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Digital marketing strategy of Vietnamese electronics supermarkets: The case of Dien May Xanh

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Abstract

With a new approach completely different from traditional marketing methods, Digital Marketing has helped businesses reach potential customers faster, more widely and more accurately than ever before. In addition, the budget and costs for Digital Marketing are very flexible, marketers can adjust and allocate for each stage of the marketing campaign. Digital Marketing is easy access to the potential customer market of 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. 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 and magazines, of course, the cost of the service is a very large number, of course. From the Digital Marketing tool, you can easily assess the exact parameters of customer interest when accessing your ads. The measurement tools also measure the direction of users such as from what source they access your website. The Internet grows at a rapid rate, so from the start to the end of the campaign. Digital marketing you can track performance through statistics.

Keywords: Digital Marketing, Service Development, Popular Marketing, Business Development, Supermarket Marketing

1. Introduction

1.1 Overview of the research problem

Over the years, digital marketing has become an integral part of businesses' marketing strategies. Compared to traditional marketing methods, digital marketing helps you reach potential customers faster and target more accurately. Besides, the allocation of costs for digital marketing is also very flexible, you can adjust it according to each stage of the marketing campaign. Digital Marketing plays an important role in branding and targeting conversions into leads. Businesses today are only interested in measuring sales rates; subscribers; leads, deals, etc. If you don't have a conversion rate; all of the above measures are meaningless and all your advertising efforts will be wasted. Besides better conversions through effective digital marketing advertising, a vital role in ensuring revenue is important. It is of great interest to you and your business. With clear targeting, specific leads, conversions and revenue generation. That is what small and medium businesses use the Digital Marketing system; has the advantage in improving business results by 3.3 times. Using an effective Digital Marketing strategy will attract a large number of customers. It provides the opportunity for an immediate customer call-to-action (CTA). There are many strategies to help you move from calling customers to buying action. A call to action tells you what they usually do when they come to your website. They can read a blog post, download something, sign up, or make a purchase. Digital Marketing offers you all solutions. For you to choose and find your own solution to approach; and make them make purchasing decisions. Below we will learn about one of the popular high-quality marketing of some electronics supermarkets in Vietnam today and propose key solutions for exploitation and development.

1.2 Urgency of the research problem

In market economy businesses are free to compete to meet the needs of customers in the best way. The more developed the market economy, the higher the competitive pressure. Competition is both a driving force and a strict selection and elimination tool of the market for businesses. If an enterprise wants to do good business, it cannot be separated from the market. Besides functions such as production, finance, and human resources, it is indispensable for it to connect business activities with the market. That is the function of marketing. Today, marketing activities play a decisive role in the position and reputation of

businesses in the market. Therefore, in order to survive and develop in today's hyper-competitive environment, businesses only have to try their best to orient themselves according to the needs of the market, satisfy the requirements of the market, look for new slots. Open a market and create suitable products to satisfy the requirements of that market. From the above reasons and realizing the importance of marketing activities for businesses, I went deep and researched the topic "Some marketing solutions to help improve business efficiency at Dien May Xanh enterprise.

1.3 The significance of the study for management practice

With customers as the focus, Dien May Xanh supermarket wishes to bring products that match customer needs, best prices and perfect customer service. Dien may Xanh is a large electronics supermarket in Vietnam with strong financial resources. Dien May Xanh owns a team of qualified and efficient employees. The distribution system covers 63 provinces and cities.

Understand the theoretical basis of promotional activities in the marketing strategy. As a competitive tool to help businesses enter new markets or maintain market share, improve sales, adjust market demand, and find new customers. Communication tools introduce products, businesses and support positioning strategy. Facilitating distribution, establishing relationships and encouraging distribution intermediaries. Help build a positive image of the business to public groups, solve bad news crises, create events that attract attention.

1.4 Objectives of the study

According to the American Marketing Association (AMA), marketing means: "Marketing is a set of activities and processes for creating, communicating, delivering, and exchanging services of value to customers, partners, and customers. Society in general". Marketing generally refers to the activities that businesses undertake to promote the purchase or sale of a product or service. Marketing includes the activities of advertising, selling or providing products to target consumers or to other businesses. According to marketing experts Philip Kotler and Kevin Lane Keller, the definition of marketing is: "the art and science of selecting target markets and attracting, keeping, and growing customers through creating, deliver and communicate superior customer value. Marketing, also known as marketing, is the whole process of getting customers interested in your products and services. Marketing involves researching, promoting, selling and distributing your products or services. Marketing majors typically focus on market research, consumer behavior research, and analysis of a company's commercial activities in order to attract and retain customers by satisfying their wants and needs. customers, as well as instilling brand loyalty. 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. In this article, we will introduce you to some of the perspectives and concepts of Digital Marketing from famous experts and scholars in the world

about Marketing. According to Philips 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. based on electronic media and the Internet". According to Joel Reedy: "Digital Marketing: includes all activities to satisfy the needs and wants of customers through the internet and electronic means". When it comes to digital marketing strategy, consider SEO as a key platform. It blocks every member of your target audience – no matter where they are in your buying funnel. The reason is that almost every user starts searching for a new product or service using a search engine. For many businesses just getting started with Digital Marketing or looking for a quick boost, PPC is a useful online marketing strategy. It gets your website to the top of the search results, which can be helpful if your company's organic search results ranking has many pages back. Our country is in the process of industrialization and modernization of the country, developing towards opening up and international integration. In order to do this well, the most important factor is the human factor. Therefore, in order to improve the Digital Marketing campaign to serve the country's innovation well, first of all, it is necessary to improve the quality of education and training, and create conditions for the comprehensive development of human resources. Therefore, we will go to find out the Digital Marketing strategy of the green electronics supermarket in Vietnam today and propose the main solutions to exploit and develop the strategy to meet the requirements of international economic integration. economic.

2. Theoretical basis

Digital Marketing actually includes managing the presence of a company or business in different forms on online platforms, such as company websites and company pages on social networks. combined with online communication techniques including search engine marketing, social media marketing, online advertising, email marketing and partnership agreements with other websites. These techniques are used to support the goals of acquiring new customers and providing services to existing customers that help develop customer relationships through E-CRM. However, for digital marketing to be successful, it is still necessary to integrate these techniques with traditional media such as print, TV, and direct mail as part of omnichannel marketing communications. 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.

Nowadays, Digital Marketing is becoming more and more popular in our lives. Marketing is a tool to connect businesses with their target customers. Marketers will have the task of researching, planning and approaching the market, thereby promoting the business situation of the business. Digital Marketing is marketing activities carried out on digital platforms. Businesses will no longer approach customers in traditional ways. Instead, electronic information channels will be used, such as: Email, Website, Facebook. Through digital platforms, marketing professionals will build and strengthen the brand image of

the business. Digital Marketing has become an integral part of 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. In this article, we will introduce you to some of the perspectives and concepts of Digital Marketing from famous experts and scholars in the world about Marketing. According to Philips 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. based on electronic media and the Internet". Digital Marketing has been considered a strength of many businesses, accounting for a "not small" budget, it can be seen that, along with the development of the market and technology, Digital Marketing has brought a lot of benefits. beneficial for businesses. The presence of the field of Digital Marketing does not make traditional Marketing disappear, it complements, overcomes limitations, takes advantage of the constant changes of the market. Advantages and outstanding benefits of Digital Marketing

Digital Marketing that Marketers need to pay attention to includes macro environment, micro environment and internal business and products. The analysis of these factors helps businesses discover strengths, weaknesses, opportunities and threats according to the Marketing mix model. From there, the direction for the right and appropriate Digital Marketing strategy can be drawn. Microenvironment includes factors directly related to the business, brand and external forces. Before planning any Digital Marketing campaign, businesses need to consider and analyze information related to suppliers, customers, partners, competitors, the public. The macro environment affecting Digital Marketing activities is composed of forces affecting the general environment of the industry and has no direct impact on the business. Generally, the macro environment consists of 5 components: demographic, economic, technological, socio-cultural, legal and political. The internal environment of the enterprise is made up of internal factors of the organization, the forces that affect Digital Marketing activities, specifically including human resources, budget, machinery and technology, business strategy. history, corporate culture. Businesses need to clearly define, what are the factors that cannot be changed, which factors need to be included in digital marketing communications and activities, strengths that can be exploited, which factors must be changed, which can be changed. Understanding the communication tools in Digital Marketing is extremely important, helping businesses and specifically Marketers to apply and deploy flexibly, accurately and effectively, serving to achieve business goals. In a Digital Marketing campaign, it includes activities that convert the public into customers, or increase brand awareness, branding and customer relationships. Therefore, to be able to measure and evaluate the effectiveness of Digital Marketing activities is extremely necessary, helping businesses evaluate and adjust activities, identify tools in line with market trends, customer behavior in marketing campaigns. Measuring and evaluating the effectiveness of Digital Marketing also needs to be built with a specific strategy on each channel and each campaign. From there, businesses will know which channels bring potential

customers to invest their budgets, which channels are having problems and need to be adjusted.

Thereby, thanks to this strategy, Dien May Xanh shows the great success of the marketing campaign of the large electronics supermarket group in Vietnam. With friendly and fun campaigns that make it easy for customers to reach, it has brought success to the mobile world corporation.

3. Research Methods

3.1 Data sources and methods of collection

3.1.1 Income method

In today's hyper-competitive environment, loyal customers are the most important asset for any business. Customers are the source of income of businesses, in the competitive environment in Vietnam, there are many electronics retail companies with strong financial resources, with their strong financial resources, they constantly launch offer promotions and discounts to stimulate customers to come to them, but with high-value goods such as electronics, the discount program has a direct influence on consumers' purchasing decisions. Therefore, retaining customers and building loyal customers is a top important task for businesses, but it is also beneficial because the cost to retain an old customer is always much lower than that of a customer. the cost of acquiring a new customer.

3.1.2 Solution content

The concept of a loyalty card: a loyalty card, also known as a membership card, is a type of card that converts every time a customer comes to buy a product into a point unit of each shop. When reaching a certain point, customers will enjoy preferential policies that ordinary buyers do not have. For example: a customer who buys clothes at your shop, each time he accumulates 10 points, when the customer accumulates 100 points equivalent to 10 times to the shop, he will receive a 10% discount for the bill.

* Some attractive customer loyalty programs

Discount: When customers accumulate a certain number of points, they will be allowed to directly deduct the corresponding amount from the invoice. For example, the rule is that a customer must accumulate more than 100 points. In fact, a customer's card with 110 points will receive a discount of 110,000 VND on the next purchase bill. It should be noted that the reduction amount does not exceed a percentage of the order.

3.2 Research Methods

The main methods used in the thesis include: document analysis method such as: qualitative method to find the basic ideological content of the document, find out the problems related to the topic. Research and identify problems to be solved. Documents, articles, interviews or scientific journals related to the role of human resource management in the international business of Green Machine Company", as secondary data should be a lot of related documents, so we need to sift through to get the most accurate document for the problem. And the quantitative method "finds a way to group signs and find out the cause and effect in groups of objects", based on the literature and research sources of the qualitative method so that we can highlight the important roles importance of human resource management, and answer the question of why such companies fail when it comes to human resource management in the host country, and the companies succeed in the host country. Secondary

data collection method, this method is based on available sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research objectives, accurate, of data and current. And the method of comparison and contrast to find the most accurate documents on the research problem as well as reliable sources of information from the internet.

3.3 Research process

A business that develops strongly, has a position in the market, needs to have a strong staff. Enterprises need a human resource management department to help manage capital, facilities, science and technology, and human resources. In particular, it is necessary to exploit and take advantage of human resources in accordance with the business strategy of the enterprise. Employee morale and attitude are positively improved, if human resource management is effective. Employees with professional qualifications and high skills will help businesses develop and make good use of human resources in the market. Human resource management needs to meet the requirements of enterprises in terms of recruitment, training and capacity assessment. The human resource management department needs to select the right employees for each position and each task. Then employees need to be trained and developed from the very beginning. The human resource management department will have to focus on fostering employee capacity. An effective human resource management department will avoid mistakes in recruiting, training and evaluating personnel for businesses. When properly screening and training qualified employees, businesses will avoid many types of waste. Thus, the human resource management department needs to carefully arrange the following tasks: selecting, arranging, training, and deploying optimal personnel. With the economic crisis and high inflation, human resource management needs to adapt to the economic situation. Therefore, in addition to finding and developing quality human resources, human resource management must also use the budget effectively.

4. Research results and discussion

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. to other electronics supermarkets such as Thien Hoa, Cho Lon. 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. 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.

5. Conclusions and recommendations

5.1 Conclusions

Today, when the economy is growing, international integration has been a big trend of the modern world, having a profound impact on international relations and the development of each country. Internationalization is also expanding, the penetration of foreign companies and enterprises also increasingly affects the production and business process in the country. That fierce competition requires companies to constantly grow in production to dominate the market and create profits for businesses. Vietnam's electronics market in recent years has seen strong growth in sales as well as the number of retail businesses participating in the market.

According to Mr. Ngo Thanh Dat, Marketing Director Tran Anh, in 2015 Vietnam's electronics market grew by about 20%, with this growth the scale is estimated to reach nearly 7 billion USD. Meanwhile, a forecast from research firm Statista (Germany) estimates that the consumer electronics market is about 10 billion USD. This growth rate is partly due to the strong increase in consumer demand. With a population of more than 90 million people, while a high proportion of people of working age, plus an increasing standard of living and income, is a strong support to accelerate the growth of consumer demand for electrical goods. machine for home life.

However, the current reality shows that, although it is always among the countries with a high growth rate of consumer demand, in Vietnam over the years, there have been many electronics retail businesses that cannot exist and cannot survive. forced to leave the game. The once big names of the electronics market went bankrupt such as BestCaring in 2012, Viet Long in 2014 or TopCare in 2015. Besides, many electronics retailers had to sell themselves or enter into joint ventures with Foreign partners to continue to compete such as Tran Anh sold 31% of the market share to Nojima Japan, Nguyen Kim sold 49%, the share to Central Group of Thailand....

Besides, the fact that the industry's profit margin is at a very low level (from 4 to 5% is only approximately ½ of the interest rate on bank loans) is a clear indicator of the difficulty level of this industry. That proves that the opportunities for businesses in this market are great, but the competition and elimination are still fierce.

Dien May Xanh belongs to Mobile World Investment Joint Stock Company (MWG), currently the No. 1 retailer in Vietnam in terms of revenue. In addition to Dien May Xanh, MWG is also operating other retail chains such as Bach Hoa Xanh, Bluetronic, 4k Farm, Mobile World.

In 2016, Dien May Xanh has 180 new retail points opened, 3 times higher than the total number of points in the period 2010 - 2015 of this business. By the end of December 2016, Dien May Xanh had 266 supermarkets in 63 provinces and cities. Not stopping there, the company plans to continue to open more retail locations this year with ambitious goals. The rapid growth of Dien May Xanh made other firms impatiently plan to expand the area.

At present, Dien May Xanh officially surpassed 1000 supermarkets during 10 years of establishment and development. Dien May Xanh's store model with an area of 350 - 500m² with flexible layout has helped the company

save space costs. It is estimated that these mini supermarkets can achieve the same revenue as a large shop with an area of 1000m².

Thanks to this strategy, Dien May Xanh shows the great success of the marketing campaign of the large electronics supermarket group in Vietnam. With friendly and fun campaigns that make it easy for customers to reach, it has brought success to the mobile world corporation.

5.2 Recommendations and suggestions

In the process of international integration is happening faster and stronger under the influence of many factors, including human resources. Attracting and using talent is always a top concern for all businesses and entrepreneurs, because more than ever, the competitive strength of businesses is having revenue or orders as in expected, especially in the context of an integrated, globally competitive economy. So, let's start from Digital Marketing strategy in each business with specific solutions and actions such as:

+ Social Media

Marketing experts believe that 2018 will continue to be a boom year for social media. Therefore, marketing on social media such as facebook, Instagram, chatbot, etc. will help businesses not only push sales effectively but also build a brand image in the hearts of customers.

+ Email Marketing

There are quite a few complaints about Email Marketing at this stage. However, if businesses apply it correctly, Email Marketing is still considered the form with the highest ROI in most digital marketing channels.

+ Ads are displayed on reputable websites with great traffic

Businesses can always find effective advertising channels built by large websites. Typically, the Admicro unit with solution packages to satisfy all the most demanding needs of businesses:

+ PR - Digital marketing solution to increase sales effectively

The PR package to push sales is a solution package for businesses that have completed the branding process and moved to the sales promotion stage. With this solution, you can create a strong impression on customers, thereby creating demand for products and services; stimulate and engage more interested people to convert into buying action. PR articles are posted on channel pages with appropriate content to arouse curiosity and draw attention to the superiority of the product. In addition, the accompanying Viewplus service can help businesses increase their coverage to 32 million readers, accounting for 90% of internet users in Vietnam; with diverse methods of reaching readers, multi-platform advertising.

+ Banner advertising

Banners are suitable for promoting new products or a promotion. Especially the large banner ads, long hanging time, placed in hot positions on the website have the ability to increase brand awareness, or increase the number of orders and sales significantly.

Baloon ad, Box apps are located in the health categories, making it easy to target the right customers. With the help of frequency technology and retargeting technology, Baloon adx, Box Ads do not miss any potential customers.

There are also many tools suitable for each purpose and requirements of pharmaceutical companies, clinics, and gyms.

+ Ads AdX, CPC

AdX and CPC ads are used to selectively advertise to a high-demand audience. The Targeting technology that the Admicro system uses allows classifying Internet users by demographics, behaviors, devices, content, needs, down to their smallest interactions, and from that data outlines the real world. user data in a relatively accurate manner. With the application of this technology, the two tools mentioned above have the ability to target the target audience by selectively displaying with the set of customers who have read the PR article and the group of readers interested and in need of the product.

In addition, retargeting technology helps AdX and CPC ads to identify users and deliver ads to a set of customers interested in the product on the entire website (within the network) that they access with data. data from previous steps and the same set of customer data that Admicro provides. In this way, customers are constantly reminded of the product and easily stimulated to buy.

The biggest benefit of customers when choosing advertising to increase sales with AdX and CPC is that they can both diversify websites (equivalent to multiple approaches) to being able to measure themselves, Budget control and efficiency.

5.3 Limitations and directions for further research

5.3.1 Limitations

Each strategy will have its own specificity and suitable for each business. Therefore, it is impossible to create a common strategy that works for everyone. But let's remember, the purpose of the strategy is to outline the actions that need to be taken. This is to fulfill its purpose within a certain period of time. This strategy must reach many potential customers to benefit the business in many ways.

However, once we have a Digital Marketing strategy in place, we have only completed the easy part. The next part that is quite difficult is how to implement that strategy, need to bring them out to implement and complete the ultimate goal of bringing profit to the business.

Cases of taking advantage of online sales channels for profit such as: fake, anonymous online sales, fake goods, sales bursts and a series of other bad events arising from online business have made a part of customers Loss of trust in social media entrepreneurs. This is also one of the major disadvantages of Digital Marketing. And easy to copy, with just two clicks, competitors can completely copy information from their campaign efforts. Sometimes all we need to do is change our logo to another competitor's logo. Therefore, care must be taken when doing Digital Marketing to ensure that one's own efforts will not be used by competitors.

There have been many opinions that, when using Digital Marketing, it will reduce a lot of costs and is almost completely free, but this view is not completely correct. We will have to pay a huge cost for communication channels such as: Facebook, Twitter, but the effectiveness of these communication channels will sometimes not guarantee the quality we want, but we have to sure to ensure an amount of interaction equivalent to the amount of money spent.

5.3.2 Further research directions

The growth of the internet is the foundation that drives the proliferation of digital communication channels. As of

October 2019, there were nearly 4.5 billion internet users globally (58% of the population) 400 million more than this time in 2018(1). In particular, the trend of mobile and social networks also grew strongly by 2.4%, respectively (raising the number of mobile phone users to 5.15 billion, accounting for 67% of the total world population) and 9.6% (raising the number of social network users to 3.72 billion, accounting for 48% of the total world population).

A digital world is formed with digital citizens with different lifestyles, habits and interests compared to the traditional generation. The rise of digital media channels and social networking platforms make it easier for today's consumers to share information and express their desires for quality products and services. If in the past, businesses were the factors that influenced users' decisions, now the influence of people around them in both online and offline channels is the basis for promoting shopping behavior.

The source of data about each customer's "touch points" will be richer and richer. Research shows that, at the beginning of 2020, the average person will create 1.7 MB of digital footprint from swiping an ATM card, every time you surf the web or every time you click on an ad...) per minute.

This is a challenge that forces marketers to transform their approach to customers, change the traditional way of marketing through the application of emerging technologies such as AI and Machine Learning to hone tactics, develop new marketing strategies, and develop new marketing strategies. digital footprint; thereby identifying patterns and trends to detect and predict business results.

In the digital economy, the competition between businesses is fiercer than ever. It is no longer a race of big fish to eat small fish, but a competition of speed: Whoever is faster wins. The driving force here is none other than applying technology to gain competitive advantage through hyper-personalized campaigns and especially real-time data analytics.

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