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### Digital marketing strategy of Dien May Xanh supermarket

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#### Abstract

The development trend of technology has made Digital Marketing an indispensable part for most businesses. However, when learning about definitions and concepts related to this field, there are many results returned with many different opinions and concepts, making it difficult for us to recognize and approach these concepts. Most accurate and relevant information. According to Philip Kotler: "Digital Marketing, or electronic marketing, is the process of planning the product, price, distribution, and promotion of products, services and ideas to meet the needs of organizations and individuals. According to Joel Reedy: "Digital Marketing: includes all activities to satisfy the needs and wants of customers through the internet and other media. In general, what is Digital Marketing, can be understood as marketing activities and information exchange, brand promotion through Internet and digital platforms. In the era of social media marketing boom like today, owning unique marketing campaigns that have good virility and stimulate consumers to interact (like, comment)

is the desire of every marketer. 2017 can be said to be a year of great success for Dien May Xanh, a series of clips about green people were born following the great success of the first viral clip released in November 2016. Recently, the sharing About the Marketing Strategy of Dien May Xanh which is considered very successful in 2017 was revealed by Mr. Chau Chan Quyen - Creative Director of Dien May Xanh TVCs. This is also an inspiration as well as a case study worth learning in the media advertising industry. At that time, Dien May Xanh stores had covered the whole country, surpassing all other stores, so the Marketing department's task was to increase brand awareness. And the main goal is to help customers think of "Green Dien May" when they are intending to buy electronics. It can be said that this brief is very unique, when in the past, advertisements always crammed product benefits in, and Dien May Xanh just let people know that they sell electronics, no need to say good things, good service.

**Keywords:** Digital Marketing, Social Media Marketing, Information Exchange, Brand Promotion, Marketing Campaign, Brand Awareness

#### 1. Introduction

##### 1.1 Research overview

In business, marketing is likened to the "spine" of the whole business, it is the art of understanding the needs and meeting the needs of customers. Therefore, in a fiercely competitive market like the electronics market in Vietnam, each company involved in the supply must invest a lot in marketing strategies to gain a stable foothold. Marketing strategy is an effective competitive tool aimed at bringing a new and positive image of the company to consumers. Currently, when it comes to electronics, consumers immediately remember the name Dien May Xanh. So why does Dien May Xanh have such a position in the hearts of customers, why is it that among a series of names such as Nguyen Kim, Cho Lon, etc., the name Dien May Xanh appears. Is it the result of different marketing activities? Because of the above problems, I decided to choose the topic "Analyze the marketing strategy of Dien May Xanh store chain" - which to research and find out why. Besides, through this topic, I will draw some useful experiences for myself and my future work. With the development of the world economy, the Vietnamese market has also begun to change thanks to external influences. The demand for high-tech electronic products is becoming a trend, so many people need to find an address to buy. Thanks to the marketing plan of Dien May Xanh, Dien May Xanh with more than 10 years of operation has been present in almost all provinces and cities with 991 supermarkets. There are also many chains on the market when providing technological products similar to Dien May Xanh. However, with market pressure, many units have sold themselves to foreign brands, only Dien May Xanh is still developing.

##### 1.2 Urgency of the research problem

Most consumers know about Dien May Xanh supermarket, which is the merit of Dien May Xanh's promotional activities. With

the intensity of the volume of advertising information that consumers now have to "suffer", if Dien May Xanh does not open activities to retain and find new customers, Dien May Xanh will gradually lose market share. into other electronics supermarkets such as Nguyen Kim, Cho Lon, etc. Dien May Xanh was very creative in designing short and memorable messages. So that everyone remembers the phrase "Buy electronics - Go to Dien May Xanh". In the plan to deploy the communication process, Dien May Xanh has carefully considered the choice of operating frequency of the tools. With advertising tools, Dien May Xanh advertises densely on TV channels with the aim of retaining and reminding customers about the brand, promotional tools are implemented loudly and loudly by Dien May Xanh., hit the customer's psychology with extremely attractive promotional rewards. The 2 tools Direct Marketing and Personal Offerings are tools for possible cost savings. However, with the Communication tool, Dien May Xanh still has no outstanding activities. Thereby, it shows that Dien May Xanh has been very successful in choosing promotional tools to promote the image of Dien May Xanh to consumers, retaining and reminding old customers, and also in opening expand to take the electronics market to their side.

### 1.3 The significance of the study for management practice

Nowadays, market research is not new for small to large businesses. It is extremely important in the development practice of administrators. The study and research helps managers, as well as businesses, grasp the inevitable needs of the market. So is Green Machine, they are a large and extremely developed business in the country, so the research and research is like a compass to guide businesses towards the direction they are going and make the right choice. In addition, not only helps managers towards success, research also helps managers go a long and long way in the coming years.

### 1.4 Objectives of the study

Research objectives of Dien May Xanh's digital marketing strategy:

- Understand the theoretical basis of promotional activities in the marketing strategy.
- Analysis of the characteristics of the electronics market.
- Learn about Dien May Xanh supermarket.
- Understand the promotional activities of Dien May Xanh and offer some solutions.

## 2. Theoretical Basis

According to Phillip Kotler: "Digital marketing is the process of planning the product, price, distribution, and promotion of products, services, and ideas to meet the needs of organizations and individuals. – based on electronic media and the internet". In addition, "Digital marketing is also the management and implementation of marketing activities using electronic media such as website, email, wireless means combined with digital data on characteristics and behavior of customers. customer behavior" (by Dave Chaffey, Director of ClickThrough Marketing).

According to Calvin Jones & Damiab (2009), Digital Marketing is marketing activities for products and services by using available tools of the Internet to reach out to Internet users.

According to Marketing Online magazine (2011), Digital Marketing is a form of applying information technology tools instead of conventional tools to conduct marketing processes.

In short, Digital Marketing (or Online Marketing or E-Marketing) is the use of the Internet, electronic devices, software and applications of information technology to find customers, sell customers, take care of customers and maintain long-term relationships with loyal customers. Through Digital Marketing, businesses can promote brands, products, and events to customers quickly and easily, not limited by time and geographical space.

The role of digital platforms in supporting integrated omnichannel marketing is to support different customer journeys through alternative communication and distribution channels. Online channels can also be managed to support the entire purchasing process from pre-sale to post-sale and further develop customer relationships. The benefits of digital marketing in supporting marketing are suggested by applying the marketing definition of the Chartered Institute of Marketing (www.cim.co.uk): Marketing is the process of managing identity, Responsible for, anticipating and satisfying customer requirements profitably. This definition emphasizes that the focus of marketing is on the customer, and implies that it needs to be linked with other businesses in order to be profitable. Chaffey and Smith (2012) note that digital marketing can be used to support these goals as follows:

- **Identity:** The Internet can be used for marketing research to find out customer needs and wants.
- **Anticipation:** The Internet provides an additional channel through which customers can access information and make purchases – this need assessment is key to managing the allocation of resources for e-marketing.
- **Satisfaction:** The main success factor in e-marketing is achieving customer satisfaction through the electronic channel, which raises questions like: is the website easy to use, does the website work? fully functional, what is the standard of customer service involved and what is the website like.

A powerful method for assessing the strategic marketing opportunities of using the Internet is the application of Ansoff's strategic marketing grid (1957). This shows how the Internet can be used to achieve four strategic directions:

- **Market penetration:** The Internet can be used to sell more existing products into existing markets.
- **Market development:** The Internet is used to sell into new geographic markets, taking advantage of low international advertising costs without the need for a supporting sales infrastructure in the customer's home country.
- **Product development:** Newly developed products or services can be provided by the Internet. These are usually digital products.
- **Diversification:** In this area, the Internet supports the sale of newly developed products and sells into new markets.

Currently, businesses use a lot of tools to do Marketing, here are some popular tools:

*Search Engine Marketing (SEM = SEO + PPC)*

SEM is a combination of many Internet marketing methods aimed at helping your website stand in the position you want in the search results on the Internet.

**SEO (Search Engine Optimization):** is the process of optimizing web search to increase traffic to a website from search engines. SEO uses web tools to put company information, products, services ... of the company on the top of search engines, in our country today people often use search engines such as Google, Bing, Yahoo, Yandex... The goal of SEO is to bring your website to the top of the search results for some specific keywords.

**PPC (Pay Per Click):** A form of advertising in the form of a sponsor on the Internet. The effect of this form of advertising is to increase traffic to the website through the posting of banner ads about your website right next to it in the search results.

**Email Marketing** is a form in which marketers use email, e-books or electronic catalogs to send to customers, motivate and lead customers to make a decision to purchase products., their services. The purpose of E-mail Marketing is to advertise, build relationships with new customers and maintain and take care of existing customers.

**Banner advertising** is the first form of advertising of Digital Marketing. Banner advertising can be understood as the installation of Banners on Websites, when users click on the banner, they will point to the link of the Web page they want to advertise.

**PR Online** PR Online is quite similar to the traditional form of PR, it just differs in that if traditional PR mainly appears in newspapers and magazines, PR Online appears on the Internet environment.

**Blog & Social Media Marketing** Doing online marketing on Blogs and social networks is the trend of modern Marketing and it will continue to be effective in the future. The creation of Blogs and Fanpages not only helps to attract fans on social networks but also creates many business opportunities for businesses.

**SMS/ Mobile Marketing** The number of people using Smartphone and mobile devices is increasing rapidly, the number of people using mobile devices to access the Internet to watch news and shop online is increasing. Therefore, the use of Mobile Marketing is an indispensable thing for online marketers.

**Viral Marketing** Viral Marketing is a form of viral marketing, when a person who knows about certain products and services that the company provides can pass on to those around them. In eMarketing viral marketing is a form of spreading information on the Internet, the speed of spreading information on the Internet is extremely fast, which can be likened to: "the speed of spread of computer viruses".

**Video Marketing** The form of using video to do Marketing is probably not new to us recently. One of the largest video social networks is Youtube, in addition, businesses can create video clips on social networks, Websites or on forums. Vietnamese businesses or most businesses in the world still tend to look for less expensive but highly effective Internet marketing tools.

**Article marketing** is a form of marketing through articles to introduce the company's products and services to all customers. In fact, when doing online marketing, depending on different conditions and circumstances, each business chooses for themselves different forms of online marketing. A business often uses a combination of many forms of

online marketing to increase sales efficiency and reach customers.

**Strategies for the number of intermediate types at all levels:**

**Exclusive distribution strategy:** limit the number of buyers in the middle, in order to easily manage, protect the image of the brand and products, and avoid the loss of information.

**Selective distribution:** clearly select the intermediaries most likely to distribute to the business.

**Mass distribution:** develop as many distribution intermediaries as possible.

Strategy on terms and distribution responsibilities of channel members.

- Pricing policy of the Enterprise for members.
- Sales conditions.
- Territorial powers of distribution.
- Define support services and conditions and responsibilities between the manufacturer and the intermediary.

### Marketing strategy

Marketing strategy is one of the important strategies. The goal of promotion is to bring supply and demand together. Promotion not only supports but also enhances product, pricing and distribution strategies. It not only makes more products, faster, but also makes the reputation of the business consolidated and developed. Support and promotion activities in online business are ways of using online means to introduce, offer and provide information about a distributor's products, goods or services to consumers. Through online marketing tools such as website, email, SEO ... businesses can conduct activities to introduce and promote products as well as the prestige and reputation of the business.

Thereby showing that Digital Marketing is a very useful strategy for green electronics.

Easily take care of customers and learn new markets, saving costs and time.

Improve product quality and synchronization, control branches and distribution systems.

## 3. Research Method

### 3.1 Data source

There are two basic types of data sources as (1) secondary data and (2) primary data

#### Secondary data:

- Secondary data: is data collected by others, used for purposes that may be different from our research purposes. Secondary data can be unprocessed data (also called raw data) or processed data. Thus, secondary data is not directly collected by the researcher.

#### Advantage

- The use of secondary data is to save money and time.

**The disadvantages** of using secondary data sources are:

- This secondary data has been collected for studies with other purposes and may not be relevant to our problem at all. difficult to categorize data, variables and units of measure may differ...
- Secondary data is often processed, so it is difficult to assess the accuracy and reliability of the data source.
- Therefore, it is the responsibility of the researcher to

ensure the accuracy of the data, to check whether the research results of others are based on primary or secondary data. So, it's important to check the original data.

#### Primary data:

- When secondary data is not available or cannot help answer our research questions, we need to collect the data ourselves to suit the research problem posed. This self-collected data is called primary data. In other words, primary data is the data collected by the researcher himself.

### 3.2 Research method

The topic mainly uses secondary information collected from books, newspapers and related documents shared on community and business websites to find out issues related to the marketing strategy of the company. Dien May Xanh. Information collected will be processed by methods of analysis, selection, comparison and judgment to implement the topic.

### 3.3 Research process

2019 witnessed a rapid expansion when the whole system opened nearly 300 new stores, an average of 1 Dien May Xanh store was born every day. While the electricity and refrigeration market in the first months of 2019 only achieved a growth rate of less than 5%, Dien May Xanh increased by 20% over the same period last year and 4 times higher than the growth rate of the general market. To achieve success, the chain's difference is to build mini Dien May Xanh supermarkets next to large supermarkets. This strategy is a strong start to enable Dien May Xanh to "sneak" into suburban urban areas and suburban residential areas.

Despite being born late the system has changed the game in the electronics retail industry. Not only usurping the "kingdom" of a retail unit that has existed for many years, when "advancing" to the North, Dien May Xanh bought out one-time rival Tran Anh to quickly expand market share. Dien May Xanh is also a pioneer in creating an innovative and resonant media campaign that everyone and every home must remember.

### 4. Research results and discussion

In the field of governance, strategic management is concerned with the continuous planning, monitoring, analysis and evaluation of all the necessary needs that a business needs to meet its short-term goals and objectives. Long-term goals are based on the review, management of resources and assessment of the internal and external environment in which the business operates. Strategic management includes setting goals for the company, analyzing competitors' activities, reviewing the internal structure of the organization, evaluating current strategies, and confirming that those strategies are effective. strategy is implemented throughout the company.

The two main goals of strategic management in enterprises include:

- Helping businesses create a competitive advantage, with the goal of outperforming competitors. Achieve a dominant position in the market.
- Corporate governance helps businesses adapt and cope with changes in the business environment.

With the development of today's era, Digital Marketing is one of the types of business marketing that cannot be ignored in the development process. Due to the development of the Internet today, shopping for goods and services on e-commerce sites is also more and more convenient than ever. Digital Marketing is promotional activities for products or brands with the aim of influencing the perception and buying behavior of customers. In simple words, Digital Marketing is a term that refers to building awareness and promoting a brand or product or service based on digital platforms. With the increasingly strong development of information technology, new services also give businesses interesting experiences about a quality and reputable service - Digital Marketing. So how important is Digital Marketing in this day and age?

- Targeting the potential customer market

The biggest advantage of Digital Marketing is easy access to potential customers for products and services. Customers can not only find out information about the business, but they can also learn about images, materials, prices and services. Digital Marketing is a form of marketing that can reach customers anytime, anywhere.

Helping businesses easily identify needs by age, gender, occupation, regional address... in addition, businesses can also know about the preferences, shopping habits and specific behaviors of many customers on the market today. With this form of Digital Marketing, geographical distance is no longer a problem, as long as customers have a need, wherever the product or service is, it will reach you at the right time.

- Help save costs in the most effective way

Compared to other traditional methods from the past to now, Digital Marketing Services have a much lower cost. Because the business does not lose any costs during the rental or maintenance process. With the traditional method of advertising commonly used products and services such as through television, signs, newspapers, magazines, etc., of course, the service cost is a very large number.

However, Digital Marketing is a form of corporate brand promotion with a low cost, and this form has a very high level of competition for small and medium businesses today. With this way, users can easily access quickly and know your business.

- Determine effectiveness

From the Digital Marketing tool, you can easily assess the exact parameters of customer interest when accessing your ads. Measurement tools also measure the direction of users such as from which source they access your website: Facebook or Google, where they are navigated on your website, how long they stay on your website, the content they read on your website.

- Increased flexibility

The Internet grows at a rapid rate, so from start to finish your digital marketing campaign can be tracked through statistics.

Currently, effective Digital Marketing tools are commonly used such as: SEO, Content Marketing, Social marketing, Native Advertising, Email marketing, Online PR, Pay Per Click, Affiliate marketing, Marketing Automation, Inbound Marketing... Depending on the needs of the business. but choose the right tools for business to achieve high efficiency.

Besides ABA, there is an advertising universe that also makes viewers "painful", which is Dien May Xanh. But it is

this unique marketing tactic that has helped the company to be successful on the front of building the reputation of "Going to Dien May Xanh if you buy a phone." *This is a prime example where the assessment tools are a testament to communication activities that do not follow tradition but affect a negative emotion of the viewer: from feeling attracted to different, strange, unpleasant, and passively but long-term brand memory.*

#### - **Obsessive advertising**

Referring to Dien May Xanh, perhaps no one is unfamiliar with the image of dancers dressed in blue dancing crazy, or pretending to be electronic and refrigeration equipment such as washing machines, air conditioners and then dancing to music. There was a time when just released TVC, Dien May Xanh ads were controversial in every corner of netizens, especially marketing service companies. The image of the "weird" dancers immediately attracted the attention of viewers. "It looks funny" "What is that" are the words that customers utter when they see the ads of Dien May Xanh for the first time.

#### - **The advertisement of Dien May Xanh used to haunt the minds of viewers**

Dien May Xanh became the focus of funny "manufacturing" photos on Social Networks

Soon after, a series of images and videos "made" by the online community made the image of Dien May Xanh spread. In addition to the content created naturally by users, according to marketing service companies, that virility does not lack the influence and leadership of Dien May Xanh itself. This is completely understandable and also shows that the business has prepared its Marketing strategy thoroughly and thoughtfully. After Dien may Xanh's advertisement was first premiered in 2016, it created a huge discussion storm. The phrase Dien May Xanh has appeared on more than 400,000 posts and comments on social networks. The ad attracts more than 3.4 million interactions, more than 300,000 shares and comments.

#### - **"Bullshit" but the message is clear**

*The song "If you want to buy electronics, come to Dien May Xanh" is deeply embedded in consumers' memory.* Perhaps in the millions of comments and interactions out there, there are many negative feedbacks about Dien May Xanh such as "bullshit", "smug"... but it is undeniable that the company's message when sending is too successful. labour.

A series of songs "Buy electronics - Go to Dien May Xanh", "Want a washing machine - Go to Dien May Xanh", "Buy an air conditioner - Go to Dien May Xanh" has been stuck in the viewer's mind, to the point that when they If you want to buy something, the first thing that comes to mind is Dien May Xanh.

The most successful campaign is the achievement of business goals. And in this case, Dien May Xanh's goal of "positioning" and awareness was completely successful.

#### - **Advertising style throughout**

No need for any famous people to do the media, Dien May Xanh simply using their own characters is enough to make its brand stand out in the midst of today's advertising forest. After a successful launch, Dien May Xanh continuously launches ads with a similar style, creating a unique advertising universe of the company. The soundtrack of Dien May Xanh also constantly repeats the message "Buy a computer - Come to Dien May Xanh" making them accidentally enter the listener's mind.

### **Let's see how successful Dien May Xanh was?**

An advertising campaign, no matter how viral, but the product does not meet the requirements of consumers, it cannot create a push in the market. The great thing is that Dien May Xanh has combined both of those things: a successful brand campaign coupled with a quality product.

Dien May Green alone has become the hegemon in the field of electronics business, allowing other competitors to "breathe smoke". Only in the first quarter of 2019, Dien May Xanh achieved an average revenue of 1 store of 6 billion dong/store, many supermarkets' revenue also skyrocketed to 38 billion dong/month.

The system has now opened up to 1000 stores nationwide. Every corner in Vietnam has a huge green Dien May store located. At the beginning of 2020, the number of stores of the company is 1026, due to the Covid-19 epidemic, the system has not yet opened more branches. But in terms of revenue success alone, perhaps no company can surpass Dien May Xanh.

## **5. Conclusion and recommendations**

### **5.1 Conclusion**

Dien May Xanh also shows the agility in monitoring and updating youth trends such as Lac Troi, Dragon Pikalong, how to avoid debt collection for Tet, haircuts on New Year's Day, Tet in the past and present, etc. created memes with weird green people that made the online community constantly share and discuss.

Dien May Xanh is planning strict control measures to closely monitor product quality, brand awareness, brand image and customer satisfaction. This will allow the company to react quickly if customers change their buying behavior. Contingency plans are also needed to handle any expected problems like the competition. The success of Dien May Xanh is created thanks to a methodical Marketing strategy from TVC advertising to marketing on social networks, knowing how to take advantage of opportunities and turn weaknesses into the following brand development platform. This.

Thanks to choosing the right brief, with clear goals and ideas, combined with effective implementation of Dien May Xanh's marketing strategy and constant creativity through TVCs, this brand has received an extremely impressive number of views despite do not use influencer marketing. By now, everyone knows about Dien May Xanh and the stormy TVCs that have been advertising for over a year, the great success of this brand is worth admiring and learning.

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