [Task]		Th 7 10/13/18	Th 3 10/16/18	4	0%	2	0	4
1.5 [Task]		Th 4 10/17/18	Th 7 10/20/18	4	0%	3	0	4
1.6	[Insert new rows above this one, then hide or delete this row]							
2 [Task Category]		Th 3 10/02/18	Th 6 10/05/18	4	4			
2.1 [Task]		Th 2 10/01/18	Th 2 10/01/18	1	0%	1	0	1
2.2 [Task]		Th 3 10/02/18	Th 3 10/02/18	1	0%	1	0	1
2.3 [Task]		Th 4 10/03/18	Th 4 10/03/18	1	0%	1	0	1
2.4 [Task]		Th 5 10/04/18	Th 5 10/04/18	1	0%	1	0	1
2.5 [Task]		Th 6 10/05/18	Th 6 10/05/18	1	0%	1	0	1
2.6	[Insert new rows above this one, then hide or delete this row]							
3		Th 2 10/01/18	Th 6 10/05/18	5	5			
3.1 [Task]		Th 2 10/01/18	Th 2 10/01/18	1	0%	1	0	1
3.2 [Task]		Th 3 10/02/18	Th 3 10/02/18	1	0%	1	0	1
3.3 [Task]		Th 4 10/03/18	Th 4 10/03/18	1	0%	1	0	1
3.4 [Task]		Th 5 10/04/18	Th 5 10/04/18	1	0%	1	0	1
3.5 [Task]		Th 6 10/05/18	Th 6 10/05/18	1	0%	1	0	1
3.6	[Insert new rows above this one, then hide or delete this row]							
4		Th 2 10/01/18	Th 6 10/05/18	5	5			
4.1 [Task]		Th 2 10/01/18	Th 2 10/01/18	1	0%	1	0	1
4.2 [Task]		Th 3 10/02/18	Th 3 10/02/18	1	0%	1	0	1
4.3 [Task]		Th 4 10/03/18	Th 4 10/03/18	1	0%	1	0	1
4.4 [Task]		Th 5 10/04/18	Th 5 10/04/18	1	0%	1	0	1
4.5 [Task]		Th 6 10/05/18	Th 6 10/05/18	1	0%	1	0	1
4.6	[Insert new rows above this one, then hide or delete this row]							
5		Th 2 10/01/18	Th 6 10/05/18	5	5			
5.1 [Task]		Th 2 10/01/18	Th 2 10/01/18	1	0%	1	0	1
5.2 [Task]		Th 3 10/02/18	Th 3 10/02/18	1	0%	1	0	1
5.3 [Task]		Th 4 10/03/18	Th 4 10/03/18	1	0%	1	0	1
5.4 [Task]		Th 5 10/04/18	Th 5 10/04/18	1	0%	1	0	1
5.5 [Task]		Th 6 10/05/18	Th 6 10/05/18	1	0%	1	0	1
5.6	[Insert new rows above this one, then hide or delete this row]							

## TEMPLATE ROWS

See the Help worksheet for information about using template rows.

1 [Task Category (label only)]

2 [Task Category (summary)]

2.1 [Level 2 Task]

2.1.1 [Level 3 Task]

2.1.1.1 [Level 4 Task]

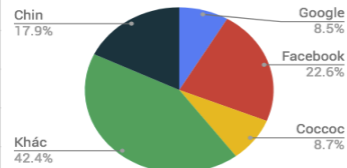
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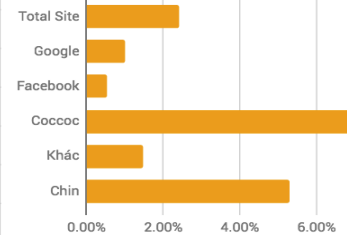
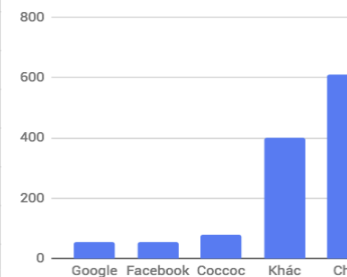
## Báo Cáo Số Liệu Real Time

Last 30 day

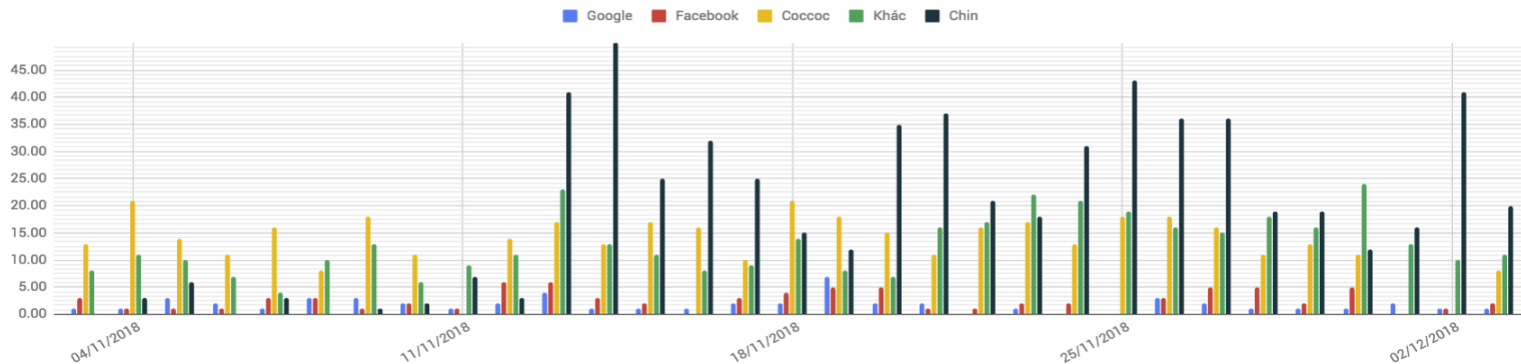
Traffic Per Channel



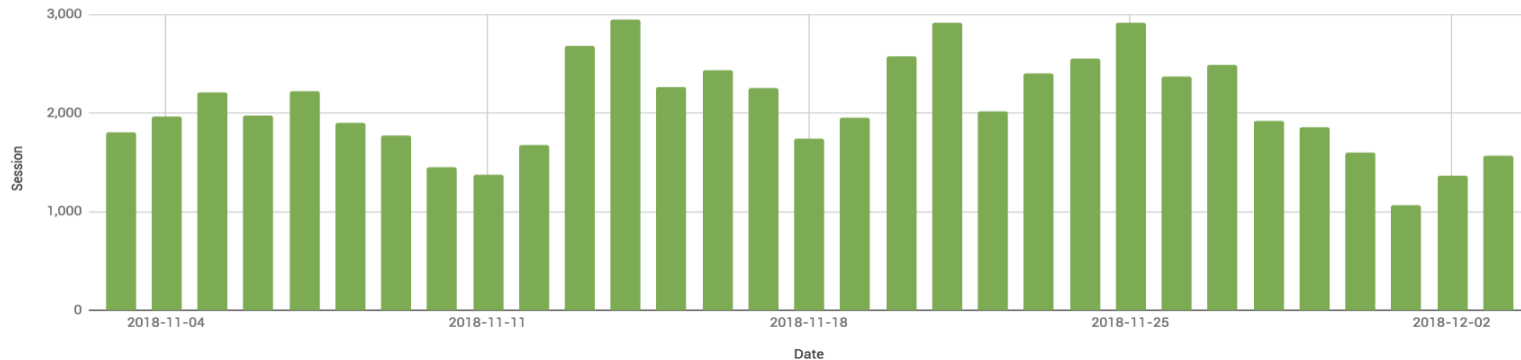
Conversion Per Channel



Conversion Per Channel



Session vs. Date (last 30 Day)





# DETAILED REALTIME REPORT



## REALTIME REPORT

Last Run On 19/10/2018 21:48:10		126.122	3.348	1.896.586.796 đ	2,65%
<i>ga:interestInMarketCategory</i>	<i>ga:campaign</i>	SUM của <i>ga:sessions</i>	SUM của <i>ga:transactions</i>	SUM của <i>ga:transactionRevenue</i>	CR%
+ Tổng số Computers & Peripherals/Computers/Laptops & Notebooks		504	21	2.352.220 đ	4,17%
+ Tổng số Computers & Peripherals/Computers/Tablets & Ultraportable Devices		502	21	12.789.120 đ	4,18%
+ Tổng số Computers & Peripherals/Printers, Scanners & Faxes		208	16	1.287.173 đ	7,69%
+ Tổng số Consumer Electronics/Audio/Stereo Systems		99	7	289.000 đ	7,07%
+ Tổng số Consumer Electronics/Cameras		73	6	222.740 đ	8,22%
+ Tổng số Consumer Electronics/Game Consoles		286	15	1.610.173 đ	5,24%
- Consumer Electronics/Mobile Phones	[chin]_00000_none_newpro	240	13	2.364.806 đ	5,42%
	[chin]_00000_none_newpro	518	10	1.096.100 đ	1,93%
	[chin]_00000_none_newpro	145	7	797.000 đ	4,83%
	[chin]_00000_none_newpro	277	7	508.400 đ	2,53%
	[chin]_00000_none_newpro	199	7	328.000 đ	3,52%
	[chin]_00000_none_newpro	213	9	1.202.420 đ	4,23%
	[chin]_00000_none_newpro	1.348	27	8.086.865 đ	2,00%
	[chin]_00000_none_newpro	515	7	6.088.000 đ	1,36%
	[chin]_00000_none_newpro	257	7	6.289.000 đ	2,72%
	[chin]_00000_none_newpro	2.434	17	33.830.680 đ	0,70%
	[chin]_0900000000_PO990	404	11	2.102.475 đ	2,72%
	[chin]_0900000000_PO990	315	7	898.000 đ	2,22%
	[chin]_200_SI343ELAGEJZ	1.339	28	4.136.140 đ	2,09%
	[chin]_300_GO169ELAWJ1	226	7	383.185 đ	3,10%
	[chin]_300_GO169ELAWJ1	553	8	766.420 đ	1,45%
	[chin]_500_SK580FAAD6W	209	11	1.995.300 đ	5,26%
	[chin]_700_TH232TBAU119	192	7	1.151.100 đ	3,65%
Tổng số Consumer Electronics/Mobile Phones		9.384	190	72.023.891 đ	2,02%
+ Tổng số Dating Services		1.272	26	2.430.700 đ	2,04%
+ Tổng số Education/Foreign Language Study		2.352	60	25.037.904 đ	2,55%
+ Tổng số Education/Post-Secondary Education		10.782	188	49.536.902 đ	1,74%
+ Tổng số Education/Primary & Secondary Schools (K-12)		1.889	53	7.080.642 đ	2,81%
+ Tổng số Education/Study Abroad Programs		643	24	2.523.073 đ	3,73%





## WHAT WE CAN DO?



**Understand** where you are and what you expect.



Guarantee to analyze and optimize the campaign **real-time**.



**Define** clear KPIs as well as in reporting system.



Come up new **ideas** during deployment process.



Make yourself **believe** in what you are doing.



**Follow** the campaign and always be active to optimize the ads.



# Case Study



Shopee

**MODEL:** Paid Media  
Affiliate

**RESULTS:** >3.000  
Orders/Day



**MODEL:** Paid Media  
CPI

**RESULTS:** >15%  
Deposit Rate



**MODEL:** Paid Media  
Affiliate

**RESULTS:** >1.500  
Orders/Day



# Thank you!